



# Presidency Kaleidoscope

Volume 04

| Issue 01

| January 2023





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





# I Uptake

As we step into a fresh new year, we are filled with hope and longing that this will be a better year than the previous ones. The run-up to the holiday season also sees a lot of resolutions being made, which actually gives us the right to indulge until the New Year. We often delude ourselves: I will be indulging only these last few days; after that, it is the New Year, and we can make a fresh beginning. Start with a clean slate, so to speak. We forget that we are still our old selves, with all our weaknesses and imperfections. So come New Year's, and with the enthusiasm of a novice, we have an excellent start for the first few days. When the sound and fury die down, and we are back to our mundane workaday lives, slowly ennui sets in, and the resolve grows weak, and before we know it, all resolutions get thrown out the window, and we are back to our usual routine.

Perhaps that is why the wise say that the best moment is now, and hence, without waiting for a fresh sunrise, start whatever you must whenever you resolve to do anything new or fresh. Rather than

pledge to take up difficult resolutions, let us decide to keep simple ones. Practice the easy ones every day until they become a habit. A straightforward practice that all of us can cultivate is respecting other people's choices. These days, everyone around us wants their choice forced upon others. Our freedom ends where another's nose begins. We are free individuals but bound by the rules of the family, society, country, and the world. If we learn to respect that our choices must not impinge on others, we will be mindful of the repercussions and act responsibly in every little thing we do.

A teacher had a challenging class to handle. She decided to keep her flock occupied by giving them a picture puzzle. She gave them all sheets of paper with the picture of the world map all torn to bits. The task was to put together the bits of paper so that the jigsaw puzzle would show a perfect image of the world. The students were all engaged in concentrated work, and the teacher enjoyed a few quiet moments in the class. Suddenly one little boy called out





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loudly, stating that he had finished the puzzle. The teacher went to him and saw that he had fixed the parts perfectly, congratulated him warmly and asked how he completed the puzzle. The little boy replied to the teacher that, on the back of the picture of the world was a picture of a little boy. Fixing that was easy, and when that was completed, the world became whole again.

Yes, it is easier to fix ourselves and work on our shortcomings than to transform the world or try to change others. Neither can we assume that the world is there to serve our every whim and command. Everyone is entitled to their likes, dislikes, preferences, and choices. If

we understand and respect this, most of the problems we see and hear in this world will dissipate slowly. We need to work on ourselves, one step at a time, and make the world a better place for ourselves, our families, our friends, our classmates, and our colleagues.

Until we meet again, have a wonderful time ahead.

**Dr. Akila S Indurti**  
Editor

*Write it on your heart that every day is the best day in the year.*  
- Ralph Waldo Emerson



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# The Galleria

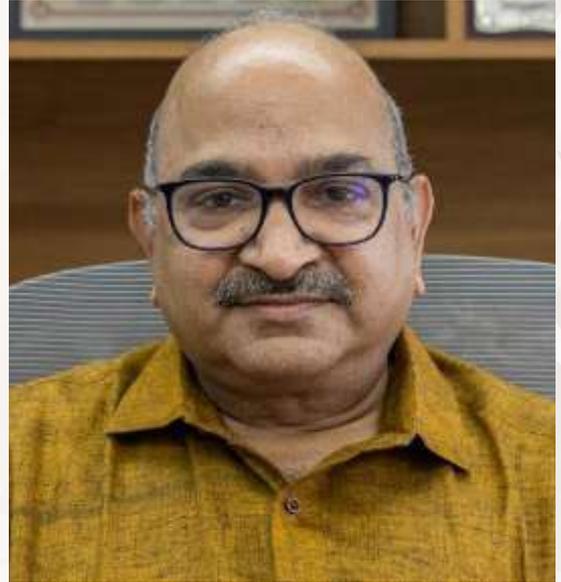
## Transforming our World: The Sustainable Development Goals

The concept of sustainability is not new, as it dates back several centuries. However, the impact of human interventions in the name of progress is having a long-term effect on the environment around us. Global awareness has led to a demand for sustainable development. In 2015, 193 member states of the United Nations adopted an ambitious blueprint to achieve a better, sustainable future for all by 2030. Through its 17 goals and 169 targets built on the principle of leaving no one behind, this universal call for action aims to end poverty, protect the planet, and ensure that all denizens of this earth enjoy peace and prosperity by 2030.

In this quest, the time has come for academic institutions to think beyond their boundaries and care for the health of the planet and the well-being of the world. Towards this end, institutions have started committing themselves to sustainable development goals on an ongoing basis. The need of the hour is a long-term vision of change for a better tomorrow. Educational institutions are uniquely positioned to ensure capacity-building initiatives through awareness and education. Higher education institutes can help society and the community achieve sustainable goals through leadership, research, training, teaching and learning, campus activities, and involvement in community service initiatives.

**This column will spotlight distinguished members of the PU family.**

## How is Presidency University focusing on aligning with this grand vision?



**Dr. Muddu Vinay**

Pro Vice Chancellor, Presidency University

Presidency University has had a head start in the journey toward sustainable development. An early pioneer in this field, PU set up a full-fledged SDG centre as early as June 2019. The progress towards achieving the SDGs received a shot in the arm when the Pro Vice-Chancellor, Dr. Muddu Vinay, joined the university in August 2021. With three decades of experience in education, training, planning and management, accreditation, and consulting, the Pro VC is a strategist par excellence, having established institutions and led them to prominence. His earlier stint as Vice Chancellor at the ICFAI University Dehradun earned him the coveted "Vice Chancellor of the Year 2020" award in Uttarakhand.

