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Infinity Fest: A Haleem Editorial

The three-day Infinity Fest of 2024 started off with a bang, featuring interesting workshops, wild performances, thought-provoking lectures, an explosive night of DJ beats, and most importantly, the food stalls. Amidst the celebrations, a long queue of people gathered at the Haleem stand, which served the stew to an eagerly awaited crowd of customers throughout the entire fest. □ Continued to page 2



Credits: Internet



MUM, DAD, I IDENTIFY AS A BAT!

Comic Corner

Comic by Thomas

An Informal Discourse by COE-DEI

A new talk show, "She Who Lives," was captivating audiences with its candid and personal discussions focused on women's struggles. Continued to page 8.....

Careers

The first misconception often encountered about journalism is that it's just like content writing. Sure, they might sound similar, but let's be real; they are not cut from the same cloth. Content writing is a master of spin, molding realities to fit a narrative. However, journalism is in a league of its own. It is not just about doling out facts and truths. It's about packaging them in a way that informs, inspires, and provokes.

Continued to page 11.....

Book of the month

What, Why, Who?? With these profound words echoing in the recesses of my mind, I embarked upon a journey unlike any other—a journey through the pages of Paulo Coelho's timeless masterpiece, "The Alchemist." As I delved into the enchanting tale of Santiago, a shepherd boy with dreams as boundless as the desert horizon, I found myself swept away by a tide of emotions, each word a gentle breeze guiding me toward the shores of self-discovery.

Continued to page 18

Student Profile

When Hrudaya Reddy made the decision to enroll herself at Woxsen University as a postgraduate student, she wasn't aware that that's the kind of perspective which would help her scratch the surface of discovering her true potential (professionally and personally) over the next two years. In honor of her final month with us, the editor-in-chief of WoxsenTimes is this edition's student profile. □ Continued to page 14

Through the Students side.....

A section which aims at bringing your story to our Woxsen Community in line with our new motto, 'Your Voice, Our Story. On page 15.

"If you don't like the news, go out and make some of your own."

— Wes Nisker



Vittal Gandhi Library stands behind admin block with its brutalistic architecture



Pic courtesy: L. Mary Aishwarya

Editorial

The One-Pot Wonder That Stole Our Hearts This Fest

By Mahreen Abid

The three-day Infinity Fest of 2024 started off with a bang, featuring interesting workshops, wild performances, thought-provoking lectures, an explosive night of DJ beats, and most importantly, the food stalls. Amidst the celebrations, a long queue of people gathered at the Haleem stand, which served the stew to an eagerly awaited crowd of customers throughout the entire fest.

Satndee at Infinity Fest.
Source: Woxsen Creatives



Credits: Woxsen Creatives

Offering delectable haleem and efficient service, it was no wonder it became a crowd favorite. The stall's special Chicken 65 haleem and classic haleem stole the spotlight, attracting curious looks from passersby. Despite the initial flood of

customers on the first day, the sellers rapidly regained control on days two and three. Among all the stalls, the haleem stand was the fastest, consistently serving excellent and piping hot haleem from large degs prepared in the city itself, and packaging them in

Every morning, as the sun rose and the walkie-talkie crackled to life, it signaled the start of the day. Stall owners remained on edge, mindful of the looming health inspector ready to check hygiene standards at any moment. Despite these concerns, the ice cream and juice stalls proved to be the day's saving grace, providing much-needed refreshment and energy in the scorching heat. The Haleem stall, in particular, showcased remarkable performance, drawing significant praise from visitors.

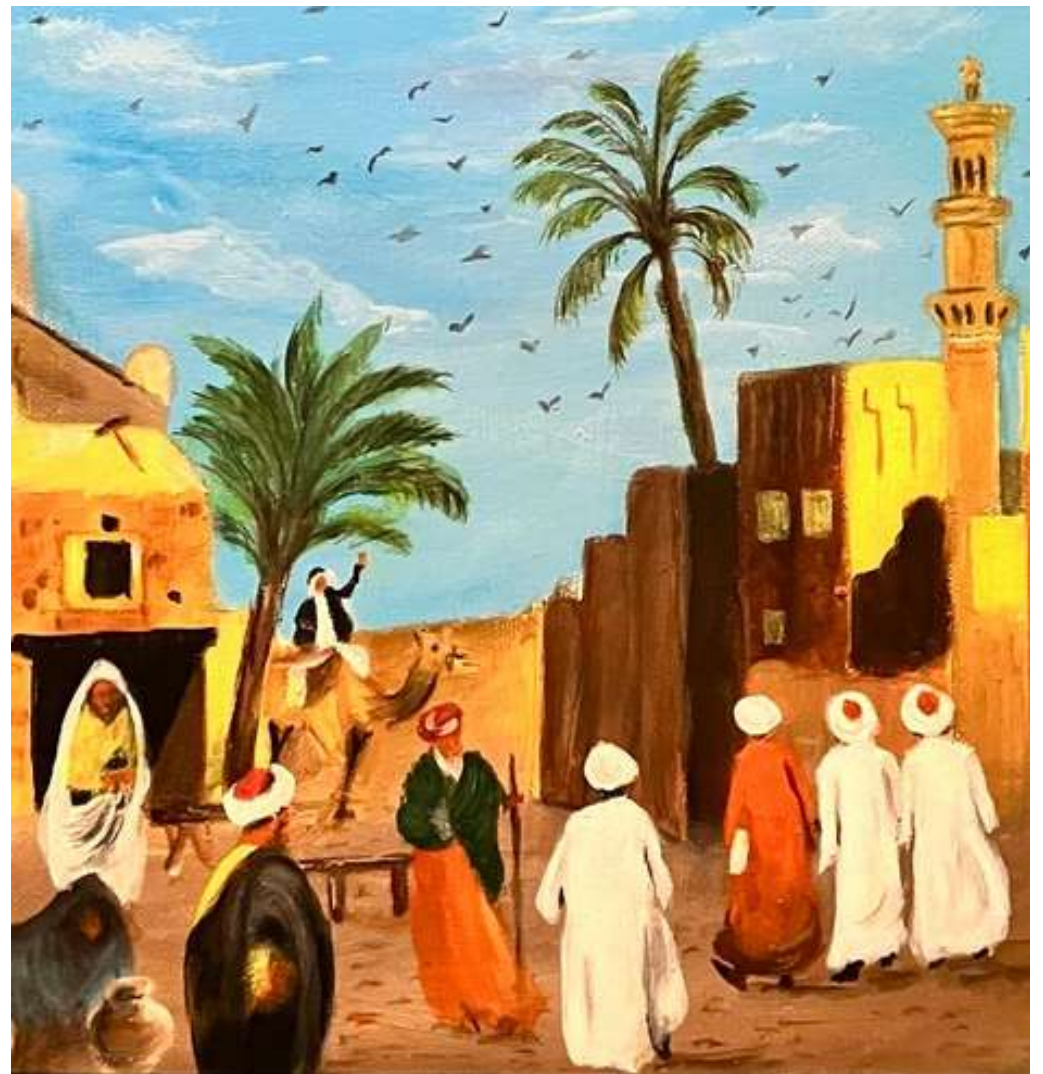
boxes suitable for a single person's appetite in just under two minutes. However, the stew's appeal to students may be attributed not only to its flavor but also to the effective volunteer work behind its preparation.

From Arabia to Hyderabad.....

When the crescent chand was sighted on the 12th of March in India, it brought with it greetings of warm hugs, families huddling around to greet relatives on video calls, groggy sehri meals at 4 am, group chats filled with 'Ramadan Mubarak!' stickers, and iftar celebrations that illuminated people's living rooms. As you walk past the nooks and crannies of every street in Hyderabad, your senses will be tantalized by the rich aroma of crispy onions, the citrusy scent of half-cut lemons, tender meat, fried cashews, and garam masala that envelops you like a familiar hug at each step of the way, eventually drawing you into its embrace of pleasant spices and juicy meat. Is it...?



Source:Internet



Source:Internet

Spot on. In the state of Telangana, this dish is affectionately referred to as Hyderabadi haleem. During the month of Ramadan, those who fast during the day often find themselves indulging in spoonfuls of this nutritious and delightful meal after sundown. Although it is a delicacy that can be enjoyed all year round, tradition compels it to become a must-have during the holy month by observers and non-observers of fasts alike. A rather frequent misperception of Haleem is that it's solely associated with Islamic festivities, but that's far from the truth. Just ask the Jews! Persian Jews have been preparing Harees on the seventh day of the week as part of their tradition extending back to the Middle Ages.

Meanwhile, Syrian Christians celebrate the preparation of the dish, which typically takes eight to nine hours, on the Day of Assumption, celebrated as the day the Virgin Mary is said to have ascended to the heavens.

Hyderabad as a city not only embraces the laborious task of consistently grinding Harees in enormous degs multiple times throughout the day but also celebrates the delicacy itself, regardless of its lack of local origins. How, then, did it arrive here?

Tracing its origins reveals that it is a product of an Arabian dish known as Hareesah, whose roots stretch back to the 10th century. The mastermind behind this meal intended for simplicity at its finest; Saif al-Dawlah Al-Hamdani first referenced it in his Kitab al-Tabikh.



Source:Woxsen Creatives

Certainly, its Syrian and Iranian roots highlight the marvels of cross-border cultural exchanges. In a remarkable journey, this delightful dish made its way through harsh weathers, dreary hills and mountains, risky endeavors with bandits, treacherous winds, and perilous temperatures, all to nestle itself in a mellow corner of the hearts of Mughals in Central India.

The Ain-i-Akbari, an account of Emperor Akbar compiled in the 16th century, initially considered the original recipe rather bland. However, with their own twists and folds, the Mughals experimented elaborately with desi ghee, nuts, and other spices until it graced the eating quarters of royals and nobles in the form we're now most familiar with - haleem.

Another century passed before the recipe penetrated southern provinces, particularly those ruled by the sixth Nizam Mahbub Ali Khan. The successful reclamation of Hyderabad's own variation of the original harees by the local netizens was marked by its popularity outside of royal dinner gatherings, where it was given special attention by itself.

We asked some students for their voices on Haleem at Infinity.

Of course, students often find the flavor of haleem more appetizing than its intricate past.

"I see the appeal of it for those who don't have any other option (to eat), but if you go to the city and have the same thing, I'd call it pretty average,"

said an MBA second-year student in response to a question regarding the flavor.

"I found it tastier in the same spot in the city (than here),"

another BA second-year student remarked.

The 2024 Infinity Fest concluded with a remarkable finale, marking the end of an awe-inspiring journey. Over its duration, the festival exceeded expectations, establishing new benchmarks for grandeur across different domains. From captivating film screenings to thrilling sports competitions and stimulating intellectual challenges, it sparked ambition not only within the campus but also beyond, owing to the dedication of volunteers and contributors. As the event came to a close, it was clear that it had made a lasting impact, weaving together a rich tapestry of diverse stories and experiences.

'Animal', Legitimizing Misogyny, Normalizing Violence.

by Sai Vyomini Patamsetty

The 'Animal' movie was in hype after its release. Some people call it Sandeep Reddy Vanga's twisted paean to masculinity, while others label it a classic Bollywood garbage rife with misogyny and senseless plot twists of a guy who has deep-rooted daddy issues. Still, for some, it remains a timeless classic of a son's eternal unconditional love towards his father, willing to go to great lengths for his admiration and affection. The debate club at Woxsen conducted a debate on the topic "Movies like 'Animal' Should Not Be Made, Considering Their Potential to Glorify Violence Against Women!" as a part of Infinity Fest on 11th March 2024, at the Moot Court from 2 pm.

The arguments covered artistic integrity, freedom of expression, and creativity, the impact of movies on society and global art,

Hollywood movies with similar themes and their effects, and the director's intent versus impact. Some participants delved deeper into these arguments, highlighting instances of how Ranvijay (Ranbir Kapoor) treated his wife and his affair with Zoya.

Ranvijay's justification for his actions, citing the need for information regarding a conspiracy against his father, was scrutinized. Additionally, the movie was criticized for its focus on Ranbir, featuring absurd action scenes, lack of logic, and a disjointed storyline, with actors like Anil Kapoor and Bobby being completely squandered. The movie's portrayal of a lawless world where violence is rampant was noted, with the ease of producing large numbers of corpses being a particular concern. Contrary to its classification as a family drama, it lacked emotional depth, and inappropriate content such as excessive violence, profanity, and inappropriate scenes further detracted from its suitability as a family film.



Woxsen Debate Club. Source :Woxsen Creators

Movies like "Animal" depict instances where a woman is explicitly told that she is valued for her ability to bear children, a notion shockingly portrayed as attractive to the female character. Additionally, scenes where a female character is asked to lick the shoes of the male protagonist to express love perpetuate misogyny, influencing real-life expectations and contributing to mental violence against women.

There are numerous Hollywood movies with similar action themes, such as those starring Jackie Chan, Tom Cruise, and the "John Wick" series, as well as franchises like "Men in Black."

There are numerous Hollywood movies with similar action themes, such as those starring Jackie Chan, Tom Cruise, and the "John Wick" series, as well as franchises like "Men in Black." However, unlike "Animal," these movies do not question the morality of women. Sandeep Reddy Vanga's film is a reflection of his worldview, depicting a world where arms and ammunition lead to catastrophe, lawlessness prevails, and a son yearns for his father's love. The portrayal of a character claiming to be an "alpha male" while cheating on his wife and defying principles of loyalty is normalized within the narrative, justified under the guise of protecting his father, his honor, and his empire.

The director aimed to address various topics such as patriarchy, family bonds, loyalty, love, and business wars in the movie, but interpretation ultimately depends on the audience's perspective. What may seem right or wrong to one viewer may not necessarily align with another's beliefs.

While movies should be enjoyed as entertainment without influencing one's mindset, it's important to acknowledge that films like this shouldn't be celebrated or integrated into lifestyles. Doing so could disrupt the peace and harmony of families and society as a whole.



Source :Internet

Club High

Snaketacular Success- Club Genesis Fun Snake and Ladders.

by A.Manogna



The recent Infinity Fest, which took place from March 11th-13th, was an exciting whirlwind of activities that kept everyone on the edge of their seats. But among the many eye-catching exhibits and fun games, one game stood out: Club Genesis's legendary Snake and Ladders managed to creep its way into everyone's hearts! Held in the admin block, the club Genesis, which emphasizes psychology, communication, and sustainability, added a touch of nostalgic charm to their events. Recognizing that students these days often yearn for a taste of the good old days, the club came up with a novel take on the traditional game of Snake and Ladders. This was no standard game of rolls and dice. The interesting twist here is that players were presented with dares, adding a fun puzzle element to the game.



Snakes and Ladders activity conducted by club Genesis. Source: Club Genesis and Woxsen Creatives

Did they take a chance to climb a magnificent ladder with another dare, or did they brave a dare to survive the slithery fall of a snake? This clever component not only added a healthy dose of anticipation and humor but also helped participants navigate the board together. The outcome? Snaking around the admin, excited players waited for their chance to take on the challenges and conquer the board. It was the perfect blend of good-natured rivalry, playful challenges, and nostalgic delight.

What is the name of Thor's Hammer

by Geetha Sahithi.K

On March 11th, at 2:15 PM, the Literature Club hosted a thrilling event as part of the Infinity Fest with a prize pool of 1,500 rupees: The Ultimate Fandom Trivia. The trivia session was led by Isha Rani. Fans from all corners of the campus came together to test their knowledge and passion for their favorite fandoms.

From Harry Potter to Marvel to One Piece, participants engaged in a frenzy of questions like "What is Superman's Kryptonian name?" and "What is Percy Jackson's weapon of choice?" The genre encompassed not just one, but three categories: Superhero comics, Novels, and Manga, each one more exciting than the last. Cheers erupted as teams raced to outwit each other, proving their dedication to their beloved series and characters.

Guided by the club's adept coordination, the event crackled with enthusiasm and fervor. Amidst the competition, friendships were forged, and memories were created, all in the spirit of celebrating the diverse and vibrant world of fandom.



Literature Club's Trivia Contest at Infinity. Source: WOXsen Creatives

As the event drew to a close, it became evident that the Ultimate Fandom Trivia wasn't merely a competition; it was a celebration of shared passions and the vibrant community that thrives within it. Beyond the thrill of victory and the cash prize awarded to Dhruv Nair from School of Design.

"It matters not what someone is born, but what they grow to be."

-Harry Potter and the Goblet of Fire, J.K. Rowling

Although there were many stunning events at Infinity Fest, Club Genesis's Snake and Ladders was one of the highlights of the show. It was a witty reminder that the most joy and connection can occasionally be derived from the simplest of games. The play had a deeper meaning; it gave everyone a chance to bond, engage in light competition, and explore a lighthearted version of group psychology. While Snake and Ladders, with its playful challenges, was the highlight of this particular day, Club Genesis had a wide range of activities beyond this enjoyable diversion.

Who killed Elizabeth Killingsworth?

by Geetha Sahithi.K

On March 12th, at 2:30 PM, The Literature Club and the Center of Skill Development collaboratively organized a captivating "Murder Mystery" in the Law Block's Moot Court as part of the illustrious Infinity Fest. Open to all students, this event aimed to engage participants in a thrilling investigative experience. Six teams eagerly registered to partake in the challenge, enticed by the event's cash prize of 4500 rupees. The event setup involved intricate clues, suspect interrogations, and puzzle-solving tasks, giving participants a unique opportunity to showcase their analytical skills and teamwork abilities. Are you a fan of psychological thrillers and murder mysteries?



