



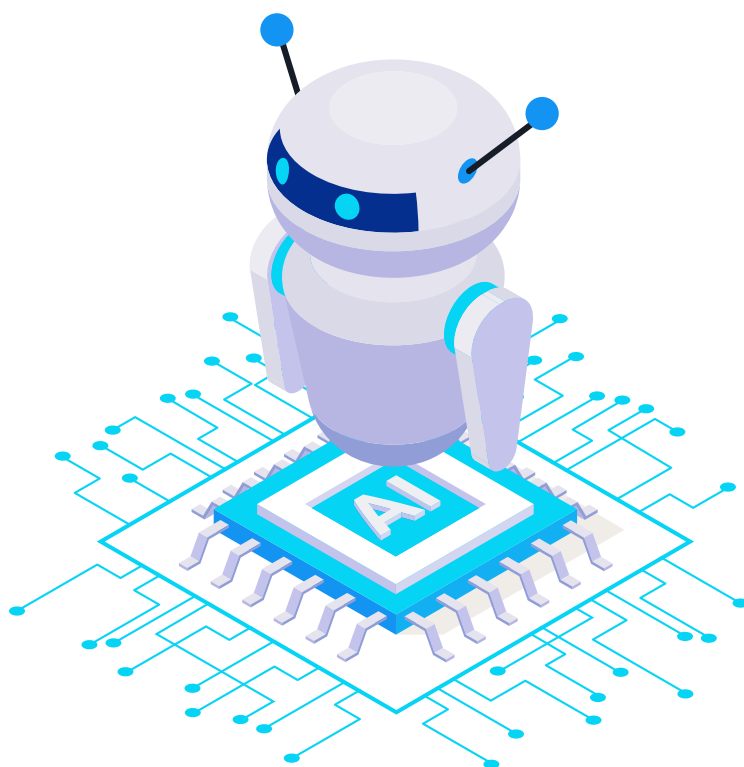
# Presidency Kaleidoscope

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



# Uptake

When was the last time we paused to watch the setting sun? As I travelled back home one evening, amidst the blaring horns and endless rows of traffic, I suddenly caught a bright orange orb dipping down into the distant horizon. It was the winter sun settling into its routine pattern, yet the thought struck that, as a race, we the people have moved on in our frenzy to complete the seemingly endless everyday tasks and do not pause to enjoy the wonderful world around us. We have forgotten to tap into the seat of wonderment and awe in our heads as we rush headlong into our routine lives.

The magic of the spider spinning its web, the bud opening up slowly as the first rays of the sun fall upon it, the white clouds on a clear blue sky making beautiful patterns, the invisible cricket making its loud, persistent sounds—these are commonplace, but when we pause to observe them, they do spark an interest and ignite a sense of

wonder and awe, and we begin to imagine wonderful possibilities. This infinite capacity for wonderment is inbuilt into each one of us and we must tap into it to bring out the best from within. These are feel-good emotions, and they release happiness hormones without our trying much.

We need to snatch such quiet moments to celebrate the many small wonders that abound in this world, and when we let the mystery of nature overpower us, we also realise that it inspires fresh thinking. We just have to be ready to observe, explore, and surrender, open to receiving moments of magic from the wonderful world around us. Remaining in awe and watching with wonder can be powerful strategies that help us cope with the myriad irritants in life. Let us tap into this sense of curiosity, awe, and wonder and learn to enjoy the small pleasures of life.

Until we meet again, have a wonderful time ahead.

**Dr. Akila S Indurti**  
Editor

*The world is full of magic things, patiently waiting for our senses to grow sharper.*  
- W.B. Yeats





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## Future-Ready

**Dr. L. Balu**

Associate Professor and Assistant Dean  
School of Commerce, PU

The year - 2019. A fresh beginning was made at PU, and a new school, the School of Commerce, began its operations with 260 students and four faculty members.

Fast forward to 2022, with 2230 students and 50 faculty members, and the turnaround has been remarkable and mind-boggling. Also worth mentioning is that the School offers specialized, custom-made courses not available anywhere else in the country. Overseeing the operations of the School, the architect of its growth and development, the young and dynamic Associate Professor and Assistant Dean of the School Dr. Balu, is an ingenious leader who has crafted several courses with a pulse on industry-specific demands. Long before NEP became a catchphrase in higher education institutes, the SoC was NEP-compliant and up and running at PU.

Honing his skills during his fourteen-and-a-half-year stint at Christ University, Bengaluru, Dr. Balu groomed himself for a leadership role, which was put to good use here as he went about setting up the School of Commerce and equipping it with the best possible resources from all parts of the country. The School thus evolved to be in sync with Industry 4.0, offering courses like a BBA with specialisations in Digital marketing, Fin Tech, E-Commerce and Supply Chain Management as well as a B. Com. in Business Analytics besides traditional courses. The USP of the university remains its innovation, with students flocking in to pursue such specialisations that would prepare them for

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





real-world careers. Dr. Balu informs us that it has been so right from the word go as the new School commenced operations with BBA in Aviation, the graduates of this programme became the most sought after ones with all 28 students absorbed by Bengaluru International Airport Limited. Plans are on the anvil to have its newest offering accredited very soon, the BBA in Event Management.

Presented with the award for Excellence in Academia, encomiums, medals, and trophies sit lightly on his shoulders, making him more conscious of the work left to do and tasks remaining to be accomplished. The University offers Wiley's CMA in two of its sections, with the Big Five companies taking a huge responsibility in grooming the students. What is perhaps most satisfying is reaching out, empowering the nth learner, and placing him or her well in life. It is the average student who requires grooming, and that is the challenge that PU aims to mitigate. More than 4000 applications were received, and the University had to reject most based on their performance in the admissions exams. A written exam, a face-to-face interview, an aptitude test, and a subject competency test, along with a prepared speech delivery, complete the admission test cycle.

The School has made formal attire mandatory, with students having to choose a foreign language, either French or Mandarin, as part of their course. The curriculum is designed in-house. The School has set a benchmark among schools of commerce in the country. Students are trained to develop a research bent even at the undergrad level, with 26 papers published even in their first semester at a recently held conference at the Sri

Dharmasthala Manjunatha Institute of Management in Mysuru. Mentorship is a serious programme and from the second semester on, students can choose their mentors, who groom and mould them throughout their academic stay at the university. Needless to say, Dr. Balu must be a charismatic mentor with his brood of 527 mentees under his watch. Value-added courses are offered in partnership with industries like Miles, the Indian Institution of Aviation, and KPMG, to name a few. While about 40% of the students get placed, 30% turn to enterprise while the rest move on to pursue higher studies.

The pre-determined School calendar has over one hundred activities covered with a clockwise schedule each academic year, and it is not all work and no play at this School. Faculty and students socialize frequently in programmes organised at the School which helps them function as a close-knit unit. Dr. Balu organises an interaction with all the faculty and their families over dinner, which helps them bond well. Heart-warming is the promotion of a culture of inclusivity in the School. Differently abled students are supported by two mentors; scribes are provided on request; classrooms are shifted to convenient locations; and the School counts a Paralympic athlete on its rolls.

A professional in the public sector who put her career on the back burner, Dr. Balu's wife plays the role of a sheet anchor at home, where he unwinds with his teenage daughter. A quick dash to the royal city of Mysuru ensures that he spends quality time with his parents. The School of Commerce is poised to see exciting times ahead with many interesting programmes coming its way in the near future.