Dr. Muddu Vinay has held several positions of eminence in professional bodies in the field of education, both globally and in India. He was the chairman of IQAC (the internal quality assessment cell) and served as the proctor at the University of California, Berkeley Extension. He has spearheaded and pioneered various programmes in the field of higher education, especially in postgraduate studies, in collaboration with reputed schools in India, Australia, New Zealand, the UK, Singapore, and Malaysia. He is the present expert peer committee member of the National Board of Accreditation, Govt. of India, New Delhi. He has also been an expert member of various professional organisations, including higher education, the UK-India Education and Research Initiative (UKIERI), the World Bank, and the MHRD.

This rich experience helps the Pro VC steer the university towards excellence, as he knows too well that academic involvement with SDGs creates value for both its internal and external stakeholders. It also provides a platform for the university to demonstrate its contribution to local and global well-being. It serves as a powerful narrative that the

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university is a serious player and an agent of change, as seen through its various innovative projects and research initiatives. As an impactful institution creating responsible graduates, the students would also be moulded to focus on achieving the SDGs wherever they may go.

Awards adorn the Pro VC's chamber, and he channelises this goodwill to help PU reach world rankings. No institution can rest on its laurels, as the quest for excellence is a continuous uphill climb. While working at Presidency College earlier as its principal, Dr. Muddu Vinay had constituted the IQAC as part of the institution's quality assurance and maintenance system to work towards realising the goals of quality enhancement and maintenance. With the support of the Deputy Director of the Internal Quality Assurance Cell, Dr. H.S. Badri, the university has been moving steadily up in the rankings.

The Times Higher Education Impact Rankings are the only global performance tables that assess universities against the United Nations' Sustainable Development Goals (SDGs). Clear indicators provide comprehensive and balanced comparisons across four broad areas: research, stewardship, outreach, and teaching.

The indices on SDG 4—quality education—measure a university's contribution to early childhood and lifelong learning, pedagogy research, and commitment to inclusive education. The Times Impact Ranking list includes 1,180 universities from 106 countries and regions. The Impact Rankings are inherently dynamic; they grow each year rapidly as many more universities seek to demonstrate their commitment to delivering the SDGs by joining the Times Impact ranking database, and they allow institutions to show rapid improvement year-on-year, for example, by introducing clear new policies or by providing more transparent and more open evidence of their progress. Presidency University was placed in the 1001st position in the Times Impact Ranking 2021 for goals 4, 6, 9, and 17.

World's Universities with Real Impact (WURI) evaluates the university's fundamental contributions to society, highlighting creative and innovative approaches of universities' research and educational programs based on Industrial Application rather than the traditional ways of counting research papers and lecture-type teaching, value-creating start-ups and entrepreneurship, rather than a traditional focus on the number of jobs filled; social responsibility, ethics,



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and integrity, rather than a focus on knowledge and skills just for material success; student mobility and openness for exchange and collaboration between schools and across national borders, rather than an independent yet closed system; crisis management amid climate change, the COVID-19 pandemic, and other global and local crises; progress was made during the Fourth Industrial Revolution through digital technology, artificial intelligence, big data, cloud services, blockchain, and so on. Presidency University, Bengaluru, is ranked 201-300 among the Global Top 100 Innovative Universities in the World's Universities with Real Impact Ranking (WURI) 2022.

In its quest to better itself, plans are on the anvil to transform the School of Management at PU into a Business School shortly. Since 2021, the pro-vice chancellor, Dr. Muddu Vinay, has spearheaded various initiatives aimed at transforming the university into a higher education institute and ensuring compliance on all fronts.

Long before the buzz around SDGs grew louder in educational institutions, PU had set up a fully functional SDG centre. The credit for achieving this milestone goes essentially to Dr. Rosewine Joy.

*Choose a job you love, and you will never have to work a day in your life.*

- Confucius

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**Dr. Rosewine Joy**

Associate Professor, School of Management, PU  
Coordinator, SDG Centre, PU

## Steering the Centre

PU is a great melting pot, a richly diverse place where individuals with different skill sets and interests are present. They leverage their experience to add value to the university, making it a pioneer in many areas. Dr. Rosewine Joy joined PU in June 2017. Earlier, she had her moment of epiphany in 2008, when she met Elinor Ostrom, a political scientist who made history in 2009 by becoming the first woman to win the prestigious Nobel Memorial Prize in Economic Sciences. Ostrom was awarded the accolade for her research on economic governance, focusing on managing finite resources, referred to as "commons," within a community. The Indiana University professor demonstrated that common-pool resources could be effectively managed collectively without government or private control. This work profoundly impacted Dr. Joy, who also specialised in "commons." She was awarded the Young Scientist Award in 2011 (see pic), with her focus on research and development continuing throughout.

After joining the industry in 2006, she was part of the corporate journey till 2012, after which she plunged into academic rigour. Her domain-wise exposure to aquaculture, agroecology, and horticulture and their resource management and the many years spent in the industry helped her to view things from multiple perspectives. Foremost were the issues confronting





humanity: How can we provide food for the teeming millions on this planet, and how can we assuage their hunger? What would be the consequences of climate change's impact on the world? As sea levels rise and swallow lands, people would be forced to migrate inland toward the equator; this could set off an unprecedented crisis. Can we transform desert lands into cultivable stretches? Increasing pesticide production and bringing more ground under cultivation are not sustainable solutions. One has to learn from countries like Japan, Indonesia, and Israel that use tech solutions, but tech is only one solution. Institutions can be strengthened to provide answers. Can we devote time to food security and bring about zero hunger, a key SDG? These questions keep Dr. Joy occupied as she engages in active research on these global issues.

