

POSITIVE DAY

A NEW VOICE
A VENTURE BY NIAA CREATIONS

NEWSPAPER

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APRIL FOOL'S DAY

The Rise And Fall Of Youtube Prank Channels

We celebrated April Fools' Day on 1st April, and it's no surprise that we've seen a surge in the popularity of YouTube prank channels since this holiday became viral. These channels feature videos of people playing practical jokes on unsuspecting friends or strangers, and they can be highly entertaining for viewers of all ages.

However, it's important to note that not all prank channels are created equal. While some are harmless and fun, others can be dangerous and inappropriate, especially for children. Some pranksters take things too far and end up causing physical harm or emotional distress to their targets, which is not something that anyone should be encouraged to emulate.

Parents should be aware of the risks associated with watching prank channels, especially if their children are young or impressionable. It's essential to monitor what your children are watching and have open and honest conversations about appropriate behaviour.

Pros :

Entertainment

value: The first pro of YouTube prank channels is that they can provide entertainment value to viewers. Many people find prank videos amusing and enjoy watching them to unwind, have a laugh, and escape from the stresses of daily life. Prank channels often feature light-hearted, fun, and harmless making them a popular source of entertainment.

Creativity: prank channels can provide a creative outlet for content creators. Creating unique and inventive pranks can be fun and challenging, allowing creators to showcase their creativity and stand out. Some creators have even built successful careers on YouTube by specialising in prank videos, demonstrating the appeal and popularity of this type of content.

Cons

some prank channels may promote toxic behaviours, such as bullying or harassment, that can have serious consequences. It is essential to be aware of the potential impact that media content can have on society and to promote responsible and respectful behaviour.



Sports&Entertainment

Kolkata Knight Rider's Swashbuckling Batsman Rinku Singh Is On A Roll.

Regarding the performance on the field, Rinku Singh was in the spotlight on Friday despite his side KKR losing to Sunrisers Hyderabad. Chasing Sunrisers Hyderabad's mammoth score of 227, KKR overcame a weak start to keep the match on balance until the final overs. They lost the game by 23 runs despite Rinku Singh's unbeaten fifty (58 not out).

Rinku Sharma also went on a last-over blitzkrieg during this season's IPL after hitting five consecutive sixes in the last over, which helped his side win against Gujarat Titans.



"It is the best innings of my life. I never thought I would hit five sixes in five balls. If you have belief, things can happen." Rinku Singh told the news agency ANI.

He also said that he received a video call from actor Shahrukh Khan, the owner of the KKR franchise, after the win. Rinku said his ambition is to play for India. But right now, "my focus is on IPL. I want to do good for my team and hope we win the final," said Rinku.

The Elephant Whisperers Made History By Becoming The First Indian Documentary To Win An Oscar.

It won Best Documentary Short Film at the 95th Academy Awards, beating contenders like Stranger at the Gate and How do you Measure a Year?

In her acceptance speech, director Kartiki Gonsalves said, "I stand here today to speak of the sacred bond between us and our



The documentary tells the story of an indigenous couple named Bomman and Bellie as they care for an orphaned baby elephant.

The film explores the precious bond between the animal and his caretakers.

In her acceptance speech, director Kartiki Gonsalves said, "I stand here today to speak of the sacred bond between us and our

natural world, for the respect of indigenous communities and empathy towards other living beings we share space with, and finally, coexistence."

Producer Guneet Monga shared the news of the win with an Instagram post: "Tonight is historic as this is the first-ever Oscar for an Indian production. India's Glory with two women."

The Elephant Whisperers is the first Indian film to win an Oscar in this category. Two other films nominated in the Best Documentary Short category in the past - The House That Ananda Built in 1969 and An Encounter With Faces in 1979 - failed to get the trophy.

Fashion

Significance Of Weddings In The Indian Fashion Industry

Tradition has long dictated the ebbs and flows of the typical Indian wedding. This is especially true for the nuptials, with festivities typically planned between October and January. The reasons for choosing this select window are both poetic and prosaic. While the former regards the season as auspicious, especially given its proximity to Navaratri and Diwali festivities, the latter allows for rich, heavy fabrics to be worn comfortably while permitting friends and family from abroad to join in.

