



Face to face with Chahat Mishra

By: Jeessica Singh

“Trust no future, however pleasant! Let the dead past bury its dead! Act – act in the living Present! Heart within and God overhead.” why do you think Mr. Chahat would say this, let’s find out.

We had the immense pleasure of having a cosy chat with Mr. Chahat Mishra, thereby the headline. We started with, who the big supporter from his family was throughout his journey? And with a big smile, he replied “my mother is my best friend” he added, “Till today the enormous support I had received was from my family. It’s important to recognize that our parents are our first friends”. It is interesting to witness, the passion he has for his family, and you will see more. We asked him, what he was like at the age of 15-16 (we all know why we had asked that. it all begins there...) and before I could complete my question if he was mischievous or, He’d answer adjusting his chair and a giggle that he was a very studious kid, the frontbencher, the monitor from kindergarten to grade 12. His second home was the staff room as he had always been helping the teachers, you must have gotten where this was going. He proceeded to talk about his close friends, one of his friends works in the payment app Phonepe, the other stays in Singapore, and the third has a sales role in FMGC Company. He was one of those who took the pledge to get into academics at an early stage of his life, the beauty of academic, building the future and he could see himself contributing quite well to this stream. We posed more questions to get ‘THAT ANSWER’ and then we proceeded to ask what happened after college, and if anything changed during his journey at the university. He busted out into laughter while flipping the pages of his diary. We could see the different coloured pens he used, and he said he was the top-ranked, well-organized student. Moving on, our next query was about what he did in his spare time during school and college life and received a very interesting response. He begins with how he was very active in event management, debates and then he also mentioned theatres, how he had acted in several plays including British counsel plays and dramas, back in his state, the third-most populous metropolitan city in India,



Chahat Mishra

Calcutta. He continued by saying the kinds of exposure, where one had to interact with the surroundings. He believes that he’s a “people’s person” and would love to be social, which had given him different perspectives. He also came to an understanding that it’s not about the opportunity in life but the hunger you have, to grab them in the areas you want to grow. He stated ‘I had seen myself as an avid public speaker, writer, and artist, and all of this made me enhance my extrovert side. “In my free time, I would either travel with friends or with family, and yet I find amusement around his typical Marwadi family and relatives”. The support and attachment, that circulates in his family commendable. Now, we mustered up the courage and inquired about his personal life. We began with “Can we ask, if it isn’t too personal”, and he interrupted with a grin on his face uttering, “it’s about whether I have a girlfriend, or am I planning to have one shortly? Isn’t it?”. That filled the room with laughter for almost 5 seconds and the answer was one word “NO”.

He continued, “I don’t have plans on taking that road now, and at the moment I’m married to my profession, maybe few years down the line perhaps I might take that path”, he cut this off with a giggle. At the end of the interview, we closed by pointing out his belief in “everything happening for a reason”, we asked whether there were times he questioned this and if he was wrong about what he believed. He stated, “Yes, many episodes in our lives will not work according to our liking, but rather me questioning, I’d introspected, self-analyse my motives, and be poised and then reacting instead of taking impulsive decisions in those moments. No human is perfect, but at the least, we could try to be better versions of ourselves than we were yesterday. The message I’d like to give is don’t worry about the future, the past is already dead, what you have with yourself is the present moment”, he adds the opening line of the article which was put down by the poet H.W Longfellow, “you need to make the best usage of the time you have right now, give your best in every circumstance cause not all cases work in your favour”. He concluded with a pleasant smile, “Try not to lose that charm along this way”.

So, we all saw that new and very noticeable face around the campus, he is *Vincent Wahrenburg*. Here is what we learnt.

By: Anisha Gugale & Isha Rani

Greetings Woxsenites,
Let me share with you all I know about our recent foreign faculty, Mr Vincent Wahrenburg. He is an Environmental Engineer who has built renewable resources all around Europe and works with wind energies, sustainable development, and renewable resources. When asked about his opinion of India, he finds it quite challenging, especially if you are unfamiliar with how our country works. But his view of our university was pleasing, as he describes our campus as amazing, pleasant, and international, where he feels at home. Wondering what challenges, he has faced in India? Well, food is definitely one of them, as we have much more spicy food regularly, and it did not settle well with him. And since arriving here, he had to change his habits, get accustomed to India's ways, and figure his way around Indian technology. From an early age, he decided he wanted to go in the direction of sustainability as he saw a future in it and its importance. Moving onto his career path, his reason behind his career choice is not because of fame or trend or money, but rather his desire to do something environmentally friendly. His passion was clearly shown with each word he spoke. One of the fascinating facts

about Vincent is that, while being an environmental engineer, he is also a professional dancer in Germany and goes to international tournaments worldwide; his style of dancing is Latin ballroom dancing. And as he is still an active dancer, it is hard for him to schedule his practices while working, but he has his priorities set straight.

He does not lack linguistic skills either; apart from his first language being German and knowing English, Vincent can speak Spanish, French and Italian.

“Pierdes el 100% de las oportunidades que no tomas”

This phrase translates to 'you miss 100% of the chances you don't take.' It means the least a person can do is try, and it does not matter if the end results are failure or success. The most important thing is to try. The above statement is one of his favourite lines, and he believes in it. I hope it gives strong motivation to students and makes them take part, volunteer, and take the initiative in various ventures.



Vincent Wahrenburg

School of Design

Foundation

Design Drawing – I

Students learn various drawing techniques, lighting and shading, and gradation of tones during this module. Furthermore, they have Explored freehand drawing, construction drawing and understand scale and proportions, tonal values, volumes of objects, spatial arrangement, and representation. Students also Understand the application of skill and knowledge gathered into design concepts.



Outdoor Activity: Nature Study

History of Design

History of design course provide necessary skills, stimuli, direction, and facilities to foster creativity. During this course students went a visual walkthrough of developments in Asia and the Indian subcontinent; Cultures and taste cultures; Pre-modernity: craft in the Indian subcontinent; Context and patronage: court, religious, domestic; The separation of designer and maker; The unfolding of modernity: from vernacular to globalization, social impact, visual culture and the invention of design, industrial revolutions, the legacy of Romanticism, the impacts on Asia and the Indian subcontinent; craft within modernity.



Students during the session

Design Software

Design Software course primarily aims to introduce software skills to B.Des Foundation students. This course connects with the broader creative learning goal like elements of design, the principle of design, color theory, composition, and understanding the power of visual communication.



Students during the session

Fundamentals of Design – I

Fundamentals of design course is to develop strong visual perception, observation, and imagination capabilities. It engages the students with various skills, from exploration practices they can develop an analytical eye towards design elements.



Interior Design

Measured Drawing Exhibition Held on 24th September 2022 Brief

Identifying the problems in User experiences , Students identified some spaces and Campus , replicated it in sheets through Drafted and Redesigned these Spaces according to user Experience ,Students drafted Manual Sheets This module was Guided by Ar. Pritam Mandavkar

Display consists Plans of existing Design Furniture Layout Views

Re-designed Plan
Sectional Elevations
And Redesigned Views



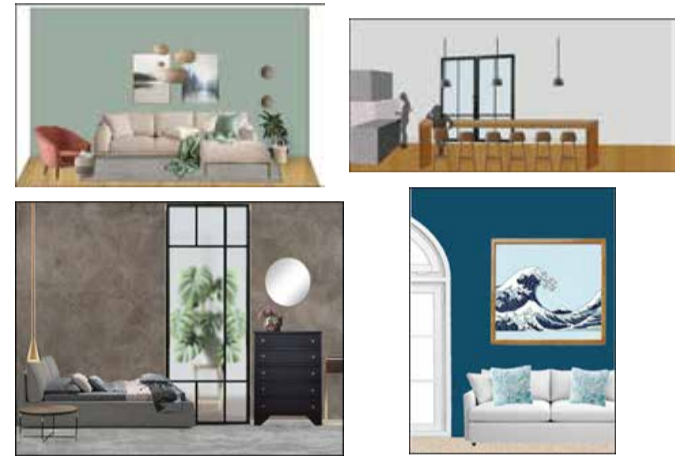
Workshop on Manifestoes and Mood boards

- Mood boards are expressed as conceptual sheets for Preliminary sheets
- Workshop was initiated to Students of 3rd Semester
- Conceptual sheet for Interior Decoration
- Ar.Vindhya Conducted Workshop
By Kilaru Usha –Semester :III



Manifestos

By Geya, Tasmiya, Niharika, shreelakshmi.



