PRESIDENCY
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Please send your comments

and suggestions to editor@presidencyuniversity.in

Uptake

As the heat and the dust settle down in the US after the elections, many countries around the world are waiting with bated breath to see how they will be impacted by the change of guard there, especially in the face of the many threats that the President-elect has been announcing in loud and clear terms. Many of our citizens who were drawn by the great American dream might find their dreams turning into nightmares if they are summarily shunted out before they could repay the hefty loans they might have taken to get the American degrees. In a highly competitive world, the proverbial pie is shrinking, and outsiders are increasingly seen as threats; thus, countries that once welcomed immigrants to improve their prospects are now shutting their doors to safeguard resources for their citizens.

So what should we do to empower our citizens? Education, of course, is a great leveller, and if we can offer quality education in our own institutions, then we can reverse the brain drain to a large extent. There is no dearth of hard-working, talented academics in our land, but are the students willing to transform themselves as innovators and future leaders, or will they be content with doing the usual thing and wait for the last semester to grab a certificate to testify them as qualified to enter the job market? It is common knowledge that it is a dedicated student who brings out the best in the teacher.

What should students do to cultivate a growth mindset that prevents them from becoming 'also rans' and makes them stand out in a crowd? To be innovative means to embrace the inherently unpredictable and be prepared to face the out-of-syllabus questions boldly. One has to steel the heart to embrace failure to progress on the path to success. Student days are not merely passing time in the many cafeterias that dot the landscape but being consumed by a burning desire to find solutions to the wicked problems that are there all around us. Innovation is not a skill set that can be taught using a guided manual but something that can be learned by experimenting through exploration. It is taking the road less traveled and the willingness to burn the midnight oil not for late night outs but learning to depend less on pre-prepared materials and presentations and spending the time to experiment, accept failure, dust oneself, and start all over again. It is that tenacity and dedication that can bring out the best and discover new knowledge and practices.

Such students are always the delight of professors who are willing to share their expertise and experience and guide the students to co-create, thereby encouraging innovation.

There are thousands of students who graduate from each educational portal in this country, but the desire to make a mark and stand out from the crowd should come from within. Universities can provide a conducive atmosphere, but in the end, it is only when students take the responsibility and desire to prove themselves, making use of the available resources, can the country progress. Until then, moving to greener pastures may be a safe route, but it is no longer the guaranteed path to success in the present-day competitive world.

Until we meet again, have a wonderful time ahead!
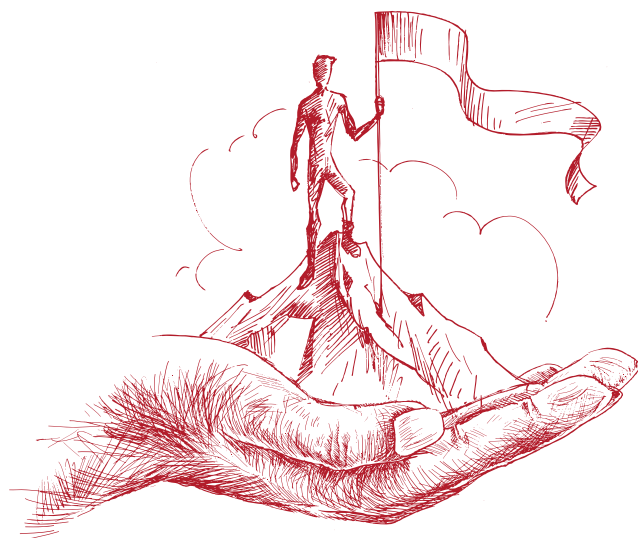
Dr. Akila S Indurti
Editor

Success is the sum of small efforts, repeated day in and day out.
Robert Collier

Content

BEYOND CLASSROOM

A celebration of your talent

Divinity

Sketch Time

Konjeti Nihitha Lakshmi
20241BDS0023
B. Des (Fashion Design)
Foundation

A Love Written on the Pitch

Verse Time

He was like Real Madrid's pride,
She, a Manchester United tide.
Unlikely met, like Greece that soared,
In '04's triumph, hearts restored.

She glimpsed the Ronaldo in his play,
He saw Georgina in her sway,
Yet both felt o side, out of line,
A love so deep, yet misaligned.

As days slipped by, their words took flight,
Growing deeper with each night.
She was the Mourinho to his dream,
The Guardiola to his team.

He played Batistuta's fervent fire,
Her Bu on, her heart's desire.
To her, he was Gerrard's pride,
Or Reus at Dortmund, side by side.

Together they soared, like Jamie's tale,
And Leicester's magic, fierce and frail.
But as emotions rose, so too the weight,
Responsibilities sealed their fate.

She faded away, Oscar's drift from blue,
And all his best, he tried, he knew.
To him, she'd be World Cup's crown,
The Ballon d'Or, his life's renown.

Yet she chose PSG's allure,
Like Pogba's pull, United's lure,
Or Kaka's heart led to Madrid,
The dreams of one were swiftly hid.

And suddenly, he felt the strain,
De Bruyne lost at Chelsea's reign,
The Mourinho left to Tottenham's plight,
The Messi set for Barça's flight.

Now he's Vinicius on the rise,
While she's the prize he idolized.
He, Dortmund seeking one last score,
She, the Champions League he'll reach no more.

Yet memories play, like El Clasico's lore,
In Santiago Bernabeu, where passions soar.
He was the Ronaldo, bold and true,
She, the Messi he once knew.

In rival realms, their spirits roam,
Two hearts, like legends, finding home.

Abijith. G
20231CAI0041

ವೈರುಧ್ಯ

Verse Time

ನಾನು ಕೊಡೆ ಮರೆತ ದಿನಗಳಲ್ಲಿ ಮಳೆ
ಹೊಯ್ಯುತ್ತದೆ

ನಾನು ಕುಡಿವ ವೇಳೆ ಚಹಾದ ಬಟ್ಟಲಲಿ
ನೊಣ ಬೀಳುತ್ತದೆ

ಪೂರ್ವಕ್ಕೆ ಪಯಣಿಸಲು ಕಾದಿರುವ ವೇಳೆ
ಪಶ್ಚಿಮಕ್ಕೆ ಹೋಗುವ ಬಸ್ ಗಳು ನನ್ನನ್ನು
ಕ್ರಮಿಸಿ ಹೋಗುತ್ತವೆ

ಕ್ಷೌರ ಮಾಡಿಸಿಕೊಳ್ಳುವ ಯೋಚನೆಯಿಂದ
ಕ್ಷೌರಿಕನ ಅಂಗಡಿಗೆ ಹೋದರೆ ಮಂಗಳವಾರ
ರಜೆ ಮುಚ್ಚಿದ ಬಾಗಿಲು ಅಣಕಿಸುತ್ತದೆ.

