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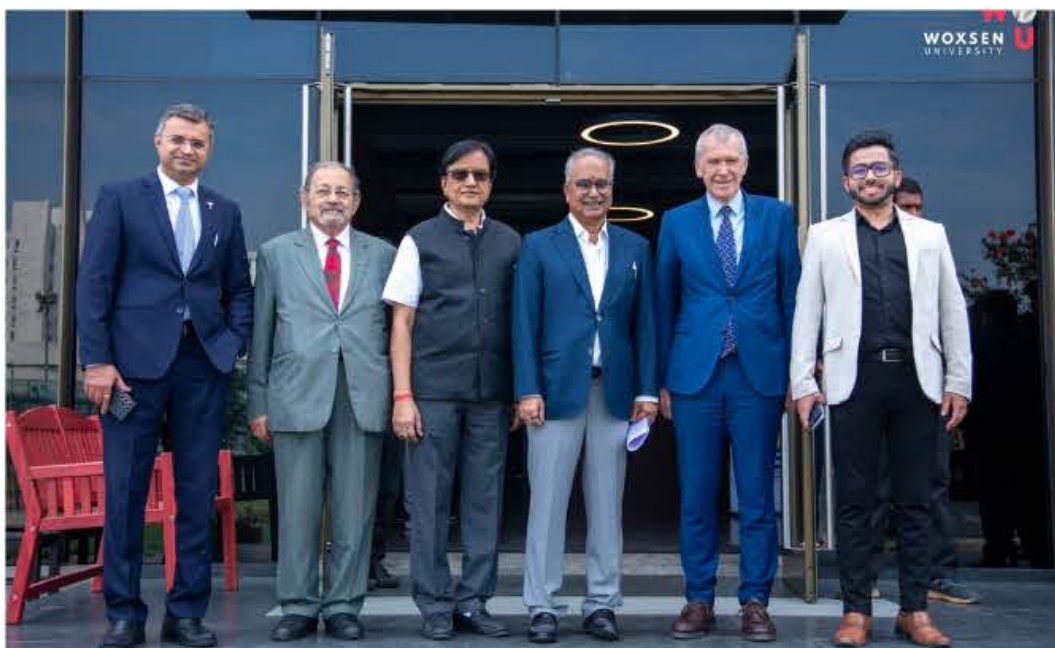
A DAY BEYOND DIPLOMACY:

By: - Geetha A., Jagruthi C.

Woxsen University welcomed Mr. Yves Leterme, the former Prime minister of Belgium on the 9th of January 2024 to be a part of "The International Conclave on EU-India as Strategic Partners for the Future of Higher Education. As a panel member of this conclave discussion, He highlighted the intricacies of India-Belgium relations and the potential for enhanced collaboration between India and the European Union (EU). In his 30-minute speech, He reflected on the unique identity of Belgium, and touched upon the linguistic and cultural diversity within the country and India's language skills, particularly in English, as crucial for fostering cultural, economic, and diplomatic ties. He said, "With Indians, we feel a kind of common values in terms of how we address the general interest, govern a country, see global challenges, think about multilateral systems."



Transitioning to the central theme of India-Belgium relations, Mr. Leterme in his Keynote Address on 'Enhancing India-European Union Bilateral Relations,' underscored the importance of cooperation among the three largest democracies—EU, India, and the US. He highlighted the bilateral trade between the two nations, noting the significance of sectors such as machinery, diamonds, pharmaceuticals, and textiles. He acknowledged the substantial foreign direct investment from both sides, with companies like Mittal, Tata, and others playing key roles. Mr. Leterme outlined four key domains for EU-India cooperation. The first focuses on transforming transport with an emphasis on infrastructural links for energy and water. The second priority is the establishment of an ecosystem for energy consumption, requiring innovation and investment. The third domain centers on the digital landscape, urging collaboration to promote Indian unicorns and enhance competition through cutting-edge technology.





The fourth domain emphasizes person-to-person cooperation, highlighting the importance of education exchange and tourism. During his visit, he was awarded "The Woxsen Award for Lifetime Contributions to Diplomacy" for his exceptional contributions to public service and leadership.

On the very same day Woxsen University also conducted Infinity Fest, a spectacular event that brought together a variety of skills and encouraged an environment that was both creative and educational for attendees. Woxsen University held the fest, which celebrated sustainability, innovation, and diversity. The event offered visitors a genuinely rewarding experience with a range of stimulating events, such as keynote presentations, seminars, and panel discussions. The stimulating panel discussions that addressed a wide range of themes with a focus on sustainability were one of the highlights of Infinity Fest. Prominent specialists, business executives, and academics discussed the urgent problems confronting the globe right now and looked into creative solutions for a sustainable future. The conversations provide a forum for idea sharing, encouraging teamwork, and motivating constructive



The former prime minister of Belgium was a prominent participant in one of the panel discussions, lending the occasion a little of political knowledge and experience. Their participation offered a distinct viewpoint to the discussions, tackling worldwide issues and imparting insightful knowledge on governance and policy-making. The former prime minister's participation demonstrated the festival's dedication to uniting all viewpoints and opinions in order to develop an all-encompassing strategy for dealing with challenging subjects. The enormous talent pool that exists inside the university and the outside community was also on display during Infinity Fest. A range of cultural events, including exhibitions, demonstrations, and performances, were planned to honor creativity in all its manifestations. This multidisciplinary approach gave the festival an additional depth and richness, fostering an environment where attendees could enjoy and interact with different expressions of talent and innovation.

Through the annual event, participants were able to meet with mentors, industry professionals, and like-minded individuals, serving as a hub for networking and collaboration. Participants got the chance to talk about possible joint ventures, exchange concepts, and create enduring connections that might result in important initiatives and projects.

All things considered, Woxsen University's Infinity Fest was successful in establishing a lively and welcoming environment for conversations on important global issues, artistic expression, and intellectual interchange. With a wide array of skills, thought-provoking conversations, and the presence of notable personalities such as the previous Belgian prime minister, the festival created a lasting impression on the community and motivated people to actively participate in creating a more sustainable and connected world.

Successful blood donation campaign held.

By Jaguthi C.

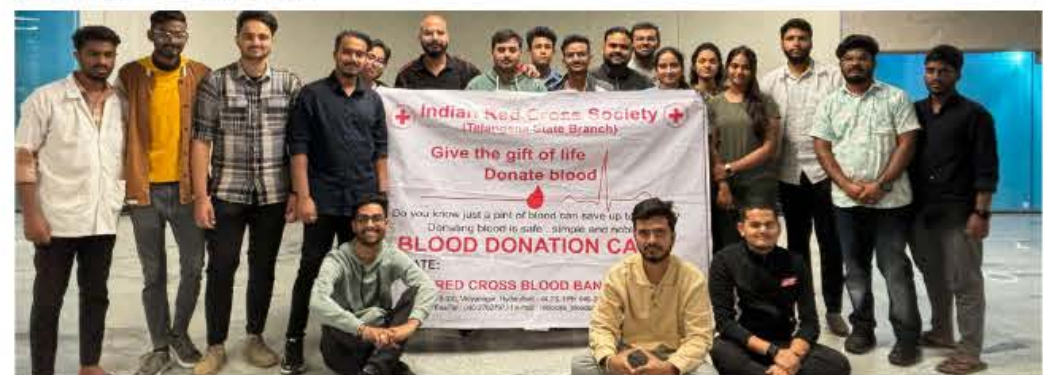


The marketing director's club at Woxsen University, in collaboration with the Indian Red cross society, On December 8th, 2023, enthusiastically planned and carried out a highly successful blood donation campaign as part of a determined effort to support the community's welfare and uphold its commitment to societal well-being. The university witnessed a remarkable convergence of compassion and commitment as the Blood Donation Campaign unfolded. This event demonstrated the institution's commitment to raising health awareness and cultivating a giving culture among its members. The goal of this remarkable project was to strengthen the university's social responsibility culture while improving the availability of life-saving blood supplies. The event was carefully organized and carried out with the goal of raising awareness of the vital need for volunteer blood donation.