Bamboo workshop was held on 28th ,29th and 30th of September, By one of the Volunteer Ar. Karthik from CGBMT - Centre for Green Building Materials and Technology (CGBMT) - Govt NGO (Bangalore) on Sustainable and Green Building Materials, Leading by Ar. Neelam Manjunath



In revitalization students worked on different crafts to create either 1:1 Elements or small scale elements using different crafts of India



Exhibition on Revitalization of Arts and Bamboo Workshop

Dr. Mainak Ghosh's Visit for campus for Guest Lecture, B. Arch ,M. Arch and Phd in Jadhavpur University. Right now, working as HOD of Architecture. Specialized in Design Thinking, Health - Behaviour - Creativity and Design Research area, Urban Design, Urban Studies, Urban Cybernetics, Environmental Perception/ Psychology, Aesthetics & Cognition, Design Thinking, Strategic Innovation, Creative Economy Indigenous studies in relation to built form, arts, crafts, products culture and community



Industrial Visit

Site visit on Lighting Design to Sarath City mall and Inorbit mall

Sem :V students

Accompanied by Ar. Vindhya and Dr. Mainak Ghosh on 9th October



Furniture Design Guest Lecture by Industrial Expert

Guest lecture for module Interior furniture workshop -1

Ar. Azeem Abul

Founder of Inscape Architects

Inscape Design Studio – Best Architects in Vijayawada

Abdul graduated from Edinburgh College of Art with a Diploma in Architecture (RIBA Part 2) in 2000. Following a five-year period working at Richard Murphy Architects as a project architect he established Henry Schneider Visualization which, through his constant thrust for research and development and perpetual willingness to share knowledge with the industry through his blogging, rapidly became a world leader in architectural visualization

M. Arch -Specialised in Environmental Design

Some of the executions of Ar. Azeem on Parametric Furnitures



Industrial Visit

Site study to Ikea and Home center for furniture Workshop Module on 15th October



Internationalisation

Guest lecture about psychology of space and behavioral science by Prof. Carlo Convertini – Semester VII students



Webinar –on

Color Cafe with Lauren Brennan & Carrie Monger On 20th October 8.30pm

The Georgetown Lombardi Arts and Humanities Program (AHP) presents:

Color Cafe with Fiber Artist Lauren Brennan from Project Knitwell and Movement Artist Carrie Monger

This open dialogue session will gather a group hoping to understand more about color harmony and design. Lauren Brennan will share her passion for creating with colorful fibers as an avid knitter and fiber artist. We will incorporate movement breaks with movement artist Carrie Monger to bring us together as a group.

Our main objective will be to learn more about color theory and principles of color with a series of discussion questions posed to the group. You will be invited to participate and we will learn together. You can also bring show and tell to showcase some of your color work, either in fiber or any medium.

The Color Cafe is a group directed, informal discussion with opportunities to share links to research and articles that can expand our collective knowledge through the digital class padlet sharing page. You can also take the opportunity to turn on your cameras and microphones to share in person as well.

Think about the ways color and texture bring you joy and join us to learn more about our colorful world! Each Thursday morning at 11:00am EST, we will learn together about the foundation of color theory and psychology. The workshops are interactive with opportunities for participants to critique and share. Each week everyone will have the opportunity to share their favorite combination of colors and textures. We will critique and discuss combinations of color. We will compare and contrast artists (especially knitwear and textile designers like Kaffe Fassett and Stephen West).

Who is this class for?

Especially for artists, knitters, and designers at any level looking for inspiration! This workshop is for anyone who is especially interested in color. Anyone can participate with textiles, paper or even paint samples.



Entrepreneurship

Manifestoes created by students are pitched shutter stock and trying to Pitch Co-working and Co-Living spaces through Tradetower Students are creating Manifestoes as proposals

for bar counters and so on which would work as conceptual sheet for Interior design Projects.

Tia and Preethi did manifestos for Bar counter from 5th Semester under guidance of Ar.Vindhya



Corporate Alignment

Our V semester student Preethi Nellore is working as Intern in Upscape Interiors



Ar. Siddardha

B. Arch , M. Arch (Interior design) special Lecture on ID materials and Applications – II for V semester

As he has completed Interior Project in Lansum , As students are take to Site demonstration Students were accompanied by ar.Harita



Fashion Design

Hyderabad City Visit for Semester III students to give them knowledge about sustainable fashion and at the same time giving them knowledge about how modern day brands are doing their finishes for garment construction.



WSC Hyderabad Visit for organizing Workshop in coordination and signing MOU with them for future collaboration.



The series is an attempt to bridge the gap between the current students in the university and the Fashion design student Alumni working in the industry as designers.

The session aims to foster a sense of community among the students while also supporting a sense of belonging to the Fashion Design, School of Arts and Design. Interactive sessions will assist in establishing or renewing friendships and acquaintances with former Fashion design students. Alumnus will share information about their work and experiences, as well as assist one another with networking needs such as hiring, referrals for specific expertise, or job searching. to begin their academic career with new social connections. The very first Alumni we invited for the 1st session of "Words of Wisdom" is Arnab Chanda a Senior Product designer at Phong Phu International, Vietnam. Arnab Chanda is from 2016 Batch of Fashion Design; we will get to know more about him through this session.



Recycled Fashion Products done by Semester VII students for their Module on Sustainable and recycled fashion products.



Internationalization

Named the Garment Construction Lab in Honour of Chair professor Margaret L Bishop



Industrial Design

Material studies – Soft Material - Leather

The materials explorations course on soft materials was taken by Woxsen Alumni and leather expert Nihal Mutha and Prof. Santosh. The course was a platform for the students to explore leather from interactions with household materials, water, chemicals and heat. Various types of stitching were also showcased in the live exhibition named 'Leather Mela' which included live demos of skiving, tools, embossing, etc.



Human Centered Design / Business Tournament – Presentation to Vice President & Vice Chancellor

The Product Design Department of SOAD at Woxsen University in collaboration with the MBA /BBA department at PUCPR-Brazil had recently concluded an intense 3-week course on "Human Centered Design" under the umbrella of COE-Ethics, Responsibility and Sustainability. The students were divided into 6 groups each comprising 5 Management students from PUCPR and 3 Product Design students from Woxsen. The students were mentored by faculty from both colleges.

The Project Brief was to work with the local rag-picking communities in their respective countries and develop solutions that could enhance their lives.

The studies carried out intensive field and literature research and have come up with solutions focused on Upcycling and the creation of value for all the stakeholders involved. The project insights and results were presented to the Vice Chairman and Vice president.



Woxsen's first ever AR/VR Exhibition

Mr. Ashish Dubey and Mr. Mehdi, Industry experts in AR/VR were the faculty for this course for the 5th semester students. Exploring the world of virtual reality was the main intend behind this course, so that the students would be ready to present their concepts using these mediums. Showcased above is Woxsen's first AR / VR Exhibition that was a result of the course.



ROBOTICS Projects presentation by Sem 7 students to IRA- Telangana Chapter

Students doing the course on Robotics in Product presented their work to the delegates from the IRA Telangana chapter.



ROBOTICS Projects presentation by Sem 7 students to IRA- Telangana Chapter & Dean – School of Technology

Students doing the course on Robotics in Product presented their work to the delegates from the IRA Telangana chapter and Dean – School of Technology



YULU Final Projects presentations to Visiting and internal faculty

The course in Manufacturing Technology was conducted by Industry expert Samarjith Waghela, Chief Designer – Yulu Bikes. The final review of the e-mobility products was conducted by a jury panel that constituted of both internal and external industry experts.



Watercolor workshop by Shyam Karri

An intense two days workshop on watercolour representation techniques for product design was conducted by Mr. Shyam Karri.



Corporate Alignment

Design Entrepreneurship talk at IIT Hyderabad & Networking with TSIC for synergies

Networking session with TSIC to explore synergies for design consultancy projects.

A design entrepreneurship talk was given to design students at IIT Hyderabad by Prof. Santosh.



Networking with STPI and TVAGA for bridging the skill gap in gaming industry

TVAGA and STPI are Telangana state government bodies that wants to leverage the design competency at Woxsen School of Art & Design to bridge the skill gap in the gaming industry.



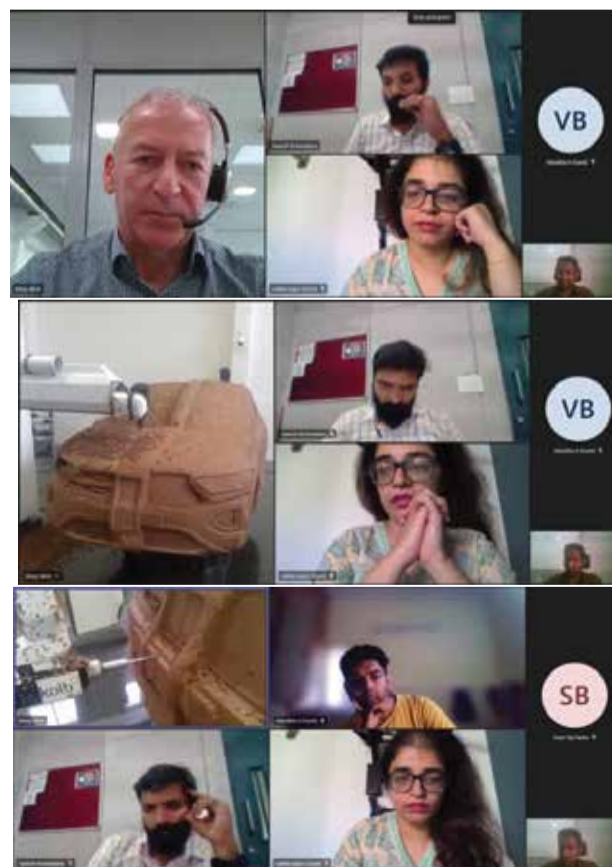
Internationalization

Weekly interaction with Prof. Jr Neville Songwe

- Prof. Songwe a professor of Industrial design at SCAD, Georgia, USA.
- Exploring various synergies regarding
- Curriculum improvement
- Joint research
- Documentation in Product Design
- Traditional culture to contemporary design conversations

Demo studio tour from Kolb Technologies GmbH

Demo studio tour from Kolb Technologies, Germany regarding clay modelling techniques and industry tools.



