

# BASELINE

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elizabeth  
YAMBEM

sustainable  
BUSINESS

healthy  
BUSINESS



2nd  
Edition

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2021

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*Education is only the weapon that can transform & reform the world. Let's bring quality education. Help Students, Help Society.*

**BASELINE  
TEAM**

**Est. 2021**

## About the Organization

This is a non-profit service Team aiming at training & development of the young minds, providing career counseling, creating competitive awareness, providing platform for competitive exams to enhance knowledge and ability of the young minds to move ahead in the higher studies & career. This is meant for providing proper guidance and nurturing the young minds free of cost with single agenda of developing our Human Resource Pool & utilizing it in further development of the nation and mankind as whole. This organization is run by active members & volunteers from different fields of study. Each one of them is good enough in their field of study. Their expertise can be used for self-development & career guidance.

The organization has been putting up interactive events to interact with the young students and the potential of the students can be scaled in the process. Its not only the competition or interactive events hosted by the Baseline Team. It's also a session for identifying the young minds and nurture in the possible ways after identifying their **SWOTs**. The organization is moving forward among the mass with **the vision of bringing quality education & the mission to help students and help society** at larger picture. The organization has no division for fundraising. The organization is self-reliant in finance. Donation is never sought. Donation comes in the form of love from well-wishers. That's honored, acknowledged & accepted with love and respect.

The organization will go on without any breakeven point. Contributing a little to the society in the short life span in any form is counted & every member of the society is liable to do the same in constructive manner. Everyone must pay tribute to the society and the world as whole for nurturing them. The society and the world must be treated like parents to leave behind a legacy for the future generations.

## **President's Message**

Education is beyond the walled classroom ecosystem and the bookish knowledge. Education is for the purpose of accelerating growth, sustainability, stability, peace and harmony all around irrespective of boundaries. Therefore, to contribute in the sharpening process of the greatest tool of the mankind, the **Baseline Team**, a non-profit organization run by 20 volunteers from diverse field of studies rise up in this pandemic to help young students in their curriculum, providing career guidance, creating competitive awareness, counseling and so on. These would aid young students in gearing up for their higher studies and career ahead. Our door is always opened and we are ready to help you in the best possible ways.

So, what are you waiting for ? Get registered and let us contribute a part in your journey towards excellence.

With best wishes,

**Ashapriya Lourebam,**  
President,  
Baseline Team

## Vice President's Message

In a society heart-stricken with many problems starting from minute to big issues of unemployment, declining economy , slow rate of development, corruption and sometimes conflicts, a proper education of the youths seems to be one of the most effective means to reorganize the chaos that exist in the society. Although it is a long term solution, it will be a powerful option.

The pandemic almost creates a halt in the educational activities across the state and nation as a whole. And this creates a great shift in the normal life of students .Unaware or not in our society at this juncture of the pandemic, most of the students are likely to get entangled in a loop of distractions which includes all sorts of time consuming platforms including social media and video games. Most of their activities in majority are found to be unproductive and misdirected. So we come up as team to provide whatever little help we can for the students. And again when comes to our current education ,most of what being taught in schools are based on things of theoretical abstractions, which itself is very difficult to find practical implications in solving the issues in the society .So, it is very hard for students to find a good overview of the situations facing in our society at present. Moreover, apart from academic point of view and marks, reading for knowledge almost seems to be a lost art in our students. Hence, to get them involved in digging the truth of the society, we as a team from varied professions are making up various monthly programs including career counseling, quiz and essay program on topics relevant to our day- to-day life to get an insight of what exactly is the society facing right now.

This will be our first monthly magazine compilation. It will be very exciting to get a taste. Thanks to our magazine editor. Finally for our the **Baseline Team**, I am glad to be a part of the family. I wish the team spirit holds us altogether.

***"Let's work as a team and shine as a team"***

With best wishes,

**Dr. Hanjabam Laxmikanta Sharma**  
Vice-President,  
Baseline Team

## **Editor's Message**

It's again my privilege working on the 2<sup>st</sup> Edition of **Baseline Magazine**. Again, this isn't a commercial publication or fundraiser. The sole purpose behind this series of publication is to support our mission of helping students and helping society in the possible ways that are upto our reach. Its just the initial phase. The circulation of the first edition of BASELINE MAZAGINE has lived upto the estimation through the official website [www.baselinegrp.com](http://www.baselinegrp.com).

I would like to pay my gratitude to all the readers for turning their eyes on the magazine last month. I would expect the same from the readers this time as well. The contents and outlook of the magazine are fueled by the love and support of the readers who encourage the team for the little effort we made for the better society.

The habit of reading is important to trigger in the young minds because reading is the main source of knowledge and writing is a way of recording the knowledge. These both swing in parallel. Inducing reading habit is also one of the purposes and sharing our knowledge via writing is our responsibility. Nurturing reading habits is our responsibility and nurturing our writing habit is your responsibility.

With regards,

**Bon Ami Laishram,**  
Editor,  
Baseline Magazine

# **INSIDE**

## **A Roadmap to Sustainable Startup**

Q&A with Elizabeth Yambem, Founder, Dweller Teas & Snacks

## **The 'Why' of life!**

Define the purpose of your existence

## **Feeding the World Today and Tomorrow**

Importance of Food Science and Technology

## **Relevance of Social Media in Education Sector & Business**

Understanding the mechanism behind

## **Pineapple Farming: An Occupational Factor Bestowed to the Land**

Budding home grown agro firms

## **A Time Slot**

Time is irreversible factor, live with the flow

## **A Lost School in 21<sup>st</sup> Century (Extraction )**

Cherishing the past glory and living in the present

## **Education Sector in India**

Legal perspective and analysis

## **A Look at the Root of Culture**

A glance on culture

## **Discover the Gem in You**

Scale and know your worth

## **Personality Development**

Self-improvement and supervision

## **A Short Glimpse on Artificial Intelligence (AI)**

Future operations will be driven by AI

## **Information Technology and Industries**

Applications of IT in our lives and business world

## **Hairy Tongue**

An obnoxious disease

## **Book Review: Hirohito and the Making of Modern Japan**

The divine emperor in his war torn devastated empire witnessed a rapid healing phenomenon of his torn empire

## **Editor's Book Choice**

The 3 books that would help you in living good life ahead

## **Quiz Contest Result & Painting Competition Result**



## A Roadmap to Sustainable Startup: Q&A with Elizabeth Yambem

**Elizabeth Yambem** is the founder of Dweller Teas & Snacks. **Dweller Teas & Snacks** as a startup is backed with very unique business model and products. The primary products are hot and cold beverages. Tea varieties derived from various indigenous medicinal herbs found in the indigenous region are the **Unique Selling Proposition** of the enterprise. The enterprise is in the business of manufacturing, distribution and retailing of their own product line. The enterprise has their own manufacturing facility where they processed & packaged their own products, they operate the channel of distribution and they also set up their own chain of teas & snacks outlets since the very beginning for efficient, reliable and self-reliant marketing and retailing of their products line with services. They have started opening their outlets in others cities as well. The strong and concrete business model by the founder makes the startup one of the most promising startups in the regions.

**Elizabeth** is an accounting and finance graduate from **Warwick University, UK**. She worked as an intern at **Deutsche Bank London office**. She eventually bagged a full time job as financial analyst at **Deutsche Bank** and posted at the **London office**. She prepared for **Institute of Chartered Accountant of India** with due aid of the company she worked for. **Elizabeth** was certified as **Chartered Accountant by ICAI** in the span of three years. Later, she was posted at **Singapore office of Deutsche Bank** prior foundation of **Dweller Teas & Snacks**.

**Elizabeth Yambem,**  
**Founder, Dweller Teas & Snacks**



The company has also stood out as an inspiration to many youths who considered government posts as the only means of secured livelihood. It's one of the pioneers of startup revolution in the state. Young men and women look up to her as their inspiration to initial their entrepreneurial voyage with no fear of failure and sense of insecurity. The economy of the country is the developing market economy and the financial success of the country relies upon the success of the businesses in the market. Moreover, privatization is accelerating. Therefore, there is need of active participation in business and market than longing years for a government post.

I have conducted a session with **Elizabeth** herself to hear out from her. Let's hear out directly from her.

### **What inspired you to start your own business?**

**Eli:** I grew up in Manipur, however, I left home at a young age for educational purpose. Like many other young people from this region, it had mostly been a default choice to go out of the state for better opportunities.

I had my first job in **London** as **financial analyst**, and moved to work in **Singapore** as a step closer to homeland. I realized I wanted to come back and changed my perspective by not looking at what we lack or what we don't have, but instead think about what we already have – what our local strengths and resources are that we could utilize and create quality products and services.

