

360^Mind

E-Magazine



BRAIN RHYME

Coaching | Championship | Innovation | World Records

TECHNOLOGY

**SCIENCE &
TECHNOLOGY**

HEALTH

FITNESS

LIFE SKILLS

CREATIVITY

NEUROSCIENCE

WELLENESS

MUSIC



6TH EDITION
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ABOUT FOUNDER

BRAIN RHYME



Career spanning 25+ years in training, coaching & research in the field of Cognitive Development, Management & Neuroscience. Internationally Certified Intelligence Coach holding 2 Copyrights, authored 3 Books, mentored 25+ World Record Holders, coached 100+ National & International Memory Athletes and assisted more than 2 lac students & professionals in improving their Productive skills. Presently connected with Institutions, Universities for Innovation & Research Cell at National & International level.

BRAIN RHYME OFFERINGS

- Coaching students and professionals in identifying Neuro skills and how it can transform their intellectual capabilities.
- Strong experience in Creativity, Innovation, Customer Relationship & Problem solving skills.
- Mentoring & Coaching all age groups in creating World Record Holders.
- Incubating Innvation & Research Cells.

OUR STRENGTHS

- Cognitive Development Programs for all age groups.
- Community Development Programs for all age groups
- Bi-Monthly E-Magazine “360Minds” covering Neuroscience Articles & Case studies, Science & Technology, Creativity, Innovation, Research & Life Skills.
- 24 x 7 x 365 day dedicated online Radio with unlimited listener’s capacity.
- Dedicated Team of Trainers, Social Media & Research verticals.

WHAT WE ARE LOOKING FOR

- Collaborations with Institutions, organization to uplift their Intellectual capabilities & gain an extra edge over others.
- Institutions who would like to conduct unique, result- oriented programs to create a brand for the next generation.
- Connect with institutions across the globe to nurture an innovative centre of excellence in the field of Neuroscience and Management.
- Provide a platform where we can showcase our students’ talents and promote them.
- Students & Professionals looking to create World Records.

OUR PRESENCE

An experienced team of around 25+ professionals (project basis) and marketing associates presently promoting us in India, US, Malaysia, UAE, Honkong & Egypt.

Editor's *Note*

Greetings of the day!!!

My Dear Readers,

We hope that you have been enjoying the Brain Rhyme bi-monthly e-magazine "360 degrees Mind" which tickles your neurons with new articles on varied subjects and value added information in each edition.

I am sure each edition helps us unlock the neuroscience of creativity !

We begin by aiming to find the Purpose of Life !

Then Dream and Visualise the Future and Repeat Positive Affirmations.

Have a Positive Mindset taking Actions.

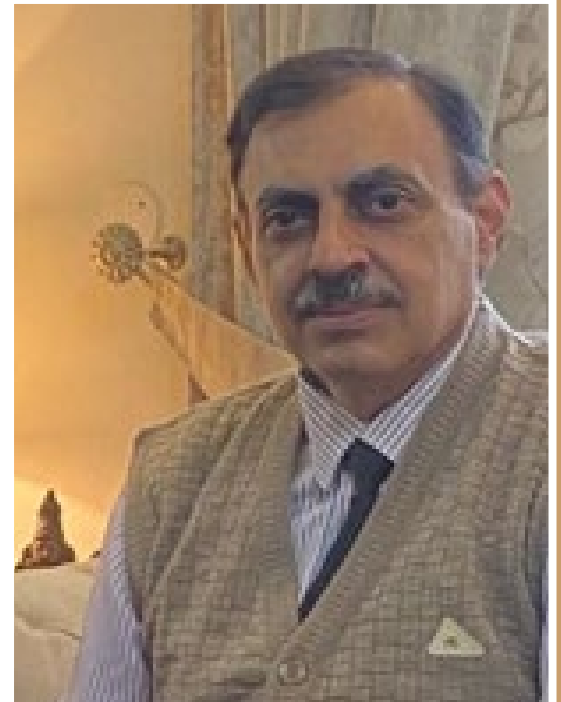
Also having an Independent Value System managing Self & Relationships!

This time we are presenting articles which cover multiple domains of our new endeavour BRAIN BOOK OF WORLD RECORDS, Young achievers , Personal Management – Achieve Inner Peace, Art, Meditation, Good Health Tips, Personal Wellbeing, Healthy Living and the list is long... We also bring in this edition – Pillars of Business Different Mindsets and tips to develop a Great Morning Routine and much more.

Please share your feedback on bremagazine01@gmail.com

We look forward to contributions from our readers, and yes, your efforts will be rewarded too, because we are going to have awards, certificates. Participate in our Community Development Programs. Log on to www.brainrhyme.com All those who are willing to be part of this dream project and as well be seen by the world because the contents of the magazine will be viewable globally and also talked about on the Brain Rhyme Radio channel, which has a reach of more than 30+ countries as well as being a part of other social media wherein efforts will be made to advertise and spread it out to the world.

Colonel Sushobit Kamra (Veteran)
Editor in Chief



- B.Tech. (Mechanical)-Gold Medal,
- M.Tech. IIT Bombay (IE& OR)
- MBA (General Management)
- PGDM (HR)
- M.Sc.

EXPERIENCE

3+ Decades (Areas of work)

- Leadership Skills
- Business Management
- Problem Solving
- Stress Management
- Time Management
- Fight your Procrastination

**“Mastering others is strength;
mastering yourself is true power”**

- Lao Tzu





Brand Research Academic Innovation National

BRAIN-BOOK OF WORLD RECORDS

BRAIN - World Book of Records is just not a World Record entity – Its an ACRONYM which stands for:

Brand – Creation and establishing of Brand using design skills.

Research – New research in any field which helps the society and country.

Academics – New concepts, techniques or creation to help easy learning.

Innovation – New / modified products, services or concept .

National – Celebration of any national event in unique way.

We are registered under MSME bearing no.MH-19-0142556 under Udyog Aadhar Memorandum MH19D0116668 Unit Name Brain-Book of World Records.

We are looking for Aspirant Record Holders / Innovators / Researchers who would like to Invent / Break the Record wheel !

STEP 1 : We help / Support participants to understand their true potential Assessment through Art Therapy ,Graphology and / or Braiinwaves.

STEP 2 : Analysis based on the report which provides details about Personality, Attention, Creativity, Cognitive Abilities,Brain Waves, Thought process etc.

STEP 3 : Discussion of STEP 2 and finalise the World Record Topic and preparations.

STEP 4 : Mentoring – Coaching to help / assist participants for World Record Attempt.

STEP 5 : Conduct of World Record Attempt LIVE (Online / Offline)

STEP 6 : On successful Record Creation honoring participants with Certificate, Medal and Trophy (Individual / Group)

STEP 7 : Promotion of the Event on our & our global partners on Social Media Platform's.

We offer Individual / Group Records Online as well as Offline.

ONLINE

1. Once we understand your requirement , we shall provide you with a dedicated executive who shall guide you in the process.
2. If you are not sure about the World Record, we provide you with assessment services alongwith mentoring and coaching.
3. Invigilator based on the topic shall be provided to you during your record.
4. We provide you with designing your campaign. We customize as per requirement.
5. The World Record Event shall be conducted on our youtube Channel / any other.
6. We also help in promoting the event through our Social Media Team.

OFFLINE

1. Once we understand your requirement , we shall provide you with a dedicated executive who shall guide you in the process.
2. If you are not sure about the World Record, we provide you with assessment services alongwith mentoring and coaching. Our executive shall support you in filling the application form.
3. Invigilator based on the topic shall be provided to you during your record.
4. We provide you with designing your campaign. We customize as per requirement.
5. The World Record Event shall be conducted on Stage. Our Invigilators shall visit the location and record the LIVE Event.
6. If the Event is more than 8 Hours , we shall be providing you with 2 or more Invigilators.
7. We also help in promoting the event through our Social Media Team.

**Do you know what it takes to be a
WORLD RECORD HOLDER ?**

Check this video on our YouTube Channel

www.youtube.com/watch?v=9289aG2blAM

For more information connect with us on 9769255904
or mail us at info@brainrhyme.com

BRAIN RHYME

World Record Ambassador

Ajinkya Rammohan

Ajinkya Rammohan is four and a half years old and currently in Pravesh Vatika (Junior KG) at the prestigious - The Shri Ram School, Aravali in Gurgaon, Haryana, India.

