

# The Sydenhamite

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## From the Editorial Team

### Dear Readers,

Welcome to the March edition of our newsletter, where we cover a diverse range of topics that are both timely and relevant. In this issue, we highlight the importance of consumer rights, in light of recent incidents that have put the spotlight on corporate responsibility. We also celebrate International Women's Day, a global event that honors the achievements of women and calls for greater gender equality. On World Water Day, we focus on the critical need to preserve our planet's most precious resource, while World Theatre Day celebrates the timeless art of performance. We also cover the upcoming Women's IPL, which promises to showcase some of the best cricketers from around the world. In space news, we feature the latest from ISRO, India's premier space agency. For lovers of literature, we present a tribute to poets from the 18th century, while our foodies can look forward to an update on the latest developments from McDonald's. Finally, we turn our attention to wildlife, and the importance of preserving our planet's natural habitats for future generations.

We hope you enjoy reading this issue and as always, we welcome your feedback and suggestions.

Best regards,

From The Editorial Team

*Cheers to reading!*



## Sneak Peek into The Sydenhamite's March 2023 Edition

### 1. Celebrating the Timeless Beauty of Women

In today's world, it is important to celebrate women of all ages, from young girls to mature women, and everything in between. Women have contributed significantly to society, breaking down barriers and pushing boundaries in fields ranging from science and technology to politics and the arts. However, despite these achievements, women continue to face discrimination and inequality, and it is critical that we celebrate and uplift them in every stage of life.



### 2. Women's IPL

Currently, cricket is the torchbearer for women's sports in India after badminton and this is an essential step towards empowerment of women in the country and outside.

Giving more women the chance to come to the front and showcase their talent neglecting the dominance of men in most part of the game. Women's professional sport has come a long way.

### 3. 18th Century Poets: Shaping Literature"

...The poets of the 18th century were a diverse group of writers who challenged traditional norms and explored new themes and styles in their works. From Alexander Pope's satirical wit to William Wordsworth's emphasis on emotions and individualism, these poets left a lasting impact on the world of literature. Their works continue to inspire and influence writers and readers today, and their contributions to the literary canon will always be remembered."



### 4. "The Universality of Theatre: Exploring Global Traditions"



Theatre is a universal form of artistic expression that has been performed in cultures all around the world for thousands of years. From ancient Greek tragedies to contemporary experimental works, theatre has served as a way for people to explore the human experience through storytelling. While the style and conventions of theatre may vary from culture to culture, the power of the art form to connect us remains constant.

### 5. Consumer: Raja or Rogue

The exploitation of consumer rights by businesses can have serious consequences for consumers, such as financial harm, health risks, and damage to their overall well-being. This can be due to profit motives, lack of regulations, information asymmetry, limited options, poor enforcement of consumer protection laws, deceptive marketing, and other factors.



### 6. Indian NASA: ISRO

ISRO has been a source of inspiration for many students in India. The organization's achievements in space research and satellite technology have made it a role model for students who are interested in science and technology. ISRO conducts several outreach programs to engage with students and inspire them to pursue careers in science and technology.

### 7. FANCY-A-MCDONALD?

It all started with a hot dog and a drive-through barbecue restaurant and today McDonald's is an international treasure. One of the most successful brands in the entire world, giving tough competition to Coca Cola, Mickey Mouse and many other top notch entities. Having over 30,000 restaurants in over 100 countries, the brand does draw a line in the sand.



### 8. The drought at dawn

Water resources are essential for human survival and the functioning of ecosystems. They are used for drinking, sanitation, irrigation, industrial processes, energy production, and other purposes. However, water resources are under increasing pressure due to population growth, urbanisation, climate change, and pollution.

### 9. Preserving Wildlife for a Sustainable Future

Wildlife is an essential part of our planet, providing critical ecological, social, and economic benefits. However, many species are facing significant threats to their survival. It is crucial that we take measures to preserve and protect wildlife, including creating protected areas, reducing our impact on the environment, and supporting conservation organizations. By taking action now, we can ensure that wildlife populations continue to thrive and contribute to a healthy and sustainable planet.



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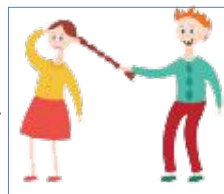
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# Celebrating the Timeless Beauty of Women



In today's world, it is important to celebrate women of all ages, from young girls to mature women, and everything in between. Women have contributed significantly to society, breaking down barriers and pushing boundaries in fields ranging from science and technology to politics and the arts. However, despite these achievements, women continue to face discrimination and inequality, and it is critical that we celebrate and uplift them in every stage of life.

Celebrating women of every age means acknowledging the unique challenges that women face at different stages of their lives. For young girls, this can mean fighting against societal expectations and stereotypes that limit their potential. For teenage girls, this can mean navigating the challenges of puberty and adolescence, while also dealing with peer pressure and societal expectations. For women in their 20s and 30s, this can mean balancing career goals with family responsibilities and the pressure to "have it all." For women in their 40s and 50s, this can mean dealing with ageism and the pressure to stay young and relevant in a youth-obsessed culture. For women in their golden years, this can mean dealing with health issues and the loss of friends and loved ones.

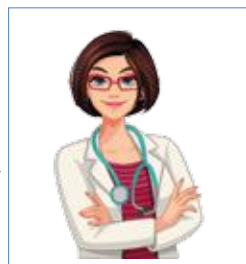


Celebrating women of every age means recognizing and appreciating the unique contributions that women make at different stages of life. For young girls, this can mean encouraging them to pursue their interests and passions, and providing them with role models who show them what is possible. For teenage girls, this can mean fostering self-confidence and encouraging them to speak up and advocate for themselves. For women in their 20s and 30s, this can mean supporting their career goals and providing them with mentorship and guidance. For women in their 40s and 50s, this can mean acknowledging their wisdom and experience and providing them with opportunities to mentor and guide younger women. For women in their golden years, this can mean celebrating their contributions to society and providing them with the support and care they need to age with dignity and grace.