**Dweller** is a small initiative by simply going back to the roots. I started by innovation based on indigenous fruits and herbs which I grew up with. For instance, I remember putting these tiny **Hei-Mang (Sumacberry)** fruits in my hand and licking it with joy and I was feeling so refreshed. I also remember elders in the family boiling the leaves of **Nong-mang-kha** and using the infusion of inhaling steam or tea to help with cold and cough. And so, I transformed these unique products into convenient varieties of tea, so that anyone can feel an aura of the place of the origin and sip the best of nature wherever they are.



**How did you build your team ?**

**Eli:** In addition to looking at culture fit, I built the team based on competencies and personalities required for the different roles through references, online and job fairs. For processing and packaging, I reached out to the women in my neighborhood, I trained them properly prior the operation, and they are now the backbone of our business.

**What are the hurdles you faced in the initial phase of Dweller Teas?**

**Eli:** My first hurdle was a personal one. I couldn't convince my family. They were anxious and worried about the decision of leaving my job and starting a business as I happened to be the first in the family to do so. Instead of moving straight to home, I moved to Guwahati to create the right environment to start Dweller. Other hurdles are:-

- **No Prior Background or Experience:** I came from accounting and financial background and I was new to food processing, tea, packaging, branding etc. There was a number of gaps and challenges that were needed to be addressed, however, I enjoyed the process of learning and finding solutions of the problems.



**Happy Team, Happy Business**

- **Relied on Wrong Parties and Plan:** Initially, I outsourced the packaging which ended up with taking much longer than agreed timeline. Not only the first batch of products could be ready on time, but also the ingredient quality wasn't satisfactory. As a result, I dropped what I have been working for months and I had to pivot with an entirely new direction.

**What kinds of help did you take from your local community?**

**Eli:** The support from the local community has been strong. Firstly, as we designed our jobs based on the local skillsets and strengths, this approach has strengthened our operations and work culture. Furthermore, the timing has been good in terms of public promoting local made and increasing awareness of health and wellness products which have helped in creating a foundation for us to build upon.

**What are the three key things you have learned as an entrepreneur?**

**Eli:** Three things I have learned so far as an entrepreneur are:-

- Start small, test your motivation, products and market for long term.
- Embrace critical feedbacks for further improvements.
- Focus on team and culture while also putting systems and processes in place.

**What advice would you give to the youths who are thinking or are already in the process of setting their own business?**

**Eli:** Every person's path and story is unique and different but my general advice would be to stay strong and focused. It may be easy to get distracted but have a clear reasoning why you are doing and what are you doing. It takes time to build and grow a sustainable business.

**As the closing comment, kindly, address the need for entrepreneurial spirit and its contribution in uplifting the economy of the state.**

**Eli:** I believe the want to become an entrepreneur mostly comes from within, however, people start for different reasons. We need more job creators in the state and work for a cause beyond ourselves. Although, we have to be realistic about the local conditions such as bandhs, work culture issues in the state, we must try to find solutions to the problems for instances, to help with financing, you can look out for potential investors with potential business plan, start with limited budget or with <https://startupmanipur.in/>

We can look at utilizing local resources to create quality products and opportunities. By utilizing our local resources and strengths, we can create a self-sufficient business model.

- Easier access to raw materials and that can be your advantage.
- Entrepreneurship is still at a nascent stage in the region, so, we have an opportunities to enhance the value of local resources through innovation.
- If we are able to create innovative products and services based on our local resources, we can expand our market reach, you can go beyond the local market.

Having said that, entrepreneurship is a challenging journey, but can also be fulfilling and rewarding by coming up with solutions to the exiting problems, carving your path and also paving new path for others for overall development.

## The 'Why' of life!

RK Kiran

I still remember the first time my father told me a story about an IAS officer and that story has always been with me, in every book I wrote or in every casual conversation I had.

I was in 4<sup>th</sup> standard when my father told me about it and the innocence of the child's brain got excited with it and that particular memory took a huge part of my amygdala. I was excited whenever someone asked me, "**What do you want to become when you grow up?**" I vividly remember a scene where my teacher asked each one of us, "**What is our aim in life?**" My voice reverberated the whole classroom when it was my turn, "**I want to become an IAS officer.**" To that, my teacher asked, "**Do you know what an IAS officer is?**" I responded, "**Indian Administrative Service.**" Everyone looked at me and now I know why. It was me and one other classmate who wants to be a lawyer. Everyone in the class was doctors and engineers or nurses. But now, look at me, an engineer who runs a cafe or sometimes a self-proclaimed chef or a self-proclaimed writer who writes instances in the books. My story of wanting to be an IAS officer started diminishing at a rate that is inversely proportional to my height. You might think that I'm desperate or anything. I'm the happiest right now and I can't imagine myself being something else. But my realization came too late that's why I wanted to share it.

One of the biggest mistakes I ever made was not asking the 'why' of life at the appropriate time. Everyone has a purpose, everyone has a dream. You have one and I had one too. There's this famous book called '**It Starts with Why**' authored by **Simon Sinek**. It was famous for a reason. Let's say you want to become a Doctor. Do you ask yourself why you want to do it? Are you doing this because you want to help people or you want to build something that leaves your legacy or you are just doing it because your friends are doing it? Everything should start with why and make sure you have an answer or don't do it. If you are not clear about it then it's like boarding on a ship with no idea about the destination and you end up sailing up and down the sea and finally, you depart. So, you should be very clear about your intentions, where you are heading to. And if you have your answer, set up your goal. What do



you want to start with? Where do you want to be in the next year or the next 5 years? Is that really what you want? And you have to think big, aim higher. My father once told me if you want to stand first in the exam, aim for much higher as you should be at the top of the whole school. Let's say you don't make it, still, it's going to make you the topper of your class. So, in life, we should think big, if we didn't get the biggest, we are going to get the next biggest for sure. And I'm tired of hearing things like "***I don't have money to start something.***" I have a poor family. These are excuses, if you got the answer of your '***why***', then nothing could stop you. If I really wanted to become an IAS officer, then my '***why***' would have been clear and my poor family condition or my academic performance shouldn't be a factor. I have the brain to do whatever I want, If I really wanted that, I would have study hard and right now I might have written this from my Office sitting on my VIP chair with official updates from the subordinates timely.

So, what is the real meaning of success? How do we define someone that she or he is successful? Do we have a parameter? Is it defined by the number of cars you own or the number of digits in your account or is the number of security personnel walking beside you, side and side? No! Maybe it was what the school ecosystem taught us. We were taught to study hard and get a job and get hefty remuneration from the employer. It teaches the kids to be brilliant, not intelligent. I recently came across a post on social media saying, "***You are almost 22 you should have learned about taxes in high school. First of all, Mitochondria is the powerhouse of the cell.***" That's it. if the kids are going to be a biologist or a biology teacher or something related to it. Then, it's mandatory to know that mitochondria are the powerhouse of the cell. But that's just for 2 % of the billions of people. The remaining 98 % of the people don't need to know the fact. We are in reality. The kids need to learn about human emotions, how to handle finances, about careers, how to get up when life knocks you down. I mean Pythagoras theorem does not apply on reality. I'm not saying that I'm all against the whole system cause without it, I might not be able to read and write. That system brought me up but everyone should learn more about the necessities of life. We were taught the wrong definition of success. We were taught to stop at success but we weren't taught that success isn't the destination; it's a prolonged journey of life that has no end. Life is just a package of roles and responsibility to them. They will get into a good school, get good grades and get a nice job, and get married, breed, retire and depart. That's all and the same cycle is taught like the water cycle. Well, this doesn't sound so bad but life isn't just about following



the routine to me. I agree with the quote that says, ***“Success is not a destination, it’s a journey.”*** It’s about improving myself a little, comparing a version of me today with that of the previous day. You might lose your precious job tomorrow, you might be in an accident and lose your feet that made you a star footballer, you might have a scar on your beautiful face that made you a beautiful actor or you might lose the voice that made you a great singer. Everything can happen but have ever been said, should we remove the ***‘successful’*** title now that you’ve lost it? No. being successful is not about your status or what others think of you. It’s in you, how you think of it. Your mindset matters and everyone has their own definition of success. My definition of success is different from yours and yours is different from them.

