

Executive and Vocational Education

Objective

To deliver short-term, skill-oriented, and executive-level programs that develop the professional, entrepreneurial, and vocational capacities of individuals — including those not enrolled as full-time students.

These programs aim to promote lifelong learning, employability, and inclusive professional growth, ensuring equitable access to quality education for all.

Through these initiatives, Woxsen University contributes significantly to:

- SDG 4 (Quality Education) – Increasing access to relevant technical, vocational, and tertiary education.
- SDG 5 (Gender Equality) – Empowering women through leadership and skill training.
- SDG 8 (Decent Work & Economic Growth) – Fostering job-relevant competencies and entrepreneurship.
- SDG 9 (Industry, Innovation & Infrastructure) – Integrating innovation and technology in learning processes.
- SDG 12 (Responsible Consumption & Production) – Encouraging sustainability through design and production practices.

Summary of Initiatives

Woxsen University is positioned as a leader in executive and vocational education, offering impactful short-term programs that merge academic knowledge with practical industry skills.

These programs are designed for diverse groups — including artisans, MSME employees, rural women, school teachers, and early-career professionals — demonstrating the university's commitment to inclusive skill development beyond the enrolled student population.

Key Programs & Activities

Digital Empowerment & Technical Skills Training

EmpowerIT – Digital Literacy and IT Skills Program

- A community-based digital empowerment initiative providing foundational computer literacy training to underprivileged women, teachers, and youth from Kamkole village and nearby areas.

The program covered essential topics such as MS Office, email communication, internet browsing, cybersecurity, and e-learning tools.

- **Impact:**
 - 150+ rural participants gained essential digital skills.
 - Helped bridge the digital divide in rural Telangana.
 - Enabled women to use technology confidently in their daily lives and professions.

Generative AI for Digital Marketing (MSME Collaboration)

- A specialized executive workshop introducing participants to Artificial Intelligence in marketing. The program included sessions on AI-based content creation, predictive analytics, and digital strategy for entrepreneurs and MSME managers.
- **Impact:**
 - 70 external professionals and business owners attended.
 - Promoted digital transformation literacy among MSME participants.
 - Developed participants' competence in AI-driven marketing, aligning with Industry 4.0.

Sustainable Design, Architecture & Vocational Craft Training

- A cross-institutional workshop teaching photogrammetry, 3D modeling, and heritage preservation techniques for architects and engineers. Conducted on-site at the Qutub Shahi Tombs, it offered a hands-on learning experience combining technology and cultural preservation.
- **Impact:**
 - 50 architecture students and professionals trained in advanced digital documentation.
 - Promoted global collaboration in heritage conservation.

Circular Economy Module for Fashion Design

- Introduced as a vocational course in sustainable fashion, this module emphasized the lifecycle of materials, circular production systems, and low-waste design. Students worked on case-based projects integrating sustainability into product design.
- **Impact:**

- 100+ learners completed the module.
- Contributed to developing eco-literate designers aware of sustainable consumption and production.

Desi Wool Project – Artisan Skill Revitalization

- A socially impactful vocational initiative training rural women artisans in product design and natural dyeing processes.
The project enhanced traditional wool production and connected artisans with modern retail markets through student collaboration.
- **Impact:**
 - Empowered 50+ rural women artisans economically.
 - Promoted sustainable livelihoods and craft entrepreneurship.

Sun-Path Model Workshop – Climate-Responsive Architecture

- A vocational workshop that trained students and local professionals in solar geometry and environmental simulation tools for sustainable architectural design.
- **Impact:**
 - Advanced participants' practical understanding of energy-efficient design.
 - Contributed to green skill development within the architecture sector.

Health, Well-being & Social Vocational Training

Swasthya Mela 2.0 – Workplace Health and Hygiene Training

- A vocational health fair for university staff and community members focusing on first aid, hygiene, nutrition, and preventive health care.
Conducted in collaboration with local healthcare professionals.
- **Impact:**
 - 200+ staff and local participants trained in personal well-being and first aid.
 - Built health literacy among non-academic workforce and community participants.

SheLeads – Women Leadership & Vocational Empowerment

- A short-term leadership program offering public speaking, negotiation, and self-management training for women in academia and industry.
The sessions were open to students, faculty, and external women professionals.
- **Impact:**
 - 120 participants enhanced their leadership and communication competencies.
 - Cultivated a network of women leaders in design, business, and technology.

Evidence & Event Reports to Attached:

EmpowerIT

Project Overview: EmpowerIT aims to provide comprehensive IT training and mentorship to 20 underprivileged children from Social welfare Womens College-Budhera and empowering them with valuable skills and opportunities. The project will be divided into several phases, including workshops, competitions, and mentorship, ultimately leading to the employment of the most promising candidate.

Date	Project started from 1/11/2023
Venue	Woxsen University
Participants	20 Women children from Budhera Womens college

Project Objectives:

1. Provide IT training and skills development to 20 underprivileged children.
2. Foster healthy competition to encourage learning and growth.
3. Identify and nurture the top 5 performers through advanced training.
4. Establish mentorship with a Professor for the ultimate winner, guiding their career path.
5. Facilitate the successful employment of the chosen candidate in the IT industry.

Project Timeline:

- Phase 1: Workshop Series - Month 1-3
- Phase 2: First-Level Competition - Month 4
- Phase 3: Advanced Training - Month 5-8
- Phase 4: Second-Level Competition - Month 9
- Phase 5: Mentorship and Employment - Ongoing from Month 10

Conclusion: EmpowerIT is a comprehensive project designed to transform the lives of underprivileged children by providing them with IT skills, mentorship, and employment opportunities.