Celebrating women of every age also means recognizing the diversity of women's experiences and backgrounds. Women of different races, ethnicities, and socioeconomic backgrounds face different challenges and have different experiences. It is important to celebrate and uplift all women, not just those who fit into a narrow definition of what it means to be a woman.

In order to celebrate women of every age, we must also recognize the importance of intersectionality. Women who face discrimination and inequality on the basis of their race, ethnicity, sexual orientation, or other factors face unique challenges that must be addressed. Celebrating women of every age means creating a space where all women feel seen and heard, and where their experiences and perspectives are valued.



Celebrating women of every age is critical to building a more just and equitable world. It means acknowledging and appreciating the unique challenges that women face at different stages of their lives, and recognizing the diversity of women's experiences and backgrounds. It means supporting women's goals and aspirations, providing mentorship and guidance, and creating a space where all women feel seen and heard. By celebrating women of every age, we can create a world where women are valued, respected, and able to reach their full potential.





# Women's IPL



The Women's Premier League (WPL) is a women's 20-20 cricket franchise league in India. It is owned and operated by the Board of Control for Cricket in India (BCCI). The clamor for WPL is growing as women in blues have earned their own fan following because of their commendable performances in the past. BCCI launched the Women's Premier League, 15 years after the men's money-minting IPL game. The inauguration ceremony was held on 4th March in DY Patil stadium, Mumbai. It is expected to be the second richest cricket league in the world even though England is the pioneer of the women's cricket league.

The long battle that the women cricketers have fought has come to fruition and this is a breakthrough moment for them and a commendable step towards empowerment of women. Reema Malhotra, the WPL expert said, "I believe we will also see cultural change where women cricketers will have the same level of respect and recognition off the field as the male cricketers. We will see a lot more girls playing at stadiums and academies and all these changes are going to shape gender inclusivity in the sport."

## History of Women in blue

They made their ODI debut during the 1978 World Cup against England in the Eden gardens, Kolkata. Their first T20I match was also against England in 2006 at the County Cricket Ground, Derby. Mahendra Kumar Sharma registered the Women's Cricket Association of India (WCAI) under the Societies Act at Lucknow in 1973 under the Presidentship of Begum Hamida Habibullah. During this year, the first Women's inter-state Nationals was held in Pune with three teams participating, namely, Bombay, Maharashtra, and Uttar Pradesh. The later number of teams increased from three to eight. Chandra Tripathi and Pramila Bai Chavan are the other two ladies, along with the founder secretary Sharma who played a major role in the initial development of women's cricket. The WCAI received the International Women's Cricket Council (IWCC) Government recognition in 1978. In 2005, the Indian women's cricket team made it to the World Cup finals and the following year the BCCI took up the governance of the team henceforth. Since that prolific year, the cricket governance body has taken several steps in regards to equal opportunity and participation for women.

## Insights to the Indian women's cricket team

The team is currently ranked fourth in ICC Women's Rankings with a total of 7,662 points and a rating of 111. The Indian team is one of the top teams today in Asia and the world. It has shown remarkable improvements in the last few years and has proved themselves on the field. India has made it to the semi-finals on three other occasions, in 1997, 2000, and 2009. India also reached the semi-finals of the first two editions of ICC Women's World 20-20 in 2009 and 2010. According to the newly-introduced system, the Indian women's cricketers will now receive Rs 15 lakh per Test, Rs 6 lakh per ODI, and Rs 3 lakh per T20I, the same as their male counterparts as the BCCI President Roger Binny said the decision is a significant step forward for women's cricket and the game overall. Earlier, the women players received Rs 1 lakh each for ODIs and T20Is while the match fee for a Test match was Rs 4 lakh. India is now just the second country in world cricket after New Zealand to introduce pay parity for its male and female contracted cricketers. India's women's team is ranked fourth in both the ODI and T20I rankings and beat Sri Lanka in the final of the Asia Cup this month to claim a seventh title.

## Prominent players

Neetu David is currently chairperson of the BCCI women's selection committee and a





former Indian Women Cricketer who play for the national women's cricket team. She is a skillful left-arm spinner. Diana Edulji was her inspiration. Neetu holds the record for the best bowling figures in women's Tests. Her 20 wickets were the greatest number of wickets taken by a player in the tournament. She was also the first bowler for India to take 100 wickets in Women's ODIs. Jemimah Rodrigues was awarded the Jagmohan Dalmiya Award presented by cricketer MS Dhoni for Best Domestic Junior Women's Cricketer by the BCCI at Jharkhand. One interesting fact from her life is that apart from cricket she is also a good hockey player and represented Maharashtra in both sports.

The BCCI named Smriti Mandhana the Best Women's International Cricketer in 2018. She is a commendable batsman having shown her talent time and again. Harmanpreet Kaur was awarded the Arjuna Award for her outstanding performance in Cricket in the year 2017 by the Ministry of Youth Affairs and Sports. She has smashed an exceptional century in Women's T20I 2018 making her the first Indian woman who had done this. Jhulan Goswami, one of the fastest bowlers, won the M.A. Chidambaram Trophy for Best Women's Cricketer in 2011. Currently, she is the highest wicket-taker in Women's ODIs. Mithali Raj became the captain of the Indian WODIs side in 2005. Because of her outstanding fitness, and powerful determination, she has completed more than two decades of playing cricket for the nation. She has also received several prestigious awards, including Arjuna Award in 2003, the Padma Shri in 2015, and many more.