He is an inquisitive child always wanting to find answers for some of the typical questions a child that is growing has.

He has successfully created a world record by reciting 195 Atlas Countries, Capitals, Continents and Flags.



BRAIN RHYME

World Record Ambassador

Vishak Ramasubramaniam

Vishak Ramasubriamanian
2nd year student from
Gems New Millennium
School, Dubai, UAE
created a world record
in reciting 182 General
Medical Acronyms in
5 mins 8 secs and set a
new world record.
Vishak is been guided by
his parents and coached
by Dr.Sushant P.Mysorekar



WHAT ARE THE PILLARS OF A **BUSINESS**



The pillars of business generally refers to the fundamental areas of functioning that are necessary for the progressiveness and success of a business. The specific pillars can change depending on the type of business, industry, and business model. However some of the most common pillars include:

FINANCES

It includes activities related to budgeting, financial planning, accounting and managing cash flow.

OPERATIONS AND FULFILMENT

It includes activities like manufacturing, production, inventory management, and customer services.

SALES AND MARKETING

It includes activities like identifying potential customers, promoting products/services, and generating revenue.

Some of the functional aspects of a business that need to be managed effectively are packaging, logistics, the supply chain, distribution, process, and technology. In addition to these there are other important factors that help drive a business forward and contribute to its success, such as honesty, a clear vision, the quality of work produced, customer satisfaction, a sense of ownership and adequate overall performance.

Great ideas play a role in the progress of a business, however, as we all know it is not enough to just have ideas. Execution and practical implementation of those ideas are necessary to achieve success.

The Business Mindset

There is no single right mindset in business. Entrepreneurs of all temperaments thrive with all sorts of projects with different pricings in multiple varieties of markets and all in varying degrees.

However some key skills play a role in developing good entrepreneurship, such as:

- A growth mindset
- Burning passion
- A positive attitude
- Plenty of patience
- Adopting an abundance mentality
- Good ethics (Professional and Personal)
- Believe in yourself and in your business.

It is essential to be alert at all times, to always have an open mind to learning new things and adapt to changes in the business environment. Additionally, one must focus on enjoying the process of creating the product rather than just the finished product itself. Also having the mindset of giving back is extremely



crucial, as it helps build strong relationships with customers and stakeholders alike, which ultimately leads to success in the long run.

Here is a good example of the results of having a mindset of giving: There were 5 of us (2 families), casually entering 'Gangour Sweets' in Oud Metha Dubai with the intention of picking up some coin Jalebis. While we were standing by the counter the guy behind the counter watched us eyeing all the other goodies displayed in the shop. He requested us to get ourselves seated at a table to which we obliged.

He soon served us with a fresh plate of hot Jalebi Kesariya, but we ended up indulging in multiple varieties of samosas, fafda and more. We ended up paying way more than we would have originally have solely because the business person displayed a giving mindset by:

- Being polite
- Paying attention
- Maintaining customer satisfaction
- Giving out free samples to entice a great consumer experience

Setting BUSINESS Goals



Business goals are a predetermined target that a business or individual plans for the purpose of measuring progress, providing clarity, target setting, informed decision making and to keep everyone accountable. These goals are often split into short-term goals and long-term goals.

A FEW WAYS TO GO ABOUT SETTING UP BUSINESS GOALS ARE:

1. Identify your business's mission and value

- Find strong valid answers to questions like what is the purpose of your business?
- What are the core values that guide your decisions and actions?

2. Analyze your current situation

- Look at your business's strengths, weaknesses, opportunities and threats. This will help you to identify areas you need to improve.

3. Define your targeted market

- Who are your ideal customers?
- What are their needs and wants?
- What are ways you can best satisfy them and their needs?

4. Set specific goals

- Use the S.M.A.R.T framework to set goals.
 - The goals should be Smart, Measurable, Achievable, Relevant, and Time-bound.
- ### 5. Breakdown your goals into objectives
- Identify steps you are required to take to achieve your goals and assign tasks to your team members accordingly along with set deadlines to adhere to.

6. Monitor and adjust your goals as needed

- Remember to regularly review your progress and feel free to adjust your strategies as and when required.
- Learn to celebrate your successes and learn from your failures.

7. Maintain good communication of your goals to your team

- Ensure everyone in your business is aware of the goals set and that they understand their role in the process.
- Encourage collaboration and teamwork to achieve common goals

DECISION MAKING PARAMETERS

An extremely important skill for an entrepreneur happens to be the ability to make smart decisions. In business, you are always making decisions. Every single decision that is made directs the course of action that you take both in life and in business.



5 parameter to Help you make informed well planned decisions

1. Is the decision directed towards your goals?

- Ask yourself if the decision takes you towards or further away from your goal.
- If it is towards your goals regardless of how tough the decision is it might be one that you should consider going through with.
- Which is also why it is very important to be clear about your goals.

2. What are the impacts this decision could have?

- All decisions come with their own set of risks.
- Take into consideration your resources and capabilities
- If you think you can handle the risk factor of the decision go ahead and take the decision accordingly.

3. Evaluate your pros and cons of the decisions at hand

- Once you are on the path of making the decision, weigh your pros and cons.
- List out your advantages and disadvantages
- If it's a favourable result - great! But if not then work on changing your cons into pros and start tackling your disadvantages till things become clearer.

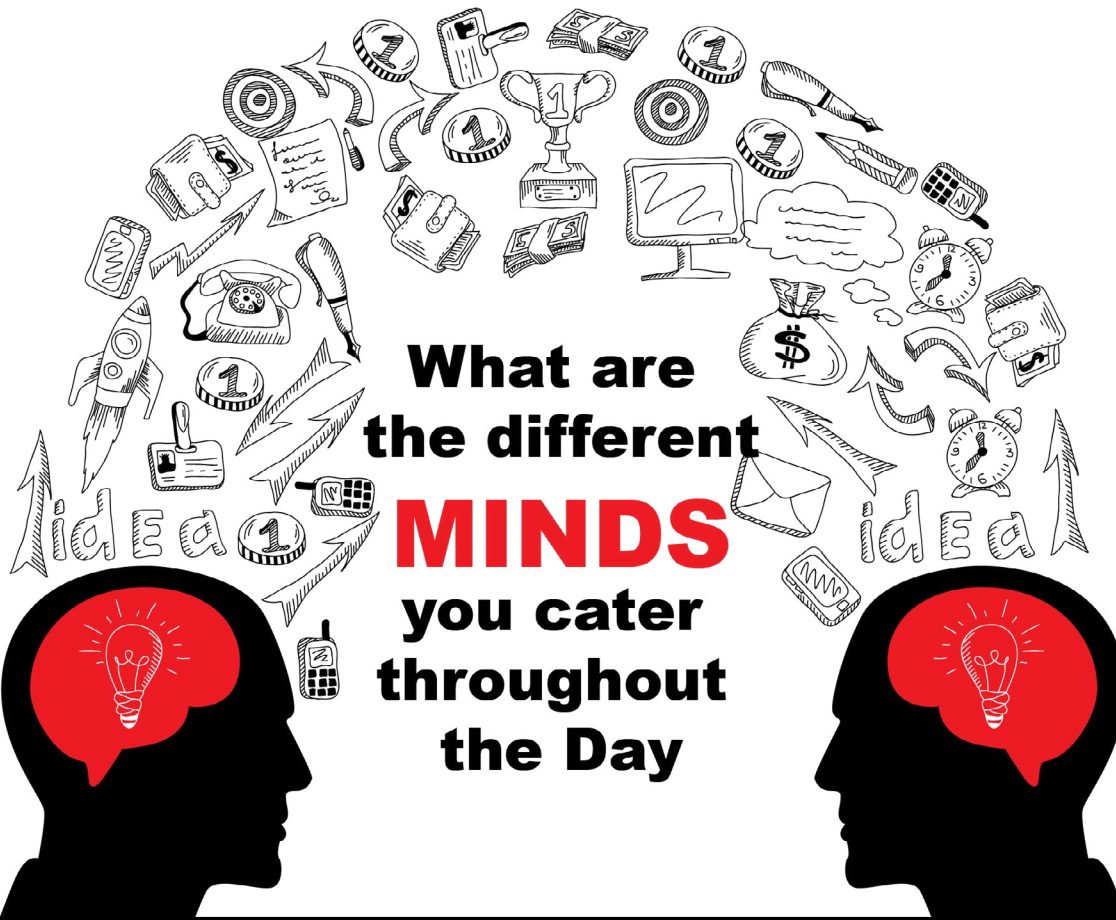
4. Do you have a support system to help with your decisions?

