



# Presidency Kaleidoscope

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Please send  
your comments and suggestions to  
*[editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in)*



# I Uptake

It's that time of the year when whole cities are swathed in bright colours of different shades, festoons and confetti and there is all round joy and merriment filling the cold winter evenings. Every shop outbeats the next in doling out discounts and enticing customers. After months of being confined indoors, people are out on the streets with a vengeance wanting to make the best of the season. All you can see is shopping bags laden with goodies, oversized packets bursting at its seams, lighter wallets and longer credit card statements.

It is also the busiest time for delivery partners with routine advisories given on the social media, *do not wait for the last minute to order your festive stuff, start early and shop heartily*. Where do all these goodies go? How do cupboards and shelves expand mysteriously to accommodate the new acquisitions? What do we do with all the stuff that we have accumulated over the years?

Shop till you drop is the creed that everyone has happily adopted. In such a situation, clutter free seems to be one small voice in a country that is bitten by the shopping bug. Satisfy your need nor greed. Say no not because you cannot afford something, but because you do not want to indulge in self-gratification. Are these sweet nothings crooned regularly by happiness coaches or by self-proclaimed seers?

In an interview with CNN, Jeff Bezos recommended that American households avoid the purchase of big-ticket items such as refrigerators or brand new cars, given the risk that economic conditions worsen. The former CEO of Amazon suggested that small-business owners consider holding off on investments in new equipment and build their cash reserves instead. Additionally, he has also given some "spending" tips to consumers as he warns that recession is looming.



# I Uptake

All it takes is just one Black Friday commercial to entice consumers back into a buying spree. That is the power of commerce. There was a time before the advent of all the many sale and mall shopping culture in this country, when buying was restricted to perhaps one's birthday or a grand festival like Diwali, Eid or Christmas. Everyone looked forward to these annual events and there was much joy in anticipation. But now, with the summer sale and the winter sale, the festive sale and an after sale, people are spoilt for choice and the temptations are too irresistible to put a brake on one's desires.

And then, there is talk of healing the health of the planet which is ravaged by overconsumption and the consequent depletion of resources. If we reduce our wants and make purchases wisely, how can we keep the economy well oiled!! Quite a dichotomous situation really. So that's the paradox of our times. It is up to us to make a choice as rational, thinking, intelligent human beings. Think about it.

Until we meet again, have a wonderful time ahead.

**Dr. Akila S Indurti**  
Editor

*It is not the man who has too little, but the man who craves more, that is poor.*  
- Seneca



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## On the Energy Trail

Conservation is the care and protection of resources so that they are available for future generations. There is a greater recognition of conservation and limiting use in the first place among the general public today. Creating an awareness and constantly reminding ourselves that we are responsible custodians and not greedy consumers is the key. The closing month of the year, December, has a few days dedicated to creating awareness about the valuable resources that are available to us. Each year, 2nd December is observed as National Pollution Control Day, 3rd is National Conservation Day and 14th December is National Energy Conservation Day.

Kaleidoscope features faculty who are working in various areas of conservation and contribute to making this world a better place to bequeath to posterity.

It was the year 2001, and the Indian Bureau of Energy Efficiency (BEE) implemented the Indian Energy Conservation Act and ever since the 14th of December is being observed as the Energy Conservation Day and it was in this backdrop that I decided to converse with Professor Udaya Ravi Mannar who has done extensive work in the field of alternative fuels on how the youth of today can be motivated to practice energy conservation in our country.

**This column will spotlight three personalities who make PU proud with their hard work and accomplishments.**



**Dr. Udaya Ravi Mannar**

Professor -Mechanical Engineering, PU



An academic with over 35 years of service serving in professional colleges, Prof. Ravi joined Presidency University in 2015. An early pioneer, his interest in this field led him to specialise in heat power engineering and to explore the availability and production of bio fuels to serve as an alternative to diesel. Planting the seed in the minds of the students and allowing it to germinate at some later date, the genial Professor never misses an opportunity to educate his students on the need to look for alternatives to the existing fuels. The results may not be too obvious immediately, but chiselling the young minds and transplanting ideas is serious business where one cannot expect instant results. A teacher endowed with patience is an asset to the profession and Dr. Ravi embodies that in every measure.

Going local is not a marketing gimmick, but a practical necessity in a vast country like India. The scale of operations need not encompass huge territories, but many small experiments done at grassroots level and used in the immediate surrounding areas are sure to set into motion many such experiments leading to cost-effective efficient measures. They are enough to ensure sufficiency at the local level leading to a better quality of life amongst the target population. These are practical solutions which can be undertaken even by ordinary citizens without waiting for mega projects or mammoth investments. These provide employment to the locals besides getting benefits to those areas.

The Professor and his team of students are in the process of setting up a biofuel house in the University. There is continuous research and development happening in the field and performance is being assessed as well as the emission level produced. In fact, the University has purchased equipment to measure the emission. He has published many technical papers, which might serve as food for thought for many scientists in the R and D of the automobile industry. The Biofuel Board at the state and national level regularly takes note of such findings and uses it in many of the projects they are associated with. It was fascinating to know how fuel can be extracted from orange and sweet lime peels or even the mundane coffee powder waste. From adding additives to biofuels to make them efficient to adding nanoparticles, research in alternative fuels has come a long way indeed. His ideas are refreshing and his students might be inspired even at a later date to take up such projects, like when he says how energy can be generated from the many waterfalls that abound in the lush regions of the state.



Led by Prof. Ravi, his students have won the Range Enhanced Electric Vehicle REEV Virtual Event and have won the first prize in the best parts of the vehicle with the best chassis, brake, steering as well as in the overall competition for having built the vehicle. The team of 25 students who participated in this event were from various disciplines from the SoE.

Dr. Ravi, who held fort as the Head of the Department from 2017 to 2021, hails from an erudite family with his father a scholar-publisher whose life's mission is to serve society by letting them discover the lives of so many eminent persons hidden in the sands of time. He is a biographer who publishes at his own cost, giving back to society to let youth know about them. Dr. Ravi is blessed with a homemaker wife and two sons who reside in Brisbane, one a working professional while the other is pursuing his masters in engineering.