### **Bidding and auction of the tournament**

17 entities submitted technical bids, including seven men's IPL franchises: Mumbai Indians, Delhi Capitals, Kolkata Knight Riders, Punjab Kings, Rajasthan Royals, Sunrisers Hyderabad and Royal Challengers Bangalore. The other bidders include Adani Group, Capri. Global, Haldiram's Group, Torrent Pharma, Apollo Pipes, Amrit Leela Enterprises, Shriram Group and Slingshot 369 Ventures Private Limited. INR 12 crore will be the auction purse for the inaugural season. Each team can buy a minimum of 15 and a maximum of 18 players, including seven overseas players including at least one Associate player. Unlike in the men's IPL, WIPL teams will have the option of fielding up to five overseas players in the XI, provided one is from an Associate country.

### **Format**

A total of 22 matches will be played in the inaugural season, with each team playing the other twice to make it a total of eight games per team. The top-ranked team will enter the final directly, while the second- and third-placed teams will face off in a Qualifier to determine the second finalist. There are a total of 409 players in the auction list out of which 246 are Indian. Overseas players are 163 in numbers and the oldest player is Latika Kumari who is 41 years old. The youngest players are Shabnam Shakil and Sonam Yadav, both being 15 years old. Maximum of 90 players will be picked up by the 5 teams, which means that less than one-fourth of the players in the auction list will be acquired.

Currently, cricket is the torchbearer for women's sports in India after badminton and this is an essential step towards empowerment of women in the country and outside. Giving more women the chance to come to the front and showcase their talent neglecting the dominance of men in most part of the game. Women's professional sport has come a long way. Golf, and then tennis since the 1970s and Billie Jean King, were at the forefront of the action. But in the last two decades, the Women's Premier League football in England, where top players could earn up to 3.68 crore, and the WNBA basketball in the US have shown that top level women's team sport is competent enough to knock out people.



# 18th Century Poets: Shaping Literature

The 18th century was a period of great transformation, marked by significant changes in the world of literature and poetry. During this time, poets challenged the traditional norms of literature and explored new themes and styles in their works. In this article, we will take a closer look at some of the most prominent poets of the 18th century and the impact that they had on the world of literature.

One of the most famous poets of the 18th century was **Alexander Pope**. Pope was known for his satirical works and his mastery of the heroic couplet, a form of poetry that was commonly used during this time. His most famous works include "An Essay on Criticism", which criticized the social and political issues of the time in a satirical way. Pope's use of irony and wit in his works earned him a reputation as one of the greatest satirists of all time.

Another notable poet of the 18th century was **William Wordsworth**. Wordsworth was part of the Romantic movement, which emphasized emotions and individualism in literature. His most famous work, "Lyrical Ballads," which he co-authored with Samuel Taylor Coleridge, is considered to be one of the most influential works of the Romantic period. In "Lyrical Ballads," Wordsworth used everyday language and focused on the experiences of ordinary people, making his poetry accessible to a wider audience.

**John Keats** was an influential poet of the 18th century. Keats was known for his use of vivid imagery and his exploration of the themes of love and beauty. His most famous works include "Ode to a Nightingale" and "Ode on a Grecian Urn," both of which are considered to be some of the greatest poems in the English language. Keats' use of sensory details and his ability to capture the essence of a moment made his works popular among readers and critics alike.

**William Blake** too made a significant impact on the literature of the 18th century. Blake's works were known for their mysticism and their exploration of spiritual and philosophical themes. His most famous works include "The Tyger" and "The Lamb," both of which explore the nature of God and the universe. Blake's use of symbolism and his belief in the importance of imagination and creativity have influenced poets and writers for generations.

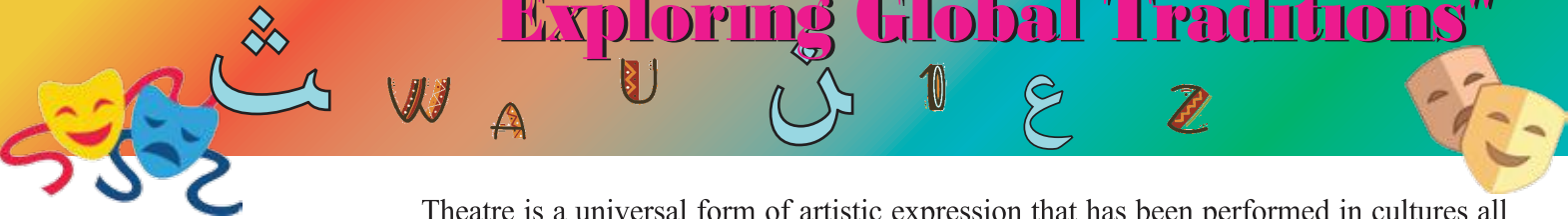
**Samuel Johnson** was another important figure in the world of 18th-century poetry. Johnson was known for his literary criticism and his contributions to the development of the English language. His most famous work, "A Dictionary of the English Language," was the first comprehensive English dictionary and helped to standardize the language. Johnson was also known for his poetry, including his satirical work "London," which criticized the social and economic conditions of the time.

Finally, **Mary Wollstonecraft**, an 18th-century poet, as well as feminist literaturist. Wollstonecraft's most famous work, "A Vindication of the Rights of Woman," argued for equal rights and opportunities for women. In addition to her advocacy work, Wollstonecraft also wrote poetry, including "Original Stories from Real Life," which focused on the experiences of children and emphasized the importance of education.

The poets of the 18th century were a diverse group of writers who challenged traditional norms and explored new themes and styles in their works. From Alexander Pope's satirical wit to William Wordsworth's emphasis on emotions and individualism, these poets left a lasting impact on the world of literature. Their works continue to inspire and influence writers and readers today, and their contributions to the literary canon will always be remembered.



