

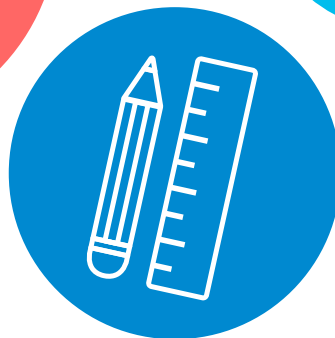


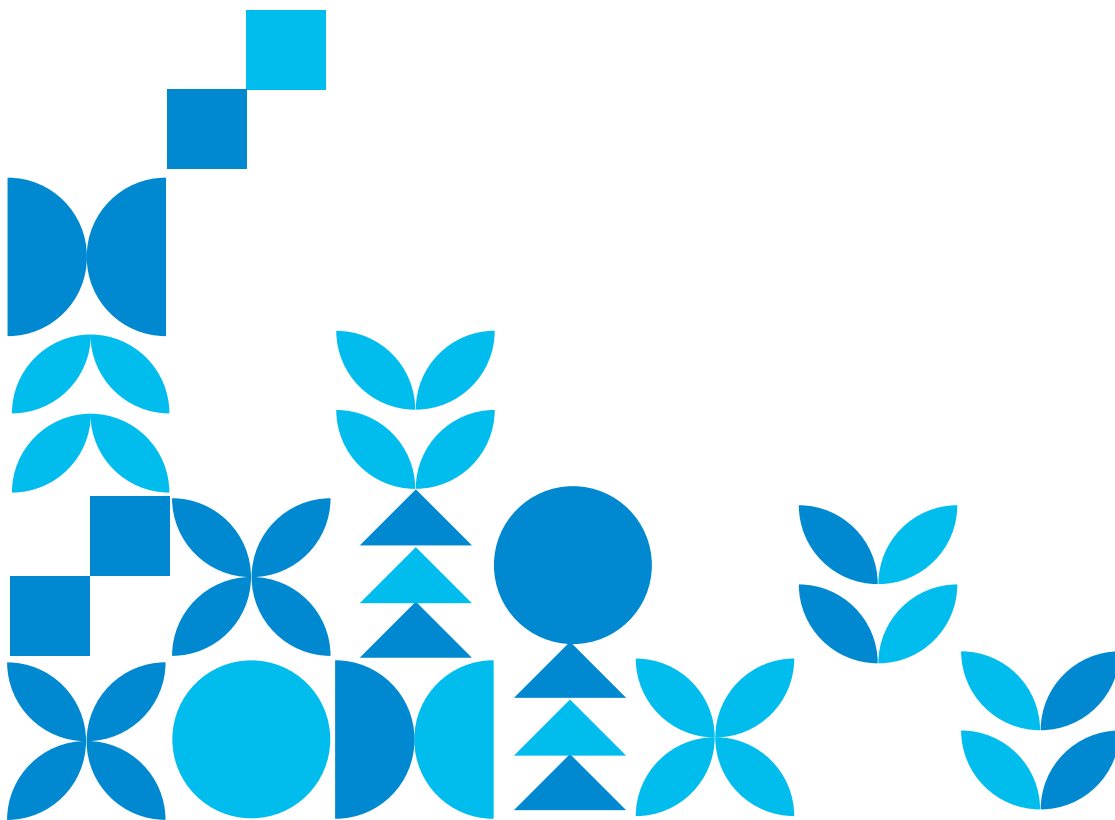
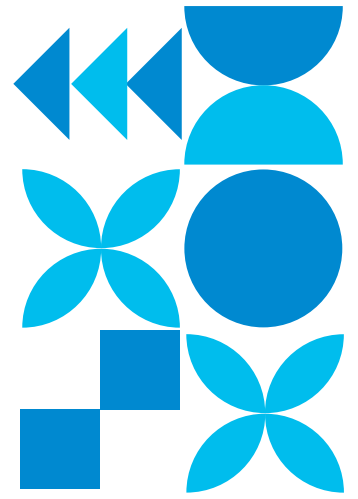
# Presidency Kaleidoscope

Volume 03

Issue 03

July 2022







# Uptake

*“How long will it take to reach the other bank?” The solitary passenger asked the lone boatman as they started crossing the river. “It takes half an hour or a little more or a little less depending on the direction of the wind and the current.” “I’ll do my best to ply it as fast as I can in view of the gathering storm,” said the boatman, who at first had been reluctant to set out.*

*“So you can tell the time by looking at a watch”, sneered the scholar, for he was a learned man. “Oh no, Sir,” replied the boatman. “I can tell the time by looking at the sun. I have never seen a watch in my life. I am a poor boatman.”*

*“Never seen a watch? What a pity. 25% of your life is wasted,” said the proud passenger. “Now be quick!” commanded the passenger, who had insisted on being taken to the other side as he had been invited by the village headman.*

*He could not travel in silence for long. “Have you studied books on science and technology, boatman?” the scholar asked.*

*“Studied, Sir? I’m as illiterate as my boat! I cannot read or write.”*

*“I thought as much!” sighed the scholar. “I pity people like you. 50% of your life is wasted.”*

*“I agree with you, Sir. We uneducated folks are unfortunate,” said the boatman. They were in the middle of the river.*

*“Do you have a radio? I want to hear some music,” said the scholar.*

*“Oh, no, sir,” said the boatman. “The only music which I enjoy is the sound of the water and the*

*waves.”*

*“You are so useless. 75% of your life is wasted,” said the arrogant man.*

*Suddenly, a whirlwind broke out and rain came down in torrents. Despite all the efforts of the boatman to keep his boat steady, strong winds shook it violently.*

*“Sir, do you know how to swim?” asked the boatman.*

*“Oh no!” replied the scholar.*

*“In that case, Sir, 100% of your life is going to be lost,” said the boatman. There was not the slightest irony in his voice, but great anxiety. The next moment, the boat overturned. The boatman beat his strong arms and reached the shore, while the scholar, with all his learning, went down into the terrible waters.*

The story may be apocryphal, but the point it makes is that mere scholastic excellence is not sufficient to succeed in this world. As the world is moving fast towards a sustainable development model, it is important for young people to acquire skills that would make them ready for employment and/or entrepreneurship in the future. There is a pressing need for youth to acquire crucial 21st century skills like problem solving, communication, information literacy, media literacy and critical thinking. Mere book knowledge without the ability to use it in real-life situations would not lead them anywhere in this competitive world.