EmpowerIT



ERS-initiative program

EmpowerIT

Free certification course for Government college students by Woxsen University, Hyderabad

Program commenced from November, 2023

Duration: 10 Months
Venue: Woxsen University

Course Details:

- ✓ Programming skills
- ✓ Presentation skills
- ✓ Training and Aptitude
- ✓ Usage of Software tools
- ✓ Mock Interview
- ✓ Training Materials
- ✓ Soft skill training
- ✓ Certificate after training



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ERS PROGRESS REPORT

SCHOOL OF ARTS AND DESIGN

The School of Arts and Design (SOAD), Woxsen University is primarily responsible for conducting activities related to the Sustainable Development Goals (SDGs), 5 – Gender Equality and 13 – Climate Action, as a part of the Ethics, Responsibility and Sustainability (ERS), activities of the institution, and contribute towards realizing the SDGs. The following activities were organized by SOAD during the month of August 2025, as a part of our commitment towards achievement of the ERS commitments of the institution.

Title of the program: Circular Economy Module for Fashion Design students.

Programme Summary:

1.	Program Objective	To introduce students of Fashion Design to sustainable approaches within the fashion and textile industry by transitioning from the conventional linear production model to a more sustainable circular production model.
2.	Date & Time	July – August 2025
3.	School/Dept.	SOAD – Fashion Design Department
4.	Venue	Woxsen University, Hyderabad
5.	UN SDG	SDG 12: Responsible Consumption and production SDG 13: Climate Action SDG 4: Quality Education
6.	Activity Type	Lecture and Case study discussions
7.	Impact Group	Faculty and Students
8.	Total Participants	Approximately 30 students
9.	Nos of Woxsen Students involved	30
1	Faculty Members Involved	Prof. Arun Gaikwad & Dr. Walter
11.	Link of LinkedIn post	

Detailed Report of the Program:

The Circular Economy module was introduced as part of the B.Des 5th semester curriculum for Fashion Design students, led by Prof. Arun Kumar Gaikwad and Dr. Walter. The sessions were structured to build conceptual clarity on the differences between linear and circular production models, while sensitizing students to waste generation, resource depletion, and unsustainable consumption patterns in fashion.

Students explored key themes such as recycling, upcycling, closed-loop systems, and cradle-to-cradle design, supported by global and Indian case studies. The sessions emphasized the benefits of adopting circular models, including environmental and economic advantages, while showcasing practical examples of industry adoption.

As part of the module, Dr. Walter conducted a specialized project titled “**Modular Fashion Accessory Design for Circular Economy.**” The project required students to design multifunctional fashion accessories capable of serving three distinct functions through advanced modular design. The aim was to help students

apply sustainability concepts while exploring innovation in modularity, durability, and resource optimization.

Outcomes of the module included students demonstrating their understanding of circular principles, applying them in accessory design, and critically reflecting on the role of modularity in reducing waste and extending product life cycles. The project outcomes aligned with the larger goal of preparing students as responsible designers with sustainability-oriented mindsets.

The initiative strengthened SOAD's commitment to sustainability, aligning academic learning with industry needs while advancing the goals of the Ethics, Responsibility, and Sustainability (ERS) agenda.

Conclusion

The Circular Economy module for Fashion Design students successfully combined theoretical insights with hands-on design exploration, enabling students to internalize sustainable design practices. By embedding circular economy concepts into core design pedagogy, Woxsen University is preparing future-ready designers capable of shaping a more responsible and resilient fashion industry.

Photographs of the Program:



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Title of the program: Button Masala Workshop

Programme Summary:

1.	Program Objective	To teach students a sustainable and innovative fashion design technique while fostering creativity, adaptability, and environmental awareness.
2.	Date & Time	June – July
3.	School/Dept.	SOAD
4	Venue	PM Lab - SOAD
5.	UN SDG	12 & 13
6.	Activity Type	Workshop
7.	Impact Group	High School Students
8.	Total Participants	
9.	Nos of Woxsen Students involved	
10.	Faculty Members Involved	Prof. Sanjay Guria & Prof. Vishakha Rao
11.	Link of LinkedIn post	

Detailed Report of the Program:

The Button Masala Workshop, organized by the Fashion Design department at Woxsen University's School of Arts and Design, introduced high school students to an innovative and sustainable approach to fashion design. This workshop focused on the 'Button Masala' technique, a unique draping method that creates garments without the need for cutting or stitching.

The core of the workshop involved hands-on learning of the Button Masala technique. Students were provided with materials including fabric, rubber bands, and sequins. They were then guided through the process of creating garments using only these materials, without any cutting or stitching.

Key aspects of the workshop included:

Sustainable Design: Students learned how to create environmentally friendly and waste-free garments using minimal materials. The absence of cutting and stitching demonstrated how fashion can be both innovative and sustainable.

Versatility: The workshop emphasized the adaptability of the Button Masala technique. Students discovered how a single piece of fabric could be transformed into various styles of garments, promoting the concept of versatile and multifunctional clothing.

Innovation: Participants were encouraged to think beyond conventional fashion design. They explored how the technique could be adapted for creating accessories, shoes, and even home furnishings, broadening their perspective on the applications of this sustainable method.

Hands-on Experience: The practical nature of the workshop allowed students to experiment freely with the technique. They created their own designs, learning through trial and error, and developing problem-solving skills in the process.

Collaborative Learning: While each student worked on their individual pieces, the workshop environment promoted sharing of ideas and techniques among peers, fostering a collaborative learning experience.

Students were excited to experiment with this method, discovering how a single garment could be transformed into various styles. This workshop not only promoted sustainability but also fostered innovative thinking and adaptability in design.

Conclusion and Follow-up Plan:

The Fashion Design department at Woxsen University's School of Arts and Design continues to push the boundaries of traditional education by incorporating innovative and sustainable practices into their curriculum. These workshops are just one example of how the department is nurturing the next generation of designers, equipping them with the skills and mindset needed to succeed in the ever-evolving world of fashion.

These workshops provided a platform for students to express their creativity while embracing sustainable practices in fashion design.

Photographs of the Program:





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Title of the program: Celebration of National Handloom Day.

