



International Day of Acceptance

A challenging part of living in a world, where people are different, is learning to live with acceptance. Instead of comparing or competing, the best way to show love is to accept differences in abilities, embrace special qualities that each human has to offer, and make the world a better place because of it! Through strength, resilience and determination, almost anyone can overcome challenges, demonstrating that abilities transcend limitations, and inspire others to embrace their own unique strengths and possibilities. Have tons of fun and show how much love there is in the world by celebrating the International Day of Acceptance!

#PRESERVATION

Penguin Awareness Day

Learn about these birds through documentaries, get up close and personal at your local zoo, or donate to conservation charities working to protect them.



Penguins are fun and interesting animals that are unique in many different ways. Penguins are the adorable flightless birds, known for their calm nature, their adorable waddling and their beautiful appearances. Their habitat is far from where humans live, and hence, we know very little about them. Penguins waddling with their group in icy lands is one of the most popular images that we come across. Many animated movies and cartoons have been made on these creatures and each of them teaches us a lot about penguins.

Penguins mainly live in the Southern Hemisphere. About 39 species of penguins are known to humans, of which Emperor penguins are the largest, and the smallest are the ones who live in the coastal areas of New Zealand

That's why Penguin Awareness Day is such a good opportunity to learn more about penguins and understand the situation they're in. It could lead to a greater appreciation for penguins and could even convince you to donate to ensure that they can continue living on our planet for another 65 million years!



History

Even though the real reason for the shrinking population of penguins is yet to be known, the way that the number of penguins is disappearing from the earth, is alarming. Climate change, global warming and changing environments for their habitat are some of the reasons. In 1972, Gerry Wallace of Alamogordo, California wrote the event of Penguin Awareness Day on his wife Aleta's calendar. Since then, this day has been observed.

Penguins are a barometer of the effects of human activities on the poles, according to scientists from institutions around the world.

Raising awareness about them, therefore, is seen by many as a way to communicate with people about the impending dangers of climate change. If people can see how these birds are being affected, perhaps, they will make

changes to their lives. Laboratories and scientific institutions worldwide became increasingly interested in Penguin Awareness Day after 2010. Their main aim is to highlight their penguin-related research and get the public interested in conservation.

Penguins spend majority of their lives either on the ice or in the water. Their colonies vary in size considerably, from just a few dozen to millions. Their diet is mainly krill and fish, and they create so-called 'penguin highways' through the ice, to make it easier to collect food.

The

packages of all deodorants, toothpaste, beauty products and shampoo have undergone the same change. My son pointed out to me that a major toothbrush brand had even reduced the length of the bristle heads by a few millimetres. It would make a considerable difference when a million were sold!

Now, there is nothing wrong done by the manufacturer from the legal point of view but it is a

psychological game which has been played to delude the buyer. If the price and the package remain the same, the weight of the content is often missed. There are newer ways in which this subterfuge is continued. Take, for example, edible oils. For long, they were sold by weight. When bought by weight, the quantity would be more in litres depending on the specific gravity. All oils are lighter than water! That is why oil floats on water! So, now in the last few years, all oils are sold by the litre only. It makes a considerable difference in the total volume finally purchased.

This practice of enhancing the

price by reducing the content now has an official name. It is called 'Shrinkflation'. While not a scam in the classical sense, shrinkflation can be misleading and unfair to consumers. It's often used by companies to cope with inflation, maintain profit margins, avoid prior hikes.