ಕೈ ಗಡಿಯಾರ ದುರಸ್ಥಿಯಲ್ಲಿದ್ದಾಗ ಸುಂದರ
ತರುಣಿಯೋರ್ವಳು ಸಮಯವ ಕೇಳುತ್ತಾಳೆ

ಸದಾ ನಾನು ಕಾದಿರುವ ಲಿಫ್ಟ್ ಮೇಲೇ
ನಿಂತುಬಿಡುತ್ತದೆ.
ನಾನು ಮೆಟ್ಟಲೇರಿ ಹೋಗಲು ಯತ್ನಿಸುವಾಗ
ಕೆಳಗೆ ಇಳಿಯುತ್ತದೆ.

ಮಾಡಿದ ಸಾಲವ ಕೊಡಲು ಬಂದವನನು
ನಾನು

ನಿದ್ರಿಸುತ್ತಿರುವೆನೆಂದು ಹೇಳಿ ಹಿಂತಿರುಗಿ
ಕಳುಹಿಸುತ್ತಾಳೆ ನನ್ನ ಪತ್ನಿ

ಇದಕ್ಕೆಲ್ಲಾ ಪರಿಹಾರವರಸಿ ಪಕ್ಕದೂರಿನ
ಜ್ಯೋತಿಷಿಯ ನೋಡಲು ಹೋದೆ

ಸಿಡಿಲು ಬಿದ್ದು ನಿನ್ನೆ ಅವನು ಮಡಿದುದಾಗಿ
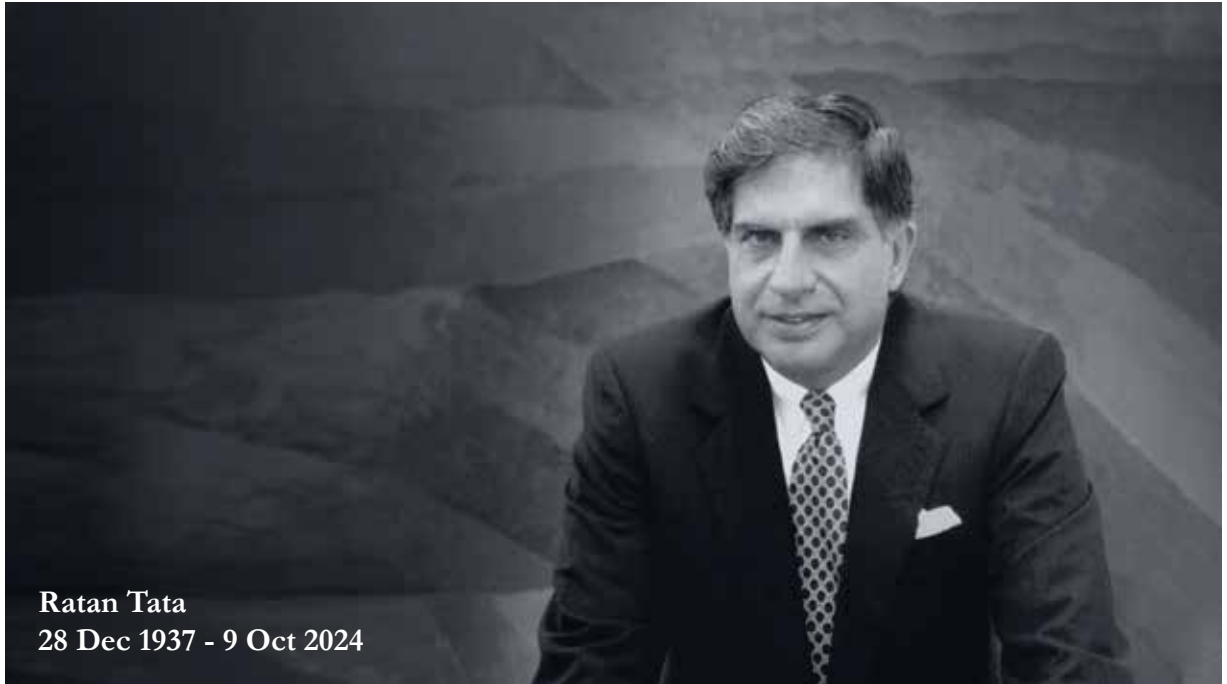ಹೇಳಿದರು.

Tamil Original:
Mr. Vasantha Kumaran

Translation: Dr. Malarvili K
Professor of Kannada
Department of Languages

In Memoriam

vignettes

Ratan Tata
28 Dec 1937 - 9 Oct 2024

Humble tributes to a great legend Ratan Tata Sir, an extraordinary leader, visionary, and philanthropist who transformed the Tata Group into a global institution while maintaining the highest standards of ethics and corporate responsibility. His humility, compassion, and dedication to uplifting communities and fostering innovation were hallmarks of his remarkable career. His contributions to both business and society will be remembered with deep respect and admiration. Mr. Ratan Tata was more than just a leader; he was an inspiration. His passing marks the end of an era, not only for the business world but for the values of integrity, kindness, and service he embodied.

ॐ शांती, Ratan Tata Sir, you will be profoundly missed, but your spirit and influence will guide us for years to come.

Dr. Jagdish H Godihal
Professor
Department of Civil Engineering

Essential Needs/Needed Essentials and Fourth Ape Muted Musings

vignettes

I received some input about the economy and buying habits, and I deliberated on it. Growth of economy happens when people buy things they do not need with the money they do not have. From Rolls-Royce to Montblanc, many would not really need any of those items. (Call me 'Thoreau back.') Yet economies rely on advertisement-induced requirements or demands to make you pay for what you do not need and sell you a loan to buy it while you then work your life to pay it down.

Imagine if the world starts buying only what it really needs! Behold, the global economy would likely enter into a severe recession.

Finally the fourth ape! He is the sum of the first three: He sees nobody, hears nobody and speaks to nobody.

Will you not perform your daughter's marriage in a grand way? You would say once a lifetime event/I have one daughter and I can manage.

Will you not buy Chivas Regal (when ultimately what you need is alcohol for a kick) instead of country liquor?

Will you not keep a car (with a/c, touch screen, moon roof, etc.) when your family is of three people and does not need it?

Will you not put your ward in a fancy/big school extracting big money? (You would say parents have to spend and work for their children—give them the best?)

Will you not spend heavily on fiancée before marriage? You say it is a once-in-a-lifetime occasion.

Will you not visit a fancy fine dining center? When you can fill your stomach with simple food and simple restaurants.

Will you abstain from throwing parties for one or the other reason?