As I converse with so many in the University getting to know the various activities that make PU the most happening place in the city, one recurring strand emerges and that is the largesse of the Chancellor, who never hesitates to invest in high-end equipment or lend unstinted support to the innovations that happen here. It is this magnificent vision that bankrolls all the projects making it a coveted destination for students.

*There is a force more powerful than steam and electricity: the will.*  
- Fernán Caballero

# Venerating the Wildly Untamed

Good evening and a warm welcome to the day's proceedings.

The familiar voice behind the microphone draws our attention to the commencement of every event in the University. With meticulous preparation, armed with a sheaf of papers, Dr. Sreelekha is all ready to engage the gathering as she takes them through each item in the agenda and heaves a sigh of relief each time after the last one is gone through with clockwork precision, in perfect coordination with the speakers, performers, sound and light technicians. The same eye for detail and meticulous planning has also gone into setting up the Learning and Development Department, where she currently serves as the Deputy Head. Poet, storyteller with two books of fiction to her credit and now environmentalist, I met Dr. Sreelekha to discuss her area of research and what fascinated her to move to environment communication.

The teacher in her has always been sensitive to depleting natural reserves and diminishing green cover. Coming from God's own country, her interest in nature and its resources has not been peripheral. Her earliest interest in nature was through her maternal grandfather, who as an Ayurveda physician was a storehouse of green knowledge which was largely imbibed by her mother, who had a story to narrate about every herb and every leaf. Caught in the rush of the workaday world Sreelekha could only label all that was green as grass and this was the perfect trigger to set off the endless thoughts on the unwitting loss of native knowledge, customs and traditions.



**Dr. Sreelekha Kopparambil**

Deputy Head - Learning & Development Department, PU



This urge to learn more about the green cover led to a trail of the ubiquitous sacred groves that dot the length and breadth of her part of the country, Kerala. Sacred groves are patches of green cover that many communities protect and revere as sacred. These remain untouched by human greed due to deeply held spiritual beliefs which ensure that not a tree is felled nor a creature harmed within its boundaries. The curse of misfortunes that may follow if the prohibitions are not abided by is given wide prominence in communities.

Her research focused on six such groves, some the preserve of landed gentry, few private individuals, while most of the others belong to the government. There is an ecological crisis in the world today, this has been brought about by the relentless commercial exploitation of precious natural resources. The vagaries of climate with unseasonal rains and consequent floods, landslides and loss of life and property, has made the common man to sit up and take notice of the rampant plundering that generations of men have indulged in over the decades, with land sharks and real estate mafia aided by political patronage. Thus there is a greater awareness among the general public now that if we want to do something, the right time is now and this is prompting a vibrant revival of these sacred spaces. What has gone cannot be undone, but what is left of it can still be saved. That is the reasoning among the population today.

The sacred groves in Kerala as elsewhere are often symbols of veneration and it is in these kaavus as they are called that a mixture of fear and faith has helped in preserving large swathes of impenetrable green cover. It becomes the responsibility of the communities to protect the groves, a smart move by the ancestors, as involving communities in any task would make the preservation that much more easy, as there is collective responsibility involved. Elders in the family are involved in the discussions, serving as the conscience keepers of these sacred spaces. Land sharks are always on the prowl, as also the dwindling land for commercial purposes. These are real threats, but encroachers have to be kept away whether it is for fear or the fate that could befall transgressors. The sacred groves are islands of bio diversity. As they have been preserved over a long period of time, they contain precious remnants of ecological communities. Each grove is associated with a presiding deity, most of them dating back to ancient times, and the groves are referred to by different names in different parts of India. Hunting and logging were strictly prohibited within these patches. People are forbidden to enter these hallowed, venerated spaces. These groves may have megalithic stone structures, worshipped as gods and spirits which protect the local communities. These stones are silent witnesses to numerous traditional beliefs and legends about the sacred forest, revered and preserved by the communities.



The United Nations has also recognised the influence of traditions and customs and the role faith can play in protecting groves and forests whether in Africa, Japan, Asia or Europe. It is a grand assertion that ancient values of reverence for nature, often derided as primitive superstition, can play a crucial role in ecological preservation, though these spiritual beliefs alone may not be able to ward off sustained onslaught in the coming years. Environment communication plays an important role here, as wild nature is not set against refined culture but seen as a vehicle to creating awareness among the masses, whether using faith or education.

Dr. Sreelekha's research is a tip of the iceberg as she explores more such paradigms in man's attempt to master the unknown, the resulting transformation as he realises that everything in this universe can exist in perfect harmony in a symbiotic relationship. The sacred groves are a tribute to the ancient man's ingenuity in anticipating rapacious hordes in the future and attempts to stall them using a cocktail of reverence, awe, mystery and mystique.

*And into the forest I go to lose my mind and find my soul.*

- John Muir

**Would you like to be featured or nominate someone for this column in the forthcoming issues? Please mail your interest to [editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in)**



## Towards Clean Energy Solutions



**Dr. Devendra Dandotiya**

Asst. Prof. Department of Mechanical Engineering, P.U.

As part of this series on introducing faculty working in the field of conservation, I met Dr. Devendra Dandotiya, whose calm demeanour and measured tone analysed various aspects of energy conservation in our country. Energy remains the prime mover of both, the man and the machine. A country should focus on increasing output and increased consumption for the economy to function smoothly as a well-oiled machine. However, along with consumption should come the responsibility of conservation too. While it is in the interest of the country to focus on the big-ticket spenders like companies, even incremental changes brought about by the common man in the day-to-day usage in his small household are sure to have a cascading effect. Dr. Dandotiya had worked on energy usage reduction in air conditioning systems for his research and has also filed two patents for his work on energy efficiency in gas turbines and air conditioning systems. Working on the development of sustainable refrigeration systems such as thermally operated vapor adsorption refrigeration systems he observed unparalleled growth in the research world as compared to conventional vapor compression systems.

The vision of the National Policy on Electronics 2019 (NPE 2019) is to position India as a global hub for Electronics System Design and Manufacturing (ESDM) by encouraging and driving capabilities in the country for developing core components and creating an enabling environment for the industry to compete globally.



