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UnstopaBulls wins Woxsen Premier League!

By Isha Rani



The Winning Team

Hey there, cricket enthusiasts! Let's take a trip down the memory lane and relive the excitement of the Woxsen Premier League, where the Unstopabulls, captained by Tilak, bagged the title after the intense final match against the Great Gaffers. The tournament was packed with nerve-wracking matches, exhilarating moments, and fantastic displays of sportsmanship. From the very beginning, it was clear that the participating teams were in it to win it, and each match was filled with passion and determination.

The playoffs were an absolute rollercoaster, featuring four teams: the Unstopabulls, Great Gaffers, Risers 11, and Pitch Runners. Each team had its own unique style, and man, did they fight hard for the championship. Each team had a style of their own, adding to the fierce competition amongst them.

During the Qualifier 1, the Unstopabulls went head-to-head with the Risers 11. The qualifier 1 was a neck-to-neck battle between the Unstopabulls and Risers 11, that was won by Unstopabulls securing their spot in the finals. The victory was a result of incredible batting, bowling and outstanding catches.

Furthermore, the Great Gaffers beat the Pitch Runners in the Eliminator to bag their place in the Qualifier 2. This match was a true spectacle, with both teams showcasing their incredible skills and refusing to back down. Now, Qualifier 2 was an intense battle between the Great Gaffers and Risers 11 with both the teams putting up an equal fight, while eventually won by the

Great Gaffers. The Gaffers rose to the top and faced the Unstopabulls in an epic final showdown. It was a match for the ages, with both teams giving their all. Spectators were on the edge of their seats, as the lead swung back and forth between the two teams. In the end, it was the Unstopabulls who triumphed, lifting the trophy to victory as the ecstatic crowd cheered them on.

Let's give a shout-out to some of the tournament's standout players. Monish Inampuri from the Unstopabulls was declared the Man of the Match in the finals and the season's second leading run-scorer. His batting skills were unparalleled! He played during crucial innings leading his team to ultimately clinch the trophy. Another player, whose skills deserve to be commended are of Poluri Goutham Reddy who not just won the Batsman of the tournament (Leading run-scorer) but also the Bowler of the tournament (leading wicket-taker). Talk about a double whammy! His ability to score runs consistently and take crucial wickets at key moments made him an invaluable asset to his team. Ultimately, deeming him to be the Most Valuable Player of the Tournament.

Sahoo from the Risers 11 took home the Best Fielder of the Tournament award. Time and again, he turned the tide of the match with his lightning-fast reflexes and unbelievable catches that left everyone in awe. The Woxsen Cricket Tournament wasn't just about showing off immense cricket skills; it was also a

chance for students to come together, make new friends, and strengthen bonds. The sportsmanship and camaraderie on and off the field were truly heartwarming. The event served as a platform for players and fans alike to connect and share their love for cricket, creating lasting memories and friendships.

In addition to the thrilling matches and nail-biting finishes, the tournament also witnessed some hilarious and light-hearted moments. From funny on-field banter to entertaining celebrations after taking wickets or hitting boundaries, the players kept the atmosphere lively and fun throughout the competition. These moments brought

smiles to the faces of spectators and participants alike, adding a unique charm to the event.

While we celebrate the Unstoppabulls' victory and the achievements of all the amazing players, we can't help but appreciate the fantastic team spirit that each team showcased. From supporting and encouraging each other during tough times to celebrating together after victories, the teams truly embodied the essence of teamwork and unity. One must also applaud the organizers, volunteers, and sponsors who worked tirelessly to make the Woxsen Cricket Tournament a grand success. Their efforts in coordinating and managing the event, ensuring a seamless experience for the players and spectators, deserve recognition and appreciation.

Now that the Unstoppabulls are enjoying their well-deserved victory, the other teams are already gearing up for the next edition of the tournament. With anticipation building, fans are eagerly looking forward to another season filled with cricketing action and unforgettable moments.

As we wrap up this edition of the Woxsen Cricket Tournament, it's evident that the event has left an indelible mark on the hearts and minds of everyone involved. The excitement, passion, and talent on display have not only created lasting memories but also paved the way for the future of cricket at the university. So, what can we expect from the next edition of the Woxsen Premier League? New teams, fresh talent, and even more thrilling matches, no doubt! With the passion and dedication shown by the students, faculty, and staff, we can be sure that cricket at the university is set to scale new heights.



Adding to the excitement of the tournament, the Krida Club, which organized the event, finally revealed the closely guarded secret of their new president. Akhilesh Sunkara was announced as the club's new leader, further amplifying the enthusiasm surrounding the cricket competition.

In conclusion, the Woxsen Cricket Tournament was a roaring success, bringing together the university community in a celebration of sportsmanship, talent, and teamwork.

Congratulations to the Unstoppabulls and all the individual award winners for their exceptional performances, and a huge thank you to everyone who contributed to making the event a memorable one. As we bid adieu to this year's tournament, we can't wait to see what the next chapter in Woxsen will be: entertaining

celebrations after taking wickets or hitting boundaries, the players kept the atmosphere lively and fun throughout the competition. teamwork. Congratulations to the Unstoppabulls and all the individual award winners for their exceptional performances, and a huge thank you to everyone who contributed to making the event a memorable one. As we bid adieu to this year's tournament, we can't wait to see what the next chapter in the Woxsen Cricket Tournament's story has in store. Bring it on!

Student Council: Honoring the Deserving!

By Kavi

"The results of action depend upon the quality of your action". This quote pretty much sums up the awardees that were honored during the first-ever award ceremony that took place on the 23rd of March by the student council in collaboration with the International Relations team.

The event commenced with an introductory speech by the ever-enthusiastic Mr. Chahat Mishra, who took the opportunity to honor the guest faculties from Universidade de Brasília Brasil: Dr. Krisley Mendes, Dr. Siegrid Guillaumon, and Dr. Jose Marcio Carvalho.



Following his address, Sameeksha gave a Bharatanatyam performance that was graceful and elegant in equal measure.

The first category of awards was for the best executives for their immense contribution towards achieving the goals of their clubs, which included Akshitha from literature, Ryann Mathew from gaming, Vikhyat from music, Kirti Aija from Krida, Deeksha Patel Kola from debate, Adip Krishna Guduru from technology, Thanmai from dance, Varun Kasireddy from operations club, Soundharya Mageshwaram from finance, Abhishek Shetty from marketing, Hardi Parekh from HR, Sakshi Khalkar from fashion design, Arika from interior design, Shreys Ayyar from visual communication, and Shivani from Skribble. Next Megha, Thanmai, and Anannya gave the audience a fantastic hip-hop performance, and Just Naach followed them with another dance that astounded the audience.

The COE of Poverty and Inequality Research received the prize for the best COE of the year after this. The reading hours and thinker of the month initiatives were among of the students' favorites, and the literature club ultimately won the prize for the

club with the finest initiatives. The club Paparazzi got the award for having the most interesting event with their "Vintage Night." Just Naach, who was well-known for their passion in working with many events like the WPL, basketball, etc., has helped their club earn the prize for being the most collaborative club. The

Technology Club was the school-level group that caught the most attention during the 2022–2023 academic year. Adarsh won the prize for the best club president after inspiring Krida to put together several competitions for various sports. A musical performance that succeeded to lift the audience's spirits raised the vibrato of the occasion.

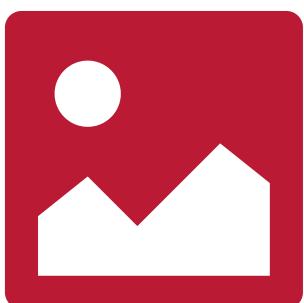
The reveal of the incoming club presidents, one of the ceremony's most eagerly anticipated moments, came to an end. The presidents of the various school-level clubs included Vishwa Devaraju for AI Robotics, Sourav TS for Crowd Core, Anirudh Sai for Humanique, Akshay Ghantoji for Finwiz, Raghavendra Thadakamalla, Sai Janani for Fashion Design, Prakalpa A for Interior Design, Shreyas Karthikeya for Product Design, Niharika V for Visual Communication, Shivani Kalva for Scribble, Nuthan for Technology Club, and Anisha Pritam Gugale for Genisis.

The presidents for the various university-level clubs are Surya Vamshi for debate, MD Vasim Hunani for Ignite, Sravani Athukuri for Rotaract, Govind Loya for cultural affairs, Koushik Reddy for Paparazzi, Thanmai Vempala for dance, Einstein Arthur Paul for Octaves, Akshitha K for literature, Khushii Narharashetty, Divyansh Chittranshi for gaming, Vishal Chowdhury for pet, Someshwar for sustainability, Akash Singh for marketing directors, and Ridhima Sharma for Diplomats. We wish them luck as they continue the clubs' rich history and maintain the spirit during their term. Finally, Keerthana Varma has been given the



most coveted position of the year—that of Student Council president for the academic year 2023–2024—the torchbearer of the university.

A fashion display that featured a spectacular assortment of both ethnic and western clothing marked the ceremony's conclusion. Hrudaya Reddy took charge as the next editor-in-chief for the prime newsletter of the University, Woxsen Times. The event was hosted by the enigmatic duo Nadeesh Suresh and Sanjita Tadiparthi. The award ceremony was a resounding success, honoring the achievements and contributions of outstanding individuals in their respective clubs and COEs. We hope that the accolades gained would spur on continued success in the future. The event was a celebration of quality, hard effort, and dedication.



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Meraki is the Genesis of Success

By Asha Rallapati, BA(Hons.)

The phrase "A great leader's courage to fulfil his vision comes from passion, not position" seems to be a fitting way to introduce Anisha Gugale, the president of Genesis Club, the first club in the School of Liberal Arts and Humanities as she truly embodies the aphorism. She claimed that the underlying meaning of Genesis is the part of something great. "Since we are the school's first graduating class, we also need to set high expectations for ourselves and the club in order to give our juniors something to aspire to and encourage them to go above and beyond what we have accomplished. Club Genesis is essentially a psychological entity. We aim to instil in the next generation everything that is currently significant to this generation, including psychological, environmental, and sustainable ideals. We wish to instil in the students the ideas behind those subjects."

