



# Presidency

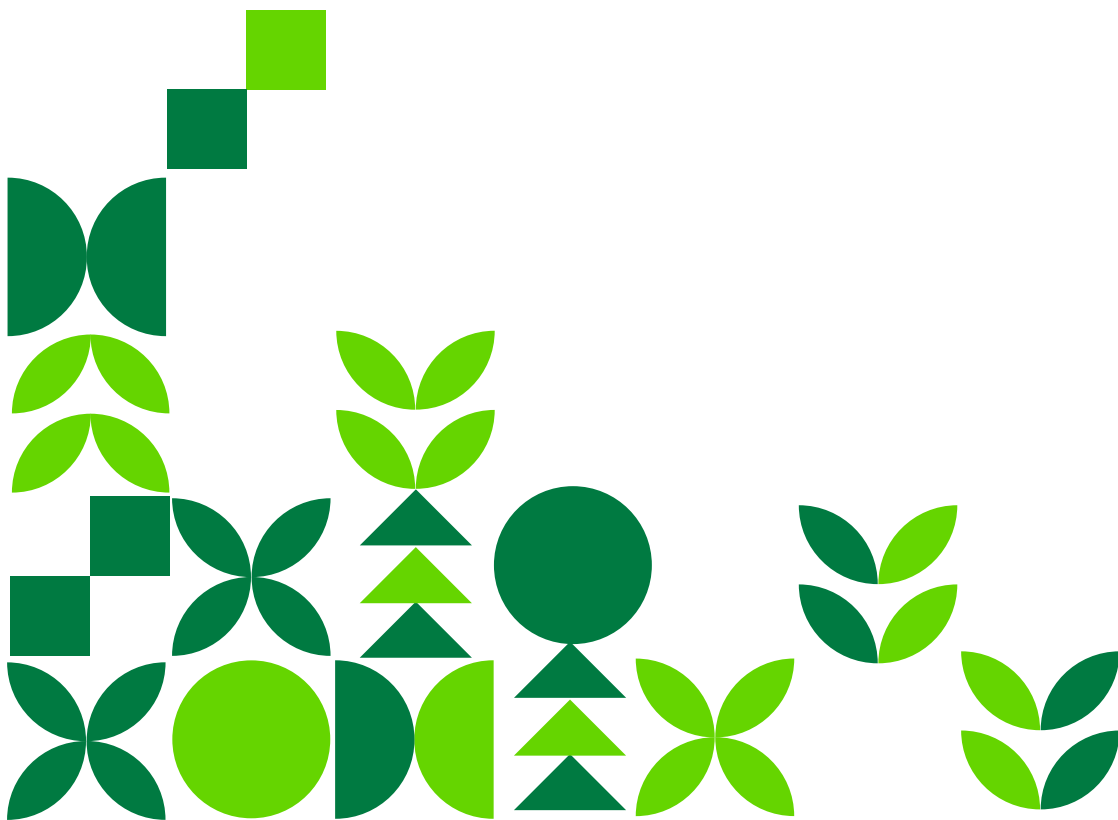
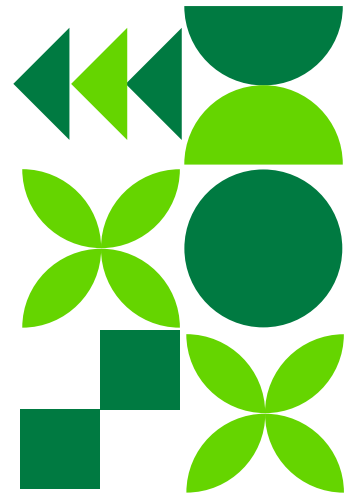
# Kaleidoscope

Volume 03

Issue 02

June 2022







# Uptake

The second issue of Kaleidoscope coincides with the month that celebrates World Environment Day on June 5th.

*Nature never did betray the heart that loved her*—these lines from Wordsworth's poem Tintern Abbey keep recurring whenever I see that even a small investment in nature brings such rich dividends. The swaying of the leaves in a gentle breeze, a whiff of the scented flower, the waft of fragrance from soil touched by freshly formed raindrops, all these are sensory experiences which only nature can bestow. In return, we have been pillaging and plundering our planet with no regard to the future, foolishly believing that this will last forever. Nothing can be farther from the truth than the fallacy that only material progress can bring us happiness and that nature has to be exploited for this.

What do we find when we take time off to watch the slow rising moon or the dipping sun? Our hearts are filled with awe and a sense of wonder each time we gaze at the vast expanse of the blue sky, hear the majestic roar of the ocean, or look at the craggy heights of the mountains. Studies reveal that there is a deep connection between nature and the human ability to reflect more constructively and positively. Nature impacts our cognitive abilities much more than we know. Have a doubt? Just try walking slowly in a patch of greenery or in a park when you are feeling low or angry. See how the cobwebs in your mind clear up and you feel your spirits lifted up. Nature has this magical knack for aiding in the release of happiness hormones. We just have to build a connection with nature to bring greater meaning to our lives. Scientists have proved that

connecting with nature helps people experience eudaimonic happiness, that is, experience a meaning and purpose to life that is long-lasting as opposed to the hedonistic happiness that comes out of chasing pleasure and enjoyment, which could be short-lived.

The theme of this year's Environment Day is 'Only One Earth' with the focus on 'Living Sustainably in Harmony with Nature'. Each year, in a mark of tokenism, we observe Environment Day with impassioned speeches and zealous campaigns, but very soon, it is back to business as usual. These may be symbolic events, but they are necessary to awaken us and give us a reality check before things spiral out of control.

How do we help the environment so that it can continue to ensure our wellbeing? Simple things to remember and do, small changes in our lifestyle, a heart filled with love for not just me and mine but for all fellow beings, including all living things, from a blade of grass in the neighbourhood to the mighty elephant in the forest. When we become conscious of our responsibility towards resources, then making these small changes is not too difficult. For instance, we could reduce usage, reuse before replacing, and recycle wherever possible.

Vijaya Rao is an eco-warrior in Pune who goes around with her group, consisting of a merry band of like-minded fellow citizens, singing songs in catchy tunes so that the youth of the country can pitch in and do their bit. With her permission, I have reproduced a song set to *My Favourite Things* from *The Sound of Music*





*Bubble wrappings on gifts and all of our packings  
Bright coloured bottles and broken glass casings  
Videos and audio tapes that still can sing  
These are a few of the RRC things!*

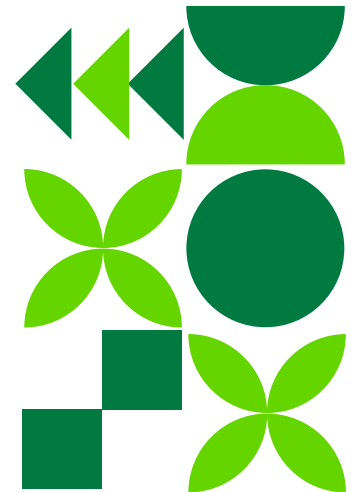
*Small and big thermocols and electronic waste  
All types of metals and scraps thrown in haste  
Clothes and toys and books, you also can bring  
These are a few of the RRC things!*

*Papers and cardboards and all types of plastic,  
Washed, dried, to see they don't stink,  
Bring all this stuff to the RRC  
The Resource Recycling Centre, you see!*

*When I see waste,  
When I see plastic  
When I am feeling sad  
I simply remember  
I give to RRC  
And then I don't feel so bad!!!!!!*

So let's keep doing our bit to preserve our environment. After all, the journey of a thousand miles begins with one small step each day, to bequeath to the coming generation a better planet to live on than what we have now. This is an opportunity, our responsibility, a possibility.

