

From the Editorial Team

Dear Sydenhamite Community,

Welcome to the August edition of our publication, where we delve into a captivating array of topics and insights. This month's newsletter is a gateway to knowledge and inspiration.

From the latest advancements in technology to life saving hacks, limelight on culture and society, this month's issue promises a rich tapestry of engaging articles. Join us as we explore a diverse range of subjects, from scientific breakthroughs to artistic inspirations, ensuring that you'll find something to intrigue and inspire you within these pages.

We hope you enjoy reading. Spread love!

Cheers To Reading !



Sneak Peek into The Sydenhamite's August 2023 Edition

1. 15th August - A day of national pride and freedom, as we delve into its historical importance, celebrations, and impact on modern society.



2. AI – Explore how these cutting-edge technologies are reshaping industries, enhancing productivity, and driving innovation worldwide.



3. Barbie -Explore Barbie's innovative marketing tactics, captivating generations with evolving narratives, diverse representation, and interactive engagement for lasting impact.



4. Chandrayaan 3 – Explore India's Chandrayaan 3 mission, aiming to conquer lunar challenges, advance space technology, and enhance scientific discoveries.



5. Handloom - Celebrate Handloom Day, honoring rich traditions. Explore the artistry, history, and cultural significance of handwoven textiles in our article.



6. Rakshabandhan -



Explore the significance and traditions of Raksha Bandhan, a cherished Indian festival celebrating the bond between siblings.

7. Wimbledon - Discover the historic legacy of Wimbledon, the renowned tennis championship that showcases unparalleled skill, tradition, and sportsmanship.



8. Photography day-Explore the world through a lens on Photography Day. Discover tips, history, and inspiration in this celebration of visual storytelling.



9. CPR -Discover the life-saving skills of CPR in our comprehensive training session article. Be prepared to act and save lives!



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India's Glorious 77th: Celebrating 15th August!

As the skies paint a sunny gold on August 15th, 2023, India is taken over with the feeling of patriotism and pride, marking the 77th anniversary of its hard-fought independence. This auspicious occasion commemorates the richly deserved sovereignty of the nation. Not only in India, but all over the world, Indians gather around with their family and friends to celebrate this invigorating feeling of joy.

► RECALLING THE PAST: ◄

With the WW1 around the block, the great Mahatma Gandhi advocated for a method of protest that was non-violent and peaceful, leading to the civil disobedience movement. The grappling campaigns that were held for our independence finally paid off. None other than on August 15 1947, the day of honour, glory and prestige, India gained independence, which was graced by the quintessential speech of the revered Jawaharlal Nehru, “Tryst with Destiny”. Our esteemed freedom fighters like Sardar Vallabhbhai Patel, Bhagat Singh and many more played an ever-important role to break the shackles of the British.

THE UNION OF ALL INDIANS:

Our diverse India comes together on this day, with the bewitching colours of our flag flying around. Every institution brings forth a supernova of incredible events such as cultural programs which showcase the classical dances, folk music, and theatrical productions depicting the struggle for freedom. The vibrancy of these events gives us a feeling of patriotism and allegiance towards our mother India. No matter what place, be it schools, colleges, offices, societies, the national flag is hoisted with great respect and admiration. The sight of the mighty flag sailing in the winds of our country, brings about a sense of prosperity in every Indians' heart.



A MOMENT OF PRIDE:

This day is not only a reason to celebrate but to also introduce and encourage social causes such as environmental conservation, women's empowerment and so on. Initiatives like the International Solar Alliance and afforestation campaigns demonstrate India's commitment to sustainable development and global environmental cooperation. On a personal level, taking up activities like beach cleaning or helping out at an NGO will truly empower oneself and surely, India will live up to its name.

A bright future with an even brighter journey will only be possible if we work together to keep high spirits to stay united as we raise our flags and with resilience and determination in our breaths, sing the national anthem; while we remember the lives lost and the sacrifices made to have our free India.

Jai Hind!





AI Tools: Chat Gpt and Writesonic

The rise of Artificial Intelligence (A.I) has given birth to a new era of technology and advancement though the birth of this revolution is dated back to the 1950's. Today AI has been taking over and transforming various aspects of our life and has a tremendous impact in the sphere of education, corporations, healthcare, finance and many more. As of today, AI is the foremost reason for the transformation and development of the world as machines are now performing tasks which require human intelligence.



AI has simplified our interactions and user experience by introducing interactive chatbots like CHAT GPT which is convenient and provides personalized content within seconds. It carries out professional tasks like writing essays, gaining factual information, personalized diet plans and brainstorming ideas. CHATGPT is developed to understand the vast grammar, numeric and concepts to pass out relevant and apt information to the users. AI has also installed guidelines and moderation API which will not allow the user to obtain unethical information. As said and explained above CHATGPT is an exceptionally well performing branch of AI and is a resourceful tool to the users.

