

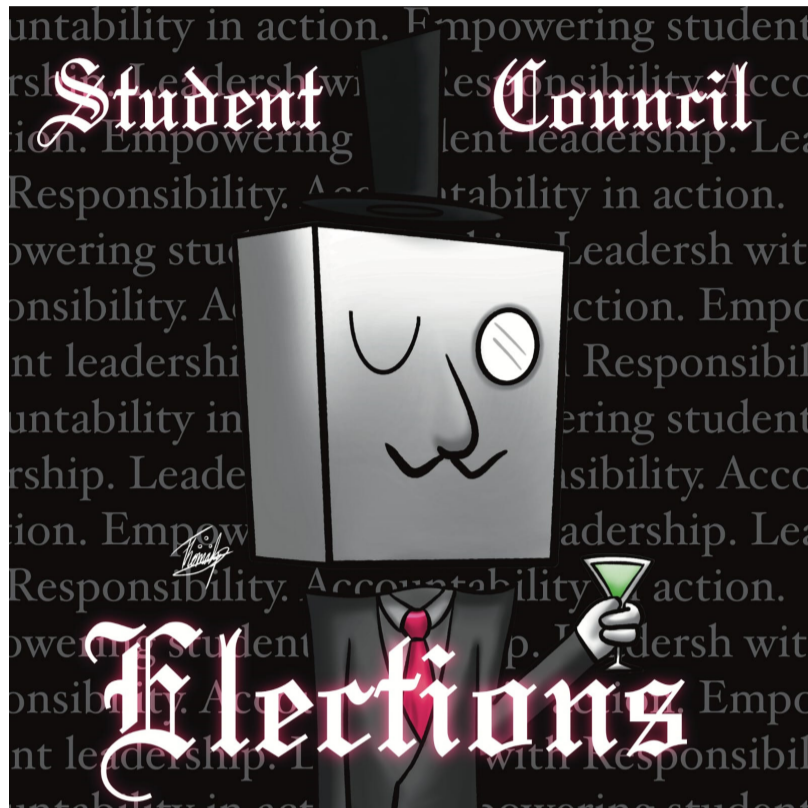
Woxsen Announces its Pilot Student Elections- 2025

Woxsen University's decision to introduce student elections for the upcoming academic year marks a shift toward greater accountability—though whether it will lead to more effective leadership or simply more bureaucracy remains to be seen

By Asbar Sayed

In a notable announcement, the Woxsen University community was informed of student elections, set to take place in 2025. The news, delivered via an email from Dr. Raul, Vice President of the University, on December 4th, unveiled plans for a “revamped structure” of student governance. The announcement has sparked a mix of excitement and questions among students. While the details of the overhaul remain under wraps, the timing of the elections and the structural changes hint at a significant shift in the university's approach to student leadership. Beyond the buzz lies a pressing question: Why now? The 2025 elections mark a new chapter for Woxsen, one that promises to reshape its leadership framework in the years to come.

In a candid interview with Woxsen Times, Pavana K Chepuri, Head of Strategic Initiative & Growth in the Vice President's Office, addressed the driving force behind Woxsen's decision to hold student elections in 2025. Her explanation boiled down to one word: Accountability. She revealed that the decision stemmed from growing concerns about the lack of communication from the largest student body on campus. While occasional missteps are inevitable, she emphasized that recurring issues could no longer be ignored. “The VP's office wants to



Comics by Thomas

see more accountability from the students' end,” Chepuri stated, underscoring the importance of leadership with responsibility. In a decisive tone, she concluded, “YOU CHOOSE YOUR LEADER.” This shift aims to empower students to take ownership of their governance and ensure the elected body represents their interests effectively.

Ms. Chepuri touched upon a crit-

ical aspect of the decision to introduce elections: the need to reduce constant management involvement and the overreliance on administrative intervention. “It's something that needs to be addressed,” she remarked, hinting at a deeper disconnect between the Council and the expectations placed upon it. This shift also raises a significant concern—did the current Council truly understand

the responsibilities it was entrusted with? While the move from direct appointments to elections clarified the university's intent for greater student autonomy, another question loomed large during the discussion: Why wasn't the Student Government Council, an existing representative body, tasked with spearheading this change? Pavana's response was blunt: “They were not completely active.” Her candid admission underlined a broader issue of engagement and effectiveness within the representative framework. This revelation reinforces the university's resolve to empower students to choose their leaders and instill a culture of accountability, ensuring that governance evolves to meet the community's expectations.

The Head of Strategic Initiative & Growth also highlighted yet another crucial aspect behind the decision to establish a democratic student body: fostering a deeper understanding of roles and responsibilities while aligning leadership with personal branding. “This shift isn't just about governance; it's about preparing leaders who truly represent and resonate with their peers,” she explained. Ms. Chepuri also revealed an intriguing source of inspiration for this change: Polaris, an upcoming academic initiative designed to encourage career choices based on skills and interests rather than traditional domain path-

ways. The initiative will catalyze redefining student leadership.

As Woxsen Times reflects on the evolving dynamics of student governance, it's essential to consider the principles that guide journalistic integrity: evidence, objectivity, and transparency. A student newspaper, however, operates under inherent constraints—not due to malice but because it often lacks the full context that journalism demands. Reporting isn't merely about enthusiasm; it requires a calm and enduring maturity to grasp the broader picture.

In parallel, a student body, especially one as integral as the council, carries far greater weight. With increased stature comes heightened accountability—not just for delivering results but for upholding the trust of a community that depends on them. It's no wonder that whether elected or appointed, leaders often face the daunting realization of the immense responsibility their roles entail.

The facts, however, present a mixed picture. While there have been fewer events and limited club collaborations, the flagship events of key clubs and the highly anticipated TEDx in February might still shape perceptions. Whether the student council can rise to the occasion and “save face” remains an open question—one that will undoubtedly spark discussions in the year ahead.

TEDxWoxsen: A Platform for Change and Innovation

By Thushar Salim

TEDxWoxsen, a student-led initiative at Woxsen University, is carving out a space for critical thinking and meaningful discussions on campus. With a long-term vision of becoming a prominent academic TEDx event, the team behind TEDxWoxsen aims to foster innovation and inspire thought-provoking conversations among students, faculty, and the wider university community.

The formation of TEDxWoxsen traces back to a collective effort by students and faculty who saw the potential of bringing TEDx talks to Woxsen. Yasaswini, a second-year BBA student and core team member, explained that securing the TEDx license required submitting a detailed application outlining their goals and organizational plan. “The approval process was meticulous, but it helped us align our vision with TED's global standards,” she said.

While the initiative has gained traction, it hasn't been without challenges. Organizing a TEDx event involves selecting themes that resonate



Picture Courtesy: TedX Woxsen University

with the audience, managing logistics, and adhering to strict guidelines set by TED. Despite these hurdles, the team has relied on careful planning and collaboration to deliver impactful events.