And success is not just about winning, it’s about losing too. And what matters here is foreseeing our own doom one day or maybe not but life is about rising from the ashes like a Phoenix no matter what. And I failed in life not just once. But did I stop? No, and I don’t mean that I’m successful here but at least I’ve become better than the same self-two years ago. Well, I can’t promise anything but whatever it is, you would come across the moments where the failures override us but you should never kneel down. You should know that this is life and this is just a temporary defeat. Forget about you and me. Look around, all famous personalities; writers, singers, actors, entrepreneurs, artists. Take a good look at their history; they all failed at a certain point. It’s not like they have a beautiful voice, a great idea and they start doing it and they succeeded on the first try. No, it doesn’t work that way. Almost every famous people on the earth failed not just once, they failed in multiple occasions. There’s a story behind every great people. Like I said before, everyone has their fair share of failures in their lifetime. But they made a record of the history. How? That’s because we know the meaning of ***‘temporary defeat.’*** Temporary means lasting for a short period. But people like you get confused with permanent and gave up easily. Richard Nixon said, ***“A man is not finished when he is defeated. He is finished when he quits”***. Thomas Edison had one thousand unsuccessful attempts. If he quits at his first two three attempts, we might not have the electric bulb. A great plan needs a great mind and to achieve this, people might fail several times but we should not quit trying. Like Edison said, ***“I didn’t fail one thousand times. The light bulb was an invention with one thousand steps.”***

# Feeding the World Today and Tomorrow: Importance of Food Science and Technology

Romita Sorokhaibam



(Image source:easyuni.my)

The world has progressed through hunter-gatherer, agricultural and industrial stages to provider of goods and services. Just as the society has evolved over time, our food system has also evolved over centuries into a global system of immense size and complexity. The commitment of food science and technology to ensuring a safe and abundant food supply and contributing the healthier people everywhere is integral to that evolution. ***Food science is the applied science of food which its scope overlaps with agricultural science and nutritional science and leads through the scientific aspects of food safety and food processing (including the machines), informing the development of food technology.*** We clearly know that throughout history humans overcame hunger and disease, not only by harvesting food from fields but also by processing it with sophisticated methods.

Today, our production to consumption to food system is complex and our food is largely safe, tasty, nutritious, abundant, diverse than ever before. This vast food system includes agricultural production, storing of raw materials, food manufacturing (formulation, processing and packaging), transportation and distribution, retailing, foodservice and food preparation at home. Food science and technology plays a great role in this food system by integrating biology, chemistry, physics, engineering, material science, microbiology, nutrition, toxicology, biotechnology, genomics, computer science and many other disciplines to solve difficult problems such as resolving nutritional deficiencies and enhancing food safety. The impact of modern food manufacturing methods is evident in today's food supply. Sensitive nutrients can be preserved, important vitamins and minerals can be added (Fortification), toxins can be removed, reduced the risk of disease, waste and product loss can be reduced. Modern food manufacturing also improves the quality of life for individuals with specific

health conditions, offering modified foods to meet their needs. For example; sugar free foods sweetened with an alternative sweetener for people with diabetes.

**Advances in food science and technology:** Drying, Canning, Chemical preservation, Refrigeration; Chilling and Freezing, nutrient conservation are the significant advances of 19<sup>th</sup> and 20<sup>th</sup> centuries in the field of Food processing. The industrial revolution could not have occurred without food delivery system that allowed people to leave the farms, migrate to the big cities. Among the important developments during the early 20<sup>th</sup> century were the discovery of vitamins and the realization of the importance of micronutrients like Iron, Calcium, Iodine, etc. Advances in food science and technology have led to reduction in nutrient deficiency-related diseases, food choices do not require preparation time, reduced food waste and efficient global food distribution that can be exploited in times of natural and man-made disasters.

**Diet and disease challenge:** We need food for our health, not only in terms of quantity but also in terms of quality as well. The past few decades have seen alarming rates of increase in chronic diseases such as diabetes, cardiovascular diseases and cancer as well as autoimmune diseases. In this case, food and diet are very much important factors involved. Dietary patterns have a significant effect on reducing the risk of diseases. Dietary guidelines are framed to provide advice on good dietary habits that will promote health and reduce risk of major chronic diseases. These guidelines includes recommendation to increase consumption of fruits, vegetables, whole grains, low-fat milk and to limit consumption of trans-fats, saturated fats, cholesterol, sodium, etc.

The constantly growing world population results in an increasing demand for food. Hence food science and technology has made progress in meeting the growing demand for food around the world. Advancements in this field will lead to reduce diseases, improve quality of food, safety consumption, variety of food items, affordable costs of food items, better preservation techniques and lesser wastage



#### Facts

#### INDIA

- is the world's largest milk producing nation.
- is the world's largest producer, consumer and exporter of spices.
- is the world's 2<sup>nd</sup> largest producer of food grains, fruits and vegetables.

# **Relevance of Social Media in Education Sector & Business**

**Bon Ami Laishram**

Social media is the platform where users can interact with one another by connecting to a number of web based applications. Interactivity is what that differentiate social media from the traditional print and electronic media or websites. Social media applications encourage an allow the users to share their experiences, knowledge, intelligence, pictures, videos and other contents. There is connection in social media and these connections bring loyalty among the social media users. Traditional media approaches are centralized and focus on delivering on or more information to the customers whereas social media approaches are collaborative and rely on sharing information and gathering feedback for better improvement if the matter is about providing products and services. Using traditional media- distributing press releases, granting interviews etc. the organization try to control the message. Using social media such Facebook, Twitter, YouTube organizations can post information that individuals can share, comments on and sometimes modify.

Branding and marketing have been considered as the important factors that indicate the success of educational institutions ranging from senior secondary to university level. As there is increase in the number of students or aspirants, more and more private universities are coming up with the world class teaching methods and infrastructures aiming to provide world class education to the students. Hence, there is competition among the universities too. These universities are pooling their efforts to present a clear image offering a brand. Likewise, students must be convinces that what they see is what they get. Thus, many universities and Higher education institutes are interested in attracting more and more students and excellent applicants for hiring.

Promotion plays a vital role in investment project. Promotion is one of the marketing mix and includes all of the available tools to the marketer for marketing communication. Promotion can be on the social media platforms like Facebook, YouTube, Twitter, Instagram. The particular institute can create their own official page or channel on each social media sites and post their day to day happenings or updates. This will aware the world about the

existence of the particular institution. In the present era, things get disappear when they are not on social media.

Almost all the educational institutions consider social media as the better means of promoting so as to get more students enrolled because the scenario has changed completely. A research by Forrester Research has indicated that the audiences have shifted their attentions to online channels as 52% of European are always online at home, 36% of European internet users watch less TV and 28% have reduced their newspaper and magazine reading by 17%. Social media has become an effective tool to directly connect with the audience. The students don't have to rely entirely on mass media. The perspectives of perceiving the advertisement through social media has completely changed.

The educational institutions have started using social media as a tool to attract maximum eligible students without incurring higher cost of advertisement. They get broader exposure on the social media platform. Students are using social media to gather information about the institution before coming to the campus. Many universities have taken advantage of social media as a promotional tool. One of the relevant examples is Harvard University, the place where Facebook originated and the oldest education institute in the United States. They are using social media sites as a part of social media strategy to increase interaction with the target audiences.

Despite, social media marketing is a well-researched topic, experimental and theoretical researches are the only means of studying the social media. Studies never precisely describe the benefits that the colleges and universities gain from this social media marketing tactic. Despite the progress made by researchers, development in this area of study has been limited. Research needs to expand by providing a deeper understanding of the long term promotional gains retailers obtain from social media marketing as compared to traditional advertisement. More formal studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real life applications. The gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers.

Social media have permeated all generations of Internet users, becoming a prominent Communications tool and found to be facilitating teaching and learning, particularly in the student community. Thus, academic institutions and faculty are increasingly using social networking sites, such as Facebook and LinkedIn, to connect with students and to deliver instructional content. This has led to a rise in questions about the impact of social media for collaborative learning and the possibility of using it as an effective teaching tool.

Institutions of all types and models - private and public, for-profit and not-for profit, online and campus-based - are exploring a wide range of higher education options. These include the blended delivery of coursework and/or support services, regional learning centres, open education materials and courses, partnerships with education and technology providers and completely online curricula. The future of online education is promising with predictions and projections towards technological trends, which include evolving learning environments, personalized learning strategies, the use of wearable technology and continued growth of collaboration between universities.

Our Online student enrolment system enables students to enroll into their subjects prior to the commencement of their semesters. This enrolment system not only allows international students to enroll through internet without traveling to the campus but also incorporates the business rules. These business rules cover a wide range of regulations and policy such as subject pre-requisite, student's payment status, course coordinator's decision and the correspondence of students' seniority to the intended enrolling subjects. Besides business rules, the system also incorporates various notification mechanisms like Short Messaging Service (SMS) and Email. XML is used to store the business rules and thus allow the portability of the system interface to wider range of devices such as Personal Device Assistant (PDA). The interface auto-detects the user's device either PC/laptop or much smaller screen device such as PDA. In short, the enrolment system backend engine runs based on the business rules and front-end engine runs to provide high satisfaction user experience. With the business and user interface, the system is able to run the workflow of student enrolment from the online enrolment form to approval workflow cycle running parallel with the notification capability.