- Try and discuss with other people for new perspectives and other possible angles of approach that you may have missed.
- It will subsequently help in building your confidence in your decision.

5. Can you take action?

- In the end, if you are unable to take action, all the other parameters don't mean anything.
- The toughest part of making your decision is committing to it and dealing with the consequences if any arise.

These parameters are not by any means foolproof but they can ensure that decisions you make are made in a rational and fair manner, towards achieving your goals.



What are the different **MINDS** you cater throughout the Day

Mindset refers to implicit deep beliefs that color how you perceive life events and how your body responds. The different mindsets we experience throughout the day can be categorized based on our state of mind and the tasks we engage in. Here is a brief description of each:

Engaging Mindset

- This mindset is characterized by being present and fully engaged in the current moment or task.
- It requires focus and attention, but also an openness towards the situation or people we engage with.

Carefree Mindset

- This mindset is about enjoying the moment.
- It involves a relaxed, playful attitude towards life, with a willingness to embrace spontaneity.

Stressed Mindset

- This mindset is one that is often accompanied by feelings of anxiety, tension and overwhelm.
- It requires us to be resilient and resourceful.
- To manage our emotions and reactions we would need to find a way to cope with challenging situations.

Focused Mindset

- This mindset is essentially for achieving our goals and completing tasks efficiently.
- It involves being fully concentrated in the task at hand.
- It requires us to avoid distractions, and maintain a clear sense of purpose and direction.

These mindsets are however not mutually exclusive and usually overlap and shift depending on the circumstance.

Precautions to Eliminate STRESS

Stress is the way human beings react both physically and mentally to changes, events, and situations in their lives. People experience stress in different ways and for different reasons. The reaction is based on your perception of an event or situation. Stress is a fact of life, wherever you are and whatever you are doing. You cannot avoid stress, but you can learn to manage it.



Here are some helpful tips and suggestions to reduce and manage stress

1. Meditation

- Meditation and breathwork can help slow your heart rate and calm your mind, which makes it an effective tool for stress management.

2. Regular Exercise

- Physical activity has proven to reduce stress and improve mood.
- Find an activity you enjoy, be it yoga, running, swimming or any other sport.
- Make it a regular part of your routine.

3. Balanced Diet

- Limit caffeine and alcohol as they tend to intensify feelings of anxiety and stress.
- Making sure your body is well fed and healthy with balanced meals and all the right vitamins and minerals greatly contributes to a healthy mindset.

4. Schedule Your Day

- Plan and prioritise tasks to avoid overworking and overwhelming yourself
- Taking short breaks throughout the day can help you recharge and stay focused.

5. Maintain a healthy sleep routine

- More rest significantly decreases cortisol levels.
- In a preventive step seven to eight hours of sleep a night reduces existing feelings of stress.
- A goodnight's sleep restores balance to the body systems.

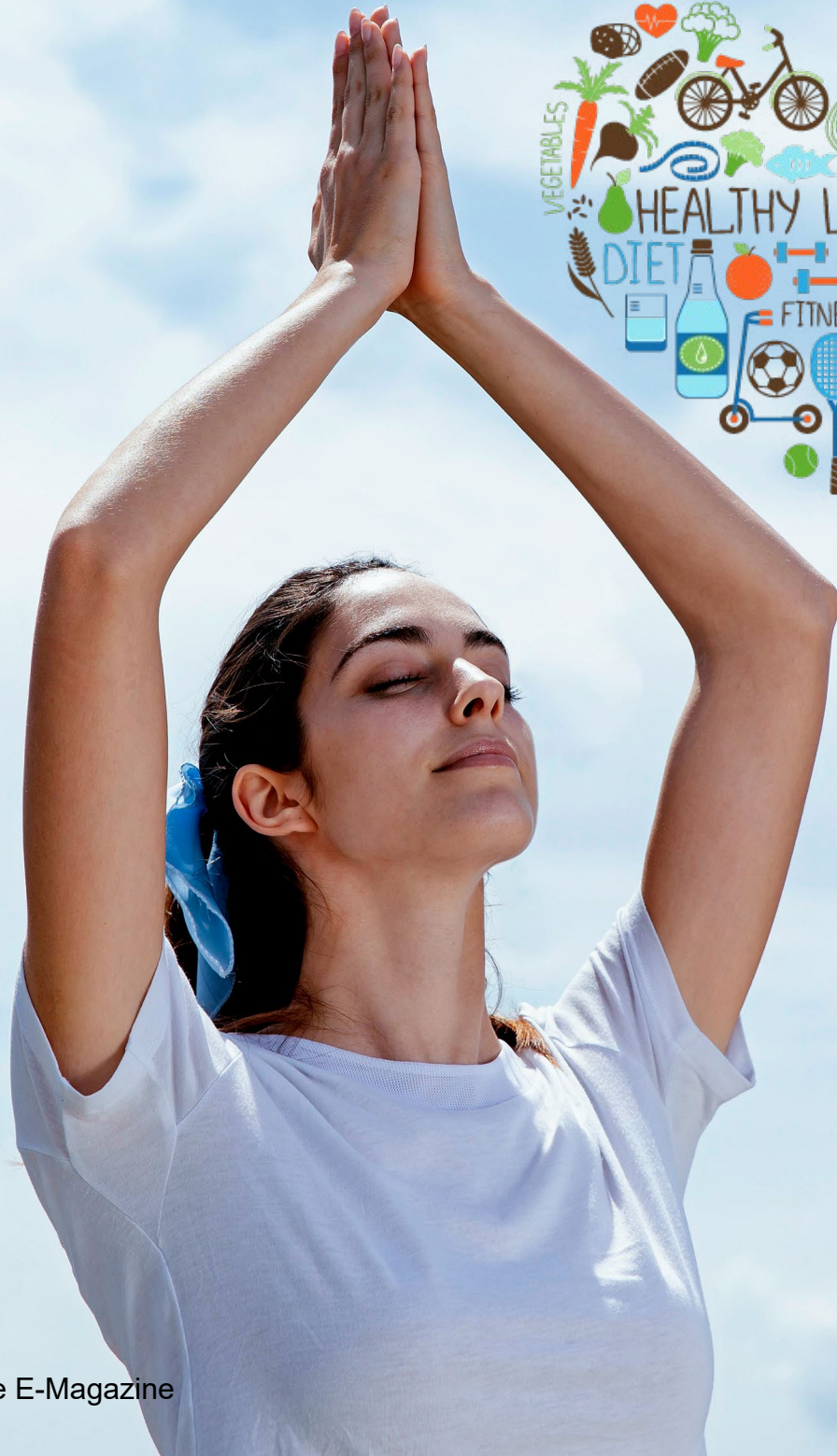
6. Practise self-care

- Make time for activities that bring you joy and help you relax.
- Some wind down activities like reading a book, listening to music or reconnecting with loved ones are convenient and helpful.

Everyone experiences stress differently, so it is important to find things that are best for you. If you still struggle with stress, don't hesitate to reach out for professional help for additional support.

Ways to Maintain GOOD HEALTH?

Improving overall well being requires balance and constant growth.
Here are some effective ways to improve your wellbeing



Good health is first and many other things will follow.

1. Get proper sleep

- Your body needs rest to heal and recharge to function properly.
- Sufficient sleep regulates hormones related to our mood and emotions.
- Adults need an average of 6 -7 hours of sleep a night.

2. Eat a balanced diet

- A balanced diet ensures your body is receiving the nutrition it needs.
- It helps in regulating emotional health as well.
- Try to avoid caffeine, sugar and processed food as much as possible.

3. Get some sun

- Vitamin D deficiency leads to multiple issues such as Seasonal Affective Disorder (SAD).
- Sunlight causes the release of endorphins, which are responsible for productivity of the brain.