Murder Mystery event by Literature club. Source: Woxsen University

Though I don't read many books, when I do, thrillers are my go-to genre. Figuring out the killer is always the best part. Many of us have dreamed of questioning the suspects, reading the evidence, and solving the case. While reality often falls short, the murder mystery event offered a taste of that thrill. The Infinity Fest shrouded in an air of mystery, delved into the chilling depths of psychological thrillers. Students were drawn into the enigmatic world of a murder mystery, where the labyrinth of clues hidden all over the place became a playground for amateur detectives. Laughter and gasps echoed in the room as participants unraveled the intricate plot, connecting the dots in a thrilling race against time.

The event revolved around the case titled "Sour Grapes of Wrath," which focused on the mysterious disappearance of widow Elizabeth Killingsworth, whose husband was found dead not too long ago. Participants tirelessly pursued leads from one suspect to another, endeavoring to connect doubts and fill loopholes, all in pursuit of answering the question "Where is Elizabeth Killingsworth?" which eventually evolved into "Who killed Elizabeth Killingsworth?" The participants encountered unexpected plot twists as they delved deeper into the investigation.

Despite the mystery and intrigue, the event was thoroughly enjoyable. The thrill of watching everyone scramble against time, collecting clues, and interrogating suspects was truly engaging. In the end, despite the misleading clues and intriguing competition, a team emerged victorious, clinching the cash prize of 4500 rupees for successfully identifying the killer. For those still wondering, Elizabeth was killed by Norman D'Adly, her sister's husband.

Unveiling the Cinematic Canvas

A Deep Dive into Creator's Corner at Infinity Fest '24 at Woxsen University

by L.Mary Aishwarya

Infinity Fest 24, held at Woxsen University, is a testament to the institution's commitment to fostering creativity and innovation. Among the myriad of events that unfolded during this festival, "Creator's Corner" conducted by the Film Club stood out as a beacon for aspiring filmmakers. This segment offered a platform for networking, sharing experiences, and gaining insights from industry experts. The presence of Professor Dheeraj Rayalu Tadi from the School of Arts and Humanities added a layer of academic depth to the discussions, particularly focusing on scriptwriting and dialogue creation. This article aims to delve deep into the happenings at Creator's Corner, exploring the rich tapestry of insights and experiences that unfolded during this enlightening event.



Creator's Corner by Film Club at Woxsen. Source: Woxsen Creatives

Creator's Corner, as the name suggests, was a space dedicated to nurturing the creative spirit of budding filmmakers. It served as a melting pot of ideas, where individuals with a passion for cinema came together to learn, share, and grow. The event was not just about lectures and workshops; it was about fostering a community of like-minded individuals united by their love for the art of filmmaking. A highlight of Creator's Corner was the presence of Professor Dheeraj Rayalu Tadi, whose expertise in the field of filmmaking added immense value to the event. Professor Tadi's session was a masterclass in itself, as he delved deep into the nuances of scriptwriting and dialogue creation. His insights, drawn from years of academic and practical experience, provided attendees with a roadmap to navigate the complex terrain of storytelling in cinema. Professor Tadi's session was not just about theory; it was about practicality. He shared real-world examples and case studies, illustrating his points with clips from iconic films. This approach helped attendees connect theory with practice, making the learning experience more enriching and impactful. One of the key takeaways from Professor Tadi's session was the importance of a well-crafted script. He emphasized the need for a

strong narrative structure, compelling characters, and engaging dialogue. According to Professor Tadi, a good script is the foundation of a successful film, and filmmakers should devote ample time and effort to perfecting it. Professor Tadi also touched upon the importance of character development in scriptwriting. He highlighted the need for multidimensional characters that evolve over the course of the story. According to him, strong character arcs not only add depth to the narrative but also make the audience more invested in the story. Another aspect of filmmaking that Professor Tadi shed light on was dialogue writing. According to him, dialogue should be natural and organic, reflecting the character's personality and the overall tone of the film. He emphasized the need for subtlety in dialogue, avoiding clichés and melodrama. Professor Tadi also stressed the importance of subtext in dialogue writing. According to him, what is left unsaid is often more powerful than what is said. He encouraged attendees to explore the subtext of their characters' dialogue, adding layers of complexity to their interactions. Apart from Professor Tadi's session, Creator's Corner also hosted a series of interactive discussions on various aspects of filmmaking. These discussions were led by industry experts

and seasoned filmmakers, who shared their experiences and insights with the attendees. One of the key topics of discussion was the role of technology in modern filmmaking. Experts highlighted the impact of advancements in technology on the filmmaking process, from pre-production to post-production. They also discussed the rise of digital platforms and its implications for the traditional film industry. Another topic that generated significant discussion was the changing landscape of storytelling in cinema. Filmmakers discussed the emergence of new narrative techniques and storytelling formats, driven by the changing preferences of the audience. They also talked about the importance of staying true to one's vision as a filmmaker, amidst the pressures of commercialization. The main objectives of Creator's Corner was to facilitate networking and collaboration among aspiring filmmakers. The event provided attendees with a platform to connect with like-minded individuals, share ideas, and forge partnerships for future projects. Attendees were encouraged to exchange contact information and stay in touch after the event.



Film Club at Infinty Fest. Source: Woxsen Creatives

Many attendees expressed their gratitude for the opportunity to meet fellow filmmakers and build meaningful connections within the industry. For some, Creator's Corner was a stepping stone towards realizing their filmmaking dreams, as they found collaborators and mentors who could help them along their journey. Creator's Corner at Infinty Fest 24 was more than just an event; it was an experience that left a lasting impact on all who attended. Through insightful discussions, expert guidance, and passionate exchanges, the event illuminated the path ahead for aspiring filmmakers, providing them with the tools and inspiration to pursue their passion for cinema. As the curtains closed on Creator's Corner, it left behind a community of filmmakers united by their shared love for the art of storytelling, poised to make their mark on the world of cinema.

COE Times

"She Who Lives" Talk Show: A Celebration of Women's Strength and Honesty

by Ashar

A new talk show, "She Who Lives," was captivating audiences with its candid and personal discussions focused on women's struggles. The show's creators aka COE for Diversity, Equity and Inclusion aimed for a refreshingly natural atmosphere, and by all accounts, we've achieved it. The debut episode featured a esteemed lineup of five faculty members who tackled important topics with passion and insight, leaving viewers eager for more.

The talk show focused on the challenges women face, with guests openly sharing their truths and experiences. Dr. Musarrat Shaheen Ma'am shed light on how societal norms can hold women back, even if they have an education. Prof. Sreeraghavi Mani Ma'am emphasized that true understanding comes from listening, not necessarily from a degree.



Source: Woxsen Creative



Source: Woxsen Creative

Dr. Anindo Bhattacharjee, PhD Sir, took aim at traditional gender roles, suggesting that breaking free from stereotypes could be key to solving societal issues. Both Musarrat Shaheen Ma'am and Dr. Beauty Pandey Ma'am discussed the limitations cultural expectations can place on women, particularly regarding marriage. Bernard Bhutia, head of Center of Talent Development at Woxsen University offered a refreshing perspective, acknowledging the unique strengths women possess, both physically and emotionally. The lively discussion was filled with insightful ideas, and the creators expressed their gratitude to the guests for making it such a compelling experience.

The show's future looks bright, with the promise of more dynamic conversations and a continued focus on authenticity and engagement. The article also acknowledges the COE-DEI team behind the show, thanking their mentor Dr. Kakoli Sen Ma'am for her guidance and Maaz Khan for hosting the event.

School Highlights

Craft and Science Looking London, Talking Tokyo Indian Craftspeople as Silent Storytellers

by L.Mary Aishwarya

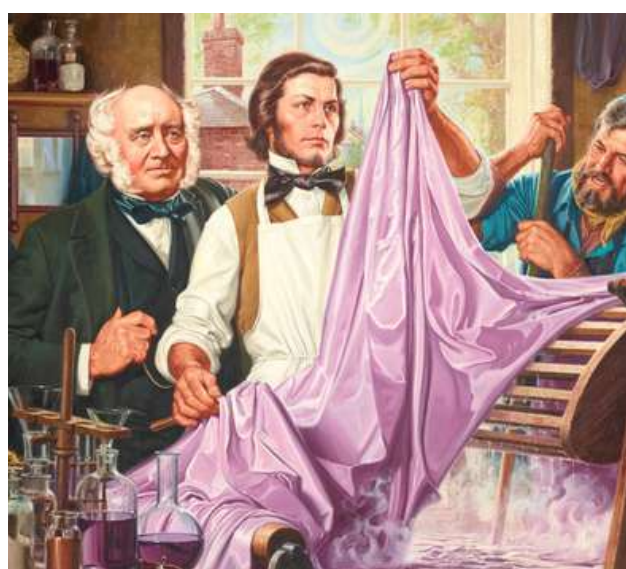
Imagine a weaver, her fingers working magic on the loom, transforming raw threads into a vibrant tapestry. It's a scene both beautiful and familiar, yet Dr. Annapurna Mamidipudi, a scholar of science, technology, and society (STS), argues that what we see is just the tip of the iceberg. In her talk, Dr. Mamidipudi challenges us to recognize Indian craftspeople not just as makers of objects, but as possessors of unique "epistemologies" – ways of knowing the world that deserve recognition alongside traditional scientific knowledge. Traditionally, science has held the upper hand, seen as the objective, theory-driven pursuit of truth. Craft, on the other hand, is relegated to the realm of the practical, the "unspoken knowledge" passed down through generations. Dr. Mamidipudi argues that this creates an asymmetrical power dynamic, where science "looks down" on craft. As she puts it, they've been "Looking London, Talking Tokyo" – referring to a disconnect between Western scientific thought and the rich knowledge systems embedded in Indian craft practices.



Pic Courtesy: SOAD at Woxsen University

In a recent online discussion conducted by Woxsen University, Mamidipudi elaborated on this concept, emphasizing the need to formalize the relationship between science and craft. She argued that acknowledging craft as a form of knowledge can lead to a more inclusive and comprehensive understanding of human creativity and innovation.

The discussion also delved into Mamidipudi's research on color expertise in craft practices. Her project, "Epistemologies of Craft: The Role of Material Innovation in Making Color Expertise," funded by the German Research Foundation, focuses on how craftspeople innovate their material practices to create value for their work. She draws on her previous work at Deutsches Museum, where she explored weaving knowledge in ancient Greece, to provide historical context to her current research. Dr. Mamidipudi began by framing the discussion around the idea that craftspeople not only create tangible products



William Henry Perkin depicted in his laboratory. Perkin, center, examines test dyeing of silk taffeta with mauve aniline dye. Source: Internet

but also generate knowledge about society through their practices. This knowledge, embedded in the materials and objects they create, is often overlooked or undervalued in traditional academic and scientific discourse. By focusing on craft as a form of knowledge, she challenged the audience to reconsider the hierarchy that often exists between science and craft. One of the key points of discussion was the need for a more symmetric engagement between science and craft. This would involve formalizing the relationship between the two domains, allowing each to recognize the other on their own terms.

Mamidipudi argued that this approach could lead to a more inclusive and comprehensive understanding of human creativity and innovation. The discussion also touched on Mamidipudi's research on color expertise in craft practices. Her project, funded by the German Research Foundation, explores how craftspeople innovate their material practices to create value for their work. Drawing on her previous work at Deutsches Museum, Mamidipudi provided historical context to her current research, highlighting the long history of knowledge generation in craft practices.

Dr. Mamidipudi emphasizes the personal nature of craft knowledge, contrasting it with easily shared scientific theories. Craft knowledge is deeply ingrained in the craftsman's muscle memory, honed through years of practice. The potter's touch and the weaver's rhythm are essential tools of their trade, representing accumulated wisdom. Objects themselves become repositories of stories and traditions; for example, an embroidered sari may hold a family's history. Science offers valuable tools for understanding and documenting craft practices, while craft knowledge enriches scientific inquiry by providing alternative perspectives on the material world and human-nature relationships. Collaborations between craftsmen and scientists can lead to innovative approaches, such as dyers and chemists exploring pigment properties together or weavers and computer scientists digitizing traditional patterns. These collaborations bridge different knowledge systems, fostering new avenues for discovery and innovation.

Dr. Mamidipudi's work extends beyond academia. As a trustee of the Handloom Futures Trust, she's actively involved in supporting traditional craftspeople in India. Recognizing that craft knowledge is often undervalued and livelihoods threatened, the Trust bridges the gap between knowledge and livelihood support. They document traditional techniques, connect craftspeople with markets, and help them navigate the complexities of the modern world.

Her message is a powerful one. Indian craftspeople are not simply makers of beautiful objects; they are custodians of a rich and vibrant epistemology. By recognizing the value of their knowledge and fostering dialogue between craft and science, we can weave a richer tapestry of understanding, one that values both the practical and the theoretical, the embodied and the analytical. In this tapestry, both science and craft hold their own threads, creating a more vibrant and textured picture of human knowledge and ingenuity.

Overall, the online discussion was a stimulating exploration of the intersection of craft and science as knowledge systems. Dr. Mamidipudi's insights challenged conventional notions of knowledge and innovation, highlighting the importance of recognizing and valuing the knowledge embedded in craft practices.



Indian weaver at his loom. Gouache drawing. Wellcome Collection. Public Domain Mark. Source: Wellcome Collection. <https://wellcomecollection.org/works/pjnujb7j>

Global Engagement

Woxsen University Hosts H.E. Mr. Alberto Guani, Ambassador of Uruguay.

By Jagruthi



Credits : Woxsen Creatives

Woxsen University recently had the honor of hosting His Excellency Mr. Alberto Guani, the esteemed Ambassador of Uruguay, in an event that underscored the institution's commitment to promoting globalization. The visit marked a significant milestone in Woxsen's ongoing efforts to foster global connections and prepare students for success in an increasingly interconnected world. At the heart of Woxsen University's mission lies a dedication to embracing internationalization in education. Recognizing the importance of cross-cultural understanding and collaboration, Woxsen has prioritized initiatives aimed at broadening students' perspectives and equipping them with the skills needed to thrive in diverse environments.

In addition to formal presentations and discussions, Ambassador Guani also took the time to explore Woxsen University's campus, interact with faculty members, and learn about the institution's academic programs and research initiatives. Such interactions not only fostered a deeper understanding of Uruguay's perspectives but also facilitated the exchange of ideas and best practices in higher education and research. One of the highlights of Ambassador

Guani's visit was an interactive session where students had the chance to engage directly with him through a moderated discussion. This exchange allowed students to ask questions, express their opinions, and gain firsthand

and gain firsthand knowledge about Uruguay's foreign policy objectives and bilateral ties with other nations. The visit of Ambassador Guani served as a reminder of the importance of international cooperation and collaboration in today's interconnected world. By engaging with diplomats and leaders from around the globe, universities like Woxsen play a crucial role in promoting cross-cultural understanding, fostering diplomatic relations, and preparing students to become global citizens.

Ambassador Guani's visit provided a valuable opportunity to further these objectives. Through engaging presentations, discussions, and interactive sessions, students gained firsthand insights into the complexities of international relations and the challenges and opportunities presented by globalization. As Woxsen University continues to expand its global outreach and forge partnerships with institutions and organizations worldwide, the visit of H.E. Mr. Alberto Guani stands as a testament to the university's commitment to excellence, innovation, and internationalization.

Woxsen University's commitment to internationalization extends beyond mere academic discourse. The

institution actively seeks to cultivate a diverse and inclusive campus environment, welcoming students and faculty from around the world. By fostering a multicultural community, Woxsen aims to create a rich learning environment where students can exchange ideas, challenge assumptions, and broaden their horizons. Moreover, Woxsen University is dedicated to forging partnerships with leading institutions and organizations globally, facilitating collaborative research projects, student exchange programs, and joint academic initiatives. These partnerships not only enhance the academic experience of Woxsen students but also contribute to the advancement of knowledge and innovation on a global scale. Ambassador Guani's visit served as a testament to the importance of such collaborations in promoting mutual understanding and advancing shared goals. By engaging with diplomats and leaders from diverse backgrounds, Woxsen University aims to foster meaningful dialogue, bridge cultural divides, and contribute to a more interconnected and harmonious world.

As Woxsen University continues to champion globalization and internationalization in education, the visit of H.E. Mr. Alberto Guani stands as a symbol of the institution's commitment to excellence, innovation, and global engagement. Through continued collaboration and dialogue, Woxsen looks forward to playing a leading role in shaping the future of higher education in an increasingly globalized world.

*Coming together is a beginning,
staying together is progress, and
working together is success.*

-Henry Ford

Careers

Unveiling the Worlds of Business and Fashion Journalism: Your Guide to a Fulfilling Career

by Geetha Sahithi.K

“You're miserable, edgy and tired. You're in the perfect mood for journalism.”

— Warren Ellis

Beyond Content Marketing

Many equate journalism with content writing, but there's a world of difference. Content writing shapes narratives to fit a specific agenda, while journalism thrives on uncovering truths and presenting them objectively. Journalists weave facts into compelling stories that educate, inspire, and spark conversation.



