



WRITTEN BY
ELIXIR-IIM TRICHY

QUEST

EMBRACE KNOWLEDGE,
LIVE IT WELL



Foreword:

Indian Institute of Management Tiruchirappalli is happy to launch e-magazine aiming to serve the causes of children and adolescent minds. Society must emphasize on taking a good care of the children. Studies suggest that personality of a person depends upon the type of stories shared to the person during one's childhood. McClelland proved that the appropriate stories imbibed during the childhood helps to develop one's need of achievement leading to engaging in action with commitment and joy in future, that further leads to better economic indicators of the nation where the child is living. Without any gender bias, in the beginning of the 19th century, William Wordsworth said - Child is the father of the man. That means the kind of childhood one witnesses, that goes a long way to create the personality. Leading psychologist Keren Horney suggested that a person carries one's deep-rooted childhood experiences at the work place. Therefore, to create positive climate at work place we need to start early by creating positive environment in the minds of the children. It is not surprising that Shivaji's gallantry may owe to the type of stories shared by the mother Jijabai to him during his childhood. The way Thomas Edison was taken care by his mother during his stage of early education impacted his life and through mother's effort one of the greatest scientists was gifted to the world. We should give right gift at right time to a child. It creates long-term impact. Healthy piece of literature starts tuning the synthesizing mind of a child.

On the occasion of launching the first edition of our e-magazine - Quest - for children and adolescent minds, I extend greetings to one and all. Special thanks to the team Elixir and faculty as well as staff colleagues who conceptualized, concretized and brought the idea in tangible form. Enjoy reading, please give your valuable feedback and contribute for the future editions!

Best Wishes!

- Dr. Pawan Kumar Singh
Director, IIM Trichy

Dear Readers,

With immense enthusiasm and a profound sense of purpose, we introduce the inaugural edition of our magazine, “Quest: Embrace Knowledge, Live It Well” The Magazine is available in 3 languages i.e. English, Hindi, and Tamil. We embark on this journey with a heartfelt commitment to uplift the aspirations and ignite the dreams of rural students in the age group of 11-18 years. Our goal is to enhance their reading skills, stimulate their inquisitive minds, help them discover their true selves, and provide vital support for their emotional, mental, and personality development. We also aim to open doors to diverse career options and inspire them with tales of remarkable individuals who have triumphed against all odds.

First and foremost, we extend our deepest gratitude to the remarkable individuals who have selflessly contributed to “Quest: Embrace Knowledge, Live It Well” offering their wisdom, creativity, and passion to help build a bridge of knowledge, opportunity, and inspiration. We wish to convey our profound appreciation to our esteemed editor, Prof. Rishikesan Parthiban, whose unwavering dedication has played an integral role in shaping this magazine into a beacon of hope and knowledge.

As you immerse yourself in the pages of this inaugural edition, keep in mind that this is just the commencement of our shared journey. Our magazine invites you to embark on a voyage where curiosity meets exploration, where the power of knowledge intertwines with the spirit of discovery. Our mission is to make a meaningful difference in the lives of students and to provide them with the tools they need to become the architects of their own destinies.

We express our gratitude once more, to our dedicated contributors and to each one of you who shares in our vision. Together, we can empower the next generation of “Quest”, shaping a brighter future for all.

Warm regards,
Team Elixir

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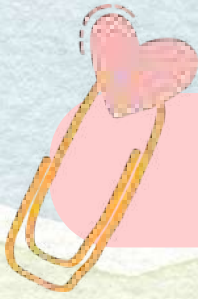
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OVERCOMING CHALLENGES:

The Remarkable Journey of
Professor Ramesh Krishnan



PROF RAMESH KRISHNAN, IIM K

In the quiet and humble village of his childhood, a young boy who once undertook odd jobs for a living and scaled coconut trees nurtured aspirations that transcended the fields and hills that surrounded him. Today, Ramesh, an Assistant Professor at the Indian Institute of Management Kozhikode, inspires people with his incredible journey. Growing up in a small village, Ramesh recognized that education held the key to a brighter future. For a young boy hailing from a modest background, gaining admission to a college was an extraordinary accomplishment, one that opened the doors to numerous opportunities. His journey was not without its share of hurdles. During his school days, Ramesh engaged in various jobs to support his education and family. His family owned a modest one-acre piece of land in Nedumanur village, where his father, Krishnan, worked as a farmer with significant debts to repay. Their residence was a humble hut, and Ramesh's mother, Selvi, faced with health issues. Ramesh had to pedal seven kilometres to reach his high school in Sankarapuram. Prior to attending school, he would gather fresh leaves and vegetables from the family farm and sell them in neighbouring villages. Ramesh even earned a living by climbing coconut trees to harvest coconuts, for which the farm owners compensated him with Rs. 10 for each tree he scaled. On weekends, he further worked on farms in the village, earning a daily wage of Rs. 25 for his efforts. For Ramesh, every challenge became an opportunity for growth and learning. Just as he once ascended coconut trees in his village, he internalized the importance of unwavering persistence. Challenges were not obstructions on his path to success;

rather, they were viewed as stepping stones.

Throughout his school years, Ramesh consistently exhibited diligence and a strong work ethic. He secured the second rank in his school, attaining an impressive score of 1030 out of 1200 in the Tamil Nadu state board exams. This achievement attested to his academic commitment and laid the foundation for his subsequent educational pursuits.

Following his school education, Ramesh enrolled in Mechanical Engineering at Anna University, Trichy. Overcoming challenges such as transitioning from a Tamil medium to an English medium of instruction and battling homesickness, he emerged as one of only two students in the entire mechanical engineering batch to secure placement with the esteemed company, Sonalika Tractors. This early success endowed him with invaluable experience, pivotal for his educational journey. Yet, Ramesh's relentless determination drove him to aspire to even greater accomplishments.

During his engineering years, Ramesh embarked on preparing for the Graduate Aptitude Test in Engineering (GATE). His GATE score opened the doors to the National Institute of Technology (NIT) Trichy, marking a significant milestone in his educational journey. This accomplishment was a tribute to his unyielding perseverance and ambition to scale new summits.

Throughout his academic journey, Ramesh not only concentrated on his personal growth but also dedicated himself to tutoring and participating in extracurricular activities. These pursuits deepened his comprehension of the subjects he was passionate about and allowed him to guide fellow students towards academic excellence.

One of the most significant milestones in Ramesh's career was his admission to the prestigious Indian Institute of Technology (IIT) Madras. Another remarkable achievement was the pursuit of a joint PhD in Sydney, Australia. Each step in this international expedition was accompanied by its own set of challenges and he had to work tirelessly to overcome them. Following the successful completion of his PhD, Dr. Ramesh received a job offer from IIM Lucknow, where he commenced his academic career. Subsequently, he made his way to the Indian Institute of Management, Kozhikode, where he presently holds the position of Assistant Professor in the Quantitative Methods and Operations Management Area. Throughout his journey, Ramesh's parents remained unwavering pillars of support, standing by his side and motivating him to put forth his best effort in every endeavours. He also encountered influential individuals and organizations that played a pivotal role in shaping his path. Foremost among these contributors was the Agaram Foundation, an organization initiated by actor Suriya.

This foundation served as a critical steppingstone in his educational journey, extending scholarships to bright students from rural and semi-urban areas aspiring for higher education. The Agaram Foundation went a step further by providing mentors who guided him through the challenges of adapting to a new environment. Ramesh also acknowledged the contribution of the GIT Gate Coaching Centre in Trichy, which recognized the financial constraints he faced and extended the support he needed for GATE coaching. Their assistance empowered him to excel in his studies and alleviated the financial burdens he bore.

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LESSONS FROM THE JOURNEY

Ramesh shared that one of the most profound realizations fuelling his motivation was the stark contrast between his village and the outside world. He recognized that education was not merely a privilege but a fundamental right and the key to unlocking a world of opportunities. He also realized that his journey was not solely about personal achievement, but about securing a brighter future for his family and society. He comprehended that, as a bright student, he had the potential to break the cycle of limited opportunities that prevailed in his village.

GUIDANCE FOR YOUNG STUDENTS

In conclusion, Ramesh imparted valuable lessons and guidance to young students who may be grappling with challenges in their pursuit of education



EMBRACE CHALLENGES

01

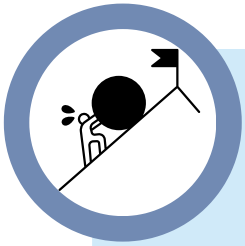
Challenges represent opportunities for growth. Whether facing a significant or minor struggle, do not permit it to become an roadblock. Instead, view it as an opportunity for growth and learning. Persist, and always strive to give your best effort; success will follow.



THE PATH TO SUCCESS

02

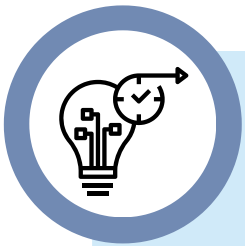
The path to success typically involves gradual progress rather than an instantaneous leap to the top. Do not feel compelled to understand everything all at once in your academic journey. Begin with what is manageable and progressively build your knowledge and skills. It's akin to solving a complex problem; initiate your work with the more approachable aspects and advance step by step to the more intricate facets



PERSEVERANCE

03

Perseverance is a potent tool. Whether your aim is to excel in your studies or achieve a particular goal, do not allow any problem or setback to deter you. Even if you cannot run, start by walking. The key is to continue moving forward, breaking barriers, and never giving up. With determination, you can overcome all obstacles obstructing your path.



FORESEE THE FUTURE

04

Foresee your future opportunities, target what you want and work towards it. Continuous and consistent effort is the secret of success.

Ramesh's journey from a rural village to international academia serves as a testament to the power of determination, hard work, and the unwavering support of those who believe in your dreams. It is a story that reminds us that no dream is too big, and with dedication, we can overcome any obstacle on our path to success. Just like Ramesh, you too can dream big, work hard, and achieve your aspirations.

