That's a wrap! The much-awaited Executive Fellow Consortium 2023 comes to an end.

By Mehreen Abid & Pragathi Subha Ambula

Assuming you've been hearing the buzz going around about the inaugural Executive Fellows Consortium, 2023, programme remarkably arranged by Woxsen University on 23rd of February 2023, here's a list of things you need to know from the event that would give you a valuable insight on the industry and its trends from distinguished scholars that were invited.

Spirits of the launching of the event were stirred up with an elaborate tour around the Woxsen campus, where executives and leaders were seen engaging in stimulating discussions with each other on their respective fields.

The remainder of the day had long been planned out in blueprints, and all that remained was to carry it out in a systematic fashion. Dr. Beauty Pandey, an assistant professor at Woxsen University took the initiative to introduce the chief guests of honor present – namely, Vice Chancellor, Krishna Chalam; Chief Guest, Dr. Hamid Bouchiki; Vice President, Dr. Raul V. Rodriguez; IAS, Special Secretary, Govt. of Uttar Pradesh, Shri. Naveen Kumar; Chief Innovation Officer, Dr. Shanta Thoutam; and Acting Dean – School of Sciences, Dr. Daya Shankar.

Following the lighting of the lamp by the guests on the podium, Dr. Raul made an opening statement to everyone present for the event through a brief speech that gave a peek into the purpose of today's meet; "today is all about networking."

It was no doubt that the entire day was a golden opportunity for establishing connections, gaining an in-depth comprehension on innovative ideas, and ascertaining the importance of collaboration and bridging the gap within different fields of industry, academia and government. Quite noticeably, closing that gap is near to impossible without the utilization of technological advancements in any field. Giving the example of

Chat GPT, Shri. Naveen Kumar discussed the collaboration and commitment that goes behind the development of such artificial intelligence.

The visitors were also surprised to discover how business might boost patriotism the right way. For almost a decade, Dr. Shanta Thoutam had been working on developing a start-up environment for other nations to consider investing in start-up enterprises in India. In her words – "Every one of us can help to establish a nation."

In two extremely engaging sessions, Dr. Hamid spoke of the agreement and disagreement percentages among employees in the work field. With the help of illustrative samples of data collected, he questioned the concerning level of low engagement, and related it to the differing viewpoints of how Gen Z and Millennial regard their perspectives of life. East Asian countries of China and Korea, for example, observe a dwindling workforce over the decades. People are not interested in working, to put it simply. This gives the government a hard time

considering solutions, as the youth make up the backbone of a country's economy. Residing in the era of personalization, Dr. Hamid considers it a benefit and luxury to be able to pick what and how we want things to be done.

'Is it possible to adopt a single leadership style? Do people desire protected leadership?', were some of the questions raised to Dr. Hamid during his presentation on protective leaders, which he answered under his own expertise. A theme of protective and transgressive leaders was his focus for the second session. Their behaviors, classic instances of international leaders, Buroganic Management, and Success Factors, amongst other things were discussed in detail as well.

Both concluded seminars were extremely engaging, following

which an idea pitching event pursued. The affair's judges were all the executive fellows present, who delivered their critiques and judgments, although they were highly appreciative of the idea's students had pitched in.

The long series of the Management Development Program on Digital Marketing Event that took place for five consecutive days finally came to an end with a closing ceremony on the 1st of March 2023. It was held in collaboration with the notable organizations of Ministry of Micro, Small, and Medium Enterprises (MSME), Institution Innovation Council (IIC) and Woxsen University, where students from nearby schools, like Budhera, and faraway colleges of Zaheerabad had been graciously hosted on the University campus.

Their stay for all the five-day events conducted at Woxsen University provided them the chance to get a large-scale exposure about the importance and technical know-how of Digital Marketing. Through a series of lectures arranged that day, including the intellectual talk on the topic of Chat GPT and its functioning delivered by Dr. Daya Shankar, and a session by Dr. Beauty Pandey on the achievements of women in science and technology. After all, if it was possible for them to achieve such great feats at their time (being as oppressed as they were), anyone in the 21st century would be able to do the same with all the facilities available, if not more. It was no doubt the students

stood to benefit from such vast knowledge provided to them. That was evident as well, with how pleased the Principal and Vice Principal of the government schools were upon the felicitation that was addressed by Vice President, Dr. Raul V. Rodriguez. Enthusiasm is always highly appreciated during such events; that is the reason the 3 best students with the prominent performance Management Team that has always been fluid in their executions. However, it wasn't just the management who

had been putting in the elbow grease; the student community from Woxsen University had shown their integrity through teamwork that allowed them to plan out the event in a constructive manner. Honorary mentions of the student organizers are Rishabh Hirawat - President, Sahyogh Club (MBA) who took the lead for the grand affair, Atrij Jadon – President of Janhit Club (MBA), Nirmalya Kundu – President of Vichar Club (MBA), Amartya Srimali -

Vice President of Vichar Club (MBA), Vaishnavi Kattekola – President of Hunar Club (MBA), Somya Tiwari – President of Research & Development Club (MBA), Nidhi Shetty – President of Shakti Club (MBA), Bharathi Nakkela – President of Unnati Club (MBA), Yogesh Kumar – President of Ankur Club (MBA), and lastly, Divyansh Chittranshi – President of Udyogh Club (MBA). All these members had performed excellently in showing that teamwork, makes the dream work.

Now, it is an inevitable fact the students went back home uncovering hidden talents and ideas within them, however conveying knowledge does not go one way; we have just as much to learn from them and their efforts, as they have learnt at our place. The students had taken a broad step venturing into the unknown with the support of a helping hand, be it out of curiosity or compulsion, and shown us how stepping out of our comfort zone can broaden your perspectives beyond imagination. So, what is it exactly you're waiting for?

The Spirits Are Back Again, Higher and Ever Rising!!

By Isha Rani

From what was viewed before from the activities planned by the student council, it was surely known that this one was going to be a big hit. With excitement and energy buzzing in the air, people were wondering what was going on. Well, it was the Survival series, of course, and many students had collected around the admin block to have a look.

This event was to check out the team spirits of the woxsenites present. To put mental strength, physical strength, and listening skills to test, and how a group of people would be compatible together in achieving the task given. Each team had six members from the same nomenclature of various schools. While the people there weren't familiar with everybody, they joined together to complete their tasks and have fun in the process.

The event started with two members from each team given a task to complete to free the next member. It went so on and so forth, with each task achieved, a member is saved and added to the team to finish the next task. It had various stages like a treasure hunt, solving riddles, going through various puzzles to solve, and other tasks.

Four people were hidden all around the university while the other two find them with the clues and keys given by the end of each task. Trust was a key point in this event as the tasks held a game of charades being done blindfolded, crossing through the pool to throw hoops through a pole, and throwing disks through tires into a dustbin. Most of these task setups were surely noticed by others as some were on the path near the library and some near the admin block. Few even had an interaction with the members, seeing them in action when they were running about finding clues and trying to understand them.

In the end, participants had to find a Q-card in the T tower and were directed to the final position to finish. The tasks were done with quite a bit of difficulty but were handled well enough. The winners were leopards with tigers being the runners up and price rewards were given accordingly. The student council had once again given us an outstanding event which was enjoyed thoroughly, and the efforts put into it were deemed worth it when the positive feedback was given with much enthusiasm. With many last-minute preparations, the stress that was taken on by the council executives was handled well and the event went smoothly and had excellent reviews from many others.

Volleyball Championship 2023

By Kavi

The spirit of volleyball was brought to life by Krida from February 10 to 13 with the Volleyball championship for men. The intra-university tournament commenced with a knockout round, narrowing down the teams to a count of five, which included the Smashers, the Strivers, the Wolves, the Spikers, and the Challengers. After the intense second round, the two teams that made it to the finals were the Smashers, led by Sanjay, consisting of Deva, Harsha, Harsh, Vamsi, Adithya, Iniyan, and Prital, and the Challengers, led by Surya, consisting of Mugil Vijay, Sudhakar, Bala Chandra, Krishna, Shreyansh, and Rohit. After a neck-and-neck match between the two teams, the Smashers clenched the medals to victory. With the extremely talented players and the ever-supportive audience, the championship proved to be an exhilarating tournament for the Woxsen family. We extend our gratitude to Krida executives Suriya and Mugil for having organised the tournament meticulously.

In the name of love

By Poojitha Gattu

Love, what is it? How does the concept of love evolve? Is there any necessity for love in the world? A three-letter word may potentially be the most intensely thought- provoking thing in all human history. Despite centuries upon centuries of obsession, it still overwhelms us. Under the framework of critical thinking on "love," hosted by the literature club of Woxsen, the panelists attempted to provide divergent perspectives on the subject.

"There are 4 basic needs of humans: food, shelter, safety, and sex. It has been told by panelists that sex is the most needed basic need. Sex, the carnal desire, is often the attribute because love has evolved. Sex is being worshipped as an innate desire as the current state of love? Do you believe love exists just to gratify sexual urges?"

A long-married couple in their 60s who no longer engage in sexual intimacy but continue to care for one another sincerely and happily. Have they broken up because they are no longer sexual partners?

*"**Love is defined as the levels of oxytocin in a person's hormones. So, when I am with you, for example, I feel elevated levels of oxytocin, which means that it is not necessary that I am in love with you, but I am comfortable with you. For example, you are there, and others are also there. I prefer you more than the other two, the preferability is named love.**"*

Is preferability a trait of love? Is love really choosing one person over another? Simply put, a predisposition to prefer something is the capacity to like it. Strawberry ice cream is an option for anyone, even chocoholics. This individual may still enjoy chocolate, but strawberries are more appealing to them. Even though they have a preference, neither flavor is their favorite. An employee may prefer one employee over another, but it does not imply he really loves that employee. Someone could enjoy the companionship of certain other co-workers, or they might

think those people are more capable.

The discussion was an awesome and interesting one as well. The Panelists were well-versed in the topic and were very interactive with their discussion (that's why they were there). The brief heading to the discussion I can give was; "Relation between love and sex and the meaning of each." The panelist, Hrudaya, made a lot of interesting points about what love means. Anay and Suchit, the other panelists, discussed the connection between love and sex, what sex means to various religious groups, and the psychological significance of sex with the other panelists and the audience. The audience and the panelists met together after the panel discussion to talk more about this topic, get more information, be more clear, and talk about it individually. According to Ishank Jha, the panel discussion at Woxsen University was, overall, an amazing experience.

In my opinion, "Love," is an untouched desire in its purest state. Love is a deep and profound connection between two souls. Love is an unconditional way of living life to the fullest. Love elates every experience in life and makes life like an adventurous roller coaster ride.
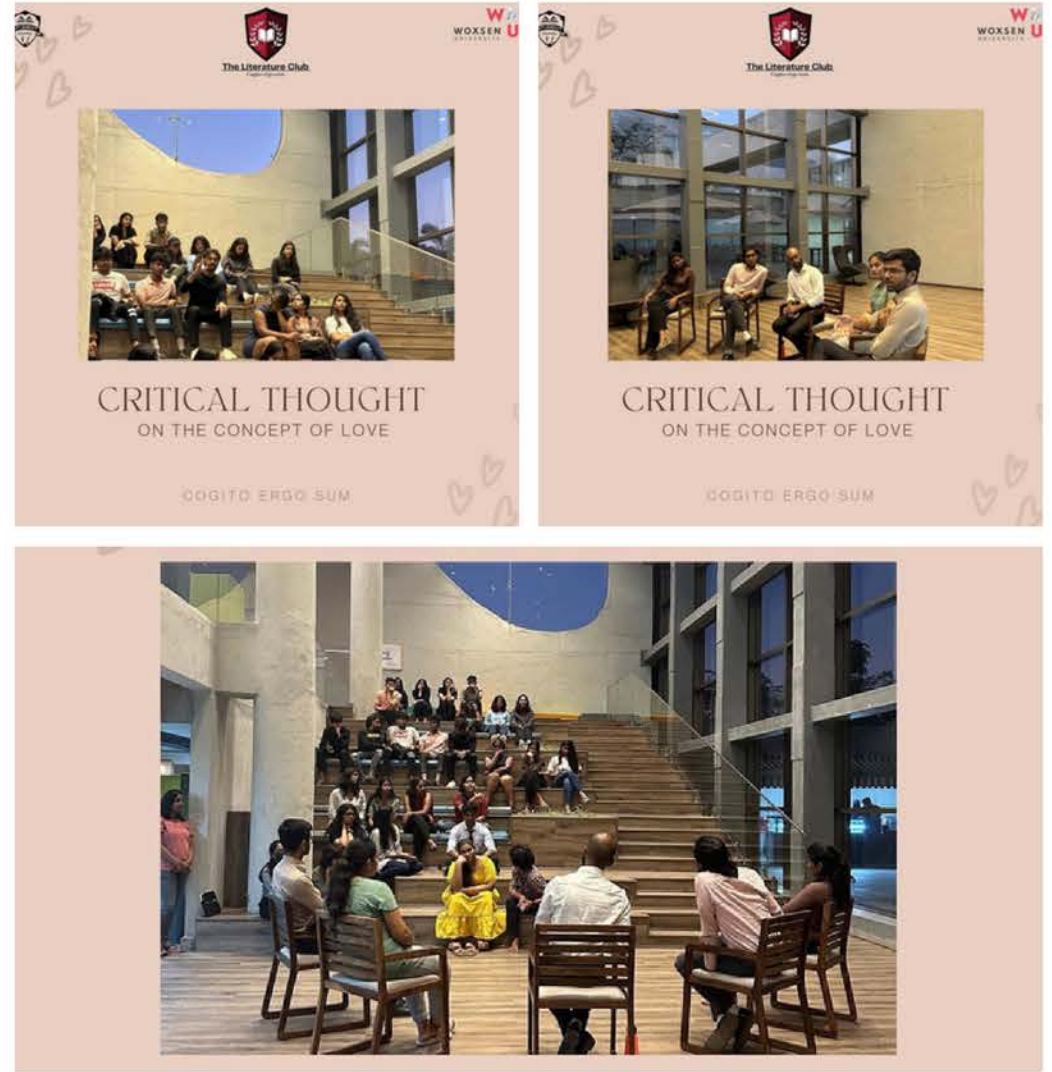
Bid War!

By Anonymous

As you know, "Woxsen Premier League Season 5" where players from all over the university from different schools come forward to showcase their prowess in the ever-loved sport of cricket, is probably one of the most awaited events taking place every year at Woxsen University. Like its parent event if you will, the Indian Premier League, each season kicks off with an auction for the players involved. Auctions in the world of cricket are highly anticipated, where players are sold and bought by various teams to build a strong and well-rounded squad.

The process usually involves teams bidding on a player's service, with the highest bid securing the player who could be an asset to the team's strength, for the season. The auction took place on the 19th of February, with a plethora of bidders and players from different schools and disciplines. Bids can reach high amounts, as teams fight to secure the services of the players who they believe could be a key contributor to the team's success. Bidders usually place their

bids through tough thorough thought and analysis of the player's skill and

expertise in the sport. Ergo, the trials. The trials for the auction took place over three days from the 15th to the 17th of February, where the players who enrolled had to showcase their unique skills to the owners within the given time period. After four successful seasons of the WPL, the start of the new season was no less of a sensation with the overwhelming number of registrations, which was a whopping 192. Additionally, the 5 teams for the WPL being; The Woxsen Risers, Pitchrunners, Woxsen Unstoppables, Woxsen Warriors, and Woxsen Great Gaffers, have been finalized with the help of the Krida Club.

As expected, the auction was a grand success. Each team had a starting bid of 200 and the highest bids had crossed 2000 for each player indicating the player's skill and drive to play the sport. Whether a person is a fan of one of the sport or not, the auction is an exciting part of the sport which is important in the world of cricket. With this the auction had come to and end and now the sport's true thrill begins; the matches.

ALL– FEMIALE BADMINTION CHAMPIONSHIP
"Oh Girl! Shoes, check! Racette, check! Winning, double check!"

By Poojitha Gattu

The Woxsen Krida club hosted a female badminton championship, for the beautiful women of Woxsen University. The event was organized by Adarsh, Akhilesh, Deekshitha, Dhanya, Vedha, and Mamta. Everything went off without a hitch and each contestant rose to the occasion and gave it their all.

The Krida Club's aim to organize this badminton tournament was to focus on the girls self-esteem, teamwork, communication, resilience, focus, and perseverance. The main goal was to increase their feeling of self-worth while also enhancing their mental and physical well-being, open-mindedness, attention, and confidence. They were also expected to show that they could make wise judgements and that their social interactions would be more fulfilling. The tournament kicked off with the knockout round on 14th February. The semi-finals and finals were played among the teams who qualified during the matches held on 15th and 16th February. There were 32 individuals competing in the singles category, and 8 pairs competing in the doubles division. Thanmayee Reddy and Abbu Pravalika prevailed after everything was said and done. Sriya Rao and Anvi came in second, Ashritha and Anvitha took third place respectively. Thanmayee and Poojitha were the next two competitors after Bushra in the singles division.

As someone who enjoys playing badminton, Akhilesh (Referee) claims that he found his experience as a tournament referee to be both entertaining and challenging.

One of the event organisers, Abbu Pravalika, states that despite difficulties such as strong winds brought on by the court's exterior construction, they managed to put off a spectacular event. She continues by saying that KRIDA anticipates this won't be a problem with the indoor court next year.

According to Thanmayee Reddy(winner), said that the competition was challenging because competitors had to contend with state and national champions .

In the field of sports, women have achieved a lot, including setting world records, collecting Olympic medals, and winning national titles. The success of female athletes like Serena Williams, Naomi Osaka, and other tennis players, as well as football players Alex Morgan and Megan Rapinoe, show that girls can achieve the same levels of greatness as men.

A Poet's Delight

By Isha Rani

 Each club hosts attractive events that you will want to work on. One of them was the recent initiative of the Literature club "Poetry Slam". A place where all poets and novices can get to know each other better. It brought out a more romantic and deeper side of people sharing their feelings through the art of poetry.

 With poets present to recite their poems and the audience ready to be impressed, the stage was set and ready for the expression of one's most personal and intimate thoughts. Poets had come forward and recited their poems, explained them from their perspective and got critical feedback. Audience response was encouraging, questions were posed here and there, a wide variety of opinions were exchanged, and different perspectives were presented.

  Curiosity does peek at how the poets express their emotions and thoughts through such intricate speech and form. While many poems were presented, after a poll, one of them won the status of the best poem, which is shared with us.

 "You still doubt whether or not I love you. On better days, you doubt how much I love you. Slight improvement in the narrative if you ask me. It's come to my notice that a simple "I do love you" and "I love you lots" doesn't suffice. But hear me out.

I will always be ready to be the one who gets up from the bed to turn off the lights in the room after we both have been tucked in warm under the blankets. I will let you have the colder side of my pillow to put your head on. I will search for your single sock in the big pile of fresh laundry because like us, even socks exist in pairs, and you my dear, have misplaced one of yours right now. I will always wake up to go and get the door on an early Sunday morning as the milkman arrives and you can still be asleep. I will always cancel plans with my friends to be with you because I'd actually have FOMO to not have you by my side, not them (sorry guys). I will find a show for the both of us to watch and then commit to watching it only with you. I will never leave my combed hair strands in the hairbrush you tend to grab on some days. I will always wash and puff up your hoodies in the closet after I am done wearing them around the house for a week. I will always laugh at the terribly offensive and misogynistic reels and memes you'll send me. And no I will not block you after that. On some days, you can call me a dishwasher too.

"So, if these doubts of yours still persist... I am sure they have been answered with plenty."

This is a once-in-a-month initiative done by the literature club, and for this month's sitting, the poet of the month is Palak Goel.
The artistic way the poem was written, its delivery and the effect it had on the audience made them absolutely love it. The response given was indeed spirited and in wait for the next such event. People with such creative ways of expressing themselves are always welcomed and appreciated to come forward and display their work.

The purpose is not to select the "best and the brightest," it's about creating the "right fit"– both for today and tomorrow.

By Jessica Singh

The competition aims to build awareness amongst students about the processes involved in talent management, acquisition, and retention within the organization says the COE of talent discovery and development. This team hosted a talent management competition on the 10th of February 2023 at 2 in the afternoon that dealt with the above statement, where we witnessed participation from 11 teams from all schools. The participants were judged on their Presentation Skills, Innovative Ideas, Critical and Creative thinking, Data Orientation, Sensitive display of issues, Awareness about recent events in the country, and Solutions for future actions.