Until we meet again, have a wonderful time ahead.



**Dr. Akila S Indurti**  
Editor

*The Earth is what we all have in common.*  
– Wendell Berry





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## Dr. H.S. Badri

Deputy Director, Internal Quality Assurance Cell



## Giving life to numbers

Reams of data generated in an institution have to be sifted and sieved through and negotiated to be able to be presented as readable information. Where does one begin this humongous task? Well, if there is a go-to person in PU for any data or any information that is required, then it must be Dr. Badri, the ever helpful and friendly Deputy Director of the IQAC.

The first thing that strikes a visitor to his office is his ability to handle multiple calls with the same level of calm and ease. I am told he never loses his cool, even in the toughest of situations. Perhaps his early years of training as a cricketer, playing for the State, have helped him focus on the task in hand.

As a thoroughly detail-oriented professional, Dr. Badri is responsible for ensuring that the University meets quality standards, the development and implementation of strategies or policies for higher quality and the final delivery of satisfactory outcomes.

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

# The Galleria

In 2003, an unexpected turn in his workplace compelled him to switch to academia from industry, and there has been no turning back ever since. An abiding interest in numbers and data beckoned Dr. Badri from the environs of the classroom to administrative positions in academic institutions. From Chief Superintendent of Examinations to being in charge of NAAC at Presidency College seemed to be a logical progression. Not one to rest on his laurels, with the NAAC A+ accreditation of Presidency College firmly in his grasp, he moved to Presidency University to oversee the operations of the Internal Quality Assurance Cell.

Numbers don't lie. The availability of data makes it the task of this stickler for perfection to benchmark the quality of the University vis-a-vis other premier institutions and highlight the areas for improvement.

Dr. Badri, who has a daughter in tenth grade and a homemaker partner, likes to unwind by listening to old songs of RD Burman and Kishore Kumar and considers the sports icon Sachin Tendulkar as his role model.

He draws attention to the PU brand with pride, and the over 14,000 students on its rolls are a testimony to the hard work of the Chancellor and the team of dedicated staff and faculty of the University, which is just seven years old.

Dr. Badri's vision is to see PU flourish as an Institute of Eminence, scoring high in world rankings, and he is working hard to achieve this goal. Looking at the efforts that are being put in, we are sure that day is not very far away.

**Would you like to be featured on this page in the forthcoming issues? Please mail your expression of interest to [editor@presidencyuniversity.in](mailto:editor@presidencyuniversity.in)**

*Without data you're just another person with an opinion.*  
- Edwards Deming



**Ms. Geetha Satish Kumar**

Vice President-Finance, Presidency Group of Institutions

## Delivering Dreams

Quite at home in the office. These words took on an entirely new meaning as I met Geetha Satish Kumar for this interview. Beginning from the grassroots as an accountant in 1993 at the Presidency School, R.T. Nagar, the hard-working Geetha rose through the ranks by dint of sheer hard work and became an integral part of the Presidency family, moving to the corporate office in 2005, overseeing the expanding operations as the group branched out to newer areas, liaising with government departments, helping the Presidency group acquire lands and expand its services. All these things required a lot of travel and dedicated hours and this is when the office became a home away from home. Swept by the grand vision that unfolded before her eyes, she plunged into making the Chairman's vision a reality at every step.

With a glint of pride, she recalls that the journey might have been difficult, but as she looks back, it is with a sense of pride and achievement of having been there in fulfilling a dream and building an edifice of trust and success in this part of the country.

I left the place recalling the words of Gregory Scott: "The greatest success we'll know is helping others succeed and grow."

*Success has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others.*

– Danny Thomas





**Dr. Anu Sukhdev**

Professor and Assistant Dean, Department of Student Affairs

## Helping Students Soar

Basking in the success of Invincia, the grand University Fest in the last week of May 2022, the charismatic Professor and Assistant Dean of the Department of Student Affairs, Dr. Anu Sukhdev was busy as usual in her office when I met her for this interview. The normally bustling office was relatively quiet, understandably so after the students pulled out all the stops and left no stone unturned to make the Fest a grand success. It was time for them to get back to their academic rigour after some much needed bonding and bonhomie.

### **From academics to administration, I asked Dr Anu how she saw the change.**

Dr. Anu began her career as a teacher at Presidency School in RT Nagar and has been with Presidency University since its inception in 2015. Juggling academia and administration is nothing new to this veteran academic, as she was the Head of the first year programme, SOE and also the Head of the Department of Chemistry. Sensing the need to strengthen science education in this part of the country, Dr. Anu moved swiftly to set up the Chemistry lab at the University and also facilitated research and development at the department.



Dr. Anu's stint as a cultural coordinator in a previous organization stood her in good stead as she put these wide-ranging skills to good use in her current role as the Assistant Dean at DSA, interacting and inspiring students to take on higher challenges and bigger responsibilities. Dr. Anu has seen the growth of the DSA right from the time it was set up in 2017 at PU. She has organised events like Independence Day, Founder's Day, Ethnic Day to name a few throughout the year and these extracurricular learnings gave her the confidence to manage and mentor a large population of students.

### **How does the Department of Student Affairs impact students in the long run?**

The DSA is a microcosm of the world at large as students plan, organise, brainstorm, discuss and then execute the various activities. This real-time authentic experience helps them to transfer the much needed skills like cooperation, collaboration, team building, confidence to undertake tasks, time management, stress management to the real world as they step into their careers and that is great learning for the students who actively participate in the various tasks at DSA.

### **What changes have you brought in during your watch? What else can be done to strengthen the DSW?**

The activities of the clubs are more streamlined now and there is a robust tracking system with a faculty in charge of each club. This season alone saw over 100 activities that included workshops and cultural events. She has identified talented students in diverse clubs and sent them to participate in tournaments across the country. The success of Invincia has whetted the appetite of the students and they are raring to replicate the grand run. DSA has hired professionals who can guide the students in events like fashion shows, dance, music, music, presenting, and the like. There is constant activity going on in 30+ clubs at any point of time.

Notable is the fact that 3000 out of the 4500 students in the current crop of first years are currently registered in the numerous clubs.

### **Do you think young people are capable of handling things on their own, or should there be constant monitoring by adults?**

The 40-member team that carried the entire University fest on their young shoulders went through an intense learning process. The support and trust extended by the Vice President, Mr. Salman Ahmed, helped the youngsters give their best.

### **What is Dr. Anu like as a person?**

Communicate-Keep the channels open at all times. A leader should be open to suggestions and should take the team along. Only then can success be assured. Dr. Anu attributes her ability to communicate as a key skill that has brought her this far.

Work towards keeping the flock together, taking them along, gaining confidence, meeting deadlines and achieving your goals.

