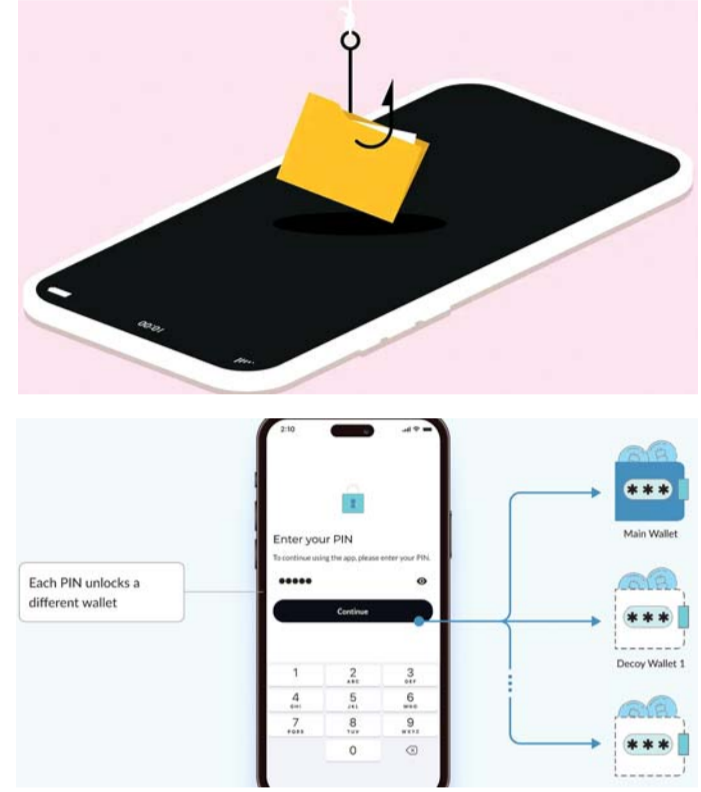


## #SMART EMAIL PROTECTION

### Use a Decoy Address to Stay Safe Online

In the digital age, protecting your personal information is more crucial than ever.



Imagine this: You're browsing online and come across an exciting giveaway for the latest smartphone. All you need to do is enter your email. A few days later, your inbox is flooded with promotional emails, suspicious links, and even phishing attempts pretending to be from well-known brands. Sounds familiar?

This happens all the time. Whether it's signing up for a discount, downloading a free e-book, or registering for a new app, storing your email with unknown websites can quickly turn into a security nightmare. The solution? Use a decoy email address to protect your primary inbox from spam, scams, and potential data breaches. Let's explore how this simple habit can safeguard your online privacy.

#### What Is a Decoy Email Address?

A decoy email is a secondary email account that you use, instead of your primary one, when signing up for non-essential services. This prevents your main inbox from being flooded with spam and shields you from data leaks.

#### Why You Should Use a Decoy Email

- Avoid Spam Overload:** Many websites sell user data to advertisers, leading to an influx of unwanted emails. A decoy address keeps your personal inbox clean.
- Reduce Security Risks:** Data breaches happen frequently. If a service you signed up for is hacked, only your disposable email is compromised, not your primary one.
- Protect Your Privacy:** Using a decoy email makes it harder for companies to track your online behaviour and link your activities across platforms.
- Prevent Phishing Attacks:** Cybercriminals often use fake emails pretending to be from trusted sources. Keeping your real email private reduces your exposure to such scams.

#### How to Set Up a Decoy Email Address

- Create a Free Email Account:** Use services like Gmail, Outlook, or Proton Mail to generate a secondary address.
- Use Temporary Email Services:** Platforms like Temp Mail, Guerrilla Mail, or 10 Minute Mail provide disposable email addresses that self-destruct after a short time.
- Enable Email Forwarding:** If you still want to keep track of messages, set up forwarding from your decoy account to your main one, filtering out unnecessary emails.
- Use a Custom Domain:** For extra security, consider registering a domain and creating multiple email aliases for different purposes.

#### When to Use a Decoy Email

- Signing up for online giveaways, promotions, or newsletters.
- Downloading free e-books, software, or white papers.
- Registering on forums or discussion boards.
- Creating trial accounts for services you may not continue using.

#### Final Thought

Your email address is a gateway to your personal data. By using a decoy email for non-critical sign-ups, you can protect your privacy, reduce spam, and lower your risk of cyber threats. Take this simple step today, and keep your inbox secure!

This news exploded in Calcutta. "Thousands of Brahmins gathered on the banks of the Ganges river, locally called the *Hooghly*, and began fasting to death to punish the businessmen who had adulterated ghee," writes Hardgrove. The Brahmins also declared that those who felt they might have contaminated themselves by eating the adulterated ghee could purify themselves by conducting a *Homam* on the banks of the river. Hardgrove quotes Lord Zetland, the governor of Bengal, who wrote in his memoir that by August 19, between 4,000 and 5,000 people were undergoing purification.

