

#HAIRCARE

Can Walnut Oil Solve Your Hair Problems?

Enforcing hair growth necessitates a comprehensive approach that includes healthy living habits, effective hair care, choosing the right products and more.



Hair fall has become a growing menace and people have been struggling to find the right solution to prevent it. Genetics, diet, stress and hormone imbalance are among variables that might contribute to hair loss. Enforcing hair growth necessitates a comprehensive approach that includes healthy living habits, effective hair care, choosing the right products and more. Among other things, walnut oil is considered quite effective when it comes to hair growth and damage prevention. It contains omega-3 fatty acids, antioxidants and vitamin E, all of which can help your hair look wonderful.

Benefits Of Using Walnut Oil For Hair

- **Stimulates hair growth:** Walnut oil has long been used to treat hair loss due to its high concentration of Omega-3 fatty acids. It also has Biotin, which helps strengthen your hair. If you have coloured hair, using walnut oil may enhance the colour, making it appear more vibrant and glossy.
- **Removes Dandruff:** Walnut oil can help prevent the hairline from becoming flaky, which reduces dry scalp. Implement it at least once or twice a week - rinse your hair with water and a sulphate-free shampoo. Following the first wash, a visible reduction in flaky skin can be observed.
- **Softens hair:** Walnut oil works wonders for softening dry and damaged hair. If you have excessively frizzy and dull hair, this can be a solution for you. Walnut oil is rich in fatty acids and has hair-softening qualities, which rejuvenate your hair and add the perfect shine.

How To Use Walnut Oil

- **As a massage oil:** First, warm up a small amount of oil. Then, work it into your hair, concentrating on the ends and any areas that are very dry or damaged. You can also apply the oil to your scalp to encourage healthy hair development. Leave the oil on your hair for at least 30 minutes then rinse with warm water and shampoo.
- **As a hair mask:** Combine walnut oil with eggs, honey and coconut oil. Apply the hair mask to your hair, beginning with the roots and continuing to the tips. Massage your scalp lightly for a few minutes to improve blood circulation. Cover your hair with a shower cap and let the mask sit for 30 minutes. Rinse your hair with warm water and use shampoo as usual.
- **As a hair serum:** Simply combine the walnut oil, aloe vera gel and vitamin E oil. Leave the serum on for many hours or overnight. Rinse your hair with warm water and use shampoo as usual. This hair serum moisturises and nourishes, while also boosting hair growth and preventing hair loss.



Persuait Didn't Pay

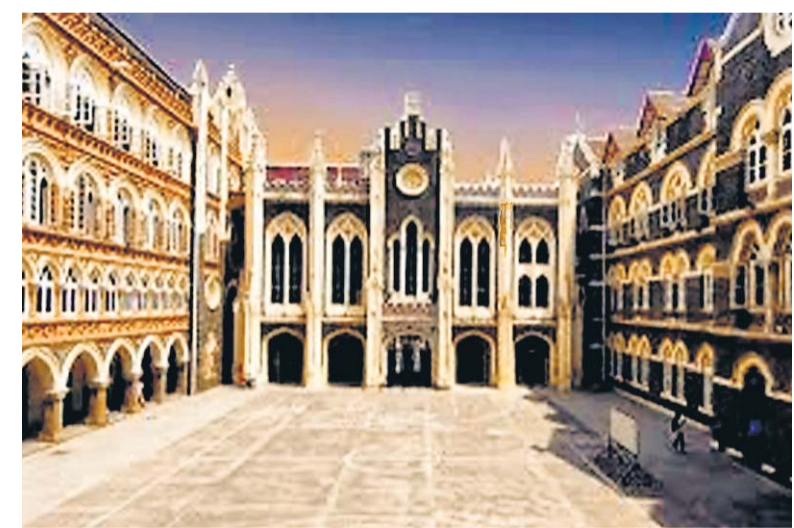
Time flew past, I met him few times more. I had a cousin studying economics honours in St Xaviers. He one day asked me if I knew Shashi Menon. I said yes, he was my batch mate. He said sometimes, he took their class and was always escorted by the Principal who would sit in the class throughout the period. He described him as brilliant. I was fascinated how he was taking a pure economics class. I told my cousin that I too wanted to attend one of his classes. After few days my cousin called that Shashi was taking the class next day in the morning. I dressed like a student and went and sat in the class with my cousin a bit at the back. It was a large lecture hall and soon it was packed to capacity, my cousin told me the maths honours guys had also joined in. Sharp at 10 AM Shashi accompanied by the Principal trudged in. After a few words of welcome by the Principal Father Gomes, the class was handed over to Shashi.