4. Stress management

- Although difficult to avoid, stress can be managed with healthy coping mechanisms.

5. Regular exercise

- Physical activity improves blood circulation and oxygen levels making you feel energetic and refreshed.
- Exercise strengthens muscles and helps with agility which consequently reduces accident prone tendencies.

6. Stay away from alcohol and drugs

- Quit smoking and drinking to ensure you lead a healthy lifestyle.

7. Be social

- Isolation and lack of communication are two of the biggest reasons for mental and even physical illnesses as well.
- Make sure to schedule time to socialize with friends and family

Try not to take life too seriously. Those who remain happy, smile more, and try to keep themselves happy experience a better quality of life than those who remain worried all the time. According to a study, children laugh 200 times a day while adults laugh 15 times a day. Staying happy and laughing more is essential for a quality life.

Dear participants at Fun Business & Fun Health Community

we *Thank you* for your active participation & contributions in the Q&A. We are glad to publish it as articles in our BRAIN RHYME E-magazine 360 degrees Mind.

We seek constant participation from all members in the community which enable us to be Constant Curious Learners and keep up the routine of mentioning your active participation here in the magazine too!!

Kavya Matunga, Anagha, Paulette Manacio-Faugere, Kunjwani Riddhi, Nishant Kundalia, Modi, Pratik Lalka, Dattatray Dalal, Amol Watkar, Dhawal G Nandedkar, Manohar, Roopali More Sasmira, Rahul Saraf, Prakash Punjabi, Aseem Malhotra, Yasmeen Taj, Shoban Nulathoti, Sushma Saniddhi, Muralidharan, Rupa Bannur, Divya Bangalore, Amita, UAE Pankaj Thakker, Parineeta, Abhijeet, Kamal Mehta, Dir Ashutosh, Dr Ajit Varwandkar, Archana Madhusudhan, Venu Krishnan.

INNER PEACE

Inner peace is a state of mind where one is mentally and spiritually at peace, with enough knowledge and understanding to keep oneself calm and composed in a stressful situation.



Some general suggestions for achieving inner peace are

1. Connect with nature

- Spend time outdoors and connect with nature.
- It helps ground you, making you feel relaxed and at peace.

2. Practice mindful meditation

- Focus your attention on the present moment and try to be aware of your thoughts and feelings without judging yourself.

3. Get some Exercise

- As we all know by now exercise is very important and is a huge necessity for our bodies.
- It helps detoxification and provides clarity of thoughts.
- It also reduces stress and improves your mood.

4. Practice gratitude

- At some point in our day take a moment to briefly focus on things you are grateful for and appreciate.
- It will help shift your mindset to a more positively directed one by focussing on what you have instead of on what you don't.

5. Take responsibilities for your actions

- Taking responsibility can help you feel more in control of your life and in turn will improve your self-esteem and confidence.

6. Don't let your past mistakes define you

- Everyone makes mistakes, it is a natural part of life.
- It is important to learn from them and move on don't let it define you.

7. Declutter

- Decluttering your physical surrounding can help declutter your mind
- It will promote a sense of clarity and peace.

8. Practice acceptance and contentment

- Don't Ever Judge Yourself
- Learning to accept things

WHAT IS MEDITATION

Meditation, very simply put, is focusing one's attention to achieve a state of relaxation and tranquillity. It should regularly be integrated into daily life to cultivate a more mindful and peaceful existence. It is a practice that can be done both with yourself and also with others as a group.

Meditation is used for multiple purposes, like:

- Reducing stress
- Gaining insight into one's thought and emotions
- Improving focus
- Creating energy from within

Types of Meditation

Mindful meditation

- Involve focusing attention to your breath, body sensations, thoughts, and emotions without judgement

Spiritual meditation

- Involves connecting with a higher power, to deepen one's spiritual practice and understanding

Transcendental meditation

- Involves the use of a mantra or a specific phrase/sound to quiet the mind and enter a state of relaxation

Guided meditation

- Typically led by a teacher or a recorded audio, guiding the meditator through specific visualizations or meditation techniques.

Vipassana meditation

- Involves developing awareness of the present moment by observing bodily sensations, thoughts, and emotions.
- Originated from Buddhists tradition

Metta meditation

- Also known as loving-kindness meditation
- Involves cultivating feelings of love, kindness, and compassion towards one's self and others.

Chakra meditation

- Involve focusing on the seven energy centres (chakras) in the body
- To balance and harmonize one's energy

Yoga meditation

- Usually incorporated into yoga practise
- The focus is on connecting one's breath and movement to create a deeper sense of awareness and inner peace.



HEALTHY LIVING

Healing yourself naturally... Listen to your Internal Doctor

Did you know that we have our own personal doctor, always in attendance and always with us? This doctor is not in any hospital, but within us. And yes, this doctor has an amazing ability to monitor and maintain our health, naturally.

Yes, our systems work with a regular rhythm and precision governed by our own vital force. Our needs are communicated through hunger, thirst, tiredness, etc., to maintain optimal function and performance. Not only that, but our bodies also have the built-in ability to repair themselves and fight off any external threats.

We all know that small cuts and wounds heal by themselves without leaving any scar behind. Many external threats like diseases are also fought off without us even knowing about them. But can the body heal itself from anything? Well, the ability of a human body to protect and heal itself can be said to be amazing to say the least. Even a fractured bone will heal, damaged tissues are regenerated! But it is important to not disturb this natural ability with unnecessary external chemicals.

How do we go about healing ourselves naturally? It is actually very simple but requires us to unlearn certain things that have been drilled into us for years.



When our health is not optimum, and our bodies need healing, our internal personal doctor sends signals of tiredness, lack of energy or pain. Then, we should not suppress these signals by any means, but we should listen to them and take complete rest that gives time for self-curing. Generally, we see that our bodies do not ask for food during the time of pain/recovery. Again we should listen to this and not force feed ourselves. Certain amounts of discomfort and other symptoms are the signals of our own recovery mechanism and should not be suppressed at the first instance artificially by chemicals.

Even when we are generally healthy, and not sick, to continue to maintain optimal health, follow certain basic rules of healthy living principles:

- Eat (only) when hungry; Drink (only) when thirsty; Rest when tired or sick
- Eat healthy food. Avoid packaged and processed food, carbonated drinks; reduce chemicals in our day to day life (it could be chemicals in your toothpaste, soap, shampoo, deodorant, plastic, creams, lotions etc.). Go for products with natural ingredients
- Stop unwarranted self-medication.
- Adopt a healthy peaceful lifestyle. Wake up early by 6 am, sleep by 11 pm, follow nature's rhythm. Sleep in a well ventilated room. We heal ourselves every night with good sleep.
- Exercise regularly. Include breathing exercises. Start meditation from a young age (8+ years).
- Reduce digital usage to essential use (go for a digital detox, if needed).

But sometimes, our modern lifestyle, polluted environment or diseases push our bodies beyond its ability to rebalance. What to do then? Think of natural alternatives to cure – those that are non-invasive or do not involve us taking any chemicals in. Two options come to mind that are ideally suited for many ailments including many chronic ailments.

Acutouch:

Traditional Acupuncture without needles. This treatment method works to rebalance our internal vital energy to bring back health. This is completely non-invasive and relies on energy balance and lifestyle modifications.

Sound healing:

Focuses on balancing body and mind using sound and is very effective against many chronic conditions including pain.

Such non-invasive healing options which do not involve needles, chemicals provide support to our internal doctor to heal our bodies and mind for better health.

Our internal doctor is truly working hard 24 x 365 days for our health. We need to follow the signals from our internal doctor, respect our body systems, lead a healthy lifestyle and provide support to strengthen our internal doctor naturally.



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- <https://www.facebook.com/groups/viphealthisweath>



UPGRADE YOURSELF BEFORE GETTING OUTDATED

their competencies higher so that they can tackle new challenges.

How can you do this?

The answer is very simple, the following points will help you to plan your upskilling journey.

Nowadays technology has entered all parts of our life. It is the time for transformation for all of us. We are moving towards a completely new digital backdrop.

Growth was expected, but due to the pandemic, it has shifted early.

This era is a technology era, with advanced technology like AI, machine learning, IoT, and robotics, captivating the world by storm.