## Ghee Me Milawat??

### ● Vikram Doctor

The Spectator was vehement: "We may imagine, therefore, the horror of that immense community at the adulterated ghee, the eagerness to put down the accursed thing, the spirit in which the action of the Government would be scrutinised the moment the offence was made known." The London weekly declared that failure to act would mean that "it was an accused Government, not to be obeyed by anyone to whom the lotus was a symbol."

Had the world's oldest continuously published magazine suddenly taken a rather bombastic interest in Tirupati's ghee turmoil? Was it really advocating protests from members of the Bharatiya Janata Party?

In reality, those words are from *The Spectator* issue of September 25, 1886 and lotus was already shorthand for Hindus. The article referred to allegations of adulteration in Bengal and commended the Calcutta authorities for rapidly defusing the situation by drafting a law to ensure the purity of ghee.

Andhra Pradesh Chief Minister N Chandrababu Naidu's allegations about the ghee used in *laddus* at the Tirupati temple caused much speculation about the political games at play. But claims and rumours about ghee and edible fats, in general, which result in social and political tensions, are nothing new. Even the crisis management strategy used by the Tirumala Tirupati Devasthanams, of a four-hour Homam purification rite, was prefigured in another Calcutta controversy almost 100 years ago.

This broke out in 1917 and targeted Calcutta's Marwari community. In *Community and Public Culture*, historian Anne Hardgrove's study of the community, she notes how the rumours of adulterated ghee were accompanied by fears of the decline and displacement of Bengalis, "Marwaris and other 'up-country' Hindus were perceived as replac-



## #ADULTERATION

### Fat cats

The single certain point is that suspicions about quality and envy over profits have always been intrinsic to the trade in fats like ghee. This is true since ancient times, when production of fats was the one food processing task outsourced from homes. People grew their own grains and vegetables, and raised and slaughtered livestock, ground their own flour and brewed their own alcohol, but the fats, whether solid (butter, ghee) or liquid (oils) needed for cooking, lighting, greasing and other uses, was usually obtained from outside sources.

People, who kept cows, could make their own butter, but even then, there were lean seasons when milk flow stopped. Ghee, which is cooked to remove water and develop compounds that prevent rancidity, was probably developed for exactly these periods. But not everyone kept cows, and even those who did often needed to get extra supplies from outside. Many people have memories of skimming cream from milk and saving that to make ghee at home, but the amounts produced rarely matched their requirements.

In coastal areas like Goa, coconut trees were another source of fat, so important that leases usually stipulate that landlords still collect the nuts for oil. As with home-made ghee, some oil could be made at home by making and then boiling coconut milk. This makes a wonderfully fresh, light and aromatic oil, but again, the quantity is relatively small. The bulk of coconut oil requires drying the copra and then sending it for pressing in an oil mill. Oil pressing is, given the slippery, sticky nature of fats, always a messy job and usually done by specialised communities. When the Bene Israel Jews arrived on

Brahmins called off their action and the matter was declared resolved." Hardgrove speculates that this all might have been a performance. "The numerous links between Marwaris and Brahmins in other social contexts leads me to suggest that the Marwaris themselves were the ones to stage the event as a public solution to the ghee crisis." In this reading, the whole drama was a daring response to growing distrust of Marwaris and their role in the ghee trade. Instead of letting suspicions mount dangerously, the Marwari Association might have invoked the authority of British scientists, who analysed the samples, and then admitted the guilt of some members (possibly settling



## A Call for Sustainable Living

Observed annually on March 30, the International Day of Zero Waste promotes sustainable consumption, waste reduction, and environmental responsibility. Initiated by the United Nations, this day highlights the urgent need to minimize waste generation, encourage recycling, and adopt eco-friendly practices. With landfills overflowing and pollution escalating, zero-waste strategies play a crucial role in combating climate change. Governments, businesses, and individuals are urged to embrace circular economies, reduce plastic use, and support responsible disposal methods. By making conscious choices, we can protect natural resources and build a cleaner, greener future for generations to come. Every action counts!

## Diversified industry

This all adds up to a huge, ancient and very diversified industry. This has several implications. Not seeing the fats being made tended to make people suspicious, could they be sure about what they were getting? It doesn't help that fats tend to be invisible in cooking, meaning that their presence is evident in foods fried or kneaded with them, but you rarely observe and consume them directly, other than buttering bread or dipping it in extra virgin olive oil. Even when uncooked, fats are easily combined, so it can be hard to tell when different oils are mixed, or solid fats, either vegetable or animal based, are mixed with ghee. Cooks use a few superficial tests, like rubbing on the hand or tasting, but the reality is that adulterating fats is alarmingly easy.