But as time marches on, even this long-held tradition is giving way to year-round festivities, all driven by today's busy generation's changing taste and convenience. The nation's wedding industry has developed

into a powerhouse of unrivalled proportions, with plenty of scope to grow. Over 10 million weddings a year have resulted in a sector worth an estimated \$50 billion, making India the world's second-largest wedding market. An annual growth rate of between 25 and 30 per cent promises to push this figure even higher, fuelled by a massive, youthful population, rising incomes and an aspirational drive for more stoked by glamorous social media weddings. This has resulted in an industry that is essentially both recession-proof and not linked to season.



Heena Parag Modi
Aquarians Bridal (founder)

Even global players have sought to cash in on this segment. International publisher and fashion trendsetter Conde Nast, which counts GQ and Vogue as part of its editorial stable, launched the Vogue Wedding Company in India in 2017. A bespoke advisory service, it is an intermediary between families and vendors in the wedding business, including wedding planners. Heena Modi's Aquarians Bridal, located in Surat, has also created an international presence by hosting fashion shows in Dubai, which were massively successful.



Beauty Care

The Advancement And Onset Of Naturopathy And Ayurveda

Naturopathy is gaining popularity in India as more people seek holistic healthcare approaches. It focuses on natural remedies and emphasizes prevention rather than just treating diseases. Naturopathic medicine can be effective in managing chronic pain as well.

The study, which was conducted in Canada, compared the effectiveness of naturopathic treatment to that of conventional medical treatment and found that naturopathic medicine was just as effective, if not more so. The COVID-19 pandemic has increased demand for naturopathic medicine as more people seek natural remedies to boost their immune systems and manage stress.

During the Covid-19 pandemic, the Ministry of Ayush publicised practical self-care guidelines for preventive health measures and boosting immuni-



Binita Desai

founder of cosmetica



ty with particular reference to respiratory health. These practices are well supported by Ayurvedic literature and scientific publications. These guidelines attracted significant global attention towards Ayurveda and its contribution to maintaining wellness and health during stressful times. People were immensely interested in knowing and understanding the complexity of Ayurveda. They were also equally eager to adopt their lifestyle in an Ayurvedic way. The raised interest is visible in people using authentic herbal oils, teas, and other products as a part of their daily routine. This awareness has provided many opportunities to the wellness industry by establishing ayurvedic massage centres, spas, and resorts.

Binita Desai has been a Naturopathy practitioner for the past three years.

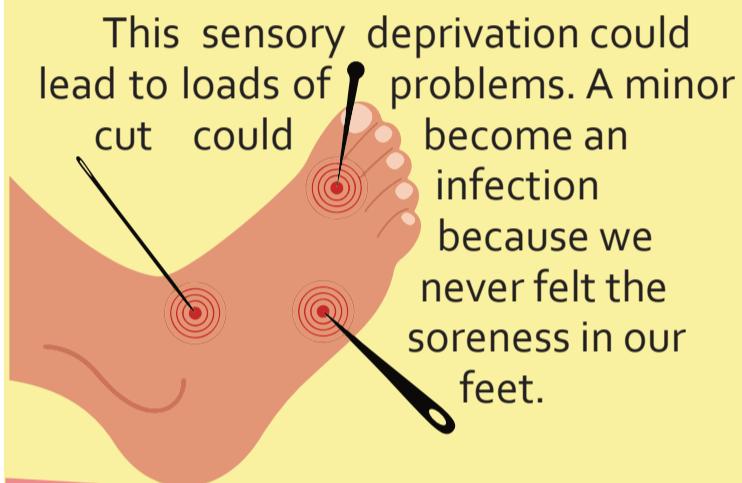


Nutrition & Book Review

What Is Diabetic Neuropathy?

Welcome to the second part of our Deconstructing Diabetes series - with Shweta Garodia.

If your diabetes is not controlled, it may damage the nerves in your legs and feet. This, in turn, affects our sensory system and prevents us from feeling warmth, cold or pain in our feet. This lack of feeling is called Sensory Diabetic Neuropathy.



Peripheral Vascular Disease:-

Blood flow is also affected when Diabetes is not controlled. Poor blood flow leads to reduced healing capabilities in our body. In case of an infection, our body will take longer to heal, increasing the chances of complications like Gangrene (tissue death due to lack of blood).