Programme Summary:

1.	Program Objective	To celebrate India's rich craft traditions and promote sustainable design practices through immersive, hands-on workshops and collaborations. The program aimed to deepen students' understanding of natural materials and traditional techniques, while encouraging material sensitivity, process innovation, and design articulation.
2.	Date & Time	August 31st 2025
3.	School/D ept.	SOAD
4.	Venue	Woxsen University, Hyderabad – LT 1
5.	UN SDG	SDG 8: Decent Work and Economic Growth SDG 11: Sustainable Cities and Communities (preserving cultural heritage) SDG 4: Quality Education
6.	Activity Type	Guest Lecture, Exhibition and Workshop
7.	Impact Group	Faculty and Students
8.	Total Participants	100
9.	Nos of Woxsen Students involved	
1	Faculty Members Involved	Dr. Adity Saxena, Dr. Sadhna and Prof. Rajesh
1.1.	Link of LinkedIn post	https://www.linkedin.com/posts/aditysaxena_creative-energy-and-vibrant-campus-life-activity-7357302583150940160-xMJI?utm_source=share&utm_medium=member_desktop&rcm=ACoAAANqkO8BM96fXLgObGMKlxDeiS6fDII60IM

Detailed Report of the Program:

On the 31st of July 2025, the School of Arts and Design (SOAD) at Woxsen University came alive with creative energy and cultural engagement through a full-day celebration of India's craft heritage and sustainable design practices. The event brought together students, faculty, and industry collaborators to mark National Handloom Day, while also showcasing the outcomes of ongoing material exploration workshops focused on Eco Printing and Bamboo & Leather product development.

The primary objective of the day was to promote hands-on, immersive learning by engaging students with traditional techniques, natural materials, and heritage crafts. The program aimed to build awareness around responsible consumption, sustainability, and cultural continuity, in line with UN Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production), SDG 11 (Sustainable Cities and Communities), and SDG 4 (Quality Education).

The celebration featured three major components. First, in collaboration with the Weavers' Service Centre, Hyderabad, the National Handloom Day segment offered students an in-depth understanding of loom-based techniques, the history of Indian handloom, and the significance of preserving indigenous textile knowledge systems. Experts from the Weavers' Service Centre interacted with the students and demonstrated the richness and complexity of the handloom craft, while also encouraging dialogue on innovation and continuity.

Simultaneously, the Eco Printing Workshop provided an exploratory platform where students learned about natural dyeing and botanical printing processes. By using organic materials such as leaves, flowers, and roots, students created unique prints on fabric, understanding the environmental advantages and creative possibilities of natural dyes. This workshop encouraged eco-conscious making practices and introduced students to sustainable alternatives.

This celebration allowed students to engage with India's diverse material culture. The event reflected Woxsen University's continued commitment to integrating craft-based learning, sustainability, and cultural relevance into its curriculum.

The success of the event demonstrates how educational spaces can act as powerful sites for creative expression, cultural continuity, and environmental awareness, thereby preparing design students to be more informed, responsible, and globally relevant practitioners.

Conclusion

July 31st was a vibrant expression of Woxsen University's commitment to craft excellence, sustainability, and experiential learning. Through a day rich with collaborative engagements and creative showcases, students explored traditional and contemporary applications of handloom & natural dyes. The event not only highlighted the strength of India's artisanal heritage but also provided students a platform to develop confidence, storytelling ability, and a deepened respect for sustainable practices in design.

These initiatives align with Woxsen's broader vision of cultivating socially responsible, culturally aware, and environmentally sensitive designers of the future.

Photographs of the Program:





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Title of the program: SHELeads - Women Leadership Talk Series (Inaugural Edition)

Programme Summary:

1.	Program Objective	To foster dialogue on gender parity and women's leadership, encouraging students to critically engage with the realities of gender equity in India, and develop leadership skills
2.	Date & Time	22 nd September 2025 10:50-11:50
3.	School/Dept.	School of Arts and Design - Ethics, Responsibility, and Sustainability (ERS)
4.	Venue	Lecture Theatre - 2 Woxsen University Campus
5.	UN SDG	SDG 5: Gender Equality SDG 10: Reduced Inequalities
6.	Activity Type	Leadership Talk Series
7.	Impact Group	Junior Scholars, Students, and Faculty.
8.	Key Personnel Involved	Ms. Valbha Shakya, Deputy Director, Confederation of Indian Industry (CII), Centre for Women Leadership Dr. Adity Saxena - Dean, SOAD, Woxsen University Arun Gupta - Assistant Dean: ERS, SOAD, Woxsen University Prof. Debductta Choudhury Student Volunteer Team - Aswathi S, Harshavardhini Prasanna, Sai Krishna Saanvi Jupudi, Ankitha KP, Ahana Solanki, Hasini Muppa, Jashita Bagga, Laasya Manchukonda

Detailed Report of the Program:

The inaugural edition of **SHELeads - Women Leadership Talk Series** at Woxsen University marked a significant step in fostering meaningful dialogue on gender parity and women leadership.

The session featured **Ms. Valbha Shakya, Deputy Director, Confederation of Indian Industry (CII), Centre for Women Leadership**, who delivered a thought-provoking talk on *"Gender Parity and Women Leadership in India."* Her insights challenged students to look beyond surface-level

narratives, confront workforce disparities, and ask bold questions that matter for building an equitable future.

A unique highlight of this event was the tireless effort of the **student volunteer team**, whose commitment transformed this idea into a successful reality. From planning and logistics to coordination and execution, their dedication showcased the very spirit of leadership this series aims to nurture.

Special acknowledgment was given to **Dean Dr. Adity Saxena** for her constant encouragement and support in driving initiatives that empower students to learn, lead, and create change.

Conclusion:

The inaugural SHELeads session set the tone for an impactful leadership series at Woxsen University. By combining powerful insights from industry leaders with the enthusiasm and energy of students, the program created a platform for dialogue, growth, and empowerment. It reaffirmed the university's commitment to advancing gender equality and cultivating the next generation of leaders.