Source:Internet

Business Journalism: Decoding the Economic Engine

Business journalism is a vast and dynamic field encompassing personal finance, investment news, and consumer reporting. It empowers the public with knowledge about the intricate mechanisms of the global economy.

Information Powerhouse: Business news finds you on every platform – CNBC, Bloomberg News, and online publications like The New York Times' DealBook. Renowned magazines like The Wall Street Journal and Forbes offer in-depth analysis.

Charting Your Course: A solid foundation can be built with a degree in journalism, communication, economics, or business administration with a focus on finance. Specialized programs like Bennet University's PG Diploma in Business Journalism can further sharpen your skills.

Salary Snapshot: Be prepared for variations based on experience, location, and media outlet. In India, you can expect a range of ₹400,000 to ₹800,000+. Europe and the USA offer salaries typically between €40,000-€100,000+ and \$60,000-\$120,000+ respectively.

The Evolving Landscape

The rise of FinTech (financial technology) and online business platforms has created a surge in demand for clear, accessible business journalism. Social media platforms like LinkedIn and Twitter have become battlegrounds for real-time business news and expert analysis.

If you crave the thrill of the fast-paced environment and possess a keen eye for detail, consider this path. Remember, a strong foundation in research, writing, and critical thinking is essential for success in both fields.



Source:Internet

Fashion Journalism: Unveiling the Thrill of Style

Fashion journalism pulsates with the energy of the industry. Reporters are embedded within the fashion world, delivering breaking news on trends, runway shows, and celebrity styles.

Building Your Fashion Arsenal: A journalism, communication, or even fashion design degree can provide a launchpad. Specialized programs in fashion journalism or related fields like Marketing & Communications for Fashion can further equip you. **Essential Skills:** Networking, analytical thinking, exceptional writing and communication skills, visual literacy, digital proficiency, and meticulous research are all crucial tools.

Salary Scope: Similar to business journalism, expect variations based on experience, location, and media outlet. Ranges in India fall between ₹300,000 and ₹600,000+, while Europe and the USA see €40,000-€100,000+ and \$30,000-\$80,000+ respectively.

Exploring the Indian Fashion Landscape

The Indian fashion scene offers a vibrant tapestry of opportunities. Explore fashion photography, delve into the rich world of textiles and handicrafts, or train your lens on makeup trends and evolving styles. Publications like Vogue India, Elle India, and The Times of India's lifestyle section provide platforms to explore these diverse areas.

Woxsen's Own.

Debugger to Mentor: A Teacher's Hack

by A.Manogna

Life rarely follows a straight line, and the path that Mr. Amogh Deshmukh took to become a teacher was an unexpected turn in his story. Initially, he worked as a software engineer, immersed in the world of ones and zeros. Mr. Amogh Deshmukh joined the School of Technology in 2021, bringing a unique academic background to his role as an assistant professor. His expertise lies in programming languages, and he is currently pursuing a doctorate in cybersecurity to deepen his understanding of this critical field.

Mr. Deshmukh's journey began in Hyderabad, where he completed his education. Following that, he spent his middle and high school years in the US before returning to India in 2015 to earn his engineering degree. He embarked on a career as a software engineer at Dell, driven by his passion for technology. However, in 2015, he decided to pursue a Master's degree and transition into academia to share his knowledge.

Mr. Deshmukh had no idea, however, that his path would lead him to a classroom. Fate, however, had other plans. Once, while at his mother's place, his cousin approached him for assistance, struggling to grasp the intricate workings of programming concepts. Patiently, Mr. Deshmukh explained the nuances of the topic. Impressed, his cousin remarked that he was a good teacher and had a talent for explaining things well. This encounter sparked something new within Mr. Deshmukh.

Reflecting on the moment, he said, "That's when it hit me a little bit. I never wanted to be a software engineer forever. I only wanted to work for a few years. And then maybe try something else. So, it happened. That's how it happened. And then I ventured into teaching." This chance meeting nudged him onto a less-traveled path.

There were challenges associated with the transition. Moving from the predictable routine of a software engineer, where days were spent immersed in front of a computer screen, to the dynamic environment of a classroom required a leap of faith. The initial days were filled with anxiety, a stark contrast to the structured world of coding. However, as time passed, Mr. Deshmukh found his stride. The initial communication hurdles, born from nervousness, gradually faded as he gained confidence in his teaching abilities.

The ever-evolving nature of computer science demanded continual adaptation. The rapid pace of technological advancements necessitated staying updated to remain relevant in the field.

When asked about his interests, Mr. Deshmukh enthusiastically shared his passion for gadgets of all kinds. From the latest developments in artificial intelligence to the sleek designs of sports bikes and cars, he found fascination in diverse technological innovations. Additionally, Mr. Deshmukh revealed his enjoyment of playing cricket, demonstrating his diverse interests beyond the realm of technology.

On the flip side, teaching came with its own set of unique rewards. Mr. Deshmukh cherished the moments when he witnessed a student finally grasp a challenging concept, their focused expressions a testament to their dedication. The connections he forged with his students persisted even after they graduated and embarked on their engineering careers.

Tokens of appreciation, such as heartfelt notes of thanks and expressions of love on Teacher's Day, served as tangible reminders of his impact. But how did it all begin? How did Mr. Amogh Deshmukh find his way into the field of computer science?

It all started in 1995 or 1996, when his uncle, aiming to bolster his business, brought home a simple PC equipped with the cumbersome yet groundbreaking Windows 95 operating system and the then-new Intel Pentium processor. The marvel of typing and witnessing data emerge from all corners of the globe sparked an interest that would shape Mr. Deshmukh's future.

When asked about the transition from student life to that of a software employee, Mr. Deshmukh reflected, "And once I moved into Dell, it was a different life altogether."



However, the shift from student to employee proved to be an eye-opening experience. Work was challenging, particularly in the demanding field of information technology. His trainer affectionately referred to the first three-month training session at Dell as a "honeymoon period," providing a much-needed respite. The structured schedule, punctuated with periods of leisure and recreation, starkly contrasted with the reality Mr. Deshmukh would face once the training concluded. Numerous impending deadlines and an often overwhelming workload awaited him beyond the training period.

"The day you stop learning, you can leave Dell."

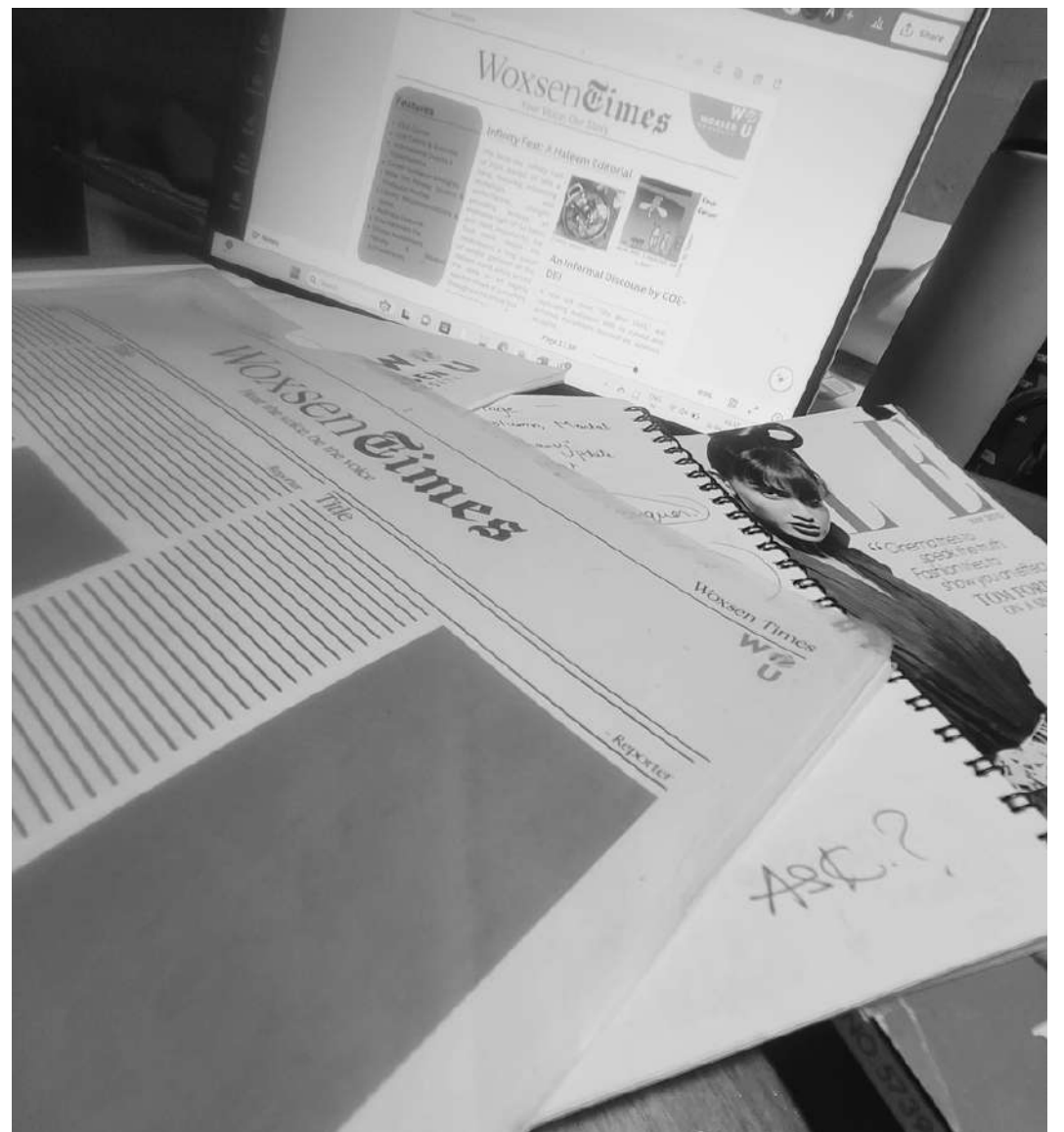
When asked what advice he would impart to his students, Mr. Amogh Deshmukh emphasized, "Always learn," drawing from a poignant lesson in his own life. Recalling his time at Dell, he remembered his trainer's words: "The day you stop learning, you can leave Dell." Although he didn't depart from Dell for that reason, the message left a profound impact on him. His insatiable curiosity has since guided him like a compass, a principle he fervently advocates for both himself and his students. The journey to becoming a teacher was an intriguing detour for Mr. Amogh Deshmukh. His relentless pursuit of knowledge infuses his teaching, bridging the gap between his professional background and the classroom. With each line of code and life lesson, he strives to inspire his students, illustrating the transformative power of continuous learning.

Editor's Letter

Just arriving on campus last August, I knew WoxsenTimes craved a refresh. It wasn't just the look; I felt student newspapers could be more. While the team's dedication was incredible (running a monthly publication takes serious commitment!), we all agreed the university newsletter needed to evolve. So, Hrudaya, the Editor-in-Chief at the time, and I discussed a layout revamp (though I was more focused on editorial). When I officially joined in December, we brought in design students and some awesome friends to boost both design and content. This edition is all about you, the students. We want the newsletter to feel organic and student-driven, a place where you can connect with meaningful content and each other. Our goal is to resonate deeply, ensuring WoxsenTimes thrives as your monthly source of information and connection.

Sayed Ashar

Editor-In-Chief
Woxsen Times



Pic Courtesy: Sayed Ashar

WoxsenTimes

Contact:

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Experience, Learn and Adapt from your environs

by Mahreen Abid

When Hrudaya Reddy made the decision to enroll herself at Woxsen University as a postgraduate student, she wasn't aware that that's the kind of perspective which would help her scratch the surface of discovering her true potential (professionally and personally) over the next two years. In honor of her final month with us, the editor-in-chief of WoxsenTimes is this edition's student profile.

Initially, joining here was difficult to come to terms with. Her entire being desired to dive headfirst into unknown waters as soon as she finished her undergraduate studies at Gitam University. She didn't anticipate that the course of events would lead her to be locked up inside for months because of the COVID lockdown, and pouring all of her energy into her undergraduate years under those conditions wasn't her ideal definition of a "university life." So even though her dream destination lied in a distant state where everyone lives too close to each other yet don't really live with one another, she had to turn to Woxsen to give her that golden opportunity she's been holding her breath on.

"Being very experience hungry," she thinks back to her first year, "In the first three months itself, I had been recruited into WoxsenTimes, into the Wellness Centre, into a club, I had been recruited into some projects outside of academics, and while all this was going on, I had an extremely good social life." It is impossible not to be both amazed and perplexed by the way thoughts appear to come to her as freely as flowing water, filling the space with speech bubbles and echoes of leading cues she could elicit from other people's minds. It was this ability that helped her make the connections she's able to sustain; not just with the people she's worked with, but also with professors, companies, and like minded individuals. Without allowing her own prejudices to get in the way, she draws inspiration in other people and their characteristics with ease. Undoubtedly, she has taught herself the intricate art of filling the holes in her identity where mistakes are just as important as successes, but that doesn't mean she gives up on failing endeavors as quickly.

A failing project is as good as a building block of new experience for her to log onto her diary as the sun dawns on a new day, and that's a trait we could all learn something from.



Pic Courtesy: Hrudaya Reddy

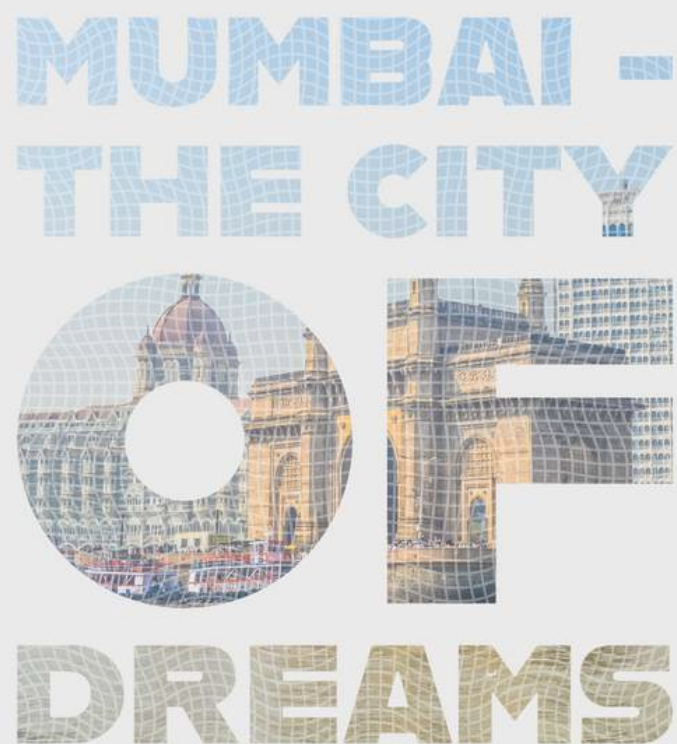
"Change is only painful for the people who have something to lose from it."

And being a 23-year-old living on campus and experiencing the horrors of creeping adulthood—not to mention being terrified of being thrust into the world before you've even had a chance to breathe—her personal life was a little less of a smooth sailing. "(My progress) was in phases, like the stages of evolution. The kind of experiences, the kind of people I've met was...magical, but then it turned grim also, so yeah. It was all around, I think." She goes on to admit that she had wanted WoxsenTimes to be a place where students could not only come to understand each other's grievances and find some solace in knowing that there was someone else out there going through the same thing as them, but also feel like their voice was being heard on a platform.

Despite her desire to see everything that life has to offer, she is not particularly afraid of anything; rather, losing the part of herself that causes her to feel emotions so intensely concerns her more than a few skeletons in the closet from the past. Whatever she sets out to do in her life has to be something other than just one thing, whether it's writing, going to meets, watching movies in parking lots, or just doing stupid things for the sake of doing stupid things - she is ready to take on any task as long as it doesn't suck out the sentience that powers her entire being, which is her ability to capture the most pure and unaltered sense of existing in a given circumstance and respond to it as though it won't happen again—because it won't. Even if you were flat on the floor in your own room with something heavier, worse than absolute dread running through the veins of your body, you wouldn't dare imagine a better place to be at. It is the ironic delight of living a life like hers, where pain is a gift and if parting ways with loved ones gets you a sliver of a peak into a window of their souls, it's easier to comfort yourself through the pain than bear the loss of never having known them.

"**Never have anything constant, unchanged,**" is one mantra she swears by. Far too many people waste their lives forcing themselves to continue doing the things they had once been doing in order to maintain their constituency, although the thought of it it doesn't excite you anymore like it previously had. But what stands the point of being alive if you don't enjoy the briefest moments you get with yourself? In her own words, "Anything that feels like it's crumbling on your chest right now, with time it's gonna go away." I would like to end this by saying that anything that feels absolutely devastating for you today, could be a new opportunity for tomorrow's you.

Through the Students side



By Mekela Chethana

MUMBAI is, I believe, one fortunate thing that came my way in 2023. Rather than just presenting the Mumbai experience, I thought of narrating the back story – the happenings behind the scenes. I was aware of this possibility in October, but I wasn't paying attention to it at the time. However, starting in September, I experienced a sense of academic and personal shallowness. I had the impression that something was off. I wanted to accomplish something amazing to regain my self-confidence. And then it dawned on me that there was still a chance for me to travel to Mumbai for a conference. When I spoke with my father a moment later, he made sure that I had not only covered the entire city but also attended the conference. and returned with memories and confidence.