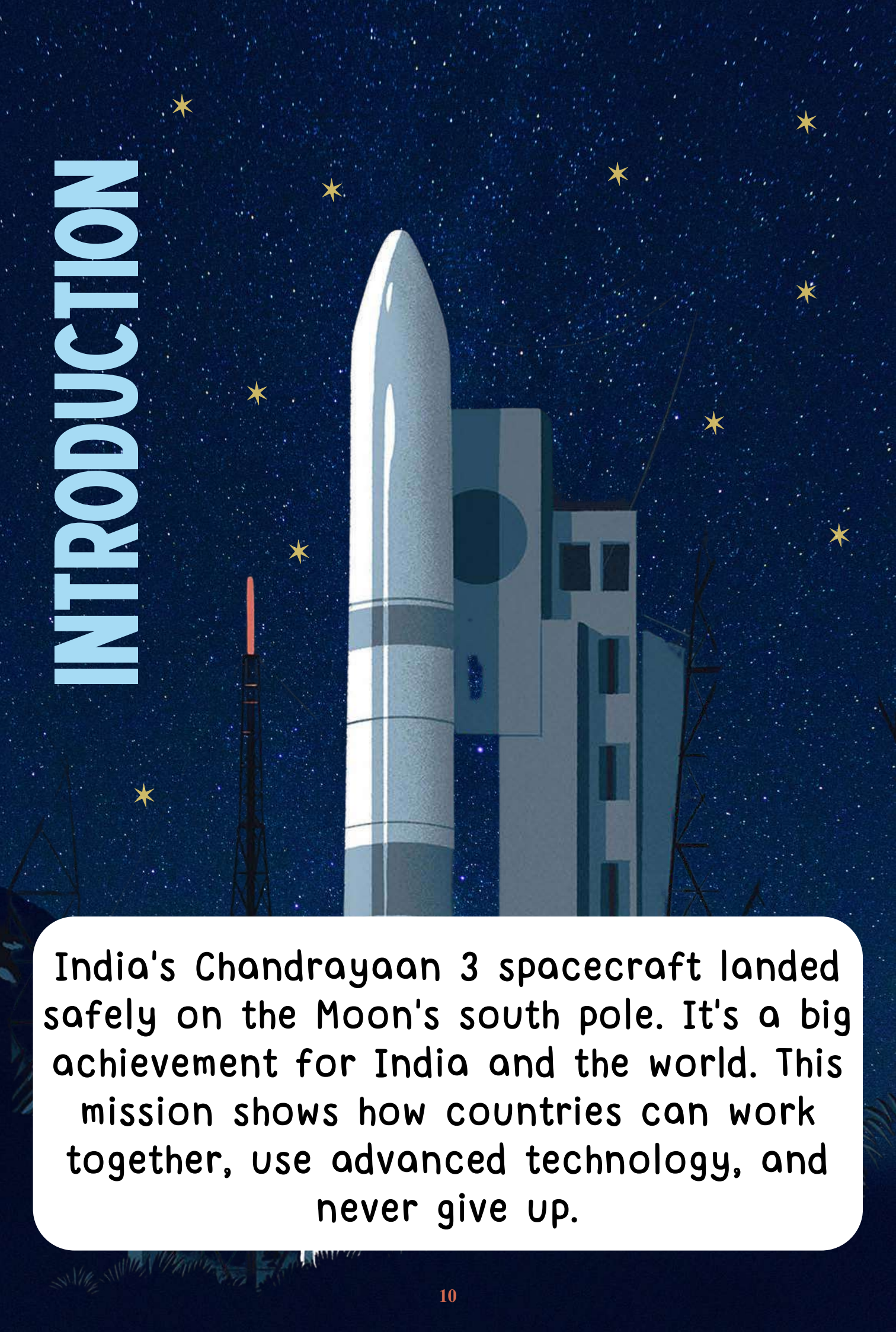




Chandrayan 3

INDIA'S HISTORIC LUNAR
LANDING SUCCESS

INTRODUCTION

An illustration of a rocket launch at night. A large, white rocket with blue and grey segments is ascending vertically. To its right is a tall, grey service structure with a circular opening. The background is a dark blue night sky filled with numerous small white stars and several larger, yellow, five-pointed stars. In the foreground, the silhouettes of launch pad support structures are visible.

India's Chandrayaan 3 spacecraft landed safely on the Moon's south pole. It's a big achievement for India and the world. This mission shows how countries can work together, use advanced technology, and never give up.

WHY CHANDRAYAAN 3'S LANDING IS IMPORTANT?

With Chandrayaan 3, India is now the fourth country to land on the Moon, after Russia, the US, and China. This shows India's growing skills in space science.



ABOUT THE CHANDRAYAAN PROGRAM

India started the Chandrayaan program in 2008 to study the Moon. The previous mission, Chandrayaan 2, had some problems, but India learned from them and made Chandrayaan 3 successful. The man behind this huge success is the ISRO chief S Somnath, he is also given the credit for accelerating ISRO's other missions, including Gaganyaan and Sun-mission Aditya-L1.



WHAT EXPERTS THINK?

Famous scientists say Chandrayaan 3's landing is a huge success. Dr. Chrispin Karthick from the Indian Institute of Astrophysics talks about the importance of collective progress in space exploration. Aakash Sinha, a professor from Shiv Nadar Institution of Eminence, praises India for its achievement and says this will inspire many young people



HOW ARTIFICIAL INTELLIGENCE HELPED?

Artificial intelligence (AI) helped Chandrayaan 3 land safely on the Moon. AI systems helped the spacecraft know where to land without problems. Dr. TV Venkateswaran says that this kind of technology will be very useful for future space missions. A scientist at Vigyaan Prasar, believes AI-powered algorithms will play a big role in controlling autonomous vehicles in future space missions.

WHAT IS AI?

Artificial Intelligence, or AI, is like a smart computer program that can do tasks like thinking and learning on its own. It helps in many things, like talking to your phone or making cars drive by themselves. It's like having a helpful robot friend in the world of computers.

WHAT IT MEANS FOR THE FUTURE?

What This Means for the Future

With this success, India will play a big part in future Moon missions. Sandip Chakraborty thinks this is just the start for India in exploring space and that there's a lot more to come.

Chandrayaan 3's landing is a proud moment for India and shows their skills in space missions. It reminds everyone what's possible when people work hard, use technology, and never give up.





World War I and II

WORLD WAR I: The Big Bang of Chaos!

It's June 28th, 1914, and all is good. But then, Gavrilo Princip kills Archduke Franz Ferdinand, heir to the Austro-Hungarian throne, and his wife, Sophie. This tiny incident triggered one of the biggest, messiest wars in history.

World War 1 (WW1) was like a big clash between two gangs: the Central Powers and the Allies. The Central Powers had Germany, Austria-Hungary, and Turkey in their corner. In contrast, the Allies had France, Great Britain, Russia, Italy, Japan, and the United States on their side.

The war continued from 1914 to 1918. In the end, the Allies won after four intense years of fighting. However, about 85 lakh soldiers and a whopping 1.30 crore civilians lost their lives.



WORLD WAR II: The Sequel We Didn't Ask For

Fast forward to 1939, and guess what? Germany decides to invade Poland. Great Britain and France weren't happy with it, so they declared war on Germany on September 3, 1939. The USSR joined the war on June 22, 1941 when attacked by Germany.

World War II (WW2) was like a massive clash between the Axis powers (Germany, Italy, and Japan) and the Allies (France, Great Britain, the United States, the Soviet Union, and kind of China). The Allies were led by Winston Churchill, Joseph Stalin, Charles de Gaulle, and Franklin D. Roosevelt. At the same time, the Axis powers were led by Adolf Hitler, Benito Mussolini, and Hideki Tojo.



Some key moments in WW2 included the sneak attack on Pearl Harbor in Hawaii, which made the U.S. very upset and brought them into the war. Then, the U.S. dropped the atomic bomb on Hiroshima and Nagasaki. The grand finale? WW2 ended in 1945 with the victory of the Allies.



Did You Know?

One of the most famous animal heroes of World War I was a pigeon named Cher Ami. Cher Ami delivered a message that saved the lives of 190 American soldiers who were surrounded by enemy forces.

The message said, "We are surrounded. Send help. Many wounded. We have no food. Water is failing. We cannot hold out much longer." Cher Ami was shot multiple times, but he was able to deliver the message.

DINING

ETIQUETES




Humans are social animals. We are naturally programmed to interact with one another. Eating together is one such communal activity. This is why feasts are often the highlights of special or celebratory events. It is an opportunity for family and friends to come together. Dining together every day as a family contributes positively to your development. You will learn about healthier food choices and essential communication patterns. Using this time to check in with each other, your family can have closer relationships if you eat together. Paying attention to what you eat is also essential. While sitting in a dining area, you are more likely to be aware of your food and savor what you eat.



Dining etiquette and manners have a significant impact on professional relationships. Whether you are an employee or a business owner, you must always carry yourself professionally. As you eat, people will observe you and make judgments. Good dining etiquette will create an excellent first impression, build personal rapport, and encourage the other person to listen more closely to you. Dining etiquette conveys your civility and can give you the confidence to engage more in conversation naturally.





You may think, “But I don’t eat like an animal.” Yet, it does matter that you follow specific standard steps:

1 Wash your hands before and after a meal.

2 Always stay seated throughout the meal and sit up straight.

3 Avoid talking with food in your mouth. If you need to talk, always swallow first.

4 Be polite. Say ‘please’ and ‘thank you’ while requesting something and at the end of the meal.

5 Do not create loud noises with the cutlery and utensils. Use them gently.

6 Different events require different dress codes. Always adhere to the dress code according to the venue, time, and occasion

7 Avoid burping and slurping.



DINING IN INDIA

Dining etiquette in India is different than in Western countries. In India, it is considered proper etiquette to eat with your hands. In particular, the right hand is used for eating, and eating with the left is frowned upon. As the type of cuisine varies from region to region, table etiquette and manners also differ. For example, while South Indians use the whole hand to eat, in North India, using more than the first two fingers is poor manners. If you are not sure what to do, ask.

Happy Dining!



Knowing what causes anxiety and how to deal with it?