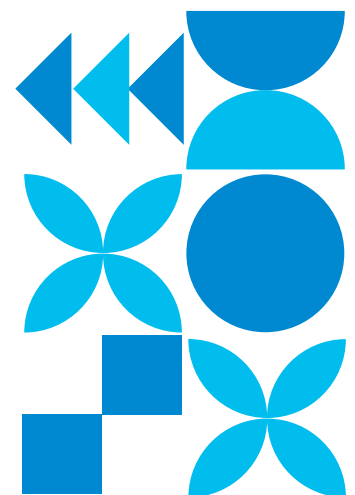


Recognising the urgency of the situation and the strategic importance of equipping young people with skills, the United Nations observes World Youth Skills Day each year on the 15th of July from 2014. This day provides a unique opportunity for policy makers, educationists and leaders to debate and develop programmes that would help in the upskilling of the youth. As a young workforce gets readied for the future, it is important for all stakeholders to provide opportunities for them to move beyond the ordinary and to help them realise their potential.

Young people should never miss an opportunity to enrich themselves and go beyond the classroom. The University provides ample openings for those that are ready to explore and it is for our young students to make the best use of these prospects. Remember that most of the new jobs that will be created in the future will require new skills and the youth can fly on their wings only if they are ready, sharpening their skills continuously. Learning does not stop with earning. In order to sustain and grow, one has to make learning a life-long habit.

Here's wishing our youth a productive and rewarding future!

Until we meet again, have a wonderful time ahead.



**Dr. Akila S Indurti**  
Editor

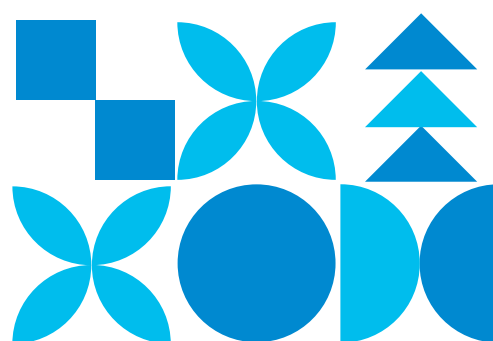
*Learning and living go hand in hand and the more you learn, the better you live.*





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## Dr. Shrishail B Anadinni

Associate Dean (Core Branches), School of Engineering, P.U.



## Building Blocks of Development

A structural engineer who is interested not just in laying the foundation for strong buildings but also in creating a strong student population, Dr. Shrishail Anadinni has spent over three decades moulding young minds and touching tender hearts. He has leveraged his rich experience in every institution to bring about changes in the organisations he serves.

A seasoned administrator, Dr. Anadinni, is a passionate educator at heart and continues to offer new courses and teach batch after batch of eager students who find value in his lectures long after they have passed out and found gainful employment in the industry outside.

It was a pleasure to meet him at his office on a cold, rainy day, but the depth of the conversation blew away all the dark-hued blues associated with the weather.

How does he build a rapport with students? By taking time from his busy schedule and organising a face-to-face meeting with students at the beginning of each semester.

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



With Faculty: Talk to the members of the department before the commencement of each semester and before examinations.

Prof. Anadinni's stint in every organisation coincided with the growth of the institute and with his astuteness, he was able to scale up the numbers even as he supervised the provision of infrastructure. As the numbers grew, the management saw merit in his approach, and it is to his credit that when it was time to bid goodbye and move on, he had already made a valuable contribution to the organisation he had served, something which is being acknowledged in all the places he was privileged to serve, even today.

With this experience, the professor places a high value on a robust feedback mechanism, which he asserts helps him improve educational quality with each passing semester. Towards this end, be it the BOS or day-to-day functioning, he does not fail to take the opinion of all stakeholders, brainstorm with the industry and the alumni on how to bridge the gap between industry and academia, and eventually bring these ideas into the curriculum. The process sees a logical conclusion with the submission of the action-taken report. This gives enormous confidence to the students, who gain hands-on experience, and the faculty, who derive immense satisfaction from seeing their efforts come to fruition.

He firmly attests that while institutions have the luxury to experiment, students cannot and should not be subjected to experimentation and the curriculum for students is the basis on which their lives are built. These are building blocks for their future and hence need to be carefully crafted.

Prof. Anadinni joined Presidency University in 2018 as Head of the Civil Engineering Department, and the first year of his spell here was given to careful observation as that was essential for spearheading changes commensurate with the status of a growing university. Armed with great clarity, he introduced appropriate courses and made necessary changes to the curriculum in the year 2019. Recognising his invaluable contribution, he was promoted as the Associate Dean of the Core Branches at the School of Engineering in the year 2020, a responsibility he continues to shoulder with elan till date.

Major milestones in his illustrious career, to name a few, are:

- Setting up an institute from scratch in Nipani that included the creation of physical structures, labs, etc. His knowledge of processes and procedures and of the certifying bodies like AICTE, DTE, and VTU came in handy as he hewed this new institute even as he was working as a principal of a prestigious private college in Bengaluru.

# The Galleria

- Nominated as an expert member of the Panel for KPSE-the Karnataka Government Assistant Executive Engineer Exams
- Eminent Engineer Award by the Institution of Engineers (India) Karnataka State Centre in 2019.

Dr. Anadinni is blessed with a homemaker partner and two sons, the elder of whom is a chip off the old block, following the father as an academic and the younger one employed in a prestigious MNC. Prof. Anadinni is a workaholic who does not shy away from upskilling at any time, giving credence to the maxim that the truly successful person is a life-long learner. *Curiosity is one of the permanent and certain characteristics of a vigorous intellect*, as the essayist Samuel Johnson says. During one of his brief spells away from home, he not only enrolled himself in a CADD Star Pro course but went on to qualify as an instructor as well.