Production Linked Incentive Scheme (PLI) for Large Scale Electronics Manufacturing offers a production-linked incentive to boost domestic manufacturing and attract large investments in mobile phone manufacturing and specified electronic components, including Assembly, Testing, Marking and Packaging (ATMP) units. The Scheme would tremendously boost the electronics manufacturing landscape and establish India at the global level in the electronics sector. All these act as a spur to Dr. Dandotiya as he motivates students to work in these fields. The students mentored by Dr. Dandotiya are a passionate lot, with one B. Tech student having ventured into battery waste management in his innovative start-up. Incubation is the way forward, as the government can no longer provide jobs for all. Job creation should be done by student entrepreneurs.

Dr. Dandotiya believes in training students to find solutions to local needs. He exhorts students to learn Machine Learning to conserve time, in a way that too is saving a form of energy. He evinces a keen interest in encouraging research in the area of energy storage in housing using phase-changing materials. Storage of energy is quite a challenge everywhere. Harnessing solar energy is the best for a country like India where there is an abundant sun. Phase-changing material techniques can be used here and there is a lot of research going on in this emerging area.

Dr. Dandotiya offers the computational fluid dynamics course and promotes the use of simulation software initially. It is after having the data validated that a proper prototype is created. The flavor of the season now is mechanical engineering students using mechatronics, electronics, and robotics making the programme truly multidisciplinary. He is currently guiding six scholars who all use soft wares to create samples.

Dr. Dandotiya serves as the Research Coordinator for the Mechanical Department at PU. He joined PU in 2018 and is a Member of the American Society of Mechanical Engineers as well as the Indian Society of Heat and Mass Transfer. Originally from Madhya Pradesh, he is also a reviewer for many research journals like Elsevier. An engineering professional who is also an academic as his spouse, he loves to relax by listening to music and spending time with his five-year-old toddler son.



Mr. Anand Joshi  
Research Scholar, SoE, PU

There is the buzz created around electric vehicles, as it is all over the news now. Mr. Anand Joshi is a research scholar guided by Dr. Devendra Dandotiya and is working on a battery thermal management system for energy storage applications, particularly in electric vehicles.

The Sustainable Development Goals, adopted by all United Nations Member States in 2015, provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries-developed and developing-in a global partnership.



Of particular interest to us is goal 7 which advocates access to affordable, reliable and clean energy for all.



Mr. Anand Joshi's research is focused on ensuring an optimum battery storage energy system. Fossil fuel depletion has led to the exploration of alternative energies and this quest has led to electric vehicles becoming popular. Lithium-ion-battery is popularly used in EVs due to its high energy density and longer life cycle. The challenge lies in maintaining a uniform temperature, which is a crucial parameter in any system, as it seeks to maintain uniformity in the storage system.

Proper cooling methods should be adopted. Mr. Joshi's research focuses on adopting phase-changing material. He has undergone advanced training at the Indian Institute of Science provided by the Government of India to enhance the life cycle and safety of the battery in EVs which also aims to fulfil SDGs by fighting climate change, reducing pollution, and finding alternatives to fossil fuels. The battery can also be used for other applications like drones. Earlier, as part of his M. Tech project, Mr. Joshi had worked on combustor-melting applications in furnaces using green energy gas producers like husk, dry grass and the like. He used the research facilities at IISc to carry out his research and after a brief stint there as a Project Assistant moved to Ahmed Nagar in Maharashtra to work as Head of the Department of Mechanical Engineering at a college there. All these experiences steeled his resolve to work on harnessing thermal energy using clean resources towards smart energy applications. Mr. Joshi has published many papers and presented them at international conferences. He is ably supported in his endeavours by his wife who is a software professional.





Quite recently, Mr. Anand Joshi spoke about the preheating of the battery in cold regions at the 37th National convention of Mechanical Engineers and the National Seminar on "Advances in Battery Technologies for Electric & Hybrid Vehicles" at Hyderabad organized by The Institution of Engineers (India) and Telangana State Centre under the aegis of Mechanical Engineering Division Board, IEI.

Most of the existing energy is largely from thermal sources, which leads to global warming and unsustainable solutions. Getting thermal energy from cleaner resources is the need of the hour and researchers like Mr. Joshi are working to make a difference by promoting the use of clean, green energy.



*Energy is essential for development, and sustainable energy is essential for sustainable development.*

- Tim Wirth



DEPARTMENT OF  
**STUDENT AFFAIRS**

**BEYOND  
CLASSROOM**

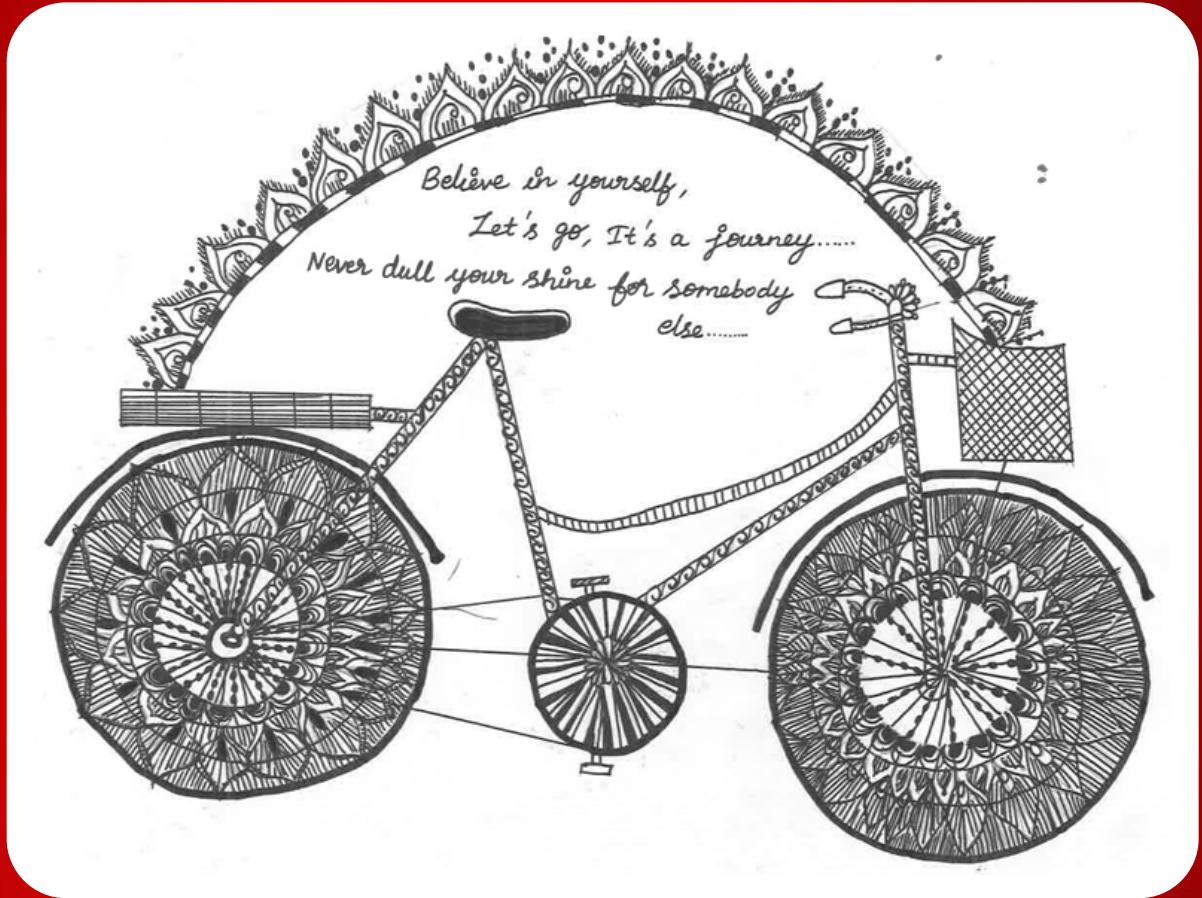
*This section is a celebration of your talent and achievements, dear readers.  
Kaleidoscope salutes your accomplishments.  
You make the PU family proud.*