But then what are we purchasing? Or spending our money on?

vignettes
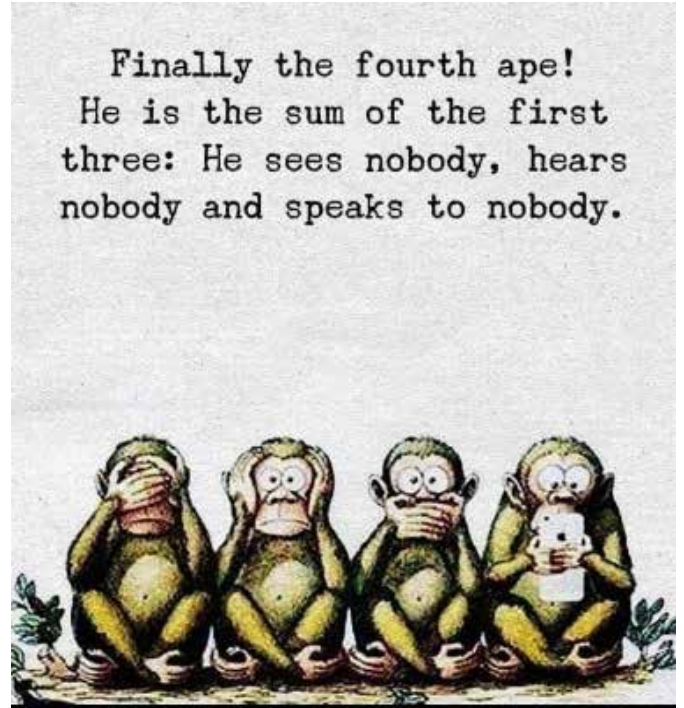
Yes, we are spending on 'fast to get', heavily discounted, and that serves us instantaneously/gives instant gratification.

We tend not to buy or defer items of durability. We want to live life king size. We are going for designer holidays, designer food, designer weddings, and designer babies as well. The elite would go for luxe items/events as they are enamoured by possession of such items as part of social status. Especially the present social media-savvy creed. Now, what will last longer is passé (that includes relationships, sorry for being overly pessimistic), as we are faced with the young-gen that are impulsively and continuingly consuming irrespective of a real need. Have you observed that today people are excited about seeing a 50% discount on social media and then see the product? (They want to buy because something is offered at 50% discount.) Everyone is aware that today's youth or tech-savvy elderly buy things not required, and you know their answer—that the product is being offered with huge discounts (a false sense of emotional surplus). Needs are designed and sold by the media, who are religiously following the Fritz Heider balance theory. Manufacturing also propagates: tomorrow consumers would repent for what they have bought today, as it will be cheaper and better tomorrow than what it was today.

Most of the time and most part of the earnings of the populace are now spent over 'one-time use' products/contexts. They say they are buying experiences. All said and done, can we question somebody's priorities? (Laissez faire!) ------ fourth ape listening?

Prof. (Dr.) Ashok Itagi
Professor, Sponsored Research

Textiles in Transition:
Moving from Wearable Art to Living Spaces

The journey of textiles from wearable art to integral components of spatial design is a captivating story of artistic transformation. Traditionally used to adorn and protect the body, textiles have transcended their original purpose to redefine the aesthetics and functionality of architectural spaces. This evolution mirrors society's growing desire to express individuality and culture through both personal attire and the environments we inhabit.

Vignettes

Today, textiles are as essential in shaping atmospheres as they are in shaping style. Their journey begins with the tactile and personal connection we feel to clothing—the texture, color, and movement against the skin. As textiles transition from body to space, they bring this intimate sense of comfort into larger environments, softening interiors, enhancing acoustics, and creating a visual dialogue that blends form with function.

vignettes

Artists and designers are using textile techniques like weaving, dyeing, and digital printing to create installations and architectural elements that push the boundaries of textile art. Sculptural draperies, textile partitions, and fabric-covered walls bring fluidity and warmth to static spaces, inviting interaction and engagement. This transformative journey is a roller coaster that merges tradition with innovation, linking the tactile experience of personal fashion with the immersive design of our living and working spaces. Textiles, once confined to the body, now envelop entire spaces, making our environments not only places to inhabit but also canvases of dynamic expression.

Mr. Sanskar Verma
Assistant Professor
Presidency School of Design

Decentralized Synergy:
Transforming Cosmos with Blockchain-Enabled IoT
Blockchain: Replacing Trust with Proof, Block by Block

vignettes

Blockchain is a decentralized invention that was originally invented to fulfill the purpose of digital currency, bitcoin, by Satoshi Nakamoto in the year 2008. Over the years, it has paved its way into the cosmos of the Internet of Things (IoT). Connecting devices and facilitating smooth data exchange are crucial functions of the internet of things (IoT), which boosts comfort and efficiency. Embedding the nature of decentralization into the IOT network across its nodes, it stores the data with security based on consensus algorithms. From smart wearables to complex ecosystems, IoT has arrived.

What role will blockchain play in enhancing privacy and security for IoT-enabled smart cities of the future?

Voting in India is a charmingly old-school process where citizens still line up to use paper ballots or electronic voting machines (EVMs), despite being hailed as secure and robust, leaving plenty of room for whispered doubts and conspiracy theories.

The future of digital cities could use these technologies to facilitate energy-efficient resource management, traffic management, and bureaucracy. For instance, blockchain and IoT are integrated in the solicitation of voting systems where blockchain could provide total transparency, security, and immutable technique because it uses

vignettes

concepts like encryption, decryption, hash function, consensus, Merkle tree, etc. Blockchain technology is an appropriate platform for storing and sharing the data in a secured and anonymous manner. IoT makes use of biometric sensors, using which people can cast their votes in physical mode as well as in digital mode.

Integration of blockchain and IoT throws a wide possibility across interdisciplinary fields like consensus algorithms, data automation, and transparency. This combination facilitates seamless, secure device-to-device communication, which is crucial for the nexus of ecosystems. This interdisciplinary collaboration promises to innovate beyond conventional limits in the future.

Dr. Shakkeera L
Professor & Associate Dean
Presidency School of Computer
Science and Engineering (PSCS)

Mr. Bharath C
Research Scholar
Presidency School of Computer
Science and Engineering (PSCS)

Would you like to contribute articles to the University magazine?

Send your articles to editor@presidencyuniversity.in as a Word document along with your photograph and credentials before the 15th of each month.

Note: Please send images and photographs separately as attachments. Please do not attach images to Word documents.

Rise and Shine

The Counsel

Rayan was always getting into trouble for indulging in plainspeak. He was brought up to do right, and somehow he could never couch words in pleasantries. His blunt words caused misery to others, and he himself was miserable most of the time. His friend Raoul knew Ryan was good at heart and wanted to help him. So as always the case in such matters, they decided to pay a visit to their mentor, who they knew would definitely help them.

As soon as the master saw the young men, his face beamed with joy. Rayan stated his problem and sought the master's wise counsel. "Never speak a truth that causes harm," declared the master. "Instead, use the power of language to convey truth without causing distress.

I will tell you the story of the disabled king who had one eye and one leg. He looked at the gallery of his ancestors and wanted a portrait of himself painted so that it too could find its place in the king's gallery. All the painters in the kingdom refused to fall for the bait, citing one reason or the other. They did not want to displease or hurt the king, as his disability would have been prominent in the painting.

After many months, a young painter arrived at the kingdom having heard of the contest.