After the pandemic, everyone must adopt new normal with high-speed, real-world scenarios of life and future workplaces rapidly accept a digital culture

In today's period, we must repeatedly upgrade our knowledge and grow through academic programmes with hands-on involvement and industry acquaintance to learn skills that show worth to employers.

This Upskilling is possible through education and training. In short, developing new or more skills are needed for future growth. It is time to transform from within.

Upgrading skills can help potential candidates and existing employees, take

01. Set your Goals - decide where you want to reach in all areas of life
02. Make your personal Development Plan
03. SWOT- analyze yourself
04. Find the gap - this step is very important to save time and unnecessary efforts
05. Learn from Coworkers
06. Use Digital platforms
07. Acquire new knowledge, enrol yourself for upgradation courses may be online or offline.
08. Go for in-house training at your workplace. Relearn and upskill not only job-specific skills but life skills also.
09. The most important thing is to express yourself, communicate with your team members and coworkers
10. You can approach the training unit of your company with your ideas.
11. Brainstorm with your leaders, ask experts or discuss with your mentors

These are the best ways to upskill, because your learnings can help your industry to reach its potential level.

As I always say, 'Upgrade yourself before getting Outdated'



Vaishali Gawhankar

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FUN WITH PUZZLES



If you can see 10 faces, your brain is still young, according to research from the University of Hong Kong. However, if you can see 13 faces, your brain is super young.

Courtesy: Rupa Bannur

The Balancing Act

Today's Generation Struggles to Juggle Social Life and Education"



The contemporary generation is grappling with a daunting task of striking a balance between their social life and education. The emergence of social media and the incessant need to stay connected with friends and family has made it challenging for students to allocate time to focus on their academic pursuits. Nevertheless, individuals with a drive for success understand the need to put in extra effort to attain their goals. The predicament of balancing social life and education is

not novel, but social media has exacerbated it. Youngsters are incessantly bombarded with notifications, messages, and updates from acquaintances. Consequently, they are compelled to respond immediately, resulting in a loss of time that could have been put into studying. Additionally, social media has created a culture of comparison, which causes students to compare themselves with their peers, leading to self-doubt and a sense of inadequacy. However, individuals with a burning ambition to succeed comprehend that success requires hard work and dedication. They acknowledge the need to forfeit their social life for their education. To achieve their objectives, they invest the necessary time and effort, set aside time every day to concentrate on their studies, prioritize their workload, and limit their social media usage. It is worth noting that the challenge of balancing social life and

education is not confined to students. Many young professionals face similar predicaments, as they are expected to work long hours and be constantly available to their employers while also maintaining a healthy social life. Consequently, they suffer from burnout, which hampers their productivity, and ultimately stifles their career growth. In conclusion, the contemporary generation is grappling with the task of striking a balance between their social life and education. However, individuals with a drive for success understand the need to put in extra effort to attain their goals. They prioritize their workload, limit their social media usage, and set aside time each day to focus on their studies or work. While it may be arduous, those who are willing to put in the effort will ultimately succeed.

The proliferation of social media has redefined how people communicate and access information. However, the new age of social media has significantly impacted the youth, particularly concerning their perceptions of success. The current culture of social media has created an environment where young people feel compelled to inflate their accomplishments online, leading to adverse effects on their mental health and well-being.

The demand for attention on social media has fueled a pressure to flaunt one's achievements to gain recognition and validation. Consequently, many young people succumb to overexaggerating their accomplishments on social media platforms like Instagram, using filters, and carefully-curated images to project a life that is far more glamorous than reality. The impact of this trend on the youth is unsettling. The pressure to exaggerate success to fit in or receive approval can trigger feelings of inadequacy, low self-esteem, anxiety, and depression, especially when comparing oneself to others. The constant pursuit of success on social media can also lead to burnout, where individuals feel exhausted and overwhelmed, ultimately leading to procrastination and failure to achieve genuine success.

Furthermore, this culture of overexaggerating success on social media can also hinder one's ability to achieve actual success. It may lead to complacency, where individuals lose their drive to invest the necessary time and effort to achieve their goals, instead relying on online validation to maintain their image. In conclusion, the new age of social media has had a significant impact on the youth's perception of success. The pressure to inflate accomplishments online can have negative consequences on their mental health and well-being. Young people must understand that authentic success comes from hard work, dedication, and perseverance, and not from a virtual facade created on social media. It is essential for individuals to remain focused on their goals and work hard towards them, without succumbing to the pressure of overexaggerating their accomplishments online. A healthy mindset and realistic expectations can help young people achieve genuine success and lead fulfilling lives.



Mr. Pratyush Desai
KJ Somaiya College

NEUROBYTES 24

BRAIN AND MEDITATION PART-2

Meditation, just like exercise, can transform your brain*

Chemical Helpers with Meditation

Your brain naturally releases key neurotransmitters (brain chemicals) that help regulate the balance of vital hormones. They influence systems throughout the mind and body.

Studies show practising meditation can directly impact the level of these crucial neurotransmitters produced in the brain. Mindfulness can have a measurable impact on these brain chemicals:

SEROTONIN

Increases this “feel good” chemical to help regulate mood

CORTISOL

Decreases this stress hormone

DHEA

Boosts levels of this longevity hormone

GABA (Gamma-aminobutyric acid)

Improves the calming effect of this major inhibitory transmitter in your central nervous system (CNS).

Endorphins

Increases the “natural high” of this overall happiness neurotransmitter.



Designed for Brain Rhyme
Anam
20 Sep, 2022

Growth Hormone

Elevates levels of this youth-preserving chemical that naturally declines with age.

Melatonin

Boosts this “sleep hormone” responsible for restful sleep and helps with mood regulation.

Picture Credit: Anam

Content Credit: Aditi Nandi

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NEUROBYTES 25

BRAIN AND MEDITATION PART-3

The 5 Main Types of Brain Frequencies

Gamma brainwaves

The fastest measurable brainwaves detected by EEG.

Beta Brainwaves

Detected during active, alert, and busy thinking.

Alpha Brainwaves

Identifiable when the mind is in a calm, relaxed, yet alert state.

Delta Brainwaves

These slow brainwaves occur during deep, restorative sleep where you lose body awareness altogether.

Mindful Destination

Developing mindfulness takes dedication*. But as you deepen your craft through physical repetition and mind-body connection, you'll experience the meditation benefits for the brain. Increased research on meditation presents proven benefits for well-being, enhanced memory and attention, a boost in serotonin, and the list keeps growing.

Meditation is simple

It requires no extra equipment and no previous training. Simply sit in a comfortable position, either in a chair on the floor, and begin to focus on your breath. When your attention strays, gently bring your thoughts back to your breath.



Designed for Brain Rhyme
Anam
20 Sep, 2022

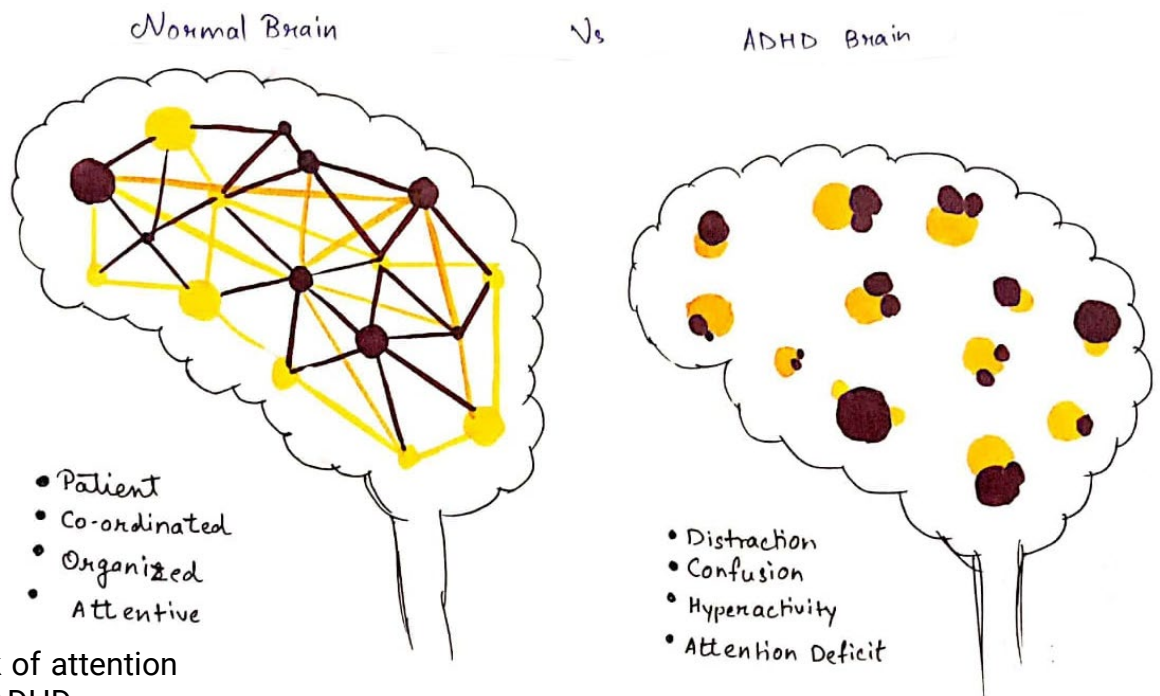
Step off life's crazy ride for a few minutes each day to go deeper into the mechanics of your own mind