I eventually boarded a flight to Mumbai on the last week of December with my junior and a friend. I was happy seeing our Woxsenites doing their best in their work at IIT Bombay which inspired me to be my best. I was the head delegate from Woxsen at the MUN tech-fest at IIT Bombay. Despite this being my first MUN as a delegate, I gained a lot of knowledge. Delegates from 14 to 25 years old proudly represented their nation. I represented Equatorial Guinea on the committee of the African Union. My jaw dropped when I witnessed 14-year-olds speaking; their performances and depth of knowledge were astounding. Rather than the certificate from IIT, what gave me more happiness is meeting people who are determined and focused at a very young age.

These people taught me so much. It filled me with great pride to represent Woxsen at IIT. Since I was discovering everything on my own, my parents were pleased. But as we were riding about in the middle of the sea and when we got to Mumbai, I was looking for my parents when all of a sudden I realized they weren't with me. As I was so habituated to traveling with them and now it was all me. It took time to adjust to this

trip as I needed to be all on my own.

On the other hand, I loved Mumbai with all of my heart; it makes sense that people refer to it as the "city of dreams." The surroundings, the beach and the people will never be forgotten. To put it briefly, we had the impression that we were in a movie and recalled favourite scenes, and it was unique to witness those locations in person.

I covered Isckon and Juhu, which were amazing to witness, on the first day. What a day it was, with the Gateway of India, Museum, Nehru Science Centre, and marine drive included! It felt as though every location in Mumbai was covered. But the focus of attention was Colaba...I cherished my walks through the streets of Bombay and will always cherish the amazing moments I shared with the waves in Juhu.

I finally realized that travelling and experiencing new things will help us better understand who we are. I had the misconception that living away from home made me more independent until I travelled to Mumbai. Discovering who you are comes from exploring and travelling. Now that I have visited Mumbai on my own at the age of eighteen, my journey to Mumbai will always hold a special significance for me.

A girl from Woxsen

by Poojitha Gattu

IT'S NOT THE DESTINATION WHICH MAKES OUR JOURNEY SO SPECIAL BUT PEOPLE.

This holds so true in my life. Wanna know Why?? Have an eye down the page... Stepping into the gates of Woxsen, I felt like a tiny boat in a vast, unfamiliar sea. Secretly I was petrified to leave the shores of my comfort zone and embark on this Woxsen adventure. Deep down I used to think Would I find my anchor amidst these new waves? Dr. Raul's gentle reminder about wearing a blazer caught me off guard, momentarily unsettling my confidence. From Professor Deb Dutta's first marketing assignment to Dr. Venky Venkat Reddy's daunting capstones every phase has been a thrilling roller coaster ride.



Pic Courtesy: Poojitha Gattu

As I look back, it's like watching a river flow swiftly, wondering how two years could pass so swiftly. But as this chapter closes, I realize it's just a prelude to greater adventures. Each of us, like seeds scattered by the wind, will grow into mighty trees, shaping the world with our unique presence. I'll fondly recall these days, remembering us as fledgling birds, sipping cold coffee and sharing chicken sandwiches at Rise. The sleepless nights in the library, lazy afternoons at Rise bunking lectures, even our battles with the security guards for that precious cup of chai—they're all part of our shared voyage. Now, as we bid farewell, it's like setting sail into the vast ocean of possibilities. For this isn't the end; it's just the beginning of our epic journey.

this isn't the end; it's just the beginning of our epic journey.

Woxsen holds a treasury of memories, but among them, one shines the brightest: my companion, my first and last friend at Woxsen. Not everyone is fortunate enough to find such a source of joy here. I often find myself thanking the stars for guiding me to you on that very first day of class. From strolling along the winding paths of Woxsen's streets under the moonlight to lounging by the windmill during lazy evenings, you turned my ordinary days into extraordinary ones.

I wonder if my love for Woxsen stems from him. Wouldn't the

paths we walked have felt lonelier if he hadn't joined me? We witnessed many inconveniences, endured numerous fights yet never parted during our toughest times. Wouldn't the oval have seemed emptier without his company for a bite to eat? Wouldn't classes have been more boring if he hadn't sat beside me? He has been my teammate, mother, brother, friend, teacher, travel companion, and my guiding light. He was like a family to me at Woxsen. Perhaps he is one of the best gifts Woxsen could ever give me. I wish everyone could find a person like him. Do you have someone like that in your life? If so, cherish them as I do mine. They truly make life at Woxsen—and beyond—worth living.



Pic Courtesy: Poojitha Gattu



Poojitha Gattu, an MBA student, is on the verge of graduating this year. As she completes her final term as a writer for Woxsen Times, the team expresses immense gratitude for her valuable contributions.

- Editor-In-Chief,
Woxsen Times

From Code to Concrete: My Journey into the World of Construction

By: Sreeram Peela

Being raised in a family of construction and lorry transport businesses, I understood from childhood that success in life could only be achieved through earning one's way up the ladder, by getting out of the bubble and pushing beyond one's capabilities. In viewing myself as being 'self-made', I must be able to lead myself first before I can lead others. Hi everyone, my name is Santosh Sreeram Naidu Peela, and I am in the final term of my MBA curriculum here to share about my construction business journey. Funny how life takes unexpected turns, right? Back in 2019, I had my sights set on cracking the GRE and pursuing my masters in computer science engineering in the USA. But then, COVID-19



Pic Courtesy: Sreeram Peel

happened, and it made me rethink my plans. Being, done with my B-Tech final semester exams in September 2020, I had got some free time before joining my on-campus placement opportunity to work in Wipro Limited as a project engineer which was scheduled for on-boarding in March 2021. I found myself in a situation I never imagined.

With our business supervisor unexpectedly resigning, my father urged me to step in and supervise our construction ventures until we found a replacement. I was hesitant at first, with not knowing the first thing about civil engineering and not much interested to do a job which does not have any weekly offs on Saturdays and Sundays like in the corporate World. Finally, I have decided to challenge myself to learn the basics of civils works during my work hours in the site from daily wage workers, masons and site engineers, about how construction activities are carried out. To be honest, those initial days were tough. I used to come home covered in sweat and dirt, feeling like I had been through a whirlwind. But something magical started to happen. Gradually, I found myself falling in love with the construction process, seeing the tangible results of our hard work take shape before my eyes. There is something incredibly satisfying about seeing a building come to life, brick by brick, floor by floor but it is a far cry from coding, let me tell you. I have decided to let go of my job opportunity at Wipro and to switch my career into construction business, but my parents were not happy with my decision as they felt that I was too young and shy to pull off such management roles all by myself. After, lot of constructive discussions, I was made to understand that joining the job is the right decision for my capabilities as of that time. I finally accepted the job offer and was doing work from home for Wipro, but I was badly missing the conversations, learnings, and the satisfaction I felt at the end of the day while I was at the construction site. I finally gathered some courage and conveyed this to my father, after which he was left with no choice but to allow me to get involved in the business activities. Being WFH, I used to complete my weekly job targets in one or two days in the beginning of the week

and rest of the five days I used to get myself involved in construction activities. Seeing my grit and determination, my father has given me an opportunity to start my first project under the name “PAN Sree Residency” which was a small experiment to assess my abilities. Starting from operations to marketing, I was on my toes to get the tasks completed and have sold four flats out of the five during the under-construction phase itself. Seeing my never give-up attitude and firm determination to do better in the business, my father guided me that it's time for me to quit my 9-5 corporate job and pursue an MBA degree so that it will be more helpful for me to get the required operational and marketing skills before I completely switch my career into business. I have finally resigned my corporate job in the year 2022 and have joined Woxsen University to pursue an MBA in Operations and Marketing. It was the best decision I have taken in my life after looking at the World class infrastructure that is being built on the Campus which made me feel that I was never detached to the construction activities in the two years of my master's journey. Starting from construction technology to brutalist architectural design of our University, I was constantly gaining many insights from every building that was being built on campus in terms of its unique design, innovation and approach. Meanwhile, I was digitally expanding and marketing our Company's offerings remotely while I am pursuing my classwork on campus. It was highly challenging for me to strike a balance between my college assignments and business activities but here I am proud of myself for elegantly pulling it-off without any shortfalls. Currently I am the Marketing Head of our Company, PAN Builders , looking forward to take-up new responsibilities as the Head of Operations once I am done with my final end-term exams.

Throughout this MBA journey, I redefined my existing notions of hard work by involving collective efforts with valued teammates to the notion of winning only matters if your efforts are genuine, ethical, and fully committed. I would like to dedicate the above milestone of completing my first venture “ PAN Sree Residency” to my father who never gave-up on me when the rest of the world is sceptical about my capabilities. Special mention to my mother and brothers for their emotional support during these 4 years of multi-tasking.

I am eagerly looking forward to revamping our Company's business operations in the coming months by putting my hand to plough to get the things into action, to make a difference and to bring out the desired outcomes along with my father. My message to my fellow students is that success is not just about effort. I think it is more about resilience, commitment, and having a supportive circle around you. Keep striving for your dreams, and never lose sight of your goals, no matter what challenges come your way. Believe it to Achieve it.

Sky is the Limit!



Pic Courtesy: Sreeram Peela

All about books and movies

Whispers of the Wind: – “Tales of a Shepherd's Life”

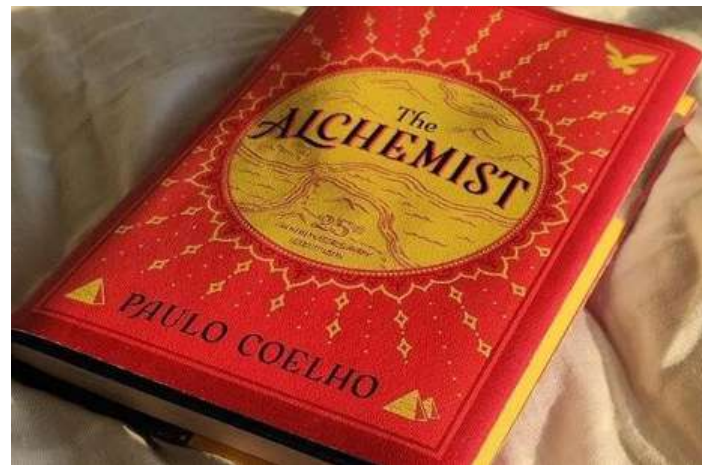
by Poojitha gattu

What, Why, Who??

With these profound words echoing in the recesses of my mind, I embarked upon a journey unlike any other—a journey through the pages of Paulo Coelho's timeless masterpiece, "The Alchemist." As I delved into the enchanting tale of Santiago, a shepherd boy with dreams as boundless as the desert horizon, I found myself swept away by a tide of emotions, each word a gentle breeze guiding me toward the shores of self-discovery.

Coelho likely chose the title "The Alchemist" because it encapsulates the overarching themes of the novel—personal transformation, the pursuit of one's dreams, and the discovery of one's true purpose. Through Santiago's journey, Coelho explores the idea of inner alchemy—the process of turning the lead of mundane existence into the gold of self-realization. Thus, the title serves as a metaphor for the protagonist's quest for enlightenment and the universal human longing for fulfillment and transcendence.

From its opening lines, 'The Alchemist' persuades readers to embrace the call of destiny, to heed the whispers of their hearts, and to dare to dream beyond the confines of the ordinary. Through Santiago's eyes, we are transported to a world where the veil between the seen and the unseen is lifted, where the mundane is suffused with magic, and, where the journey of a single soul mirrors the epic odyssey of humanity itself.



Source: Internet

As Santiago embarks on his quest for treasure, guided by the enigmatic Melchizedek and accompanied by the luminescence, we are reminded that true wealth lies not in material possessions but in the pursuit of one's Personal Legend. Through Santiago's encounters with the wise alchemist and the myriad characters who populate his path, we are invited to explore the depths of the human spirit—confronting our fears, embracing our vulnerabilities, and unlocking the hidden potential that lies dormant within.

Coelho's prose is like a river flowing through the desert, each word a precious droplet of wisdom nourishing the thirsty soul. His metaphors are like stars scattered across the night sky, illuminating the path for weary travelers and guiding them towards the light of their own truth. Through Santiago's journey, we are reminded that the universe conspires in our favor, that every obstacle is but a stepping stone on the path to greatness, and that the true alchemy lies not in the transmutation of lead into gold but in the transformation of the human spirit.

"As I reached the final pages of 'The Alchemist,' I began to question myself about the elixir of my life. And as I closed the book, I wondered how many people could truly see their roadmap to finding their own elixir of life. The profound words within hold something hidden, which I am unveiling here: What is the elixir? Who is an alchemist? And why must one find their elixir of life?"

Dune 2

Imagine going to the theatre, filled with anticipation, only to be treated to an epic cinematic experience beyond your expectations. That's what "Dune: Part Two" delivers—a visual spectacle with an outstanding cast. Sequels rarely surpass their predecessors, but with Denis Villeneuve at the helm, it's no surprise. This time, the film delves into the darker aspects of politics and spirituality in the world of Dune, adding depth to characters like Paul Atreides and Lady Jessica. Villeneuve expertly balances action with character development, creating an emotionally rich storyline. Exploring more of the world of Arrakis, viewers are treated to unseen wonders. While the movie is nearly flawless, some characters may feel overhyped, and their resolutions seem too easy. Despite this minor flaw, "Dune: Part Two" offers a complete experience, leaving room for further exploration. Newcomers may find the complex plot challenging, but overall, the film showcases Villeneuve's talent, solidifying the franchise's place in cinematic greatness. With stunning visuals and compelling storytelling, it's a journey that resonates long after the credits roll.

By Akarsh Goyal



Source: Internet

Lifestyle

Fashion Corner

by Ashar and Shравanathi

We interviewed Shравanathi, B. Des 4th year Fashion student here at Woxsen University about the intersection of Fashion with other disciplines

We've seen Iris van Herpen's 3D-printed masterpieces and Hussein Chalayan's kinetic sculptures on the runway. What's the most artistic fashion fusion that's captured your imagination, and how does it blur the lines between clothing and art?

It's really hard to mention only one but since everyone knows about Iris Van Herpen's work, I'll talk about the shoe design called Aglare by a Chinese footwear designer Zixiong Wei. I've been a huge fan of conceptual footwear designs for the longest and his brand SCRYLAB's design style is sort of like Rick Owen-meets-Iris Van Herpen, in other words dystopian aesthetic-meets-modern technology. The brand makes these futuristic sneakers through 3D printing and the fact that they use recycled plastic, other sustainable and plant-based materials makes the brand even more unique. The shoe Aglare looks like it was carved out of ice and although it is one of their virtual products it's nothing less of a surreal art piece.



Aglare by Zixiong Wei.. Source: Internet

From self-lacing sneakers to temperature-regulating jackets, tech is transforming our wardrobes. What excites you most about the intersection of fashion and technology, and do you see any potential downsides?

With all these innovations like- jackets embedded with smart helmets, handbags that can charge phones, self-cleaning fabrics- it feels like we're at the frontier of the fashion-tech revolution that will make life more easy and comfortable. I think the potential downside will be classism. Fashion like in the Victorian era was a tool for social discrimination and whether people believe it or not, it still is. Not everyone can afford a Rolex watch or a Hermès handbag, and that will be the case with smart clothing and e-textiles too unless designers and companies build a bridge.

Beyond Western trends, how are different cultures and artistic traditions informing this fusion movement?

If you see fashion as a feast hosted by all the cultures from around the world, the Native American communities brought in beadwork, use of fur and hides, Europe brought in the corsets and laces, Africa brought micro-braiding, geometric and abstract patterns in bold colours, Japan brought in rich textiles, and interesting silhouettes, and the Middle East brought headcoverings and metal embroidery.



Source: Internet

One of the current art trends apart from minimalism is spiritual abstraction, says Shравanathi

Eco-conscious consumers are demanding change. How can fashion become a leader in sustainability, and are there innovative materials or production methods that are particularly promising?

It's a myth that recycling is a huge task or that it has to involve a factory and huge machines. Ecokaari is an Indian brand that collects waste plastic and makes handwoven bags and pouches using a charkha. It is a simple and eco-friendly approach, provides employment to people that don't have artisanal skills, and reduces plastic waste. Repurposing is an age-old technique to revamp our closets and it's good that many homegrown brands incorporated this through handweaving with fabric yarn, patchwork, repairing and DIYs. There are textile recycling factories that shed old garments to make new fabric and as a designer, you can invest in that recycled fabric rather buying the synthetic ones that damage the environment during and after the manufacturing.

Fashion often draws inspiration from the past. Do you see any historical art movements influencing the current fusion of fashion and other disciplines?

The influence of art movements on fashion are evident from ready-to-wear garments with graphic prints that mimic pop art style to couture designs like Schiaparelli's lobster dress inspired by Salvador Dalí's art or Iris Van Herpen's work that is based on surrealism and illusion art. With more consumers preferring minimalist styles with clean cuts, geometric patterns, simple silhouettes, and monochromatic colour palette, cubism appears to be the art movement that is making a comeback.



Source: Vogue

This movement celebrates innovation, but is it accessible? How can we ensure that "fusion fashion" isn't just for the wealthy elite?

The best way to incorporate fusion fashion is to fish out pieces from thrift stores, homegrown brands or specific communities that make sustainable fusion pieces, and DIYs with references. It will make things easier once you discover which culture you're drawn to or feel confident embodying.