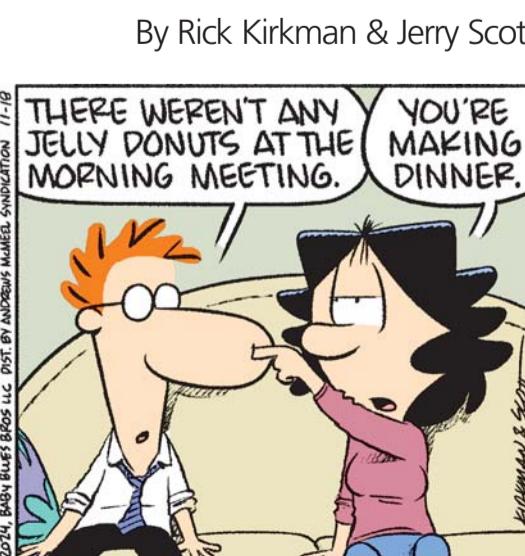
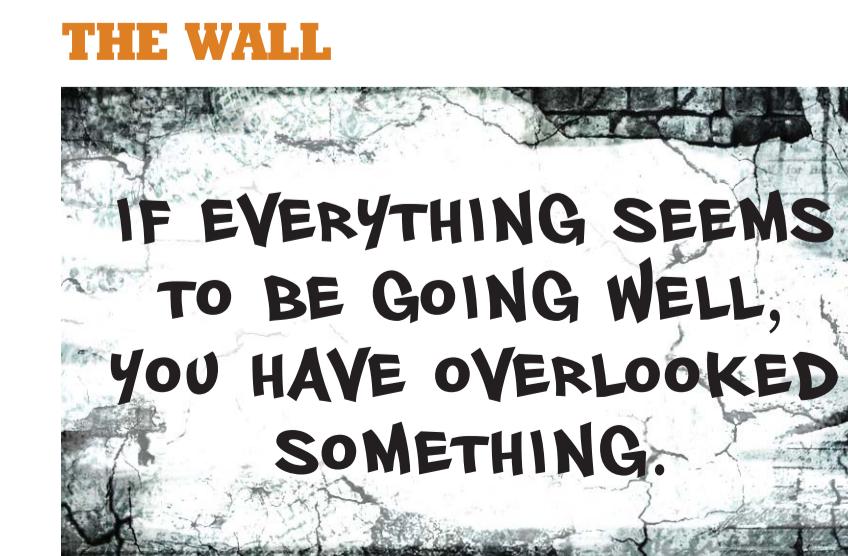
Two classic examples are Candy bars in multipacks becoming smaller than individually sold bars. Toilet paper rolls having a shorter length. Potato chip packets look the same because the nitrogen gas in them keeps the shape deceptively the same!

As for legal measures, U.S. Senator Bob Casey has introduced the *Shrinkflation Prevention Act* of 2024, which aims to prohibit companies from reducing product sizes without corresponding price decreases. But it has to go a long way before it becomes a law. The business lobby is putting up a strong fight. To protect themselves, consumers have to be aware of packaging and product sizes. It is essential to compare prices per unit to ensure that you're not being overcharged. Opt for products from companies that maintain transparent pricing and packaging. There are rare examples where the company will directly reflect the change by showing the content size in bold letters.

In India, while there isn't spe-



THIS WAS A BRUTAL DAY.
YEAH.
MINE STARTED WITH PLUNGING A BATMAN ACTION FIGURE OUT OF AN OVERFLOWING TOILET. HOW ABOUT YOURS?
THERE WEREN'T ANY JELLY DONUTS AT THE MORNING MEETING.
YOU'RE MAKING DINNER.
I WAS A REALLY GOOD CHILD PSYCHOLOGIST.
THAT'S TRUE.
I CAN SEE MYSELF HELPING TEENS WITH REAL-WORLD PROBLEMS.
MOM, THERE'S A STALK OF CELERY STUCK IN THE TOILET.
OR EVEN THAT KIND.



Companies know that an average consumer is likely to notice a price hike. What shoppers are less likely to notice is a change in a product's net weight, or a tiny cost-saving alteration to its contents. "If the orange juice container goes from 800 ml to 750 ml, they're probably not going to notice," said Dworsky. This is very true if the container retains its original size.