Millions of contemporary young adults use social networking sites. However, little is known about how much, why, and how they use these sites. In this study, 92 undergraduates completed a diary-like measure each day for a week, reporting daily time use and responding to an activities checklist to assess their use of the popular social networking site, Facebook. At the end of the week, they also completed a follow-up survey. Results indicated that students use Facebook approximately 30 min throughout the day as part of their daily routine. Students communicated on Facebook using a one-to-many style, in which they were the creators disseminating content to their friends. Even so, they spent more time observing content on Facebook than actually posting content. Facebook was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline. In addition to classic identity markers of emerging adulthood, such as religion, political ideology, and work, young adults also used media preferences to express their identity. Implications of social networking site use for the development of identity and peer relationships are discussed.

Social media has evolved into the most effective means of interacting with the masses by sitting in a small office room or cubicle. The application of social media should be utilized in such a manner that it is effective for the organization. The social media is used by almost all the students between elementary sections to post graduate level. They are very active on social media platforms like Facebook, Twitter, Instagram. Instagram is very popular among the youths. And the business organizations are targeting them on these social media platforms by showing the contents of their choices and the users also retain on the pages looking up for more updates about the particular brands and the organizations urge the users to stay on their pages longer by providing the contents of their choices. The colleges and universities are very active on different social media sites and with timely updates they are capturing the eye of the young students. Its very important for them to stay active on social media because social media is the biggest platform of advertisement.

With over 70% of internet users active on social media worldwide who spend atleast an hour or two a day average on social media platforms, social media has become an effective interface for the people to communicate, interact and trust. Majority of that 70% happen to be mobile users and this is the strong indication that the number would increase further in the future.

Social media is the new dimension of reality that has become a part and parcel of the business world as well. Over 90% of marketers reported they have social media for effective marketing campaign and majority of them successfully gain new customers through social media.

Businesses have benefited using social media as their marketing tool. That's the reason why the social media marketing is no longer considered to be in probation. It's full time now.



# Pineapple Farming: An Occupational Factor Bestowed to the Land

Rajkumari Rameshori Devi

Pineapple is one of the most expensive fruits in the hypermarkets around the country and the demand of the fruits never goes down graphically despite the higher price in comparison to other seasonal fruits available in the markets. Pineapple (*Ananas comosus*) is a tropical fruit with exceptional juiciness, vibrant tropical flavour and immense health benefits. Mature fruit contains sugar, a protein digesting enzyme bromelin, citric acid, malic acid, vitamin A and B (Joy, 2010).

It can be used as supplementary nutritional fruit for good health with an excellent source of vitamins and minerals and contains considerable calcium, potassium, fiber, and vitamin C. Pineapple is the third most important tropical fruit in the world after banana and citrus (Rohrbach *et al.*, 2003). The commercial cultivation of pineapple was originally started in areas between Brazil and Paraguay, and then gradually spread over the whole tropical world. The total area under pineapple cultivation in the world is 1.05 million hectares with production around 25.81 million tonnes (FAOSTAT, 2016).

According to the USDA nutrient database, each 100 gm. of edible pineapple supplies 50 kilocalories of energy. A study published in '*Alternative Therapies in Health and Medicine*' states that pineapple has a therapeutic effect for allergies and asthma. It also alleviates anxiety and calms the heart. Okoli *et al.*, 2014 revealed that pineapple is a delicious fruit with fine flavour and high nutritive value; its contents make it a good raw material in confectionary industries for making sweet, fruit drinks and household food additives. It has medicinal value and a fragment consumption of pineapple juice immunes one against fever parasite (Amao *et al.*, 2011). Generally, ripen pineapple is consumed by people in India and after extraction of juice the dried waste is used as animal feed. Besides this, pineapple is useful for making pickles, squash, jelly, vinegar, alcohol and syrup (Geocoppens, 2001)

The crop is propagated by new vegetative growth. According to Ubi *et al.*, 2005, the pineapple plants are drought tolerant and well adapted to the tropical sandy soils with p<sup>H</sup> ranging from 4.5 to 6.5. The plants are propagated from suckers or from the crowns, which grow on top of the fruit (Olayinka *et al.*, 2013). It is one of the most important commercial

fruit crops in the world available throughout the year. Though pineapple is used mainly as food, in many parts of the world the fermented juice is used to make vinegar and alcoholic spirit. Pineapple leaves are used to make cloth and rope, while the whole plant is used as a source of energy.

The quality of pineapple varies throughout the season. The optimum temperature required for its cultivation is 15°C to 32°C. High temperature at night is inimical for plant growth and it requires minimum 4°C range of temperature between day and night with an average annual rainfall of 100-150 cm. It can be grown up to the height of 1000 m above mean sea level. The agro-climatic and physio-geographical conditions of some parts of India are most suitable for the pineapple plant growth, such as the entire North-Eastern states including Assam, Meghalaya, Tripura and Manipur, northern part of West Bengal, coastal parts of Andhra Pradesh, Orissa, Kerala, Tamil Nadu and Goa, and some parts of Maharashtra, Gujarat and Karnataka.

**Botanical Classification of Pineapple:** It belongs to the botanical family Bromeliaceae and genus ananus. Pineapple grows as a small shrub; the individual flower of the non-pollinated plant fuses to form a fruit. Some varieties of Ananas yields very hard fibre from spiny leaves known as Gravata in South America and it's used in the manufacturing of clothes. The plant is normally propagated from the offset produced at the top of the fruit or from a side shoot and typically mature within a year.

Pineapple fruit is a pack of balanced nutrients comprising of vitamins, minerals, fiber and enzymes that aids in the process of digestion. Pineapples are good source of vitamin C and can be eaten raw or used in cooking. Pineapple has minimal fat and sodium with no cholesterol.

**Pineapple Framing in Manipur:** Manipur is one of the richest reservoirs of genetic variability and diversity of different crops i.e. various kinds of fruits, vegetables, spices, ornamental plants and also medicinal and aromatic plants. Horticultural activities make it attractive to people from all walks of life, including those who may not wish to study agriculture or be identified as farmers in the way society defines them, but are willing to grow and care plants. Thus, horticulture industry is making it increasingly easier and more attractive for non-professional plant growers to participate in plant culture at various levels and for various

needs. Blessed with an amazing variety of flora and fauna, 67 per cent of the geographical area of Manipur is hill tract covered forests. Agriculture plays a vital role as it is the main backbone of the state economy till today. The agriculture is mainly dependent on monsoon, however around 28.49 per cent of area under cultivation is irrigated by canals (Meetei *et al.*, 2015).

Among the leading states of pineapple production, Manipur is in the sixth rank and second highest in terms of area coverage under pineapple cultivation (Gol, 2018). Manipur contributes around 7.85 per cent of the total pineapple production of the country (Singh *et al.*, 2016b). Out of the major fruits in Manipur, pineapple contributes the highest production to the total fruit production (about 28.72%) and it occupies 25 per cent of the total fruits area of the state (Gol, 2014). Area under pineapple production was observed to increase in Manipur, but the productivity is still low compare with the other states (GoM, 2014). Pineapple is cultivated in all nine districts of Manipur. Churachandpur district has largest area under pineapple cultivation (700 ha), where about 350-400 farmers are engaged in pineapple cultivation. Imphal east is the largest producer of pineapple among all districts. Khouabung village is the first place in Manipur where 'Kew' pineapple was cultivated. 'Queen' pineapple variety is mostly found in Thoubal district. An analysis of cost and returns of pineapple cultivation in Manipur had shown that the costs and return during summer season were more than winter season. In both the seasons, costs and return were increased with the increase in farm size (Rymbai *et al.*, 2013). The eight months long availability of pineapples in Manipur makes the state highly advantageous for processing and export. Canned pineapple is one of the major processed fruits exported from the state (Shweta *et al.*, 2017).