*Light tomorrow with today.*

**- Elizabeth Barrett Browning**





## Be Aware Beware

### Mr. Asif Mohammed

Assistant Professor, CSE  
Head, Training and Teaching Learning Centre  
School of Computer Science Engineering, PU

OTPs, digital wallets, payment gateways, phishing attacks, firewalls... Our daily lingo has undergone a huge transformation over the years. The opening of the internet is a watershed moment in human history. Alas, along with it comes baggage too huge to ignore. Like all good things, there are also lurking shadows that have to be circumvented. And awareness is the key.

A university as large as ours has put in place fool proof security systems. Safer Internet Day, observed each year on 8th February provided a perfect opportunity for me to chat up issues related to safe online practices and much more with Mr. Asif Mohammed, an Assistant Professor in the School of Computer Science Engineering who is the head of Training and the Teaching Learning Centre at the University.

Mr. Asif Mohammed is currently implementing a very exciting plan for the students. Titled "Super 60," the ambitious programme aims to train students to apply for placements in highly reputed companies and win high compensation packages, which would bolster the University's reputation further. When not training students, Mr. Mohammed is busy conducting development programmes for the faculty to empower them and upgrade their skills.

After an eight-year stint at Infosys, Mr. Asif Mohammed moved to academia, wanting to do something good for society, mould impressionable minds, and settle them well in good jobs. This is his way of giving back to society. He designs customised training modules for students to suit each of the companies that come to recruit our students.



# The Galleria



After such company-specific training cycles, he hands them over to the Placement Cell, which takes it forward from there.

The Super 60 is his brainchild as he prepares fifth-semester students with a CGPA of 8.5 and above who qualify for the first screening. In this first batch, 240 students have met the standard out of a total of 1600 students. Another round of sifting that involved technical and aptitude tests brought out the cream of 60 students. These 60 will be put through six weeks of intensive training spread over the semester holidays and the summer break. The rest of the students picked up after the initial screening will also undergo training so that all these students will be industry-ready and prepared to take on the tech giants with confidence as they face the tough and gruelling recruitment process. Training the students with such a single-minded focus requires a dedicated training team. Mr. Asif Mohammed has created a neat 12-member team from the faculty experts who have been trained specifically to deliver this rigorous coaching.

After wishing Mr. Asif Mohammed and his team of Super 60 good luck in meeting the objectives, our conversation veered towards the incredible power of the internet in making every bit of information available at our finger tips. The vast campus is wi-fi enabled for the students, staff, and faculty, though this unlimited access is given through firewalls to ensure that only safe sites are accessed. PU has a robust and vigilant IT support team, and nothing escapes their watchful

eyes. The team monitors the usage and tracks every movement using technology. They ensure that proxies are identified and barred on time. The team is also watchful, as phishing attacks and bugs are a constant threat in cyberspace. The students' handbook lists out potential dangers and advises students to steer clear of mala fide sites and mindless adventurism. Youngsters are often blinded by the relative anonymity of cyberspace and throw caution to the wind as they freely share personal data, images, and sensitive information, which can be used against them later by those masquerading in the virtual world.

As technology develops and expands its reach, there are greater risks from unknown realms. Hence, the University is constantly investing in creating strong firewalls and security policies in order to make the network resilient and promote ethical usage. ChatGPT is a case in point. Rather than giving in to a knee-jerk reaction and imposing a blanket ban, it is best to explore if there are ways of using it for the benefit of the academic community. The vision of the honourable Chancellor is to endow and equip the University with the best that measures up to world-class standards. As head of training, Mr. Mohammed is constantly working to upgrade the skills of the faculty members and, towards this end, organises awareness and orientation programmes. Students should also be counselled regularly on the dangers of phishing attacks and cyber security protocols so that they shun the lure of the forbidden.





A few tips he shared for good online health are

- Update antivirus software regularly.
- Upgrade with powerful software.
- Watch for system updates. Companies constantly release patches to protect the system from malicious attacks.
- Do not reveal sensitive or personal information.
- Stay clear of dubious sites.
- Check if it is a secure URL, which means that it will always begin with HTTPS instead of HTTP. The extra S stands for security, which means the website is using a Secure Sockets Layer (SSL) certificate.
- While doing online transactions, use multiple authentication methods like OTP on a mobile number and a strong password.
- Never answer questions from unverified sources or click on any links.
- Always stay safe.

The university is constantly upgrading its servers and systems and has secure gateways. There is a huge datacentre operating 24/7 with a maintenance cell monitoring it constantly. Quality is the buzzword, and it is never compromised. The faculty has access to YouTube videos and online digital content and journals from around the world. Our labs are the pride of the institution, as high-performance computers (HPCs) are available for research as well as for augmented and virtual reality. The infrastructure is truly enviable, and very soon the university will be in the process of setting up a lab for robotics, the E-Yantra lab, in collaboration with IIT Bombay.

Blessed with a homemaker partner, he unwinds with his three boys after a busy but fulfilling day at the university. Mr. Asif Mohammed gave us a peep into many fascinating aspects of computer science at the University with a passion that can come only when you are in love with what you are doing. The involvement is unmissable. It is indeed a pleasure to be able to meet so many wonderful people in the university and bring to the fore the silent work that is going on in so many departments at the university.

*At the end of the day, the goals are simple: safety and security.*

**- Jodi Rell**

**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)**







## Mars-Bound

**Ms. Priyanka S Umarji**

Assistant Professor  
Department of Mechanical Engineering, PU

Presidency University was buzzing with activity during the last week of January, with students transporting the Rovers designed by them to base stations with an air of expectation writ large on their faces. It was indeed a proud moment for PU as it was hosting the finals of the prestigious International Rover Challenge 2023.



I sought out the co-convenor of the International Rover Challenge (IRC) committee at PU, Ms. Priyanka Umarji, who is the Assistant Professor in the Department of Mechanical Engineering at PU. Her disarming smile puts you at ease instantly, and what followed was an interesting, free-flowing conversation caught in snatches in the midst of her duties. The IRC is a space robotics engineering competition. It challenges university students to conceptualise, design, develop, and operate an astronaut-assistive next-generation planetary Rover and perform specific missions in Mars-simulated conditions. The objective of the competition is to provide students with a real-world interdisciplinary engineering experience, combining practical engineering skills with soft skills, including business planning and project management. The IRC is a one-of-a-kind space engineering and project management competition for university students.





As human kind looks at sustainable solutions, space technology offers immense potential to students who can explore hitherto uncharted territory, and competitions like IRC open avenues for a better future in this field. Presidency University hosted the finals of IRC 2023 between January 27-31, 2023. This required extensive preparation, which began two months ago. A generous grant of five lakhs from PU set the ball rolling, with the student team Vikasana overseeing all the preparations along with four faculty advisors. Preparations include arranging the field to simulate Mars with all its mountainous elevations, craters, and dry soil. The entire event was mentored and overseen by space entrepreneur Sagar Dhaka, whose venture, the Space Robotics Society, is instrumental in bringing the Rover Challenge closer to home year after year.

