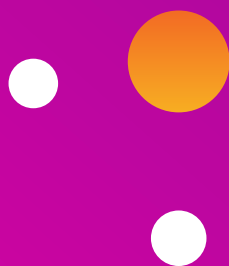
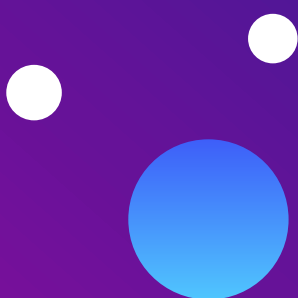


PRESIDENCY KALEIDOSCOPE

Volume 06 | Issue 01 | January 2025





PRESIDENCY KALEIDOSCOPE

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



Uptake

These are indeed strange times we live in. Various reasons have been cited for employees, especially in the corporate sector, to work from home—bad weather, roadblocks, traffic jams, seasonal illnesses, and now, to top it all, a leopard on the prowl. Yes, you heard that right. Employees of a prominent MNC have been asked to stay away from their campus due to this unexpected visitor. This isn't the first time such an incident has made headlines. Just a few months ago, a prominent city school had to evacuate its students after hosting an uninvited guest—a leopard. The building was temporarily returned to its original inhabitant, reminding us of a deeper truth about our encroachment on nature.

As reports of such encounters increase, one cannot help but ask: *Whose home is it anyway? Who is the real intruder?* We have taken over vast expanses of land, stripped them of their natural vegetation, and built homes and offices—without so much as an eviction notice to the rightful inhabitants who lived there for generations.

As cities expand and farmland encroaches on precious forest cover to feed the growing billions, have we paused to consider the plight of the leopards and tigers, monkeys and mynahs we displace? And yet, we label them intruders when they venture into what was once their domain.

It is worth recalling the words of the poet William Cowper:

*“I am monarch of all I survey,
My right there is none to dispute...”*

The question remains—at what cost do we assert this dominion?

On a different vein.

The word “dark” has for long referred to the absence of light, and English language is rich with idioms that incorporate it: *taking a shot in the dark, a silver lining beneath a dark cloud, left in the dark, completely in the dark*, and so on. However, in modern times, “dark” has taken on increasingly ominous connotations, with terms like dark web and *darknet* frequently appearing in the media. Adding to this unsettling vocabulary is yet another term: dark patterns.

Dark patterns refer to manipulative user interface designs that nudge, trick, or coerce customers into making decisions they might not otherwise make. This is particularly common in the realm of e-commerce, where many of us encounter these tactics regularly.

Have you ever been a victim of basket sneaking? This occurs when additional items mysteriously appear in your shopping cart at checkout, even though you never added them. You wonder how they got there in the first place.

Another common dark pattern is drip pricing.





Hotels and airlines often advertise attractively low prices, only for additional fees to appear just before you click the final “book” or “pay” button.

Customers are becoming more aware of these deceptive practices, with many taking e-commerce platforms to court. However, as with most legal battles, the process can be long and arduous.

It may be an everyday struggle, but to be aware is to beware. A customer in Mumbai recently discovered a glaring example of a dark pattern. When he used both his iOS and Android devices to book a cab, he found that the fare displayed on his iOS device was ₹50 higher than the one on Android. Indeed, it’s a dark world out there, where shadows lurk at every corner to trap the unwary. Staying vigilant is our best defense.

Until we meet again, have a wonderful time ahead!



Dr. Akila S Indurti
Editor

Coming together is a beginning; keeping together is progress; working together is success.
Henry Ford, Sr.





Contents

Beyond Classroom	03
Rise and Shine	17
Events Galore	18
Picture Calling	34
Presidency Family News	36
Alumni Connect	41
Know your English	45
Let's get Bengalurued	46
Trivia	47





BEYOND CLASSROOM

A celebration of your talent





Sketch Time

Sketch created by Kavyanjali. N for the Fine Arts: Cartooning competition at the 38th AIU Inter-University Southeast Zone Youth Festival 2024-25 hosted by Christ (deemed to be university), Kengeri campus, on December 20, 2024.

Sketch Time



Kavyanjali. N
20241BSM0003
B. Sc. Multimedia
SOD



Journey towards Excellence

I am writing to share an exciting milestone in my academic and professional journey that I believe will inspire and resonate with fellow students.

Recently, I successfully cleared the AWS Certified Solutions Architect – Associate exam, an achievement that helps me master cloud technologies. This accomplishment wasn't just a technical milestone—it was an enriching learning experience that taught me resilience, adaptability, and the importance of industry readiness. Being a student at Presidency University gave me access to a supportive environment and resources that helped me align my learning with real-world applications.