The time for the presentation was limited to 5-7 mins and it was followed by Q&A and discussion.

Looking at the spectators, the majority were the Bachelor of commerce from year 1 and 2 students as it was a mandatory session, they were hoping to help the students broaden their understanding of human resource management. The topic revolves around the challenges of attracting and retaining employees post- covid. The competition was a learning experience for students, particularly students from the school of business who will experience the realities of a post covid business environment. Through the presentations of fellow participants, there were discussions of several novel topics and terms that were otherwise unfamiliar to most, making it a fruitful session for everyone. The judges were Dr. Subhendru Patnaik, Ms. Kakoli Sen, and Ms. Tavleen Kaur. The criticism that we got from the crowd was based on the judges, slightly oblivious to the topics, and that's about it. For the ones that were up to the mark for the judges, in the first place we have Subham Jaiswal, Samson Solomon Daniel (BBA year 2), 2nd place- Kundan and Sumanth (BBA year 1), and 3rd place- Aryan Seth (BBA year 1). They were rewarded with Prize coupons of Rs. 400, 600, and 1000 were given to winners. The team was earnest and engrossed in this quote.

One of the greatest talents of all is the talent to recognize and develop talent in others.
-Colin Powell

IMPERFECT NERVY

By Bhuvan

The journey is becominglike a rotty
So , you must always
Let your smile be shining
Let your soul be singing
Let your mad be growing
Be in a savage mode of achieving goals
Every idea which comes to our
Notice offering possibilities for marvelous rifles
We have really succeeded in
Establishing the methods of perfection

we may find in the long run that
We are a deadlier weapon than the machine gun!!
our inmates will compare us
With some soul less street dogs
comparatively think you are the best of rest

What people found about you is a yummy bull shit!
Yummy? Yes that's yummy
Because people love our black book stories right?
When they will find that?
We not black bodies to emmit same radiation
I wish if I had a tendency to stop this malediction
Finally we get a benediction at an offseason
The effect will be soothing and delightful
We have to be by our failures to be a perfectto.

OMG! THINKER OF THE MONTH

FRIEDRICH NIETZSCHE

The Literature Club
Cogito ergo sum.

WOXSEN UNIVERSITY

""Beyond the sea, on foreign soil""

By Mehreen Abid

Professor Hamid Bouchikh, a lecturer at the ESSEC Management School. His main areas of research focuses on organisational identity, entrepreneurship, and managerial innovation. His work has been featured in books and journal articles from both domestic and foreign academic publications. We were fortunate enough to snag a brief interview with the renowned professor upon his visit to Woxsen University for the EFC Event. Prior to his visit, he reveals how the University turned out to be much closer to what he had envisioned from a continent away. "…Meaning (the university) is projecting the right image of itself." Now, if there is anything to know about an accomplished individual like Professor Hamid, it's that he adores the idea of travelling.

Being raised in the North African region, travelling to Europe as a young man, and moving around to many nations over the years gave him a much greater understanding of how diverse people live, what cultures they adhere to, and how they view life. "I've come to realise what makes us similar is much more than what makes us different."

It is indisputable that cultural differences have a bigger impact on our lives than we realise, regardless of how little of them we notice. Students in Asian countries, Professor Hamid recalls from his previous experiences, are less prone to question or oppose the professor's knowledge, perhaps in fear of being chastised by the ones around, or out of immense respect for the instructor and the indisputable 'truth' they bring to the table. This stands in stark contrast to the academic environment in regions of North America, where students uphold an opposition to indoctrinated ideas and beliefs, and are more open to holding debates within the classroom.

Growing up in the backdrop of a boarding school in Morocco at the ripe age of 7, Professor Hamid encountered challenges to his personal development; there was no room for unprofessionalism or tardiness, everything was a performance to shape the best of the best individuals. So, school, university, and

Professor Hamid Bouchikh

setting up a professional career- all these were predictable expectations he limited himself to for decades. Right after finishing his degree in "Management Information Systems" and before receiving his diploma in France, he made the decision to try out a research degree at the same university. After that, there was no turning back because life had already swept him up in its cyclone of unpredictable events. Boarding school along with his family's trust in paving his own path, he says, it is what shaped him to be who he is now. "Academia wasn't really part of the plan but this is where I feel the most comfortable. This is the thing; **research** is the thing."

Speaking of finding one's calling and discussing his own journey into academics, he added "Some people get insight on what they want to do with their life, what they want to be. Some get it relatively early, but there are also late bloomers…so, everyone should be able to grow at their own pace, and make their own mistakes, as well." It was quite obvious through the conversation that he distastes perfectionism, the kind that leaves no room for errors. After all, making mistakes is an unavoidable facet of growth.

However, that growth is rendered useless if it does not project itself in our surroundings. As part of his research, he wrote an article on "customize your workspace" that looks into the out-dated mechanism of making employment a structured living where everything is predetermined and hierarchical. Since the beginning of the industrial revolution, some 250 years ago, this kind of system has been in place and has proven to be effective because it catered to workers without formal education who once served as labourers in various industries. As we move towards the modern age, there is a massive reform in the thinking and behaviour of an average worker of the 21st century; there are personal goals to be met, there is certain resentment in being restricted/controlled by management, and at times there is unwillingness to subject to that kind of hierarchy itself.

Now more than ever, technological and social advancements has made it plausible for workers to choose their own occupations, and who they work with. Bridging the gap between the management and employees is an essential necessity for the development of the

firm. So, as Professor Hamid says and I quote, "We are all reasonable people, we know we cannot have it our own way 100%, so there are some rules. And we are willing to work within those rules as long as we know we have space for something else."

His constant endorsing of being given only one chance at life, and to make the best out of it, is something he tells his students often. Bringing the change all the way from France ,the students of Woxsen University were enthusiastic to meet Dr. Hamid and discuss organizational identity and its evolution.

> "Change is hard for the person who stands to lose something from the change."

DESIGN FRESHERS

By Soumya Kundra

On the chilly night of 4th November 2023, spirited first-year design students dressed up in outfits inspired by their favorite fictional characters for their much-awaited freshers'. Starting off with a special dinner served for the B.des students at the amphitheater, they were delighted by a dance performance from their ID seniors to kick the party off. Keeping up with the theme, the first years were ushered into a ramp walk by their seniors. Although hesitant, after a bit of persuasion from the emcees Niharika and Mayank, we got to see all kinds of fictional characters, from classics like Mario and Luigi from the popular video game, to pop culture favorites like Wednesday Adams from the Netflix show Wednesday, Rue from the show Euphoria, and in classic Woxsen fashion, there was a heavy anime influence in many costumes.

Apart from the regular Mr. and Ms. Freshers titles, awards for Mr. and Ms. Entertainer were also given out. The students, though a bit disappointed, were happy with the awardees of the titles. According to them, the highlight of the event was the unconventional martial arts-themed dance done by their seniors.

A DJ was called on stage to wrap up the night, and the mixes played by them truly made it a night to remember, for the students, as well as everyone else present there.
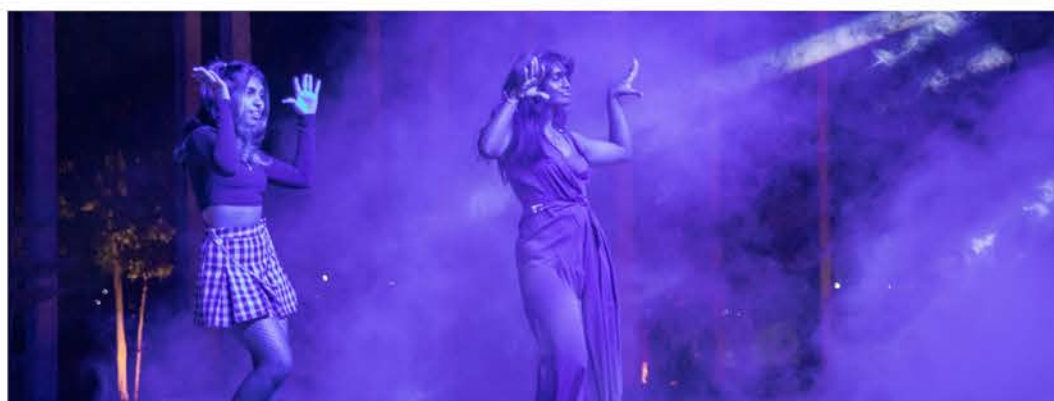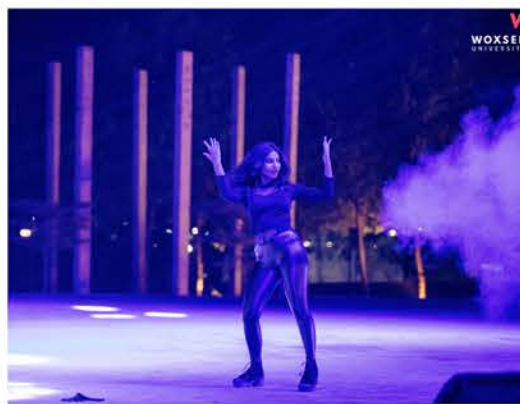
Uncovering Vulnerability

By Kavi

Each of us is a complex read, that can never be fully comprehended, yet reading certain unfiltered chapters is still a possibility that the wellness cell makes true with the Human Library Initiative. The sixth Human Library took place on the 15th of February with six human books, which included two of our beloved professors, Dr. Rudhresh and Dr. Sairam Moturi, along with the student human books: Hrudaya Reddy, Vaishnavi Kattekola, Thanmayi Vempala and Suchit.

Each of the tales was raw and vulnerable, evoking sentiments of hope, love, inspiration, and empathy. From fighting discrimination and enduring all failures to earning a PHD and becoming one of the most loved BBA faculties, Prof. Sairam spoke about how he moulded himself to get where he is today. Prof. Rudhresh had opened up about his struggles of not being a bright student and how his drive to overcome failure led him towards constant improvement, which still seemed inadequate, ultimately leading him to find happiness in making others happy. "I found love in the most unusual of places", Hrudaya candidly adds as she spoke of how the need for love is always satisfied, not necessarily as fairytale romances but rather as friendships that remember the smallest of details. An unfathomable tale of spending long years hospitalised and undergoing surgeries, sometimes in solitude and sometimes with people battling different stages of illness, transformed Vaishnavi into an empath, where she was able to grow in gratitude and compassion. To have an undying dream of becoming a dancer despite facing opposition from family, social pressure, and the necessity to pursue a conventional job summed up Thanmayi's touching

story as a human book. Suchit had spoken about the impactful encounters of storytellers in his life that instilled the dream to keep the legacy of storytelling alive.The stories struck the readers as they witnessed the tales through the lenses of the human books while also recognising themselves through the experiences of the books. The six books with six stories from various spheres of life encompassed diverse aspects such as discrimination, setbacks, dreams, perseverance, and love. By bringing out tears, laughter, grins, empathy, and serenity, the Sixth Human Library was just as emotionally momentous as the ones before.

Yes, we saw the new faces, let's hear all about it!

By Jessica Singh

The 27 fresh-off-the-boat delegates were present amongst us, the Brazilian and Columbian. What brought them here? What was done during their 10-day stay at Woxsen University? Well, let's hear what the international relations executive has to say. Laasya Priya gave us insightful pointers and she began by saying that the guests arrived in India on the 12th of February and the very next day they were welcomed in a very traditional manner, later the orientation was organized in Lecture Theatre room-1 following this the cultural programs were held, where it was all about flaunting the Indian culture. Vice President Dr. Raul Rodrigez gave a presentation on internationalization and how it helps to link communities to the world, expanding opportunities for university service and engagement while also enhancing their global competitiveness.

She proudly mentions that this is the first course that deals with the business emerging market that Woxsen University has provided to our partner universities, "well, we have many more courses coming up this year as well" adds Laasya.

There were several sessions held during their stay, that touched on topics like introduction to supply chain, India's history and the connection with business taken by Dr. Brundabun Mishra, and also a section with Dr. Hemachandra. She highlighted this one session taken by Mr. Surya Tahora who is a Professor at SPJIMR (S. P. Jain Institute of Management and Research), Mumbai, India.

the market," says the executive. This session was hosted by the product designer HOD, Professor Santosh, and his assistant.

Without the campus tour, it wouldn't have been done just on their visit to Woxsen. So, half a day on this was given to the delegates and as usual, the library, the administrative block, and the league that took the spotlight. They entertained themselves with volleyball, football and kabadi. Remember the Coffee with strangers event, yes, that was hosted by the international relation team, students who got paired with these delegates must have had an interesting and refreshing evening, here we see the exposure they must have had with different students (Diversity seeps in). This team had taken them to a place where it enables and empowers an ecosystem hungry for innovation, if T-Hub was the first place that came to your mind, you got that right! And you must have got an idea of how that day must have been. Later, they were taken to the Company that provides a wide range of services including mobile and web applications development prototype development thematic product development, and data science and analytics assistance. Which company that might be? complex...sorry...XELPMOC. When asked how their experience was, just a word was uttered WONDERFUL.

"Oh, this was an interesting session, I must mention" is how she began to talk on the Bloomberg Session that was taken by the representatives that belong from this service center, all the way from Mumbai. The delegates had been offered to participate in a 1-hour zoom meeting, The aim was for the audience to capture the knowledge on the usage of this service.

What is Bloomberg? you might ask, Bloomberg is a global provider of financial news and information, including real-time and historical price data, financial data, trading news, and analyst coverage. Its services, which span its platform, television, radio, and print, offer professional analysis tools for financial professionals.

With only 4 on the team, organizing this visit got slightly nerve-wracking but towards the end, they did pull it off quite efficiently which we all could agree, as we must have noticed each of them accompanying and fulfilling the delegate's requirements. When asked what their insights were on these sessions, she replies that 'these delegates were Ph.D. students and amongst them were two professors too. The concepts that were brought up during these sessions were interestingly new to them like what Professor Surya Tahora was presenting'. Bloomberg's session is what enlightened and thrilled each and every delegate as they were looking forward to use those terminals.

Why were they here? Let me answer your question, Woxsen University offered a short-term course to the partnered universities and that's what brought them here, as I mentioned above Laasya proudly states that, 'we for the first time have launched a course and in the future, we are planning on giving out a course on global marketing.' Woxsen aims to expand internationalization, diversity and culture for the university along with our partners. This course was presented to the MBA students of Woxsen and so the room was filled with MBA students, Ph.D. students, and professors.

> The art of thinking independently together - Malcom Forbes

Sustainability Week Programme

The students and faculty of the School of Liberal Arts & Humanities kicked started with a tree planting and sustainability walkathon on February 6th as part of the on-going Sustainability Week at Woxsen University. Each student was required to plant a sapling on the footpath next to the campus bus stop. The enhancement of the campus's tree cover and education of students about the significance of trees are the goals of this tree plantation. It was nothing less than inspiring for the students who participated in the walkathon, during which they, along with faculties, made their way around the Admin Block carrying posters with the words "Go Clean, More Green," "Save Earth," and "Conserve Water", while calling out for a greener campus (literally).

Poster presentations and a Mock Court on the green washing case were held the very next day. Students learnt about the legal aspects of sustainability and demonstrated their legal argumentation and advocacy abilities by participating in the Mock Court. The Poster Presentation was a showcase of the climate problems that students had worked on by themselves, and solving them in new creative ways.

A panel discussion entitled "Why Sustainability is necessary in Engineering" took place on February 8th. This was an opportunity for students, faculty, and staff to discuss the significance of sustainability in engineering and learn from industry professionals. A Design Exhibition followed the panel to show the long-term results of a number of student projects, including bamboo displays and Tournament performance.

The last two days of 9th and 10th February, q presentation titled, "The Future of Sustainable Engineering: A Bird's Eye View," a drive to reduce or stop food waste, a screening of a documentary, and a Nukad Natak celebration followed. The food catering services inside the campus aimed for a Food Wastage Drive that highlighted the effects and how to curb the damaging effects of food wastage. The final day of Sustainability Week, students, faculty, and visitors were invited to participate in a brainstorming session to imagine a sustainable world in 2035. The event was led by Foundation and Visual Communication students. The day also included a 'Happiness Box Drive', a 'Litter Reduction Drive' and participants (mostly the children from the nearby village of Kamkole) had the opportunity to write down their thoughts, doodles and pin them to the board placed in the Admin area to catch the eyes of passer-bys.
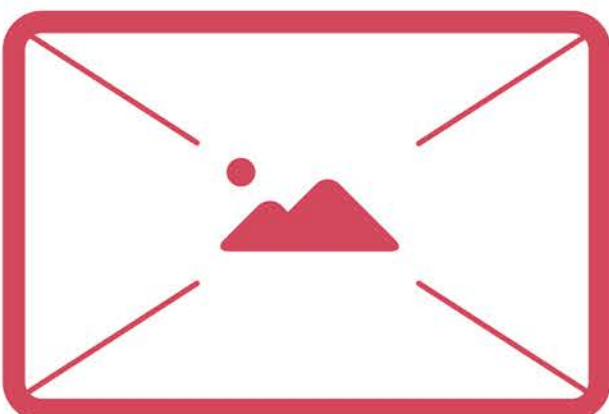
Spotlight on Villages

By Maria, Abhinaya and Anisha

Villages have been forefront of India's development since ancient times. India's villages have provided the backbone of the country's economy and have been home to a large percentage of population. In recent years, the spotlight on villages has increased significantly with the government and other institutions investing in their development. As part of the initiative called "Spotlight on Villages" on 21st Feb 2023　we interviewed the village Sarpanch or Gram Panchayat head (sarpanch) MS. Keerthi Kumari of Pedda Gopularam village regarding the village development, some other ongoing activities in the village and the also about the Women education and welfare, health and hygiene and other social welfare services. It is a small village with the population of around 2000 (1960 to be exact). After the interview we noticed that there are several initiatives that they are taking to ensure that the village is developed and that women are given equal opportunities to access education, health and hygiene facilities, and other social welfare activities. They encourage the girl child education and the sarpanch conducts sports activities every year to encourage youth participation in the area of sports they also constructed Krida area which is the sports ground. The village also has access to clean drinking water and sanitation facilities. Telangana Government came up with the scheme Mission Bhagiratha which aims to provide clean drinking water for every household and for sanitation they gave twelve thousand rupees to every household to construct and have proper and clean sanitation facilities. As we know that there is a scheme called MNREGA Mahatma Gandhi National Rural Employment Guarantee Scheme which came into spotlight in 2006, which is functioning well in this village with the purpose of providing 100 days of guaranteed wage employment to rural unskilled labour, increase food security and to decrease migration of labour from rural to urban areas .Recently, this MNREGA scheme aligned with Sustainable Development Goals like Quality Education, Clean water & Sanitation, Affordable &Clean Energy, and Environmental Sustainability etc,. As part of environmental sustainability, Telangana Government came up with Telangana Ku Haritha Haram project in 2015 to increase the tree cover in the state in which Grama Panchayat plays a key role. In this scheme it encourages them to set up nursery in each village consisting of 20,000 plantations from which they distribute 6 plants for each household and there is Avenue plantations of nearly 1600 plants, plantations of 80,000 in the area of four acres in each district and also there should be a park in each village with 2000 plantations.The government provides tractor, tanker, and trolley for each panchayat. And with the concept of "Wealth out of Waste" they segregate wet and dry waste by creating dump sheds for sanitation purpose. Even after taking all these measures we observed that each household didn't have proper and clean sanitation facilities. The implementation part of these schemes is not very effective it is still just on paper. Talking about health and hygiene there are 2 ASHA (Accredited Social Health Activist) workers they are auxiliary nurse midwives and Anganwadi workers who are considered the main frontline health workers in India. The main role of ASHA workers is to generate awareness and provide health education, mother and child care like ANC immunization, family planning and here comes the key role which is integration with Anganwadi in organizing health day, IEC activities, and mobilizing pregnant and lactating mothers. Apart from this there are no other health facilities in the village, no doctor or clinic. In case of emergency they have to be rushed to the nearby village that has a hospital. This is happening due to the lack of funding from the government. The Government of India has launched various schemes and initiatives for the upliftment of villages and also to ensure that villages are provided with basic infrastructure such as roads, electricity, water and sanitation the village is making sure all this has to be implemented. Overall, to conclude the spotlight on villages has resulted in significant progress in their development. It was really a great experience for us to know about the village progress and developments. It has been a great opportunity to learn about the everyday challenges faced by rural communities and how they are tackling them. It has shown us how important it is to have a leader who is dedicated to improving the lives of the people in their community. We have also seen how the sarpanch is working to empower the village by bringing in resources and services that are not otherwise available. We can only hope that the village continues to progress and prosper under the leadership of its sarpanch.

