



WOXSEN TIMES

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/ WOXSEN TIMES

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Learning Lasts a Lifetime

By Suchit Reddy Vontary

Dear Woxsenites,

Allow me to share with you the new and latest initiation done by our leaders. On November 3rd we saw the launch of our university's own "Woxsen Seminar Series (WSS)", an initiative designed to share knowledge and instil curiosity. Initiated by Dr. Subhendu Patnaik, WSS is a monthly session where the scholars of our university come to present their research, discuss the latest developments across disciplines and help all with suggestions on their ongoing papers. Starting strong, the objective is to spread intelligent ideas and deter academic death.

The introductory seminar was inaugurated by our Vice Chancellor, Dr. R.V.R Krishna Chalam who spoke to the importance of ensuring that all scholars have a keen and current understanding of research techniques and developments across all disciplines, not just anyone. Our Vice President, Dr. Raul Rodriguez, communicated

to the room the importance of the quality of research papers published over quantity, and how we are moving towards more grounded, less abstract academic explorations.

The hall was filled with our respectable professors from all Schools of Woxsen University, those who have published their papers as well as those who are in the process of their research. Prof. Mustafa, Assistant Professor of Marketing in Woxsen's School of Business, was one of these individuals and was the first to present their work in the WSS. He presented his Scopus-indexed paper on the Factors influencing belief and ethics-based marketing practice and how critical insights can be derived from that data. He put forward his work to the room and then opened it for discussion as professors from all schools were eager to enquire and expand upon the subject. The seminar, both the individual topic presented as well as the initiative as a whole, was deeply interesting to listen to and be in, even being one of only two students in an entire room filled with professional academics.

The Woxsen Seminar Series makes it mandatory for all present research scholars in Woxsen to present their work, to encourage that curious and knowing mindset. In line with the spirit of the Woxsen Seminar Series, plans for the program include Faculty Development Programs for consulting projects and patent filings, workshops for case writing and advanced research methodology, and screenings of academic films. All are initiatives that further the essence of the WSS: to expand intellectual potential and benefit others and oneself through shared research.



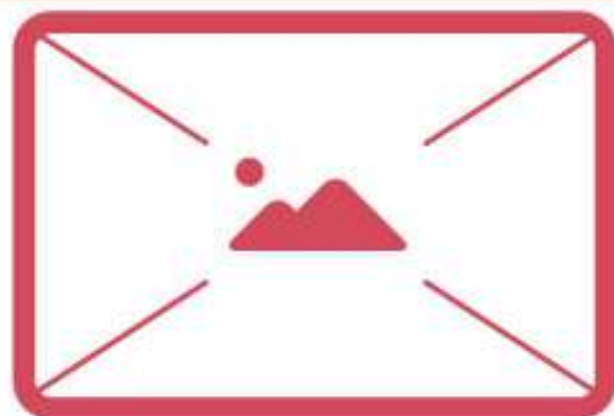
HOW DO YOU DO IT SELENE?

By Navya Choudhary

HOW DO YOU DO IT SELENE ?

has a beautiful halo around it
which allures everyone around it
illuminates the world with it's sprinkling light
How do you do it Selene ?
people look at you to seek solace
while getting engrossed in your charm
your beauty is beyond compare
How do you do it Selene?
Are you an enigma or the truth?
An enigma that provides balance to the earth
A truth we can't live without
How do you do it Selene?
Your light falls on the dim
Lightening up the world
Effacing all the despair off one's soul

How do you do it Selene?



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School of Architecture and Planning

Sem 5 Site Visit - Arur

As a part of their Elective Vernacular Architecture Curriculum, the 5th semester students went for a site visit to Arur village guided by Prof Rajdeep Routh and Prof Debalina Ghosh. The purpose of the visit was to observe the rich architectural heritage existing within Telangana and learn more about the existing vernacular architecture.

The students documented 3 different houses within the village of Migiripet, Arur in the context of studying the vernacular practices of Telangana with reference to the planning, materials and construction techniques.

We would like to extend our gratitude towards the house owners for giving us the permission to document their houses and help us with their knowledge about the existing vernacular practices.



Sem 1 & Sem 7 Elective

As a part of their Elective Furniture Design 7th Sem and Carpentry Workshop 1st Sem Students explored various wooden joineries in furniture in an intensive 10 days workshop conducted by Prof. Pritam Mandavkar, where the students learnt various types of wooden joinery and their uses in furniture.

It was a vertical workshop co-ordinated by Prof. Dhruva Bhavsar and Prof. Shweta Prasad where students explored existing wooden joineries and modified them to make new wooden furniture.



Sem 5 Site Visit – CII Godrej

As a part of their Architectural Design Curriculum the 5th semester students went for a site visit to CII-Sohrabji Godrej Green Business Center guided by Prof. R. K. Shenoy, Prof Rajdeep Routh and Prof Debalina Ghosh and co-ordinated by Mr. Dhanush K. of CIIGBC.

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process towards its green journey.

They organize tours of their facility to understand green buildings with many institutions with instructors of their own and explain different operations and mechanisms of the structure.



Sem V Site Visit - Qutub Shahi Tombs

As a part of their Architectural Design Curriculum the 5th semester students went for a site visit

to Qutb Shahi Heritage Park guided by Prof. R. K. Shenoy, Prof Rajdeep Routh and Prof

Debalina Ghosh. The purpose of the visit was to observe the rich architectural heritage existing

within Hyderabad and learn more about the processes and nuances of reviving architectural

heritage.

The tombs of Qutb Shahis are a mausoleum complex, a royal necropolis which comprises the tombs of the Royal family and the officials who faithfully served them and also a mortuary bath

and mosques. They are currently part of the UNESCO World Heritage Tentative List. The

mausoleum complex is currently managed by the Aga Khan Trust for Culture, in partnership

with Dept. of Heritage, Telangana and the Quli Qutub Shah urban development authority, to be

developed as an urban archaeological park to showcase and ensure long-term preservation and

to enhance understanding of the monuments that stand within its boundaries.

We would like to extend our gratitude to Mr Yoshwant Purohit (Project Director) and Mr Saif

Siddiqui (Project Architect) for facilitating the student visit and explaining the ongoing

conservation work.



COE UAHC Exhibition

On the occasion of World Heritage Week, the Centre of Excellence for Urban and Architectural Heritage Conservation hosted an exhibition on The Evolution of Indian Architecture worked on by the students of 3rd semester SoAP as a part of their History of Architecture curriculum co-ordinated by Prof. Debalina Ghosh.





Parametric Architecture Workshop

As a part of Quality Training, a 3 Days intensive workshop on Parametric Design (Rhino + Grasshopper softwares) was conducted on 24th, 25th and 26th of September. Aim of the workshop was to improve the workflow with Rhinoceros and Grasshopper 3D to give an overall understanding of parametric thinking.



Clay Tile Making

As a part of Basic Design, Sem I architecture students have explored Clay Tile Making. Clay being having the property to get molded in required shapes and being able to retain the shape, students had to design Tiles with geometric patterns using Addition / Subtraction methods. The Workshop was done under supervision of Prof.Dhruma Bhavsar and Prof.Keerthana Lakkapragada.



IGBC Conference

Students Shivani Kalva, Shreya Atasniya, Prasanna Rao and Chandini Dunna, Prof. Keerthana L, Prof. Sonia Gupta and Dean Abhijit Shirodkar represented SoAP at the Indian Green Building Congress held at HICC, Hyderabad from 19th to 22nd October.

Photo shows students and faculty with renowned architects Ashok Lall and Chitra Vishwanath.



Event Gallery



School of Business

EVENTS AND ACHIEVEMENTS

1. **The International Cleantech Hackathon was conducted by the University of Pecs on 7th and 8th of November** sponsored by Morgan Stanley, Budapest offering a prize money of USD 1000. The Hackathon was conducted online, where students from the University of Pecs, University of Maribor, University of Mostar, and our Woxsen University participated. The participants were divided into teams based on the results of personality tests. Each team consisted of students from different universities, who were guided by a mentor through the entire process. The teams had to meet on Microsoft Teams for an icebreaker session before the Hackathon.

On the first day, the teams had to come up with pain points in their life that they wanted to address and start working on the idea based on these pain points. Once the idea was finalized the same was to be presented on the second day. On the second day, the mentors helped the teams refine their ideas. The ideas were put through two levels of expert reviews before the final presentation was made. All teams presented their unique ideas to an esteemed panel of judges after which the judges chose the top 3 ideas who were awarded the prize money. It was a great learning experience for students on strategy, cross-border innovation, and most important, partnerships towards sustainability (UN SDG 17).



**In Photo: Students being mentored by Dr. Shahid and Dr. Dibya
Credits: Prof. Vaibhav**

2. **James Stoner Chair Professor of Global Sustainability and Centre of Excellence in Diversity, Equity and Inclusion held the James Stoner Sustainability Competition on 18th November 2022**

Sustainability is defined based on three pillars: environmental, social and economic (or people, planet, and profit). Students in teams of four to five members presented posters revolving around the core theme i.e. What are the key drivers for successful realization of sustainability?

The event witnessed huge turnaround impressing the judges with their creative as well as informative posters.



Credits: Dr. Aniket Sengupta, James Stoner Chair Professor of Global Sustainability

3. Woxsen University held its first **HR Advisory Board Meeting on 12th November**. The HR Advisory Board is a mix of senior practitioners from the industry and academicians. The Board has been formed to share the HR area courses, research and other academic activities and engage in co-creation of value together.



4. Woxsen University held its first **Advisory Board Meeting for the Centre of Excellence- Diversity, Equity and Inclusion on 12th November**. The CoE- DEI aims to sensitize and upskill the ecosystem by partnering with academia and industry to sensitize and create robust practices to address social gaps. The Advisory Board comprises of DEI practitioners and Consultants and is supported by practicing advocates.



Credits: Dr. Kakoli Sen, Hamid Bouchikhi Professor of Managerial Innovation

5. **Reimagining Leadership in Human Resource: Overcoming challenges with strong willpower and determination is one of the core traits of a leader!** Woxsen Leadership Series presented yet another interesting session on **“Reimagining Leadership in Human Resource”** by **Mr. Vinay Sreenivasan, Country HR Lead, Allegion Group.**

He shared his journey, his fair share of challenges, and how he overcame each obstacle.

Woxsen Leadership Series
SERIAL, RELEVANT, INSPIRING

WOXSEN UNIVERSITY

Reimagining Leadership in Human Resource

12th November 2022 (Saturday)
11:30 AM
Venue : Woxsen Campus

Vinay Shekharan is an Engineer and Management graduate with 30+ yrs of professional experience in the area of Human Resource Management. He has extensively worked with a talent base across IT Services, Product Development and Engineering, Project Execution, and Commercial Functions in various HR roles spanning HR Operations, Talent Development and Management, Learning & Development, Global Project Management, Compensation & Benefits, and HR Business Partnerships.

6. **Gauri Ashram, Rotary Club, and Seva Bharathi Skill Development Centre, Shaikpet, Hyderabad, organized an event. Dr. Shilpi Agarwal, Academic Counsellor at Prasad Padmanabhan Finance Studio, attended the event to give exposure to mobilize Woxsen's Financial Literacy initiatives being taken under the Finance Studio.**

Dr. Shilpi imparted Financial Literacy to the girls in the session. Her input gave them a broader horizon for their skill-based professional development with the help of financial wisdom and maturity.

At the end of the session, they were presented with sewing machines and bicycles.



Photos at the ashram with Dr. Shilpi Agarwal

7. **"Ideation without execution is a delusion"**

VICHAR CLUB powered by IIC presented an Intellectual Event: A session on **Problem Solving and Ideation Workshop on 19th Nov.** The event included: (a) Video Promotion; (b) Guest Lecture; (c) Group activity (ice-breaking session); (d) Problem-solving activities.

#VicharClub (Ideation) event, fostered innovation of Ideas within the University by engaging students, and industry to work on innovative solutions based on technological understanding of industrial and social concerns that are critical to the world and develop critical ideas.

The ice-breaking session involved dumb charades (Brand names), followed by problem-solving activities, where the participants were divided into groups and were asked to give a start-up idea and 5 problems related to that start-up. Later on, they were shuffled and asked to represent the solutions to those problems by other groups, all the participants have taken part actively. Truly an interactive, engaging, mind boggling event!!!



IDEATION WITHOUT EXECUTION IS DELUSION

Woxsen University

8. **CMR Initiatives:**

Woxsen Seminar Series was introduced by **Centre of Management Research (CMR)** to reflect upon different research publications and how it has been done. It is one of the best ways to understand industry relevant research and creating an ecosystem of quality research with impact. In this Bimonthly event, Faculty members and research scholars would present their works (published/ongoing) and are also encouraged to present any seminal papers of their discipline. This would be a school wide event encouraging participation from all COEs.



9. **CMR Initiatives:**

CMR had conducted the First International Research Advisory board was conducted today, many inputs and suggestions were received and the board did applaud the initiatives being taken to build the Research Ecosystem.

Research Advisory Board Meeting
17th Nov 2022
Centre for Management Research
Research and Development Cell
Woxsen University

Research Ecosystem

A Research Advisory Board

B Policies
Knowledge Transfer
Intellectual Rights
Faculty Exchange
Faculty Industrial Internships
Entrepreneurship
KRAs and Research Incentives
Student Research Paper

C Collaborations
Chair professorship 53
Centers of Excellences with partnering 09
Academic Fellows in Residence In Process
Senior Research Fellowship In Process

D Facilities
Laboratory
• Bloomberg Laboratory 20 terminals
• AI Laboratory 10 GPU enabled systems
Software's:
• AMOS, SPSS
• Turnitin
Scholarly Resource's:
• Taylor and Francis
• Harvard Business Review Collection
• Coursera
• National Digital Library
• Moodle

10. **International Panel Discussion:**

Dr. Jean-Luc Boulnois and Dr. Carlos Scheel joined hands together as panellists for an international panel discussion on **"Demystifying Innovative Entrepreneurship and Circular Economy for the Future Workforce."** It was a session with meaningful insights directly from our esteemed panelists.



International Panel Discussion

NextGen HigherEd: Demystifying Innovative Entrepreneurship and Circular Economy for the Future Workforce



Dr. Juan-Luc Boulnois
Executive Chairman, President & General Professor, Babson College, USA

Dr. Carlos Scheel
Professor Emeritus, Technological University, Germany

11. SOB had the privilege of inviting **Dr. Boulnois** as a speaker on **Entrepreneurship**. **Dr. Boulnois** currently serves as Director of a public company listed on the Euronext, and a Boston-based venture capital financed, private medical device firm. He is the co-author of 5 books and more than 35 peer-reviewed scientific articles in applied physics and biophysics. His valuable experience gave a detailed insight about Entrepreneurship to our students.

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WOXSEN UNIVERSITY

WELCOMES

Dr. Jean-Luc Boulnois
Professor of Entrepreneurship, Babson College

31ST Oct - 18TH Nov 2022



12. **Research Publications:**
SOB witnessed various publications in Quality Journals. Our esteemed faculty contributed to quality research papers:

JOURNAL ARTICLE	AUTHOR	JOURNAL TITLE
Interactions of services export, financial development and growth: evidence from India	Shujat Noor, Arni, Shakeb Akhtar	Quality and Quantity Journal
Factors influencing the adoption of cashless transactions during COVID-19: An extension of Enhanced UTAUT with pandemic precautionary measures	Vimal Raj, Arjun Aparna, Karthik Swaminathan	Journal of Financial Services Marketing
Embedding sustainability into bank strategy: implications for sustainable development goals reporting	Ahmad Ali Jan, Fong Wen Lai, Muhammad Anil, Shakeb Akhtar & Sami Ullah	International Journal of Sustainable Development & World Ecology (SCOPUS; Web of Science)
Subjective norms as a moderator in the consumption behaviour of branded functional beverages post-COVID-19 pandemic: a pragmatic view	Thamaraiselvan Natarajan Jayadevan, Jagan Jayapal	Asia-Pacific Journal of Business Administration (ABDC C; SCOPUS; Web of Science; ISI)
I feel so embarrassed, I don't want to go! The self-presentational dilemma of counterfeit luxury buyers	Sameerullah Khan, Aziz Bashir, Ifan	Journal of Consumer Marketing (ABDC A)

Credits: **Dr. P. Swami Sairam, Carlos Scheel** Professor of Circular Economy & Tech Innovation

13. School of Business organized a webinar on **"Emotional Intelligence"** on **19th November 2022**. This webinar was all about building better decisions by adopting the growth mindset through a neuroscientific perspective. Mr. Shivam an author of two popular self-help books "How to unleash your true potential" and "Finding the Magic in You" and a certified Emotional Intelligence Life Coach was invited to take up the session. The session ended providing students with great insights.