Entrepreneurship

Design Entrepreneur talks by Vishnu and Anoop
Design Entrepreneurs from the industry gave talks during the Design Entrepreneurship module for the 7th semester students



Communication Design

Colour Design

Color Design Course for Sem3 Visual Communication was completed as the second score of the Semester. This course intended to make students understand importance of colours, like its psychology, cultural context, schemes, usage/ implementation.



Illustration

The illustration module was conducted for 3rd sem. The assignments ranged from product illustration to infographics, comic, caricatures etc. The colour design and illustration concluded with exhibitions of student's works.



Portfolio Workshop

Students presented worked on their portfolio and presented to industrial experts for review.



Exhibitions

UI / UX Exhibition

The user interaction and experience module was Conducted by Industry expert faculty. The course had lot of detailed research which were implemented to the design. The course outcome was exhibited.



Faculty Achievement

Foundation Dept.



Prof. Murali V Kesaboina

A book Chapter entitled "FOLK AND TRADITIONAL ART FORMS OF ANDHRA PRADESH" has been accepted and in press for printing and publication.
 Book Title: STUDY ON FASHION ACCESSORIES DESIGN: SUSTAINABILITY (ART, CRAFT AND DESIGN)
 ISBN 978-93-94766-28-0
 Publisher: SCIENG PUBLICATIONS



Dr. Peeyush Kumar Gupta

A book Chapter entitled "MENIFESTATION OF SUSTAINABILITY COMPONENTS IN ADVERTISING DESIGN" has been accepted and in press for printing and publication.
 Book Title: STUDY ON FASHION ACCESSORIES DESIGN: SUSTAINABILITY (ART, CRAFT AND DESIGN)
 ISBN 978-93-94766-28-0
 Publisher: SCIENG PUBLICATIONS
 Offered to deliver virtual lectures on Research Techniques in Visual Art by Visual Art Department of CSJMU (Kanpur University).

Interior Design Dept

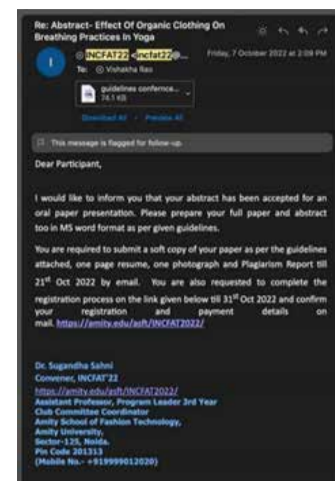


Ar.Vindhya, Ar.Harita attended Parametric Architecture Workshop which was conducted by Parakraft and was Initiated by COE – Woxsen University



CGBMT awarded Faculty members of Interior design Department Certificate of Appreciation for Hosting Bamboo Workshop In Woxsen University

Fashion Design Dept.



Total three abstracts have been Accepted for International Conference from the Fashion Designing Dept.
“International Conference on Fashion, Apparel and Textile 2022” organized by Amity University
 All the fashion design faculties are presenting their paper on this International conference.



Two projects are submitted by Dr Sadhna in the Major project she is the PI and in the minor project she is the CO PI with Dr Piyush Gupta as PI.

Industrial Design Dept



Faculty upskilling – Pratheek P Ashok

Parametric Modelling Workshop



SEED funding for Research

Prof. Surya Teja Bachu was the first faculty from the Woxsen School of Art & Design to secure the SEED fund for the research project in Phygital design.

NAAC/Accreditation progress

Participated in National Educational Symposium Prof. Surya Teja Bachu attended the National Educational Symposium

Photo Gallery



School of Business

“Management is, above all, a practice where art, science, and craft meet.”
- Henry Mintzberg

Event Gallery

GLOBAL LEADERSHIP CONCLAVE 2022

MEET

Mr. Narane Gundabathula
FOUNDER CEO
CDK Global

Mr. IVS Ranganath
FOUNDER CEO
Shriram Bioseed

24 SEP 2022
10:00AM - 04:00PM
Woxsen University

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NAVIGATING A CAREER IN THE ANALYTICS & DATA SCIENCE INDUSTRY
02:35 PM - 03:15 PM

DR. HEMACHANDRAN
Chair Professor of Business Analytics and Machine Learning at Woxsen University

CHARANPREET SINGH
Co-founder and Director at Praxs Business School Foundation

DEBASHIS GUHA
Program Director at SP Jain School of Global Management

ANIRBAN NANDI
Vice President, AI Products & Business Analytics at Rakuten India

ARUN KUMAR
Vice President, Data Science at Paytm

ISHU JAIN
Head Of Analytics for Central Functions at Swiggy

ABHINANDA SARKAR
Senior Faculty & Director Academics at Great Learning

PROF. ANURADHA SHARMA
Provisl- Business Programs, Professor at INSOFE

VIKAS BEHRANI
Vice President - Data Science at Genpact


School of Liberal Art & Humanities

Certificates presented to top mental health experts

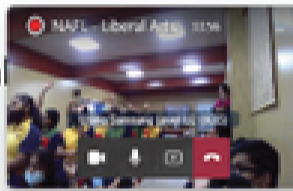
1. An informal interactive session was conducted (1st October 2022), and Certificates of Recognition were presented to the Top 9 Mental Health Advocates (2022) of CoE- BCS. This forum was organized to introduce the advocates to one another and to brief them about Woxsen University and CoE-BCS activities. Planning of collaborative work is in process with these advocates.



Possible Career Path



- **Journalism, English, Linguistics-** Journalist, Photojournalist, Copy-writer, Content Writer, Editor, Media Researcher, PR Specialist, News Reporter & Producer, Social Media Manager
- **History & Anthropology-** Historian, Archaeologist, Museologist, Educator, Civil Services, Anthropologist (Social, Medical, Environmental)
- **Political Science, International Affairs, Law-** Civil Services, Public Relation Officer, Legal Counsel, Public Affair Planner, Development Consultant/ Officer, Diplomats & Intelligence Analyst, Corporate Lawyer
- **Economics-** Economist, Civil Services, Credit Analyst, Financial Policy Analyst, Product Manager, Statistician, Market Analyst



2. SOH faculty invited as Speaker

An online session was conducted (8th October 2022) with the students of the National Academy for Learning, a Bangalore-based school, as an Invited speaker. The session topic was the Scopes and Career Path for Humanities courses, in which grade 10, 11, and 12 students were briefed about various Liberal Arts & Humanities Courses Woxsen University is offering and the scopes of these courses to build a successful career were discussed in detail with the students. The session not only dedicated itself to helping school students help decide on their future careers, but also served the promotional purpose for Woxsen School of Liberal Arts & Humanities.

Event Snapshot



Event Snapshot

CoE- ZIBS-WOXSEN CHINA-INDIA CENTRE holds debate contest

The Centre of Excellence- ZIBS-WOXSEN CHINA-INDIA CENTRE, under the School of Liberal Arts & Humanities, organized a debate competition with the B.A (Hons) students on the theme: COVID-19 Pandemic and India-China Relations. It was the first initiative of ZIBS-WOXSEN CHINA-INDIA CENTRE. The debate session was very engaging and informative in understanding the effects of Covid-19 in both countries and analyzing the bilateral relations between India and China in the post-COVID scenario. During the debate, the students initially discussed the spread of covid-19, how the countries managed to control the coronavirus, and the policy initiatives being implemented during the pandemic.

In the second stage of the debate, the students debated how post covid scenario affected the countries' relations and their complex interdependence. At the end of the debate session, the students gave concluding remarks by highlighting the need for expanded interdependence and improved coordination to enable both countries to manage their future conflicts. After the arguments of both groups, the judges declared the winning group and announced the three best speakers of the debate competition.

In this regard, I thank Dr. Raul Rodriguez, the honourable Vice President of Woxsen University, for his inaugural address to the session. He is always at the forefront in extending constant support and encouraging us to come up with these kinds of initiatives. I also thank Dr. P.V. Satya Prasad, Associate Professor and Acting Dean of the School of Liberal Arts and Humanities, Woxsen University, for sharing his thoughts on the theme of the debate on the COVID-19 Pandemic and India-China Relations.

Event Snapshot



Dr. Raul Rodriguez, vice president of Woxsen University, delivered the session's inaugural address.



Students who took part in the debate competition



Organizers of the debate competition with the students of B.A. (Hons).

School of Technology

Activities under School of Technology

Blank screen coding:

This contest is conducted by technology club under school of technology, it is a Contest which involves the challenge of coding on a blank screen where the code that is being typed is not visible on the screens. It requires great concentration from coders which improves the skill of students.