Before diving straight into the topic, I want you all to consider yourself in this situation: you are in a conference room filled with almost 500 people and you can see all kinds of judgmental faces you can ever imagine. You must be in the spotlight in the next 10 minutes or so. How would you feel? Weak on your knees, heartbeat racing! You will not be the only one feeling that way though. If I place a 25-year-old or even a 60-year-old adult, they will also feel the same way. Now, the real question is why do we all feel that way? Well, the answer to the above question lies in the name of my today's topic i.e.

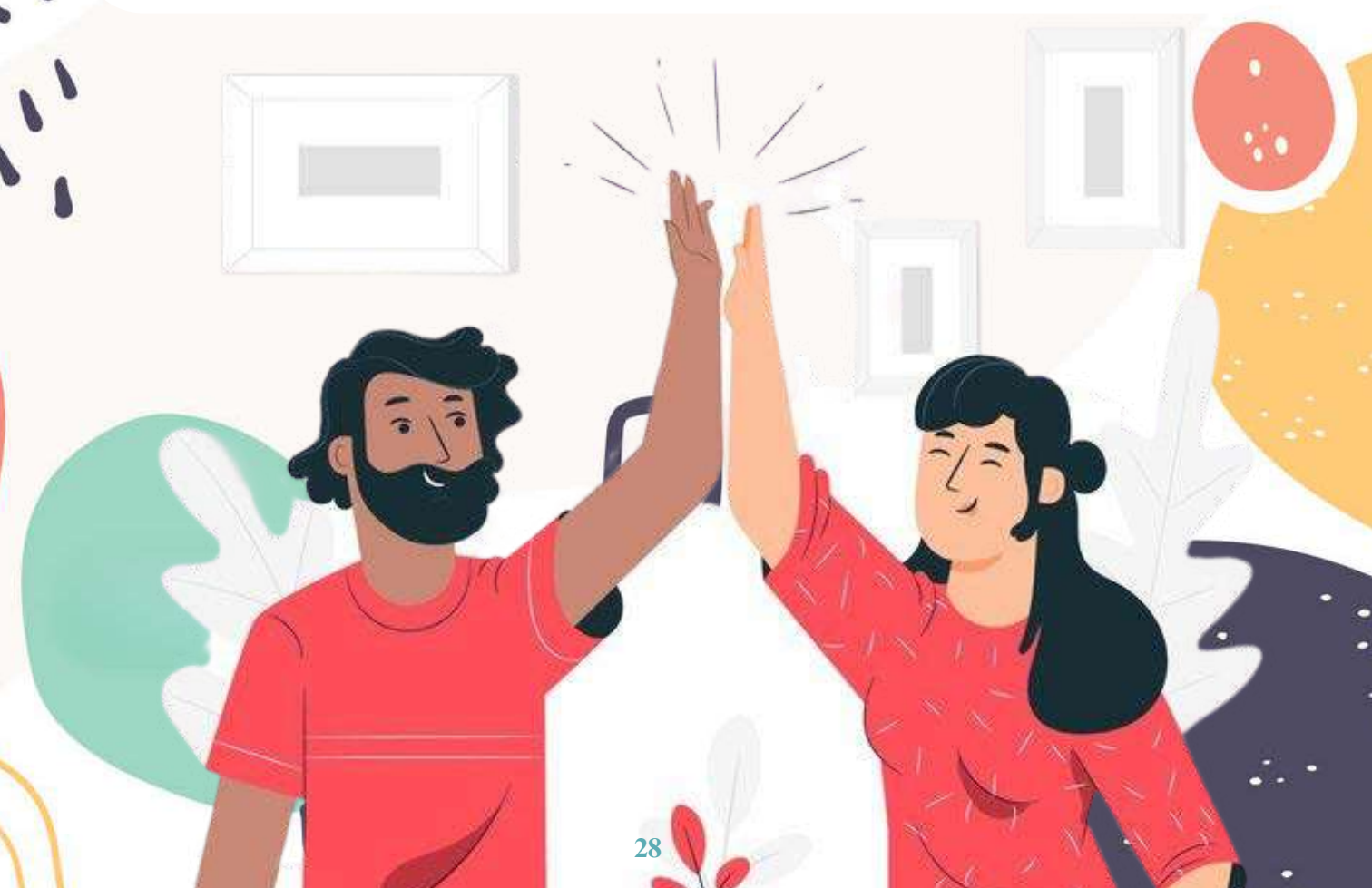
ANXIETY

Anxiety is basically an overwhelming feeling of emotions that arises out of worry or fear. It is something that everyone has felt at least once in their lifetime.

So firstly, you shouldn't consider yourself exclusive for feeling that way. The key to not letting anxiety dominate your intellect is to stop running away from your problems. Instead, you should accept all the aspects of the problem that triggers you to feel that way whether you are right or wrong in that situation



Secondly, it is human tendency to make mistakes and you shouldn't demean yourself for committing them. Instead, you should feel like a confident and powerful soul who is resilient to solve their problems. Finally, you need to dissipate the negative energy that is building up in the best possible way. For me, the finest way to deal with it is by communicating. It might be daunting at first to share your problems, but when you do the same with the most trusted person in your life the scenario changes altogether and it turns out to be a lot easier



Other than that you can promote a balanced lifestyle by keeping in account the importance of regular physical activity, playing sports or arranging friend get-togethers, eating nutritious meals, getting sufficient sleep, and relaxing. Physical well-being helps in achieving emotional well-being and can help in dealing with anxiety symptoms.



KING MIDAS LEARNS A LESSON

"Greed, in the end, fails even the greedy."

- Cathryn Louis





Once upon a time, in a faraway kingdom, there lived a king named Midas. King Midas was famous because he had lots and lots of gold.



It turned out the stranger was Dionysus, a god who liked to have fun.

Dionysus was thankful for King Midas's help and wanted to give him a special gift. King Midas quickly made a wish: he wanted everything he touched to turn into gold.





Dionysus granted the wish, but soon, King Midas realized his mistake. At first, he was excited about turning things into gold, but then he couldn't eat or drink because his food and water turned to gold, too. Even worse, when he hugged his daughter, she turned into a golden statue.





King Midas was really sad. He realised that having lots of gold wasn't as important as his daughter's love. He wanted to undo the wish, so he went to Dionysus and begged for help.



King Midas wanted to give up his powers. Dionysus saw how sorry King Midas was and agreed to help. But he wanted King Midas to remember a lesson. He told the king that true happiness doesn't come from having lots of gold; it comes from love, family, and friends.



King Midas gave up his wish, and his daughter came back to life. He learned that family and friends are more important than gold.

From then on, he used his wealth to help others and make his kingdom a happy place.

The lesson from King Midas's story is simple:

It's not how much gold we have that makes us happy. Real happiness comes from the love we have for our family and friends.

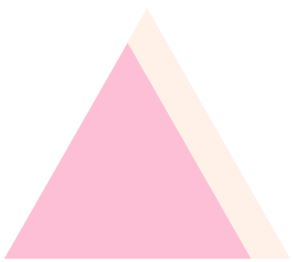
So, remember, love is the real treasure in life.



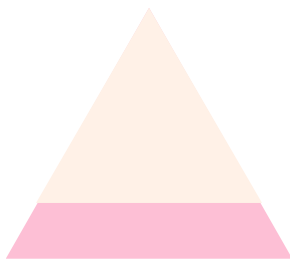


Fun Activities

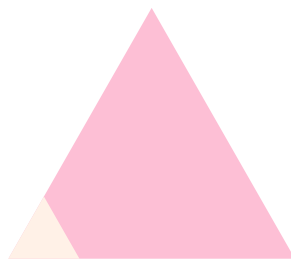
Can you spot the ODD ONE OUT



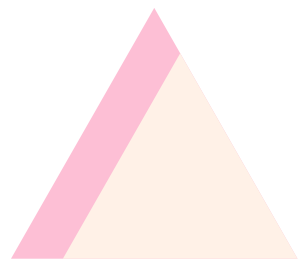
A



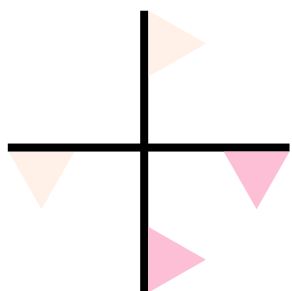
B



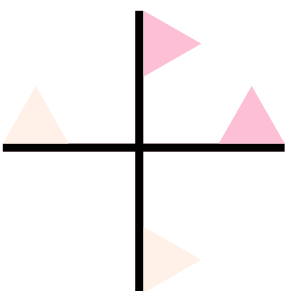
C



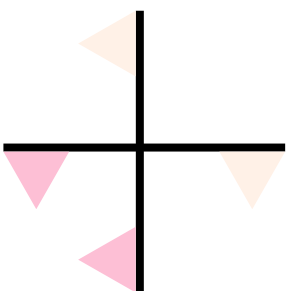
D



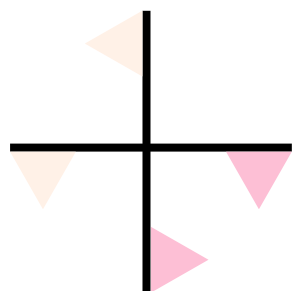
A



B



C



D

Refer to Page 80 for answers

Find the Odd One Out

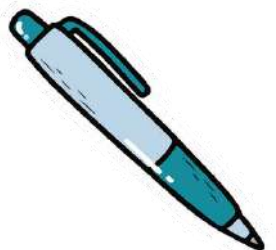
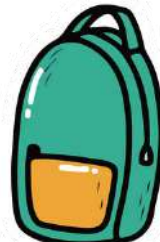
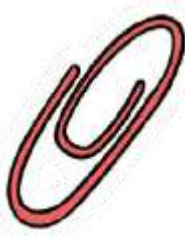
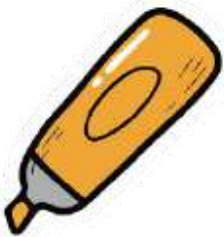
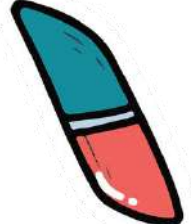
- 1.FLOW
- 2.SNIP
- 3.TRAP
- 4.DRAW
- 5.BACK