# Sketch Time



Anamika Kumari  
20201CIV0007

# Sketch Time



Ms. B. Parkavi  
Asst. Professor, CSE, PU

## ಯಥಾರ್ಥ

ಬೆಂಕಿಯಾಗಿ ದಹಿಸಿದ ಜಸಿಲಲ್ಲಾ  
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 ಓ ನಿಜಗಳೆಲ!  
 ನೀವು ಬೆಳಗನೆ ನೆರಳಾಗಿ ಜಿ.



ತಮಿಶ್ಲ ಮೂಲ: ಕಣ್ಣನ್ ಅರೀಲನ್



ಅನುವಾದ: ಡಾ. ಮಲರ್ ವಿಜ.ಕೆ  
 ಕನ್ನಡ ಶ್ರಾಫಾತಕರು,  
 ಬಹುಭಾಷಾ ವಿಭಾಗ, ಪ್ರೇಸಿಡೆನ್ಸಿ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಹೂಜನೆ: ತಮಿಜನ ಮೊತ್ತ ಮೊದಲ ಜ್ಞಾನಪಿಠ ಪ್ರಶಸ್ತಿ ಪ್ರರಸ್ತಾತರಾದ ಅರೀಲನ್ ಅವರ ಪ್ರತಿ ಕಣ್ಣನ್ ಅರೀಲನ್



## ಜ್ಞಾನಕು ಕವಿತೆ

ತುಳದು ಬದುಕುವದಕ್ಕಿಂತ,  
ತಿಳಿದು ಬದುಕುವದು ಶೈಕ್ಷ.  
ತುಳದು ಬದುಹಿಡವರು ಬಹು ಬೇಗ ಅಜಯುತ್ತಾರೆ.  
ಆದರೆ, ತಿಳಿದು ಬದುಹಿಡವರು ಅಜದ ಮೇಲು  
ಎಲ್ಲರ ಮನದಲ್ಲಿ ಬದುಕಿ ಉಜಯುತ್ತಾರೆ.



**Professor Jagdish H Godihal (JaGo)**  
Professor, Department of Civil Engineering  
Deputy Dean – Academic Research, PU

## Calling all students, staff, faculty

Would you like to contribute articles to the University magazine or wish to present a report on the activities of the various student clubs?

Are you good at painting or sketching?

Here is your chance to showcase your creativity.

Send your entries to [editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in) as a word document along with your photograph and credentials.





## Where does the mile end?

"Go the extra mile"- We have heard this phrase several times in the course of our education, career, and life. We must "go the extra mile" to succeed. We must "go (another) the extra mile" to score high marks. We must "go (another) the extra mile" in order to beat our competition. This phrase has become the go-to (no pun intended!) mantra for people out there preaching about success and growth. This "extra mile" has become almost magical in its ability to help us succeed in anything and everything under the Sun (and beyond!), and I do agree that there is nothing wrong with doing a little bit more than what is absolutely needed.

I want to relay a recent instance where a colleague was talking about how we, as educators, must always take the extra minute to help our students. She then went on to clarify that this extra help is for the really deserving students. It seems one of her students was recently in dire need of advice and some monetary assistance, and she readily helped him out because she knew him to be regular and diligent in his college work. It is extremely commendable and brave of this faculty to take this amazing step. While I was deeply appreciative of her courage and my teammates were congratulating her for going this extra mile for her student, I couldn't help but wonder- where does this extra mile end?

In today's world, we teach our students to be adaptable and flexible, and also to be ready for extra responsibilities in their lives. We absolutely don't hesitate in preaching the awesome mantra: Go the extra mile to learn, adapt, and grow! But let me ask you to think about a few things in this context. – Where does this extra mile end? – How many extra miles should we go? – When do we stop going? – Which mile marker is the destination?

Instead of enjoying a blessed school life, we are pressuring young kids to excel at not just one or two subjects but in all studies and sports and arts and anything else that comes up in between. The students are conditioned to be ON all the time, every single minute of their lives. These school students turn up exhausted and practically burned out by the time they reach a professional course! They are so tired of being ON all the time that every drop of the joy of learning is lost. And, to these tired and burned out souls, we educators are pushing the very same mantra that made them such!

I urge you to consider this one question from every angle before doling out the seemingly sensible advice, "Go the extra mile" – WHERE DOES THE EXTRA MILE END?



Archana. M  
Soft Skills Trainer  
L&D Department, PU.

