



Woxsen Celebrates Women in STEM/STEAM at APPRISE 2024

By Manogna Addanki

The Rusell Bulk Centre and the COE of Diversity, Equity, and Inclusion organized APPRISE 2024, a conference dedicated to promoting gender equality and fostering a welcoming environment in STEM professions. Held on April 8 at LT1 (Sir Cary Cooper Lecture Hall), the event attracted around 90 participants, including students and distinguished guests, for an afternoon of stimulating discussions and debates.



Pic courtesy:Woxsen Creatives

Exploring careers...

The Buzz on Marketing Communication Jobs in India: A Promising Field

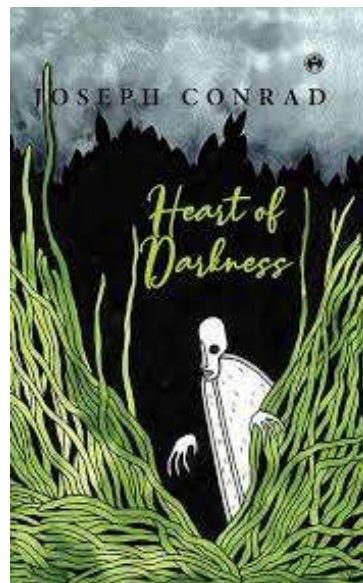


Pic courtesy: Internet

The world of Marketing Communication (MarComm) in India is experiencing a dynamic shift. Fueled by the digital boom and the ever-evolving media landscape, this department offers exciting job prospects for aspiring professionals.

"Heart of Darkness": Revealing the Depths of the Human Spirit"

Imagine a journey into the wild heart of the Congo, where the forces of imperialism hold sway. Joseph Conrad's 'Heart of Darkness' beckons us to explore the hidden recesses of our humanity. Conrad's haunting words, 'The horror! The horror!' set the stage for a captivating tale that will leave you spellbound."



Pic courtesy: Internet

Book of the month

The novella is framed by a group of friends on the Thames listening to sailor Marlow recount his experiences in Africa.

Case Cracked! Case Crunch 2.0

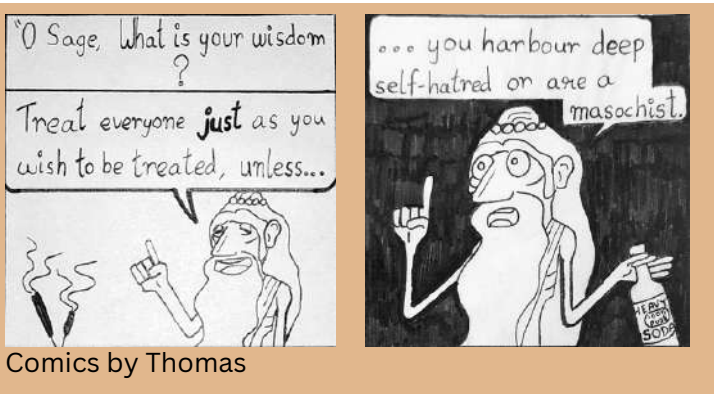
by K.Geetha Sahithi

The ISCB wrapped up its grueling Case Crunch 2.0 competition this week, leaving behind a trail of exhilaration and a new generation of problem-solving champions. This 24-hour intellectual marathon, held from April 20th to 21st, saw over 400 students battle through complex case studies in teams. The event unfolded in three rounds. The first round held in the law block, and the second and the third round were continued in the library.

Professor Profile: A journey with Prof. Debdutta Choudhury

by Mehreen Abid

As the Associate Dean who has headed multiple publications and has his name buzzing across well-known accreditations like NBA and AACSB, Professor Debdutta Choudhury in a brief conversation with us has proved how experiences, combined with sustained efforts, is the key to a journey of life-long learning. How can that be accomplished, you ask? Let us discover that straight through his words.

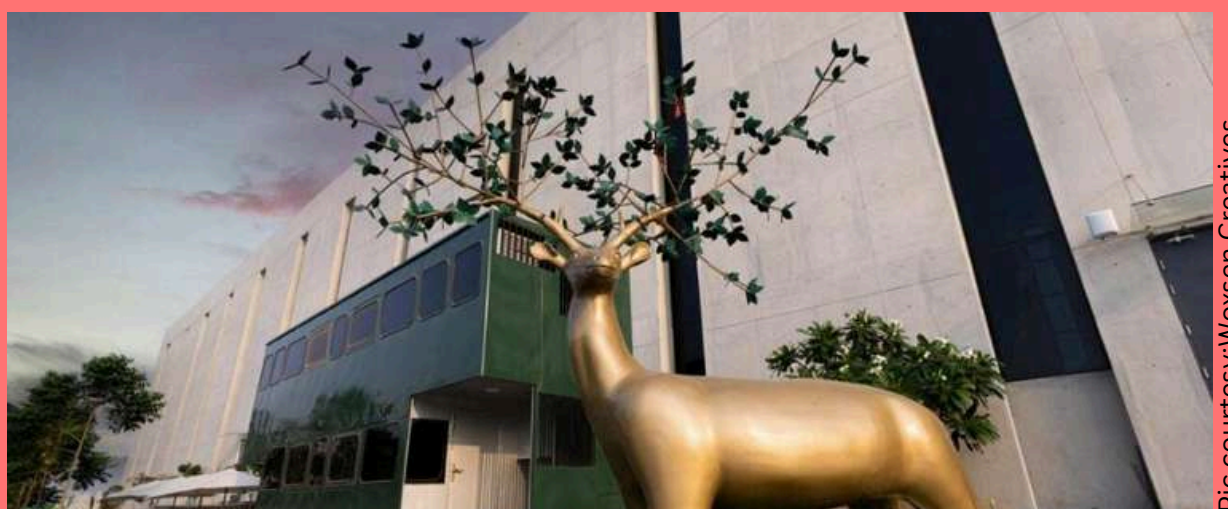


Comics by Thomas

"Journalism is what we need to make democracy work." – Walter Conkrite



A snap of Sport X complex at Woxsen University with its brutulist design with a touch of contemporary nature element



Pic courtesy:Woxsen Creatives

COE Times & Global Engagement

Woxsen Celebrates Women in STEM/STEAM at APPRISE 2024

By Manogna Addanki



Pic courtesy: Woxsen Creatives

The Russell Belk Centre and the COE of Diversity, Equity, and Inclusion organized APPRISE 2024, a conference dedicated to promoting gender equality and fostering a welcoming environment in STEM professions. Held on April 8 at LT1 (Sir Cary Cooper Lecture Hall), the event attracted around 90 participants, including students and distinguished guests, for an afternoon of stimulating discussions and debates. Head of Strategic Development Chahat Mishra delivered a stirring welcome speech, emphasizing the importance of research, internationalization, and ethical conduct, while highlighting the vital contributions of women in advancing STEM initiatives.

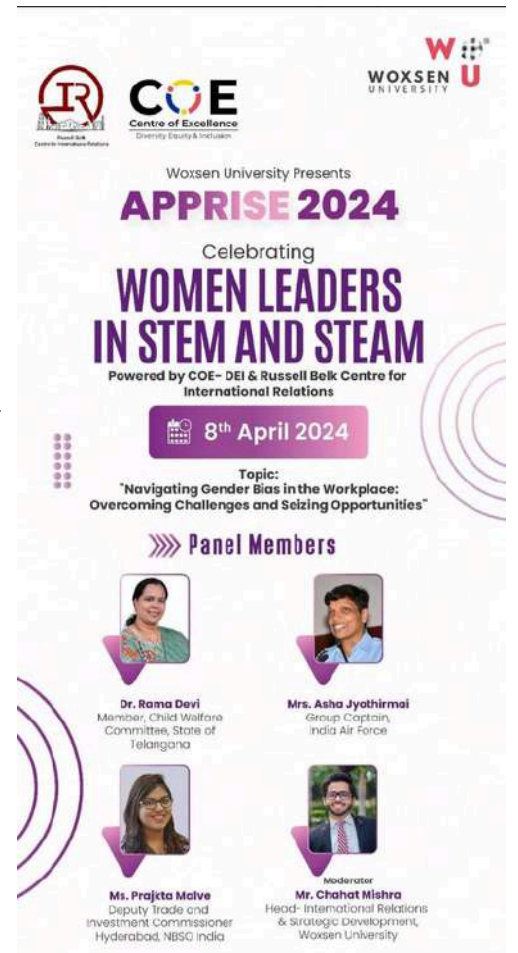


Globally, women only make up 29.2% of the STEM workforce, compared to nearly 50% in non-STEM fields [Source: Global Gender Gap Report (2023)].

(Left) Prof. Jikyeong Kang, Dean of Asian Institute of Management, Mr Chahat Mishra, Head of International Relations at Woxsen University, Dr Kakoli Sen, Dean of the School of Business at Woxsen, Mr Joseph Muscat, Former Prime Minister of Malta, Helke Carvalho, Vice-President, EFMD Global, Mr Reuben Gauci, High Commissioner of Malta in India

The conference's commitment to promoting international exchange was underscored by the presence of Dr. Joseph Muscat, former Prime Minister of Malta, who delivered an honored address. The day dedicated to fostering harmony and progress in achieving gender parity in STEM fields commenced with a symbolic lamp-lighting ceremony. APPRISE 2024 celebrated remarkable accomplishments in the realm of gender equality in STEM. A highlight of the event was the recognition of Dr. Jikyeong Kang, President and Dean of the Asian Institute of Management in the Philippines. This was followed by an engaging panel discussion on negotiating gender roles in the workplace. Panelists included Dr. Ramadevi, Deputy Trade and Investment Commissioner Prajкта Malve, and skydiver Asha, among others, who shared invaluable insights. Their experiences illuminated the persistent challenges women face across various professions, while also showcasing the importance of robust support networks and the power of determination.

APPRISE 2024 was more than just a conference; it was a symphony of inspiration led by strong women and allies. The day pulsed with the energy of transformation, from the opening speech that ignited possibilities to the closing words that rang with a call to action. The varied panel discussion felt more like a fireside conversation with successful women sharing their hard-earned knowledge, inspiring a sense of resolve in each listener. Beyond breaking down barriers, APPRISE 2024 aimed to build bridges for mutual understanding, teamwork, and a future where women in STEM can not only contribute but also lead.



Breaking Barriers, Building Legacies
Pic courtesy: Woxsen Creatives



“Certain people – men, of course – discouraged me, saying [science] was not a good career for women. That pushed me even more to persevere.”

– Françoise Barre, a virologist who won the 2008 Nobel Prize in Physiology and Medicine

COE Times

Celebrating Literary Excellence

by Disha Bansal

The Center of Excellence (COE) of Literature Studies recently hosted its annual magazine launch event, celebrating the transformative power of words and creativity. Led by Dr. Antarleena Basu and Dr. Pankaj Kumar, the COE brought together students, faculty, and literary enthusiasts for an inspiring evening of literature.

Held on April 23rd, coinciding with World Book Day, the event marked a celebration of literature's profound impact on shaping minds and fostering a love for reading. The magazine launch, titled "Reminiscences," showcased the literary achievements of contributors and emphasized the COE's commitment to promoting literary excellence within the community. The evening kicked off with dynamic MCs Tanisha and Jennifer, who set the stage for an event filled with inspiration and creativity. The highly anticipated magazine unveiling was a special moment for all involved, symbolizing the culmination of months of hard work and dedication. Student poets captivated the audience with their evocative verses, while professors Dr. Afaq Ahmad, Prof. Nehal Ahmad, and Dr. Pankaj showcased their own literary talents, enriching the evening with profound insights and emotions.

Amidst the poetic fervor, faculties including Dr. Satya Prasad, Dean of Liberal Arts and Humanities, shared words of encouragement, highlighting the importance of literary endeavors in shaping minds and fostering creativity. The highlight of the evening was Dr. Antarleena Basu's heartfelt speech, emphasizing the COE's commitment to nurturing literary talent and fostering a vibrant literary community.

As the event concluded, participants were recognized for their contributions, receiving certificates of recognition for their role in creating the magazine and enriching the wider literary landscape. In summary, the magazine launch event showcased the talents, passion, and dedication of the COE's students and faculty, serving as a testament to the enduring influence of literature in inspiring, challenging, and uniting us all in our shared humanity.

Woxsen University

School of Liberal Arts & Humanities

Centre of Excellence
Literature Studies

in Collaboration with
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Welcomes You
MAGAZINE LAUNCH

Reminiscences:
Woxsen's Own Literary Magazine
First Edition

Join Us
for an Evening filled with Poetry,
Narratives & Reminiscences On
World Book Day

23rd April, 2024 | 5:00 PM

www.woxsen.edu.in

Pic courtesy: COE for Literature Studies

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University Highlights

Case Cracked! Case Crunch 2.0

by K.Geetha Sahithi

The ISCB wrapped up its grueling Case Crunch 2.0 competition this week, leaving behind a trail of exhilaration and a new generation of problem-solving champions. This 24-hour intellectual marathon, held from April 20th to 21st, saw over 400 students battle through complex case studies in teams. The event unfolded in three rounds. The first round held in the law block, and the second and the third round were continued in the library.

Working on international projects as a student is a dream for many, often hindered by a lack of opportunities. However, the International Strategy Consultant Board (ISCB) addressed this gap with Case Crunch 2.0, offering students a remarkable chance to engage in a policy consultant project in South Korea. Case Crunch 2.0 was meticulously designed to select the best candidates for this renowned project. Over 400 students participated in the event in teams, each aspiring for the coveted opportunity. The ultimate prize transcended a mere trophy, a life-changing reward: a trip to South Korea to partake in a policy consulting project with Woosong University. Case Crunch unfolded with the gripping Legal round, featuring case studies formulated by the judges themselves. The pressure intensified with each subsequent round. The first round demanded meticulous analysis and innovative solutions for a brand-new case study. Professors scrutinized their two-page responses, discerning the strategic minds from those who faltered.