Student awareness program :

This event is an awareness program been conducted by school of technology to create awareness in students regarding effects of social media on mental health. This awareness program has even bandied about the sensitive issues such as harassment, LGBTQ, stress etc.



Cyber security and Quantum computing lecture series :

This event is organised by school of technology with an objective to create cognizance regarding the very popular branch cyber security and quantum computing which are on great demand. And even few people from the same field

Sri. Rama Mohan IPS, Superintendent of Police (SP), AP

Sri. Sai Pavan Kumar Surapaneni (Global Practice Head - Enterprise Cybersecurity & Risk Services (ECRS), InfoVision Inc).

and

Sri. Pramod Kumar Ravela (Software engineer - Application Security, Pegasystems, Hyderabad) Software engineer - Application Security, Pegasystems, Hyderabad)

Ushered students on key issues.

For The Students, By The Students

Autism, There's more to it than the internet definition. Why don't we "Ask Ana" about it!

By: *Jeesica Singh*

Abhishek Ponneri, the CEO, and Co-Founder, and Laaysa Priya who's the CFO, HR Head, and Co-Founder of the start-up, called Ask Ana. We had an intriguing conversation about what they have built. We started with a short spell out on the start-up, and what does the name 'Ask Ana' mean?! Abhishek proceeds, "Ana, is the goddess of nourishment and well-being in Irish Mythology. Ana doubles up as an A.I. assistant where the autistic kids' tantrums are to be understood and controlled, where their parents give us the feedback and we act accordingly. Our essential aim is to cut down the trips to the therapist which would cost them around 15-30 thousand per month. We work for kids, with Autism, ADHD, and Intellectual disabilities who feel physical discomfort". He adds with a smile, "This is where we play".

When asked how did they come up with this idea? (Abhishek sighed) "My nephew is suffering from ASD (Autistic syndrome disorder)", he says. I have been with him ever since I was a kid. I was petrified of his meltdown episodes. The layer of cream on his milk was enough to trigger him to throw the glass, scream at the top of his lungs, hit the walls, and destroy tangible things. In this way, he was hurting himself badly, as he wasn't able to communicate his level of agitation. Over the years, it led me to examine his behavior from a first-person standpoint and this gave me compassion in reaching out to people who fall under the spectrum, that was the motive that brought me all the way here."

Laaysa adds, "Not many know the actual meaning of Autism, I'm not talking about the internet definition (she strongly addresses), when Abhishek told us about his nephew, it triggered our team, which accompanied us to dig deeper into this malady. Hence 'Ask Ana' came to light."

We put out a question on how they would play in society, Abhishek started with, "Firstly, a product that relieves the child's tantrums and pressure

craving patterns. For example here's what a hypo-sensitive autistic kid would do (in most which plays as deep pressure therapy sensory toy



The "Ask Ana" Team

cases) if they burnt their hand, they might get on pleasure out of it, and they are most likely to do it again. We want to add our role here, which is to satisfy their pressure craving thereby drawing a complete tangent to tantrums because autism contradicts self-control; just because they do not have control over their surroundings, which develops the pressure craving and tantrums that usually ends up in a catastrophe. So if we could keep the nerve endings satisfied, it would be an accomplishment in most parts."

"Secondly, a strap-on apparatus that would detect, Blood-Oxygen concentration level, Blood Pressure, fall detection, and SOS button linked to the parents' phones so they could be alerted for the tight spot."

"Thirdly, we are working on building an autism community in Hyderabad. We are on the task of identifying leaders from the autism community to join our banner, with whose help we could conduct conclaves, talks, and events to spread awareness of what autism is and to create a closely knit community for microblogging

feature on the Ask Ana app."

Curious about how the team was built, here's what Abhishek had spelled. He just had an experienced opinion on interviews being the worst way to build a team as we wouldn't know the person in depth, as it's very superficial. Around 70% of the team members have been scouted personally. "There was a heart-to-heart conversation on their perspectives, emotions, and encounters with Autism, on the other hand, we took a completely different approach for the research team. They were interviewed, followed by a written test where they were given cases on inequality in pay for women or solutions for disability comfort management. We had quite an interesting time with the answers we received" Abhishek said. "We are a team of 14, four are product designers, one on is an independent contributor for branding, three on social media, and three in the research team" Laaysa points out with a tsmirk "Including the us, the management".

Coming to the end, here was our final query, we asked how long has it been introducing 'Ask Ana' and what hardships they have faced. Abhishek answers while leaning back on his chair, "It's been solid four months since we began. The hardship, unfortunately, is that we aren't able to come up with a possible way to go out as a group and reach out to the Autistic community, as they are completely volatile, and examining their day-to-day activities is demanding great exertion as that would require resources. As of now, we are bootstrapping."

"We are endlessly working on bringing together the resources and sending our team members to do the primary research. Our secondary research is on air; we have circulated questionnaires for the parents, primary caregivers, and shadow teachers of the autistic community so that they would give us more insights on their experience and emotions while dealing with autistic kids."

Ask Ana aims to pilot in the April of 2023.



The Logo



A Food for Thought!

By: Navami P.

Let me save you the anticipation of knowing who won- neither the Greeks nor the Romans. You could take this as an objective correlative, that the never-ending debate of which great empire has contributed more will, in fact, remain never-ending. However, the show, or rather the discussion, has to go on. Organized by the Woxsen Debate Club in collaboration with the International Relations Office, 'Greeks Vs. Romans- The Greek has given us more' was the chosen topic for October's International Month debate.

Despite being a little insipid, the showcase brought out some great punchlines I would have loved to use to open this article. For example, 'The greeks built the stage for the Romans to dance upon' was a line so poetic that a rebuttal of equal eloquence was called for, 'When we think of contribution, we think of impact rather than introduction.'

Ignoring the repetitive reinstating of opinions, the debate nevertheless had some fiery moments. Like that time, the team whose faith lied with the Greeks accused the other with the remark, 'Roman gods are mere copies of revered Greek gods.' Or the other time when the team faithful to the Romans said, 'The world does not

need thinkers and philosophers; it requires people capable of tangible contributions.'

The words contribution, influence, and impact were omnipresent. Or rather mindlessly used. Let's just call them keywords. Nevertheless, this was one debate showcase that was different from the previous ones. And those who were spectating can be a judge of that.

However, in a turn of events, the true star of the debate was not the participants as one would think. Instead, it was a newly welcomed BA Honors student whose calm and intelligent disposition impressed the audience and Mr. Chahat Mishra (head of International Relations and debate moderator) alike. His opinions and corrections transcended the topic to talk about the governmental system of the United Kingdom. Talk about vast knowledge.

The showcase concluded with the usual announcement of the three winners. The familiar names of Deepshika Yadugiri and Amaan Bhimani were announced, and a new addition of Someshwar made it into the list of winners. But as for a conclusion, there wasn't one. Just as this article. So let's take some time to understand; did the Greeks or the Romans give us more?

INDIA – “NEVER THE LESS”

By: Hrudaya Reddy

“When the going gets tough, the tough gets going. When the going gets toughest that's when India gets going”

says Dr. Deepak Vohra, the youngest ambassador of the youngest country.

Addressing the sons and daughters of India,



Dr. Deepak Vohra visited Woxsen University under the organization of COE – Centre for Technology

and Public Policy for a session to inspire the future of India.

On the way to become a developed country, we are at the foot of our journey towards the National Renaissance. Dr. Deepak Vohra was addressing young Indians who are the breath of future change. He reminded everyone of the duty and blessing it comes with being an Indian.

India would be the number one very soon. And we will be the front wheels for this change. India is sick and tired of having other countries tell us how we should rule our country, how we should treat our people. We are more than capable and now more than ever.

The *three things* you need, we need, India needs for the national renaissance are:

Self-confidence,
Self-reliance (Aatma Nirbharata),
Self-esteem.

Believe in yourself, rely on yourself, and respect yourself.

India begins with “I”. Work on the “I” then India is taken care of.

We are a complex country; our religion and beliefs are intertwined with our nation and its people. Our religion is our development not the substitute.

Religion is often preserved as a thing to tie us down rather than take us forward and that would be a backward way to think. Religion drives people, brings people together, shapes people with beliefs and ethics.

Development is a people's movement in India.

110 million toilets in 2 years, *Beti Bachao Beti Padhao* (Save your daughters, educate your daughters, 2004 Tsunami – the first to respond and mobilized 20 Indian naval ships and 5000 sailors, 2005 Earthquake – India donated 25 million dollars to Pakistan, 2014 Maldives drank water filtered by India. 2015 Nepal earthquake, our relief began in 16 minutes. 2021, 2022 we have sent vaccines and relief supplies to total 100 countries free of cost. 2022 world's first nasal vaccine.

We don't help the world because they are our close ones. We did it because we are good, If the world is hurting it hurts India.

When there is an Indian there is an opinion and when there are 3 Indians there are three opinions.

We provide answers to the world's predicaments and in the recent times, China's visiting card was

the virus, India's visiting card was the vaccine.

We set goals for the future of India, and we reach those goals before the future begins. We do everything early and faster than we anticipate it to be. And this is the first step towards the National renaissance.