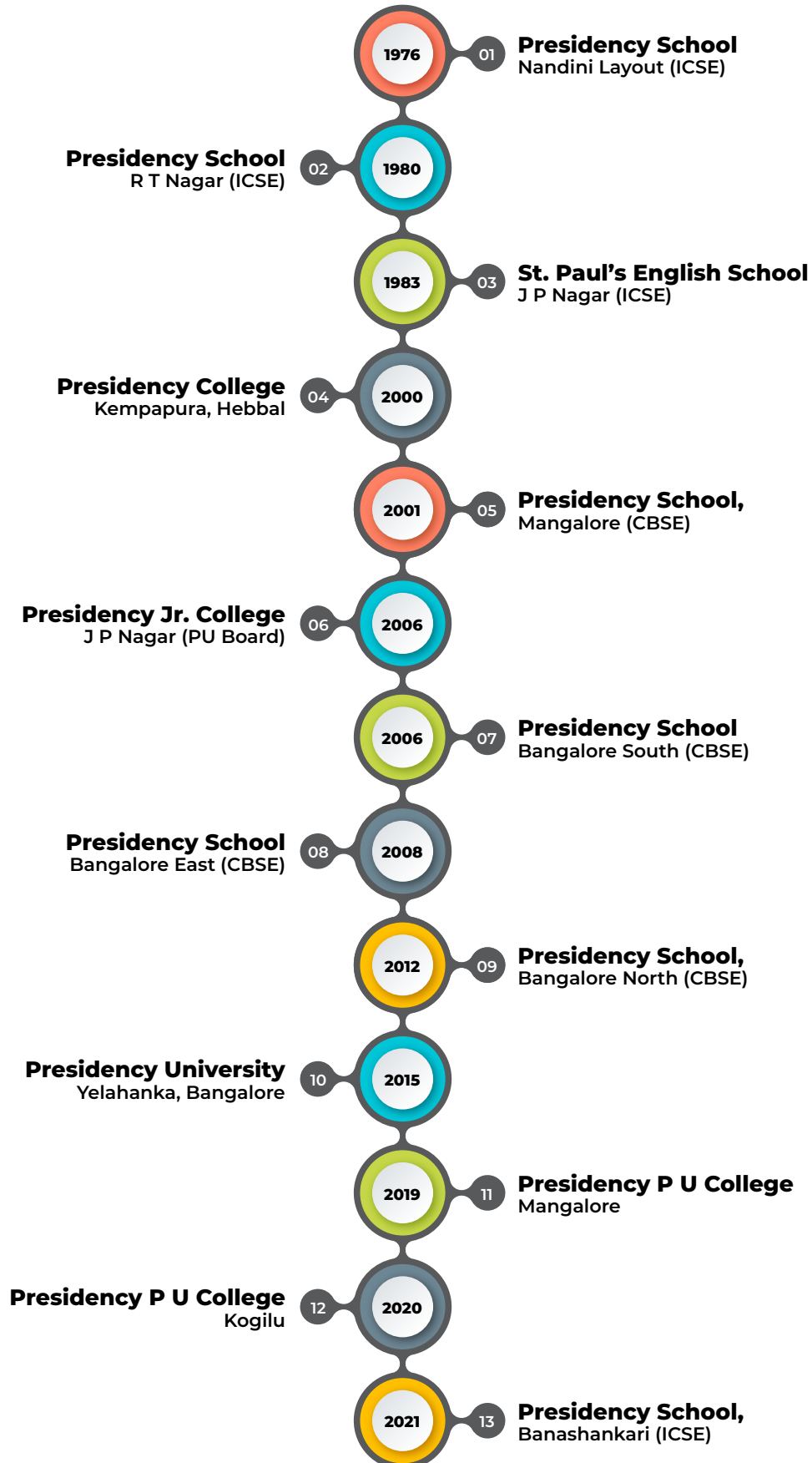
She firmly believes that one cannot reach anywhere if a leader sits isolated, giving commands and expecting things to happen on their own. Man management is crucial, as all those in key roles will attest.

# Timeline PGI



Presidency Group of Institutions has under its umbrella – 8 schools, 4 colleges, one University. But when did it all begin? Here is a timeline

# The Brand



# BEYOND CLASSROOM



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

# CAMPUS BUZZ

## Greening the Campus

Creating Community Garden by Nature Club - 6th April 2022



## Preparing for the Cat walk

Fashion Audition conducted by the Fashion Club – 8th April 2022







# Kindling Curiosity

Science exhibition conducted by Science Club - 11th April 2022





# Making a Point

Is Euthanasia the Greater Evil  
Presented by the Debate Society – 11th  
April 2022



# Holding the Fort

Audition for Anchors Conducted by  
Speakers & Anchors Club on 12th April  
2022



Presidency University  
Anchoring Auditions  
12.04.2022 11:39







# Upholding Culture

Ethnic Day Celebration - 13th April 2022





# Walking the Ramp

Fashion show by Kannada Club on 13th April 2022



Presidency University  
Ethic Day  
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13.16846, 77.53547  
Management Block, PRESID  
Karnataka 560089

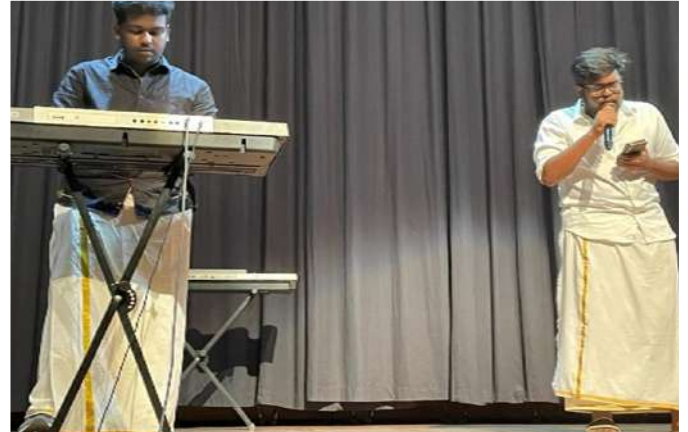


# Creating Melodies

Musical Instrumental Competition by Music Club on 14th April 2022







# Inching towards Enablement

Nirvana- the Way to Reality by Women Empowerment Club on 19th April 2022





# Readying for the Campaign

Say no to plastic by Environmental Cell on 20th April 2022



Environmental Cell  
No-Plastic Awareness Campaign  
20.04.2022 15:26



# Aiming for the Stars

Intra University Football Competition for Freshers, DPE on 11th March 2022



07.03.2022 13:57  
13.17048, 77.53494  
Presidency University Rd. Ittagalpur, Karnataka 560089







# Aiming for the Stars



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Presidency University, Rd. 11, Bagalipura, Karnataka, 560089

## Intra University Volleyball Competition, DPE 30th March 2022



2022/3/30 14:57







## Intra University Volleyball Competition, DPE 30th March 2022



# Sculpting Sagas

Food Carving by Culinary Club on 9th March 2022



*The world belongs to the energetic.*  
– Ralph Waldo Emerson





# Placement Updates

Industries are constantly seeking out the best and brightest minds to work with them. Students have to be guided to match their interests with the right careers. They should then be trained and made industry-ready. The University's Placement Cell connects students with potential employers and offers a variety of student-friendly programmes such as career guidance, counselling, professional development, and training. The Cell has a good record of helping students bag placements and also ensures students ease into their first jobs, thus helping students to jumpstart their careers.

The Placement team has taken the August to December 2021 placement tempo forward by placing 539 students, taking the total from 1359 to 1898 during January–March 2022. Prime recruiters during the period have been

- School of Engineering: Infosys, Quest Global, Glencore, SLK Software, Indigene, KPIT Technologies, JK Tech and Featherlite.
- School of Management: PwC, Federal Bank, London Stock Exchange Group, Hinduja Global Solutions, Xiaomi India, Robert Bosch.
- School of Commerce: Bangalore International Airport Limited, Trigent Software.
- School of Information Science: Wipro, Mphasis and Trigent Software.



**Continuing on the Full Stack and VLSI MoUs signed with Capgemini earlier, PU has signed one more MoU with Capgemini on Product Life Cycle Management.**

*All our dreams can come true, if we have the courage to pursue them.*  
– Walt Disney





Social media is a double edged sword, you can use it to grow professionally and personally. You can also get blown by all the adulation and ----- the hate filled comments. Is it a healthy habit or a dangerous addiction? Srujana lays it bare for you to decide.....