The poor blood flow in arms and legs is called Peripheral vascular disease.

Therefore, we must take extra precautions if we have Diabetes to keep regular checks on blood sugar and Insulin levels. Caring for our feet is essential if Diabetes is not controlled.



Shweta Garodia

Clinical Nutritionist at
Unish Health Checkups
& Diagnostic centre

Book Review - Shoe Dog

Shoe Dog is a true story about the founder of Nike, Phil Knight, and his struggle to develop a strong shoe brand. The title shoe dog symbolises the efforts involved in the shoe industry's manufacturing and distribution aspects. Phil explains how his dream of building a shoe company started in school and transformed as he met various people. Bill Bowerman inspired Phil to continue his dream and even became his partner in the business promoting the shoes for running to the athletes he trained. Bill's genuine desire to create shoes was a big reason for the brand's success in future years. The story by Phil Knight shows how courage and determination can help you succeed. It also indicates that an entrepreneur needs the courage to fulfil an idea.

The book is an excellent read for an individual who plans to be an entrepreneur.



Happy Life

Dharmikshree's Predictions For Love, Life And Laughter In 2023

The Education Sector will improve for people in the Medical Field this year. If you want to become a doctor, this is an excellent time to choose a college for yourself.

Along with this, there is also a possibility of significant changes and progress in the field of Computers and Technology. As a result, people will be able to enjoy more amenities shortly owing to the advancements in India and everywhere else.

The Healthcare sector will improve along with people's health. Altogether, 2023 will prove to be good for most people in terms



Dharmikshree Jani
Astrologer & spiritual guide

of health and energy.

Earning money this year might be challenging, but stick with it, and you will surely progress. This year showcases a strong possibility of love affairs, and unmarried people might get married this year.

This year will be suitable and become even more special because of Saturn's change in Aquarius.

Contact guruji on Website –
<https://www.dharmikshree.org/>

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Nikki Ki Kavita



કંઈક અલગ પણ ખાસ છે

મારી એક વાત માની લેજે દોસ્ત,
તારા કારણે જ દોસ્તી પર વિશ્વાસ છે દોસ્ત.

ઉજાસ કદાચ ના પણ મળે મને દુનિયામાં,
કાફી છે તારી લાગણીની રોશની બસ દોસ્ત.

પડખે ઉભા હોઈશું હર ક્ષણે એકબીજાની,
આપણા સંબંધમાં આટલું તો પાકું છે દોસ્ત.

નથી મળતા કે નથી કરતા વાત આપણે રોજ,
પણ સમજીએ છીએ દિલથી એકબીજાને દોસ્ત.

છે જિંદગી બસ ચાર દિવસની ચાર,
પણ તારી સાથે કંઈક ખાસ ને અલગ છે દોસ્ત

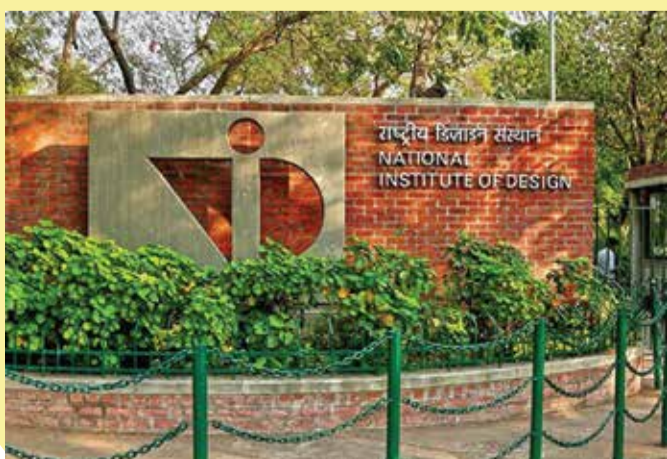
Happy Place

The Importance Of Interior Design And How More Students Are Now Opting For These Creative Courses.

In India, tons of colleges and universities offer degrees in interior design. Some top schools include the **National Institute of Design (NID)** in Ahmedabad, the **Indian School of Design and Innovation (ISDI)** in Mumbai, and the **Pearl Academy** in Delhi. These courses cover various topics, from design theory and colour psychology basics to more advanced topics such as lighting design and space planning.