Clearing this certification has enhanced my confidence in addressing cloud-related challenges and has further solidified my goal of becoming a cloud engineer. I am immensely grateful to the university for fostering a culture of innovation and learning that supported my journey. I hope this achievement motivates other students to pursue certifications and industry-aligned goals.

Syed Fuzail Abdullah
20211CCS0177
7th semester, SoCSE





Army Attachment Camp: A Report

I, L/CPL Jaisree Selvakumar of Presidency University, 3 KAR BN NCC, had the unique opportunity to participate in an Army Attachment Camp with the Pioneer Corps Training Centre at Banaswadi between December 30, 2024, and January 10, 2025. SW Cadets from the Bangalore 'A,' Bangalore 'B,' and Mysore groups took part in this camp. This camp provided me with a comprehensive understanding of military life and operations. Throughout the duration of the camp, we engaged in various activities, including drill sessions, tactical training, and weapon handling. The experience was both educational and inspiring, offering us a glimpse into the discipline, dedication, and camaraderie that define the armed forces.

vignettes



PT Parade

Each morning, we began our day with a rigorous PT parade that included a 3 km run around the campus, followed by a series of exercises. This routine was designed to build our physical endurance and mental resilience. The early morning runs, combined with exercises such as push-ups, sit-ups, and stretching, not only improved our fitness levels but also instilled a sense of discipline and teamwork. It also included activities like aerobics and yoga, which aimed at improving flexibility, strength, and overall physical health. The camaraderie among participants was evident as we motivated each other to push through the challenges and achieve our best.

Drill and Map Reading Classes

Instructors taught us how to respond to different commands swiftly and accurately. This included commands for halting, changing direction, and performing salutes. The focus was on instant compliance and collective movement. The repetitive nature of drills reinforced the importance of discipline and adherence to instructions.





Vignettes

Instructors demonstrated how to use a compass for navigation. We learned to identify directions and orient ourselves using both natural landmarks and map features. A significant part of the class involved understanding grid references and coordinates. We practiced locating specific points on a map using grid references, enhancing their precision in navigation.



Weapon Training and Firing

We were introduced to different types of firearms, including rifles, pistols, and machine guns. Instructors provided detailed explanations of each weapon's components, functions, and specifications. Instructors demonstrated the disassembly and assembly of firearms (Kholna & Jodna). The weapon training classes included handling of the INSAS 5.56mm rifle, INSAS LMG, No. 36 hand grenade, and Kholna Jodna in the INSAS 5.56mm rifle and INSAS LMG.





Vignettes



We were taught proper aiming and firing techniques. This included understanding sight alignment, sight picture, and trigger control. Instructors provided tips on improving accuracy and consistency in shooting. As a part of Firing, we were taken to DRONA Firing for the INSAS LMG Stimulator Firing.



3 KM X Country Run

The 3 km cross-country run was one of the most challenging and rewarding activities of the camp. Held in the early morning hours, as the whistle blew, participants set off at a steady pace, some sprinting ahead while others conserved their energy for the long haul. The run tested not only physical stamina but also mental resilience, as participants had to push through fatigue and maintain focus on their goal. More than just a physical activity, it was a lesson in resilience, teamwork, and self-discovery. It set a strong foundation for the camp, reminding participants of their capabilities and the importance of pushing beyond their comfort zones.





vignettes



PCTC Quarter Guard Visit

We visited the quarter guard, where we learned about the procedures and protocols followed in maintaining security and order. The visit was an enlightening experience that provided us with valuable insights into the essential role of security, vigilance, adherence to protocols, and discipline in the military.



Classes On Camouflage & Concealment

The camp included informative sessions on camouflage and concealment techniques. Participants were taught how to blend into their surroundings and minimize their visibility, essential skills for survival and strategic advantage in the field.





vignettes



Group Wise Competitions

The drill competition, kho kho, basketball, tug of war, and potted games competition were integral parts of the Army Attachment Camp. Cadets from Bangalore 'A,' Bangalore 'B,' and Mysore competed in all these, enhancing the group's interest and contributing to the overall experience of physical fitness, teamwork, and camaraderie. Each event offered unique challenges and learning opportunities, fostering personal growth and enhancing the appreciation for sportsmanship and discipline.



Visit to 8 Gorkha Rif

The visit to the 8 Gorkha Rifles, 4th Battalion, was a highlight of the Army Attachment Camp, offering us an immersive experience into the storied history and traditions of one of the most esteemed regiments in the Indian Army. We were taken on a tour of the battalion's facilities, including the living quarters, training areas, and recreational spaces. This provided a glimpse into the daily life of the soldiers and the infrastructure that supports their rigorous training and activities. We interacted with soldiers, learning about their experience and the rich heritage of the Gorkha regiment. We were shown the battalion's museum, which houses artifacts, photographs, and memorabilia chronicling the regiment's illustrious history. The museum visit emphasized the values of honor, courage, and sacrifice that define the Gorkha Rifles.