Refer to Page 80 for answers

WORD SCRAMBLE

Clues:



Unscramble the words below:

noysrca

urbhs

erkmar

pilrecpap

stet bute

lerur

aserer

okbo

necilp

abg

Refer to Page 81 for answers



TOP 3



ENGLISH



BOOKS

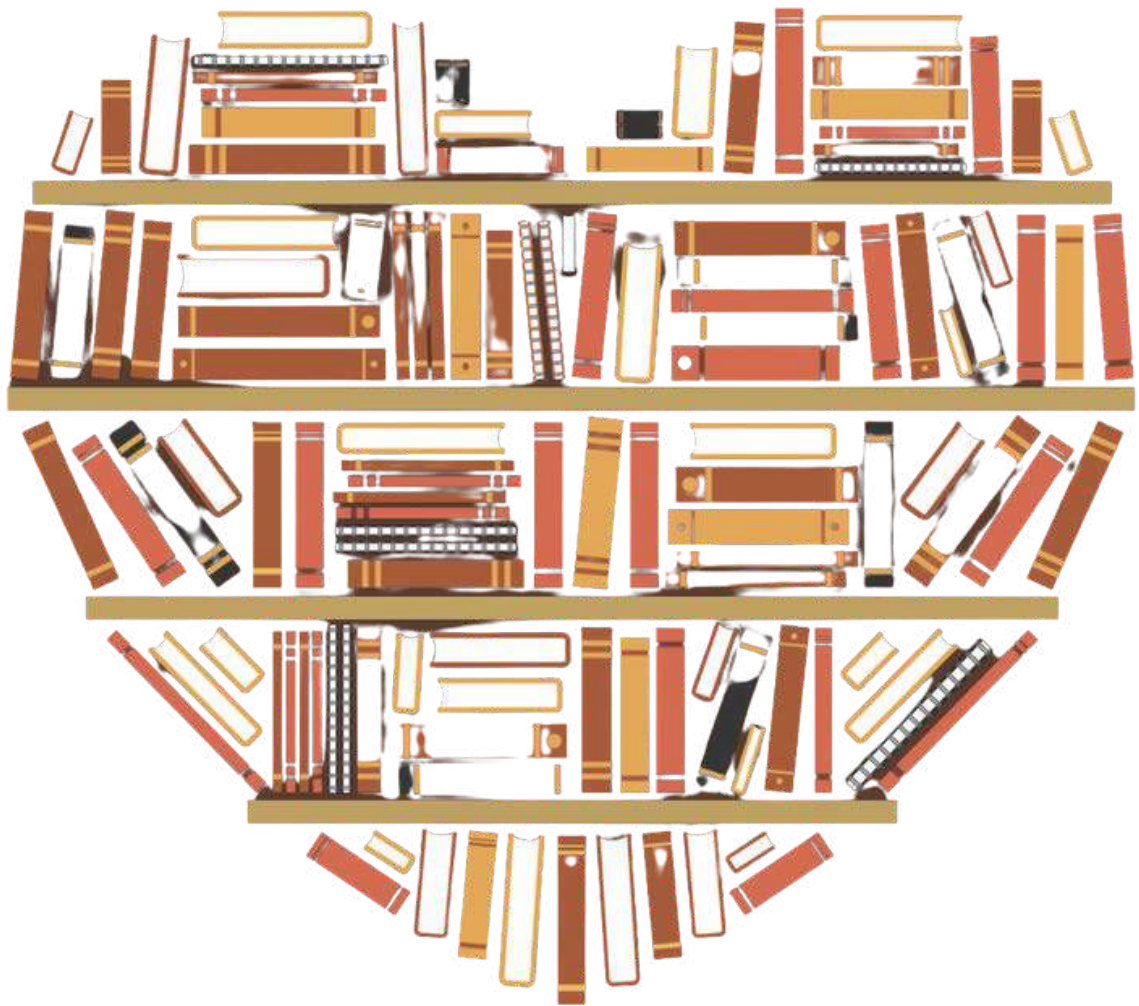


FOR



BEGINNERS

"You know you've read a good book when you turn the last page and feel a little as if you have lost a friend"



J.K. Rowling, Stephen King, Dan Brown, and George R.R. Martin are some of the most well-known authors in today's time. They have written multiple books and have earned millions of dollars from their work. There are hundreds of other authors, and thousands of great books to read. In this landscape, it is important to know, how does one start their journey in the world of books?

Reading is a powerful activity with multiple benefits. It broadens our knowledge, enriches vocabulary, and stimulates cognitive function. It also reduces stress and offers an escape into different worlds. It nurtures creativity, encourages self-improvement, and provides entertainment.

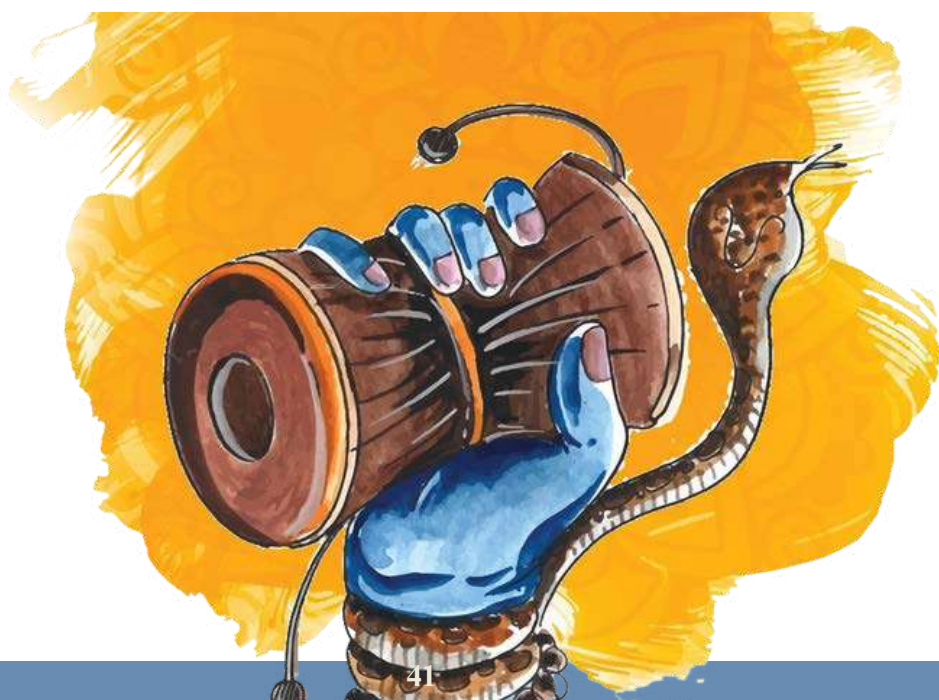
Here is a list of my top 3 books for beginners.

IMMORTALS OF MELUHA, BY AMISH TRIPATHI

The book is an exciting read set in ancient India. It follows a young warrior named Shiva, who gets an invitation to the peaceful kingdom of Meluha. But here's the twist: the people of Meluha believe he's their savior, "the Neelkanth", destined to lead them to victory over their enemies.

As Shiva grapples with this heavy responsibility, he uncovers dark secrets, leading to epic battles fought using mysterious powers. What makes the story even cooler is that it blends ancient Indian mythology, with gods and mythical creatures, into a fast-paced adventure.

It's like an exciting journey through an ancient world filled with heroes, villains, and hidden mysteries. If you're into action, mystery, and a touch of mythology, "The Immortals of Meluha" is a must-read that will keep you hooked from start to finish.



AROUND THE WORLD IN 80 DAYS, BY JULES VERNE.

The book is about Phileas Fogg, a rich and super precise English guy. One day, at his fancy London club, he makes a crazy bet.

He says he can go all the way around the world in just 80 days! Now, back in the 19th century, this was a mind-blowing idea.

So, off he goes on this wild journey, and with him is his trusty French servant, Passepartout. They use trains, steamships, and all sorts of cool stuff to get around. But there's a catch – a detective named Inspector Fix thinks Fogg is a bank robber, and he's hot on their trail.

As they travel through different countries and face all kinds of challenges, like running out of time and dealing with Fix, it becomes a super thrilling adventure. Plus, you'll get to see how diverse and amazing the world was in the 1800s.



A STUDY IN SCARLET, BY SIR ARTHUR CONAN DOYLE.

It is a fascinating book that introduced the world to the legendary detective Sherlock Holmes and his loyal friend, Dr. John Watson. It all starts when Dr. Watson, fresh from the Afghan War, is looking for a place to live in London. That's when he meets Sherlock Holmes, an incredibly smart but kind of quirky detective. They decide to become roommates at 221B Baker Street, and this marks the beginning of their incredible partnership.

Their very first case together is a real head-scratcher - a murder in a locked room that seems impossible to solve. But Sherlock Holmes is not your average detective; he has this amazing ability to see things others can't. Their investigation takes them from the heart of London to the American West, where they uncover a complex story of revenge and betrayal.

The book marks the birth of Sherlock Holmes, a character famous for his brilliant mind and attention to detail. It's a mix of mystery, crime-solving, and adventure, and it's the start of many more exciting Sherlock Holmes stories.



Think of books as your trusty companions on this epic voyage. They're like treasure chests filled with knowledge, emotions, and inspiration. Just like a skilled explorer equips themselves with the right tools, you can equip your mind with the power of reading. Whether you're navigating the wild twists and turns of high school, setting out on the path to discovering your passions, or preparing for the uncharted territories of adulthood, reading will be your guiding star. It'll broaden your horizons, fuel your imagination, and sharpen your mind's compass. So, as you journey through life's adventures, let the habit of reading be your steadfast companion, helping you navigate, learn, and grow every step of the way.



MEDIA MAGIC:

HOW NEWS, STORIES, AND SCREENS SHAPE OUR WORLD



THE ROLE OF MEDIA IN SOCIETY

Media, in all its forms, plays an imperative role in shaping society and passing crucial information. It acts as a powerful source of reflection for society while at the same time acting as a catalyst for change. Whether it is through print media like traditional newspapers, magazines, or the ever-expanding digital landscape.

media has a significant influence in informing educating, and even entertaining the masses.