These courses provide students with the skills and knowledge they need to succeed in the industry, including design software proficiency, project management, and communication skills. Students are also encouraged to develop a strong portfolio of work to showcase their design abilities and attract potential employers.

Focusing on a unique interior design on campuses can benefit students in India by creating comfortable learning environments conducive to studying. By designing classrooms and other educational spaces with the needs of



Abhishek Patel
Earth Architects (Founder)



students in mind, like good acoustics, interior designers can promote focus, creativity, and academic success.

Interior designers in India draw inspiration from various sources, including traditional Indian art and design, nature, and cultural traditions. Sustainable design has also become an increasingly popular source of inspiration, with many designers using eco-friendly materials and strategies to create environmentally friendly interiors.

Overall, interior design has the potential to improve our lives in many ways, from enhancing functionality and creativity to promoting sustainability and increasing property value.

Interior design in India is a fast-growing industry that offers many opportunities for students and professionals alike. The industry has grown significantly in recent years, fueled by a growing economy and increasing interest in home decor and design. As people now want functional as well as aesthetically pleasing spaces.

Surat's legal landscape is set to change with its first boutique law firm

Surat City is fast emerging as a leading corporate hub, and one of the key drivers of this change is its location. The presence of this

boutique law firm in Surat brings specialised legal expertise to the city, which can support the growth and development of local businesses by providing tailored legal solutions that address unique challenges and opportunities.

A corporate law firm can also bring in new investment opportunities and provide a platform for local entrepreneurs to access legal advice and support for their ventures, contributing to the city's overall economic growth. Gujarat has always been at the forefront of the Indian Economic Liberalisation Movement. The state government has implemented several reforms to help attract foreign investment and promote entrepreneurship. Their proactiveness in launching new policies, and initiatives, such as the Gujarat Industrial Development Corporation, has helped create a conducive environment for corporates to flourish.

Lexicon Legal, the first boutique law firm in Surat, was formed to provide its clients with specialised, high-quality legal services. **They work in corporate law, intellectual property law, and dispute resolution.** They also harbour an exten-



**Sadaf Reza Khan
& Kashish Poojara**

Founders of Lexicon Legal

Lexicon Legal

sive network of associate lawyers and firms operating in over seven states throughout India. The lawyers at Lexicon Legal have a deep understanding of the legal landscape in Surat and the broader legal environment in India.

Their exceptional legal support and guidance are offered to entities of any size, ranging from Start-ups and MSMEs to large corporations. In 2022 they served more than 130 clients and continued their momentum in 2023. They believe in aiding a company on its journey to success rather than just giving them legal advice.

Lexicon Legal has also gained a reputation for its commitment to client satisfaction. The firm understands that legal issues can be stressful and overwhelming for clients, and it takes the time to explain legal concepts and procedures in a way that clients can understand. The firm's

transparent and communicative approach has helped build trust with clients, making them feel comfortable and confident throughout the legal process.

Happy Life

Discover How Rugs Elevate Your Home With The Indian Rug.

Rugs are often considered an accessory in home decor, but they are much more than that. They play a crucial role in converting a house into a home. Not only do they add aesthetic appeal to a room, but they also serve various practical purposes.

Rugs are an easy and affordable way to add texture, colour, and pattern to a room. They can be used to complement or contrast with the existing colour scheme. Rugs can also tie a room together, making it feel more cohesive.

They provide a soft, warm surface that is comfortable to walk on. This is especially important in areas like bedrooms, living rooms, and playrooms, where people walk or sit on the floor. Their cushioning effect can help reduce the impact of falls, making them ideal for homes with young children or elderly people.

Indoor air quality can also be improved with the help of rugs. They trap dust, dirt, and other allergens in their fibres. They



act as a filter, preventing these particles from circulating in the air and reducing the risk of allergies and respiratory problems. No more sneezing till you feel like your organs might come out of your nose.



Tired of a noisy home? Get a rug!

They absorb sound waves and prevent them from bouncing off hard surfaces, which can help create a more peaceful and relaxing environment.

Rugs are an excellent way to protect your expensive floors from wear and tear. No more cringing when people walk over your wooden floors with high heels. The rug will protect your home from unwanted scratches.

A rug is an excellent investment that will not only enhance the look and feel of your home but also make it comfier and more livable. Head over to The Indian Rug and shop their collection now.