Closing Ceremony

The closing ceremony was a moment of pride and accomplishment, celebrating the hard work and dedication of all participants. The tea party and group photo captured the memories and friendships formed during the camp. The camp concluded with a memorable Cultural Night, followed by the traditional Bada Khana that brought us together in unity. The address by the Camp Commandant inspired us to carry the values of discipline, leadership, and patriotism beyond the camp. This experience gave us not only a glimpse into Army life but also a sense of pride and honor that we will cherish forever.



Conclusion

The Army Attachment Camp was a transformative and enriching experience that provided me with a unique insight into the life and discipline of military personnel. Over the course of the camp, we engaged in a variety of activities that tested our physical endurance, mental resilience, and teamwork skills.

The rigorous physical activities, including the 3 km cross-country run, yoga and aerobics sessions, and various sports competitions, significantly improved our physical fitness and highlighted the importance of maintaining a healthy and active lifestyle. Drill practice and contingent parades instilled a sense of discipline and coordination. Informative sessions on map reading, FC BC, and weapon training were the crucial part of knowledge gaining. The visit to the 8 Gorkha Rifles provided a deeper understanding of the rich heritage and traditions of the regiment, fostering respect and appreciation for the diverse cultures within the armed forces. Throughout the camp, we faced and overcame various challenges, building our mental fortitude and self-confidence. The supportive environment encouraged personal growth and self-discovery. The morning PT parades set a strong foundation for the day, fostering a sense of unity and readiness. The spirited sports competitions, including kho kho, basketball, and potted games, not only promoted physical fitness but also encouraged friendly competition and camaraderie among participants.

In conclusion, the Army Attachment Camp was a deeply impactful experience that left a lasting impression on all of us. It reinforced the values of discipline, teamwork, resilience, and respect for the armed forces. The camp not only provided practical knowledge and skills but also fostered personal growth and development, making it an invaluable experience for all involved.





Vignettes



L/CPL Jaisree Selvakumar
3 KAR BN NCC
Presidency University





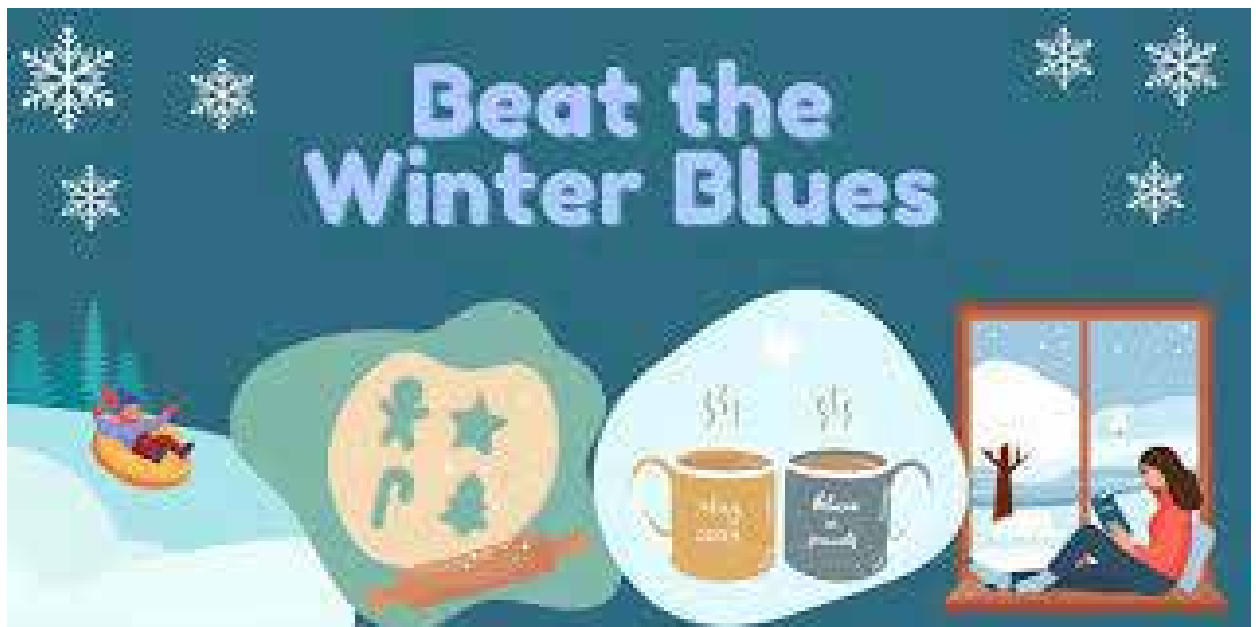
Winter Doesn't Have to Be Cold for Your Mind: Overcoming the Winter Blues

Brighten your winter, uplift your mind—small steps, big changes!