WU WOXSEN UNIVERSITY

The School of Liberal Arts & Humanities Presents

Spotlight On Villages

A student-centered Development Communication initiative

Student Reporters

Anisha Gugale   Abhinaya Rayee   Maria Keshwani

21 February, 2023 | 10:00 AM
Venue: Peddagoplaram Village

Initiative Convenor
Dr P.V. Satya Prasad
Dean, School of Liberal Arts & Humanities

www.woxsen.edu.in

3C Festival

Event: 3C Festival

Date: 23/02/2023

Location: T-Hub - 3rd Floor, T Hub Phase 2 Foundation, Vittal Rao Nagar, Madhapur, Hyderabad, Telangana 500081

Faculty: Asst. Prof. Murali Kesaboina, Asst. Prof. Narasimha Swamy

Batch: 1ST Semester Foundation Dept. (2022)

Time: 10:00 AM to 09:00 PM

Duration: 11:00 Hours

Students: SOAD, SOB, SOLH

Event Report

3C Festival is an event for the students and upcoming creators from diverse backgrounds/ colleges to showcase their talent on stage, and a great platform for them to get exposure!

3C Festival Concept Deck

DENAURLEN (short for DENA AUR LENA) is a first of its-kind gamified social media company, currently incubated at T-Hub which is the World's Largest Innovation Campus. Has a belief that "without having our algorithm and digital platform, a creative and innovative society is impossible." And has mission for the upcoming years is to be the golden gate for the digital world which all global industries. Organised the event and the Guests of Honour - Principal IT Secretary of Telangana and Miss India World 2020 Manasa Varanasi were invited and the Poster Launched was done by KTR IT Minister of Telangana and MSR CEO of T Hub.

The outcome of the 3C Festival Concept

Denaurlen's 3C Festival provided youngsters with India's colossal content creators' festival brought together influencers, upcoming content creators, students, special guests, passionate individuals from different cities with 1500-1800 audiences including 100+ Content Creators, Students from 20+ colleges, 100+ T-Hub Startups.

Brief Report on a Virtual Talk on Union Budget of India-2023-24: A Critical Analysis
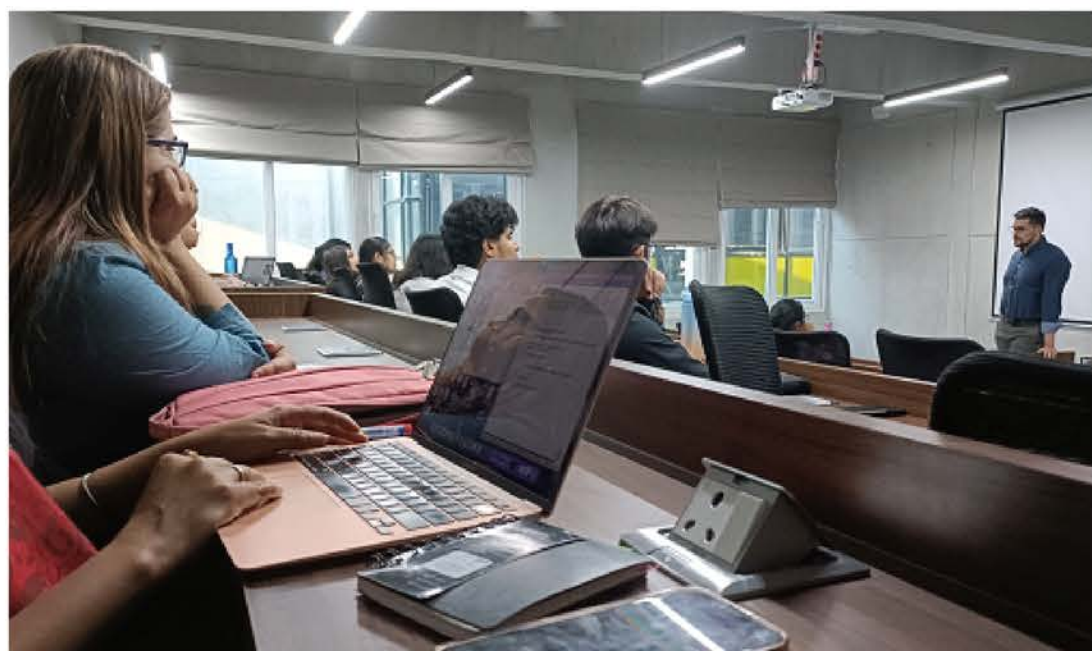
By Dr. Siriman Naveen

The School of Liberal Arts & Humanities, in partnership with Centre of Excellence-Urban Studies, Professor Chair-Bruce Bueno de Mesquita Professor of Behavioural Public Policy and Centre of Excellence-Public Policy Research organized a Virtual Talk on Union Budget of India-2023-24: A Critical Analysis on February 9th, 2023 & from 9:30 am to 11:30 AM. I thank all the distinguished speakers for their enlightening lectures, which are very relevant to the current debates on the Union Budget of India-2023-24. They critically analyzed the Union Budget of India:2023-2024 and brought diverse perspectives and challenges in implementing it.

In this regard, I sincerely thank Dr. Raul Rodriguez, the honourable Vice President of Woxsen University, for his constant support and encouragement to organize these initiatives and also, I would like to thank our beloved Dean School of Liberal Arts and Humanities Dr. P.V. Satya Prasad for his continuous help and guidance that radiated a source of energy within us.
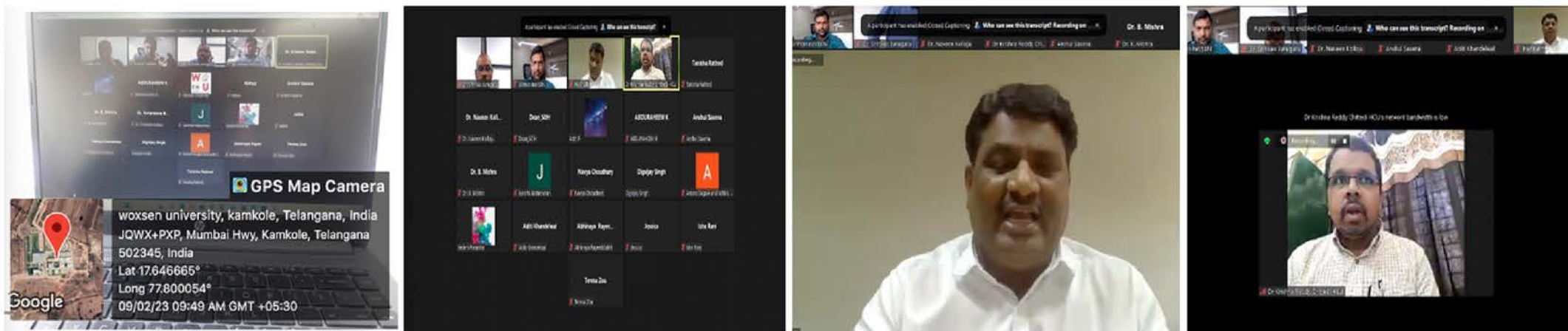
Session on "Critical Philosophy" for students of BA (Hons), Semester II

Philosophy and critical thinking enable us to see the world more uniquely, and that things have a more profound meaning. Taking this concept forward and right into the classroom was the Vice-President of Woxsen University, Dr Raul Rodriguez, who delivered a very insightful as well as an interactive session on "Critical Philosophy" for the BA (Hons) students of the School of Liberal Arts and Humanities on Monday. The School of Liberal Arts and Humanities expresses its thanks to Dr Raul for delivering this valuable lecture. Here are a few glimpses from the session.

Virtual Internatonal Symposium

Virtual lecture on 'India & Brazil Relations : Prospects & Challenges

Lecture Series

WOXSEN UNIVERSITY

Prof. Dipesh Chakrabarty
Lecture Series

17th February 2023 | 03:30 PM IST

The School of Liberal Arts and Humanities presents "Virtual Lecture Series" to honour **Prof. Dipesh Chakrabarty,** The University of Chicago
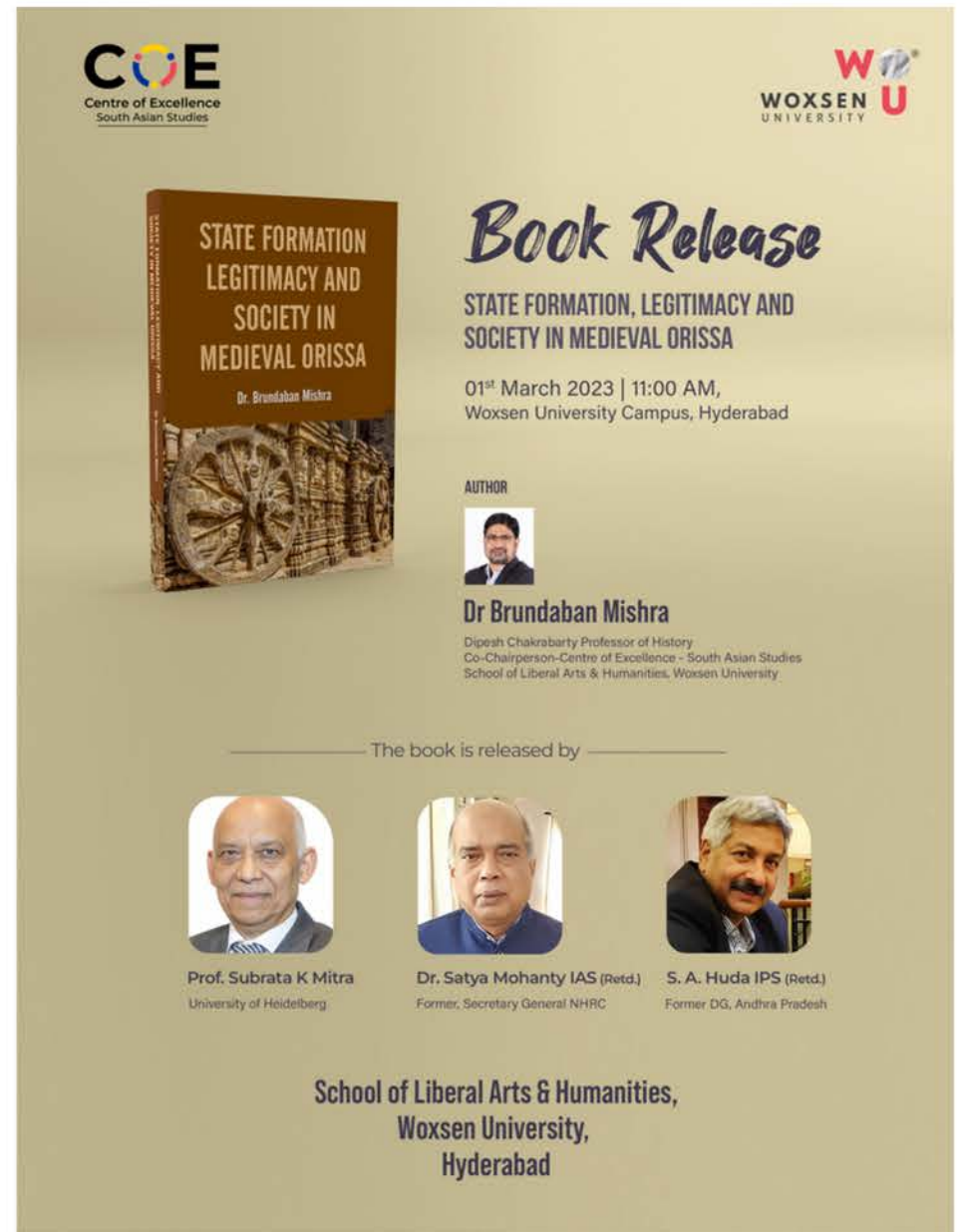
Lecturing by

Prof. Sanjoy Bhattacharya

Head of School of History and Professor of Medical & Global Health Histories University of Leeds

Topic

IDEAS, ADAPTIVE IMPLEMENTATION AND SMALLPOX ERADICATION: REORIENTING NOTIONS OF VALUE IN GLOBAL HEALTH

Scan QR Code to Join

Coordinator
Dr. Brundaban Mishra
Dipesh Chakrabarty, Chair Professor, School of Liberal Arts & Humanities, Woxsen University, Hyderabad, India

Book release

CoE Centre of Excellence South Asian Studies

WOXSEN UNIVERSITY

STATE FORMATION LEGITIMACY AND SOCIETY IN MEDIEVAL ORISSA
Dr. Brundaban Mishra

Book Release

STATE FORMATION, LEGITIMACY AND SOCIETY IN MEDIEVAL ORISSA

01st March 2023 | 11:00 AM,
Woxsen University Campus, Hyderabad
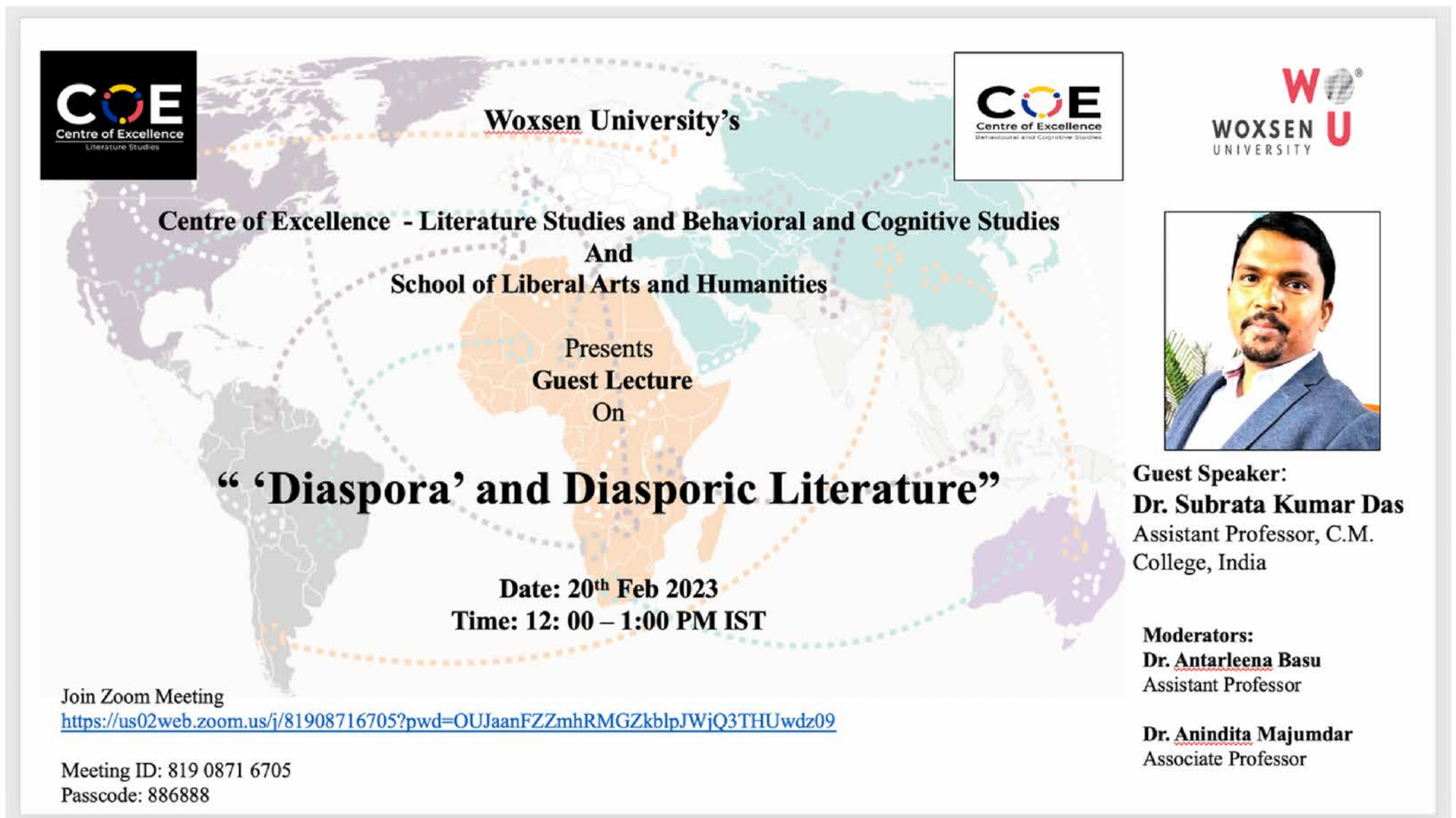
AUTHOR

Dr Brundaban Mishra
Dipesh Chakrabarty Professor of History
Co-Chairperson-Centre of Excellence - South Asian Studies
School of Liberal Arts & Humanities, Woxsen University

— The book is released by —

Prof. Subrata K Mitra
University of Heidelberg

Dr. Satya Mohanty IAS (Retd.)
Former, Secretary General NHRC

S. A. Huda IPS (Retd.)
Former DG, Andhra Pradesh

**School of Liberal Arts & Humanities,
Woxsen University,
Hyderabad**

Diaspora and Diasporic Literature

CoE Centre of Excellence Literature Studies

Woxsen University's

CoE Centre of Excellence Behavioural and Cognitive Studies

WOXSEN UNIVERSITY

**Centre of Excellence - Literature Studies and Behavioral and Cognitive Studies
And
School of Liberal Arts and Humanities**

Presents
Guest Lecture
On

" 'Diaspora' and Diasporic Literature"

**Date: 20th Feb 2023
Time: 12: 00 – 1:00 PM IST**

Guest Speaker:
Dr. Subrata Kumar Das
Assistant Professor, C.M. College, India

Moderators:
Dr. Antarleena Basu
Assistant Professor

Dr. Anindita Majumdar
Associate Professor

Join Zoom Meeting
https://us02web.zoom.us/j/81908716705?pwd=OUJaanFZZmhRMGZkblpJWjQ3THUwdz09

Meeting ID: 819 0871 6705
Passcode: 886888

Second "Meeting of Minds" event

"Meeting of Minds" is a bimonthly discussion-based event where the students will discuss issues of contemporary relevance and common interest. The students from three schools: - School of Liberal Arts and Humanities, School of Architecture and Planning and School of Arts and Design, will be taking part in these events. The second "Meeting of Minds" event took place on 22 February 2022. The topic of discussion for the first event was: - What's wrong with Indian television news channels? What can we do to fix what's not right? There was one speaker each from all the three schools mentioned above. Soumya Kundra from School of Liberal Arts and Humanities, Dedeepya Nalluri from School of Arts and Design and Shivani KB from School of Architecture and Planning were the speakers. Suchit Reddy from School of Liberal Arts and Humanities was Moderator. All the students present at the event participated in the discussion very well and put forward their views in a very civilised manner. The faculty mentors for the "Meeting of Minds" events are Prof. Digvijay Singh from School of Liberal Arts and Humanities, Prof. Shakti Singh from School of Arts and Design and Prof. Abhijit Shirodkar from School of Architecture and Planning.

Foreign Affairs Reporting

Guest lecture

Centre of Excellence – Peace and Security Studies

Our primary objective is to understand, identify research gaps on various aspects of Peace and Security to bring out solutions for the major problems upraised in the Human Civilisation and world. Our objective will be to get solutions for issues which promotes violence, terrorism, wars, internal conflicts in nation and many other non-violence activities. Peace and security are two of the most crucial and fundamental aspects of human existence. The absence of peace and security creates a chaotic and unpredictable environment, where individuals live in fear, and their basic human rights are violated. On the other hand, peace and security provide a stable and secure environment where individuals can live without fear, pursue their goals and aspirations, and enjoy the basic human rights that they are entitled to.

According to United Nations, the most effective way to diminish human suffering and the massive economic costs of conflicts and their aftermath is to prevent conflicts in the first place. The United Nations plays an important role in conflict prevention, using diplomacy, good offices and mediation. Among the tools the organization uses to bring peace are special envoys and political missions in the field. Peacekeeping has proven to be one of the most effective tools available to the UN to assist countries to navigate the difficult path from conflict to peace. Today's multidimensional peacekeeping operations are called upon not only to maintain peace and security, but also to facilitate political processes, protect civilians, assist in the disarmament, demobilization and reintegration of former combatants; support constitutional processes and the organization of elections, protect and promote human rights and assist in restoring the rule of law and extending legitimate state authority. (United Nation, Maintain International Peace and Security).