Life Lessons With Niraj Viradiya

There once lived a happy-go-lucky Sufi saint who just enjoyed life and told everyone around him that he was sure that heaven would be granted to him. He would embrace the lord's arms in heaven, and everything would be right. One day perplexed by this saint's confidence that he would go to heaven, a man asked him, 'You've never met god, right? You've never talked to him. So you don't know what his decision will be. Then how can you say with such surety that you will go to

heaven when you die? That heaven will surely be granted to you?'

The Sufi man smiled and answered, 'I never said God would send me to heaven. I don't care where he sends me. He could send me to the seventh hell for all I care. My job is to be happy no matter where I am because even hell will shine like heaven if I'm happy and content.'



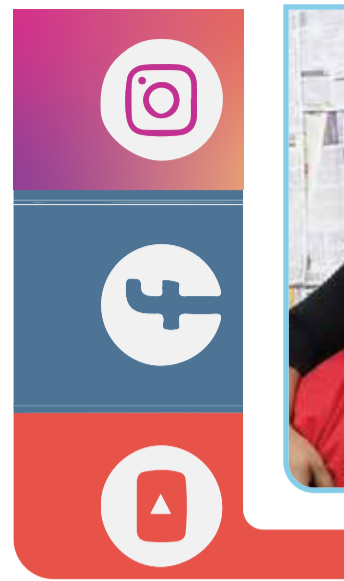
Personality of the Month

Abhi And Niyu

Abhi and Niyu have significantly impacted Indian society through their videos and social media presence. They have used their platform to raise awareness about critical social issues and to promote positive change.

For example, they have created videos on topics such as mental health, gender equality, and environmental sustainability, which have helped to spark meaningful conversations and encourage people to take action. They have also used their platform to advocate for political and social change, such as supporting clean air and water campaigns and promoting voting and political engagement.

Their impact can be seen in the large following they have amassed on social media and in the numerous comments and messages they receive from fans inspired by their videos. They have helped shift public opinion on various issues and have inspired many people to take action and make a positive difference in their communities.



Abhiraj and Niyati
Content Creators

Overall, Abhi and Niyu have demonstrated the power of social media and the importance of using platforms like YouTube to promote positive change and create a better world. They were also recently featured on the Forbes 30 under 30 list and have represented India on many international forums. They are indeed a testament to how the power of social media can be used to spread knowledge and positivity.



Healthy Life



VEDICmother

Vedic Mother

Vedic Mother is a company passionate about promoting health and wellness for everyone. They were inspired by Ayurveda, a traditional system of medicine that originated in India thousands of years ago. Ayurveda emphasises the importance of maintaining a balance between the mind, body, and spirit to achieve optimal health.

By incorporating Ayurvedic practices into modern-day lifestyles, individuals can build more robust immune systems, enhance their physical and mental health, and achieve healthier lifestyles. Vedic Mother is dedicated to creating products crafted and developed using 100% natural ingredients, without any harmful chemicals or synthetic additives.

Their raw materials are locally sourced and hand-pounded so the result is a refined, natural and authentic product. The company also promotes eco-friendly and sustainable practices that benefit the environment.

Their mission is to promote Ayurvedic living through their products and to promote Ayurvedic living as a lifestyle. Their social media channel is full of essential knowledge

about Ayurvedic living.

Bimla Devi Saboo, founded the company at 72, wanted to pass down the benefits of Ayurvedic living to future generations. She has been researching and developing mixtures for decades to add nutritional value to her family's diets. She was amazed by superfoods' positive impact on their immunity and overall well-being during the COVID-19 pandemic. Thus, Vedic Mother was born.



Inspired by her grandmother's enthusiasm, Sakshi Saboo, her granddaughter, decided to continue this legacy by aiding in the company's scalability and growth by designing a website and a logo for the brand and giving it a social media presence to carve a niche for itself in the modern world while keeping its ancient roots.



How Has The Pandemic Brought About Innovation In The Bakery Industry

The coronavirus pandemic has increased demand for healthy and functional bakery items like multigrain, nuts and other beneficial ingredients. Consumers are purchasing a variety of bakery products that are high on the health quotient, as it has been seen that people suffering from lifestyle diseases such as diabetes, high blood pressure and obesity are more prone to the deadly infection.