While all these accomplishments sit lightly on his shoulders, I realised that he is truly a son of the soil - *mannina maga*, as he gives a hint of what he would like to do post-retirement, ease himself in his native Mudhol amidst its verdant surroundings, but before that, there are many things that call for his attention – I came away recalling Robert Frost:

*The woods are lovely, dark and deep,  
But I have promises to keep,  
And miles to go before I sleep,  
And miles to go before I sleep.*

**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)**

*The greatest room for growth is in someone's strengths.*  
- Marcus Buckingham





**Ms. Sagay Mary Stephen**

Front Office Executive, Office of the Chancellor

## The Smile that Counts

What would you like to see when you enter the reception area and approach the front desk in any institution—be it a hotel, a hospital, a school, or a college—a pleasant smile that exudes warmth, making you feel welcome, and instantly putting you at ease before you begin hesitantly revealing the reason for your visit? The ability to make others comfortable, even in unfamiliar surroundings, is not something that can be easily cultivated; it has to be genuine and come from within. Not many are adept at it. Every time I went to that part of the office for work, I was struck by the pleasant smile, which is when I met Ms. Sagay Mary and realised she is a natural when it comes to dealing with front-office issues.

Joining St. Paul's in 1992, Ms. Mary can easily qualify to be one of those from the old guard who have clocked in silent hours of dedicated toil and who can watch with a certain degree of benign satisfaction at the edifice that stands proud and tall, bearing witness to countless stories over the years behind its walls. It is here that a crying babe had to be eased gently from the mother's arms and taken to the classroom on its first day of schooling; a bewildered toddler lovingly guided into the right class; a hesitant student led with confidence; a new teacher reassured on her first day at the post; a seasoned teacher hailed with her revised time table—the list goes on. Mary Miss, has done all these and much more from her desk and, as the years rolled by, has bade goodbye to smart young girls and boys who have turned out to be confident youngsters ready to take on the challenges of the world. They never fail to peep in whenever

# The Galleria



possible to see Mary Miss, only now they have transformed beyond recognition. Appearances might have changed, but the same glow of warmth that envelops them in a ring of love still remains for those who are etched in childhood memories.

Those were days when lines were blurred between duties and Ms. Sagay Mary supported the Principal and the administration, took care of the library, manned the reception, liaised with officials in charge of board exams, with convenors who came from various schools, managed the maintenance, oversaw the admission process and the fee collection, counselled parents and students and offered a sympathetic hearing to someone in distress—in short, there was nothing that she had not done in her long and eventful career. A true jack of all trades.

After an eventful 23 years spent here, Ms. Mary was transferred to a whole new environment, from the cheerful chatter of children to the quiet gleaming interiors of the corporate office, a move that marked her progress as she performed her duties, whether it was booking rides or coordinating with various stakeholders who would take the long ride to see the magnificent University building taking shape, or curious parents who would like to inspect the infrastructure before committing their wards to pursuing higher education at PU. Maintaining accounts and managing ledgers meticulously was a challenging game, but she rose admirably to the demands of the new office. And then finally, the move in December 2021 to the University to oversee operations at the front desk in the Office of the Chancellor.

As I was recording memorable milestones in her career, Ms. Mary recalled with fondness how she went to the labour room straight from school and was chaperoned by none other than the Principal and other staff from the school and, subsequently, the Chairman's visit to ensure that she was well taken care of until her family could arrive.

These are the *"little, nameless, unremembered, acts of kindness and love,"* as William Wordsworth puts it, which ease the burden of workaday life and which propel people to put in their best, wanting to give back. These stand out, glistening in the sands of time, making the journey of life worthwhile.

*Things turn out best for the people who make the best of the way things work out.*

**- Art Linkletter**



**Ms. Renuka Bhagwat**

Assistant Professor, ECE., NSS Coordinator, PU.

## Rising Above Self

“Not me but you” is the celebrated motto of the National Service Scheme and a stint at the NSS during one’s crucial years will certainly instil the value of putting others before self, a tall order in the world today where people have little time to go beyond their immediate needs. Community service helps in shaping young minds by developing their personalities to become all-inclusive. Empathy is a powerful feeling and by caring for the less fortunate, the heart gets irrigated, bringing in values of compassion and consideration for others.

*Little deeds of kindness,  
Little words of love,  
Make our world happy.  
As in Heaven above.*

Spearheading the NSS in Presidency University is the indefatigable Ms. Renuka Bhagwat, who is also an Assistant Professor at the Department of Electronics and Communication. Influenced by the legendary philanthropist Prakash Amte, this native of Nagpur, Maharashtra, is a woman with a mission. She has forayed into various service activities right from childhood and has built a strong grid of associates, be it at the regional or state office or at the University. The students are raring to go, inspired by her hands-on leadership as she leads from the front. Her immediate task is to expose the students to the needs of society and make them realise that even as they lend a helping



hand, they are equipping themselves with crucial skills like collaboration, team building, empathy and leadership, lessons which no Google search will be able to assist in.

Ms. Renuka Bhagwat joined PU in 2016 and took to NSS as her calling almost immediately. Later, she moved up the ranks as the Programme Officer of NSS in 2020. What started with just 50 students in 2016 has now grown to a mini organization with over 600 students. As she stresses, all it takes to join the NSS is a heartful of love, caring and compassion, unlike other clubs which call for specific skills like singing, painting, speaking, and so on. Students had just a handful of activities to choose from in 2016, but now there is a huge bouquet of 300+ activities that students can participate in and volunteer their time. She has also built a strong network of leaders who lead the activities under her supervision. When passion combined with energy is diverted towards a productive exercise, the ensuing result is sure to be stunning. These teams take on a task, own the ideas, brainstorm, plan, organize, and execute it all on their own, earning widespread acclaim for their efforts.

Participation in the two national integration camps, one in Gujarat before COVID struck the planet and the other at Gauribidanur recently, brought the volunteers closer, as did the service project of beautifying the dull and boring walls of a school in Kolar with inspiring ones that have become the community's pride.

## No More Boring Walls

**NSS Volunteers at work**



# The Galleria





As the students complete their memorable years at the NSS in the University, they are ready to transform into accomplished social leaders, efficient administrators and above all, good people who understand human nature a little better. A huge shift that is to be admired in these NSS volunteers.

Ms. Bhagwat extols the bonding that stems from working towards a shared vision, especially as the students forget their own troubles and plunge into bringing cheer to others. Is not research proved time and time again about the release of happiness hormones when you engage in serving others, however small or insignificant they may be, with the benefits to the doer outweighing what is given to the beneficiary?

*The quality of mercy is not strained;  
It droppeth as the gentle rain from heaven  
Upon the place beneath. It is twice blest;  
It blesseth him that gives and him that takes.*

The immortal Shakespeare never fails to inspire us.