With the recent scenarios in world politics related to Ukraine-Russia war, Taliban Rule in Afghanistan, Ethiopia crisis, Syria, Iran wars etc. should be well considered as the best examples for humanity to consider Peace and Security research on priority.

In Woxsen, COE–Peace and Security Policy is completely dedicated to bring new nurtured ideas and alternatives for the best result and outputs we can attain and bring the change in the world narratives about peace and security.

Objectives of the CoE
- Understand peace and Security with Narratives of UN.
- To understand the Defense and Security policies of Nation.
- Prevent, Manage and Resolve conflicts.
- Union Border programmes (To resolve Border conflicts)
- Post conflicts reconstruction and Development
- Coordinate, Harmonize and promote peace & Security programmes.
- Multi-Dimensional Peace keeping operations etc.

Thrust Areas:
- Understanding Peacekeeping mission conducted by UN.
- Understanding reasons related to Concerns and Conflicts studies.
- Understanding different thresholds and policies of Developed & Developing Nations on maintain internal and external peace.
- Comparative study of all nations in terms of their respective ideas about peace and security.
- To understand Human Psychology on Violence.
- Understanding different religious aspects on peace.

Core Group
- Chairperson : Prof. Raul Rodriguez, Vice President of Woxsen University
- Co-Chairperson : Anshul Saxena
- Students of SoH : Suchit Vontary, Soumya Kundra, Nithya Kavali
- Academic experts :
  Dr. Naveen Kolloju, SOH
  Dr. Srinivas Junuguru

Industrial visit to Media Houses

As a part of the course, journalism, one of the specialisation for the BA Hons program, School of Liberal Arts and Humanities, 1st Semester academic session 2022-23, students have visited The Hindu, TV5 Studios, and Annapoorna Flim Studios Under DR. Satya Prasad's guidance.

The Chief Operating Officer at Annapoorna Film Studios showed us two unreleased movie trailers and gave briefings on the management.

Students had interesting conversation with Ravi Sir at The Hindu about each departments, risks involved, challenges faced and career

opportunities.

Lastly, the trip came to the end with the students witnessing live news broadcast, script writing and editing, anchoring at the most popular Telugu TV news channel TV5.
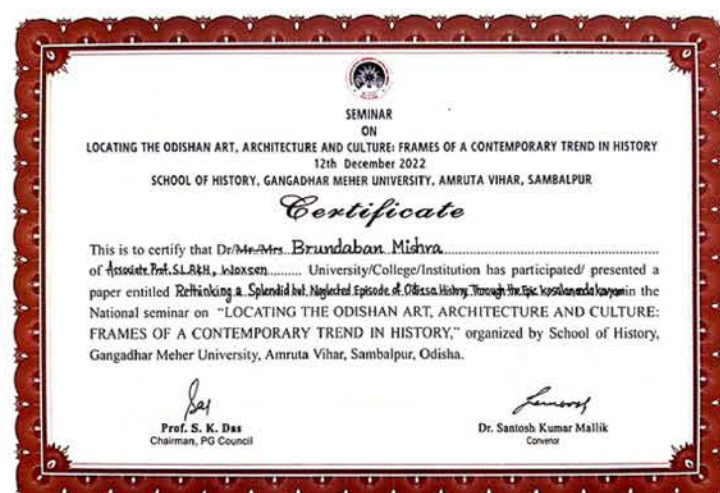

FACULTY ACHIEVEMENTS

Dr. Brundaban Mishra

Dr. P V Satya Prasad
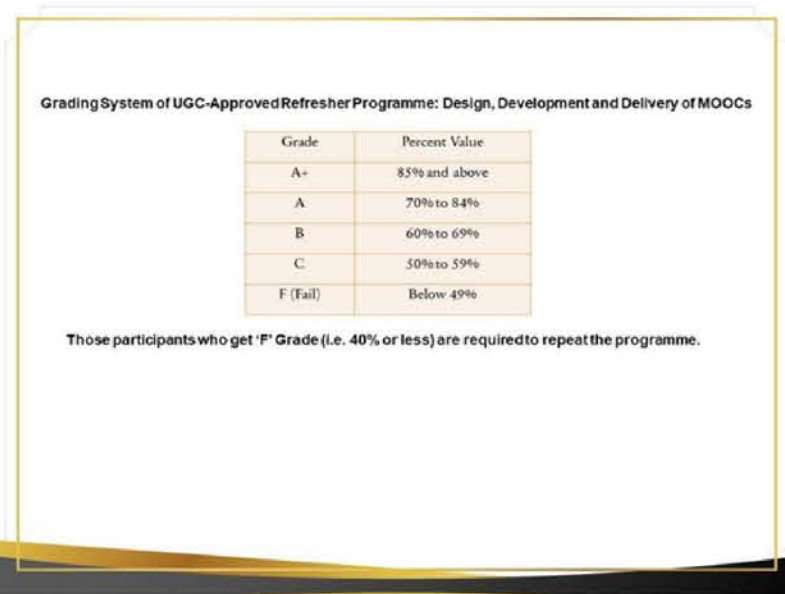
Dr. Antarleena Basu
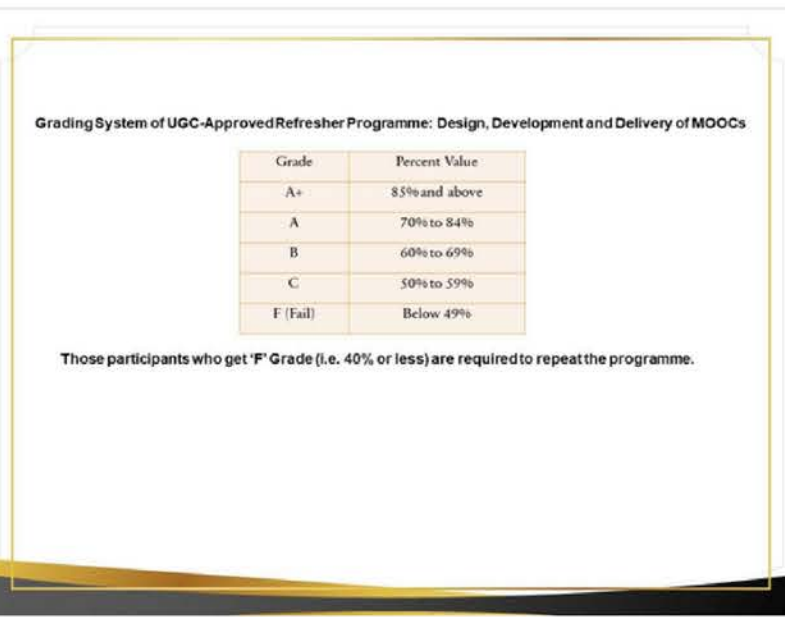
Dr. Anindita Majumdar
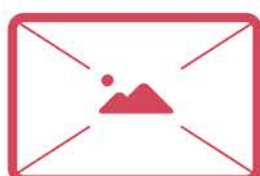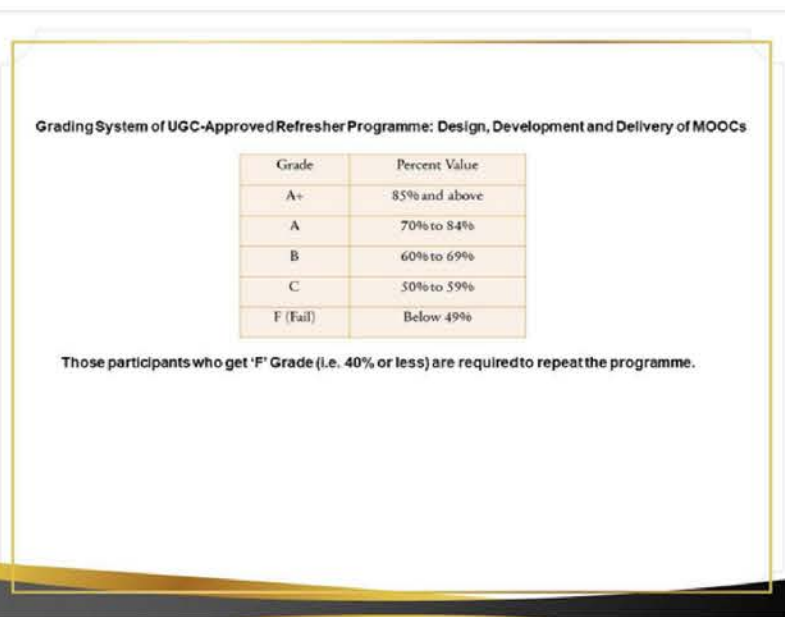
ACTIVITIES AND ACHIEVEMENTS

De-addiction camp

On the occasion of 74th Republic Day, **TRY- RURAL ENTREPRENEURSHIP** successfully conducted a de-addiction campaign on harmful effects of excessive usage of alcohol and nicotine drugs which included a skit at **Government High School, Pedda Gopularam Village, Sangareddy District.**

The excessive consumption of alcohol at younger ages, which is having a negative impact on these individuals' health, education, and capacity for self-control, was the primary motivation for this campaign. Dr. Bhairab Chandra Patra, Anubha Jain and core members Abdul Adil Sai Teja Bhagyam,J Sai Saketh Reddy Sahini Reddy Pulla Kasi Viswanadh Mathukumalli Shaik Iqbal Pasha Viyyapu Chaitanya Ganesh attended the event.

Talent Management Competition

The **COE in Talent Discovery and Development** organized a **Talent Management Competition** on 10th February.

The theme of the competition was: **Challenges of Attracting and Retaining Employees post – Covid.**

The participants were judged on their Presentation Skills, Innovative Ideas, Critical and Creative thinking, Data Orientation, Sensitive display of issues, Awareness about recent events in the country and Solutions of future actions.

The winners of the competition:

#1: Samson Solomon Daniel K and Subham Jaiswal (B. Com 2024)
#2: Sumanth Reddy and Kundan Khatri (BBA 2025)
#3: Aryan Seth (BBA 2025)

DBEM Program

We welcomed **LatAm Delegation at Woxsen University from Universidade Estadual de Campinas, Brazil, and Universidad Externado de Colombia for the 'Doing Business in Emerging Markets' Program.**

The program was successfully conducted with insightful discussions and Q&A sessions. The delegates even got a tour of the campus to learn more about the cutting-edge facilities and how students use them to maximize their academic performance.

Prof. Subhendu Patnaik and Prof. Vaibhav Chaudhary, along with Prof. Cristiano Morini and Prof. Edmundo Inacio (UNICAMP) judged the final case presentations of the **'Doing Business in**

Emerging Markets' program. Our professors also taught modules to the PhD students and working professionals visiting from Latin America

Woxsen Future Lab I Sob

Dr. Shahid Mohammad Ganie and Dr. Hemachandran K present to you a Research Project on Realistic Healthcare Management System for Type-2 Diabetes Mellitus using Lifestyle Data.

This AI-based decision support system will help healthcare providers for better prediction, detection, diagnosis, and prognosis of disease based on data-driven decision-making. Also, it will help the different categories of patients to manage and monitor diseases at earlier stages. This framework is in place wherein the experts will begin to have a larger role in maintaining doctor–patient relationships, creating awareness, and educating those people who are struggling to adhere to their treatment regimens.

Keeping these things in mind, if such an automated system is provided to common people, it will reduce the treatment values, hospital readmission rates, and cost of medical check-ups.

Sustainability Week

Woxsen University celebrated **Sustainability Week** from 6th February to 10th February 2023. **School of Business** organized various events with the aim of mobilizing reliance on #naturalresources, reduce & successively stop food wastage. Street plays, flash mobs were conducted to spread awareness against glitters. Happiness box drive, Khushion ka pitara with the aim of donating reusable items like shoes, stationery, bags, clothes, furniture, toys, books etc. was the highlight of the event.

Session on Emerging Technologies

It was an absolute honor to host **Dr. Monica Adya, Dean-Rutgers Business School, Rutgers University - Camden** at Woxsen University to initiate discussions on advancing a strong academic collaboration in the areas of mobility, research, COIL programs, joint projects, and much more.

Dr. Adya delivered an awe-inspiring session on **"Trends and Applications of Emerging Technologies in today's era"** to the MBA cohort and received an overwhelming response. Her interaction with the business school faculty regarding research possibilities was another highlight of her visit.

FACULTY ACHIEVEMENTS

BFSI News by Syed Hasan Jafar

Is ESG investing a new thing ? Or has it been around for a while now ?

Meet the Speaker

Dr. Shilpi Agarwal

Congratulations!

Dr. Sameeullah Khan
Associate Professor, School of Business

for the publication of his paper titled

Signaling Norm Salience Through Perceived Poor Counterfeit Consumption

in the Journal of Product & Brand Management

STUDENTS ACHIEVEMENTS

EVENT GALLERY- SOB SUSTAINABILITY WEEK

FOUNDATION DEPARTMENT

Design Drawing – II

- 27-01-2023 to 13-02-2023

Students have learned and understood manufactured (built environment), natural, and human figures and their interrelationships. They Developed representation and analytical study of each object through technical drawing. Also, they developed an understanding of the fundamentals of various perspective drawings and their application to design concepts.

FACULTIES

- Asst. Prof. Murali V Kesaboina
- Asst. Prof. Ashwini Kalyani
- Asst. Prof. A. M. Murali
- Asst. Prof. Rajasekar
- Asst. Prof. Mrudul S Chilmulwar

Fundamental of Design- II

Students are learning Gestalt Design Principles by doing multiple assignments where they understand visual perception, psychology, and the reaction of human cognition. They are also developing an analytical and critical eye towards design. In addition, they also build the basic vocabulary of visual perception and the design process.

FACULTIES

- Asst. Prof. Dr. Peeyush Kumar Gupta
- Asst. Prof. Murali V Kesaboina
- Asst. Prof. Rama Krishna
- Asst. Prof. Srutinwita Roy

FASHION DESIGN

Fashion Merchandising

Webinar by Dr. Shiv Kumar Belli Associate Professor, NIFT – Hyderabad
Date: 28th Jan'23 I FD20

Fashion merchandising is a craft that no aspiring fashion designer should dismiss. It's not simply putting clothes on hangers and mannequins. It's presenting your brand as a lifestyle, an aesthetic, and a persona that your customers want to be a part of.

The best fashion merchandisers can balance creativity with commercial appeal. They can present clothes in a fresh, artistic way while still maintaining a sense of familiarity with consumers. Like fashion design, merchandising is a creative process, but it's pointless if it doesn't result in sales.

As fashion designers, students might think that their designs are beautiful enough to sell themselves. However, the plain truth is that most people will not buy the fashion if they can't envision how they'd wear them in their own life. That's where fashion

merchandising comes in. Much like a fashion production house, merchandising brings your fashion designs to life. Its purpose is to show consumers how, when, and where they can wear your designs. Merchandising encompasses many areas of fashion, from visual merchandising to online branding. A fashion brand cannot thrive without these elements of fashion merchandising coming together.

To give students some experts insights into the subject, the Department of Fashion Design from the School of Arts & Design conducted a webinar on 28th January'23, from 11 am to 12:30 pm, where the students of Fashion Design, Semester VI, were introduced to the practical aspects of Fashion Merchandising by Dr. Shiv Kumar Belli, who is an Associate Professor from NIFT, Hyderabad who specializes into marketing, branding, neuromarketing, design thinking for business, retail merchandising, and Indian Knowledge System, assisted by Asst. Professor Vishakha Rao, FD, SOAD, the students were given insights on how they can utilize various aspects of merchandising to add value to their self-creations, understanding the ins and out of merchandising, merchandise planning, retail merchandising, buying-sourcing, and understanding the Understand the operations of any fashion business, the model and design aspects of building a brand.
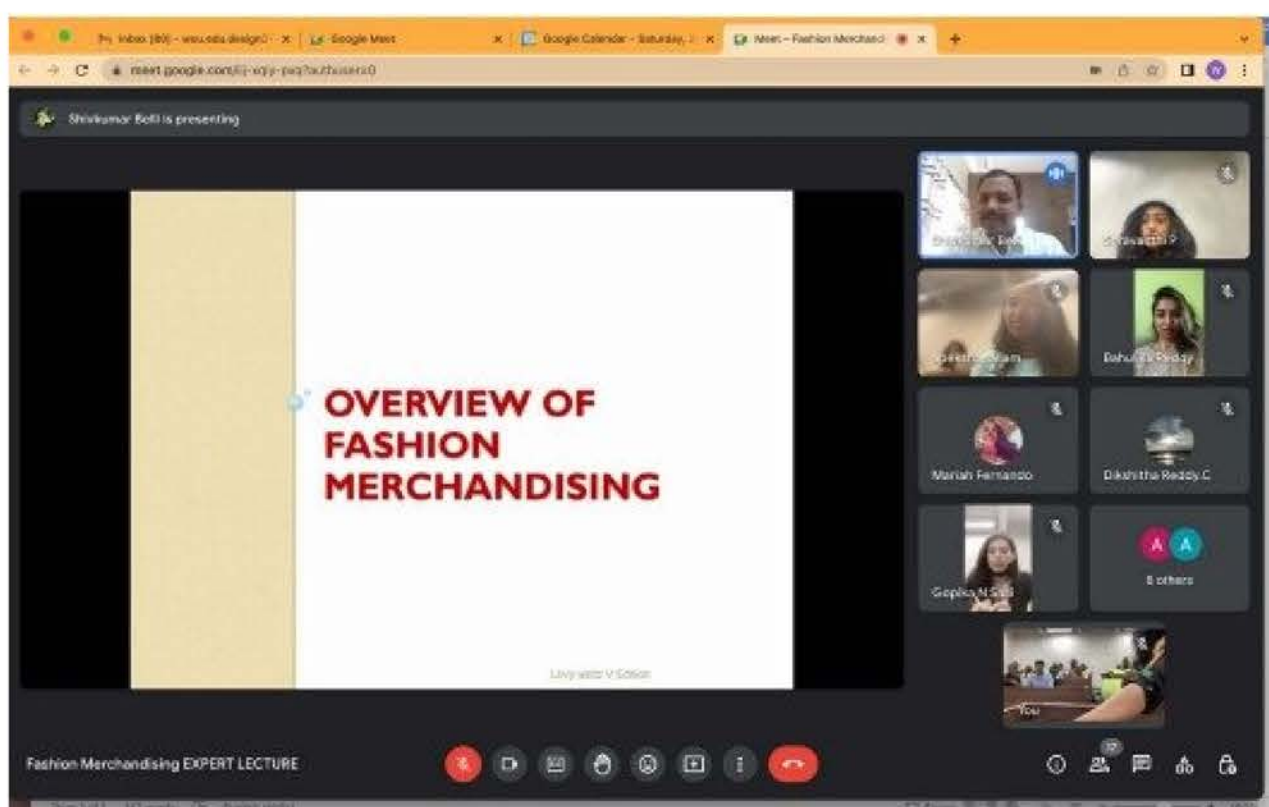
Design Project

Workshop by Prof. Aiswarya Ajith
Date: 30th Jan'23 to 1st Feb'23 I Faculty – Prof. Aiswarya Ajith

RCreative industries survive on the ability to generate ideas that excel and innovate. Nowhere is this truer than in the world of fashion. To succeed as a designer, you need to have an in-depth knowledge of the market and be able to make informed predictions about future trends. Research is fundamental to this and is a key element of all stages of the design process.

A Design Project is one of the essential subjects that a fashion student should be well versed in. It helps them to engage the client or audience with an entire mood and concept of the garment. It also acts as a means of communication for the entire design derivation, it allows them to understand the research aspects of design and how it

should be incorporated into creating successful, handy, market-friendly products/apparel. The design project is a process-based learning that helps the students to learn and generate an initial idea and take it all the way to the final design.

• They start with a design brief and a customer profile, allowing them to assess what their objective is and who their collection will be designed for.
• The next step is to carry out research for the brief.
• This research is then compiled, and a comprehensive theme is created.

The department of Fashion Design under the guidance of the Program Director and Asst. Prof. Rajesh Kumar conducted a 3-day workshop with Prof. Aiswarya Ajith where she taught us various aspects of DESIGN PROJECT and also the fashion world.