Another very fascinating tool of AI is WRITESONIC. It is designed and developed by AI to generate high quality content for the users. It basically is an advancement in the content creation field which produces creative story ideas, blog posts and social media content. WRITESONIC is effortless, has vast grammar and produces creative and engaging content. It provides us with a wide range of options in writing style, word count, genre, you name it.



It is hence fair to say that AI has created a significant impact on our lives as well as the world. It is now our responsibility to use AI to our utmost benefit and cherish the fruits of it.



The Bull's Eye Brand- Barbie

Barbie, a beloved and iconic brand, is more than just a toy; it is a symbol of imagination, fashion, and empowerment that has captured the hearts of generations worldwide. Created by Mattel, Barbie made her debut on March 9, 1959, forever changing the landscape of the toy industry. Inspired by the idea of creating a fashion doll that allowed young girls to dream and aspire to be anything they desired, Ruth Handler, one of Mattel's co-founders, conceptualized Barbie after observing her daughter playing with paper dolls. The vision was to provide girls with a doll that represented different careers and lifestyles, breaking away from traditional baby dolls.

The name "Barbie" was derived from Handler's daughter, Barbara, and the doll quickly became a sensation. With her stunning fashion sense, diverse professions, and ever-evolving identities, Barbie became an influential role model for young girls, encouraging them to dream big and embrace their aspirations fearlessly. Over the years, the Barbie brand has continuously evolved, adapting to changing societal norms and promoting diversity and inclusion. With an extensive range of dolls, playsets, movies, and merchandise, Barbie remains an enduring cultural icon, sparking imagination and inspiring countless individuals to reach for the stars.

Introducing the enchanting world of Barbie, the upcoming movie brings to life the iconic doll's extraordinary journey through history. Since her creation by Ruth Handler in 1959, Barbie has captured hearts and inspired imaginations worldwide. With her timeless beauty and diverse careers, she has been a symbol of empowerment and endless possibilities for generations. This upcoming film delves into the rich tapestry of Barbie's history, celebrating her evolution as an influential cultural icon.

In today's fast-paced world of entertainment, marketing plays a vital role in shaping the success of a movie. Barbie, the iconic fashion doll brand, has consistently demonstrated exceptional marketing strategies to promote its movies. By skillfully combining traditional marketing techniques with digital innovation, Barbie has captivated audiences and ensured the triumph of their cinematic ventures. In this article, we delve into the fascinating world of Barbie's marketing prowess, analyzing how they transformed simple doll-to-movie adaptations into cultural phenomena.



First we shall start with the exceptional strategies used by the Barbie team over the years:

1. Building on Brand Legacy: One of Barbie's greatest strengths lies in its well-established brand legacy. Since her inception in 1959, Barbie has transcended generations, becoming an integral part of popular culture. By leveraging this legacy, Mattel (Barbie's parent company) infused the movies with nostalgia and familiarity, attracting both long-time Barbie enthusiasts and new audiences.

2. Cross-Promotions and Partnerships: Barbie's marketing strategy extends beyond the confines of traditional movie promotions. The brand engages in cross-promotions and partnerships with other popular franchises and businesses. By collaborating with well-known toy brands, fashion designers, and even airlines, Barbie reaches a broader audience and enhances the overall movie experience.

3. Targeted Marketing Campaigns: Barbie tailors its marketing campaigns to suit the preferences of different demographics. They recognize the diverse interests of their audience, which includes both young children and nostalgic adults. As a result, their campaigns are segmented, with age-appropriate content distributed through various channels, such as television, print media, and online platforms.

4. Immersive Merchandising: Barbie's marketing efforts do not end with movie promotions. To sustain the excitement generated by their films, the brand launches an array of merchandise, from dolls and clothing to toys and accessories. This 360-degree approach to marketing ensures that Barbie remains an integral part of a child's life, fostering a sense of loyalty and affinity for the brand.

5. Empowering Social Media Presence: Recognizing the significance of digital platforms, Barbie invests heavily in its social media presence. With a dedicated team managing their online profiles, they consistently engage with fans, sharing teasers, behind-the-scenes content, and interactive challenges. By creating buzz and fostering a sense of community, they successfully convert followers into eager movie-goers.

6. International Appeal: Barbie is a global phenomenon, and Mattel takes care to ensure that their marketing strategies have international appeal. The movies are often dubbed or subtitled in multiple languages to cater to diverse markets worldwide. Additionally, they adapt marketing campaigns to suit cultural nuances, making Barbie's story universally relatable.