*Happy people plan actions, they don't plan results.*  
- Denis Waitley



## DEPARTMENT OF **STUDENT AFFAIRS**

### **Campus Buzz**

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

**In the Garden of Plenty  
Bliss of Eden – 14.6.2022**





# Bend the Body, Mend the Senses

International Yoga Day -20.6.22



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# Towards a Harmonious Nation

Maintaining Law and Order

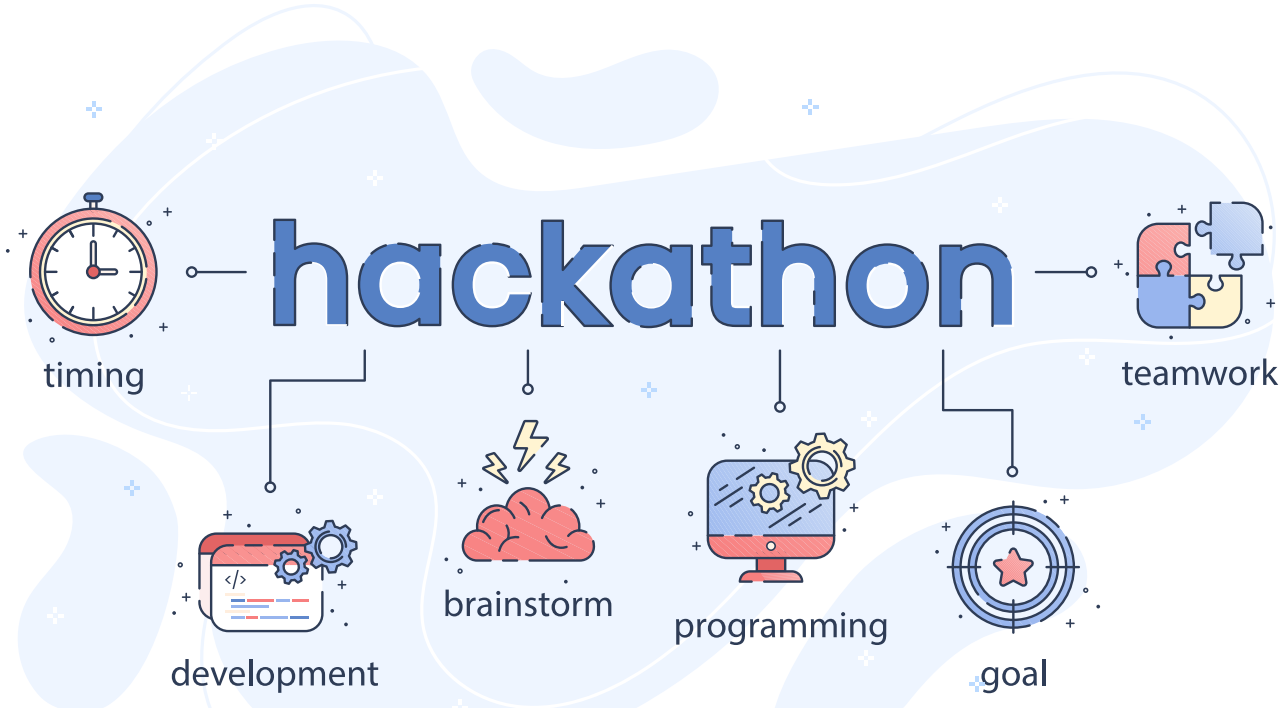
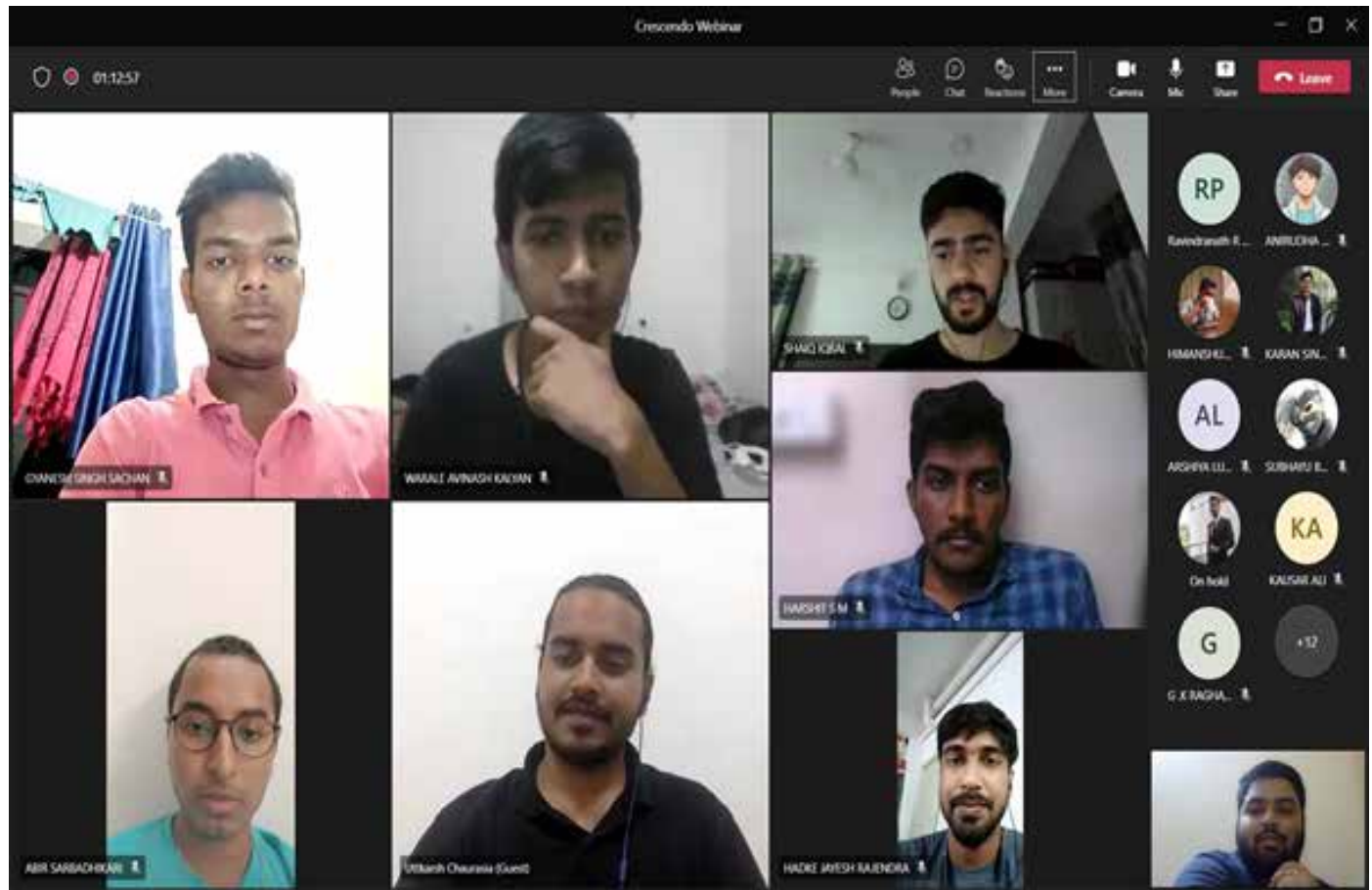