Winter's shorter days and colder weather often bring a mix of coziness and challenges. While some enjoy the season with warm drinks and festive cheer, others experience the “winter blues”—a seasonal dip in mood and energy. For some, this can evolve into Seasonal Affective Disorder (SAD), a condition that significantly affects mental well-being.

Understanding the winter blues and adopting simple, intentional practices can help turn this season into one of warmth, growth, and positivity.

vignettes



Understanding the Winter Blues

Why Winter Affects Us:

- Reduced daylight disrupts circadian rhythms, your body's internal clock, impacting sleep, mood, and energy levels.
- Limited sunlight decreases serotonin (a happiness-boosting neurotransmitter) and increases melatonin (a sleep-regulating hormone), leading to fatigue and sluggishness.

Recognizing SAD:

SAD is more than a seasonal slump. Symptoms include:

- Persistent low mood.
- Fatigue and difficulty concentrating.
- Increased appetite, particularly for carbs.
- Withdrawal from activities once enjoyed.
- Early recognition of these signs is key to effective management.





Practical Tips to Beat the Winter Blues

1. Embrace Natural Light:

- Step outside during the brightest hours, even on cloudy days.
- Consider a light therapy lamp to simulate sunlight and improve mood.

2. Stay Physically Active:

- Exercise releases endorphins, improving mood and energy.
- Example: Take a brisk morning walk to energize yourself and soak in natural light.



3. Eat Mood-Boosting Foods:

- Opt for nutrient-rich foods like whole grains, nuts, leafy greens, and omega-3-rich fish.
- Avoid excessive sugary snacks that cause energy crashes.

Tip: A bowl of oatmeal with nuts and berries can be a great morning pick-me-up.

4. Stick to a Routine:

- Maintain consistent sleep and wake schedules.
- Develop an evening routine to relax, such as journaling or listening to calming music.

5. Stay Connected:

- Regularly reach out to family and friends. Social interactions help combat loneliness and uplift your mood.

Example: Plan a virtual coffee date or game night with loved ones.

6. Reignite Hobbies:

- Explore a new interest or rekindle an old passion to keep your mind engaged.

Example: Try painting, baking, or writing a gratitude journal.

7. Seek Professional Support:

- If feelings of sadness persist, consult a mental health professional. Therapy, light treatment, or medication may help.





Creative Ways to Add Warmth to Your Winter

Vignettes



1. Create a Winter Bucket List:

- List activities you're excited about, such as trying a new recipe, having a cozy movie night, or building a snowman.

2. Bring Nature Indoors:

- Add houseplants or fresh flowers to brighten your home and uplift your spirits.

3. Explore Aromatherapy:

- Use essential oils like lavender, peppermint, or citrus to create a calming or refreshing environment.

4. Give Back:

- Volunteer in your community to foster purpose and connection.
Example: Spend time at a food bank or organize a winter clothing drive.

As a counseling psychologist, I've seen firsthand how the colder months affect people emotionally and mentally. SAD and the winter blues are often under-discussed but widely experienced challenges. I chose this topic to highlight the importance of recognizing these feelings and taking steps to address them.

This article is a reminder that even during the darkest season, there is room for growth, light, and warmth. By sharing these strategies, I hope to inspire readers to approach winter with care and creativity, transforming it into a season of renewal.

Winter can feel daunting, but it doesn't have to be. Simple habits like soaking in natural light, staying connected, and embracing hobbies can transform the season into one of comfort and joy. Small steps lead to meaningful changes, so take it one day at a time. And remember, seeking help when needed is a sign of strength, not weakness.





Let this be the year you embrace reflection as a powerful practice for both your mental health and personal development. Here's to a fulfilling, meaningful, and thriving 2025!



Ms. Shivani M
Student Counsellor
(Counselling Psychologist, Career Counsellor & Life skills Trainer)
Department of Student Affairs
Presidency University

Whether you're looking for a listening ear or ready to dive deep into your journey, I'm here to walk alongside you. Click here to book your session and start our conversation.



Vignettes

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.