# Celebrations Galore

## Roundup of activities in November 2022

### SoM roundup





# Karnataka Rajyotsava Day Celebrations at PU





# Karnataka Rajyotsava Day Celebrations at PU





Colorful Celebrations @  
Karnataka Rajyotsava Day  
Celebrations at PU





© Galore Celebrations

# Karnataka Rajyotsava Day Celebrations at PU



# Celebrations Galore

## CSE Hackathon



# CSE Hackathon



# Celebrations Galore

## Rotaract Club





## Forging Partnerships MOU Between PU and Latvia



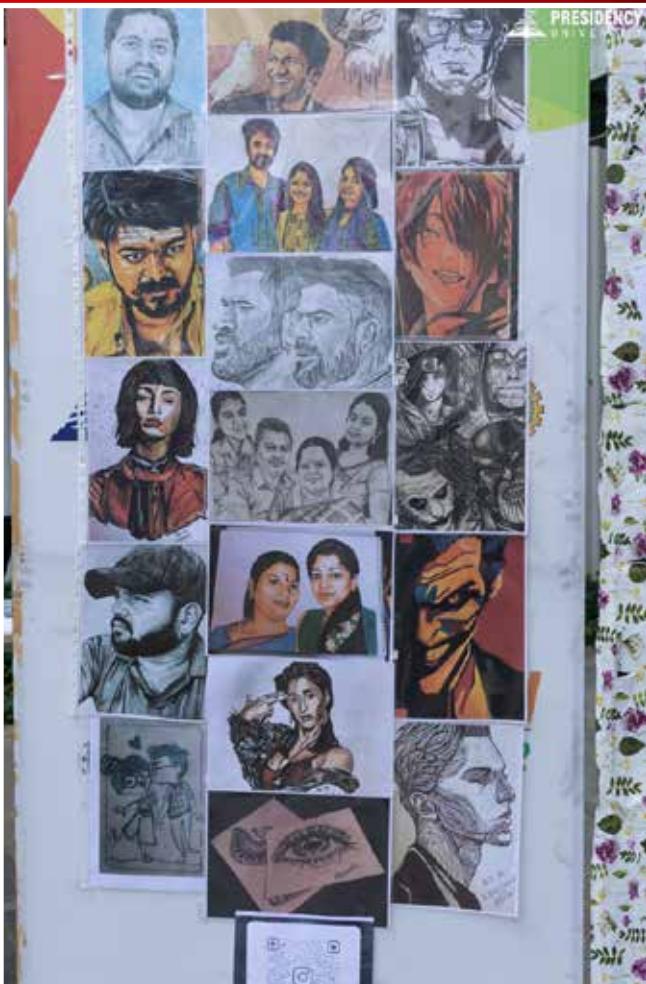
# Celebrations Galore

## Innovations Galore Build Club



# Celebrations Galore

## Kala Darsan



# Celebrations Galore



## Kala Darsan



## Muddhe Competition



# Celebrations Galore

## Aiming High: Sports Round up



## Aiming High: Sports Round up





## Getting to know Writing Research Articles

The two-day workshop on ‘How to Write and Publish Research Articles’ was organized by the Department of Languages, Presidency University on 11th & 12th November 2022. The resource person of the workshop was Dr. Sathyaraj Venkatesan, Professor, NIT Trichy. The event was convened by Dr. J. G. Ravi Kumar, Professor, and co-convened by Dr. Kirankumar Nittali, Dr. Aswini Perumal and Dr. Shiny K. G., Assistant Professors of the department.

Dr. Sathyaraj gave his introductory remarks about the significance of publication and provided an elaborate account of the recent trends in the Humanities. He elaborated on the traditional areas of interest and recommended that the academic community should yearn to explore new trends in Humanities research. Prof. Sathyaraj reminded the audience about the significance of keeping ourselves updated with the changing trends in academics. He further mentioned the criteria for selecting journals, to understand which journals have the maximum impact factor and reputation in the academic circle. To fulfil the above, it is necessary to use journal suggester tools. The participants were provided with a list of the most effective application software. The second day’s session saw the resource person delineate ‘Authentic Journals and Predatory Journals’.



## Film Making Workshop and Short Film Making Contest at School of Media Studies

School of Media Studies (SOMS) organized a Film Making Workshop on the campus and a Short Film Contest amongst the students of Presidency University Bengaluru. In the two-day intensive workshop, five-time National Award Winner Director Aruna Raje trained students on various aspects of Film Making like Direction, Scripting, Editing and Cinematography. Students also learnt about the basics of the Business Model for the film industry.

A theme '75 years of India's Independence' was declared for the Short Film Contest. More than 75 young filmmakers from different schools participated in the filmmaking contest. The duration assigned to short films was a maximum of 3 minutes. Students produced short films and submitted them. All the selected films were screened in front of the respected jury members, led





## Film Making Workshop and Short Film Making Contest at School of Media Studies

by Chief of Jury Aruna Raje. The best three films were awarded trophies and certificates.

On this occasion, Ms. Aruna Raje was felicitated by the Honorable Pro-VC Prof (Dr.) Muddu Vinay and Prof (Dr) N T Rao (Pro-VC). Aruna Raje interacted with young filmmakers and motivated them to do their best. School of Media Studies provides a BA-JMC course in Journalism and Mass Communication with a special focus on Journalism-Print & TV, Public Relations, Film & TV Production and New Media Journalism. The School is focused on industry exposure and practical learning for students who wish to be successful media professionals in different media domains.





## FTII-Pune and School of Media Studies launches 'Certificate Course in Smart Phone Film Making'

Film and Television Institute of India-FTII-Pune and School of Media Studies (Presidency University Bangalore) conducted a Smart Phone Film Making Certificate Course at the Presidency University campus from 21st to 25th Nov.

FTII Resource person and reputed Film Maker Ritesh Taksande was on campus for six days. He trained students on different aspects of Smart Phone Film Making. Students from different cities attended this in-campus certificate course. This included students from SRFTI Kolkata, some from Mumbai, Hyderabad, Kerala and Bangalore and a Professor from Osmania University.