With this same zeal to direct energies toward sustainable development, Dr. Rosewine Joy began preparations for setting up a full-fledged SDG centre as soon as she joined PU, and soon the centre was up and running as of June 2019. No other higher education institute was as prepared as PU, and the activities supported by the SDG centre have made a mark in the neighbourhood. SDG 17 calls for partnerships for sustainable development. PU signed a Memorandum of Understanding (MoU) in March 2021 with the Centre for Study of Science, Technology, and Policy (CSTEP), one of India's leading think tanks, with a mission to develop research projects in climate risk mitigation, energy and power, and artificial intelligence and facilitate student and faculty exchange for research and training in these domains. Pu has also signed an MoU with Universitas Andalas (Indonesia).



**MoU with CSTEP**

the next generation into farming due to exploitation by middlemen. PU's project brought about a revolution, however small it may be, as it eliminated the services of the middlemen. How were they able to achieve this? Online selling eliminated intermediaries, and thus no commission was paid due to the technological intervention. These were localised solutions; unfortunately, the trickle-down effect was not studied. In all, 32 farmers got trained, and

The SDG Centre at PU completed two projects successfully; the first was giving mobile phones to farmers. The idea is to eliminate middlemen; to achieve this, PU trained the farmers to use mobile handsets to sell their products online. Farmers do not want to bring





what is heartwarming is that the same middlemen have now started lowering the rates of commission, and they charge much less as they know that online solutions would always come to their aid if the middlemen fleeced them.

PU received the Best Academic Practice 2022 Award from NHRD for this project. The second project was focused on upskilling the youth for employability.



**The Award from NHRD**

Why should higher education institutions focus on SDGs? By integrating SDGs into the overall institutional strategy, HEIs benefit enormously. This will help them gain recognition in society and among peers, students, parents, academic and industry partners, and policymakers. Focusing on SDGs will have an overlapped impact through improving the quality of learning and living on campus. As higher education institutions increasingly become conscious of their carbon footprints, sustainability rankings are being introduced to measure contribution and success. Institutions can benchmark these and use them to develop sustainability as a strategic achievement parameter for positioning themselves in the market. HEIs are now evaluated as per their achievement or contribution towards the SDGs in all rankings.

Apart from developing SDG-related activities on campus, Dr. Joy has also designed the curriculum and set the course content for Analytics, first offering it as an open elective and then scaling it to become a specialisation in its own right, with the university offering an MBA in Analytics. She has guided two sustainability studies scholars and served as convenor of the management fest Cerebrum for three years. Other high points in her career include hosting international conferences and presenting budget sessions within ten days of the budget's release.

Plans ahead for the centre could include offering an audit of organisations' carbon footprints and training organisations and institutions on achieving green compliance by offering six-month certified courses. Consultancy services and small projects can be undertaken by students, as there is heavy demand in this area. HEIs have an institutional responsibility to engage with communities for information, communication, education, and transformation purposes. They can adopt and mentor villages, start-ups, NGOs, schools, and colleges, and encourage community green entrepreneurship as a resilience strategy to meet the challenges of climate change and its lasting impact on human society.



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Dr. Joy brings fresh insight into the roles and responsibilities of students in the coming years. Business establishments and corporate offices are required to focus on the ESG (environmental, social, and corporate governance) framework. Once products developed by companies conform to ESG and the processes are also green, then companies get loans based on their ESG scores. These are days when jobs like Chief Sustainability Officer are set up, and organizations must be socially responsible and prepare themselves for these matrices. The contribution to SDGs may become an essential component of the evaluation matrix for NAAC accreditation very soon. HEI has to prepare students to fit into the roles of the organisations in which they seek employment. These are thrust areas where PU can play a sterling role in shaping the future of its students.

It was an engaging conversation with Dr. Rosewine Joy and a wholly rewarding experience.

*The best way to predict the future is to create it.*  
- Peter Drucker



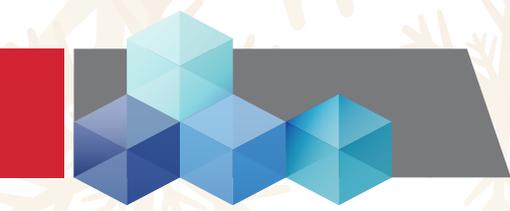
**Mr. Sofiul Ahmed**

Assistant Professor  
School of Law, Presidency University

## Empowering Citizens

A chance meeting at the designer's led to an interesting interaction with the ebullient Mr. Sofiul Ahmed, Assistant Professor at the School of Law. The North East, a land of mist and mountains with enchanting customs and stunning landscapes, never fails to fascinate us, and when Mr. Ahmed revealed that he is from Assam, it added to the richness of the conversation. The sheer variety of the demography of both the faculty and the students at PU can serve as a great learning experience for those who choose to see and care to listen beyond the mundane. As I listened in rapt attention to the description of various places in Assam, I was quite reminded of the words of Mark Twain, the American author of such works as Tom Sawyer and Huckleberry Finn, when he visited India around 200 years ago and described it as *"the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the globe combined."*

Hailing from the Far East, where there is a lot of movement between the border areas of Myanmar and China, meant that he was exposed to a lot of strategic developments, which perhaps helped him develop a human interest in needless suffering caused by events that cannot be controlled by anyone. Young Sofiul started a career in litigation after completing his law degree, helping the disadvantaged fight cases to clear their names. Wanting to explore further, he decided to move to academia as an assistant professor at a law school in Arunachal Pradesh and later in Assam, and then in 2021 to Hyderabad in the South. After a brief stint there, Mr. Sofiul Ahmed joined PU in February 2022.



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Students do not come to educational institutions for the mere transmission of knowledge, especially in today's world where quick, reliable, and accurate information can be obtained by accessing online sources. The university is then a place where students learn interpersonal skills, social behaviour, and how to use the knowledge gained to reach out to those in need and develop into rounded individuals. The Law School, with its multifarious activities, provides an amazing platform for students to spread their wings and learn the tricks of the trade under the watchful eyes of mentors. With his cross-country experience, faculty like Mr. Ahmed help students translate their knowledge and skills towards practical purposes. When teachers lead by example, students learn better.