WOXSEN UNIVERSITY

Session on Emotional Intelligence

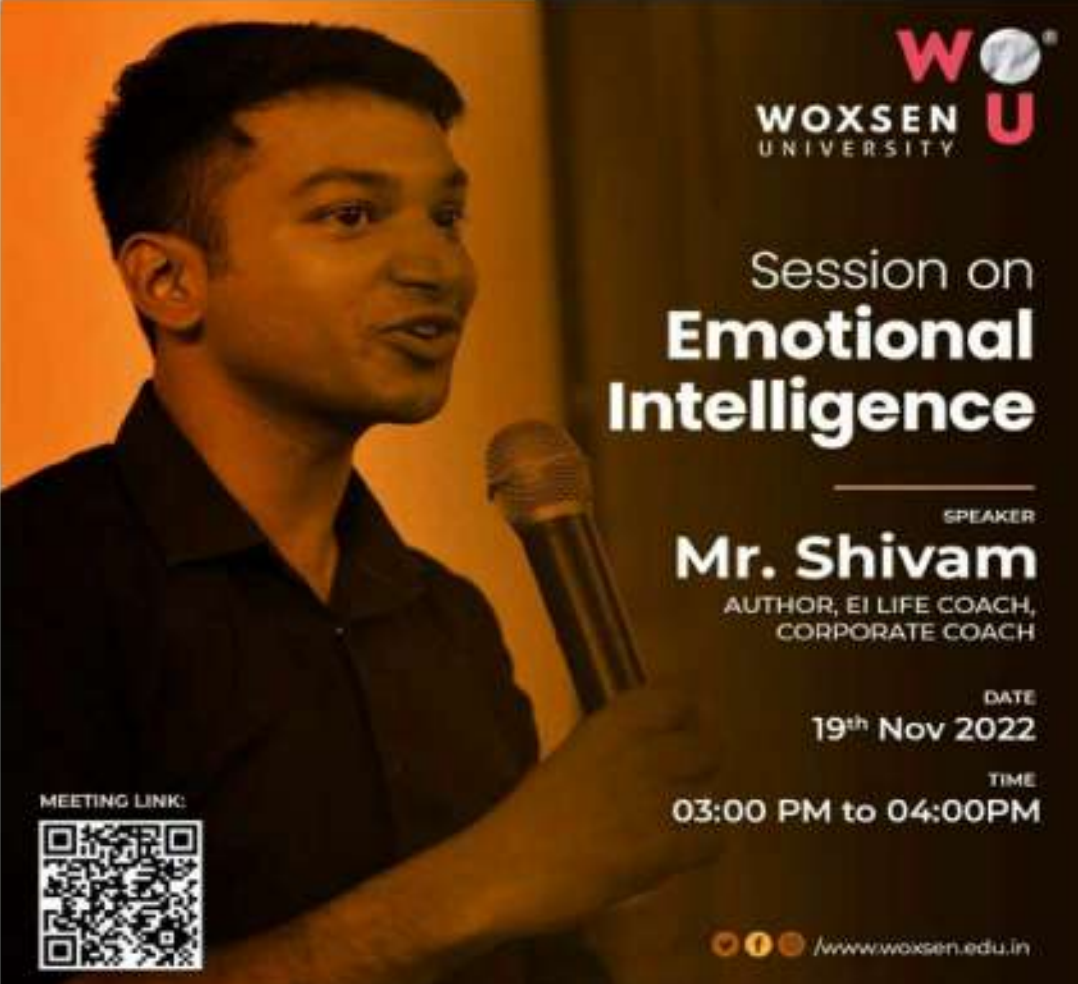
SPEAKER
Mr. Shivam
AUTHOR, EI LIFE COACH, CORPORATE COACH

DATE
19th Nov 2022

TIME
03:00 PM to 04:00PM

MEETING LINK:


www.woxsen.edu.in



14. Another initiative by SoB- Adding strength to its rich list of COEs the **Center of Excellence in Digital Business and Retail Management** has been introduced. Having esteemed members such as **Min Young Lee, Samathachai YAMSA-ARD, Shaurya Khanduri, Shilpa Rekha and Bhuvan Sathvik Pumarla** the COE definitely aims to strengthen various collaborations. Center of Excellence in **Digital Business and Retail Management** is committed in providing high quality pedagogical and research output facilitating the growth of Woxsen University as a global leader.

WOXSEN UNIVERSITY

COE Digital Business & Retail Management
Centre of Excellence

Advisory Board Members



Dr. Min-young Lee
Professor, University of Kentucky, USA

Dr. Samathachai Yamsa-ard
Professor, School of Management, Mae Fah Luang University, Thailand

Mr. Shaurya Khanduri
Digital Transformation Lead, Aditya Birla Retail Group

Mrs. Shilpa Rekha
Founder, Prava Transformations, India

Mr. Bhuvan Sathvik
BBA Student, Woxsen University, India

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15. **Scheel Connect**, has been launched as a whitepaper repository and platform, set in honor of **Dr. Carlos Scheel, Tecnologico de Monterrey, and under the lead of Dr. P. Swami Sairam**. Traditionally, a white paper is an informational document issued by a company or not-for-profit organization to promote or highlight the features of a solution, product, or service that it offers or plans to offer. **The Scheel Connect (SC)** will focus on background and problem solving whitepapers with the orientation to target a superior element, service or product that could be developed by a particular company segment or public organization. The SC will work closely with the Executive Fellows, Professors of Practice, among other members of the Woxsen industry community to ensure the intellectual reflection of the business domain is well represented across levels.



16. It was truly a pleasure hosting **Dr. Vallabh Sambamurthy** at the Woxsen University campus as a part of the **Chair Professorship** set in his honour. Vallabh (Samba) Sambamurthy is the Albert O. Nicholas Dean of the Wisconsin School of Business. A leading expert on how businesses compete in the digital economy, Dr. Sambamurthy's work has been featured in leading academic journals. Several Fortune 500 firms have engaged him as a consultant. **Dr Vallabh Sambamurthy Chair for Digital Transformation and Innovation** has been established at Woxsen University to foster research and development in the said area, collaboration across the schools, University, and to carry on other scholarly works. His visit is a step towards strengthening the chair professorship bond. It has indeed been an enriching experience for all of us.



Credits: Prof. Rahul Goel, Vallabh Sambamurthy Professor of Innovation/Digital Strategy

QUICK BYTES:

- a. Woxsen University established the **International Marketing Advisory Board** with an aim to bring the brightest minds in the field from across the globe onto a single platform for Marketing Education, Research & Consultancy.
- b. On the occasion of **Children's Day i.e.14th Nov, Dr. Shilpi Agarwal** conducted following activities at **ZMPS & MPSS School**:
 - i. Session on Financial Literacy
 - ii. Certificate Distribution ceremony
 - iii. Fashion show competition

Executives from our finance studio attended a school to engage with children as a part of a financial literacy program

We conducted some exciting and fun games. Interacting with them and teaching them about togetherness was our main goal.

We BELIEVE
"Teaching children is an accomplishment; getting children excited about learning is an achievement".

FINANCE STUDIO
EMBRACING CHILDHOOD WITH CHILDREN





GULLAK CAMPAIGN
 Children have been taught about money-saving concepts through gullaks









Credits: Dr. Shilpi Agarwal, Prasad Padmanabhan Professor of International Finance

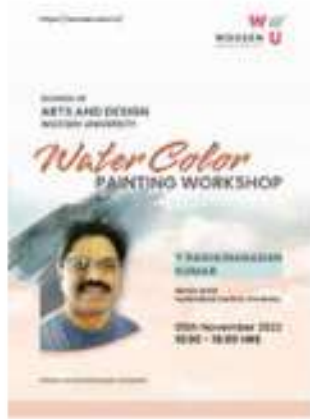
School of Design

Foundation

Watercolor Painting Workshop

05.11.2022

A Watercolor Painting Workshop was conducted by Mr. Y. Raghunanadan Kumar, A senior practicing Artist from Hyderabad, Master's (M.F.A.) Hyderabad Central University.



Watercolor Painting:

Wet-on-wet watercolor is a formless painting method that allows students to fully experience colors. The paper needs to be soaked or saturated with water before beginning to paint. The pupils first practiced painting with each of the colors separately before being exposed to different color schemes. Later, they were taught how to paint building structures, animals, and plants. Students encounter color in watercolor artwork in this way.

Students Explorations:

Students painted a landscape while experimenting with the watercolor medium, which allowed them to learn more about the medium's various possibilities.



Watercolor exploration done by Rajeshwari

Clay Workshop

9.11.2022 - 12.11.2022

It was a workshop organized under the Material Exploration - II module, in it, clay was explored. Students got to understand and explore the properties of clay they worked with N. Vasudeva Rao, a well-known sculptor from M.S. University, Baroda, was invited for the workshop. He was accompanied by two traditional potters, Veeranna and Lingamma from Hyderabad to assist the students while exploring clay.

N Vasudeva Rao is a senior artist studied Painting at Andhra University Visakhapatnam and Creative Sculpture from M.S University Baroda Gujarat took the workshop

Students explored clay through different techniques like pinching, rolling, coiling etc., understood the medium and came up with two-dimensional relief and three-dimensional works. The students thoroughly enjoyed themselves while exploring clay.



Students watch a demonstration of a landscape by Raghunanadan Kumar

By Anna Borodulina

Clay workshop took place on 9th to 12th of November, our professor was N. Vasudeva Rao. I went to workshop on 10th of November with Rhinos group. Talking about me, I was very interested in working with clay, because it was my "little dream", and I am very pleased with how everything turned out. We needed to complete three works - a bas-relief, a small "sculpture" and several works on the potter's wheel. For me, the most difficult thing was to work on the potter's wheel, because it was the first experience for me, but in general I liked how the final work turned out. In general, working with clay was somewhat similar to working with plasticine, but it was still necessary to take into account some features,

for example, that clay must be well kneaded before work. Despite some difficulties, I am very pleased with the work I got, especially with bas-relief; the other students also came out with wonderful works.

I am very satisfied with the workshop, because it was really interesting for me to get such an experience. Separately, I want to thank N. Vasudeva Rao and the organizers of the workshop that was a great opportunity to gain new knowledge and experience.



Works By Anna

FASHION DESIGN

National Workshop “INTERTWINED”

Fashion Design Dept. Hosted the National Workshop “INTERTWINED” in coordination with Weavers Service Centre, Hyderabad. A one-week hands-on training in Bagru, Dabu, Natural Dyeing, Block Printing and Weaving. Which turned out to be an amazing opportunity for the design students to learn and get their hands on some extraordinary traditional skills.



Skilled textile craftsmanship and traditional artisanal makers are a huge part of the fashion industry. With specialised expertise, they manufacture fabrics and garments, create embellishments and historically have provided inspiration to designers all over the world. In every culture there are different traditional textile crafts and ways of making that are echoed in the commercial production of textiles and fashion globally. Hand crafts and small batch textile manufacturing are on the rise. The fact that these textiles are bespoke and handmade by highly skilled artisans, aligns them with the luxury industry’s values. There is an exclusivity to artisanal products, that our

students need to be familiar with, while simultaneously empowering all while supporting the maker. As a design student, it is good practice to rely on your skills rather than expensive materials for your projects. A well-tailored garment made of less expensive fabrics demonstrates your talent and skills as a designer. Some of the most beautiful designs come out of cheap fabrics. But with some creativity, high-quality textiles don’t have to break the bank. By following these practical budget-friendly tips, students can focus more on designing and worry less about cost.



Visit to Mumbai

Date: 12th Nov’22 – 17th Nov’22

Places visited at Mumbai

- Chhatrapati Shivaji Maharaj Vastu Sangrahalaya
- Jehangir Art Gallery
- National Museum of Indian Cinema Mumbai
- Film City Studio
- Chamar Kala Ghoda brandoutlet
- Colaba Fashion Street
- India Circus
- Ensemble
- Good Earth
- Tilla
- Rajesh Pratap

Fashion Design, School of Arts & Design, 5th and 3rd Semester students Field Trip to Mumbai, a city known to be the Fashion Capital & Retail hub of India, for students to explore the details and intricacy of Fashion in terms of Fabric, Sourcing, Accessorising, Understanding the Luxury Fashion Outlets in detail, High-End Fashion & Clothing, strong campaigning skills and an international reach. The Design Students have recently been Introduced to Branding, Textiles, Traditional Ways of Dyeing and printing, Handloom, through this visits, the students have been able to see and analyze different fashion business practices, fashion management methods, trends, operations, showcasing, placement and sourcing, not to forget that such field trips give the much-needed practical experience to the students, apart from their regular classroom or academic studies. The visit to Mumbai brought to view the sole reason why Mumbai has been and continues to be one of India’s strongest retail hubs, even from a manufacturer’s perspective. The city is constantly evolving, as are its brands and retailers, leaving no stone unturned when it comes to overtaking the sales and expansion chunk, which is contributing to making India the next retail hub. The country’s retail sector is actively looking to meet its shortcomings by outsourcing from neighbouring countries in order to capture a larger market share. This aspirational value that reflects the spirit of Mumbai is what Mumbai’s key retail players are cashing on while balancing them with the correct product mix, sourced from the correct medium and correct delivery times to flourish in the dynamic Indian retail market. Faculty Mentors: Prof. Anthima Ram & Prof. Vishakha Rao

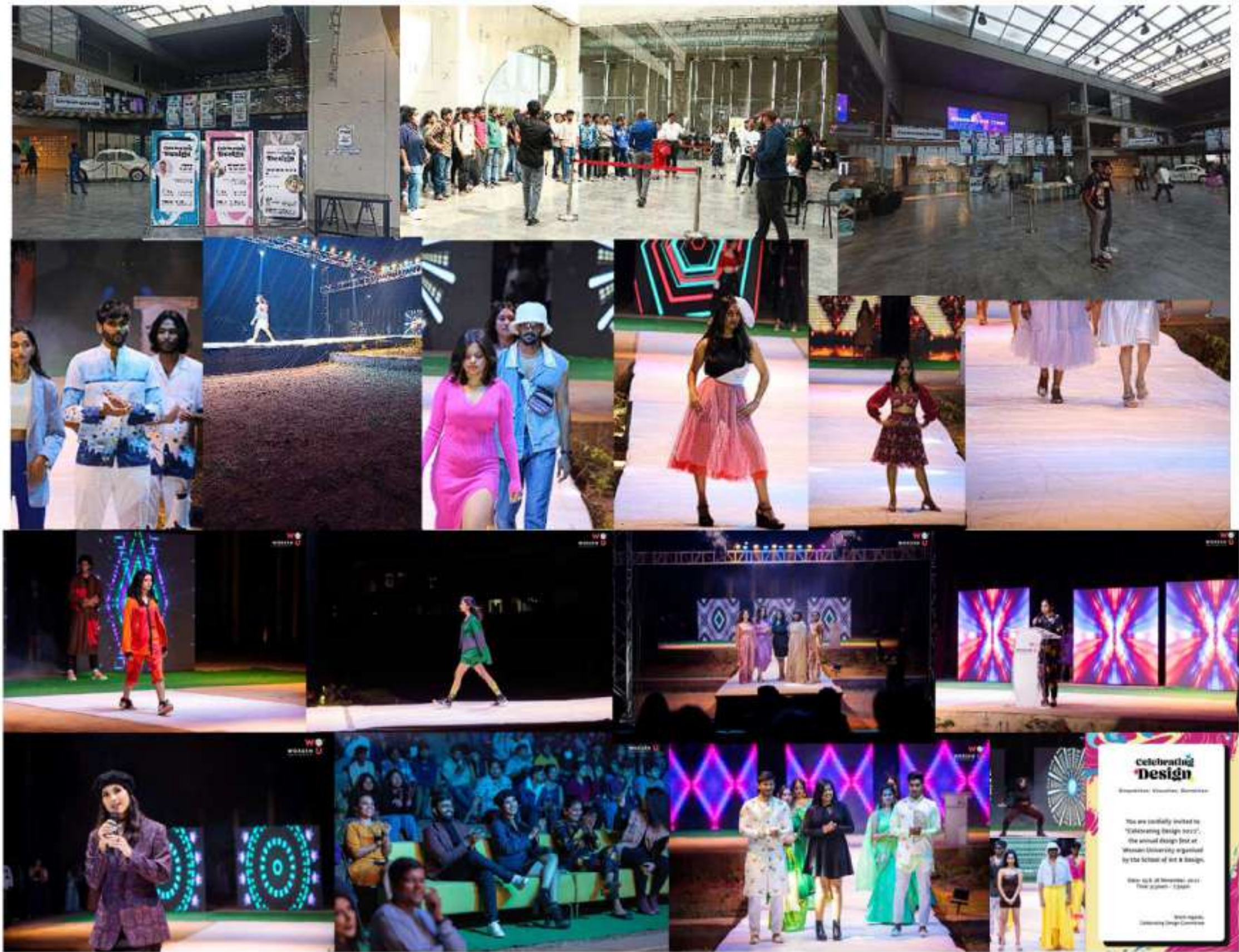




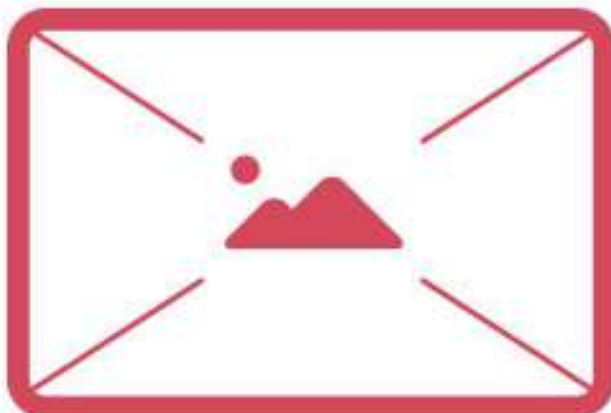
SOAD SCHOOL DEPARTMENTAL EVENT A Glimpse of Celebrating Design