BARBIE MOVIE 2023

Did you know the Barbie movie was first given the green light back in 2009? After numerous iterations, and changes in writers, directors, cast members and even movie studios, the highly anticipated Barbie movie is finally ready to hit our screens this year. Barbie is a flagship brand and a major revenue driver for Mattel. A movie that isn't a hit with the people could have a detrimental impact on Barbie's popularity, and of course, sales. Plus, the movie is a platform to revitalize and redefine the Barbie brand,

reflecting its evolution with the times and embracing a progressive future. The careful development of the Barbie movie over the years shows Mattel's commitment to delivering a film that lives up to the iconic status and cultural significance of Barbie herself. In 2023, Barbie is less concerned with breaking a nail, and more with breaking down stereotypes.

Speaking of Barbie, it has used some creative ways to promote the movie, so much so that they have virtually transformed July into a pink month. Every single day, social media is filled with photos and videos of their promotions and collaborations, which are not at all boring but will quite impress you. Let's have a look at the ideologies:

- **Real-Life Barbie Malibu DreamHouse** - Many of us have grown up watching the beautiful Barbie Dream Houses and even dreamed of living there once. A real-life Malibu hot-pink dream house has been made available to rent on Airbnb, which has every facility right from a perfect pinkish bedroom to a cute gym to a photogenic outdoor area. This marketing stunt is to give all Barbie fans a visual treat and a one-of-a-kind experience they have been waiting for since childhood.

The guest will be able to experience Barbie's life through Ken's lens, and will have access to exclusive parts of the mansion like the swimming pool, dance floor, wardrobe, and more. It's not the first time people are being called for a staycation in the Barbie house, as it was available for rent in 2019, too. Now, the mansion has been completely revamped ahead of the movie's release and has also added some Ken vibes to it.

- **Great Brand Collaborations**- AI is nowadays a go-to tool for many marketers, and even the film's team utilized it to create a selfie generator to invite fans to make their own Barbie-like posters, with their own phrases and photos. Many brands are releasing their exclusive pink Barbie-themed collections ahead of the release. Some well-known brands include NYI (cosmetics), Moon (dental hygiene), Beis (suitcase), Gap (clothing), Funboy (pool collection), Aldo (shoes), Forever 21 (clothing) and many more. Apart from all the grooming products and decor, they have also collaborated with Cold Stone Creamery for a film-inspired, delicious cake.

The team also captured the gaming world by teaming up with Xbox to release pink consoles and controllers along with Forza Horizon 5 cars, which are Barbie and Ken-inspired. An official Barbie soundtrack has also been curated and uploaded on music platforms, and the list includes songs from various well-known singers.

The recent Barbie movie's success can be attributed to its captivating storyline, engaging animation, and relatable characters. Its powerful message of embracing individuality, breaking stereotypes, and promoting diversity resonated with audiences of all ages, inspiring them to embrace their uniqueness and celebrate the beauty of being themselves.



Chandrayaan 3: Paving the Path for Lunar Success

India's ambitious space program has consistently pushed the boundaries of scientific exploration and technological innovation. Among its stellar achievements, the Chandrayaan missions have stood out, showcasing the nation's prowess in space exploration. Chandrayaan 3, the highly anticipated follow-up to Chandrayaan 2, represents India's determined resolve to conquer new frontiers on the lunar surface. This article delves into the journey of Chandrayaan 3, shedding light on the lessons learned from Chandrayaan 2's setbacks and how they are shaping a more promising future.

While a successful launch is only the first step towards a long journey for the spacecraft, Isro's role in carrying it through has seen great appreciation, and it has become a symbol of national pride for many. That has been the case for long, such as in 2014, when the Mars Orbiter Mission (MOM) was inserted into the Martian orbit. The low cost of the mission was also highlighted as an achievement. Since its inception in 1969, the country's space agency Isro has carried out altogether 89 launch missions carrying satellites into space.

Chandrayaan 2, launched in July 2019, comprised an orbiter, lander, and rover. It successfully achieved lunar orbit and continues to gather valuable data about the moon. However, the final moments of the mission were met with disappointment as communication with the Vikram lander was lost during its descent. This incident prompted a meticulous re-evaluation of procedures and systems, ultimately contributing to the birth of Chandrayaan 3.

The failure of Chandrayaan 2's lander provided critical insights that are guiding the development of Chandrayaan 3. One lesson learned is the importance of redundancy in communication systems. Chandrayaan 3 features enhanced communication capabilities, ensuring a more robust connection between the lunar surface and mission control.

Furthermore, The Intricate Landing Procedure Has Undergone Meticulous Testing And Simulation, Minimizing The Risk Of Unforeseen Challenges During Descent.

Technological Marvels of Chandrayaan 3:

Chandrayaan 3 is a testament to India's technological prowess. A major enhancement lies in the landing system. A carefully designed propulsion mechanism and guidance system promise a smoother and more controlled descent. Additionally, Chandrayaan 3 boasts advanced sensors and imaging instruments that enable precise terrain mapping and hazard detection, further increasing the chances of a successful landing.