One of the significant goals of

TEDxWoxsen is to encourage a culture of public speaking and effective communication on campus. Plans are underway to establish a club dedicated to honing these skills, which will also serve as a training ground for future

TEDx speakers.

The selection of themes for each event is a critical process. The team focuses on topics that are timely, relevant, and capable of sparking discussion. Recent themes have spanned areas

such as technology, sustainability, and entrepreneurship, ensuring a diverse range of perspectives is represented.

The impact of TEDxWoxsen is measured not just through audience feedback but also by the conversations and initiatives it inspires on campus. According to Yasaswini, the platform has contributed to creating an environment where students and faculty feel encouraged to think critically and engage with new ideas.

In the coming weeks, the team will host the Speak at TEDxWoxsenUniversity 2nd Edition, an open mic event where students can share their ideas and potentially secure a spot at the main TEDx event. This initiative reflects the platform's focus on amplifying student voices and fostering active participation.

TEDxWoxsen continues to be an evolving initiative, driven by a dedicated team determined to make it a meaningful addition to the campus culture. The university community eagerly anticipates how it will grow in the years to come.

“The Secret of Getting Ahead is Getting Started”

By Sai Vyomini Patamsetty

“Our greatest glory is not in never falling, but in rising every time we fall.” This quote has always inspired me, and I found it perfectly relevant during a session titled “Better Self with Dr. Raul.” It was led by Dr. Raul, the Vice President of our university, who guided us through a journey of self-reflection, goal-setting, and personal growth.

The session began with warm introductions, setting a welcoming atmosphere. Dr. Raul’s friendly demeanor put me and the other participants at ease immediately. As an icebreaker, he asked us a thought-provoking question about our personal experiences with failure. This sparked engaging discussions, encouraged active participation, and set the tone for an open and honest dialogue.

Soon, we moved into the heart of the session—articulating our personal and professional aspirations. I shared my challenges, ambitions, and uncertainties, just as others did. Dr. Raul listened attentively, offering tailored advice drawn from his vast experience. His guidance on setting achievable goals, building resilience, and staying adaptable in a rapidly changing world resonated deeply with me.

What stood out most was his em-

phasis on emotional well-being. He asked us to reflect on our feelings and motivations, ensuring that our goals aligned with our values and passions. This emotional check-in was an eye-opener. He reminded us that it’s okay to feel lost or confused about what to do next—it doesn’t make us failures. Instead, these moments can be opportunities to reset and move forward.

Dr. Raul shared a quote by Henry Ford: “Whether you think you can, or you think you can’t – you’re right.” This made me pause and think about how much our self-perception influences our outcomes. He emphasized that we shouldn’t compare ourselves with others but with our own progress—where we’ve been, where we are now, and where we see ourselves in the future.

The conversation then touched on the importance of maintaining a balance between our personal and professional lives. Dr. Raul encouraged us to make time for hobbies and interests outside of work—whether it’s clubbing, writing, playing a sport, or hitting the gym. He explained how these activities can prevent burnout, enhance critical thinking, and contribute to shaping our personalities and character.

The session continued with dis-

cussions on a wide range of topics, including politics, cultural differences, the aviation industry, tourism, and globalization. Each topic added a new layer of depth to our understanding of the world and how we fit into it.

As the session drew to a close, Dr. Raul left us with an unforgettable message: “Life is hard. Period. Everyone has problems. But no hero or heroine is going to come and help you. The only person who can help you is YOU. You’ve got to pick yourself up, dust yourself off, and keep going.”

He drove home the point that giving up isn’t an option. Instead, he inspired us to rise each time we fall and to shape our own stories. Dr. Raul asked us to consider: “Who are you? How do you want the world to see you?” These questions lingered in my mind long after the session ended.

In reflecting on the session, I realized that mentorship is more than just imparting knowledge. It’s about building relationships that inspire and empower. Dr. Raul’s vicarious approach and valuable insights made this experience truly transformative. I left the session with newfound clarity and confidence, ready to embrace life’s challenges with resilience and purpose.

Wrapped in Words: A Secret Santa Book Sale

Trust your gut—pick a book, unwrap the magic

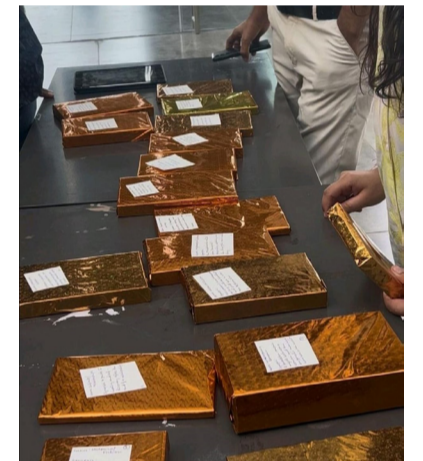
By Geetba Sabithi K

On December 16, 2024, Woxsen University’s Literature Club hosted the enchanting Secret Santa Book Sale at the admin block, blending the spirit of Christmas with the joy of reading. The event offered a unique concept: books wrapped in festive paper with only a genre and a brief description as clues, encouraging participants to trust their instincts when selecting a book for themselves or as a gift for a loved one. The sale featured a variety of genres, including science fiction, romance, thriller, self-help, historical fiction, and personal finance. Descriptions like “A quirky group of retirees solves a murder in their quiet retirement village” intrigued buyers and added an element of mystery.

Participants shared their excitement, with one student saying, “I’m usually into thrillers, so I picked this book up. I think I might even know what it is!” Another, looking to start a reading habit, commented, “This seemed like a good first step. The description caught my eye.” For those unsure about what to pick, the Literature Club executives offered personalized recommendations based on preferences.

The event quickly turned into more

than just a book sale. Students bonded over their selections, shared tips, and celebrated the season with a cup of hot chocolate, creating a festive and welcoming atmosphere. “I usually kick off my Christmas break with a book marathon,” a participant remarked. “This sale was the perfect way to begin the holiday spirit.” By the end of the evening, the table was empty, a testament to the event’s success. The Secret Santa Book Sale was not only a celebration of literature but also a beautiful expression of community and the magic of giving. For those at Woxsen, it wrapped Christmas in words, one book at a time.



Glimpse from Secret Santa by Literature Club. Pic Courtesy: Woxsen Literature Club

The Return to the Nest: Alumni Homecoming 2024

By Anikba Ahmed

Alumni Relations at Woxsen University hosted its inaugural one-night, two-day alumni meet on December 7 and 8. The large gathering was a beautiful blend of nostalgia and celebration, bringing together alumni from various batches to relive their cherished university memories. The campus transformed into a sanctuary of joy as alumni walked through the familiar gates. They were greeted with warmth and excitement, reconnecting instantly with their roots.