Photographs of the Program:







Program Name	KAWACH
Date & Time	23-5-2024, Time: 8:30-9:45am
School	Law
Venue	Cotton fields, near to Kamkole Toll gate
UN SDG	SDG 16-Peace, Justice, and Strong Institution
Activity Type	Legal aid and literacy camp for Labourers
Impact Group	Labourers (Men & Women)
Total Participants	70-75
No of Woxsen Students Involved	NA
Link of LinkedIn Post	(16) Post Feed LinkedIn

Brief Summary of the Event- 23rd May 2024

On, as part of the ERS Activity, Dr. A Sreelatha, Dean School of Law, Prof. Ummul Waraah School of Law and Mr. Sudhan, ERS Coordinator, Woxsen University visited MGNREGA labourers working in Cotton fields near Kamkole Toll Plaza.

Purpose of Visit:

The purpose of the visit was to provide legal assistance, awareness, and support to the MGNREGA laborers working in the cotton fields of Kamkole Village. The primary focus was on educating the laborers about their rights, addressing issues related to labor law violations, and assisting them in accessing legal remedies.

Observations:

- **Prevalence of Wage Violations:** A significant number of laborers reported receiving wages disparity.
- **Lack of Awareness:** Many laborers were unaware of their legal rights and the protections available to them under labor laws.
- **Complaint about Working Conditions:** Reports of working conditions and lack of basic amenities were common.
- **Children's education and skill-based training:** Labourers were particularly concerned about their children education and skilled based trainings.

Recommendations:

1. **Regular Legal Aid Camps:** Organize regular legal aid camps to ensure ongoing support and awareness.
2. **Training Programs:** Conduct training for laborers on their legal rights and how to assert them.
3. **Awareness Campaigns:** Implement awareness campaigns using local media, posters, and community meetings to educate laborers about their rights.
4. **Collaboration with NGOs:** Partner with local NGOs to provide a holistic support system, including legal, medical, and social services.
5. **Skilled based training:** Conduct training sessions on different skills which may help them to earn their livelihood in future.

The legal aid camp at Kamkole Cotton Fields was a crucial step in empowering laborers with the knowledge of their rights and providing them with the necessary legal support. The positive response from the laborers highlights the need for continuous efforts in this direction to ensure their rights are protected and upheld.

Pictures of the event:







NAME OF THE PROGRAM

ERS Activity: 5-Days Workshop on “Generative AI for Digital Marketing”

REPORT SUMMARY:

1	Program Name	Generative AI for Digital Marketing
2	Date & Time	12 February – 19 February 2024, 11 AM to 4:30 PM
3	School/Dept	School of Sciences
4	Venue	LT3, Woxsen University
5	UN SDG	SDG4
6	Activity Type	Skill Development
7	Impact Group	Undergraduate students
8	Total Participants	30
9	Nos Woxsen Students involved	18
10	Link of LinkedIn Post	https://www.linkedin.com/posts/woxsen-university_woxsen-woxsenuniversity-generativeai-activity-7162708042969497600-YWkp?utm_source=share&utm_medium=member_desktop

SoS-Workshop Report for February 2024

“Generative AI for Digital Marketing”

Place: LT3, Woxsen University

Date: 12-02-2024 (Monday) to 19-02-2024 (Monday)

Time: Workshop – Session 1 (10.30 AM to 12.30 PM) and Session 2 (14.30 PM to 16.30 PM)

Resource Persons:

1. Prof. Debductta Choudhury, Associate Dean - Accreditations & Assurance of Learning, Woxsen University
2. Dr. Daya Shankar, Dean - School of Sciences, Woxsen University
3. Dr. Beauty Pandey, Associate Professor, School of Sciences, Woxsen University
4. Dr. Ramakrishna Madaka, Assistant Professor, School of Sciences, Woxsen University
5. Mr. T Charan Sanjeev, Startups Coordinator – Trade Tower, Woxsen University

Members:

1. Dr. Daya Shankar (Dean, School of Sciences): **Event Facilitator**
2. Dr. Beauty Pandey, Associate Professor, SoS, Woxsen University: **ERS Co-ordinator**
3. Dr. T Santhosh Kumar, Assistant Professor, SoS, Woxsen University - **Event Moderator**

4. Dr. Dipak Kumar Sahoo, Assistant Professor, SoS, Woxsen University- **Event Moderator**
5. Dr. Ramakrishna Madaka, Assistant Professor, SoS, Woxsen University
6. Dr. Satish Mutyala, Assistant Professor, SoS, Woxsen University
7. Dr. Ram Shiromani, Assistant Professor, SoS, Woxsen University
8. Dr. Bikram Bikas Das, Assistant Professor, SoS, Woxsen University
9. Mr. Tejeswara Rao, Lab Instructor
10. Mr. Dhanunjaya Rao Tankala, Lab Instructor
11. Mr. Sagar Babar, Lab Instructor
12. Ms. Ruchitha Dogga, Lab Instructor
13. Ms. Sirisha Bangari
14. Mr. Gowrishankar, Lab Instructor
15. Mr. Chaitanya, Lab Instructor
16. Mr. Aniket Gorakh Jagtap, Lab Instructor

Student Volunteer:

School of Sciences Students

Event Overview:

The 5-day workshop on "Generative AI for Digital Marketing", skill development activity, organized by the School of Sciences at Woxsen University, from 12th February 2024 to 19th February 2024. This workshop aimed to equip students with knowledge and resources on generative AI and its application in the field of digital marketing to enhance the skills needed for professional development. A total of **30 participants from Telangana Social Welfare Residential Degree College of Commerce for Women (TSWRDCCW) - Sangareddy**, the workshop was thoughtfully planned to provide a inspirational and impactful experience to the participants.