Global Collaboration for Lunar Success:

In a spirit of collaboration, India has leveraged international expertise to bolster Chandrayaan 3's chances of success. Collaborative efforts with other nations have facilitated knowledge exchange, allowing Indian scientists and engineers to tap into a wealth of experience from previous lunar missions. This synergy highlights the global community's commitment to advancing our understanding of the cosmos.

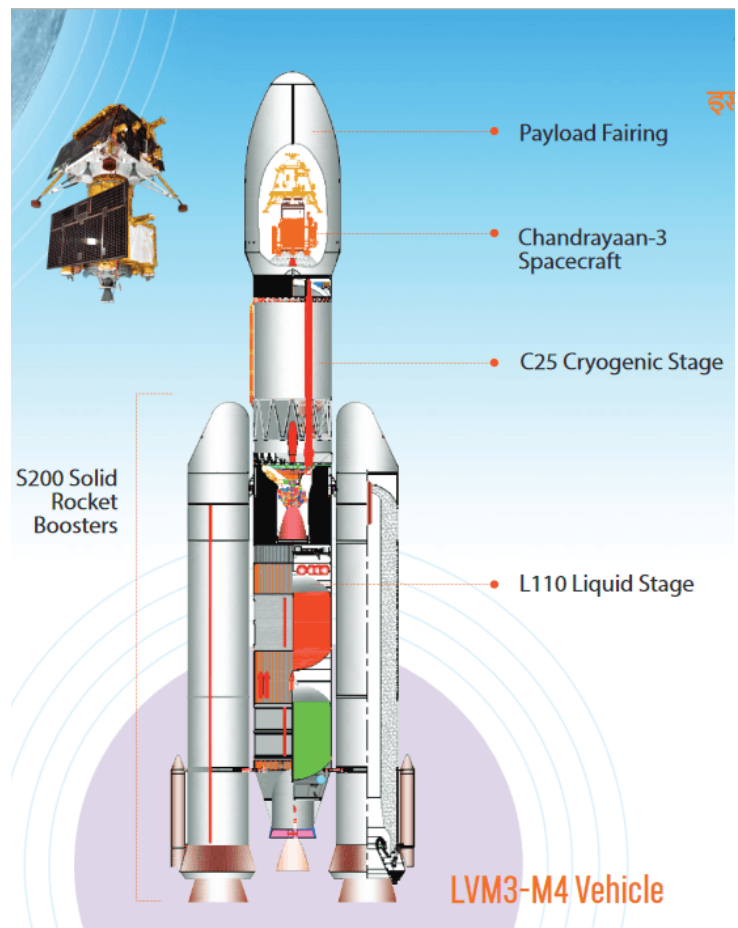
The ₹615 crore Chandrayaan-3 now carries the hopes of the entire country, because if a successful soft-landing happens, India will be only the 4th country to do so, after the Soviets, USA and China.

Chandrayaan-3's Vikram lander weighs in at 1,752 kilograms—about as much as a small car and about 280 kilograms heavier than its predecessor. Most of that additional weight is linked to extra precautions the Indian Space Research Organization (ISRO) built in after the disappointing crash landing in 2019. Not only does Vikram carry more fuel to better stay on its intended trajectory to the lunar surface, it also has far more redundancies and safeguards to gracefully touch down this time around. These include strengthened legs to absorb the mechanical shock of touchdown and a new velocity sensor for enhanced navigation measurements, as well as various software improvements to accommodate potential sensor failures. All this, combined with numerous ground tests, has ISRO officials confident that this time they will stick to the landing.

Chandrayaan 3's mission extends beyond conquering the challenges that Chandrayaan 2 faced. It is a stepping stone toward a future where India's lunar ambitions

continue to flourish. The mission's success could unlock new frontiers of scientific discovery, unveiling insights into lunar geology, composition, and potentially even the origins of the moon itself. Moreover, Chandrayaan 3's achievements may pave the way for more ambitious interplanetary missions, solidifying India's place among the elite spacefaring nations.

As Chandrayaan 3 embarks on its mission, it carries the dreams and aspirations of a nation eager to expand its scientific horizons. This mission isn't merely about rectifying past setbacks; it symbolizes India's indomitable spirit of innovation, its ability to learn from failures, and its unwavering commitment to pushing the boundaries of exploration. Chandrayaan 3's journey is one that captures the essence of human curiosity and the relentless pursuit of knowledge, inspiring generations to come.





SUI DHAGA

The art of handloom weaving has been passed down through generations, and it continues to be an integral part of the country's cultural heritage.