"Do you know the punishment if the king is angry with the painting? "asked the royal painter.
"I know the reward and have come to claim it, exhibiting my work," remarked the confident painter. He set out to work and, within a week, was ready to display the painting.

The king was mighty pleased looking at the painting. The clever painter had depicted him riding a horse, with his disabled leg hidden on the other side of the mount. He also showed the king aiming an arrow with one eye closed, as though concentrating deeply on his target.

Everyone was amazed, and no one would ever know that the king was disabled and now his portrait could adorn the walls of the gallery along with his ancestors.

Rayan understood that he had to weigh his words carefully and not speak as he thinks in order to avoid hurting others.

Try to be a rainbow in someone else's cloud.
Maya Angelou

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Events Galore

Roundup of activities in September, October, November 2024

Events Galore

Presidency University in the World Book of Records

Presidency University Bangalore Chancellor Dr. Nissar Ahmed Receives WBR Certificate

Bangalore: On 3 June 2024, Presidency University made history by hosting the World's Largest Innovation Expo, featuring 900 engineering projects presented by over 5,000 freshmen and sophomores. This groundbreaking event has officially entered the World Book of Records, marking a significant achievement for the university and its students. Under the leadership of Chancellor Dr. Nissar Ahmed and Head of Innovative Projects Dr. M. S. Divya Rani, the expo showcased an array of innovative solutions addressing real-world challenges. Projects spanned various fields, including renewable energy, smart technology, and sustainable engineering practices, highlighting the creativity and technical skills of the young engineers. The expo attracted industry leaders, educators, and prospective students, fostering collaboration and inspiration among participants. Dr. Ahmed expressed pride in the students' achievements, stating, "This event not only highlights the ingenuity of our students but also emphasizes our commitment to nurturing innovation and excellence in engineering education.

Kannada Rajyotsava celebrations at Presidency University

The celebrations began with the hoisting of the Karnataka state flag by the Honorable Chancellor Dr. Nissar Ahmed, with the students singing the Karnataka state anthem, "Naada Geethe," in unison. Following the flag hoisting ceremony, the Pro Vice Chancellor, Dr. Dhanamjaya, addressed the gathering. Kannada patriotic songs were rendered, celebrating the pride and heritage of Karnataka. The event concluded with a vote of thanks by Ms. Varsha Gowda, President of the Kannada Club, Department of Student Affairs.

Events Galore

Department of Student Affairs
Aarambh Fresher's Day Glimpses: October 26, 2024

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Presidency School of Engineering

Exploration

42 students of sixth semester Electronics and Communication Engineering, accompanied by Dr. Sandhya Dass and Dr. Noel Prashant Ratchagar, visited the Center for Nanoscience and Engineering (CeNSE) at the Indian Institute of Science Bengaluru on October 18, 2024. The students were given a tour of the two central facilities at CeNSE, the National Nanofabrication Center (NNfC) and Micro Nano Characterization Facility (MNCF). NNfC is a 14000 square foot class 100/1000 cleanroom where all silicon and GaN devices are fabricated. MNCF is a facility where almost all materials and devices can be characterized for electrical, mechanical, and optical properties. The students also interacted with the research scholars to gain insights on the recent advancements in nanoengineering.

Insightful Seminar

A seminar on "How to convert student projects into IEEE conference-level papers?" was organized by the ECE Department on October 25, 2024, with Dr. Mohammed Mujahid Ulla Faiz, an Assistant Professor in the ECE Department, as the resource person. The speaker briefly discussed three successful case studies and shared his experience in converting student projects into IEEE conference-level papers.

Best Research Paper Award

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Dr. Mohammed Mujahid Ulla Faiz, Assistant Professor in the ECE Department, received a "Best Research Paper Award" with his students from Presidency University for their conference paper titled "A New Era of Holo-AI" as part of the proceedings of the 2024 International Conference on Innovative Technologies in Engineering and Business (ICITEB 2024), Kerala, India, July 2024.

Rayyan Khan, Anmol Sharma, A. Raiyan Ahmed, Mohammed Rayaan Khan, and Mohammed Mujahid Ulla Faiz, "A New Era of Holo-AI," European Journal of Ingenious Technology and Engineering, vol. 1, no. 1, pp. 1–9, Oct. 2024, in Proceedings of the 2024 International Conference on Innovative Technologies in Engineering and Business (ICITEB 2024), Kerala, India, pp. 1–9, July 2024.

Rayyan Khan, Anmol Sharma, and A. Raiyan Ahmed) receiving the "Best Research Paper Award" from the conference organizers at the venue.

Presidency School of Computer Scienc and Engineering

Leveraging Technology for a Better Tomorrow

The IEEE Day 2024 celebration at Presidency University on October 1, 2024, was a momentous occasion that brought together students, academicians, and industry professionals to celebrate the theme of "Leveraging Technology for a Better Tomorrow." The event aimed to showcase the innovation, research, and collaborative spirit of IEEE members worldwide, with an emphasis on technological advancements.

The keynote speech was delivered by Mr. Pradeep Kumar, Sr. Manager, IEEE Education, who focused on "The Future of AI and Sustainable Development," highlighting cutting-edge technologies and their societal impact. This was followed by technical sessions led by Mr. Chandreshekar Menon, Product Head, Ripple Labs, on "Blockchain Future and its Applications," where students explored blockchain futures and their applications in various

Events Galore

industries. A hands-on session led by Dr.U. Sreenivasalu Reddy, Associate Professor, NIT, Trichy, on "Benefits of the Impact of Emerging Technologies on a Sustainable Future" came next, where students explored AI models and their applications in various industries.

Codeathon: A 5-hour coding challenge where 25 teams worked on real-world problems related to modern technology domain aspects was also held on the occasion. The event facilitated networking sessions, where students interacted with industry, academic professionals, and IEEE members to discuss potential collaborations and internships, as well as career guidance.

Presidency School of Information Science

The Next-Gen Cipher Club
The Presidency School of Computer Science and Engineering and Information Science successfully inaugurated the Next-Gen Cipher Club on October 18, 2024, in order to empower future coders and foster a vibrant coding community within the university. Dr. Saravanan Muniswamy, Principal Director of LTI Mindtree, Washington, United States, graced the occasion as the chief guest.

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The PERK Club

The PERK Club is an initiative designed to promote well-being, collaboration, and personal growth among faculty members in an academic institution. It provides a platform for faculty to engage in a variety of activities that focus on physical, mental, and emotional health, creativity, and social interaction. Through events like wellness workshops, fitness challenges, creative arts sessions, and team-building activities, the club fosters a sense of community and supports work-life balance.

Key objectives include enhancing faculty well-being, encouraging personal and professional development, strengthening interdepartmental relationships, and boosting morale. Activities such as meditation, hiking, book clubs, and game nights offer faculty a chance to unwind, develop new skills, and build meaningful connections with colleagues.