Program Highlights and Summary:

Day wise Programme Highlights, and summary are given as follows:

Event Schedule:

Date/Day	Session-1 11:00 - 12:30		Session- 2 14:30- 16:30
12/02/2024, Monday	Prof. Debdutta Choudhury Introduction to Marketing	LUNCH	Mr. T Charan Sanjeev Ways of Digital marketing
13/02/2024, Tuesday	Prof. Debdutta Choudhury Marketing Positioning		Dr. Daya Shankar Introduction to Generative AI in Digital Marketing

15/02/2024, Thursday	Dr. Ramakrishna Madaka AI for Business Research	Dr. Daya Shankar Implementing Generative AI in Marketing Strategies (Hands on Session)
16/02/2024, Friday	Dr. Beauty Pandey Psychometrics of Personalization: Tailoring Campaigns	Dr. Daya Shankar Tools and Technologies Behind Generative AI (Hands on Session)
19/02/2024, Monday	Dr. Beauty Pandey EcoMetrics: Sustainable Marketing Practices	Dr. Ramakrishna Madaka Smart solutions: AI- enhanced research tools

1. **Introduction and Program Overview:** The day-1 of workshop began with inauguration at 10 AM, Shri. G.S. Bist, Assistant Director (Electronics), MSME-DFO, Hyderabad is the Guest of Honor. The inauguration provided a comprehensive introduction, setting the stage for an enlightening experience. The event's overarching goal was to equip students with knowledge on generative AI and its application in digital marketing.

2. **Resource-Person Led Sessions:**

Day 1 (12.02.2024)

Session-1: Topic - Introduction to Marketing

Resource Person: Prof. Debdutta Choudhury, Associate Professor, Woxsen University

He discussed about the Foundational Knowledge and core concepts of marketing that includes the marketing mix, market segmentation, targeting, and positioning, consumer behaviour and the marketing environment. He also discussed about key marketing terms: Gaining a solid vocabulary is crucial for understanding and applying marketing concepts effectively in digital marketing. He discussed about problem-solving skills to address marketing issues and opportunities faced by businesses and understand the importance of considering ethical and societal implications when making marketing decisions.

Session-2: Topic - Ways of Digital marketing

Resource Person: Mr. T Charan Sanjeev, Startups Coordinator – Trade Tower, Woxsen University

He discussed about creating valuable and informative content that includes blog posts, articles, infographics, videos, podcasts, eBooks and more. The content should cater to your target audience's interests and address their pain points. He also discussed about Search Engines Optimization (SEO) Use relevant keywords and structures of the

content to improve its ranking in search engine results pages (SERPs) and to promote the content to share it on social media, through email marketing, and other channels to drive traffic to your website or landing pages.

Day 2 (13.02.2024)

Session-1: Topic - Marketing Positioning

Resource Person: Prof. Debdutta Choudhury, Associate Professor, Woxsen University

He discussed about the core concept of positioning and its role in differentiating the brand or product from competitors. He also discussed about identifying the different types of positioning strategies and to understand the various approaches to positioning, such as by product attribute, benefit, competitor, price, use, or user. He discussed about analyzing the factors that influence positioning to recognize the impact of the target audience, competitive landscape, company resources, and marketing mix on positioning decisions.

Session-2: Topic - Introduction to Generative AI in Digital Marketing

Resource Person: Dr. Daya Shankar, Dean – School of Sciences, Woxsen University

He discussed about creating valuable and informative content that includes blog Identify the various applications of Generative AI in marketing and Explore how AI can be used for tasks like content creation, personalization, ad targeting, and marketing automation. He also discussed about the potential impact of Generative AI on the future of digital marketing to understand how AI might change the landscape and skills required for success. He explored the foundational knowledge and enthusiasm to delve deeper into specific applications of Generative AI in marketing.

Day 3 (15.02.2024)

Session-1: Topic - AI for Business Research

Resource Person: Dr. Ramakrishna Madaka, Assistant Professor – School of Sciences, Woxsen University

He discussed Explore how AI can be used for tasks like market research, competitor analysis, customer segmentation, sentiment analysis, and forecasting. Analyze the limitations and ethical considerations surrounding AI in business research to understand the potential biases, interpretability challenges, and ethical implications of using AI for research purposes.

Session-2: Topic - Implementing Generative AI in Marketing Strategies

Resource Person: Dr. Daya Shankar, Dean – School of Sciences, Woxsen University

He discussed the application of AI in wide array of aspects such as content generation, personalized marketing recommendations, optimization of marketing strategies and

predictive analytics. The resources shared in the session are valuable in streamlining the digital marketing process and ultimately drive better results for the growth of business.

Day 4 (16.02.2024)

Session-1: Topic - Psychometrics of Personalization: Tailoring Campaigns

Resource Person: Dr. Beauty Pandey, Associate Professor – School of Sciences, Woxsen University

She discussed the need for personalized marketing to better understand individual customer preferences and behaviour. The significance and science of psychometric analysis highlighted which will help in achieving increased customer satisfaction, enhanced brand perception, reduced cart abandonment, and better return on investment.

Session-2: Topic - Tools and Technologies Behind Generative AI

Resource Person: Dr. Daya Shankar, Dean – School of Sciences, Woxsen University

He discussed number of AI tools which are useful in generating new creative digital marketing content and also automation of content generation process. Tools such as ChatGPT, Dall-E2, Scribe, and Synthesia are valuable in generation of impressive marketing content in the form of text, image, documentation and video respectively.

Day 5 (19.02.2024)

Session-1: Topic - EcoMetrics: Sustainable Marketing Practices

Resource Person: Dr. Beauty Pandey, Associate Professor – School of Sciences, Woxsen University

She discussed the significance of EcoMetrics as quantitative indicators of sustainability aspect of an entity, majorly in terms of environmental and societal impact. Inclusion of such indicators pave way for sustainable marketing practices, reduction of the negative impact of business operations on the environment and caters the customer base who include sustainability aspect in making purchase decisions.