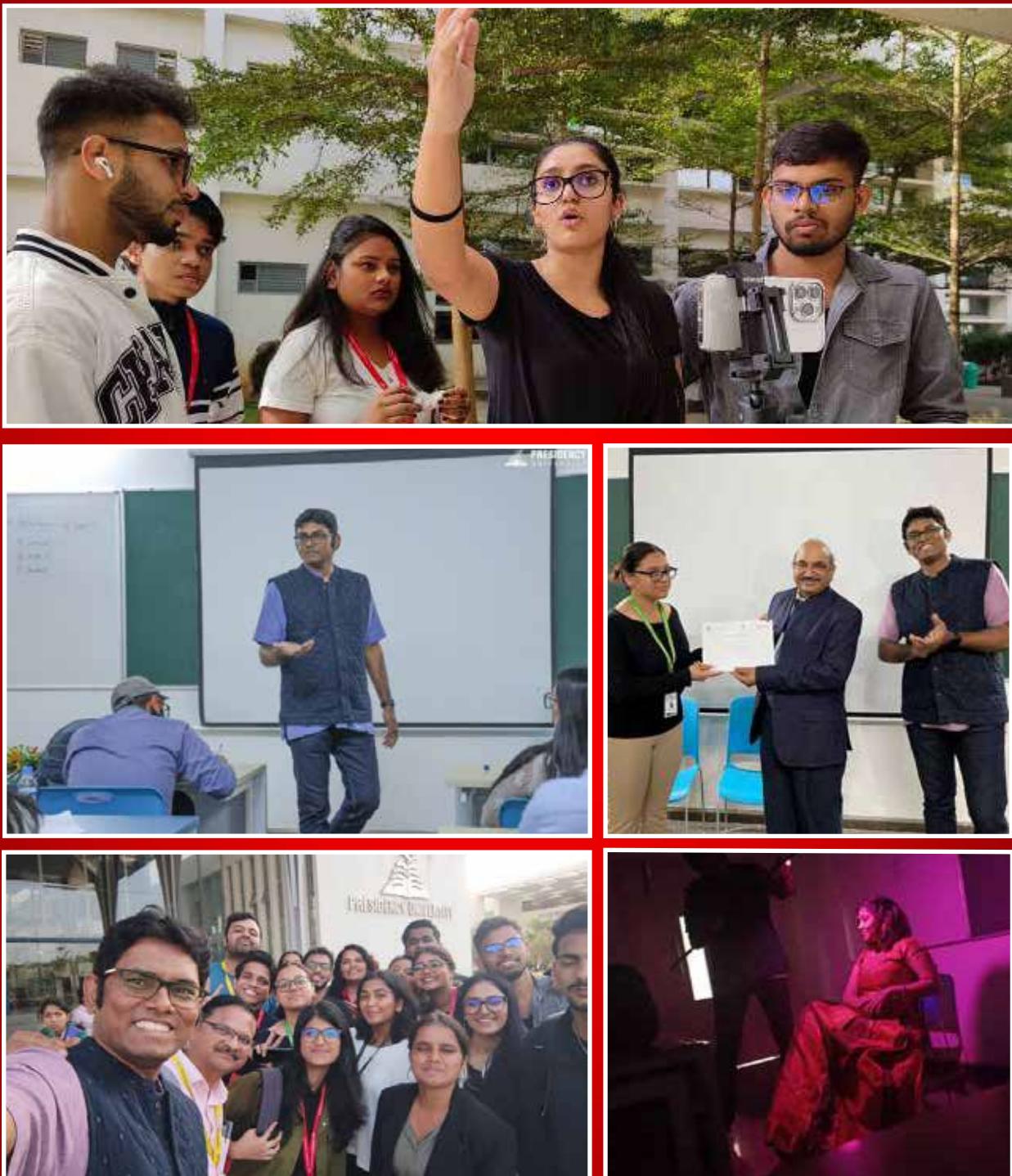
After five days of intense teaching and practical learning, students produced their master project film shot on smartphones and applied all the techniques learnt during the weeklong course. All the films were screened in front of the class with technical reviews and discussions happening.

FTII-Pune and the School of Media Studies, Presidency University jointly awarded the certificates to the participating students. Honorable Pro VC (Dr) Muddu Vinay along with students felicitated the FTII Faculty & Film Maker Ritesh Taksande.

The advertisement features the Presidency University logo at the top left. To the right, there is a list of course details: "Hands On Training by FTII, Pune Faculty", "Open For Students of Any Stream, Any College, Any City", "Open for Young Film Makers/Professionals across cities", and "Limited Seats (40 seats only)". The "SOSB" logo is also present. The main title "SMART PHONE FILM MAKING CERTIFICATE COURSE" is prominently displayed in large, bold, blue and red letters. Below the title, a photo of Ritesh Taksande, identified as a "Film Maker", is shown holding a camera. A blue banner to his right lists the course dates: "Five Days from 21<sup>st</sup> to 25<sup>th</sup> November in Bangalore". To the right of the banner is a graphic of several film reels. At the bottom left, the text "VENUE: Auditorium & Hall No. QS-06, School Of Media Studies, Presidency University, Itgalpur Rajanakunte, Yelahanka, Bengaluru, Karnataka 560064" is provided.

# Celebrations Galore

**FTII-Pune and School of Media Studies launches 'Certificate Course in Smart Phone Film Making'**



## From the L and D Diary Building a Personal Brand

The Department of L&D in association with the School of Engineering organised a one-day workshop for 5th & 7th Semester students on 19 Nov 2022 to help them build an attractive LinkedIn profile and develop winning strategies to launch their brand.

Dr. Sreelekha K, Deputy Head-Learning & Development, welcomed the dignitaries, Dean SoE, HoD Civil and HoD Petroleum, and Mr. Ram Bhanumoorthy and invited them to address the students. The trainers, Mr. Neeraj Kumar and Ms. Nirmal Kaur were the resource persons for the workshop which included hands-on activities on Brand Building and creating an effective LinkedIn profile.

The poster features the Presidency University logo at the top left, followed by the text "Department of Learning and Development Presents". Below this is the title "LinkedIn & Beyond" in large blue letters, with the subtitle "One day Workshop on Personal Branding" underneath. A large orange date box on the left side contains "19 Nov 2022". To the right of the date are two yellow-bordered boxes, each containing a portrait of a trainer and their name: "Mr. Neeraj Kumar Soft skills Trainer Presenter" and "Ms. Nirmal Kaur Soft skills Trainer Presenter". At the bottom left is a "Contact" section with numbers "9036240622" and "9205830032". At the bottom right is a link "To Register: <https://bit.ly/PU-thyou>".