The campaign yielded amazing figures, which demonstrated its actual influence. A respectable number of donors stepped up and gave a significant amount of blood units. The resource these contributions helped create can save lives and will have a big impact on the continuous demand for blood transfusions. Blood donation drives are essential for improving the health of the community, saving lives, and encouraging a charitable culture. This is an important and honorable deed because of the advantages it offers to both the individual donor and society at large.

Blood drives encourage a giving and selfless mentality in local communities. Donors enhance the well-being of the group by voluntarily offering a portion of themselves, highlighting the significance of compassion and empathy. Donors play a pivotal role in the success of a Blood Donation Drive, and their generosity is acknowledged and appreciated. The public's awareness and dedication may optimize the impact of blood donation, as every drop of given blood has the potential to make a significant difference. By working together, we can ensure that every community can freely enjoy the gift of life, maintaining health and hope.

To sum up, Woxsen University's Blood Donation Campaign on December 8, 2023, is evidence of the university's dedication to helping others. In addition to meeting a pressing social need, the event inspired generosity and volunteerism. The institution is unwavering in its commitment to support programs that make a significant contribution to the advancement of society even as it looks to the future.





Ego Unmasked _Critical Thinking Event

By K.Geetha Sahithi

In the grand ballroom of the human psyche, one partner stands out, twirling in the spotlight - Ego. Ego what do you perceive the term ego as? It does not definitely stand for 'EASY GOING'. Ego is a common point in every regular discussion. Ego emerges as far from Wallflower and comes out as a dance of self-confidence and self-perception. We define ego in many ways but when we think critically, What is ego? Is there anything to think critically about Ego Now that is my question to you all.

A critical thinking event was held on 21st December by The Literature club on the topic 'EGO'. Ego through a critical thinking process gave rise to a chain of discussions. The discussion was initiated between panelists Jaisukh Reddy, Isha Rani, Zoya Faisal, and Adhavan Kumar.

Some might view a strong ego as a positive trait, associating it with confidence, assertiveness, and a healthy self-image. This perspective sees the ego as a source of self-assurance. Some people argue that a person's sense of self-esteem or self-importance but "Is self-esteem, the same as ego" We could argue on that In Freudian terms, Ego serves as the realistic and rational aspect of the mind, mediating between the instinct-driven id and the moralizing superego.

The discussion started with Freud's theory about the ego and his perception of the term ego. The light was then shed on the generalized perception of ego in both positive and negative ways. The discussion traveled to many other paths from ego. Out of which focused on a person's traits and ego correlate. And some other enigmatic questions like "How do ego and pride coincide or differ in your opinion?" and "Is there a way for ego to exist in a healthy, non-negative sense? Is there space for it to exist in an egalitarian society?"

One of the other points of discussion that pressed on was "Do gender roles play a role in ego? Do you think it is biologically innate?" In my opinion, though some people might argue that it might be biologically innate it is the psychological factors like the environment they grew up in that really play a role in ego and gender roles.

Apart from panelists, the audience had their share of part in the discussion though the conversation did a little shimmy away from the main theme, it was like catching an unexpected beat drop. The event wrapped up not just as a chat but as a wild ride. The interactive stage between the audience and the panel members is what made it interesting. It was an interactive exploration of the intricacies of the human psyche, a dance that left an indelible mark on the audience, and in the end, the ego is the only part of the conscious personality. It's what the person is aware of when they think about themselves and what they usually try to project toward others.





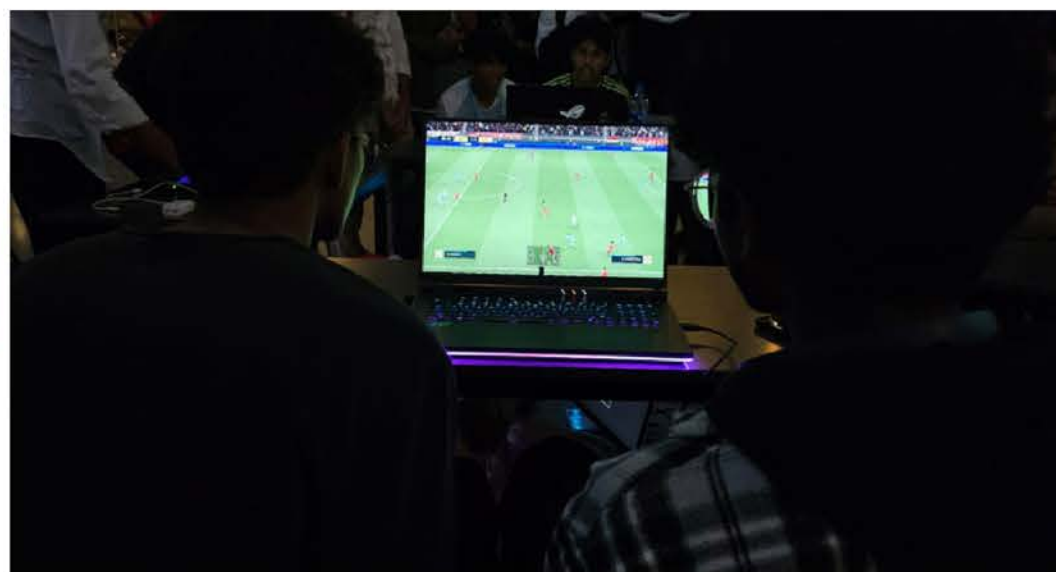
“Eat. Sleep. Game. Repeat.”

By : By Sai Vyomini Patamsetty

“Failure doesn’t mean the game is over, it means try again with experience.”

Insomnia , the gaming club of Woxsen organized a fun, exciting, entertaining, and engaging FIFA Gaming Tournament, where gamers participated to show their skills. There were around 56 participants. The event took place on the 12th of December, at the admin block, from 5:30 pm to 9 pm. The competition’s guidelines were that a player may only select and represent one team during the competition. A player can select any squad from FIFA 22's championship league. Each half of a knockout match will last six minutes. Each half of the semifinals and finals will last ten minutes. A player may only use TEAM MANAGEMENT at the start and half of the game. If, there is a tie, penalties and extra time will be used to determine the victor.

The competition will be a knockout competition, any argument or use of racial insults by participants will result in disqualification. The student's joyful attendance and steadfast support contributed to the event's success. Their applause, words of support, and upbeat vibes were helpful to the team of Insomnia to make the event more exciting, the attendees' presence gave them more strength and made every second they spent on the pitch unforgettable. The gamers are sincerely appreciated for their devotion to the sport and their willingness to participate in this exciting occasion. Their passion has motivated them to pursue greatness and make a lasting impression. This event wouldn't have been possible without the unwavering, steadfast support of the team. The time, effort, and most importantly the presence of the attendees were, much appreciated





Reel it Rally

By : Manogna Addanki

This event was conducted by Ignite this month on 13th of December was diligently planned to give students a chance to demonstrate their skills in marketing and storytelling alongside interacting with the public. Participants in the unique format were required to submit a two-minute creatively branded video, with the chance to win a substantial cash prize of 1000/-for the best entry. The club's calculated decision to put stickers on ocean drink bottles as part of the event's marketing plan served as more evidence of the value of marketing and storytelling. This was a unique touch as well as a concrete illustration of the club's dedication to useful and successful marketing strategies.