Session-2: Topic - Smart solutions: AI-enhanced research tools

Resource Person: Dr. Ramakrishna Madaka, Assistant Professor – School of Sciences, Woxsen University

He discussed AI-enhanced tools valuable in gathering, analysis and interpretation of consumer data. By leveraging the advantages of AI tools, businesses can gain deeper insights into market dynamics, consumer behavior, and competitive landscapes, enabling them to make more informed decisions and stay ahead in the market.

3. **Lunch Break:** A well-deserved break allowed resource persons to relax and recharge for the afternoon activities for each day.
4. **Closing Event and Feedback Collection:** The 5th day of workshop concluded with a valedictory event at 4:00 PM, followed by the collection of valuable feedback. This feedback will contribute to the continuous improvement of similar future events.

Active Participation of SoS Members:

The active participation of faculty members, laboratory instructors, and students from the School of Sciences further enriching experience for participant students. Through enlightening lectures by resource persons, knowledge on Generate AI will enhance students' skill sets in digital marketing, boosting their employability and readiness for crafting innovative and sustainable marketing strategies in the industry.

The success of the skill development workshop went beyond event impact, gauged by collaborative efforts fostering a culture of learning and empowerment among participants, encapsulating a transformative experience for all involved.

Key takeaways and Insights:

The "Generative AI for Digital Marketing" workshop delivers crucial insights and practical takeaways for marketers. Attendees acquire a deep understanding of applying generative AI in content creation, personalization, and data analytics. Hands-on experience with AI tools equips them to create engaging, targeted content. The workshop emphasizes ethical considerations, addressing transparency and fairness in AI-driven marketing. By exploring real-world case studies, participants gain inspiration for integrating generative AI effectively. Future trends discussions ensure marketers stay ahead in a rapidly evolving landscape. Overall, the workshop empowers marketers with the knowledge, skills, and ethical awareness needed to harness the full potential of generative AI in optimizing digital marketing strategies.

Conclusion:

The 5-day ERS Activity on Generative AI has significant implications for digital marketing. It can be used to create new content, including audio, music, art, and even entire virtual worlds, which can greatly enhance the customer experience and optimize marketing campaigns. Generative AI can also be used to generate personalized product recommendations that are tailored to each customer, leading to more revenue-generating opportunities. Overall, incorporating generative AI into marketing strategies can help businesses remain competitive and create new business opportunities. "Generative AI for Digital Marketing" workshop successfully executed its mission to equip students with knowledge on digital marketing, generative AI technologies and tools, sustainable marketing strategies, smart tools for market research and etc,. The event, under the expert guidance of Dr. Dipak Kumar Sahoo, Dr. T Santhosh Kumar, Dr. Beauty Pandey, Dr. Daya Shankar (Dean, SoS), and Resource persons created a positive and impactful experience for all participants, contributing to the overall skill development of the students who attended.

Some Photographs of the event:



WOXSEN UNIVERSITY

ERS Activity: Digital Marketing Awareness with AI Tools for Government College Girl Students

Generative AI for Digital Marketing

Organised by
School of Sciences

Sponsored by

MSME
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Facilitator	Coordinator	Moderators	
			
Dr. Daya Shankar Dean, School of Sciences, Woxsen University	Dr. Beauty Pandey Associate Professor, SOS, Woxsen University	Dr. T Santhosh Kumar Assistant Professor, SOS, Woxsen University	Dr. Dipak Kumar Sahoo Assistant Professor, SOS, Woxsen University

Venue: Woxsen University
Date: 12th-19th Feb 2024

www.woxsen.edu.in







REPORT SUMMARY:

1	Program Name	Swasthya Mela 2.0
2	Date & Time	6 th August 2024, 10:00 AM to 4 PM
3	School/Dept	SoS
4	Venue	LT4 & LT6, Woxsen University
5	UN SDG	SDG3
6	Activity Type	Medical camp
7	Impact Group	Woxsen University Faculty and staff
8	Total Participants	80
9	Nos Woxsen Students Involved	21
10	Link of LinkedIn Post	https://www.linkedin.com/posts/woxsen-university_woxsenuniversity-schoolofsciences-swasthya-activity-7226168363536801792-TCgc?utm_source=share&utm_medium=member_desktop

SoS-ERS Event Report for August 2024

“Swasthya Mela 2.0”.

Place: Woxsen University

Date: 6th August 2024 (Tuesday)

Time: 10:00 AM to 4:00 PM

Resource Person:

Dr. Thota Srikar, MD(Hom), PGDEMS (Emergency Medicine)

Members:

1. Dr. Daya Shankar, Dean, School of Sciences: Event Facilitator
2. Dr. Beauty Pandey, Associate Professor, SoS, Woxsen University - ERS Coordinator
3. Dr. Ramakrishna Madaka, Assistant Professor, SoS, Woxsen University
4. Dr. Dipak Kumar Sahoo, Assistant Professor, SoS, Woxsen University
5. Dr. T Santhosh Kumar, Assistant Professor, SoS, Woxsen University
6. Dr. Vishal Anand, Assistant Professor, SoS, Woxsen University
7. Dr. Madhuri Pola, Assistant Professor, SoS, Woxsen University
8. Dr. Amit Kumar Singh, Assistant Professor, SoS, Woxsen University
9. Dr. Suman, Assistant Professor, SoS, Woxsen University
10. Dr. K.S. Santhosh Kumar, Assistant Professor, SoS, Woxsen University

11. Dr Ashutosh Singh, Assistant Professor, SoS, Woxsen University
12. Mr. Chaitanya, Lab Instructor
13. Ms. Ruchitha, Lab Instructor
14. Mr. Aniket, Lab Instructor
15. Mr. Sagar Babar, Lab Instructor
16. Mr. Dhanunjaya, Lab Instructor
17. Ms. Pravali, Lab Instructor

Student Volunteers:

B.Sc and PhD Students from the School of Sciences.