Students View – The learning

"Design Project is one of the essential subjects that a fashion student should be well versed in. It helps us to engage the client or audience with an entire mood and concept of the garment. It also acts as a means of communication for the entire design derivation. It was learned in an effective manner in the 3-day workshop conducted by Prof. Aiswarya Ajith where she taught us various aspects of the design project and also the fashion world. Some debatable topics were discussed in class which made our workshop knowledgeable, and fun filled." _ **Sai Janani**

"The workshop gave us insights into developing boards in a design project, we learned digital ways of designing boards, composing, and ideating, worked with Adobe Photoshop on a few topics, and the basics and importance of research. It was a good learning experience." _ **Pavan Kumar**

"Design process being a crucial part of any design project is necessary to be on point for a person to understand it and for which Aishwarya ma'am assisted us to improve our skills and understanding of the design process and its boards. It was overall a good experience and had a lot of clarity as to how to work on it and also how to use photoshop to create the boards. I'm glad that we had a workshop for it." _ **Amisha Gogia**

Competitions

B. Divya, Apeksha Reddy from Semester IV Fashion Design are participating in Hult Prize Competition.

Corporate alignment

BAsst. Prof. Rajesh Kumar is signing a MOU with ISSA DESIGNER STUDIO, Hyderabad.

Entrepreneurship

Bushra Fathima semester IV Student is Generating revenue of Rs 17500/- through her entrepreneurial activity. She makes customized sweatshirts and sells them to students of different streams. Sobhika and Esha students from semester IV have generated a revenue of Rs 9600/- and Rs 6000/- respectively through her entrepreneurial activity of making customized sweatshirts.

Internationalization

International Lecture Series

The Department of Fashion Design successfully concluded the first chapter of International Lecture Series on "Fashion as a Tool for Social Change" with Adjunct Professor Margaret L. Bishop, conducted and moderated by Ass. Professor Dr. Sadhna, on 4rth Feb'23.

Fashion can be considered as a valuable tool for the study of social class and social change. By examining the ways that fashion reflects, expresses, and shapes cultural values, norms, and attitudes, it provides insight into some of the most important social and cultural processes of our time. From reflecting status and class to tracking changes in social norms, fashion can be used as a means of analyzing the complex social, cultural, and economic forces that shape the lives of many. There are also strong arguments in favour of using fashion as a subject of study in the social sciences and humanities. Some of these arguments include

• Fashion as a marker of social change – Fashion can provide valuable insights into the changing attitudes and values of society, as well as the historical and cultural context in which these changes are taking place.

• Fashion as a source of identity – Fashion can be a means of expressing identity, whether it be personal, cultural, or social. Through fashion, individuals can communicate their beliefs, values, and affiliations.

• Fashion as a tool for subversion – Fashion can also be used as a tool for subversion, challenging dominant cultural norms and providing a space for alternative expressions and identities.

• Interdisciplinary study of fashion – Studying fashion in the context of the social sciences and humanities allows for an interdisciplinary approach that can provide a more nuanced and complex understanding of the cultural, social, and economic forces that shape fashion. Understanding the impact of fashion on society – By studying fashion, we can better understand the impact that fashion has on society, including its role in the creation and reinforcement of cultural and social norms as well as its economic significance.

INTERIOR DESIGN

Re-display of Bamboo Products in Sustainability Week

Guided and Composed by Ar. Vindhya

Students of VI semester Nandita and Raghavender were explaining the process of Joinery
to Products journey to Delegates and Investors

Workshop of Interior Working Drawings

Conducted by Ar. Abhay Pratap Singh for Semester IV Students

Ar. Abhay is Principal Architect, URBAN ECOSYSTEMS, HYDERABAD, Worked as Project Architect at STUDIO FOR HABITAT FUTURES PVT. LTD, NEW DELHI
He has intense Industry experience, Graduated from SPA Delhi.
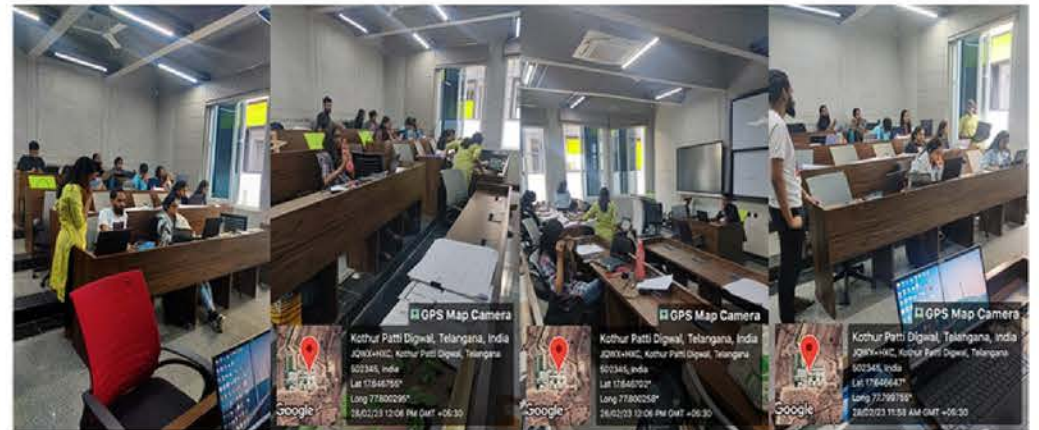
Internationalization

Meeting with Prof. Henry – Chair Professor - Ar. Shiva met Prof. Henry Virtually for proceedings of Design Studio and
Research Collaboration on 27th February 2023, to discuss the syllabus and to schedule his reviews Prof. Henry introduced one of PhD scholars to further proceedings of Research.
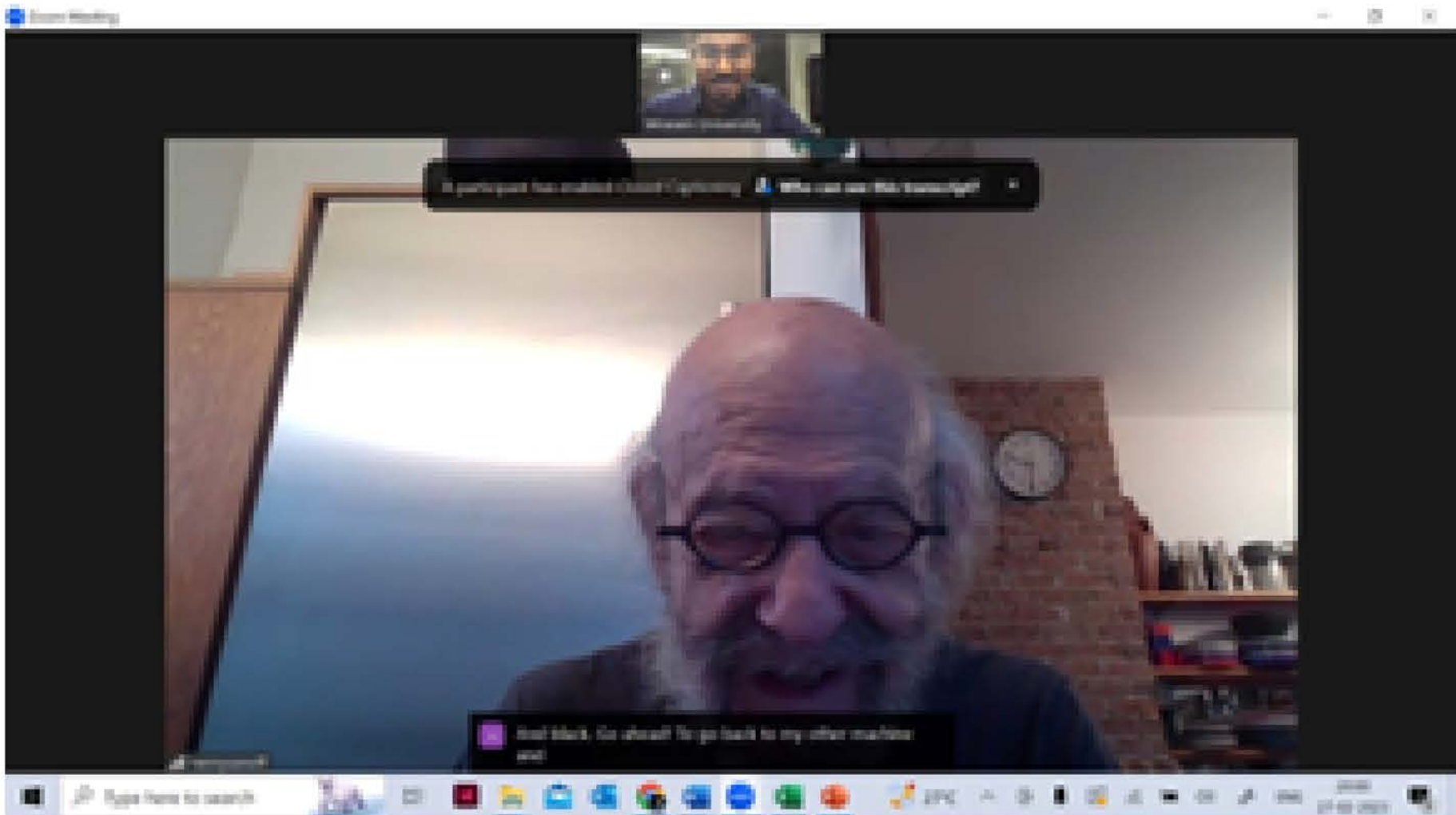
IPR workshop

IPR workshop was collaboratively conducted by Woxsen school of Technology, Research cell and NIPAM (National Intellectual Property Awareness Mission)
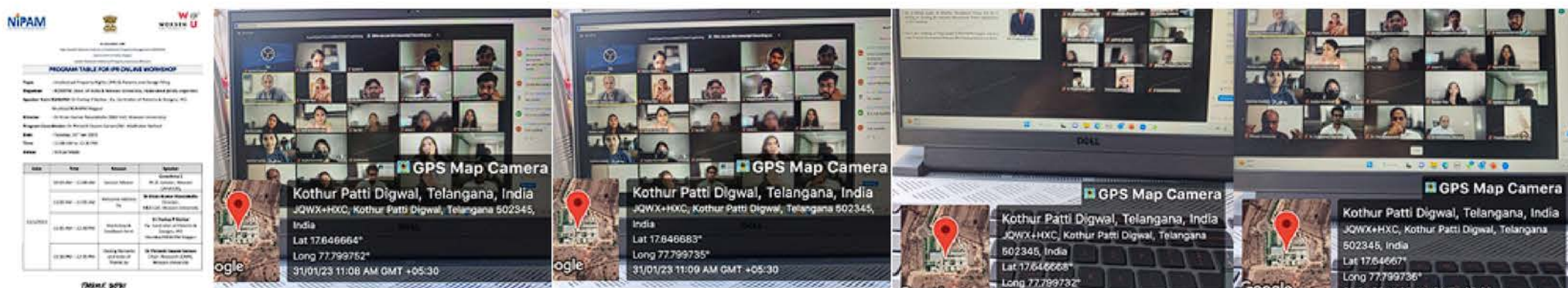
Competitions

ID club Members
Head executive – Ar. Vindhya
ID Club President – Fiza Firdoz
Club Executives – Aryika, Raghavender, Prakalpa, Mahita, Rishita

ID club Activities, organizing a competition on–Origami Fixture - Winner -Varsha (B. Tech)

ID club Activity – Workshop on Color Psychology and Tote Bag Painting
In this workshop color psychology was the basic moto of work methodology, in which colorful lights and different color paints were used. Example – Red paint in blue light appears purple, in this concept of color psychology was explained very well to the students in a simple manner practically.
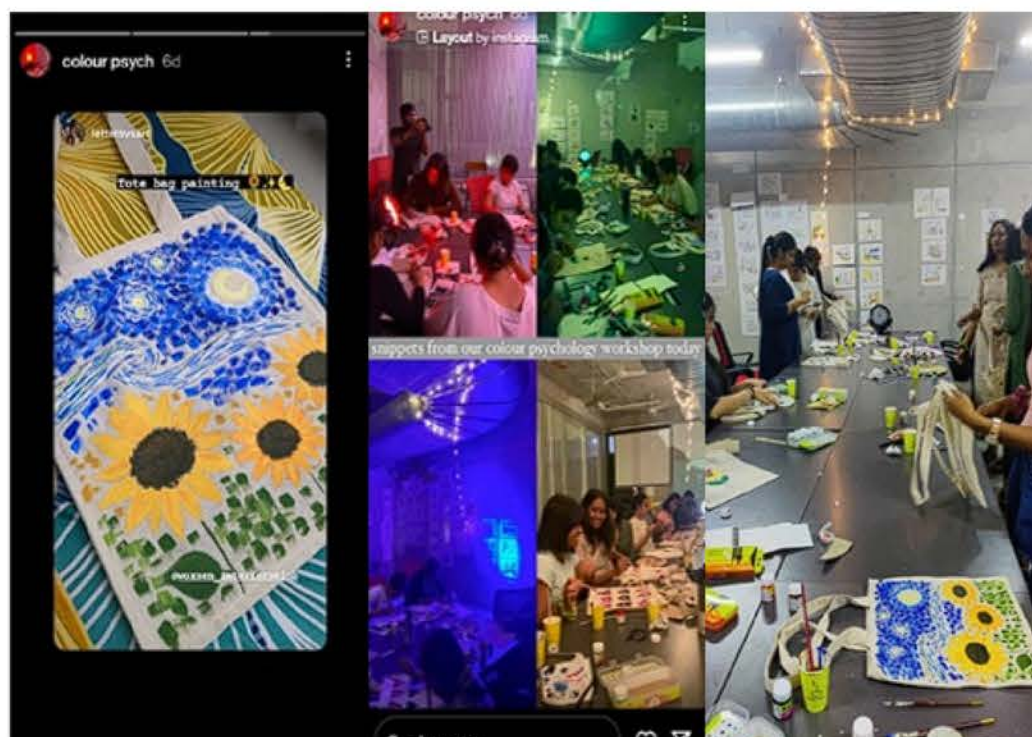
Corporate Alignment

3ds max – Industry Expert
Prof. Kunica Khosla a Mumbai based Designer, owns a firm Named Kunica Interiors
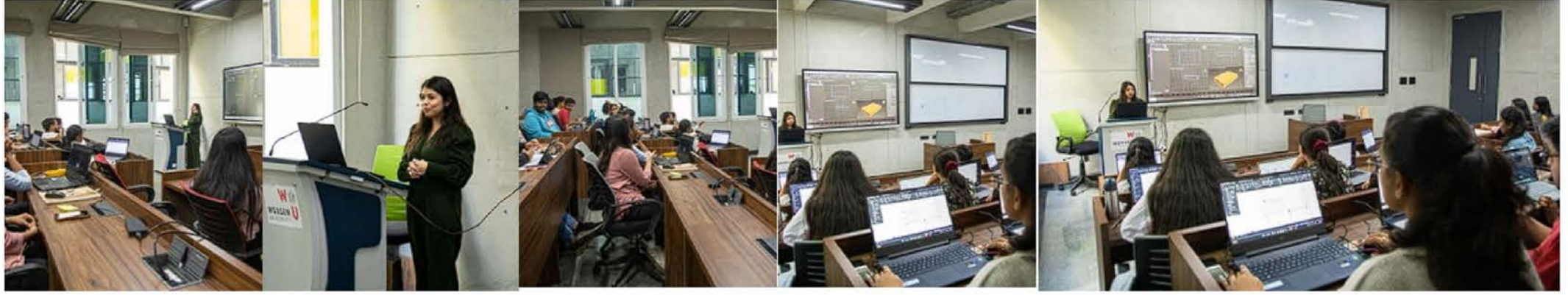
Biomimicry – Industry expert

Ar. Prashant

Prashant Dhawan is the Co-founder of "Biomimicry India Network" and "Biomimicry India", a company which designs and delivers learning experiences, undertakes consultancy and research in the field of biomimicry. He is the first person from India to obtain a M.S in Biomimicry degree (2015) from the Arizona State University, and a Biomimicry Professional Certification (Biomimicry 3.8 Institute, USA). He also holds a degree in Architecture from SPA Delhi, and an MBA from ISB Hyderabad. With over 27 years of work experience (including 8 years of designing and delivering learning experiences in Biomimicry), he has had the opportunity to also work with IDEO and also in the corporate sector. He is also a TEDx speaker with 2 TEDx talks on Biomimicry. Prashant prefers to call himself an amateur researcher of issues related to sustainable happiness and wellbeing

Ar. Harita initiated a site visit to New Hostel Tower of Woxsen to explain IV semester Students Building Services as a Part of Practical site Exposure to Building Services Module.

Entrepreneurship

Interior design students with Ar. Vindhya with Raghu Venkataraman , CEOs and CXOs
Investor, as an advisor, Helper, thinker, speaker, writer, oil painter (with a small) Proposed a project for low-cost Bamboo housing.

VISUAL COMMUNICATION DESIGN

Character Design and Animation Principal Workshop – Sem VI

Guest Faculty: Siddesh Gaunekar

Throughout this workshop, students learn how to apply basic principles to create more engaging and believable animations. Students work with both 2D and cut out animation techniques and software to create simple animations that demonstrate principles in action.

By the end of this workshop, students have a solid understanding of the fundamental principles of animation and be able to apply them to their own animations.

Printing Techniques – Sem IV

Asst. Prof. Deepak Panda and Asst. Prof. Ashwini Kalyani

The Printing Techniques course aims to sensitize students towards printmaking and how the printmaking techniques have evolved throughout the period by giving exposure to multiple traditional and contemporary printmaking techniques. However, the outcome of this course will connect with the broader creative learning goal like an introduction to the fundamental technology, theory, history, techniques, and traditional and contemporary printing applications. The understanding of the fundamentals and developing a firm ground in the area of printmaking, the social reflection of mass production.

Students explored various mediums of printmaking processes such as Collagraphy, Lino Cut, Silk Screen, Cyanotype in the Printing Techniques course.

Collagraphy is a in which materials are applied to a rigid substrate and a contact print is taken.

Linocut the relief print process and explorations

Cyanotype workshop   23rd Feb 2023

Asst. Prof. Deepak Panda

Asst. Prof. Deepak Panda conducted a workshop for the University Students on cyanotype print process, an Alternative Printing Process, to learn how light is used for printing.

The cyanotype (from Ancient Greek κυάνεος - kuáneos, "dark blue" + τύπος - túpos, "mark, impression, type") is a slow-reacting, economical photographic printing formulation sensitive to a limited near ultraviolet and blue light spectrum, the range 300 nm to 400 nm known as UVA radiation. It produces a cyan-blue print used for art as monochrome imagery applicable on a range of supports, and for reprography in the form of blueprints. The process usually uses two chemicals: ferric ammonium citrate or ferric ammonium oxalate, and potassium ferricyanide, and only water to develop and fix.

Industrial visit – Sem IV   11 Feb 2023

A Group of students from a 3rd Semester program went on an industrial visit to the Pragati Printing Pvt. Ltd. And Space Studio. The purpose of the visit was to gain knowledge about the various printing and fabrication processes.
The animation studio not just provided knowledge about what and how animation is done but also how to improve once's portfolio and what industry is looking for in animation studio.

Industrial visit – Sem VI   10 Feb 2023

A Group of students from a 6th semester program went on an industrial visit to the Green Gold Animation Studio. The purpose of the visit was to gain knowledge about the animation process and how the animation industry works. An industrial visit is a common practice in education, where students are taken out of the classroom setting to visit and observe real-world businesses or industries. In this case, the students likely had the opportunity to learn about the various aspects of the animation industry, including the creation of characters and storylines, animation techniques, and the business aspects of running an animation studio. Overall, this type of hands-on learning experience can be invaluable for students, providing them with practical knowledge and skills that they can apply in their future careers.

Design Thinking workshop   23.01.2023

One Day workshop for School students - Suchitra Academy International School .
A one-day Design Thinking workshop organized by Woxsen University School of Art and Design for Suchitra Academy International School. As design experts, we encourage students to explore innovative problem-solving approaches and their potential applications.
The workshop was led by Asst. Prof. Ashish Kumar facilitators who provided a comprehensive overview of the Design Thinking methodology, including the key principles and stages of the process. We engaged in various hands-on activities that allowed Students to apply the concepts they learnt and work collaboratively with other participants.