It's a brilliant instance of how subtle, deliberate touches can make a big difference in marketing campaigns, demonstrating the club's commitment to creating memorable, impactful campaigns that defy expectations. The success of the initiative was demonstrated by the enthusiastic participation of students, who eagerly embraced the chance to combine their creativity and marketing knowledge. The event head, Sri Devi also gave some insights into what the club will be working on in the future, mentioning things like debates and other projects. Overall, this event showed a comprehensive approach to entrepreneurship education in addition to giving students a stage on which to display their talents. The club has established a good example for future initiatives by fusing marketing, storytelling, and practical promotional tactics. This has created an atmosphere where students can acquire the diverse skills required for success in the business world.

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“WBL Season 2: A Dazzling Display of Campus Basketball Excellence”

By : Poojitha Gattu

In the heart of Woxsen University, as January's chill gave way to the warmth of spirited competition, the Woxsen Basket League (WBL) unfolded its second chapter. This wasn't just a tournament; it was the canvas where dreams, sweat, and passion blended into a spectacle of pure sporting poetry.

From the very onset, the opening ceremony on the 2nd of January was an overture to a symphony of basketball. It was a night where the stars seemed to descend onto the court, not just in the sky but in the eyes of every player, spectator, and organizer. There was a palpable buzz, a sense of something monumental brewing, a story waiting to be told.

As the days progressed, the basketball court became a microcosm of life itself. Seven teams, each a melting pot of ambition and talent, showcased more than just their skills. Each pass, each dribble, each shot was a heartbeat, echoing the larger rhythm of the university's spirit. Among these, the Raptors, Great Gaffers, and Invictus emerged not just as teams but as embodiments of strategy, spirit, and resilience. Their games were less about the scoreboard and more about the display of human spirit in its most raw and beautiful form.

Behind this vibrant display of athleticism was an orchestra of seamless organization. The dedication of the organizers was evident in every planned match, every cheer of the crowd, every moment that captured the essence of the WBL. This wasn't just about managing an event; it was about crafting an experience, a memory that would linger long after the final whistle.

Personally, being at the helm of this event was an odyssey of emotions. Watching young athletes pour their heart into the game, seeing the stands erupt in cheers, feeling the pulse of the university beat in sync with the bouncing ball – it was a reminder of the unifying power of sports. The WBL was more than a competition; it was a celebration of dreams, efforts, and the sheer joy of playing together.

Now, as the league steers towards its climax, there's a bittersweet tinge in the air. The anticipation of the finale is mingled with the nostalgia of a journey that's nearing its end. This finale is not just a culmination of a tournament; it's the crescendo of a shared journey that has bound us all – players, spectators, and organizers – in an unspoken camaraderie.



Journey Beyond Horizons

By Manogna Addanki

Despite coming from a small town, Mr. Sapptarishi Ghosh had lofty goals. His early fascination with the whispers of the stars led him to frequently turn to stargazing for comfort. This habit slowly prepared the way for his dive into spirituality. Setting out on his academic path, he studied in Manipal, laying the groundwork for his following pursuits. Entering the corporate world, he developed into a versatile professional who explored industries like real estate, retail, and venture capital. His career peak came from being a member of the core team at Walmart when it entered the Indian market, when its retail empire was ranked as a Fortune 1 in 2008. Transitioning to the Aditya Birla group, Mr. Ghosh continued his trajectory associated with Kumar Birla. A geared fitness fanatic, Mr. Ghosh was deep into a cycling marathon when a tragic accident occurred in front of the IIT Bombay campus when a bus deviated from its intended route and struck a cycle track. The consequences were dire, and Mr. Ghosh ended up trapped between the worlds of consciousness and the unknown, deep in a coma.

After regaining consciousness, Mr. Ghosh set out on a quest to find comfort in the Himalayas. He dived into the depths of spirituality and self-discovery for months with Agoras and Nagas. A kaleidoscope of self-discovery, spiritual discourse, and introspection unfolded over several months. In the company of individuals who had committed their lives to the search for greater truths, Mr. Ghosh discovered himself delving into the spiritual depths and opening doors to a profound comprehension of the meaning of life and the interdependence of all things. Mr. Ghosh emerged from the silent retreats and the sacred talks with Agoras and Nagas not only physically but also spiritually renewed. The echoes of enlightenment reverberated through the valleys during his sojourn in the Himalayas, transforming it into a chapter of rebirth and permanently altering his course through life. By winter, Mr. Ghosh returned and said, "I've learned what I needed, with a clear direction for societal impact." When he returned to the business world, his priorities clearly changed to social causes, such as eradicating poverty and pursuing sustainable objectives. His business ventures now had goals in minds.

He started his first business, Veto Technologies, an ed-tech company serving more than 19,000 students with its headquarters in the United Arab Emirates. The first business, Veto technologies specializes in AI-driven tools, their platform was designed especially to help kids who were afraid of math.



**Prof. Mr.
Sapptarishi Ghosh**

Mr. Ghosh entered academia out of a desire to better society and ended up becoming a professor by accident. He enrolled in IIFT to pursue a long-held dream of earning a Ph.D. After that, he became an entrepreneur when some of his students who had been involved in one of his businesses expressed a strong interest in a digital marketing firm. This led to the creation of his third business, Smart Lapse. The journey continued when he relocated to Hyderabad, where the Woxsen chapter unfolded. His inadvertent professorial position served as a bridge between academia and entrepreneurship, demonstrating his adaptability and enthusiasm for empowering the following generation. Mr. Ghosh, he says, "I am a Sagittarian; one place doesn't excite me—I travel a lot." His passion for fast driving is another manifestation of his wanderlust, which parallels his career odyssey on a personal level.



When questioned what he had learned during his stay in Himalayas, Mr. Ghosh gave these three answers. First, he highlighted the simplicity of life, saying, "If you lose your ego that helps you to look at life from a neutral third-party perspective so, most of the conflicts and issues are resolved by itself." Although it is such a simple truth most of us fail to realize that a calm perspective arises when the ego is released, and conflicts can be resolved with ease. Second thing is Letting go, he says that if we latch on to stuff and won't let go, we will never get to enjoy the beauty of life. As much as it is hard to let go of something we love or care about, I believe letting go is the first step towards revealing the essence of beauty. It lies in letting go of obligations, baggage from the past, and attachments. One experiences a certain lightness and simplicity when they give up control, which lets life's beauty show through in its purest, most unrestricted form. Mr. Ghosh even says that it is important to love yourself. It was beautifully said by him with an analogy, "If you do not have money, you cannot give money to anybody else, so similarly if you cannot love yourself, you cannot spread that love." The third and most important Mr. Ghosh learnt was to doing good for the society. This deep insight highlights a change in his priorities and represents something more than just personal success. It displays a more comprehensive view of success as being entwined with the welfare of society.

"When you look within, most of the cases you look outside for motivation, we look outside for recognition, we look outside for empathy. We are sorted and we revibrate our energy." This view highlights the significance of introspection and intrinsic drive. Mr. Ghosh makes the point that one should look within rather than continuously looking outside for inspiration, validation, or empathy from others. Finding self-sufficiency and balance can be attained by introspection, self-awareness, and an awareness of one's own motivations. The idea is that when we are content and internally aligned, our energy is harmonized and we can navigate life with resilience and a stronger sense of purpose without being unduly dependent on motivation or affirmation from outside sources. In expressing what drives his enthusiasm for entrepreneurship, the he emphasizes the importance of adopting an entrepreneurial mindset, even if one is not currently involved in a business. It all comes down to developing an entrepreneurial mindset that is visionary, innovative, and problem-solving oriented. The idea that adopting this mindset creates an infinite number of opportunities implies that, even in the absence of a particular endeavor, one can view the world through the eyes of an entrepreneur, continuously searching for opportunities and answers.