# Looking for 'Likes': Teens' Social Media Addiction

Contrary to what many people think, social media actually has a negative effect on teens. It is a medium of communication shared by all age groups, ranging from children to adults, especially teens. Social media is sometimes helpful, entertaining and within the reach of the general public. Sadly, this resource is abused and taken advantage of by most teens, and not used in a way that could get the best benefits. It can have negative effects on teens like depression, psychological problems, a decrease in self-esteem, not having proper food at the proper time. Many teens love social media because of its wide connectivity and function.

There is a thin line between habit and addiction. An addiction is a situation when people "crave" something more than what is actually required. Lack of social exposure is the main cause of social media addiction in teens. Such people tend to stay lonely, disconnected from their surroundings, and people becoming whole new people. 92% of teens use social media, among which 81% of older teens and 68% of teens aged 13 and 14. 71% of teens use Facebook, 52% use Instagram, 41% use Snapchat, 33% use Twitter, and 14% use Tumblr on a daily basis.

They find it challenging to deal with peer pressure and start comparing their lives. Thus, their anxiety level rises, which causes illness. 2,617 times per day, the average mobile phone user will tap, swipe and click their phones. Social media sites are the most visited websites in comparison to any other website. Not only teens, adults who are addicted start showing low productivity at work. 25% of young people are dealing with problematic usage of mobile phones.

Social networking also messes with their ability to think independently. They're more likely to change their mind about "liking" some things and posts if they see that they're popular or not, because, of course, people like to go with the trend and they want to blend in like the rest. People should constantly evaluate themselves by monitoring their social media activities. They should keep track of how much time they are spending on such websites. Furthermore, it would be best to take control of their actions before they turn into a social media addiction.

It is nice to interact with friends and family on social media in moderation. However, too much of anything is not suitable for our health.



Srujana Manjunath  
2021CCS0116

*Let your thoughts lift you into creativity that is not hampered by opinion.*

**– Red Haircrow**





# Steel the Will to Succeed

"He who has a strong will shapes the world for himself," goes the saying. We all know that "dreams are meant to be followed and life is meant to be lived."

Your preferred road towards conscientious success should endow you with a life-enhancing sequel, but the fact of the matter is that the best things in this world do not come to you as easily as the dinner plate at marriage parties. Life is complicated and your will to perform according to the desires in your life is more complicated than you could think. Your path will have many impediments and there will also be a phase when you will be lost, miserable, you will be strolling in your dreams, an urge to cry like there's no tomorrow will rise. That is when you have to know that this is going to be the toughest journey and you have to keep walking despite the shattered nails in your way and you have to jog yourself with the belief that you have a firm will to build the world you always wanted.

"We all possess willpower in some measure. However, great souls have been known to exercise it to achieve the impossible, while lesser mortals, in its absence, lead an ignoble existence." If you recognise a failure in yourself, do not step back or be afraid. The great step would be to accept the human in you, and the greater step would be to indulge yourself in the process of wanting a better version of yourself. That's when you should know that you are working on your will. However, slowly you go, it doesn't matter, but you shouldn't stop or give up on your journey. "People with feeble will or wavering mind seldom succeed in life, and people do not lack strength, they lack will." People actually realise this on their way to the kind of success they set their heart on.

Last but not really the least, a human being without will is as good as dead. What is important is you should know your self-esteem. Moreover, self-love should accompany that, success or anything that you want to get for a lifetime will surely hug you back.



Shruti Shaw  
20211BAJ0008

*Whatever the mind of man can conceive and believe, it can achieve.*  
– Napoleon Hill







Have you wondered what GST means? Have you found it difficult to navigate through the maze of terms that are in use today in the economic scene of this country. Here is a ready reckoner that will act as a handy guide.

# Goods and Service Tax

GST is currently levied on all products except petroleum, alcoholic beverages, and tobacco, as well as stamp duty on real estate transactions, in four slabs of 5, 12, 18, and 28 percent. Most of the articles have zero GST as per the latest revision of the tax rates last year. The GST implemented from July 1, 2017 is regarded as the major taxation reform ever to be implemented in India since independence in 1974. GST was supposed to go into effect in April 2010, but it was delayed due to political issues and competing stakeholder interests. The primary objective behind the development of GST is to subsume all sorts of indirect taxes in India like Central Excise Tax, VAT/Sales Tax, etc., and implement one taxation system in India. The GST-based taxation system brings more transparency in the taxation system, increases the GDP rate from 1% to 2%, and reduces tax theft and corruption in the country. The GST Concept, along with the significant working comparison of Indian GST taxation system rates with other world economies, also presented in-depth coverage regarding advantages to various sectors of the Indian economy after levying GST and outlined some challenges of GST implementation. GST implemented a 'one nation, one tax' system, but its impact on various industries differs slightly. The first level of differentiation will come in depending on whether the industry deals with manufacturing, distributing and retailing or providing a service.

## Types of Goods and Services:

### Intra State Goods and Service Tax:

#### Central Goods and Service Tax (CGST)

CGST is applicable on the supply of goods and services of standard services and commodities and this can be amended periodically by a specialized body under the Central Government. The transactions happen within the same state and the revenue collected goes to the Central Government, and the GST charged is 9%.

#### State Goods and Service Tax/Union Territory Goods and Service Tax (SGST/UGST)

It is the supply of Goods and Services within the same state /union territory and it is governed by the State Government and the GST charged is 9%.

### Interstate Goods and Services

Integrated Goods and Service Tax: GST is charged on the supply of commodities from one state to another state. The Government of India

will collect revenue under the IGST. The GST charged is 18%.

### GST Council

GST Council is a governing body of GST having 33 members, out of which 2 members are from the Centre and 31 members are from 29 states and 3 union territories with legislation. The GST Council is an apex member committee to modify, reconcile or procure any law or regulation based on the context of goods and services tax in India. The GST Council consists of the following members: the Union Finance Minister (as Chairperson), the Union Ministers of State in charge of Finance or Revenue, and the Ministers of State in charge of taxation as nominated by each State. The GST Council is headed by the Union Finance Minister, Nirmala Sitharaman, assisted by the Finance Ministers of all the States.







## HSN Code

The HSN Code is a 4-to-8-digit code for identifying the applicable rate of GST on different products as per the CGST Rules of the Government of India. If the company has a turnover of up to INR 15 million in the preceding financial year, then the company has a turnover of more than INR 15 million but up to INR 50 million, then the company needs to mention the first two digits of the HSN Code while supplying goods and services on invoices, but if the turnover crosses INR 50 million, then the company needs to mention all four digits of the HSN Code.

## The Effect of the Goods and Services Tax

### The Impact of GST on Manufacturers

Multiple indirect taxes have also increased the administrative costs for manufacturers and distributors, but within place, the compliance burden has eased and this sector will grow more strongly.

## Sector-Wise Impact Analysis

### Logistics

In a vast country like India, the logistics sector forms the backbone of the economy. A well organized and mature logistics industry has the potential to leapfrog the "Make in India" initiative of the Government of India to its desired position.

### E-Commerce

The GST will help the e-com sectors' continued growth but the long term, it will be particularly expensive because the GST law specifically proposes a tax collection at source (TCS) mechanism. The current rate of TCS is 1%.



Arshiya Masood  
Admin Associate

## Telecommunication

In the telecom sector, prices will come down after GST. Manufactures will save on costs through efficient management of inventory and by consolidating their warehouses.

### Textile

The Indian textile industry provides employment to a large number of skilled and unskilled workers in the country. It accounts for about 10% of annual exports, and its value is expected to rise under GST.