Corporate Alignment
Consultancy Project

Sem VI Students Final Presentation

Participating students name: Siddarth Ponangi and Anandhan R

Mentor:- Asst. Prof. Ashish Kumar

Date: 02.02.2023

Project Brief:- The goal of the project was to remodel the user interface of the Kahaniya app with a neomorphism or brutalism-themed presentation. During the process, instructors and students collaborated to develop a suggested remedy. The project was funded by Kanhaiya app founder.

Placements   # December 2022- Ongoing
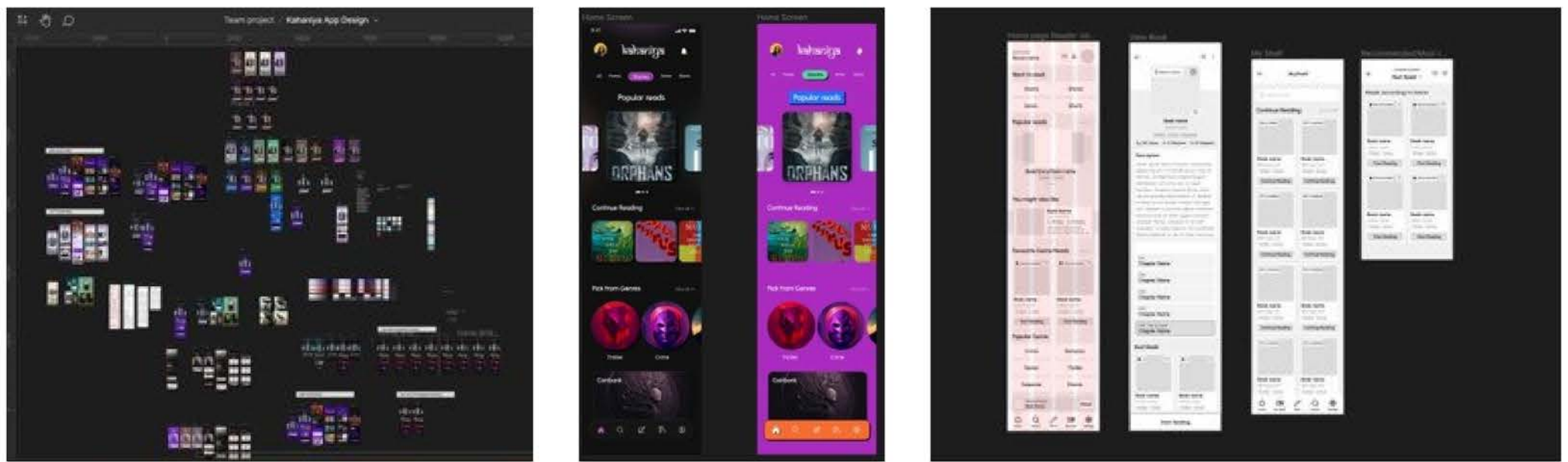
S.NO	Roll NO.	Name	Placed Company Name with package
1	19281CE001	Ankita	9133 Studio
2	19281CE002	Ayoosh	Dizongo
3	19281CE003	Debasmita	Possible Scoop
4	19281CE004	Harisankar	Placed
5	19281CE005	Janhavi Kejkar	Placed
6	19281CE006	Kashish	Placed
7	19281CE007	Mohana	Placed
8	19281CE008	Nandika	Placed
9	19281CE009	Pallavi	Placed
10	19281CE010	Parth	Placed
11	19281CE011	Ritu	Placed
12	19281CE012	Sejal	Placed
13	19281CE013	Shraya Terli	Placed
14	19281CE014	Sneha Kawale	Placed
15	19281CE016	Yash Khare	Abhibus

Visual communication students have secured employment in their desired field and are now able to apply the knowledge and skills they have learned in a practical setting. This not only benefits the individual students but also the organizations that have hired them as they will be able to leverage the unique talents and perspectives of these individuals to create better design solutions. Overall, a high placement rate is a positive outcome for both students and educational institutions and serves as a testament to the importance and value of Communication Design as a field of study and professional practice.

PRODUCT DESIGN

Product Photography and Videography – Sem IV
By Nidhin Bose and Poornima

The course for the 2ns year students started off with the fundamentals of photography like lighting, exposure, ISO, shutter speed, camera settings, and use case.

Then the introduction of Product photography, compositions, storytelling through product photography, How to capture the emotions of a product? Set creation, Long exposure photography, light trails.

Finally, students also got to make stop motion videography, students made short videos of their selected product. The module concluded with a Photography exhibition.

Form Studies – II – Sem IV
Asst. Prof. Pratheek and Asst. Prof. Mrudul

This module focuses on nature-inspired form understanding. It focuses on developing the ability to read the inspiration, derive attributes, and capture the attribute in the form and abstract form.

The outcome of this course is carried forward to Industrial clay modelling.

Professional Practices in Design – Sem VI
Asst. Prof. Santosh and Asst. Prof. Surya

This module focuses on understanding Product design as a profession, the different industrial professions/work a product designer can practice, the roles and challenges of working as a professional designer, and the role of ethics and morals responsibilities.

During the course, various guest faculties from the industry were invited to interact with the students and give a glimpse of real-world practices.

Research

Disha Project in collaboration with school of Engineering

Asst. Prof. Santosh and Asst. Prof. Pratheek are re-designing the Disha robot to meet desired needs and requirements by the department. Model Optimization for mould making (product Development)

Research Projects (graduation project – Sem8)

•**ERGONOMIC NEO NATAL INCUBATOR** - research initiated with Vihaan Varma
The neonatal (<28 days) and infant (<1 year) mortality rates are important subcomponents within under-5 mortality. This indicator measures child health and survival and is expressed as the number of deaths per 1,000 live births. The research project focuses towards reducing the issues while using the product.

•**Wheelchair Redesign for COPD patients**- Research initiated with Pruthvesh
The research project focuses on Chronic obstructive pulmonary disease (COPD) patients who suffer from chronic inflammatory lung disease that causes obstructed airflow from the lungs in Hospital and homes for better movement.

•**Early Identification of Autism** - Research Initiated with Krushna and Sonika
Autism spectrum disorder (ASD) is a developmental disability caused by differences in the brain. People with ASD often have problems with social communication and interaction, and restricted or repetitive behaviors or interests. People with ASD may also have different ways of learning, moving, or paying attention. These two are trying to find intervention areas.

Competitions and Events

Disha Project in collaboration with school of Engineering

Tinker Lab India conducted a one-day workshop with 6th and 4th-semester students on converting ideas into reality. The workshop intends to identify potential projects and facilitate the students to make prototypes and incubate.
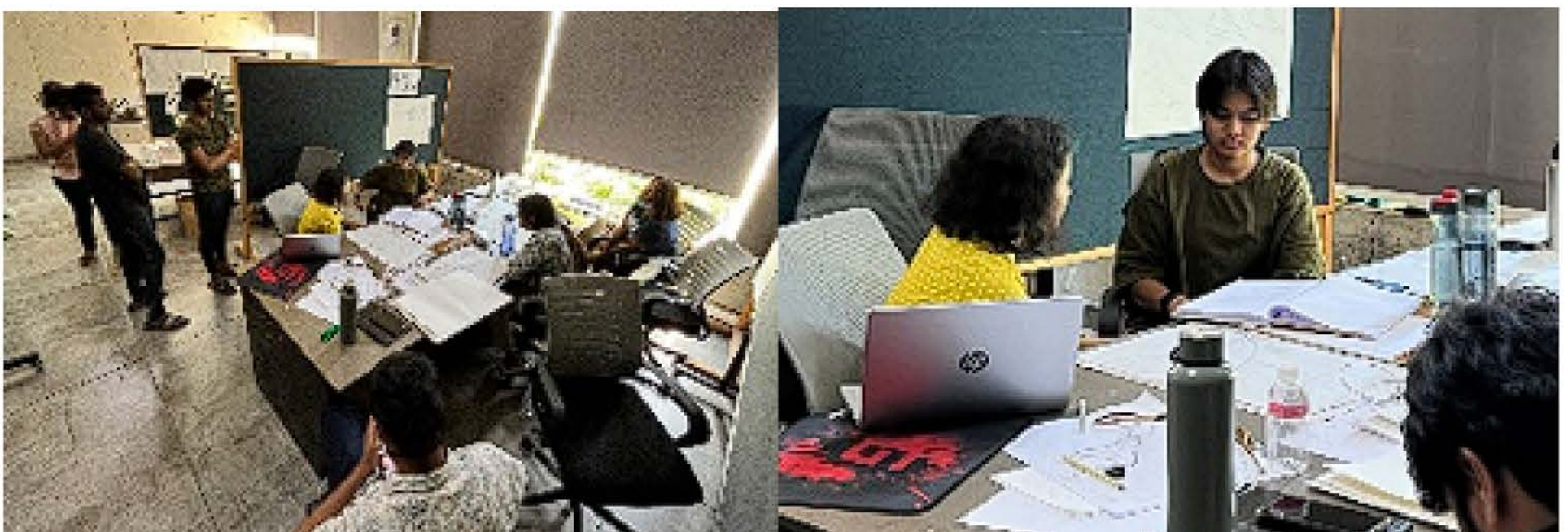
Product Design Club conducted "Creative Cafe" event for the Foundation students

Product Design Club arranged an event for foundation students, a Creative Café.
The intent of the event was to make ideas generate a fun activity using unconventional methods like photo bashing and mix matching.

Entrepreneurship

CSI Officials Interacted with Product Design students and gave feedback on their projects

During their visit to the university, two officials from CSI (Computer Society of India) had an interaction and project presentation session with them. Five projects from 3rd year and four projects from 4th-year students were presented.

Project Pitching - Dr. Daya Shankar

Four groups of 6th-semester and five students of 8th-semester Product design students had a project pitch session with Dr Saya Shankar and VC.
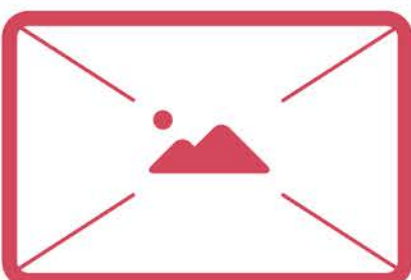
Project Pitching

Executive Fellow Consortium 2023

During the EFC (Executive Fellow Consortium)2023, six projects of 6th-semester students and three graduation projects of 8th-semester students were presented to the panel.

The COE for Talent Discovery and Development, Presents

Talent of the Month – February'2023

Ms. Tess Ann Thomas - 2nd year student of Communication Design Dept. of B. Design in Woxsen University – Creations

About the Works: (Clockwise)
1. An interpretation of garden of Eden just before the first sin of mankind is committed. The eye represents God (Sun) just before it gets clouded over. As Eve's hand takes the form of a snake to pluck the forbidden fruit. Blue tones indicate night-time, a time of secrecy.
2. Charcoal recreation of John the Baptist by Rembrandt. A study of old masters and their work, learning about tonal values and shades in their techniques.
3. Cartoon caricatures of Princess Diana
4. Cartoon caricatures of Queen Elizabeth II

" All of us do not have equal talents, but all of us have an equal opportunity to develop our talents "- **Dr. APJ Abdul Kalam**

COE – Yogic Studies

Strength, Mobility & Mindfulness – WORKSHOP

14th Feb'23 - 16th Feb'23 I 6:30 am - 7:30 am

Nature loves efficiency, which is very odd for something supposedly working at random. When you drop a ball, it falls straight down without taking any unexpected detours. When two molecules with the potential for bonding meet, they always bond there is no room for indecision. This expenditure of least energy, also called the law of least effort, covers human beings, too. Certainly, our bodies cannot escape the efficiency of the chemical processes going on in each cell, so it is probable that our whole being is wrapped up in the same principle. This argument also applies to personal growth - "The idea that everyone is doing the best he or she can from his or her own level of consciousness"
_The Book of Secrets

DETAILS into EXPERIENCE & LEARNING

In order to have an efficient smooth work-life, it is important that we learn the ways to balance the world inside of us, it isn't unknown or new to us that we are all unique but tend to forget our core strength with the new fast ways of life, Yoga is a science that teaches the ideal way of life, drawing its origin from ancient India. It focuses on bringing one's existence to a balanced state. It is a system of mind-body medicine that has a salubrious effect on all aspects of being. It is a complementary and integrative healthcare practice that focuses on bottom-up neurophysiological and top-down neurocognitive mechanisms to enhance psychological well-being, much more than what you experience on the mat. In fact, it is something that you should also take away with you off-the-mat.

To promote these holistic ways of life, COE Yogic Studies organized a 3-day workshop on "Strength, Mobility & Mindfulness" from 14th Feb'23 till 16th Feb'23, 6:30 am to 7:30 am, conducted by Asst. Prof. Vishakha Rao, Co-Chairperson - COE YS.

The workshop was meant to lead our very own faculty mentors into the ways to a healthier body and mind. The first day comprised of all the opening asanas and groundwork with some basic pranayama technique, with all seated postures, on the second day we worked towards some heart openers and asanas that prepare the body for some better and stronger practices, mostly standing asanas, with a lot of hip and spine work, the third and the last day was a fusion of all - sitting / standing and supine, from basic to intermediate level asanas and pranayama, allowing the body to feel and draw deeper into the awareness that resides inside of us and such opening the practitioner's hearts towards mindfulness and a better healthier lifestyle.

3C Festival

23rd Feb 2023 I 10AM to 9PM I T- Hub
Location: T-Hub - 3rd Floor, T Hub Phase 2 Foundation, Vittal Rao Nagar, Madhapur, Hyderabad, Telangana 500081
Faculty: Asst. Prof. Murali Kesaboina, Asst. Prof. Narasimha Swamy
Batch: 2nd Semester Foundation Dept. (2022)
Students: SOAD, SOB, SOLH

3C Festival is an event for the students and upcoming creators from diverse backgrounds/ colleges to showcase their talent on stage, and a great platform for them to get exposure!

3C Festival Concept Deck

DENAURLEN (short for DENA AUR LENA) is a first-of-its-kind gamified social media company, currently incubated at T-Hub which is the World's Largest Innovation Campus. Has a belief that "without having our algorithm and digital platform, a creative and innovative society is impossible." And his mission for the upcoming years is to be the golden gate for the digital world which all global industries. Organized the event and the Guests of Honour - Principal IT Secretary of Telangana and Miss India World 2020 Manasa Varanasi were invited and the Poster Launched was done by KTR IT Minister of Telangana and MSR CEO of T Hub.

Denaurlen's 3C Festival provided youngsters with India's colossal content creators' festival brought together influencers, upcoming content creators, students, special guests, passionate individuals from different cities with 1500-1800 audiences including 100+ Content Creators, Students from 20+ colleges, 100+ T-Hub Startups.

Symposium

The School of Arts & Design had organized a day-long virtual symposium on INDUSTRIAL-ACADEMIA LINKAGE FOR DESIGN: EXPLORING THE SCOPE FOR A BETTER FUTURE
Time: 10:20 AM – 04:40 PM
Day: Saturday
Date: 04 February 2023

Convener of the Symposium – Dr Peeyush Kumar Gupta

Gaining patents is the only way to succeed in the design domain; in this course, industry and academic linkage can be an effective option to get positive results. However, India is taking baby steps toward establishing robust University-Industry Linkage (UILs) with the specific objective of creating a better scope in the design domain. Although PHD Chamber of Commerce and Industry has developed a framework of university-industry Linkage with the support of DSIR, the Ministry of Science and Technology; its broad, while a design institute needs to look into this matter specifically. How it can be revisited and thought beyond this framework and can be developed into a specific framework for design is a need of the hour.

Experts from industry, academia and governance shared their scholarly thoughts on the topic.

1. Where the Indian design institutes exist in terms of industrial collaboration?
2. What does the design industry want from the design institutes?
3. How can a design institute contribute to the design industry for a better creative outcome?
4. What significant steps should be taken for innovation-centric academic practices by both industry and institute together?
5. Is there a need for industrial reconfiguration of institutes' programs and curricula? If so, why?
6. What should be targeted for research?
7. To what extent can it be expected to achieve the entrepreneurial goals of the students?
8. Is there any policy required to be developed and executed by the concerned department of government? If yes, what so?
9. Is there a need for an ecosystem to sustain the established relationship between the design industry and the institute? If yes, what could be its format?
10. How design institutes or industry can be incentivized in any term?

CR MEETING

Dean Dr. Adity Saxena met Class Representatives of Foundation Dept., Interior Design, Product Design, Fashion Design, and Visual Communication Design dept. of SOAD.
The agenda of the meeting was on understanding and improving in various areas such as social media presence of the design students, their participation in competitions, conferences, and reflecting on Self courses.

THE FIRST INTERNATIONAL ADVISORY BOARD MEETING

Date: 24th Feb 2023
The Virtual International advisory board meeting was conducted to discuss on International Joint Projects, Internationalization in India - International Exchange Programme, Research Opportunities & Challenges, Design patent, design registration and research articles.
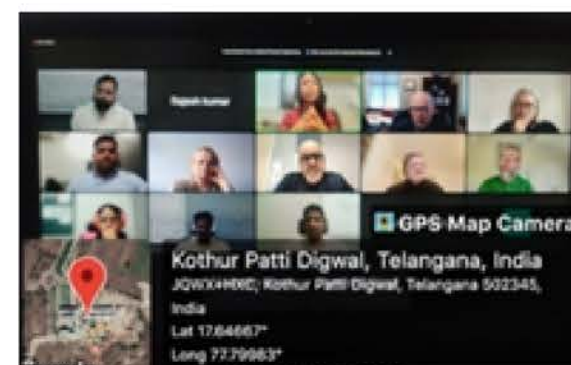
FACULTY ACHIEVEMENT

Asst. Prof. Murali Kesaboina

Wrote and communicated a research paper "Evaluating Norman's Immersive Suggestions to Alter Design Education in the Indian Setting" for INTERNATIONAL CONFERENCE OF ART, ARCHITECTURE, DESIGN & CREATIVE EXPRESSIONS (ICAADCE 2023) organized by Rishihood Uninersity, Sonipat.

Dr. Peeyush Kumar Gupta

Wrote and Communicated a research paper entitled "EDGE – A Tool for TESOL to Uplift Professional Efficiency of Indian Design Students" to Scopus (Q3) indexed jouranal Rupkatha for Vol. 15, No.1, 2023: Current and Future Directions in TESOL Studies

Wrote and Communicated a Research Paper entitled "Constructing the Consideration to Develop Placeness to Ensure the Sustainable Tourism: A Case Study Of Varanasi Ghat" for International seminar on 'Reappraisal of Mark Twain's Encounter with the Religio-Cultural and Art Heritage of Varanasi' being conducted by History of Art department, BHU.

Wrote and communicated a research paper "Evaluating Norman's Immersive Suggestions to Alter Design Education in the Indian Setting" for INTERNATIONAL CONFERENCE OF ART, ARCHITECTURE, DESIGN & CREATIVE EXPRESSIONS (ICAADCE 2023) organized by Rishihood Uninersity, Sonipat.

Organized a day long virtual symposium entitled "INDUSTRIAL-ACADEMIA LINKAGE FOR DESIGN: EXPLORING THE SCOPE FOR A BETTER FUTURE" on Saturday, 04 February 2023 as Convener. 10 Speakers from Industry and prestigious institutions were called to a virtual table to discuss how to strengthen the linkage between Industry and academia with a certain set of predetermined problems.

Asst. Prof. Ashwini Kalyani

Wrote and Communicated a Research Paper entitled "Cognizing Ecological Practices in the Print Processes: A Study of Varanasi" for International seminar on 'Reappraisal of Mark Twain's Encounter with the Religio-Cultural and Art Heritage of Varanasi' being conducted by History of Art department, BHU

Wrote and communicated a research paper "Impact Analysis of Ecological Printmaking Practices" for INTERNATIONAL CONFERENCE OF ART, ARCHITECTURE, DESIGN & CREATIVE EXPRESSIONS (ICAADCE 2023) organized by Rishihood Uninersity, Sonipat.

Ar. Harita Attended Virtual Conference conducted by Indian Town Planners Institute -71st National Conference

Ar. Vindhya attended IPR workshop by Woxsen University collaborated with NIPAM

Asst. Prof. Rajesh Kumar & Asst. Prof. Antima Ram

An incredible international conference at IIT DELHI. It was amazing to see professionals worldwide come together to share their knowledge and insights on the latest textile industry trends in functional textiles and clothing. The keynote speakers were truly inspiring, with talks covering a range of topics from innovation and technology. The breakout sessions were also incredibly informative, with experts diving deep into specific topics.