**Significance of the pineapple processing industry in India:** Agricultural Gross Domestic Product (GDP) increased at an annual rate of 3 percent between 1980 and 2012-13, making India the third largest agricultural producer by value after China and USA. The sector currently fulfills only 60 percent of yield for most crops, particularly fruits and vegetables. In India only 4 percent of the fruits are processed compared to China (23 percent), Indonesia (50 percent) and Brazil (70 percent) (Shivakumar *et al.*, 2016). Apart from these, another issue is loss of agricultural produce due to many factors such as unavailability of cold storage facility, pathetic road conditions and poor infrastructures. Post-harvest losses in India are too high (25-30 percent of total production) in comparison to the developed countries (Joshi *et*

*al.*, 2007). The agriculture system in India has undergone rapid transformations over the past few decades particularly after the economic reforms of 1990s. The emergence of integrated agriculture and food supply and value chains is one of the most visible market phenomena in India. Increasing concentration on processing, marketing and export is being observed in all the segments of the chain. The traditional way of food production is being replaced by practices more similar to manufacturing processes, with greater co-ordination across farmers, processors, retailers, Exporters and others stakeholders in the agriculture value chain (Kumar *et al.*, 2011). There are various firms working on processing and value addition to the harvested pineapple fruits. These firms have scaled up the availability of home grown products and also increased the rate of employment in the state :-

A. **Thayong Organic Producer Company Limited:** This small scale enterprise was established at Kaina Lamkhai Village, Imphal East district in 2013-14. The company initially worked as a corporation with **Manipur Organic Mission Agency (MOMA) and Development Organization of Andro Kendea (DOAK)** and is funded by **Mission for Integrated Development of Horticulture (MIDH)**. Currently, more than one thousand beneficiaries are associated with the organization. The enterprise manufactures the food products under the name '**Thambalnu Food**' and markets under the brand name '**DOAK Fru**'. At present, the company employs 5 office staffs, 15 skilled female workers. The company operation is usually at high scale during the month of June-September as they work on adding values to the products. The resulting value added products from the firm are **Reasy to Serve** products such as **squash, candy, jam, jelly and pickle**; the scale of operation in the remaining **8 months** is highly dependent on availability of raw fruits.

B. **Kapaih Van Dhan Vikas Kendra:** This small scale enterprise was established in Khouabung village of Churachandpur district in 2019. Initially, the industry had received 50 per cent grant from the government and currently, it is running with 5 skilled workers and 30 seasonal workers. Around 40 per cent of the pineapple produced in the village and its neighbouring areas are supplied to this industry for manufacturing of quality value-added products. Kapaih processing unit markets their products with brand name '**CCPUR**'. Unique feature of Kapaih products other than

being 100 per cent organic is that their packaging is done in glass containers which avoid any chance of chemical reactions with the product therein.

- C. **Meira Foods:** Meira Foods is a firm established in the year 2004 that caters to large requirement of products arising from food processing companies, beverage companies and other commercial businesses, like hotels and restaurants. One of the many products in high demand is pineapple. The company offers this fruit in chopped form as well as in cubes form dipped in syrup. The pineapple cubes dipped in syrup are packaged in tins and sealed to increase the shelf life. These pineapple products are fresh when processed and as soon as cut into cubes and chopped, supplied in the market. The other popular pineapple products of the company are **pineapple juice (RTS), pineapple jam, pineapple ring, pineapple squash, pineapple candy and osmo-dehydrated pineapple**. The company collects raw pineapple from different districts of the state.
- D. **Thangjam Agro:** The company processes over 1000 metric tons of fruits and vegetables per annum, manufacturing a range of eight (8) quality food products in over twenty (20) packaging variants. The company markets its products under the brand name 'Likla'. It currently employs over 350 persons directly or indirectly and is generating more employment opportunities every year. At present, the company has three pineapple products viz. **squash, jam and candy**, which are in good demand in the local markets. In the coming year they have plan for producing **pineapple real juice**, extracted directly from fresh pineapple, which will further increase their income.

## **A Time Slot**

**Bon Ami Laishram**

**Turning around the past,  
A glorious slot is spotted;  
Intangible and ever proceeding,  
Though imaginable and cherished.**

**Drowning in the imagination for a while,  
Cherishing as if the time slot was lived for a while,  
Everything perishes in a moment;  
Realizing the time slot was never lived.**

**Leaving the past behind,  
Peeping into the flowing stream of time;  
Hunting for the similar time slot  
Until time indicates the slot has surpassed.**

**Drowning in the flow of time,  
Imagining the presence in the past;  
Living there for some moments  
Until the present moment is sensed.**

## A Lost School In The 21st Century

Dr. Laxmikanta Sharma

The import of technology through globalization may increase the comfort of living and development but without a good social fabric among its people, a society can never progress. When a mother once asked a clergyman when she should begin the education of her child, then four years old, he replied: ***"Madam, if you have not begun already, you have lost those four years. From the first smile that gleams upon an infant's cheek, your opportunity begins. From the very first breath that he draws, his education begins."***

A common saying goes ***"Manners make the man;"*** and there is a second, ***"Mind makes the man;"*** but truer than either is a third, ***"Home makes the man"***. Home is the first and most important school of character. It is there that every human being receives his best moral training, or his worst; for it is there that he imbibes those principles of conduct which endure through manhood, and cease only with life. It is in the home that the heart is opened, the habits are formed, the intellect is awakened, and character moulded for good or for evil.

All man, even the wisest, comes into the world helpless, and absolutely dependent upon those about him for nurture and culture. From the very first breath that he draws, his education begins. It is in the order of nature that domestic life should be preparatory to social, and that the mind and character should first be formed in the home. There the individuals who afterwards form society are dealt with in detail, and fashioned one by one. From the family they enter life, and advance from boyhood to citizenship. Thus the home may be regarded as the most influential school of civilization.

The impulses to the conduct of a man which last longest and are rooted deepest, always have origin in his childhood. The child's character is the nucleus of the man's; all after-education is but superposition; the form of the crystal remains the same. Thus the saying of the poet holds true in a large degree, ***"The child is father of the man;"*** or, as Milton puts it, ***"The childhood shows the man, as morning shows the day."***

It is in childhood that the mind is most open to impressions, and ready to be kindled by the first spark that falls into it. Ideas are then caught quickly and live lastingly. The first thing continues for ever with the child. The first joy, the first sorrow, the first success, the first failure, the first achievement, the first misadventure, paint the foreground of his life. Thus homes, which are the nurseries of children who grow up into men and women, will be good or bad according to the power that governs them. Where the spirit of love and duty pervades the home—where head and heart bear rule wisely there—where the daily life is honest and virtuous—where the government is sensible, kind, and loving, then may we expect from such a home an issue of healthy, useful, and happy beings, capable, as they gain the requisite strength, of following the footsteps of their parents, of walking uprightly, governing themselves wisely, and contributing to the welfare of those about them.

On the other hand, if surrounded by ignorance, coarseness, and selfishness, they will unconsciously assume the same character, and grow up to adult years rude, uncultivated, and all the more dangerous to society if placed amidst the manifold temptations of what is called civilized life. ***"Give your child to be educated by a slave,"*** said an ancient Greek, ***"And instead of one slave, you will then have two."***

The home is the true school of courtesy, of which woman is always the best practical instructor. But while homes, which are the nurseries of character, may be the best of schools, they may also be the worst. Between childhood and manhood how incalculable is the mischief which ignorance in the home has the power to cause! Between the drawing of the first breath and the last, how vast is the moral suffering and disease occasioned by incompetent mothers and nurses! Commit a child to the care of a worthless ignorant woman, and no culture in after-life will remedy the evil you have done. Let the mother be idle, vicious, and a slattern; let her home be pervaded by caviling, petulance, and discontent, and it will become a dwelling of misery—a place to fly from, rather than to fly to; and the children whose misfortune it is to be brought up there, will be morally dwarfed and deformed—the cause of misery to themselves as well as to others.

A quality family education at home almost seems like a void in our current society. Most of the problems which we are facing in our society, from corruption, adultery, violence, is



related to the moral conduct of a common man of the society. Despite being the fact that home is an inevitable place which determines the construct of a man and ultimately the society, our generation is sidelining the importance of family education at home. It's high time we all have an eye to regain the lost tradition of family education at home.

# Education Sector in India: Legal Perspective & Analysis

Ashapriya Lourembam

Education in simple phraseology means to impart knowledge and make it available to other. The word has been derived from the Latin word 'education' which means 'bring up'. Thus, education means to bring out what is within you. The term education refers to levels of knowledge, and includes access to education, the standard and quality of education, and the conditions under which it is given. It is an expression of knowledge that a person brings out from within himself and imparts it to the other. It is the very foundation of good citizenship. Thus, today education is the principal instrument in awakening the child to cultural values and grooming him for professional training and in helping him to adjust normally to his environment. Thus, education does not only make a person knowledgeable, but also grooms him to adapt his culture and values, to be practiced in the righteous manner.

Right to education has now become a fundamental right under Article 21A of the constitution of India, although, the United Nations (UN) conventions and principles recognized this right many years ago. Universal Declaration of Human Rights(UDHR), which was adopted in 1948, also recognizes the Right to Education under its own Article 26.