Mr. Ghosh said, "Possibilities of life are limitless" and just like he said the limitless potential for development, transformation, and discovery is demonstrated by the possibilities that exist in life. Opportunities present themselves in unexpected ways throughout the vastness of existence, providing pathways for growth, learning, and personal development. The persona of Mr. Ghosh is a remarkable example of compassion, adaptability, and resilience combined with vision. Despite coming from modest beginnings, his spiritual journey and dedication to changing society demonstrate a deep level of self-awareness and kindness. His versatility is highlighted by his ability to move from corporate success to academia and entrepreneurship with ease. The path of Mr. Sapptarishi Ghosh is a reflection of our own infinite potential, where a symphony of limitless possibilities arises from the combination of spirituality, entrepreneurship, and societal impact.



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Echoes of Transition: An Ongoing Struggle

By Mehreen Abid

As we're on the brink of transitioning into the (hopefully) prosperous new year of 2024, we presumed it would only be appropriate to undertake someone from a batch that has only recently stepped foot into the university, but has already garnered quite a bit of attention over the past few months.

Featured for the last edition of 2023, Ryan joined the Bachelor of Arts course as a young, hearty soul - determined to crack the tough nut that protects the true essence of psychology at its core. One might consider him a novice in the field, but Ryan's curiosity tails back years ago, where the behaviour and the inner-workings of a human mind lulled him into a web of mystery that he insists on unravelling along his journey.

Tracing the root of said journey, only at 18 years of age, he's had to pack up and relocate over a total of 3 places - Singapore, Kerala, and now Hyderabad. His state of origin being Kerala, but growing up in Singapore, when asked about any difficulties or cultural shocks he's faced in the process, he jokes about how it seemed as if nothing else had changed around him except for seeing more people that share the same skin colour as him. "I thought the shift would be drastic, little did I know I had the best time in Kochi, Kerala.

It really is home, the people you are with, the kind of conversations you have," he comments. "Core principles remain the same, but between the superficial aspect and your core aspects, there is this middle layer of the way you think. That is what bridges those two thoughts - that is what varies majorly between the countries. The Chinese have a certain way of thinking, and we Indians have a different way of looking at things."

"Woxsen is a beautiful place, it's got everything you need to grow, everything that could nurture you to the fullest," he makes a statement. "And as with all the good things, it has its flaws. My advice is to use that authority given to you, and use that responsibly. If each and every student in this university adapts that mindset, our university could see clouds, orbits, planets, galaxies.

One of the notable differences that have managed to take him aback after moving to his home state of Kerala, though, is the freedom to express oneself openly. Brunei, being a majorly Islamic, absolute monarchical country has placed tough restrictions on certain lifestyles.

Any action that disagrees with the country's rules can get a person deported, or on the worse scale, being criminalised and heavily punished for offences. If found practising same-sex relations within the country's borders, the state extends a capital punishment to individuals that could include stoning and/or amputation.

In comparison, Ryan notes India is a place miles away in terms of openly accepting the lifestyles people choose to follow. "Sure, there is backlash to it but no one's gonna come stoning you, no one's gonna come gunning you down. That (difference) I find interesting."

And maybe it is this idea of change that fires up his ambitious spirit in the classrooms as well. For the past few months, the batch of his course has managed to draw a few stares in their relative direction and quite frankly, it's a buzz that deserves everyone's attention.

While he appreciates the management and the faculty for providing their best to help students grow, he couldn't help but notice how there are a few obstacles standing in the path of maintaining good relations between the faculty and students. He ends his statement by mentioning and outlining the responsibility of a student in these situations "After all, when you step your foot into the university as a student you have a place in there as more than just a student - you have a stake in it. You are a part of it, helping it develop just as it helps you".



Illuminating Horizons: Doing Business In Emerging Markets

By : K.Geetha Sahithi

In the vast maritime expanse of technological exploration, where each advancement propels us further into uncharted waters, the stage was set for the Doing Business on Emerging Markets (DBEM) event. A collaborative effort between Milpark Business School, the University of Brasilia, and Woxsen University, DBEM unfolded as a captivating maritime journey, reminiscent of a grand expedition sailing across India's fertile ground for ventures in emerging technologies. As the anchor lifted for this transformative event, attendees found themselves not just on an information voyage but a nautical expedition navigating the waves of innovation.

Guiding this seafaring odyssey were intellects from three esteemed institutions. Milpark Business School, the University of Brasilia, and Woxsen University set sail on aligned trajectories, navigating the complex seas of emerging technologies and markets to guide entrepreneurs toward uncharted potentials in India.

Enter Russell Belk, a luminary whose extensive experience became a maritime chart, skillfully plotting the course of global integration amidst the dynamic currents of the Indian market. His session steered those on board towards weaving emerging technologies into the vibrant tapestry of India's business seascape. Deepesh Keswani, one of the organizers told us that "Russell Belk showed them how his global integration could match with India and how the richness of India could get him a better understanding of the market" in his session. The event's agenda transcended geographical boundaries, allowing professionals from sectors like global centers to act as speakers, and guide the attendees through the intricate ways of India's global presence in the tech arena. This exchange of knowledge added a global perspective, enriching the understanding of India's role as a maritime hub in the ever-evolving landscape of emerging technologies.

As the inaugural day unfurled its sails on December 4th, 2023, Prabhu Chakravarti Das, HR Manager of ISKCON Mumbai, set the course, guiding the expedition with a session on "Business Leadership through the Lens of Ancient India." This served as the prelude to a holistic voyage bridging the past with the cutting-edge technologies of today.

Several professors at Woxsen University delivered sessions on sustainability, emerging technologies, finance management, and design thinking over a period of 10 days. Although the lectures were not attended by a large number of people, for those students who did attend, it was an engaging experience. International students from other business schools who participated expressed that it was an incredible experience that immersed them into Indian culture and provided insights into how business is conducted in Indian markets. They mentioned that this module offered a valuable opportunity for them to exchange learnings and forge partnerships between two countries with great potential.

DBEM extended beyond the conference rooms, offering maritime excursions akin to port visits to iconic sites like Golconda Fort and Charminar. These port visits showcased India's historical richness, acting as brief pauses in the maritime journey. Simultaneously, visits to tech maritime powerhouses like Infosys and T-Works became bustling ports, demonstrating the nation's trajectory of development in the modern technological maritime landscape.

Russell Belk was one of the special guests at this event. Russell Belk continued to illuminate the path on December 6th with his session on qualitative research in emerging markets. His insights acted as the maritime navigation system, guiding attendees through the nuanced currents of understanding and navigating the tech-driven complexities of emerging markets.

Behind the scenes, a league of maritime visionaries curated the event's success. Sir Chahat Mishra, Sir Abhishek Chatterjee, Laasya Priya Darma, Deepesh Keswani, Sreekanth Athreya, Yash Sutrave, and Tushar Patel were the maritime navigators orchestrating the expedition, ensuring a smooth journey that seamlessly blended technology, entrepreneurship, and global collaboration.

As DBEM dropped anchor on December 13th, 2023, Attendees disembarked not only with knowledge but with enthusiasm to embrace the opportunities that India's tech-driven seas hold. DBEM was not an event; it was a journey into the future where emerging technologies and market dynamics converge to shape the next chapter of entrepreneurial exploration on the high seas of business



innovation. India is a developing country with a scope of vast emerging markets and this event was a great peek into the future alliance and an opportunity that would help them look beyond the horizons.