"Celebrating Design," Woxsen University's annual Design Fest!
To create, revive, rejuvenate, and *Celebrate Design!*

Celebrating Design is an annual event where the whole design school will be organising small events, fun activities, and workshops, and also will be inviting industry experts to share their experiences and give their take on the outside world. They will also be presenting the students' work from different semesters and domains. Celebrating design is an attempt to bring together all the students as a community to celebrate design. Here we're showing how design can bring people together to teach, learn, and have fun together. This event celebrates the different flavours of design and shows how design isn't just a part of our lives but a lifestyle, and we want to bring that experience to the rest of the student community.



Some of the image from the event



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School of Liberal Arts & Humanities

CoE-BCS and SOH host RESONANCE-2022 International Conference

It was indeed a memorable day and a milestone event when the two-day International Conference-RESONANCE-2022, on the theme, "Cognitive Approach, Social ethics & Sustainability" organised by the CoE for Behavioural & Cognitive Studies (CoE-BCS) in association with the School of Liberal Arts and Humanities (SLAH), was formally inaugurated jointly by the Chief Patron and Vice-President of Woxsen University, Dr Raul Rodriguez and the Patron and Vice-Chancellor of Woxsen University, Dr RVR Krishna Chalam, on Wednesday, 23rd November in Woxsen University.

The Chief patron and Vice-President, Woxsen University, Dr. Raul Rodriguez, complimented the CoE for Behavioural and Cognitive Studies and the School of Liberal Arts and Humanities for coming up with such an impressive conference involving eminent Speakers like Prof. James A.F. Stoner and Prof. Sir Cary L. Cooper as keynote speakers.

Dr. Anidita Majumdar, Associate Professor and CO-Chairperson, Centre of Excellence for Behavioural and Cognitive Studies and Co-Convenor of the conference, in her address, thanked the Vice-President and the Vice-Chancellor as well as the Chief Advisor, Dr. Subhendu Patnaik, for their support in organising the event.

The conference, spread over two days and included 4 sessions, received an overwhelming response in 18 Full Papers, including a paper presented by first year students of BA (Hons). The keynote speakers for the conference were Prof. James A.F. Stoner, Professor of Management Systems, Fordham University (on day one) and Prof. Sir Cary L. Cooper, Professor of Organisational Psychology and Health, University of Manchester, UK.

The Chief Advisor for the Conference, Prof. Dr. Subhendu Patnaik, Chair Professor-"Cary Cooper, Professor of Organizational Psychology" and Chair- of Center for Management Research, Dr. P.V. Satya Prasad, Convenor of the conference & Acting Dean, School of Liberal Arts & Humanities and Dr. Bhanusree Reddy, Dean, School of Business, were also present on occasion.

Workshop: "Nietzsche: Interdisciplinary Perspectives" on 10th Nov 2022

The Centre of Excellence- Literature Studies in collaboration with the Centre of Excellence – Behavioral and Cognitive Studies and the School of Liberal arts and Humanities organized a workshop on Nietzsche for the students at Woxsen University. The objective was to educate the students on the works and ideologies of Nietzsche from an interdisciplinary perspective.

Few glimpses from the event:



SOH Community Service Initiative- Workshop on Gender Sensitization and Interpersonal Skills

As part of the community service initiative and strategic objective 4 of the SOH road map, the School of Liberal Arts & Humanities, Woxsen University in

partnership with ZIBS WOXSSEN CHINA-INDIA CENTRE, organized a Workshop on Gender Sensitization and Interpersonal Skills on 17th November 2022 from 10:30 AM to 1 PM at Government Degree College for Women, Budhera, Sangareddy District of Telangana.



The Workshop was conducted for B.Com (Computers) students. The entire session was engaging, and students proactively participated in the Workshop. The Workshop was conducted by Dr. P.V. Satya Prasad, Dr. Naveen Kolloju and Dr. J. Srinivas, faculty members of the School of Liberal Arts & Humanities, Woxsen University.

In this regard, we would like to thank Dr. Raul Rodriguez, Vice President of Woxsen University, Dr. Radhika, Principal of Government Degree College for Women, Budhera and Dr. Sravanthi, Head of the Department of Commerce, Government Degree College for Women, for giving this great opportunity to interact with the students and share our thoughts with them.

Field Trip to Bidar Fort

As a part of the course, History, curriculum for the BA Hons program, School of Liberal Arts and Humanities, 1st Semester academic session 2022-23, a field trip has been undertaken to Bidar Fort, Bidar, Karnataka, on 26th November 2022. As a part of the student's learning outcomes, the students get a piece of practical knowledge about the history and architecture of the fort. In addition, based on their field learning outcome, they will submit a group project that will become a significant part of their internal assessment.

Apart from the 24 students, the following faculties are also a part of the field trip.

1. Dr. Brundaban Mishra [Course Instructor]
2. Dr. Antarleena Basu
3. Dr. Naveen Kolloju
4. Dr. Junuguru Srinivas



School of Liberal Arts & Humanities Students and Faculties at Bidar fort, Karnataka

The "Meeting of Minds" initiative kicks off

"Meeting of Minds" is a bimonthly discussion-based event where the students will discuss issues of contemporary relevance and common interest. The students from three schools: - School of Liberal Arts and Humanities, School of Architecture and

Planning and School of Arts and Design, will be taking part in these events. The first "Meeting of Minds" event took place on 9 November 2022.



The topic of discussion for the first event was: - Cancel Culture in India: Is it new for us? How is it linked to the cancel culture across the world? There was one speaker each from all the three schools mentioned above. Soumya Kundra from School of Liberal Arts and Humanities, Megha Ananth from School of Arts and Design and Shivani Kalva from School of Architecture and Planning were the speakers. Suchit Reddy and Aditi Pasupuleti from School of Liberal Arts and Humanities were Moderator and Observer, respectively. All the students present at the event participated in the discussion very well and put forward their views in a very civilised manner. The faculty mentors for the "Meeting of Minds" events are Prof. Digvijay Singh from School of Liberal Arts and Humanities, Prof. Shakti Singh from School of Arts and Design and Prof. Abhijit Shirodkar from School of Architecture and Planning.

SOH Faculty Achievements



Dr P.V. Satya Prasad

The Dean, School of Liberal Arts & Humanities, attended the three-day National Media Conclave organized by Utkal University, Bhubaneswar, from 21-23 November, 2022 and represented Woxsen University, as a Panel Speaker on the theme, "Social Media, Empowerment, Skill India and Digital Culture, at KIIT University campus.

Dr Satya Prasad also presented a research paper titled "Role of Social Media & ICTs in Empowering Higher Education in India: An Empirical Study of Select Colleges in Hyderabad." Dr. Satya Prasad, also chaired a Paper Presentation session on the theme, "Emerging Trends in Print, Advertising and PR".



Dr Srinivas Junuguru

Conference paper (accepted) 'Can the BRICS be a force for the revival of China's economy?', IV Eurasian Research on Modern China and Eurasia Conference, December 2-3, 2021 "China-Eurasia" Council for Political and Strategic Research Foundation, in Partnership with Institute of Oriental Studies Yerevan State University, Armenia

Best Performer Award



Dr. Antarleena Basu

Functioned as a resource person at P.B. Siddhartha College, Vijayawada at the international conference on "Literature in Post Independent India".



Dr Anindita Majumdar

Dr Anindita Majumdar, Associate Professor, School of Liberal Arts & Humanities, was awarded the Best Performer Award for the month of November by Woxsen University. Dr Anindita's significant contributions in various fields like research, teaching, symposiums and International Conferences, have been remarkable.

The School of Liberal Arts & Humanities congratulates Dr Anindita Majumdar, on being the first recipient of this award for the academic year 2022-23.

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 Prof. Manoj Dora <small>Professor in Sustainable Production & Consumption, Dept. of Business & Law, Anglia Ruskin University, Cambridge Country: India</small>	 Dr. Rama Kummitha <small>Assistant Professor, Anglia Ruskin University / London Country: India</small>	 Dr. Leon Tshimpaka <small>Research Fellow, Centre for the Study of Governance Innovation & Dept. of Political Science, University of Pretoria. Country: South Africa</small>	 Prof. Mher Sahakyan <small>CEO of the Client Business Council for Political and Strategic Research, Armenia Country: Armenia</small>
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School of Technology

CONTRIBUTION TO CULTURE AND SOCIETY:



Culture grows on the wine of Tradition. To keep the culture and tradition alive in the students of Woxsen University and for the well-being of the society School of Technology has taken an initiative to visit Sri Rukmini Pandurangaswamy Temple located near Kandi, Sangareddy on 13th November.

Paropakaraha Punyaya, Papaya Parapeedanam as the saying says doing good to others conduces to merit and doing harm to others leads to sin. To enrich the responsibilities of human students of the school of technology served the people in the temple. Students in return learned about how different people walks are like. They to connected to outer society and got a great opportunity to see the happiness and smiles of many people in the locality.

International Conference:

International conferences provide important chances for academics to further their work and pick up new skills from their peers. These conferences, which take place all around the world, give students, teachers, researchers, and business experts the chance to mingle and talk about the latest findings, theories, and advancements in their respective fields.

Prof.(Dr.)Prashant Kumar has participate as a Session chair in 2nd (hybrid) international conference on **“Orthogonal polynomials, special functions and computer Algebra: Application in Engineering”** on 15th and 16th of October,2022.



About the conference:

From October 15–16, 2022, Jaipur, India will host the 2nd International Conference on Orthogonal Polynomials, Special Functions and Computer Algebra: Applications in Engineering. The International Telematic University (UNINETTUNO), Italy, and the Anand International College of Engineering, Anand College, India, are jointly organising it. Mathematicians, physicists, and computational scientists can present their most current findings at conferences on orthogonal polynomials, special functions, and computer algebra with engineering applications. These are crucial to analytical and computational studies in engineering as well as applied mathematics. This conference encourages fundamental investigation into orthogonal polynomials and unique functions, as well as its applications to other areas of mathematics, as well as to science and industry.

One Day Workshop on “Introduction to NI Lab View”:

A one-day workshop on "Introduction to NI Lab View" was held under Centre of Excellence Advanced Energy Systems & New Age Technologies in association with the School of Technology, Woxsen University, Hyderabad.

Name of the Co-Ordinators: -

1. Dr. Bhargav Prajwal Pathri, Co-Chairperson (Center of Excellence for New Age Technologies),
2. Dr. Prashant Kumar, Co-Chairperson (Center of Excellence Advanced Energy Systems).

About the Program:-

NI Lab view is a software used to perform a huge number of mathematical and logical operations including, but certainly not limited to basic arithmetic/if/then conditional statements, there are huge libraries of functions to pull from. You can also interface to code developed in other languages, through DLLs, .NET assemblies, and run-time interpreters (e.g., MATLAB).



Students, faculty as well as Technicians of the School of Technology, were trained on how to use the software and include them in their teaching while delivering their lectures. This software can be potentially

used by researchers as well as students for their oncoming projects, where if they want to show virtually any graphs and signals can be done by the use of this software.



Outcomes of Workshop:

- Explore LabVIEW and the common types of LabVIEW applications
- Use LabVIEW to connect to non-NI instruments and validate the results
- Build a VI that acquires, analyses, and visualizes data from NI DAQ devices as well as from non-NI instruments

In the workshop, questions raised by participants were answered by the speakers so nicely.

Trade Tower

KHOJ



Start-up financing is not just about raising funds, it is a holistic process that involves proper business planning with thoughtful growth targets, deciding business valuation

as per the current market standards, and planning potential exit options for investors. KHOJ is an initiative of Venture Catalyst that aims to Reach out to 10,000+ entrepreneurs, including Tier II and III cities, and support their entrepreneurship journey with various mechanisms.

KHOJ by Venture Catalysts, India's First Integrated Incubator was hosted by Trade Tower - Incubation, Innovation, Acceleration, which served as a catalyst for finding and supporting the innovators in the Sangareddy area.

This is a fantastic chance for all startups to present their ideas to the profound jury, get those ideas validated, and start the fundraising process.

Highlights:

1. Panel Discussion:

The agenda of the panel discussion was "The Art of identifying Start-ups from tier 2 & tier 3 cities".

The diverse panel, which featured well-known business leaders with years of experience in their fields, provided the students in attendance with a unique perspective by presenting their points of view.

Moderator: Kashyap Kompella, (Head - Trade Tower.)

Speaker-1: Kisshhan PSV, (Founder HBOTS Robotics, Founder and President All Indian Robotic Association.)

Speaker-2: Prannay Kumar, (Head - Partnerships & Govt Innovation.)

Speaker-3: Kumar Saurabh, (Ecosystem Manager - Venture Catalyst.)

2. Pitching session:

As the entire event's agenda was to scavenge for start-ups from tier 2 and tier 3 cities, Trade-Tower invited start-ups from the Sangareddy region to pitch their ideas in front of the panel and gain practical experience pitching in front of Industrial experts and investors.

15+ influential ideas were presented by startups all across from Sangareddy in KHOJ, Trade Towers very own startups also had the privilege to present their ideas and innovations.

Adithya- Kalakative

Stories are the most fascinating concept in humanity, stories have changed people, making the world a better place, stories created history, stories have thought us everything that is needed to be successful in life, and stories are so powerful that your emotions too are not in your control.

"While constructing the building Mason often avoids The Half brick, without the help of the half brick the corner of the building is incomplete. The same applies to Humans as well.

Half Brickers™ has developed a platform to recognize and celebrate the life journeys of self-made and selfless people all over the world in an effort to inspire our younger generation through storytelling.

Our younger generation needs to be inspired to pursue their passions so that they can become independent, morally upright people. We will upskill and cross-skill our unemployed people, graduates, non-graduates, students, college dropouts, and school dropouts in order to accomplish this feat.