The Finals were restructured to have three types of missions: expeditions, operations, and assessments. To qualify for the Finals, teams had to successfully clear two stages: the International Rover Design Challenge (IRDC) and the System Design and Development Review (SDDR). In addition to that, up to 5 teams were also granted "wildcards," which allowed them to directly enter the IRC-2023 Finals. A total of twenty teams had registered, though only eighteen actually came for the final event. Teams took care of their travel and stay while PU arranged for their breakfast and lunch. University buses transported the students from their lodgings to the event and back again in the evening. The event was held over a period of five days, from 7.30 a.m.

to 5 p.m., and students were asked to perform four tasks in all. As the competition is also aimed at enhancing the learning experience of the students, the task included carrying out a set of experiments with its own set guidelines and rules. There were teams from all over the world, including two teams from Bangladesh and one from Poland.

The event was widely covered by the press both national and international with the local media televising a snippet on the event.

**POLAND IN SPACE** Feb 01, 2023 / 0 Comments

### AGH Space Systems is the winner of the International Rover Challenge 2023 in India!



After four days of competition, we learned the results of the general classification of the International Rover Challenge 2023 in India. The AGH Space Systems team, representing the AGH University of Science and Technology in Krakow, turned out to be the best, defeating 17 teams from around the world in the final! Held in Asia, the IRC is one of the world's largest student planetary rovers and space robotics competitions.

Kalman from going through the entire track, the judges appreciated the knowledge of students from AGH, awarding them the maximum number of points for presenting the implemented solutions.

The team also had to give a presentation on project management, applied engineering solutions and ideas for the commercialization of a planetary robot, assuming that the colonization of the Red Planet has already begun (Project Implementation Management Assessment).



In the photo: AGH Space Systems in India (2023). Source: AGH







The Presidency University team pulled off a well-coordinated event, with all participants and the parent venture expressing that, till date, they have never witnessed such a meticulously planned and executed event that went without any glitches, thus adding another feather to its cap.



With Event Coordinator IRC Sagar Dhaka

Ms. Priyanka's five-year stint in the industry has given her a wide-ranging perspective as she served in various critical capacities ranging from supply management, quality, estimation, pricing, and client communication to techno-commercial operations in an enterprise manufacturing spools and hydraulics. This experience comes in handy as she guides her students, helping them bridge the gap between theory and practice. Moving to academia was necessitated to accommodate the demands of her growing family as she embraced motherhood for the second time. She joined a prominent institute of technology in the city as an assistant professor and also served as the industry-institute coordinator, liaising with companies and placing her students in rewarding internships. She joined PU in 2018

and has continued with the best practices she began at her earlier institution. She has sent eight students for internships, of which one was absorbed in the same company last year.

Spending quality time with her children—a teenage daughter in grade eight and a young son in grade two—means less me-time, but that is a sacrifice women are willing to make as they juggle and find work-life balance in life. Aply supported by her husband, who is a software professional, Priyanka symbolizes every bit the modern woman who strives to succeed and grow in her career, reinventing herself along the way.

*A woman is the full circle. Within her is the power to create, nurture and transform.*

- Diane Mariechild





## International Rover Challenge – Some glimpses







## International Rover Challenge – Some glimpses





## DEPARTMENT OF STUDENT AFFAIRS

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

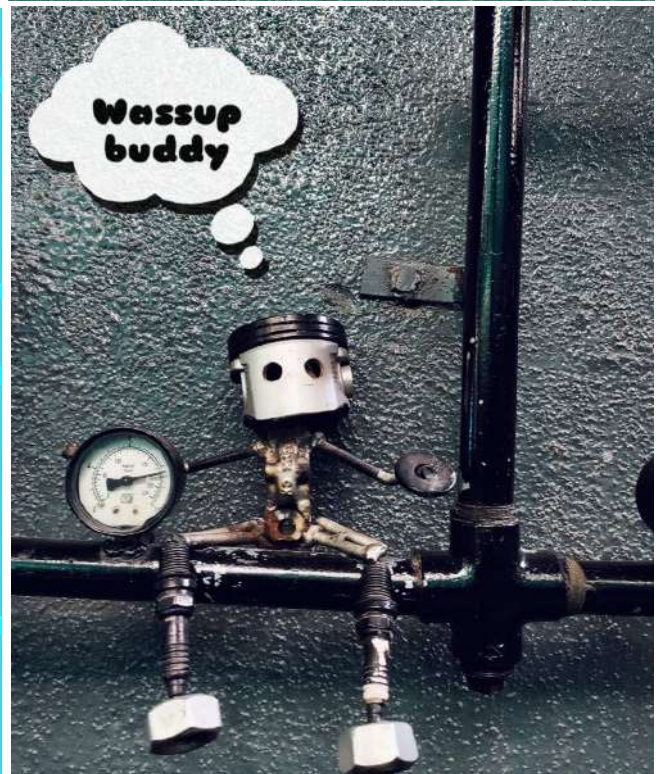
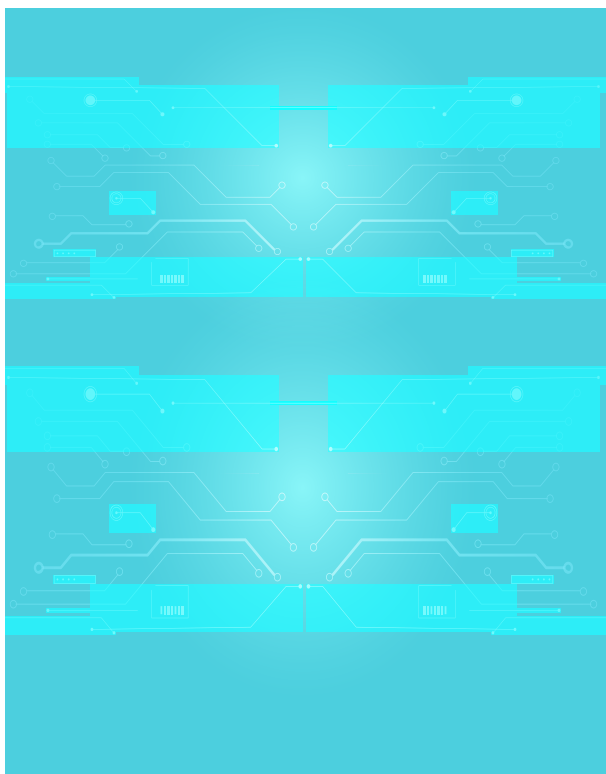
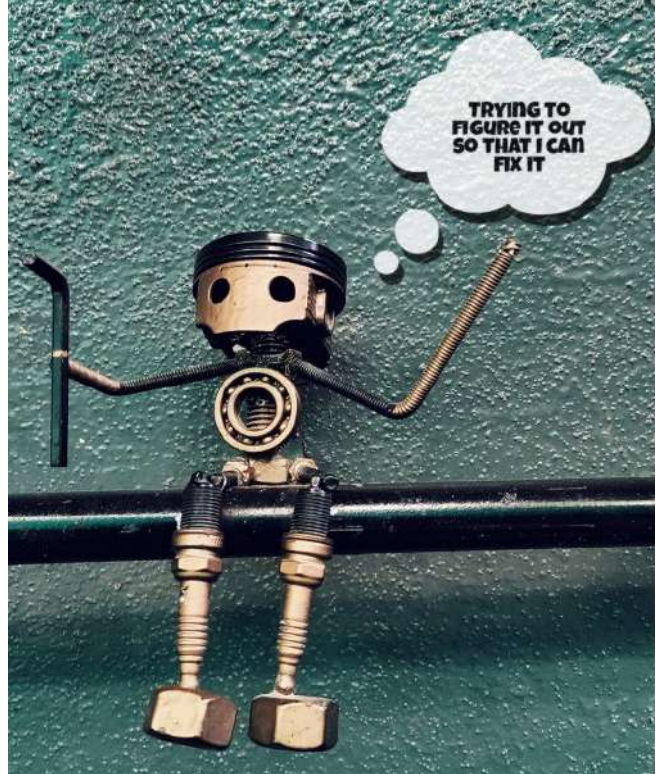