The club also emphasizes leadership, mentorship, and collaboration, with opportunities for faculty to lead activities or mentor peers in informal settings. By creating a supportive and fun environment, the Faculty Happy Club aims to reduce stress, foster emotional resilience, and improve faculty satisfaction, ultimately leading to a more engaged, motivated, and thriving academic community. The Faculty Happy Club is designed to enhance faculty well-being, foster social connections, and promote both personal and professional growth. It offers a diverse range of activities focused on physical, mental, and emotional health, ensuring a balanced work-life experience. The club also emphasizes team building with fun activities that enhance collaboration, and it provides opportunities for leadership and mentorship through faculty-led events. By celebrating achievements and fostering creativity and innovation, the club helps create a supportive, engaged, and thriving academic community.

Presidency School of Design

Design Meraki 2024

The Presidency School of Design participated and supported the Design Meraki 2024 organized by Pahal Design held at Delhi NCR on October 17, 2024. The event witnessed the participation of over 500 students from various design schools across the country, including CMR University, MITD Pune, KR Mangalam University, Sushant University, and Whistling Woods, showcasing their design portfolios.

Dr. Bhaskar Mitra, Director, Presidency School of Design, delivered a keynote speech at the opening ceremony, sharing his insights on the future of the design industry and the importance of focusing on consumer preferences and market trends. The design school also conducted a hands-on sustainable fashion workshop where participants explored sustainable and functional fashion choices, commitment to ethical design, and also demonstrated their creativity.

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Transforming Ideas into Reality

Leveraging Technology for a Better Tomorrow

Glimpses of the Furniture Design Workshop held at the School of Design from October 15 – 18, 2024.

Masterclass in Trend Spotting for UX/UI

The third, fifth, and seventh semester students of Communication Design took a deep dive into the world of UX/UI design with the guidance of industry expert Kritima Arora on October 25, 2024, through a collaborative Figma project. The program was coordinated by Assistant Prof. Arghamita Sen Sarmah.

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Gaming session

Fifth and seventh semester students turned the canopy area into a gaming paradise on October 30, 2024, with the innovative games captivating students and faculty alike, sparking endless fun and insightful feedback.

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Presidency School of Management

Drone as a Service (DaaS)

The Presidency School of Management organized a workshop titled 'Drone as a Service (DaaS)' for its third semester MBA students on October 22, 2024. The key speakers were Dr. Chintamani and Dr. Kashyap, founders of Trilochana Aerospace, and Dr. Kishore, Director of Dhanwantari Drone Pilot Academy. The speakers presented a 20-minute demonstration of a mini drone to help students understand the technology and its capabilities. This was followed by an introduction to the applications, usage and opportunities, certificates, and regulations for drone-based startups.

The Artha Club

The finance club "Artha" organized a guest lecture on "Key Accounting Trends: Reshaping the Industry" on October 28, 2024. The keynote speaker, Mr. CA Nataraja Nanjundaiah, founder, Nataraja Nanjundaiah & Co., Cost Accountants, provided participants insights into the strategic implications of AI, blockchain, and automation that are revolutionizing accounting. He also underscored the importance of aligning sustainable business strategies with environmental, social, and governance (ESG) metrics to meet the demands of the investors and stakeholders. Mr. Nanjundaiah also encouraged students to learn and practice real-time decision-making and being aware of cybersecurity strategies to protect sensitive financial information, which is vital to risk management.

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Presidency School of Law
Introduction to GST Law

Presidency School of Law hosted a guest lecture titled "Introduction to GST Law" on October 22, 2024, by Adv. Mehul Mor, Tax Consultant and Litigator, HNA & Co. LLP, Bengaluru. With his extensive expertise in indirect taxes, Adv. Mor provided students with valuable insights into India's unified taxation system, constitutional framework, legislative provisions, and practical application of the GST law. Through his presentation, he also elaborated on the basic concepts of GST, tax slab structure, and compliance mechanism with practical examples from his experience.

Events Galore

The Role of Legal Services Clinic and Legal Services Management System

The Legal Services Clinic under the Presidency School of Law hosted a two-day virtual workshop on "The Role of Legal Services Clinic and Legal Services Management System" on October 25-26, 2024. The workshop was attended by more than 200 participants in hybrid mode. The resource persons, Shri Ratnadip Bhattacharjee, Member Secretary, Assam State Legal Services Authority (ASLSA), and Smti. Pronita Morang, Deputy Secretary, Assam State Legal Services Authority (ASLSA), offered participants in-depth knowledge about the legal aid framework, technological advancements in legal services delivery, and the effective management of legal aid resources through the portal. They also emphasized the role of the Legal Services Clinic in facilitating access to justice and the importance of a functioning Legal Services Management System to streamline legal services in India.

The Presidency School of Law hosted a guest lecture titled "Gender Justice: Legal Frameworks and Challenges in Contemporary Societies" on October 24, 2024. The session was led by Ms. Aparna Ashokan, a certified POSH practitioner, lawyer, researcher, and academic. During the lecture, Ms. Ashokan discussed the causes of the gender pay gap, differentiating it from unequal pay, and highlighted the gender pay gap index in India. She explored factors such as misogyny, societal stereotypes, and perceptions about women in certain jobs. Ms. Ashokan also addressed pay disparity, informal work, education, qualifications, and occupational segregation, including horizontal and vertical segregation. She further examined issues like power imbalances, victim-blaming, unequal opportunities, sexual harassment, the gender pay gap in politics, and the impact of conscious and unconscious biases.

At the end of the session, Ms. Ashokan asked students to read the book 'Thinking fast and slow' to understand how we as a society are unconsciously biased in gender justice-related matters.

Events Galore

Presidency School of Commerce and Economics

Aviation students receive training at 35000 feet

The Presidency School of Commerce and Economics organized a unique educational tour for its 5th semester BBA Aviation students on September 27, 2024. The aviation students flew on Air India (Airbus A350) aircraft from Bengaluru to Chennai and back via Mumbai. During the visit, students deepened their understanding of industry practices and challenges by observing real-world applications of concepts learned in classrooms. In addition, they had the opportunity to interact with industry professionals, providing valuable networking opportunities and career insights. Faculty members Dr. Jency Priyadarshani, Dr. Hemanth Kumar, Dr. Renju Mathai, Dr. Ankita Mulasi, and Prof. Chitra mentored the students throughout the trip.

Conducted tour of IKEA

The Presidency School of Commerce and Economics organized a field visit to the international retail giant IKEA in Bengaluru on October 18, 2024, as part of its experiential learning program. 50 BBA students specializing in marketing and business analytics were accompanied by Dr. Syed Abid Hussain, Dr. Shaply Abdul Kareem, and Dr. Sreya R to IKEA, where they were given a guided tour of the store upon arrival. A store representative explained the layout and tactics for product display. The concepts of retailing, corporate branding, logistics, and digital advertising were introduced to the students directly.