There's a fine line between groundbreaking and unethical. What are some potential pitfalls to avoid in the pursuit of "fusion fashion," particularly concerning labor practices and material sourcing?

Learn from the mistakes of famous clothing brands and controversies. Dig deeper into the meaning and roots of the particular cultural elements that you want to take inspiration from or recreate in your style. That will help you to choose materials and implement techniques that represent the same values, avoiding inappropriation. We can purchase or collaborate with artisans or communities from different cultures to appreciate them rather than just copying their work while they struggle for reach and recognition.

Not everyone can afford runway pieces, but anyone can experiment! What are some easy ways for everyday people to incorporate "fusion fashion" elements into their own style?

I think the starting point is to understand what you want to create and if you resonate with it. After that tons of influencers and design students on youtube and instagram can explain to you in detail how to diy those fashion items or where to purchase specific items for cheaper prices without compromising the quality. If you are not that skillful at sewing or crafts then vintage clothing stores and thrift stores are the other option. One of the best ways to fish out brands that make unique pieces or revive certain cultural fashion trends, or even to understand fusion fashion is to follow fashion events and magazines of different cultures from across the globe.

Shravanthi believes in self expression and the organic nature of one's choice in Fashion



What upcoming trends in art, technology, or sustainability do you think will have the biggest impact on fashion in the next few years?

One of the current art trends apart from minimalism is spiritual abstraction and with the increasing mental distress and need for products that have a calming impact, especially amongst the younger generations, I think this art trend will reflect on the fashion choices in the coming years.

Internship Inferno!

Forget sugary donuts that leave you DOA! Here's the juicy intel on the ultimate fruit basket to CRUSH your internship

By Ashar

Berrylicious Boost



These mini marvels are PACKED with antioxidants that FIGHT OFF energy-sucking free radicals!

Watermelon Wonder



It's practically ALL WATER (over 90%!), keeping you HYDRATED and ALERT to conquer those afternoon ZZZs.

Banana Boss



Nature's ENERGY BAR! Potassium keeps your brain BUZZING and your blood pressure in check.

Fruity Facts

Unlike the processed sugars found in sugary snacks, the natural sugars in fruits are released slowly into the bloodstream, helping to prevent blood sugar spikes and crashes.

Apple Ace



Feeling peckish? Apples are a FIBER FANTASTIC way to stay FULL and focused, avoiding hanger attacks.

Citrus Savior



Vitamin C is your IMMUNITY BFF! It keeps you HEALTHY and ready to DOMINATE any internship challenge.

From the Schools.....

School of Business

Marketing Advisory Board Meeting

Date and Time: March 20, from 06:30 – 08:00 PM

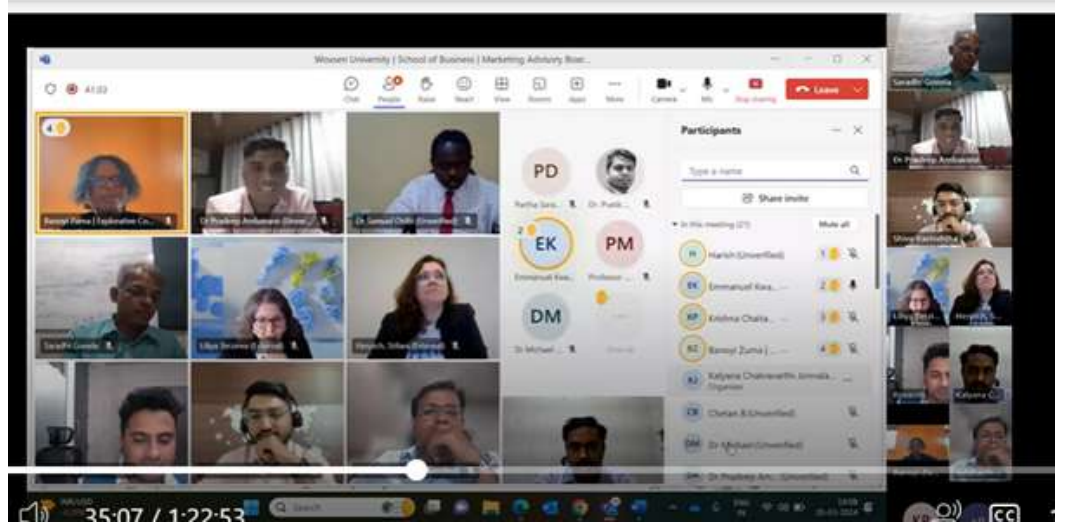
Mode: Online

Organizers: Marketing Department, SOB

Event Type: Meeting

Participants: international professors from the Netherlands, South Africa, and Ghana, industry experts from India, and all Marketing faculty.

Department of Marketing, School of Business has conducted a Marketing Advisory Board Meeting on March 20, from 06:30 – 08:00 PM.



Pic Courtesy:SOB at Woxsen University

The agenda of the meeting was to discuss the course curriculum of BBA and MBA programs, with a focus on Marketing subjects with international professors from the Netherlands, South Africa, and Ghana, industry experts from India. All the marketing faculties, including the area chair Dr. Saradhi participated in the meeting.

Faculty Development Program on Appreciative Inquiry

March 15, 02:30 – 05:00 PM

Resource Persons: Dr. Revanth Kumar Guttena, Dr. Pratik More, and Dr. Jayanta Mohapatra (SOB Faculty)

Department of Marketing, School of Business has organized a Faculty Development Program on Appreciative Inquiry, a positive psychology approach. The approach was used as a pedagogy that can be used by the professors in the classroom. The program was dealt with in the context of 'Enhancing Student Engagement in Classroom', in the form of a workshop. Dr. Revanth Kumar Guttena, Dr. Pratik More, and Dr. Jayanta Mohapatra facilitated the session.



Pic Courtesy:SOB at Woxsen University

Session on FDP “Design Thinking and Entrepreneurial Research”

Date: 05 March, Tuesday, 2024

Organizer: The Valarie Zeithaml Centre for Management Research, SOB, Woxsen University

Presenter: Dr. Farrah Zeba, Dr. Vijayendra Kumar Gupta.

Audience: BBA and MBA and PhD scholars

Agenda: To explore how design thinking can be applied to entrepreneurship research, including idea generation, problem-solving, and innovation in startup contexts.

Session 1

About the Session: It helped in understanding how design thinking integrates perspectives from various disciplines, including business, psychology, engineering, and design, to foster innovation and entrepreneurship.

Discussed case studies and examples of how design thinking has been successfully applied in entrepreneurial ventures, providing inspiration and practical insights for participants to apply in their own research and projects.

Session 2

About the Session: The agenda of the session is to explore about Design Thinking and how it is applied to Entrepreneurship research. The Session explores about Four P's of Design thinking, Design thinking process timeline, Traditional problem solving vs Design thinking, 8 ways to think out of the box, and How to understand the Wicked problem.

To Discuss case studies and examples of how design thinking is successfully applied in entrepreneurial Ventures, providing inspiration to management scholars and academicians to enhance their knowledge and helps to apply it in their own research and projects.

FDP Session on Academic Journal- Databases, Metrics, and Predatory- Part 2

Date: 15 February, Thursday, 2024

Organizer: The Valarie Zeithaml Centre for Management Research, SOB, Woxsen University

Presenter: Dr Musarrat Shaheen

Agenda: The agenda is designed to cover a comprehensive understanding of academic journals, focusing on databases, metrics, and predatory practices. The interactive workshop and panel discussions aim to provide practical insights and solutions for both researchers & academicians.

About the Session: This session focuses on the importance of navigating the complex world of academic publishing. Dr Shaheen spoke about reputable databases like Web of Science and Scopus store high-quality research articles, while metrics like JIF help gauge a journal's influence.



Pic Courtesy:SOB at Woxsen University

However, predatory journals and publishers exploit the "publish or perish" pressure, offering minimal quality control for a profit. These journals often have misleading metrics and vague editorial boards. Understanding these elements is crucial for management scholars. By identifying trustworthy databases and metrics, researchers can choose the right journals to maximize the impact of their work. Avoiding predatory publishers' safeguards time and resources, ensuring research reaches a legitimate audience within the field.

Report prepared: MS. Sudha Reddy, Research Scholar, School of Business, Woxsen University

FDP Session on Systematic Literature Review (SLR); Bibliometrics through VOS viewer

Date: 22nd February, Thursday, 2024

Organizer: The Valarie Zeithaml Center for Management Research, SOB, Woxsen University

Presenter: Dr Mohd Azhar

Agenda: This session provides an insightful journey through Systematic Literature Review (SLR) and the application of bibliometrics using a VOS viewer. Uncover the intricacies of SLR methodologies, from literature search to data synthesis. Delve into the world of bibliometrics with a hands-on session using VOS viewer, gaining proficiency in visualizing and analyzing scholarly networks. This agenda promises a concise yet comprehensive exploration, equipping participants with the skills to navigate literature systematically and leverage bibliometric tools for insightful analysis.



Pic Courtesy:SOB at Woxsen University

About the session: Systematic Literature Reviews (SLRs) provide a structured way to analyze management research. They combine well with bibliometrics, which uses software like VOS Viewer to create visual maps of research relationships. This combo helps scholars understand current trends, identify gaps, and see influential work. In a program by Dr. Mohd Azhar at Valarie Zeithaml Center of Management Research, Woxsen School of Business, India, researchers learned how to leverage these techniques to strengthen their management research.

Report prepared: MS. Sudha Reddy, Research Scholar, School of Business, Woxsen University

“See things in the present, even if they are in the future.”
—Larry Ellison, co-founder & Executive Chairman of Oracle

FDP Session on Theoretical Framework and Research Gap



Pic Courtesy:SOB at Woxsen University

Date: 29th February, Thursday, 2024

Organizer: The Valarie Zeithaml Centre for Management Research, SOB, Woxsen University

Presenter: Dr Partha Sarathi Datta

Agenda: The agenda of the session is to mention the concepts, context, dependent variables, independent variables, and theories to find out the research gaps, and findings for doing research proposals.

About the Session: A strong understanding of theoretical frameworks and research gaps is essential for management research. Frameworks provide the foundation for studies, guiding analysis through established concepts and theories.

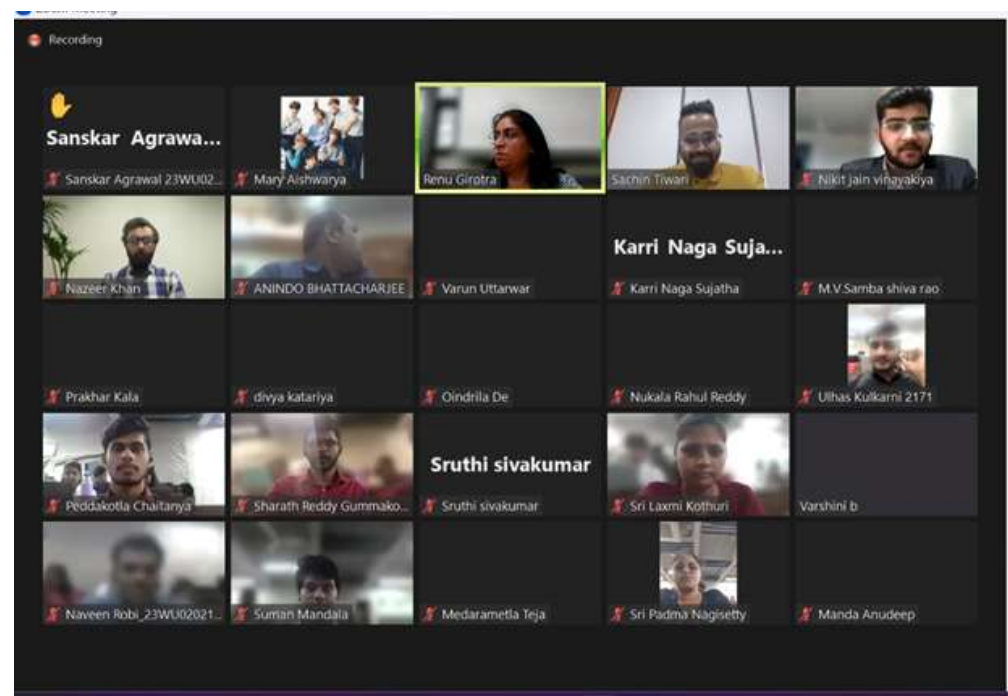
Research gaps, identified through literature review, highlight areas where knowledge is limited. For scholars, this approach is key. It refines research questions to address genuine knowledge gaps, potentially leading to advancements in theory. Demonstrating this understanding strengthens research credibility and impact. In a program by Dr. Partha Sarathi Datta, hosted by the Valarie Zeithaml Center for Management Research at Woxsen University School of Business, India, these concepts were explored to equip researchers for impactful management studies.

Business Partnership and HCM/ Aligning HR and business strategy to HCM Webinar

Date: February 22, 2024

Speaker: Mr. Sachin Tiwari, Head HR, Magicpin

Mr. Sachin Tiwari, the Head HR, Magicpin delivered an online guest lecture on February 22, 2024, aligned with the course of Human Capital Management, for the first-year MBA students. He discussed about HRM in context to Human Capital Management. Students got a future-focused perspective from the webinar. HR, far from being outdated, is evolving into a core management function. Tiwari unpacked the contrasting HR structures in traditional companies versus startups, highlighting the growing importance of HR in startups as teams scale. He then delved into core HR activities like recruitment decisions and employee engagement, essential for building a strong work environment. A key takeaway centred on Human Capital Management (HCM). While HR focuses on the human element of people management, HCM takes a more tech-driven approach, leveraging tools to optimize HR processes. Tiwari stressed the need for continuous learning and adaptation to technology, highlighting the vast growth potential in the HR field, particularly for those embracing HCM.



Scope

- Legacy Vs Startups
- Breaking the Stereotypes
- Curiosity matters
- Pick Your Journey



Pic Courtesy:SOB at Woxsen University

“I am convinced that nothing we do is more important than hiring and developing people. At the end of the day, you bet on people, not on strategies.”

– Lawrence Bossidy

The Changing Marketing Paradigms – Practitioners’ Perspective (Marketing Conclave) (Panel Discussion)

Date: February 28th

Target Audience: Marketing students of Woxsen University

Speakers:

Ms. Anooja Bashir (CEO - FlexiCloud)

Brigadier Inder Sethi (Head Of Faculty - College Of Defence Management)

Mr. G. Ravindran Reddy (Consultant / Ex. Vice President – Marketing - Hogar Controls)

Mr. Preetam Patnaik (Head Of Marketing - CCL Products India)

Mr. Harshavardhan G (Managing Director - Medha Research)

Marketing Conclave

The Changing Marketing Paradigms – Practitioners’ perspective

Learning Objectives:

1. Changing Marketing landscape with tech interventions
2. New consumer cohort and their demands
3. What’s the direction and degree of impact on Marketers
4. Requisites for the new age Marketing Manager

The event was held on February 28th and was attended by 5 guests:

Ms. Anooja Bashir started the event with her keynote address, followed by panel discussion involving the other four guests. The panel discussion was moderated by Dr. Saradhi. The panel also took questions at the end of the program.

MBA T3 students and BBA Sem 4 students have attended the program in LT1. The marketing faculty have also attended the event.



Pic Courtesy:SOB at Woxsen University



Pic Courtesy:SOB at Woxsen University



Pic Courtesy:SOB at Woxsen University

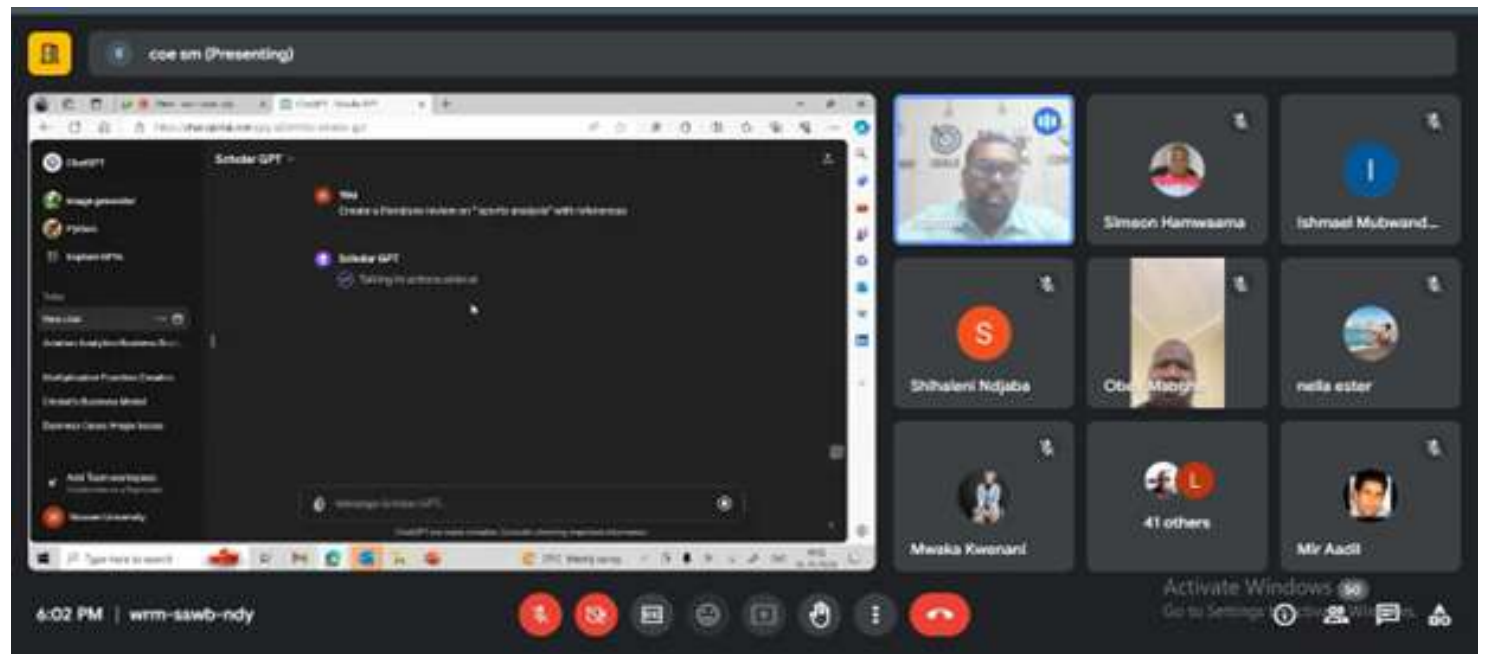


Pic Courtesy:SOB at Woxsen University

Workshop on Unleashing the Power of Generative AI in Education



Pic Courtesy:SOB at Woxsen University



Pic Courtesy:SOB at Woxsen University

Introduction: The International University of Management (IUM) and Woxsen University jointly hosted a comprehensive online workshop titled "Unleashing the Power of Generative AI in Education". The workshop was geared towards exploring the applications and potential of generative artificial intelligence within the educational sector. Aimed at the staff, students, and alumni of IUM, the event saw about 100 participants engaging in a hands-on session that was held remotely. The workshop trainers were Dr. Rajesh Kumar K V and Dr. Mir Aadil from the Woxsen University's School of Business.