First, Understand

Sanil was trying hard to get the paragraphs into his head without taking a moment's pause to assimilate what he was trying to learn. His sister stopped by and watched his memorization antics with dismay. "Stop it, Sanil, this is no way to learn," she ticked him.

"Why, what's wrong? This is how my whole class learns; the teacher appreciates the student who is able to recall without missing even one word."

"Oh no," said his sister. "What will you do after learning this way? Use your brain instead if you do not want to end up like Soham in that coaching institute."

"What did Soham do?" asked Sanil, his curiosity aroused.

Soham had just joined the best coaching institute in town, and as it was residential, the tutors kept a hawk's eye on their wards. News came that the owner of the place, a very determined ex-army man, was going to visit the institute to check on the students. Soham's tutor was a little perturbed as Soham had still not settled down to the rigors of the place. He called him and said, "Tomorrow the owner is coming here. I am sure he will spot you as the new boy in the batch. He usually asks a couple of questions; you must answer confidently. Usually he asks, what is your age? You can simply answer 16. Next he will ask how long you have been here; just say two months. I am sure he will ask which is better, residential school or home. Be diplomatic and answer - both." Soham nodded cheerfully and memorized the answers thoroughly.

The next day the owner came, and with one look at the class, he could easily spot Soham as he was fidgeting nervously. "Well boy, you look like a new enrollment. How long have you been here?" Poor Soham, his heart was beating like a drum; he muttered, "Sixteen years."

"What is your age?" asked the perplexed army man. Soham did not remember anything else except two months.

By now the man was quite angry, thinking the boy was either too dumb or mischievous. So he asked, "Are you mad, or am I mad?" Poor Soham wanted this interview to be over; he could not hear the question but knew the answer to the third question was "both." So loudly he exclaimed, "Both."

The whole class was in splits, and you can imagine Soham's plight. Never learn anything without understanding its meaning. Sanil promised his big sister he would learn sensibly from then on.

Sciences may be learned by rote, but wisdom not.

Laurence Sterne





Events Galore

**Roundup of activities in
November, December 2024
and January 2025**



Department of Student Affairs

The NSS cell of Presidency University, led by event coordinator Balaji and supported by student leaders Samrudd, Sirisha and Nitish, under the supervision of NSS faculty coordinator Renuka Bhagwat took 37 NSS volunteers on a two-day camp in collaboration with "Yuvaka Sangha" to Govt. Higher Primary School Swadenahalli, Tumkur District from December 23-24, 2024 in order to inspire young minds through art by working with the community to brighten up the school with their creative artwork.



Before



After





Presidency School of Engineering Department of Civil Engineering Coding for Civil Engineering Design

Civil engineering students of the 3rd, 5th, and 7th semesters gained insights into the practical applications of coding in civil engineering and its significance in enhancing productivity, accuracy, and sustainability in design processes in a talk delivered on Nov 14, 2024. The resource person, Er. Sushil Timilsina, Researcher, Tampere University, Finland, motivated students to develop computational skills and adapt to evolving industry demands.



Parametric Design and Digital Fabrication - Robotic Assembly of mortar free masonry walls

A seminar with Mr. Asterios Agkathidis, Senior Lecturer and Programme Director, MA in Architecture, PGT Lead Architecture, University of Liverpool, UK, as the resource person, explored the concepts of parametric design and digital fabrication, highlighting the integration of robotics in construction. The focus was on innovative, sustainable construction methods, emphasizing the mortar-free masonry wall assembly using robotic systems and their performance assessment. The event attended by over 75 participants was conducted on Nov 21, 2024, by the Department of Civil Engineering in association with the Office of International Affairs. attended the webinar. Students gained insights into sustainable practices and innovative construction techniques, inspiring them to explore these technologies in their academic projects and future careers.

Development of Geopolymer – A Novel Cementing Material

The seminar with Dr. Radhakrishna, Professor and Head, RVCE Bengaluru, and Former Secretary, ICI Bangalore Chapter as the resource person on Nov 26, 2024, introduced participants to the development and application of geopolymer as an innovative and sustainable alternative to traditional cement. The session focused on highlighting the environmental benefits, structural properties, and practical applications of geopolymer technology in civil engineering, aligning with the goals of sustainable construction and waste reduction.





Pioneering Drone Technology: Presidency University's Collaboration with Garuda Aerospace

In a step towards advancing drone technology and its applications, Presidency University, Bengaluru, partnered with Garuda Aerospace to establish a Center of Excellence. As part of this initiative, Mr. Karthik M H, Faculty, Department of Civil Engineering, and Mr. Bibang Basumatary, Research Scholar from the same department, were selected to participate in a prestigious five-day Drone Training Workshop held at Garuda Aerospace, Chennai, from November 11 – 15, 2024.