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Faculty League

By: Sindhukavi.S

It would be a pity to miss out on the athletic calibre of the faculties at Woxsen and thanks to Krida for conducting a week long faculty league, from Dec 7 to Dec 12 featuring 5 sports such as Table Tennis, 8 ball pool, Badminton, chess and cricket with 50 to 100 participants.

In the Table Tennis category, Rizwan emerged as the winner, while Mr. Shyam claimed the runner-up position. The 8-ball pool witnessed a display of skill, with Mr. Krishna securing victory and Mr. MP. Naidu earning the well-deserved runner-up spot.

Badminton had three categories with winners all across, with Mr.Rajkumar clinching the title in men's singles and men's doubles along with Mr.M.P Naidu against the fierce team of Mr.Vishal K and Mr. Rizwan. The women's category brought out Ms Kashika as the winner and Ms.Nithusha as the runner up. In chess, Mr. Prem secured victory over Mr. Rajkumar.

The highly anticipated cricket match was won by the Vikings, with the Flying Falcons as runners-up. Mr. Sunil Tiwari earned the Player of the Season title.

In summary, the Faculty League showcased intense competition and sportsmanship, ana a special mention to Krida for meticulously planning the event and allowing its smooth execution.





“Innovative Minds Shine in Woxsen’s Marketing Showcase”

By Poojitha Gattu

The corridors of Woxsen University buzzed with an extraordinary vibrancy on the afternoon of December 13th, as MBA second-year marketing students unfurled their creative prowess in a captivating poster presentation. Under the astute guidance of Prof. Pratik More from the marketing department, 24 dynamic teams converged to illuminate the complex nuances of product life cycles across various brands.

This event, a first of its kind at Woxsen, was not just a display of academic knowledge but a testament to the practical application of B2B marketing strategies. Each team, armed with their in-depth research and innovative designs, embarked on a mission to convince a panel of professors of the merits of their work. The unique twist? Their fate rested in the hands of these professors, who were tasked with rating each poster out of a perfect ten.

From 3:30 pm to 6:00 pm, the event turned into a melting pot of ideas, with students passionately advocating for their brands. The air was thick with the spirit of healthy competition, yet underscored by a sense of camaraderie and collective learning. It was not just about scoring high; it was about embracing the journey of understanding the lifeblood of any product – its lifecycle in the market.

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What stood out was the palpable enthusiasm each team displayed, a clear indication of the practical skills honed during their course. This exercise transcended beyond theoretical learning; it was a real-world simulation of market strategies, persuasion skills, and the art of storytelling in marketing.

As the event drew to a close, it was evident that Woxsen's marketing students had not just learned about product life cycles; they had undergone a transformative experience. They had learned to sell not just a product, but an idea, a vision. This showcase was more than an academic requirement; it was a celebration of learning, creativity, and the indomitable spirit of future marketing leaders. In the corridors of Woxsen, the future of marketing beamed bright and promising.





University of Houston Professor delivers talk on Careers and Higher Education in Mass Communication

Dr Prashant Bhat, Assistant Professor, Jack J. Valenti School of Communication, University of Houston, Texas, delivered a session on careers and higher education in Mass Communication and Journalism, to the students of Semester 1 and Semester 3 of the BA (Hons) program of the School of Liberal Arts and Humanities, on Friday, 22nd December 2023.

Prof. Bhat gave an overview of the higher education scenario in the domain of Mass Communication and Journalism in India as well as in the US. He touched upon the scholarships available and the process of applying for the same. Dr Bhat also discussed in detail the status of the media industry in India and the US, and the career options available to students in this industry post their Undergraduate studies

Scope and Career Opportunities in Journalism and Mass Communication

Considering the rising popularity of mass communication channels, there is a significant opportunity for aspirants in the field of journalism and public communication. If you excel in your industry, you can work for some of the top publishing firms, production companies, news channels, and radio stations in India. The School of Liberal Arts and Humanities is among the best schools in India that offers the BA Journalism and Mass Communication Course with the best facilities for a brighter future.

The 90-minute engrossing session was followed by an interactive Q & A session in which Prof. Prashanth answered the queries raised.

The practice of journalism involves acquiring, analyzing, producing, and presenting news and information and reporting on recent events. The study of spreading information to a broad audience via various forms of communication is known as mass communication.

Journalism and Mass Communication program.

We are all interconnected via a network of various communication channels. We learn about them, whether it's the most recent international news or information on cricket scores. Technology and the media are entirely to blame for this. Spreading the information to a large population, such as the entire planet or nation, is what mass communication is all about.

Journalism is concerned with gathering and delivering news through print and electronic media if mass communication is the activity of distributing information. This requires a variety of tasks, including gathering information, writing, taking pictures, editing, and broadcasting or cable-casting news items. Journalism includes researching, examining, and reporting on national and international events, trends, current affairs, and other issues.





Top 8 Career Options in Journalism and Communication After BA Journalism and Mass Communication Degree:

Journalist

With the candidates graduating from the finest Mass Communication Colleges in Punjab, a journalism career is the one chosen the most frequently. It equips applicants with all the necessary information and abilities for journalism, enabling them to successfully communicate the real story to the public.

Radio Jockey (RJ)

A wide range of job prospects is opening in the young industry of radio jockeying. With a Journalism and Mass Communication degree, you may master a variety of communication skills, develop your creativity and your ability to think outside the box, and much more.

Content Creator

To produce content, various digital channels work with media, organisations, companies, and agencies. You may work as a sportswriter, an artist, or a journalist. You could even write about occurrences. Additionally, you may create branded materials for the corporate world.

Public Relations Professional

With a degree in J&MC, you'll have the greatest managerial, interpersonal, negotiating, and communication abilities to flourish in jobs involving public relations. Leading businesses all around the world are always looking for skilled people who can successfully represent their brand and establish a wide network and relationships in the industry. The need for PR specialists has increased dramatically as companies become more conscious of their brand image.

Publicity/Advertising Industry

Beginning with their bachelor's degree, students are educated about advertising and its usage. Using a notion to market your goods is the goal of publicity. Here, creativity is crucial. Numerous businesses in India need original concepts from imaginative artists and planners.

Broadcasting and Production

Additionally, a degree in mass communication might help you land a job on the assembly line. There are more career opportunities in fields including filmmaking, television production, editing, camera work, screenwriting, and art direction





Exploration Beyond Classrooms: SOLH Students' Trip to Bidar Fort

In pursuit of the University's mission and vision to broaden students' horizons, the B.A (Hons.) First Year students, accompanied by History faculty Dr. Brundaban Mishra, and SOLH Dean Dr. P.V. Satya Prasad, explored Bidar Fort on December 5, 2023. Dr. Dibyangana Biswas joined the students on this enriching visit.

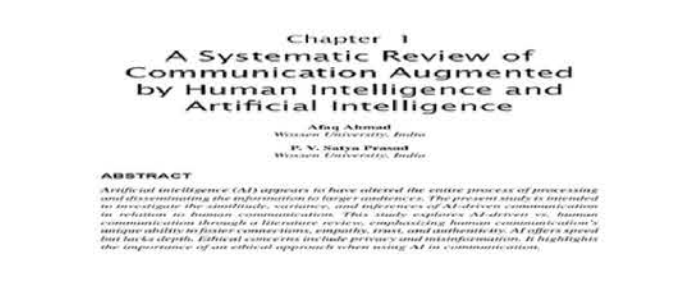


FACULTY ACHIEVEMENTS

Dr. Afaq Ahmad



In December 2023, the IGI Global Edited Book, indexed in Scopus and Web of Science, on 'Exploring Ethical Dimensions of Environmental Sustainability and Use of AI' featured a book chapter authored by Dr. Afaq Ahmad and Dr. Satya Prasad. Titled 'A Systematic Review of Communication Augmented by Human Intelligence and Artificial Intelligence,' this contribution highlights key insights at the intersection of human and artificial intelligence in communication.