Picture Credit: Anam

Content Credit: Aditi Nandi

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ATTENTION DEFICIT HYPERACTIVE DISORDER



Carelessness & lack of attention are the causes of ADHD.

Many times we react as if we have heard it, but we have neither noticed nor heard the communication.

Most of the time it happens when we meet unknown people - Ask their name & in short moment we even forget their names & other details which they have shared.

Primarily we have not registered the information, so there is no question of forgetfulness. So next time when you ask anyone's name consciously repeat their name to register in your memory.

Second reason is *Impulsive behaviour*. Many times we are ready with our answers without properly listening to the question posed. Respond rather than reacting to every situation. Take a pause- understand the question

- if not understood ask for clarification or repeat for confirmation
- then put forth your views.

Third reason is *Hyperactivity*. Without analysing becoming Judgemental. Many a time we just take a decision to do something without a proper plan or goal in mind. Next time when you feel like taking a decision ask yourself

What should I do now?

What I wish to achieve?

How & where can I get this information

Picture Credit: Anam

**#neurobyte #adhd #attention #impulsive #hyperactive
#brainrhyme #neuroanatomy**

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Brain Rhyme
Anam
04 Oct, 2022

NEUROBYTES 27-28

NORMAL BRAIN & DEMENTIA PART -1

The healthy human brain contains billions of neurons—specialized cells that process and transmit information via electrical (action) and chemical (feelings & emotions) signals. They send messages between different parts of the brain, and from the brain to the muscles and organs of the body. Alzheimer's disease disrupts this communication among neurons, resulting in loss of a function (basic regular activities, thinking, memory, etc) and cell death.

Key biological processes in the brain Most neurons have three basic parts: a cell body, multiple dendrites, and an axon. The *cell body* contains the nucleus, which houses the genetic blueprint that directs and regulates the cell's activities. *Dendrites* are branch-like structures that extend from the cell body and collect information from other neurons. The *axon* is a cable-like structure at the end of the cell body opposite the dendrites and transmits messages to other neurons.

In Dementia the biological process either gets disrupted or remains stand still causing changes in hormones

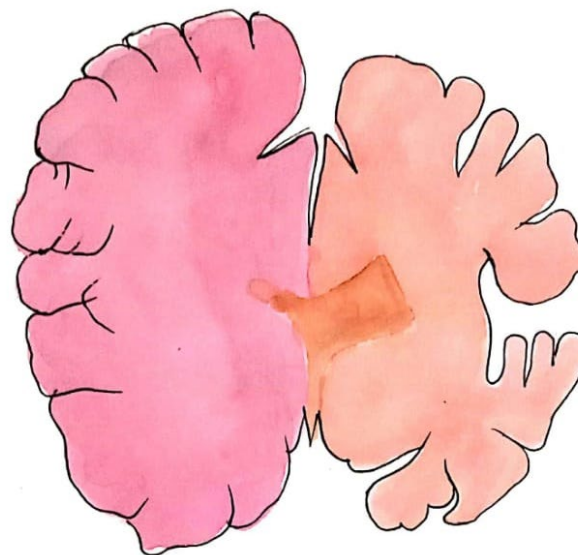
NORMAL BRAIN & DEMENTIA PART -2

Neurons are a major player in the central nervous system, but other cells also play a key role to healthy brain function. In fact, glial cells are by far the most numerous cells in the brain, outnumbering neurons by about 10 to 1.

These cells, come in various forms—such as microglia, astrocytes, and oligo-dendro-cytes—surround and support the function and healthy of neurons.

For example, microglia protect neurons from physical and chemical damage and are responsible for clearing foreign substances and cellular debris

Comparison between Normal & Dementia Brain



Normal

Dementia

Designed for
Brain Rhyme
Anam

03 Oct, 2022

from the brain. To carry out these functions, glial cells often collaborate with blood vessels in the brain. Together, glial and blood vessel cells regulate the delicate balance within the brain to ensure that it functions at its best.

Picture credit : Anam

[#neurobyte](#) [#dementia](#) [#microglia](#) [#astrocytes](#)
[#debris](#) [#glial](#) [#bloodvessels](#)

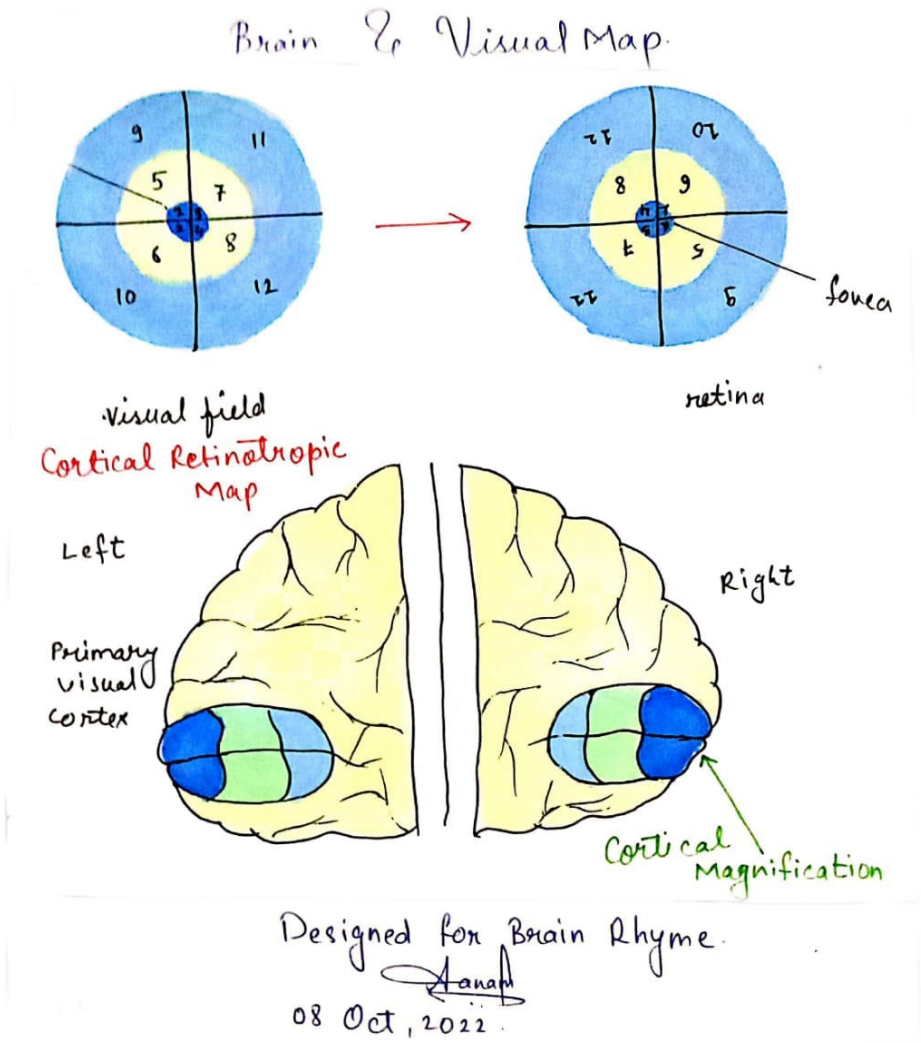
WHAT IS CREATIVITY?