Informing and Empowering Through Knowledge

One of the primary functions of media is to provide accurate and necessary information.





This information empowers people with knowledge about their surroundings, fostering a society with well-informed individuals that is crucial for the proper functioning of a democratic society. It keeps people updated on political developments, social issues, sports achievements and scientific breakthroughs and the business world enabling them to make informed decisions in their public and personal lives. Media has the power to influence. News coverage, debates, editorials, critique and commentary pieces can shape how individuals perceive various kinds of events happening around them. This influence can be both positive and negative since many times, media outlets or critic editors have their own biases and agendas. But to look at the bright side, having a diverse media landscape ensures that multiple facets and perspectives are provided so that the public can evaluate and form their own opinions.

MEDIA AS THE SOCIETY'S WATCHDOG



Media acts as a watchdog; holding government, politicians, corporations, and other powerful entities responsible for their actions. Investigative journalism uncovers corruption and instances of blatant abuse of power, bringing about necessary reforms and policies to curtail the same. Hence, along with being a source of information, it also plays a pivotal role in maintaining transparency in society and preventing abuse of authority.

BEYOND NEWS: MEDIA'S CULTURAL IMPACT

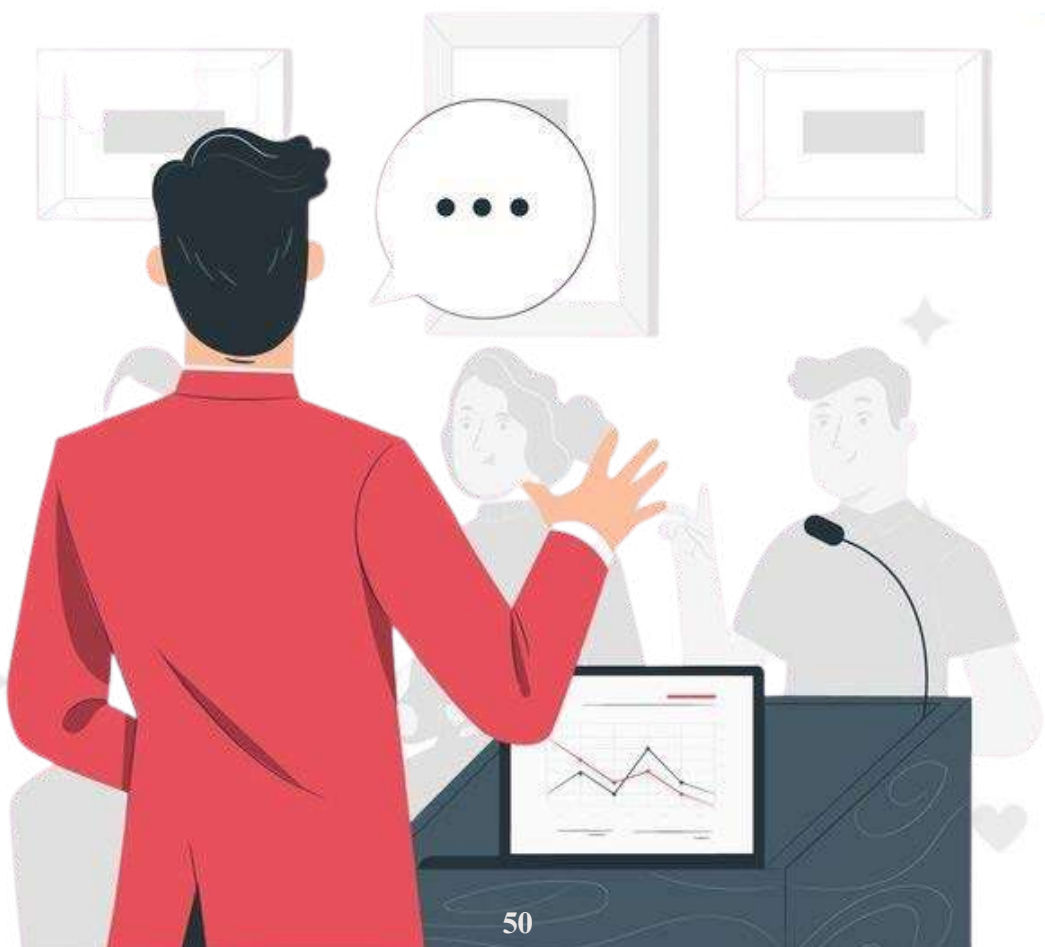
Media can also be an agent for change by highlighting injustices, inequalities, and important issues.

Documentaries, investigative reports, advocacy journalism, and even social media bring forth attention to important matters such as climate change, human rights violations, and societal prejudices. This exposure can garner public support and lead to change from the grassroots level to policy changes. Media also serves as a platform to engage in discussions amongst individuals regarding the above-mentioned matters. Debates, talk shows, and online discussion groups provide a platform for diverse opinions to be heard.



Beyond its information and educational role and impact on society, Media provides entertainment and helps preserve cultural heritage. Television and films contribute to the cultural fabric of society, offering an escape from daily life and reflecting the values and aspirations of a community. Various social media platforms also help bring forth hidden voices and talents in front of the masses and promote their talents on a wider scale.

In conclusion, the role of media in society is multifaceted and very vital. It informs, influences, educates, and even entertains, all while holding institutions responsible whenever required and initiating social change. As technology continues to expand, the media's role in society is also adapting and expanding, making a shift from print to digital landscape, but its fundamental importance in shaping and changing



ENTREPRENEURSHIP

**WHERE CREATIVITY
MEETS INNOVATION!!!**



Entrepreneurship (awn·truh·pruh·nyoh·ship), although it sounds like a complicated word, means turning an idea into a business. This idea comes as an innovative solution to an already existing problem or a better solution than there already is.

A person who comes up with a creative idea and turns it into a business is called an entrepreneur. The journey of the entrepreneur begins with the spark of an idea, usually from observing their surroundings, like "Chikitsak, a Bengaluru-based startup that facilitates medical checkups in the rural parts of India, whose founders observed the difficulty people faced in traveling 16-24 km for primary health checkups. Entrepreneurs are like the rebellious kids of the business world who are not afraid to take risks, believe in their ideas, and take the leap of faith to turn their dreams into reality.



Some of the most successful stories of business tycoons started as struggling entrepreneurs. For example, let's start with Amazon, the largest e-commerce platform in the world. Amazon was founded by Jeff Bezos in 1994 as an online bookstore. The development of Amazon from a small business selling books online to a massive corporation included numerous entrepreneurial difficulties. It serves as an example of how entrepreneurship may result in the establishment of a business that transforms the globe.

Although Jeff Bezos was 30 years old when he founded Amazon, kids also transformed their ideas into successful businesses.

Brothers Shravan and Sanjay Kumaran developed a free game program called Catch Me Cop that can be downloaded from the Apple Store. At just ten years old, they came under the category of young entrepreneurs in India under 18.





This shows that age is not something that stops you from achieving great things in life. So, the next time you have a brilliant idea, don't be scared to approach it with an innovative mindset. Start small, take that leap of faith, and don't lose hope if you make a mistake.

The current situation in entrepreneurship is very dynamic. On the one hand, entrepreneurs have access to more tools and assistance than ever before. On the other side, the market is becoming more and more competitive, making it challenging for new companies to stand out. Despite all the challenges, there are many opportunities in the entrepreneurship world, thanks to the growing global digital economy, which is creating increased demand and supply throughout the world

The world's richest man, Elon Musk, popularly known as the co-founder of Tesla, also started his journey in the tech world as an entrepreneur with PayPal, which revolutionized digital payments systems. Later, PayPal was acquired by eBay in 2002. Following this, Elon Musk is often credited with laying the foundation for user-friendly online transactions. This again proves that the point of identifying a problem and coming up with a creative solution is at the heart of what entrepreneurship stands for.

In conclusion, the current situation of entrepreneurship is full of promise, making it the perfect time for you to start exploring this exciting world. Remember, age is just a number, and your creativity and determination can take you far. So, dream big, work hard, and who knows, you might be the next young entrepreneur to change the world!