Dr. Srinivas Junuguru



Dr. Srinivas Junuguru, the Alina Mungiu-Pippidi Professor of Public Policy and Co-Chairman of CoE-PPR at the School of Liberal Arts and Humanities, spearheaded an international conference titled "Common Prosperity: Addressing the Challenge of Cultivating Equality in Development." This conference was organized in collaboration with Prof. Dr. Zhang from The Common Prosperity Research Institute at Jiangsu University, as well as Dr. Ploberger, Co-editor of the Journal of Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (JCBIS) at Rajamangala University of Technology Tawan-Ok. The event took place on December 18, 2023.



Additionally, Dr. Junuguru received an ICSSR Minor Project titled "India's Growing Security Challenges and the Role of the Defense Sector," valued at 7 lakhs.

ICSSR-RMM-2023-XXXX	Dr. Name	Project Title
124	Dr. Abhay Kumar Rai	Development of a Computational Framework to Identify the Key Actors in Clandestine Networks
125	Dr. Neeta Rani	A Study of Village Defence Guards Scheme (VDGS) in Jammu and Kashmir
126	Dr. Srinivas Junuguru	India's Growing Security Challenges and the Role of Defence Sector
127	Dr. Virender Koundal	Geo-Strategic Importance of North-Western Borders of India
128	Dr. Rashida Ather	The Assessment of Health Status of Elderly Persons in Old Age Homes of Major Cities of Uttar Pradesh
129	Dr. Madhusmita Jena	India's Responses to Refugees: A Comparative Study of Tibetan Refugees and Sri Lankan Tamil Refugees
130	Dr. Akshay Kumar Singh	Criticality of Leadership, e-Governance, and Financial Inclusion in the Changing Landscape of Governance in UP: A Case Study, 2017-2022
131	Dr. K. Gireesan	Analysing the Opportunities and Challenges of FPOs in Organic Farming in Maharashtra: A Mixed-Method Study
132	Dr. Alok Kumar Gaurav	Evaluation of Police Emergency Response Support System (ERSS/Dial 112) Project of India: A Multilevel Study
133	Dr. A. Muthalakshmi	Impact of Integrated Watershed Management Programme in Mizoram: An Empirical Study



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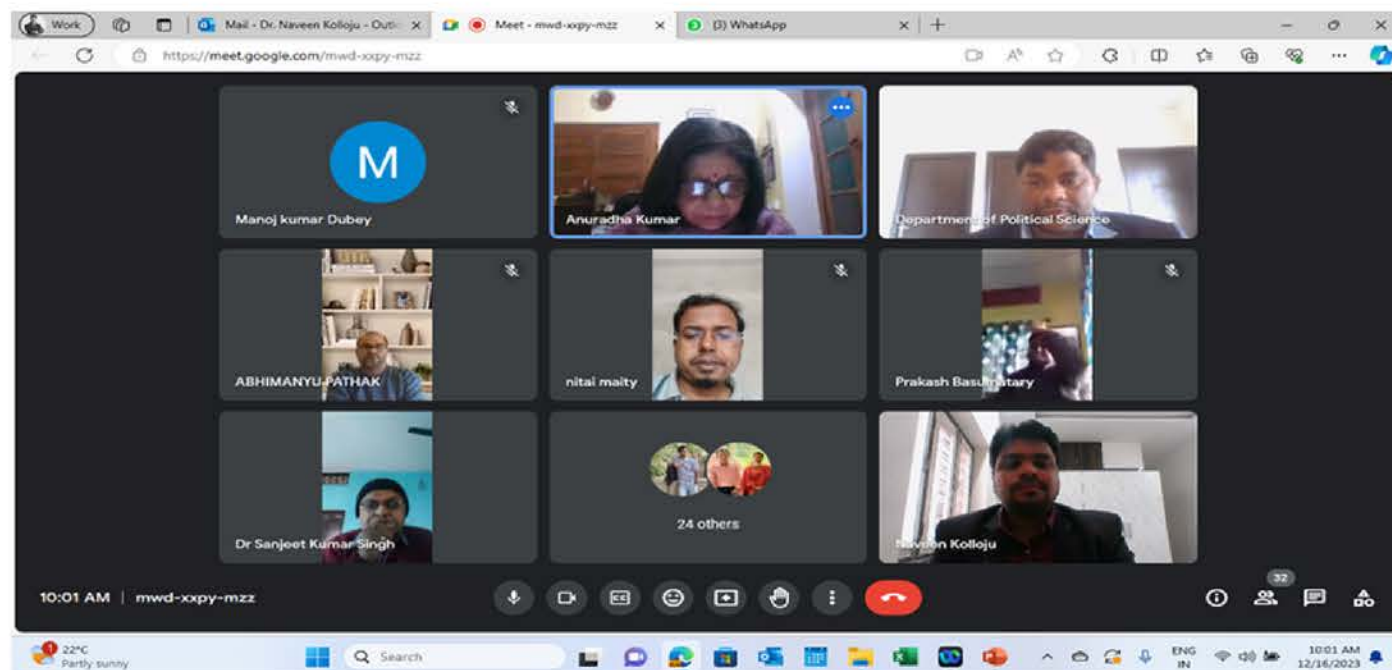
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Dr. Naveen Kolloju



On the 16th of December 2023, Dr. Naveen Kolloju, a faculty member at the School of Liberal Arts and Humanities, served as a resource person in the UGC-Refresher Course in Political Science. His session, titled "Trends and Issues of Governance in India," was part of an event organized by the Department of Political Science at the University of Allahabad in collaboration with the UGC-HRDC, University of Allahabad. The online lecture was conducted from 10 am to 11:30 am.



On the 13th of December 2023, Dr. Naveen Kolloju and Dr. Brundhaban Mishra orchestrated the Woxsen Stakeholder Meet. This gathering involved Adjunct Professors, Distinguished Professors, and Adjunct Faculty from the School of Liberal Arts and Humanities at Woxsen University.

At the Virtual International Conference on Common Prosperity: The Challenges of Generating Equality in Development, held on the 16th of December 2023 and organized by Jiangsu University in collaboration with Woxsen University, Dr. Naveen Kolloju from the School of Liberal Arts and Humanities presented a paper titled "SHG-Bank Linkage Model and Financial Inclusion of Rural Women."



School of Liberal Arts & Humanities woxsen University

Presents

STAKEHOLDERS MEET

Convenors



Dr. Naveen Kolloju
Associate Professor,
SOLH, Woxsen University.



Dr. Brundaban Mishra
Associate Professor,
SOLH, Woxsen University.