# Beyond Classroom



## Picture Perfect



Rachitha. T. R  
20211BCG0022



## Verse Time

ತಮಿಳು ಮೂಲ : ಸೀನು ರಾಮಸಾಮಿ - ಪ್ರಸಿದ್ಧ ತಮಿಳು ಚಲನಚಿತ್ರ ನಿರ್ದೇಶಕರು  
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ಮಧುಮಿತ ತಾಯಿಯೊಬ್ಬಳು

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ಸಂಭವಿಸುವ ವಿಪತ್ತು ತಿಳಿಯದೆ

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ಅಟ್ಟುವವರನ್ನೂ  
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ಆಕೆಯೂ  
ಅದಕ್ಕೆ ಹೆದರದೆ ದಿಟ್ಟತನದಿಂದಿದ್ದಳು

ಸೂಚನೆ: ಸುನಾಮಿಯ ವೇಳೆ ಕಡಲ ತೀರದ ಎದುರಿಗೆ ವಾಸ ಮಾಡುತ್ತಿದ್ದ ನಿರಾಶ್ರಿತ ಮುದಿತನದ ಬುದ್ಧಿ ಭ್ರಮಣೆಗೊಂಡ ತಾಯಿಯ ನೆನಪಿಗಾಗಿ



Translated from Tamil by Dr. Malarvili. K  
Professor of Kannada,  
Department of Languages, PU.  
Co Translator: Madhumita  
Original Poem in Tamil by Seenu Ramasamy, Tamil Film Director.



# Verse Time

## Verse Time

\*நடந்து செல்\*

மனதில் நம்பிக்கையோடு

\*நடந்து செல்\*

மழையின் மண்வாசனையோடு

\*நடந்து செல்\*

காற்றின் திசையில்

\*நடந்து செல்\*

கனவுகளியின் வழியே

\*நடந்து செல்\*

இன்றுபோல் என்றும் இல்லை

\*நடந்து செல்\*

இதுவும் கடந்து போய்விடும்

\*நடந்து செல்\*



**Dr. Clara Kanmani A**  
Associate Professor(SG) and HOD incharge-CSE  
SOE-CSE, PU







## Union Budget 2023 and Education: New Technology and Skilling in Focus!

India is likely to become a \$7 trillion economy by 2030. This statement has emerged from the recent economic survey by the central government. Just before the Union Budget, the Economic Survey 2022–23 was presented, and as per the survey, India is likely to witness GDP growth of 6–6.8 percent in 2023–24, depending on the trajectory of economic and political developments globally. However, many economists believe that GDP growth is likely to be at the lower end.

Prime Minister Narendra Modi's government laid out new measures to bolster infrastructure to create more jobs and attract investment ahead of next year's national election. With a year to go for national polls, it's crucial for the BJP to tackle the issues of high unemployment and inflation as it seeks to win a third consecutive term. Finance Minister Nirmala Sitharaman focused on farmers, so-called backward castes, and women to deal with the inequities exacerbated by the pandemic. The government increased capital spending to 10 trillion rupees (\$122 billion), which will enable the country to expand its network of roads, ports, and airports and make it an attractive investment destination.

Here, let's talk about the education sector. The closure of schools due to pandemic-related lockdowns over the last few years has severely impacted India's school-going students. Many students, particularly in government schools and in rural India, have lost substantial years of education. After nearly two years of massive disruption caused by the pandemic, the country's education sector is looking forward to a new era.

### Skill Development & Training:

The government's primary focus is on upskilling the youth and increasing digitalization in the education sector. The education sector has received its highest-ever allocation of INR 1.12 lakh crore (\$ 13.66 billion) in the Union Budget for 2023–24. Allocation for school education has increased by 08 percent from INR 63,449 crore (\$ 7.74 Bn) in 2022-23 to INR 68,804 (\$ 8.39 Bn) crore in 2023-24. The finance minister, Nirmala Sitharaman, announced new measures to bridge the emerging gaps in education delivery and the entire system. The government has acknowledged the need for effective teacher training and building resilient mechanisms in education delivery. To this end, the government will re-envision teachers' training through innovative pedagogy, curriculum transaction, continuous professional development, dipstick surveys, and ICT implementation.





## Centre of Excellence and NDL:

Now, it's been decided that District Institutes of Education and Training will be developed as vibrant centres of excellence. A national digital library for children and adolescents will be created to facilitate the availability of quality books across geographies, languages, genres and levels, and device-agnostic accessibility. States will be encouraged to set up physical libraries at panchayat and ward levels and provide infrastructure for accessing the National Digital Library resources.

## Post Pandemic Initiatives:

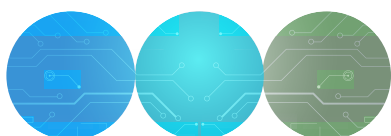
Keeping in mind the loss of learning caused by the pandemic, the National Book Trust and Children's Book Trust will be encouraged to provide non-curricular titles in regional languages and English to these physical libraries. Collaboration with literacy-focused non-governmental organisations (NGOs) will also be a part of this initiative. Financial sector regulators and organisations will also be encouraged to provide age-appropriate reading material to these libraries in order to instil financial literacy.

One good initiative is that to make education more accessible to the last mile, over the next three years, the government will recruit 38,800 teachers and support staff for the 740 Eklavya Model Residential Schools, which serve 3.5 lakh tribal students.

## New Technology & AI Vision:

PM Modi's vision of 'Make AI in India' and 'Make AI work for India' is also to be implemented this year. To make this a reality, three Artificial Intelligence Centres of Excellence (CoE) will be established in top educational institutions. Leading industry players will collaborate to conduct interdisciplinary research, develop cutting-edge applications, and solve scalable problems in agriculture, health, and sustainable cities. This will provide the impetus needed to create an effective AI ecosystem while also cultivating quality human resources in this growing field.

Bridging the gaps in India's education sector will be critical as the country's youth comes of age in a rapidly changing world with new systems and new challenges. The measures announced in the Budget 2023–24 will allow the country to ensure continued growth in the education sector.





## Lab Grown Diamonds

Government to provide an R&D grant to one of the IITs to encourage indigenous production of lab-grown diamonds in a bid to reduce imports.

## Pradhan Mantri Kaushal Vikas Yojana 4.0

To skill the youth for international opportunities, 30 Skill India International Centres will be set up across different States. This will help develop a culture of skill-based learning and teaching.

## 100 Labs for 5G in Engineering Colleges

Finance Minister Nirmala Sitharaman said that 100 labs for 5G will be set up in engineering institutes across India. This initiative will give a boost to the students interested in telecommunication and create employability in the sector.

Now if we summarise the initiatives for the education sector, we can see that Government is keen on New Technology, Train the Trainers initiatives and Education for the weaker sections of the society because they have suffered a lot due to Covid-19 pandemic.