The origins of handloom weaving in India can be traced back to the Indus Valley Civilization, around 2800-1800 BCE. Archaeological evidence suggests that cotton was cultivated during this period, and it became one of the primary fibers used in the early handloom textiles. As trade routes expanded, Indian textiles found their way to distant lands, earning admiration for their quality and beauty. Throughout history, various dynasties and empires that ruled India, such as the Mauryas, Guptas, and Mughals, played significant roles in promoting and enhancing the handloom tradition.

These rulers encouraged skilled weavers, and their patronage led to the development of distinct regional weaving styles and techniques.

Notable Achievements of Indian Handloom Across the World:

1. **Khadi Movement and Mahatma Gandhi:** The Khadi movement, led by Mahatma Gandhi during India's struggle for independence, played a pivotal role in promoting handloom fabrics. Khadi, a handspun and handwoven fabric, became a symbol of self-reliance and a means to boycott foreign-made textiles. This movement not only revived the handloom industry but also instilled a sense of national pride.
2. **Banarasi Silk Sarees:** Banaras (Varanasi) in Uttar Pradesh is renowned for its exquisite Banarasi silk sarees. Woven with intricate patterns and metallic threads, these sarees are prized possessions for women across India and the world. Banarasi silk has earned global recognition and is often showcased in international fashion events.
3. **Pashmina Shawls:** Hailing from the region of Kashmir, Pashmina shawls are known for their softness, warmth, and fine craftsmanship. These luxurious shawls, made from the wool of the Himalayan mountain goat, have captivated fashion enthusiasts worldwide.
4. **Kanchipuram Silk Sarees:** Kanchipuram, in Tamil Nadu, is celebrated for its lustrous silk sarees. Woven with intricate designs and vibrant colors, Kanchipuram sarees are a popular choice for weddings and festive occasions. Their exquisite craftsmanship has earned them global recognition.
5. **Ikat and Tie-Dye Fabrics:** Regions like Odisha and Gujarat are famous for their Ikat and tie-dye fabrics. Ikat involves a unique dyeing technique, where the yarns are dyed before being woven into patterns, resulting in beautiful geometric designs. These fabrics have found admirers both domestically and internationally.

6. Assam Silk: Assam is known for its indigenous silk varieties, such as Muga, Eri, and Pat silk. Muga silk, in particular, is highly prized for its natural golden color and durability. These silks have gained attention on the global fashion stage.

Indian handloom products are renowned for their exceptional craftsmanship and intricate techniques. Weavers use traditional hand-operated looms to create these masterpieces, with many processes being entirely manual. Techniques like Jamdani, Kalamkari, and Ikat involve time-honored practices of resist dyeing and weaving, adding to the uniqueness of each creation. The artisans' attention to detail and dedication to preserving these age-old techniques are key factors that make Indian handloom products highly sought-after in the global fashion industry.

Sustainability and Eco-Friendly Practices :

Amid growing environmental concerns, Indian handloom products have gained popularity for their sustainable nature. The use of natural fibers like cotton, silk, and wool, coupled with eco-friendly dyeing processes, makes these textiles environmentally friendly. Handloom weaving is also an energy-efficient process, as it does not rely on electricity or large-scale machinery. Conscious consumers around the world have gravitated towards these eco-friendly products, appreciating the blend of tradition and sustainability that Indian handloom represents.

We will delve into some of the most popular types of handloom products and their significance in today's world:

- Handloom shawls are known for their warmth and luxurious feel. Made from natural fibers like wool,

Pashmina, or silk, these shawls showcase elaborate patterns and intricate detailing. The softness and exquisite craftsmanship make them a cherished possession across the globe.

- Handloom dhurries and rugs are popular floor coverings that add a touch of rustic charm to any space. Crafted using traditional weaving methods, these products come in various colors, patterns, and sizes. They not only brighten up the interiors but also serve as a reminder of the skilled artisans who create them.

- Handloom bedspreads and throws are known for their artistic flair and durable quality. Made with organic cotton or silk, these products are lightweight, breathable, and perfect for any season. They bring a touch of cultural heritage to the bedroom and create a cozy atmosphere.

- Handloom stoles and scarves are versatile accessories that can effortlessly elevate any outfit. Woven with precision, these products come in an array of colors and designs, catering to different tastes and preferences.

- Apart from rugs and bedspreads, handloom fabrics are used to create an assortment of home furnishings like cushion covers, tablecloths, and curtains. The vibrant colors and traditional patterns add character and warmth to living spaces.

- Handloom extends its artistry to various accessories like handbags, tote bags, and wallets. These accessories combine traditional weaving techniques with contemporary designs, making them popular among fashion-conscious individuals.

Handloom products are more than just fabrics; they are masterpieces that embody the cultural identity and artistic heritage of their regions. The intricate craftsmanship and dedication of skilled artisans make these products stand out in a world of mass-produced goods. Supporting handloom not only promotes sustainable practices but also helps preserve the invaluable heritage of traditional crafts. Embracing handloom products means embracing a legacy of art, culture, and sustainability that has been woven into the fabric of our history.