The homecoming began with an exhilarating welcome evening that set the tone for the days ahead. Under a starlit sky, a roaring bonfire brought warmth to the chilly December air as the alumni savored a special dinner, grooving to live music beats.

Mr. Vishal, VP and Executive of Alumni Relations, remarked during the bonfire meet, “Alumni have traveled from different parts of the country, and their anecdotes from personal and professional journeys offer valuable insights



A warm moment shared by Woxsen’s Alumni during homecoming 2024. Photograph by Creatives

for our students.” Conversations flowed effortlessly as the evening became a vibrant weave of stories and shared experiences.

The following day, a hearty breakfast marked the beginning of a day packed with immersive activities. Thoughtfully planned sessions combined presentations, games, and group discussions, evoking remembrance of teamwork and spirited debates from university days. In the evening, the Alumni Premier League was organized, and under the big floodlights of the cricket stadium, cheers and a friendly game brought out the lively spirits of

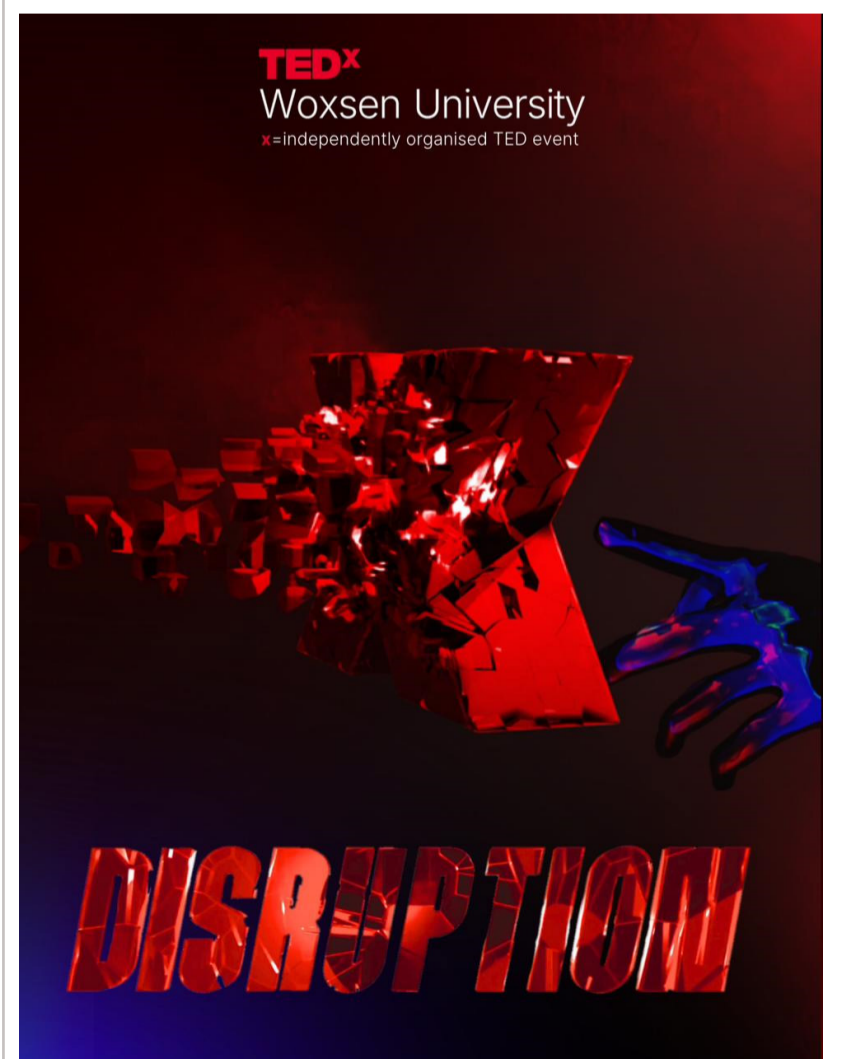
the alumni.

As the sun set, the evening turned glamorous. After a special dinner, the night pulsed with music and dancing to DJ grooves.

The final day blended adventure and purpose. A trek through scenic trails reignited a connection with nature, while a meaningful tree plantation drive underscored the university’s ethos of sustainability. Later, a scavenger hunt was organized by the CrowdCore Club. The university became a giant playground as alumni, in small groups, solved cryptic clues to find various campus landmarks.

Finally, a heartfelt farewell lunch soiree at a nearby dhaba served as a “see you soon” souvenir.

“The two-day event was more than a reunion—it was a heartfelt journey back to the nest, fostering a spirit of collaboration and networking, and strengthening the bond between past and present members of the university,” concluded Prashant, a member of the Alumni Relations team.



BEYOND MEDALS

By Mounkia Duvvada

“Woxsen Corporate Olympics” was conducted on December 14 and 15 at Woxsen University. This event was exclusively designed for corporate attendees, bringing together representatives from 19 different sectors, including Auro Infra, Proapt Solutions Pvt Ltd, and Axis Clinicals, among others.

This was the first time in the university’s history that corporate professionals actively participated in sports, marking the creation of a new sports league for the sports department. Organized by Woxsen University Sports Academy in collaboration with Woxsen University, the event also featured partnerships with esteemed external organizations like ISTD and the National Institute of Personnel Management. The primary reason for organizing such an event was Woxsen’s state-of-the-art sports infrastructure. When asked about the purpose of these events, the Sports Academy highlighted the lack of a common platform for corporate individuals to come together for sports activities. This initiative sought to bridge that gap, providing a unique opportunity for corporate professionals to connect and compete.

The event welcomed many notable individuals, including Podile Sri Krishna Sai Kumar, an international bad-



A still from Woxsen Corporate Olympics 2024. Photograph by Creatives

minton player, whose presence added prestige to the occasion. When asked about the challenges faced during the organization of the event, the organizers credited the excellent support they received from Dr. Raul Villamarin Rodriguez, whose encouragement of new talent was instrumental. Additionally, the enthusiastic participation and cooperation of students played a significant role in ensuring the event’s success.

The inaugural “Woxsen Corporate Olympics” stands as a testament to effective planning, organization, and execution. It marked a significant milestone for Woxsen University, showcas-

ing its advanced sports facilities and its commitment to fostering collaboration beyond academic boundaries. This event not only allowed corporate professionals to engage in sports but also established a foundation for future collaborations and leagues. The seamless integration of sports and corporate engagement underscores Woxsen University’s innovative approach, setting a benchmark for similar initiatives in the years to come.

With the success of this event, Woxsen University has reaffirmed its dedication to excellence, unity, and innovation, promising even greater achievements in the future.