## Real Estate

The real estate sector is one of the most important sectors of the Indian economy, contributing significantly to job creation. The impact of GST on the real estate sector cannot be fully assessed as it largely depends on tax rates. However, the sector will see substantial benefits from GST implementation.

## Agriculture

The agricultural sector is one of the most important contributors, accounting for approximately 16% of Indian GDP. One of the major issues faced by the agricultural sector is transportation of agri-products across the state lines all over India. The GST will resolve the issue of transportation.

## Pharma

On the whole, GST is benefiting the pharma and healthcare industries. The pharma sector is hoping for a tax respite as it will make affordable healthcare easy to access by all.

## FMCG

The FMCG sector will also benefit from GST by saving a considerable amount of money on logistics. FMCG sector currently accounts for 2-7% of the total cost, but is expected to drop to 1.5% after the implementation of GST.

*In this world nothing can be said to be certain, except death and taxes.*

– Benjamin Franklin





# World Environment Day 2022 - Only One Earth

The theme for World Environment Day 2022 is “Only One Earth” with the focus on “Living Sustainably in Harmony with Nature”. It calls for collective, transformative action on a global scale to celebrate, protect and restore our planet, it’s Environmental Capacity.



Our planet is choking on plastic, it is time to change how we produce, consume and dispose of the plastic we use. Today, we produce about 400 million tonnes of plastic waste every year. Systemic change is needed to stop the flow of plastic waste ending up in the environment. Since the 1970s, the rate of plastic production has grown faster than that of any other material. If historic growth trends continue, global production of primary plastic is forecasted to reach 1,100 million tonnes by 2050. We have also seen a worrying shift towards single-use plastic products, items that are meant to be thrown away after a single short use.

Approximately 36 per cent of all plastics produced are used in packaging, including single-use plastic products for food and beverage containers, approximately 85 per cent of which ends up in landfills or as unregulated waste. Systemic change is needed to stop the flow of plastic waste ending up in the environment. Of the seven billion tonnes of plastic waste generated globally so far, less than 10 per cent has been recycled. Millions of tonnes of plastic waste are lost to the environment, or sometimes shipped thousands of kilometres to destinations where it is mostly burned or dumped. Plastic waste whether in a river, the ocean, or on land can persist in the environment for centuries reducing the environmental assimilative capacity.





*Let us practice adapt best management practices to restore Environmental Capacity following JaGo Equation of sustainability and transformative actions mentioned below:*

**Shop Sustainably:** Next time you are out shopping, choose food with no plastic packaging, carry a reusable bag, buy local products, and refill containers to reduce your plastic waste and effect on the environment.

**Practice Zero-Waste Lifestyle:** Become a zero-waste champion. Invest in sustainable, environment-friendly products- reusable coffee mugs, water bottles and food wraps.

**Travel Sustainably:** When you are on holiday, refuse miniature bottles in hotel rooms, take your own reusable drinking bottle.

**Be an advocate for change:** Ask your fellow colleagues, local eateries not to use plastic packaging, refuse plastic cutlery and straws, and tell them why. (To preserve Environmental Capacity)



**Professor Jagdish H Godihal**  
Presidency University, Bengaluru

### News to Cheer.

#### The Ozone Layer will be Fully-Healed by 2069

There is good news at last. Awareness raised through the many campaigns seem to be having the desired effect, slowly but steadily. The UN's Environment Agency (UNEP) has declared that the ozone layer which forms the planet's protective shield of gas, is on the way to be healed completely, and we can see it within this lifetime itself. This recovery was made possible due to the phasing out of ozone-depleting substances. If we work together as one world, we can certainly heal the planet bequeathing a grand legacy for posterity.

Trivia

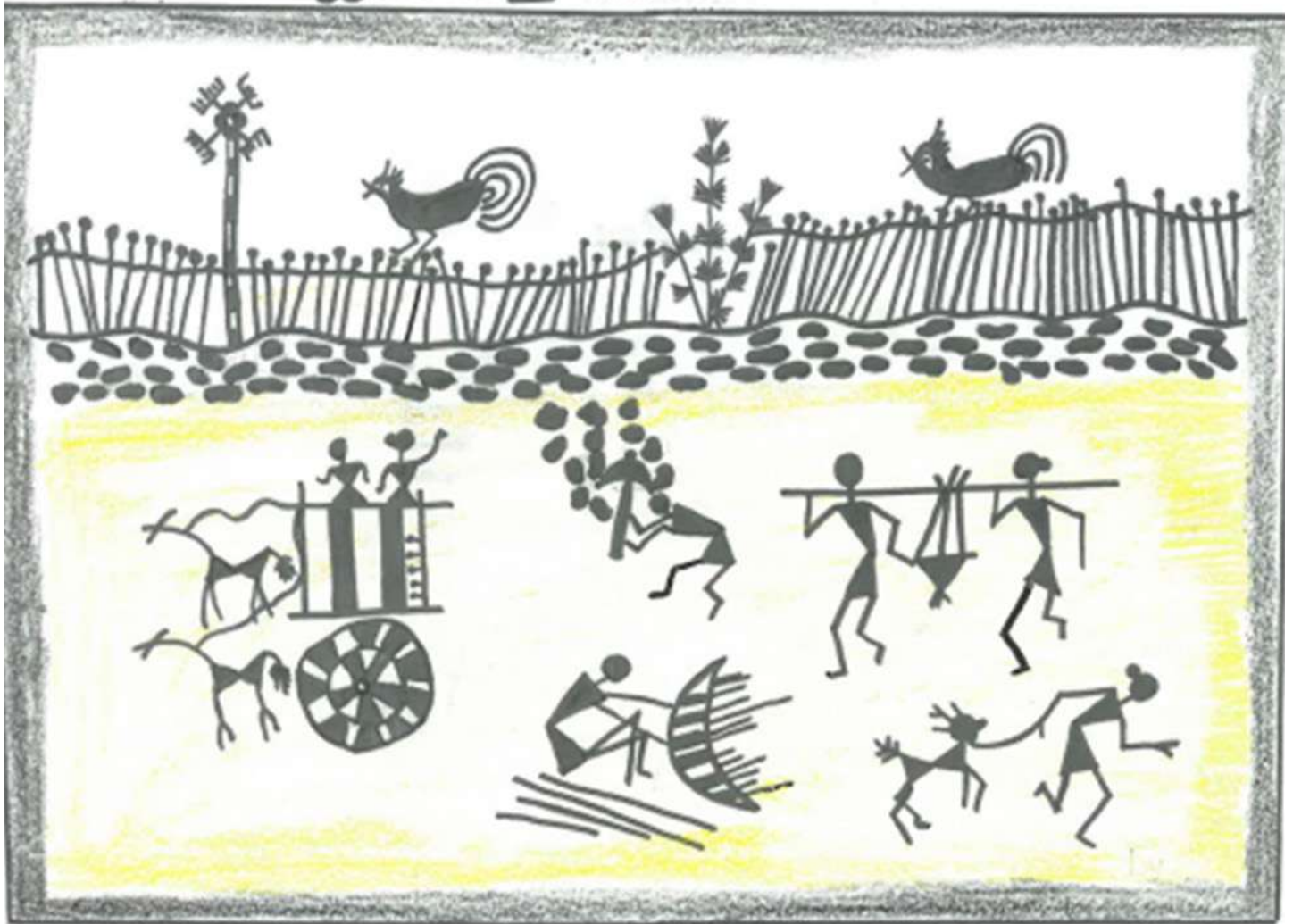
*You don't live on earth, you are passing through.*

- Rumi





# WARLI ART



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

*Art washes away from the soul the dust of everyday life.*  
- Pablo Picasso







## REEV 2022 Virtual Event

Department of Mechanical Engineering  
presented REEV 2022 Virtual Event on  
9th and 10th April 2022



Role of Virtual in the future of  
Electrification presented by Jayaraman  
Sivakumar, GM, TE

## Cerebrum

School of Management – 30 April 2022 -  
exploring the untapped talents of the  
students.