Rakshabandhan in Today's World: Threads of Love Amidst the Chaos

Ah, Rakshabandhan! The time of the year when siblings across India celebrate the beautiful bond they share. As I sit down to write about this cherished festival, I can't help but wonder how it has evolved in the fast-paced, ever-changing world we live in today. So, let's embark on a journey of laughter, memories, and a touch of drama as we explore Rakshabandhan in the modern era.

In the bygone days, Rakshabandhan was a simple affair. Siblings exchanged heartfelt wishes and tied delicate threads of love around each other's wrists. The sacred thread symbolised the promise of protection and love, and it was a moment of pure bliss. But times have changed, my friends. Today's world is a whirlwind of technology, distance, and virtual connections. However, the essence of this festival remains as vibrant as ever.

Picture this: I wake up on Rakshabandhan morning to a flurry of notifications on my phone—endless Rakhi greetings on WhatsApp, heartfelt messages on Facebook, and creative Rakhi images on Instagram stories. Gone are the days of waiting for the postman to deliver a Rakhi from a faraway sibling. Now, a single tap brings us closer together, no matter the miles that separate us.

As I get ready to meet my sister, I can't help but recall the Rakshabandhan feasts of my childhood. My mother's kitchen was a battleground of flavours and aromas as she prepared an exquisite spread of delicacies. There was love in every bite, and we savoured the moment with every morsel. Today, however, our hectic lives have transformed the traditional feasts into quick outings to our favourite eateries. Despite the change, the laughter and camaraderie during our meal remain just as joyous and memorable.



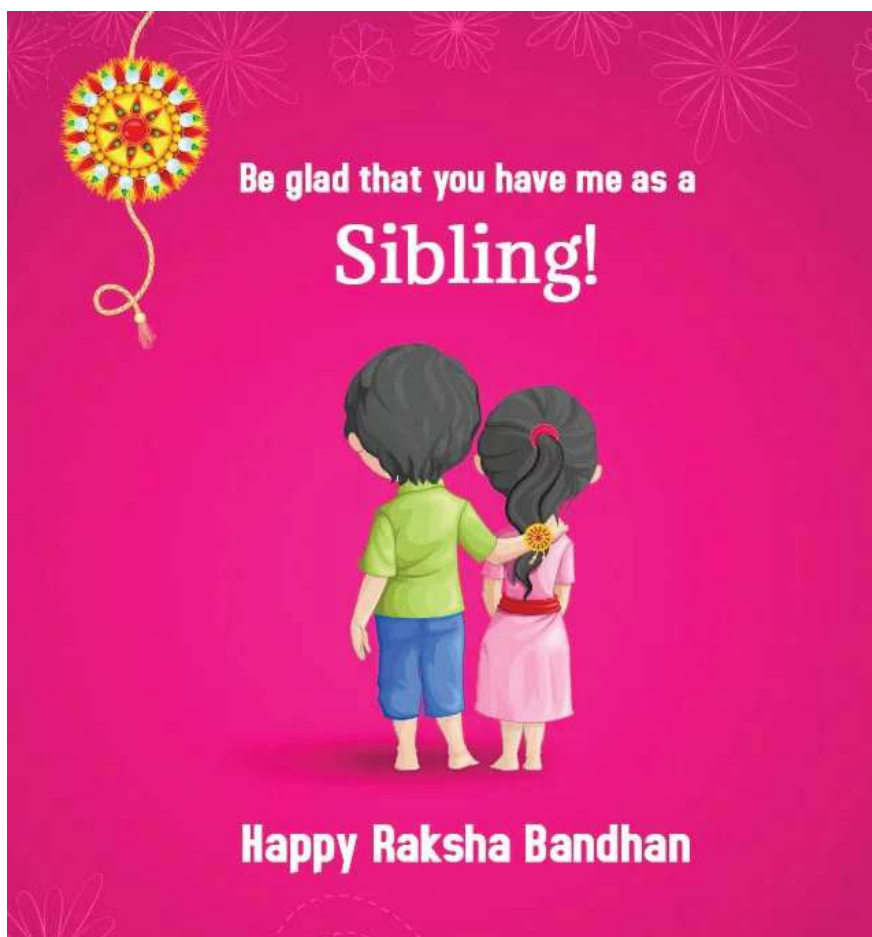
Gone are the days when a simple pen or a small token was enough to make my sister's eyes light up. In today's world, gifts have become grander and more extravagant. A new phone, a smartwatch, or even a trip to an exotic location, the options are endless. But let's not forget, my fellow brothers and sisters, that it is the thought behind the gift that truly counts. A witty card or a homemade gesture can still tug at the heartstrings like nothing else.