On the 27th Trade Tower's very own startup kalative's founder, Adithya Havaladar was invited to this platform to tell his tale to the world. A startup that writes stories to make the world a better place, kalative is a media-tech startup that creates content for school students and teenagers to create awareness and help them grow holistically. It's fascinating how they hope to transform student culture through storytelling. Scan the QR code to learn more about Kalative and how to use it. We congratulate Adithya Havaladar, the founder of Kalative, on this remarkable accomplishment and are recognized to share this stage with great experts like IAS Naveen Kumar and Mr. Supreeth Singh, IPS.

We hope for continued growth and success for Kalative and Adithya.



Club High!

THE SPIRITS ARE RISING!!

By Isha Rani

Greetings Woxsenites,

I want to share with you the occurrence of the endurance competition. While this is not the first event held for an endurance competition as there was one held last year which only involved a fitness test, this year surely was an improvement and is considered as the first proper inauguration of Endurance which went successfully according to the Student Council.

This event was to show the spirit and unity of our university. The logo used shows the spirits here, Rhinos, Leopards, Panthers, and Tigers, and each animal represents certain qualities of the students that reside under it. There were nearly 30 participants, the low number of people was due to its being held on a weekend. Each group had 5 people among it and two people could do a task together. The events stages were organized with the help of the Technology club, Krida club, and Marketing club.

The levels had been arranged by different clubs, so the first task was in the admin block which consisted of solving a Jig-saw puzzle of a Woxsen building, the second task which was prepared by the technology club was to find a key in a 3D figure on a laptop near Icreate. The third task was to run to the next location which was the lecture theatres and play an entertaining game of Pictionary and dumb charades which was thoroughly enjoyed by all the participants because who here is not a fan of these games and would ever miss up on the opportunity to play them, and just knowing makes most of us wish we were there too. The next and last task was to run to the league and do a plank for a certain amount of time which was hard after all that activity.

So, the teams are measured by the number of points they score and the amount of time they take to complete the task. So, by this deciding factor, the winners were Team 2 for the 1st position and Team 1 in the 2nd place, which was admittedly a bit confusing for everyone present there at first. The prizes given to these two winners were coupons for our very own restaurant here, Blu Embers, which surely went to great use as everybody loves the delicious food there.

The endurance was not a one-time event nor was it an annual occasion. So, anybody who feels that they have missed a remarkable opportunity, fret not as there would be another event by the student council for the endurance competition soon enough.



ESTD. 2022



ESTD. 2022



ESTD. 2022



ESTD. 2022



PEAK-A-BOO

By Isha Rani

Greetings Woxsenites, the most awaited piece is here, the Halloween night. Many people across the globe celebrate and enjoy this eve, but many little know the true meaning behind it. Halloween, or originally known as All Hallow's Eve, was to frighten away any evil spirits by wearing costumes. Which is where the custom of wearing horror related costumes comes from. So, to continue following the tradition, Woxsen had arranged an event for the celebration of the festive, Halloween.

It was pretty clear by the looks of it, that almost all of the students had enjoyed the Halloween night prepared by the Cultural club. Be it the food, the decoration, and the spooky vibes, all were deeply cherished by everyone. One of the most eye-catching effects that night were the costumes, serial killers to princesses, heroes to witches, all creatively brilliant get-ups were seen which shows the passion that resides in our students.

The whole event was planned just a week ago before the initiation, which was shocking as it was remarkable and smooth sailed throughout the night. The night was first planned to have paid tickets for entry as there were some problems with connecting the sponsor but since retro night was not that far behind, it was shifted to a free occasion.

One of the problems faced by the arranging committee was the noise disturbance caused by the DJ, which nearly had the whole event canceled, and the other problem was that the DJ had brought in a drone, which was caught by the CSO, and once it was down, it was confiscated by the CSO and were told to take it at the end of the affair, on the way out.

The ramp walk was a rather astronomical time of the night, people all dressed up in different costumes and showing their creativity. This occasion showed how people have different minds and how vast their imagination works. The whole oval decoration was done in a bit of urgency but still held brilliance to it. The Cultural club had collaborated with the Fashion club for the ramp and the Scribble club for the decorations, it had been a great help for them to prepare for the eve in such a short time.

While everyone certainly had fun, it is essential to know what had taken place behind the scenes. It was difficult for the organizing team to arrange such an incredible event this quickly and make it a success.



WOXSEN HOLDS ITS FIRST BASKETBALL LEAGUE- 5 TEAMS COMPETE IN AN INTENSE FACE OFF

By Mehreen Abid

The second week of November saw the debut of the first league of its sort. Near the end of October, the sports club KRIDA distributed enrollment forms. The five teams—INVICTUS, REAPERS, ASSASSINS, FIREBIRDS, and MAVERICKS—were put to the test: which of them would be the strongest to win the trophy?

The tasks assigned to KRIDA, the sports club included team preparations, searching for owners and sponsors, organizing trials, allocating finances and appropriate jerseys to each squad. Only 4 teams were initially planned to compete, however, due to the excessive amount of players who registered, a fifth team was added. I guess they failed to realize how popular basketball is among Woxsenites. The necessary steps had been drawn out, and now it was time to test the blueprints.

The league was inaugurated with a bang, living up to its promise of being anticipated. A good number of people gathered on the open Kabaddi court a day before the matches began to welcome and support their favorite teams and their owners, Co-owners, and captains, and JUSTNAACH came up several incredible performances. It would be unfair to the vocalists, who performed just as well as the other artists, to refer to them as a dance club. Because of them, the two-hour inauguration was incredibly entertaining for the pupils.

Each team was rolled out for introductions following a brief remark by the President, Adarsh, and Vice President of KRIDA club and the unveiling of the trophy. The tenacity of the teams was immediately put on display. The first team introduced, INVICTUS, had a captain and owner (Rohith, a second-year BBA student) who vowed to beat every opponent and win the championship for his squad. Bold claims, but they would be tested over the course of the following week.

The second group to be introduced was REAPERS, and the captain wished everyone well despite the audience's lack of enthusiasm for him. The skipper of the FIREBIRDS also made a brief greetings address. The fourth team, the MAVERICKS, insisted that they had more to prove on the court than just talk. The captain of the fifth team, the Assassins, wished the other teams luck.

Following the introductions, JUSTNAACH's executives held a fiery dance to set the tone for the ensuing clashes. The president of KRIDA and the head coach of the teams gave speeches at the conclusion of the inauguration, warning the players against overdoing it and risking severe injury. The captains were then requested to gather so they could pose with the trophy in a group photo. The performing teams that put their heart and soul into their performance received participation tokens.

The bouts would continue to be contested over the course of the following six days, every night from 8:30 PM to 12:00 AM. It was noted that the league was more packed than usual these days, with the majority of people stopping to catch a glimpse of the matches or being there to support their teams or friends who were competing. The judges, referees, as well as the team's players occupied the left side of the court.

The first match, between the teams INVICTUS and ASSASSINS, got off to a great start. Definitely with a lot of fouls, that was probably as a result of the teams' inexperience playing professionally. As a result, both the teams had to rely on closing the gap of their score through free throws. However, they both applied great pressure on their rival. The teams' scores fluctuated throughout the four quarters, from INVICTUS, leading to a draw to ASSASSINS taking the lead. Sadly, many who supported ASSASSINS were dismayed as INVICTUS closed the margin and managed to clinch the first victory by a wide score.

only a few points separating them. This swiftly ended in a draw until the REAPERS eventually triumphed.

ASSASSINS vs FIREBIRDS was the final game of the day. Both teams competed hard, but ASSASSINS were able to rebound more strongly from their loss to INVICTUS in the opening game by winning by 4 points at the end of the first day of the tournament. Rohan from ASSASSINS was named the game's man of the match.

The matchups were as unpredictable as they came over the following few days. The audience was captivated for days while watching from the stands in the bitter cold as the tides continued to change and turn with each game.

Prior to the semi-finals, during the second game of the day against the FIREBIRDS and MAVERICKS, the latter team suffered a loss that resulted in injuries to two of the starting five players, forcing them to leave the game because they were unable to continue. However, they came back even stronger, outscoring the competition 50-63 to take a commanding 13 point advantage. We hope the injured athletes fully recover soon! Vedant was the star of that game.

The third spot had been contested during these games between MAVERICKS and ASSASSINS, and MAVERICKS won it with a 41 point advantage! The other team must have had a rough day.

And finally, the day of the finals arrived. After dinner, everyone gathered in the league to watch the final game between FIREBIRDS and INVICTUS. The tallest player was spotted dunking during the practice when the participants were already locked in a pre-game, which inspired the crowd to applaud him. FIREBIRDS were able to steal the ball to start the first quarter, but INVICTUS made the opening basket. The scoring differential increased throughout the subsequent quarters from 14 to 11, to 23-15, to 54-34 (INVICTUS). The last period ended with a score of 69-54, giving the white team the victory. Throughout the game, the noise level among the crowd was ridiculous, with voices audible inside the hostels. Vijay was the player of the game. Financial prizes for the two teams were announced and with FIREBIRDS coming in second, the team of INVICTUS was seen posing for the photograph along with their well-deserved prize. FIREBIRDS were awarded with medals for their win.

Rohith, the captain and owner of INVICTUS, responds when questioned about his thoughts on the tournament's prior administration, which was hosted the previous year, "It was infuriating. We had a Football League, and then we had a Volleyball League... so we've been asking the management for a very long time (for a Basketball League) and finally when they conducted one, it was very small scale."

To his surprise, KRIDA had managed to hold one on a large scale this year. "We only practiced 5 times before the matches and each lasted an hour... every single player in my team was really experienced, and they were really fun to play with, and coordinate too. The opposing teams knew we were very strong, but they did give their best, and we did kind of struggle in the first few matches. Every single player from the other teams, they're really great...but we knew we were going to win. The confidence wasn't fake." was his reply when asked how he knew his team would win before the tournament even started. He explicitly highlights how they struggled against a strong player from REAPERS, Harish (BBA, 2ND YEAR) who was able to score 30 solo points out of 48 of them during one of the matches.

He talked about how he found it aggravating that the referees weren't able to call fouls on the opposing teams when discussing the dispute between them and the players. "More than half of the time, they said the whistle fell out of their mouth, that's why they couldn't call for foul. That's literally what they said."

He mentions a few people who were rooting for him, both from his own side and the opposing one. His girlfriend Saina, he adds, was the one who stood with him the most when he felt like he was failing his team by giving a poor performance. She didn't miss a single one of his matches, despite the time difference. (Sorry, girls! Better luck next time!) One could even claim that she had an impact on his performance in the finals.

KRIDA Club's President conveys his gratitude to Vice President, Dr. Raul V. Rodriguez and Mr. Bijay Misra for their encouragement and support throughout the tournament. "We would like to congratulate all the prize winners and the participants without whom this event would have not been a successful one. We would also love to thank all the audience and supporters for making this event a big blast." And with that, looks like KRIDA has managed to make an oath to keep setting the right track of sportsmanship.



IGNITE's November : Exclusive exchange with FineHeart Boston's Chairman and CHASE Chapter 1.

By Jessica Singh

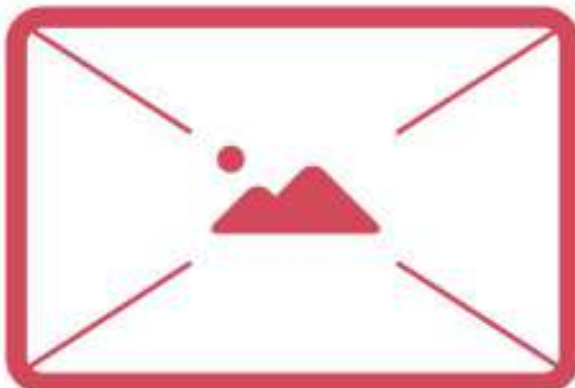
Ignite, the entrepreneurship club had a workshop based on the business tool used to visualise all the building blocks when starting a business, including customers, route to market, value proposition, and finance.

Kevin Vincent the president, Shahid the vice president along with their executives came up with the idea of guiding the woxsenites in how to kick-start their innovative entrepreneurial talent and skills, and also comprehend how partnerships work. Ignite has a fascinating plan of action ahead for you, which you will know shortly. Here's a rundown on the CHASE workshop that was hosted on the 14th of November. It started off with briefing the crowd, where Ishank Jha and Kevin explained the business model canvas (BMC). There were quite a number of attendees among which the executives had set up 5 random teams, (the president assured that the team members didn't know each other) where they were handed 6 different business statements including the fashion industry, sustainability and many more, regarding which they were asked to fill their insights on the BMC templates that were provided.

The aura of that room was energetic and enthusiastic, and by the end of the workshop, the teams were presenting their splendid work. Well, the results are yet to come, and looking at the performance of the participants, it's definitely going to be a tough judgment. Certainly this isn't the end of it, just chapter one. There are more fascinating chapters yet to unfold.

Ignite would also like to share their meet-and-greet which was with Dr. Jean-Luc Boulnois, Executive Chairman at FineHeart in Boston, Massachusetts, which was held earlier this month. We had a very informative and lively discussion, where he mentioned "it is our responsibility to look after our surroundings. We are liable to the coming generations in terms of sustaining nature's resources and keeping them clean", His words were motivating and compassionate which educated and directed us in facing and absorbing knowledge of the harsh reality. Now, talking about that session would take me a whole other article and that's for another time.

Speaking of this session, hold on, so your club doesn't host workshops for the executives. Ignite made a point of giving exactly what the executives and woxsenites look for.



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A PERFECT EVENT CONCOCTION

If Octave Music Club had to share their recipe for throwing a good event, they would hesitantly divulge that seamless organization, a good line-up of performances, and a crowd that knows how to set the tone are the three principal ingredients. As for directions, a. make sure you're the Octave Music Club for smooth organization, b. book comedian Yash Rathi, the electrifying band Infusion, Dj Shanks, and the last, most deciding factor, c. host your event at the amphitheater at Woxsen University on the night of 4th November. And lucky for the organizers, ask anyone, and they would confirm that the ingredients were mixed well in perfect measure and the directions were followed to fruition. From the looks of it, The Octaves Music Club sure knows how to throw a theme party- from the outfits to the decor; the club maintained an omnipresent retro vibe throughout the night. While Yash Rathi's segment appealed to only a small segment of the spectators, Infusion's retro-inspired set positively threw us back into the 70s and 80s (far away from the previous dull segment, in everyone's humble opinion). Lead singers Krishna Chaitanya and Valli Gayathri of Infusion put on a beautifully tuneful show. Nightingale's, if you will, but you would have paid that extra 300 hundred for an on-spot ticket had you heard their voices from afar. But as the night progressed, the party genes got more dominant, giving DJ Shanks the perfect opportunity to make his big entrance. Having played at the university prior, he had the ideal tracklist already curated. Octave Music Club President Govind Loya and his team of organizers undoubtedly threw a party of the month- complete with nearby water stations, fireworks, glow-in-the-dark bracelets (woxsenite's favorite), lovely decorations, and even lovelier outfits. The success of the night's event keeps us on our toes for what's to come next.

Event Gallery

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Center of Excellence

RESONANCE 2022

By Isha Rani and Anisha Gugale

Greetings Woxsenites, what we have for you now, would be one of the most interesting events that took place this month here at Woxsen. So, psychology is one of the most rapidly emerging fields in today's world. It is the study of human behavior and Woxsen University has a Centre of Excellence (COE) committed to the same. On the 23rd and 24th of November, the COE – Behavioural and Cognitive Studies in collaboration with the Woxsen School of Liberal Arts and Humanities organized an International Conference (RESONANCE 2022) on cognitive approach, social ethics, and sustainability. The inauguration was done by the Dean School of Liberal Arts and Humanities Dr. Satya Prasad, Vice-President, Dr. Raul V. Rodriguez, and Vice-Chancellor, Dr. R. V. R. Krishna Chalam. One of the keynote speakers was Professor James Stoner. He is an emeritus professor in the leading people and organizations at the Gabelli school of business and holder of Fordham's James A.F. Stoner chair in global quality

s leadership.

In the two-day conference, there were a total of 18 presenters who presented their reviews and research papers on various fascinating topics that had a hold on the audience. Of the presenters, some were Ph.D. holders, some had a master's degree, some were even practicing psychologists and one presenting team that was the youngest was from the Woxsen SoH pilot batch. The presenters were given a total of 10 minutes, out of which they had to present for 8 minutes and the remaining 2 minutes were for the moderators to critically review their presentations and ask questions.

