ack 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 Lybians 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.

21 October 2024

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#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.



and people have been struggling to find the right solution to prevent it Genetics. 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.

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

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

scalp lightly for a few minutes to improve blood circulation. Cover your hair with a shower cap and let the mask sit for 30 min utes. Rinse your hair with warm water and use

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

Softens hair: Walnut oil

works wonders for soften-

ing 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-soften-

ing qualities, which reju-

venate your hair and add

can be observed.

the perfect shine.

As a hair serum: Simply combine the walnut oil, aloe vera gel and vitamir E oil. Leave the serum or 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



to the tips. Massage your preventing hair loss.

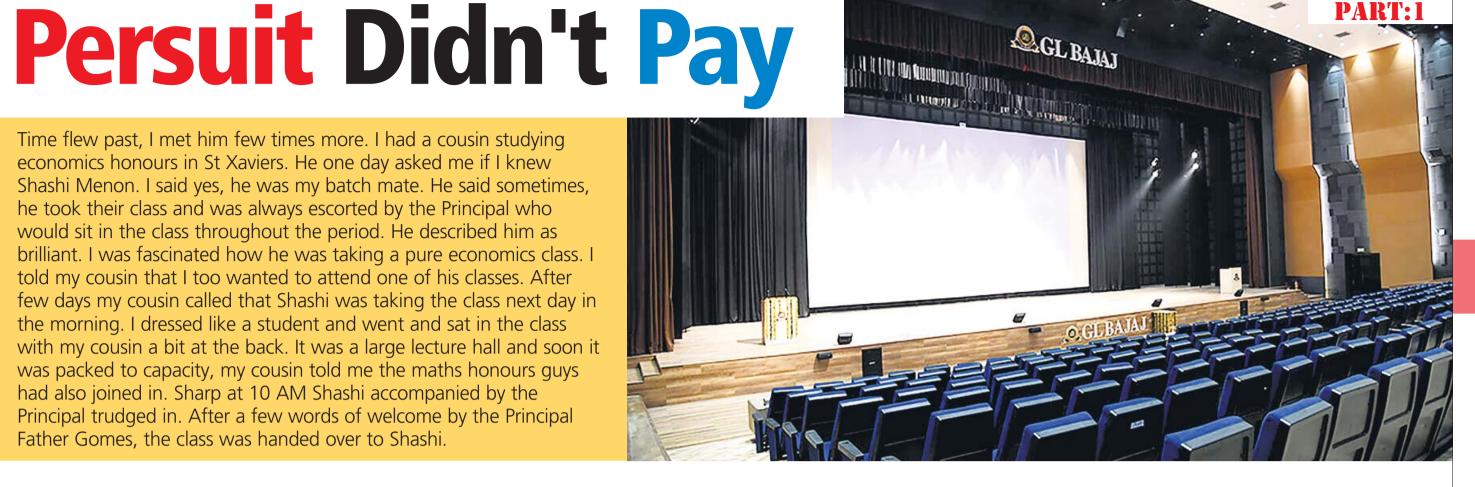


Time flew past, I met him few times more. I had a cousin studying economics honours in St Xaviers. He one day asked me if I knew Shashi Menon. I said yes, he was my batch mate. He said sometimes, he took their class and was always escorted by the Principal who would sit in the class throughout the period. 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

Father Gomes, the class was handed over to Shashi.

Principal trudged in. After a few words of welcome by the Principal





t was the year 2015 the fresh class of MBA at Jamnalal Mumbai trudged into the Bajaj lecture hall capacity of 125. There were around 75 of us. I had done 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 any one 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 hodies as well as the govt. The entire class was stunned by the naked that he had purposely left environment as a point. The bottom line of a company has to be viewed only after taking the impact on envi-I being smart and well turned out tall girl. I was quite popular

amongst the students and espe-

cially the male students were all the time eager to talk to me. By this time a group of outstanding students had established themselves in the class I was one of them. The tall dark guy who was Shashi Menon was in the forefront. He never raised his hand in the class but the professors were well aware of his brooding presence. Many a times the professors would ask his opinion and he would always come out with out of the box perspectives. He pointedly ignored me whenever we came across each other. I was most eager to talk to him but this bugger never gave an inch to me. He was friendly with a Malayali girl with whom he used to converse in Malayalam. Finally I broke the barrier and introduced myself as Shefali. But again a lull, my effort towards friendship was a far cry. I used to hate him for his attitude. After sometime I just gave up. He was friendly with few Tamil and Malavali students and used to converse openly with them in their mother tongues. I labelled him a parochial guy. But my insides always craved for closeness to him. He was a Maths Honours Mumbai. He was a brilliant guy and with his maths background he used to breakup things into very simple variables. The professors used to adore him.

As the semesters passed, it became clear that I was amongst the front runners. Shashi never scored highest. He barely used to manage to be in the first fifteen.



#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 consul-

tancy 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 n 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 eves 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

rant 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 sandwichalso joined in. Sharp at 10 AM es. He asked me about my work. He kept silent about his work. He was reading Immanuel Kant these Principal trudged in. After a few days. I had no clue about him. It words of welcome by the Principal was time to leave, he thanked me Father Gomes, the class was handfor the work I had put in and mened over to Shashi. He said as the students were tioned that I must have put 2-3 hours work for him. I was startled well aware of supply and demand, by his accurate estimation. The

material. I smiled to myself at my breaking through the impenetrable Shashi. After all he too was I wanted to meet him more but that was not happening. I got busy apartment in Bandra. He used to live with his parents in Matunga. My office was in BKC. He used to operate from home. 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