When asked about the difficulties they encountered while forming the club, Neythra Iswar, the vice president of the club, was pleasantly surprised during the interview when Anisha revealed that she was the one who first brought up the idea of having a club to the dean of SOH, Dr. Satya Prasad, at the induction time.

She expressed admiration for the first Meraki event, which took place on March 20, when questioned about it. "I honestly didn't anticipate it would go so well. I'm not lying. I was demotivated because we didn't get printouts until one evening before the event, we taped the printouts all over the campus. And I believed people were unaware about it. But folks were actually patiently waiting in line for half an hour. It was incredible."

Nethrya states she doesn't adhere to deadlines and that she does best under pressure, but via the event planning process, she discovered that no two people can be exactly alike because as none of us is as smart as all of us. "We could have done certain things better. We could have had more volunteers in general. The whole setup of the stalls could have been better. However, I am freaking content. Really, I'm quite happy."

Quite a lesson Anisha learned from the planning of this event is to that it's not possible to rely on anyone else to do a task for her. "Even if I have given someone a task, I still assign tasks since I am the president. Every task must be divided among the members. I



eagerly anticipate and if it's not working out just let me know what to do next, please. Then what, if not this? You should always have a plan B ready in your thoughts."

The club's vice president emphasised how much networking had aided the group. Rahul Kalra, a first-year MBA, is revered, deeply appreciated, gratified by both of them with the help and guidance he provided throughout the process.

The most important piece of advice they would give to their underclassmen is that anyone working for something ought to be accessible to the entire team. The deadlines that have been set should be followed and mainly Having personal contacts.

"They don't all need to be friends, necessarily. acquaintances even. Given that it is Anisha's event, everyone ought to attend. People should come because it is Nethrya's event. You develop in this way." After all, one can't whistle a symphony, it takes an entire orchestra to play it.

Caliber Makeover - An introduction to the newest president of the Student Council

By Navami Saji

While Vishal K was compère during his tenure as former President of the Student Council of Woxsen University, it was the minute cogs put to work behind the scenes that aided in the motion and fruition of successfully run events such as the Survival Series, Youth Parliament, etc.

One such cog, however, no longer remains the proverbial cog in the machine; she has, rather, become the machine itself. Symbolically, of course.

Keerthana Varma, newly appointed President of the Student Council, is everything a leader should be - calm, composed, graciously sweet (she complimented me twice in 11 minutes) and most importantly, practically ambitious.

Or maybe not, because Keerthana's appointment as President of the Student Council resulted from a spur-of-the-moment decision. Not fueled by ambition, but rather by a concern for the future of the Student Council, Keerthana decided to take matters into her own hands. She despised tags and labels and authoritative positions of power. But at the cost of making her



come across a little narcissistic, she believed in what she brought to the table and believed it had to be seen.

Having headed the Brand General Team under Vishal K's council, Keerthana is beyond skilled and experienced. She has provided more than a helping hand in the fruition of the Nomenclature endurance competition in November, the Youth Parliament in December, and the 24-hour hot seat challenge in February, to name a few to celebrate her hard work.

During the duration of her executive position within the Student Council from August 2022 to March 2023, Keerthana has proved time and time again her dedication to meeting the standards and promises of the council. "The Survival series was held during our exam month. Vishal was busy, and so were the other executives. So I was responsible for procuring resources from outside, remodeling them to fit the purpose, and ensuring all the equipment was rightly placed. It was an event that had been in the making for a long time and was completely under me."

Obviously, an individual in the vanguard of all major student council initiatives must've learned a lesson or two on balance and

management. It's definitely not easy to juggle the academic life of a year one MBA BA student with the responsibility that comes along with being the President of the Student Council catering to over 2000 students.

But she has it figured out; she neither expressed an iota of tension nor regret. On the contrary, she's as ready as ever to start with the next plan of action. "I've created solid projects for two nascent clubs introduced before Vishal's exit- the PET and Sustainable Club. We

have also received proposals for two more clubs- Marketing Directors Club and Diplomacy Club, which we hope will be up and running soon."

But her biggest goal as President of the Student Council would be music to everybody's ears- to revive the prematurely obsolete Infinity Fest.

My biggest takeaway from my work last year is money management. Now that we're at a very stable financial situation, I'm hell-bent on bringing back the Infinity fest."

That's not the only thing she's hell-bent on. Keerthana has also included Inter-college sports

competitions in the agenda. "If we look at our sports records, we've always gone to other colleges, but we've never invited other colleges to come on our turf; I'm looking forward to changing that culture."

Amongst these are the small but very significant requests for a private space to host student council meetings, better communication among club presidents, etc.

But one person alone has rarely brought about change; it is a collective effort. After all, none of us is as smart as all of us (Ken Blanchard). Keerthana's sticks are scheduled to be bundled in August when the student council executive applications are anticipated to be rolled out. So if determination and active participation is your forte, August would be your time to prove it.

However, Keerthana's time to prove her caliber has begun already, and it has merely been a week or two since she was appointed as the President. But as the saying goes, leadership is a constant action, not a position.

The new club presidents!

Debate club



Surya Vamshi
BBA_2024

Ignite club



MD Vasim Hunani
BBA_2025

Krida club



Akhilesh Sunkara
MBA_2024

Rotaract club



Sravani Athukuri
BBA_2024

Cultural club

Govind Loya
BBA_2024

Dance club

Thanmai Vempala
B.Tech_2025

Literature club

Akshitha K
BBA_2025

Paparazzi

Koushik Reddy
MBA_2024

Music club

Einstein Paul
MBA_2024

Film club

Khushii Narharashetty
B.Arch_2026

Gaming club

Divyansh Chittransh
MBA_2024

Pet club

Vishal Chowdhury
MBA_2024

Sustainabilty club

Someshwar
BBA_2024

Marketing club

Akashdeep Singh
MBA_2024

Marketing Directors club

Ridhima Sharma
BBA_2024

Genesis club

Anisha Pritam Gugale
BA_2025

**School of
Humanities and
Liberal Arts****Technology club**

Nuthan
B.Tech_2025

Scribble club

Shivani Kalva
B.Arch_2025

**School of
Architecture**

School of Arts and Design

Fashion club



Sai Janani
B.Des_2025

Interior club



Prakalpa A
B.Des_2025

Product club



Shreyas Karthikeya
B.Des_2025

Visual Communication club



Niharika V
B.Des_2025

The new club presidents!

AI Robotics club



Vishwa Devaraju
MBA_2024

Crowd Core club



Sourav TS
MBA_2024

Humanique club



Anirudh Sai
MBA_2024

Finwiz club



Akshay Ghantoji
MBA_2024

Tantra club



Raghavendra Thadakamalla
MBA_2024

Nature's agony echoes in the hailstorm's symphony

By Poojitha Gattu

Hailstorm: Oh nature! Who am I in the world?

Nature: "You are a fleeting expression of my power. Your icy touch melts and nourishes the earth, feeding the growth of new flora and blossoms. Together, we are a symphony of elements, working in harmony to create the beauty and chaos of the world around us".

Nature finds its way to making humans happy. It is like the melancholy of the air when heard by the sky, the sky whispered back with something magical.

As I walked along the university campus on a beautiful spring day, the sky suddenly darkened, and ominous clouds loomed overhead. The air grew still, and a sense of foreboding filled me. Suddenly,

the hailstorm hit with a vengeance, and the once-tranquil campus was transformed into a chaotic scene of pounding hailstones and swirling winds.

The sound of the hailstones hitting the ground and building was like a chorus of drums, pounding out a frantic beat. The hailstones themselves were like little balls of ice, bouncing and ricocheting off every surface they encountered. The hailstorm was like a wild animal, lashing out with ferocity and unpredictability.

There's a little child tucked away inside every grownup. Suddenly, the child came running up, bouncing in the puddles as if they had nothing to lose but play hail wars. Watching students become children might be seen as letting their inner child out to play. They sprang into the air like eagles, soaring above the storm, embracing the chaos with an overwhelming sense of freedom and exhilaration. They taught me the importance of letting go and enjoying life's simple pleasures. Few students and professors captured nature's symphony-the hailstorm melancholy, but those who did have treasured memories that will last a lifetime. Youngsters playing in the hailstorm bring the memory of the bygone day when childhood days were deep and fresh.

As swiftly as it appeared, the hailstorm left. Clouds began to split apart, revealing a blue sky again. The hailstones melted, leaving glittering water droplets on every surface. Droplets of water and the gentle rustle of leaves filled the air, as the sun shone brightly on the campus. The hailstorm was a wake-up call to the green scenery and serenity.

Like a wild animal, the storm raged and pummelled everything in its path, leaving a sense of rejuvenation and renewal behind. After a long decaying inversion of solid rain, my mind went into the caves of the heart for when life was no less than a dream. And like all powerful natural events, it reminds us of the fragility and resilience of the world we inhabit.



Connect with People is the "mantra" of success

By Anisha Gugale

Bringing forward to you the Acting Dean of the School of Liberal Arts and Humanities, Dr. P.V. Satya Prasad. I was honored to interview Dr. Satya Prasad. He is the perfect combination of a person passionate about his work as well as a committed family man.

Guess what! Dr. Satya Prasad, a journalism professor, was a civil service aspirant and was desperate to become a bureaucrat. But, during his course of preparation for the same, he found that journalism is really appealing to him. He feels, and I agree, that journalism is a very dynamic domain. He describes himself as an extrovert and a very sociable person. Journalism was a platform for him to be connected with people. He found passion in his work. To him, it is crucial to not lose that 'connect with people', regardless of whatever work you do. He had decided that if not civil services, his calling lies in

journalism. It sets a spark in him. He just wanted to help people in any and every way possible. When asked what he likes to do in his free time, his answer was rather surprising. I'm sure you all must be guessing that he likes to watch movies or listen to songs in his free time. But oh, that isn't the answer. In his free time, he likes to watch debates, be they political debates or current affairs. Engaging in debates sets a tone for a broad exchange of ideas that could be contrasting and contradicting. They broaden his perspective and he is aware that there is not just one way of looking at situations and debates help him to understand various viewpoints. But along with this, he is definitely a very fun person too. On weekends, he reserves all his time for his family and they go on long drives to spend some quality time with each other.