The Legal Services Clinic at PU is registered under the Bengaluru Rural District Legal Services Authority, under the aegis of the Karnataka State Legal Services Authority. The Clinic provides an amazing array of services and has adopted Ittgalpura village under Rajanukunte Panchayat. An additional feather in the cap is having ten students from here enrol as paralegal volunteers under the Karnataka State Legal Services Authority. The aim is to provide legal aid for the needy. Conducting a door-to-door survey at Ittgalpura, performing a skit to raise awareness on domestic violence and the right to education, and conducting speed mentoring sessions on RTE and the fundamental duties and rights of citizens at public and private schools in the neighbourhood are some of the activities in which students participate enthusiastically. Moving to the public sphere, the students conduct nukkad street plays, village halts, meet gram panchayat officials, organise Jan Sunwaii by bringing together officials, villagers and facilitate open discussions to solve their problems. These give the students the necessary confidence as they move out of the comfort of their classrooms and interact on real life problems faced by the citizens of the country.

How do the students prepare for these interactions with the community? Mr. Ahmed speaks of the training programmes that are conducted for the paralegal volunteers to equip them with the skills required for these field trips. Holding a flash mob at the Orion Mall followed by a street play on fundamental duties to make people think about their contribution rather than always putting the blame on the system makes one recall the famous words of John F. Kennedy, "*Ask not what your country can do for you—ask what you can do for your country.*"

The 25th January every year is observed as National Voters Day, and the Law School's plan to register first-time voters in villages in and around the University on this day is certainly a great initiative aiding government agencies in rendering their constitutional duties.

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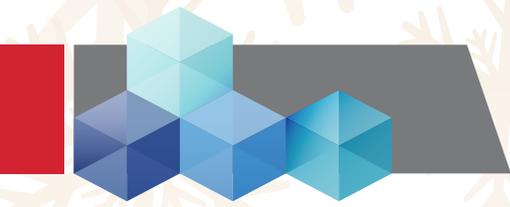
It was heartening to listen to Mr. Sofiul Ahmed briefing about all the activities of the Law School, and with such committed faculty and enthusiastic students, we can look forward to many more interesting offerings. Kaleidoscope wishes the entire Law School good luck for a great learning experience in the months ahead.



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*It is when you give of yourself that you truly give.*  
- Kahlil Gibran





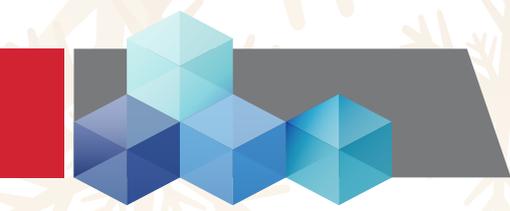
**Ms. Mariam John**

Student Welfare Officer, PU

## Channelizing Youth Power

Have you often wondered what the lifeguard does while watching children splash merrily across the calm blue waters of a swimming pool? Well, they sit quietly and observe for signs of trouble. When they detect a child floundering or a young man struggling to get a gasp of fresh air, they jump headlong into the water and pull the struggling learner to safety. The job of a teacher is just that. When teachers go to classes, they don't merely transmit knowledge; they keep a watch for those telltale signs. A quiet student, a withdrawn student, a disinterested learner—there are different categories. Is the behaviour normal, an extension of a bored student fidgeting in the class, or is it some malaise that is yet undetected? Unlike in schools, in higher education, teachers do not spend much time with the students. A discerning teacher can see through hidden signs. What would be their next course of action?

Refer such instances to the student counsellor, who provides professional advice and therapy if the case warrants it. Meet Ms. Mariam, who has the onerous responsibility of carrying out her role as a counsellor for the student population of PU. Some cases are referred to her by the faculty, while many seek her out independently. There is a growing awareness of mental and emotional health today, thanks to various social and mass media campaigns. Responsible filmmakers portray the struggles of those who are suffering, thus making society a lot more empathetic and ready to help. Having worked in schools for eight years, Ms. Mariam moved to PU in February 2022 as a student welfare officer. Curious about how she chose the profession, I was equally bowled over by her simple, straightforward reply. She went through a particularly low phase during her student days



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as a class X student. Quite providentially, her friend's mother stepped in and took on a solid mentoring role, bringing her out of her dark phase. A spiritual bent of mind, aided by her mother, helped her develop a heart capable of compassion and empathy. That strengthened her resolve to become a professional counsellor and help others in difficulty. It is her way of giving back to society. She went on to complete her master's in counselling psychology from Christ University, and there has been no looking back ever since.

Ms. Mariam began her career as a student counsellor in reputed schools in Bangalore and moved to PU after eight years of service in February 2022. The shift from dealing with children to young adults must have been interesting, so I asked Ms. Mariam to tell us about her different experiences. Children may not articulate their feelings clearly, while youngsters in higher education are more complex. When confronting parents who refuse to accept that their children require interventions and therapy, challenging situations can arise in schools. This denial can lead to unexpected aggression. In schools, it is easy to identify students facing difficulties as the teachers interact more intensely with the students in the classes. Counsellors also train teachers to watch for tell-tale signs in the classes. Sometimes parents may also seek professional intervention by meeting the school counsellor. In a higher educational setting, faculty have a limited role to play. They may not be meeting students outside of class hours unless in specific instances. Hence, the onus is on the students to take the first step.