India is the next you. We are becoming the most diverse population and the most spread-out population in all of world and its countries. Being the youngest country of the median age 29 with 50,000 universities, 15 lakh schools, 340 million students in which over half are woman.

We are growing and Dr. Deepak Vohra reminded us of our responsibility to respect the country and love our country and internalize the integrity that comes with it.



YES! MENTAL HEALTH 'IS' IMPORTANT.

By: Navami P.

Mental health is a shunned topic in our country.

Woxsen University, however, has evidently made moves in bringing the subject into mainstream conversations through the engaging Human Library series and the philanthropic Elevate Programme.

And whose altruistic efforts do we have to thank?

Ms. Anubha Jain,

a newly recruited Psychology counselor at the **Student Wellness Cell** at Woxsen University.

Her uplifting nature is immediately apparent, complimenting Woxsen Times on its presentation and content even before her self-introduction.

And then, she goes on to tell her story-

Born and raised in the city of **Kolkata**, her passion and interest for the human mind stem way back in higher secondary school.

Despite the resistance and eyebrows, the subject raised at the time, her family's receptiveness empowered her to indulge further. And there was no stopping her from then on. She has been beefing up her knowledge of human behavior ever since.

On the other hand, Ms. Anubha Jain's fateful entry into Woxsen university is an ordinary story. After working online with research-based organizations during the pandemic, she craved a more hands-on experience, leading her to meet with **Dr. Raul Rodriguez**. And its domino effect has led to this interview.

The profound experiences she's had after working with multiple NGOs and research-based organizations spread across **Mumbai** and **Bangalore** have sharpened her understanding of the field.

So, if you ask her for the meaning of therapy, ask her to break it down in layperson's terms- it's a space for you to work, grow, and overcome what you have been struggling with.

"It's a collaborative process between a client and a professional to reach a common goal. The professional is an empathetic listener who provides a safe space for the client," she further explains, calling it a teacher's instinct to provide a technical explanation, nevertheless.

So, what is the role of a university counselor, you ask?

*"Students at this stage of life are experiencing a **dramatic transition** from school to university; it's a complete change of scene. And apart from this struggle for adaptability, they might also be struggling with personal issues apart from mental health, such as family issues, financial troubles, etc. And often, **students do not reach out for help**. This is where the role of the college counselor plays in; we encourage them to seek that help."*

Ms. Anubha Jain says, "Healthy body cannot exist without a sound mind." But are we on the right path to understanding this?"

Are we there yet?

I don't think so.

But are we on the path toward something? We sure are.

We've come a long way from the days of conversion therapy and other baseless practices. Now the conversation revolves around inclusivity and being empathetic. So, we're on the right track of getting there, **slowly**.

"Society is of the idea that an individual seeking professional help is 'weak.' But there is strength in that vulnerability that many are incapable of handling."

Ms. Jain, however, very expertly rationalizes the idea of holding on to stigmas, *"It's unfair to blame individuals who hold on to stigma as it has been ingrained in them from a very young age."*

There are two preventive measures to tackle this-

Providing education on the concept and benefits of therapy

And

Breaking down the myths at the education level; this involves conversations at home and school.

There are two steps she recommends for change at the University level:

- Be mindful of the language we use. It's easy to slip up a joke without harmful intentions. However, the language one uses has a substantial impact on impressionable individuals.
- Understand that **it is not cool to shame**. And this transcends into a person's physical as well as mental struggles.

Ms. Anubha Jain's work at Woxsen University is continual; it has merely started. But her impact is conspicuous.

Every one of us can create a safe space- be empathetic, be mindful, and provide a listening ear.

In this manner, we're all part of the Student Wellness Cell.

* But if you are truly on a mission to create a non-judgmental zone, Student Wellness Cell volunteer applications start rolling out in **November**. *

Remember,

"There is strength in vulnerability. And kindness in accepting those of others."

DO YOU HAVE WHAT IT TAKES?

By: Mehreen A.

17th of October, the day the most beloved after- work hour recreational sport of students and faculties across campus, put forward a difficult challenge. Who would be the champions of the Table Tennis Tournament of 2022?

Getting ahold of KRIDA's President on the day of the tournament was nothing short of a task. He was pretty occupied with looking after necessary arrangements, after all. But thankfully, despite the responsibilities of ensuring everything runs smoothly, the President of the sports club, in a prompt interview, revealed how this was, shockingly enough, the first tournament to be held for table tennis since November of last year! That explains the swarming number of registrations that piled in.

In the wake of the announcement of the match-offs for men's doubles and singles, and woman's singles, the Admin Block post 8 p.m. It was observed to be less lonely than it ordinarily is. The audience flocked to the two tables that were the centre of attention with multiple LED lights directed at them. Every hit of the small, lightweight ball was observed with bated breath. The matches were intense. Every backspin, counter-loop, and drop shot was accompanied by either erupting cheers, applauses, or jeers. It was a tough crowd to please, that's for sure.

The participants in swift interviews disclosed how they didn't have many hopes of winning. It was because Table Tennis was something they played informally amongst friends and colleagues. So many didn't expect to go home with the title of

a winner, not even the winners of the tournament themselves! Rohan from B.Des, who, unfortunately could not make it to the final round, pointed out how they were "called out all of a sudden to compete in the matches" and also mentioned his dislike for the lack of proper planning by the club.

Upon closer inspection, TT needs more endorsement from



the authorities and the public. Like any other sport, TT is competitive in that it requires great skill and athleticism. It might be easy to overlook it as an inferior sport, but that doesn't mean it's any less subservient. Numerous benefits have been observed by people who play Ping-Pong. To name a few, increased concentration is attributed to quick reactions, better hand-eye coordination, and improved alertness. And of course, there's the aspect of playing for stress relief from the hustle-bustle of daily life, as one of

the participants, Krishna Hidesh (MBA), competed in the men's singles, mentions.

On another note, the winners under each category were declared a few days after the matches were held. Under the men's singles, we have Bhuvan Sathvik as the champion and Manan as the Runner-up. Men's doubles were dominated by Abhishek and Shetty's team, while Vishnu and Lokesh placed second. Meanwhile, the winner and runner-up for woman's singles were decided as Amulya and Prisha, respectively. Interestingly, numerous faculties showed great enthusiasm by participating and showing how a sport doesn't have an age factor. Under singles, Ravi Kumar was declared the winner under singles, and Deepak was the runner-up. Team Mahesh won doubles, and Team Abhijeet was right behind them, placing second.

Heartiest congratulations to any and everyone who secured a win! And to the ones who couldn't make it to the finals, keep a lookout for other tournaments held by KRIDA. As the President of KRIDA says, "There are many more to come."



“STOP BEING SO SENSITIVE,”

By: *Mehreen A.*

Is something we've all heard someone tell us, if not we're the ones who've used it albeit in ignorance. No shame in admitting, I've done it too. But have you ever wondered why our instant reaction to someone voicing their problems openly is to belittle them? In a world where ideologies like, “survival of the fittest” and “staying on the grind”, has been ingrained into our heads since we could start comprehending the dredges of life, it has become ever more imperative to not let ourselves be sidetracked on the quest to maintaining a healthy relationship with our mental health. For this purpose, the Student Wellness Cell had arranged a few interesting activities for the students to come together as a community, and show solidarity towards the cause of mental health and well-being.

As someone who is fond lending a listening ear to anyone, be it a stranger or a friend, the “Walk with a Stranger” event provided a golden opportunity of familiarizing myself with different people across the campus without the usual constraints of social barriers. To give more context to the event, the first 100 people to sign up were to be paired with each other to take a short walk around campus, and discuss prompts sent out by the Student Wellness Cell. They could do that or, very well discuss any problems or issues they've been facing recently that they felt they could not talk about with their closed ones. I admit, the introvert in me was quaking in her boots at the mention of socializing with strangers, but I wasn't willing to let go of an opportunity like this. And so I decided to sign up.

The event started around 5:30p.m., all the students who signed up for the event were called to the admin building. Vice President, Mr. Raul V. Rodriguez and Student Council President, Vishal, gave a quick speech that kick-started the event. A huge board filled with sticky notes was open for all the students to write short uplifting and encouraging sentences on for strangers to read, and right beside the board, names were being called left and right.



But it was apparent after the tenth or so names that more than half the people who signed up hadn't shown up, much to the dismay of everyone present. In a brisk decision, students were decided to be paired up with each other in person. Although the executives were swift in doing so, the event still took a bit longer to start than it was supposed to.

That's precisely how my partner and I were left with less than an hour and a half to talk about anything and everything under the sun. From what “our spot” on campus was, to shows,

movies, anime, and back to reality again with what issues we've each had to face since moving into campus. Multiple sleepless nights and homesickness was something we both had in common, and since he was 2 years senior to me, I was able to cast away the stereotype of seniors being downright terrifying to converse with.

The event ended with us exchanging our contacts, and giving a positive feedback to Ms. Anubha Jain, who seemed rather pleased that her effort at arranging the event was a grand success.

Noteworthy of mention was the “*Rise from the Ashes*” event, where a bonfire and a music group were arranged by the pool. Nothing quite like literally, burning away your fears and anxieties with Arijit Singh's songs being plucked at a guitar string behind you.