Amidst the technological advances and extravagant gifts, the emotional core of Rakshabandhan has stood the test of time. It's about those heartfelt conversations with my sister, where we share our triumphs and tribulations without judgment. It's about the comforting embrace that assures us we are not alone in this crazy journey called life. It's about understanding that our bond, woven with threads of love, can withstand any storm that comes our way.

In today's fast-paced world, we may not always find the time to be physically present for each other, but the spirit of Rakshabandhan is resilient. Even if I cannot have the sacred thread tied around my wrist in person, I know that the invisible thread of love binds us together across continents and time zones.

So, my dear readers, as we celebrate Rakshabandhan in the modern era, let's cherish the memories of the past, embrace the blessings of technology, and remember that the true essence of this festival lies in the love and connection we share with our siblings.

As I sign off, let me leave you with a touch of wit and drama: Let the melodrama of Rakshabandhan continue, with its bittersweet moments and heartwarming reunions. Happy Rakshabandhan to you and your beloved siblings! May the threads of love never unravel in this ever-changing world.





WIMBLEDON

The Championships, fondly known as Wimbledon, stand as a timeless testament to the world of tennis, boasting the honor of being the oldest tournament in existence. Settled within the iconic grounds of the All England Club in Wimbledon, London, this prestigious event has graced the tennis world since 1877. Its significance is undeniable, often hailed as the pinnacle of tennis excellence by enthusiasts worldwide.

The traditional charm of Wimbledon lies in its constancy to outdoor grass courts, where legendary battles unfold in harmony with nature. Developing a retractable roof was a remarkable step toward modernity, which now grace the two main courts since 2019, ensuring uninterrupted play even amidst unpredictable weather.

Holding a unique position in the Grand Slam quartet alongside the Australian Open, French Open, and US Open, Wimbledon remains the sole major tournament that embraces the cherished grass surface. Even though it is restricted to a night-time curfew, matches can now extend till 11:00 pm, lit up with the brilliance of court lights.

The two-week tennis extravaganza unfolds gracefully in late June and early July, commencing on the final Monday of June and coming to the climax in the riveting Ladies and Gentlemen's Singles Finals over the concluding weekend.

One can't help but admire the elegance of Wimbledon's traditions, crystal clear in the strict all-white attire assigned for players, a subtle nod to the sport's esteemed history. Royal patronage graces this grand event, unlike other tournaments, Wimbledon refrains from excessive advertising which allows the sport's essence to shine unrestrained. Strawberries and cream are traditionally consumed at the tournament, a delightful ritual embedded within the tournament's fabric.

Yet, the narrative of Wimbledon is not over without its misfortune. The unanticipated storm of the COVID-19 pandemic led to cancellation of the 2020 edition, marking the first such gap for a long time since World War II. The 134th edition, rescheduled with resilience, stood as a light of hope from June 28 to July 11, 2021. The year after that, in 2022, the 135th edition took place on the grass courts from June 27 to July 10.

Talking about the 2023 Championships, it was the 136th edition, adding another chapter to the rich history of tennis. The 129th time the Ladies' Singles Championships happened, "Middle-Sunday" was added, which they had never done before. This change was a way to show that the tournament can adjust to new things happening in the world, even if it's different from what they usually do.

The 2023 edition stood as a victorious reunion, with Russian and Belarusian tennis stars making a comeback after a long gap due to the unfortunate Russian invasion of Ukraine. Amidst the exhilarating matches, a heartwarming tribute celebrated Swiss tennis legend Roger Federer as he was honored for his incredible twenty-year journey since winning his first Wimbledon title in 2003. This was more than a celebration, it was an evidence of enduring spirit of sportsmanship and dedication.

In conclusion, the Wimbledon Championships invite us to a place where old customs blend with new advancements. Every powerful serve and thrilling rally brings back memories of the past. This event truly represents the heart of tennis and shows incredible determination. As fans and learners, let's marvel this timeless spectacle that captures our emotions.



From Flash To Flashback: Past Of The Present World Photography Day

Imagine a world. A world where you cannot capture the moments that matter, the places that awe you, the people that love you. A world where you cannot share your vision, your perspective, your creativity. A world where you cannot learn from others, admire their work, or be inspired by their stories. Photography is more than just taking pictures.

It is a way of expressing ourselves, of documenting our lives, of exploring the world around us, and a tool for social change, for raising awareness, and for promoting positive action. Therefore, World Photography Day is celebrated every year on August 19 to honour the art and practice of photography and the photographers who make it possible. It is a day to appreciate the power of photography to capture and communicate the world around us. From the iconic shots that capture the beauty of nature to the candid moments that tell the stories of everyday life, photography has the power to move us and inspire us to act.