At the conference, we also had plenary lecture sessions. The topics discussed were Shark-human holistic research and knowledge system approach, Cognitive effects on social media usage on youth, Cognitive Neuroscience and Neurosoundings in Data-Driven Entrepreneurial Decisions.

The volunteers of COE – Behavioural and

Cognitive Sciences put in a lot of time and hard work to make this conference a success. But it was only possible because the students had constant support and motivation from Dr. Anindita Majumdar. We thank her for helping the Woxsen SoH achieve a huge milestone.

Thank you!



" To a great mind, nothing is litte." - Arthur Conan Doyle

By Jessica Singh

November 2nd, 2022 was the day, Woxsenites showcased their marvelous and delightful work. Here's a glance at how the arrangement was done if you had missed the view. The minute we enter the Administration Block we notice a half-round table-like arrangement, posters and boards behind every cubicle, then different types of equipment and also there were interesting games set up as well where you will look into, presently.

Well, now talking about the different cubicles organized, firstly we got talking with the Co-Chairs of Quantitative Finance Theory - Reva, and Shivindra. They spoke on their matter, and a PowerPoint presentation was made to show the infographic, where they will be talking about Quantitative Finance. Shivindra was simulating the DSS Model, he mentions that "people with no knowledge on this would be clear through what we will present". He proceeds to explain what his role is by stating that this has two main methods which are Data Sourcing and Model Creation which he'll be demonstrating to the audience. Reva jumps in to say that they will be talking about their plan of action after the exposition and that would be building Research papers on this matter, blog websites on this COE, and collaborating with professional industrialists, and different Faculties from universities all over India. Right beside this Cubicle was the Operations, management and digitalization team - Ramya Sri and Sai Teja, she began by spelling out that they are here to bring their vision, mission, and plan of action to light. Sai Teja takes over and says that the sequence of events they have planned for their COE is to host webinars for the students as well as for the interested faculties and initiate internships and live projects for the professors in MNCs. He adds that they have contacts with a few MNCs like Tech Mahindra, Switcher India, OM logistics, and Microsoft, they are awaiting the projects they'll be handed over based on Operations. Ramya Sri concluded by uttering "the competition is between the supply chain and not the companies". Now, we have COE of Financial Inclusion which was presented by the executive, Manjeet, an MBA student. Their visions are intriguing and why is that you ask, here's why, this team looks onto giving banking or various financial support to the underprivileged and the sections of society, he adds they have done Research on different schemes related to the Financial Inclusion which was provided by the Central Government. Manjeet ends it by saying that he is here in the exposition to show how this is one of the Sustainable Development Goals.

"Every taxpayer needs to know the rules and regulations, what and why are they paying" says Kritika MBA student. This team included Vishesh and Ashritha from the School of Business come under the COE of International Taxation, their main vision is to enlighten citizens about taxation norms and to spread awareness as she had mentioned in the beginning. The COE of International Taxation focuses on the Corporate tax, Indian Tax, and International Tax, also running articles on the products where they had a change in tax and case studies on companies that went through tax evasion, it's on how they had strategically avoided tax. They have planned on shooting blogs based on such cases, kritika adds that reading this wouldn't bring attention to the audience, so they have decided to market it in this manner, as the articles are published on social media and on websites. We noticed at their desk they had arranged a ping-pong game, Ashritha speaks up that when we use the word taxation it brings a sense of monotonous, so to draw the attention of the audience we set this game where in; when the ball lands on that cup (on a side note, we witnessed Sanjeev sir attempt multiple times and it was amusing), you will know a random tax fact and that way this would make it interesting and knowledgeable. We are preparing the future tax holders says Vishesh, towards the end of the discussion, we woxsenites should be grateful for COE like these that are helping us be mindful. Is Family business and entrepreneurship what you are searching to develop in? The COE of Core activities and goals is here to the rescue, Rashmika, Ananya, and Alekhya were leading this, and Rashmika responds to us when we asked them what are they about and she says they get down to research on family business and their main goal is to comprehend the flaws and conflicts they find in their domain of research and rectify it. She adds that they have three main motives- Research, Collaborates and Development. The Research is on trendy, new conflicts in Family Businesses, we would want to collaborate with universities to get the exposure and this leads us to be one step ahead, which we call this development. To uncover this COE, the team is planning to conduct webinars and workshops with well-known Family business owners.

Woxsenites who are planning to take over their family business or start-up business are most welcomed here. Here's another fascinating and well-displayed cubicle which was the COE of Poverty and Inequality. They put up a board pinned with pictures of a girl and her story, there was a suggestion box and a basket made of bamboo sticks, and why was it presented, Co-Chair Pushya Mitta begins by saying that society often interprets that the poor are always sad which they found out in their research isn't true all the time. They are that section of people who aren't happy and for that reason, they brought forth a suggestion box and are asking the audience to suggest on how we might help them, but also there's another section who seems to be content, which is what they found through their Research. Now comes the girl that they stuck up. She had made those baskets and those are sold for less than a buck imagine this being sold from a branded company it would go more than 2000 bucks and this team got into analyzing how we might help the talents who aren't able to shine, this became their goal on corroborating a platform to the voiceless. When asked about the procedure they have planned under this COE, Pushya gave us an astonishing response, she said that they'll be visiting prisons and there's going to be interactions with them, all this is to study the human minds in that environment, she proceeds to emphasize that the primary reason of crime is due to poverty. Another intriguing point she brought up was wanting to support a child as her parents aren't around and she has the zeal to literate herself, so Pushya mentions on how the team desires to educate them on the policy made by the government which talks and helps on their situation.

Now, you see why this quote had to be the headline.

"If you had been backbreaking and inactive for quite a while, have you wondered why?" it might be the long posture working hours or the tight schedule and when at the moment you seek a sip of relaxation that can be petting/comforting your spets or a stroll around your space, this kind of environment that you build is what this COE emphasizes, the COE of Health, Well-being and Happiness. Sapna Chopra, the Co-Chair mentioned the above and she proceeds by saying that they have a tagline called "Seekers of the little Soul" where they help each other to bring out the little soul that helps them go through heavy days. Sapna states that their way of outshining this COE is by setting up Research in this field, where the focus is on filling up the breaches and this would help the individual comprehend their inner being, webinars by professionals in this field will be held. When we put forth a question of how will they manage to bring different individuals and make them stimulate to open up, Sapna replies, they have collaborated with the student wellness cell where Counselor Anubha Jain will be guiding them and that would lead them to our COE. (smart move ain't it)

Why would Abhishek Kumar the co-chair of COE for Rationality Language and Mind, give this example "Nowadays, society believes cursing their intimate partner is a cool deed", whereas studies have proven that the more you communicate this way, the higher the barrier builds. We are glad that we came across such a mind, and why do you think I'd say that? Well here's what Abhishek has to say about their COE, their purpose is to help individuals become mindful as most of them believe that this COE is only for the intellectuals and not a place for everyone, which is incorrect in their eyes. They believe that every individual's mind can be polished up by constant reading and writing and that's where their role comes to play. On initiating this COE, they can help every individual build their mindsets in fun and divergent ways. Showing the exciting parts of the brain, bringing out the potential and helping the Woxsenites comprehend their mind by providing tips and well-informed sessions to them would inevitably lead them to our door says Abhishek. For future episodes by Rationality language and mind, they will be emphasizing the importance of communication, as every being does speak up but barely gives mindful attention to it, and here's where he utters the example.

They want to bring light to how informal, formal, and intimate conversations can showcase each individual's mindset elegantly and knowledgeably and this is through a form of Research, and again, he insists on the fact of how articulation and linguistics are necessary in this chaotic world, he mentions that many psychologists have said that the more you articulate, the more successful and dangerous you can be, you don't have to be physically dominant to fight this world. Society has this stereotype saying that intelligent people are born stars on the earth, which is entirely incorrect if the zeal and curiosity of knowing more had grown in you, it can take you to wonderful places.

The COE of Environmental Research, Anil Tarun, Tagore Nanvarthan and Nandan Reddy were pitching their initial ideas from their research on Carbon emissions where they look into sustainable power generation and sustainable fuel sources in that they scrutinize Hydrogen fuel as the modern usage of electric vehicles and fuels are incompetent and also Nuclear waste management is looked into where they have studied on refining ways and to reduce the emission of radioactive particles, Nanvarthan says 'while we do realize how harmful these can be, as they can cause soil degradation, loss in wildlife and nature. So, we are trying to process efficient and innovative methods to be unable to stop nuclear waste, we endeavour uplifting Woxsenites to pitch in new ideas regarding eradicating nuclear waste, and with the suggestion we receive, that goes up to the higher authorities anticipating for them to inculcate, invest and implement those ideas. Nandan jumps in to say that their initial goal is to awaken the importance of this COE by hosting symposiums and conferences with the government board intellectuals like bureaucrats, IFS officers and geological scientists. Long-term goals are to evaluate, clarify and get down to business with the Research we do. They ended this interaction by saying we might take a while to see the change, as we know good things take time.

Here's a newly established COE, Corporate Innovations Anurag, the Co-Chair mentions their point of being there at the exposition is to awaken Woxsenites on what it is, he continues to explain that Corporate Innovation is a composition of 3 methods process, product and business model reservation, his entire target is to give best practices to Woxsenites by being a catalyst between the students and the Corporate sectors. Besides that, he's looking for creating certificate courses that would help us enhance and prepare for the Corporate world, this COE provides training, workshops and events planned for the upcoming days. Anurag says that he doesn't have a team yet, but he believes in time they'll accelerate with momentum. While uttering those words we saw an enthusiastic spirit in him and put forth a question about when is he going to recruit and what is their plan of action he replies that he doesn't accept that work can be done with only a huge team if the work gets done that's all that matter. He'll be recruiting shortly and again, he says the momentum will start. Stay tuned, something huge is on its way, Anurag grins.

Ashwin Kumaar, who was standing for the COE of E-waste management started with a jest on how the timing of the oval should be changed, there was 15-second laughter that had spread in the room and later he proceeds to speak on E-waste management where he says that there is a waste management process for almost everything as of till date. He proceeds to show us the poster which had the situations, problem statements, Methodology, expected results, technical aspects and benefits & conclusions. He begins to explain that they collect e-wastes by placing Kiosks and giving it 1-2 days where the waste goes through a cutting mill and runs down to the magnetic separation where the plastic remains back at the conveyor, at the end of the process it segregates to mixed metal and fabrication out of this the raw plastic we receive will be melted into any product, this is done in theory and to implement them is what we are working says Ashwin.

What's the benefit and exact use of this? He replied that it's a fast and efficient process to segregate plastic, and easy access to common people this particular kiosk is accessible to every being, and he adds creative & customized products. He brings up the exchanging of apple phones and recycling them, not many companies promote this. Let's write a research aper on this, that's what we are working on says Ashwin when we asked about their plan of action. Out of this paper, we will apprehend the feasibility of this project, it's not easy to apply prototype implementation and thus the research paper. Once we have the data, the

result is a success. Our next move is to take this to the market. He concluded by saying that, we are here to perform on sustainable growth rather than exploiting growth.

So, now we implement AI in the law force. What do you think of this collision? Anirudh presents The COE of AI and Law, where he says that justice could be sooner and in a cleaner form, and he takes up the longevity taken in the Nirbhaya case. Their future goal is to develop an App, where decisions are taken in no time thus leading them to research and add workshops to their plan. This is a fresh COE field and they are looking for students and industrial experts interested in AI as well as law. Anirudh adds that Law is an enormous field and all our focus will be on the research part for the time being.

Her search in this exposition is to find peers equally or more interested and enthusiastic as she is on human rights and making a significant impact. Here we are talking about the COE of human rights, Jayani Sneha Dosapati as the presenter who had only put on a display, a branch of the tree, and asked the audience to write down their suggestion on how to make this chaotic world a better place, the leaves that she made were asked to stick on the branches, which was creative and beautifully done. In the start, the tree looked almost dead and empty without the leaves but after we stuck the leaves, it started to flourish. The concept behind this tree is the analogy of today's world and how flourishing it would be if mankind was at peace and gave importance to human rights. She states that she is seeking passionate students who are into research and helping each other to find the root causes of the complications that we have in our society. She aims to find a bunch of diligent and work on a research paper based on period poverty, its root purpose, and how we, as students and the government can abolish or work on eliminating period poverty. Jayani also mentions how she will start planning a menstrual hygiene drive with rural women, where we can educate them about the importance, and opportunities that are existing in this modern society. She stressed the line where she said that the right knowledge, the right education are crucial, and this is crucial as in India, menstrual hygiene is still to this day considered taboo which is disappointing. Talking to Jayani conveys her thirst to make the world a better place, and we as the future generation must support such minds. We tend to be ignorant, says Jayani and as we look around we see the hard hats are close to our age, we should feel fortunate enough to be here, and giving back to the underprivileged wouldn't harm us.

When you play Jenga, there's an element of risk to it, when you decide which block is to be removed, you analyze your risk says Anika Raj from the COE of Risk Management and Crisis Prevention, Disha Patel, Pradeep Kumar and Omar are all a team under this. Executing this game at the exposition became self-explanatory and intriguing simultaneously. Disha utters that as a research body we would want to be able to build frameworks and policies that will help companies navigate through risk and upheaval situations, this is what our research revolves upon. We have two different research topics presented to you, the 16 personality types and the prospect theory that is utilized in financial trading, risk-taking, and aversion behavior these are our long-term goals, on a mission to get our study on paper. They plan to showcase their COE by organizing webinars, symposiums, and competitions which will help the student comprehend risk management in business and daily life.

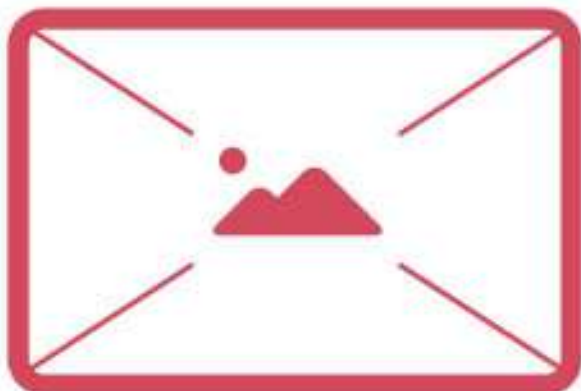
They have planned to collaborate on a consultancy project with other businesses and share their knowledge simultaneously. He begins to say that 'we are the revolutionaries of space technology', We are here to give voice to this particular theme as not many have an idea of how marvelous this can be, these are the words from Roshan Bhatt who was promoting Space technology and revolution along with his executives Ananya and Svapnik. Roshan points at the beautiful hand-made telescope and says that this was around 300 bucks and if you'd purchased this with the same power, elsewhere, it would have been 8000 bucks. So this shows that you do not need resources, passion and hard work are keys in this field which we encourage, he adds. Svapnik was standing right beside the 3-D designs of a space chamber and a space station that he had created, which showed us that this COE uplifts creativity and innovation. Roshan continues to say that their platform is to showcase knowledge and also help individuals follow their passion. He says their team had planned to publish articles based on the latest technological development in the field and also based on the workshops and webinars that they'll be conducting, they are trying to connect with individuals from ISRO. So this can bring attention to our COE and on the workshop, the building of telescopes that would show the talents and passions we have at Woxsen University. Roshan's search is for a mentor, who could help them with Research papers on this theme. We asked about their remarkable telescope and they clicked astounding pictures of the moon, the power of the lens fixed to that telescope could let you see the moons of Jupiter and the rings of Saturn. This gave them the idea of building another telescope with the help of the 3-D printer that Woxsen provides, so they could build powerful telescopes to witness distant celestial bodies.