Unicorns under the hood!

By: *Hrudaya Reddy*

A startup is a new business, new endeavor, new idea. When these new business ideas become successful and make money, they are named unicorns. Trade Tower being situated at the Woxsen University is coming up with new ways to inspire students and let their ideas hatch. One of such initiatives is the Unicorn, calling where Trade tower invites business professionals or startup successes to come, visit the campus, interact with students and share their stories. Under the October Unicorn calling session,

Mr. Pallav Bajjuri, the founder of the Kahaniya and Ipx was invited. Every one of us has a story to tell. But some of us are good at putting our stories into words. Kahaniya is a startup for upcoming artists who are looking for the right platform to launch their career.

This startup allows artists and their many artforms in vernacular languages. A new hope and support to start their journey by selling artwork in various prices. Powered 3 feature films, 6 books, many audio stories, and web series. The future of Kahaniya is looking towards web3.0 making the art of storytelling much easier and personal. Ipx is a startup with the innovation of Building stock market for entertainment. Reducing the cost of capital for top-tier creators, studios, and platforms while creating a new asset class for retail investors in entertainment. The discussion was candid and inspired questions about his career, expectations and his companies. He inspired new levels of creativity in students and conveyed the importance of creator's economy and the scalability to explore while improving their potential to new domains and levels.

Technologies such as DAO played a major role in enabling the artists to empower themselves and earn through their artwork.

Entrepreneurship is all about solving problems of new caliber have visions of new ideas and their implementations.

Creators' economy enables a creator to be his best self, solve and think critically.

Entrepreneurship as a choice, creativity and as an instinct, we respect his insights and interaction towards more creativity and sustainability towards the future.



Mr. Pallav Bajjuri

WHAT'S THE STUDENT COUNCIL COOKING UP?

By: *Mehreen A.*

The onboarding of all the schools concluded could only mean one thing; kick starting the university life you've always imagined.

Karaoke nights with friends where you can chill and vibe to the tunes? That can be arranged. Missing the street food from the cities? A few stalls around the campus can solve that. Got a few talents you want to show case? How does “*Woxsen's Got Talent*” sound for that?

Plenty university level activities and events await you! And award ceremonies for the chosen few worthy of it.

Does that sound exciting? Well, tighten your seatbelts because there's more where that comes from! It's bound to exceed your imaginations.

Keep an ear out for more information and details.



Student Council Logo

Campus cleanliness drive, punishment or sustainability?

By: Isha Rani

So I am pretty sure that almost all of the students and faculty have either heard about or seen the recent community service drive that happened on our campus on the 11th of September. Well, let me give you some inside information on the matter. The community service was initially started out as a punishment for the BBA batch of 2024 due to one of the 2nd year students offending a teacher. While the sentence should've been applied only to the responsible student, it was later altered by one of their program chairs. So the entire batch of BBA 2nd year was forced into being involved in the drive, and later, the community service drive was taken in as part of the Rotaract club to spread more awareness of the initial activity.

Two members from the Rotaract club were there to supervise the work done by the students, who were divided into two teams, each given two trash bags. Each group was assigned specific areas to clean up. One of the problems faced by the members of the drive was the lack of proper equipment, such as hand

gloves, garbage pick-up tools and sufficient trash bags. Whatever supplies they did receive were given more than 45 mins late, which wasted a lot of time. Organising teams and allotting specific locations also seemed to take up a lot of time. The program was supposed to last for one month, as said by a student, but after a day's work, no more steps were taken towards this action.

When asked about the student's views on the drive, it was said that many were not content with the duty imposed on them as they did nothing wrong and were still being punished. They, of course, wouldn't mind helping clean their campus, but as it was forced upon them, they were displeased.

Community service is about people willingly volunteering to give their time to societal needs, whereas here, students were not given an option and were 'punished' for it. While the ideation behind this drive was in the right direction, hopefully, next time onwards, people are not forced into it and will rather join willingly.

A Synonymous Identity

By: Navami P.

India's cultural fabric is an eclectic mix of the festivals we celebrate. Albeit, distinct celebrations, there is a synonymous identity in every festival we honor. From the Kankaj Puja observed in the north, Ghatasthapana and Dusherra observed in the South, Navratri in the west, and Durga puja in the east, but the crux of the story is one and the same- *to revere and pay homage to the Hindu goddess, Durga and to celebrate Durga's victory over Mahishasur.*

Being away from home, the spirit of celebration often eludes us. Keeping this in mind and wishing to spread the idea of 'inclusivity' during celebrations, the Center of Excellence for Diversity, Equity, and Inclusion, headed by Dr. Kakoli Sen, was on a mission to create a semblance of festive sentiments.

It's well known that no form of expression compares to the anecdotal value of dance. Not to mention the attention performances of Garba, Bhangra, and Dhunuchi reels in, especially when performed at a place as lively as the Admin block. But what is the story behind these nine nights of pujas, dancing, and sharing moments with kinfolks and comrades?

Here's a breakdown of the story as told by the four corners of our nation.

North

According to Devi Bhagwat Puran, The Kankaj Puja, or the Kanya Puja, is performed to honor small girls who are believed to represent Goddess Durga's avatars. This puja, is recognized widely in the northern region of India, and is carried out on the eighth and ninth days of Navratri. Goddess Durga's nine avatars, known as Navadurga, are adored as nine little girls and are treated to special food and gifts.

South

A little down to the South is the Ghatasthapana and Dusherra. Considered the first day of Navratri, Ghatasthapana embarks on a nine-day fasting period. Gifts such as the Aapta leaves, symbolizing gold and prosperity, are exchanged as families get together to celebrate. The day's auspiciousness is also considered a signal to venture into new areas and purchase assets such as houses, vehicles, etc. On the evening of Vijayadashmi,



or the last day of Navratri in Maharashtra, effigies of Ravana are burnt to commemorate the victory of Lord Rama over demon-king Ravana.

West

Taking our journey to the west, we end up in Gujarat, the only state in India that erupts into a nine-night dance festival on the occasion of Navratri, meaning 'nine nights.' Each night is dedicated to the worship of the nine forms of Goddess Durga. Cities and villages are usually abuzz with open spaces to celebrate and honor, Shakti, the feminine divinity. The spectacle of Navratri in Gujarat is considered one of the longest dance festivals in the world.

East

Another remarkable rendition popular in the east is the Durga Puja, similarly organized for ten days in the months of September and October, culturally known as Ashwina. The first day of Durga Puja, known as Mahalaya, symbolizes Goddess Durga's arrival, while celebrations are underway up to the sixth day, known as Sasthi. Over the next three days, the goddess is adored in her three guises- Durga, Laxmi, and Saraswati. On the final day, popularly referred to as Vijayadashmi or the 'tenth day of victory, religious idols are taken in grand processions to nearby rivers where they are submerged in full glory amid loud chants and drumbeats.

This first-edition event organized by the COE for Diversity, Equity, and Inclusivity sure made one thing clear- that they are on a mission to celebrate every difference that binds us.

Campus workers: their work, our comfort

By: Anisha Gugale

Greetings Woxsenites!

The COEs at Woxsen University work more creatively and even harder with each event that they conduct. Let me bring to your notice that the COE of Poverty and Inequality has done.

This session was held in an effort to highlight the talents and life experiences of the campus workers. It is of extreme importance to closely know people, be it students, professors or even workers for that matter, who work in our close proximity. It will help us to understand them better and even assist them in any way possible.

The COE of Poverty and Inequality, through this session, aimed to bring forward the stories of campus workers, go back and find out the reasons for their poverty and take measures to uplift their condition. To get to know about their problems, or even about their life in general, students created questionnaires which were used to collect the data and further do research on their issues.

It is very true that sometimes privileged people like us fail to understand problems of the poor or empathize with them. Hence, this COE wants to bring to our notice the struggles of such

people living with and around us.

Also, every person, rich or poor, has talents; the only difference being that the rich people get a platform to practice and perform and the poor don't. On interacting with the workers, we got to know that they have an number of hobbies but due to their financial conditions they don't get the proper resources to develop or practice those. To lend a hand to these workers, this COE is planning to present their artwork to the students and faculty on the day of the upcoming EXPO i.e. on 2nd of November.

The members of the COE interacted with people from 2 departments - landscaping and housekeeping. It was shocking to know that their mindset was to be able to earn 'one' proper meal a day, just one! Can you imagine their condition? And this is the reason why the COE of Poverty and Inequality took up this issue. They expect the cooperation and help of all the students to achieve their goal of uplifting the conditions of campus workers.

Thank you.

WBR – Woxsen Business Review.

By: *Hrudaya Reddy and Jessica Singh*

Woxsen Case Study Centre (CSC) presents the Woxsen Business Review (WBR), an in-house magazine that features cases, white papers, and articles about critical management practices used in real-world business scenarios. WBR consists of many domains, including Marketing, Operations, Finance, Human Resource Management, Organisational Behaviour, Innovation and Technology (AI, ML, and many others), and Analytics. It allows students to progress their case development and writing skills, which would help them understand, solve, and make critical decisions for real-life problems came across various industries.