The pandemic has created greater awareness regarding mental health, and those suffering from mental or emotional problems should seek professional help immediately. At the university, problems faced by young people can be classified under a few broad categories: family-based issues, where young people face problems in their domestic setting and cannot bottle them up further. Hence, they seek the counsellor's help. Adjusting to life in a large city can be pretty daunting for students from small towns who may feel lonely and friendless. And then, relationship issues can throw students out of balance. Sometimes students get panic attacks during exam time, and a few sessions of sustained counselling set many of these issues right. Whether trivial or severe, it is best to seek help, especially as the service is readily available at the university. Rather than waiting for problems to explode, it is best to address them in their initial stages and lead carefree, joyous lives.

Sometimes grateful students return to confide how therapy has helped them cope; in other cases, the last session is reserved for a peaceful resolution. Whatever it is, the counsellor is always ready to address new issues or repeat visits with poise and grace. Ms. Mariam recommends professional therapy to students when the diagnosis calls for drastic interventions. Mariam also shared her plans for the future, where she intends to

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reach out to more students in need using short motivational videos posted on the official website. On World Mental Health Day last year, a mental health awareness club was started so that awareness sessions and interesting programmes could be conducted to maintain continuous engagement with the students.

A Bharatanatyam dancer who greatly enjoys fusion and freestyle, Mariam loves to spend time by the beach, soaking in the sun and the sand. She also loves to read during her leisure time.

As we observe Youth Day on January 12 every year to commemorate the birth anniversary of Swami Vivekananda, who is considered one of the great thinkers and iconic leaders of all time, it is best to recall the ideals for which he lived and worked, which are a great source of inspiration for youth. The youth are the wealth of this nation, and they should be able to lead happy, fulfilling lives.

In case any student wishes to discuss any issue with the counsellor, feel free to write to the student counsellor at [mariam.john@presidencyuniversity.in](mailto:mariam.john@presidencyuniversity.in)

**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)**

*Words of comfort, skillfully administered, are the oldest therapy known to man.*  
- Louis Nizer



# DEPARTMENT OF STUDENT AFFAIRS

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



## Oh Sage! The Siachen Soldier!!

Yonder stand the giant mountains around,  
Radiating the halo of greatness unbound,  
Humble I stand amidst  
Wondering if I see the Pyramids!

No! Pyramids cloak the dead ones,  
Here I see the living great ones,  
for I heard of stories of sages,  
Penanced in the Himalayas for ages.

Immortal are they...  
I see the great ones still around,  
Radiating the halo in abound.

Design! The unseen design!!  
Oh Siachen Soldier, blessed art thou.  
Born away and away the far-off lands  
In creeds and colours so varied,  
Brought here by design...the divine design  
To breathe the serene air  
The pious around spread here.

Defending the motherland you do worship,  
Not a lesser one, for the hardship  
You surpass the penances of all sages  
And glory you bring for ages.

Dutybound you stand there,  
An unseen courage you bear for sure.  
Invisible blessings shape you firm and stern.  
In chilly winds and frosty terrain  
You never refrain!

The fort you built with watchful eyes  
Is never broken by the strongest enemy,  
For you are the blessed one.  
Bharat Mata cherishes you as her greatest son!!



**Sub Maj Rajeev N (Retd)**  
**Presidency University (Administration)**  
**Former Senior Faculty,**  
**AEC Training College, Pachmarhi (MP)**

## My Dear Ever Loving Periya Appa,

I miss you forever, when will you come back!

I miss your laughter; I see no one laughed better than you,

I miss your loving eyes; I see no one has a better vision than you,

I miss your loving heart; I see no one loved better than you,

I miss your sincerity; I see no one ever sincere than you,

I miss your punctuality; I see no one ever punctual than you,

I miss your discipline; I see no one ever discipline than you,

I miss your loving speech; I see no one ever spoke better than you,

I miss your loving advise; I see no one ever advised better than you,

I miss your affection; I see no one so affectionate than you,

I miss your first telephone call on my birthday; I see no one ever called me first than you,

Are you the living god whom I missed forever; when will you come back!

Please come back Periya Appa, Please Appa, Please.

Yours ever crying & longing Son.

**R Muraleeswaran**  
Senior Section Officer  
Office of the Registrar, PU.



## மாற்றம்

சினேகமான புன்னகை...

நம்பிக்கை தரும் வார்த்தைகள்....

மனம் நிறைந்த வாழ்த்துக்கள்....

இவைகள் போதுமே ஒருவருடைய நாளை

அழகாய் மாற்ற, சிந்திக்காமல் அள்ளி வீசி விட்டுப் போவோம்.....

அவர்கள் வளர்ச்சியில் நம் பங்கும் இருக்கட்டுமே.....



Ms. B. Parkavi,  
Asst. Professor, CSE, 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?**

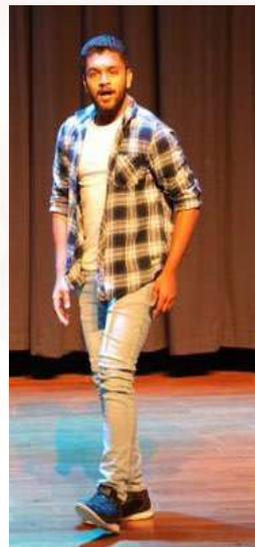
**Are you good at painting or sketching?**

**Here is your chance to showcase your creativity.**

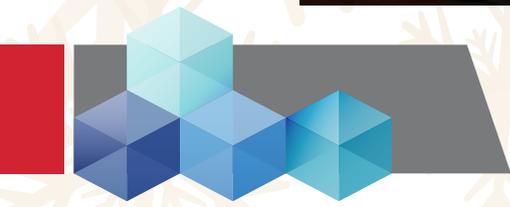
**Send your entries to [editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in) as a word document along with your photograph and credentials.**