# Smart India Hackathon

A Webinar -15-06-2022





# World Environment Day

One Earth - 06-06-2022







# Translation in Dravidian Literature

Seminar, Poets Meet and Book Launch - 26-06-2022



*True happiness involves the full use of one's power and talents.*  
– John W. Gardner





## A selection of poems from our in-house poet

### Dear Pa

He's taught me how to be strong,  
Stood by me, even when I was wrong!  
Teaching me how to fight my ways,  
Even when I'm on my darkest days!  
I know you always wish the best for me,  
Living my dreams, is all you wanna see!  
You always taught me how to fight my own war,  
I promise, I would never go any far!  
My belief in others is always zero,  
As you have always been my hero!  
You brought me up just the way right,  
In this dark world, you have been my light!  
I can never be thankful enough for this,  
For me, you are the greatest bliss!  
How on earth can I ever get sad,  
When I have the back of my strongest DAD!



## Act of Shame

We are Daughters, Wives, Sisters and Mothers,  
Why are your eyes glued on us OOO Brothers?  
Haven't seen a woman before, must be the reason,  
Or this deed turns out every season?  
Your sole gaze on our body shatters our confidence,  
Forcing our mind question our existence!  
How will you deal when parallel happens to your sister?  
Wouldn't you lose your control OOO Mister?  
Because of you, women are locked at home,  
And in every street like dogs you roam,  
Indeed, dogs are much disciplined these days,  
Hoping, hearing this you would change your ways!  
Few years after then, you'll have your own lass,  
I long she doesn't face the same class,  
So, let's just limit the eve-teasing game,  
As its nothing but an ACT OF SHAME!!!

## Hey Bezzie

We aren't blood born I know,  
You're my sunshine during heavy snow.  
You push me through, when I'm at my lower,  
In my green garden, you're the beautiful flower.  
When clouds go darker on my side,  
You set off as my angel guide.

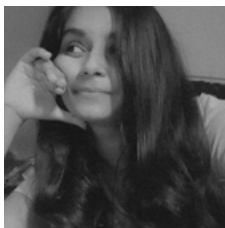
You explain things that went wrong,  
That's how our friendship goes strong.  
I quietly pray at no time we fall apart,  
Coz you owe a special space in my heart.





## Those Days

Snoozing my alarm goes,  
Mom yelling to take bath,  
No idea where the world stands,  
Finishing my breakfast, I take my school path!  
Morning assembly we stand in,  
Short- first, tall-last was the forever rule,  
Together we sing and pray,  
How beautiful were those days of school!  
Attending classes we never got tired,  
From reading, writing and exchanging note,  
Forming circles and having lunch,  
We were all in the same school boat!  
Not to forget those school trips,  
All were happy, none was sad,  
Having friend's seat next to us,  
What days were those, such fun we had!  
Annual days were all about shouts and spirit,  
Making rangoli and all those dance,  
Giving out speech and performing drama,  
When are we getting again that chance!  
All we grown up now,  
Running behind our career and finding our ways,  
Seeking jobs and battling our struggles,  
But still somewhere we want back those days!