Hence, the importance of scientific tests, as the Marwari Association was realised in 1917. But it is quite a mistake to imagine that there is a settled science of testing fats. In parallel with the controversies over ghee in the public press, there were ongoing debates in scientific journals over how to test fats. In June 1933, for example, *Current Science* devoted several pages to 'The Ghee Problem in India.' The publication reported on a special symposium jointly held in Bangalore by the South Indian Sciences Association, the Society of Biological Indian Chemists and the Madras branch of the Indian Chemical Society on the question of ghee detection.

What emerges from the reports is the ready ability to identify the sources of adulteration could be so many. Even 'pure ghee' was diverse, depending on the animals it was sourced from and how it was made. And then, there was margarine. This was a solid fat, like ghee, manufactured in several ways, but in India, most commonly through the hydrogenation of vegetable oils. Some speakers like YV Srikrantavara Iyer excoriated such fats for 'very harmful' regarding the digestion on those who consumed them." But Dr. R Bhattacharjee countered that "it is always better to consume a standard, pure and refined substitute than a product adulterated with unknown and undesirable constituents mixed up by ignorant and unscrupulous traders."

Manufactured fats would complicate the fats issue even further. The earliest forms of margarine in the 19th century used animal fats like beef tallow mixed with milk to give a creamy substance like butter. The discovery of hydrogenation meant that vegetable fats could be used, but animal fats continued to be used in parts of the world. Whale oil, in particular, was once a huge (and hugely cruel) industry and used by companies like Lever Brothers (now Unilever) to make margarine in Europe. In the 1830s, Arthur H. Hays, a German chemist, even found a way to make 'coal butter', an edible fat derived from paraffin wax.

This leads to the most complicating factor of outsourcing fat production. Since people had to obtain it, by buying or paying, fat became the foundation of some of the earliest systems of trade. The Roman empire developed a huge trade in olive oil, from Spain and North Africa, which went across the empire in giant earthen jars. An artificially created hill grew in Rome called Monte Testaccio, made from taccia, the bits of broken jars used to transport olive oil. It was

perhaps the earliest example of a landscape transformed by garbage. Trading in fat led to fortune, and envy. As the example of Calcutta's Marwaris shows, people might need fats but are not happy to have to pay for them. Across the world, fat-based fortunes caused resentment, which proved fertile ground for accusations about adulteration. It created a no-win situation. If fats were cheap, they were seen as inferior or likely to be adulterated, but if they were expensive, people resented paying for them and started spreading rumours that they were adulterated, which probably led to some traders adulterating them anyway.

The growth of manufactured fats like margarine added marketing to this mix. Procter & Gamble, founded by a candle-maker and soap-maker (both users of fats), and Unilever, founded by the merger of soap- and margarine-making firms, corporatised the trade in fats. They funded palm oil plantations, developed new sources of oils like cottonseed and invested huge amounts of money in creating markets for edible fats.

Their success pushed the development of local competitors like Tata Oil Mills and Godrej, creating some of the first really competitive consumer brands. They set a pattern that has persisted with fats, Indian Sciences Association, the Society of Biological Indian Chemists and the Madras branch of the Indian Chemical Society on the question of ghee detection.

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## #NAVRATRI COUTURE

### Embrace the Nine Colours with Traditional Elegance

As Chaitra Navratri kicks off today, let's take a vibrant journey through the nine colours and how you can turn heads in festive splendour!



#### Day 2: Glow in White

Grace and serenity take center stage with the purity of white. A flowing white saree with delicate silver zari work is effortlessly chic, while men can go for a crisp white kurta with a royal blue or red dupatta to add a stylish contrast.

#### Day 3: Flaunt in Red

Red, the colour of power and passion! A Banarasi silk saree with gold accents will give you that royal goddess look, and for men, a deep red sherwani or silk kurta will make you stand out in the sea of dancers.

#### Day 4: Dazzle in Royal Blue

Channel divine energy with the richness of royal blue! A navy blue sharara set with mirror work will have you twinking like the night sky while men can elevate their festive look with a structured bandhgala or a classic kurta-jacket combo.



vet saree with gold embroidery or an opulent lehenga will ensure that all eyes are on you. Men can opt for a deep purple Nehru jacket over a white or beige kurta for a polished look.

#### Day 9: Enchant in Peacock Green

The final night of Navratri calls for a grand, majestic statement! Peacock green, with its hints of blue, symbolizes wisdom and prosperity. A peacock green Kanjivaram saree or an embroidered lehenga will capture the festive essence. Men can complete the look with a Jodhpuri suit in a rich green shade. Embrace the festive fever, mix and match your accessories, and step out looking nothing less than divine!



#### Day 5: Shine in Yellow

Radiate sunshine and joy in bright, happy yellow! A breezy chiffon saree or a flared lehenga with golden embroidery is a perfect pick. Men can light up the festivities in a vibrant yellow silk kurta, paired with beige or white trousers for a sophisticated touch.