Round two marked a shift in gears, drawing a case from the Harvard Business Review. Here, critical thinking and strategic prowess took precedence over mere legal expertise. The stakes remained high in the final round, as another Harvard Business Review case tested the teams' understanding of complex business challenges and their ability to craft effective solutions. As the event concluded, only 10 exceptional students emerged victorious, surpassing the rigorous elimination process across the three rounds, not as a team, but as individuals. Before embarking on their journey to Korea, they will undergo extensive training to equip them for the project ahead. Case Crunch 2.0 transcended mere competition. It is an experience that bridges the gap between theory and practice, empowering students to contribute meaningfully to international discourse on critical policy matters.

Woxsen University Hosts International Seminar Debate on "Green Marketing" Under IR Department.

by Jagruthi

Woxsen University, renowned for its cutting-edge academic programs and vibrant campus culture, recently hosted an influential International Seminar Debate on the theme "Green Marketing." This event, organized under the auspices of the International Relations (IR) Department, brought together students, faculty, industry experts, and international delegates to engage in a stimulating discussion on the intersection of marketing practices and environmental sustainability. The seminar, was part of a broader series aimed at addressing pressing global issues through intellectual debate and collaborative dialogue. The focus on "Green Marketing" underscored the university's commitment to fostering an understanding of sustainable practices in business and their critical role in addressing climate change and environmental degradation. Following the keynote, the seminar featured several panel discussions with experts from various sectors. Topics ranged from the integration of green marketing in traditional business models to the impact of digital transformation on promoting eco-friendly products.

A highlight of the seminar was the debate session, where students from Woxsen and partner universities worldwide debated the proposition: "Open Borders Will Accelerate the Adoption of Green Marketing Globally." The debaters explored diverse perspectives, discussing how international cooperation and the free movement of ideas and technologies can foster sustainable business practices. Arguments touched on the benefits of cross-border collaborations, the sharing of green technologies, and the harmonization of environmental standards. Complementing the debates were interactive workshops aimed at providing participants with practical skills in green marketing. These sessions, led by seasoned marketers and environmental strategists, covered topics such as eco-branding, sustainable supply chain management, and the use of digital tools to promote green products. The event fostered a sense of community among participants, all united by a common goal to promote environmental stewardship through innovative marketing approaches.

Woxsen University's International Seminar Debate on "Green Marketing" was a resounding success, highlighting the critical importance of integrating sustainability into business practices. The event not only provided a platform for intellectual exchange but also inspired actionable insights and strategies for advancing green marketing globally. As the world grapples with environmental challenges, initiatives like this seminar are crucial in shaping a sustainable future. Through such efforts, Woxsen University continues to solidify its position as a leader in promoting environmental responsibility and global cooperation in higher education. Woxsen University's International Seminar Debate on "Green Marketing" was a resounding success, highlighting the critical importance of integrating sustainability into business practices. The event not only provided a platform for intellectual exchange but also inspired actionable insights and strategies for advancing green marketing globally. As the world grapples with environmental challenges, initiatives like this seminar are crucial in shaping a sustainable future. Through such efforts, Woxsen University continues to solidify its position as a leader in promoting environmental responsibility and global cooperation in higher education. The IR Department's dedication to addressing global issues through such seminars reaffirms Woxsen University's commitment to preparing its students to become responsible global citizens and innovative leaders in the pursuit of a sustainable world.

Careers

The Buzz on Marketing Communication Jobs in India: A Promising Field

by Ashar

The world of Marketing Communication (MarComm) in India is experiencing a dynamic shift. Fueled by the digital boom and the ever-evolving media landscape, this department offers exciting job prospects for aspiring professionals.

Here's a look at why a career in MarComm could be your perfect fit:

Growing Market, Growing Demand

India's digital advertising market is on a tear, projected to reach a whopping \$32.4 billion valuation by 2026 [source: ResearchAndMarkets]. This translates to a surge in demand for skilled MarComm professionals who can navigate the complexities of digital marketing and traditional media channels.

Evolving Skillsets, Evolving Opportunities

The key to success in MarComm lies in staying ahead of the curve. Hone your writing, analytical, and creative thinking skills. Additionally, mastering digital tools like social media analytics and content management systems will make you a strong contender.

Diverse Career Options

A degree in MarComm opens doors to a plethora of roles. You could be a Marketing Manager, strategizing brand campaigns, or a Content Marketing Specialist crafting engaging stories. There are also opportunities in Public Relations, managing a company's reputation, or Social Media Marketing, building brand communities online.

Traditional and New-Age Employers

MarComm professionals are needed across sectors. From established corporations and advertising agencies to fast-growing startups and dynamic consultancies, there are abundant opportunities to find your niche.

The Road Ahead

The future of MarComm in India is bright. As the focus on data-driven marketing and omnichannel communication intensifies, professionals with a blend of creativity, analytical prowess, and digital expertise will be highly sought-after.

So, if you're passionate about communication, have a knack for storytelling, and enjoy keeping pace with the latest trends, a career in MarComm could be the perfect match for you!



Woxsen's Own.

Learning and Leadership, a journey with Prof. Debdutta Choudhury

by Mehreen Abid



Pic courtesy: Prof. Debdutta Choudhary

As the Associate Dean who has headed multiple publications and has his name buzzing across well-known accreditations like NBA and AACSB, Professor Debdutta Choudhury in a brief conversation with us has proved how experiences, combined with sustained efforts, is the key to a journey of life-long learning. How can that be accomplished, you ask? Let us discover that straight through his words.

"I started my career in 1997. Before that, I cleared my exams, then I joined an organization where I worked for 12.5 years. In 2002, I completed my MBA...I've worked in several educational institutions as a leader, starting off in the sales, marketing, and branding areas to leadership areas. Woxsen, I joined in 2019 and I've been working here in the overall development of the Business School - creating a better system, better equipment, and trying to create a better student experience. It's a huge traverse of areas I've been working in,"

"Wow, that seems like a really long journey in academia. So, my second question would be - your profile indicates that you're pursuing a PhD, can you tell us more about your research topic and how that connects to your work at Woxsen University?"

"Okay, my focus is on customers who are environmentally conscious. Firstly, if a service provider implements sustainable measures, and secondly, if they effectively communicate these initiatives, it positively influences customer attitudes and intentions towards the organization. Essentially, I aim to understand whether organizations practicing sustainability can improve their sales and brand loyalty. Through my research, I've delved into the hospitality industry, particularly tourism, given its significant employment impact. Implementing sustainable practices in this sector is crucial. Effective communication with customers is key to building brand loyalty based on sustainability efforts. I employ empirical observation methods in my research."

"It's always fascinating to see how the market structures change over time and we need to adapt to them. My next question could be a little personal, what are you currently passionate about? Like what is guiding you passionately right now?"

"I'm currently involved with several projects in the university that are very close to my heart. One of them is the accreditation process. If we do the accreditations by the letter and spirit, the overall quality of teaching, of student experiences improves. It takes time though, over time you have to be disciplined, you have to include a certain quality of faculty into the system, certain quality of materials have to be given out - it doesn't happen overnight. That is one of the things I'm trying to improve about the curriculum, about the area of delivery, about the experiences."

"Thank you for sharing that. Throughout the areas of your academia and teaching, what's the most meaningful or impactful experience you have encountered? What's the most memorable one?"

"See, when you work for the past 27 years, you cannot sum up those years into one instance; there are small ones. Just before we met up, one of the MBA batch students from 2022 came to see me. He came onto campus to recruit some design students for a project, and isn't that a wonderful feeling? From watching that student struggling like everyone else, winning, passing, losing - and 2-3 years down the line he comes back to recruiting his juniors. So, as a faculty, it gives me extreme satisfaction. I've seen that over and over again, in various places.

Seeing your student when they first join the institution, to when they leave the institution years later, seeing their lives, and careers grow over one decade, two decades - it is a very fascinating experience.

And as faculty, you think you may have contributed a small amount towards their development, towards their lives."

The best things in life are the people we love, the places we've been, and the memories we've made along the way."

by Sai Vyominii

When Devi S Kadari joined Woxsen it felt like a beacon of hope during the most difficult times, i.e., the pandemic for her. She had to take a year gap due to her family's financial troubles during the pandemic and has spent her time mostly online, just like everybody else. She did some online courses, and learnt some new skills like video editing and content creation. Her goal was initially to become an entrepreneur and Woxsen just seemed like the hub for that. But in the process of studying here, she found her new and burning interest, marketing. Over the course of 3 years, she was able to fulfill her curiosity and depict her learnings in various projects. Her goal did change, but it changed for the best! If anyone would ask her what her favourite spot at Woxsen, it would definitely be the difficult question for her as she loves every spot in Woxsen but her favorite spot would definitely have to be the admin lawn. She has very fond memories of just sitting by the pavement in front of the admin block with her friends at night and having so many funny conversations.



Pic courtesy: Devi Sayithi Kadari

Her most cherished memories here are- Long nights spent in the library with her friends finishing their presentations and reports. Ink and water trips with her friends. Has to sum up most of her evenings in Woxsen. Walking around the campus at night with her friends and just goofing around. She would definitely miss the campus life and the lovely people here. She says there is a lot to bound, make memories, and learn here, and she's not just talking about academics. She has learned a lot about people and met new people. There were many who have motivated and inspired her but definitely she has to give it to her professors and mentors first, Prof. Vikas Mehta and Prof. Kalyana Chakravarty. They have made her realize her potential and helped her bring out the best in herself. Her friends were another huge pillar who stood by her and taught her so much. They are the best set of people she has ever met in her life. They're so knowledgeable, they just don't realize it. They're super considerate and caring and they deserve the best in the world.

A proverb that she stands by is "Live and let live". The only thing that made her get through every phase of her life, until now. Well, she thinks that future is something that is in her hands, not in any of ours hands haha. But we do have the power to craft our path. For now, she is working on herself and her interests. Let's see where they will lead her to :)

Her schedule was quite boring she was never the "rise and grind" type to begin with. It was more like wake up, get ready, have breakfast, and survive the day types. After classes, she would go back to her room, and relax by watching YouTube or playing games on my phone. Probably work on any assignments given and catch up with friends later for dinner, and the saga continues. But friends added a flair to her mundane life. One of the most valuable life lesson that she learnt here, and that she would use it as a fuel in the next step definitely would be learning and understanding people. Reading people is such an important skill, and a difficult one if she may confess. But, during her time here, she was able to meet some lovely people who stuck by her side, and some interesting people who taught her about life. Every journey is bittersweet. We are going to love it and dislike it. But her journey at Woxsen was beautiful. Skill-wise and people-wise, she learned a lot. Once one steps foot here, it will be a transformation, for better or for worse, that is in our hands to decide.

When we bid farewell to the university life, let's remember that the memories we've made and the experiences we've had will always be a part of us. They have shaped us into the individuals we are today, ready to conquer the world outside these campus walls.

Sai Vyomini, Writer/Reporter, Woxsen Times

Editor's Letter

For this edition of the Woxsen Times, we've expanded our team to streamline operations. Previously, the editor juggled both editorial and operational responsibilities. To boost efficiency, improve team communication, and diversify our content, we've brought in new team members for this final edition of the academic term.

Looking ahead to the next edition, as the new academic year begins, we are committed to delivering more organic and diverse content that truly captures the journalistic spirit of the Woxsen Times.

Sajed Ashar

Editor-In-Chief
Woxsen Times



Woxsen Times

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Through the Students side



The inner self

by-MEKALA CHETHANA

I have been listening to Sadhguru's preachings for the past few years and getting my answers by just listening to him. Answers in the sense of knowing about people's mindset, their behavior according to the situation their characteristics, human tendency, etc. Being an adolescent and facing many anger issues has been a problem and still, it is. I always used to and still feel people and situations around me are testing my patience. Maybe subconsciously I am allowing them to affect me which is a bit problematic. Slowly I started to train myself to be calm and neutral but that was not working out. But, In the process, I observed that I am reacting to everything in extremes. That is either I am exasperated or impassive and sometimes show a lot of patience.

Whenever I was low or faced with such types of hiccups I used to pick up a random video of Sadhguru and listen to him. Whenever listening to him there was this connection and belief that my problem would get sorted, and I would understand the faults in me and others. This way he became my life teacher and slowly I am starting to learn how to handle situations and people around me.

Recently visited Coimbatore just for Isha and had the fortune to see the Vellangiri hills we were surrounded by nature.

So after all of these things happening in my life, I sincerely wanted to write my opinion about things I tried to learn, observe, and experience from Sadhguru teachings.

The mindset needed to achieve inner happiness:

What is inner happiness? Is it when we laugh, when we are around our loved ones, or when we achieve something? Inner contentment, I believe, is something we achieve when we execute even the most ordinary tasks with all of our attention. By not becoming annoyed, irritated, or simply doing something for the sake of doing it. Do everything completely, and we will see that everything works out so perfectly that we can be happy in anything we do. There should be no hint of force. Accept life and attempt to work with it. When you do it wholeheartedly, you will notice amazing results. Sadhguru always claimed that the first and most basic obligation of a human being is to become a joyful being, which is only attainable if you're willing to embrace everything, both negative and positive. People are even writing about how to be joyful. Isn't it tragic that we are "TRYING" to be happy in everything we do? Let us not try, but rather do it naturally, normalize happiness, and stop 'TRAINING' ourselves to be joyful.

There is a great saying from Osho [Indian philosopher] where he says people who can cope with the greatest suffering are not strong people who cope with the greatest happiness are said to be strong. Although we pray for happiness we will scream in terror if we come upon it suddenly and it scares us. That's why god grants us happiness in installments!

Misery or joy is your choice:

We often assume that everything that occurs to us is just part of life, but the truth is that it is just the way we are. Every event, dialogue, sorrow, happiness, tragedy, or joyful moment depends on how we are. These circumstances may have an impact on our physical lives, but they do not have to have an impact on our life experiences.