One of the highlights of the conference for us was the opportunity to network with attendees from a diverse range of countries and cultures. It was truly inspiring to see how we can all come together and collaborate to drive our research forward.
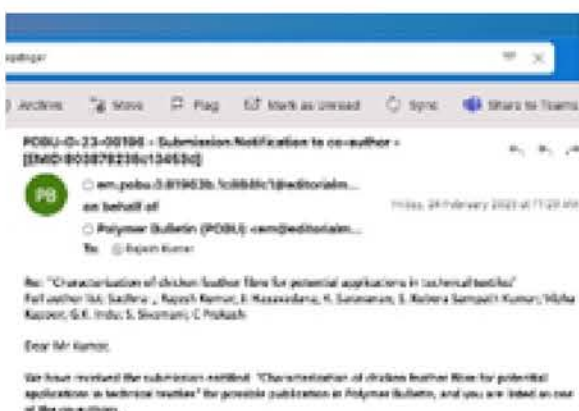
Overall, the international conference was a fantastic experience, and we can't wait for the next one!

Thankyou Woxsen University for giving us this opportunity.

The research Paper has been communicated to Springer Nature – Polymer Bulletin is expected to be published in the coming 3 months' time.

PROJECT PET

As a part of Innovative learning methods in Architectural Design, the students of semester IV were given a time problem named Project PET – Home for an Extraterrestrial on Earth.

This design challenge was a fun experiment to strengthen their imagination and enable them to learn something new. They learned the importance of spaces and their functions, Architecture, Anatomy, Geography, History, Astronomy, Physics, and much more of not only our world but also the outer world.

The students came up with fun and interesting designs for a living space for an extra-terrestrial (ET) friend. The challenge was also to develop an original character, an alien. They developed the anatomy, physiological features, social behavior, powers (if any), his/her resistance to earth's atmosphere (as it will be built on Earth) etc. of the character before designing the space.

Dr. Peeyush Gupta, SoAD graced us with his presence and lecture on Character development to the students. The students not only appreciated it but also enjoyed it with a lot of enthusiasm for their design problem.

The work was exhibited for all faculty members and students of SoAP and SoAD.
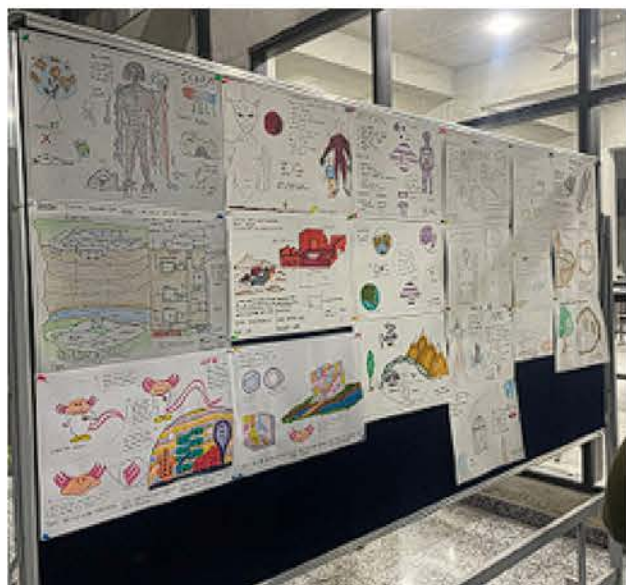
WEBINAR ON PLURAL DESIGN

The Webinar titled as Plural Designs was organized by the School of Architecture and Planning at Woxsen University moderated by Prof. Piyush Pandya as a part of Architectural Design VII Urban Design studio curriculum. The webinar focused on the theory of the formation of urban spaces, their usage and the idea of design intervention. The speaker- architect and urban designer Apoorv Garg also explored how public spaces can be designed in consultation with the users, sensitively. He also talked about culture and its influence on spaces. In the end, he explained a few of his projects dotted across South Asia and Africa where he applied his design theories while also interacting with students.

About the speaker: Apoory Garg is an architect and urban designer based in Bhopal. He graduated from NIT-Bhopal and completed his post-graduation from SPA-Delhi. He explores a balance between humans and nature through rational planning, sensitive design, and empirical research. He has worked in urban areas of India, Afghanistan, Tajikistan, Bangladesh, Tanzania and Europe with organizations like the World Bank, Asian Development Bank, UNWTO and many Indian firms & Urban Local Bodies.
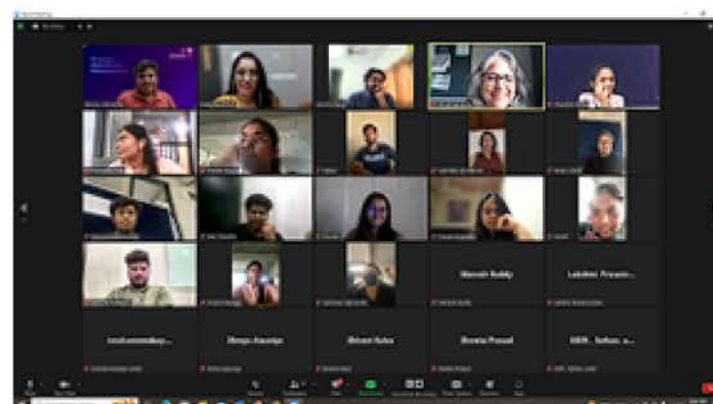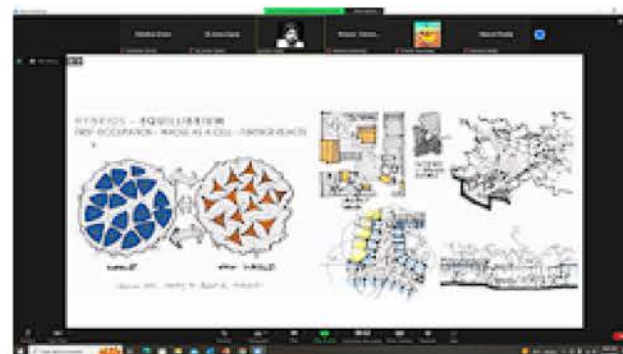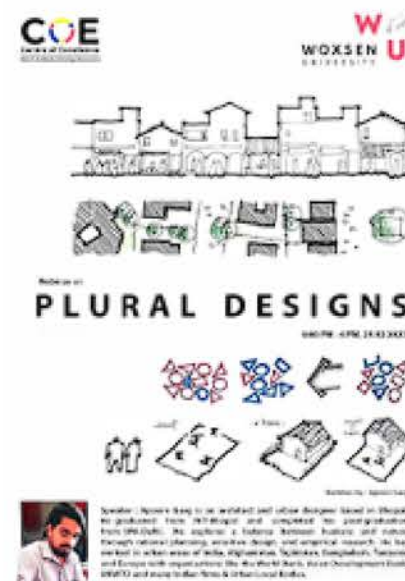
ARUR SITE VISIT

On 04.03.2023, semester 2 B.Arch students of School of Architecture and Planning(SoAP) went for Site visit and Case study as part of the Architectural Design Studio I. Students studied the site located in Milgirpet village (Arur) in groups where they would be proposing the residence design for this semester. Following that, they visited a Farm house in Arur to study and sketch the spatial functions of a contemporary residence, various movements, usage of materials and architectural details. Students were accompanied by faculty members Prof. Dhruma Bhavsar and Prof. Suganya Law.

SITE VISIT MOTEL

On 24.02.2023 the 4th semester students of the School of Architecture and Planning visited the TAJ Motel located near Budhera for a case study as a part of the Architectural Design II curriculum to design a Highway Motel.

Students interacted with the Motel staff and documented the pattern of spaces. With this they learned about the difference in the working of a hotel and motel, the spaces and the variation of human and vehicular circulation in both. The students were accompanied by Prof. Ajay Simha, Prof. Rajdeep Routh, and Prof. Shweta Prasad and Prof. Debalina Ghosh.

MASTERING REINFORCEMENT TECHNIQUES : Workshop by Prof. Ravi Kumar

The "Mastering Reinforcement Technique for Architecture Students" workshop was to provide hands-on training and practical knowledge on applying reinforcement techniques in architecture design and construction. The workshop focuses on introducing students to the latest techniques and materials used in reinforcement, their importance in building design, and their role in ensuring structural stability and durability.

Participants observed the reinforcement details in drawings and during execution, engaged in interactive sessions, and collaborated on real-life projects highlighting the significance of reinforcement in architecture. Upon completion of the workshop, participants would better understand the key concepts, techniques, and best practices for incorporating reinforcement in their architectural designs.

Students from Sem - II, IV, VI and VIII participated in the workshop at Woxsen Law School block construction.

LOW COST HOUSING

As part of elective - low-cost building techniques, students of 6th semester from School of Architecture and Planning(SoAP) took part in a 3-day workshop at Ikigai farms located at Dharur village, Vikarabad district from 26th to 28th February 2023 coordinated by Prof. Suganya Law.

Here, the students worked hands-on to learn earthbag wall construction for a seating area, mud wall as part of a wattle-and-daub structure and various natural plasters.

They also collected various types of soil and conducted soil tests under the guidance of resource person Mr.Astu at site. They visited Gamaya farms where compressed stabilized earth blocks (CSEB) were extensively used for construction.

WEBINAR– DEBMALYA GUHA

Renowned architect Debmalya Guha was invited to Woxsen University campus for a lecture on his award-winning projects on 5th March 2023. He showed his projects, talked about architectural education, starting with what is architecture and who is an architect.

His presentation included:

- Revival of Star Theatre Kolkata

The challenge being not just to design a theater but how to bring back people to the place.

He restored the old structure as it is and constructed a new one adjoining to it.

- Tourist Resort at Mondarmoni (The land of red claws)
- The Neotia University
- Snehodiya Senior Living

At the end of the lecture, he interacted with the students and was felicitated by them.

LANDSCAPING PROJECT

As a part of their Landscape Design and Site Planning curriculum, the students of Sem IV are designing for the Government High School of Zaheerabad. The project aims to redesign an existing playground for the school initiated by the team of green warriors and associated with the School of Architecture and Planning, Woxsen University.

The project centers to provide a safe and beautiful environment for the kids of the school and also to enhance the ecology of the area by doing the same.

SUSTAINABLE ENGINEERING

By K S Sri Kumar, B.Tech (CSE) 2024

Software engineering is a methodical engineering approach to software development. A software engineer is a person who designs, develops, maintains, tests, and evaluates computer software using the concepts of software engineering. Definition, implementation, evaluation, measurement, management, change, and improvement of the software life cycle process are all part of the process. Sustainable software engineering places a strong emphasis on environmental sustainability and energy efficiency. The objective of sustainable software is to lessen the environmental impact that applications and the infrastructure that supports them have on the planet. There is no one-size-fits-all method for creating sustainable software; instead, sustainable solutions must be customized for each application and use case. Energy efficiency is the new standard, and green coding might play a significant role in minimizing carbon emissions and improving sustainability programs in small, medium and large businesses.

Like any other industry, the technology sector has an impact on the environment, which includes rising energy use, carbon emissions, and electronic waste.

For instance, the amount of internet traffic has significantly expanded as a result of cloud computing, the Internet of Things (IoT), and other digital services. On the other hand, internet traffic only uses a small amount of energy. Power-hungry data processing requires geographically dispersed physical servers. Given that digital technology resides in a virtual environment, its carbon impact may come as a surprise. But since more energy is needed to service our online data, data processing uses a lot of CO_2, and this amount keeps rising with the consumption of digital data. The Shift Project Report found that the amount of digital energy consumed worldwide has grown by about 9% per year.To make cloud-based data centers more environmentally friendly, businesses should design a plan that directs trade-offs, provides for flexibility, reviews and improves the green software development life cycle, and uses sustainable software.

How does sustainable software development work?
Application optimization: Your applications will need less energy

to execute if your code is more energy-efficient. This is onereason why programmers should streamline functions and steer clear of unneeded features that bloat the software (application performance and user experience are the other two). Although the energy consumed by each inefficient application instance may be small, it builds up over the course of years when your software is used millions of times.

Deployment optimization: Some methods for deploying applications use less energy than others. For instance, because containers don't need hypervisors, installing apps in them would typically result in a cheaper overall energy cost than deploying in virtual machines (VMs).

Infrastructure architectures: Mirroring your apps or data across different cloud regions rather than hosting them in a single location may be a smart idea for availability-related reasons, but doing so increases overall energy usage. The importance of sustainable software development weighs the impact of choices like these.

Data center choices: How "green" your apps are will depend on the data centers you use to host them. Different cloud and colocation providers are more or less committed to using green energy and achieving carbon neutrality.

Both small and large businesses are searching for software that is simple to deploy, uses less energy, takes up less space in the cloud, and performs better. Software development is now transitioning toward a better, greener digital world. Although this transformation may not be immediately apparent to outsiders, it is nonetheless taking place, and all organizations must be prepared to accept it. In the end, we want to maximize and ensure that we have a good net impact. This entails creating software that adds value and promotes sustainability, all the while being mindful of our resource usage and minimizing any negative effects.

By Mir Mohammed, B.Tech (CSE) 2025

Sustainable engineering is the process of designing or operating systems to use energy and resources sustainably, in other words, at a rate that does not threaten the natural environment or the ability of future generations to meet their own needs.

Sustainable Engineering focuses on the following:

Water source, food production, housing and shelter, sanitation and waste management, energy development, Transportation, Industrial processing, Development of natural resources, Cleaning of polluted places with waste, planning projects to reduce environmental and social impacts, restoration of natural environments such as forests, lakes, streams and wetlands, providing medical care to those in need minimization and responsible disposal of waste for the benefit of all Improving industrial processes to eliminate waste and reduce consumption, Recommending appropriate and innovative use of technology.

Aspects of engineering fields

Every engineering discipline deals with sustainable design and uses numerous initiatives, notably Life Cycle Analysis (LCA), Pollution Prevention, Design for the Environment (DfE), Design for Dismantling (DfD) and Design for Recycling (DfR). These replace or at least change pollution control paradigms. For example, the cap and trade concept has been tested and works well for some pollutants. This is a system where companies are allowed to place a "bubble" over the entire production complex or trade pollution credits with other companies in their industry instead of a stack-by-stack and pipe-by-pipe approach, i.e. the so-called "command and control" approach. Such policy and regulatory innovations require some improved technology-based approaches as well as better quality-based approaches, such as pollutant load balancing and the use of lower-cost technologies to remove the first large amount of pollutants, followed by higher operations and maintenance (O&M) technologies for more difficult to process chimneys and pipes. However, the net effect may be greater reductions in pollutant and effluent emissions than if each chimney or pipe were treated as an independent entity.

This is the basis for the most sustainable design approaches, i.e. performing a life cycle analysis, prioritizing the most important problems and adapting technologies and operations to solve them. Problems will vary in size (e.g. pollutant load), difficulty of treatment and feasibility. The most intractable problems are often those that are small, but very expensive tend difficult to treat, i.e. harder to implement. Of course, as with all paradigm shifts, expectations must be managed from both a technical and an operational perspective.

Historically, sustainability considerations have been approached by engineers as limitations on their designs. For example, hazardous substances generated during the manufacturing process were treated as a waste stream that must be contained and treated. The production of hazardous waste had to be limited by choosing certain production types, expanding waste management facilities and, if these were not fully adequate, limiting production. Green engineering recognizes that these processes are often economically and environmentally inefficient, requiring a comprehensive and systematic life cycle approach.

Green engineering seeks to achieve four goals:

- Waste reduction
- Material management
- Pollution prevention
- Product Improvement

Green engineering includes many ways to improve processes and products to make them more environmentally and sustainable. Each of these approaches depends on tracking potential impacts across space and time. Architects consider the sense of place. Engineers view a site map as a set of flows across a boundary. The proposal must take into account both short-term and long-term impacts. These impacts beyond the short term are the domain of sustainable design. The effect may not appear for decades. In the mid-twentieth century, designers began using now-hazardous materials such as asbestos flooring, siding and pipe linings, lead paint and plumbing, and even structural and mechanical systems that could increase exposure to mold and radon.

Specified the use of known building materials these decisions created health risks for residents. In hindsight, it's easy to criticize these decisions, but many were made for noble reasons such as fire safety and material durability. It shows that small impacts can grow exponentially.

Sustainable design requires a complete assessment of the design in place and time. Some impacts may occur centuries into the future. For example, the extent to which we choose to use nuclear power to generate electricity is a sustainable design decision. Radioactive waste can have a half-life of hundreds of thousands of years, meaning it will take all those years for half of the radioactive isotopes to decay. Radioactive decay is the spontaneous transformation of

Sone element into another. This occurs by an irreversible change in the number of protons in the nucleus. Thus, sustainable designs for such businesses must allow for a highly uncertain future. For example, even if we properly place warning signs about these hazardous wastes, we don't know if English will be understood.

All four of the above green engineering goals are supported by a long-term life cycle perspective. Life cycle analysis is a holistic approach to assessing the entire product, process or activity, including raw materials, production, transportation, distribution use, maintenance, recycling and final disposal. In other words, its life cycle assessment should provide a complete picture of the product. The first step in life cycle assessment is to collect material flow data by an identifiable company. Once the quantities of the various components of such a stream are known, the important functions and impacts of each step in production, manufacture, use and recovery/disposal are estimated. Thus, in sustainable design, engineers must optimize for the variables that provide the best performance in time frames.

Achievements from 1992 to 2002

The World Engineering Partnership for Sustainable Development (WEPSD) was created and is responsible for the following areas: to reframe engineering responsibilities and ethics for sustainable development, to analyze and develop a long-term plan, to find solutions through the exchange of information with partners and the use of new technologies, and to address critical global environmental problems environment such as fresh water and climate change. CASI Global was created primarily as a platform for corporations and governments to share best practices; with a mission to promote the cause and knowledge of social responsibility and sustainability. Thousands of companies and universities around the world are now part of CASI Global to support this mission. CASI also offers Global Fellow programs for final years.

Product Reviews
By Jyothi Yaga, B. Tech (DS & AI) 2025

• **SMART NOTEBOOK**

Smart notebook is an excellent eco-friendly innovation that look and function just like traditional paper notebook but are far more environmentally friendly.