He describes himself as a foodie and a travel freak. While interviewing him, I literally thought I was talking to a fun-loving teenage boy with immense knowledge, lots of experience, and a desire to do great things! Before the Covid 19 pandemic, Dr. Satya Prasad used to take one trip abroad with his family each year. Unfortunately, these trips became once in two years due to the pandemic. One of his trips abroad that is completely edged in his mind is the trip to Nigeria, his father's workplace. That trip



Dr. P.V. Satyaprasad
Dean, SOH

holds a special place in his heart because he traveled there along with his sister to visit their father. He described a funny incident from that trip, "Enroute to Lagos we had a day-long break in Paris. When we reached the hotel in Paris, I realized that I had left all my luggage at the place where we boarded the cab close to the airport. All our clothes, passports and other documents including our hotel reservations were left behind in the luggage. But to my great relief, I got to know that they airport cops found our luggage intact and redirected it to the hotel where we were staying."

Dr Prasad recalled one more interesting incident which happened in Paris. They boarded the wrong metro. After realizing, they got down but again boarded the wrong one. This happened multiple times because everything was written in French and the people there were, as he called,

'a little too nationalistic' to answer our queries directed at them in English.

Next, we asked him about how he manages his personal and professional life. He said, there have been multiple incidents when he was on a weekend with his family but something important came up. He jokingly said that he used to take his laptop and get working, with his family members cursing around. He prioritizes his professional commitment. He also told us about his interest in research and that he wishes to have a proper balance in research as well as teaching.

On the family front, he very well knew how to support his daughter to fulfill her dreams. Societal pressures didn't affect him at all. He gave his daughter freedom to choose her career stream with the knowledge and confidence that his daughter will take a rational decision and become self-dependent. And today, she has really made Dr. Satya Prasad proud by getting a job in a very well-known MNC.

The quote by which he lives his life is "Miles to go before I sleep and miles to go before I sleep" by Robert Frost. And his suggestion to all the students at Woxsen is "party hard and work harder"!

“Aim for the Moon”

By Mehreen Abid



Sharmila C. Chatterjee

Sharmila C. Chatterjee, a business-to-business marketing specialist, uses survey research and econometric methodologies to investigate challenges in the realms of distribution channels, sales force management, and relationship marketing. She conducted some of the earliest research in the vital area of sales-marketing interaction, especially sales lead management. Interested in the education of B2B Marketing and Sales, she travelled to Woxsen University to deliver lectures to business management students on B2B marketing in the post-pandemic corporate world in the second week of March, 2023.

During the interview session with her, she gave us an insight into her life. One could call her life a rollercoaster of flexibility. Initially, her main

focus was not the field she's specialized in; and getting in Birla Institute of Technology and Science, Pilani, to take up courses related to foundational engineering was the least of her expectations. However, working for 6 months in Faridabad in the finance sector had dulled her passion- she had wished to dabble in something more adventurous than filling out paperwork of balance sheets and financial statements every day, and so a doctoral degree at The Wharton School, University of Pennsylvania in the field of B2B marketing, specifically, was her next stop.

Unlike regular business transactions between an organization or a company and an individual, B2B refers to complex transactions done between two organizations that could take up to 6-36 months to get completed, along with a large group of a dozen (sometimes half a dozen or fewer for smaller sales) people engaged in the undertaking. If there is one thing quite evident in this interaction, it's that Mrs. Sharmila prefers a headstrong challenge over anything else. "But I loved marketing, so it was worth the twists and turns that happened along the way."

Apparently, the concept of 'tough love' is a unanimous agreement between universities globally when it comes to preparing graduate students for the workforce. The rigorous, foundational training BITS, Pilani had put Mrs. Sharmila under, helped her tremendously in the process of working towards her postgraduate degree in Pennsylvania. The functioning of this relies on similar cogs of a machine; whether you are a graduate student or a postgraduate student, you must constantly be prepared for the next unexpected turn that life may take.

Apart from the institutions' ideals and beliefs we grow up around, it is true no matter where we stand as of now; our parents also always have a huge influence on how far we have come. When

asked about where her primary source of inspiration stems from - "Oh my god, my mom!" she exclaimed. "I couldn't be more grateful (for her). My life and career path would be completely different if not for her forward thinking." At an extremely young age, particular health problems had rendered her inefficient enough to even pursue an education, or so they had predicted. Throughout the years, it took multiple doctors' visits and a major surgery for her to come out of that slump, but it would not have been possible to do so without the relentless support of her extremely encouraging family.

"Dream big - but remember, it's the effort and persistence that really pays off.", Mrs. Sharmila advises to the budding student community at Woxsen. Emphasising on not giving up in the face of life's unpredictability and defeat is an arduous forte you learn over the years, and it is always better to start working on that sooner than later. Aim for the moon, but if you miss, you'll land on the stars.



The5thMantra. Mantra for all!

By Dawn

“We connected on the existence of the need for good communication skills.”

Wise words said by a successful if not upcoming entrepreneur, before the emergence of The Communication Fitness Studio known as The5thMantra. It represented a game-changing and innovative concept in the vast realm of communication. The dream became reality in 2021, when three dynamic women, Junie George Varghese, Tehmina Khan, and Shallu Goyal, who shared a common vision joined forces to bring it to life, with the goal of empowering individuals irrespective of their background, culture, gender, sexual orientation or preference to enhance their communication skills and become more impactful and proficient communicators. Their journey wasn't very different compared to any other entrepreneur. They started by identifying the need. It was the need for communication as a

whole. They connected on the existence of the need for good communication skills. Communication is not only limited to jobs or the corporate world. Good communication is an everyday thing. It is essential. Just like food and water. Furthermore, they believe communication is not only about talking but receiving responses.

But before they kickstarted their project, they had to come up with a name. A name that holds meaning. A revolutionary name. A name that resonates. The5thMantra. The ideology behind the name is quite simple, it is Japanese philosophy. They strongly believed in something called “The 5 Whys”, that any problem can be solved by asking why five times. And by the time the fifth and final why is reached, the solution is already present.

“We want to be the Amitabh Bacchans of training.”

The solution in this particular scenario was them and the problem was people who needed to communicate.

But it isn't just the name that holds this much meaning. It's the logo as well. The Tally Marks logo embodies the values of simplicity,

accuracy, and ease of implementation, while the careful selection of royal blue and yellow colors represents the characteristics of intellect, quality, and elegance.

Verbatim, one of them said that the process of learning communication is ongoing and never truly finished, as it is a lifelong endeavor.

Their vision is to upskill individuals for better career opportunities and transform lives as a result and their mission is to provide live and customized training to help people create an impact, additionally, it is to also empower professionals to scale up their careers. It is fair to say they have been quite successful in doing so.

In 5 years, they hope to have a communication fitness center in every company or organization. A dedicated place for the sole purpose of expanding one's communication skills. Moreover, they have explicitly implied that they haven't been restricted to training just the student body as in the past two years, they have also trained CEOs, senior presidents, and many high-ranking corporate employees. What's more, is that they are experienced in training doctors and nurses.



“We want to be the mantra for everyone.”

Their strong belief is that by building one's basics, one can focus on many other things in the future. The importance of presentation skills was stressed as well. As mentioned earlier, CEOs and employees holding similar rankings are also given training as the basics are usually either neglected or simply forgotten.

The founders of The5thMantra have experienced both personal and professional obstacles typical of any startup, but as women and mothers, they understand that their family responsibilities cannot be compromised. They strongly believe that once you become a family-oriented person, you have a lifelong duty to fulfill those responsibilities. There is a constant need for them to be flexible and coordinate with their team members. According to the founders, having a supportive and understanding partner is crucial as it helps them strike a balance between their personal and professional lives.

However, they believe they haven't struggled as much professionally. All credit goes to the pandemic as it helped the world become receptive toward virtual learning. And at some corners of the world, women are trusted more as trainers or in any nurturing role.

“It isn't about gender, it is how you present.”



The 5th Mantra Team with MBA, 2024 Students



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Dusk under the stars for a greater good

By Poojitha Gattu

"An attempt to bring a change by toiling away for a cause till midnight beneath the sky".

There is so much to do that you can never know what to let go of but you can take away all the smiles from the students when you give them the essential roots of their lives. The roots which let them learn, develop and grow.

To provide roots to the students at government schools an organization named TRY recently hosted of its kind night parties. The main objective of the event is to raise money for the provision of essential amenities to the students at the government schools located in the surroundings of Woxsen university.

The crowd was underwhelmed by "the boys" band's performance. Since this was their first-ever live show, their efforts were well appreciated. In contrast, the V4 band slayed the stage with their spectacular performances. The stand-up comedian with his interactive style of delivering comedies made everyone laugh and laugh and laugh until their stomach ached and tears streamed down their faces, for which the audience lost in the pure joy of the moment. The DJ tracker was a hit with the crowd as usual. The energy level that night was over the roof. There were a lot of people there, and the atmosphere was mesmerizing. Excellent performances wowed the big crowd. It seemed like they were all a part of something bigger than themselves when everyone in the room started singing at the same moment.

Due to unforeseen circumstances, plans had to be altered at the eleventh hour. Students gave the whole amount of their ticket sales to the organization even though a refund was offered. This is, without a doubt, the most efficacious achievement for TRY. In other words, TRY has accomplished its goal of raising awareness by educating the student body. For the sake of a larger good, sponsors came through, and the concert was free for any student who wanted to attend. "And, when you want something, all the universe conspires in helping you to achieve it", the saying by Paulo Coelho holds true in this case.

One of the event organizers, Vishwanath states that the purpose of the fundraising is two folded. One is to generate financial support for the public school, and the other is to increase consciousness within the faculty and student body about the conditions under which children attend government schools. He claims that government schools within the Woxsen vicinity that lack fundamental amenities like women's toilets and a sports arena for students to pursue their interests outside of the classroom have been recognized as a priority for the initiative.

As someone who witnessed the event till the end, I felt drained yet elated. I had done my part to help the cause by raising a lot of money, and my part to help the community by giving them a night they'll never forget was a huge success. Seeing so many people join together for a good cause was inspiring, and I was honored to take part.