When we went to Isha, our family and friends asked, "Are you guys okay? Why Isha?" Not directly, but their reactions matched the dialogue. Everyone has formed the opinion that people only conduct sadhana or visit spiritual sites because they are losing or seeking something. But the truth is that sadhana just serves to give us the ability to choose. For example, if we have the choice between pain and pleasure, anguish and ecstasy, joy and suffering, we know which one to select. If we are confused to choose in such cases then the situation is complex. Most youngsters are socialized in such a way that when they are unhappy, they receive more attention and obtain what they desire. In such circumstances, attaining what we want is pointless because we are already unhappy. But if we are glad, we will be joyful even if we do not receive anything.

This is the mindset of achievers:

Every single person in the whole world strives for success consciously or subconsciously. Which is not wrong but most of their commitment is weak. They try consistently only for less time. Less frequency and more deviations. The one thing we need to remember while striving for success is that no matter what people are commenting on or insulting we should never stop trying. Sometimes even the close people to us also discourage us or give a negative vibe which completely makes our progress a bit slow. Remembering or constantly affirming that life will go on and never stops for anyone or anything will help us to move on a path where we will try to be better persons. We must continue to live and care for people as long as we are healthy. We assume that suppressing someone or being better than someone is a definition of success. But to be very honest it's not a success, it's simply sickness. Clear your mind for a while and think if someone is worse than you or you're better than someone else you feel you are in a higher position. But it never was or will be a success. When we feel worthwhile for ourselves then it is a success maybe the world would not recognize it but it's ok.

But at the same time, human beings have more potential and have open senses compared to other beings. This keeps on running in their minds that they have a limited time[life] and have to do lots of things which decrease their commitment initially or deviate.

The source of all suffering

The complication of humans is that they suffer from everything. People suffer every little thing in life. They suffer poverty-money, education-ignorance, getting married- remaining unmarried, having children- being childless, loneliness-having company, etc. In the end, we observe that there is not even a single aspect where human beings are not suffering. They are just half alive and suffering everything [Psychologists of the period had the belief that the human soul was split into two distinct parts, one of which was drawn into life and the other into death, leaving the person in a state of being "half alive"]. And they try to be fully alive with alcohol, money, etc. The other folly thing people do is they even fear death before it comes rather than living the life. When people are partially alive happiness or pleasure becomes important to them. They will be trying to get that pleasure by all means possible.

Branded House vs. House of Brands: Strategies for Indian Institutes

by Ashar

Education institutes in India are increasingly adopting distinct branding strategies to stand out. Two prominent approaches are the branded house and house of brands strategies.

Branded House: Building a Unified Reputation

The branded house strategy involves uniting all educational offerings under a single, strong brand name. This approach leverages brand recognition and reputation across all programs, creating a halo effect. For instance, the Indian Institute of Technology (IIT) brand signifies academic excellence, benefiting all its campuses (IIT Delhi, IIT Bombay etc.). This strategy allows for streamlined marketing and fosters trust among students seeking a quality education.

House of Brands: Catering to Diverse Needs

The house of brands strategy utilizes separate brands for each educational program or institute within a larger group. Each brand caters to a specific student segment or area of expertise. Manipal Education and Medical Group (MEMG) exemplifies this approach. MEMG houses distinct brands like Manipal Institute of Technology (focusing on engineering) and Sikkim Manipal Institute of Medical Sciences (specializing in medicine). This allows for targeted marketing and caters to diverse student needs.

For Woxsen?

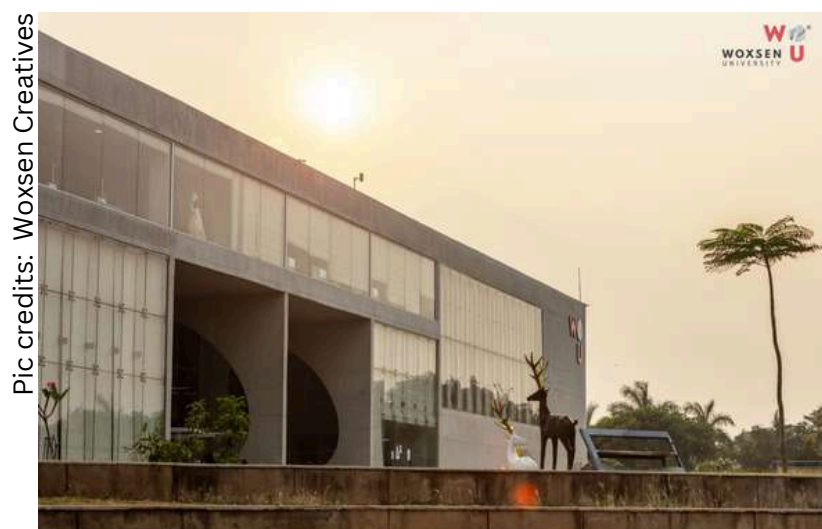


To achieve the best fit, the choice hinges on the institute's goals and programs. Institutes with a strong reputation across disciplines, like the IITs, can thrive with a branded house strategy. This leverages their existing recognition for all programs. Conversely, the house of brands approach is ideal for institutes offering diverse programs or catering to specific student segments. Manipal Education and Medical Group (MEMG) exemplifies this perfectly, with separate brands for engineering and medicine to target distinct student needs.

Woxsen University, Hyderabad, presents a fascinating case study in strategic branding for a young, innovative institute. While its reputation is on the rise, Woxsen has opted for a unique hybrid branding strategy, cleverly combining elements of both branded house and house of brands approaches. This well-considered choice caters to both Woxsen's current growth stage and the diverse range of programs it offers. The foundation of this hybrid approach lies in leveraging the growing Woxsen name. By utilizing a branded house structure, Woxsen can capitalize on its increasing recognition for excellence. This strengthens the perception of quality across all its programs, fostering trust among prospective students. Simultaneously, Woxsen employs sub-branding within the Woxsen umbrella.



Pic credits: Woxsen Creatives



Pic credits: Woxsen Creatives

This allows them to effectively highlight the unique strengths of each school, like Business, Design, Technology, and Liberal Arts. Targeted messaging showcases the value proposition of specialized offerings like the AI lab, tie-up with Trade Tower (incubation center), and Centers of Excellence (COEs). This approach strategically attracts a wider range of students seeking specific areas of expertise. Essentially, Woxsen's hybrid strategy achieves a critical balance. It maintains a unified brand identity that builds trust, while simultaneously allowing for targeted messaging to capture the interest of a diverse student body seeking specialized programs. This strategic approach positions Woxsen for success in the competitive Indian education landscape.

All about books and movies

"Heart of Darkness": Revealing the Depths of the Human Spirit"

by Sai Vyomini

Imagine a journey into the wild heart of the Congo, where the forces of imperialism hold sway. Joseph Conrad's 'Heart of Darkness' beckons us to explore the hidden recesses of our humanity. Conrad's haunting words, 'The horror! The horror!' set the stage for a captivating tale that will leave you spellbound."

As we venture further into the narrative, Conrad's masterful storytelling takes us on a twisted journey. We bear witness to the transformation of Marlow, the brave protagonist, as he navigates the treacherous waters of the Congo River. Through lush descriptions of the landscape and the harsh realities of colonialism, Conrad paints a vivid picture that immerses the reader in a world where the boundaries between light and darkness blur, and the true nature of the human soul are laid bare.

In the heart of this darkness, we confront the profound questions that lie at the core of our existence. Conrad's exploration of the human psyche forces us to confront our capacity for both good and evil. As we journey alongside Marlow, we are confronted with the devastating consequences of unchecked power and the corrosive effects of greed. The chilling character of Kurtz serves as a haunting reminder of the seductive allure of absolute power and the fragility of the human spirit.

As we turn the final pages of 'Heart of Darkness,' a profound realization washes over us. Conrad's words linger in our minds, echoing through the corridors of our consciousness. We are left with a lingering unease, a deep-seated recognition of the darkness that resides within us all. But within this darkness, there is also the potential for redemption and enlightenment. 'Heart of Darkness' serves as a powerful reminder that only by confronting our inner demons we can hope to emerge into the light.

In the end, Conrad's masterpiece challenges us to confront the shadows that lurk within our own souls. It is a call to action, urging us to strive for self-awareness and to resist the allure of corruption.

Heeramandi: A Cinematic Masterpiece-Experiment by Sanjay Leela Bhansali

by Ashar

Sanjay Leela Bhansali has always been known for his luxurious cinematic style and his ability to convey convoluted tales about marginalized communities, particularly women. With "Heeramandi," he continues this tradition, creating a hypnotic world that both captivates and challenges its audience. Set in the historical district of Lahore, Pakistan, "Heeramandi" delves into the lives of courtesans, adding a new dimension to Bhansali's work that previously explored similar themes in films like "Devdas" and "Gangubai Kathiawadi."

Bhansali's portrayal of courtesans was bound to draw both praise and criticism. The beauty and grace with which he presents these women often clash with societal views that refuse to romanticize prostitution.

In "Heeramandi," Bhansali once again crafts a beautiful yet gritty narrative, highlighting the complex lives of these women who are both revered and reviled. Critics and self-proclaimed traditionalists argue that such portrayals glamorize a profession stuck in exploitation and oppression. However, Bhansali's intent seems less about glamorization and more about humanizing and giving voice to these women. By setting his story in the culturally rich and historically significant Heeramandi, Bhansali opens a window into a world that is rarely seen, let alone understood, by the mainstream.

Throughout history, courtesans have often played pivotal roles in the cultural and social fabric of their societies. Bhansali's films remind us that these

women were not merely victims of circumstance but also cultural icons who influenced art, music, and politics.

In "Heeramandi," the courtesans are shown as integral parts of their community, their influence extending far beyond their immediate surroundings. This portrayal resonates with past works like "Devdas," where the courtesan Chandramukhi's character brought depth and complexity to the narrative. Similarly, in "Gangubai Kathiawadi," Bhansali highlighted the resilience and strength of a woman rising from the depths of despair to become a powerful figure. "Heeramandi" follows this tradition, presenting its characters with a degree and dignity they deserve.



Source: Internet

One of the most compelling aspects of Bhansali's work is his belief in the inclusive power of art. By focusing on the lives of courtesans, he not only challenges societal norms but also invites his audience to look beyond prejudice and see the humanity in his characters.

Whether or not there is a noble purpose behind Bhansali's films is open to interpretation, but what remains undeniable is his commitment to creating art that opens spaces for dialogue and reflection.

"Heeramandi" is a visual and emotional feast, rich with Bhansali's signature aesthetic. While there may be factual inaccuracies, the film succeeds in its primary goal: to offer a new perspective on history and culture. It prompts viewers to re-examine their preconceived notions and appreciate the complex tapestry of human experience. For those who share an obsession with Bhansali's aesthetic, "Heeramandi" does not disappoint. It effectively immerses the audience in a bygone era and a deeper understanding of a world that has to some extent shaped modern South Asian culture.

In "Heeramandi," Sanjay Leela Bhansali has masterfully cast actors who bring depth and authenticity to their roles. Manisha Koirala, with her life experience and battle with cancer, lends a profound maturity to Mallikajaan. Sonakshi Sinha does justice to her character, Fareedan with compelling acting. Aditi Rao Hydari's Bibbojaan and her portrayal, particularly her Gaja Gamini walk, capture the grace and poise of historical courtesans. Richa Chaddha's Lajwanti resonates with Millennials and Gen Z, reflecting modern relational struggles aka DELUSIONS. Taj Bahadur Shah emerges as a heartthrob(for everyone), while the Ustadji role channels a Naradmuni-esque gravitas. Although Jason Shah's Cartwright is not the main antagonist, it serves its purpose effectively. Despite social media criticism of Bhansali's choices, the film's aesthetics, architecture, and fashion are unparalleled. "Heeramandi" subtly conveys its messages, leaving viewers to ponder its noble intentions or experimental nature with Netflix. Ultimately, the film is an artistic experiment that we thoroughly enjoyed.



Characters in the popular Netflix show. Source: Internet

Lifestyle

Goodbye Summer Girl



Summer's almost over —time to embrace darker shades of green!



Don't forget the color of the year: peach fuzz!



Say goodbye to summer in style with a trendy green frock and brown belt combo



Complete your outfit with golden hoops, a green beaded necklace, and white platforms.

Browse all these fabulous products on Flipkart, Amazon, Myntra, and Joker&Witch. For further details, email Woxsen Times.

From the Schools.....

School of Business

Brand Storytelling of Woxsen University by Tigers, BBA 2nd semester

Rohan stood frozen in front of the towering gates of Woxsen, his heart pounding a frantic rhythm against his ribs. A nervous thrill snaked its way through him, coiling with excitement. He couldn't resist a quick peek through the wrought iron bars.

The glimpse was like a kaleidoscope come to life. He takes a peek and is amazed by what he sees. Inside, he envisions meeting friends from all corners of the globe, having a blast playing sports, and enjoying the vibrant music scene. Everywhere he looks, there's extraordinary talent on display, from brilliant minds tinkering with AI robotics to young entrepreneurs pitching their innovative ideas in the bustling Trade Tower.

As he watches, he realizes that Woxsen truly lives up to its promise. Its acronym, WOXSEN, perfectly encapsulates the essence of the place: a World filled with extraordinary, Smart Entrepreneurs of the New Era.

With this realization, Rohan feels a sense of excitement and determination. He knows that stepping into Woxsen means immersing himself in a world of fun, color, learning, and growth. And with that in mind, he eagerly takes the plunge into this promising adventure.



Dr. Padmanabhan's Visit : Innovative Inspiring Finance Education at Woxsen.

Hosted by : Finance Studio

On April 15-16, 2024, Woxsen University hosted Dr. Prasad Padmanabhan, a distinguished expert in international business and finance, for an enriching event focused on finance education. The event featured diverse activities, including guest talks and department meetings, engaging students, faculty, and professionals. Dr. Padmanabhan's sessions highlighted the dynamic nature of public firm strategies and the creation of new markets through sustainable ventures. The event fostered lively discussions, innovation, and cooperation among participants. It emphasized the significance of sustainable approaches in strategic planning and inspired the Finance Studio to enhance educational methodologies, leaving a lasting impact on all attendees.