13 Dec 2023

4:00 pm to 5:30 pm
Mode: Online

Scan QR Code for
Join Meeting



Dr. Ranita Basu



Dr. Ravikant Kisana



EVENT POSTERS

Woxsen University Welcomes

Prof. Farooq Kperogi
Professor of Journalism and Emerging Media,
School of Communication & Media,
Kennesaw State University

Adjunct Professor
School of Liberal Arts & Humanities,
Woxsen University

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Aham Canadian University**
&
**School of Liberal Arts and
Humanities,
Woxsen University**



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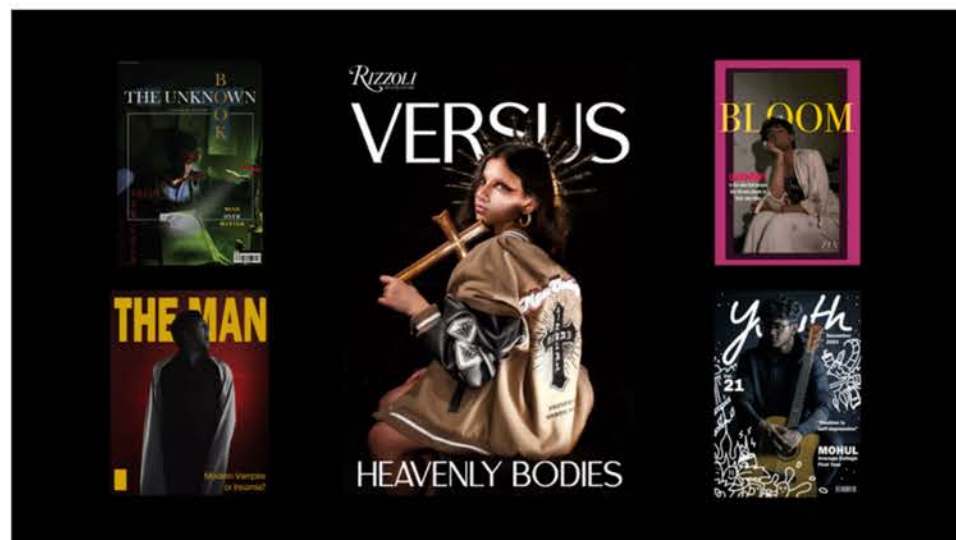
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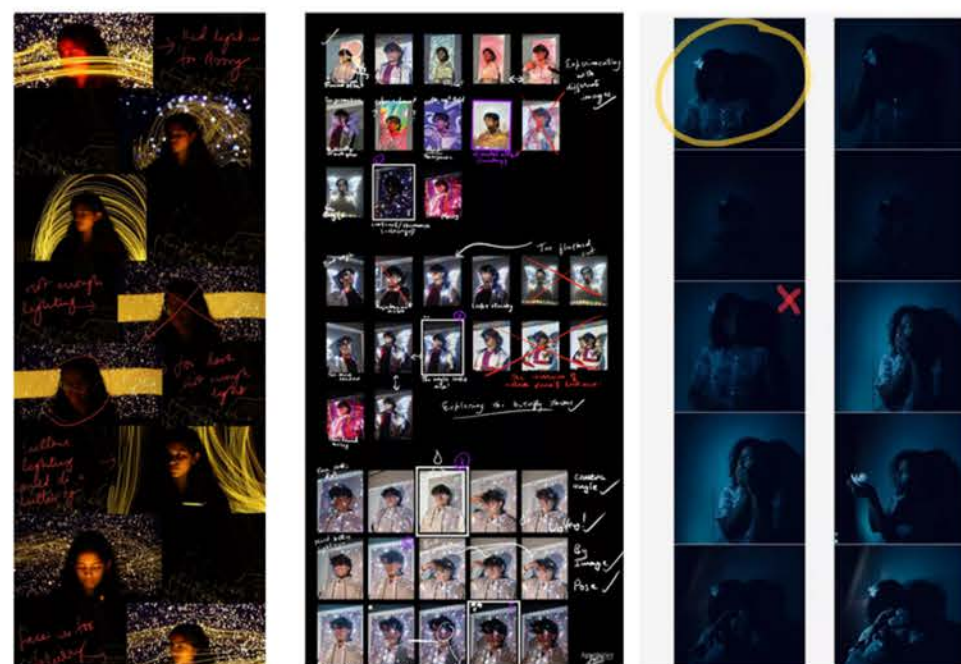


Unveiling Perspectives: A Journey Through the Introduction to Photography Course

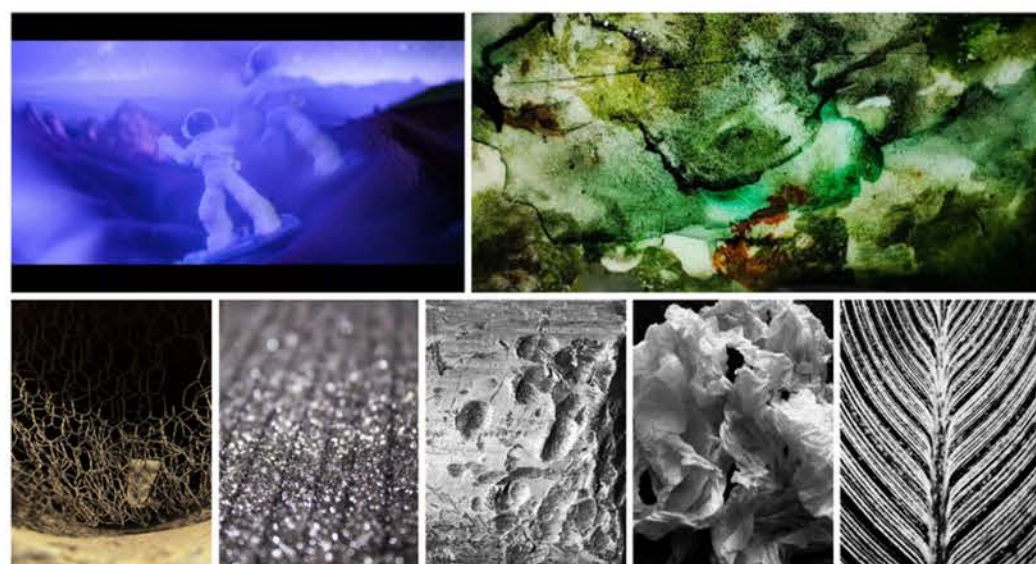
"Embarking on the captivating journey of photography, the "Introduction to Photography" course serves as a comprehensive exploration of the art and science of capturing moments and revealing the unseen facets of the visual world. Throughout the course, students are equipped with not only the technical know-how but also the creative insight to wield a camera as a powerful tool of expression. The series of engaging projects within the course challenges students to think beyond the lens, encouraging them to capture the 'unseeable,' explore pictorial effects, and delve into self-expression through photography.



The inaugural project, "Showing The Unseeable," transcends the ordinary and challenges students to capture the extraordinary through freeze-frame, long-exposure, or double-exposure-style photography. This project lays the foundation for understanding the basic operations of a camera and the significance of image making.



"Pictorialism" invites students to embrace the artistic side of photography by creating landscape photographs that experiment with light, color, texture, and aerial perspective. This project introduces students to daylight photography and explores the effects of outdoor light on surfaces, concurrently introducing basic technology used for image and photo-editing.



The third project, "Me, Myself & I," turns the lens inward as students explore the art of self-portraiture. Beyond capturing physical likeness, students think about the role of setting, costume, retouching, and graphic design, aligning with the exploration of methods of documentation, font, format, layout, composition, and software tools.

In the final project, "Transform, Reveal, Reframe," students revisit the self-portrait theme, refining their skills in setting, costume, retouching, and graphic design. This project serves as a culmination, supporting the exploration of documentation methods, font, format, layout, composition, and advanced software tools.

The "Introduction to Photography" course, with its thought-provoking projects, not only equips students with technical expertise but also nurtures a profound understanding of the visual language. Each project serves as a stepping stone, guiding students through the rich history of photography, imparting essential skills, and fostering an appreciation for the multifaceted art form. As students progress through these projects, they not only capture images but also craft stories, unveiling the unseen and mastering the art of visual expression.