# "The Universality of Theatre: Exploring Global Traditions"



Theatre is a universal form of artistic expression that has been performed in cultures all around the world for thousands of years. From ancient Greek tragedies to contemporary experimental works, theatre has served as a way for people to explore the human experience through storytelling. While the style and conventions of theatre may vary from culture to culture, the power of the art form to connect us remains constant.

One of the most striking things about theatre globally is the sheer diversity of forms and traditions. In India, for example, there's a rich tradition of classical theatre known as Sanskrit drama, which dates back to the 2nd century BCE. These plays were performed in Sanskrit, a language that was reserved for religious and scholarly purposes. They often featured gods and goddesses as characters and explored complex philosophical and moral themes.

In Japan, the traditional form of theatre is known as Noh, which originated in the 14th century. Noh plays are characterized by their spare, minimalist style and their use of masks and stylized movement. They often explore themes of loss, separation, and the transience of life.

Meanwhile, in Africa, there's a long history of theatrical traditions that draw on music, dance, and storytelling. These traditions have been used to convey cultural history and mythology, as well as to comment on contemporary social and political issues.

But despite the wide variety of theatrical forms and traditions around the world, there are also many commonalities that unite them. At its core, theatre is a way for us to connect with each other on a deeply emotional and intellectual level. Whether we're watching a play in London's West End or in a small village in rural Africa, the power of theatre to move and inspire us remains constant.

An important aspect of theatre globally is its ability to foster empathy and understanding across cultures. Through theatre, we can gain a deeper understanding of the experiences and perspectives of people from different backgrounds and cultures. This can be especially important in a world that often feels divided and polarized.

Theatre has been an integral part of human culture for centuries, serving as a medium for storytelling, social commentary, and artistic expression. While the art form has evolved over time, its ability to bring people together remains unchanged. Theatre has the power to transcend cultural, linguistic, and geographical barriers, creating a shared experience that unites audiences from all corners of the globe.

One of the ways theatre brings the world together is through the exchange of ideas and perspectives. Theatre festivals, such as the Edinburgh Fringe and the Avignon Festival, attract performers and audiences from around the world, providing a platform for diverse voices to be heard. These events showcase the best of local and international theatre, providing an opportunity for artists to collaborate and learn from each other. This cross-cultural exchange fosters a greater understanding and appreciation of different cultures and experiences, and creates a sense of community among theatre lovers.

Theatre also has the power to bridge linguistic barriers. Through the use of translation, theatre companies can share their work with audiences who may not speak the same language. This is particularly important in today's globalized world, where multilingualism is becoming increasingly important. For example, the Royal Shakespeare Company has translated their productions into numerous languages, allowing audiences around the world to experience the beauty and complexity of Shakespeare's language.





Furthermore, theatre also has the power to connect people across geographical barriers. In recent years, live-streaming technology has made it possible for theatre productions to be shared with audiences around the world in real-time. This has opened up new opportunities for collaboration and connection, with theatre companies now able to work together across different continents. This technology has also made theatre more accessible to people who may not have the means or ability to attend a live performance in person.

The performative art has the power to bring people together by creating a shared experience that is both powerful and transformative. Live theatre is an immersive experience, allowing audiences to be fully engaged in the action on stage. This creates a sense of community among the audience members, who are all sharing the same emotional journey. The power of live performance to move, inspire, and entertain cannot be replicated in any other medium, making theatre a truly unique and valuable art form.

Theatre has the ability to bring the world together by fostering cross-cultural understanding, bridging linguistic and geographical barriers, and creating a shared experience that is both powerful and transformative. As we continue to navigate an increasingly complex and interconnected world, the importance of theatre in promoting unity and understanding cannot be overstated.

Theatre has the power to bring us together, to help us process complex emotions and experiences, and to promote empathy and understanding across cultures. As we move forward, it's crucial that we continue to support the theatre industry in all its forms - from local community theatre groups to large-scale international productions.

Theatre is a vital part of our cultural heritage, and one that we must work to preserve and promote for generations to come. It's a universal art form that has the power to connect us, and that's something we can all celebrate.

# Consumer : Raja or Rogue

The exploitation of consumer rights by businesses can have serious consequences for consumers, such as financial harm, health risks, and damage to their overall well-being. This can be due to profit motives, lack of regulations, information asymmetry, limited options, poor enforcement of consumer protection laws, deceptive marketing, and other factors.

Consumers may not report consumer complaints due to a variety of reasons, including lack of knowledge, fear of retaliation, time and effort, lack of trust, minimal impact, embarrassment, and lack of confidence in businesses or government agencies. In some cases, consumers may feel embarrassed or ashamed to report a complaint, especially if it is related to a sensitive issue.

## Some of the infamous cases of consumer rights being exploited.

**Maggi noodles controversy:** In 2015, the Indian government banned the sale of Maggi noodles, a popular snack, after tests revealed the presence of excess lead and monosodium glutamate (MSG) in the product. This led to a nationwide controversy and a major blow to the brand's reputation in India.

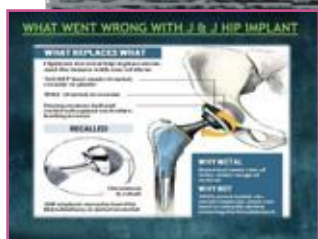
**Nirav Modi scam:** In 2018, a massive fraud was uncovered at Punjab National Bank (PNB), one of India's largest public sector banks. The scam involved diamond merchant Nirav Modi and his associates who had allegedly defrauded the bank of over Rs. 11,000 crore (\$1.5 billion) through fraudulent letters of undertaking (LoUs).