W
WOXSEN
UNIVERSITY

HR MONTHLY TALK SERIES

Speaker
Mr. Anandan Jayaraman
Global HR Operations Leader,
Former Societe Generale, Accenture, Microsoft

Topic:
Future of Work for Global Compensation

18th April, 2024 | Thursday
11:30 AM - 1:00 PM (IST)

Mode: zoom

www.woxsen.edu.in

HR Talk Series - April 2024: "Future of Work for Global Compensation"

The April 2024 edition of Woxsen University's HR Talk Series featured Mr. Anandan Jayaraman, a Global HR Operations Leader with experience at Societe Generale, Accenture, and Microsoft. The event, held on Zoom, attracted over 250 participants from both within and outside Woxsen. Mr. Jayaraman shared insightful anecdotes about the future of global compensation, sparking enthusiastic engagement and numerous questions from the audience. The session highlighted the importance of global compensation in shaping organizational culture and growth potential, reinforcing the value of industry-academia collaboration. The event was highly successful, reflecting Woxsen's commitment to community learning and collaboration.

Imagineering Workshop - Co-creating Meaningful Experiences

The Imagineering Workshop, held from March 18 to 22, 2024, was organized by **Dr. Revanth Kumar Guttena and Dr. Pratik More**, aimed at empowering BBA 1st-year students to design brand logos and craft generative brand mantras. The workshop employed transformative pedagogy, including experiential learning, reflection, storytelling, and appreciative inquiry, to foster creativity and innovation. Around 70 students participated daily, learning key marketing concepts and engaging in team-building activities. Techniques like reflection, reframing, and ideation helped students develop a positive mindset, adaptability, and creativity. The workshop concluded with the creation of captivating logos and powerful mantras, showcasing the students' collaborative spirit and imaginative capabilities.

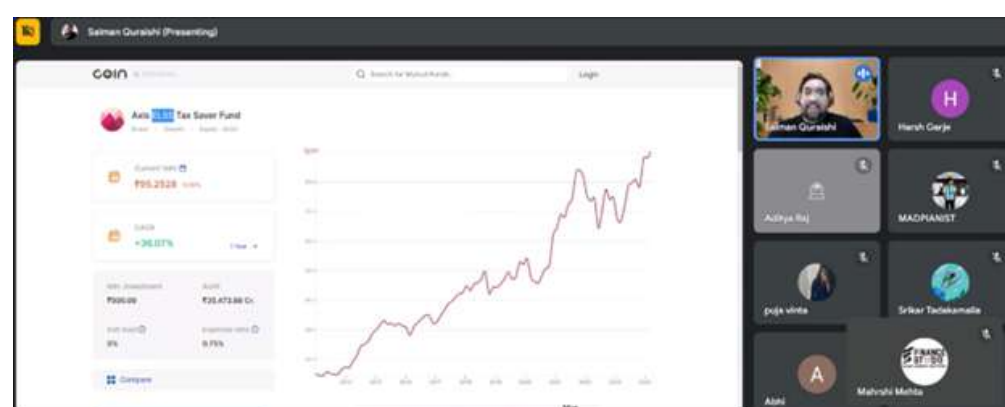


Enhancing Management Skills

On April 24, 2024, the Marketing Department at Woxsen University's School of Business organized a guest lecture for BBA semester 2 students, featuring **Dr. Krishna Chaitanya Pallempti**. The lecture focused on five crucial management skills: negotiation, collaborative problem-solving, adaptation, need and interest, and concern. Through interactive activities and real-life examples, Dr. Pallempti demonstrated the practical application of these skills. A notable activity involved a simulated auction, highlighting the importance of negotiation and collaboration. He also shared the adaptation strategy of Fair and Lovely in Africa and the significance of understanding customer needs. Furthermore, he discussed the importance of concern, illustrating it with the differing reactions to airline collaborations. Dr. Pallempti's lecture provided students with valuable insights into effectively utilizing these management skills in real-world scenarios, emphasizing adaptability, collaboration, and customer-centric approaches.

Finance Studio Collaborates with Zerodha for Financial Literacy Session

On April 17, 2024, Finance Studio hosted a financial literacy session in collaboration with Zerodha, featuring Mr. Salman Quraishi, Head of Sales at Zerodha. Aimed at college students and personal finance enthusiasts, the workshop covered key financial concepts such as emergency funds, insurance, equity markets, asset allocation, and diversification. Mr. Quraishi shared his journey and the importance of financial planning, using practical examples and historical data. The session was highly interactive, with active discussions and a Q&A segment. This collaboration provided attendees with valuable insights into managing finances and making informed investment decisions, enhancing their financial literacy.



CLMC Hosts Lecture on Contemporary Latin American Culture

The Centre for Languages and Multicultural Communication, Woxsen University organised a lecture as a part of its new seminar series, "Rethinking Culture, Communication & Business in the Hispanic World" on the 20th of March, 2024. Titled "Contemporary Latin America: Literature, Theatre & Cinema", the lecture was delivered by Dr. Surendra Singh Negi, Assistant Professor and Chief Coordinator of the Foreign Languages Programmes at The English and Foreign Languages University, Hyderabad.

Being an expert in Latin American literature, theatre and social movements, Dr. Negi explained how literature, theatre, and cinema reflect and shape the region's identity. He started the lecture by giving a brief introduction of each of the various countries considered to be a part of Latin America. Dr. Negi then took the participants on a journey into the life of Latin Americans and the influence of art on them. This lecture was attended by students of various undergraduate courses in the School of Business, Woxsen University and several research scholars and faculty. As many of the students are also learning Spanish language, this lecture provided them with valuable insights into Latin American history, deepening their appreciation for the language and its cultural context.

Dr. Negi's lecture was followed by a lively interaction with faculty and students over coffee. They discussed the possibility of enriching the curriculum with elements of Latin American literature, theatre, and cinema, hoping to provide students with a deeper understanding of the region's cultural and business landscape.

Some pictures from the event are attached here.



School of Arts and Design

Name of the program: *International Webinar on Mangrove Breakthrough*

An international webinar entitled “Mangrove Breakthrough” was organized on 9/April/2024, with an aim to provide new insights into three pivotal aspects of mangroves, role of Global Mangrove Alliance (GBF) and the emerging carbon markets. Three eminent speakers gave talks on the following topics. The state of mangroves in India and the urgent need for conservation and restoration – Speaker: Dr. Kathiresan Kandasamy, Honorary professor in Annamalai University, formerly Dean and Director, in Faculty of Marine Sciences in Annamalai University. Introduction to Mangrove Breakthrough and Global Mangrove Alliance - Speaker: Dr. Jennifer Howard, Vice President Blue Carbon, at Conservation International, USA. Carbon-Financed Project Spotlight from India – Speaker: The Great Green Wall of Gujarat - Chinmaya Thonse, Director Asia, good Carbon, Germany. A collaborative event between Conservation International, USA and good Carbon, Germany and coordinated by Prof. Kanna K. Siripurapu, Assistant Dean – ERS, SOAD, Woxsen University. Conclusion and Follow-up Plan:

Participants from all over the world, particularly from India, Bangladesh, Germany, Sri Lanka, United States, participated in the webinar. It was expected that this webinar would open the doors for international collaboration and disbursement of the funds available with the Global Mangrove Fund and good Carbon for conservation of mangroves and improvement of coastal livelihoods and increasing coastal resilience to climate change around the world.



“Exploring the potential of traditional healing practices, design psychology, and inclusive-therapeutic built spaces in addressing mental health issues faced by resource dependent poor people inhabiting climate change impacted geographies in India.”

The proposed study addresses the gap in research on the mental health impacts of climate change in low-income, underdeveloped, and developing countries like India. It will focus on resource-dependent poor communities in vulnerable geographies (coastal, mountainous, and arid plains) and examine the mental health effects of extreme climate events. The study will investigate how the loss of lives and livelihoods affects mental health and explore local response mechanisms and traditional practices for coping. It will also evaluate the potential of systems thinking design psychology and inclusive therapeutic spaces in mitigating these issues. The findings aim to strengthen community support systems, enhance traditional therapies, design socio-culturally appropriate resettlement villages, and create training manuals for NGOs and healthcare workers. Additionally, the study will develop a digital mental health map for the regions studied, available to the public for information, policy advocacy, and further research. Documentaries produced as part of the study will serve as educational materials to raise awareness about climate change-related mental health issues and preserve traditional healing practices. The results will contribute to mainstreaming traditional mental health methods and inform necessary policy changes to support affected communities.

***“The ocean stirs the heart,
inspires the imagination
and brings eternal joy to
the soul.”***

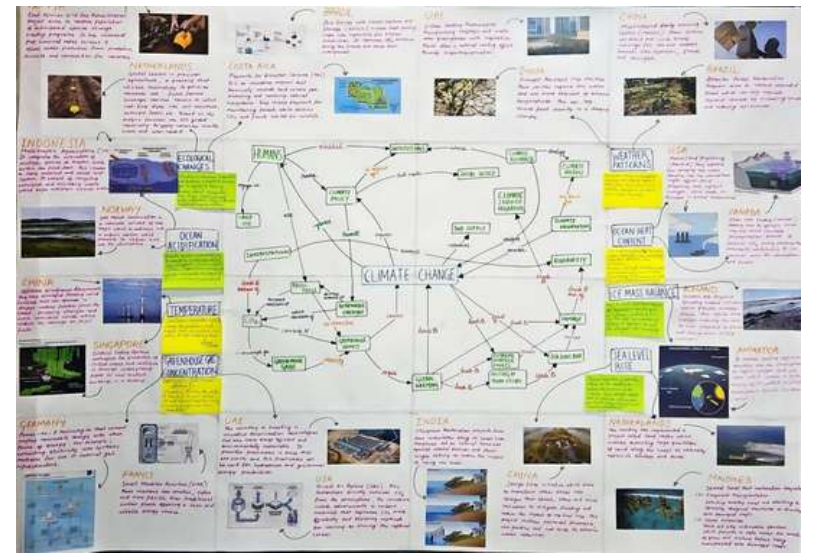
– Robert Wyland

Environmental Studies Courses for Foundation Level Students

The course aims to help students learn and critically analyze topics and transformations in environmental thinking. As designers influence techno-scientific innovation and national development, their work has historically incurred environmental costs, particularly impacting marginalized communities. It is only recently that environmental impacts have begun to be considered in innovation, development, and progress. This course examines how design practices, processes, and materials affect ‘the environment,’ highlighting the struggle to place environmental considerations at the forefront of development and the coexistence of humans and non-humans. Students will gain a deep understanding of the importance of a sustainable environment, equitable resource use, and adopting sustainable lifestyles, which they are encouraged to integrate into their personal and professional lives. Furthermore, they will apply their newfound knowledge and insights to advanced coursework, specialized disciplines, and project work, thereby continuing their education in sustainable practices and environmental stewardship.

Sustainable Living – is it really sustainable?

The student research project explores Sustainable Living (SL) in response to its growing popularity online and the minimal real-world change observed. The trend often involves "Green Washing," where products are marketed as sustainable without genuine commitment. This project aims to uncover the true essence of sustainability and determine the lifestyle the world currently needs. The study is driven by questions like: "Why do we associate sustainability with being 'green'?", "Why do people believe there is a specific way society should live?", and "How can we be certain that living sustainably is the best path forward?". The students seek to redefine the narrative of sustainable living and explore lifestyles that effectively address current challenges such as climate change and biodiversity loss, even if they aren't labeled as sustainable.



System Design Approach to Climate Change and Resource Consumption

The student System Design project addresses the complex issues of climate change, resource consumption, and environmental degradation. Through a series of insightful blogs, it examines these critical challenges, providing key insights and practical solutions for achieving sustainability. The study delves into the major drivers of global consumption, such as coal usage, manufacturing, and deforestation, and promotes sustainable alternatives to foster long-term ecological resilience. Additionally, it highlights the uneven effects of climate change across different nations. Conclusion and Follow-up Plan: A significant outcome of this project is the development of an alternative pathway and a framework aimed at reducing natural resource consumption and preventing environmental degradation. This framework serves as a tool for advocating sustainable alternatives, enhancing long-term ecological resilience, and addressing the disparate impacts of global climate change on various countries and communities.

Build Your Metaverse Course on MBCIE Campus, Ludhiana, Punjab

The Campus of Birmingham City University in Ludhiana (MBCIE) has extended an invitation to our 6th-semester students to participate in an exclusive 14-day AR/VR course from April 1st to April 14th, 2024. This course will provide our students with the latest industry standards and expectations in AR/VR. The collaboration between our institution and Birmingham City University will be mutually beneficial, as it will allow for the exchange of knowledge and expertise. This unique opportunity will equip our students with cutting-edge skills and insights that will enrich their academic journey and prepare them for success in communication design. Communication Design Dept.



Notable Achievement of Faculty and Students

Ministry of Education, Govt of India is launching a capacity building program on Design & Entrepreneurship especially targeting IITs (where design discipline is not there) & NIITs & other Institutes of National importance. The Ministry of Education has identified about 55 mentors nationwide. Prof. Munwar Khan was selected for this program as a mentor. This can be a good opportunity to present & discuss Woxsen's Capstone case study in terms of Design as well as entrepreneurship!

Design Vanguard

Design Vanguard 2024 Design for everyone At T-Works, Hyderabad, April 27 The Woxsen University School of Arts and Design made history in Hyderabad by hosting the city's first-ever Design Show, #DesignVanguard2024.