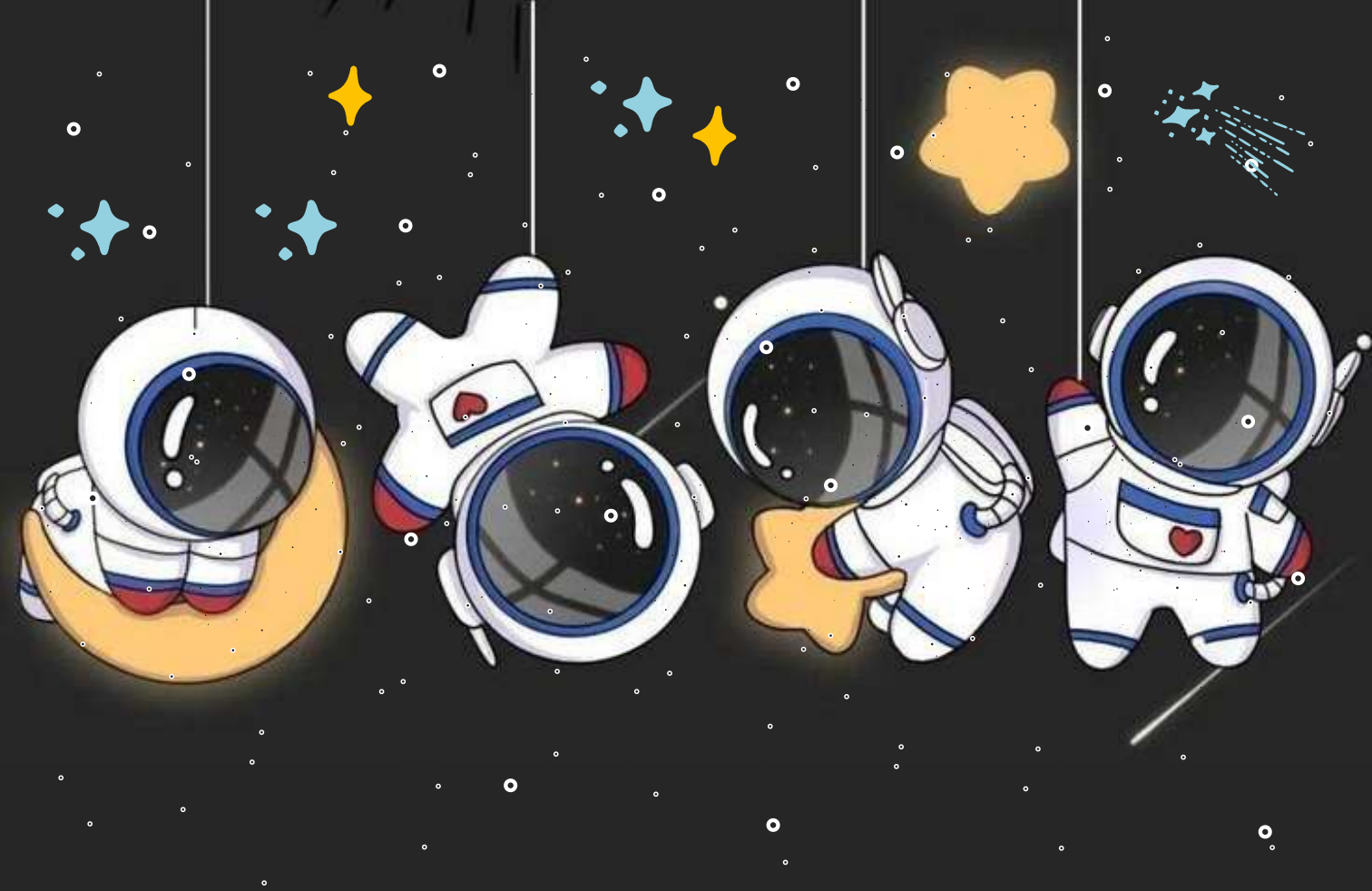


STAC



MARTIAN

FICTION INTO REALITY



Have you ever been lost in a city, separated from the group? Now imagine being stranded on an uninhabited Island, but you could at least hope for a passing ship or plane to rescue you. What if you are left on Mars all alone by yourself with dwindling food and no communication? One such film that has been distinguished for its fascinating depiction of human life on an alien planet in space exploration is "The Martian." The narrative of astronaut 'Mark Watney,' who becomes stranded on Mars, is told in this classic of cinema directed by Ridley Scott and adapted from Andy Weir's book. As we go into "The Martian," we'll look at the science underlying Watney's brilliant survival strategies, analyze the space technology depicted in the picture, and speculate about the prospects for further Mars research.



Mark Watney's situation on Mars is the most challenging hurdle of all: he is stranded with little supplies and no way to contact anybody, so his survival depends on his ingenuity and scientific knowledge. The movie introduces the idea of cultivating crops on another planet. Watney constructs a temporary greenhouse out of Martian dirt (regolith), human feces, and water made from burning hydrazine fuel to grow potatoes. This situation illustrates the possibility of sustainable food production in upcoming Mars missions, even if we're not there yet. Watney cleverly uses the Sabatier reaction, a genuine chemical procedure to create water. He makes water by mixing carbon dioxide from the Martian atmosphere with hydrogen, which is produced by electrolyzing water.



The potential for in-situ resource utilization (ISRU) on Mars, where humans may create necessary resources from the planet's raw materials, is suggested by this. The sci-fi film "The Martian" provides a look into a future when humans may survive on Mars thanks to improved space technology. The movie emphasizes the necessity for sophisticated life support systems and radiation shielding in space habitats by using our protagonist's made-up habitat, "Ares 4". NASA is looking into possible home designs supporting a human presence on Mars. It also highlights the crucial need for protective gear in hostile circumstances by showcasing a combination of real-life spacesuit designs and imaginative interpretation. Not only that, "The Martian" features images of Mars rovers to highlight their function in investigating the Martian landscape.

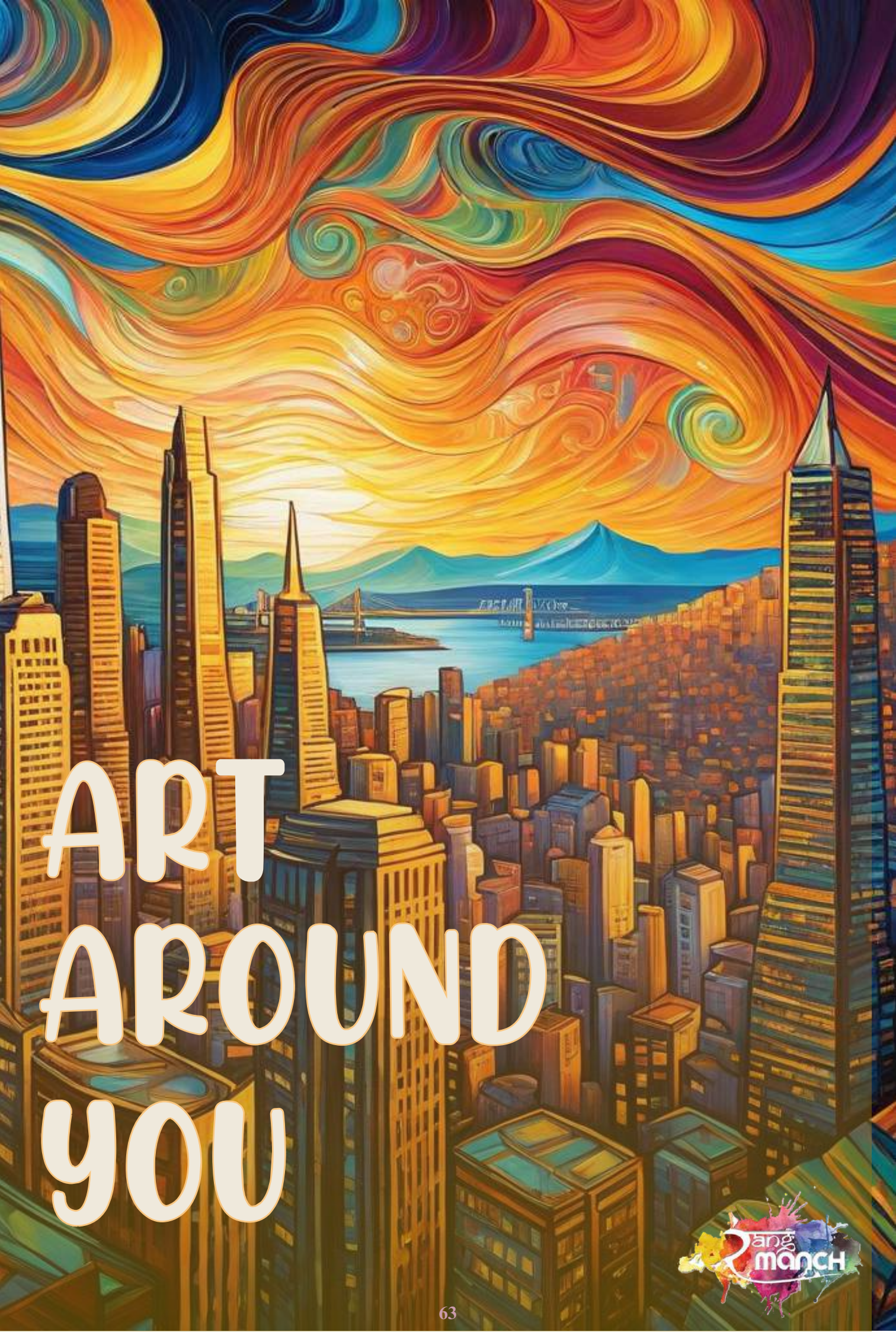




The "Sojourner" rover from the movie pays respect to NASA's actual project, but modern rovers like Curiosity and Perseverance are still adding to our knowledge of Mars. The movie "The Martian" has people thinking about how humans could visit and settle on Mars in the future. The Artemis program of NASA seeks to send people back to the Moon as a prelude to future expeditions to Mars. People might go to Mars on missions planned by private firms like SpaceX.

Also, Future Mars expeditions will need to be self-sufficient, as seen by the movie's depiction of sustainable activities like Watney's potato gardening and water production. Ideas like in-situ resource utilization (ISRU) are being investigated to reduce dependency on Earth for supplies. Overall, In addition to being a tale of survival, "The Martian" also celebrates science, human resourcefulness, and the undying spirit of exploration. It inspires us to set lofty goals and think about the fantastic trips ahead of us in the galaxy. The movie "The Martian" reminds us that, even when our journey leads us to unknown regions of space, our appetite for exploration has no limitations. Remember that Mark Watney's incredible trip is more than simply a movie; it offers a vision of a time when we will be able to reach the stars.