Dr. Goutam Sen
CTVS Surgeon
Traveller
Storyteller

habit of checking the package for weight and price. Often, the larger packs gave a fairly voluminous portion at a nominal discount. The packages were in pounds and ounces. (UK did not like the Metric system!) A bit confusing in the beginning, but I got the hang of it soon. I was and am, inordinately fond of cheese and had a hankering of the processed Kraft Cheese that, at that time, was the only cheese to come to India from Australia. I recognised it as Cheddar, but had no knowledge of the huge variety that was available in the west. This was the first time I saw good strong Cheddar. Besides that, all varieties of cheese from the strong blue-veined mouldy ones to the mild Edam, was on offer. After returning to India, we did wish to have similar stores in our town too, but it was a long time in coming. Now, there are such stores run by Indian corporations as well as private concerns. They do remind me of my earlier days. I enjoy the offers and still look for bargains. The habit of looking at the package for weight, price and date of expiry is still a part of my shopping practice. We have all got accustomed to buying the stuff, which would normally come in one kilogram or five hundred gram packages. The price fluctuated a bit, depending on the availability and date of expiry.

Recently, however, my wife commented that our consumption of cheese and Bikani Bhujia, besides many other commodities, had suddenly gone up. We would vehemently deny the overeating. I decided to explore the veracity of free.

There were many other appealing offers. There was always a wide array of breakfast cereals, beginning with the Kellogg's classic Corn Flakes to many different flavoured varieties, which could be had with water or cold milk. (At that time, no one spoke about the nutritional value of the stuff.) I was always on the lookout for Weetabix, which was not available in India. Apart from getting the best out of the purchase, I had inculcated the

statement. There has been an insidious change, which most casual shoppers may not have been aware of. The packages remained the same size and price, but the weight of the content has come down. This is mentioned in an inconspicuous corner of the package. It remained unnoticed. In well-known brands of cheese and butter, the 500 gms cartons were now 450 grams or even lower! It does not seem like a decrease in price without showing any change in actual money paid out. Once we became aware of this change, we became cautious about what we purchased. We realised that this was not just for edibles. It was also seen in packages of condiments and spices and grocery items. Basic items like pepper, red chilly powder, masalas and even pulses were available at nearly the same price, but in significantly lesser free.

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cific legislation targeting shrinkflation, the *Consumer Protection Act* of 2019 aims to protect consumers from unfair trade practices, including deceptive packaging and pricing. The Government has not found measures to take action at the manufacturers' level and expects the consumer to fight his own battles.

The Week Magazine in the USA came out with an explanatory article. It said that when the cost of doing business goes up, one way to combat it is to shrink the package. By shrinking package and product sizes without actually lowering prices, meaning consumers are paying the same or more, but getting less. "While the practice is usually common in times of rising prices, we happen to be in a tidal wave at the moment," said expert Edgar Dworsky. Manufacturers work to 'balance' the increased costs of gas, labor, supplies against sales and profit.

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Whether it's office wear or parties, saree is one of those garments that can suit every scenario. While wearing a saree regularly is doable in the summer, one doesn't really think of them as a comfortable outfit option in the winter. And pairing a saree with a frumpy sweater may feel comfortable, but this doesn't really cut it, style wise. But we figured out how to make the saree a truly all-season outfit. Check out these practical, stylish ideas on how to wear a saree in winter. Here is a quick guide that will give you some fantastic ideas.

When we update our winter wardrobe, we pack our summer sarees and put them in the trunk for months. Not anymore! Here, we share with you how you can style your summer sarees in winter.



Formal Blazer

To create the perfect formal look for this season, team up your favourite cotton saree with a formal blazer. Here is a quick guide that will give you some fantastic ideas.



Velvet Shawl



Sweater



Boho Jacket

If you have a traditional overcoat in your closet, then you can also wear it over your saree. To add that wow factor to the look, you can put on a statement belt. The same look can also be created with any trench coat or a long sweater.

By Jerry Scott & Jim Borgman