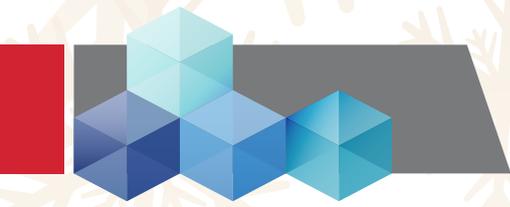
# Talk and Theatre Club



# Talk and Theatre Club



# SOMS Event



## SoL Event



# SoL Event





# Blood Donation





# Celebrationsgalore

## Blood Donation





# Fashion Audition



# Human Rights Day



# NCC Session





# Anchors Club



## Sports



## Sports





# Winning Laurels: SVIT



# Winter Wonderland





# Winter Wonderland



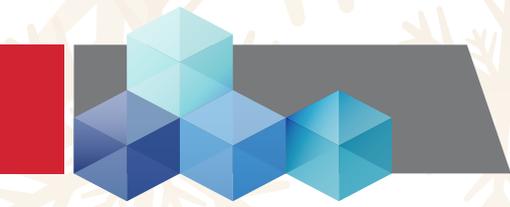


# Christmas Celebration





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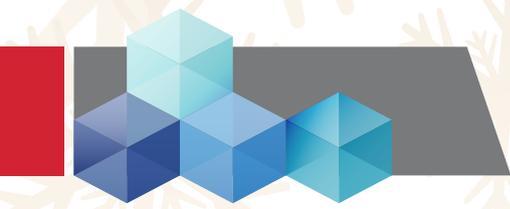


# Christmas Celebration



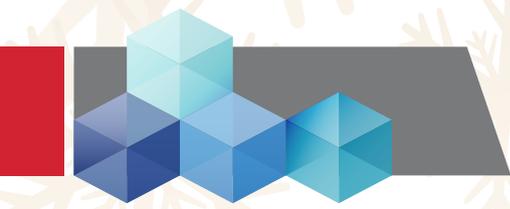


# Christmas Celebration





# Christmas Celebration





## Roundup of activities in December 2022

### Students Day Out - Visit to Rail Wheel Factory, Yelahanka

An Industrial visit to the Rail Wheel Factory, Yelahanka. Bengaluru was organized by the Mechanical Engineering Department of PU on Saturday, 3rd December 2022. Around 35 Mechanical Engineering students and two faculty members visited the Factory to interact with the officials and supervisors to understand the current market scenarios and the latest demanding technologies. The students exhibited great enthusiasm in listening to the authorities from the industry and correlating it to what they have learnt in theory in their classrooms.

The session started with a seminar introducing the Rail Wheel Factory (RWF), (also known as Wheel and Axle Plant) Yelahanka as a manufacturing unit of Indian Railways, producing wheels, axles and wheel sets of railroad wagons, coaches and locomotives for the use of Indian Railways and overseas customers followed by a Question-Answer session. The students were eager to know the industry trends in the present scenario.



Students were later divided into batches of 16 and taken to the plants, for interaction with the industry people. Every group was provided with a supervisor who took them around the electric furnace which had a working temperature of 1610°C, fabrication and assembly of wheel and axle in red hot condition. It was indeed a learning experience where students could understand the workings of the latest machine tools and assembly operations.





## Women Power

Women Empowerment Club at Presidency University Bengaluru, in association with Mental Health Club, hosted a mindful talk on Enriching Relationships on 15th December 2022 in the University auditorium. Ms. Bhama Suresh, Counselling Psychologist at Presidency College, conducted the session.

The main objective was to educate and give insights on the present generation's relationship issues, keep our relations with positivity, and lead healthy lives.



On the occasion of Human Rights Day Women Empowerment Club celebrated a two-day event on 8th and 9th Dec 2022 to promote a deeper understanding of our ADHIKARI- OUR RIGHTS. A short film, skit, photography competition and a group discussion were the highlights of the event.

The main objective of the short film competition, in collaboration with the School of Media Studies, was to provide an opportunity for participants to display their creativity. A short film improves the ability of people to think critically, gather the audience's undivided attention, understand the subject much better, and deal with significant social issues with creativity. The theme given for the short film was UDHR- Dignity, freedom and liberty. Among the responses received, the short film Kanya came first, while Free yet Caged received second. The purpose of the skit, staged in collaboration with the Theatre Club, was to educate and entertain the audience on issues of social relevance. The performance was woven around the theme of UDHR- Dignity, freedom and liberty. The idea of the photography contest and exhibition, in association with ALTasvir Photography Society, was to provide a platform for people to display their creative prowess. A picture speaks a thousand words. The contest was aimed at helping participants define freedom and articulate it through photographs. The group discussion proved to be the icing on the cake. It discussed gender equality, women's rights and the role of stereotypes in the first segment and freedom of expression and media rights in the second.





## Women Power

In collaboration with NSS Cell at Presidency University, Women Empowerment Club organised Unite - Make a difference and stop violence against women, a field activity to create awareness and interact with local women in the village. The theme of the activity was based on the International Day for the Elimination of Violence against Women which was observed on 25th November 2022. A short skit, and a demonstration using charts and placards, were features of this programme as it sought to explain the various forms of violence, legal remedies and government initiatives available to tackle such issues that women face. The programme was interactive as the women were guided individually on the avenues to deal with such problems.



## Team Digitopedia

"THE CAMP-22" - organized by DigiCell of Digitopedia- The Digital Marketing Association (SOC) provided exposure to the students of the **School of Commerce** on 6th & 7th of Dec 2022. It allowed them to choose from the various digital marketing companies where they could apply for a placement or internship.