The workshop provided an immersive and comprehensive learning experience, bringing together participants from various universities. It encompassed theoretical sessions, simulation training, hands-on practice, and an in-depth look at drone manufacturing processes. Each day was meticulously planned to ensure participants gained a holistic understanding of drone technology.

Day 1 introduced the basics of drones, including their functionality, operational categories, and the process of obtaining a drone pilot license. The session underscored the transformative potential of drones across diverse industries.

On **Day 2**, participants explored the types of drones, risk assessment strategies, and the rules and regulations outlined by the Directorate General of Civil Aviation (DGCA). A live demonstration of an agricultural drone captivated attendees, showcasing its intricate components and real-world applications.

The excitement heightened on **Day 3**, as participants engaged in simulation training using advanced software. They honed their flying skills in virtual environments, practicing precision and control under simulated real-world conditions.

Day 4 marked the transition to hands-on training, where attendees operated medium-class agricultural drones at a designated site. The experience of conducting pre-flight checks, executing complex manoeuvres, and observing drones in action was both challenging and exhilarating.

The workshop concluded on **Day 5** with a visit to Garuda Aerospace's manufacturing facility. Participants gained insights into the production and assembly of drones and even had the opportunity to assemble an agricultural drone themselves. The valedictory session celebrated their achievements as they received participation certificates and shared reflections on their learning journey.

This collaboration between Presidency University and Garuda Aerospace exemplifies the commitment to fostering innovation and equipping future leaders with cutting-edge skills. Mr. Karthik M H and Mr. Bibang Basumatary's participation in this workshop highlights the university's dedication to providing its faculty and students with transformative opportunities in emerging technologies.





Events Galore



With the establishment of the Center of Excellence, Presidency University aims to further drone research, training, and development, solidifying its position as a leader in technological education. The success of this workshop is a promising step toward shaping the future of drone applications in India and beyond.

Soil Remediation Techniques in Environmental Protection

An online webinar on the subject by resource person Dr. J. Sumalatha, Associate Professor, Department of Civil Engineering, M.S. Ramaiah Institute of Technology, Bengaluru, on December 6, 2024, aimed to provide an in-depth understanding of soil remediation techniques, their significance in environmental protection, and their alignment with Sustainable Development Goals (SDGs). The session focused on promoting awareness about soil health and sustainable practices, marking the observance of World Soil Day, and was attended by 235 participants.





ACU Gender Grant 2023: A Report

Various initiatives were undertaken as part of the ACU Gender Grant 2023 at Presidency University, Bengaluru.

A comprehensive survey, titled "Breaking Stereotypes: Empowering Women for Leadership Experience," was conducted in the months of June and July 2024. This was done to identify the most effective methodologies for designing and delivering in the workshop that was scheduled in December 2024 to promote women's leadership in various organizational settings.

The survey received 201 responses from all over the world, aimed to understand the diverse needs and challenges faced by women aspiring to leadership roles. The focus was on several critical parameters: enhancing leadership skills, boosting self-confidence, fostering empowerment, and creating opportunities for mentorship and networking. The survey also explored the importance of understanding organizational dynamics, which includes recognizing the cultural and structural barriers that women encounter in the workplace. Additionally, it highlighted the need for strategies to achieve better work-life integration, enabling women to balance professional and personal responsibilities more effectively. A significant emphasis was placed on advocacy and breaking down barriers, encouraging women to challenge traditional norms and stereotypes that often limit their potential for growth.

The findings from this survey were instrumental in developing targeted themes for the workshops, identifying the most suitable training modes, and refining delivery methods to ensure maximum impact. By aligning the workshop content with these insights, the program aimed to create an inclusive environment where women are equipped with the necessary tools and support systems to navigate their professional journeys, overcome challenges, and advance into leadership positions with confidence and competence.

In the lead-up to the two-day workshop that was scheduled between December 13- 14, 2024, two webinars were conducted in the month of November 2024 to maximize engagement and impact. These webinars provided valuable insights and fostered meaningful dialogue among participants, setting the stage for the main event. The focus was on deepening understanding of key themes related to women's leadership, with an emphasis on motivational topics and themes.





Attributes of Achiever Women Leaders... The Missing 33%!!