The smart notebook pages are so smooth that, when written on with the correct kind of ink, is completely erasable with a moist cloth. These books also have a digital filing system that allows you to save your work before erasing it away! In other words, the notebook contains a unique QR code for each page. Once written, notes can be scanned into your computer and uploaded to online storage services like Google Drive, Evernote, Dropbox, and others. Erase the page and begin over once they have been uploaded. The uploaded topics are easily searchable, saving time and keeping things organised.
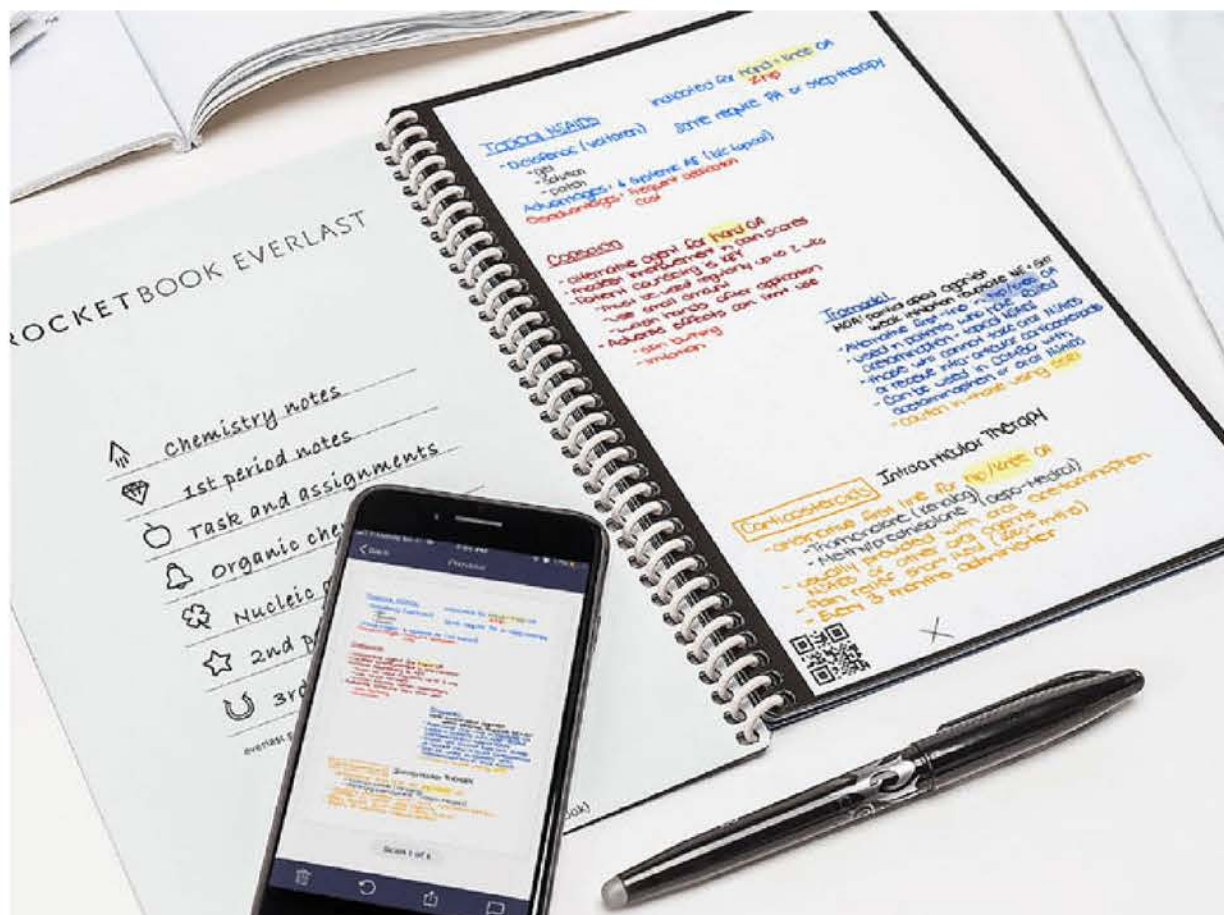
These smart notebooks are made of a variety of plastics, which is not preferable, but the smart notebooks are reusable, making them a more sustainable option than single-use paper notebooks. In fact, every time a page is reused in a smart notebook rather than a paper notebook, it saves about 2-3 gallons of water, reduces carbon emissions, and eliminates waste. These smart notebooks are a bit expensive, but they can save you money in the long run. To conclude, this smart notebook is a product that is simple to use, helps in organisation, and stores written notes in a digital format that can be searched easily. Additionally, these notebooks are infinitely reusable.

• PORTABLE SOLAR PANEL

As we all know, regular solar panels are installed and secured above a house or on top of a commercial structure. The portable solar panel, as its name suggests, is a solar panel that can be moved easily from place to place. These are more convenient and adaptable because they are lighter and easily foldable. While coming to its working with their added portability, these products work just like regular solar panels. They transform solar energy into heat or electricity. They include a collection of photovoltaic cells. A cell is made up of thin layers of silicon, and each panel is broken into smaller cells for easier storage. These portable solar panels vary in size and can provide up to 320W of power based on their size.

Portable solar panels typically come with a waterproof kit. This waterproof kit also includes a stand, cable, storage case, solar charge controller, inverter, and battery. As a result, they can be used in adverse weather. These portable solar panels can be used to charge laptops, charge a car's battery, power devices while travelling, and provide electricity at campgrounds. LED lights and basic home appliances like a small fridge can be powered by a portable solar panel of 120 W. An RV's systems and appliances can be powered by a portable 160 W solar panel. In remote locations, a 320 W portable solar panel with an inverter and battery may power numerous appliances and heat water.

As can be seen, portable solar panels have a wide range of potential applications and many benefits to provide. The benefits of these portable solar panels are that they produce cleaner, greener energy. Unlike portable generators, these make no noise. They are cost effective and provide a consistent and reliable source of energy by harnessing the power of the sun. Moreover, portable solar panels are indeed valuable tools. These can be put to use in a variety of ways, from supplying dependable green energy from journeys and experiences to powering outdoor events. These are environmentally friendly products because they produce energy without utilising fossil fuels or other finite energy sources.

• MICROSOFT OCEAN PLASTIC MOUSE

The Microsoft Ocean Plastic Mouse is a mouse that is manufactured in a way that is more environmentally friendly because it is made, at least in part, of plastic that has been recovered from the ocean. The Ocean Plastic Mouse isn't entirely built from ocean plastic, despite its name. According to Microsoft, the mouse's body is made up of at least 20% recycled plastic, giving it a distinctive speckled appearance. Unlike some plastic-shelled mouse packaging, the packaging is completely recyclable and simple to remove. The mouse has only two buttons and a scroll wheel, making it simple to use. One AA alkaline battery, which is provided with the mouse, will power it for up to a year, which is about average for a wireless mouse designed with productivity in mind. The Bluetooth 5.0 LE interface is included with the mouse. The optical mouse sensor, the battery door, the power button, and two blue rubber grips at the top and bottom are all located

Tunderneath the mouse. The ocean plastic mouse is visually appealing, but customization options are limited. The mouse's functionality is effective, and it has also been claimed that it can operate on a variety of surfaces without ever losing connection. In conclusion, The Ocean Plastic Mouse represents a modest advancement for Microsoft in its pursuit of sustainability. A breakthrough in materials technology that starts with the removal of plastic trash from seas and waterways is the shell of this environmentally friendly mouse, which is manufactured with 20% recycled ocean plastic. Finally, the Ocean Plastic Mouse should be totally recyclable when it comes time to replace it, preventing its plastic from being dumped back into the ocean as a result.

Multinational Companies in Sustainable Engineering
By Aditya Hegde, B. Tech (CSE) 2025

Sustainable engineering is becoming increasingly important since we live in a time of conflict over global warming and industries that harm the environment and deplete natural resources.

What exactly is sustainable engineering, though?
As per Wikipedia, sustainable engineering is the process of designing or operating systems enabling them to use energy and resources sustainably, in other words, at a rate that does not compromise the natural environment; or the ability of future generations to meet their own needs. Some businesses prioritize the environment and concentrate on sustainable solutions in water supply, food production, sanitation, transportation, energy production, industrial processing, natural environment restoration, and other diverse projects, even though most businesses are only concerned with meeting their own needs. A few companies are listed below:

• **SWELECT Energy Systems Limited**

One of the pioneers iEnergy power systems is the global corporation SWELECT Energy Systems Limited. They have been active in the global energy industry for 37 years, and their modern manufacturing plants for solar photovoltaic modules, solar power conditioning units, servo stabilizers, structural balance systems, and electrical balance systems are their primary competitive advantage (Module Mounting Structures, AJBs, etc).

One of SWELECT Energy Systems' Projects

SWELECT has received certification from the bureau of international standards for Solar PV Modules, including the high efficiency PERC modules, and is recognized as a Tier-1 Solar PV Module Manufacturer by the BNEF, a highly regarded global industry standard for classifying solar photovoltaic module manufacturers. SWELECT implements small and big-scale projects with bespoke solutions for each customer as appropriate and keeps innovating through a customer-centric approach.

• AECOM

This business specializes in infrastructure consulting and offers services in a variety of industries, including architecture and design, landscape architecture, construction, economics, engineering, environmental services, information technology and cyber security, operations and maintenance, planning and consulting, risk management and resilience, technical services, and more.

AECOM Remediation, Restoration, and Redevelopment

aIn this article, we will primarily go over their environmental services and the work they undertake:

- By managing industry growth and resilience, they assist commercial and public sector clients around the world in reducing or even eliminating risks and safeguarding the environment.
- They collaborate with trade associations and academic institutions to offer their knowledge and skills, and they boast over 9000 environmental professionals to share industry-leading technology and best practices to solve client problems. They also support R&D to encourage innovation and excellence in their projects, and this has led to the creation of mobile field applications, advancements in In-Situ wetland development, nanotechnology, and applications for hexavalent chromium.
- They offer remediation, restoration, and redevelopment services by carefully addressing contaminated areas to protect public health and the environment as well as to avoid halting continuing company operations.
- By evaluating the environmental and social aspects of a proposed project as well as its regulatory implications, they also operate in environment/social impact assessment and approval.
- They assist clients in developing countries in finding solutions to air quality problems as well as create and implement compliance solutions to meet regulatory standards.
- In addition, AECOM prioritizes addressing and adapting to the consequences of climate change on a worldwide scale as well as addressing the difficulties associated with planning for natural disasters that are increasingly severe and frequent.

• HDR Inc

HDR Environmental Services

Providing services in more than 200 locations worldwide, HDR is a multinational corporation that contributes to a variety of industries including engineering, architecture, environmental engineering, construction, architecture, smart infrastructure, design, and many more. Scientists, economists, builders, analysts, and artists make up their teams across all disciplines. They emphasize the environmental impact of buildings throughout their life cycles in architecture and commissions, and with the assistance of their teams, they maximize the effectiveness of building engineering service systems.

They always take environmental considerations into account in their projects to reduce any negative effects on wetlands and endangered species. To do this, they either carry out inspections to see whether there is any contamination on the site or get the required environmental clearances and permissions. To manage the necessary changes, they have taken on and supported numerous agencies' and clients' most important missions. They also have a thorough understanding of the numerous environmental laws and regulations.

With teams made up of environmental planners and experts in the relevant sectors in permits, they have over 1000 environmental professionals and provide focused services to advance all of their projects.

Their environmental services include the fields of Noise, Air Quality, Climate, Greenhouse Gases, Cultural Resources, Ecosystem Restoration, Environment impact analysis, environmental measurements, environmental remediation, fisheries sciences, Natural resources, water quality, Damage assessment, grant management, Green Rating systems, Net-Zero evaluations, and Sustainable Value Analysis.

• SNC Lavalin

A worldwide firm with a wide range of services, SNC Lavalin has a goal of becoming carbon neutral by 2030 and has pledged to decarbonize 4 million square feet of office space for the UK Government Property Agency. They assist clients with permits and approvals, environmental management plan preparation, environmental monitoring during construction, as well as post-construction monitoring to ensure that little to no harm is done to the surrounding environment, wherever their construction work has an impact on the environment.
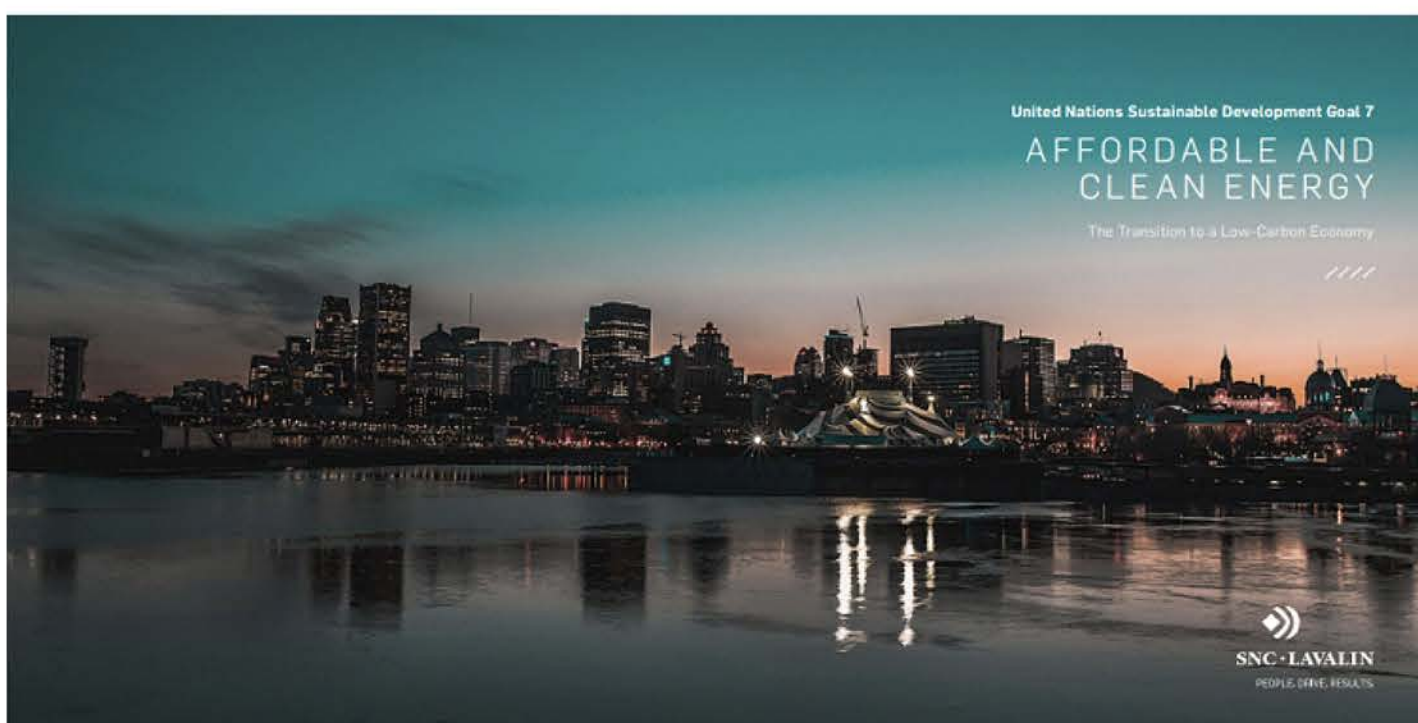
Affordable and Clean Energy Goal by SNC Lavalin

By quantifying and categorizing their projects to manage their interaction with natural and regulatory settings, they seek to preserve and safeguard the environment to benefit both specific client projects and the environment. Along with strategic assessment and supplementary services to find and implement sustainability and climate change solutions for masterplans and projects, their teams make sure sustainability issues are incorporated in policy, plan, and project development. They also contribute to renewable energy, physical hydrogeology, air quality, waste management, and hydrology.

Energy and Environment - Jacob

• Jacobs

This company works to address the pressing issues facing resilient environments, metropolitan cities, mission-critical outcomes, operational development, and manufacturing. They make about $15 million in income each year and employ about 60,000 people. They offer a wide range of public and private services , such as consulting, technical, scientific, and project delivery.

The sustainable engineering division responds to global challenges brought on by urbanization , resource scarcity, digital proliferation, and energy security, as well as the efforts of clients in the public and private sectors to diversify and transition the world's energy supply in response to the switch from dirty, fossil fuels to clean, renewable sources of energy.

Additionally, they have completed more than a thousand environmental assessments and permit application documents on a global scale. These documents cover every discipline required to site, route, survey, analyze, permit,

and mitigate new infrastructure, including those related to air quality, biology, ecology, cultural resources, environmental justice, geology and geotechnical, hydrology, land use, noise, socioeconomics, stakeholder engagement, traffic and transportation, and visual resources specialties. Their environmental consulting services span several levels of infrastructure projects, from municipal to federal, as well as industrial and commercial facilities.

• Bechtel

It is a multinational corporation that works to advance progress so that both the present and future generations can prosper while also protecting people, the environment, and the planet. They work in the fields of digital technology, innovation, advanced fuels and materials, financial know-how, digital communication network, data centers, future cities, project financing, transport electrification, renewable energy, zero-emission nuclear energy, coal-to-gas renewables transition, carbon capture and emission reductions, proprietary green technology, and its financing, and sustainable engineering.

To address the rising demand for downstream products in a cleaner and more sustainable manner, they focus on carbon capture, hydrogen, and circular economy solutions, including bioenergy. By introducing new

Sustainable Energy development – Bechtel

technology that converts gas to electric drives, extending the life of nuclear power plants, or increasing the output of renewable fuels, they also retrofit existing assets to make them more energy efficient or transform them into alternative power sources.

In addition to these six businesses, there are many others around the globe working in a variety of industries, including manufacturing, designing, resource management, and transportation, to advance sustainable engineering, environmental conservation, protection, and eco-friendly solutions to pressing issues.

Green Crypto, Clean Crypto!!!
By Aditi Baggu, B. Tech (CSE) 2025

Sustainability is increasingly being used as a crucial criterion for the future of the blockchain sector. To increase the use of blockchain-based cryptocurrencies, an efficient and effective cryptographic system must be established. To assess the energy efficiency of a cryptocurrency, one must look at how blocks of information are created and maintained, or how its users commit to recording and confirming the data contained in each block of a distributed database. Some currencies are much more energy intensive than others, and some coins require so much energy to function that they are unsustainable.

Green cryptocurrency uses less materials and energy. This is so that they can be more environmentally friendly and designed to have less impact on the environment. Cryptocurrencies that use renewable energy for mining are known as "green" currencies. For example, they can be mined using solar, hydro, wind, and

other renewable energy sources. Transactions will ultimately require less additional energy to complete, making them greener overall. While not all are perfect, green cryptocurrencies represent a start in the right direction towards a more sustainable future. The cryptocurrency industry is starting to understand the importance of green cryptocurrencies as even Bitcoin is moving towards being more environmentally friendly. Green coins are important because they contribute to the sustainability of the cryptocurrency industry. Using green cryptocurrency, people can reduce their carbon footprint and help reduce emissions without risking their money. They can offer a workable alternative to the current monetary system. Reducing the carbon footprint makes it possible to use greener currency and tools in the fight against climate change.

This is the case of Ethereum - the system behind most non-

tfungible tokens (NFT)- which plans to reduce its energy consumption by 99.5% by relying on a Proof-of-Stake (PoS) consensus mechanism. While it is a challenge to add the attribute of sustainability to the complex balance that cryptocurrencies pursue between decentralization, security and scalability, experts suggest some keys to greening a cryptocurrency:

- Switch to Renewable Energies: Less than 40% of the bitcoins validated by Proof of Work in 2021 were mined using renewable energy. As a result, a lot of startups have appeared with various ideas to close this gap.
- Proof of Stake: Under the Proof-of-Stake (PoS) consensus method, miners deposit a small number of Bitcoins to participate in a lottery where they choose which transactions to verify. By removing the competitive computing component of Proof-of-Work, this reduces the likelihood that they can approve fraudulent transactions, while allowing each computer to focus on a separate problem and maximize the amount of energy consumed.
- Pre-mining integration: Pre-mining works similarly to fiat money or shares: a central authority issues a certain amount of a given commodity, in this case cryptocurrency, and circulates it according to regional, national, and business conditions. In these systems, users involved in a transaction may pay a small fee to compensate for their work, but transactions are still confirmed by a decentralized network of miners before being published on the blockchain ledger.
- Implementation of Carbon Credits: The use of government carbon credits by cryptocurrency mining companies may lead them to purchase credits from other businesses, which would help reduce the number of emissions produced globally or may induce them to switch to greener energy for sale. your own credits.

The five most used green cryptocurrencies are Algorand, Cardano, Nano, Stellar Lumens and Chia. Despite its progress, green cryptocurrencies are still in their infancy. However, cryptocurrencies have a promising future, and it is encouraging to see several companies developing creative approaches to increase their viability. This cryptocurrency trading tutorial only touched on a few things; it is advisable to do further research before investing in any green cryptocurrencies.

Data Center Sustainability
By Harsh Morayya, B. Tech (CSE) 2025

As the demand for data increases, the number and size of data centers also increase and naturally, energy consumption also increases. The information and communications technology accounts for about 2% of global greenhouse emissions. So what is data center sustainability? Well, it is the practice of reducing any data center's impact on the environment. In this article, we discuss how we can make data centers more sustainable.

A good starting point is improving upon the cooling solutions given how the majority of energy goes towards cooling the functioning systems. In the past, cooling through fans, heatsinks and air conditioners were the norm. However, nowadays, fans and heatsinks cannot keep up with the current need of the high-performance components and air conditioners result in high carbon emissions. Some corporations have tried incorporating some interesting methods to keep the efficiency high. For example, Microsoft has had success with it's prototype underwater data centers. The ocean's temperature makes up for some cheap natural cooling and systems would remain vibration-free. Other data centers are built in naturally cold places, such as Iceland. Sometimes, the surplus heat residue is also supplied to buildings to keep them warm during cold weather conditions.

An indirect way of making data centers greener is to make component manufacturing greener. Luckily, the major OEMs have started making essential strides to enable green computing by making them more recyclable and durable. By using AI, manufacturers are able to make more efficient processor designs. Recently, newer technologies are also getting built with energy efficiency in mind and we also have ongoing open-source efforts (Like the Compute Express Link) to help the situation. While these measures don't entirely solve the massive thirst of energy of the data centers, they sure do help to minimize their impact on the environment.

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