## Eunoia

The annual Management Fest at the Presidency University was organised by ARETE, School of Commerce & Economics on the 23rd and 24th May 2022.



## MOUS

26 April - EEE, PU and EV Retron  
Energies India Private Limited  
Hyderabad







## MoU with Tide

Signed May 11 2022, Initiated by  
Department of Civil Engineering

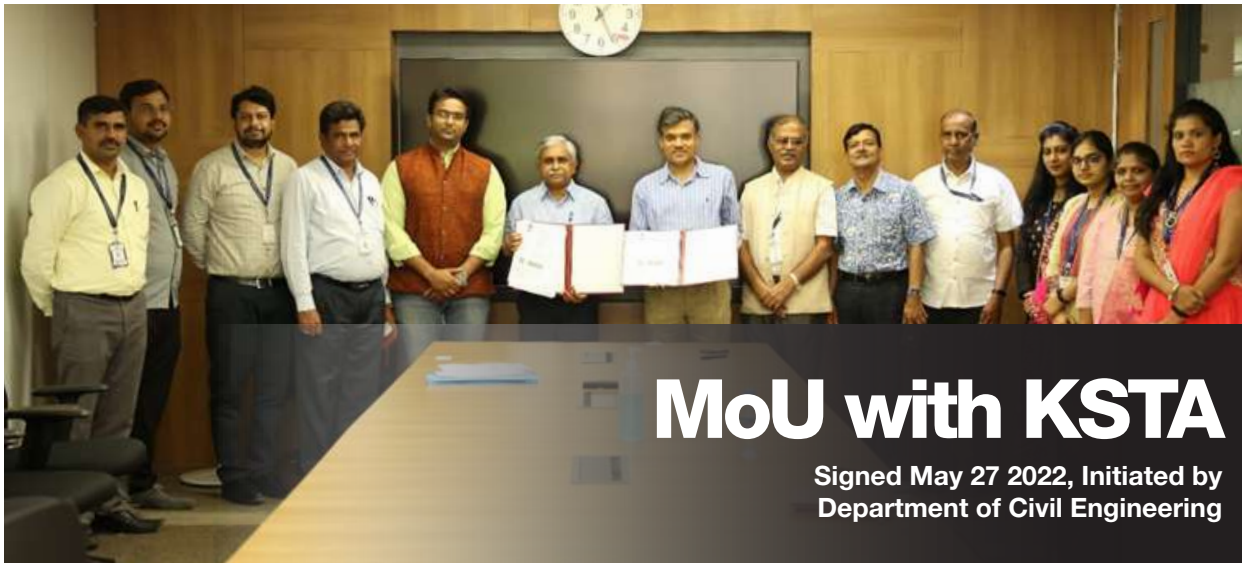
The MoU will facilitate a symbiotic relationship with Tide, a Civil Society Organization and Presidency University, in areas concerning Skilling, Livelihood and Entrepreneurship benefitting the society at large, while leveraging the expertise and resources in both organizations. The focus of the MoU will be on promoting livelihoods for women in poorer communities and facilitating gender equality. The MoU will lead to providing social immersion opportunities to faculty and students of presidency university.



## MoU with Clear Water Dynamics

Signed May 27 2022, Initiated by  
Department of Civil Engineering

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## MoU with KSTA

Signed May 27 2022, Initiated by  
Department of Civil Engineering

The MoU will facilitate capacity building in frontier areas of science and technology, and technology dissemination through Academia-Farm-Industry interface, with a focus on rural areas. The focus of the MoU will be to leverage the technical expertise of Presidency University and outreach of KSTA for the advancement of Science and Technology, and create awareness on contemporary issues related to Science & Society. The MoU will provide a learning platform for our faculty and students and expose them to current science topics and emerging trends through workshops, symposia, seminars and short-term studies.

### Did you know ?

#### **A glass bottle can take up to 1 million years to decompose.**

Glass takes an incredibly long time to break down. It can take a glass bottle more than a million years to decompose in the environment, possibly even more if it lands in a landfill. This effectively means that glass manufactured and used 5000 years ago may still be present in the environment. Because its life cycle is so long, and because glass doesn't leach any chemicals, it's better to repurpose and reuse it again before recycling it or dumping it in the refills.

Trivia





## The Nikon PU Photography Workshop



The photography event 'Pixel 1.0' organized by the School of Media Studies, Presidency University in collaboration with a team from Nikon on 21st April, 2022 had 2 sections, a workshop and a photography competition. The inauguration preceded the workshop and consisted of introductory anchoring by students, a speech from the coordinator of the School of Media Studies, Presidency University, Assistant Professor Ms. Padmavathi. Pro Vice Chancellor and Dean of the School of Media Studies, Presidency University, Professor Dr Muddu Vinay shared words of wisdom and exhorted all those present there to make the best use of the event. The Resource Person, Mr. Ashwini Joshi held the students in rapt attention throughout the session with his lucid presentation.

The initial address by the Nikon team, which has wide ranging experience working with the Bollywood industry, saw students sharing their experiences of capturing photographs at family functions and other events. They commented that technological advances have made the work of photographers easier today. The photography workshop was totally different from any other kind of workshop. There were no dreary or boring speeches and the entire 90-minute session on photography by the Nikon team at Presidency University,

Bengaluru was a fun-filled event that offered skilled techniques in handling cameras. The duration of the workshop was approximately one and a half hours. More than 200 students from the entire university took part in the workshop.

During this session, the team explained the basic procedure behind handling cameras and techniques to be followed while shooting landscapes, family events and wildlife photography, etc. the different angles, and other minute details regarding the photography skills and the photographs. The team projected successive images which were the best of the clicks by the team and showed how photography is just not about holding a camera. It is so much more. Every word, every idea, thought and conception that we witnessed made us ponder on how professionally wonderful they were with their work. Students were introduced to many informative aspects of photography, such as how to click a really good picture, what sort of camera, lens, settings, how editing can be used in order to enhance the quality of the images.



A Photography Competition was held for the participants with the themes: joy/celebration and cultures. Participants had to mail the pictures they had clicked on the theme and three winners were to be selected. All the photographs were displayed on the trees for exhibition near the DSA office lawn with one selfie point as well. The exhibition was open from 11 in the morning till 3:30 in the evening. At the end of the event winners were selected by the Nikon team and results were announced at 4 pm. The first place was bagged by Srujan, and the second place by Raksha and third place by Vikas. All three winners were given discount coupons and Nikon T. shirts from the Nikon company. Shruti Shaw proposed a vote of thanks and the event ended on a happy note with all the participants thankful for such a practical and useful programme.

Report compiled by :

**Shruti Shaw, Monica, Rishab Ghosh and Vishal G**

First Year BA J, SOMS, SOMS, PU, Bengaluru

## Career Counselling and Guidance Cell

Career Counselling and Guidance Cell in association with the School of Design presented Career Talk: Opportunities in Design  
By Jeevan L Xavier – Entrepreneur, Textile/ Lifestyle-Product Designer on 28th April



*I found I could say things with color and shapes that I couldn't say any other way  
-things I had no words for.*

- Georgia O'Keeffe





# Invincia 22



*Every day is a good day. There is something to learn, care and celebrate.”*

**- Amit Ray**



## Future Perfect



School, college and university are the places where talent is identified and leadership qualities are honed in students so that they become responsible citizens, adorning top positions wherever they are placed in the future.