We are thrilled to introduce "Design Vanguard," a pioneering initiative by the School of Arts and Design (SOAD) aimed at propelling our design prowess onto the global stage. This landmark event will showcase the finest works of Woxsen SOAD, uniting professionals from industry, academia, media, and government under one roof in Hyderabad. "Design Vanguard" heralds a new era of design excellence. Our four departments – Industrial Design, Interior Design, Communication Design, and Fashion Design – will collectively unveil 20 groundbreaking projects, offering a glimpse into the innovative design endeavors at Woxsen University. These showcased projects span a diverse spectrum of socially relevant topics, including Climate Change, MedTech, Disaster Management, Craft Innovation, Inclusive Design, Mental Wellness, and Heritage Conservation, among others. Each project represents our commitment to addressing contemporary challenges and shaping a better future through design innovation.

The choice of T Works as our venue is deliberate. With its contemporary architecture and interactive spaces, T Works provides an ideal backdrop to showcase our design prowess. Its modern ambiance perfectly complements the ingenuity and creativity of our showcased projects.

In addition to the design showcase, we are excited to announce the launch of JQORK – a lifestyle brand poised to revolutionize the industry with sustainable, eco-friendly, ethical, and vegan products crafted from natural cork. Notably, JQORK's inaugural product line has been entirely conceived and developed by Woxsen design students as part of their Capstone project.

Overall Summary

Design Vanguard 2024 was a monumental event that marked a significant milestone for the School of Arts and Design (SOAD) at Woxsen University. It was held on April 27, 2024, at T Works in Hyderabad, and showcased 20 groundbreaking projects from the departments of Industrial Design, Interior Design, Communication Design, and Fashion Design. The exhibition underscored the university's commitment to addressing contemporary challenges through innovative design solutions.

Throughout the event, the exhibition space buzzed with activity as visitors explored the innovative projects created by Woxsen SOAD students. Each project showcased at the gallery reflected a deep engagement with socially relevant topics, including Climate Change, MedTech, Disaster Management, Craft Innovation, Inclusive Design, Mental Wellness, and Heritage Conservation. The projects demonstrated the students' ability to combine creativity with practical solutions, addressing real-world issues with thoughtful and sustainable design practices. Design Vanguard has opened up numerous future possibilities for Woxsen University and its students. The event has established Woxsen SOAD as a hub of innovation and creativity, capable of producing solutions that can make a significant impact on global challenges. The successful execution and positive reception of the show have set a precedent for future events, encouraging more collaborative projects and industry partnerships. The show has also highlighted the potential for Woxsen University's students to contribute meaningfully to the design industry. The exposure to industry leaders and professionals during the event provided students with invaluable networking opportunities and insights into future career paths. Moreover, the introduction of J.Qork demonstrates the feasibility of student-led ventures, paving the way for future entrepreneurial initiatives within the university. The collaboration with T-Works, India's largest prototyping center, provided an ideal venue. This partnership emphasized a shared commitment to fostering innovation in design and technology. The strategic choice of T-Works' modern ambiance complemented the ingenuity of the showcased projects. This collaboration not only elevated the event's success but also laid the groundwork for future partnerships, fostering a dynamic ecosystem for makers and innovators across India. In conclusion, Design Vanguard 2024 was not only a celebration of design excellence but also a platform for learning, collaboration, and future innovation. It has solidified Woxsen University's position as a leader in design education and has inspired both students and professionals to continue pushing the boundaries of creativity and sustainability in design.



School of Science

Research Achievements:

1. Dr. Ramakrishna Madaka published manuscript entitled "Effect of rare earth (Sm³⁺) substitution in mixed Ni-Zn-Co ferrites: Structural, magnetic, and DC electrical resistivity studies" in the Journal "Inorganic Chemistry Communications". The journal is indexed in Science Citation Index (SCI) & Scopus with impact factor is 3.8.

This study explored the effect of Sm³⁺ substitution on the properties of Ni_{0.4}Zn_{0.35}Co_{0.25}Fe_{2-x}Sm_xO₄ (x = 0.0 to 0.1) ferrites synthesized via solid-state reaction and sintered at 1050°C. XRD confirmed the formation of a single-phase cubic spinel structure with decreasing crystallite size as Sm³⁺ increased. SEM revealed spherical grain morphology with reduced grain size and increased porosity at higher Sm³⁺ doping. FTIR validated the spinel structure formation. VSM studies showed decreasing saturation magnetization and magnetic moment but increasing coercivity with rising Sm³⁺ content, attributed to the replacement of Fe³⁺ ions by lower magnetic moment Sm³⁺ ions at octahedral sites. DC electrical resistivity measurements exhibited semiconducting behaviour with increased resistivity due to reduced electron hopping between Fe²⁺/Fe³⁺ ions, as Sm³⁺ preferentially occupied octahedral sites. The activation energies calculated from Arrhenius

plots ranged from 0.35-0.53 eV, typical for electron hopping conduction. The tunable magnetic and electrical properties make these Sm³⁺-substituted ferrites promising candidates for high-frequency devices, transformers, storage media, and microwave absorption applications



Prof. Bikram Bikash Das, Assistant Professor, presented a Paper entitled: "Scientific Temper: A Catalyst for Women Leadership in Information Technology Sector" in the ICSSR Sponsored Two-day National Seminar on the topic "Women Leadership in the Contemporary World: Focus on Gender Mainstreaming" on 18th and 19th March, 2024 organized by Department of Economics and the Department of Education, Tezpur College.



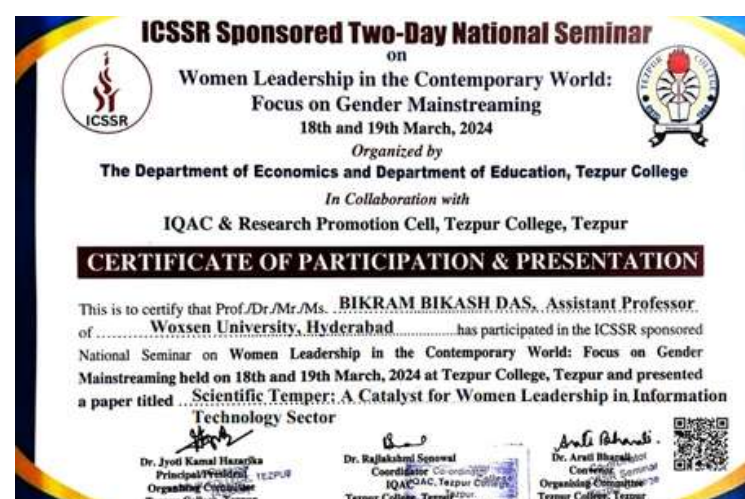
Faculty Achievements in the Woxsen Annual Academic Awards: 2023-24



A group of people holding a large sign
Description automatically generated
Dr. Beauty Pandey, Associate Professor, has been honored with the esteemed "Best Faculty" award at the Woxsen Annual Academic Awards: 2023-24, in acknowledgment of her steadfast commitment to teaching and student mentorship. Her fervent dedication to education and efforts in nurturing a conducive learning atmosphere have left an enduring imprint on our institution, underscoring her pivotal role in shaping the academic landscape.



A person holding a small object with a person in the background
Description automatically generated with medium confidence
Dr. Ramakrishna Madaka Assistant Professor has been awarded the esteemed "Best Researcher" award at the Woxsen Annual Academic Awards: 2023-24, recognizing his pioneering contributions to research. His innovative ideas, unwavering dedication, and exceptional publishing abilities have not only expanded the horizons of knowledge but also enhanced the prestige of our university. This accolade underscores his remarkable impact on the field, affirming his position as a leading figure in academia.



Launch of the Biomedical & Applied Clinical Sciences Research Centre:

The healthcare industry is undergoing a major transformation, driven by rapid technological advancements. As we forge ahead, the need for interdisciplinary collaboration and translational research has gained paramount importance. It is with this vision that the School of Sciences proudly announces the launch of the Biomedical and Applied Clinical Sciences Research Centre at Woxsen University.

The establishment of the research center marks a significant milestone in our institution's commitment to driving innovation and addressing global healthcare challenges. We recognize that real breakthroughs are found at the intersection of diverse disciplines, where experts from various fields converge to solve complex problems. By harnessing the power of interdisciplinary research, we can unlock new frontiers in disease prevention, diagnosis, and personalized treatment.



At the center, we are committed to fostering a dynamic research ecosystem that brings together expertise and interest, in e-health, telemedicine, clinical data management, machine learning and computer vision for medical diagnosis, precision medicine, computational neuroscience, brain-machine interfaces, biomechanics, psychological analysis and therapy, as well as bioinformatics and computational biology. Our goal is to expedite scientific discovery and catalyze ground-breaking ideas that can significantly improve patient outcomes and quality of life by dismantling conventional silos.

Furthermore, the center recognizes the crucial role that industry partnerships play in advancing research from the lab to practical applications. We are actively pursuing to forge partnerships with leading industry players, research institutions, and hospitals, to ensure a smooth transition of scientific breakthroughs to commercially viable products and services.

Education and nurturing future leaders are also at the forefront of our mission. We want to develop the next generation of healthcare innovators—people with the knowledge, abilities, and enthusiasm to influence good change in the healthcare industry—through practical research experiences and interdisciplinary educational initiatives.

The Team :



Head:

Dr. Daya Shankar (Dean)



Convenor:

Dr. Shouvik Chakraborty



Co Convener:

Dr. Thota Srikar



Co Convener:

Prof. Bikram Bikash Das

School of Sciences signed MoU with International Institute of Information Technology Hyderabad (IIIT Hyderabad)

The official signing of the Memorandum of Understanding (MoU) between Woxsen University and the International Institute of Information Technology Hyderabad (IIITH) organized at IIIT Hyderabad on 26th April 2024 in presence of Prof. K.S. Ranjan, Registrar, IIIT Hyderabad, Prof. Ramesh Loganathan and Mr. Silar Shaik from School of Sciences Dr. Daya Shankar, Dean, Dr. Beauty Pandey, Associate Professor, Dr. Ramakrishna Madaka, Assistant Professor, Dr. T Santhosh Kumar, Assistant Professor, and Mr. Gouri Shankar, Lab Instructor were participated.

The official signing of the Memorandum of Understanding (MoU) between Woxsen University and the International Institute of Information Technology Hyderabad (IIITH) took place at IIIT Hyderabad on April 26, 2024. The event was graced by the presence of Prof. K.S. Ranjan, Registrar, Prof. Ramesh Loganathan and Mr. Silar Shaik from IIIT Hyderabad and from the School of Sciences, Dr. Daya Shankar, Dean, Dr. Beauty Pandey, Associate Professor, Dr. Ramakrishna Madaka, Assistant Professor, Dr. T Santhosh Kumar, Assistant Professor, and Mr. Gouri Shankar, Lab Instructor participated in the ceremony.

The MOU marks a significant milestone in the realms of education, innovation, and technological advancement. This strategic collaboration is poised to reshape the landscape of academia by synergizing the strengths of both institutions.

A handshake with text and logos

Description automatically generatedThe MoU outlines a framework for collaboration encompassing various facets of academic and research endeavours. Through joint initiatives, interdisciplinary projects, and knowledge exchange programs, students, faculty, and researchers from both institutions will have unprecedented opportunities to engage in cutting-edge research, innovation, and skill development. Moreover, this partnership extends beyond the confines of academia, offering transformative opportunities for industry stakeholders. By bridging the gap between academia and industry, the collaboration seeks to catalyze innovation and address real-world challenges, thereby fostering economic growth and societal development.

At its core, this partnership embodies a shared commitment to fostering holistic education and pushing the boundaries of research and development in Science and Technology. Woxsen University's dedication to providing a comprehensive learning experience, coupled with IIIT Hyderabad's stellar reputation and expertise in technology, forms a formidable alliance primed for excellence.



ERS Activity: Swasthya Mela a Medical Camp for Woxsen's Group D Employees :

School of Sciences in collaboration with Olive Hospital has organized a medical camp "Swasthya Mela" on 30th April 2024. This transformative medical camp is exclusively tailored for the esteemed Group D employees of Woxsen University. At "Swasthya Mela," we recognize the pivotal role that health plays in fostering a thriving community, and thus, we are committed to providing our team members with the tools and resources they need to prioritize their well-being. This event serves as a beacon of empowerment, offering a comprehensive spectrum of activities designed to address every facet of health. From in-depth health assessments to informative workshops delving into topics such as nutrition, stress management, and preventive care, participants will have the opportunity to gain invaluable insights and practical knowledge to lead healthier lives.

A white cover with a person wearing a mask :

Description automatically generatedMoreover, personalized consultations with experienced healthcare professionals will offer individualized guidance and support, ensuring that every participant receives the attention they deserve. Beyond the educational aspect, "Swasthya Mela" fosters a sense of camaraderie and community spirit, as participants engage in invigorating physical activities and connect with peers who share a common goal of prioritizing their health. By investing in the well-being of our Group D employees, we are not only enhancing their quality of life but also cultivating a culture of health and resilience within the Woxsen community.



School of Technology

International Workshop on Mathematical Modelling and Solution Procedures (IWMMSP2024)

Dubai Conference :

Introduction (within Title): 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):

- 1.5 renowned international and 11 national keynote speakers discussed their research work at the workshop.
2. International speakers represented University of KwaZulu-Natal, South Africa, Suranaree University of Technology, Thailand, Universidad Cat
3. ó ó
4. lica del Norte, Chile and University of Bologna, Italy and University UPN Veteran, Yogyakarta, Indonesia.

Event Highlights

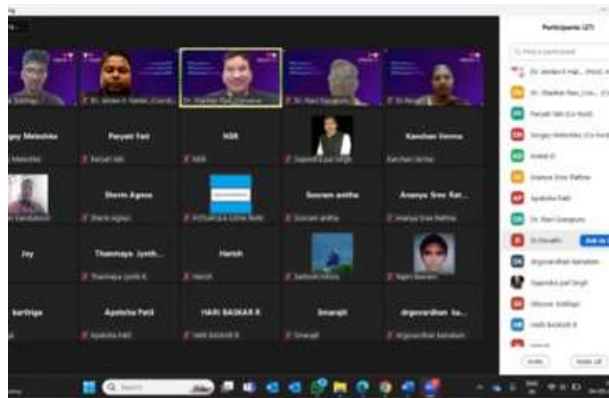
• Key Takeaways:

1. Participants gained a comprehensive understanding of mathematical modelling principles and techniques.
2. Learned how to formulate mathematical models to represent real-world problems accurately.