Why Nexus Club’s Movie Night Was a Cultural Highlight

By Kruth Aryan Kadam

Who would’ve thought a language-based club would host a movie night about zombies? Nexus Club surprised everyone with their Galician Showdown, blending Spanish cinema with cultural expression. The evening’s highlight was the screening of *Apocalypse Z* in its original Spanish language, with English subtitles. The film’s selection wasn’t random—it connected directly to the club’s roots, emphasizing its Spanish background. The movie, though centered on zombies, delves into how global warming unearths long-preserved pathogens from glaciers, resulting in the emergence of deadly viruses that rapidly transform our world from normal to catastrophic.

The event wasn’t just about the film; Nexus Club created an immersive experience. They added a spooky photo booth, decorated to reflect the film’s

eerie vibe, and a calligraphy booth where attendees penned their horror stories in gothic script. These activities, held on the ground floor of the Admin Block, heightened the haunting atmosphere.

The evening reached its peak with a bonfire—a memorable and interactive twist on tradition. Unlike typical bonfires, this one featured a live playlist curated by the audience. Students from various courses joined in, sharing their favorite tracks and creating a vibrant, shared experience.

The Galician Showdown wasn’t just a movie night; it was a vivid demonstration of how culture and language can come together to create unforgettable memories. Nexus Club showed that language is more than just words; it’s about stories, creativity, and connections.

Editorial

The Essence of Indian Fashion, beyond the Glitzy Runway

By Asbar and Sakshi

Indian fashion combines tradition and innovation, weaving together heritage crafts with modern creativity. This balance is often overlooked and we concentrate on just the runways and model, rather than the intricate process shaping the industry.

Beyond the glamour that often dominates the narrative of Indian fashion, lies a world steeped in rich cultural heritage and craftsmanship. The roots of Indian fashion delve deep into the heritage of regional crafts, diverse textiles, and the contributions of artisans across the country. Weavers from Banaras, artisans from Kutch, and the handloom clusters in Bengal form the heart of this tapestry, their skills and traditions enriching the essence of Indian fashion.

This evolution isn’t just about the flamboyance and luxury flaunted by renowned industry icons such as Manish Malhotra and Sabyasachi Mukherjee. While these maestros have undoubtedly left an indelible mark on the global fashion landscape, Indian fashion is a blend of celebrated designers and unsung artisans. Their collab-

oration weaves a vibrant, multifaceted narrative that defines Indian fashion.

Manish Malhotra, often dubbed the ‘maestro of couture,’ reigns supreme with his opulent designs that grace runways and movie screens. His creations fuse traditional elegance with contemporary allure, captivating with their intricate detailing and luxurious fabrics. Meanwhile, Sabyasachi Mukherjee, a beacon of Indian heritage, revives forgotten textile traditions, celebrating the country’s rich cultural tapestry.

But Indian fashion is more than the high-profile names. Emerging talents like Masaba Gupta, Rahul Mishra, and Anamika Khanna are reshaping the industry. Masaba’s vibrant prints, Rahul Mishra’s intricate handwork, and Anamika Khanna’s contemporary take on traditional silhouettes have garnered global attention, breathing new life into Indian fashion.

Yet, Indian fashion has its paradox. While celebrated designers and artisans craft the essence of this industry, there’s an inherent dependence on celebrity culture



Artisans in the Chanakya atelier in Mumbai. Courtesy: BOF

that sometimes overshadows its true nature. The allure of Indian fashion often becomes entwined with the personas of celebrities, even if their grasp of the nuances of Indian fashion might be limited.

Celebrities, with their massive influence, often become the face of Indian fashion, dictating trends and styles. However, their understanding of the craftsmanship, traditions, and heritage that underpin this industry might sometimes be surface-level at best. The danger lies in the dilution of the true narrative of Indian fashion when it becomes more about who wears what rather than the rich tapestry of cultural heritage and skilled artistry that defines it.

At times, the industry treads a fine line between maintaining its authenticity and succumbing to the glitz and glamour surrounding celebrity endorsements. While these endorsements undoubtedly bring visibility and influence, it’s vital not to let the spotlight stray too far from the real heroes—the designers, artisans, and regional craftspeople who are the backbone of Indian fashion’s authenticity and depth. Their stories, craftsmanship, and dedication should remain the focal point, steering the narrative back to the genuine heart and soul of Indian fashion.

The paradox deepens as the prolific brands in Indian fashion, which hold substantial influence, often tread cautiously in innovation. The hesitation to explore uncharted territories stems from a society that, at times, appears less open to change. The risk-averse nature of Indian society can stifle the fashion industry’s evolution, making it challenging for brands to deviate from established norms and experiment with unconventional designs or radical changes.

It’s a conundrum where the al-

lure of tradition is powerful, and the fear of societal acceptance restricts the creative freedoms of designers and brands. This equilibrium between tradition and progress can be a double-edged sword. While the preservation of cultural heritage is vital, an excessive focus on tradition might hinder the exploration of new horizons and creative frontiers within Indian fashion.

One might ponder whether the fashion industry has reached a saturation point. Has the pursuit of tradition hindered the scope for innovation, leading to a stagnation of creative energy?

The tension between upholding heritage and fostering innovation looms over the industry, leaving a pertinent question unanswered. The true evolution of Indian fashion would entail honoring traditions while encouraging a climate that nurtures creative risks and fosters innovation. It’s in this delicate dance between the old and the new that the industry can find its path to redefining itself, ensuring its relevance and vibrancy for the generations to come.

School of Business

BBA Students Develop Leadership and Communication Skills at Woxsen

A series of interactive workshops helped students enhance critical thinking, teamwork, and verbal communication while aligning with global education principles and sustainability goals.

Woxsen University hosted Personality Development Workshops for BBA General Term I students from November 11 to 14, 2024. Conducted by Dr. Mudit Mohan Saxen, Dr. Srinivas Rao, and Dr. Chandrika C.S., the sessions aimed to build leadership, communication, and critical thinking

skills. Students from the Rhinos, Panthers, Leopards, and Tigers divisions engaged in activities focusing on personality assessments, teamwork, and verbal communication. The workshops aligned with PRME, AACSB, and EFMD principles by promoting responsible decision-making and practical learning while supporting Sustainable Development Goals (SDGs) such as Quality Education (SDG 4) and Economic Growth (SDG 8). Feedback highlighted high engagement, with 90% of students praising the interactive sessions and real-world applications. Suggestions for improvement included extend-

ing session durations and adding more personality-focused activities. Overall, the event was a resounding success, enabling students to identify their strengths and areas for growth.

**Dr. Pawan Prabhakar Receives Green Leadership Award 2024 Recognized for groundbreaking research in sustainable phyto-compound extraction, Dr. Prabhakar is honored at the 5th World Environment Summit 2024.**

Dr. Pawan Prabhakar, Assistant Professor at the School of Business, Woxsen University, has been awarded the prestigious Green Leadership Award 2024. The accolade was conferred by the Environment and Social Development Association (EDSA), India, in collaboration with the Ministry of Environment and Forest (MoEF), Ministry of Health and Family Welfare (MoH&FW), and the Indian Council of Medical Research (ICMR), Government of India. The

award ceremony was held during the 5th World Environment Summit 2024 at the NDMC Convention Centre, New Delhi.