Event Overview:

The "Swasthya Mela 2.0" organized by the School of Sciences Organizing a medical camp on 6th August 2024. This health-centric event aimed to prioritize the well-being of Woxsen University's Faculty and staff by providing comprehensive medical assistance and resources. With a focus on fostering a culture of health and resilience, the day was structured to offer a wide range of activities and services tailored to enhance participants' health awareness and practices.

Medical Tests, Free Medication and Health Assessments:

One of the cornerstones of Swasthya Mela 2.0 was the provision of extensive medical tests and health assessments, ensuring a thorough understanding of participants' health statuses. The medical camp offered a range of tests, including but not limited to:

Blood Pressure (BP) Monitoring, Blood Sugar Tests: Participants underwent blood sugar tests to evaluate glucose levels, aiding in the early detection and management of diabetes and related conditions.

Symptom Screening: In addition to standard tests, participants were screened for various health symptoms such as chest pain, shortness of breath, dizziness, fatigue, low hemoglobin, menstrual irregularities, post-viral fever complications, gastric complaints, weakness, vitamin deficiencies, hypertension, diabetes, and cardiac-related issues. Students actively participated in these screenings, gaining valuable hands-on experience. This comprehensive approach enabled the identification of potential health concerns, providing timely medical advice and interventions.

Medicine Distribution: Based on the various complaints, free medication was distributed.

Investigations: Based on the clinical conditions for better diagnosis purpose further clinical investigations are advised and referral given to higher health centres.

Program Highlights and Summary:

The medical tests and health assessments served as crucial components of Swasthya Mela 2.0 offering participants valuable insights into their health statuses and empowering them to take proactive steps towards better health. conducted these tests with precision and care, ensuring accurate results and personalized guidance for each participant.

Educational Workshops:

The event featured informative workshops on topics such as nutrition, stress management, and preventive care. These workshops provided participants with practical knowledge and strategies to improve their health behaviours and promote overall well-being.

Interactive Sessions:

Participants had the opportunity to engage in interactive sessions with doctor, where they could ask questions, seek advice, and discuss health concerns in a supportive environment. These sessions facilitated meaningful dialogue and encouraged participants to take an active role in managing their health.

Community Engagement:

Beyond medical tests and educational activities, Swasthya Mela 2.0 fostered a sense of community among participants. Through group activities and shared experiences, participants connected with peers who shared similar health goals, creating a supportive network for ongoing health improvement.

Key takeaways:

“Swasthya Mela 2.0” at Woxsen University highlighted the commitment to faculty and staff well-being through comprehensive health assessments, including blood pressure, blood sugar, and cholesterol tests. Conducted by experienced medical professionals, these assessments empowered participants with essential health information. Students actively participated, gaining practical experience and emphasizing community service. Dr. Srikar Thota's sessions on emergency preparedness and health tips enriched the event. Positive feedback from attendees underscored the initiative's success in promoting regular health check-ups and

preventive care. The event fostered a culture of wellness within the Woxsen community, emphasizing the importance of proactive health management.

Conclusion:

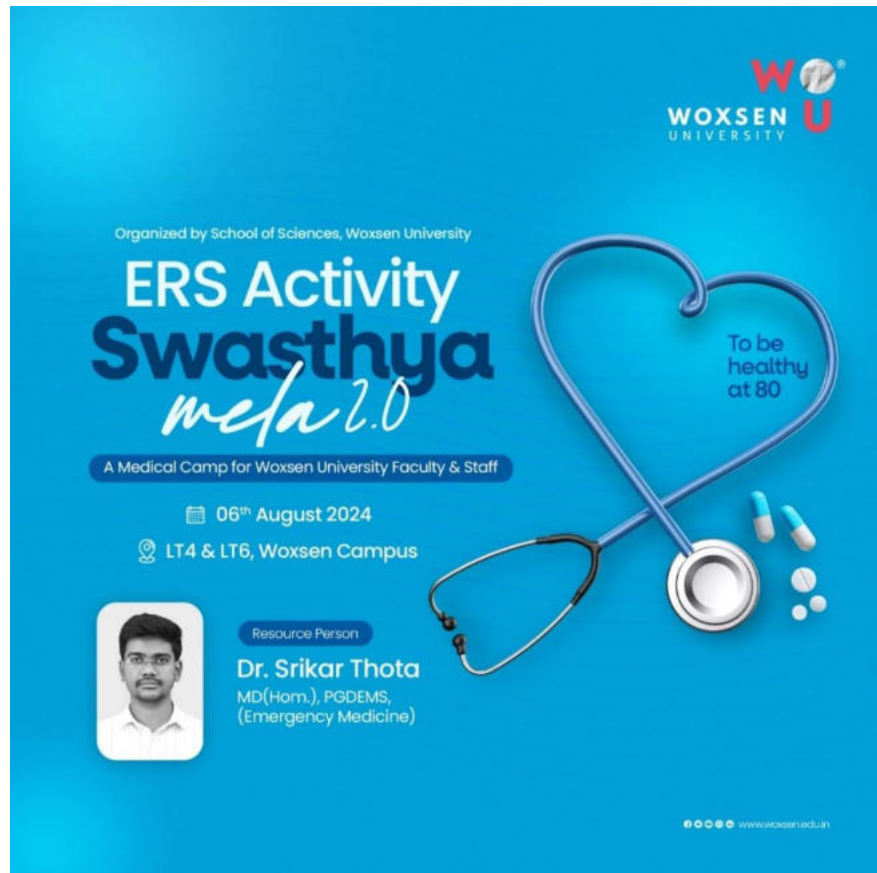
The inclusion of comprehensive medical tests and health assessments at “Swasthya Mela 2.0” underscored Woxsen University's commitment to the well-being of its faculty and staff. Organized by the School of Sciences, the event offered a variety of diagnostic services, including blood pressure monitoring, blood sugar testing, and cholesterol screenings. These tests, conducted by experienced medical professionals, provided participants with essential information about their health, empowering them to make informed decisions and take proactive steps towards healthier lifestyles. Personalized consultations further enhanced the value of these screenings by offering tailored health advice and recommendations.