Event Details:

Date: March 14, 2024, Time: 5:30 PM to 08:30 PM IST (02:00 PM -05:00 PM WAST)\

Location: Online

Organizers: The International University of Management (IUM) and Woxsen University.

Attendees: Staff, Alumni and Students of The International University of Management (IUM), Namibia

Objectives:

1. To provide the insights of AI and its applications in general and in Business.
2. To train participants on the Generative AI Tools for Education and Research with hands on session.
3. To discuss ethics and possibilities of AI Assessment Policy integrated with general evaluation rubrics.
4. To provide future networking and technological collaboration opportunities in between AI and Business world.

Summary: More than a hundred participants from International University of Management, Namibia participated in the workshop. Dr. Ishmael Mubwandarikwa, Director of the IUM Graduate School of Business, facilitated the registration process and was the point of contact for further information and could be reached via email.

Dr. Rajesh Kumar K V shared his expertise in integrating AI with business education, focusing on how generative AI can aid in case study development and simulation environments. Furthermore, he provided hands on sessions on multiple research-support and generative AI tools for the faculty as well as the students.

Dr. Mir Aadil brought a technical perspective to the use of AI for educational purposes, showcasing various AI models that can assist in automating administrative tasks and supporting student learning. Also, he demonstrated the working of multiple Generative AI applications in assisting teaching-learning process and preparation.

The workshop utilized an online platform that facilitated real-time interaction between the presenters and participants. Breakout sessions, Q&A segments, and live demonstrations provided an immersive learning experience. Participants also received resources and access to tools for practical experience during the workshop.

The workshop received positive feedback for its informative content and the quality of the hands-on experience. Participants left with a better understanding of generative AI's role in education and ideas for applying AI in their respective areas. Connections were fostered among educators interested in technological advancements, setting the stage for future collaborative projects.

Key Takeaways:

1. Insightful presentations on the impact of generative AI on modern education.
2. Interactive sessions on the use of AI tools for enhancing learning experiences.
3. Demonstrations of AI in creating educational content and personalized learning paths.
4. Discussions on ethical considerations and future implications of AI in education.

Conclusion: The "Unleashing the Power of Generative AI in Education" workshop was a significant step toward bridging the gap between AI technology and its practical applications in education. It empowered the participants with knowledge and tools to innovate in their teaching and administrative practices, highlighting the importance of AI in shaping the future of education.

School of Arts and Design

School of Arts and Design Organized a Book Reading and Panel Discussion

WOXSEN UNIVERSITY

Panel Discussion

On Redefining Education: The Power of Contemplative Arts Based Research

Guest of honour
Prof. Joan Marie Kelly
 Senior Lecturer & Artist
 (NTU, Singapore)

Panellists

Prof. Dr. Sudhanya Dasgupta
 Ecole Intuit lab, Kolkata

Prof. Pradeep Menon
 Assistant Professor,
 School of Arts & Design,
 Woxsen University

Prof. Sreeraghavi Mani
 Assistant Professor,
 School of Arts & Design,
 Woxsen University

Moderator

Prof. Namrita Sharma
 Assistant Professor,
 School of Arts & Design,
 Woxsen University

Date: 5th March, 2024
Time: 4:00 PM to 4:45 PM
Venue: LT- 1, Woxsen University

www.woxsen.edu.in

Book Reading:
 Being Other &
 Panel Discussion
 Redefining
 Education: The
 Power of
 Contemplative
 Arts-Based
 Research

Pic Courtesy: SOAD at Woxsen University

Book Reading Session: Being Other

A captivating book reading session by Hanae Beza from Portugal who is a successful female entrepreneur who has forged a career in the tech start up space and in non-profits. The session was moderated by Kanna Siripurapu where the author recited a beautiful poem and read excerpts from her book titled Being Other.

The book reading session centered around "Being Other" proved to be a source of inspiration and motivation, encouraging individuals to embrace their authentic selves and confront discrimination head-on.

Redefining Education: The Power of Contemplative Arts-Based Research

A panel discussion involving esteemed members Prof. Joan Marie Kelly, Dr. Sudhanya Dasgupta, Prof. Pradeep Kumar, and Prof. Sreeraghavi Mani, moderated by Prof. Namrita Sharma, delved into diverse perspectives on sensory engagement to address community barriers. Throughout the session, insightful conversations highlighted the profound depth of art and its potential to overcome societal challenges. The views and experiences shared by the panel members effectively conveyed the richness and significance embedded within artistic expression.

The panel members' diverse viewpoints and personal stories vividly portrayed the profound depth and value that art carries within society. Through their shared experiences, they illuminated how artistic expression serves as a powerful tool for communication, connection, and understanding across communities. Their insights underscored the transformative potential of art in shaping perceptions, fostering empathy, and addressing societal challenges.

"I found I could say things with color and shapes that I couldn't say any other way – things I had no words for."

– Georgia O'Keeffe

School of Science

One-Day Field Visit to National Remote Sensing Centre, Indian Space Research Organization (ISRO) Hyderabad

On March 6th, 2024, School of Sciences, went for Field Visit to National Remote Sensing Centre, Indian Space Research Organization (ISRO) Hyderabad. Dr Ramakrishna Madaka is the coordinator of the program. The day-long excursion was meticulously organized to provide participants with a thorough understanding of NRSC's pivotal role in space science. Welcomed by NRSC representatives, attendees received an overview of the organization's mission and its significance within ISRO. Dr. R Srinivas, Senior Scientist from NRSC, delivered insightful presentations on remote sensing technology and satellite missions, particularly their applications in diverse fields. Interactive sessions allowed students to engage with Dr. Srinivas, gaining valuable insights into ongoing projects and satellite data utilization for environmental management. Participants witnessed firsthand how satellite data aids in monitoring natural resources, tracking climate change, and addressing environmental challenges.



Pic Courtesy:SOT at Woxsen University

Mindful Discourse - ElevateHer: Invest Inspire Include Celebrating International Women's Day 2024

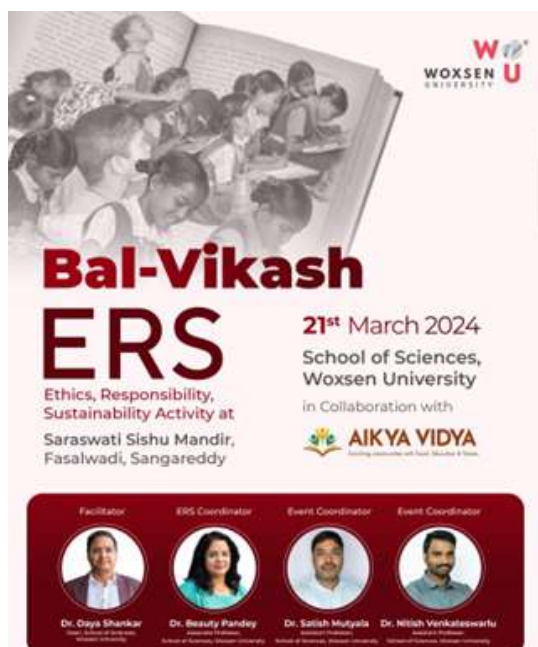
On March 21st, 2024, "Bal-Vikash" ERS activity, was organized by the School of Sciences at Woxsen University in collaboration with Aikya Vidya, a Hare Krishna movement organization at Saraswati Sishu Mandir - Fasalwadi, Sangareddy. The major aim of this impactful initiative was to empower rural communities by bringing education to underprivileged areas. Students from the School of Sciences at Woxsen University were instrumental in delivering this program. They provided enriching experience for school students by breaking down difficult topics into easy-to-understand components. A total of 150 students participated in the event.

Student engagement as volunteers encourages interactive learning, fostering a supportive environment and creating impactful educational experiences. It also provides a platform to refine their personal development skills and cultivate a passion for learning.



Pic Courtesy:SOT at Woxsen University

ERS Activity: Bal-Vikash organized in collaboration with Aikya Vidya, a Hare Krishna movement organization.



Pic Courtesy:SOT at Woxsen University

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School of Liberal Arts and Humanities

SOLH Hosts International Conference on Media, Law, and AI in the Post-Truth Era



The International Conference on “Exploring Media, Law and AI in the Post-Truth Era: An Evolving Ecosystem” was conducted successfully from March 12th to 14th, 2024, at the School of Liberal Arts and Humanities and School of Law, Woxsen University, Hyderabad, in collaboration with Ahran Canadian University, Egypt and University of Sinop, Türkiye. This landmark conference marked a significant milestone in pioneering research, fostering innovative ideas, and forging collaborations.

Pic Courtesy: SOLH at Woxsen University

The conference brought together eminent scholars, policymakers, and academia from around the world to facilitate interdisciplinary dialogue and address contemporary issues in Media, Law, and Artificial Intelligence. With over three hundred presenters and speakers hailing from India and various countries including the UK, USA, Canada, Australia, Türkiye, Nigeria, Tunisia, Egypt, Spain, Taiwan, Jordan, Lebanon, and Vietnam, the event showcased a diverse array of perspectives and insights.

Furthermore, the Conference successfully advanced the objectives outlined in SDG 4, SDG 16, and SDG 17. By aligning with the principles of SDG 4, Quality Education, the conference facilitated the submission of scholarly articles from diverse regions within India and abroad, enhancing the dissemination of high-quality educational content among academics. Additionally, the conference contributed to SDG 16, Peace, Justice, and Strong Institutions, by fostering a culture of integrity and reliability in an era characterized by technological advancements and post-truth narratives. Through the presentation of meticulously curated manuscripts of the highest caliber, the conference promoted truthfulness and instilled trust in scholarly discourse. Lastly, the conference actively engaged in partnerships with international universities, embodying the spirit of SDG 17, Partnerships for the Goals. By collaborating with esteemed institutions globally, the conference aimed to leverage collective expertise and resources towards the achievement of sustainable development objectives through cooperative endeavors.

The program featured ten technical sessions, with each presenter allocated ample time to deliver their cutting-edge research papers, thereby exploring emerging trends and contributing fresh perspectives to the ongoing discourse on Media, Law, and AI.

Furthermore, esteemed speakers like Professor Faisal Al-Rfouh, Former Visiting Professor at York University, Toronto, Canada, and Dr. Shuhan Chen PhD, Professor of Media and Communication at the University of the Arts London, Greenwich, England, United Kingdom, shared pragmatic insights and research findings, enriching the participants’ understanding. Mx. Estelle Keerthana Ramaswamy 🌈, a Researcher at Deakin University, Australia, shed light on transgender-related issues in the digitally divided, post-truth era, offering participants valuable perspectives. The interactions undoubtedly proved enlightening, leaving attendees enriched with newfound knowledge and perspectives.

Approximately 350 abstracts poured in from various corners of the globe, from which 250 high-caliber abstracts were meticulously selected for paper presentations. Notably, Professor Jatin Srivastava, Professor and Director at the Institute for International Journalism, Ohio University, Athens, Ohio, United States, graced the event as a keynote speaker on the Google Meet platform. His discourse offered invaluable insights into the practical application of AI tools and techniques in academia. Additionally, the discourse touched upon the evolving landscape of AI and the challenges it poses in ensuring academic integrity.

The School of Liberal Arts and Humanities hosts the 3rd IAB Meeting



Pic Courtesy: SOLH at Woxsen University

It was emphasized that through mutual collaboration, valuable solutions could be found to tackle this pressing issue. Overall, the IAB Meeting served as a platform for fruitful discussions and the exploration of innovative strategies to improve the educational experience for students in the digital age.

The School of Liberal Arts and Humanities at Woxsen University, Hyderabad successfully conducted its International Advisory Board (IAB) Meeting via the Zoom platform on March 21, 2024. During the meeting, various issues related to course content and pedagogy were vigorously discussed. Participants shared and suggested innovative tools and techniques for enhancing teaching and learning processes both within and outside the classroom.

Addressing the challenge of engaging students in this digital era was a central theme of the discussions. The exchange of ideas among participants was seen as crucial in addressing this challenge.

SOLH students field visit to Telangana State Archives and Heritage Structures

As a component of their Research Methodology course, students of BA Hons Semester 4th SOLAH embarked on a visit to the Telangana State Archives in Hyderabad on March 20, 2024, to explore the importance of archival records in research. Dr. Brundaban Mishra from SOLH expressed gratitude to Dr. Zareena Parveen, the Director of Telangana State Archives, for her steadfast support and cooperation, which greatly facilitated the success of the students' visit. Furthermore, students had the opportunity to delve into Nizam Architecture by exploring Osmania University, further enriching their understanding of the subject.



Pic Courtesy: SOLH at Woxsen University

BA (Hons.) Students Visit Allapur Village

SPOTLIGHT ON VILLAGES: A hands-on opportunity unfolded for a select group of students from the BA (Hons) Semester 2 program, as they willingly volunteered to impart knowledge at a Government Primary School located in Allapur Village, Sangareddy district, on March 19, 2024. This ERS initiative not only provided our students with practical teaching experience but also nurtured their communication and leadership abilities while instilling a sense of social responsibility. Moreover, such collaborative efforts extend much-needed educational support to primary school children in rural areas, offering them access to quality education and mentorship that might otherwise be lacking. Importantly, the involvement of BA (Hons) students in teaching primary school children within village settings holds the potential to significantly impact the educational landscape of rural regions, empowering both the students and the broader community.



Pic Courtesy: SOLH at Woxsen University

School of Technology

International Workshop on Mathematical Modelling and Solution Procedures (IWMMSP2024)



Pic Courtesy: SOT at Woxsen University

The workshop on Mathematical Modelling and Solution Procedures provided participants with valuable insights and skills to tackle real-world problems using mathematical techniques. Despite the challenges of the online format, the workshop was successful in achieving its objectives and empowering participants with knowledge that can be applied across various domains.

The School of Technology, Woxsen University, Hyderabad, hosted the “Five Days International Workshop on “Mathematical Modelling and Solution Procedures (IWMMSP-2024)”

The international workshop was held from 29 February 2024 to 4 March 2024 via online mode. The objective of the workshop was to enhance participants' understanding of mathematical modelling techniques and solution procedures, equipping them with the skills necessary to apply these concepts in practical scenarios.

Event Type: International Workshop.

Target Audience: Faculties, Post Doctoral Fellows, Research Scholars, U.G. and P.G. Students.

Speaker(s)):

5 renowned international and 11 national keynote speakers discussed their research work at the workshop.

International speakers represented University of KwaZulu-Natal, South Africa, Suranaree University of Technology, Thailand, Universidad Cato´lica del Norte, Chile and University of Bologna, Italy and University UPN Veteran, Yogyakarta, Indonesia.

Participants gained a comprehensive understanding of mathematical modelling principles and techniques.

Learned how to formulate mathematical models to represent real-world problems accurately.

Engagement & Participation: Research presentation and interaction with the audience.

Solution procedures for solving mathematical models were thoroughly discussed and practiced.

Participants gained insights into the practical applications of mathematical modelling across different fields.

All of the biggest technological inventions created by man - the airplane, the automobile, the computer - says little about his intelligence, but speaks volumes about his laziness.

- Mark Kennedy (Author)

ERS Activity on “Applications of Mathematics” at Zilla Parishad School, Kamkole, organised by the School of Technology, Woxsen University,

Introduction (within Title): The School of Technology, Woxsen University, Hyderabad, India organised an ERS (Ethics, Responsibility and Sustainability) activity for school students at Zilla Parishad School, Kamkole on February 26, 2024.

This ERS activity was focussed on two SDG Goals: Goal 4 and 9.