On behalf of the School of Arts and Design at Woxsen University, we are thrilled to share the delightful news that Deekshath's short film, "Valayam," has earned nominations in an impressive 8 categories for the esteemed Indian Film House National Awards. (B. Design Students) 1st year.



Let's extend our heartfelt congratulations to the talented team:

- Deekshath (Nominated for Best Director & Best Cinematographer)
- Venudarshan (Nominated for Best Actor)
- Mythreya (Nominated for Best Editor)
- Premchandh (Nominated for Best Negative Role)

The competition is set to unfold in the vibrant city of Bangalore on March 3rd and 4th, 2024. We wish our dedicated team the very best as they showcase their creative prowess on this prestigious stage.

In the spotlight of the Indian Film House National Awards,
A heartfelt applause echoes for a tale well-told.

'Valayam,' a nominee with wings unfurled,
Soars across the cinematic realm, in eight categories
twirled.

Venudharshan, a stellar act to unfold,
Best Actor nominee, his talents extolled.

Under the directorial wand of Deekshath's finesse,
'Valayam' weaves its narrative, a cinematic caress.

In the House of Kubrick, the film finds its home,
Best Film nominee, where dreams freely roam.

A tale so compelling, a narrative pure,
Best Story nominee, its essence to assure.

Mythreya, the maestro of the editing suite,
In Best Editor nominee, crafting each scene so sweet.

Deekshath, the visionary behind the lens,
Best Cinematographer nominee, where every frame
transcends.

In the realm of suspense, 'Valayam' finds its place,
Best Film - Genre, a masterpiece to embrace.

Premchandh, with a role that shadows cast,
Best Negative Role nominee, a performance vast.

To the team of 'Valayam,' our wishes take flight,
In this cinematic journey, may you reach new heights.



Deekshath



Mythreya



Premchandh



Venudharshan

<https://www.indianfilmhouse.com/nominatedshortfilm/valayam>

The link for the nomination list

"Industry Connect" is an ongoing series of initiatives orchestrated by the Department of Communication Design within the School of Arts and Design. This program is strategically crafted to aid students in their preparation for future job placements by bridging the gap between the dynamic requirements of the industry and the existing skill sets and portfolios of the students. The series was inaugurated in the previous semester and continues to evolve.

In this current semester, we are delighted to kick off the series with the esteemed presence of Prashanth Paramasivam, a distinguished CG Supervisor at Bardel Entertainment in Canada. With an illustrious career spanning over 13 years, Mr Prashanth has amassed extensive experience in various facets of VFX, contributing significantly to Hollywood movies, series, and commercials such as Jungle Book, Dawn of the Planet of the Apes, Argyle, Kraven the Hunter, Old Guard 2, and Extrapolations. Notably, he has also left his mark on the gaming industry, having worked on renowned titles like Call of Duty: Advanced Warfare and FIFA 15.

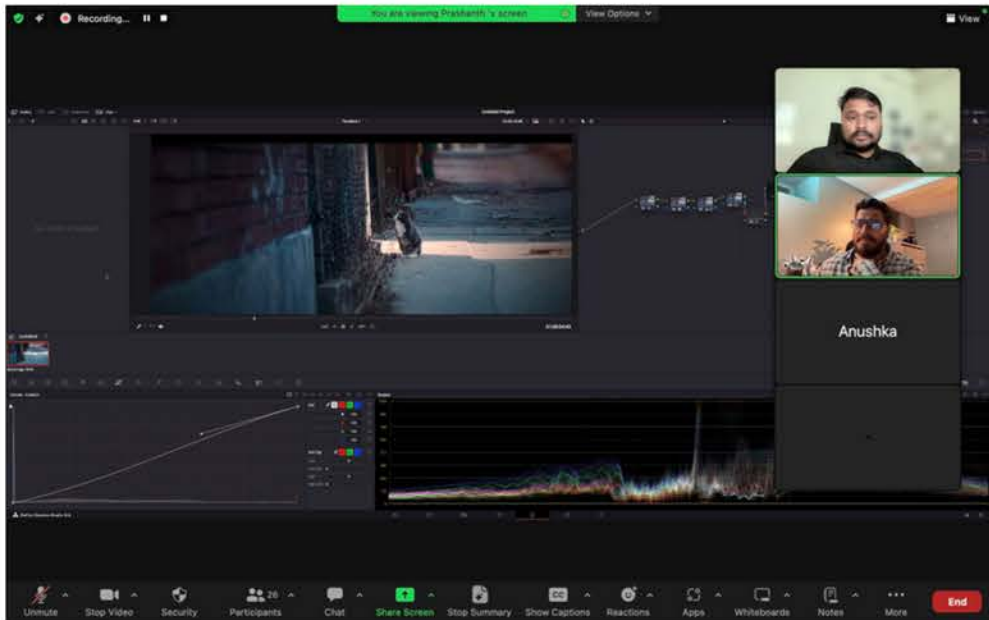
During the session, Mr. Prashanth shared invaluable insights derived from his vast experience in the realm of VFX. His expertise proved to be an enriching experience for students, particularly in the context of portfolio creation. His thoughtful responses and guidance have undoubtedly provided students with crucial perspectives on navigating the competitive landscape of the industry.

Session Date: 28th December 2023

Prestigious VES Nomination of Prashanth: <https://lnkd.in/gX7W2wh3>

Prashanth's VFX Show Reel: <https://lnkd.in/gfZS-wP4>

IMDB Profile of Prashanth: https://lnkd.in/gGJCni_r



We are absolutely thrilled and elated to have emerged victorious at MOOD Indigo, IIT Bombay, marking a significant achievement for our fashion students. It is truly an honor to stand on the podium this time, showcasing the remarkable skills and creativity of our students. The opportunity to connect with exceptional talents and engage in a competitive environment has been invaluable. A heartfelt thank you goes out to the dedicated organizers of MOOD Indigo for providing the platform for such a fantastic event. Special gratitude is extended to my incredible team of students; together, we made this achievement possible through sheer teamwork, determination, and a passion for fashion design. The victory is not just ours but a testament to the collective effort and spirit of collaboration.

We would like to express my sincere appreciation to the entire fashion design faculty team whose guidance played a pivotal role in supporting our students whenever needed. Their mentorship and expertise have been instrumental in nurturing the talents that have shone brightly at MOOD Indigo. This win is a celebration of teamwork, dedication, and the creativity that flourishes within our fashion design community.



#Moodindigo #iitbombay #Winners #Teamwork #fashiondesign

The Mentors



DR. RVR KRISHNA CHALAM,
PATRON



DR. RAUL V RODRIGUEZ,
CHIEF PATRON



DR. SATYA PRASAD,
CHIEF EDITORIAL
COORDINATOR



HRUDAYA REDDY A,
EDITOR IN CHIEF

The Writers

MEHREEN ABID,
WRITER

JAGRUTHI C,
WRITER

SINDHUKAVI S.,
WRITER

K. GEETHA,
WRITER

POOJITHA GATTU,
WRITER

L. MARY AISHWARYA,
WRITER

SAI VYOMINI PATAMSETTY,
WRITER

ADDANKI MANOGNA,
WRITER

The POCs

AYUSHMAN SINGH,
POC, SCHOOL OF ARCHITECTURE

BHARKAVI P M.,
POC, SCHOOL OF TECHNOLOGY

SIDDHARTH GATADI,
POC, SCHOOL OF DESIGN

The Designers

ISHANK JHA,
DESIGNER

SRIYA RAO,
DESIGNER

MISHKA C SURAJ,
DESIGNER

INDRAJA KOTA,
DESIGNER

SHUBHANSHU SINGH,
DESIGNER