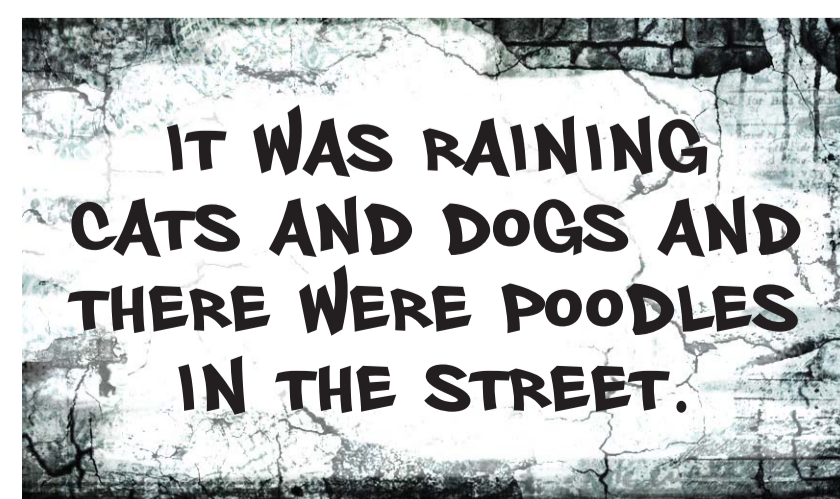
P. S. Rashtrawar

It was the year 2015 the fresh class of MBA at Jammaal Bajaj. Mumbai trudged into the Bajaj lecture hall with a seating capacity of 125. There were around 75 of us. I had done my Economics Honours from St Stephen's, Delhi and passed with distinction and a university rank. I wanted to make a mark in the MBA course and subsequent corporate role. Though introduction session had taken place, we were not well conversant with our batch mates.

The first session was on Business Economics and I felt I would leave a good first impression. The professor went into financial, market-related, and organisational issues he touched on demand analysis and forecasting, cost and production analysis, pricing decisions and strategies. I along with some students actively contributed in the discussions. At the end the Professor asked anyone would like to say something. A dark slim boy got up and said that the entire discussion was superfluous if environmental impact is not accounted for. Professor asked him to elaborate. He expressed that the industrial, consumption growth was taking place without properly protecting the environment as very feeble attempts were being made by international bodies as well as the govt. The entire class was stunned by the naked truth.



THE WALL



#LOVE STORY



But when the answer papers were discussed the highest scorers were ignored and it was Shashi's solutions which were discussed for novelty and brevity. The professors used to say his answer papers used to be almost half that of other students. It was placement season, everyone was eager to get consultancy or FMCG jobs. I got into Bain and was delighted. Everybody was curious to find out about Shashi, it transpired he was picked up by McKinsey. Once the farewell function was over, we joined our jobs one by one. The placement committee of the college received a stern letter that Shashi had not joined on the appointed date. Later it turned out, he had turned down the offer and went and joined BBC as a business correspondent. We all concluded, he was an incorrigible fool. As we settled into our jobs, we got busy. There used to be small get togethers with our batch mates in Mumbai. Sometimes, Shashi was also approached but he never turned up. We had phone numbers of each other who were in Mumbai. One day at 10.30 in the night there was a phone call. It had been a tiring day I was feeling very sleepy and was thinking of ignoring the call. Suddenly my eyes fell on the screen and I jumped up it was Shashi's call. He was having a problem in understanding the monetary policy stance of RBI and wanted my help. I was flattered.

We decided to meet the next evening at a restaurant. I had studied the problem in detail and made notes for him. At the restaurant as was his wont he came wearing black trousers, a white bush shirt and sandals looking like a typical intellectual. He went through my papers and asked few questions. When the waiter came he asked whether there was filter coffee available. We had to settle for whipped coffee and sandwiches. He asked me about my work. He kept silent about his work. He was reading Immanuel Kant these days. I had no clue about him. It was time to leave, he thanked me for the work I had put in and mentioned that I must have put 2-3 hours work for him. I was startled by his accurate estimation. The finale was when he shook hands with me. He helped me waive a cab and left. As I settled into the cab, I was feeling a bit behind in my work and it had turned into a precious material. I smiled to myself at my breaking through the impenetrable Shashi. After all he too was human.