An online webinar on the subject with Dr. Shakuntala Katre, former Registrar, Bangalore University; former senior academic consultant, NAAC; and former Dean (Science) & Chairman, Dept. of Zoology, Bangalore University, was held on November 13, 2024. The session served as a motivational precursor to the upcoming ACU Gender Grant Leadership Workshop and aimed to align with the United Nations' Sustainable Development Goal 5 (Gender Equality). Dr. Shakuntala Katre drew on her extensive academic and administrative background to highlight key qualities and strategies that propel women into leadership roles. She drew attention to the persistent gender gap in leadership positions, particularly in STEM fields and academia, underscoring that women are still underrepresented at top decision-making levels. Dr. Katre then presented success stories of influential women, emphasizing traits such as resilience, strategic thinking, empathy, and a willingness to challenge conventional boundaries. Drawing on her own experience as a former Registrar and Dean, she also discussed practical steps to create inclusive institutional cultures—ranging from building support networks and mentorship programs to advocating for policy reforms. The session concluded with an interactive Q&A, where participants shared challenges and proposed solutions for breaking barriers, tying in with the broader goals of the larger ACU Gender Grant Leadership Workshop. Over 190 participants attended this webinar which inspired participants to recognize and nurture leadership qualities within themselves and others. It emphasized the need for systemic changes to empower women in leadership and encouraged the audience to actively engage in fostering gender equity in their respective fields.

Women in Geospatial: Challenges and Possible Solutions

The second online webinar was conducted by Dr. Shubha Pandey, Scientist 'E,' National Geospatial Programme Division, Department of Science and Technology (DST), Government of India, on November 22, 2024. Over 170 participants attended the webinar, which successfully brought attention to the critical role of women in geospatial sciences and the need for systemic reforms to address gender disparities. Dr. Pandey explained how geospatial technologies—ranging from satellite imagery to GIS-based analysis—play an increasingly pivotal role in national development, yet remain a less-explored area for many aspiring women professionals, especially in Government and Private sectors. She also identified several core barriers, including stereotypes associated with fieldwork, limited mentorship opportunities, and insufficient organizational support for career progression in STEM. Building on her own experience in a high-ranking government role, she also provided practical strategies for bridging these gaps: fostering inclusive team environments, designing targeted skill-development programs, and creating supportive networks for knowledge-sharing. In addition, she emphasized the importance of leadership training initiatives like the ACU Gender Grant Leadership Workshop, which can help institutions implement systematic reforms and nurture women's potential in the geospatial field. Participants gained valuable insights into overcoming challenges, leveraging opportunities,





and building successful careers in the geospatial sector. The session encouraged attendees to advocate for gender equity and actively participate in fostering inclusive practices. The session concluded with a dynamic Q&A segment, where participants discussed best practices for recruiting, retaining, and promoting women in geospatial roles, highlighting the shared responsibility of academia, industry, and government stakeholders. The webinar served as a precursor to the ACU Gender Grant Leadership Workshop and aligned with the United Nations Sustainable Development Goal 5 (Gender Equality).

To inspire workshop participants further, visually appealing posters and infographics were created. These materials played a vital role in outreach and engagement, effectively capturing participants' attention and interest. They were designed to keep the audience informed and enthusiastic about the workshop while emphasizing its core value and theme. As a unique and thoughtful touch to the event, custom-designed coasters featuring inspirational quotes on women empowerment and leadership were created for the participants. These coasters, crafted by Ms. Suvidha P from the School of Design, not only served as beautiful keepsakes but also reinforced the workshop's core themes of resilience, inclusivity, and purposeful leadership. Each quote was carefully selected to inspire confidence and motivation, leaving participants with a tangible reminder of the empowering experience they had during the workshop. This creative gesture was widely appreciated and added a personal and memorable element to the event.

The ACU Gender Grant Leadership Workshop

Dr. Suchitra Kaul Misra, a renowned Corporate Wellness Specialist, Tedx Speaker, and Laughter Yoga Healer, conducted an inspiring session on "Building Resilience: Overcoming Challenges and Managing Stress". The session focused on equipping participants with practical tools to navigate stress and challenges effectively while maintaining a sense of balance and positivity. Drawing from her extensive expertise in wellness and healing, Dr. Misra shared actionable strategies to help attendees build resilience, foster emotional strength, and improve their ability to adapt to life's uncertainties.





Events Galore

Next, Ms. Mili Baruah, a renowned Yoga Therapist and Holistic Pain Management Therapist from Cytecare Hospital, delivered an impactful session on "Emotional Intelligence and Relationship Building". The session explored the vital role of emotional intelligence (EI) in personal and professional success, focusing on how self-awareness and empathy form the foundation of strong and meaningful relationships. Ms. Baruah introduced the concept of EI, emphasizing its four core pillars: self-awareness, self-regulation, social awareness, and relationship management, which together empower individuals to navigate emotions effectively. Through a combination of real-world examples and interactive discussions, Ms. Baruah demonstrated how emotional intelligence enhances relationship-building skills. Participants were guided to reflect on their own emotional responses and learn techniques for managing them in high-pressure situations. Ms. Baruah also highlighted the importance of active listening and empathy as tools to foster deeper connections. She conducted exercises to help attendees identify emotional triggers and develop strategies for handling them constructively, leading to healthier personal and professional interactions.