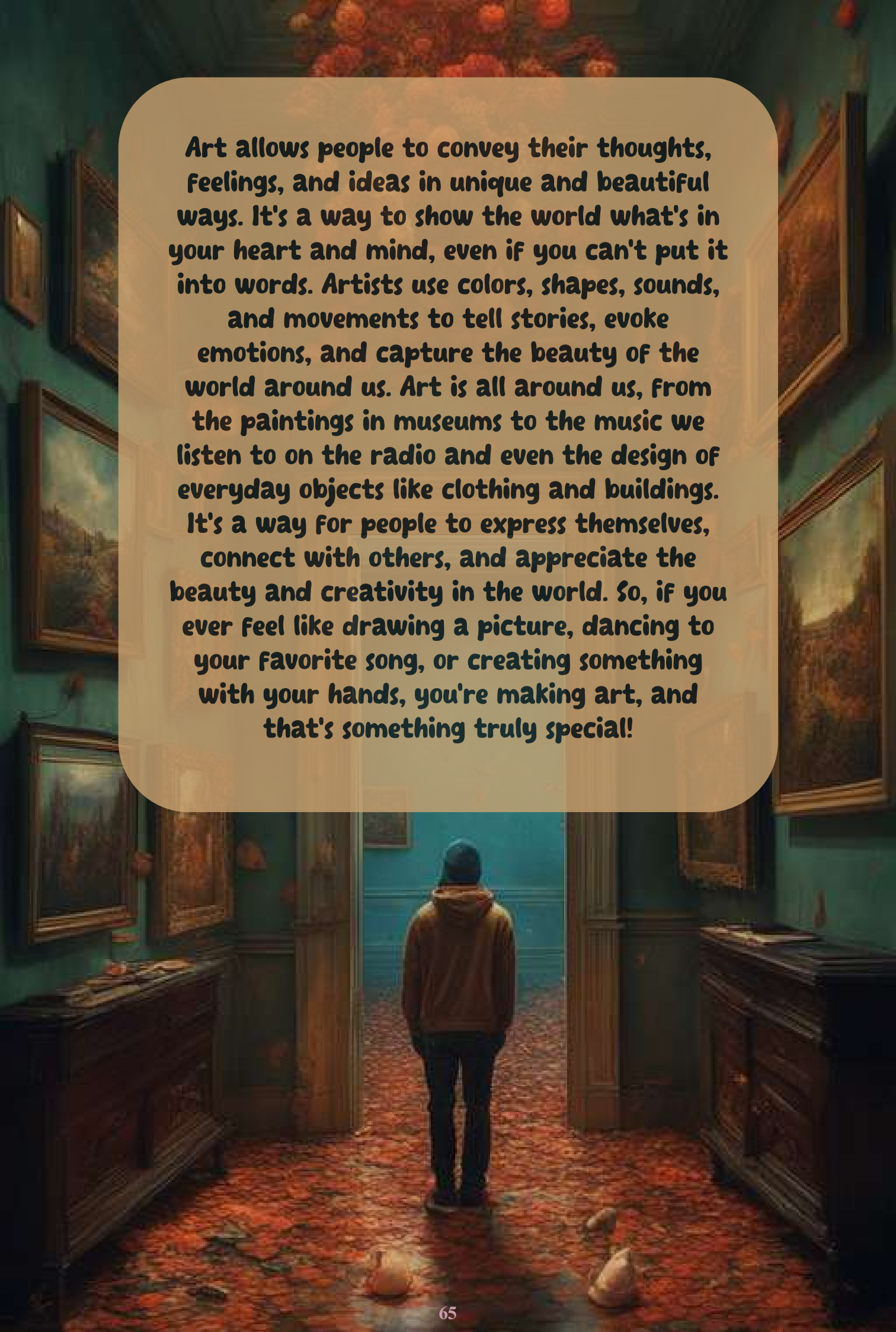


ART AROUND YOU

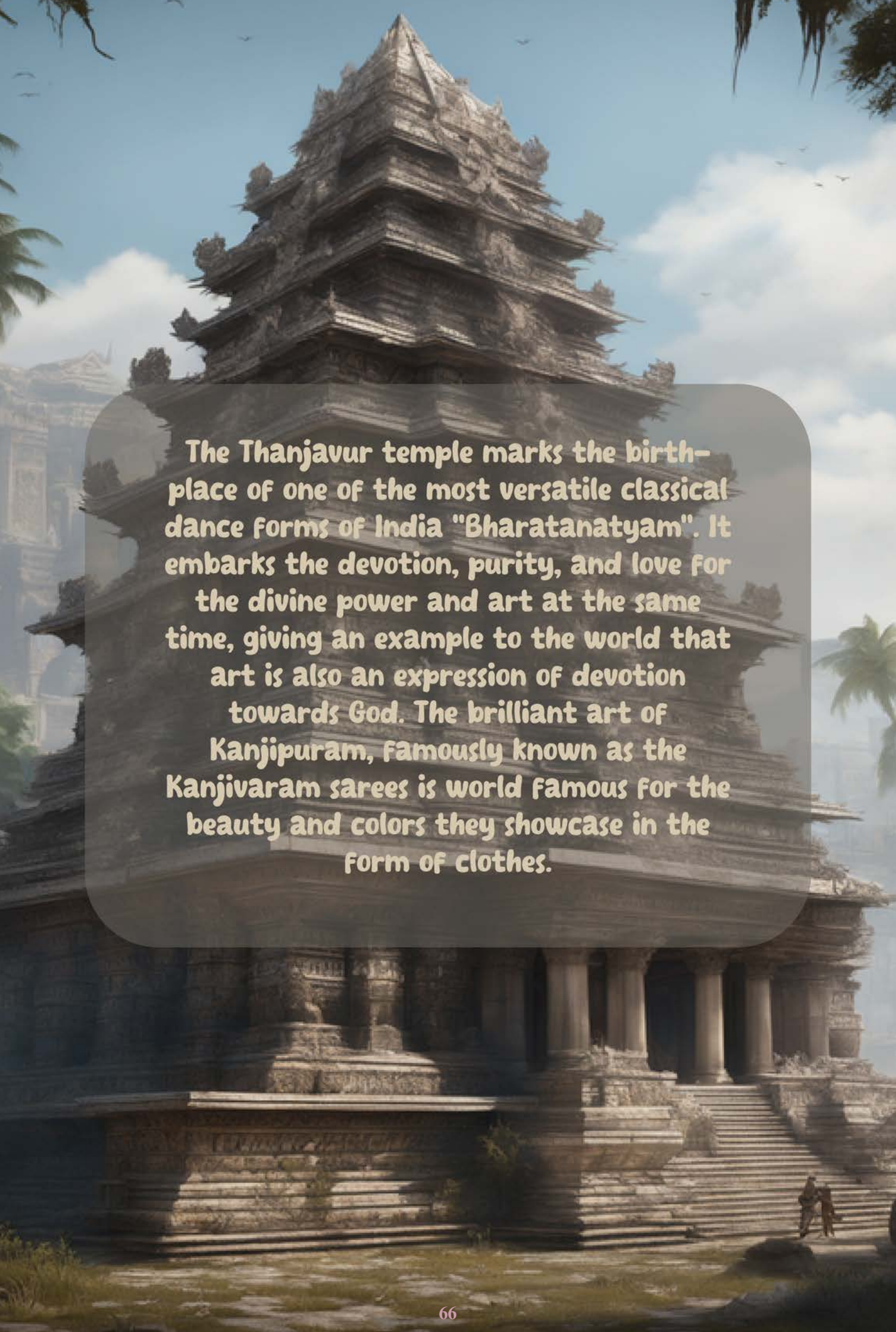


Art is creative activities that express emotions in various forms and those who do that with full dedication and purity are artists. Art is not just painting, dancing, or singing, it contains everything that is a mode of expression. It includes acting, playing instruments, photography, origami, all forms of dance, music, paintings and sketching, and much more. An artist is one who is dedicated and loves any form of art, who takes time and appreciates the beauty of it.

Art also helps us see the world in new and unique ways. It can show us the beauty of everyday things, like a sunset, a flower, or even a simple pencil. It can also make us think about big ideas, like love, nature, or the meaning of life. The beauty of art is like a colorful, creative, and emotional adventure. It's a way for people to express themselves and share their feelings and ideas with others. And just like your crayon drawings, art is something that can bring joy and inspiration to people of all ages.



Art allows people to convey their thoughts, feelings, and ideas in unique and beautiful ways. It's a way to show the world what's in your heart and mind, even if you can't put it into words. Artists use colors, shapes, sounds, and movements to tell stories, evoke emotions, and capture the beauty of the world around us. Art is all around us, from the paintings in museums to the music we listen to on the radio and even the design of everyday objects like clothing and buildings. It's a way for people to express themselves, connect with others, and appreciate the beauty and creativity in the world. So, if you ever feel like drawing a picture, dancing to your favorite song, or creating something with your hands, you're making art, and that's something truly special!



The Thanjavur temple marks the birth-place of one of the most versatile classical dance forms of India "Bharatanatyam". It embarks the devotion, purity, and love for the divine power and art at the same time, giving an example to the world that art is also an expression of devotion towards God. The brilliant art of Kanjipuram, famously known as the Kanjivaram sarees is world famous for the beauty and colors they showcase in the form of clothes.

Some artists excel in their knowledge and dedication to their art and are honored worldwide. Bharat Ratna, M.S. Subbulakshmi was a well-known Carnatic musician and vocalist, born in Madurai, who became the first artist to receive the highest civilian honor of the country. She was called the "Queen of Songs."