Revival of Relics- A lecture talk by Mr. Debmalya Guha

By Navami Saji

When Italian-American author Mario Pei said, ' Good architecture lets nature in,' he must've had Mr. Debmalya Guha in mind. As the Chief Green Designer and Partner of Boston-based firm Breathe Green City, Mr. Guha has always maneuvered through his journey as an architect keeping environment and nature at the forefront of his visions. So early this month, on the 17th, the students of the School of Architecture were beyond honored to get a glimpse into these visions during a two-hour lecture centered around his renowned award-winning projects as narrated by the architectural savant himself.

Throughout his session, it was evident that Mr. Guha was a man who has dipped his toes in multiple cultures- hailing from Kolkata, his passion for curating 'human habitats,' as he likes to call it, has taken him to the Massachusetts Institute of Technology and from t

here to Harvard to study urbanist landscape.

The two-hour lecture's focal points were his intriguing visions for the revival of old-school theaters, the construction of senior homes, and projects in his home state of Kolkata.

However, his experiences transitioning from an architecture student to an architect in all its glory and practicality were what connected with the audience on a deeper level.

Mr. Guha's journey cannot be encapsulated within a 2-hour session or a LinkedIn page; his work is beyond mere laurels and rewards. (although those 12 mentions under honors and awards on his LinkedIn page are worth boasting) They are stories waiting to be told every time you're under a roof of his dreams.

Cancer Cases, Peaking or Sinking?

By Dawn

When we hear somebody say "cancer", our mind automatically associates the word with pain, loss and death. But that isn't it. On the 9th of March there was a Cancer Awareness session hosted by Club Ignite, Dr. Vijay Karan Reddy interacted with students and provided information about the disease. He talked about different types of cancer, how to tackle every type, and how to prevent them. After all, it was an interactive session on cancer awareness.

Every type of cancer was explained thoroughly and it was mentioned that there are over 100 types of cancer, each having its potency. Cancer is a lifestyle disease. A massive 85% of cancer cases are caused by lifestyle choices. And the second leading cause of cancer is unsurprisingly tobacco. Being the cause of 47% of cases, tobacco is known to be the cause of almost 13 types of cancer. In 2020, up to 1,392,179 cases of cancer were reported in India, which is an indicator of how uncontrolled the disease has become. As per the doctor's presentation, there are five leading sites of cancer- breast, lung, mouth, cervix, uteri and tongue. It was established that cancer can easily be prevented by making healthy lifestyle choices.

However, healthy lifestyle choices cannot prevent cancer per se, genetics also play a major role in the formation of cancer cells in one's body. As prevention is not possible in such cases,

identification and treatment are the next best step. In the session, many methods were showcased on how to self-identify- if not medically. As breast cancer is one of the highest cases of cancer cases, several methods were presented on how to self-identify. Despite lifestyle choices and external harm being factors for the formation of cancer in people, age is also a major factor in the formation of cancer. In recent times, the population on the older end of the spectrum has faced a rise in cancer cases. There are a few procedures to tackle these, such as radiation therapy, chemotherapy, and immunotherapy. These procedures have proven to be safe and effective as the cancer is usually not only eliminated but the risk of it returning is minimized to a null amount.

In conclusion, cancer is a disease that can be tackled and eradicated with the right treatment. Increased awareness and knowledge about the disease can help prevent it, and identifying it at an early stage can increase the chances of successful treatment. Club Ignite's session on cancer awareness was an excellent initiative towards educating people about the disease and ways to tackle it. It is essential to continue to spread awareness about cancer and the importance of healthy lifestyle choices to prevent it.



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Spotlight on rural Telangana - Bhudhera village

By Asha Rallapati, Vedehi Parashar, and Sujal Reddy

In this month's edition of "Spotlight on Villages", an initiative by the school of humanities to bring awareness to the rural economies, putting their well-being and functioning at the forefront, we - Sujal Reddy, Asha Jyothi and Vedehi Parashar - interviewed SMT. P. NAGALAXMI panchayat secretary of the village Budhera on April 4, 2023. The interview was primarily centred around the schemes implemented in regards to village development and the administration side of the panchayat. Mrs. Nagalaxmi has been working in the field for nearly 18 years, recently being appointed as the secretary at Budhera two years ago. She entered the field out of necessity at the time and since then has found the profession to be extremely satisfying, with no reason to resign any time soon. An interesting tidbit we learnt was her being the officer who approved the establishment of the Woxsen School of Business during its early days.

To give some perspective on the little community close to our university, there are 3515 residents, of which nearly 80% are dependent on agriculture with a primary focus on cotton crops. The townspeople have diverse cultural backgrounds, with people of many religions residing, but most of them belong to backward classes. Nearly 75% of the population is literate(i.e. they can sign documents and read) and education is also a primary focus of the panchayat, so most are well versed with technology too.

When asked about the decisions and actions that the secretary is responsible for, she mentioned that it mostly involves issuing birth and death certificates to ward members; sanitation projects and awareness campaigns, restrooms in particular; and erecting street lighting on all roadways and their maintenance afterwards too and finally, also implementing government schemes and awareness plans. She also added that despite these being the main objective, in her 18+ years of service as a secretary, she has had to overlook and supervise various other activities around localities.

Regarding the village's educational system, there are 4 public schools and 2 private ones, and practically all of the children from every family attend them, resulting in a low dropout rate. They also do not

lack opportunities for higher education, as there are established high schools and universities around the village with many more coming up with the rapid urbanisation which is a positive sign of development. On the other hand however, many youngsters between the ages of 18 and 25 are currently unemployed and wander aimlessly without contributing or putting in efforts towards earning a livelihood. The panchayat has made it a priority to set up future generations to succeed and based on the results we saw, they appear to be on the right path.

The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) employs nearly 105 workers everyday and they earn nearly Rs.252 for a day's work, with nearly 90 different types of activities in which they could be employed - ranging from road maintenance to highway greenery maintenance. Sanitation in the locality has also widely improved with the Swachh Bharat Abhiyan taking centre stage and panchayats cracking down on open defecation. The government to provide toilets to every household was a major success with nearly 95% of the households now having access to toilets. The only regret or rather change the secretary would like to see in her time at office is laying an underground drainage/sewage system spanning the entire village for a cleaner society. There are various self-help groups established to promote employment among women and also promote entrepreneurship among the villages, also helping to provide a sense of security. The village has access to 5 major banks, so the problem of limited financial services or knowledge is non-existent and as such, provides a financial blanket to the villagers in need during droughts or floods, as the population is predominantly agro-based.

To conclude, the initiative was really fun and helped us gain a new perspective on the running of villages and the hardships that are faced on a day-to-day basis, in the process also helping promote the villages and bringing their issues and achievements alike to a wider audience. We hope that Budhera becomes an example to other villages and vice versa; we also urge the student community to involve themselves in social service and help in any way they can.



SOH students at the India world film festival

When presented the opportunity to volunteer for a film festival in the midst of Hyderabad, we as students of mass media could not refuse. It was held at the Western Ashoka Hotel in Hyderabad on the 19th of March by the Indian World Film Festival and was their return to hosting the festival physically, as the previous two editions were derailed by COVID-19. The festival witnessed many up and coming directors and producers with many great movies and at times, some amateurish films too but the movie that stood out to us was the Malayalam movie "Chaapa Kuthu", revolving around

the life of a man mentally challenged due to an accident. There was also a director of our age who directed the short film "In Search of Julian", which was a depiction of her own life which was really heart touching and was in a way inspiring seeing someone of our age directing and delivering a movie of that caliber.

The volunteer team was responsible for various tasks from anchoring - Suchit Vontary and Nethra Ishwar; screen managing - Asha Jyothi and Jessica Singh; photography - Sujal Reddy and coordinators - Harini Donnakonda and Nithya Kavali, which gave us an opportunity to interact and network with people of the industry. The day was quite hectic with the usual challenges of hosting, with the late arrivals and the last minute changes which got to us at a certain point. Despite all this, the event was a very enriching experience and movies were a nice change from the everyday classes.



Book release event at Woxsen University, Hyderabad, presided over by Prof. Subrata K Mitra, Professor Emeritus, University of Heidelberg, Germany, on 1 March, 2023

A book titled "State Formation, Legitimacy and Society in Medieval Orissa:- A Comparative Studies of Sambalpur and Khourda" written by Dr Brundaban Mishra, Associate Professor, School of Liberal Arts and Humanities was released on 1 March, 2023, by Professor Emeritus, Dr Subrata K Mitra, from the University of Heidelberg, Germany, at the Woxsen University, Hyderabad.

Prof. Subrata K Mitra's profile:

Prof. Subrata K. Mitra, Ph.D. (Rochester), Emeritus Professor of Political Science at Heidelberg University, Germany and Adjunct Professor at Dublin City University (DCU), Dublin, Ireland was the Head of Department of Political Science, (1994-2014), South Asia Institute, Heidelberg University. He has been a visiting professor at Tsinghua University (Beijing), University of California, (Berkeley),

National University of Singapore (Singapore), University of Nottingham (UK), University of Paris (France), Central University, Hyderabad (India), Quaid-i-Azam University (Islamabad/Pakistan) and Jawaharlal Nehru University (Delhi). Indian and Comparative politics, rational



choice, governance, citizenship, political theory and foreign policy are among his main interests. His recent books include *The 2019 Parliamentary Elections in India: Democracy at Crossroads?* (Routledge, 2022), *Governance by Stealth: The Ministry of Home Affairs and the Making of the Indian State* (Delhi: OUP; 2021), *Politics in India: Structure, Process, Policy* (London: Routledge, 2017, second edition); *Kautilya's Arthashastra: An Intellectual Biography – the Classical Roots of Modern Politics in India* (2017); *Citizenship and the Flow of Ideas* (2012); *Reuse: The Art and Politics of Integration and Anxiety* (2012); *When Rebels become Stakeholders* (2009); *the Puzzle of India's Governance* (2005). and *India: Statecraft and foreign policy* (Dublin City University Press: forthcoming).