It's just taking action or creating an activity which is new for us.

We all live in the world where our Brain is loaded with information, data, statistics, learnings from social media - whatsapp, FB, LinkedIn, Twitter, Instagram so on & so forth. But what we do from this knowledge & learning's is more important. To be creative you need to consciously activate your thought process, open up senses & ask yourself simple question

“What's in it for me & how can I use this information”

Once to realise this lots of avenues open up - analysis, finding a gap , looking at different perspective, “what if” , how I can look at it in different ways, what needs to be done, how can I combine, connect , collaborate this information to form something new.



Listening to music, meditation, painting, playing an instrument, connecting with nature , exercising can help to promote creativity.

The moment you start taking action you become a part of creative process. Tomorrow I shall share the process to create new ideas & be more creative.

Picture credit : Anam

#brainrhyme #creativity #ideas #action #thoughts #senses

NEUROBYTES 30

The Cortical retinotopic mapping is a self-contained module for display visual stimuli in visual physiology experiments and for data analysis on the results of those experiments.

Our brain is made of maps

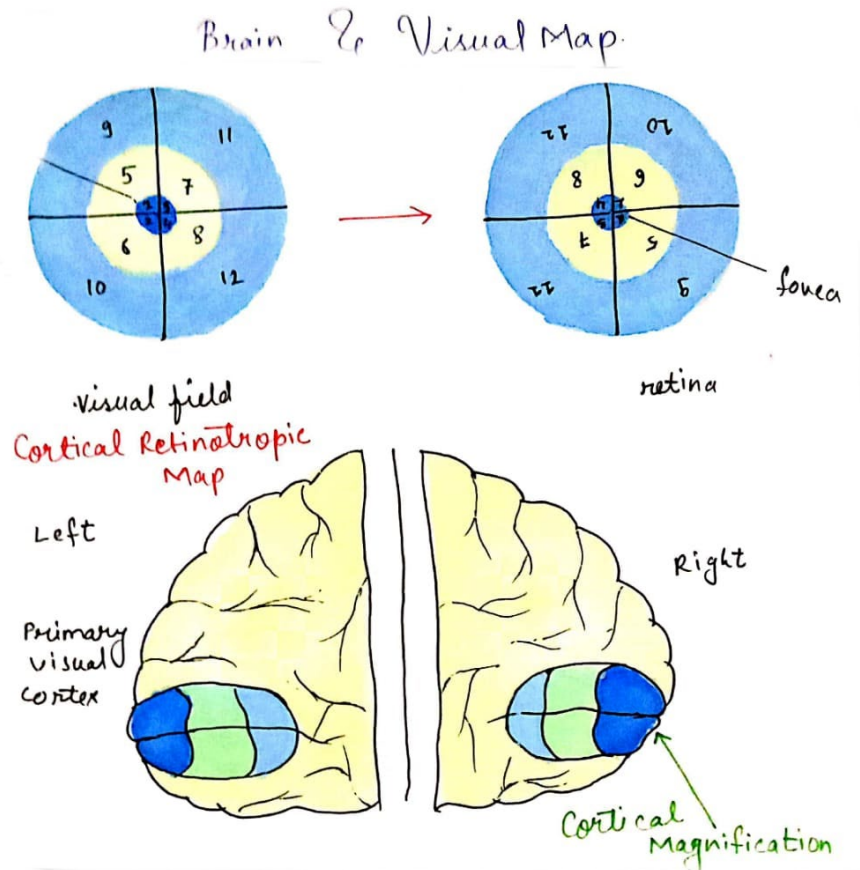
The cortex has a surprisingly simple organizing principle.

Neurons aren't arranged at random. In some areas of the cortex (the mitten-shaped section we normally just think of as "the brain"), neurons are laid out in maps based on the properties of stimuli to which they respond. The response patterns of the neurons change systematically as you move across the cortical sheet. Where a neuron is located within a region predicts what information it will best process.

In short, the brain has a "topographic principle."

The simplest example of a brain map is the primary auditory cortex, the first part of the cortex to process sound.

The auditory cortex's "job" is to start the process of translating stimuli (sound waves) into meaningful information about the world (loudness, pitch, distance, rhythm, timbre, presence of speech or music, etc). The signals it receives originate in the cochlea in the inner ear, which is shaped to gradually vary in thickness such that one end vibrates the most and transmits signals to the brain in response to high-pitched sounds, and the other end for low sounds.



Designed for Brain Rhyme.
Anam
08 Oct, 2022

Picture Credit : Anam

#brainrhyme #retinotopic #topographic
#auditory #visual

Children Seek Edits in the United Nations Document

For Immediate Release



Ms. Mikiko Otani, the United Nations Chair of the Committee on the Rights of the Child listened to more than 300 children from over 140 schools and NGOs across India, as they presented their recommendations on the draft of UN General Comment 26 (GC 26) that seeks to articulate the environmental rights of children.

The students from schools and NGOs across India representing diverse socio-economic-linguistic and regional backgrounds, as well as those from varied abilities and disabilities, had joined the fortnight-long 'Inclusive Youth Negotiations' (IN-U.N.) to unearth the evolving GC 26 which the world member states of the United Nations are scheduled to adopt in September 2023.

The children as part of the national child-led advocacy initiative called NINEISMINE, consulted with COP 27 participants, UN Officials, Earth and Child Rights specialists, and students from numerous schools to fine-tune the Advocacy charter. The charter was generated with the support of 3000 children who hailed mainly from vulnerable communities who are likely to be impacted more by the consequences of climate change and environmental pollution.

Ms. Otani stated that "I was greatly inspired and impressed by the children. I appreciate children: the knowledge each one of them has on GC26 and child rights which even adults lack." She further mentioned that all the recommendations proposed by children indicated what children actually want. She also stated that she would study all the recommendations carefully and submit it to the committee.

Earlier in the day key students interacted with the UNICEF India Country office officials to design a new campaign on Climate Change where the children engaged with the team on various child rights and earth rights challenges at local and national level.

The participating schools ranged from Rajikiya Ucchar Madhyamik Baal Vidyalaya, Uttar Pradesh in the north to Atkinson Senior Secondary school Andhra Pradesh in south India. From Holy Cross High School from Goa in the west, and Little Flower School in Assam in the north east, various states and Union territories were represented. The NGO children participated in

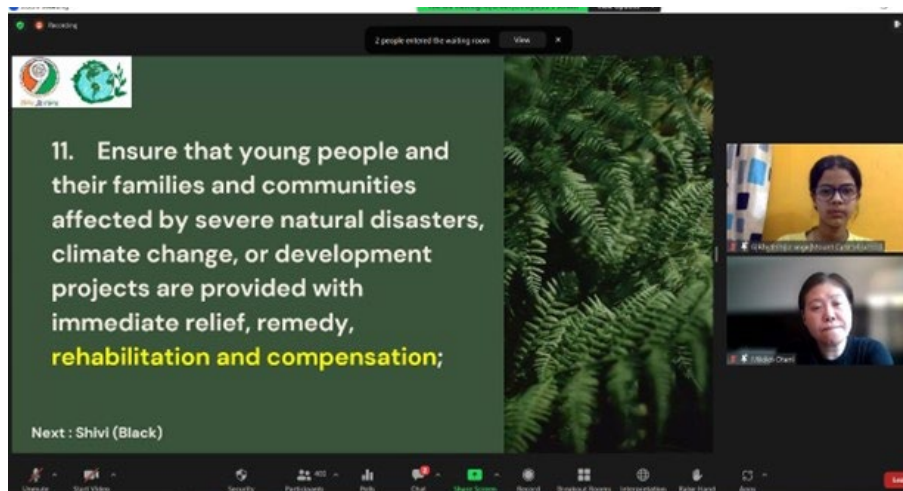


their own mother tongues including Assamese, Bengali, Marathi, Hindi, Kannada and Tamil. There was also sign interpretation to make the whole programme more inclusive.