# Celebrations Galore

## From the L and D Diary Building a Personal Brand



# Celebrations Galore

## From the L and D Diary Building a Personal Brand



Students were informed on the importance of making the right connections on LinkedIn, as it is a professional networking platform that helps them to connect with industry leaders and experts and also acquire well-fitting jobs.

The students were explained in detail how to create their impressive LinkedIn profiles. The students were asked to design a post on LinkedIn while incorporating branding elements into it.



## The Placement Boot Camp

The Department of Learning and Development in association with the School of Commerce organized a three-day Placement Boot Camp for 531 students from 22nd to 24th November 2022.

Ms. Nisha and Mr. Naganathan from L and D Department were the event organizers. The session primarily focused on imparting skills for accelerating placement readiness. A real-time experience of the interview selection process was given to students through mock group discussions and personal interviews. Industry experts were invited to share their expertise and insights with students, especially on job realities and industry trends. A pre-evaluation and an energiser session followed by a series of sessions on drafting Personal SWOT, Ways of Working, Corporate Etiquette, I am Alive, Tips and Tricks for Successful Group Discussion and Resume Writing. Corporate Ramp Walks were organized to showcase the zeal, confidence and the right body language required to present oneself in corporate space. Expert Panelists gave their constructive feedback to students post the mock interview session. Eminent industry experts were invited to talk on industry trends, the skills required to fetch good jobs and the right attitude to flourish in a career.

Mr. Chandruprabhakaran K, associate manager from Data Patterns, Mr. Surya Prakash, airside operations manager from Bangalore international airport, Mr. Kamal Rajnikant Vora, audit associate from KPMG Global Delivery Executive, Dr. Muddu Vinay, Dr. BV Prabhu, Dr. Vinay Joshi, Dr. Balu L, Mr. Ram and Dr. Sreelekha graced the occasion.



# Celebrations Galore

## The Placement Boot Camp





## New Beginnings: Presidency LaunchPad Association

The Presidency LaunchPad Association (Technology Business Incubator) office was inaugurated by Professor Ashok Jhunjhunwala, Padma Shree Awardee and President, IITMRP, IITMIC & RTBI on 25th November 2022 @ Presidency University Bangalore in the immediate presence of the honourable Chancellor, Vice Chancellor and other dignitaries from the PU leadership team. Mr. M Parvez Alam BE, MBA, CCIO, RTTP PMP, ACP, CSSBB, MCTS, DASSM graced the occasion with his presence. Eminent persons from academia, industries, and start-up ecosystems participated in the LaunchPad inauguration meetup.



## New Beginnings: Presidency LaunchPad Association

Mr. Mahantesh won the logo competition while Ms. Rakshitha won the slogan competition. The LaunchPad felicitated the 7 Innovation Ambassadors to appreciate their support of driving innovations and entrepreneurship among students and recognized 13 Startups that were incubated at the initial phase of the LaunchPad journey. Presidency LaunchPad has created over 300 ecosystem members to support the start-ups and 10+ start-ups under preincubation. Over 25 mentors, 14 strategic partners and 800 people benefited from the Master class and training programs under the Futurepreneurs series in the initial starting phase to fuel the LaunchPad. The outreach support was extended by Digitopedia.



# Celebrations Galore

## Convocation 2022



# Celebrations Galore



## Convocation 2022





## EEE: Roundup



## Calling all Staff/Faculty

Have you published papers, written books, bagged awards or won accolades recently? Send us a short report with an accompanying photograph. Have it featured in Kaleidoscope by mailing it to [editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in)



## Answer to the October edition of the Picture Calling Photo contest

This is the picture of the bullock cart which transported the required equipment for the launch of the Apple satellite by ISRO in 1981.



It was the era of telephones, telex and trunk calls and ISRO did not have mainframe computers and setting up Ariane Passenger PayLoad Experiment (APPLE) Mission Control Centre at Sriharikota was posing great challenges. Yet this was a pioneering mission and it marked an important milestone in India's space programme which laid the foundation for the indigenous development of the INSAT and GSAT series. APPLE, India's first geostationary experimental communication Satellite Project during 1977-83 was successfully launched by Ariane-1, from Kourou, French Guiana on June 19, 1981. It was placed on a bullock cart to provide a non-magnetic environment and to conduct the antenna test in an open field to remedy the TT&C link problem caused by the impedance matching problem.

## Answer to the October edition of the Picture Calling Photo contest

1. A. Satish 20201BCP0043: B. Com Professional, PU.
2. Dr. Hidayath Ulla, Assistant Professor, Department of Physics, PU.
3. Dr. Jagdish H Godihal – Prof, CIV and Deputy Dean -Academic Research, PU.
4. Dr. S. Gokulakrishnan, Assistant Professor, School of Computer Science and Engineering and Information Science, PU.
5. Abdul Jaleel K, Admin Associate, Office of the Registrar, PU.
6. Muni Goutham, 20201CST0156, Computer Science Department, SoE.

*Congratulations*



## Picture Calling



Send the details of this picture, your name and your role/ class details to **[editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in)**



# Careers in Foreign Language

Learning new languages improves the problem-solving skills of learners as well as their ability to deal with abstract concepts. Learning foreign language results in an appreciation of new cultures with greater respect for diversity. What are the opportunities that foreign language specialists can expect in India? India is home to embassies, consulates of all major countries of the world and multinational companies. Employment opportunities abound in all these and those with felicity of expression in any particular foreign language are sure to find employment as translators, interpreters, hospitality, travel, tourism, faculty, content writers, editors, and staff at embassies.

Providing relocation services is another job prospect. For example, if a Japanese or Korean company sets up an office here, they are sure to bring in a few of their employees to facilitate the setting up of the company in a new land. These employees will require support to fix homes, support their families with schooling in case there are young children, know about the new city and also get information about the available facilities and everything about the city and its offerings. They do not know the local language, hence professional relocation service providers help them until they acclimatize and adapt themselves to the new place. This can be provided by locals who are proficient in the required language.

**This column includes one regular and one offbeat to give you ample choice to make an informed decision.**

*Translation is not a matter of words only; it is a matter of making intelligible a whole culture..*

- Anthony Burgess



# Anchor

How many times have you remembered the names of the anchor who hosts a programme or the channel that features it? Chances are that we are familiar with the person, face and style of delivery of the anchor rather than the name of the channel. That is the influence anchors have on viewers. Good anchors can increase the TRP ratings of the channel.