## Highlights of the Budget 2023: Education Budget

- The centre will recruit 38,800 teachers and support staff for EkLavya Schools and support staff for the 740 Ekalavya schools serving 3.5 lakh tribal students.
- A National Digital Library for children and adolescents will be set up to facilitate the availability of quality books across geographies, languages, genres, and levels, with device-agnostic accessibility.
- 157 new nursing colleges will be established in colocation with the existing 157 medical colleges established since 2014.
- The National Book Trust and Children's Book Trust will provide books in local languages and English to the physical libraries.
- A research and development grant will be provided to one of the IITs for the development of lab-grown diamonds.

(Source: Budget as announced by the Finance Minister/[abpnews.com/pti](https://www.abpnews.com/pti) & other public domain resources)

**Prof Rajesh Sisodia**  
**Director**  
**School of Media Studies**





## All About Straw and Rhetoric!

*Rhetoric is the art of persuasion, which is used by writers or speakers to inform, persuade, or motivate particular audiences in specific situations.* Here is a rhetoric by Alice Wong, who is the creator and director of the Disability Visibility Project, an online community dedicated to advocating for and amplifying disability media and culture. Wong, a Chinese-American writer and disability activist, works as a research consultant to ensure inclusion and accessibility for people with disabilities from all backgrounds. She has also produced various articles and publications. In her article "The Last Straw," Alice Wong uses a variety of rhetorical devices and appeals to support her case for the abolition of ableism and the elimination of plastic straws. As a disabled person, Wong is constantly subjected to the callousness of large corporations such as Starbucks and their battle to ban plastic straws in all locations.

This has prompted Wong to write about the difficulties and risks that eliminating straws poses to her and the rest of the disabled population. The plastic straw ban was intended to safeguard and maintain the environment, but the disabled community was not considered. Alice Wong's essay addresses and emphasises the central issue of the situation, namely the marginalisation of the minority of disabled people who rely on plastic straws to operate and even survive.

Patients who are confined to their beds can drink without having to get out of bed. The bendable straws have found their way into hospitals all across the world to guarantee patients get sufficient water. Without a straw, many people with disabilities would be unable to drink at all because they would aspirate liquid into their lungs. Plastic straws, in contrast to biodegradable straws, are flexible, safe to use with hot liquids, and do not dissolve after extended usage. Hard alternative straws, such as metal, bamboo, glass, and acrylic straws, are not suited for persons with tremors, seizures, or conditions that induce temperature sensitivity, or those with palate deformities, due to the danger of harm. Bendable plastic straws allow people with mobility, strength, and motor coordination issues to eat comfortably and avoid spilling on themselves or others. Reusable straws may cause allergic reactions in certain people. They must be sterile after each use; however, they are difficult to sterilise and may make people sick if they consume mould. Reusable straws are simply not an option for people who are unable to do so due to a disability or way of life. Paper and pasta straws both have the potential to cause choking. Other natural materials for compostable straws raise the danger of deadly allergic reactions and frequently require special processing to compost correctly and securely. Reusable and/or alternative straws are also significantly more expensive. A total ban on straws would also stigmatise disabled people if they had to carry them around or ask for them.





## All About Straw and Rhetoric!

Wong aims to raise awareness about the importance of something as simple as a bendy plastic straw in the life of disabled people and to teach others about every day, mundane survival battles. Wong, a writer and activist, conveys her community's concerns to the vast majority of able-bodied people in order to prevent them from abolishing the trivial goods that help her community stay hydrated and, in some circumstances, even breathe. Even with her great writing, Wong faces various limitations in her discourse. Wong is constrained to delivering her argument in writing because she is unable to actively speak out about her difficulties due to her fragility and need for oxygen support. She is representing and articulating the concerns of a minority community of disabled people to an audience that includes the vast majority of eco-abled communities, multinational corporations such as Starbucks, and Union Square Hospitality Group restaurants that have declared intentions to phase out single-use plastics. It is difficult for Wong to properly transmit her message since, as a crippled member of a minority group, she is appealing to a careless majority that wishes to deprive her and her community of basic necessities. All of these rhetorical components push her to use rhetorical appeals to obtain a competitive advantage and sway her audience.

Alice Wong has utilised a variety of unique rhetorical tactics to emphasise the argument she is aiming to portray, such as adding tweets, bullet points, and a numbered list, as well as employing all three rhetorical appeals of logos, pathos, and ethos to produce her essay. She begins her essay by establishing her trustworthiness and appealing to ethos by establishing that the text she authored (her essay) is relevant to her disability and experience. Wong has added the aspect of witnesses to her allegation by sharing tweets from other disabled people. This is yet another appeal to ethos, bolstering her argument's credibility by demonstrating the authenticity of the disabled community's solidarity and creating confidence and trust in her statements.

"Plastic straws are social tools and props—the ultimate conversation starter," said Dune Ives, head of the Lonely Whales Foundation. Wong references and quotes Ives in her article, and she uses logos to establish the logical thesis that one person's source of food is another person's social prop. Near the end of her essay, Wong provides a bulleted list of realistic and logical alternatives, as well as options and flexibility for establishments that need to broaden in order to serve the disabled community personally and inclusively. Because, in the end, it is all about truly welcoming everyone who enters both public and private settings, in her opinion. With this reasoning, she once again appeals to logos, stating that while large organisations and small businesses are able to provide a wide range of diet and culinary options, the important thing to remember is that there is a need to provide selective items at the same level of access for everyone.







## All About Straw and Rhetoric!

Wong expertly uses pathos to elicit thoughts of morality and ethics for the businesses and establishments by criticizing them for their lack of inclusion and individuality for disabled persons. By providing the tweets that back up her accusations and highlighting the suffering of the disabled population, Wong appeals to pathos once more, instilling feelings of isolation and prejudice against disabled people. Wong captures the audience's attention and elicits empathy by presenting comments from people with disabilities who have had to deal with the challenges and inconveniences of the straw ban. She teaches the audience that, despite the larger benefit of banning straws, there are some negative consequences by recounting the stories of people who are directly affected by the plastic prohibitions.

Alice Wong's writing style, with an evocative opening that fades into a numbered list, bullet points, and exemplary experiences from people in the disabled community in the form of tweets, makes it current for today's day and age. Her rhetoric was and will be important as long as there is prejudice against the disabled community and abled bodies monopolise the means of subsistence while neglecting the realities of their day-to-day survival. Furthermore, Wong's unique approach to her essay has done an amazing job of identifying and emphasising all of the deeper underlying concerns that she and her community confront on a daily basis. Her modest ideas focus on what authorities and environmental leaders can do to assist disabled people after years of insensitivity to them. She concludes the piece beautifully by explaining that people in the disabled community are not monsters for using plastic straws and that "plastic tubes"—a non-luxurious device—let her breathe oxygen. This statement has an influence on the reader and sparks intriguing and thought-provoking debates.