II. Event Details

- Event Type: ERS Activity.
- Target Audience: School Students at Zilla Parishad School, Kamkole.
- Speaker(s) or Guest(s) (if applicable): Prof. PGL Leach, Honorary Research Professor, Durban University of Technology, Durban, South Africa, the resource person of the ERS activity shared his insights and interacted with the students to magnify their level of confidence and approach mathematics with a sense of inquisitiveness to widen their perception toward the real-life problems.

1. Students interacted with the speaker, Prof. PGL Leach and gained insights into the wider application of mathematics.

2. Prof. Leach focussed on the simple techniques available to discuss its

applicability and which was widely appreciated by the students.

- Engagement & Participation: Interactive activities.
- Impact & Outcomes: The students got an overview of the mathematical concepts which were mostly devoted towards the application in architectural design and making new products.

IV. Optional Sections



Pic Courtesy: SOT at Woxsen University

Woxsen’s School Of Technology at Dubai Conference

School of technology is happy to share that from Woxsen University we were recently invited as Session Chair and Speaker at the Biotechnology Research Congress in Dubai, UAE between 25 – 27th March 2024. I was the session chair for Session 7: Biotechnology and Health, showcasing my research with ongoing hot topics in the field of antimicrobial resistance and the advances made to combat this slow-moving pandemic. SDG 3 and SDG 9 are involved here. Dr. Debajyoti Bose was the session chair for Session 5: Bioenergy and Biorefinery Technologies. He spoke on a unique perspective of utilizing plant microbiomes as energy sources for renewable electricity generation, effectively functioning as a constructed wetland. SDG 6 and SDG 7 are involved here.

The event also allowed us to connect with key researchers from the Ruhr-Universität Bochum, Germany along with the University of León, Spain among others. In the coming months, we have some ambitious plans that we intend to jointly roll out with them. Collaboration is important in science and technology because it allows researchers to share ideas, methods, and expertise, which can help make discoveries more likely.

The authors are thankful to all who made this possible and allowed us to nurture and grow our thoughts in an environment that thrives to challenge the present and sustain the future.

Pic Courtesy: SOT at Woxsen University

Riya Bhattacharya
Woxsen University, India

Title: Synergistic potential of aegle marmelos essential oil in combination with antifungal drugs against drug resistant fungal pathogens

Abstract:
Drug resistance among fungal infections has increased in recent years and the efficacy of antibiotics has declined. By combining antibiotics with the essential oil from the leaves of Aegle marmelos (L.) Correa this study provides a unique strategy against fungal infections. The GC-MS analysis identified nine phytochemicals, the most abundant of which were α -Phellandrene and D-Limonene. Further evaluation of A. marmelos essential oil's (AMEO) anti-candida activity revealed a zone of inhibition of 24 ± 0.5 and 22 ± 0.30 mm against the two Candida albicans strains (ATCC 90028 and MTCC277), respectively, when tested using the agar well diffusion assay. The MIC ranged from 0.312 to 0.156% (v/v), indicating a fungicidal activity against the C. albicans ATCC90028 and MTCC277 strains. It was determined to have strong and efficient antifungal action against C. albicans. Time kill assay and checkerboard method were used to determine synergistic potential, and the results showed that the antifungal efficacy of clinical medicines was boosted by 16 and 32 folds, respectively, resulting in total cell death after 16 hours. Field Emission Scanning Electron Microscopy (FESEM) observations were used to evaluate the mode of action of essential oil and antibiotics individually and in combination. Essential oil and antibiotics were able to completely break and damage the fungal membrane of C. albicans cells, also when utilized separately, they caused shrinkage and cell death. This serves as a refinement in drug design and a potential treatment for candidiasis.

Biography
Dr. Riya Bhattacharya has completed her PhD in Biotechnology from Shoolini University in Himachal Pradesh, India. She also holds a postdoctoral researcher position from the same University. From both her undergraduate and postgraduate degree in biotechnology she was a gold medalist of the respective batches. She is currently serving as Assistant Professor at the School of Technology in Woxsen University. She has published 21 academic articles with well reputed journals and has 13 patents to her name. She is also a part of various academic committees and has been active in outreach programs as well.

Everything is Theoretically Impossible Until It's Done
– Robert A. Heinlein

Empowering Rural Resilience: The Evolution of Smart Villages

Date: - 26th February 2024

Venue: - Zilla Parishat High School

Venkatapur, Mandal:- Sadasivpet

Timings: - 11:00 AM to 4:00 PM

Faculty Co-Ordinators:-

1. Dr. Venkat Reddy

2. Dr. Bhargav Prajwal Pathri

3. Dr. Purushotham M

4. Dr. Kamil Reza

5. Dr. Sonal Jain

Student Co-Ordinators:-

1. P.B. Varenja Verma

2. S.Sowmya

School of Technology in Association with COE-New Age Technologies, has successfully conducted an event titled:- Empowering Rural Resilience activity titled "The Evolution of Smart Villages" held at ZPHS Venkatapur village.



కష్టంతో కాకుండా... ఇష్టంగా చదవండి

■ వెంకటాపూర్ పాఠశాలను సందర్శించిన వోక్సెన్ యూనివర్సిటీ బృందం

కందిలి, నదాశివపేట: విద్యార్థులు కష్టపడి కాకుండా.. ఇష్టంతో చదవాలని వోక్సెన్ యూనివర్సిటీకి చెందిన ప్రొఫెసర్ల బృందం సూచించింది. నదాశివపేట మండలపరిషత్లోని వెంకటాపూర్ జిల్లా పరిషత్ ఉన్నత పాఠశాలను

సోమవారం బృందం సభ్యులు సందర్శించారు. రూరల్ డెవలప్మెంట్ అంశంపై పాఠశాల విద్యార్థులకు ఓరియంటేషన్ ప్రోగ్రాం నిర్వహించారు. ఇందులో భాగంగా సూతన పద్ధతుల ద్వారా వ్యవసాయం చేయడం, సోలార్ విద్యుత్, ఆటో మొబైల్ రంగంలో నైపుణ్యాలు తదితర అంశాల గురించి వివరించారు. సైన్స్ అండ్ టెక్నాలజీకి సంబంధించిన విషయాలపై వారికి అవగాహన కల్పించారు. అనంతరం విద్యార్థులు వె

లిబుల్స్ సంకేతాలను యూనివర్సిటీ బృంద సభ్యులు నివృత్తి చేశారు. వచ్చే వారంలో తమ యూనివర్సిటీని సందర్శించాలని విద్యార్థులను కోరారు. ఈ కార్యక్రమంలో ప్రొఫెసర్లు డాక్టర్ వెంకట్ రెడ్డి, డాక్టర్ భార్గవ్, డాక్టర్ పురుషోత్తమ్, డాక్టర్ కమిల్ రేజా, డాక్టర్ సనల్ జైన్, యూనివర్సిటీ విద్యార్థులు సౌమ్య, వరణ్య, పాఠశాల ప్రధానాధికారి యు. సురేష్ తదితరులు పాల్గొన్నారు.

Pic Courtesy: SOT at Woxsen University

The Program has been led by coordinators, Dr. P. Venkat Reddy, Dr. Bhargav Prajwal Pathri, Purushotham Muniganti, Kamil Reza Khondakar, Ph.D, and Dr. Sonal Jain, along with the invaluable contributions of our student coordinators Varenja Varma Penmetsa and Sowmya saluru, this initiative aimed to foster sustainable development and innovation in rural communities.

We have conducted few interactive sessions, workshops, and community engagement activities, where we explored various strategies to empower rural areas, enhance livelihoods, and harness the potential of technology for rural resilience.

"Faculty Development Program: Effective Grant Writing Strategies Using AI"

The Faculty Development Program (FDP) on "Effective Grant Writing Strategies Using AI" was conducted by the School of Technology at Woxsen University from March 12 to March 14, 2024.

Event Details

Event Type: Online FDP

Target Audience: Research scholars and faculty globally

Speaker: Dr. Rich Rice, Professor, Technical Communication & Rhetoric, Texas Tech University

Key Takeaways: Participants gained insights into sharpening narrative skills, developing structured proposals, understanding grant guidelines, tailoring proposals, and utilizing AI tools for increased funding success.

Engagement & Participation: The sessions led by Dr. Rich Rice fostered active engagement through interactive discussions and practical exercises.

Impact & Outcomes: Attendees exchanged ideas, enhancing global collaboration in grant writing practices. Immediate outcomes include improved proposal writing skills and increased awareness of AI integration in research funding.

Quotes: "The session was quite informative! Insights of Prof Rich were coupled with a plethora of tools and websites to explore. The Budget being introduced as an expression of the researcher's commitment was wonderful. Also, ways to match our research with funding agency, ideas to locate funding and target population, and navigating challenges of comparatively lesser funding in humanities & social sciences were quite useful!"

Participant feedback.

Conclusion

The Faculty Development Program on "Effective Grant Writing Strategies Using AI" was a success, equipping participants with essential skills and fostering global collaboration in research funding endeavours at Woxsen University.

This report encapsulates the FDP conducted by the School of Technology, highlighting its impact and outcomes.

International Seminar organised by School of Technology

I. Title & Introduction

- Title: International Seminar on Real-Life Applications of Differential Equations hosted by School of Technology, Woxsen University, Hyderabad.
- Introduction (within Title): The School of Technology, Woxsen University, Hyderabad, India organised an "International Seminar on the Real-Life Applications of Differential Equations" for the First Year Engineering Students on February 27, 2024.

II. Event Details

- Event Type: International Seminar.
- Target Audience: B.Tech First Year Students (2023).
- Speaker(s) or Guest(s) (if applicable): Prof. PGL Leach, Honorary Research Professor, Department of Mathematics, Durban University of Technology, Durban and Professor Emeritus, School of Mathematics, Statistics and Computer Science, University of KwaZulu-Natal, Durban, South Africa graced the occasion as the resource person and interacted with the students and provided insights from his substantial experience of more than 45 years.



Pic Courtesy: SOT at Woxsen University

Students were able to understand the intricacies of mathematical modelling. The seminar emphasizes the need of practise-based learning.

Workshop on real-world problems using mathematical techniques.

Introduction: The international workshop was held from 29 February 2024 to 4 March 2024 via online mode. The objective of the workshop was to enhance participants' understanding of mathematical modelling techniques and solution procedures, equipping them with the skills necessary to apply these concepts in practical scenarios.

Event Details

Event Type: International Workshop.

Target Audience: Faculties, Post Doctoral Fellows, Research Scholars, U.G. and P.G. Students.

Speaker(s) or Guest(s) (if applicable):

5 renowned international and 11 national keynote speakers discussed their research work at the workshop.

International speakers represented University of KwaZulu-Natal, South Africa, Suranaree University of Technology, Thailand, Universidad Cato'lica del Norte, Chile and University of Bologna, Italy and University UPN Veteran, Yogyakarta, Indonesia.

III. Event Highlights

Key Takeaways:

Participants gained a comprehensive understanding of mathematical modelling principles and techniques.

Learned how to formulate mathematical models to represent real-world problems accurately.

Engagement & Participation: Research presentation and interaction with the audience.

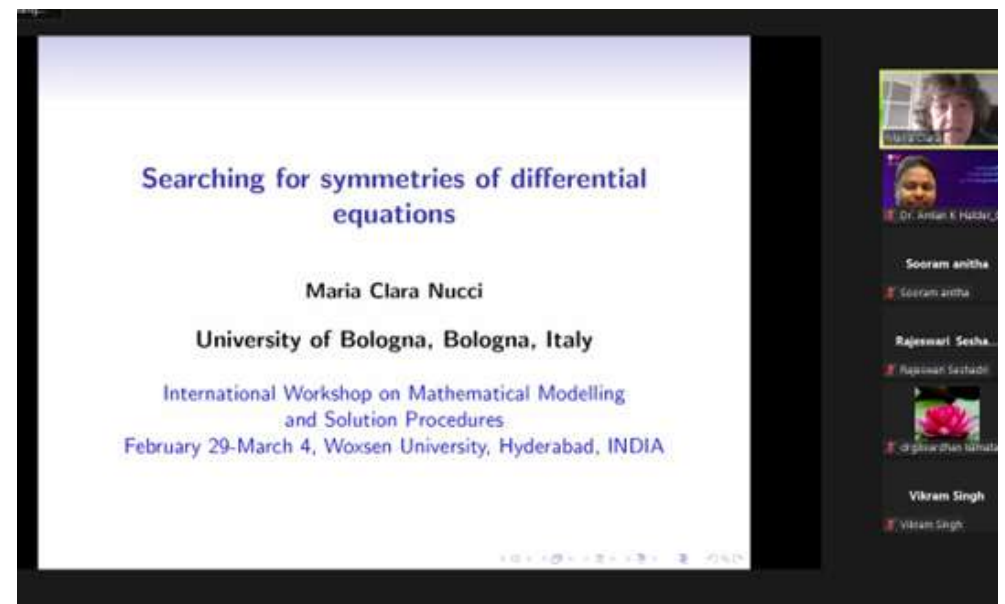
Impact & Outcomes:

Solution procedures for solving mathematical models were thoroughly discussed and practiced.

Participants gained insights into the practical applications of mathematical modelling across different fields.



Pic Courtesy: SOT at Woxsen University



Pic Courtesy: SOT at Woxsen University



DT: 1st March 2024

SANCTION ORDER
WOXSEN UNIVERSITY SEED RESEARCH GRANT

Dear,
Dr. Riya Bhattacharya, School of Technology
Woxsen University

Project ID: WSRG/01/2024/11

SUBJECT: Project titled "Development of commercial drug for pharma industry against antibiotic-resistant Fungal microbes" submitted for SEED Research Grant

The above mentioned project submitted to the Woxsen University SEED research grant support was considered by the SEED research grant expert panel committee meeting held on 1st February 2024

The above proposal is sanctioned for funding support for INR. 3,00,000/-*(Rupees Three Lakh) for a duration of 12 months starting from the date of issue of this letter.

We wish you a great success in your research.


Dr. Kiran Kumar Ravulakollu
Acting Director, Research & Development Cell,
Woxsen University



*Utilization of grants must follow university norms and regulations.

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School of Law

School of Law hosted a workshop on ‘mooting skills and etiquette’

As future guardians of justice, we recognize the profound significance of mooting activity in shaping our abilities, perspectives, and commitment to the rule of law. The School of Law, Woxsen University, Hyderabad recently organized a workshop for law students on “Mooting Skills and Etiquettes” on 5th March 2024. It was with great honor that we welcomed Advocate Saumya Upadhyay from the Delhi High Court to share her insights on this crucial activity for abiding lawyers. She provided valuable insights into the foundational principles of mooting and its operational mechanisms, aiding students in comprehending its essential components and procedural intricacies. Additionally, we were privileged to have Professor Ummul Waraah, Woxsen University to enlighten the students on the three pillars of mooting: Preparation, Presentation, and Performance, she also provided the students with a professional understanding of courtroom procedures and operations as they manifest in real-world legal settings. On behalf of the School of Law at Woxsen University, Hyderabad, I extend our sincerest gratitude for your exceptional workshop. Your expertise and insights made it truly enlightening and valuable for all students. Thank you for sharing your knowledge and enriching our learning experience.



Pic Courtesy: SOL at Woxsen University

‘Model Lok Sabha’ hosted by the School of Law

In collaboration with the COE, the School of Law at Woxsen University was honored to host a Model Lok Sabha session on the theme “Global Development of the Nation Post-2019” for the students of Woxsen University. The event, held on March 6th, 2024, provided a platform for insightful discussions and deliberations on this significant topic. We were honored to have Ms. Keerthy Reddy, Lawyer at Telangana High Court, as our esteemed Chief Guest for the event. We extend our heartfelt appreciation to the Dean of the School of Law, Shreelatha Annamaneni, and Professor Ummul Waraah for their invaluable coordination and support in making this event a success.



Pic Courtesy: SOL at Woxsen University

The session featured extensive discussions between the ruling BJP and the opposition Congress, showcasing their development visions. Both parties emphasized strategic campaigning, addressing women's safety, and youth empowerment. Intellectual debates covered policy topics from economic reforms to social justice initiatives emphasizing the necessity of pragmatic solutions. Congratulations to Vyshnavi Ganti, Maaz Khan, and Vasim Hunani for being recognized as the best speakers. Apart from this the students who participated from the School of Law included Lokesh N. and Pakhi Khandelwal. Lastly, we extend our sincere gratitude to Ms. Keerthy Reddy for gracing us with her presence, and for her invaluable support and guidance to our students throughout the event.

Legal Debate on various IPR issues with the School of Arts and Design

Dr. Ajoy Jose on 6th March initiated a legal debate focusing on Intellectual Property Rights (IPR) with third-year Visual Communication Students from the School of Arts and Designs. The debate centered on the intricate balance between incentivizing innovation and creativity while ensuring accessibility and affordability of goods and services. During the session, various aspects of IPR, including patents, copyrights, trademarks, and trade secrets, were discussed comprehensively. These discussions often touched upon critical themes such as monopolies, innovation, cultural expression, and the implications of global trade agreements. The engagement proved highly beneficial for the Visual Communication students as they gained insights into the significance of IPR in their field of study. The debate provided them with a platform to articulate their perspectives, fostering a deeper understanding of the complexities surrounding IPR and its implications for their work. Overall, it was an enriching and stimulating debate session.