Invincia, the University Fest which was a talking point in the city of Bengaluru until recently, was handled by a dynamic team of 40 students drawn from various Schools. It was gratifying to meet the young leaders who recalled the various moments in the run up to the grand event. They burnt the midnight oil quite literally and had just one ennobling vision in front of them: conducting the event and setting a benchmark at the University as the biggest fest in the city of Bengaluru. The pandemic had thrown many challenges, but the students quickly regrouped themselves and divided the tasks amongst themselves. In this freewheeling conversation, student leaders Hanan Farooq Khan, Sufyan Ahmed, Priyank Soni and Sree Raksha give us a peek into the preparatory tasks.

## Team INVINCIA



### Hanan

A student of the prestigious Tyndale-Biscoe School, Kashmir, Hanan's organisational prowess was moulded quite early as he organised various co-curricular events and attended the Community Development and Leadership Summit while still in school. This has helped him take a lead role at the Presidency University initially organising and hosting the Hostel Day function and later on moving to centre stage and holding the fort in the University Fest Miraki in 2019. Be it singing, anchoring, designing the creatives for various events or mentoring the juniors, Hanan has been there and seen it all, leading from the front.

### Sufyan

A perfect ally to Hanan, Sufyan has brought fresh energy and vivacity to the University by creating a crowded calendar of events at the University. A beat boxer, a poet and an event planner and organiser with an eye for detail, he takes the entire team along, whether manning the registration or creating banners, participating wholeheartedly in all the events and pumping the much needed energy when he senses the morale of the team sagging.

### Priyank Soni and Sree Raksha

Taking the cue from the seniors, these youngsters are in the wings ready to take off as it has been on-the-job training for them during the mega fest.

Here are snippets from the conversation.

The academic year 2019 began with a bang as for the first time, eleven clubs started functioning at PU and there was tremendous excitement among the students. As founding members, Hanan and Sufyan recalled with pride that they were present in all the Clubs.

### Moment of glory

Encouraging first-year students to participate actively from the beginning. Until then, most of the cultural activities were led only by the seniors, while the freshers would at best run errands. But from 2019, it became inclusive with doors open for the freshers and they could be a part of the core team too.

## Team INVINCIA



### **Sense of achievement**

Bringing in diverse activities ranging from fresh face to music, nukkad, theatre, mime, open mic, poetry sessions and so on.

### **The figures speak for themselves**

Over 20000 students from 90 colleges across India participated in the two-day University Fest.

### **Inheritors**

Priyank and Sree Raksha were thrilled to be part of the team that managed the University fest all by themselves. While schools also have culturals, they would largely be stage managed by the faculty, but here it was a leap of faith as the University led by the dynamic Vice President, gave the core team of students a free hand with Dr. Anu stepping in to guide only when needed. This boosted their confidence and they were able to learn so many skills like collaboration, team management, quick thinking and crisis management, all essential for life, observed the youngsters. No classroom or text book can possibly teach these skills and in a way, it was learning by doing.

The youngsters learnt to manage the glitches and present a near-perfect picture to the outside world. They learnt to draw the budget, stay on course, manage the finances, network with associates, create banners and brochures, manage promos, keep the faculty informed in order to earn the crucial hours of attendance and most importantly, enjoy the whole experience.

As I was sucked into this lively and animated discussion, I felt great pride at how educational institutions can act as catalysts to channelize the energy of these wonderful youngsters who will make the country proud in the future. Kudos!!

*Every day is a good day. There is something to learn, care and celebrate."*

**– Amit Ray**





# 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.

## Do you know !

Tropical rainforests only cover 2 percent of the Earth but are home to over 50 percent of all known plant and animal species!

Polar bears are born with black skin but grow a thick white furry coat over it as they mature.

# Ordinary Lives Extraordinary Tales



## The Forest Man of India

What does it take to create a forest that too by a single individual? Grit, determination and a never say die spirit along with huge empathy for all living forms and the desire to leave behind something substantial for this universe. Jadav Molai Payeng's life is an incredible journey of someone who could turn a barren land of 1300 acres into a lush green forest all by himself. It took him a whopping 30 years to complete the task. According to Wildlife experts, the Molai Forest is home to 80% of the world's migratory birds. He was conferred the title of the Forest Man by the Government of India on World Earth Day in 2010.





## The Tree Woman

Image Courtesy: Wikimedia Commons

**Saalumarada Thimmakka**, is popularly known as Aala Marada Thimmakka as she has planted over 385 banyan trees along a highway in Karnataka. She is an eco-warrior and an environmentalist who has planted 8000 trees in 80 years. She has been conferred the Padma Shri in 2019 by the Government of India in recognition of her contribution to the environment.

An environmental organization has been named after her as Thimmakka's Resources for Environmental Education in the U.S.

## Waterman

Image Courtesy: Facebook

Johad is a small earthen check dam which stores and conserves rainwater helping people overcome water scarcity during the hot and dry seasons. It allows water to percolate underground and recharges the groundwater table. These ancient systems were forgotten or lost to modernity until Rajendra Singh of Alwar, Rajasthan travelled extensively disseminating knowledge about these ancient systems of water storage, motivating and helping people revive more than 3000 johads spread across 650 villages across Alwar.

These efforts have not gone in vain; the River Arvari flows majestically now, transforming into a perennial river from a seasonal one. The groundwater table has risen, and there has been a 33% increase in forest cover in that area. Called the Waterman of India, Rajendra Singh won the Magsaysay Award in 2001 and the Stockholm Water Prize in 2015 for his pioneering efforts in water conservation.







# 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.



**i. Identify this place in the University.**

*This is the Moot Court Room situated in the Management Block -MG07  
Name of the student who identified it correctly*

**1. Thahera Banu. A.M - 20191CSE0789  
Congratulations Thahera Banu.**

## Here is the question for this month.



Where is this located?

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

*A place is only as good as the people in it*  
- Pittacus Lore





# 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.

## "D is for Data"

Are you interested in making sense of seemingly senseless data? Do you always look for ways of structuring and analysing data that comes from your smart devices, social media, emails or any other place where you can find large chunks of information? Do you like to swim and navigate through messy data, predict patterns and explore new possibilities?

You are on the way to becoming a data scientist. An abiding interest in computer science, mathematics and statistics combined with a curiosity to scrutinise trends that might require a basic understanding of the social sciences helps a data scientist to uncover solutions. A dissatisfaction with existing assumptions drives them to come up with new answers to business challenges. Apart from technological skills, data scientists are good at processing behavioural patterns.

Data scientists communicate complex ideas in business settings and influence industry decisions with their data-driven approach. Good communication skills along with analytical thinking help them drive best practices cross-functionally across teams in the organization. A combination of skills is what makes for a successful data scientist. In today's tech-driven world, data scientists have a major say in the growth of a company.

A data scientist is one who has an open mind, an ability to extract information from both structured and unstructured data, and the ability to create algorithms to automate repetitive work. In short, they bring in cost-effective strategies to existing programmes and create new products.

Every company these days, be it a mighty tech giant or a humble small-time business unit, wants to wrestle with data. Thus, the scope is wide and jobs are aplenty. A degree in data science or a master's degree in data science after doing a bachelor in engineering, IT, math or statistics would help pave a career path if one is interested in DS. Tech boot camps or short-term courses in DS can also be explored. Boot camps typically offer programmes in a variety of formats like part-time, full-time, online, or on campus and are invaluable in upskilling oneself and getting prepared for a glorious career in DS. There is a huge demand from companies for the role.