**Dr. Noor Fathima**  
Associate Professor of English,  
Department of Languages, P U

## Calling all Staff/Faculty

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

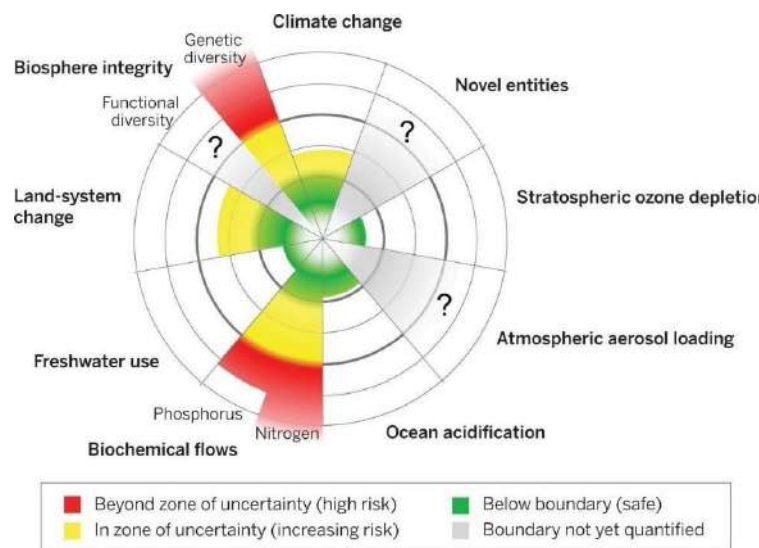






# Climate Change: The 21st Century's Greatest Challenge

The world is facing an unprecedented situation due to climate change. Frequent cyclones, heavy rainfall, melting of glaciers on the pole, rising sea levels, ice melting in the Himalayas, species extinction, unsustainable development, and human activities all lead to greenhouse gas emissions, which drive climate change. This issue is of immense importance for every global citizen. Hence it requires a global initiative against it.

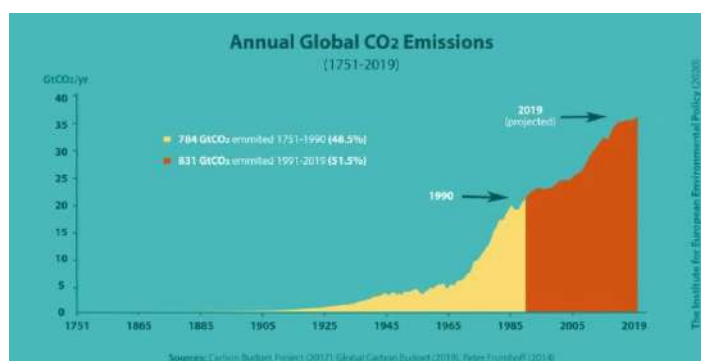


Planetary boundaries: Guiding human development on a changing planet

## Observed changes in the climate

### Emission of CO2

Carbon dioxide emissions have increased by about 50% since 1990 due to the use of fossil fuels and net land-use change. This is causing ocean acidification because 30% of emitted anthropogenic CO2 is absorbed by it.



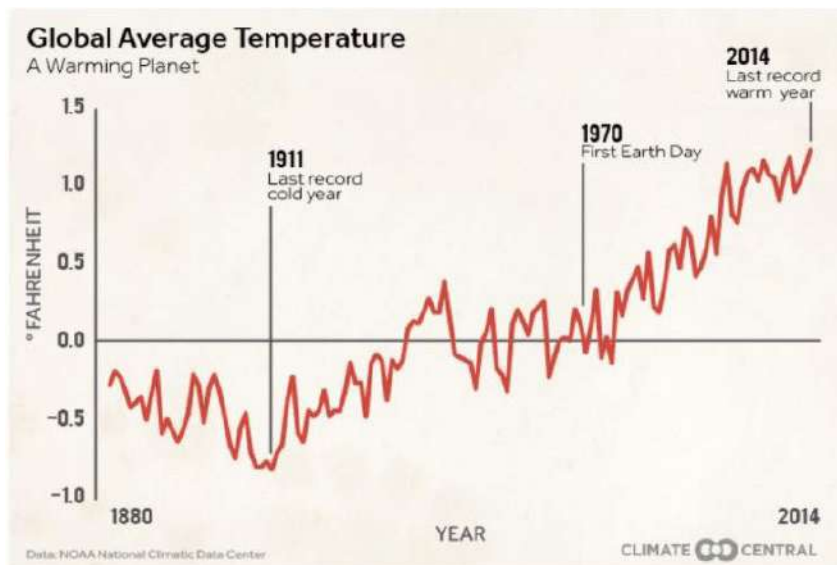
Annual Global CO2 Emissions





## Average global temperature

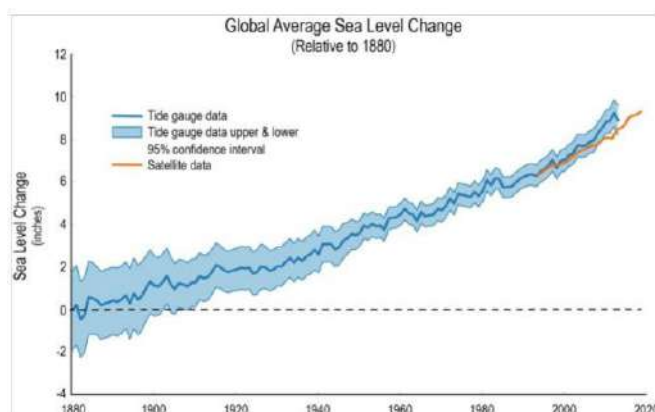
The average global temperature of the Earth increased by 0.85 °C from 1880 to 2012. The world's average surface temperature is likely to increase by 3 °C this century. The area around tropic and subtropics expected to warm more that will affect the poorest and most vulnerable.



Rise in Global Temps Since 1880

## Increases in sea level

The global average sea level rose by 19 cm from 1901 to 2010, due to global warming and melted ice. 1.07 million km<sup>2</sup> of ice loss every decade since 1979 leads to a reduction in Arctic sea ice.



Global average sea level change





# Commitment by the government of India to reduce the effects of climate change in the Paris agreement

India has been taking several proactive climate actions to fulfill its obligations as per the principles of common but differentiated responsibilities and respective capabilities and equity. These are

- To reduce the emissions intensity of its GDP by 33 to 35% below 2005 levels by the year 2030
- To achieve 40% of cumulative electric power installed capacity from non-fossil fuel sources by 2030
- To enhance forest and tree cover to create an additional carbon sink equivalent to 5 to 3 billion tonnes of carbon dioxide by 2030.

## India's National Action Plan on Climate Change (NAPCC)

1. National Solar Mission (NSM)
  - Achieve 100 GW of solar power in seven years, starting in 2014–15.
2. National Mission for Enhanced Energy Efficiency (NMEEE)
  - To make information on energy consumption mandatory in large energy-consuming industries
  - Towards a reduction in taxes for energy-efficient appliances,
  - Financing for PPP to reduce energy consumption through demand-side management programmes in the municipal, building, and agricultural sectors, provide energy incentives
3. National Mission for a Green India (GIM)
  - Improved ecosystem services by increasing forest/tree cover by 5 m ha and improving the quality of forest cover on another 5 m ha (a total of 10 m ha).
4. National Mission on Sustainable Habitat (NMSH)
  - Development of sustainable habitat
  - promoting energy efficiency as a core component of urban planning by extending the existing Energy Conservation Building Code (ECBC).