3rd Lecture Series on Research Methods & Ethics

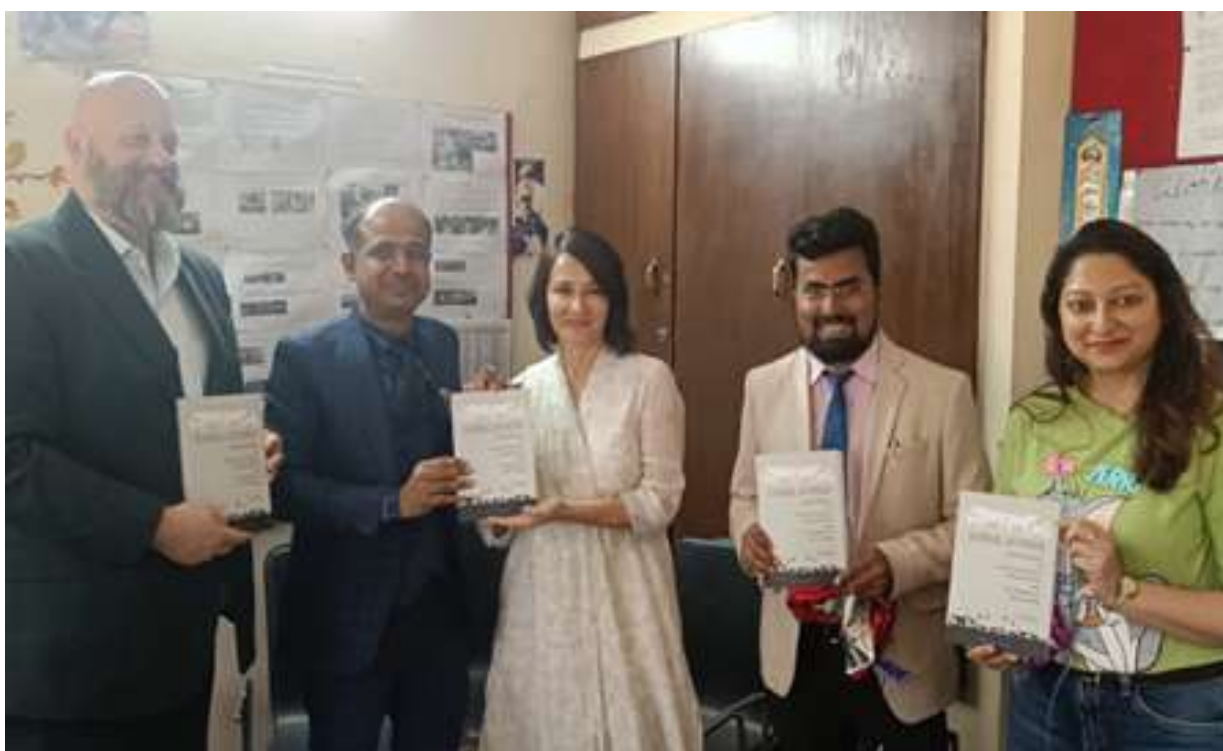


Pic Courtesy: SOL at Woxsen University

On March 22nd, 2024, the School of Law at Woxsen University, Hyderabad, hosted its 3rd Lecture Series on Research Methods and Ethics for law students as well as the esteemed faculty. This session focused on the compelling interplay between Law and Literature, highlighting the significant role of literature in humanizing legal discourse. The exploration of this interplay was deemed crucial given the literature's ability to offer multidimensional insights into justice and morality.

By portraying the emotions and struggles inherent in legal conflicts, literature engages readers in reflecting on the ethical dimensions of law and justice. Indeed, literature is intricately woven into the fabric of society's legal landscape. In essence, literature possesses the remarkable power to shape public perceptions of law and justice, influencing attitudes toward the legal system. We extend our deepest gratitude to the distinguished speakers, Prof. Antarleena Basu, a learned Psychology professor from the School of Liberal Arts and Humanities, and Prof. Dr. Subin Scaria, a magnificent English prof. from the School of Technology, whose exceptional presentations delved into the intersection of law and literature with special reference to Graphic Literature and Kerala Modernity, respectively. Their contributions were instrumental in the resounding success of this lecture series.

Book on "Animal Justice" by Prof P. P. Mitra, School of Law



Pic Courtesy: SOL at Woxsen University

The School of Law at Woxsen University takes great pride in announcing the release of the book by Blue Cross, Hyderabad founder, and chairperson, Amala Akkineni, titled "Animal Justice" authored by the esteemed professor, Dr. P. P. Mitra. The book, authored by Dr. Mitra, sheds light on various aspects of animal rights and justice, with a focus on the Indian Judiciary's stance on critical issues such as cruelty to animals, animal sacrifice, cow slaughter, and mob lynching. During the event, Dr. Mitra expressed his gratitude to the management of Woxsen University for their unwavering support throughout his research and publication endeavors.

He emphasized the significance of addressing these pertinent issues within the legal framework and contributing to the discourse on animal welfare. In celebration of this milestone, a visit to an animal shelter was organized, underscoring the commitment to promoting compassion and advocacy for animal rights. The event garnered attention and was prominently featured in the newspaper. Congratulations are extended to Dr. P. P. Mitra for his remarkable achievement, with anticipation for many more scholarly contributions in the future.

A research paper published by Law School faculty

A significant research paper authored by the Dean, Dr. A. Sreelatha, and co-author by the Deputy Dean, Prof. Joshua Dalrymple, of the School of Law has been published on the topic of "A Study on Trafficking and Slavery" in the International Journal of Technical Research and Science (ISSN NO. 2454-2024). The paper critically examines the pervasive issue of trafficking and slavery within society, addressing the persistent challenges despite existing laws and declarations condemning such practices. Underscoring the urgent need for proactive measures to prevent and combat these egregious violations of human rights, the research paper not only highlights the complexities surrounding the topic but also advocates for concerted efforts from government entities, businesses, and the general public to address and eradicate these practices effectively. By shedding light on the multifaceted problems and proposing actionable solutions, the paper catalyzes informed action and collective responsibility against trafficking and slavery.

Debate on "Mercosur: Should Uruguay Prioritize Regional Integration or Diversify Trade Partnerships Beyond South America"

Join us for a debate on
Mercosur: Should Uruguay Prioritize Regional Integration or Diversify Trade Partnerships Beyond South America?

21ST MARCH
2:00 PM - 2:30 PM

MOOT COURT, WOXSEN UNIVERSITY

Chief Guest and Jury
His Excellency Mr. Alberto Guani,
Ambassador of Uruguay to India

Pic Courtesy: SOL at Woxsen University

Joining Dr. Sreelatha as a distinguished jury member was His Excellency Mr. Alberto Guani, Ambassador of Uruguay to India. His valuable insights and diplomatic perspective added significant depth to the discourse. The event witnessed spirited arguments from both participating teams, each presenting compelling viewpoints and insights. Dr. Sreelatha's presence and contributions undoubtedly enhanced the quality and success of the debate, reflecting the School of Law's commitment to fostering critical thinking and informed dialogue on global issues.

Dr. A. Sreelatha, the esteemed Dean of the School of Law, played a pivotal role as a jury member at the debate hosted by the Debate Club on March 21st, 2024. The focal point of the debate was the topic of "Mercosur: Should Uruguay Prioritize Regional Integration or Diversify Trade Partnerships Beyond South America." As a respected legal authority, Dr. Sreelatha brought her expertise to bear on this complex subject, which revolved around MERCOSUR, a regional economic organization in South America. The debate delved into the socio-economic implications for Uruguay, a developing South American nation, as it weighs the advantages and disadvantages of its membership in MERCOSUR, against the prospect of pursuing trade relations beyond its continental neighbors.

School of Law conducts 3rd International Advisor Board meeting

The School of Law at Woxsen University convened its 3rd International Advisory Board meeting on March 18th, addressing key aspects crucial for the advancement of legal education globally. Key points of discussion included a steadfast commitment to fostering innovation, assessing the progress of the law school while anticipating forthcoming challenges, and outlining a strategic blueprint for the future of global legal education. Emphasis was placed on recruiting international faculty members, fostering international student exchange programs, and promoting cross-cultural sensitivity among students. Additional topics encompassed the refinement of the curriculum, the influence of renowned institutions such as IVY League establishments and the Bar Council of India, as well as the imperative for quality research initiatives. Furthermore, the meeting deliberated on sustainable development goals (SDGs) planning and engagement, as well as innovative legal practices aimed at enhancing legal services delivery. Notable attendees included Dr. Thamil Ventham, Mr. Soledad Atienza (Dean of IE Law School), Prof. Morse H. Tan (Dean at Liberty University), and the US Ambassador. Special appreciation was extended to the Dean of the School of Law, Dr. A. Sreelatha, and Deputy Dean Prof. Joshua Dalrymple for their leadership in organizing this pivotal meeting.

Rightful liberty is unobstructed action according to our will within limits drawn around us by the equal rights of others. I do not add 'within the limits of the law' because law is often but the tyrant's will, and always so when it violates the rights of the individual.

- Thomas Jefferson

School of Architecture and Planning

"Jal Utsav 2024"



Pic Courtesy: SOAP at Woxsen University

A Water Fest 2024 was hosted on 17th and 18th February by W.for.W Foundation at the Department of Civil Engineering of IIT (BHU) at Varanasi, the holy city of India. Prof. Sonia Gupta, a core member of WforW, was part of the Organising Committee. She moderated a debate on 'Pedagogy of water'.

Vyakhyan #12

The Center of Excellence for Architectural and Urban Research with Urban and Architectural Heritage Conservation presented the Vyakhyan 12 under its Heritage Lecture Series on Houses of Pondicherry.

The Lecture was conducted by Suganya T. Law on 21st February, 2024.



Pic Courtesy: SOAP at Woxsen University

Paper Presentation- "Exploring the Phenomenology of Historic Urban Spaces through Concepts of Genius Loci and Intangible Cultural Heritage" at the International Conference held there."

National Institute of Technology, Patna, India (Feb 17-18, 2024): Ar. Sanjana Gupta presented her paper co-authored by Ar. Piyush Pandya, "Exploring the Phenomenology of Historic Urban Spaces through Concepts of Genius Loci and Intangible Cultural Heritage" at the International Conference held there."

Poster Presentation workshop- School of Technology Woxsen University

A poster presentation workshop was conducted for the students of B.Tech 1st year, School of Technology Woxsen University by Ar. Debalina Ghosh, Assistant professor, SoAP.

The Workshop aimed at Designing Impactful Poster Presentations and was held from 20th February 2024 to 1st March, 2024



Pic Courtesy: SOAP at Woxsen University

International Conference "Heritage of mid-level historic towns in India in connection with historical trade routes and revival of riverine transport"



Pic Courtesy: SOAP at Woxsen University

Paper Presentation- "Scoping Study for a Framework for Deep Learning-driven Forest Analysis and AI-Generated Urban Park Inventories in India"



Pic Courtesy: SOAP at Woxsen University

School of Planning and Architecture, Bhopal, India (Mar 1-3, 2024): Ar. Suganya Thiagarajan Law presented her paper co-authored by Ar. Piyush Pandya and P. Swami Sairam, PhD, "Scoping Study for a Framework for Deep Learning-driven Forest Analysis and AI-Generated Urban Park Inventories in India" at the Urban Innovation Conference.

German University of Technology in Oman, Muscat (Feb 24-27, 2024): Ar. Piyush Pandya presented a paper on "Heritage of mid-level historic towns in India in connection with historical trade routes and revival of riverine transport" at the International Conference: Opportunities for Heritage, co-authored with Ar. Dhuma Bhavsar.

Achievements

FACULTY ACHIEVEMENTS.



Dr. S Gopal Krishna Patro
Assistant Professor

Dr. S Gopal Krishna Patro participated in NSM-DST Sponsored National Workshop on HPCEA (High Performance Computing in Engineering Application) held from 28th February to 3rd March 2024 organized by Dept. of EE & CSE, NIT Warangal, India

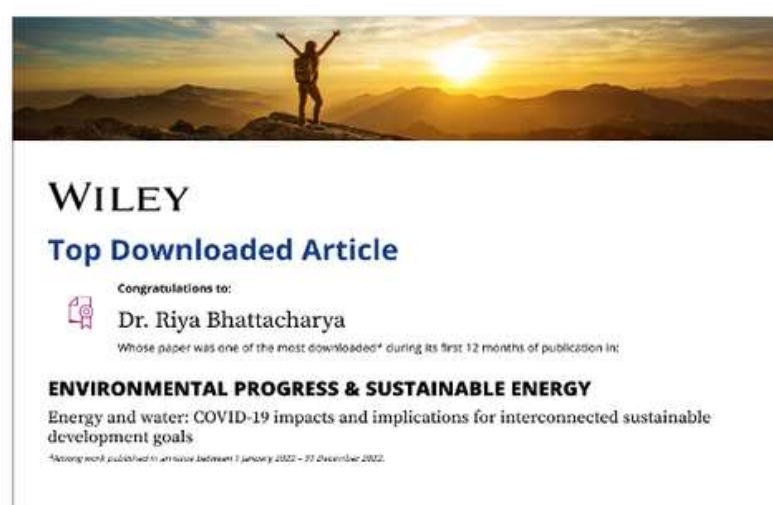
Dr. S Gopal Krishna Patro participated in the Workshop "Empower Your Ideas – an exploration into Intellectual Property Rights, Patents, and Design Protection" held on 15th March 2024 organized by R & D Cell, Woxsen University, Hyderabad, India



Dr Bhargav Prajwal Pathri published a conference paper "EcoSprout: Machine Learning-Powered Smart Sprinkler System" in IEEE which was held in Pune on March 5th and 6th.



Dr. Bhargav Prajwal Pathri
Assistant Professor





Aditi Baggu secured the 4th place in the prestigious Hindustani Prachar Sabha Nibandh Pratiyogitha and received a cash price of Rs. 7500/-

She also received a patent titled "Integrated Structural Health Monitoring System and Method" has been officially granted "Integrated Structural Health Monitoring System and Method" has received a grant from Indian Patent Office (Patent No. 520866, DoF: 11/07/2022, DoG: 06/03/2024)



Dr. Eldhose Varghese

Article Published: Symbolic and Interpretive Meaning of the 'Church' of Jacobites in Kerala and its Role in the Construction of Identity by Eldhose Varghese in International Journal of Asian Christianity, ISSN: 2542-4246 (Online), Volume 7, Issue 1, 2024, pp. 61-85. (Brill; Scopus (Q3) indexed).

Textbook published: Invitation to Sociological Theory (Core Course for BA Sociology University of Calicut) by Sasikumar V. K. and Eldhose Varghese published by the Calicut University Central Co-Operative Stores Ltd. ISBN: 978-81-969355-7-3



DOI: 10.2478/orga-2024-0004

The Mediating Role of Innovation Capabilities on the Relationship between Dynamic Capabilities and Firm Competitive Performance

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³ School of Liberal Arts & Humanities, Woxsen University, Hyderabad, India, naveen.kolloju@woxsen.edu.in

Dr. Naveen Kolloju

Research Paper published: Dr. Naveen Kolloju published a research paper, titled, "The Mediating Role of Innovation Capabilities on the Relationship between Dynamic Capabilities and Firm Competitive Performance, Organizacija, Sciendo (Journal of Management, Informatics and Human Resources), Volume 57, Issue 1. 2024. (SCOPUS Q2) eISSN 1581-1832.

Dr. Duantak Demkhosei Vauiphei

Assistant Professor, SOLH

The Art of Psycho-Oncology
978-620-7-46646-7

The Purpose of the book is to highlight the emerging needs of palliative end-of-life care in Indian clinical settings. The book focuses on delivering a good/meaningful death and dying process, which becomes the underlying factor in the formation of the current research. Palliative care practitioners may seize the opportunity to encourage patients to find meaning in suffering as they face inevitable death. meaning-making process can be generative for patients' feelings of anxiety, guilt, or hopelessness that seem punishing and unrelenting end of life and can be transformed into ways of actively exploring the relationship with self and others. Finding meaning at the end of life no small endeavour: it takes courage, commitment, and conviction to reflect upon and take ownership of one's existence. The value of Spiritual psychotherapy in end-of-life care is that it encourages patients to seriously explore their past, present, and future in terms of meaningful choices and the experiences that created and continue to generate their stories.

Authors: Suantak Demkhosei Vauiphei
 Book language: English
 Published on: 2024-02-26
 Publishing house: LAP LAMBERT Academic Publishing
 Number of pages: 144
 Price (EUR): €68.90

Application Details	
APPLICATION NUMBER	202441001734
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	09/01/2024
APPLICANT NAME	1 . Dr. D. Kiruthika 2 . Dr. Vijayendra Gupta 3 . Dr. Suneel Sankala 4 . Dr. Indrajit Goswami 5 . Dr. Mohammed Quadir Mohiuddin 6 . Dr. J. Udhaya Kumar 7 . Dr. Shweta Kulshrestha 8 . Ms. Radha. T 9 . Dr. R S Ch Murthy Chodisetty 10 . Menaga. A 11 . Dr. Harikumar Pallathadka
TITLE OF INVENTION	INNOVATION OF BUSINESS MODELS THROUGH THE APPLICATION OF DESIGN THINKING
FIELD OF INVENTION	COMPUTER SCIENCE
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