World Photography Day was founded in 2010 by Korske Ara, a professional photographer from Australia, who wanted to inspire people to share their world with the world through a single photo. The day encourages photographers of all levels and backgrounds to participate in various events and activities, such as photo contests, exhibitions, workshops, online galleries, and social media campaigns. The aim is to celebrate the diversity and beauty of photography, as well as its role in documenting and preserving our history and culture. The history of World Photography Day dates to 1839, when the French government acquired the patent for the daguerreotype process, the first practical photographic process, from the French inventor Louis Daguerre and announced that this invention was a "gift to the world" and that anyone could use it freely. Since then, photography has evolved and transformed in many ways, from film to digital, from black and white to colour, from still to moving images. Every year, World Photography Day has its own unique theme. World Photography Day 2023 will be observed on the theme of "Understanding Clouds".

Clouds are an essential part of the Earth's climate system, influencing the energy balance, water cycle, and weather patterns. They also have a profound aesthetic appeal, creating stunning shapes, colours, and patterns in the sky. Understanding clouds can help us appreciate their beauty and complexity, as well as their role in the environment. On this day, let us take a moment to learn more about clouds and how they are formed, classified, and observed. Let us also celebrate the photographers who have captured the amazing diversity and beauty of clouds in their work. It is also a time to reflect on the importance of photography in our lives and to thank the photographers who have given us a glimpse into the lives of millions of people around the world. Whether you are a professional photographer or an amateur enthusiast, you can join the celebration by taking pictures of clouds and sharing them with others.

Sydenham Alumni Event: CPR Demo and Training Session Organised in Association with The American Heart Association

We are delighted to share the news that Sydenham College of Commerce and Economics recently organized an informative CPR demonstration and training session in collaboration with The American Heart Association. This article aspires to impart knowledge and raise awareness among individuals about the importance of CPR. The main objective was to educate participants on the principles of CPR, thereby enabling them to respond efficiently during emergencies and potentially save lives.

CPR or Cardiopulmonary Resuscitation holds the key to revive individuals who have experienced sudden cardiac arrests. This procedure targets the restoration of blood circulation and oxygen supply to crucial organs, especially the brain. Statistics from the American Heart Association underline the importance of immediate CPR – it can substantially enhance the survival odds for individuals facing cardiac arrests.

The event's inaugural segment featured an insightful introduction to CPR. Trainers elaborated on the procedure's significance across various scenarios and dispelled common myths that tend to surround it. These clarifications addressed concerns regarding the likelihood of inadvertently harming the victim or contracting diseases through performing CPR.

A key highlight of the event was the hands-on session conducted by Divay Trikha. Attendees were exposed to the intricate techniques of CPR – from assessing the situation and determining responsiveness to initiating chest compressions and administering rescue breaths. Moreover, participants received guidance on utilizing automated external defibrillators (AEDs), devices designed to deliver controlled electric shocks to restart the heart's rhythm. The practice session on manikins provided participants with a tangible experience of these life-saving manoeuvres, all under the vigilant supervision of experienced trainers.



CPR is a skill that anyone, from parents and teachers to coworkers and bystanders – can acquire. Here are the steps to follow if you encounter someone who needs CPR:

1. Check for responsiveness and call for help. Tap the person's shoulder and ask loudly, "Are you okay?" If there is no response, call emergency services or ask someone nearby to do so. Tell them to bring an automated external defibrillator (AED) if available.
2. Start chest compressions. Place the heel of one hand on the centre of the person's chest, and the other hand on top of the first. Interlock your fingers and keep your arms straight. Push hard and fast, at least 100 times per minute, and at least 2 inches deep. Allow the chest to recoil fully between each compression.
3. Give rescue breaths. After 30 compressions, tilt the person's head back and lift their chin. Pinch their nose and seal your mouth over theirs. Blow into their mouth for one second and watch for their chest to rise. If it does, give another breath. If not, reposition their head and try again.
4. Repeat until help arrives. Continue with 30 compressions and 2 breaths until the person starts breathing, an AED is ready to use, or a trained responder takes over.

The event went beyond practical training, incorporating presentations, impactful videos, and interactive discussions to enhance participants' understanding of CPR and its real-world applications. Trainers actively engaged with attendees, addressing questions ranging from identifying cardiac arrest symptoms to managing choking incidents and coping with the emotional aspects of administering CPR.

We are pleased to report that the event was a success, equipping participants with valuable life-saving skills applicable in critical situations. We extend our gratitude to the American Heart Association and Divay Trikha for their vital contributions to the event's success. The enthusiastic participation of students and alumni showcased their dedication to community.

The ripple effect of this CPR training event is substantial. By disseminating awareness about CPR and its pivotal role, our aim is to inspire more individuals to embrace this essential skillset. Armed with knowledge, participants can become proactive agents of change during emergencies, transforming ordinary citizens into invaluable assets capable of making a significant impact when it matters most, and revive loved ones.



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