*Data is a tool for enhancing intuition.*

- Hilary Mason





# When a Passion Becomes a Profession

In a country like India, demand for conventional courses will always be on the upswing as most students prefer to have a safety net in the form of well-established, paying jobs. Parental and societal pressure, in many cases, may not allow students to plough an uncharted path and explore careers that are unconventional. Yet, more and more students are now giving wings to their dreams and are desirous of turning their passions into careers. Career counsellors quote from their statistics to say that two out of ten students end up choosing a career that is directly related to their hobbies and evince a keen interest in taking up courses relating to those fields.

There are a few students who flow with the tide, pursuing a regular course, thus appeasing their parents in the process, and then trying out the unconventional. There is thus a fall back, a backup career, should the quirky choice fail to take off. Parents should keep an open mind when allowing their children freedom, with the caveat that if the offbeat one fails to take off, they should not be afraid to change their minds and return to regular mainstream careers. After all, it is better to have loved and lost than not to have loved at all. This growing mindset is driving students to survey their options.

And then there are those smart alecs who moonlight and balance their passion with work by taking up their dream job during the weekends. Stand-up comedians or band members, singers and dancers, all of whom have steady, well-paying jobs during the week let their hair down to pursue their dreams.

The reach of the net has widened the vistas of our young men and women as there are online courses on offbeat choices. Kaleidoscope focuses on one such innovative pastime that can pass off as a good career choice.

## Pet groomer

If you love animals and have a way with them, then a pet grooming clinic may be an option. You can even have it as a specialised service like a dog or cat clinic offering exclusive services which would include advising the pet parent on how to hold a birthday party by the poolside for pets or you can host one yourself and rake in the moolah. A pet groomer's regular duties would include improving the hygiene and appearance of the pets, in addition to bathing, brushing, and drying them, cleaning their ears and teeth, trimming their nails, and caring for their hair and fur.

You should have the ability to handle pets, calm and control them with dollops of patience. Not to forget, a heart filled with compassion for the quadrupeds. And of course, the skill of managing wacky and demanding customers. Pet grooming is fast becoming a lucrative option and there are institutes in India and abroad that provide you with short-term courses to equip you for the job.

*Feel the power that comes from focusing on what excites you.*

- Oprah Winfrey







## 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.

Incorrect: Every girl must bring their own lunch.

Correct: Every girl must bring her own lunch.

This is a case of pronoun disagreement.

Incorrect: This is my brothers briefcase.

Correct: This is my brother's briefcase.

Apostrophes are used to show possession.

Incorrect: Its a cold day for August.

Correct: It's a cold day for August.

Here apostrophe is used to indicate a contraction for "it is."

Incorrect: This is mines.

Correct: This is mine.

The possessive pronoun 'mine' is shown in singular number.

Incorrect: She nearly drove the car for eight hours a day.

Correct: She drove the car for nearly eight hours a day.

Always place a modifier directly next to the word it is supposed to modify. The modifier should refer to a specific word in the sentence clearly. Misplaced modifiers can create confusion and ambiguity.

The adverb "nearly" is modifying the adjective "eight," not the verb "drove." Hence place the adverb in front of the adjective it's modifying.

Incorrect: The striking workers did not except the compromise formula.

Correct: The striking workers did not accept the compromise formula.

Similar sounding words have different spellings and different meanings. Take care not to mix them up. Another example is given below.

Incorrect: There mother travelled with them.

Correct: Their mother travelled with them.



## English is the official language of air communication

In 2001, the International Civil Aviation Organisation (ICAO) declared English as the official language for air communication. It is mandatory for pilots and air traffic controllers to understand English in order to communicate uniformly. How is Aviation English any different? It is a combination of simple English and professional terms that includes around 300 words. Pilots must pass a language test to get their license. How did this come about? What led to making English the universal language for aviation? An unfortunate accident in 1977 happened due to language miscommunication. The control tower failed to comprehend a message from a Dutch pilot and this tragically resulted in a collision of two planes, killing 583 people. Aviation English thus became a necessity.

### The Beginning

The first World Environment Day was observed in 1974 and for five decades now, it has been raising awareness and initiating a call for action among the citizens of the world. Established by the United Nations in 1972, the main event in connection with the Day is hosted by a different member country each year. At the event hosted by Mexico in 2009, Michael Jackson's 'Earth Song' was declared the 'World Environment Day Song'. This year's theme is 'Only One Earth' with the focus on "Living Sustainably in Harmony with Nature" and it is hosted by Sweden.

Trivia

*It is never too late to correct our mistakes. And if we do not, we risk repeating them.*

- Lisa Madigan



## 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.

- Kelasa- Work
- Vrutthi- Job
- Tharkaari - Vegetable
- Bele - Price
- Eshtu? – How much
- Ninna (Singular)/ Nimma (Plural) Hesaru Enu? -What is your name?
- Nanna Hesaru \_\_\_\_\_ My name is \_\_\_\_\_.
- Nimage Kannada Bhashe Ishtaanaa? -Do you like Kannada language?
- Haudhu Nanage Kannada Bhashe Ishta. – Yes, I Like Kannada language.
- Ninage (Singular)/ (Nimage (Plural) Kannada Gottha? - Do you know Kannada?
- Nanage Kannada Gotthu? - I know Kannada
- Or Nanage Kannada Swalpa Swalpa Gotthu - I know some Kannada.
- Or Naanu Iiga Kannada Kaliyuttiddene. - Now I am learning Kannada
- Nimma Mane Ellidhe? - Where is your house?
- Namma Mane Jayanagaradalli Idhe - Our house is in Jayanagar.

*If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.*

**- Nelson Mandela**





### Think about it!

- The waste disposal hierarchy of reduce, reuse and recycle can work wonders for the environment if followed diligently by all.
- Aluminium is the most recyclable commodity, aluminium in any form can be recycled forever without any loss of quality.
- If only we recycle all newspapers, we will be able to save over 250 million trees every single year.
- 70% of the total waste in offices constitutes paper waste.
- While it takes 24 trees to make 1 ton of newspaper, recycling a stack of newspapers just 3 feet high saves just one tree. Still it is well worth the effort.
- Does recycling paper help the environment? Yes of course, recycled paper produces 70% less air pollution than if it was made fresh from raw materials.
- Plastic bags can take up to 1,000 years to decompose. Use cloth bags instead.

Trivia

### Fix the mix

Segregate the waste into dry, wet and bio. The dry can be recycled, the wet can be composted and the bio can be sent to the incinerator. But if you mix them all, then you cannot fix the waste. What can be turned into a resource sadly gets wasted and the environment is none the richer for it.

Let's do more, make this a liveable planet with a sustainable future

Trivia

### Incredible India-where nature is celebrated!

This is the land that celebrates the forests. India is one of the ten countries in the world with a dense forest cover along with Russia, Brazil, Canada, United States of America, China, Democratic Republic of the Congo, Australia, Indonesia and Sudan. Van Mahotsav – festival of the forest literally - is a celebration of our forest and the green cover they provide our country from the dry forests of Ladakh in the north to the tropical moist rain forests of Kerala in the south and from the thorny forests of the desert tracts in the west to the wet evergreen forests of north-east India. We also had the Chipko movement or Chipko Andolan which was a forest conservation movement where people embraced the trees to prevent them from being cut.

Trivia

*Coming together is a beginning; keeping together is a process; working together is success.*

- - Henry Ford

# The Grand Launch



Kaleidoscope the University magazine was released in a revamped monthly format during Invincia, the University Fest. Madam Chancellor Mrs. Kauser Ahmed released the first copy.





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).

## **The Team**

Mr. Salman Ahmed - Chief Patron

Dr. Akila S Indurti – Editor

Ruhulla. R – Designer

Pingal Chanda – Photographer

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