About the Book:

The book [**State Formation, Legitimacy and Society in Medieval Orissa:- A Comparative Studies of Sambalpur and Khourda**] is an intervention in the historiography of the sixteenth and seventeenth centuries Orissa in the complex intersection between the State, legitimacy, and society. An analysis has been made of the endogenous and exogenous circumstances related to the formation of the State, the social structure, cultural identity, and political framework of the State of Sambalpur in the western part of Orissa and the State of Khurda in the coastal part of Orissa. In its essence, this book shows the complex patterns of state formation and multiple processes of the legitimacy of Sambalpur and Khurda. As a result, the states emerged as regional powers in the two geopolitical regions of Medieval Orissa. It is hoped that this intervention will be judged adequate by readers.

About the Author:

Dr. Brundaban Mishra, currently working as an Associate Professor in the School of Liberal Arts & Humanities, Woxsen University, Hyderabad, India. Dr. Mishra did Postdoc [JSPS Fellow] from Kyoto University, Japan, in South Asian History and obtained Ph. D from Jawaharlal Nehru University, New Delhi, in Indian History. He worked as a Senior Research Associate at the Global Institute for Tomorrow, Hong Kong, a Research Associate at Centre de Sciences Humaines [French Ministry of Foreign Affairs, New Delhi], and the Department of Culture Government of India.

BA (HONS) STUDENTS ORGANISE 'HUMANITIES TODAY'

The School of Liberal Arts and Humanities (SOH) launched its first-ever three-day event titled "Humanities Today". This event was kick-started to showcase the different disciplines that come under the broad domain of humanities and liberal arts and also to create awareness among students across the schools on the campus of the specializations offered under the BA (Hons) program.

On Day One, the Vice-President of Woxsen University, Dr Raul Rodriguez, inaugurated the event and encouraged the students to be proactive both in academics as well as co-curricular activities. Specializations like History and Political Science were displayed to the visitors. Day One witnessed a stream of visitors checking out the posters displayed and videos screened with reference to History and Political Science. BA (Hons) students dressed up in historical characters were cheered by the audience.

Day Two of the event also saw a huge number of students in attendance. The subject specializations displayed on the second day included Journalism, Psychology, Economics, and Business Studies. In the journalism section, students put up posters displaying the evolution of mass media and also the career opportunities for graduates of journalism majors. This section also had interesting competitions like "Create your own tagline" for popular products which drew a good response.

The Psychology section also came up with several interesting game-based activities and also showcased the "Best Out of Waste" activity. The Economics section displayed concepts like Game Theory, etc, while the Business Studies section highlighted the 2023 Union Budget.

On the third and concluding day, a play named "Romeo & Juliet: A Queer Love Story" was staged and it evoked a huge response from the audience, After the play, there were dance performances as well.

Finally, the event came to an end with the grand "Humanities Awards". The award winners were: Mehreen (essay writing), Asha (Photography), and Saiba Jena (Poetry). The winners were awarded the trophies by the Vice-President of Woxsen University, Dr Raul Rodriguez.



SOH faculty presents paper at JNU conference

Dr Srinivas Junuguru, Assistant Professor, School of Liberal Arts and Humanities, presented a paper on Changing Nature of Russia-EU Relations in the 21st Century: Baltic States Factor, International Conference on The Baltics in a Changing Europe to be held on 23 & 24 February 2023 (in hybrid mode) organised by the Jean Monnet Chair on "Democracy, Diversity and European Identity in the European Union", Centre for European Studies, School of International Studies, Jawaharlal Nehru University.



Report on event attended at ASCI- Pinnacle'23

The Administrative Staff College of India (ASCI) organised 2 days academic cum cultural event- PINNACLE'23 on 24th and 25th of March 2023. Various college and university students in and around Hyderabad city have participated in it. The categories of academic event participation include- Branding and advertisement, Business quiz, Case study, Extempore, Crack the interview, which was followed by Best Manager selection. I was invited by Dr. Tanusree Chakraborty, Faculty Coordinator of the event to judge the Extempore and Crack the Interview competitions on 25th of March 2023 (Saturday). The competitions started sharp at 10 AM and continued till 1.30 PM. After lunch, some fun games were organized, which followed the Prize and Certificate distribution sessions for the winners and participants and Best Manager Award session from 4.30-6.30 PM. During the event, I represented Woxsen University to foster and strengthen the academic collaboration, in the coming days, between Woxsen and ASCI.



Judging the Crack the Interview event



Giving award and certificate to a winner

Zibs - Woxsen China-India Debate




ZIBS-WOXSEN CHINA-INDIA CENTRE

International Virtual Guest Lecture
Internationalization Strategies of Indian & Chinese Firms: Similarities and Differences



Speaker:
Prof. Christiane Prange
Professor of International Business and Strategy,
Berlin – Germany.

Date & Time:
04-04-2023, 3pm to 4pm (IST)

In Association with:
COE COE
Centre of Excellence Centre of Excellence




Convenor:
Dr. Naveen Kolloju
Associate Professor, Co-Chairpersons
ZIBS-WOXSEN China-India Centre,
School of Liberal Arts and Humanities,
Woxsen University.

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Society and Civilization


Virtual Guest Lecture on
Collegium vs The National Judicial Appointments Commission (NJAC): A Debate on Appointment of Judges



24th March, 2023 | 12 PM to 1:00 PM

Session Chair	Speaker	Coordinator
		
Dr. Annamaneni Sreelatha Associate Professor, Dean, School of Law	Dr. Balaji Nalka B. G Assistant Professor of Law, DeIN University	Dr. Siriman Naveen Assistant Professor Co-Chairperson, Centre for Excellence for Urban Studies, School of Liberal Arts and Humanities

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Woxsen IBS Lecture




Woxsen-IBS Lecture Series

Cultural and Business Ties between India and Russia:
Challenges and Opportunities

	
Dr. Akanksha MA, MPhil, & PhD (PhD) Assistant Professor of Political Science Sri Guru Gobind Singh College Chandigarh, India	Prof. Natalia Sorokina Associate Professor, IBS RANEPA, Russia

Scan to join



Date & Time
31st March, 2023 | 5: 00 PM
Venue: Zoom

Kautilya, Confucius and Connected Economy




Kautilya, Confucius & Connected Economy



The School of Liberal Arts and Humanities, Woxsen University, in partnership with the Bruce Bueno de Mesquita Professor of Behavioural Public Policy, Centre of Excellence for Public Policy Research and Centre for Excellence for Urban Studies, will organize a Virtual Guest.

Date & Time:
14th March 2023, 9:45 AM to 11:30 AM

Convenor:
Dr. Naveen Kolloju
Associate Professor, Woxsen University




Dr. Srinivas Yanamandra
Professor of Practice, Zhejiang University
International Business School (ZIBS), Haining, China

Join Zoom Meeting:




FACULTY ACHIEVEMENTS

Dr. Naveen Kolloju



ST. ANN'S COLLEGE FOR WOMEN

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
Dr. Sriraman Naveen


has participated and presented in the Two-day National Conference on "Women and the 4Es -Education, Employment, Entrepreneurship, and Empowerment" Paper titled:


Women in Brickkiln industry in Telangana: A Critical Overview.

jointly organised by Centre for Women's Studies and Department of Journalism on 13-03-2023 and 14-03-2023.



Popy Devi Nath
Conference Convener
Director, Centre for Women's Studies


Dr. Paluri Bharathi
Conference Convener
Head, Department of Journalism


Dr. Smita Asthana
Conference Patron
Dean and IQAC Coordinator



Dr. Sr. P Amrutha
Conference Chief Patron
Principal

Dr. Antarleena Basu



ST. ANN'S COLLEGE FOR WOMEN

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Antarleena Basu


has participated and presented in the Two-day National Conference on "Women and the 4Es -Education, Employment, Entrepreneurship, and Empowerment" Paper titled:


Poetry as a Means of Women's Empowerment: A Critical Study of Select Contemporary Feminist poems.

jointly organised by Centre for Women's Studies and Department of Journalism on 13-03-2023 and 14-03-2023.


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Director, Centre for Women's Studies


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Conference Patron
Dean and IQAC Coordinator


Dr. Sr. P Amrutha
Conference Chief Patron
Principal

FOUNDATION DEPARTMENT

Ramoji Film City , Hyderabad

16-03-2023



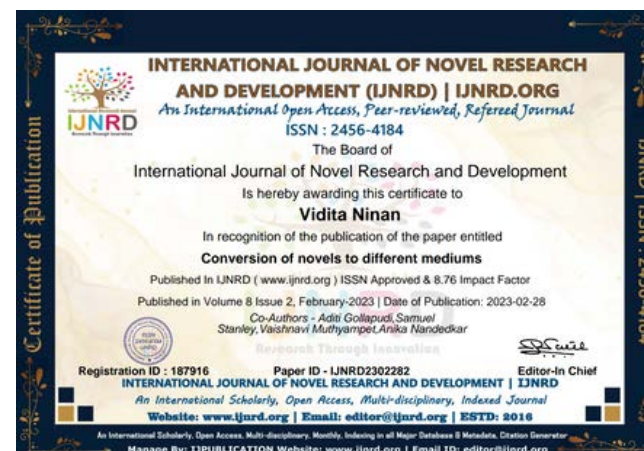
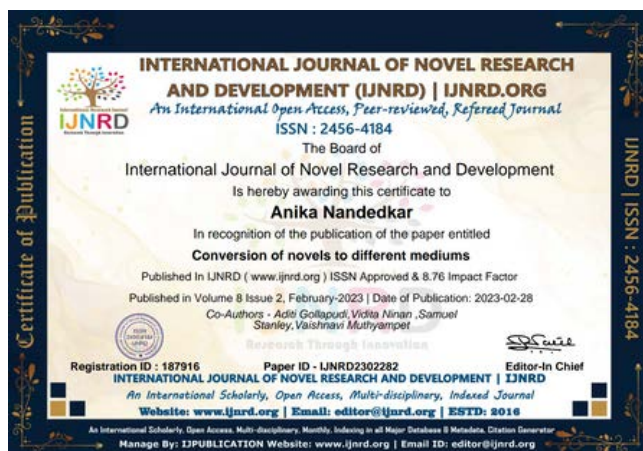
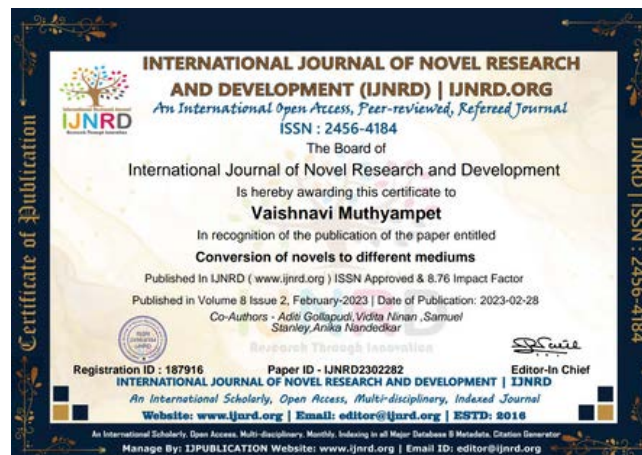
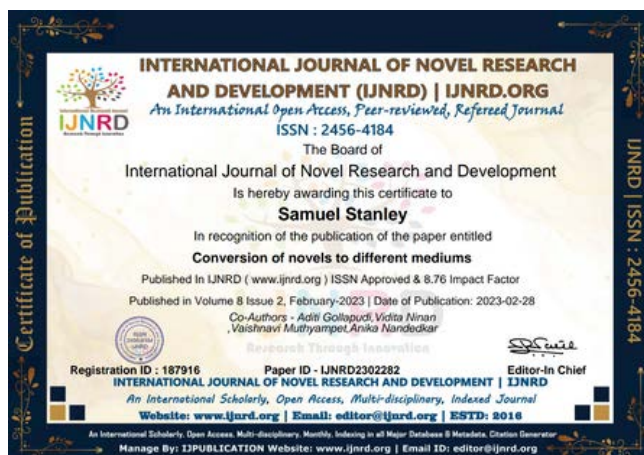
FACULTIES