Supported by international partners, including Tribhuvan University, Nepal, Villa College, Maldives, and the United Nations Sustainable Development Goals (UN SDGs) Programme, the event highlighted global environmental initiatives. The award was presented by esteemed dignitaries such as Justice Shree Sudhir Agrawal of the National Green Tribunal (NGT), Major General Dr. Shree Pal (VSM), President of EDSA, and Prof. Amzath Ahmed, Minister of Ocean and Fisheries, Maldives.

Dr. Prabhakar was recognized for his pioneering research on the sustainable use of organic solvents in in-

dustrial phyto-compound extraction. His work, conducted with colleagues, optimized microwave-assisted extraction of *Carica papaya* L. leaves, achieving higher yields without excessive reliance on toxic organic solvents. Published in the SCI-indexed journal *Food Bioscience* (Elsevier, IF=5.0), this innovative research offers transformative solutions for the pharmaceutical and nutraceutical industries, promoting eco-friendly practices in food and drug development.

**“Sell it and Kill it” Sales Pitch Workshop: Enhancing Persuasive Communication and Creativity**

December 2nd-3rd, 2024

Organized by: Learner Experience Group, Woxsen University

In a world where effective communication can make or break a business deal, the “Sell it and Kill it” Sales Pitch Workshop at Woxsen University proved to be a pivotal moment for MBA final-year students eager to hone their sales and presentation skills. Held on December 2nd and 3rd, 2024, the workshop was designed to provide an immersive experience that combined theory with real-world application, guided by expert facilitators including Dr. Siddharth Nanda, Prof. Prashant, Dr. Kiran, Dr. Srinivas Rao, and Dr. Pratik.

The event's core objective was to help participants refine their persuasive communication and negotiation techniques. Over the course of two days, students were tasked with crafting and presenting sales pitches in a competitive yet collaborative environment. From engaging in role-play scenarios to delivering impromptu pitches, the workshop enabled participants to navigate the complexities of real-world business challenges. The added real-time feedback allowed students to address hesitations and improve their delivery in immediate and practical ways.

One of the highlights of the workshop was its emphasis on market relevance. Scenarios mirrored real-world business contexts, pushing students to think creatively and



apply their skills to diverse business challenges. Whether focusing on marketing, entrepreneurship, or client interactions, participants were forced to adapt and innovate—qualities that are indispensable in the modern business landscape. Additionally, the event served as a valuable networking opportunity, where students were able to interact with peers from various industries and fields, fueling healthy competition and collaboration.

The impact of the event was clear in the feedback gathered from participants. With 200 students participating, the event achieved an 89% response rate. An impressive 90% of participants rated the workshop as either ‘Excellent’ or ‘Good’. 87% reported significant improvements in their persuasive communication skills, while 89% felt that the competition prepared them for real-world sales and entrepreneurial scenarios. The interactive and dynamic nature of the event, particularly the impromptu

pitching rounds, received high praise, with 94% of participants citing it as an enjoyable and engaging aspect.

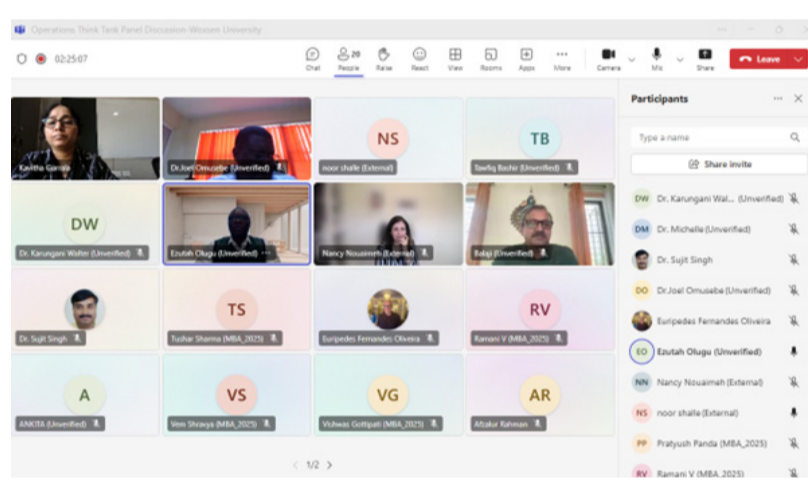
Though the event was widely appreciated, there were a few suggestions for future editions, such as providing more time for delivery in later rounds and introducing broader industry themes for greater exposure. These suggestions will certainly enhance the event's structure and allow for even more diverse and comprehensive experiences in the future.

The “Sell it and Kill it” workshop not only achieved its goals of enhancing persuasive communication and creativity but also provided participants with tangible skills applicable in marketing, business, and entrepreneurship. As Woxsen University continues to innovate in student learning experiences, the success of this workshop sets the stage for future events that will further equip students to thrive in the ever-evolving business world.

Woxsen University Hosts Inaugural Panel Discussion on Logistics 4.0

The Supply Chain and Logistics Management Think Tank launches with an engaging discourse on the opportunities and challenges in Logistics 4.0.

On September 24, 2024, Woxsen University marked the launch of its Think Tank for Supply Chain and Logistics Management (SCLM) with a panel discussion titled “Logistics 4.0: Opportunities and Challenges.” Spearheaded by Dr. Sujit Singh, Dr. Mudit M. Saxena, Dr. Philip Walter, and Prof. Kavitha Reddy Gurralla, the event aimed to bridge the gap between academia and industry by fostering research-driven solutions and partnerships in logistics and operations.



The session, attended by MBA General Management students specializing in operations, explored pivotal topics, including the distinctions between Industry 4.0 and Logistics 4.0, the necessity for supply chains to adopt Logistics 4.0, and its basic components. The discussion also highlighted the varying implementation roadmaps and the challenges faced by developing nations in integrating this innovative approach.

This inaugural event successfully enhanced students' understanding of the evolving logistics landscape and emphasized the barriers to Logistics 4.0 deployment. It served as a platform for knowledge exchange and established the Think Tank as a key contributor to shaping the future of global supply chain networks.

Hunar Club Hosts Skills Development Program with Professor Ajay Chhabra

Students across Woxsen University gain valuable insights into email etiquette, corporate etiquette, and presentation skills during an interactive workshop.