Presidency School of Media Studies

AI and Journalism

The Presidency School of Media Studies organized a workshop on "AI and Journalism" as part of a two-day FDP on October 25-26, 2024. Resource person Mr. Sunil Prabhakar, Consultant at Mathrubhumi Online, shared his thoughts on emerging trends, the integration of AI in the media landscape, and practical approaches to adopting these innovations responsibly.

Office of the International Affairs

Collaborations and Partnerships

An exclusive networking session organized by the Choose France Tour on October 27, 2024, brought together Mr. Marc Lamy, Consul General of France, and Dr. Fabien Chareix, Attaché for Scientific and Academic Cooperation, French Embassy, North and Eastern Region, along with over 50 leaders from esteemed French institutions, creating a unique platform for impactful dialogue on advancing educational partnerships, fostering innovation, and strengthening collaboration between France and India. A Memorandum of Understanding (MoU) was signed between Presidency University, Bengaluru, and ECE Engineering Paris, marking a significant step towards enhancing academic exchange, promoting student and faculty mobility, and opening new pathways in engineering and research.

Visits and Exchanges

French delegation from Université de Lille, ECE Engineering School, ISEP, and the Embassy of France in India visited Presidency University, Bangalore on 28 October 2024. The discussions explored exciting collaboration opportunities, including the establishment of a co-supervised double PhD program and the expansion of faculty and student exchange programs to enrich academic and research experiences.

Events Galore

Events Galore

A delegation from Rutgers University, USA, visited Presidency University on November 15, 2024, seeking to explore possible collaborations. Dr. Eric Garfunkel, Vice President, Global Affairs; Dr. Mohini Mukherjee, Executive Director, International Student Services; and Kim Pernice, Associate Director of Partnerships, facilitated the visit.

Events Galore

Presidency Launch Pad Round Up

PU-PLA celebrates the achievements of the following entrepreneurs and wishes them and their start-ups all success.

Mr. Hasnu Savad, N.M. (External Startup), the founder of M/s. Study Sync International Education Pvt Ltd., provides guidance, simplifying the journey of studying in a foreign country by providing expert advice on program selection and application processes.

Mr. M. Naresh (School of Computer Science), a student of Presidency University and the founder of M/s. Aptrowin discovers your interests, leverages your strengths, and takes proactive steps to create your ideal career path.

Mr. Tusar Ranjan (BBA), a student of Presidency University and the founder of M/s. Printab—your printing partner, simplified!!

Events Galore

Mr. Sukarna Jana (Computer Science), a student of Presidency University and the founder of M/s. Beebotix, develops cutting-edge robotics for ocean and land research alongside advanced home IoT systems, featuring seamless app connectivity and versatile embedded modules for enhanced automation.

Mr. Bhargav Deekshith (School of Information Science), a student of Presidency University and the founder of M/s. BuddyBot, aims to transform education through a lightweight digital solution that streamlines learning, reduces dependence on physical books, and enhances student engagement for a brighter future.

Events Galore

Mr. Haseeb Wajid (Computer Science Engineering) and Mr. Syed Basim (Computer Science Engineering) students of Presidency University are the founder and co-founder, respectively, of M/s. Unimate. The startup enriches the campus experience through NFC technology for student ID card payments, seamless app-based food ordering, event management, and an AI-powered query bot.

Mr. Vaansh Chopra (School of Commerce), founder of "M/s. Seasonedkitchenbyvaansh" is a chef and a baker who launched their own cloud kitchen and bakery from a small home kitchen after the COVID pandemic.

Mr. Dhairya Limbani, founder of M/s. Hostingsignal LLP, from the Presidency School of Computer Science, delivers quality-driven services using refurbished servers.

Events Galore

Mr. K. Kishore, founder of M/s. Campus Connect, is a student from the Presidency School of Information Science. He has designed a software platform or app to facilitate connections among faculties and students within the university.

Mr. Kushal R., founder of M/s. Suraksha Group of Computers, is an alumni of Presidency University. M/s. Suraksha Group of Computers is a leading provider of high-quality laptops, computers, and CCTV solutions, offering expert chip-level motherboard repairs, extended warranties, and reliable data recovery services.
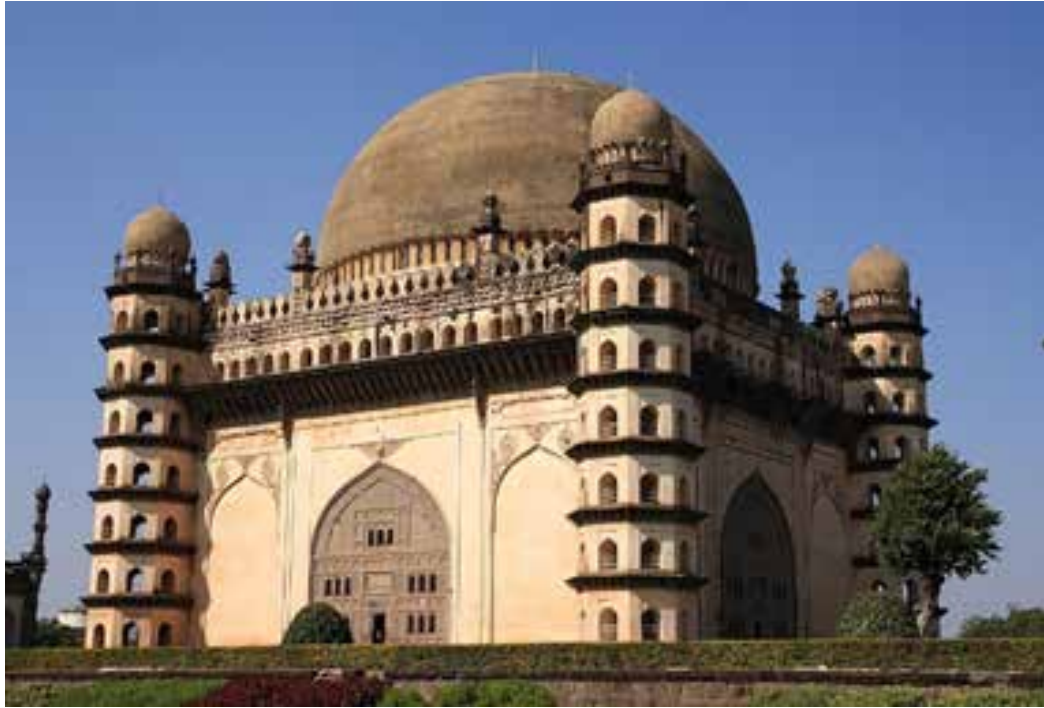
Calling all Staff/Faculty

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

Picture Calling

Answer to the October edition of the Picture Calling photo contest

Gol Gumbaz is a 17th-century mausoleum located in Bijapur, a city in Karnataka, India. It houses the remains of Mohammad Adil Shah, the seventh sultan of the Adil Shahi dynasty, and some of his relatives. The structure is an important example of Adil Shahi architecture. A notable feature is that it is the most technically advanced dome structure erected in the Deccan and is one of the largest single-chamber structures in the world.