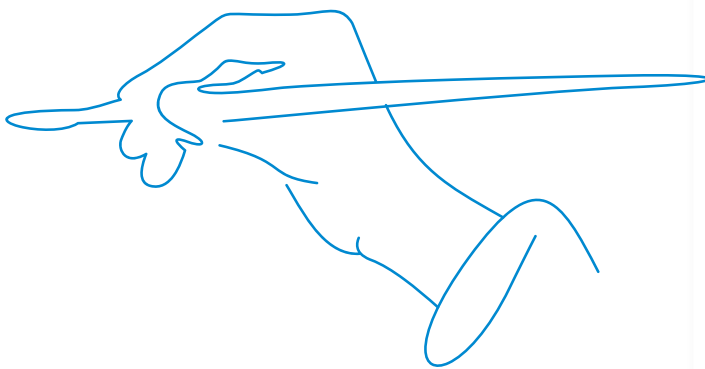


**Muskan Singh**  
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# Sketch Time



Mandara S  
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# Sketch Time



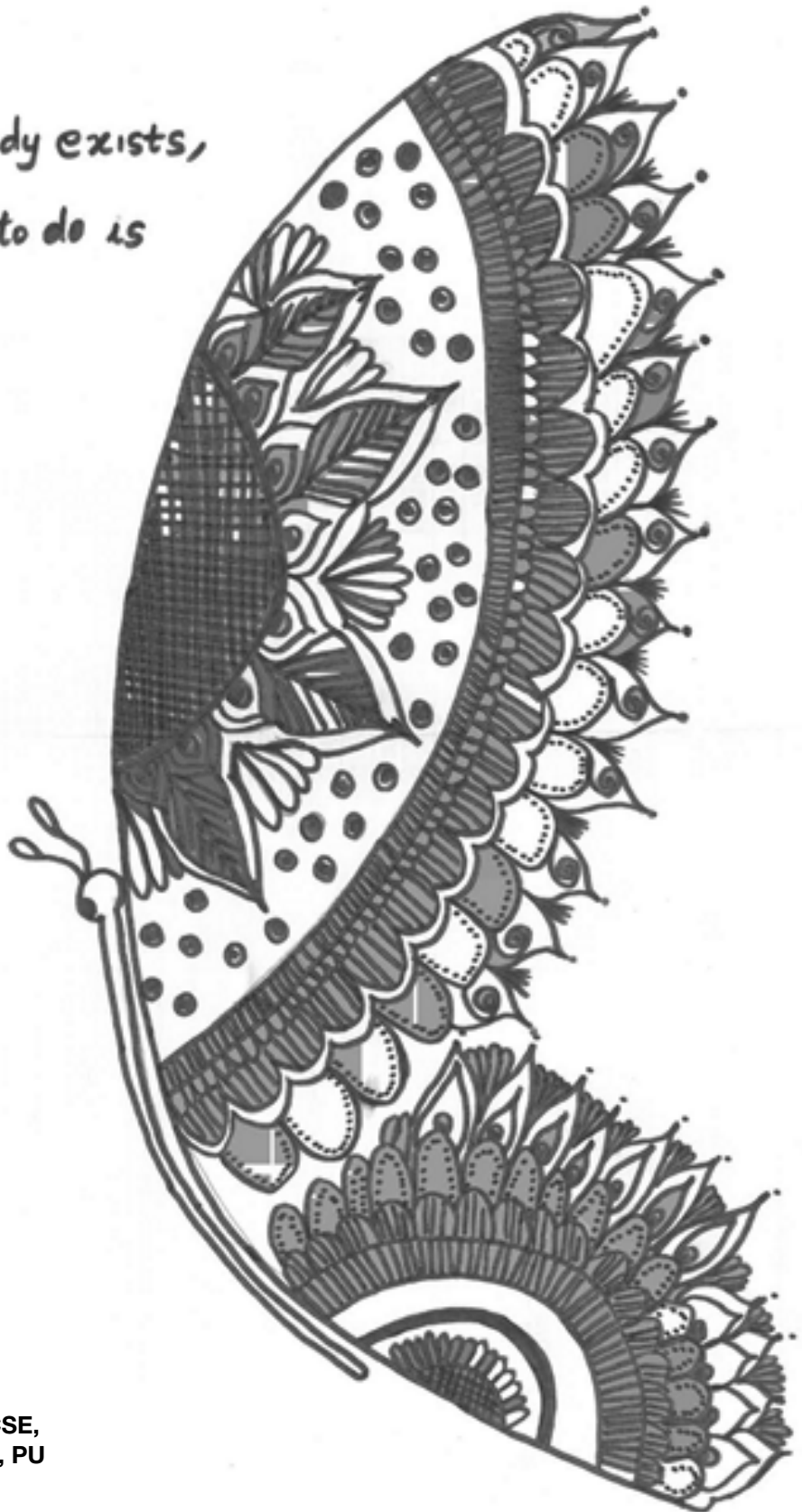
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*I love the quality of pencil. It helps me to get to the core of a thing.*  
- Andrew Wyeth



## Artfully Yours

Wings already exists,  
all we have to do is  
"FLY"



Ms. B. Parkavi  
Assistant Professor, CSE,  
School of Engineering, PU

*All the visible world is only light on form.*  
- Andrew Loomis



# Plastic Ban

## India Bans Single Use Plastic Items from 1st July 2022

International Plastic Bag free day is observed on 3rd July each year. It is mere tokenism as organisations across the world pay lip service to the harmful use of plastics and continue with business as usual. It is common knowledge that plastic waste is difficult to dispose and hence poses a grave threat to the environment. A report by a research organisation in Australia states that single-use plastics constitute around one third of all plastic produced throughout the world. All of it is burned or buried in landfills. It does not decay turning into micro plastics and then entering the food sources and eventually ends up in the human body.

Disposable plastics are petroleum-based and hence they are difficult to recycle. Sadly, India is within the top 100 nations generating single-use plastic waste and has to take urgent measures to shift towards sustainable products.

Is it possible to ban plastic completely?

It is possible to reduce the use of single-use plastic but the fact of the matter is the industry size is estimated to be Rs. 10,000 crores. The argument is that alternatives are expensive and manufacturers would have to absorb the costs into production sending the prices of products spiralling up north. The following items will be banned from 1st July 2022 in the country.

- Balloon sticks
- Cigarette packs
- Cutlery items including plates, cups, glasses, forks, spoons, knives, trays
- Earbuds
- Sweet boxes
- Candy and ice cream sticks
- Invitation cards
- Polystyrene for decoration
- PVC banners measuring under 100 microns



*It is the worst of times but it is the best of times because we still have a chance.*

- Sylvia Earle



## Roundup of activities in June 2022

### Digitally yours

Digito-League was an intercollege event organised by Digitopedia (the digital marketing club) under the guidance of Asst. Dean of SOC, Dr. Balu L, Faculty Coordinator, Dr. Ameer Hussain. The student coordinators, Yash Upadhyay and Likitashree H.M and the team worked hard to ensure the smooth conduct of the event. There were three events lined up under it.

The first one was a start-athon where participants had to come up with startup ideas and create a presentation on them.

The second one was a think-athon in which the participants had to select one chit and, for whatever product the chit mentioned, they had to present an advertising idea.

The third was me and my Bengaluru, where participants could just make reels about whatever they liked about Bengaluru and then their reels were posted on the official digitopedia page on Instagram.

Whoever has the greatest reach wins. We had more than 65 participants from different colleges in Bengaluru. Bhagyashree Madam and Kishore Sir were our chief guests. We also launched our YouTube channel, digitopedia, in the auditorium. Round 2 of the start-a-thon took place in the PU auditorium, where the winners had to present their presentations. Special guests Bhagyashree Mam and Kishore Sir delivered speeches in addition to our Dean mam and Assistant Dean sir. We are happy and overwhelmed that our event concluded successfully, and we expect to conduct more of them in the future. Digito-League was indeed a step toward the growth of digitopedia.