The conscientious consumer is now looking for multigrain, wholegrain, speciality, ethnic and seeded pieces of bread instead of White bread. Multiple companies,

including Atul Bakery, noted this shift.

Atul Bakery is a well-known bakery chain in India founded in 1952 by Mr Atul Vora. The bakery is committed to using high-quality ingredients and maintaining strict hygiene standards to ensure its products are fresh, tasty, and safe for consumption. Their loyal customer base now looks to them to provide for their ever-changing needs. They do that by regularly updating and advancing their products that fit the latest trends and interests.



Healthy Life

Come experience leaf and lean's Millet Meals and get your daily dose of Delicious nutrition

In a bid to promote sustainable agriculture and improve nutrition, our **Prime Minister Narendra Modi** has launched a mission to increase the consumption and growth of millet in India. Millet is a group of small-seeded grasses that have long been grown in India, but have been overlooked in recent years in favor of more widely-cultivated grains like wheat and rice. Modi's mission aims to change this, promoting the health benefits and economic potential of millet.

Millet is a highly nutritious grain that is rich in vitamins, minerals, and antioxidants. It is also gluten-free and has a low glycemic index, making it an ideal food for people with gluten sensitivities and diabetes. Despite these health benefits, millet has been largely relegated to the diets of poor and marginalized communities in India, and has not been widely consumed by the general population.



Dr. Shashi Saini
 Founder and owner of
 Leaf and Lean
 Head Of Department & Professor,
 School of Vocational Studies
 at Vanita Vishram Women's
 University

To change this, Modi's mission aims to increase awareness about the nutritional benefits of millet and promote its consumption among all segments of society. The government has launched several initiatives, including public awareness campaigns, educational programs, and food festivals, to raise awareness about millet and encourage people to incorporate it into their diets.

The government has also launched several initiatives to increase millet production, including research and development programs, farmer training programs, and subsidies for millet cultivation. **Taking part in the government of India's noble mission Dr. Shashi Saini's Leaf n Lean cafe has launched a new menu that includes tons of healthy, nutritious and delicious millet meals.**

Her focus on improving the overall health of the city and promoting mindful eating aligns with the benefits of the consumption of



Positive Place

The Sustainable Indian Consumer Now Wants Luxury They Don't Have To Feel Guilty About.

Bharat Furnishing has been successful in catering to the needs and wants of upper-middle-class people looking to furnish their homes with high-quality products that reflect their tastes and lifestyle.

A trend that has emerged in recent years is a growing demand for luxury home decor products. This includes high-end furniture, custom-made curtains and drapes, and designer bedding. The Indian furnishing industry has responded to this demand by offering a wide range of luxury products made using premium materials and crafted by skilled artisans.

Another trend that has gained popularity is the use of sustainable and eco-friendly materials in home furnishings. This is particularly important to the upper middle class, who are environmentally conscious and seek stylish and sustainable products. The Indian furnishing industry has quickly responded to this trend by incorporating eco-friendly materials such as bamboo, jute, and organic cotton into their products.

In addition, the Indian furnishing industry has also recognised the need for customisation and personalisation in home furnishings. Many upper-middle-class customers seek unique products that reflect their style and taste. To cater to this demand, the industry has started offering personalised home decor solutions tailored to individual customers' specific needs and preferences.

**bharatTM
furnishings**



Positive Place

Did You Know ???

Did you know there's a toilet museum?

In New Delhi, the Sulabh International Museum Of Toilets features a rare collection that details the historic evolution of toilets from 2500 BC all the way up to the present day.



Did you know the filling in Kit Kats is made from damaged Kit Kats?

The folks at the Kit Kat factory sure know how to recycle! Whenever a Kit Kat bar is somehow made imperfect during production like air bubbles or some other issue, the chocolate bar isn't thrown out. Instead, they ground up into a fine paste and turned into a filling that's then incorporated back into the production process to create new Kit Kat bars!



Did you know sharks love the taste of the Internet?

If shark attacks give you the heebie-jeebies, you and the people over at Google aren't alone. In 1987, it was reported by The New York Times that sharks "have shown an inexplicable taste for the new fiber-optic cables that are being strung along the ocean floor linking the United States, Europe, and Japan."



Smiling faces behind positive day newspaper



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