- Prof. Murali V Kesaboina
- Prof. Vishnu Ponna
- Prof. Srutinwita

Students have visited the Ramoji Film City to understand the way that content, form, and contexts work together to create meaning in film. Furthermore, to identify and use key concepts, models, and tools in film criticism and to understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film.

VISUAL COMMUNICATION DESIGN

Research publication



Visual Communication - Design Research Course
Batch: IInd Year Visual Communication students (2021-2025) SOAD

Published a Research Paper

Journal Name: International National Journal of Novel Research and Development (IJNRD)
 Paper Title: CONVERSION OF NOVELS TO DIFFERENT MEDIUMS
 Student's Name: 1. Aditi Gollapudi, 2. Samuel Stanley, 3. Vidita Ninan, 4. Anika Nandedkar, 5. Vaishnavi Muthyampet
 Faculty Mentor: Prof. Sujeevan Kumar Bullard, Prof. Chaitnya

FASHION DESIGN

Sculpted - Illustrated - Moulage

6th March'23

Draping, the art of using a 2D fabric on a 3D form and fitting the design on it.

As a learning experience, It was in this semester the students were introduced to draping. The test fits were made using muslin. The topics covered were darts and dart manipulation of the upper bodice, princess panelling and its explorations and basic skirt and different kinds of skirt. The aim was to achieve perfection in and through the process. By the end of this module students developed a powerful and impressive learning outcome and the aesthetics towards draping an outfit.

Illustrations are like magic wand for fashion designers. Students were required to do a wide range of experiments keeping in mind the aspects of colour theory, garment details and many more. Illustration always gives a fun overloaded learning experience.

Learning experience - In this module , students learnt various media and mixed media in order to render the illustrations. This led them to develop a good coordination and flow free towards any idea. The perspective on how to see everything as art was emphasized and pre-visualised.

Faculty Mentors : Prof. Anthima R, Prof. Vishakha Rao, Prof. Abhishek Ray



Display - Draping and Advance Fashion Illustrations in the admin space

WORDS BY STUDENTS

Every journey to deliver a fashionable product starts with a fashion drawing and replicates through draping. Without it, nothing really can be made. A fashion designer's illustration and drapes of the idea is the initial picture of the entire process of designing. The sketch and folds are the first thing in the step-by-step procedure that leads to the final design and product. Any changes related to the design can be made on these figure drawings, and you'll also be able to see if the design idea is working alright when put together in an outfit through drapes.

"a week of fashion illustration and draping be like, comprehending human anatomy, having fun with colour, fabric, rendering various textiles, experimenting with new material, exploring, understanding and experimenting many more... To push the boundaries of our creativity, we here generated these illustrations based on unique individual concepts, styles, and techniques."

- Deepika Gunda, Student, FD VI

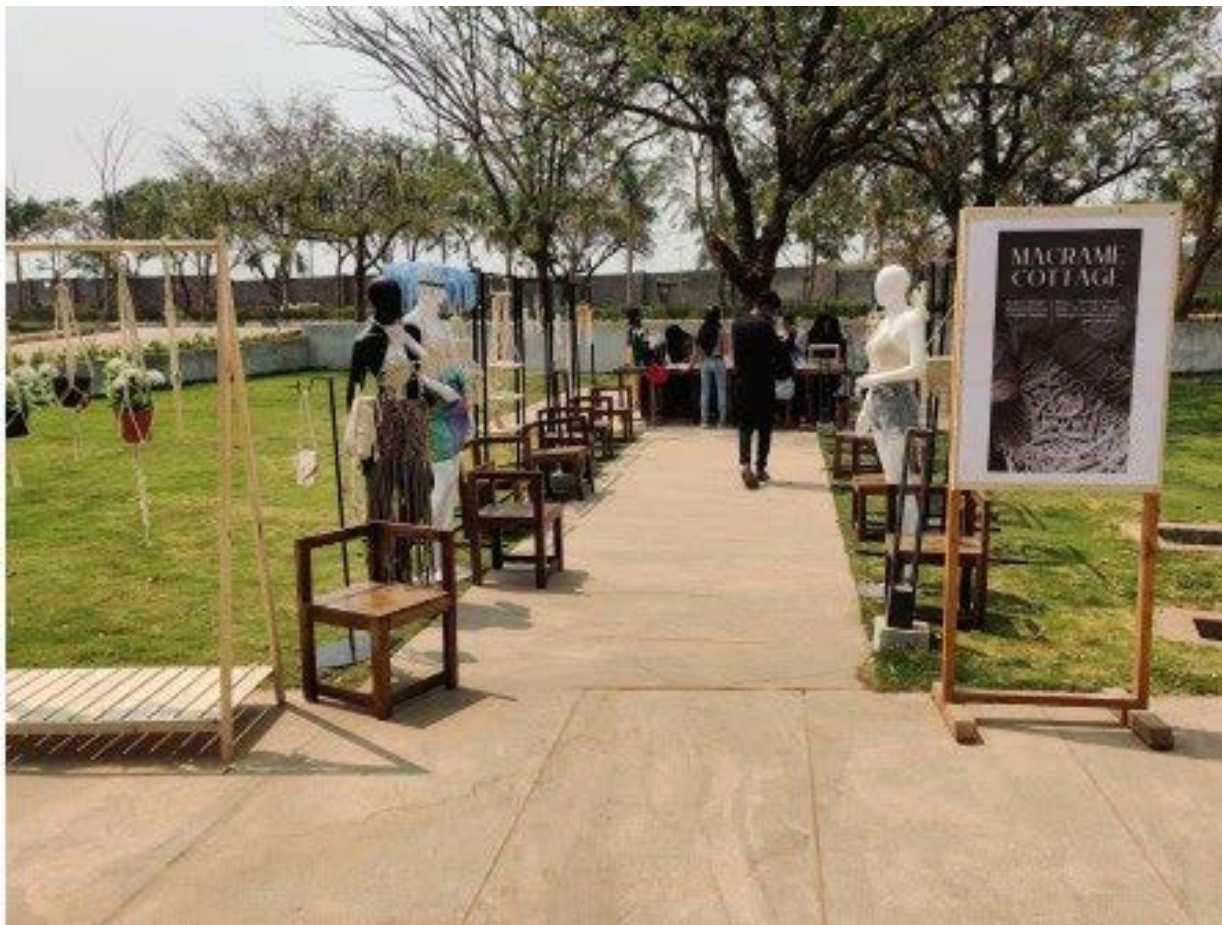




Macrame Cottage

Display - Showcase
Venue: Front of Oval

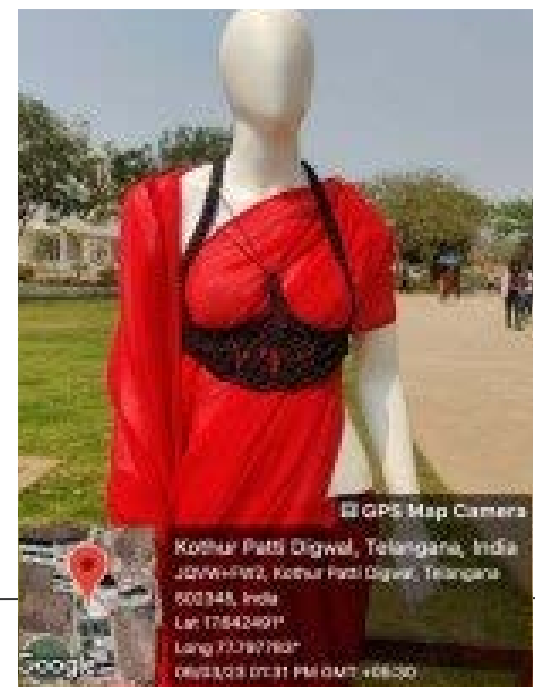
6th March'23



Macramé is a textile art form that involves knotting cords or strings in various patterns to create decorative and functional items such as wall hangings, plant hangers, clothes and jewelry.

The macramé cottage, the display organised by the Fashion Design, Semester VI students, where they showcased their creativity and skill, that displayed comprised of beautiful and unique macramé products. The products range from intricate key chains, wall hangings, book shelves, plant holders, bags, clothing and accessories.

These products were made using a variety of materials, including cotton and nylon and other materials such as metal and wood. Various knotting techniques have been used.