Inspired by the Harvard business review. It was an initiative made at woxsen to reduce the gap between education and real-life businesses. An important part of any business education is case studies. WBR provides students with sustainable ways to learn about businesses and understand their standing in the market in a different setting.

The procedure and the workings of WBR are that they work and research about a company and approach a company to ask for consent for the magazine to report their company and its problems in any specific domain (Marketing, HR, Finance, Operations) and get the data from the company and write the case study on the company. But its definitely harder than it sounds.



Chief editor

Mr. Shashank Raj Gupta, the chief editor of WBR was first introduced into the team as a marketing domain executive, but after the first edition became the chief editor of the magazine. With a personal interest in writing, business, and politics Mr. Shashank entered WBR. As a part of the first edition, he was a part of the beginning and birth of WBR. Through Neha ma'am and his senior Pranay who was the chief editor at the time he got introduced to WBR and jumped at the opportunity to be a part of something bigger than him. Though the way HBR works is a little different than how we function, WBR is just a 2-year-old initiative. It has great potential for growth.

Woxsen is not just a business school anymore, we have students from almost every degree with us. If students from any other degree might have an interest in businesses and their ecosystem, this magazine could be a great thing for them.

The future of WBR will be defined by the new team and the leaders, but we are looking to make WBR more than just a campus magazine. We are trying to collaborate with other business schools and make WBR famous. And making sustainability a future of business mindset.



Finance:

Talking about the many domains, I'd like you to meet Jay Kumar, leading the finance team of four at WBR. He adds that Krisharth Mishra works along on holding the team. He right away got into saying 'Basically, we approach

different companies, it being fashion or construction companies, based on who had given us the accord to build a case study.' He explained the first edition that was launched in February 2022 uttering that the case study was about how this Consulting construction company coped with the challenges brought forth by the pandemic, especially during the peak stages. The second edition which was set in motion in July 2022, was on the fashion industry where they questioned how Zara is any better than the local clothing lines. We want to know in, how do Jay Kumar align his interests with WBR? With a chuckle, he replied, the reason for entering into this was to enhance my soft skills which were mainly communication, socializing and on the other hand, I have the desire on growing my marketing knowledge, and how and what strategies have been taken! So, if you had the uncertain thought about how the recruitment takes place, I have got you. Jay Kumar ran down the procedure, starting with a written test by providing you with 2-3 case studies and asking you to give your perspectives on it which then is followed by a basic interview where you are asked about yourself, your interests, and what brings you here. Before ending the discussion, we asked him, about the challenges faced by him and his team during this one year of WBR and just like any other researcher and writer, it's to meet the deadlines, he adds that working with different groups simultaneously can be a task but every individual had tried to make it easy going and under the supervision of Pradeep Rathod and Dilawar Sir, it had been efficient even during misfortunes.

Operations:

And now I present to you, the team leading the domain of Operation and technology at WBR, raised in Hyderabad, holding a bachelor of technology degree, and joined Woxsen University in 2021 for pursuing his master's degree, He is Krishna Sai Talupula. He is from the pilot batch for WBR and he had been recruited by their mentor, Dr. Neha Gupta. We put forth the same first question we asked the other domains team leaders why did they get into WBR, Krishna states it was a kill two birds with one stone kind of opportunity, he explains that first, he wanted to enhance his writing skills and secondly after a word of mouth on how this can be helpful during his placements as he will be operating in different factors, including understand, solve, and make critical decisions for real-life problems. We queried when did WBR come to light and he answered that it's been over a year, September 2021 was when initiated this magazine and so far we have published two editions, one was in February and then came another in July. The third one is on its way and hopefully, we plan to publish it by the first week of January. Our first edition was delayed as a pilot batch on this magazine it was an uphill battle and our knowledge of constructing and assembling a case study was relatively low, it took him 2-3 attempts before it got finalized. Talking through his domain and the duties to be done, Krishna runs down what the first and second edition was about, and he made sure he mentioned that these case studies were written only after their consent. The first edition was on the supply chain disruption faced by the pharmaceutical company, the second was on an interesting and most awaited topic which is the queuing system in Woxsen, the long line witnessed by each one of us at the oval and other food stalls and the questioned revolve around both the editions were, what were the operational problems! Krishna adds a statement that the case studies are always written in a problem statement format so that the audience can work on it, through critically thinking and would help them enhance their problem-solving mindsets.

When asked for a sneak-peak on the third edition we were answered by it being confidential, for now, and it's on hold at the moment cause the newbies in their team are on their exam season, so he didn't want to add to the stress. Krishna adds a very important point while ending this topic that he believes that learning isn't and shouldn't be between the four walls rather it's from the experiences of this brutal world. This is the kind of exposure he receives on working at WBR, fascinating and yet nerve-racking, right!



Marketing

Mr. Gogineni Venkata Ashwith is the team leader for the marketing domain. He became the marketing lead after the first edition. With an enthusiasm for writing, he began his journey in WBR.

"It was an invigorating process, but not without its challenges. One of the biggest challenges that we have faced so far has to be the initial predicament of what WBR is and how to get stories for it. Initially, all of us thought we need to right fictional scenarios and reported to our team leads only to find out we were to report real-life problems. It was a little off-putting in the beginning as the fictional part would have given us a lot of freedom to explore. But the real-life aspect was more challenging and also interesting in many ways."

In the last two editions of WBR we reported how businesses got affected by the pandemic, we are looking for new issues and coming out of the pandemic mindset.



HR

Solving a couple of case studies and getting selected for the team was the beginning of WBR for me. We were being recruited along with the rest of the team so we didn't have a choice to choose who we worked with. Getting adjusted with the team and forming a common understanding of the common goal was an important aspect of our journey. Especially because our journey began during the pandemic and all our meetings were online. Being a part of so many things is a true college experience. I love having my time occupied and called for.

Every case is a dilemma and every case will evolve differently. So, it took a lot of critical thinking and a critical understanding of the situation was important. And it took us time for us to guide us toward this critical aspect of the case.

A big part of HR is to deal with psychology and sociology. And my graduation being sociology helped me navigate the case in the right way. And it's exciting to connect the dots, even in a real-life situation, even with all the details laid out, there is still creative freedom and new ways to explore while arranging them together.

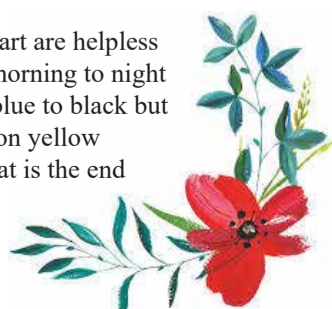
For the next edition, we are looking forward to reporting a unique experience in HR than the typical rangoli competition or a road trip. Human relations run a little deeper and we are waiting to explore new aspects of HR.

Flowers in your arsch

By: *Bhuvan*

The life you wanted to live is something others living today
After a day there will be no mere today
You are being and engine behind the wheels
Heart behind the chest and birds behind the nest
The roar might not be seen but you heard it
The brown grass is no less than a green
There is no mistake in you being seen
The road on which you go is a black board
You will get to find a new lesson to learn everytime you go

The poems of my heart are helpless
The day goes from morning to night
The sky turns from blue to black but
Your shit is still lemon yellow
I ask the journey what is the end



It says while finding me you might be wrinkled and bend
The big rock mountain travels nowhere but still has a story to say
The rock solid fences won't allow you to go out and play.
I wish if I had wings like birds to fly
So i might never cry
Find a good colour to paint your life
So You won't have to faint
Beleive me or not but
There are flowers in your arsch.

Teaching, Education and Beyond.....

By: Dr. P.V. Satya Prasad

Time flies so goes the adage. It was just the other day I pondered over the decade and a half that I had spent in the world of academics and the changes and challenges that I have encountered while teaching in different countries with diverse cross-cultural environments and so much that I have learnt from these challenging situations. The exciting outcome was pushing me beyond my comfort zone, contributing immensely to my growth as a professor.

The first and foremost that I have learned is the importance of messing up. This might perhaps sound weird, but I have always found myself so nervous about getting things mixed up. I expected to constantly plan the perfect lesson, explain everything perfectly and have everything go as planned. And let me be the first to say this is rarely the case. As teachers, we should learn to accept that we are not perfect teachers. We have things to learn from everyone around us and, most importantly, from our students.

As teachers, there is nothing wrong in being honest about our mistakes and imperfections, I was able to form stronger connections with my students, and this helped in breaking down the walls that students often build between themselves and their teachers and getting to know them as individuals. This, in a way, helps me create the best learning environment for them. I believe this only helps us, teachers, to know each of our student's likes, dislikes, strengths and weaknesses. I believe this helped me to become a better teacher and made my classroom a livelier and more interactive one.

I firmly believe that over the years, the 'connect' between a professor and a student is diminishing by the day. One key reason for this is the inability on the part of the teaching fraternity to develop an 'open mind'. As academicians, we are exposed to different classrooms, teaching styles, varied student personalities, curriculums and resources. Adopting different approaches and styles which we may not be familiar with while delivering the content helps us establish this connection with the students, and, in the long run, this proves beneficial to not just the students but the teachers as well.