- strengthening the enforcement of automotive fuel economy standards,
- using pricing measures to encourage the purchase of efficient vehicles and incentives for the use of public transportation

#### 5. National Water Mission (NWM)

- focuses on monitoring groundwater using new technologies
- promotion of water conservation, augmentation, and preservation involving citizens
- focusing attention on overexploited areas
- promoting basin-level integrated water resources management.

#### 6. National Mission for Sustainable Agriculture

- enhancing food security by making agriculture more productive, sustainable, remunerative, and climate resilient.

#### 7. National Mission for Sustaining Himalayan Ecosystems

- To continuously assess the health status of the Himalayan ecosystem. Enable policy bodies in their policy formulation functions.
- Start of new centres relevant to climate change in the existing institutions in the Himalayan states
- Regional cooperation with neighbouring countries in glaciology.

#### 8. National Mission on Strategic Knowledge for Climate Change (NMSKCC)

- To gain a better understanding of climate science, the formation of knowledge networks among the existing knowledge institutions engaged in research and development.
- Development of national capacity for modelling the regional impact of climate change on different ecological zones within the country.





# Individual activity to reduce the impact of climate change

- Use of public transportation or carpooling
- Eat a plant-based diet.
- Live car-free
- Buy a more efficient car or bike.
- Have one fewer child.
- Spread awareness through social media.
- Join movements related to environmental protection.
- Adoption of a sustainable lifestyle

Vignettes

**Dr. Pallabi Kakati,**  
Assistant Professor,  
Department of Electronics and Communication, SoE, PU

and

**Dr. Devendra Singh Dandotiya**  
Assistant Professor,  
Department of Mechanical Engineering, SoE, PU





# Calling all students, staff, faculty

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

Are you good at painting or sketching?

Here is your chance to showcase your creativity.

Send your entries to **editor@presidencyuniversity.in** as a word document along with your photograph and credentials.







## Roundup of activities in January 2022

### Blessed Visit



Mighty oaks grow from little acorns. The new year saw new beginnings. The foundation for Presidency University was laid on 29th December 2012, by Sheikh Sayed Sabahuddin Al Rifaai Al Baghdad. With the grace of the Lord Almighty, from a modest beginning, the University has grown to its present strength. It was a nostalgic event when Sheikh Sayed Sabahuddin Al Rifaai Al Baghdad unveiled the Foundation Stone at the hallowed spot in a commemorative event in the presence of the Honorable Chancellor and other dignitaries on 24th January 2023.







## Blessed Visit





# SOM Event 9th January



## Faculty Induction and Orientation





## Faculty Induction and Orientation







## Faculty Induction and Orientation





## Republic Day Celebrations







# Republic Day Celebrations







# Republic Day Celebrations







# Republic Day Celebrations





# Republic Day Celebrations







## Reev Car Event





## Research Supervisors Ph.D. Induction Programme

The Research Supervisors Ph.D. Induction Programme was held on 17th January 2023, in MG13, Presidency University, Bengaluru. The Vice Chancellor, Dr. Subhakar, addressed the supervisors about the Ph.D. programme, the importance of quality, and statistical analysis, followed by Dr. Ramesh C. S., Dean R&D.



Professor Jagdish H. Godihal, Deputy Dean for Academic Research, delivered a talk highlighting the 5W1H of the Ph.D. Programme, the Role of Supervisors, and Academic Research Practices for Effective Guidance: A Few Insights and a Way Forward. He emphasized that research is all about creating new knowledge and learning how to enhance the ability knowledge, knowing more and more "knowledge" about the world surrounding us. His talk outlined the 5W1H of the programme: role of supervisors, doctoral committee, course work, comprehensive viva-voce (CV), submission of a synopsis, and submission of a thesis. Further, he provided a few insights on the Symbiotic – RS + RS,

(Win-Win matrix), approach, Lastly, he gave a take-home message: supervisors play a significant role in either the success or failure of their supervisees' research. Agreeing to supervise some research students indicates one being ethically responsible for their students' research behaviour and works. Finally, while trust is at the heart of research and supervision, checking up on the collected data of one's supervisees is still ethically critical to maintaining research integrity.

The session was very interactive, and the attendees appreciated the usefulness and relevancy of the programme, and the reading material shared will go a long way in shaping their research supervision journey.





## Swami Vivekananda Jayanti-2023

DSA, in association with the Civil Engineering Department, celebrated Youth Day on the occasion of Swami Vivekananda Jayanti at Presidency University, Bengaluru, on 12th January 2023. Smt. Rekha Ramachandran, founder secretary of Disha Bharat, delivered a talk on "Vivekananda's Vision—My Mission." Dr Anu Sukhdev, Asst. Dean, DSA and Dr Nakul Ramanna, HoD, Civil Engineering were present on the occasion.



Every citizen, especially the young generation, should inculcate and imbibe in their hearts and souls the mantra of Swami Vivekananda: "Arise, awake, and do not stop until the goal is reached." Professor Jagdish Godihal administered the oath to the students on the following points:

Self-Discipline: I sincerely try to maintain a highly disciplined life and self-discipline in all the activities I undertake.

Natural resources: I practise and help others to use natural resources optimally and also to conserve and protect nature.







Obligation towards society: I practise and also inculcate in others the need to maintain family bond, harmony, and good values to have a healthy and prosperous society (i.e., promoting harmony, cooperation, and coexistence in today's society).

Awareness about Protected Water Supply, Hygiene, and Sanitation: I make the public aware of the importance of Protected Water Supply, hygiene, and good sanitation at the local, regional, and national level.

Educating Young Generation: I sincerely inculcate and imbibe in myself and all my young friends the necessity of adhering to the rules and regulations of the institute of study, local self-government, state and the nation, especially traffic and caring of children, women and old aged persons.

Awareness about Diseases: I learn and enrich myself about the diseases related to lifestyle, eating disorders, and pollution; I create awareness about them amongst the young population.

Professional Ethics and Human Values: I Inculcate in me and amongst my fellows, the ethics and human values and practice Indian culture and heritage in developing healthy, harmonious, prosperous society.





## Placement Bootcamp

The Bootcamp on Placement took place on 25th Jan 2023, at MF13, School of Management. Learning and Development, in association with SoM, hosted the programme. The training was conducted by soft skill trainers from the L and D team, Mr. Roopesh Salian and Ms. Manni Garg, under the able mentorship of Dr. Sreelekha, Head L&D; Dr. Krishna Kumar K, Associate Dean—SOM; and Dr. Akhila R. Udupa, Prof. and HOD—SOM.

The training focused on assisting students who were left out in the placement drives get support in facing personal interviews. The training was also directed towards areas like personal grooming, resume writing, interview preparation, etc. The training focused on topics like

- Resume and Interview Checklist
- Personal Interview Training
- Professional grooming
- The dos and don'ts of the interview

Students found the entire programme invaluable as it helped them prepare with confidence to face the interview panel.





## **Answer to the January edition of the Picture Calling Photo contest**

### **The Kalka Shimla rail service**

Picturesque locales and stunning views of the Himalayan ranges mark the Kalka-Shimla railway, which is known for its pioneering narrow-gauge railway line. The total distance covered is 96.6 km. It was built by the British to connect Shimla with the rest of the Indian rail system. A unique feature of the Shimla-Kalka line is the presence of over 800 small and big bridges and via ducts over 100 bridges along its route.