Brand Visit - Sem VI

13th March'23

Faculty Mentor - Prof. Anthima Ram

The current need and trend of slow fashion and Sustainability in fashion is the ultimate goal to be achieved by the means of appreciating and celebrating the local Indian handcrafted textiles and clothing styles through contemporizing. From past three decades Indian designers have been known for reviving, reconstructing, and contemporizing the indigenous Indian craft, fabric and fashion by amalgamation of modern aesthetics and design interventions.

Design project IV course is about to sensitize, appreciate and develop design collections created from handloom crafted textiles, Indian surface design methods and fresh new approach to silhouette design soaked in colours which speaks volumes about the slow fashion lifestyle and sustainable practices.

The motive to visit specific designer brand outlets and multi-designer store outlets was to get an understanding the presence and influence of the design collections made from handloom, handcrafted textiles, Ethical and sustainable slow fashion on the market and consumer needs and desire. **OGAAN, ELAHE, ANONYM and PERNIA POP UP** Shop outlets offered collections by designers like Rahul Mishra, Sabyasachi, Anamika Khanna, Divyam Mehta, Pero by Aneeth Arora, CSD 11:11 by Shani Himanshu & Mia Morikawa, Bodice by Ruchika Sachdeva, EKA by Rina Singh, The summer house, Masaba by Masaba Gupta, Paher, Dipti Mrinalini, Amit Aggarwal, Gulabo by Abu Sandeep, Raw Mango by Sanjay Garg, Yavi, Two Point Two, Niki Mahajan, IKAI, Abraham & Thakore, Balance by Rohit Bal, Mishru and Several other designer brands, Good Earth and Nicobar, EKAYA Banaras and Grassroot by Anita Dongre store.



Creative Bee the brainchild of Bina Rao and Keshav Rao. The Philosophy at Creative Bee, it has always been our endeavors to produce world-class handmade textiles keeping sustainability and livelihood creation at the heart of it all. We have always ensured that all our rural partners are treated fairly and that they and their families have consistent work.

ambience were filled with Indian handloom textiles like kalamkari, poochampally ikats, Indigo block printed ajrak, their signature Filiature weave which gave impression of striped effect in the play of light, yardage's made from leftover discarded textile waste patched together and basket weaved from hyacinth stems.

A brief conversation on real ethical and sustainable fashion and clothing from the seed to the wearable garments which have the property to biodegrade in months. The studio setup and the

The interaction was insightful and cleared various doubts related to sustainability, ethical practices, fair trades, ecolabels, and sustainability standards.



OGAAN

Ogaan has multiple designer brands in the same store. It has wedding trousseaus, men's wear, kids' wear and handcrafted jewellery.



EARTHICA

Earthica as the name suggests this brand's vision is to bring the customer close to traditional crafts and handlooms through sustainable fabrics.



ANITA DONGRE

Anita Dongre is a designer from Jaipur. Most of the inspiration for her collection is from Jaipur as well. GRASSROOT is a sustainable luxury brand by Anita Dongre. The store looked like a museum and garments were supported by series of printed, handloomed, jute, etc. These collections were made taking the help of artisans from generations together. Many people were trained in these crafts to work with her. All the work is done in Jaipur and exported to different places. The latest collection has the Green Pearl work as the signature style on the borders. The main fabric used for it are fine silk and velvet. Man's collection comprises of Sherwanis, kurta, etc. which are Indian traditional clothing.



ELAHÉ

Elahé is a multi-designer store. It is a collection of every designers and their sustainable lines. Irregularities in the garments show their uniqueness and add to the beauty of the garments. There are no conditioned fabrics and use the beauty of handlooms.



NICOBAR

Every corner had its colour scheme. They believe in simplicity. The designs were minimal, basic, with subtle tones and neutral. However, products like scented candles, soaps, glasses, crockery, macrame, string, beads, masks and lockets. They use recycled plastic. They don't use polyester. Clothes and crafts are made of carefully selected cotton. Design: Minimalist, organic and warm.



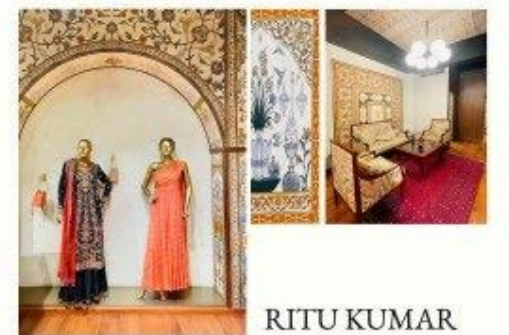
ANONYM

A concept store with a collection of labels crafting the splendour of Indian textiles for the conscious and the contemporary, redefining simplicity in dressing.



SAUNDH

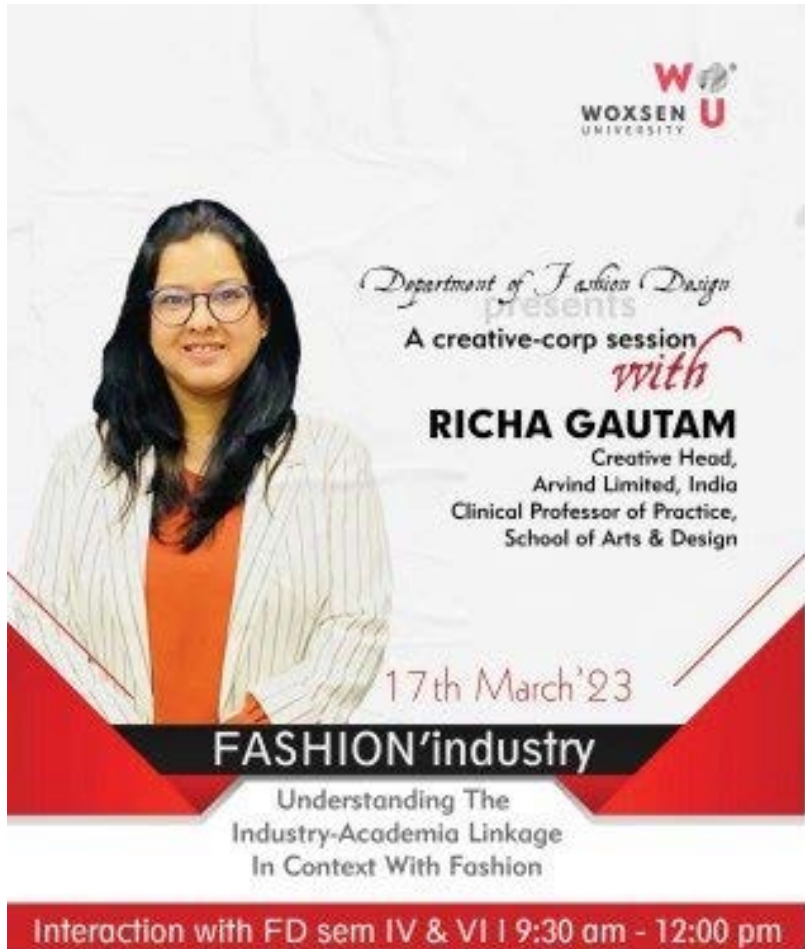
Saundh evokes the smell of "Wet Earth". Their aim is to breathe in the beauty of tradition yet contrastingly evolve and capture the sensibilities of a global woman.



RITU KUMAR

Creative –Corp session

A creative –corp session with RICHGA GAUTAM, Prof. Of Practice



PURPOSE..

The pandemic and the alarming climate change has triggered a re-evaluation of priorities in every aspect of life, needs and learning, leaving increased space for sustainability. The visit from Prof. of Practice, Richa Gautam, focused on making students and fellow faculty members aware of the fashion industry challenges with regards to the sustainability transition process, aiming to create a level of awareness that can further be infused in our teaching methods, and also align the student's outcome with the Industry, promoting the Industry - Academia linkage, which is a strong need for today in order to make sure that the students are future ready at all the time, which can only be possible if they have a constant interaction with the industry.

... from student's perspective -

"A thought provoking session on Sustainability conducted by Richa Gautham Ma'am, Creative Head of Arvind Limited. In today's world Sustainability has become a fancy term used majorly for bringing in customers and to keep up the goodwill of the company. But what sustainability actually is, is still not understood by people. In

this session we were given knowledge and awareness about how to be sustainable in terms of fashion and its industries. It is important for the budding fashion designers like us to know about this, as fashion industry is considered as the second most polluting sectors. In the

upcoming years the carbon foot print is to be reduced and embracing the resources for our future generations is necessary. I would like to thank Prof. Rajesh Kumar, Dean Adity Saxena, PhD, School of arts and design and Woxsen University for providing us this spectacular oppurtunity to gain knowledge." - Souparnika, FD IV



We also had the pleasure of one on one interaction with Prof. Richa Gautam, which led to some amazing mind boggling insights on how fashion industry has evolved over time, and how it has been consistantly effecting the Design Education, specially for our Future Fashion Designers, the Expectations vs The Realities when it comes to serving and serviving in the industry. Whan it comes to teaching, we cannont afford to leave the industry, as apparently it is the spot where the students will be testing and will be tested for their own personality, judgement, knowledge and skills, to actually be future ready.



Portfolio Workshop

by Prof. Ashutosh Kumar, FDDI



To equip our students with some hands on knowledge to create a good portfolio, Fashion Design Department organised a 3 Day Portfolio Design Workshop for Sem IV and Sem VI students, from 22nd March'23 till 24th March'23, by Prof. Ashutosh Kumar, from FDDI Hyderabad, under the guidance of Programme Director for Fashion Design Department, Asst. Prof. Rajesh Kumar.

As young pass outs just from the fashion school, one of the most important things a fashion designer should do is his/ her portfolio development. A portfolio displays the work done by the designer. Having a great portfolio is very important for jump starting a career and getting jobs. In today's competitive world one has to make a mark for himself/herself. Fashion designers are mushrooming all over and a good Portfolio is one tool to get

noticed. A portfolio is an important visual tool for self-promotion and sales tool for any designer, fashion student or creative individual.