Report filed by Yash Upadhyaya, Teamdigitopedia, SoC, PU



# Celebrations galore



*Inspiration is the most important part of our digital strategy.*  
- Paull Young



## Team Building - the L and D Way







## Orienting the Interns: MBA



## Chills and Chuckles: Mojo Campus





## Dare Devil Acts: NCC Fire Drill





## The Doctoral Presentation



## Green Bengaluru: Rotary Cub Plantation Drive





## Wonders of Science





## New Beginnings: The Start-Up Ecosystem





## Making a Point: The Debate Club





## SOL Signing a MOU



## IQAC Workshop







# Young Editor's Conclave School of Media Studies

Panel members: Paranjay Guha Thakurta [Sr. Journalist & Author],  
Dhanya Rajendran [The News Minute], Dr Stanly Johny [The Hindu], Meghnad Bose [The Quint]  
Danish Siddiqui Memorial Lecture: Sanna Irshad Mattoo [Photojournalist and Documentary  
Photographer] [ Pulitzer Winner 2022]





# Beyond the Boundary

## Faculty Cricket





# Yummylicious The Grand Opening India Coffee House





## Kaleidoscope congratulates

*Dr. Malarvili. K. Professor, Department of Kannada, who was felicitated and conferred with an award for her contribution to Kannada and Tamil literature and translation at Theni, Tamilnadu on 9th July 2022.*



## Calling all students, staff, faculty

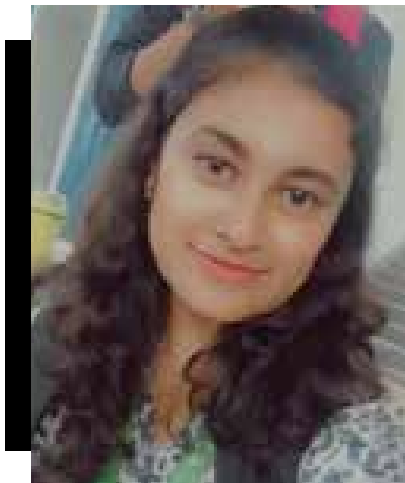
Are you good at penning a poem, spinning a yarn, narrating an anecdote, shaking a leg, crooning a tune, wielding a brush, tossing a ball, arguing to win, taking a shot, in short, anything that is worth a mention? Here is your chance to showcase your creativity. Send your entries to [editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in) by typing them out in a word document or taking a picture with a high-resolution camera (no cell phone pictures, please) along with your photograph and credentials.



# Campus Calling

The sprawling PU campus has amazing places that might not have been explored by all. We bring you a snapshot of a place and request that you identify it.

Answer to the June edition of the Photo contest: **Maggi Point at the Basement of P Block- SOE**



*Congrats!*

**Sanchita Goswami**  
**20211csd0035**

**for the correct answer.**

## Did you know ?

A new stationery shop is now open next to Maggi Point, making it a one-stop shop for all your stationery needs?





# Here is the question for this month.



## Where is this located?

The names of the first three entries who give the right answers, will be featured in the next issue.

*Discovery consists not in seeking new landscapes, but in having new eyes.*

**- Marcel Proust**





# Career Quest

We are expanding the scope of this column to include one regular and one offbeat to give you ample choice to make an informed decision.

## Extended Reality (XR)

XR is an umbrella term that comprises augmented, virtual, and mixed reality technologies. A hugely growing industry, it has opened new vistas for students who are XR enthusiasts. They can choose to become a developer or a designer. What are the skills that will be required to become an XR developer?

You should have basic programming experience in languages like Java, C#, Swift, Javascript etc. to develop any piece of software. You should be thorough with concepts like loops, control-logic, OOP principles like inheritance, abstraction, encapsulation, etc. if you want to make a mark as an XR developer. If you are a graduate in Computer Science, the journey ahead will be relatively easy as you have a solid foundation to build on. Otherwise, you may have to build your programming skills before moving further. You should also be good at software development, whether it is web, mobile app, or game development. Sharpen your domain knowledge before you proceed. Once you are comfortable, look into general XR knowledge and the terms associated with it, such as AR (Augmented Reality), VR (Virtual Reality), and MR (Mixed Reality). Machine learning and computer vision algorithms play a pivotal role in this field.

To become a designer, you should have the mindset to delve into various design problems in XR Experiences. Begin by studying User Experience Design first. Understand interaction design principles, usability, the design thinking process, storytelling, HCI, accessibility and so on, and then apply what you've learned in XR. To become a successful developer, you need to

invest your time in mastering prototyping experiences with animated 3D models and environment designs.

Thus, in order to be good in XR, you would require a combination of skills, but once you have mastered these skills, then you are ready to rock. As XR is the latest buzzword, with every industry offering an immersive experience to the user and getting on board, there is a huge potential in store.

*I feel that augmented reality is perhaps the ultimate computer.*

- Satya Nadella





# Offbeat

## Social media manager

With businesses going online, it has become imperative to have a strong social media presence to increase customer base. Businesses, small or big, thrive due to the power of social media.

Sometimes the owners themselves are social media savvy and can manage their accounts effectively. If it is a medium-sized business with few employees, then any one of them exhibiting successful social media traits may be given this responsibility. But there are some who have understood the immense power that an online campaign can achieve and have hired a specialist agency to manage their social media or a freelancer with a proven record in this field. In fact, there are business houses that have put in place an entire team to run their social accounts. Social listening, where you pick up customer trends with an ear to the ground and build the reputation of the brand, is becoming

popular today and is an exciting career option for youngsters today.

What are the skills you should have to become a successful social media manager?

Understand how social media works, have a solid understanding of how each platform operates and who it caters to? Know the mechanics of Facebook, Instagram, Twitter, YouTube, and other sites that are relevant to building a business.

## Be creative with your words

Maximum reach with a minimum number of words. Your post should stand out, screaming for attention. Tell the story in an appealing way and drive engagement.

## Catchy visuals

The copy may be good, but what makes it stand out is the design of the visual. These can set the online world on fire, with viewership increasing dramatically.

## Customer engagement

Social media managers are slowly becoming customer support as people ask about the product or comment about the product, which could be both negative and positive. As a social media manager, your ability to infuse confidence to the satisfaction of the customer, resolving apprehensions, will see an immediate jump or slump in sales. Never allow the complaints to fester without attention. Many a reputation that has been built over the years has been marred by a complaint raised on social media.

## Understanding analytics

An understanding of analytics, in particular, social media analytics, how the audience reacts, what drives their engagement, all these are essential for a social media manager. He or she should also have a thorough understanding of the various social networks and how they operate and should also be able to advise the social channels on which should be the primary areas of focus.

## Keeping with the trend

As a social media manager, you should be flexible, keep your eyes and ears open, and quickly adapt to new challenges and influences.