finale was when he shook hands

with me. He helped me waive a cab

and left. As I settled into the cab, I

was caressing my right hand as if

it had turned into a precious

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

he would just elaborate on the subject. He started with the basic supply and demand equation and slowly moved towards the detailed mathematics of it. After some time the entire hoard was full of equations and calculus. The class was midway when he ended. After which, he asked the class what they thought about supply and demand in Indian economy. Few answers came. Slowly he drew the demand from the underprivileged section of Indian population. He expatiated on the matter further and said that we cannot leave the needs of the poor to supply and demand, they will be further crushed if that was done. We have to do something so that demand is created amongst the lower levels of society. He talked about the role of govt and corporates. Last he said that it was the duty of every well off person to give some employment to say personal servants and pay them well, give some money to the beggars everyday. Not to wait, the time had come

to do something. The class was flabbergasted and the entire class stood up at the end and clapped. I was an ambitious person proud of my education but I felt so small in front of this Shashi. My cousin pulled me towards him, suddenly I was right there in front of him. He was surprised to see me there. He was genuinely happy and asked me if I would wait for few minutes for him. I thought to myself that the fool does not know that I could wait for whole life for him. I was definitely in love with him. We went to a nearby cafe and

had some coffee and then got into

a cab as I had to get back to office. He got down at Mahim. After that I called him a few times and we had short conversations. Few months passed, I was thinking of giving up on him due to his disinterest. Suddenly out of the blue he called one day and asked me if I would accompany him to an Indian classical music program where Kaushiki Chakraborty was performing, this was to start at 4 O clock. There was no way I could make it as I was in midst of finalising a report for an important client. I sadly informed him about the state of affairs. He was insistent anyway but I had to say no. I wanted to go but it was foolhardy a good mood and after the proto ask my boss Mr Chopra who was the youngest director of the company. He was an accomplished Princeton and Harvard. He was just 33 years old. He had one day asked me about my background and he used to show a bit more interest in me than for a normal junior. But he was a hard taskmaster. He was directly monitoring the report which I was doing. Next day at around 3 o clock Mr Chopra called me. I was falling a bit behind in my work and was contemplating what to

say As Lentered his cabin. I found Shashi seated and having coffee. raieshsharma1049@gmail.com

#SERVICES

Making Flying Less Terrible

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

esearchers 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 engi-

neering 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 senti-



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, back involved lost luggage, uncom fortable seating, and flight cancella tions; while customers felt most positively about in-flight entertainment, ground and cabin staff service, and service in first- and busi-

United Airlines inspired Srinivas to

resentative 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

A United Airlines security rep-

pursue this research.

BASED ON THIS FEEDBACK, SRINIVAS POSITED 11 RECOMMEN-DATIONS TO IMPROVE THE CUSTOMER EXPERIENCE:

1. Implement more flexible seating

arrangements to improve com-2. Automate the disinfecting process for bathrooms in the

3. Redesign overhead baggage

4. Implement a more personalized cabin environment through seat height and temperature adjustment capabilities. 5. Use analytical models to opti-

mize 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

9. Install more accurate luggage tracking systems by using RFID tags in lieu of regular barcode tags. 10. Provide more frequent and auto-



mated baggage-related updates

in via customer review and on social media was staggering. to passengers' phones. 11. Use biometrics and block-chain technology to remove the need to present several identification documents at multiple checkpoints. This would eliminate the need for passengers to show a boarding pass, passport, and ID.

Airlines can use this information to determine their next steps as a company. Srinivas says. The ultimate goal is to help inform these airlines about what the customer is actually thinking," Srinivas says. "It's impossible to hear every customer and potential customer's voice, especially for bigger airlines, but our software and recommendations will significantly assist the airlines in thinking about

things from a consumer perspec-

tive." A 2017 incident involving

Consequently, it was challengin 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 tex tual 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 individ ual review and come away with something that airlines can use to

improve their business." While stakeholders and employ ees may have a better understand ing 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 mproved," 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 ver sions of artificial intelligence to track customer approval in many different industries, including nsurance, adaptive clothing, and colleges. Srinivas savs it can be used to interpret doctor's notes and

THE WALL



BABY BLUES



PAPENTS ARE SUPPOSED TO DROP OFF KIDS IN





GOT SENT TELL ME TO THE MORE PRINCIPAL'S BADGIRL OFFICE TODAY.

By Rick Kirkman & Jerry Scott

Both were engaged in a conversa-

tion. Mr Chopra waived at me ask-

ing me to sit down. Then he

turned towards me and said

Shashi wants to take you to a

musical concert. And asked me

how much more time was

required to wrap up the assign-

ment, I apprised him that I

required another half a day. He

suggested that I may go with

Shashi and complete the work by

tomorrow by lunch by coming

early tomorrow. He got up to

when he said could anything be

done to make him join Bain, he

just smiled and said he'll think

I was just perplexed at this

Shashi, how was he so pally with

Chopra. On top of that, he had the

audacity to come to my office and ask for me to go with him and that

too for a musical program. I asked

him how did he know Chopra, his

reply was laconic that he knew

him through father Gomes. I

knew there was no point dis-

cussing further with him. I was

hardly interested in Hindustani

classical music but I wanted to

spend more time with him. He

was becoming more and more

enigmatic to me. Today he was in

gram he suggested let's go to a

restaurant for dinner. He ordered

a bottle of beer for himself and I

ordered a glass of red wine. As the

beer went into him, he gradually

opened up and started talking

about his life and even was eager

to know more about me. He start

ed talking about his new found

interest in ancient philosophers

especially Seneca. We were not

very far from Matunga and it was

around 8 O clock. He suggested

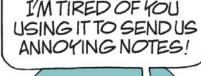
that I meet his parents. By 8.30 we

had reached his place.

To be continued...

escort Shashi out of the room









By Jerry Scott & Jim Borgman