Adopting an open mind will go a long way in helping us evolve into effective teachers. After all, at the end of the day, what matters is how effective we have been as teachers in achieving the learning outcomes. Despite the challenges and the hiccups that we face in this profession, I believe that we, the teaching community are the harbingers of change. A change that we can bring about through the weapon of education.

Education has significantly evolved from its earlier tropes of rote learning to innovative present-day procedures to leave a lingering impact on young minds. As we embrace these new approaches to learning, we hope that we will be able to reignite the warm associations between the teacher and the taught and create an environment that is more conducive to the holistic growth of the learner.

GOING ABOVE AND BEYOND OUR EXPECTATIONS, THE EL TAXIDI EVENT A CROWD-PULLER

By: Mehreen A.

So. The Pap Party. You must be new to campus if you haven't heard of that. In the second week of October, the Paparazzi Club had done a fantastic job of arranging for a grand live band to perform at the Amphitheatre.

There was more than one storm that took shook the campus on October 14th, but we won't be reporting the unpredictability of Mother Nature on that day here. If you've somehow skipped the glaring title in bold letters, this article covers the event everyone had been waiting on for weeks.

And safe to say, both the students and faculties had praises that went on for days after the event took place! Such an event has got to etch the name of "Pap Club" into anyone's memories for the rest of the year. Here's what the president and the vice president of the club have to say about the success of the event. "We wanted to do something that sets our club apart from the rest," Says Anushka Johari, the vice president of said club in an interview. "The idea was to get everyone together on a huge scale, and have fun, basically."

One shouldn't have to guess the caliber of precision that goes into planning something this extensive; all the way from arranging for transport for the band El Taxidi, to devising a print for the wrist sashes for everyone with a pass, they couldn't let a single mishap slip through the cracks. Even the bouncers had to be bought in from the city to overlook the rowdy mass! Taking care of the safety of more than a 1,000 people at once is definitely not a task for the light-hearted. Both the presidents couldn't help but mention the immense support and enthusiasm the club received from the administrative faculty, particularly Mr. Bijay and the CSO.

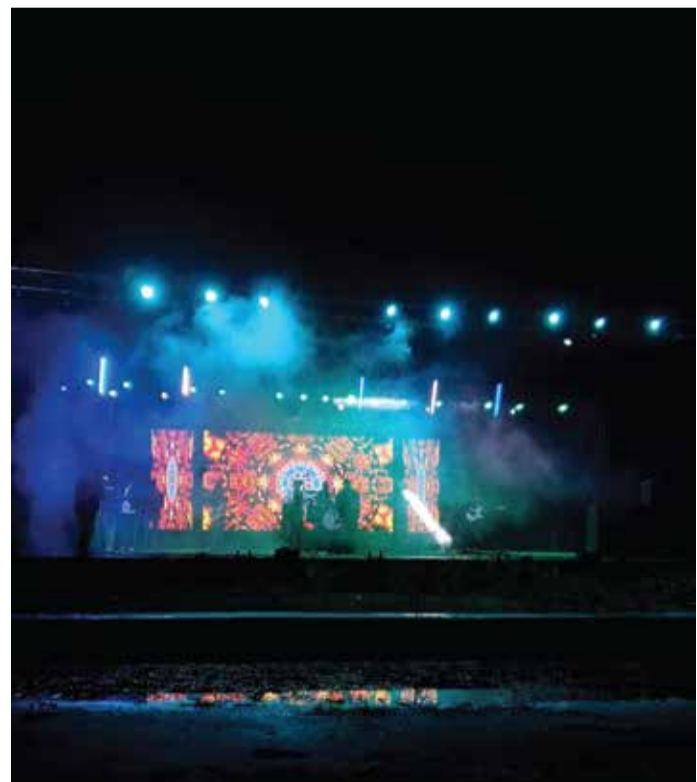
As for anyone who's managed to grab a pass for the event, you've got to admit, the multiplicity of the music played was quite impressive. Starting off with Telugu, merging into Hindi and the hints of English music was nothing short of a brilliant insertion to incorporate the diversity of the population in campus. The hollering crowd with throngs of people prancing to the music was evidence enough for that. When asked about her favorite part of the event, Anushka was quick to reply, "At the end when everybody was swaying their phones with the flashlights on at that one Telugu song the band was playing, that felt magical (looking at it from the stage). This is it; we've done our part



here. Now we're moving onto better and newer things."

What are these newer and better things, you might ask? Surely you didn't think this is the last you'll hear from the Paparazzi Club. Not many details were revealed, but the president did mention another large scale, 3 day fest they would arrange sometime in the upcoming months. For now, however, their focus is on organizing photographic and media workshops, specifically for students of B.Des and B.A. Though, interested students from other courses are more than welcome to give light to that spark of creativity in them. Who knows, maybe that spark could turn into your very own burning flame?

As the interview came to an end, both the president and vice president expressed their gratitude to not only their executives, but to everyone whose proactivity made this event a success. "I, personally, would like to thank all of them...At the end of the day; it's about people actually coming and having a



good time. The fact they had a lot of fun, and talked about it for days after that is how I feel that it was a successful event," is how Anushka voices her appreciation. "These things are something that makes us want to do better."

The loss of Purpose

By: *Deepak Rathod*

A constant drift of my life started at a very young age, having to move every couple of years because of my father's job. He was in the Vigilance department and that changed my living situation every couple of years. That meant no constant connection and no long-term friends and no where to call home for long enough. And the need to talk to someone stayed and for whatever reason my father couldn't allow a healthy conversation between us. There was always a gap, a missed opportunity for closure. I have been waiting all my life for my father to lift the veil and it only ever happened once. He taught me a lot in life, but he himself stays a mystery to me till date.

When you spend years waiting for a connection, and it finally happens to you it feels like your whole life is coming together. I felt this in 11th grade. Finally found friends that made feel understood and loved. I felt like I was home. Sampath and Vikram were the two important people of my life thereafter.

2019 Sadar festival:

We were all at Vikram's home town, to celebrate the Yadav's festival – Sadar. White kurtas and festive vibes, rented out jeep and three friends, felt like the life was at its best. But little did we know that Vikram was going to steal jewelry from his house. None of us knew what was happening and why it was happening. But later when he got caught with the bag full of jewels Vikram pointed his finger towards me and turned the theft on me.

You never know what to think when your best friend frames you for theft in his house, neither did I. And then everything fell in my life like dominos effect. No one around me believed that it wasn't me. Not my parents, not even the other best friend. But unlike the other people Sampath knew it wasn't me. Because he waited with me in the car while Vikram was inside committing the act. But he was not willing to reveal this to everyone because "Vikram was a better friend to him than me". I was surprised to my very core and didn't know who to turn to. My dad wouldn't believe me, I couldn't answer my mom questions as to why I had to STEAL. When everyone assumes the worst of you there is a part of you that starts to think "Maybe this is who I am?"

But soon after the police found a cctv footage of me and Sampath waiting in the car for Vikram, and him coming with the bag. Vikram still tried to turn it around on me telling I was the one who instructed him to commit the crime. But the police didn't believe him and I was proven innocent at last. I may have missed jail time, but I felt like I had gone back to zero. Everything I had with my family and friends had been undone. I was left completely alone yet again. But this time with an actual loss of trust.

The worst assumptions that were put on me became true soon after. I was thrown into a slump for so long I didn't know how and where my life was going. Like any other sane and functioning teenager, I thought the only way out of my misery is out of life.

Life pulling me back in, by the collar:

{ **Edge of life, on a window sill:** }

My attempt to end my suffering led me on top of a building. There I sat, tears rolling down, preparing myself to throw myself down. An uncle came up and pulled me back into the building holding onto my collar. He gave me a slap that rang through my ears. When I was back to the land of living, he said something that day that rings in my ears to this day. "You haven't seen everything in life. Die after experiencing everything life has to offer". For the first time in a long time, I felt like I was worth something. A total stranger was willing to save me. That was the wakeup call I needed for me to realize I need to save my own life.

I was alone, scared as hell, no one to trust, and a million backlogs from my UG. But one thing I had was the burning desire to fix my life. This is where covid really helped me out with backlogs and gave me the advantage I needed. I went into therapy; my phone was taken away and the spirit of new change has engulfed in a new light.

I got myself a job in Viral Fusion, media and network marketing company. It was the right distraction for me from the life I've had. The people I worked with allowed me the place to grow and evolve. But I was a closed off person who was not willing to trust anyone and let anyone inside. But this attitude soon proved that it will not benefit me in long run.

Learning, evolution, growth inspired me to pursue masters, and come where I am.

Woxsen has been a bowl of possibilities. But I have been feeling like I'm not moving in any direction. But that's just the part of acquiring the next adventure. The dip before the next mountain. Though trusting people here have been a bigger challenge than ever before, I'm looking forward to not closing myself again.



Deepak Rathod







25TH | INTERNATIONAL DAY FOR THE ELIMINATION
NOVEMBER 2022 | OF VIOLENCE AGAINST WOMEN

International Panel Discussion

**Equity, Inclusivity & critical diversity:
critical debates in India & South Africa**

25th November, 2022
12:30 - 14:30 SAST | 16:00 - 18:00 IST
Venue: Zoom

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