Article 46 of the Indian constitution states that, the state shall promote, with special care, the education and economic interests of the weaker sections of the people, and in particular of the scheduled tribe, and shall protect them from social injustice and all forms of social exploitation. Article 330,332,335,338 and 342 and the entire 5th and 6th schedules of the constitution deals with special provisions for implementation of the objectives set forth in Article 46. Similarly, Article 30(1) provides for the Right of the minorities to establish educational institutions of their choice. These provisions need to be fully utilized for the benefit of this weaker section in our society.

**History:** Education in India has a high and interesting history. In the ancient days, education was imparted orally by sages and scholars and thus information passed on from one generation to the other. Later, the 'Gurukul System' of education which set up the traditional Hindu residential schools of learning came into existence and flourished. It is in these gurukuls that children from all strata in society studied ranging from princes of states to their

subjects. As per the writings of British historians and educationalists, education flourished in India in the 18th century, with a school in every temple or mosque in the villages in most regions of the country. The main subjects were art, architecture, painting, logic, grammar, philosophy, astronomy, literature, Buddhism, Hinduism, Arthashastra, Law and Medicine.

The present system of education, having western style and content, was introduced and founded by the British rule in the 20th century, at the recommendation of Lord Macaulay.

India, being a federal set up and the constitution of India, 1947, education is a concurrent responsibility of both the Centre and the State. This is to say, that while the Centre coordinates and determines the standards of higher and technical education, the school education remains the prerogative of the respective states.

# A Look at the Root of Culture

Khundrakpam Bindiya Devi

Different scholars tried to define culture as per their own conceptions. One says, "***culture is man-made***" and other says, "***Culture is supernatural being.***" The earliest definition was delivered by the British scholar E.B.Tylor in 1871. He introduced the term '***culture***' in anthropology, borrowing the German word 'kultur'. According to him, ***culture is the complex whole which includes the knowledge, belief, art, moral, custom and all the other capabilities and habits acquires by man as a member of society.***

Culture encompasses religion, food, clothing, style of clothing, our language, marriage, music, arts, our perceptions, our conduct, our hospitality shown to the guest, our set of conducts with the love ones and a million other things.

It has been estimated from archaeological data that the human capacity for cumulative culture emerged somewhere between 5000,000-170,000 years ago.

**Evolution of culture:** Use of language, discovery of art and the beginning of religion are the chief indicators of culture. What we mean by culture today had claimed its beginning in Neolithic Age. In a more primitive stage i.e. in the Paleolithic Age men had no language. Ideas and feelings used to be communicated through signs. Of course, they could make some kinds of sound to express the situations like getting alarmed or delighted. The power of speech was developed with time and the vocabulary also increased. Although the cave paintings of upper Paleolithic time have been discovered, the new Stone age paintings are much more developed. Man's love for art has been evident in these paintings. Subjects, forms, techniques of art provide the information about a higher level of culture . A considerable number of clay figurines of women have been found from the deposits of New Stone Age. Probably they are the images of mother god. With the discovery of agriculture people began to worship the land, as 'mother' and they also believed that if the mother could be pleased, she would increase the production of crops. Neolithic Age thus showed a beautiful admixture of art with religion. Apart from the mother earth, different natural forces like sun, rain, storm, etc. Were also worshippers aiming at the success in agriculture. By producing surplus foodstuffs they made a section of their community free from the responsibility of

food production. So some people got the opportunity to become artisans and traders, priests and kings, officials and soldiers in an urban setting. Thus, Neolithic made possible the rise of literate civilization in the world. A good number of Neolithic sites have been discovered from Asia, Europe and Africa.

In India, India lay outside the realm of advanced Paleolithic culture but the successors of lower Paleolithic, after the end of Pleistocene epoch learnt the art of farming and made permanent settlements. A considerable part of Indian subcontinent remains under control of hunter-fishers whose micro lithic flint-work stemmed from lower Paleolithic culture.

**Development of social organization:** Neolithic people began to lead a settled life in group, automatically obedience to certain rules and regulation was developed in them. Although no law was possible at that age, all the members of group would abide by a decision taken by elderly people. The form of the Neolithic houses specially resembles with long joint family houses of the Iroquois and Javari. They also have similarity with house types of Indonesian joint family. This particular feature suggests that perhaps calm-like lineage had developed among the Neolithic people as a dominant form of social organization.

Culture is the very importance to our life. It is the basic root of any community which gives them the way of life. All countries have their own culture. Culture is the characteristic and knowledge of particular group of people defined by everything from language, religion, cuisine, social habit, music and art. It is part and parcel of our society. It provides solution to the critical problem that is faced to community. Culture teaches us to think for the whole nation not individually, it provides the concept of family. Culture is the identity of the nation, without culture the society is impossible.

# Discover the Gem in You

Ningthoujam Sailesh

I have two reasons to acknowledge you ((to the readers). You choose my article out from the pool of submissions or perhaps, you just found out while surfing this magazine or whatever. But I will tell you the second one at the end. Have you ever thought the purpose of your existence in this world? This may be a little insane.

Please do ask yourself what you would like to become in the future? But have you ever disliked your ambition? If then, why you opt something that you don't even like?

Please close your eyes and ask yourself what you intend to become in the near future, something that you really like and not pretend to like.

You haven't closed your eyes but that's okay. At least please find your answer. That's the reason we were born. We all grew up without completely understanding our passion. As we all grew up, we degrade ourselves into a rebellious atmosphere. Then, why do we ignore our passion? Is it because we are unnerved by the fear of failure? Or do we fear to take risks and to face the obstacles? And we loathe ourselves that we don't know what to do, why we can't do anything about it and why we can't stand for ourselves and follow our path. We loathe ourselves when we fail to achieve what we want and see others being successful despite of not realizing the hard work and the sacrifices they made. And moreover we loathe ourselves that we are helpless. But helplessness is the biggest excuse we have ever made. Passion makes us achieve great things when we fail to acknowledge our potential but we don't allow ourselves to achieve it by thinking that it's too hard and it will be impossible. We shouldn't expect a smooth path in our life. We live in a zone of three choices - passion, parents' desires and ambition ( the undesirable one that we force ourselves to become).

Chetan Bhagat quitted his international investment banking career and devoted his entire time to writing. Preeti Shenoy, an Indian novelist, who suffered from mental disorder gave up her MBA course and emerged as a successful writer. They all did it because they are following their passion. And we think that - we don't get what they got, they were born to be great and we weren't born genius like them. All these aren't problems but we ourselves make excuses to avoid the hurdles.

Our life is one - time journey. We aren't sure about our next life or reincarnation. It is the biggest gift we have ever received and why should we waste it by forcing ourselves to do the things that we hate. Life is too precious not to pursue what one wants. When people choose passion as their ambition, they shine like a star. We live in a world where people congratulate our triumph with the seed of jealousy in their hearts. No one can hold us back except ourselves to do the things we love. Let's all of us work hard in such a way that we don't feel regret later for what we have not done in our life. And thanks again if my article inspires you a little bit.

# Personality Development

Sonia Heirangkhongjam

Every individual has their own characteristic way of behaving, responding to emotions, perceiving things and looking at the world. Personality is the combination of quality or the characteristic of any individual whereas attitude refers to the way of thinking, belief or a emotion of the individuals. Thus, attitudes are the main parts of one's personality.

It is often said, "**Attitude is everything.**" It reflects our personalities. It also influences the way we view our success and failure. The optimistic section of people will take failure as the stepping stone to success. They are quite informed about their weakness but they focus on their strengths and work hard to achieve what they want from the world. The pessimistic minds will always concentrate on the failure and hence, the mindset triggered suicidal thoughts.

## Traits of Attitude:-

- Attitude isn't inborn; its learned from the surrounding ecosystem and life encounters.
- Attitude is neither positive nor negative.
- People held attitude with regard to some objects or issues.
- It's unlikely to change under ordinary condition.
- Attitude can be altered under proper intervention and guidance.

## Traits of a Person with Positive Attitude:-

- One's positive attitude is characterized by self-acceptance, self esteem and accuracy of self-perception.
- One's inner drives are focused and personality integrated without any inner conflicts.
- Acceptance of own shortcomings and weakness with self-respect within.
- Setting own goals to achieve and get satisfaction from minute pleasure of life.

## How to Change Negative Attitude to Positive Attitude :-

- Identifying the negative attitude within you.



- Meditate, bring your mind to rest and find positivity to encounter the negative energy inside you.
- Note down your findings and work on mental implementation
- Be confident and trust yourself.