Harsh Goyal, Kumar, Riya and Pujan were presenting for the COE of Meta-tech, where they map out the metaverse for us. Harsh Goyal begins to say that "This is planned to bring forth the sole reason of living up to your dreams, visualizing your expectations." He proceeds to say that as he was talking to a friend, she says that witnessing the northern lights is on her bucket list but it wasn't feasible, so this team created northern lights on the metaverse and made her catch the sight of it in a 3D form in a feasible manner. This team aims to bring metaverse to the education field as we all know how intriguing and grasping it can be. He takes the example of the architecture students and explains how they can have a hands-on experience with the help of this technology. This is one of the research areas they'll be working on, another huge project they would want to research is metaverse in NFTs, this is the future says Harsh. These costs in liquid gold and markets out there have started implementing this, and another project we plan to research is the metaverse on healthcare, inexperienced doctors can utilize this and comprehend better. These are a few of their interesting research areas. Metaverse is brand new and to bring this to light we set this team to awaken the Woxsenites shortly. As we were talking to this team, right beside this cubicle the team provided the audience with VR headsets, called Oculus where you can experience the virtual world, here they have created a room with a ball where we can play around with it. It brought a lot of attention which led to a huge line for it. Harsh mentions at the end that for an introvert this is a heaven.

And now we come to an end, the last but not the least COE of Global Development, the most versatile topic of them all. All the COEs have that one benchmarker and that is GLOBAL DEVELOPMENT. Noyonika Sahoo and Harshitha Gupta who are Co-Chairs for COE of Global Development, Noyonika points at an A3-size poster divided into four parts - riddles, puzzles, crosswords and word search. This game helps the audience to know about their projects, and the key areas they focus on; brilliant idea, isn't it?

What is the COE of Global Development? you might ask. Well, Noyonika replied 'Global Development is a think tank where we work on policy-based research on various aspects such as healthcare, inequality and poverty, and we anticipate where the root cause of the issue is and where we can give a hand to witness a change in a global scale. Harshitha says they are planning on hosting workshops, and activities based on their project in showcasing, and presenting their COE in this exposition which had given them the attention they needed.

When asked what aspect of Global Development you think Woxsenites need to be perceived on, Harshitha replied that looking at the surrounding we live in, sustainability needs to be focused on. They mentioned to the end that they were also scrupulous about artificial intelligence as they believe that this collision can make the world a better place.



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For the Students, By the Students

Dr. Subhendhu Patnaik

By Hrudaya Reddy

"There are a lot of questions in the world and many more unsolved mysteries of this universe. One that drew me in the most is how and why an individual thinking and their perception can cause a social change."

Dr. Subhendhu Patnaik is a professor teaching organizational behavior to MBA students and has huge interest in research in that field. From Bhubaneswar, Odisha, Dr Subhendhu agrees to a personal interview that can help students understand him much better than from the classroom.

Reflecting on his childhood, he mentions that he was inquisitive, and straightforward. He never did have a strong emotional connection with the physical world surrounding him which made him very arrogant, and introvert, however, with the passage of time with an attempt of self-regulation he would slowly start to evolve into a sensitive person that understood the laws of this world much better than anyone around. Upon being asked what prompted a 14-year-old toward a positive change he said "I kept losing friends and good people around me would distance themselves from me, the fear of missing out on people around me gave rise to the inner questioning about my strengths and weakness and eventual introspection about my attitude towards other people. I used to think about this every night before falling asleep."

"Growing up, I was not excited about the world and couldn't enjoy many facets of life. But I was always interested in the magnanimity of things and especially the magnanimity of unfortunate events. It made me sensitive towards the lower classes and made me conscious of how I could help them as an individual." Training the MBA batches to understand how their actions and reactions can cause ripples in the corporate world, we can see how it was inspired by his true interests since childhood.

Trying to understand his upbringing we wanted to know how his parents career choices affected him and he said, "My Father was an engineer and was in leadership positions in a steel industry. Father's dedication and positivity towards his profession and mother's altruistic attitude have shaped my attitude towards life."

As a student he was a studious one and wanted to deeply understand the scope of a subject. In his interest in behavioral science, he would grow to question the mere moral that are faced by the mortals and uncover how it affects the bigger picture.

"Psychology was a big influence on me. I did my undergrad in Economics and psychology. At one point I wanted to be a psychologist, but I saw psychology as a discipline but to go further and deep dive into social issues I understood it was not the right fit."



Dr. Subhendhu Patnaik

Trying to explain his moral values and their rooting from his childhood, he conveyed that "Simplicity & honesty from my mother and dedication from my father are qualities I learnt from a very young age and still follow with conviction."

Midst the constant day-to-day struggle we often tend to forget what we are fighting for, but Dr Subhendhu Patnaik has made up a goal. "I see no difference between me and the next person. The difference is in the context - their upbringing, their society regulations, overall attitude that shapes from different sections of society. The final goal is to help an individual guide through those differences that can contribute to a positive societal change. I have personally supported a couple of unprivileged students to pursue their higher education and I mentor them regularly."

"If we can instill a level of happiness and sufficiency of self, we can derive more people towards greater growth."

But is happiness something that can be instilled in somebody?

"Happiness is subjective in nature, but it can be judged in an objective way. Every person has to be satisfied with basic needs like the Maslow's hierarchy of needs. At every level in a person's life, they should have satisfied a set of needs for them to be happy. If they are mentored towards the right mindset, anyone can achieve a measure of happiness and self-sufficiency that can push them to being more productive in nature."

What made you want to become a professor?

"With an inner inclination and curiosity for

understanding the truth through research. Being an academic, I have the opportunity to bring about changes in students & society at large. I have a wide scope for knowledge creation & dissemination."

Throughout the interview, we could see sir talk with great intensity towards higher power and understanding of the common needs for an individual to reach their highest self. We quickly understood that he was a spiritual individual. But does not indulge in meditation or other spiritual practices. He says, "I don't need to meditate to reach the spiritual trajectory. I feel a trance taking over me if I try these practices. I don't indulge in them as to not lose my touch on the reality."

As a professor, you're always talking to students, conversing with them about everything and anything what motivates you to do so?

"I always view student and professor relationships does not end with the class. Rather, it's a relationship for life. I try to bring out the best potential in every student and motivate them to reach greater heights. I view every student as having unique attributes and internally I have respect for each benevolent and altruistic human beings."

We have experienced professor's classes and have conversed with him around campus and we all know he takes discipline very seriously and can be understood by the intensity of his speech and attention towards righting a wrong can strongly affirm to that fact. When asked if he revolts into anger out of control or is he very aware of this phenomenon, sir said something that truly surprised me "I deliberately scold people and hurt them mentally when I see them falling into the wrong facets of life. I want to bring attention to their own behavior and demand introspection from them."

Any message for students who are reading about you?

"Everyone is unique and should have a positive approach towards life. Think for the community, society, country, and humanity at large, and you, being the part of this larger set, you will be taken care of through your deeds. The myopic or self-centered approach is transitory..."

In conversation with Mr. Jean-Luc Boulnois

By Navami P.

In conversation with Mr. Jean-Luc Boulnois, it felt akin to being sunken into a whirlwind of passion, drive and the intense desire to learn more, be more. Mr. Boulnois is a man who has melded his mindset to a degree where every precipice is seen as a chance to fly higher. While reviewing my notes after interviewing him, I realized that the 30 minutes of conversation I had with him gave me more knowledge than any 500 pages of a self-help book could've ever provided. And there is no hyperbole here because this is a man who lived in the middle of nowhere in Africa for 22 months, meandered through careers with no regrets, and jumped from one country to another with no second guesses. All such experiences are a by-product of a receptive mind. And that would be the perfect epitomical word to describe him- receptive.

This very quality brought him to Woxsen University all the way from the United States to teach Entrepreneurship for the MBA students of Woxsen. "I'm a curious individual. Through my experiences, I've learned I can function in any environment. So my curiosity drove me here to India. And discussions with the senior management put the plans in stone."

Mr. Boulnois possess a curious mind, which we have established. But this is no acquired trait. On the contrary, his innate curiosity has pushed him into many domains. But science lured him in the most. Mr. Boulnois worked in applied physics for over two decades, and his most notable work was laser technology for neural surgery.

After witnessing the application of laser in medicine, Mr. Boulnois was shocked at its real-time usage after having been cooped inside the laboratory for

over 15 years. This catalyzed his venture into the business world. After modifying the technology, it was sold to outside investors. This cyclical process of producing technology in the field of healthcare and selling it to more prominent companies halted in 2016 when Mr. Boulnois made the bold decision to retire. But we're talking of a man with bottomless curiosity here; of course, he's not retiring. Instead, he started a small-scale consulting business for early-stage medical groups. But can you really call it small-scale when the company has rendered its services to places like France, Switzerland, The United Kingdom etc? So for a man who started in the field of medicine and took a detour to open his own consulting agency, it is no surprise that he would be on the radar of the dean of entrepreneurship at Babson University, Massachusetts (Mr. Boulnois has been residing in Boston for the majority of his life).

Thus, he transitioned into his latest profession-teaching. Boy, is he giving Barbie a run for her money.



Mr. Jean-Luc Boulnois

"I never thought about teaching as a career, in all honesty. I loved it, sure, but I was never allowed a chance to explore; I was busy being a scientist all this time."

So being a business student, it would only be fair of me to ask for a few words of wisdom, business related of course.

In Mr. Boulnois's words, "The fundamental of entrepreneurship is to take risks and be a leader with a vision. It is also a responsibility because you will have to make the right judgment calls on what you should focus on and what kind of people you want to trust." But the sagest takeaway was his opinion on pace- "Everyone has a speed of their own. No one is born an entrepreneur; you acquire those skills, the drive, and the finesse. Sure, some develop them faster. But some individuals are stricken with the most genius of ideas at 50, while others acquire those skills through mundane activities like mowing lawns or setting up a fruit juice stand for money at 15. The essence is to sell. You're selling your idea and vision, so sell it with confidence so your customers, stakeholders and suppliers believe in you and what you have to offer." If possible, I would've written a 15-page book (that in no measure would do him justice) to serve myself and my fellow readers the tricks to navigating life. Our conversation, unfortunately, had to come to an end. But I'm leaving with food for thought for the restless and driven; his take on entrepreneurship or just life in general- "The multiplicity in the pathways to reach your objective is challenging, but that makes it worth it."

Norwegian Wood, Haruki Murakami

By Hrudaya.

Norwegian wood is named after a song by The Beatles that reminds him about his youth and more importantly about the girl he loved (Naoko). From the beginning, the novel follows a tone of sadness and melancholy brought with the memory of the girl and recollection that she didn't love him back.

Norwegian wood was the first Murakami book I ever read, and I started reading it with immense expectations. I know I shouldn't have, but with the Murakami's popularity and the fame of Norwegian wood, it was practically impossible not to.

The book is written in a male perspective of a boy of age 19 (Toru Watanabe). It was interesting to read a man's perspective and understand how he let the changes in his life affect him. Toru moves to Tokyo after his best friend commits suicide. Toru tries to move ahead with his life..and meets his best friend's ex-girlfriend and falls in love with her (Naoko). How Toru and Naoko deals with the common dead person mutual to them and the feeling developing between them. It opens the door to many heartbreaking topics like death, loneliness, confusion, waiting and other emotions our protagonists face in the course of his life questioning love and attachment. He eventually meets another girl in his university (Midori) and tries to tackle the process of falling for someone else while waiting for somebody else.

No matter how prepared you are for this book, it totally breaks your heart multiple times and paints a new perspective over the dark circumstances that happen in the novel.

Student Sravani: The Social Butterfly

By Hrudaya.

For this edition of student profile, we have Sravani Athukuri. Born and raised in Hyderabad, loving parents and siblings that joined hands with her in the fun.

We all know Sravani from BBA who talks to everyone. There's not many people who don't know her. If you don't know the social butterfly of our college, here's your chance to.

Like any child, Sravani has been a mischievous child doing playful things all her life. She challenged her parents and pushed their limits of endurance and patience. Laughing at an old memory of hiding away under a bed with chocolates while the whole household searches her.

"From my childhood, I grew up in a nurturing and loving environment where I always felt safe and loved. My parents always made me feel important."

We all go from being a child to a grownup not with a one fell swoop. We struggle with our choices and make effort to understand the changes that happen around us. This happened to Sravani at a school age where she was challenged to grow up and accept harsh truths of reality.

Growing up she had always been a free spirit, talked to everyone, mingled with everyone. But there was this one person who would eventually grow to be her best friend. They travelled together for years forming a codependent relationship where your likes and dislikes don't only match but were respected and encouraged.

"We both grew a lot closer over time, and even importantly we grew independently with our time together. It's not easy finding a person you can vibe with and it made me immensely happy trying to understand her and explore new folds of life with her."

We form many significant relationships and form many levels of comfort from different



Sravani Athukuri

acquaintances. But it's those relationships that you thought would be the best that break you and eventually evolve you into a new version of yourself.

"Like many friendships we drifted apart too. But this specially hurt me as we were not drifting apart naturally. I was still reaching out to her and she ignored me and started to distance from me."

"Her preferences changed and she as a person started to behave differently and preferred to hangout with other people. These changed preferences and altered behaviors made me question a lot of things about our friendship and me as a person. But how can you show a person who has decided to move on in life without you that you would have done anything and changed and evolved together if only the other person made the effort?"

The reason to have drifted apart could have been anything, but to be left behind by the person you wanted to travel the most with, would make anyone question their lives and most importantly it hurts a lot.

"You can't control anything in this world. Not people, not situations. We often think we get to control stuff, maybe the little things but most of what life really is acceptance. Understanding and accepting there's not much you can control and to go with the flow has become my motto after she moved away from me."

Wondering about the future after an experience that puts you in a position like such, what would one think, what would one ponder. How

would you cope with the feeling of being left behind by the people you trust most and how would that future look for yourself.

"I'm not naïve kid, I understand how the world works. I have learnt from my experiences. I've been challenged"

I've been challenged with trust issues and the striking question of whether a person would stay in my life every time I find myself getting close to someone.

But there is no guarantee of a person ever would stay. Not forever, not a period of time. You can never tell and that's ok. Now I don't think about the time frame of any friendship or relationship. I just hope to live the moment to the fullest and make right now the happiest for the next time I decide to look back on my life."

"My father was very patient and compassionate and used to explain things so well to make me understand why things couldn't always be how I wanted them to be."

"As they say there is always a learning from every situation you face, me as a person have been constantly trying to adapt with the family situations and at a point realized my responsibilities as the elder kid and how to handle problems or to make few decisions for which you will have to be independent and not rely on others for everything you want in life."

Sravani showcases the perfect example of how we as humans tend to handle our wounds with a brave face and even braver heart. She is a butterfly in more than just her social life. She is a butterfly trying to make sense of this world. Trying to build wings with the help of everything and everyone around her. We wish her all the best and hope that no amount of people walking away from her life would she give up being herself, the everlasting entertainer and the undeniable laughter she brings to everyone around her.

Unknown religion

By Boddu Venkata Sai Bhuvan. (B.tech 2025)

The temple inside my heart
Asks the masjid and church
If they all are same

The masjid tells I ask my people to do namaz
The Church replied I ask my people to do prayer
The temple lost itself by telling it asks to do bhajans

Asks themselves if they allow chappal inside
Everyone says no with pride

Asks if they required to wash their legs

Everyone says yes

Counting the number of god's presence inside single holy place

Everyone says one

Names are different but the way you wish and worship is same
Still says the temple I'm not just one religion

My people made me ten
Masjid and church make fun and
And tells they are also the same

The questions of enlightenment are over
All are questioning the reason for their existence

Gets the same answer unity and love

Seeing all the fights for them

Among all their children

The temple masjid and church

Cuts themselves and die.

IS THIS THE FIRST STEP TOWARDS A SMALL BUSINESS ECONOMY ON CAMPUS?

By Isha Rani and Hrudaya Reddy.A

Greeting Woxsenites, we all know how fascinating the idea of starting your own business and being your own boss is. But not many of us actually do it. Like the saying goes everyone cannot be an entrepreneur. But some of us are and i hope you have the buzz of curiosity that I had when I got to interview 2 of our MBA first year students, who have their own small business which is budding successfully.

Well, I'm sure you would want to know more, so let me start with Jaswitha Guggilam. Who started out by taking online classes and workshops found on Instagram, that turned into a very profitable business for her. She launched her business 2 years ago during covid. Born from the art of boredom and ventured into her main source of income she learned a lot in the process.

With the brand name of Artisans works, she has a wide range of products including hand-made scented candles, bath and body care products like soap bars, whipped cream soaps, bath bombs, lip care, foot care and aroma and selfcare kits, along with customised and corporate giftings, having sold successful packages to weddings and companies.