The building is one of those put by UNESCO on its "tentative list" to become a World Heritage Site in 2014, under the name Monuments and Forts of the Deccan Sultanate.

The following got it right.
1. Yashas H L, 20231CCS0107, Second Semester, B.Tech School of Computer Science and Engineering
2. Ms. Rukmini.S, ERP Associate, ERP Dept
3. Ms. Hema J, Admin Executive, Office of Sponsored Research
4. Mr. Saman Ali, Admin Associate, Registrar's Office
5. Mr. Basavaraj Devakki, Assistant Professor, Department of Mechanical Engineering, School of Engineering
6. Ms. Deepa V, Front Office Executive

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

Here is an exciting chance to contribute to the Picture Calling Section. In case you have an original image that is unique and would like it to be featured here, please post it to editor@presidencyuniversity.in for the contest along with your name and role/responsibility at the University . Due credit will be given for the contribution.

PU Family News

Presidency University Bengaluru has secured the prestigious "Emerging University Award" (university/institute with potential for Excellence in FOSSEE-GIS Activities) in the National Geospatial Awards 2024 (Edition 01), an initiative of the FOSSEE Project, IIT Bombay, under the aegis of the National Mission on Education through ICT (NMEICT), Ministry of Education, Government of India.

Kudos to Dr. Shwetha A., Mr. Karthik M. H., and Mr. Bibang Basumatary from the Department of Civil Engineering, for their research work for this award.

Professor Jagdish Godihal (JaGo) Inspires Future Designers at Vogue Institute of Art and Design Orientation Day

On September 9, 2024, **Professor Jagdish H. Godihal** from Presidency University Bengaluru delivered an inspiring speech at the orientation day for Master of Design students at Vogue Institute of Art and Design. Addressing aspiring fashion and interior designers, Prof. Godihal congratulated students on embarking on a journey that fuses creativity, art, and innovation. He emphasized that design is not just about aesthetics but about storytelling, problem-solving, and innovation.

For fashion design students, he highlighted the evolving nature of the fashion industry and encouraged them to consider how their designs impact the environment and society, stressing the importance of sustainability, ethical sourcing, and inclusivity.

For interior design students, **Prof. Godihal** emphasized creating spaces that are both functional and sustainable, urging them to focus on enhancing quality of life and addressing modern challenges like energy efficiency, environment protection, and adopting sustainability concepts.

His message to both fields was clear: collaboration, curiosity, and embracing failure as part of the creative process are key. He encouraged students to explore new technologies like 3D printing and virtual reality and to always be mindful of sustainability in their designs. "The world of design is vast," he concluded, "and there is no limit to what you can achieve."

Congratulations to **Dr. Ashok Itagi, Professor, Sponsored Research, and Dr. Jagdish Godihal, Professor, Department of Civil Engineering,** who jointly published two patents, one on 'Method for enhancing human energy using chakra symbols and colors on garments' (DOP-4-10-2024) and the other on 'A process for controlled medicinal release onto skin using textile as a carrier' (DOP-18-10-2024).

Congratulations **Dr. Ashutosh Anand, Asst. Prof-ECE, and Coordinator, Innovative Project,** for his book on Piezoelectric Energy Harvester: Applications and Research Advances published by Notion Press.

Congratulations **Dr. Joseph Anthony Prathap, Associate Professor, ECE,** for his book on Machine Learning and Deep Learning Using FPGA which introduces a new perception of Artificial Intelligence for implementation in real-time applications. This includes the Machine Learning and Deep Learning Algorithm concepts with justification by sample manipulations. This book thrusts on the ability to develop AI algorithms using the Hardware Description Language. Conventionally, the hardware description language is utilized for designing digital logic and its application, but this book enables the development the HDL code for the Artificial Intelligence algorithms that would benefit its usage in investigating, predicting and classifying of the Electronics, Electrical and Communication applications. The flow of this book will make the reader from beginners to the experts perceive HDL programming for Artificial Intelligence algorithms.
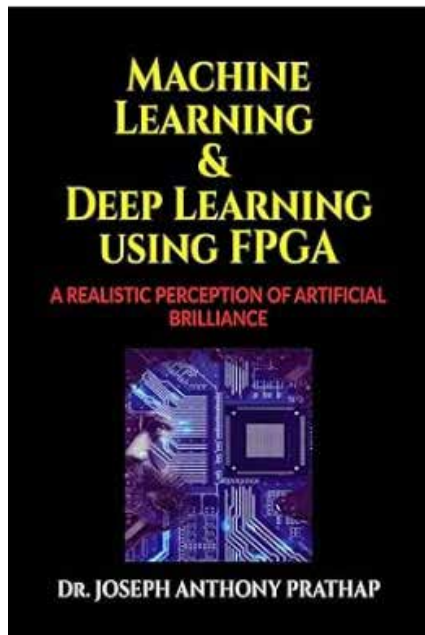
Congratulations, **Dr. Md. Akram Ahmad** from the Department of Electronics and Communication Engineering, for his article, entitled "Impact of JL Structure on Analog/RF Parameters and 6T SRAM Memory Circuits of GNRFETs," which was published in Physica Scripta, vol. 99, no. 11, pp. 115980, Oct. 2024, doi: 10.1088/1402-4896/ad85a3.

Congratulations, **Dr. Malarvili K., Professor of Kannada, Department of Languages,** for being conferred the **Dr. K.N. Vijayalakshmi** Translator Award 2024 by Samsa Theatre and Kannada Lekhakiyara Sangha at a felicitation event held on October 27, 2024.

PU Family News

Dr. Malarvili also bagged the Best Translator Award conferred by Tamil Tadagam Ilakkiya Kuzhumam in a program held on October 19, 2024, in Thanjavur, Tamil Nadu. She was felicitated by the Mayor of Thanjavur.

Gokul V, student from the Presidency School of Law along with Nanda from the Presidency School of Engineering participated in a Translation workshop and Kavigoshti at Presidency University on October 27, 2024.

Congratulations **Dr. M. S Divya Rani, Assoc. Professor, Dept. of ECE, PSOE,** for being felicitated by the World Book of Records on November 12, 2024, in the august presence of the Honorable Governor of Madhya Pradesh. The World Book of Records recognized the efforts of the Innovation Cell at Presidency University in setting a series of records.

PU Family News

We would love to hear from you.
Please send your feedback to editor@presidencyuniversity.in

The Presidency Alumni

ALUMNI CONNECT

Each month, Kaleidoscope features an exclusive section dedicated to Presidency University alumni.

Alumni Connect

Alumni News
SAMUDGAM 2024: A Reunion to Remember

The SAMUDGAM 2024 Alumni Meet is set for December 14th, 2024, bringing together alumni from the 2017 to 2023 batches for a day of celebration, nostalgia, and reconnection. This reunion offers alumni a chance to relive their college days, catch up with old friends, and celebrate the success stories of their fellow graduates.