**Johnson & Johnson hip implant case:** In 2018, the Indian government ordered Johnson & Johnson to pay compensation to patients who had received faulty hip implants manufactured by the company. The implants were found to have a high failure rate and were causing serious health problems for patients.

**Uber rape case:** In 2014, an Uber driver was arrested and charged with raping a female passenger in Delhi. The incident led to widespread protests and calls for better safety measures for women using ride-hailing services in India.

**Pesticide-laced soft drink case:** In 2003, pesticides were found in soft drinks manufactured by Coca-Cola and PepsiCo in India. This led to a public outcry and several state governments banning the sale of the products.

In summary, there have been several cases of consumer rights exploitation in India. These incidents highlight the need for stricter regulations and better enforcement to protect consumers in India. There have been several famous lawyers in India who have fought for consumer rights and played a crucial role in landmark cases related to consumer protection.







**1. Nani Palkhivala:** Nani Palkhivala was a prominent lawyer and jurist who is widely regarded as one of India's greatest legal minds. He was known for his expertise in constitutional law and his advocacy for consumer rights. Palkhivala played a key role in several important consumer rights cases, including the famous case against the foreign currency regulation act.

**2. Ram Jethmalani:** Ram Jethmalani was a well-known lawyer and politician who fought for consumer rights throughout his career. He was involved in several high-profile cases related to consumer protection, including the case against the tobacco industry for misleading advertising and the case against the Bhopal gas tragedy perpetrators.

**3. Prashant Bhushan:** Prashant Bhushan is a prominent lawyer and social activist who has been involved in several landmark cases related to consumer rights. He has fought against corruption, corporate malpractice, and environmental degradation, and has been a strong advocate for consumer protection.

**4. Harish Salve:** Harish Salve is a senior advocate and former solicitor general of India who has worked on several cases related to consumer protection. He has represented clients in cases involving medical malpractice, product liability, and consumer fraud, among others.

**5. Abha Singh:** Abha Singh is a lawyer and social activist who has been involved in several high-profile cases related to consumer protection, including the case against Nestle India for selling contaminated Maggi noodles. She has been a vocal advocate for consumer rights and has played a key role in shaping public policy on consumer protection in India.

#### **Has the consumer right law changed over time for the greater good of consumer rights?**

Yes, the consumer rights law has changed over time for the greater good of consumer rights in India. The Consumer Protection Act, 1986 was the first comprehensive legislation enacted in India to protect the interests of consumers. Since then, several amendments have been made to the law to strengthen consumer protection.

In 2019, the Indian government passed the Consumer Protection Act, 2019, which replaced the 1986 Act. The new Act provides for enhanced protection of consumer rights, including the right to seek redressal against unfair trade practices, misleading advertisements, and deficient services. It also provides for the establishment of a Central Consumer Protection Authority, which has been empowered to investigate violations of consumer rights and take necessary action. The new Act has improved consumer rights in India by prohibiting unfair trade practices, providing product liability, regulating e-commerce transactions, and providing simplified dispute resolution mechanisms. It also increases penalties for violations of consumer rights, such as imprisonment and fines, to deter businesses from engaging in unfair practices.



# Indian NASA = ISRO

## What is ISRO?

The Indian Space Research Organisation (ISRO) is the primary space agency of India. It was founded in 1969, and its headquarters is located in Bengaluru, Karnataka. ISRO is responsible for conducting space research, developing satellite technology, and launching satellites for various applications.

## What is ISRO's Mission?

ISRO's mission is to harness space technology for national development while pursuing space science research and planetary exploration. The agency has achieved several milestones in India's space program, including the successful launch of satellites for communication, remote sensing, meteorology, and navigation.

ISRO also conducts research and development in areas such as rocket technology, spacecraft design, and ground systems. It has several centers and facilities across India, including the Vikram Sarabhai Space Centre in Thiruvananthapuram, the Satish Dhawan Space Centre in Sriharikota, and the Space Applications Centre in Ahmedabad.

## Who manages ISRO?

The Indian Space Research Organisation (ISRO) is managed by the Department of Space (DoS), which reports to the Prime Minister's Office (PMO). The DoS is responsible for formulating policies and implementing space programs in India. The chairman of ISRO is Dr. K. Sivan, and ISRO has several divisions, each headed by a director, that are responsible for different aspects of space research and development. ISRO also works closely with other government agencies, academic institutions, and private companies to achieve its objectives.

## What did India have before ISRO?

Before the Indian Space Research Organisation (ISRO) was established in 1969, India's space program was managed by the Indian National Committee for Space Research (INCOSPAR). INCOSPAR was set up in 1962, and it was responsible for coordinating India's space-related activities, including research and development of rockets and satellites.

In the early years, India's space program was focused on developing rockets for sounding purposes, which involved studying the upper atmosphere and outer space. India's first sounding rocket was launched in 1963, and since then, several other sounding rockets were launched for various scientific experiments.

In 1972, the Indian Space Commission was established to provide guidance and direction to India's space program. It was headed by the Prime Minister and included representatives from various government agencies and scientific institutions. The commission was responsible for approving and overseeing space-related activities in the country.

Over the years, India's space program gradually expanded, with a focus on developing indigenous capabilities in satellite technology and launch vehicles. In the 1980s and 1990s, India developed several satellites for communication, remote sensing, and meteorology. India also developed its own launch vehicles, such as the Satellite Launch Vehicle (SLV) and the Polar Satellite Launch Vehicle (PSLV).

ISRO's establishment in 1969 marked a significant milestone in India's space





program, and since then, ISRO has been the primary agency responsible for India's space-related activities.