On October 22, 2024, the Hunar Club at Woxsen University conducted a dynamic Skills Development Program led by Professor Ajay Chhabra, a seasoned expert in the digital marketing domain. The session, held at LT 3 from 5:00 PM to 7:00 PM, brought together students from various schools for an engaging exploration of professional communication and etiquette. Through innovative activities such as “Meet & Greet,” “Virtual Diwali Gifting,” and “Burger

King Chicken at Your Command,” participants honed their communication and public speaking abilities. Professor Chhabra also shared his inspiring career journey, leaving students motivated to strive for excellence in their professional lives. This impactful session emphasized the importance of soft skills in building confidence and leadership capabilities, equipping students with tools for success in the corporate world.

**Galileo and the Dutch Trunk: A Case for Digital Transformation**

The story of the telescope's invention is a lesson in perspective. Hans Lippershey, a Dutch spectacle-maker, created the first telescope, or “Dutch trunk,” by chance when children in his shop discovered how lenses could magnify distant objects. While his invention brought cityscapes closer, Galileo Galilei transformed its purpose. By refining the lenses to magnify celestial objects, Galileo shifted humanity's gaze from the mundane to the extraordinary, revolutionizing our understanding of the universe.

This shift—from “City view” to “Celestial view”—offers a compelling analogy for digital transformation. Organizations today face the same choice: focus on incremental improvements or aim for transfor-

mative innovation. Crafting a clear digital vision, supported by the right tools and strategies, separates leaders from followers.

Just as a telescope relies on aligned lenses, digital transformation requires a structured approach. At the foundation are primary lenses like culture, processes, and technology, which build operational strength. Secondary lenses like automation and DevSecOps enhance efficiency, while tertiary lenses like predictive intelligence and business strategy elevate organizations to visionary leadership.

Digital transformation, like Galileo's telescope, demands synchronization—of thought, process, and execution. The question is: will you settle for a “City view,” or will you strive for a “Celestial view”?

School of Arts and Design

Dr. David Dunne's Visionary Visit to the School of Arts and Design at Woxsen University

From November 18 to 23, 2024, Woxsen University's School of Arts and Design (SOAD) had the distinct privilege of hosting Dr. David Dunne, a leading design and business thinker. His visit was a milestone event, brimming with transformative activities that ranged from in-depth academic discussions to industry engagement, all underscored by a commitment to reshaping the future of design education. Dr. Dunne's engagement, which included a design thinking workshop, an international symposium, and the inauguration of the David Dunne Design Thinking Lab, set the stage for a new era of innovation at the University.

Industry Insights and Future Collaborations

Dr. Dunne's visit concluded with insightful industry visits. He and the Woxsen team visited United Way of Hyderabad, where discussions focused on potential collaborations in developing design thinking courses for schools, student internships, and joint research projects. This visit underscored Dr. Dunne's commitment to connecting academic institutions with industry needs.

The final stop was Salesforce Hyderabad, where Dr. Dunne engaged with the user experience team to explore the implications of generative AI on the future of design. The discussions were rich with insights, laying the groundwork for future collaborations at the intersection of AI, design, and business.

A Legacy of Innovation

Dr. Dunne's visit was a resounding success, inspiring both faculty and students to think beyond conventional boundaries. The establishment of the David Dunne Design Thinking Lab and the numerous workshops and discussions have set the stage for future collaborations that will undoubtedly have a lasting impact on the future of design education and business at Woxsen University.

As we look ahead, the ideas sparked by Dr. Dunne's visit will continue to fuel the university's commitment to innovation, sustainability, and the advancement of design thinking. Woxsen University stands poised to lead the charge in shaping the future of design education, thanks to the visionary insights shared by Dr. David Dunne.

Driving Innovation in Business and Design

The visit's third day was dedicated to fostering cross-sector innovation. Dr. Dunne hosted a roundtable discussion with business leaders across diverse industries—ranging from IT and healthcare to AI tech and social innovation. The conversation, titled *Reimagining Business: Innovation and Adaptation*, was a deep dive into how businesses can foster a culture of innovation and adapt to changing global trends. Dr. Dunne's expert insights, drawn from both his academic and business experiences, provided a roadmap for navigating the future of business through design thinking.

In the afternoon, the David Dunne Design Thinking Lab, in col-

laboration with T-Works, organized a hands-on workshop titled Users at the Heart. With 45 startup representatives participating, the session focused on user empathy, rapid prototyping, and creating innovative solutions—a real-world exercise in the application of design thinking principles. The workshop was a testament to Dr. Dunne's ability to merge theory with practice, empowering participants to transform their ideas into impactful designs.

Bridging Academia and Innovation

On the second day, Dr. Dunne's conversations expanded beyond the classroom. Engaging with SOAD's faculty, he shared his perspectives on current research trends and collaborated on new ideas for potential joint projects. Notably, the conversation turned toward projects aligned with the Sustainable Development Goals (SDGs), education, and healthcare—areas that deeply resonate with Dr. Dunne's interests.

A highlight of the day was Dr. Dunne's tour of Woxsen University's AI and Bloomberg Labs, where discussions on potential collaborations in artificial intelligence and business strategy took center stage. The visit laid the foundation for future synergies between design thinking and advanced technologies, promising an exciting future for Woxsen's research and development initiatives.

Setting the Vision: A Day with Faculty and Students

The visit commenced with a series of high-impact meetings. Dr. Dunne met with Dr. Adity Saxena, Dean of SOAD, to discuss the school's vision and the evolving role of design education. The dialogue, rich in ideas, revolved around the integration of design thinking with emerging business models.

Later, Dr. Dunne connected with the core team behind the newly established David Dunne Design Thinking Lab. The team, including Prof. Munwar Khan (Director) and Prof. Mrudul

Chilmulwar (Co-Director), discussed the lab's mission to foster creative problem-solving. The review of past projects and workshops illuminated the lab's potential as a hub for innovative thinking.

The day also saw Dr. Dunne interact with Industrial Design students from Semester 5 and 7. Engaging in a two-hour session, students showcased their projects focused on sustainable living, climate crises, and user experience design. Dr. Dunne's feedback, blending deep industry insights with academic rigor, offered invaluable direction to students as they fine-tuned their work.

Inspiring the Next Generation: A Global Dialogue on Design Thinking

Day four marked a significant moment in the visit with the international symposium on *Redesigning Value: A Practical Manifesto for Designers and Organizations*. Dr. Dunne's keynote address was followed by a roundtable discussion that brought together academics and industry leaders to explore the complex question: *From Ivory Tower to Marketplace: Can Academic Innovation Thrive in the Real World?*

This discussion, moderated by Prof.

Sanjay Guria and featuring experts from across the academic and business spectrum, illuminated the ways in which design thinking can bridge the gap between academic research and real-world applications.

That day also saw the official inauguration of the David Dunne Design Thinking Lab. The lab, a state-of-the-art facility under the guidance of Dr. Dunne, Prof. Khan, and Prof. Chilmulwar, will serve as a center for creative experimentation and innovation, giving students the tools to lead the next wave of design breakthroughs.