The outcome of "Camp 22" was that 60 students got internships and 15 got placed. The Camp 22, was possible due to the support and guidance of the Registrar - Accreditation & Corporate Relations, Mr. Mrinmoy Biswas, Pro VC Dr. Muddu Vinay, Dr. Gunjeet Kaur, Dean, Dr. Vinay Joshi, Associate Dean, Dr. Balu, Assistant Dean, Dr. Ameer Hussian, Faculty Coordinator, Yash Upadhyay, President of Digitopedia, and Karan Kalra, Student Coordinator. The guest speaker was Dr. Kunal Saxena, who motivated the students with his insightful talk.

We wish to show our deep appreciation to the Digi-Cell Team led by Karan Kalra and Mohammed Hassan, voted the best performer of "Camp 22," and to Riya and Shaeli Day. Team Digitopedia is grateful to the design and photography teams at the university led by Abdulla T. A.(Graphic Designer) and Pingal Chanda (Photographer). Kudos to @teamdigitopedia for pulling off the programme with great finesse!





# Team Digitopedia



## Outbound Training: Land D Report

Outbound training was organized at the University sports ground from 27th to 30th December 2022 for first-semester SOC students as a part of the Stress Management and Well-Being course (PPS 1008)

Ms. Nisha A., Instructor in charge of the course, organized the training along with student coordinators Vishwas, and Dhanush soft skills trainers Mr. C Naganathan, Mr. Harsha E and Ms. Anitha NS. The training focused on building team spirit among students and developing interpersonal skills. The activities were a blend of team-building exercises and stress-busting activities. Approximately 400 students participated in the training from different specializations like BBA Aviation, Digital marketing, E-commerce, Business analytics, B. Com Professionals and B.com Honours.

Students participated with a lot of enthusiasm and were engaged in all the activities. The training helped the students relieve their stressors and nourish their interpersonal skills. After the training, students were asked to share their learnings, for which they said that since exams were on hand, the outbound training helped them relieve their stress. They had a wonderful experience coming out of their classrooms, feeling relaxed by taking part in all the activities. They felt that their personal and intragroup relations improved after the training. They understood why it is imperative to be a team player and harness each other's core competencies.

## 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 December edition of the Picture Calling Photo contest**

**Pradhan Mantri Sangrahalaya - Prime Minister's Museum - in Delhi.**  
The museum showcasing the life and work of India's Prime Ministers is part of the Teen Murti Bhavan in Delhi.

The following got it right.

1. Tanish Agarwal, 20221BBA0067, School of Commerce
2. Abdul Jaleel K, Admin Associate, Office of the Registrar
3. Dr. S. Gokulakrishnan, Assistant Professor, School of Computer Science and Engineering and Information Science, PU.



# Congratulations



# Picture Calling

**Here is another picture to test your general awareness.**



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

## Congratulations

### **Dr. Prachi Beriwal,**

Associate Professor,  
School of Management, PU



Dr. Prachi Beriwal, Karnataka state chair for G-100 Oneness, was invited to present her views on Higher Education at World Economic Forum organized by ALL Ladies League (ALL) & WICCI, which was held in New Delhi from December 27th-December 31st. She spoke on the topic, “Train the Teachers in Higher education.”

She was presented with the “Iconic women creating a better world for All” award.

This forum is a global movement of “Sisters Beyond Borders,” fostering a worldwide web of women beyond borders, boundaries and bias. A non-profit with a philanthropic vision and collaborative spirit, the core values of mutual respect, community spirit and positive attitude drive circles of trust and togetherness worldwide. There are 1000+ chapters or circles of sisterhood globally that are spontaneous structures of self-help through support and the sisterhood of women. The forum arm of ALL, the Women Economic Forum (WEF) curates conversations, connections, community and collaborations in a celebratory spirit that elevates receptivity, curiosity, openness, inspiration and innovation.

WEF conducts editions worldwide, offering a compelling platform for ALL to rise and shine while being inspired by some of the world’s most successful entrepreneurs, authors, thought leaders and celebrities.

## Actuary

Have you wondered or read about companies that provide insurance coverage to policy holders in the event of any accident or hospitalization or theft or accidental fires, or floods? Insurance companies also offer retirement benefits, pension schemes or investment plans. Policyholders are covered against unforeseen events while they also get their money back upon maturity of the policy. The amount a policyholder has to pay as a premium depends on various factors like age, health, and job. An actuary's job is to calculate insurance risks and premiums and assess the financial impact of an uncertain future event.

What are the skills required to become an actuary? Someone who is good in finance and has the skills of an economist and a statistician can make a good actuary. The Actuarial profession was formally established in 1848 with the formation of the Institute of Actuaries, London. In India, actuaries were employed in the life insurance sector, but now, with the opening up of the economy, they are highly in demand in non-life insurance companies, banks, stock exchanges, and private and government agencies. There are very few actuaries, and the need for them is very high. To become an actuary, one must register as a Fellow of a recognised professional examining body like the Actuarial Society of India (ASI), Mumbai or the Institute of Actuaries, London. The much sought-after job is quite demanding as it involves a lot of number crunching, but their career progression is swift and rewarding. Students of commerce, finance and management can explore becoming an actuary.

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

*An accountant is someone who attempts to value the present.  
An actuary is someone who attempts to value the future.*

## Voice over Artists

Voice-over artists are now known as voice actors, as they emote using their voices for different styles of narration ranging from dubbing voiceovers in films and cartoon clips to narrating a script for a documentary.

So is it your intense desire to make money using your voice? If so, read on; you might discover something about this fierce but exciting profession. It is not just a great voice that can help you make it big, but also be informed of the variations in voiceovers combined with a good business sense that would ensure the profession's success. As a voice actor, you should own the script and work towards this end. The voice one hears lends credibility to the product or service. Voice modulations to suit the script, which could be describing a fantasy tourist spot or a plain e-learning module, are essential. Attending workshops and polishing skills should be a continuous process, besides keeping the voice fresh at all times. This indeed calls for discipline. If you are interested, enrolling in a voice coaching institute would be the first step before starting a great career.