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

Impact & Outcomes:

1. Solution procedures for solving mathematical models were thoroughly discussed and practiced.
 2. Participants gained insights into the practical applications of mathematical modelling across different fields.
- V. Conclusion
3. The workshop on Mathematical Modelling and Solution Procedures provided participants with valuable insights and skills to tackle real-world problems using mathematical techniques.
 4. 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.



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.



ERS Report at ZPHS

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.

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 Varenya 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.

Some of the pics of the event and paper cuttings and link for media coverage attached below:-

<https://lnkd.in/grcayGZv>

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:-

Dr. Venkat Reddy

Dr. Bhargav Prajwal Pathri

Dr. Purushotham M

Dr. Kamil Reza

Dr. Sonal Jain

Student Co-Ordinators:-

P.B. Varenya Verma

S.Sowmya





కష్టంతో కాకుండా... ఇష్టంగా చదవండి

వెంకటాపూర్ పాఠశాలకు సందర్శించిన వోక్సెన్ యూనివర్సిటీ బృందం

కందిరి, సదాశివపేట: విద్యార్థులు కష్టపడి కాకుండా... ఇష్టంతో చదవాలని వోక్సెన్ యూనివర్సిటీకి చెందిన ప్రొఫెసర్ బృందం సూచించింది. సదాశివపేట మండల పరిషత్లోని వెంకటాపూర్ జిల్లా పరిషత్ ఉన్నత పాఠశాలను సోమవారం బృందం సందర్శించి, రూరల్ రెవల్యూషన్ అండ్ ఇన్ఫర్మేషన్ టెక్నాలజీ పాఠశాల విద్యార్థులకు ఓపికను తెచ్చే ప్రోగ్రాం నిర్వహించారు. ఇందులో భాగంగా సూతన పద్ధతుల ద్వారా వ్యవసాయం చేయడం, సోలార్ విద్యుత్, ఆలోమెట్రిల్ రంగంలో నైపుణ్యాలు కదిలిన అంశాల గురించి వివరించారు. సైన్స్ అండ్ టెక్నాలజీకి సంబంధించిన విషయాలపై వారికి ఆచార్య వెంకటాపూర్ పాఠశాల విద్యార్థులు తెలియజేశారు. రిటనింగ్ సందేశాలను యూనివర్సిటీ బృందం నడుపుతున్న కేసీఐ. వచ్చే వారంలో తమ యూనివర్సిటీని సందర్శించాలని విద్యార్థులను కోరారు. ఈ కార్యక్రమంలో ప్రొఫెసర్ డాక్టర్ వెంకట రెడ్డి, డాక్టర్ లాల్మో, డాక్టర్ పురుషోత్తం, డాక్టర్ కమలేశ్వర్, డాక్టర్ సనల్ జైన్, యూనివర్సిటీ విద్యార్థులు సొమ్మ, పరమవచ్చి, పాఠశాల ప్రధానోపాధ్యాయులు సురేష్ కడిరతులు పాల్గొన్నారు.



FDP Grant Writing :

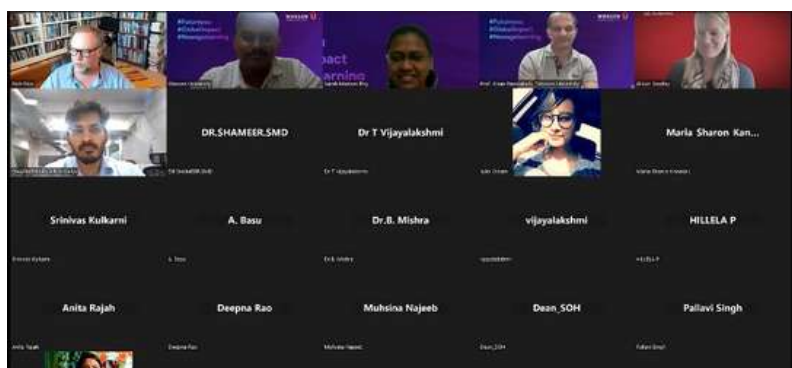
I. Title & Introduction
 Title: "Faculty Development Program: Effective Grant Writing Strategies Using AI"
 Introduction: The Faculty Development Program (FDP) on "Effective Grant Writing Strategies Using AI" was conducted by the School of Technology at Woxsen University from March 12 to March 14, 2024.

II. Event Details
 Event Type: Online FDP
 Target Audience: Research scholars and faculty globally
 Speaker: Dr. Rich Rice, Professor, Technical Communication & Rhetoric, Texas Tech University

III. Event Highlights
 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



IV. Optional Sections

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.

ERS Activity Report :

I. Title & Introduction :

Title: ERS Activity on "Applications of Mathematics" at Zilla Parishad School, Kamkole, organised by the School of Technology, Woxsen University, Hyderabad.

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.

III. Event Highlights :

Key Takeaways:

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

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. Conclusion :

The ERS activity helped the students to understand the importance of mathematical concepts in architectural design and in the formation of products.

The interaction with the speaker, Prof. PGL Leach was highly beneficial for the students to understand the use of mathematical concepts in everyday life.



R. Revathi

SoT-ERS Coordinator
Dr. Ravilisetty Revathi

Shankar Rao Munjam

Coordinator
Dr. Shankar Rao Munjam

Amlan Kanti Halder

Organising Secretary
Dr. Amlan Kanti Halder

International Seminar Report :

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.

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.

Event Highlights :

Key Takeaways:

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

Engagement & Participation: Interaction with the resource person.

Impact & Outcomes: The students were able to understand the need of mathematical modelling for a broader perspective of any real-life problem.



R. Revathi

Steering Committee Member
Dr. Ravilisetty Revathi

Venkata Narayana P

Steering Committee Member
Dr. Venkata Narayana P

Amlan Kanti Halder

Coordinator
Dr. Amlan Kanti Halder

Shankar Rao Munjam

Convener
Dr. Shankar Rao Munjam

School of Liberal Arts and Humanities

Event Report of Workshop on AoL by SOLH

I. Title & Introduction

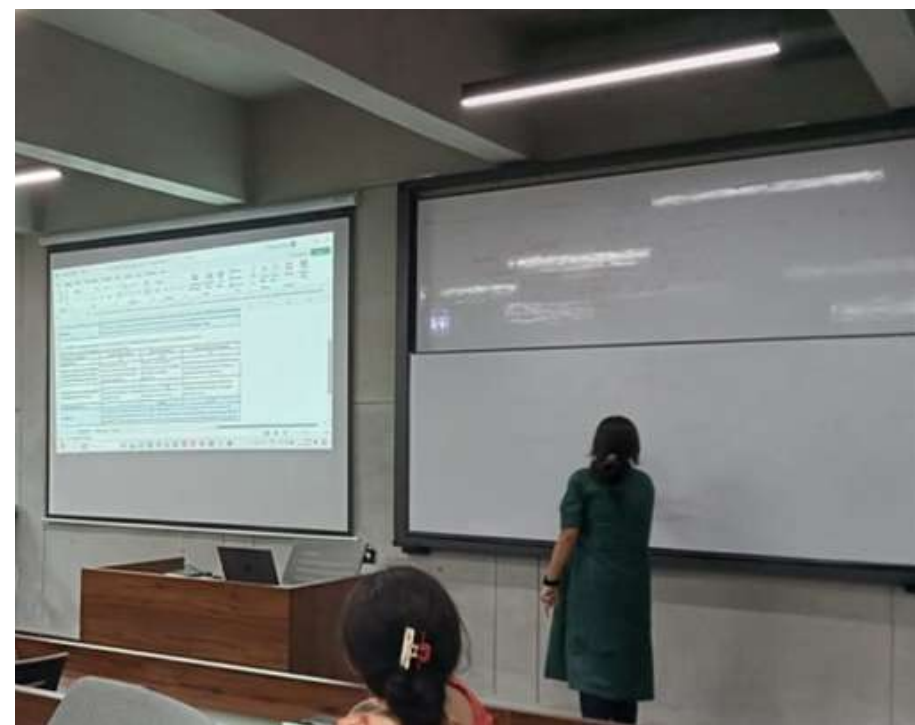
- **Title:** Workshop on Assurance of Learning by SOLH
- **Introduction (within Title):** Assurance of Learning by SOLH- for faculties who missed the previous general workshop
- **22nd April, 2024,**
- **Time:** 4pm-5pm

II. Event Details

- **Event Type:** workshop
- **Target Audience:** School of Liberal Arts and Humanities faculties, Woxsen University
- **Speaker(s):** Dr. Dibyangana Biswas, Assistant Professor, SOLH.
- **Advisors:** Dr. Satya Prasad (Dean SOLH) and Dr. Ravikant Kisana (Assistant Dean of Academic affairs, SOLH)
- **Place:** Woxsen University. Lecture Hall- 113

III. Event Highlights

- **Key Takeaways:** speaker addressed the cohort of faculties by introducing the Assurance of Learning, as it was discussed in the previous general workshop. She discussed how to map the CILO, CO and other parameters of AoL. Then the marks division and internal assessment data entry according to CILO was discussed. In the end Dr. Satya Prasad explained the need for AoL in the School of Liberal Arts and Humanities.
- **Engagement & Participation:** Faculties participated in question answer sessions and discussion.
- **Impact & Outcomes:** Faculties who joined newly gained an idea about how to map the CILO, CO and other parameters of AoL. Then the marks division and internal assessment data entry according to CILO was discussed. Faculties have queries about the importance of these kind of mapping in the humanities education. Their queries were addressed by the Dean of SOLH, Dr. Satya Prasad, who explained the need for AoL in the School of Liberal Arts and Humanities. It was also discussed how to Break down long-term goals into smaller, manageable steps to maintain motivation and track progress.



Conclusion: A hands on mapping session was done with existing course of BA Hons. It helped the faculties who missed the previous workshop to understand how to do AoL mapping for their respective courses.

www.woxsen.edu.in



School of Liberal Arts and Humanities organises

Workshop on Assurance of Learning

22nd April, 2023

Woxsen University Campus

Advisors



Dr. Satya Prasad
Dean, SOLH,
Woxsen University



Dr. Ravikant Kisana
Assistant Dean, SOLH,
Woxsen University

Organiser



Dr. Dibyangana Biswas
Assistant Professor, SOLH,
Woxsen University



Details of SOLH Conference

Conference Title: #LikeAndSubscribe – Digital Cultures, Social Media & Influencers in India

Dates: 27-28 April 2024

Mode: Online

Organizing committee: Dr. Ajmal, Dr. Sunaina, Dr. Ravikant

Total Abstracts Received: 31

Accepted Papers: 15

Total 5 panels were organized:

PANEL #1: Liminalities of Humor & Cultural Anxiety

PANEL #2: Cultural Conservatism & Identity Deviations

PANEL #3: Gen Z online & Caste Cybercultures

PANEL #4: Power, Privilege & Parasocial Mediations

PANEL #5: Hardening Digital Discourses & Transitional Possibilities

[Moderators: Dr. Ajmal, Dr Sunaina, Dr Ravikant]

Some select institutional affiliations of presenters: University of Heidelberg, IIT Hyderabad, TISS, JNU

University of Hyderabad, Srishti Manipal institute of art, design, and technology

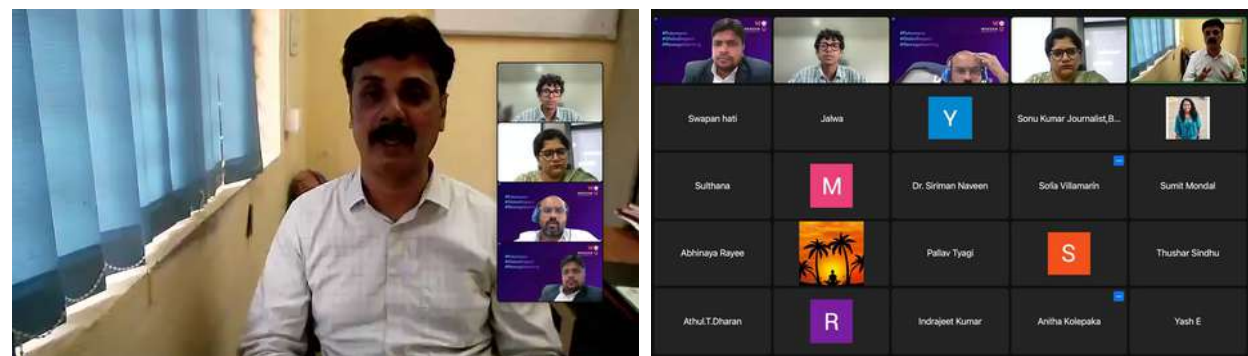
Future:

Panels were recorded and will be made into a YouTube series as part of a planned SOLH online initiative on research.