A notable highlight of Swasthya Mela 2.0 was the active participation of students in checking vitals and assisting with the medical tests. This hands-on experience not only provided students with practical learning opportunities but also emphasized the importance of community service and collaborative efforts in promoting health and wellness.

Dr. Srikar Thota, MD(Hon.), PGDEMS, an expert in Emergency Medicine, played a pivotal role in the event. His sessions on emergency preparedness and general health tips were particularly well-received, further enriching the event for all attendees.

Swasthya Mela 2.0 aimed to instill a lasting awareness of the importance of regular health check-ups and preventive care. The positive feedback from faculty and staff underscored the event's success and its impact on fostering a culture of wellness within the Woxsen community.

Some Photographs of the event:













ERS PROGRESS REPORT SCHOOL OF ARTS AND DESIGN

The School of Arts and Design (SOAD), Woxsen University is primarily responsible for conducting activities related to the Sustainable Development Goals (SDGs), 5 – Gender Equality and 13 – Climate Action, as a part of the Ethics, Responsibility and Sustainability (ERS), activities of the institution, and contribute towards realizing the SDGs. The following activities were organized by SOAD during the month of May 2024, as a part of our commitment towards achievement of the ERS commitments of the institution.

Title of the program: NAYASA - a discovery platform to increase transparency and traceability of agriculture value chains in India and abroad.

Programme Summary:

1.	Program Objective	Designing a a discovery platform to increase transparency and traceability of agriculture value chains in India and abroad.
2.	Date & Time	January – May 2024
3.	School/Dept	Department of Industrial Design, SOAD
4.	Venue	Multiple locations in India and abroad
5.	UN SDG	1, 2, 3, 8, 9, 10, 12, 13, 14, 15, & 17
6.	Activity Type	Action-Research
7.	Impact Group	Small scale farmers and consumers
8.	Total Participants	10
9.	Nos of Woxsen Students involved	1
10.	Faculty Members Involved	Prof. Mrudul Chilmulwar, Prof. Santosh Kocherlakota and Prof. Kanna K. Siripurapu
11.	Link of LinkedIn post	

Detailed Report of the Program:

“Food systems are responsible for 80% of deforestation, 29% of greenhouse gas emissions and are the single largest cause of biodiversity loss on land.” India once had more 100,000 rice varieties. 90% have vanished from farmers’ collection. Small hold farmers are guardians of Traditional seeds. Farmers with less than 2 hectares (>80%), can’t compete with brands and middlemen and don’t have the know-how to take their products directly to consumers. On top of it, Adulteration and unregulated use of chemicals is rampant in the country. Nonetheless, today’s consumers want to know the story behind their food but the complex maze of certification process makes it difficult to both the small-scale farmers and the consumers. In this background, a group of professionals have initiated NAYASA, a discovery platform to increase transparency and traceability of agriculture value chains in India and abroad. The platform uses advanced blockchain, IoT, GPS, images, voice deception and AI to create a transparent and traceable Food Chain. NAYASA acts the platform for farmers to sell their organically grown products to a premium market of conscious customers. The platform is designed to measure environmental impact and provide insights into the environmental impact of food production.

Ms. Kanika Bukka, Semester VIII student, under the supervision of Prof. Kocherlakota, Prof. Mrudul Chilmulwar and Prof. Kanna K. Siripurapu, joined as an intern with NAYASA for her Graduation Project. Her contributions to the improvement of the platform was very well appreciated.

Conclusion and Follow-up Plan:

NAYASA is working in integration of advanced and new age technologies like blockchain, IoT, GPS, images, voice deception and AI to create a transparent and traceable value chain for agriculture sector.

Photographs of the Program:





ERS REPORT

Activity 1: Development of a Sunpath

Model for Climate-Responsive Design

Place: Woxsen University, Kamkole

Semester: VI, 27 students

Conducted by: School of Architecture and Planning

Date conducted: 20th February 2025

SDG Goals:

- SDG 7: Affordable and Clean Energy
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 4: Quality Education

1. Overview

The Sun path Model project is a hands-on initiative that explores the relationship between solar movement and architectural design. By using a laser-cutting machine to engrave and cut components on MDF, the model ensures precision in studying light, shade, and thermal comfort.

This activity aligns with ethics, responsibility, and sustainability by promoting accurate solar analysis, minimizing material waste, and encouraging climate-responsive design strategies. The model allows users to experiment with shading techniques, optimize energy efficiency, and understand how sunlight interacts with different architectural forms across various latitudes and longitudes.

Through this approach, the project fosters responsible resource management, encourages collaborative learning, and contributes to sustainable urban planning. By integrating solar studies into architectural education, the Sun path Model highlights the ethical duty of designers to create environmentally conscious and energy-efficient spaces.

2. Aligning with SDG goals:

1. SDG 7: Affordable and Clean Energy

The model helps analyze solar movement to optimize natural lighting and passive cooling strategies.

By understanding shading techniques, architects can design buildings that reduce reliance on artificial lighting and air conditioning, lowering energy consumption.

2. SDG 11: Sustainable Cities and Communities

Supports climate-responsive urban planning, ensuring buildings are designed for thermal comfort and energy efficiency.

Enhance resilience in cities by promoting adaptable shading solutions and solar optimization in dense urban areas.

3. SDG 12: Responsible Consumption and Production

Encourages responsible material use by minimizing waste through precise laser-cutting techniques.

Promotes sustainable architectural practices that reduce environmental impact while maintaining functionality and efficiency.

4. SDG 13: Climate Action

Contributes to climate mitigation strategies by designing buildings that adapt to solar patterns and minimizing heat gain.

Helps future architects and planners develop low-carbon, energy-efficient solutions for buildings and cities.

5. SDG 4: Quality Education

Provides experiential learning in sustainable architecture, bridging theory with practical applications.

Encourages students to develop analytical skills in solar geometry, energy efficiency, and passive design strategies.

3. Photographs of the model