*Before you voice a piece, ask yourself, what do I bring to this that nobody else does?*  
- Nancy Wilson



- 1. This is more better! - Incorrect**  
**This is better. Or This is the best. - Correct**

The comparative degree of 'good' is 'better' and its superlative is 'best'. Comparatives in English are usually either marked by the suffix -er (as in "the faster car") or identified by the words more or less ("the more beautiful painting").

- 2. You are kindly requested to attend the meeting immediately. – Incorrect**  
**You are requested to attend the meeting immediately. – Correct.**

The sentence is overtly polite which is a typical Indian trait. We can do away with the word kindly in the sentence.

- 3. I was struck in the lift. - Incorrect**  
**I was stuck in the lift. - Correct**

Struck is the simple past tense of strike.

Stuck is the simple past tense of stick.

When you say you're struck, it means you've been hit by someone or something.

For example:

The dacoit struck my neighbour with a stick.

The car was struck by lightning.

- 4. Light is gone! – Incorrect**  
**There is a power failure. - Correct**

Light is gone would refer to the passing away of someone.

- 5. Remove my photo! - Incorrect**  
**Can you please click my photograph? - Correct**

Remove my photo is an example of direct translation from Hindi which often leads to incorrect sentences.

- 6. Everyone are coming to the picnic. - Incorrect**  
**Everyone is coming to the picnic. -- Correct**

“Everyone,” “someone,” “anyone,” etc., are indefinite pronouns and take a singular verb. As singular indefinite pronouns, they take a singular verb and the subject and the verb agree.





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

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

- Odhu- read
- He is reading the newspaper. - Avaru vruttha pathrike odhutthiddhaare.
- Mathaadu – talk
- You talk with them. - Niivu avara jothe maathaadi.

- O k – Sari
- Hogu – go
- Nodu- see

• Today I am going to see the play in Ranga Shankara Auditorium.

Naanu ivatthu (today) Ranga Shankara Sabhaanganakke naataka nodalu hogutthiddene.

• Are you coming with me today? - Niivu ivatthu nanna jothe barutthiira? (Baa-come. Barutthiiraa, are you coming?)

• No, today I don't have a holiday. - Illa, ivatthu nanage raje illa.

• I am going to see the play on Sunday. - Bhaanuvaara naanu naataka nodalu hogutthene.

• Is it? - Haudhaa?

• Yes. - Haudhu

Interrogative words

• What -Enu

• Which – Yaava

• Where- Elli

• When – Yaavaaga

• How- hege

• Saritha, when are you going to the market? - Saritha niivu yaavaaga market ge hogutthiraa?

• I will go to the market tomorrow. - Naanu naale (tomorrow) market ge hogutthene.



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

- I will also come with you. - Naanu kooda nimma jothe barutthene.
- Ok come with me. -Sari nanna jothe banni.
- What is your daughter's school name? - Nimma magala school hesaru Enu?
- My daughter's school name is Navodaya. - Nanna magala Shaaleya hesaru (name) Navodaya.
- Where is Navodaya School? - Elli idhe Navodaya School.
- It is near R. T. Nagar. - R. T. Nagar hatthira (near) idhe.
- Where are you going? - Ellige hogutthiddiira?
- I am going to the office. - Naanu kadherige hogutthiddene.
- How many people are working at your office? - Nimma kacheriyalli eshtu jana kelasa (work) maadutthiddaare.
- Two hundred people are working. - Innooru jana kelasa maadutthiddaare.

*Knowledge of languages is the doorway to wisdom.*  
- Roger Bacon

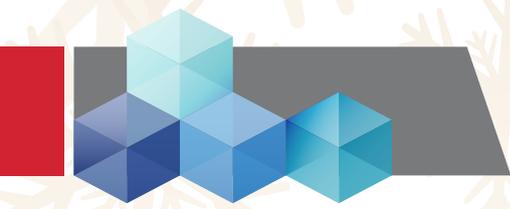
# Trivia



The 25th of January is celebrated as India Tourism Day. India is the cradle of vibrant cultures, historical traditions and geographical diversity. Thus it has something for every kind of traveller. Therefore, it is no surprise that it is the second-largest tourism market in Asia after China. The country was also ranked 11th in the twenty fastest-growing tourism destinations worldwide by the World Travel and Tourism Council. Tourism is the fastest-growing sector in India, providing 40 million jobs. The 2011 Kumbh Mela was the largest gathering of people, with over 75 million pilgrims. The gathering was so huge that the crowd was visible from space.

People travel for leisure, pleasure, out of curiosity to explore new places, face adventures and for various other reasons. But who was the world's first tourist? Cyriacus of Ancona (1391-1452) was the first cultural tourist as he sailed around the Mediterranean in search of the remains of Greek and Roman civilizations. Today, travel and tourism conjure images of Google Maps, selfies and tour bookings. But imagine the early travellers. They had no means to know what they would find at their destination. This was before the advent of recorded history. Why did they undertake these arduous journeys? They travelled to develop trade routes, spread their civilizations, and see what was beyond their borders. They also travelled for commercial, educational, religious and political purposes.

Who was the first traveller to India? Megathenes was credited with coming to India as the Greek ambassador of Seleucus Nikator in the court of Chandragupta Maurya. Travellers like Fa-Hien, Hiuen-Tsang, and Marco Polo followed him. India has always beckoned visitors from far and wide.





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

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

## **The Team**

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**Abdulla T A – Designer**

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