With exciting activities, performances, and plenty of opportunities to reminisce, SAMUDGAM 2024 promises to be an unforgettable event. Join us to reconnect with the university and fellow alumni and celebrate the lasting bonds that make our community so special.

Don't miss out on this unforgettable homecoming!

Star of the Month

Achieving New Heights: A Journey of Growth and Impact

Mr. G Pragadish, Alumni,
Batch of 2022 BBA, PSoM
Founder's Office Associate (Investments and Operations)
Mirai Ventures (Backed by IncubateHub)

As a proud alumnus of Presidency University, I reflect with deep gratitude on how my time at this esteemed institution has profoundly shaped my career and personal journey. My experiences at the university, where I was fortunate to take on leadership roles in various clubs, committees, and organizing teams, instilled in me a sense of responsibility that has been pivotal throughout my professional life.

After graduating, I joined Deloitte, a renowned Big-4 firm, where I worked in the Risk & Compliance Consulting division. My role focused on helping global clients identify and mitigate illicit activities, such as drug trafficking and human rights violations, through diligent transaction monitoring. This experience laid the foundation for my subsequent career transitions.
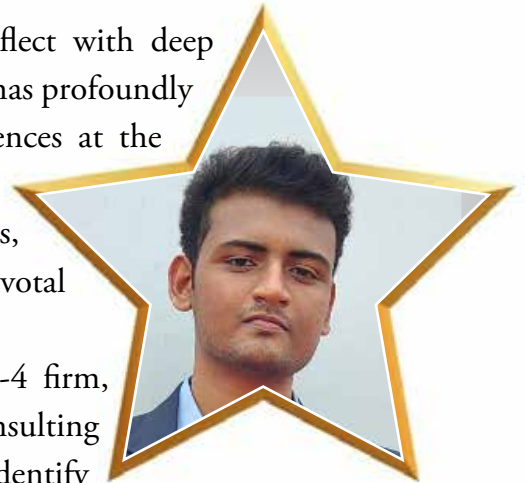
I then moved to the venture debt space, where I led initiatives to raise over INR 48 crores for 17 startups across diverse sectors such as ed-tech, fashion retail, and F&B. The opportunity to support the growth of early-stage companies was both challenging and rewarding, culminating in six successful deals with a combined valuation of INR 685+ crores.

Today, I work with early-stage founders to co-build ventures, focusing on operations, go-to-market strategy, and fundraising. My team collaborates with angel investors and micro to mid-sized VCs to secure funding for promising Indian startups. Additionally, I support an Indian oil and gas conglomerate's Corporate Venture Capital (CVC) vertical, managing deal flow and developing investment strategies.

Alongside my professional endeavors, I continue to give back to society. At Deloitte, I led a volunteer initiative with 80+ consultants to support underprivileged children in government schools, organizing activities and raising funds for their educational needs. I am also deeply involved with an animal rescue trust, furthering my commitment to social causes.

Alumni Connect

Alumni Connect

Guided by the motto of my alma mater—"Gain more knowledge, reach greater heights"—I remain committed to lifelong learning and growth. I am proud to represent Presidency University in my professional and personal pursuits, and I look forward to continuing to contribute to its legacy.

Mr. G Pragadish

Dear Alumni,

If you would like to be featured in the Star of the Month column, please mail information about milestones, your professional, and extracurricular achievements to **editor@presidencyuniversity.in** and Kaleidoscope will feature them in the Alumni Connect.

Know Your English

Litotes

"Hey, how is my new hairstyle? you ask your friends one morning as you reach your classes.
Hmm, well, not bad?
Not bad, what do you mean?
It is not exactly intolerable," your friends reply teasing you.

Sentences that use double negatives in order to convey a positive meaning are litotes. In litotes emphasis is achieved by negation. It is a way of saying something by saying what it's not.

Examples

Coke is not a healthy drink.
The food at that restaurant is not that great.
Rekha is not unlike her sister.
You are certainly not an unintelligent person.
This is no mean feat at all.
He is no Hercules.

Develop a passion for learning. If you do, you will never cease to grow.
Anthony J. D'Angelo

Let's Get Bengalurued

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

From the Department of Languages, Kannada, for non-Kannadigas to make yourselves at home in Bengaluru. Happy learning.

Sambandhakaavyaya/ samyoga pada

And	matthu	ಮತ್ತು
Or	athava	ಅಥವಾ
Also	Saha	ಸಹ
Another	Bere	ಬೇರೆ
After / Later / Afterward	aamele / nanthara	ಆಮೇಲೆ/ ನಂತರ
Hence	aaddarinda	ಆದ್ದರಿಂದ
First	modhalu	ಮೊದಲು
Fourth	naalkaneyadhu	ನಾಲ್ಕನೆಯದು
Further	mundhina	ಮುಂದಿನ
At Last / Finally	koneyadaagi	ಕೊನೆಯದಾಗಿ
In Short	chikkadaagi	ಚಿಕ್ಕದಾಗಿ

Interjections / Udhgaara Vaachaka

Oh!	Oo!	ಓಹ್!!!
Alas!	ayyo!	ಅಯ್ಯೋ!!!
Shhh!	ushhh!	ಉಶ್!!!
Wow!	Aahaa!	ಆಹಾ!!

Language exerts hidden power, like the moon on the tides.
Rita Mae Brown

The Water Canals of Vijayanagara

Trivia

There are many UNESCO-designated sites in Karnataka, like the landmarks at Hampi, Pattadakal, or Hoysala. There are many more marvels that deserve the tag because of their uniqueness, like the Vijayanagara-era canals that crisscross four districts of Karnataka. These canals, which are more than 600 years old, were built during the Vijayanagara period and are a hydraulic marvel indeed. There are 16 canals and 12 aqueducts; unfortunately, due to prolonged neglect and surrounding concretization, they are losing their ability to nurture biodiversity. All 16 canals are still functioning smoothly, and experts say that the technology used was so advanced that in its six centuries of existence, there was not a single time when these canals and aqueducts had to be desilted. These canals were built keeping in mind the natural contours of the land. The water from the 16 canals, a few of which stretch for more than 27 kilometers in Ballari, Koppal, Raichur, and Vijayanagara districts, is used for domestic, religious, and agrarian purposes.

A beautiful example of ancient technology can be seen in Hampi, which is at a higher elevation compared to the Tungabhadra river. Here the engineers created several aqueducts by placing large boulders at strategic locations, so a large quantity of water is withheld, and at the same time, enough space was given for the water to trickle down the canals. They also created a wide network of canals and temple tanks that supplied water to nearby villages.

The Team

Mr. Salman Ahmed – Chief Patron

Dr. Akila S Indurti – Editor

Mr. Abdulla T A – Designer

Mr. Pingal Chanda – Photographer

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

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KALEIDOSCOPE