Candles are made of soya wax, as even paraffin wax ones have toxins in them which may be harmful to inhale, and all the ingredients are natural and no chemical usage is involved in the making of the products. Experimenting and understanding her ingredients and products Jaswitha has built a line of unique and one a kind product line that customers came back and wanted more of.

She has had stalls of her product in 3 different flea markets the same year she started, which were the physical outlet for the brand for the customers to touch and feel the products before they bought them. *"These stalls were a major source for me to build new customer base and get their loyalty on a personal basis."* Says Jaswitha. *"And one of the flea markets was a part of NGO so a portion of their profits went into charity which was also a great thing to be a part of."*

One of the problems faced by her is her 'customers' giving out her price information to her competitions, which affected her cost range. While she seemed to have managed it well. Eventually she hired two workers to help her out. The business is for sure going forward and there are plans to grow it into a much bigger corporation than right now. So good news to all the candle and bodywash product lovers, she is open to take orders at her Instagram, @.ARTISANWORKS. Order away guys! she is selling on campus!!!!!!




Jaswitha Guggilam - with her stall and the products ARTISANS sells




Now, going onto our other student, Vishal Chowdhury, he works as a pencil carver. sounds interesting, doesn't it? Well, the starting of his career is one to be heard. During his second year of B. Pharmacy, it all started as a gift for his friend. He said that he received an artistic gift from his mother, who is his motivation and inspiration. So after that attempt, he put a pause to it till lockdown. Due to the boredom of being at home, he started to work more towards his passion again with the help of his mother. For his friend's birthday he made something that attracted the attention of a possible client who was ready to pay him and make it his first ever selling of a carving. With the motivation from his brother and friends who liked and wanted more of his work, he started a business account on Instagram.


One of his works is him carving a small Durga idol. Merging his culture with his art he had stumbled upon Asia's book of records, he decided to give it a go and prepared a video of himself carving the complete of Gayatri Mantra on four pencils, which he had to first send it to the India's book of records to be accepted for Asia's and was approved to go through, where he had gotten a record of 'completing Gayatri Mantra on four pencils'. Later he even got into Asia's records and was named grandmaster. He later got a lot of recognition from all around him, for instance: his fellow college mates and the local channels who had interviewed him. The feeling was said to be astronomical, proud parents and self-fulfilment felling. While he stopped for a few months for educational reasons, he is now ready to jump back in and is good to go on taking orders again. Most of his orders revolve around couples, birthdays, anniversaries and gifts to parents. But go ahead and message him if you have a project for him that can challenge his skills. His Instagram handle is @VISHAL_ARTWORK. This is not his main focus in life, but he is not going to quit this as he loves it as a hobby and a small side business. What else are you waiting for we have a grand master in pencil carvings in the Woxsen campus living among us. Let's make the best of it. Looking at Jaswitha and Vishal just made us realise we are living away from the rest of the world trying to build skills for the future. Why can't we make this into an opportunity to make a world within ourselves. Could this be the beginning of small businesses thriving in campus. Can these be the influence many of you had been waiting for to implement your idea. Maybe!!




PENCIL CARVING WORKSHOP
by
VISHAL CHOWDHURY




Vishal is currently pursuing his MBA (general) at Woxsen.
He is titled as a **GRAND MASTER**, and he is a record holder in **ASIA BOOK OF RECORDS** and **INDIA BOOK OF RECORDS** for carving out complete Gayatri Mantra on pencil lead.
He has given **RADIO INTERVIEW** in radio 90.0 and interviews for few local news channels and in some newspapers.
He is Currently running a store online For pencil carving on Instagram: @vishal_artwork






SKRIBBLE CLUB
PRESENTS

PENCIL CARVING WORKSHOP



ON 29TH NOVEMBER 2022
FROM 4PM-7PM
AT CLAY WORKSHOP



Vishal Chowdhury- A recent event hosted by him at Woxsen University





Kusuma's Art Works

The Freshers' Night

By Anisha Gugale

Greetings!

5th November was when the BA(Hons.) and B.Tech 1st year students got their Fresher's Party. To be very honest, these students had no expectations, for real. But attending the event brought them no disappointment. They actually enjoyed it to their fullest and appreciated the efforts of their seniors.

The theme for the Fresher's Party was 'masquerade', fancy right? Students loved the theme and got dressed up accordingly. One thing that they were really really expecting was a ball dance; the masquerade theme reminded them of soft music and slow dance. The most fun activity according to them was giving roses to their favorite seniors! How interesting! Some hesitated, and some were bold.

Each and every student was looking forward to have some good food and beverages apart from the regular Oval food. They did not get that but the good music, decoration, and that night's vibe just compensated for the food part.

The BA(Hons.) students enjoyed the Mr. Fresher and Ms. Fresher awards as they found it really interesting. They had fun while the ramp walk was

going on. But, on the other hand, the Mr. Fresher and Ms. Fresher awards disappointed the B.Tech students. They thought there was some kind of bias present and not everyone was given equal preference.

I've been challenged with trust issues and the striking question of whether a person would stay in my life every time I find myself getting close to someone.

But there is no guarantee of a person ever would stay. Not forever, not a period



ARE STUDENT EXCHANGE PROGRAMMES WORTH IT?

By Mehreen A.

"*Absolutely!*", recommends Anna Borodulina, an exchange student herself. Hailing from Perm State University (the oldest of its kind in the eastern territories of Russia) was one uphill battle after another; which is what makes people raise their eyebrows at her response to the question. However, Anna, with her unwavering conviction might just be able to shift the tides of your opinion about it.

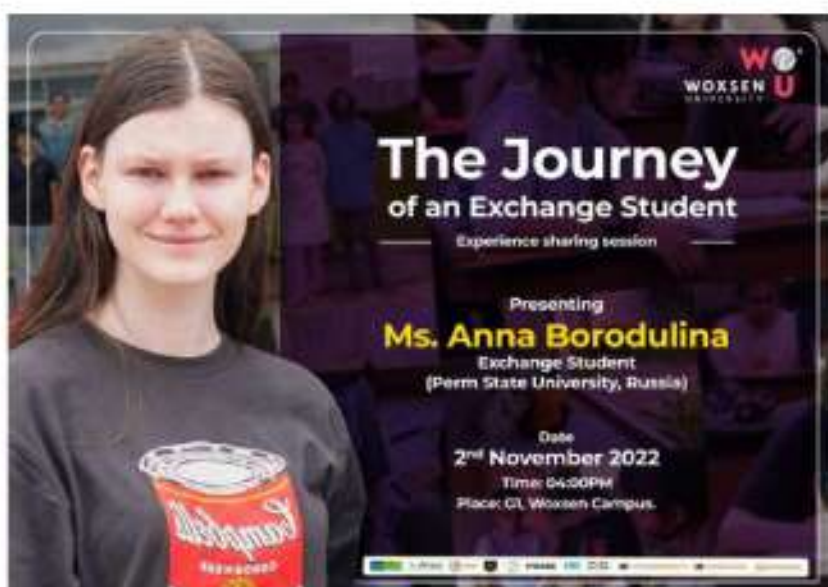
On 2nd November, 2022, Anna involves a class of curious students on what her experience has been as an Exchange Student from Russia with an elaborately visual presentation. Though the start of the session was a gloomy one, inaugurated by Mr. Chahat Mishra and his extremely detailed speech on his thorough disappointment in the lack of crowd present, Anna was able to light up the atmosphere well enough on her own. The personalized memes on every other slide and the addition of addressing Russian stereotypes definitely succeeded in pulling the strings of a smile on the student's expressions.

Bizarrely enough, her journey started off "*as a joke*". Never in her wildest dreams would she have imagined her application would get accepted as an exchange student where she had only attended to joke around with her friends about. But there was no going back once that wheel starts spinning; everyone and everything she was familiar with, had to be abandoned for the sake of taking an adventurous leap into the unknown.

Getting all the paperwork done, not being granted a student visa, covering 8000kms over a period of days, and sleeping on unknown train stations, were just a few hurdles she jumped over to study at Woxsen University. But all that was as rewarding as it gets, Anna savors the opportunity she's stumbled upon; her adoration for the miniscule things we brush by on the campus daily makes us want to appreciate even the drop of a single leaf.

Everything from the spices, the eye-catching plants, the blend of coffee, the strange "*friendliness*" from people on campus, or the lizards and frogs just hanging about, her fascination certainly knows no bound. "*Have I died? Am I in heaven?*", are usually her concerns when she's wandering about outside, understandably so as Russia is infamous for encompassing the largest flat expanse on earth, and that land is all she's ever grown up with until now. When asked about the most impactful experience that's shaped her experience here, she gave a brief pause. "*Jalebi...I was super obsessed with them.*" And I mean, who isn't, right?

Safe to say, it's been nothing short of a wild ride for this exchange student, and she's expressed her immense gratitude to the University and especially the international relations management for making a pipe dream come live. "*An advice to our students, like, if you have an opportunity to study abroad for one month, one semester...just, take this opportunity because anyway it will be a good experience for you. You'll have new friends, you'll meet new culture and do interesting things.*", she advises while she recalls her own productive experiences. "*So, grab this opportunity and don't miss it!*"



Apple and Metaverse

By Dipanshu Mukherjee

Apple is a \$3 Trillion-dollar company known for its innovations in hardware, software, and services. For the past few months, Apple had been in the limelight as it was one of the very few companies who were not investing in "METAVERSE". But recently the company surprised everyone with its recent revelations as the company announced that they will be releasing a Mixed Reality Headset which they plan on launching by the end of 2023 or early 2024, according to critics the headset would generate great profit and inspire newer ideas for their upcoming projects. There have been numerous rumours surrounding the company that it plans on changing a lot of things such as the design and interface of its products. The latest iPhone i.e., the iPhone 14 Pro where introduced the Dynamic Island which is the upgraded version of the traditional iPhone notch that the company had introduced way back in 2018. The company has been rated as the best smartphone maker in the world as its existing 'OS' is far better than other companies. Apple has been secretly developing its metaverse and unlike other companies hasn't invested in the Metaverse being developed by Meta (formerly Facebook). The mixed reality headset will be made of lightweight materials for a comfortable fit, according to the description it will be held on the user's head by a headband which will be made of a material that will resemble the material used in the "Airpods Max". Along with eye tracking the company is incorporating more than a dozen cameras inside the headgear to capture hand – gestures, and movements, which will be one form of control and will also be controlled with handheld controllers. Apple might also introduce thimble-like input - devices that will be worn on fingers. The company is also hiring software developers who have adequate experience as well as skills for the development of tools for virtual reality. The most intriguing job posting mentions creating a 3-D mixed reality world, indicating that Apple is developing a virtual setting akin to the metaverse. Apple wants its products to perform in a way that is enjoyable and satisfying to its users. Apple has been criticized by many for not changing its designs over the years or introducing minute changes. The company's original design team led by Jony I came up with new items and dedicated a lot of the development process based on the styling of products but most of the members of that team left the company after the Apple Watch was introduced, leaving a very few people from the original team. According to the company's CEO Tim Cook, over 14000 applications have been built using ARKIT, apple's framework for building augmented reality applications, these apps will give IOS users access to the metaverse. For a long time, there have been predictions that Cupertino would introduce its AR glasses but this has yet not happened. Apple is facing increasing competition from companies like Alphabet, Amazon, Microsoft, and Meta in emerging industries. In creating the Metaverse, Meta and Apple are engaged in a "really Profound, philosophical competition", hinting that the two digital behemoths are prepared to square off in the market for devices supporting augmented and virtual reality.

According to a recording of his remarks made during an internal all-hands meeting that The Verge was able to get, the CEO of Meta, Mark Zuckerberg told his staff earlier this month that they were competing with Apple to decide "what Direction should the internet go in". He asserted that Meta would present itself as the less expensive, more open rival to Apple, which is anticipated to introduce its first augmented reality headgear as early as later this year.

Apple has also added two significant embers to the management group in charge of the device's development as the launch date draws near, a former top leader on its self-driving vehicle project and one of its most senior software engineering managers. Following the use of a tool in anti-government protests, Apple has restricted the Airdrop feature in China. This past week, Apple little changes to IOS 16.1.1 and the most recent beta of IOS 16.2: its restricted Airdrop in China so that iPhone could only accept files from random users for a maximum of 10 minutes. Before, if the users set their Airdrop to receive from 'everyone', there wasn't any limit.

It's noteworthy that the move was implemented in China, even though it will undoubtedly reduce Airdrop spam—a problem that has resulted in the dissemination of pornography and fake threats on airplanes. After learning about the stringent Covid limitations in China, Apple lowers its forecast for iPhone shipments. The most recent lockdowns at Foxconn in Zhengzhou are having a significant impact on Apple: Delivery times will lengthen, according to the business, and unit shipments of the iPhone 14 Pro and Pro Max will be lower than expected.

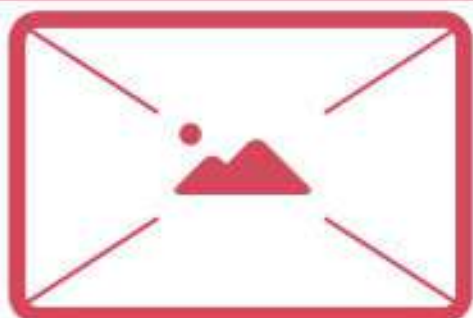
Although Apple didn't say how many fewer units will ship than anticipated, the corporation probably did so for legal reasons. The effect is already clear to customers. Likely, you won't find the size, color, or storage capacity you want if you try to purchase a new iPhone at an Apple retail location. When will this be over? Although it's unknown at this time, keep in mind that even slight production glitches can have a significant impact on millions of units.

The new chief information officer at Apple previously served as Facebook's CIO. The two top administrators at Apple's Information System and Technology, or IS&T, division are leaving their positions. A large hole was created by that. Even though the division may not be Apple's most fascinating, it is one of its most important ones because it manages the back-end infrastructure that enables employees, clients, and suppliers to interact and keeps services like the online store operational.

The Apple Mixed-reality headset will usher in a new age and improvements to the company's products, I would conclude. The Mixed Reality Headset is anticipated to go on sale in March 2023.

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MY THOUGHTS

By Mekala Chethana

THE LIFE

What's life?

How people are living it?

Some are happy, some are not...is there no perfect definition for life? Does no one know the answer?

If there is a pattern in living life everyone would be happy, but unfortunately, there is no clear path for it. Everyone has their ways, principles, methods, and experiences in their journey of life. But most of the time we will be learning lessons of life through experiences. Life is something gigantic, so to understand that maybe we need to know about ourselves first. Otherwise, there is also another way which most of them choose, i.e "GO WITH THE FLOW". Few try to look at life just as their daily routine and few of them think out of the box and will be wanting to experience every little thing.

LUCK AND HARD WORK

In the vast book called "LIFE" is there something called luck? Some believe in luck and luck also favours them as if they bribed it. And for a few there is nothing called luck, even though they try to accept luck, it may not favour them. Unfortunately, they will be backstabbed by luck. A person who depends on luck will not bother about doing hard work. Luck is indirectly connected to blind belief. There are no techniques or methods to depend on luck it's just a simple and little thought of a man.

COURAGE AND FEAR

In the life book, there will be a difficult chapter called courage and fear. Courage and fear are two simple short words that are constant in everyone's life. These two factors will always take part in our life while taking decisions, making choices, solving problems, etc. In a particular stage of life, man has to either choose his passion or a risk-free choice for himself to lead a good life. Here comes the fear! Take a deep breath think twice and take a decision, oh! Wish it would be that simple. But in life, there will be a tussle between courage and fear continuously till man departs from his life. There is no guarantee that you will be successful in one of the ways you decided.

So now, What will you decide? How will you decide? Finally, the man gives up on thinking too much and sometimes decides a path with willpower. And suddenly he observes the fight going on in his mind has stopped. He chose a way and maybe the same process repeats for every decision he makes.

HOPE

Hope is something that gives a person life, who is about to give up mentally or physically. If you are alive then there must be a reason. So, It may take time to realise what purpose you are for and what are your plus points. If you see everything around you is messed up, you are mentally disturbed, you feel life is testing your patience and the sad part is you have no right to shout out loud and take out your anger on someone, at this point of time, we need to hold on to hope which is a life changer. Your life is not good to you and that doesn't mean you have the right to be rude to others.