School of Law

School of Law is back with Law Week 2.0

From November 25 to 29, 2024, the School of Law, in association with the Legal Eagle Club, hosted Law Week 2.0. This highly anticipated five-day event featured various activities aimed at enhancing legal knowledge and practical skills among first-year law students. The week included special lectures, a Poster Making Competition, panel discussions, Nukkad Natak (street play), an Extempore Contest, and moot court competitions. Students engaged with legal principles in creative and interactive ways, such as Legal Monopoly and an Intra-Class Client-Counseling Competition. The Law Week celebrations were a huge success, reinforcing the School of Law's commitment to experiential learning and fostering a vibrant, hands-on approach to legal education.



Establishment of the ADR Society and Inaugural Mediation Activities

The School of Law at Woxsen University marked a significant milestone with the establishment of its first-ever Alternative Dispute Resolution (ADR) Society. The ADR Society aims to provide students with essential skills in mediation, arbitration, and conciliation. To celebrate its launch, the society organized a mock mediation session, where students were introduced to key principles such as neutrality, confidentiality, and voluntary participation. This hands-on session generated excitement for future ADR activities. The society also hosted its inaugural Mediation Competition, allowing students to showcase their skills in communication, negotiation, and problem-solving, further raising awareness about ADR mechanisms and their importance in modern legal practice.



Dr. Joshua Dalrymple Moderates Panel on Bridging the AI Talent Gap at AI Summit, Cape Town

Dr. Joshua Dalrymple, Dean of the School of Law at Woxsen University, moderated a panel at the AI Summit in Cape Town, part of the Africa Tech Festival. The session, titled The AI Talent Crunch: Solutions for Skill Gaps and Training Needs, focused on the growing AI talent gap and strategies to address it. Dr. Dalrymple discussed the importance of accessible and tailored education and training programs to equip the workforce for AI's evolving demands. He highlighted Woxsen University's approach to fostering collaboration between academia and the tech industry, ensuring students are equipped with the necessary skills to thrive in a rapidly changing technological landscape. The session also emphasized the role of diversity in driving innovation in AI.



Woxsen Law Series: Exploring the Legal Principles of International Intellectual Property

On November 18, 2024, the School of Law at Woxsen University hosted a session under the Woxsen Law Series titled Legal Principles of International Intellectual Property Regime. The session was led by Dr. Henny Marlyna, a renowned Registered Intellectual Property Consultant, Mediator, and Lawyer from Indonesia. Dr. Marlyna provided an in-depth exploration of the foundational principles of international intellectual property laws, offering valuable insights into navigating intellectual property rights within a global legal framework. The engaging session fostered active discussions, enhancing the participants' understanding of the complexities in this field, making it a highly enriching experience for all attendees.



School of Law hosts: ERS Expert Talk

On November 21, 2024, the School of Law organized the ERS Expert Talk on the theme Right against Climate Change: Safeguarding Life and Ensuring Equity in the Era of Environmental Justice. Dr. Ripon Bhattacharjee, Assistant Professor at National Law University, Tripura, was the distinguished speaker. The talk explored the intersection of climate change, human rights, and equity, with a focus on the disproportionate effects of environmental degradation on marginalized communities. Dr. Bhattacharjee provided actionable insights into achieving environmental justice, addressing systemic inequities, and promoting sustainable development. The session was an inspiring platform for collaboration, sparking innovative ideas to address climate change and environmental justice.



Student Achievements

In November 2024, the School of Law at Woxsen University celebrated several notable student achievements. Ventrapati Sri Vandita, a first-year student, triumphed in the Inter Mediation Competition held on November 6th. The Poster Making Competition on November 25th saw Mohammad Mustafa

secure first place, while Sri Priya Manda, Sanjana Reddy Sangomula, and Paruchuri Srivatsa earned second place, and Nitika Ruth and Yadandla Pardhu secured third. Mohammad Mustafa also excelled in the Extempore Competition on November 26th. The Intra-class Moot Court Competition on November 27th was won by Thummal

Vaibhav Reddy and Ventrapati Sri Vandita. Finally, in the Client Counseling Competition on November 29th, Ventrapati Sri Vandita and Beesipalli Neha Yadav emerged as winners. These accomplishments highlight the dedication and talent of the students, contributing to the School of Law's thriving academic environment.

School of Technology

Woxsen International Translation Day 2024

The Translation Day Contest 2024, organized by CODE{X} - The Programming Club in collaboration with The PaintBrush Solutions, was a huge success at Woxsen University. The contest focused on solving real-world challenges in translation technology, offering students a chance to showcase their creativity and

technical expertise. Team Straw Hats emerged victorious, securing the first place, while Team Tech Tribe and Team Solo Leveling shared second place. Special recognition was given to participants for their exceptional contributions, including Sai Ganesha Munagari, Rohan Nambiar, and Aditya Jayaraman, among others. The event offered invaluable hands-on experience, al-

lowing students to present their ideas to industry professionals, gaining valuable feedback that helped refine their projects. The event's success was attributed to the hard work of the CODE{X} team, with gratitude extended to sponsors and faculty members. It demonstrated Woxsen University's commitment to fostering innovation and collaboration within the tech community.

ELP Presentation Activity at School of Technology

On 21st November 2024, Woxsen University conducted the Experiential Learning Program (ELP) Evaluation, where first-year B. Tech students presented their innovative ideas to a panel of esteemed faculty and industry professionals. The event was structured into two sessions, with 600 students participating in 130 groups, each showcasing their creativity and technical skills. The feedback provided by the panel helped students refine their projects,

ensuring that their ideas aligned with real-world applications. The ELP Evaluation highlighted the importance of collaboration and hands-on learning, with students gaining practical experience while also improving their presentation and communication skills. This event furthered Woxsen's commitment to developing a strong foundation for students to excel in both academic and professional realms. By fostering innovation and critical thinking, the event successfully reinforced the university's educational goals.



Building Bridges: Japanese Business Leaders Visit Woxsen University

Woxsen University recently hosted a distinguished delegation of 19 members from the Japan Management Consultants Association as part of their business tour in India. This visit underscored the growing bilateral relations between India and Japan, especially in the realm of Small and Medium Enterprises (SMEs). The delegation engaged in productive

discussions about fostering collaboration and exploring opportunities for mutual growth. Their visit highlights Woxsen University's role as a hub for international business dialogue, with an emphasis on equipping students with a global mindset. The event not only strengthened ties between the two nations but also provided a platform for students to engage with international business leaders, further enhancing their exposure to global business practices.