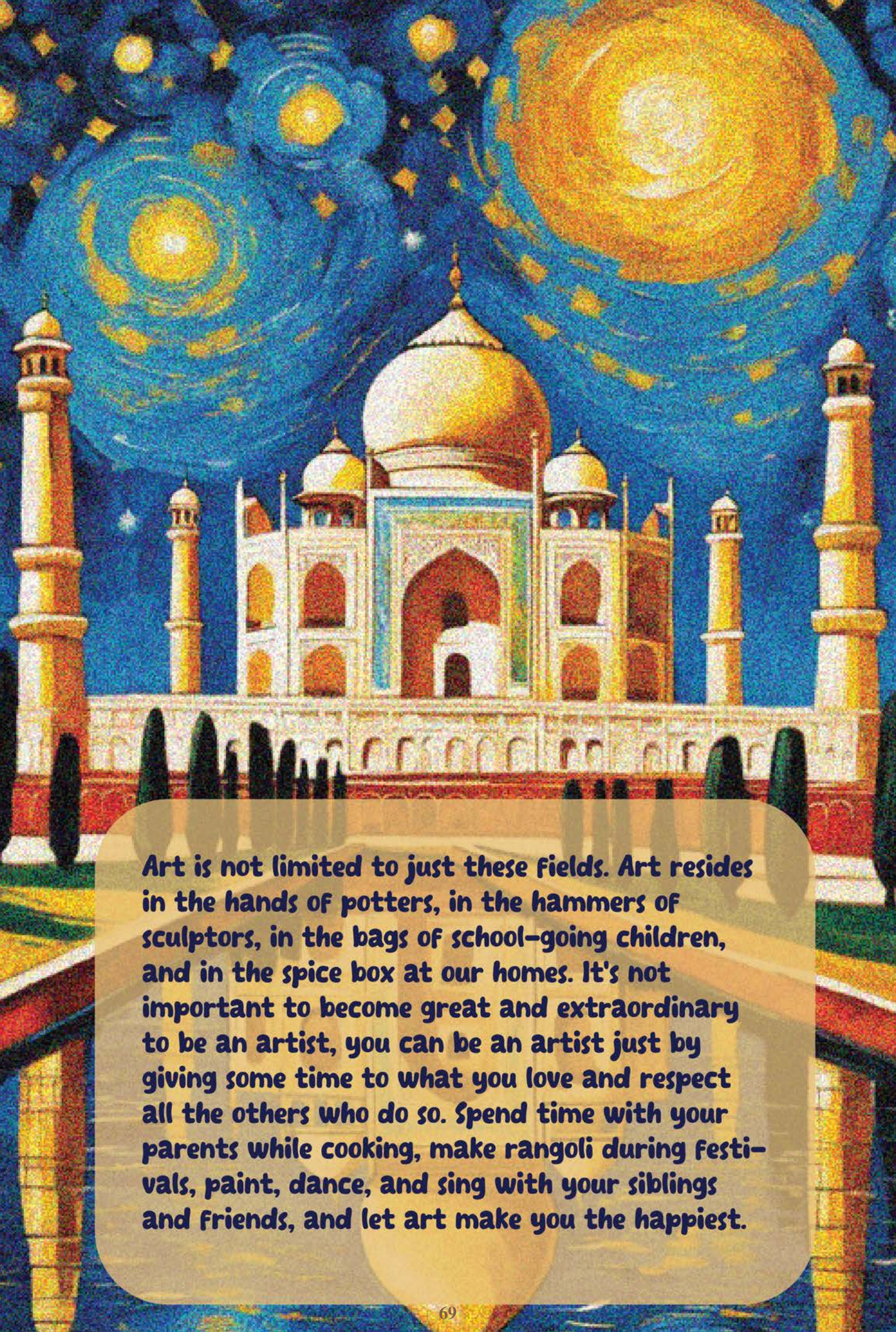


Kennedy John Victor, famously known as Vikram, born and brought up in Chennai, is an actor who earned respect from the audience. He has been awarded a National Film Award and is most famous for characters like Aparichit, and Vikram from Sethu where he showcased extraordinary skills through his acting, and the character Vikram became his identity. He is an artist who is vowed upon by his fans.

VIKRAM AS
ADITYA
KARIKALAN

SUBASKARAN PRESENTS
A MANT RATNAM FILM
பெருந்தலையிற்
செல்வன்
பாகம்-1

IN
CINEMAS
30-09-22



Art is not limited to just these fields. Art resides in the hands of potters, in the hammers of sculptors, in the bags of school-going children, and in the spice box at our homes. It's not important to become great and extraordinary to be an artist, you can be an artist just by giving some time to what you love and respect all the others who do so. Spend time with your parents while cooking, make rangoli during festivals, paint, dance, and sing with your siblings and friends, and let art make you the happiest.


**Art
washes
away from
the soul
the dust of
everyday
life.**



ACS

STRATEGY FOR PERSONALITY DEVELOPMENT





Being a student is hard enough, but developing their personality to compete in this cut-throat world is essential. When everyone around them is just as talented and driven as they are, how can they ensure they shine? We've all been there. But with the ACS strategy for personality development, they'll be on their way to the top in no time.

Assertive



Being assertive and in control of situations is another trait of a strong personality, especially for students, whose environments can often be challenging and unfamiliar. To be assertive, they must express themselves clearly and stand up for themselves. That doesn't mean being aggressive or pushy, but standing up for their beliefs.

01

Here are some tips for tips to help students become more assertive:

a) Be decisive and take charge of situations.

b) Set clear boundaries and stand up for themselves when necessary.

c) Communicate clearly and effectively.



Communicate effectively

Communication is essential for personality development as it allows students to express themselves clearly and connect with others.

02

Here are some tips for students to get them started:

a) Develop strong body language. Nonverbal cues such as eye contact, facial expressions, and posture can say a lot about how someone feels. A robust body language sends out a positive signal to others as well

b) Avoid jargon and slang.

c) Be aware of the tone while speaking. Ensure a respectful and polite manner. But make sure to sound firm.

Socialize

Being sociable is one of the easiest ways for students to develop personalities. This means being friendly and outgoing and talking to people. Most students are naturally sociable. However, some students may find it challenging

03

Here are some tips for students to get them started:

- a) Talking to their classmates, friends, teachers, and anyone else they can think of will make them more open
- b) Joining clubs and organizations will allow them to meet new people and learn new things.
- c) Being themselves and not trying to copy others will make them feel proud of who they

d) Be involved in extracurricular activities like music, sports, etc., to build new skills and meet new people

e) Take part in class discussions and projects. This will boost their communication skills and make them more social.

Conclusion

Personality development is essential for students because it helps them easily tackle daily situations. We looked at some of the best ways for students like you to improve their personalities to ACE the real world.





CAN YOU SOLVE THESE GUESSTIMATES



SAMPLE PROBLEM

You are the manager of a pretend zoo. The zoo has 20 animals in total, including lions and elephants. If you want to organize a parade for the animals, and you estimate that each lion will need 3 meters of space, and each elephant will need 6 meters, how much total space (in meters) will you need for the parade?

Options:

- A) 80 meters
- B) 120 meters
- C) 150 meters
- D) 180 meters

Answer: B) 120 meters



Explanation:

You have to calculate the total space needed for each type of animal and then add them up. For lions: 3 meters per lion * number of lions (let's assume 10 lions) = 30 meters

For elephants: 6 meters per elephant * number of elephants (let's assume 10 elephants) = 60 meters

Total space needed = 30 meters for lions + 60 meters for elephants = 90 meters Since the closest option is 120 meters, the answer is B) 120 meters

DIFFICULTY:EASY

You are the manager of a software company. You have 100 employees in total, including engineers and product managers. If you want to organize a team-building event for the employees, and you estimate that each engineer will need 1 hour of space, and each product manager will need 2 hours, how much total space (in hours) will you need for the event?

A) 100 hours B) 150 hours C) 200 hours D) 250 hours

DIFFICULTY:MEDIUM

Approximately how many cricket bats are sold in India each year?

A) 100,000 B) 1 million C) 10 million D) 100 million

DIFFICULTY:HARD

What is the volume of one packet of Oreo biscuit worth INR 20?

Solutions

ODD ONE OUT:

1. Shape A

Shape A features an inner figure(light color) in the form of trapezoid.

Conversely Shape B, C, D feature an inner figure in the form of triangle.

As a result, the image that derivates from the pattern is shape A.

2. Shape D

Rotating Shape A by 90 degrees counter-clockwise aligns it with shape B

Rotating Shape A by 90 degrees clockwise aligns it with shape C

This establishes that A equals B equals C, making D the exception.

3. Option 5

All others except option 5 are proper words if read backwards i.e WOLF, PINS, PART, WARD but BACK if read backwards will be KCAB which is not a word.

Solutions

Word Scramble :

1. Crayons
2. Brush
3. Marker
4. Paper Clip
5. Test Tube
6. Ruler
7. Eraser
8. Book
9. Pencil
10. Bag

Guestimates :

Easy Difficulty

B) 150 hours

Explanation:

You have to calculate the total space needed for each type of employee and then add them up.

Solutions

For engineers:

1 hour per engineer * number of engineers (let's assume 50 engineers)

= 50 hours For product managers: 2 hours per product manager * number of product managers (let's assume 50 product managers)

= 100 hours Total space needed

= 50 hours for engineers + 100 hours for product managers

= 150 hours

Since the closest option is 150 hours, the answer is B)150 hours

Medium Difficulty

Population Estimation: India has a population of approximately 1.4 billion people. Note everyone plays cricket, but it's a widely popular sport, and many people own cricket bats.

Solutions

Cricket Enthusiasm: Assume that around 40% of the population belong to the age range of 50 and above, so the rest 60%, can be split into 3 categories of age range varying from 0-10, 10-35, 35-50. 20% of the population falling in the age range of 10-35 in India is interested in playing cricket, which accounts for both amateur and professional players.

Bats per Enthusiast: On average, a cricket enthusiast may purchase a new cricket bat every 2-3 years, depending on wear and tear. Let's assume an average of 2.5 years.

Calculation: Now, let's calculate the estimated number of cricket enthusiasts who buy a bat each year.

Estimated Cricket Enthusiasts

= (20% of 1.4 billion)

= 280 million people

Bats Sold per Year
= (280 million enthusiasts) / (2.5 years per bat)

= 112 million bats

Rounding to the nearest option:

Approximately 112 million cricket bats are sold in India each year, which is closest to option d) 100 million.

Solutions

Hard Difficulty

Assume Standard Oreo Biscuit Size: Let's assume that a standard Oreo biscuit has dimensions of approximately 5 cm (length) x 5 cm (width) x 0.5 cm (height).

Estimate Number of Biscuits: A 20 Rs packet of Oreo biscuits typically contains several biscuits. For this estimate, let's assume it contains 10 biscuits.

Now, let's calculate the volume of one Oreo biscuit and estimate the total volume of packet:
Volume of one Oreo biscuit:

Volume = Length x Width x Height

Volume = 5 cm x 5 cm x 0.5 cm

Volume = 12.5 cubic cm

Now, we have the volume of one Oreo biscuit as 12.5 cubic cm. To estimate the total volume of the 20 Rs packet, we'll multiply this by the number of biscuits assumed to be in the packet:

Total Volume of Packet

= Volume of one Oreo biscuit x Number of Biscuits

Total Volume of Packet
= 12.5 cubic cm/biscuit x 10 biscuits

Total Volume of Packet = 125 cubic cm

So, based on our assumptions, the estimated volume of one 20 Rs packet of Oreo biscuits is approximately 125 cubic cm. Keep in mind that this is a rough estimate, and the actual volume may vary based on the specific packaging and the number of biscuits in the packet.

Thank
You