### **Attitude Towards Yourself :-**

- **Love Yourself:** Psychologist, philosophers of different ages have discovered that self-love is the beginning, a basic requirement for learning to love others and the world as a whole.
- **Trust Yourself :** Trusting yourself implies knowing that you have the inner resource to be your own teacher, your own guide and decision maker.
- **Accept Yourself :** Our failure and weakness are the areas to work on to improve, change and grow. The more you accept yourself, the more you would be able to grow and change.
- **Show Yourself :** It means letting people know who you really are, what kind of a person you are, what principles and what you stand for.
- **Stretch Yourself :** It means to grow and expand yourself and also develop an attitude where you believe you can be more and better than you are now.
- **Nourish Yourself :** Nourishing yourself is also caring for yourself. You must nourish yourself physically, mentally, spiritually and emotionally. Eat good food to relax and to take good care of your body.

### **Attitudes for Achieving Success:-**

- Be with the views that you can achieve tremendous success by relying on yourself.
- Be with the thought that nothing can get you down permanently.
- Motivate yourself to achieve your goal.
- Always be with positive and joyous thoughts.
- Be ready to go through path of hindrances in the journey to success.

### **Positive Attitudes for Taking Control of your Life :-**

- Check your own grip on your life.
- Don't bother about any form of criticism.

- Accept yourself and change yourself within.
- Learn to value yourself and consider yourself worthwhile.
- Avoid comparison and willingly accept those things that can't be altered.
- Distinguish between your judgment and reality
- Develop peace of mind and inner fulfilment.

The above given points are the positive attitudes to uphold yourself and to take control of your own life. When you are facing any sort of difficulty, don't give up. Think and analyze the situation, trust yourself.

# **A Short Glimpse on Artificial Intelligence (AI)**

**Zeshmin Chingtham**

**AI** is one of the latest fields in science and engineering. AI is a branch of computer science concerned with the study and creation of computer systems that exhibit some form of intelligence. It is a system that can learn new concepts, tasks and draw useful conclusion around us. AI currently encompasses a huge variety of subfields, ranging from general to specific such as Cognitive Science application, Robotics application, Natural Interface application. AI is relevant to any intellectual task. AI is intelligence demonstrated by machines, as opposed to the natural intelligence displayed by humans or animals. Frequently, when a technique reaches mainstream use, it is no longer considered artificial intelligence, this phenomenon is described as AI effect.

**AI (Thinking Humanly)** : The exciting new effort to make computer think (machines with minds) in the full and literal sense (Haugeland 1985).

**AI (Thinking Rationally)** : The study of mental faculties through the use of computational models (Charniak and McDermott,1985).

**AI (Acting Humanly)**: The art of creating machines that perform that require intelligence when performed by people (Rich and Knight,1991)

**AI(Acting Rationally)** : Computational Intelligence is the study of the design of intelligent agents (Poole et al,1998)

The principle purpose for bringing in **Artificial Intelligence** is to enable computers to execute sharp decision making, finding solutions to the problems, decoding and many more effectively. The scope of **AI** is widely extended from agriculture to defense or spy activities. AI applications are everywhere from web search engines to humanoid. The driverless car, voice recognition are all driven by **AI**.

**Importance of AI**: It helps in understanding and improving the efficiency of human learning. It improved the method of teaching and learning through CAD(Computer-Aided Design). It helps in discovering things or structure that is unknown to human (like Data-mining). It also helps in implementation of software which cannot be easily programmed manually

# **Information Technology and Industries**

## **Laishram Lemba Meetei**

The contemporary world has emerged as global village driven by information technology where android or humanoid are employed, wars are fought with drone fighter planes and Google search engine to get information. These powerful tactics are fuelled by the IT works.

Starting from the banking activities to the spaceship, the role of Communication is a major part. The smartphones are sufficient in operating almost all the activity except where the physical presence is mandatory

When the ATM card is used at ATM point for cash withdrawal, the machine records the data and the data is sent to the bank and the bank further sends message to the customer that the amount has been withdrawn and this much amount is left in the account All these are done a couple of minutes.

The bank servers, website servers, office servers are all managed and monitored by the IT Communications.

In developed countries like the USA, the main source of income and their GDP always rely on the IT industries. The hospital networks and all the predefined data and important data are handled by IT roles like Servers, Databases etc.

Imagine if IT industries don't exist !!!

Internet won't be existing and everything will be in the state of the 18<sup>th</sup> century. Mobile phones and computers couldn't be used for internet related works. The main mission of the IT industry as the sector is to bring ease of living.

IT industry deals with software, computing, telecommunication. It manages the data and information be it text, voice, image, audio etc. Everything now changed due to advancement of technology. IT drives the transfer of data, so, it makes sense that the Internet would be a part of it. It's becoming a vicinity of our daily lives. In Organizations, the role of IT is to communicate among employees, customers and business associates.

It communicates via email, video conferencing, and video chat services such as Skype, Zoom, etc. Now, in every industry has digitized their data because it is secured.

Information Technology plays a vital role in manufacturing industry, defense sector, even in fast food chains and hospitality & tourism industry. IT controls and maintains the assembly line to supply chain in manufacturing and distributing process with less cumbersome and more automated.

IT helps effectively in delivering just-in-time insights and innovation. Every manufacturing unit is dependent on their information system.

The below mentions are the significance of IT in respective industrial sectors.

**IT in Defense Sector:** The modern military is well equipped with technology ranging from their advanced ammunitions to gadgets they used in operation. Most of their electronic gadgets are IT driven. Radar, sonar, Israeli Iron Dome Defense System, drone fighter planes, advanced android soldiers are all backed by advanced IT system.

All the critical data and information are encrypted and send in a manner of very secure which use different tools of Software. The Antivirus and Log Managements systems play a vital role to be ready from hackers. Incidents such as cyber-attacks, cyber war are also executed under the shadow of a strong and advance IT setups.

**IT in Medical sector:** The websites and mobile applications of the hospitals provide updates about the hospitals. Now you don't need to go to hospital directly and wait for a long queue. The hospitals communicate between the servers and systems maintained and executed by IT engineers.

IT plays a vital role in COVID situation these days. All the COVID records are handled by the Government servers. You don't need to ask someone for a vaccination, you can just register in the given website and go directly to the allotted vaccination centre.

If the database that maintains all the records for COVID fails, we won't be able to get any updates which we get daily.

The hospital networks and systems and machines are all communicated in a very secure method and cyber security is also handled by the IT engineers.

**IT in Aviation Sector:** Everyone knows booking a flight ticket is just not a filling a form and providing ticket & boarding pass. Aviation Sector is completely an IT based sector. The IT industry should be acknowledged for simplifying the air travel from booking ticket online to withdrawing boarding pass. The intervention of IT is beyond just booking tickets. The entire operation of the sector is driven by IT. It's not possible to run an aviation sector without the Information Technology. Information technology has changed our lives totally. You are only a single click away from everything.

With the advancement of IT, one can access the system of the company from any place. It is not necessary that everyone should be working in the same room. They can submit their assignments from home as well. This **work-from-home** system emerges as cost cutting tactic for the companies. Easy access to the system and **work-from-home mode** has boosted the productivity level of the employees.

There is a huge demand for IT professionals and experts in various fields. The demand gives rise to a huge opportunity for the IT graduates and professionals to explore the field and perform. The IT field offers employees to work on computer programming, system analysis, testing, software and hardware development, web application design etc.

With the advancement of information technology, the education field has transformed its outlook and has adopted a modern way of teaching and learning. Teaching on the blackboard is now an old and dusty fashion. Teachers and institutions are using modern gadgets to teach their students. Smart teaching board replaced black/white board in elite schools. A computer with an internet connection helps students to learn new things and understand the topics easily and deeply.

Information technology helps patients as well. They are now connected to their respective physicians and take advice online. Also, there are many virtual healthcare applications available to provide guidance. Electronic health records and tele-medicines are delivering efficient and quality health to patients.

In the technology world, with information technology, the drawback of time and distance in business activities has been removed. Now, buying and selling are too easy. Customers can buy online from their locals and international vendors as well.

With wireless communication mediums, news broadcasts have become so easier. Only a few seconds are needed to know the news from any corner of the world.

Use of the internet on mobile phones, tablets, laptops, iPods, and other gadgets has been offering us unlimited access to entertainment mediums. People can watch movies or new songs on OTT platforms.

With the Information technology, communication between people has become cheaper, easier and faster than ever before. Texting, video calling, sending e-mails are so easy nowadays. There are so many apps available online to provide these services.

The contemporary world is on one platform and there are no physical barriers between nations except some closed economy like North Korea. The world is the global village and people around are now '*global citizens*'.

# Hairy Tongue

Dr. Sushma Thounoajam

What is a hairy tongue?

A hairy tongue is a relatively common condition of unknown etiology. It rarely affects the children.