India's space program, led by the Indian Space Research Organisation (ISRO), has made significant progress in the last 20 years. Some of the key achievements during this period include: -

1. Launch of the Chandrayaan-1 mission in 2008: This mission marked India's first successful mission to the moon, and it helped to establish India's credentials in the field of space exploration.
2. Launch of the Mars Orbiter Mission (MOM) in 2013: MOM was India's first interplanetary mission, and it made India the first country to successfully reach Mars on its first attempt.
3. Launch of the South Asian Satellite in 2017: This satellite, also known as GSAT-9, was launched with the aim of providing communication services to South Asian countries, including India, Nepal, Bhutan, Bangladesh, Sri Lanka, and the Maldives.
4. Launch of the Chandrayaan-2 mission in 2019: This mission was India's second mission to the moon and was notable for its use of an indigenous lunar lander and rover.
5. Successful demonstration of anti-satellite (ASAT) capabilities in 2019: India demonstrated its ASAT capabilities by shooting down a low-orbit satellite, becoming the fourth country in the world to do so.
6. Launch of the Earth observation satellite, EOS-01, in 2020: This satellite was launched with the aim of providing data for agriculture, forestry, disaster management, and other applications.

**The Indian Space Research Organisation (ISRO) has several plans for the future, including:**

1. Gaganyaan Mission: ISRO is planning to launch its first human spaceflight mission, called the Gaganyaan mission, in 2023. The mission aims to send three Indian astronauts to low Earth orbit for a period of up to seven days.
2. Chandrayaan-3 Mission: Following the partial success of the Chandrayaan-2 mission, ISRO is planning to launch a third mission to the Moon, called the Chandrayaan-3 mission. The mission aims to land a rover on the lunar surface to conduct scientific experiments.
3. Aditya-L1 Mission: ISRO is planning to launch the Aditya-L1 mission, which will study the Sun's corona, solar flares, and other aspects of the Sun's atmosphere. The mission is scheduled to be launched in 2022.
4. Small Satellite Launch Vehicle (SSLV): ISRO is developing a new launch vehicle called the Small Satellite Launch Vehicle (SSLV), which is designed to launch small satellites into orbit at a lower cost.
5. Reusable Launch Vehicle (RLV): ISRO is also developing a reusable launch vehicle, which will enable the organization to launch satellites at a lower cost by reusing the launch vehicle's first stage.

ISRO has been a source of inspiration for many students in India. The organization's achievements in space research and satellite technology have made it a role model for students who are interested in science and technology. ISRO conducts several outreach programs to engage with students and inspire them to pursue careers in science and technology. These programs include initiatives such as student satellite projects, summer/winter internships, and science competitions. The organization also has tie-ups with academic institutions across India, providing opportunities for students to collaborate on research projects and gain hands-on experience in space technology.



# FANCY-A-McDONALD

It all started with a hot dog and a drive-through barbecue restaurant and today McDonald's is an international treasure. One of the most successful brands in the entire world, giving tough competition to Coca Cola, Mickey Mouse and many other top notch entities. Having over 30,000 restaurants in over 100 countries, the brand does draw a line in the sand.

Digging into the history of McDonald's sharp as a tack, brothers Maurice and Richard McDonald started the first McDonald's restaurant in 1948 by converting their hot dog drive-in joint into a burgers and milkshake eatery. They owned the first joint near the Santa Anita track and the second venture into the food industry providing happy meals was located in San Bernardino, California.

Changing the technologies of operating the hamburger shop, original McDonald's prioritized its items by selling them at half the price in half the time. Crucial to the brand was them installing a self-service counter instead of relying on workers in the company. This strategy eventually brought the McDonald brothers to the limelight and kitchen appliances salesman Ray Kroc bought the founders and ran the company himself. In 1955, Kroc formed the McDonald's corporation and opened his first franchise restaurant in Des Plaines, Illinois.

McDonald's today has continued its rapid growth for nearly 70 years and new restaurants have opened at a steady pace. In 2021, it accounted for around 200 thousand employees. The number of McDonald restaurants across the globe is on the rise. The company franchised a total of 40,031 restaurants worldwide. This figure has seen a year-on-year increase for the past 16 years. About 38,000 McDonald locations are present as of now and it serves over 69 million people every day. It earned 23.22 billion dollars in Global revenue in 2021. The US contributed 8.71 billion dollars towards McDonald's annual revenue, the highest of any country. California has 1,189 McDonald locations making it the most of any state. French fries are McDonald's top product, the restaurant sells about 9 million pounds of fries every day and about 3.29 billion pounds every year. In 2019, the LA Times ranked McDonald's french fries as the second-best fries – behind Five Guys and just ahead of Del Taco, Steak 'n Shake, and Arby's. It is estimated that McDonald's sells 75 burgers every second.

Year	Number of Employees	Annual Employee-growth Rate
2012	440,000	4.76%
2013	440,000	0.00%
2014	420,000	- 4.55%
2015	420,000	0.00%
2016	375,000	-10.71%
2017	235,000	-37.33%
2018	210,000	-10.64%
2019	205,000	-2.38%
2020	200,000	-2.44%



## The 6 core strategies of McDonald's

- ~Pricing: by keeping the prices low McDonald's makes its products available for all classes of customers .
- ~Product and service management: by making a separate menu for vegetarian and non-vegetarian, spice lovers and kids, it manages its product lines and they're focused on keeping the theme of happiness and fun in all of their outlets.
- ~Distribution : they've a wide network of franchises even at sites like vaishno devi .
- ~Marketing information management : keep on updating their menu and marketing channels by looking at new trends and going through the sales.
- ~Financing:they find all the revenue and subtract the expenses they incur.
- ~Promotion : they promote themselves by sponsoring themselves in TV commercials,banners, radio and advertising, discount cards for breakfast and SMS updates.