THE OCEAN OF MEMORIES

Memory is a beautiful thing. The moments you miss or the moments you want to go back can be imagined as many times as you want by just closing your eyes. At the same time, it is painful too. Because there isn't a delete button to erase the bad things that happened in the past. Try hard but there is no way to erase it; so people just accept it and move on or they still suffer. Even if you move on, there is still a part that reminds you of your past. So, how to treat memory in life is all in our hands.

BEING LOGICAL AND PRACTICAL

Deal with most of the situations in life by being practical and guessing the outcomes logically. There is nothing known as confusion in life, everything is so crystal clear, only we need time to look at it properly. Thinking properly and planning systematically is the best way to do something. Sometimes, there will be a tussle going on in our minds to find a solution to our problem. Approach the problem without panic in the first place, and then think logically, plan and execute. A problem can have multiple solutions but choose one which is logical and practical to execute.

PHYSICAL AND MENTAL POWER

There are things around you that you feel are difficult to deal with. Only willpower gives us confidence in such cases. Putting all the negative thoughts aside, we just need to stand strong for a while. Physically, we may not be strong, but we need to be mentally strong. The problems we face or the challenges we come across can impact us internally, so it all depends on how we look at them.

Being strong physically doesn't mean a person is ready to face all the hurdles. That only means he is just strong enough to bear external pain. He may fall apart with a small sensitive pain that hurts him deep inside.

Managing to be strong internally and externally i.e physically and mentally is a great step towards a balanced life.

STABLENESS AND CALMNESS

Anger and instability are two things that will slowly destroy humans like poison. They are just two feelings that hugely affect us. We get angry when the expected things don't happen. It creates unnecessary situations to deal with.

Creating calmness in ourselves is a way to increase our patience. Being stable in thoughts soothes mental pressure. Sitting in a place with no work causes lots



Cont. to next page.....

of thoughts in our mind, not even a single second does our brain let us be calm. Sitting calmly and trying to be stable is an exercise to avoid useless thoughts. Doing this relaxes the mind.

The brain is something that we use all the time in every little thing. So let's give it a break at least for a few minutes by not overthinking. Never overburden the brain with useless thoughts, use them for a good purpose. Think good, do good, and let positive thoughts occupy the mind.

RESPONSIBILITIES AND DREAMS

Responsibilities are never a burden; they make a person better. We need to find a solution - how to handle responsibilities in life without letting our dreams slip out of our hands. Dreams or passion are no obstacles in the way of life but they

are stepping stones to a happy life. Responsibilities and dreams are just a part of life. As spoken before, it's all about balance. Rather than leaving our passion or dreams, it's better to learn how to balance both things. Giving up is also an option that many may choose. However, it's not a solution always.

Accepting life as it is and if possible, making it better in all ways, along with fulfilling the responsibilities by balancing them with dreams is a way to be happy.

ACCEPTANCE AND ADJUSTMENT

Practice how to accept things in life. Adjust so that there will be peace existing in life. Always arguing doesn't make any sense and it's just a waste of time and energy. You might be right while arguing but never take the first opportunity to argue. Arguing ruins patience.

Adjustment is key for smooth life. The more we adjust the fewer problems we face. Adjustment doesn't always mean you are sacrificing something, maybe it is for good in a way, it may help in the future. Acceptance and adjustment are always beneficial. The toughest challenge you have faced might not be the actual toughest one, you might face even more in the future. Life will throw unexpected challenges and situations which we need to face that make us even stronger.

HEALTH AND WEALTH

The title itself says everything, health first and then wealth. Most people are completely worried about wealth rather than health. The most important thing in life is only wealth for them. But very few understand, there is not a single thing you can do in your life if your health doesn't cooperate. Eating nutritious food on time and having a physical exercise routine is a must for good physical health.

Most people take health for granted. We need to work on our health consistently. Health doesn't seem important to us or we feel it's not as important as wealth. If wealth is sufficient for daily needs and having little savings is more than enough. If a person has more than what he needs then it is troublesome to manage and they become hungry for more. Greed will take over and life becomes miserable. In this whole process, health will not be on our priority list. Wealth is purely a materialistic thing but it is necessary to an extent. It fulfils needs, wants, and luxuries.

If there is more wealth than a person requires it should be used in a good way [orphanages etc], Giving the utmost priority to health in life is very important and is also required.

TIME

Time in the past is a memory, time at present is something which we are living in and as time advances, the future is created. Sometimes at present, we live by thinking of the past, which means remembering the past has become our present. Time is such a weird thing, we think we can control it or manage it but the fact is time controls us. We think about the past and future at present and we invite more problems. As they say, it is better to "Live in the moment", but it is really difficult not to think about the past and plan for the future.

Time is spent well when we are being productive. Being productive means keeping our mind busy in something which we are living at present, and practicing how to be productive is something that can change our lives. It is better to live in present rather than remember the past and plan extensively for the future.

CONCLUSION:

I am concluding this with a Shakespeare quote that can be practically followed in our lives :

"I always feel happy, you know why? Because I don't expect anything from anyone; expectations always hurt. Life is short. So love your life. Be happy. And keep smiling.

Just live for yourself and always remember:

Before you speak... Listen

Before you write... Think

Before you spend... Earn

Before you pray... Forgive

Before you hurt... Feel

Before you hate... Love

Before you quit... Try

Before you die... Live"

Mentored By -

Prof.Vaibhav Chaudhary

Dr. Antarleena Basu

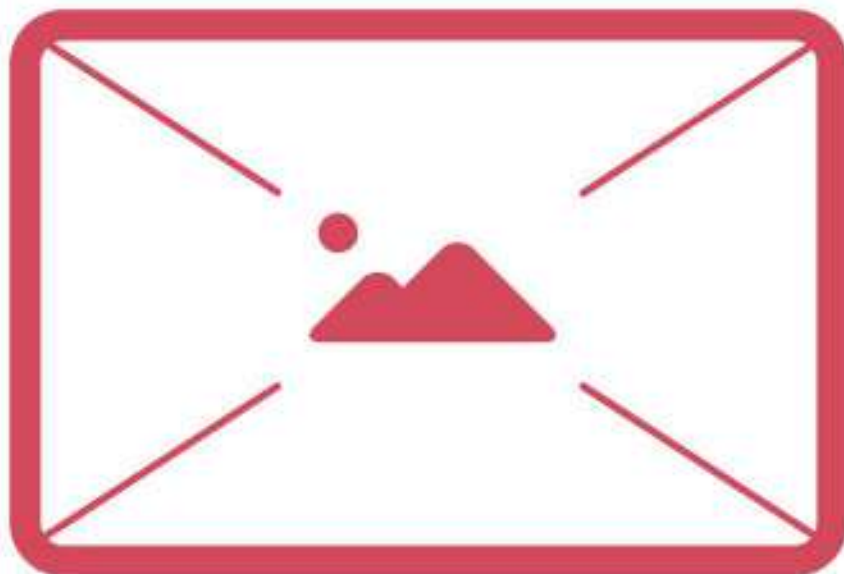


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Students explicitly say, that his session was fruitful. What session you may ask, Let's find out.

By Jessica Singh

Before we could tell you more about this, I'd like to give you a fascinating point that this gentleman, Mr. Vikash Baid pointed out "You cannot be "anything" you want in life through studying. I'd like to add by saying such statements are grossly misleading and do people a disservice by being repeated. I would reverse that generalization and say that you cannot be much in life if you don't study/train/put work into things you love, but studying doesn't guarantee anything". Why would I mention more on this, you might ask, well, the sessions that the MBA students had witnessed were intriguing and helped them get a glimpse of the reality of the corporate world. There was a two-day session which was on the 5th and 6th of November, with this wonderful personality, where I got a chance to interact with one of the MBA students named Aseema Mishra and got riveting insights based on their experience.



The co-hosts that had helped her out to successfully run this session were Anumolu Ramya Sri, Rishabh Jaiswal, and Mohit Sharma and the Professors were Dr. Shakeb Akhtar and Prof. Syed Hassan. I asked her to give us a brief description of the first session and she replied by saying, Mr. Vikash opened his session with an introduction, as he started by saying that he is Rajasthani, and presently he resides in Mumbai. He covered most parts of India and explains how he uses that in his educational field. He didn't just stop from the position of a Chartered Accountant but also had taken major roles leading him to switch 3 firms in the industry sectors like Financial Analyst and many more. He mentions how he had been providing industrial training for students to help them comprehend the expectations anticipated for them from reality, additionally, he went on by giving us pointers on how to utilize the knowledge that you gain from the university, how much time is left and skill-sets required not just for the job but to improve for a particular job field. Mr. Vikash emphasizes the statement: "When we market ourselves, during the process of placements. What we had studied is not what you have to portray.



We also have to present our soft skills along with the technical skills". He also talked about basic financial concepts like hedge funds, real estate funds, and many more. Aseema adds on by spelling out that the essence was for us to grasp these terms, so during the interview process, when such terms are used, we would know what they are implying. To make it more clear to us Aseema had given us an example by using the term 'Fat Finger' which a layperson wouldn't know the meaning of it. Well, in finance it means an error that occurs while you are recording. He helped us understand the significance and awareness of these terms. Now, the second session is where the show starts to get intriguing. On the 6th of November, Mr. Vikash Baid assembled a mock interview, as he was the interviewer, and Accountant but also had taken major roles leading him to switch 3 firms in the industry sectors like Financial Analyst and many more. He mentions how he had been providing industrial training for students to help them comprehend the expectations anticipated for them from reality, additionally, he went on by giving us pointers on how to utilize the knowledge that you gain from the university, how much time is left and skill-sets required not just for the job but to improve for a particular job field. Mr. Vikash emphasizes the statement: "When we market ourselves, during the process of placements. What we had studied is not what you have to portray. We also have to present our soft skills along with the technical skills". He also talked about basic financial concepts like hedge funds, real estate funds, and many more. The students were picked out by writing down their names on a piece of paper where he,



hand picks the folded papers and repeated that 5-6 times, like that every student had a role to play, the spectators were asked to record and note down what he had asked, why did he ask, primarily it was judging the scenario. For the most part, Mr. Vikash focused on the low and refined points during the interviews. It was more like constructive criticism and it was easy for us to comprehend what we were lagging says, Aseema Mishra. He also taught them basic manners in an interview setup, how we enter the space, and how to be positioned. It was basic yet up to the minute whilst explaining, how to build a resume on LinkedIn, he specified in not to follow the usual format, not exceeding two pages, and usage of buzzwords which could lead to a negative impact such as filling in words like multitasking or discipline, he stressed on this by uttering, "why would you portray/mention this, when you should be doing them, no matter what!", he'd given them



samples and made it crystal clear to them. We'd put out a query on how students discern these sessions, and seemingly, they liked how his eye was given to every head in the classroom thus the whole day was just on the mock setup, and the session didn't just stick to the financial aspect, he made sure to give them a glimpse of the reality that awaits and again he brought up the points that were stressed in the beginning of this, where he uses the words "It's not all about marks or grades, there's more to it". Aseema says he helped us fill the gaps as the corporate front face would be an experienced professional and the expectations would be unusual for GenZs. The MBAs wanted to bring to light, the requirement for more sessions with personalities like Mr. Vikash Baid, where they have a close connection with students, where they relate to recruiting, as an alternative to the faculty with the intent of extracting about the course and here I give justice to the headline, as they think these sessions are extremely fruitful.

Try is Trying

By Hrudaya A.

Understanding the need to motivate the youth and bring the change that needs to be planted in the world is a big thought and even bigger responsibility. When implanted students with the responsibility of developing the younger generations it can bring upon an air of authority and management and help them understand what exactly needs to change for the change to happen.

What exactly needs to change for the change to happen??

We are living in Woxsen university which is placed geographically beside the village Kamkole, Telangana. With the motive to understand the rural world better and to provide the helping hand and bring up initiatives and in the prospect of growing together towards the big future. A group of students visited the Gvt High School of Kamkole on 15th of November to get a closer picture of education in rural areas as



education is the backbone for the dreaming future and the improvement of rural India. Discovering the school to be functioning with lack of enough faculty and not a proper water supply and the infrastructure and boards have been damaged severely.

Upon understanding that an amount not too large when university students are brought together as fun and entertainment can save a school of kids and their education can be better. *Transforming rural youth*, an initiative of Dr. Raul (Vice president) and Dr Bhairab Chandra Pathra (School of Business, Entrepreneurship) planned a movie night on the 17th of November (Thursday).

Did You think 8 movies, 4 screens, 2 shows can improve conditions of a school. Well neither did we, but the team of TRY understood the necessity for a fund raiser and used it.

Happening on the same night as WBL (Woxsen Basketball League) they planned a movie night



screening Kushi, Darling, Pokuri, Legend, 3 idiots, Zindagi Na Milegi Dubara, Black Panther, Ouija. With the capacity and capability to raise Rs.60,000 the TRY team planned a movie night in 2 days and made it a happen. They raised Rs.38,650. The students were torn to choose between WBL and the movie night. *"I really wanted to watch pokiri but it was timed simultaneously to basketball game. Couldn't make it."* If not for the basketball that happened that evening the screens would have been filled better. When choosing for a fund raiser shouldn't the team of TRY be more careful when choosing a date. The more money equals more help, and in this world more money equals more of everything. The more money TRY team made that night meant better education for Kamkole school kids. But Sai Teja (MBA 1st year) of Try Team says they have done the best they could and made the most money they could. He considers the event a success. *"Movie night was the idea that could make the most money with the least investment. Film club was willing to collaborate and make it happen in short amount of time."* With his team of content writer Jashwitha and graphic designer Vishal, Kethan; organizing Saini, pasha, Kasi and all the 13 leads that took care of the event TRY team is looking towards the future events and much expected fun. Possibly a carnival?

Women are no less to men

By A. Gomathy.

We are living in a society that says both male and female are treated equally but in reality, the actual happenings are contrary to that. If a girl is close with a boy it doesn't mean he is her boyfriend it can also mean that they are best friends, it can also mean that they are sister and brother, it can also mean that they are colleagues. But in this society when a girl is close to a guy it is always considered as an affair. Why?

Girls are capable

A girl is capable of protecting her body, she's capable of taking care of herself, her family, sister, brother and her friends. Indeed she's capable of taking care of everyone around her. When a girl steps outside alone there are many eyes on her, judging her, questioning her – about her dress, about her hair colour, about her figure. Why can't the society stop judging or questioning a girl who likes to live a life that she's loves or she wants?

Why can't a girl choose?

A girl can't choose what dress she can wear, a girl can't choose to which course she can apply to, a girl can't choose which city she can study in, a girl can't choose her life partner, a girl

can't choose what she likes. But why?

She is no way inferior to a boy. She's strong, she's capable, she's is worth the respect, and she deserves what's best for her.

It's 21st century and it is high time that the society changes its perspective.

A woman never gives up

A women gives birth to another human being which is the most painful process, but she never gives up.

A women does all the household work, takes care of her children, takes care of her house and sacrifices her own joys and likes in the process. A women always wants her people to be happy no matter how bad she feels. A women doesn't need big presents and surprises. She will be more than happy if you just say I love you, or if you just say the dish you prepared is good. She leads a very simple life.

Don't judge her, respect her

Don't treat her bad, love her

Don't discourage her, encourage her to pursue her dreams.

Society always says ,when a boy does a bad thing it is not noticable even though they

notice it and do nothing about it. but when a girl makes a mistake they say that it is easily noticable and it ruins her future and everything. Why? Why is it like this? Why are they not treated equally?

Why whatever a girl does is a matter of concern and why not whatever the boys do is not a matter of concern?

Stop treating women like they don't know anything.

Many psychology researchers have proven that women are way mature than men and women are capable of bearing pain more than men do. When science proves that women are more stronger than men. Then why does this society treat women inferior to men.

I thought we are living in 21st century, society is changing, people started to treat both men and women equally. But that's not happening. Why?

Stop judging women on what people say..

They are strong

They are capable

They are lovable

They are respectable

They are what they are!



Event Gallery

WMUN





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