Panel	Time	Presenters	Paper Titles
#1: Liminalities of Humor & Cultural Anxiety	9:30 AM - 12:30 PM	Chitra Achar, Hrishikesh George, Neeraj Subram	• What's (Un)generous? World College High • A Study on the 'Achy' Content from 'Society' and its Implications • Reflecting on the 'Achy' Content of 'Society' through the lens of 'Achy' Content
#2: Cultural Conservatism & Identity Deviations	05:00 PM - 08:00 PM	Harika Nair, Pooja Rajguru, Harshita Jagtap	• 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications
#3: Gen Z online & Caste Cybercultures	9:30 AM - 12:30 PM	Arushi & Harshita, Srishti Sarkar, Nikita Waghmare	• 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications
#4: Power, Privilege & Parasocial Mediations	05:00 PM - 08:00 PM	Rishika, Anshu, Aditi	• 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications
#5: Hardening Digital Discourses & Transitional Possibilities	04:00 PM - 08:00 PM	Shikha, Anshu, Aditi, Srishti Sarkar, Nikita Waghmare	• 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications • 'Achy' Content: A Study on the 'Achy' Content of 'Society' and its Implications

One-day Virtual Lecture on Political Science: Trends and Opportunities

The virtual lecture organized by the Guy Peters Department of Political Science, School of Liberal Arts and Humanities in April 2024 was a highly successful event. Dr. Shaji S., an Assistant Professor at the Department of Political Science, University of Hyderabad, delivered a meticulously structured lecture covering the nature, scope, and significance of studying Political Science. He proceeded to provide a succinct overview of the sub-disciplines of Political Science, delving into each one, including Political Thought/Theory, International Relations, Public Administration, Comparative Politics, Public Policy, and Governance.



One-Day Virtual Lecture

Topic: Political Science: Trends and Career Opportunities

Speaker: **Dr. Shaji S**, Assistant Professor, Department of Political Science, University of Hyderabad

23rd April 2024 (Tuesday) 03:00 PM - 04:00 PM

Via Zoom Meeting

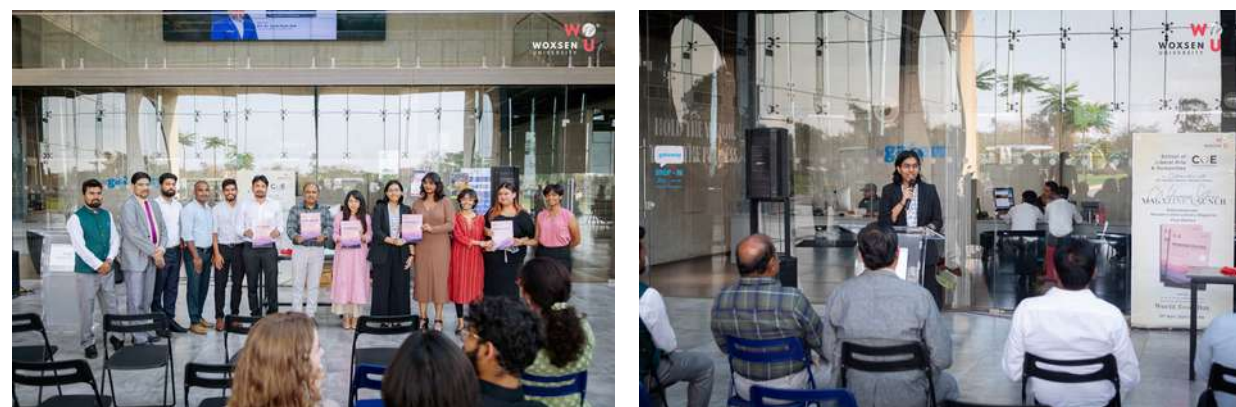
Organiser: Prof. Aareeba Ahsanat Moazzam, Assistant Professor, Department of Political Science, Woxsen University

Furthermore, he discussed the myriad career opportunities available to students pursuing Political Science, highlighting employment prospects in various international organizations, regional think tanks, international universities, and media houses for those holding master's degrees in the field. Additionally, he touched upon scholarships, fellowships, and stipends available for MA and PhD programs, and even addressed opportunities up to the post-doctoral level in response to student inquiries. The active participation of students, organizers, and the resource person alike underscored the appreciation for the event's success.

Magazine Launch The Centre of Excellence in collaboration with School of Liberal Arts and Humanities

SOLH in collaboration with COE- Literature Studies launched the 1st edition of the Literary Magazine Reminiscences on this World Book Day, that is, 23rd of April 2024. The launch was a success, and it was an eventful evening filled with poetry reading and a vibrant atmosphere. The event was attended by faculty members, non-teaching staff involved in the project, and students, where both students as well as faculty indulged in literary exchanges through poetry.

Here are a few images from the event:



Research Paper Presentation at the London School of Economics

Prof. Digvijay Singh presented his research paper titled "Multiple and interlinked precarities of platform work: The peculiar case of India" at the British Journal of Sociology Inaugural Conference organised by the British Journal of Sociology and the London School of Economics. The conference took place at the London School of Economics on 15 & 16 April 2024. He also received a travel grant of 1,000 Pounds from the Department of Sociology, London School of Economics, to present his research at the conference.



Student's Achievement: SOLH

Saiba Jena, a second-year B.A (Hons.) student, has secured a prestigious summer internship for 2024 at ITV Networks with the esteemed NewsX company.

As a member of the Department Output team, she will play a role in managing news broadcasting initiatives. This opportunity holds the potential to foster her growth and learning in the dynamic media landscape.



CENTRESTAGE: SOLH --- Woxsen University: The 'CentreStage' bi-monthly debate, hosted by the School of Liberal Arts and Humanities at Woxsen University in Hyderabad, India, during the current academic session, achieved resounding success. On April 25, 2024 (Thursday), the discussion on "Can Political Party Manifestos Influence Voters in the Lok Sabha Elections 2024," witnessed enthusiastic engagement from first-year B.A (Hons.) students.

The debate centered on the primary elements highlighted in the manifestos of the BJP-led NDA government and the Congress-led INDIA Alliance. Students actively participated in dynamic discussions, leveraging the passionate arguments put forth by leaders from both the ruling and opposition parties during their election campaigns. This event is expected to have provided students with valuable insights into articulating statements and effectively countering arguments, especially on such a relevant topic.



School of Architecture and Planning



newindianexpress.com

From classroom to riverfront

Shrimansi Kaushik
6-8 minutes

TDAF, INTACH and students from Focus High School and Woxsen University SPA; the map created using data compiled by the team

HYDERABAD: In a poem, titled 'Nightfall in the city of Hyderabad', Sarojini Naidu described the River Musi as a "white river that flashes and scintillates". In an 1880s photograph captured by Lala Deen Dayal, the vast river can be observed irrigating the paddy fields along its banks, with people and cattle refreshed by its water. Musi makes its way into the stories and narratives of the people as, for centuries, it has acted as a vital lifeline for many communities. Now a stinking sewage drain, the river poses a threat to the communities using its water.

Keeping in mind the historic significance of the river and the impact its vanishing would have on the people of the city, The Deccan Archive Foundation (TDAF) collaborated with Indian National Trust for Art and Cultural Heritage (INTACH), Woxsen University's School of Planning and Architecture (SPA), Aseem, an NGO, and other organisations to hold a workshop, 'Understanding Musi' with the students of Focus High School at Darulshifa.

Understanding Musi

On March 24th, 2024, The Deccan Archives Foundation, in collaboration with INTACH Hyderabad and ASEEM, hosted a workshop titled "Understanding Musi." The workshop aimed to shed light on the historical and cultural significance of the Musi River, a lifeline for Hyderabad. This workshop served as a platform for fostering awareness and dialogue about the Musi River's past, present, and future, highlighting the need for collective action to safeguard this invaluable natural resource.

Poster-making: 'Women and Water'

WSAP students participated in a poster-making event on the theme 'Women and Water,' hosted by the Worsen School of Architecture and Planning in collaboration with the Indian Plumbing Association. In celebration of the theme, the winners of the competition are Jarupula Aaradhya from the 2nd semester and Bollaram Jahnavi from the 6th semester. Their posters conveyed the message that just as water is vital to the Earth, it is equally crucial to afford respect and equal rights to women

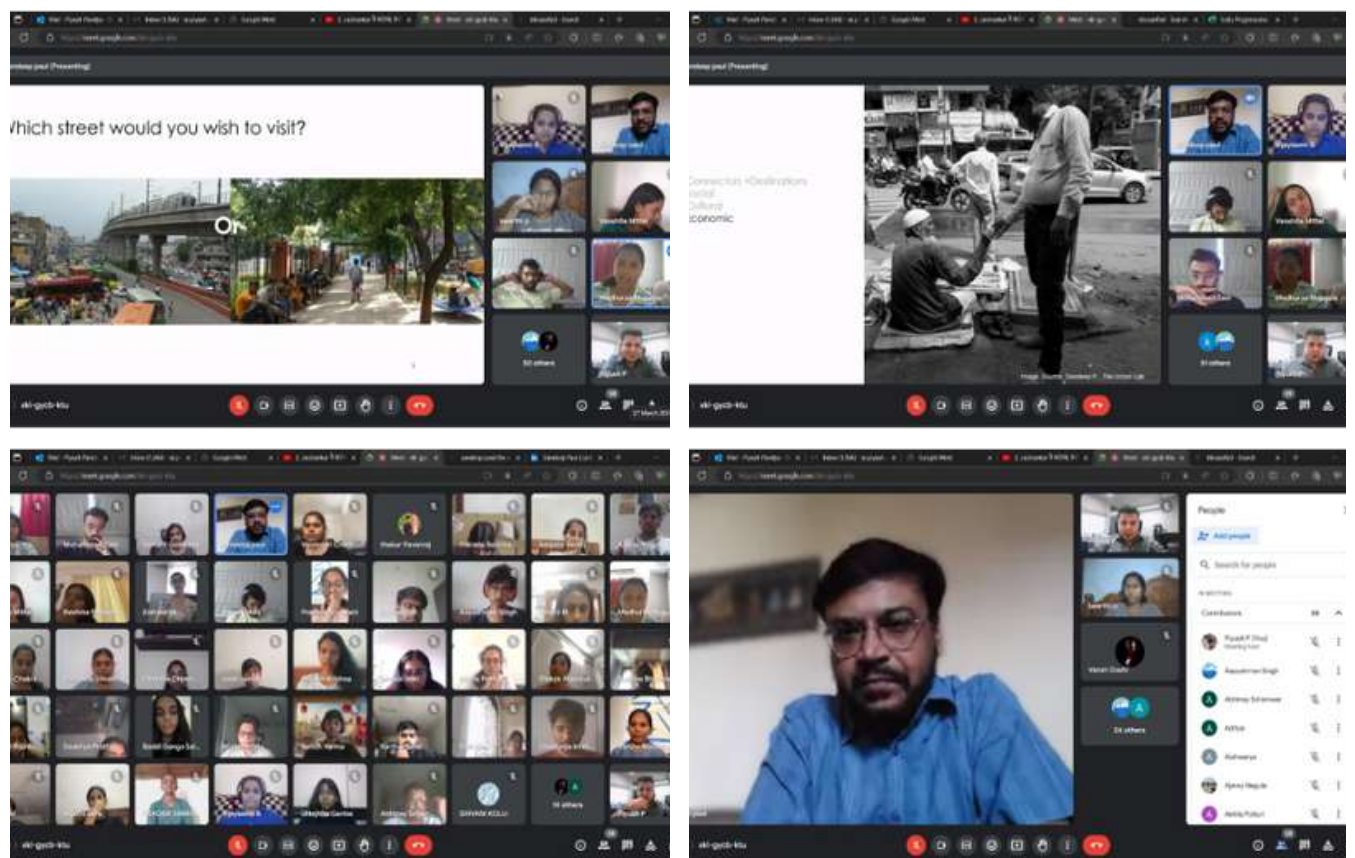


Urban Flow: Designing Intersections for Connectivity and Safety

WSAP students participated in a poster-making event on the theme 'Women and Water,' hosted by the Worsen School of Architecture and Planning in collaboration with the Indian Plumbing Association. In celebration of the theme, the winners of the competition are Jarupula Aaradhya from the 2nd semester and Bollaram Jahnavi from the 6th semester. Their posters conveyed the message that just as water is vital to the Earth, it is equally crucial to afford respect and equal rights to women

online workshop

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Site visit

On April 2nd, 2024, Sem VI and VII participants ventured on a site visit for the "Urban Flow" workshop, spanning from Pattancheru to NIMZ, Zaheerabad. This hands-on experience immersed them in analyzing street and junction designs, offering practical insights into urban flow and safety. Through examining various intersections, participants gained invaluable knowledge essential for their future roles in urban planning and design.



Offline workshop

The "Urban Flow" workshop engaged Sem VI and VII students in exploring urban design for safer intersections. Through case studies and interactive exercises, participants learned to prioritize pedestrian safety while optimizing traffic flow. Guided by experts, they gained skills to address real-world challenges, fostering a commitment to creating safer, more livable cities.



Study trip to Nagaland

Coordinators: Prof. Ajay Simha, Asso. Prof. Shweta Prasad and Dr. Ravikumar.

Semester II students embarked on a captivating study trip to Nagaland from March 26th to April 2nd, 2024. Through activities and interactions with locals, students deepened their understanding of Nagaland's diverse culture.

Workshop with Ar. Richard Belho.

From March 27th to March 29th, 2024, Semester II students engaged in a dynamic 3-day Bamboo workshop led by Ar. Richard Belho. Throughout the workshop, participants delved into the intricacies of bamboo as a material, focusing on joinery details and hands-on work alongside skilled bamboo craftspeople. This immersive experience provided invaluable insights into the versatility and sustainable aspects of bamboo, equipping students with practical skills and knowledge for future architectural endeavors.



"Nagaland's Vernacular Heritage: Kisama and Konoma Documentation"

On March 30th, Semester II students embarked on a journey to document Kisama and Konoma villages, unraveling Nagaland's vernacular architecture and cultural heritage. The students gained a comprehensive understanding of Nagaland's vernacular architecture and its deep-rooted connection to the region's cultural identity, illuminating how architectural elements serve as conduits for the preservation and expression of tradition.



International women's day and world plumbing day

Dr. Mallika Bose, a distinguished Professor at Penn State University, illuminated the intersection of democratic professionalization, public scholarship, and community-based design. Ms. Madhulika Choudhary, Lady of Lakes, founder of the Dhruvansh organization, spoke about her arduous journey as a warrior for lakes. Ar. Gita Balakrishnan, founder and trustee of Ethos Foundation, who has been walking across large parts of India, shared her rich experience with amazing stories of people. The talks were followed by a vibrant discussion that covered a wide range of topics, such as the design of the future curriculum and the responsibilities of each citizen in conserving precious natural resources.