## **It's Etiology:**

- ❖ Neglected Oral hygiene.
- ❖ Antibiotics and immune-suppressive drugs
- ❖ Excessive alcohol consumption
- ❖ Habits of smoking
- ❖ Therapeutic radiation

## **It's Clinical Findings:**

- ❖ It is characterized by an impaired desquamation of the fusiform papilla which lead to the hairy-like appearance.
- ❖ The elongated papilla had to reach 3mm to be classified as hairy although lengths of more than 15mm have been reported in hairy tongue.
- ❖ The lesion is commonly found in the posterior one-third of the tongue but involve the entire dorsum.
- ❖ Hairy tongue may adopt colors from white to black depending composition of the oral microflora.

## **It's Diagnosis:**

- ❖ It is based on clinical appearance.

## **Management:**

- ❖ Treatment of hairy tongue is found in reduction or elimination of predisposing factors and removal of elongated fusiform papillae.
- ❖ The patient should be instructed on how to use device developed to scrap the tongue.



# Book Review: Hirohito and the Making of Modern Japan

Bon Ami Laishram



Emperor Hirohito , the 124<sup>th</sup> Emperor of Japan

This is a nonfiction book by author Herbert P. Bix and published in 2000. The author takes on the life of Emperor Hirohito, the emperor of the Empire of Japan in the reign of the Second World War. He takes deeper on the controversial roles of the emperor in triggering the war and other war crimes. The author takes sharp arrow on the Emperor as the prime plotter of the deadly war.

Japan emerged as a military superpower in the Far East in the second half of the 19<sup>th</sup> Century as the result of the Meiji Restoration under Emperor Meiji, grandfather of Emperor Hirohito. The pace of modernization was fast enough. Japan had achieved a position in the East. Their presence in the sea was thundering at the time. Their canons, torpedoes, destroyers, guns, swords were ready for the game. They rapidly began expansion of the land by occupying the neighboring islands and mainland in the East. China, The Korean peninsula became their favorite playground. They were very efficient with the modern artilleries. Their traditional warfare skills and the modern war weapons created the deadly and undisputed combo. They defeated the geographically larger China in the First Sino Japanese War fought in 1894. They also defeated the Chinese for the second time in the Second Sino Japanese War in the course of the Second World War until the unconditional surrender of Japan to the Allied Power. The

biggest surprise victory was the Russo-Japanese War 1904-1905 between the mighty European power Russia and much smaller Japan. The war was the series of naval confrontations and land fighting. The result of the war shocked the entire West. The Japanese Imperial Navy was listed among the most powerful naval powers of the time. They ruled the Pacific front at the same. With more victories, advanced equipment, skilled manpower, the imperial ambition was growing at the highest. And this growing ambition landed them in the Second World War and the fixed their contemporary retirement from the military activities which they were once excelled in.

Emperor Hirohito was the headache for the occupying American force and their supreme commander General Douglas MacArthur. He ordered an investigation and to gather evidences against the war criminals in the empire including Prime Minister Hideki Tojo, top militarists and officers. They were to be trailed and punished accordingly. However, the emperor was seen as divine figure by the people of Japan. He was the symbol of the state and the head of the state. There was fear that a great revolt would be staged up if the emperor was trailed as war criminal and there was high possibility of the influx of the communism in Japan from the nearest neighbor and victor the USSR which the capitalist America considered as their ideological rival since the very beginning in the absence of the Emperor. Emperor bound the state into one. Therefore, Emperor Hirohito wasn't trailed as war criminal as no evidence on his involvement was found in investigation. But he wasn't the same. He lost his divine status. The Imperial Family of Japan is believed to be the direct decedents of the son of Amaterasu, the Sun goddess in the Shinto religion. The first Emperor of Japan Emperor Jimmu is believed to be direct descendent of Goddess Amaterasu. This age old divine status was abolished in the constitutional amendment largely by the occupying American power that stationed in Japan. Emperor Hirohito has retained his throne with no executive power.

The rebuilding of Japan kicked start under the watch of the Emperor. America became their closest ally and they are also helping Japan in the rebuilding process. The military people who earlier worked in the army had turned towards businesses. Together, they developed efficient work culture in the working ecosystem filled with punctuality, commitment, zero error task.



General Douglas MacArthur(Left) & Emperor Hirohito(Right) Upon Agreement

Companies like Mitsubishi further grew as major automobile makers, Sony as leading electronics gadgets maker. Many other companies emerged in the global markets are the war torn nation. Nissan, Honda, Yamaha became major players in the global markets. Bullet train is the marvelous invention of Japan.

The author argued the active involvement of the Japanese Emperor in military action and war throughout the 700 pages long book. Bix clearly mentioned in the book about the active role of the Emperor in Japan's aggressive expansion campaigns in the first half of the 20<sup>th</sup> century including the outbreak of the Second World War. He termed the Emperor as the major protagonist of the events going around him and later portrayed himself as a detached figurehead ruling under the influence of the aggressive militarists. The author showed the Emperor in bigger role in the rise of nationalism under his divine and royal seal, aggressive military campaign Manchuria, the war against America in the Pacific that led to deadly atomic bombings in Hiroshima and Nagasaki. The writing is very complex as written by the author. It's difficult to draw result out from the lengthy and complex writing. The source is limited as Emperor Hirohito left a little to write about his works. The conclusion is quite convincing though.

## Editor's Book Choice

This is the tradition part of the magazine. I have picked three books for the school going students to read. These books would certainly contribute in shaping the future career and conduct ahead in life.

- 1. The Richest Man in Babylon:** This is a classic evergreen personal financial advice written by **George S. Clason** through collection of 4000 years old parables from ancient **Babylon**. It focuses on a financially poor fictional character who went on to become the richest man in Babylon. His set of financial advices features in the content of the book that is still relevant in the modern era.
- 2. My Inventions: The Autobiography of Nikola Tesla:** This book is actually a compilation of the series of articles penned by **Nikola Tesla as contents** for a tech magazine back in 1919 when he was at the age of 63. The book featured the instances, early life of Tesla, his efforts at invention and the following consequences, his series of inventions and discoveries from rotating magnetic field to magnifying transmitter. **Tesla** is the genius. He is least remembered or recalled by the world of science. He still hasn't got due credits for all his discoveries and inventions for the mankind. He has been suppressed by the marketing gimmicks of the time. The young students must know about the man who engineered **Alternative Current, rotating magnetic field, Tesla Coil, Transformer, Magnifying Transmitter and the Art of Telautomatics**. The American electric car maker **Tesla Inc.** was founded by **Martin Eberhard & Marc Tarpening** as tribute to **Nikola Tesla**.
- 3. A Tale of Two Cities:** This is for those who have keen interest in English Literature. It's a novel by the bestselling English author of all time **Charles Dickens**. This story is set during the **French revolution** in Paris and London. The plot is focused on the lives of father who is doctor by profession imprisoned in Paris and his daughter. This novel is one of the bestselling books of all time and also one of the finest works in English Literature.

## RESULT: QUIZ CONTEST

The TOP 10 Rankings of the recently held quiz competition is out here and also on the website. The participants are tremendously active and participating. The potential and enthusiasm inside them are reflected throughout the observation. They can push their limit further to reach the milestone

<b>SL.</b>	<b>Name</b>	<b>School name</b>	<b>Rank</b>
1	Laishram Olivia Devi	The Royal Academy Of Advance Learning	1 <sup>st</sup>
2	Mohamad Hanif Phundreimayum	MI Academy	2 <sup>nd</sup>
3	Gunita	Catholic School, Canchipur	3 <sup>rd</sup>
4	Puhenba Sharma	Comet School	4 <sup>th</sup>
5	M Jenifer Thangneiyang	Little Flower	5 <sup>th</sup>
6	Moirangthem Radhapyari Devi	Padma Ratna English School	6 <sup>th</sup>
7	Pristina Chanam	Heritage Convent	7 <sup>th</sup>
8	Ningthoujam Sailesh	Sainik School Imphal	8 <sup>th</sup>
9	Oinam Luxmi Devi	TG Hr. Sec. School	9 <sup>th</sup>
10	Tapankumar	HRDA	10 <sup>th</sup>

## **Result for Painting Competition:-**

From the BASELINE team , It's been an honor for the team to successfully organized the painting competition for the July session. We have received a lot of applicants. After a brief scrutiny of all those submitted paintings, we are coming up with the result today. The selected students are enlisted below. Please do kindly have a check.

<b>Rank</b>	<b>Candidate's name</b>	<b>Class</b>	<b>School name</b>
1	Leishangthem Kerita	6	Leima Academy
2	Laishram Bhubaneshwori Devi	5	Heritage Convent
3	Honey Chanam	5	Heritage Convent
4	M Steffi Nengneihoi	5	Little Flower School
5	Ruth Themchonghou Karung	5	Tiny Tots' Unique School

The Baseline Team Would further contribute in nurturing the mind of these young people in the best possible ways.



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