With the explosion of satellite channels, anchoring has become a popular career option for those with the gift of the gab. Anchors are greatly in demand to host programmes like award functions, competition shows, comedy shows, film-based shows, cooking shows, reality shows, sports, crime reports or talk shows and debates etc. News anchors are those that present news programmes, an extension of their earlier roles as news readers. Live stage performances are presented by anchors who are known as stage anchors or masters of ceremonies.

What does it require to become an anchor? Anchors are heavily in demand in the regional channels as well as in the national channels. Good command of the language, a ready sense of humour and staying updated with current affairs and happenings all over the state, country and the world are necessary skills for anchors. An anchor must have the ready wit to get out of unexpected situations and always expect the unexpected, as every live session on air or stage is nothing short of an adventure.

*Performance is not about getting your act together, but about opening up to the energy of the audience.*

- Benjamin Zander

# Know Your English



1. Most speakers translate from their native languages while speaking English.  
E.g. I climbed a bus

If one has to master a language, then it is best to think in that language and not resort to translations.

You don't climb a bus, unless of course you've climbed atop a bus.  
Correct: I boarded a bus.

Similarly:

We mount a horse. We take the stairs. We climb a mountain.

2. I had lunch at that hotel.

A hotel is an establishment that provides lodging; a restaurant is a place that serves food. The hotel may have a restaurant on its premises, but it would still be incorrect to say that you have had it at the hotel.

Incorrect: I had lunch at that hotel.

Correct: I had lunch at that restaurant.

3. Incorrect: This is a gift from my co-brother.

Correct: This is a gift from my sister-in-law's husband.

Indian languages are very specific about relationships!

But in English we make do with general terms.

4. Incorrect: Where's my keybunch?

Correct: Where's my bunch of keys?

5. Incorrect: Everyone in Delhi has big, big cars.

Correct: Everyone in Delhi has large cars.

This is a case of literal translation from Hindi:

6. Incorrect: Please close the fan!

Correct: Please turn off the fan!

Incorrect: Please off the light.

Correct: Please switch off the light.

*The expert in anything was once a beginner.*

- Helen Hayes





# From gothilla to gotthu (don't know to know)

Here are a few action words and conversation passages put together by the Department of Languages-Kannada for non-Kannadigas to make yourselves at home in Bengaluru. Happy learning.

- **Do – maadu** - Avanu report type madutthiddhaane – He is typing the report.
- **Bring – Taruvadu**
- **Cook – Aduge maadu**

Ninage aduge maadalu baruttha? - Do you know how to cook?

Lalitha, did you cook? - Lalitha aduge maadidhira?

No, I have to start cooking after bringing the vegetables. - Illa naanu tharkaari thanda mele aduge maadabeku. (tharkaari – vegetables)

Is there a vegetable shop nearby? - Tharkaari angadi illi hatthira idheya? (angadi – shop)

No, I should go to Yelahanka and bring the vegetables. - Illa naanu Yelahanka ge hogi tharkaari tharabeku.

- **Eat- thinnu**

Naanu ivatthu chapaathi thindhe. - I ate chapaathi today. (ivattu- today)

- **Drink – kudi**

Avalu tea kudiyuttidaale – She is drinking tea.

He is drinking water. - Avanu niiru kudiyuttidaane.

He drank water. - Avanu niiru kuditidhanu.

He will drink water. - Avanu niiru kudiyutthaane/ kudiyuvanu.

Do you drink apple juice? - Apple juice kudiyuvira? (plural form and elder than you)

Apple juice kudiyuttiyaa? (singular and younger than you)

Yes. I like apple juice. - Haudhu, nanage apple juice ishta.

I don't like either apple juice or cool drinks. - Nanage apple juice ishta illa, thampu paniyya kooda ishta illa. (Thampu – cold)

Is it? – Haudhaa?

Yes. – Haudhu.



# Let's Get Bengalurued

I will drink coffee. - Naanu coffee kudiyuttene.

Okay. – Sari.

- **Finish – mugisi**

Gagan, did you finish your homework? -Gagan ninna homework mugisideya?

No. –Illa.

I am doing my homework now. - liga naanu nanna homework maadutthiddene.  
(now- iiga)

I finished yesterday itself. - Naanu ninne nanna homework mugisidhe. (Yesterday – Ninne)

- **Come- baa - Bega baa.** (singular) Bega banni. (plural and honorific) come fast.

At what time will your children come home from school? -Yeshtu hotthige nimma makkalu school inda manege baruthtaare. (Home – Mane).

My children will come home at 5 pm. -Nanna makkalu aidhu gantege manege baruthaare. (Children – Makkalu)

- **Run – odu** - Avanu vegavaagi oduththiddhaane. - He is running fast.

- **Read- odhu** - Naanu prathidina newspaper odhutthiddhene. - I am reading newspaper daily.

- **Learn - kali** – Naanu kannada kaliyutthiddhene. - I am learning Kannada.

- **Go - hogu** – naanu hodha vaara Beluru Halebidi ge hogiddhe. - I went to Beluru Halebidu last week.

*Learning is a treasure that will follow its owner everywhere.*

- Chinese Proverb



National Mathematics Day is celebrated on 22 December annually to commemorate the birth anniversary of the famous mathematician Srinivasa Ramanujan. He had made remarkable contributions in various fields of mathematics and its branches. He was born on 22 December 1887 in Erode in the state of Tamil Nadu.

Here are a few fun facts on Maths.

- Every odd number has an “e” in it.
- “Forty” is the only number that is spelt with letters arranged in alphabetical order.
- From 0 to 1000, the only number that has the letter “a” in it is “one thousand”.
- The word “mathematics” only appears in one Shakespearean play, “The Taming of the Shrew”.
- The idea of zero was invented by an Indian mathematician and astronomer Brahmagupta in around 600 A. D. He contributed a lot to mathematics and astronomy, and is known for explaining how to find the cube and cube-root of an integer.
- The hour and minute hand of a clock coincide 22 times in a day.

## Trivia

*The expert in anything was once a beginner.*  
- Helen Hayes



**We would love to hear from you.**

*Please send your comments and  
suggestions to  
[editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in)*

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Kaleidoscope wishes to thank all those who have contributed to this edition of the magazine.