Faculty Achievements

Dr. Naveed Jeelani Khan



Dr. Naveed Jeelani Khan, Assistant Professor at the School of Technology, has been appointed as the Assistant Dean of the Frontier Technologies Hub at Woxsen University. This hub is dedicated to driving interdisciplinary research and innovation

in cutting-edge technologies, such as artificial intelligence, blockchain, and robotics. Dr. Khan's new role will help further the university's mission to promote responsible technological advancements that address societal challenges. In addition to his new role, Dr. Khan's proposal for the "AI-Powered Occupancy Detection and Display System (ODDS)" was shortlisted for the

final round of the MSME Idea Hackathon 4.0. The proposal aims to enhance crowd management in high-traffic spaces, revolutionizing how public and private spaces are monitored and managed. This recognition marks a significant milestone in Dr. Khan's career and aligns with the university's goals to create impactful, real-world solutions through technology.



Prof. Sandeep Dasari



Prof. Sandeep Dasari, Assistant Professor at the School of Technology, has recently been granted a patent for his innovative deep learning-based intrusion detection system (IDS). This system uses the CICIDS dataset to enhance cybersecurity by accurately identifying and mitigating evolving cyber threats. The IDS offers a comprehensive, real-time solution to detect and neutralize security breaches, ensuring robust network protection across various applications. This achievement highlights Prof. Dasari's contribution to the field of cybersecurity and underscores the importance of developing adaptive and scalable solutions to address modern cyber threats. Through this innovation, Prof. Dasari is helping to shape the future of cybersecurity and network protection.

School of Sciences

Faculty Achievements

Dr. T Santhosh Kumar, Assistant Professor, published a paper titled “Comparison of the effect of conventional and microwave sintering on structural and dielectric properties of AlN - CaZrO₃ and Y₂O₃ composite ceramics” in Ceramics International Journal. This SCI-indexed and Q1 journal with an impact factor of 5.1 highlights the comparison between conventional and microwave sintering methods for AlN ceramics. Microwave sintering was found to outperform conventional sintering, achieving superior dielectric properties and higher hardness, thus proving to be an excellent choice for advanced electrical and microwave applications.



Dr. Madhuri Pola and Dr. Srikar Thota published a paper titled “A Comprehensive Review on the Application of Cornerstone Combination Therapy for Cancer Treatment”. This review discusses combination therapy as a transformative approach to cancer treatment, integrating chemotherapy, targeted therapy, and immunotherapy to improve efficacy and reduce toxicity. The study highlights innovative strategies like drug repositioning and enzyme-targeting small molecule inhibitors, underscoring the potential of combination therapies in cancer care.



Dr. Revathi Ravishetty published two papers. The first, “Similarity Solution to Cylindrically Converging Symmetric Magneto Hydrodynamic (MHD) Shock in a Non-Ideal Gas with Total Energy”, presents a solution to MHD shock propagation in non-ideal gases. The second paper, “Advanced Parameter Extraction Optimization Technique for the Four-Diode Model Approach”, introduces an optimized algorithm for parameter extraction in solar photovoltaic systems, enhancing precision and efficiency in solar power installations.



Invited Speaker at International Conference:

Dr. Amlan Kanti Halder presented a talk titled “An Integrability Detector For Analysis of Non-Autonomous Discrete Systems” at the “International Conference on Symmetries and Inte-

grability of Dynamical Systems” organized by Pondicherry University. The talk focused on studying discrete mathematical models and ensuring that chaotic systems yield solutions through controlled iterations, with applications in ecological phenomena.



Workshop on Algebraic Coding Theory and Computation

Prof. Ashutosh Singh conducted a workshop on “Algebraic Coding Theory and Computation” on November 11-12, 2024. The workshop, attended by 86 participants, covered topics on quantum computing, post-quantum cryptography, and algebraic coding theory. The event received positive feedback, with attendees praising the expertise of the speakers and the event's organization.



Mithas Control - Diabetes & Well-Being

On November 14, 2024, Woxsen University hosted the Mithas Control - Diabetes & Well-Being health camp, aligning with World Diabetes Day's theme of “Diabetes and Well-being”. The event aimed to raise awareness and equip participants with the knowledge and tools to manage diabetes. The camp emphasized building a supportive community to promote holistic health management.



Comprehensive Virtual Workshop on SAMSON Software Suite

Dr. Amit Kumar Singh organized a one-day virtual workshop on SAMSON Software Suite on November 23, 2024, with Dr. Stephane Redon (Co-founder and CEO of OneAngstrom). The workshop focused on molecular design, simulation, and analysis, providing participants with hands-on experience in using SAMSON for drug development.



ERS Activity Talk – From Awareness to Action: “Addressing Climate Change at All Levels”

On November 21, 2024, Dr. Sudarshana Santhosh Kumar conducted a talk on COP29 and its focus on actionable pathways for climate change. The event stressed the importance of global cooperation and how academic institutions can contribute to creating awareness and action towards sustainable climate solutions.



MoU - Partnership

Dr. Amit Kumar Singh facilitated a partnership between Woxsen University and George Mason University, aiming to advance research in micro and nanorobotics and antimicrobial resistance. This collaboration will leverage the strengths of both institutions to develop cutting-edge healthcare technologies.

ERS Activity – Janjatiya Vaibhav Utsav

The Janjatiya Gaurav Diwas was held on November 26, 2024, celebrating India's indigenous communities through art, music, and storytelling. The event, inaugurated by Mr. Darshan and concluded by Dr. Beauty Pandey, honored the heritage and contributions of tribal communities, offering a platform to recognize their cultural significance.

ERS Activity - Stree – Samman

On October 25, 2024, Dr. Vishal Anand organized the Stree – Samman event on the International Day for the Elimination of Violence Against Women. Dr. Aana Shah delivered a keynote address on the prevalence and impact of violence against women, emphasizing the need for societal change, education, and collective responsibility to eliminate violence and support victims.



As 2024 comes to a close, or perhaps has already passed by the time you're reading this, we find ourselves reflecting on a world that faces its share of challenges. Too often, our focus remains confined to our immediate surroundings—the tangible and familiar—while the broader picture fades into the background.

My journey as an editor, a student, and a member of this esteemed campus has taught me one invaluable lesson: to truly thrive, we must care. Not just superficially, but deeply and intentionally. Care about what you do, what others do, and what we collectively aspire to become—not only as professionals but as individuals.

Caring goes beyond empathy—it means being genuinely invested. It means paying attention, not just to our goals but to the people, environments, and contexts that shape them. Growth demands awareness, for we are inherently social beings, wired to exist within a community. This isn't just a message for the introverts who choose isolation, but for everyone who occasionally overlooks the world unfolding around them.

As a marketing student and an aspirational journalist, this has been my most profound learning this year. I hope 2024 offered you moments of growth and clarity too, preparing you for what lies ahead.

Here's to a new year filled with purpose, awareness, and care.

Warm regards,

Sayed Ashar
Editor-in-Chief

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