### MORE TECH = FEWER WORKERS?

McDonald's is in the process of updating its stores using three accelerators to do so - "Digital", "Delivery" and "Experience of the Future" – two of these three initiatives are technology-based. The "Digital" initiative allows customers to order eat-in, takeout and drive thru food through a mobile ordering and payment system. Meanwhile, the "Experience of the Future" accelerator includes self-serve digital kiosks and table service. While people are still needed for many aspects of the work (serving, delivery, management to name a few), many of the ordering components have now been taken over by technology. McDonald's has implemented a growth strategy named "Velocity Growth Plan" for its emphasis on speed of expansion. Yet the number of employees has decreased dramatically over the past five years.

### FANCY-A-MCDONALD CAMPAIGN

McDonald's has launched a new campaign to celebrate the unspoken, 'Fancy a McDonald's?' moment. The campaign is centered around a reworking of the McDonald's logo, using a very basic graphic of an 'eyebrow raise' to get their message across. With just this one, simple, knowing look, the 'Fancy a McDonald's?' message is shared. The campaign, devised by Leo Burnett, aims to show how an invitation to get a McDonald's is more than an invitation to enjoy the food, but to let go of life's pressures and enjoy the company of friends and loved ones. The launch ad, 'Laughter', takes a simple format – doing away with words in favor of a focus on laughter as the thread that unites the various groups of people featured in the spot. It's not the first time McDonald's has played with its assets. In a recent campaign in Sweden, by Nord DDB Stockholm, the brand celebrated its golden arches through the resurrection of the now-resurrected curtains haircut, framed here as the "McDo".

### SIGNIFICANCE

McDonald's is associated with various social works like having donation boxes for collecting money for social causes like I care for eye care, Help someone see, creating awareness for eye and education. Innovation stemming from responsiveness of its customers and franchisees has played a big role in McDonald's fending off stagnation over the years. Also on the tech front, the franchise is now even giving potential employees the chance to start their applications via voice assistants such as Alexa or Google Assistant. According to McDonald's, the process, named "Apply Thru", is the first voice-initiated application process. As of early 2020, Apply Thru is currently available in the United States, Australia, Canada, France, Germany, Ireland, Italy, Spain and the United Kingdom. But the company plans to expand the capability into other countries.





# The Drought At Dawn

Water resources are essential for human survival and the functioning of ecosystems. They are used for drinking, sanitation, irrigation, industrial processes, energy production, and other purposes. However, water resources are under increasing pressure due to population growth, urbanisation, climate change, and pollution.

One of the major challenges facing water resources in 2023 is the impact of climate change. Climate change is causing changes in precipitation patterns, melting glaciers, and sea level rise, which are affecting the availability and quality of water in many regions. Extreme weather events such as droughts, floods, and storms are becoming more frequent and severe, further exacerbating water scarcity and increasing the risk of water-related disasters.

Another issue affecting water resources is pollution, which can come from agricultural runoff, industrial discharges, and human waste. Contaminants such as pesticides, heavy metals, and pathogens can make water unsafe for human consumption and harm aquatic ecosystems. Climate change can also exacerbate pollution by changing the distribution and intensity of rainfall, leading to more frequent and severe runoff events.

India's surface water resources are also important, particularly for hydropower generation, industrial uses, and urban water supply. The country has several major rivers, including the Ganges, Brahmaputra, and Indus, as well as numerous smaller rivers and reservoirs. However, surface water resources are increasingly affected by pollution, overuse, and climate change-induced changes in precipitation patterns.

In addition to these challenges, competition for water resources among different sectors and users can also lead to conflicts and inequities. This is particularly true in regions where water is scarce or where there are competing demands for water from agriculture, industry, and urban areas.

Groundwater offers a potential solution to India's water crisis. The country has been struggling to provide enough clean water to its citizens for years, but groundwater could provide a much-needed respite. A recent study by the World Bank found that a third of India's groundwater is severely polluted, which could have serious implications for the country's water supply. However, using groundwater for irrigation and other needs could help to ease the water crisis. Groundwater is a major source of water for agriculture in India, and it is also used for drinking and other purposes. The country has been working to improve its groundwater management in order to make sure that this valuable resource is used wisely.

## Depleted Rivers in India: Why Does This Happen and What Can Be Done?

Depleted rivers in India is a huge problem that has been going on for many years. There are many reasons as to why this happens, and it seems like there is not much that can be done to solve the issue.

### 1. What are depleted rivers and why are they a problem in India?

Depleted rivers are a problem in India because they are a finite resource. India is the world's second most populous country, and its economy is growing rapidly. This combination of factors means that India's demand for water is growing rapidly, while the country's supply of water is becoming increasingly scarce.

One way that India is addressing its water scarcity issue is by tapping into its rivers groundwater reserves. This is leading to a depletion of India's rivers, as the groundwater is being drawn out faster than it can be replenished. This is a problem because it can lead





to a loss of biodiversity, as well as a loss of water availability for people and crops. India is working to address its depleted rivers issue, but it is a complex problem that will require significant effort and investment to solve.

2. What are some of the causes of depleted rivers in India There are many causes of depleted rivers in India. Some of the main causes are:

- |   |  |
|---|--|
| 1. Over-consumption of water by humans and industries | 4. Dams and other water-management structures that interrupt the natural flow of water |
| 2. Poor water management and irrigation practices     |  |
| 3. Pollution from factories and agricultural run-off  | 5. Climate change and its effects on precipitation                                     |

**3. There are several famous water reservoirs in India that have experienced depletion, leading to various problems. Here are some examples:**

1.The Palar River reservoir: The Palar River is an important source of water for the city of Chennai in Tamil Nadu. The Palar reservoir, which supplies water to Chennai, has been severely depleted in recent years due to low rainfall and overuse, leading to water shortages in the city.