Nearly all fashion students will be familiar with the term fashion portfolio. As designers, they can customize the portfolio as per her/ his needs, portfolios are found in varied sizes and formats. What is important is they should be portable and easy to handle, all the works of the designer should be highlighted.

Internationalisation

International Lectures series with Chair Professor Margret Bishop held on 25th of March.

Topic- Designing/ Producing for a global vs Domestic market



Competitions

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

Entrepreneurship

Two Students from Semester IV Thulsi and Deepika Gunda are starting their own label. They are working on the branding. The label will be launched by July 2023.

Corporate Alignment

Prof. Rajesh Kumar is signing a MOU with ISSA STUDIO By Chetana and Swathi, Hyderabad.

FACULTY ACHIEVEMENT

Dr. Peeyush Kumar Gupta



Presented 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 on 01st March 2023.

Prof. Rajesh Kumar



Prof. Rajesh Kumar is signing a MOU with ISSA STUDIO By Chetana and Swathi, Hyderabad.

Dr. Peeyush Kumar Gupta & Prof. Murali V Kesaboina



Presented 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 University, Sonipat on 13th March 2023.



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Prof. Ashwini Kalyani



Presented 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 on 01st March 2023.

Presented a research paper "Impact Analysis of Ecological Printmaking Practices" for INTERNATIONAL CONFERENCE OF ART, ARCHITECTURE, DESIGN & CREATIVE EXPRESSIONS (ICAADCE 2023) organized by Rishihood University, Sonipat on 13th March 2023

Dr. Sadhna



BOOK INFORMATION -Climate Action: Oekotech or Ecotech Textile

Dr. Sadhna
To: Priya Vyas
Tue 07-03-2023 16:11

About the book information.docx
28 KB

Subject: RE: BOOK PROPOSAL- Revised-Tentative Chapters Contributors List -Climate Action: Oekotech or Ecotech Textile

Dear Dr Sadhna,

The review of your book proposal is now complete and I am pleased to inform you that Springe will publish this book.

In order to proceed ahead with the documentation, please could you send me the required information as per the attached format.

Thanks,
Priya

From: Dr. Sadhna <dr_sadhna@woxsen.edu.in>
Sent: Thursday, February 23, 2023 6:39 PM
To: Priya Vyas <priya.vyas@springer.com>; hm@rstu.edu.cn
Cc: Mengchu Huang <HJAN03@cn.springer.com>
Subject: Re: BOOK PROPOSAL- Revised-Tentative Chapters Contributors List -Climate Action: Oekotech or Ecotech Textile

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em.rftx.0.8221e4.f7464e7b@editorialmanager.com on behalf
To: Dr. Sadhna
Tue 21-03-2023 06:16

Mar 20, 2023

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Best regards,

TEXTILE - Cloth and Culture Editorial Office



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Site Visit To Hyderabad

School of Architecture and Planning Semester- 8 students had a visit to Hyderabad and explored the streets of Nekkampur Road and Fort Road to understand the Urban architectural fabric and the surroundings for better interventions on the design for the Urban Design Studio.



Visit To Shilparamam



As part of the academic case study, the students of semester VI visited on 23rd March and made measured drawings of Shilparamam, Hyderabad for their architectural design V project — an arts and crafts center.



Painting with Nature- Landscaping Activity

The students of Sem - IV, School of Architecture and Planning had an innovative activity as part of their landscape design and site planning subject co-ordinated by Prof. Rajeshwar rao. They explored three techniques - printing, spatter printing, and painting. The students selected elements from nature like leaves and flowers and did the composition. It also helped them to understand the different textures and characters of various elements of nature.



Understanding Acoustics At ANAHAD

On 18-03-2022, The students of 6th semester, School of Architecture and Planning(SoAP) visited Anahad Community, Vikarabad where they did a small experiment based on Acoustics of a small meditation hall coordinated by Prof. Suganya Law. They took the readings of Reverberation time at different scenarios inside the dome shaped space with and without furnishings.



CoA President's Visit To Woxsen



The President of the Council of Architecture, Ar. Habeeb Khan, visited Woxsen University on 17 march 2023. During his visit an interaction was held between him and the Principals along with senior faculty members of architectural institutions in telangana (14 institutions) and andhra pradesh (8 institutions). The main topic of discussion was, 'the future of architectural education in light of NEP 2020'.

An exhibition of students' works was inaugurated by the President and a very successful exclusive interaction was also arranged for them with the President.

The President met the Hon. Vice Chancellor at his office and the Vice President in the morning hours before the interaction with Principals and faculty of architectural institutions.



Trip To Pune



The students of semester VIII, SOAP went for an educational trip to Pune, where they did necessary case studies in detail and attended specially curated guest lectures by renowned architects, as a part of their Urban Design Studio course. The photo shows our students and faculty members Prof. Sonia Gupta and Prof. Piyush Pandya with Ar. Prasanna Desai at one of his acclaimed projects of ITI road, Pune.



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FACULTY ACHIEVEMENTS

Prof. Rajdeep Routh



School of Architecture & Planning is honored and pleased to inform you that Dr. Ravikumar S presented his paper Comparative study on empirical based models for shear strength of RC beam-column joint, at International Conference on Cement and Building Concrete for a sustainable and Resilient infrastructure (CBKR 2023) on March 29, 2023, Organized by Department of Civil Engineering, National Institute of Technology Warangal.

CIPA is the International Committee of Architectural Photogrammetry, one of the oldest International Scientific Committees of ICOMOS (International Council of Monuments & Sites).

Prof. Rajdeep Routh and Prof. Dhruma Bhavsar



Prof. Rajdeep Routh

Prof. Rajdeep Routh

School of Architecture & Planning is honored and pleased to inform you that Ar. Rajdeep Routh, Associate Professor, has been appointed as an Expert (1 out of 81 appointed across the world) on CIPA Heritage Documentation.

School of Architecture & Planning is honored and pleased to inform you that Prof. Rajdeep Routh and Prof. Dhruma Bhavsar presented their paper Evaluating the Relevance of Good Governance Characteristics in Acceptance of Cultural Policies: A



Prof. Dhruma Bhavsar

Case of Heritage TDR at Ahmedabad, India, at International Conference on Growth and Sustainability of Livelihood in BRICS Countries: Knowledge Sharing in Social Justice, Governance and Multilateralism, Organized by DUT-BRICS Research Institute and University of Kota.

Webinar with Founders of Oval



Webinar with Founders of Oval

Samridhi Shoor, the Founder and CEO of House of Krifin, a 21st Century Auction House for Rare, High-End NFT Art, Music, and Collectibles; Connected artists and collectors through blockchain technology to easily sell, invest, and own art and collectibles gave a webinar on the following topics: the implications of NFT on ownership. An industry insight on what constitutes an NFT as a luxury product and incentives to prefer them over traditional products. the making of Krifin as a no-code metaverse platform. An insider view on the future of Metaverse and the progression of business technology.

Keen insight on gaining knowledge and expertise in the industry be it through the recommendation of programming languages like Solidity, an in-depth explanation of the necessity of a diverse portfolio, or the importance of carefully evaluating white papers. Miss Shoor provided information about the XROS fellowship program, about the differences between pooling, staking, mining, and minting, and gave an overview of the skillsets being valued in the industry.

The webinar covered topics ranging from the current landscape within the fields of the meta-verse and the opportunities rearing their heads within the Web 3.0 space. Oval is a Web 3 blockchain startup developing enterprise solutions for brands to help them navigate the uncharted territories of Metaverse, NFT, and Web3. A power-point presentation was displayed, and topics included: The initialization of Web3 An explanation of fungibility and their by-product, NFTs. The future of NFTs. A visual of a Meta-project that is still under construction. An in-depth analysis of the Bored Ape Yacht club. The entry of Khaby Lane, an Instagram and TikTok influencer, into the world of NFTs. Details on the job market regarding blockchain and its future implications. The seminar was fruitful, and many questions were answered during the discussion at the end.



PATENT PUBLICATION OF SCHOOL OF TECHNOLOGY

(12) PATENT APPLICATION PUBLICATION		(21) Application No.202311013161 A
(19) INDIA		
(22) Date of filing of Application :27/02/2023		(43) Publication Date : 17/03/2023
(54) Title of the invention : "SUPERCAPACITORS BASED ENERGY STORAGE SYSTEM FOR POWERING HOUSEHOLD DEVICES IN REMOTE AREAS"		
(51) International classification :A61M 250000, H01G 113600, H02J 033800, H02J 073400, H04L 122800		(71)Name of Applicant : 1)DIT University Address of Applicant :Mussoorie Diversion Road, Village Makkawala, Dehradun, Uttarakhand, India -248009 Dehradun ----
(86) International Application No	:NA	Name of Applicant : NA Address of Applicant : NA
Filing Date	:NA	(72)Name of Inventor :
(87) International Publication No	: NA	1)Dr. Gagan Singh Address of Applicant :Professor, EECE Department, DIT University, Dehradun, Uttarakhand, India- 248009 Dehradun -----
(61) Patent of Addition to Application Number	:NA	2)Dr. S Bhanu Prakash Address of Applicant :Assistant Professor, School of Technology, Woxsen University, Hyderabad, Telangana 502345 Hyderabad ----
Filing Date	:NA	3)Dr. Sonika Singh Address of Applicant :Associate Professor, EECE Department, DIT University, Dehradun, Uttarakhand, India- 248009 Dehradun -----
(62) Divisional to Application Number	:NA	
Filing Date	:NA	
(57) Abstract :		
The invention relates to the field of an energy storage, and more specifically to a supercapacitor-based energy storage systems for smoothing out the output power variations of solar photovoltaic systems to power household devices in remote areas. The supercapacitors-based energy storage system for powering household devices in remote areas includes a solar photovoltaic (PV) panel for generating power, a fuzzy logic controller-based Maximum Power Point Tracking (MPPT) system for operating the PV panel at the available maximum power point (MPP), a Supercapacitor for storing energy, a fuzzy logic-based proportional integral (PI) charge controller for charging the Supercapacitor with constant current and suitable voltage for fast charge and better power smoothing, and a Buck-Boost converter for providing the constant current and suitable voltage to the Supercapacitor.		
No. of Pages : 17 No. of Claims : 5		



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