#### Day 6: Bloom in Green

Green symbolizes prosperity and rejuvenation. Embrace the spirit of nature with an emerald green Anarkali or a silk saree with intricate motifs. Men can opt for a regal green kurta with gold embellishments or a stylish printed Nehru jacket.

#### Day 7: Gleam in Grey

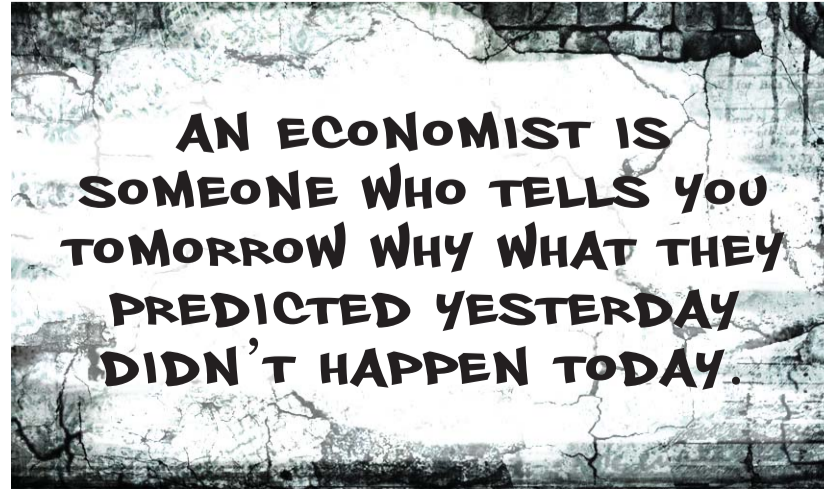
Understated yet elegant, grey is all about balance. Add a modern twist with a silver-grey saree with sequin work, or a fusion Indo-western outfit. Men can experiment with a charcoal grey bandhgala or a dapper jacket over a traditional kurta.

#### Day 8: Reign in Purple

Unleash your inner royalty with deep, luxurious purple! A rich vel-



## THE WALL

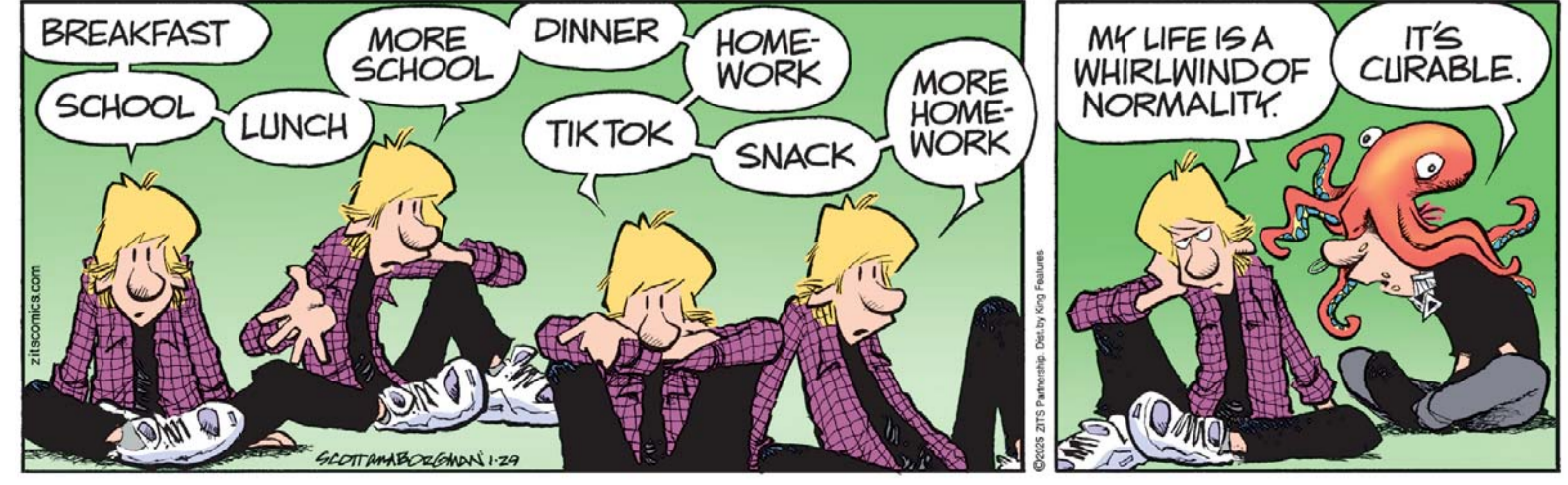


## BABY BLUES



By Rick Kirkman & Jerry Scott

## ZITS



By Jerry Scott & Jim Borgman