BABY BLUES



Back To The Future Day

Back to the Future was a sensation, and there isn't a person alive who has seen this movie that hasn't avidly awaited the arrival of our hoverboards and time machines. Back to Future Day celebrates the day that the DeLorean arrived in the future, October 21, 2015, at 4:29pm. The movie recounts the adventures of Marty McFly, having used Doc Brown's specially modified DeLorean to travel back into his past. He was just escaping the Lyllians that were after the plutonium that Doc Brown used to power his time travel experiment, but it led him on a series of crazy events in the distant past. Why is this date of importance then? Because in the sequel he traveled to the future to solve some issues with his children, and Back to the Future Day takes place on the date he arrived according to the movie.



#SERVICES

Making Flying Less Terrible



"The ultimate goal is to help inform these airlines about what the customer is actually thinking," Srinivas says.

Researchers used artificial intelligence to identify where airlines fall short in terms of customer satisfaction and what they can do to improve flying. The name of the game is customer satisfaction, especially in the airline industry where companies are constantly jockeying for business by promising better service than their competitors. Sharan Srinivas, an assistant professor with a joint appointment in the industrial and systems engineering department and marketing department at the University of Missouri used AI to analyse nearly 400,000 unique, publicly available customer reviews of six airline companies throughout the United States. After sorting through the customer reviews information, he developed algorithms that identified the most common themes discussed in the reviews and then determined the customer's sentiment (positive or negative) toward



each of the identified themes, allowing airlines to potentially gain a better understanding of their customers' perspective and experience. The results, published in the Annals of Operation Research, showed most of the negative feedback involved lost luggage, uncomfortable seating, and flight cancellations; while customers felt most positively about in-flight entertainment, ground and cabin staff service, and service in first- and business-class seating.

BASED ON THIS FEEDBACK, SRINIVAS POSITED 11 RECOMMENDATIONS TO IMPROVE THE CUSTOMER EXPERIENCE:

1. Implement more flexible seating arrangements to improve comfort.
2. Automate the disinfecting process for bathrooms in the plane.
3. Redesign overhead baggage bins.
4. Implement a more personalized cabin environment through seat height and temperature adjustment capabilities.
5. Use analytical models to optimize flight schedules and time buffer between flights.
6. Use an artificial intelligence-based approach to monitor equipment health.
7. Introduce a more flexible booking policy (i.e., no cancellation charge, no change fee, upfront information about costs).
8. Provide ticketing agents with better task clarifications, performance-based feedback, and social praise to better improve morale and interactions with customers.
9. Install more accurate luggage tracking systems by using RFID tags in lieu of regular barcode tags.
10. Provide more frequent and auto-

United Airlines inspired Srinivas to pursue this research. A United Airlines security representative dragged a passenger off a plane when he refused to leave because the flight was overbooked. United Airlines officials said they chose the passenger at random, yet the amount of outrage that poured in via customer review and on social media was staggering. Consequently, it was challenging for United Airlines to sift through all the customer feedback. Srinivas says the new study's AI software would allow companies like United Airlines to sort through customer feedback and more quickly respond to issues when they arise. "Using our proposed approach could allow companies to digest textual information in a much more automated and streamlined manner," Srinivas says. "Without an automated process, it would be much more challenging and time consuming to look at each individual review and come away with something that airlines can use to improve their business." While stakeholders and employees may have a better understanding of how the business works, Srinivas says that when it comes to the product-air travel in this case knowing your customers is key. "The users of a product are the ones that can give you the best insight on what needs to be improved," Srinivas says. They are the target audience. They are the ones using the product with limited bias and there's a lot of untapped insight in what they are saying. Srinivas has used different versions of artificial intelligence to track customer approval in many different industries, including insurance, adaptive clothing, and colleges. Srinivas says it can be used to interpret doctor's notes and patient reviews as well.

By Rick Kirkman & Jerry Scott

ZITS



By Jerry Scott & Jim Borgman