2.The Srisaillam Dam: The Srisaillam Dam, located on the Krishna River in Andhra Pradesh and Telangana, is one of the largest reservoirs in India. However, the reservoir has been depleted in recent years due to drought and overuse, leading to conflicts between the two states over the sharing of water.

3.The Bhakra Nangal Dam: The Bhakra Nangal Dam, located on the Sutlej River in Punjab, is one of the largest dams in India and a major source of irrigation and hydroelectric power. However, the dam has been experiencing depletion due to reduced snow and glacier melt, leading to concerns about its long-term sustainability.

4.The Mettur Dam: The Mettur Dam, located on the Cauvery River in Tamil Nadu, is another important reservoir that has experienced depletion in recent years due to low rainfall and overuse. The depletion of the reservoir has led to conflicts between Tamil Nadu and Karnataka over the sharing of water from the Cauvery River.

5.The Chilika Lake: Chilika Lake, located in the eastern state of Odisha, is Asia's largest brackish water lagoon and an important ecosystem for several endangered species of flora and fauna. However, the lake has been affected by pollution, overfishing, and siltation, leading to the loss of wetland habitat and declining fish populations.

6.The Dal Lake: Dal Lake, located in the northern state of Jammu and Kashmir, is a popular tourist destination and a critical wetland ecosystem. However, the lake has been affected by pollution, encroachment, and overuse, leading to the loss of wetland habitat and declining water quality.

7.The Vembanad-Kol wetland: Vembanad-Kol wetland, located in the southern state of Kerala, is the largest wetland system in India and an important habitat for several migratory bird species. However, the wetland has been affected by pollution, habitat destruction, and encroachment, leading to the loss of biodiversity and declining water quality.

8.Indo-Gangetic plain: The Indo-Gangetic plain, which stretches across northern India, is one of the most important areas for groundwater resources in India. The alluvial aquifers in this region are recharged by the Himalayan rivers and provide water for irrigation and drinking purposes.

9.Deccan Plateau: The Deccan Plateau, which covers much of central and southern India, is also a significant area for groundwater resources. The hard rock aquifers in this region provide water for irrigation and domestic use.

10.Coastal areas: The coastal regions of India, including the western coast and the eastern coast, have significant groundwater resources in the form of sedimentary aquifers. These aquifers provide water for irrigation, drinking, and industrial purposes.

11.Arid and semi-arid regions: The arid and semi-arid regions of India, including parts of Rajasthan and Gujarat, have groundwater resources in the form of alluvial and sedimentary aquifers. However, the recharge rates in these regions are low, and over-extraction has led to depletion of groundwater resources.

#### **4. What can be done to prevent or fix depleted rivers in India?**

There are a few things that can be done in order to prevent or fix depleted rivers in India. Some solutions include better water management, regulating groundwater usage, and investing in water-conservation measures. Additionally, it is important to raise awareness about the issue and encourage people to take steps to conserve water. Governments and NGOs can also play a role in helping to fix the problem by providing funding and resources for water-conservation initiatives.

Despite the challenges, it is important to find ways to address the depleted rivers in India. This will require cooperation from all stakeholders, including the government, industry, and the public. By working together, we can find a solution that will benefit everyone.

# Preserving Wildlife for a Sustainable Future



Wildlife is an integral part of our planet, providing essential ecological, social, and economic benefits. However, human activities have had a significant impact on the natural habitats of these species, leading to the decline and even extinction of many wildlife populations. It is critical that we take measures to preserve and protect wildlife to maintain a healthy and sustainable planet.

First and foremost, wildlife plays an essential role in maintaining the balance of nature. Many species serve as pollinators, which are crucial for the reproduction of plants and the production of food. For example, bees are responsible for pollinating approximately 70% of the world's crop species. Without bees and other pollinators, our food supply would be severely impacted, leading to food shortages and higher prices.

Wildlife also helps to maintain healthy ecosystems. Different species interact with each other and their environment in complex ways, and their removal can lead to a cascade of negative impacts. For example, the loss of predators can lead to an increase in prey species, which can then lead to overgrazing and the depletion of vegetation. This, in turn, can lead to soil erosion and other ecological problems.

In addition to their ecological importance, wildlife also plays a significant role in human culture and society. Many species hold cultural and spiritual significance to communities around the world. For example, elephants are revered in many cultures as symbols of wisdom, strength, and good luck. The loss of these species would mean the loss of these cultural and spiritual connections, which are essential to the wellbeing of many communities.

Wildlife also provides significant economic benefits. The tourism industry, for example, relies heavily on the presence of wildlife. People travel from all around the world to see iconic species like lions, elephants, and tigers in their natural habitats. The tourism industry generates billions of dollars in revenue and supports local economies in many developing countries.

However, despite the critical importance of wildlife, many species are facing significant threats to their survival. Habitat loss and degradation, climate change, pollution, and overexploitation are just a few of the factors contributing to the decline of wildlife populations around the world.

It is crucial that we take measures to preserve and protect wildlife. This can include creating and maintaining protected areas, such as national parks and wildlife reserves, where animals can live and thrive in their natural habitats. We can also work to reduce our impact on the environment by using eco-friendly products and reducing our carbon footprint.

We can also work to support conservation organizations that work to protect and preserve wildlife. These organizations play a critical role in advocating for wildlife protection and implementing conservation measures. By supporting these organizations financially or through volunteer work, we can help ensure that wildlife populations are protected for future generations.

In conclusion, wildlife is an essential part of our planet, providing critical ecological, social, and economic benefits. However, many species are facing significant threats to their survival. It is crucial that we take measures to preserve and protect wildlife, including creating protected areas, reducing our impact on the environment, and supporting conservation organizations. By taking action now, we can ensure that wildlife populations continue to thrive and contribute to a healthy and sustainable planet.





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