### **The following got it right.**

1. **Tanish Agarwal, SOC,  
20221BBA0067**
2. **Abdul Jaleel K,  
Office of the Registrar, PU**
3. **Dr. S. Gokulakrishnan,  
Assistant Professor, SoE, PU**
4. **Dr. Hidayath Ulla  
Assistant Professor, Department of Physics, PU.**

# Congratulations





# Picture Calling



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



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





## **Congratulations and Best Wishes**

**Ms. Sameena Noor Ahmed Panali,**

**on being appointed as the Registrar of Presidency University**







## Ceramic and Glass Designers

A combination of creativity, science, and technology makes this course exclusive for those with an aptitude and passion for ceramics. Ceramic engineers study the behaviour, application and uses of ceramic materials. They are tasked with developing new products using existing ceramic materials. These could range from glassware, fibre optics products, cement, and bricks to coatings for space vehicles, materials for microelectronics, components of nuclear fuel, and pollution control devices. And then there are the artists with their own studios who create pottery and sculpture.

There are designers who are constantly designing new products and finding niche markets for their products. This is a fast-growing industry with a compound annual growth rate (CAGR) of about 15%. Job opportunities abound as recent advances in technology have expanded the applications of ceramic engineering. Candidates from streams like mechanical, civil, electrical, chemical, and materials engineering can also become ceramic engineers. The major work areas of a ceramic engineer involve research, design, production, testing, and sales.

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

*Art is not what you see but what you make others see.*

**- Edgar Degas**





# Chocolatier

Have you ever watched Charlie and the Chocolate Factory? Imagine houses made of chocolate, and everywhere there are chocolates in all shades of brown and white. Who creates these chocolate products in innovative designs?

A chocolatier is an expert who makes confectionery and sweets from chocolate and can craft an amazing array of delicious and delectable chocolates. A chocolatier is an artist who works with chocolate to create masterpieces that are both beautiful and delicious. A Chocolatier creates various chocolate based products like bonbons, pastries, cookies, desserts and artistic chocolate mouldings. A chocolatier has thorough knowledge about chocolate formulations, texture, and the many methods of making chocolates.

Homemade chocolates have become a cottage industry, especially after the pandemic. Creatively crafted and neatly packaged, these have become ideal gifts, and many small businesses have evolved in recent times. Short-term courses are available that prepare aspirants for careers in this industry. If you are interested, you can begin by pursuing it as a hobby.

Offbeat

*Life is like chocolate, it's the bitter that makes you appreciate the sugar."*

**- Xavier Brebion**





Look at the following sentences.

1. Your a teacher, aren't you?
2. Do you know where your going?
3. Can I have you're coat?

They are all incorrect as there is confusion between your and you're  
Your means belonging to you while you're is the abbreviated form of you are.

Here are the correct sentences.

1. You are a teacher, aren't you?
2. Do you know where you are going?
3. Can I have your coat?

Incorrect

1. See if my pen is their.
2. There ancestral house is sold.
3. This is there house.

Here the confusion is between their, there.

There refers to a place or something which exists.  
Their represents belongingness.

Correct

1. See if my pen is there.
2. Their ancestral house is sold.
3. This is their house.

- I can't believe how much clever she is. – Incorrect
- I can't believe how clever she is. – Correct

Explanation

- We use how much and how many before nouns.
- With adjectives and adverbs, we use only how.
  
- It was a real pleasant day today. – Incorrect
- It was a really pleasant day today. – Correct

Explanation

This error is due to mixing up adjectives and adverbs.





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

Here are words and conversation sentences related to relationships put together by the Department of Languages-Kannada for non-Kannadigas to make yourselves at home in Bengaluru. Happy learning.

1. Mother- Amma/ Thaayi
2. Father - Appa /Thandhe
3. Grandfather- Ajja/Thaatha
4. Grandmother- Ajji
5. Husband – Ganda/pathi
6. Wife - Hendathi/ Pathni
7. Elder Brother – Anna
8. Elder Sister- Akka
9. Thamma- Younger Brother
10. Thangi- Younger sister
11. Aunt- Chikkamma/ Doddamma/ Atthe
12. Uncle- Chikkappa/ Doddappa/ Maava
13. Mother's Brother – Sodhara Maava
14. Father in- Law- Maava
15. Mother in-law- Atthe
16. Sister's Husband – Bhaava
17. Child – Magu
18. Children – Makkalu
19. Son- Maga
20. Daughter – Magalu
21. Grand Son – Mommaga
22. Grand Daughter – Mommagalu
23. Mother's Elder sister – Doddamma
24. Mother's Younger Sister – Chikkamma
25. Uncle (Father's Elder Brother)- Doddappa
26. Uncle (Fathers Younger Brother) – Chikkappa
27. Wife's sister – Naadhini
28. Husband's Brother – Maidhuna







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

- Ninna (Singular, Younger than you) - your
  - Nanna (Singular) - my
  - Namma (and Plural form) - our
  - Nimma (Honourific and Plural form) – your
- o What is your mother's name? - Ninna ammana hesaru enu?
  - o My mother's name is Susheela. - Nanna ammana hesaru Susheela.
  - o What is your father's name? - Ninna (Singular) thandeya hesaru enu?
  - o My Father's Name is Kamal. Nanna (Singular) thandeya hesaru Kamal.
- How many younger sisters do you have? - Nimage eshtu thangiyaru iddaare?
  - I have only one younger sister. - Nanage obbaLe thangi iddaale.
- Which is your grandfather's native place? - Nimma Thaathana ooru Yaavudhu?
  - My grandfather's native place is Andhra Pradesh - Nanna Thaathana ooru Andhra Pradhessa.
- In which college is your elder sister studying? - Nimma Akka yaava College nalli odhuthiddaare/vyaasanga maadutthiddaare.
  - My elder sister is studying in Presidency College - Namma Akka Presidency college lli oddhuthiddaare/ vyaasanga maadutthiddaare.
- What is your aunt's son's name? - Nimma chikkamma Magana hesaru Enu?
  - My aunt's son's name is Dilip. - Namma chikkamma Magana hesaru Dilip.
- Do you have children? - Nimage Makkalu iddaara?
  - Yes – Haudhu.
- How many children do you have? - Nimage eshtu makkalu iddaare?
  - I have two children. Nanage ibbaaru makkaLu iddaare.





# All about the tea bags

## Trivia



Tea, the beverage that acts as a stimulant for so many, has an interesting history. The British wanted to break China's monopoly and hence introduced tea to India in the nineteenth century. The area surrounding the city of Darjeeling saw the earliest plantations in the 1850s. It was the arrival of the tea bag that changed the "drinking" habit radically.

In 1908, Thomas Sullivan, a New York tea merchant, sent a few samples of tea leaves to his customers in small silken bags. The recipients assumed that the bags were supposed to be used in the same way as the metal infusers. So, they put the entire bag into the teapot rather than emptying out its contents.

And viola, a new way of infusing tea was born.

Though it was pure serendipity, Sullivan went on to start mass production of teabags for commercial production. In the 1920s, his sachets made of gauze—and later, paper—included the string with the tag hanging over the side so the bag could be easily removed. And thus began our fondness for the tea bags, which continues to this day.





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

Please send your comments and suggestions to  
**editor@presidencyuniversity.in**



## **The Team**

**Mr. Salman Ahmed - Chief Patron**

**Dr. Akila S Indurti – Editor**

**Abdulla T A – Designer**

**Pingal Chanda – Photographer**

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