*Social media is about sociology and psychology more than technology.*

- Brian Solis







## Common Errors in English

This column will feature some of the common errors that creep in while speaking English. Knowing the errors will help in correcting oneself and speaking the language without making any mistakes.

1. Getting a holiday on Friday is an added bonus. - INCORRECT  
added bonus: This is incorrect because the term “bonus” implies something extra. it is redundant to use an added bonus.  
The CORRECT sentence would be - Getting a holiday on Friday is a bonus.
2. Keep your books besides you. INCORRECT  
Besides means in addition to. Beside means next to.  
Keep your books beside you. – CORRECT
3. It has been raining continually since the morning. – INCORRECT  
Continuous refers to actions which are uninterrupted. Continual refers to actions that are repeated. They need not be uninterrupted.  
It has been raining continuously since the morning. – CORRECT
4. She said me that she adored you. - INCORRECT  
She told me that she adored you. - CORRECT
5. Please explain me the solution to this problem. - INCORRECT  
Please explain to me the solution to this problem. - CORRECT
6. We usually drive to home. - INCORRECT  
We usually drive home - CORRECT  
The noun ‘home’ doesn’t take any preposition before it.
7. My father wanted that I be an engineer. - INCORRECT  
My father wanted me to be an engineer. - CORRECT



## Beware of the Crutch Words

Do you use filler words to help fill gaps in your conversation when you are not sure how to proceed? Not sure what this means! All right, now speak a few sentences and see if you are using words like—*hmm, I mean, like, you know, so, basically, honestly*—repeatedly in your sentences. If you are, well, you are using crutch words, which are a form of fall back when you are stuck for words. More often, these have become a habit, so ingrained in your way of speaking that it has become a natural form of expression. These weaken the point you are trying to make and make you an ineffective speaker. Watch out for these words in your speech and consciously try to avoid them. It may take a while to erase them from your speech, but it is worth the effort.



*A different language is a different vision of life.*

- Federico Fellini



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

Here is a selection of words put together by the Department of Languages-Kannada for non-Kannadigas to make yourselves at home in Bengaluru. Happy learning.

	Name	Singular	Plural
1.	eye	Kannu	Kannugalu
2.	ear	Kivi	Kivigalu
3.	lion	Simha	Simhagalu
4.	fox	Nari	Narigalu
5.	sea	Samudhra	Samudhragalu
6.	book	Pusthaka	Pusthakagalu
7.	forest	Kaadu	Kaadugalu
8.	star	Nakshatra	Nakshathragalu

### Preposition

1. Mele- on  
The book is on the table - Mejina mele pusthaka idhe or Pusthaka mejina mele idhe
2. Kelage- under  
The box is under the table - Mejina kelage petti idhe or Petti mejina kelage idhe.
3. Olage – inside  
Suresh come in to the house - Suresh maneya olage baa.
4. Horage – out side  
Shall we go out? - Naavu horage hogona?

*It doesn't matter how slowly you go as long as you do not stop.*

**- Confucius**



# World Chocolate Day

7th July

## Trivia



What is it that makes the young and the old drool at its mere sight? What is it that is being used all over the world for celebration, ritual, medicine or plain pleasure? The answer is theobroma—food of the gods. Cacao from the genus *Theobroma* was used to make a divine drink, and from there on, the journey of chocolate began—from beans came the bars.

Those of us familiar with the eighties jingles may recall the chocolate ads from Amul, which capture everyone's love for chocolates succinctly.

*"I am too old for tricycles, too young to be a pilot.  
But you're just right for Amul chocolate."*

The Mayans from South America were the first to discover cocoa in 900 AD. It was called xocolat, literally meaning "bitter water." Cocoa beans were crushed and then mixed with water, vanilla, honey, chilli peppers, and other spices to rustle up a frothy, bitter drink called xocolat.



# World Chocolate Day

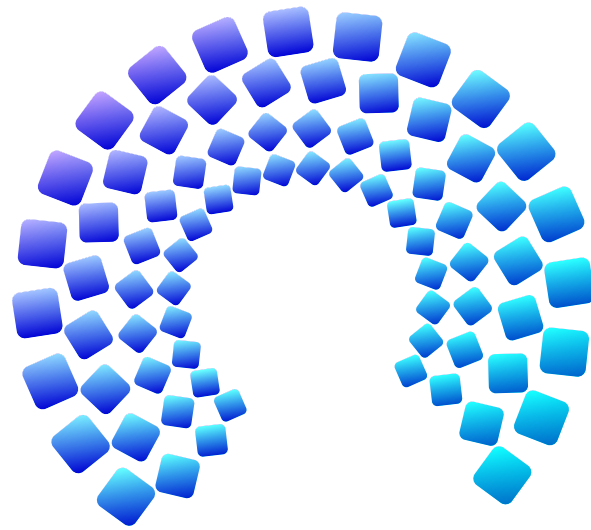
You may have heard the oft-repeated adage, "Does money grow on trees?" This was what it was, quite literally. Chocolate was once money and it did grow on trees! The Mayans and the Aztecs used cacao beans as currency. In fact, they considered the beans a lot more valuable than even gold dust.

And this is not all. There is yet another reason to enjoy chocolates. It has a marvellous effect on our body and mind. It lightens and enlivens our mood. This is because chocolate is linked to the neurotransmitter serotonin through a key compound that can be isolated from the chocolate bar itself—tryptophan. Tryptophan is an amino acid found in small quantities in chocolate and is also the precursor to serotonin. Serotonin is a natural mood stabiliser and reduces anxiety and depression. No wonder a smile lights up when we lay our hands on a bar of chocolate. Release of happiness hormones indeed! So the next time you bite into a mouthful of chocolate cake, just enjoy and relish the treat.

## Trivia

### Choco-latte

- What do Madagascar, Tanzania, Venezuela, Colombia, Ecuador, the Ivory Coast and Peru have in common?  
They are the leading cocoa bean producers in the world.
- Guess the number of flavours available for chocolates?  
500
- How long does it take for a cocoa tree to produce sufficient pods to create 10 small sized chocolate bars?  
One full year.
- Which came first - hot chocolate or bar?  
Hot chocolate



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

*Have something to say, suggest, critique or applaud for this issue of Kaleidoscope? Would you like to see something here that we might have missed? Feel free to mail your ideas and send them 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.