MoU signed between the School of Architecture and Planning, Woxsen University, and Ethos Foundation.

FACULTY ACHIEVEMENTS.



Asst. Prof. Rajeshwar Rao attended a five-day online training program on 'Application of PLS-SEM in Research' conducted by COA-TRC Pune from March 18th to 22nd, 2024. It was a valuable experience, providing practical insights and equipping me with skills for effective data analysis in research.



School of Law

Pochampally Ikat: A Geographical Indication Treasure

On April 2nd, 2024, the School of Law at Woxsen University, in collaboration with the Baudhik Club, organized a field trip for law students as part of their legal research methodology course. The trip focused on exploring Pochampally Ikat, a geographical indication renowned for its unique weaving technique. Located in Telangana, Pochampally is celebrated for its globally recognized Ikat sarees, prized for their lightweight texture and intricate designs. The excursion aimed to provide students with hands-on experience and firsthand insights into the traditional craft of Pochampally Ikat weaving. Through interactions with master weavers, students understood how the geographical indication status safeguards this art form's authenticity and traditional craftsmanship. The trip offered students an immersive experience, allowing them to witness the intricate process of yarn dyeing and loom weaving firsthand. Moreover, students could engage with skilled artisans, learning about their techniques and craftsmanship. Additionally, the field trip included visits to local cooperatives and weaving societies, enabling students to comprehend the socio-economic impact of the craft on the community. Emphasizing sustainable practices, the trip aimed to support and promote the rich tradition of handloom weaving in Pochampally. Heartfelt thanks to Prof. Ajoy Jose for organizing this insightful memorial trip, which has undoubtedly enriched students' understanding of legal research methodology and cultural heritage preservation.



Session on “awareness of entrepreneurship” by the Trade Tower

On April 16th, 2024, the School of Law at Woxsen University, in collaboration with Trade Tower, hosted an enlightening awareness session on entrepreneurship. The event was designed to provide attendees with a comprehensive understanding of entrepreneurship and explore various avenues available to students in this field. It promised valuable insights and networking opportunities within the industry.

We were privileged to welcome Mr. Charan Sanjeeb, the Startup Coordinator for Trade Tower, as our distinguished guest for the session. Mr. Sanjeeb's expertise and guidance greatly enriched the event, making it both motivating and informative for the students.

We extend our heartfelt thanks to Mr. Sanjeeb for his invaluable contribution to the session and for sharing his insights on entrepreneurship with the students.

Woxsen Law Series: Understanding Commercial Disputes and Litigation

The Woxsen Law Series continued on April 3rd, 2024, at the School of Law, Woxsen University, with a focus on "Understanding Commercial Disputes and Commercial Litigation" for law students. The event welcomed esteemed legal expert Adv. Rajeev Rambhatla, Partner at King Stubb & Kasiva, Advocates & Attorneys, as the chief guest. Adv. Rambhatla's presentation delved into the intricacies of the Commercial Courts Act of 2015, providing invaluable insights into the complexities of commercial law. The interactive format of the session significantly enriched attendees' understanding of the subject matter, effectively connecting theoretical legal education with practical applications in the legal profession. The session fostered active engagement, allowing students to deepen their knowledge of commercial disputes and litigation. Special recognition is extended to the Dean of the School of Law, Dr. Sreelatha Annamaneni, and Professor Dr. Ajoy Jose for their efforts in organizing such an enlightening and informative event.

Apprise 2024 – contribution of women leaders

The prestigious international conference, “Apprise 2024”, held on April 8th, 2024, spotlighted the remarkable contributions of women leaders in STEM and STEAM fields. Distinguished guests gracing the occasion included Dr. Joseph Muscat, Former Prime Minister of Malta; Mrs. Michelle Muscat, Founder of the Marigold Foundation; H.E. Mr. Reuben Gauci, High Commissioner of Malta to the Republic of India; Dr. Jikyeong Kang, President and Dean of the Asian Institute of Management, Philippines; Ms. Helke Carvalho Hernandes, Vice President of EFMD Global; and Ms. Prajka Malve, Deputy Trade and Investment Commissioner at NBSO India, Embassy of the Netherlands.

Amidst the esteemed guests, Prof. Joshua Dalrymple from the School of Law, emerged as a pivotal figure in orchestrating the event's success, extending warm hospitality on behalf of Woxsen University. His efforts ensured a seamless experience for the dignitaries, embodying the university's commitment to fostering meaningful dialogues and connections within the global academic community.

School of Law invites International Arbitration and Mediation Centre, Hyderabad

On April 23rd, the School of Law, Woxsen University warmly welcomed Mr. Tariq Khan, Registrar of the International Arbitration and Mediation Centre in Hyderabad along with his team. The session, centered on the theme of arbitration and mediation, aimed to highlight the significance of these methods in resolving disputes, emphasizing their ability to address parties' emotions and foster collaboration. Attended by both students and faculty from the School of Law, the session proved highly interactive, with active student participation encouraged throughout.

Special gratitude is extended to Mr. Tariq Khan and his team for their insightful contributions to enlightening law students during the session. Additionally, recognition is owed to the Dean of the School of Law, Dr. Sreelatha Annamaneni, for her exemplary organization of the event.

Moreover, on April 10th, representatives from Woxsen University visited the International Arbitration and Mediation Centre in Hyderabad, hoping to have a future collaboration soon. This visit signifies the university's commitment to exploring partnerships and enhancing academic opportunities in the field of arbitration and mediation.

Breaking Ground: Inaugural Edition of Woxsen Law Review Now Available

The School of Law at Woxsen University celebrates a significant milestone with the inaugural edition of the Woxsen Law Review. Serving as the flagship publication of our esteemed institution, the Woxsen Law Review stands as a testament to our commitment to scholarly discourse and academic excellence.

As a biannual review, the Woxsen Law Review offers a comprehensive platform for academicians, practitioners, researchers, judges, jurists, and students to engage in the exchange and expansion of ideas. Through scholarly articles and research papers, it fosters a robust debate on contemporary legal issues, encompassing both national and international perspectives. Embracing an interdisciplinary approach, the journal welcomes contributions on a wide array of legal and policy-based topics. We invite submissions in various formats, including research papers, articles, essays, case comments, legislative comments, notes, book reviews, and other relevant contributions.

We extend heartfelt congratulations to Dr. Sreelatha Annamaneni, the Dean of the School of Law; the Deputy Dean, Joshua Dalrymple as well as all the professors from the School of Law for their exemplary leadership in bringing forth this esteemed publication. Their dedication and vision have played a pivotal role in establishing the Woxsen Law Review as a premier platform for legal scholarship and discourse.



Legal Luminaries: Judges from the Law Department Preside Over Case Crunch 2.0

Case Crunch 2.0, organized by the International Strategy Consulting Board, took place from April 20th to April 21st, 2024. The event saw the participation of esteemed judges from the Law Department, namely Prof. Nehal, Dr. Aditi, and Dr. Paramita. Their invaluable expertise facilitated the delivery of compelling case studies and ensured fair and thorough evaluation throughout the competition. Their commitment to excellence in both teaching and assessment significantly contributed to the success and prestige of Case Crunch 2.0.

ERS initiative by the School of Law

On April 24th, the School of Law at Woxsen University hosted the ERS Initiative, welcoming students from Government College to delve into a crucial subject: women's protection in Muslim law. Led by esteemed speakers Professors Aditi and Nehal, the session focused intently on elucidating the intricate legal framework governing the rights and safeguards available to Muslim women, especially within the realm of Muslim marriage law. Throughout the event, attendees engaged in in-depth discussions exploring the nuanced aspects of Muslim law pertaining to women's rights and protection. Topics such as the application of Islamic principles in legal contexts, the interpretation of Shariah law, and the implications of cultural and societal norms were thoroughly examined.

The session provided a platform for meaningful dialogue on pressing issues, including the challenges faced by Muslim women in accessing legal remedies, the role of community and religious leaders in advocating for women's rights, and the importance of legal literacy in empowering women to assert their rights effectively.

Gratitude is extended to the organizers, including Dean of the School of Law, Dr. Sreelatha Annamaneni, and Professor Ummul Waraah, for spearheading this insightful initiative, which shed light on an often overlooked but critical aspect of legal discourse. Additionally, sincere appreciation is offered to all volunteers whose contributions were instrumental in ensuring the event's success.



Exploring Traditional Medicinal Knowledge: A Statutory Analysis in the Woxsen Law Review

Congratulations to Professor Ajoy on the publication of his research paper titled "Traditional Medicinal Knowledge under the Biological Diversity Act, 2002: Statutory Perspective and Role of Authorities" in the inaugural edition of the Woxsen Law Review. Professor Ajoy's paper sheds valuable light on the implementation of the Biodiversity Act in India, focusing particularly on the three-tier mechanism involving the National Biodiversity Authority (NBA), State Biodiversity Board (SBB), and Biodiversity Management Committee (BMC). The paper meticulously examines the substantive provisions and procedural aspects relevant to Traditional Medicinal Knowledge (TMK), elucidating the powers and functions of each authority.

In the second part of the article, Professor Ajoy delves into the status of TMK implementation by the NBA, SBB, and BMC, providing critical insights into their roles and responsibilities.

This comprehensive analysis contributes significantly to the understanding of TMK governance within the framework of the Biological Diversity Act, offering valuable guidance for policymakers, practitioners, and scholars in the field.



School of Law organizes an Expert Talk

The School of Law at Woxsen University commemorated World Intellectual Property Day with a captivating workshop and expert talk held on April 25, 2024. The focal point of discussion was the intersection of Intellectual Property (IP) rights with the Sustainable Development Goals (SDGs).

Ms. Aliaa Mohamed, an esteemed IP Tutor and Expert from the WIPO Academy and Senior Patent Examiner at EGPO, graced the occasion as the chief guest. Her lecture offered a profound exploration of the intricate relationship between IP rights and the SDGs, highlighting how intellectual property can catalyze innovation, enhance access to information, and address pressing global challenges such as health, environmental sustainability, and economic development.



The session proved to be enlightening and informative, providing students with valuable insights and opportunities to delve into the topic. Special appreciation goes to the Dena School of Law, Dr. Sreelatha Annamaneni, and Dr. Paramita Choudhary for orchestrating this enriching session. A heartfelt thank you also extends to Ms. Aliaa Mohamed for sharing her expertise and knowledge with our students.

Exploring Legal Realms: Woxsen Law Students' Immersive Courtroom Experience

In a profound exploration of the practical dimensions of legal education, the School of Law at Woxsen University orchestrated an enlightening visit to Sangareddy District Court on April 26, 2024. This experiential initiative was meticulously designed as a pivotal component of the student's internal assessment, offering an invaluable opportunity to immerse themselves in the dynamics of the legal realm.

Like voyagers embarking on a journey through the intricate channels of justice, the students were afforded a firsthand encounter with the inner workings of courtrooms and legal proceedings. They engaged directly with practicing lawyers, fostering meaningful interactions that enriched their understanding of legal practice. Witnessing a live trial provided a rare insight into the nuanced complexities of courtroom advocacy.



Furthermore, the visit extended to the District Consumer Court of Sangareddy and the Legal Aid Cell, unveiling additional facets of legal practice. This comprehensive experience not only broadened the students' horizons but also equipped them with tangible insights into the practical application of legal theory.

By bridging the gap between theory and practice, this immersive visit has undoubtedly empowered our aspiring legal minds with invaluable real-life experiences, further reinforcing the importance of practical learning in legal education.

Creating a bridge for the School of Law, Woxsen University to engage in education in the US - SEATTLE UNIVERSITY

Prof. Joshua Dalrymple, Professor and Deputy Dean at the School of Law, Woxsen University had the privilege to meet with Sital Kalantry from Seattle University School of Law. He is impressed with their leading effort at creating a bridge for Indian students to engage in education in the U.S. He visited the law school and heard directly from students: Seattle University is developing lawyers with exceptional skills, especially in legal research and writing. He is excited for the School of Law, Woxsen University's collaboration with them! With the help of the Seattle University School of Law, law students at Woxsen University will have a pathway to practicing law in the U.S. He also spoke with the Consul General for India in Seattle, Mr. Prakash Gupta. He assured that the Indian government is eager to grant visas for U.S. students and faculty to join Woxsen University to experience a world-class education.



Features

Kiran Bedi Joins as Professor Emeritus in the School of Law



Dr. Kiran Bedi, the groundbreaking first woman IPS officer of India, received a prestigious dual honor at Woxsen University. The university appointed her Emeritus Professor of Law and unveiled the "Kiran Bedi Hall" in her recognition. This ceremony celebrated Dr. Bedi's distinguished career safeguarding the law throughout her service.

Dr. Bedi's inspiring visit included a thought-provoking speech on the challenges women face in leadership positions. She also participated in a fireside chat, sharing valuable insights from her experiences. Her message emphasized the importance of women taking on leadership roles and shattering glass ceilings.



Woxsen University Hosts Inaugural Litfest with Renowned Guests



Mr. MJ Akbar, former Indian Minister of State for External Affairs



Ms. Devika Chopra, News Editor and Anchor at NewsX



Ms. Shilpa Suraj, a celebrated fiction writer

Woxsen University celebrated the successful culmination of its first-ever Literature Festival, Woxsen Litfest 2024, held at the Hyderabad campus. The event attracted a distinguished audience and featured prominent figures from the literary world. Esteemed guests included Mr. MJ Akbar, former Indian Minister of State for External Affairs and a renowned author, Ms. Devika Chopra, News Editor and Anchor at NewsX, and Ms. Shilpa Suraj, a celebrated fiction writer. These luminaries shared their unique perspectives on various facets of literature, sparking engaging discussions and enriching the experience for attendees.



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