Ruksar Rehman, President of the National Inclusive Children's Parliament and a girl hailing from a slum community, a government school, and a Muslim community, an animal lover, and an advocate for the rights of sexual minorities

said 'I seek the right not just for women or the poor, for animals and for persons who seek to express varied sexualities but I seek all rights for all. Since only then it will be Alright for all.'

The young earth citizens participating on this platform insisted on renaming this document as their ecological rights rather than their environmental rights towards the recognition of their status as interconnected members of the one big earth community.



During the preparatory sessions, the students analyzed the draft of the General Comment 26 document with the help of multiple rights-based perspectives such as the United Nations Convention on the Rights of the Child (UNCRC), the UN Environment Framework Principles, and the Human Rights Criteria checklist.

Kartik Verma (17) climate and child rights activist from Bhadohi district in Uttar Pradesh, the Child Advisor to GC 26 representing South-Asia and member of the NINEISMINE campaign will formally be taking these recommendations virtually to all the ongoing UN negotiations. Further, he will table the same at the Office of the High Commission on Human Rights (OHCHR) in Geneva this September when this document will be tabled on the ground and adopted by the Permanent Missions of all the member states. The final and formal statement of the IN-U.N. will be officially submitted to the OHCHR as it has announced a deadline of the 15th of February for all non-diplomatic submissions.

Some students from Sacred Heart Girls' High School, Bangalore drew on the need to connect literally with Mother Earth with their hands by seeking organic and natural framing experiences for all child citizens. Animesh and Palak from Shri Mahaprabhu Public School in Pragyaraj (the confluence of the Ganga, Yamuna, and the mythical Saraswati rivers) underlined that the High Court of Uttarakhand has recognized Ganga and Yamuna as 'Non-Human Persons'. They seek this status to be given constitutionally to all members of the earth community, to prevent the abuse and exploitation of any living or non-living. Further, drawing on the image of the river Saraswati they sought the inclusion of the right of children to connect with Mother Earth with their hearts and spirit and not just through their heads.

12 child-world record holders from across the world with Brain Rhyme were present to listen to the evolving recommendations and to give their inputs into the same. Ajinkya Rammohan, 4year old world record holder from Gurugram's Shri Ram Millennium school said, 'I hold the world record for recognizing the flags of all the nations of the world and naming their capitals and continents in just 7 minutes and 40 seconds. Sadly, my own city Gurugram often breaks world records in relation to air pollution. At 4, I'm already using a nebulizer. I ask the world leaders to create a new world record and adopt the best-ever green laws for us children in the shortest time ever!!'

Steve Rocha, the Director of PRATYeK and the NINEISMINE National convener said, 'There was so much energy, enthusiasm and edutainment from the students who demanded that they and no other child be left behind in this dialogue around their ecological rights. It is important to recognize the innocent, innate, intuitive, and inclusive wisdom of child earth citizens that added valuable inputs into the draft GC 26 that even the Global experts, World leaders, and UN rapporteurs had overlooked.'

The campaign attempts to Host a follow-up IN – UN GC 26 where the students will represent the 193 nations of the world and study their traditional arguments and frameworks of these nations while advocating with all to adopt their child-centered charter of green demands.

About General Comment 26

In June 2021, the United Nations Convention on the Rights of the Child decided to draft a General Comment on children’s rights and the environment with a special focus on climate change. The Committee now invites all interested stakeholders to comment on its draft general comment.

In October 2021, the Committee invited State parties to comment on the concept note of the general comment. The General Comment is being informed by the collective, from human rights institutions, Indigenous People organizations to United Nations agencies. Most importantly, it is being shaped by children and young people, especially from communities most impacted by the environmental crisis.

About PRATYeK and NINEIS MINE

PRATYeK is a child rights organization with an emphasis on ‘Presence and Right-relations for Advocacy and Training of the Young in Earth-rights and Kids-rights’. PRATYeK in Hindi means ‘every being’ and it captures the essence of realizing all rights for and ensuring all opportunities to every child and every member of the earth community in India, if not the world. ‘e’ also stands for Education, Empathy, Empowerment, Equity, for Every right, for the Earth, for Every Child-for Everyone!!! **Visit <https://pratyek.org.in/>** PRATYeK convenes the national level participatory advocacy initiative of, for and by children called NINEISMINE. The campaign seeks 6% for Education and 3% for Health (now 5%) of the GDP public spending as promised by the Indian Government in 2004, and hence gets the name “9 is mine”. The campaign currently works towards meeting the United Nations Sustainable Development Goals (SDGs). Visit <https://www.nineismine.in/>

About ERI

EdmundRiceInternational (ERI) is an international non-governmental organization, founded in 2005 with Special Consultative Status with ECOSOC since 2012. ERI is supported by two Catholic Religious Congregations, the Christian Brothers and the Presentation Brothers. It works with networks of like-minded organizations and in the countries where the two Congregations are present. ERI has a special interest in the rights of the child, the right to education (RTE) and in eco-justice.

Website: www.edmundriceinternational.org

About World Vision:

World Vision India is a child-focused humanitarian organization that has been serving the most vulnerable children and their families, for over 70 years. The non-profit organization passionately serves in 200 districts, impacting around 26 lakh children and their families in over 6200 communities, spread across 24 states and 1 union territory. With over seven decades of experience at the grassroots, we employ proven, effective development, public engagement and relief practices empowering vulnerable children and communities living in contexts of poverty and injustice to become self-sufficient and bring lasting change.

For more information,
please write to
advocacy@pratyek.org.in
+91-9999651098

About Brian Rhyme:

Brain Rhyme is an innovative learning-based training organization specialized in Neuroscience. We help participants on how to use their brain’s effectively & efficiently for better performance.

EVENT'S

Dr. Sushant Mysorekar was invited as a Special Guest of Honour at 6th International Conference on Transformation in Business & Social practices organised by NCRD, Navi Mumbai. Thanks to Trustees & Management for the honour.

Thanks

@Dr.Prashant Gundavar, Director SIMS & @Mr.Manish Phadke for the Invitation.

The 6th International Conference was held at Sterling Institute of Management Studies, Navi Mumbai.

The two-day long conference was attended by dignitaries from many renowned educational institutes, and universities along with industry experts to guide the issue of long-term, environmental, inclusive future transformation in the industry and social sector.

Mr. Salil Pradhan, Head of HR, Welspun Group was present to guide the students of Masters in Business Administration and Computer Applications. In his guidance, he commented on the current situation of electric vehicles, practicality, why we need to distinguish ourselves from others in the world of competition, social responsibility, changing styles in the industry, citing life and also shared the amazing enthusiastic journey of inspiring entrepreneurs like Steve Jobs to bring a change in the society.

Followed by this, Srinivas Chandru, who established his own company after holding the post of CEO in a reputed industrial group, interacted with the students. This era is of startups, he said through his conversation, along with shedding light on the journey of a

leading startup from its start to its success.

Along with this, Vijayabhumi University Vice-Chancellor Dr. Anil Rao Paila, Chancellor of Chhatrapati Shivaji Maharaj University. A. K Sinha addressed the students on health, education, and management skills. The conference and seminar went along with the presentation of research papers on mobile banking, market conditions, and pricing research, presented by the teachers and students of Guru Nanak Khalsa College and Vivekananda Education Society.



In the seminar session, dignitaries from industry, banking, and technology sectors discussed India's banking system, health system, and national education policy. They also answered the students' questions and wisely guided them. The current rising obsession- Chat GPT, the impact of automation on jobs in all sectors, especially in the service sector, and how robotics is impacting the industry and society, etc. these all concerns were discussed. The director of the institute Dr. Prashant Gundavar was also involved. Overall, this seminar was a huge success.



MOP Vaishnav College, Numgambakkam Chennai

1st year - Sociology

Vaishnavi is very keen on becoming an artist to express her views and create an impact in the society. She aims to address social issues and try to bring in behavioural changes in the population and create a more compassionate Society and equal opportunity for all sects of people.

She won 2nd place in a poster making competition held at Loyola College Chennai.

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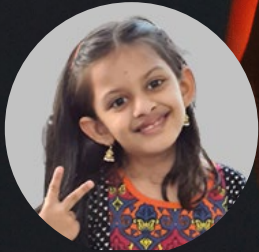
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