In the next session, "Transformative Leadership: Way for Women to Lead and Inspire Others," Ms. Veera Biradar, the Managing Director and Founder Chairman of Eletus, shared her vision of transformative leadership, which she defined as the ability to inspire and drive meaningful change while empowering others. She highlighted the unique qualities women bring to leadership roles, such as empathy, resilience, and the capacity to build strong communities. By leveraging these strengths, she encouraged participants to embrace leadership opportunities and break societal stereotypes. Through her personal journey, Ms. Biradar illustrated the challenges she faced as a woman in leadership and how she overcame them with perseverance and a clear sense of purpose. Her anecdotes resonated deeply with the audience, as she discussed the importance of self-belief and the courage to step out of one's comfort zone. Ms. Biradar also underscored the need for women to support one another in professional spaces, fostering networks that empower and uplift. She introduced practical strategies for leading with authenticity, such as aligning personal values with professional goals and using a collaborative approach to problem-solving. The session concluded with an interactive discussion where participants reflected on their leadership aspirations and challenges. Ms. Biradar's actionable advice included fostering a growth mindset, prioritizing continuous learning, and embracing failure as an essential part of growth.





Ms. Keerthi Chalakaran, the Founder of Mission Catalyst and a Corporate Leadership Coach and Design Thinking Master Practitioner, engaged the audience on "Communication and Influence" with aplomb. The session focused on how effective communication is pivotal for leaders to inspire, influence, and achieve their goals. Ms. Chalakaran began by emphasizing the dual aspects of communication: clarity in conveying ideas and the ability to actively listen. She explained how mastering these skills can transform professional relationships and enable leaders to motivate and guide their teams effectively. During the session, Ms. Chalakaran introduced participants to techniques for impactful communication, such as the use of storytelling to convey messages and connect with audiences emotionally. She highlighted the importance of non-verbal cues, including body language and tone of voice, as powerful tools to enhance credibility and engagement. The session also explored the concept of influence in leadership, teaching participants how to build trust, adapt their communication styles to different audiences, and create a persuasive presence.

Over 100 participants attended the two-day workshop, held on December 13-14, 2024, at Presidency University, Bengaluru. The workshop was successful in achieving its objectives of equipping women from diverse backgrounds with leadership skills and empowering them to overcome societal and professional barriers. The event brought together participants from various fields, providing them with tools, strategies, and a supportive environment to foster growth, build resilience, and enhance their leadership potential.

Presidency School of Computer Science and Engineering and Presidency School of Information Science

International Conference on Responsible Artificial Intelligence (ICRAI 2024),

Presidency University, in collaboration with Cardiff Metropolitan University and Mangalore University, hosted a special session track titled "**Computer Vision and Pattern Recognition through Artificial Intelligence**" as part of ICRAI 2024. The conference was conducted in **hybrid mode** on **December 17, 2024**, with **Springer Nature** as the publication partner.

The conference received **250 article submissions** globally, out of which **35 papers** were selected for presentation and publication consideration. Among these, **three papers** were from Presidency University. All paper reviews were handled by faculty members from Cardiff Metropolitan University, UK. The keynote address was delivered by Dr. Sameeruddin Khan, Pro Vice Chancellor and Dean, School of CSE & School of IS. Paper presentation sessions commenced after the inauguration showcasing cutting-edge research and innovative ideas in the domain of responsible AI.





Presidency School of Management CEREBRUM 2024

The Presidency School of Management's Bizmeisters Management Association organized CEREBRUM 2024 - Olympus Odyssey, a national-level management fest, on December 5-6, 2024. This event provides a platform for students to showcase their managerial skills, network with industry professionals, and gain practical experience. The fest aims to develop essential skills such as leadership, communication, teamwork, and negotiation through interactive events and competitions. Participants in this management fest include students, faculty members, industry professionals, alumni, entrepreneurs, corporate partners, and community members. The event was inaugurated by Mr. Suresh Venugopal, Chief Executive Officer of AMC India, and Mr. Swapnil Ravindran, Associate Vice President at Bennett Coleman & Co. Ltd. (Times of India). Over 310 participants from 28 colleges and universities benefited from the program.





Visit to Hindustan Coca Cola Beverages (HCCB)

Led by Dr. Uma Jaidev, Section 1 students of the first semester MBA visited Hindustan Coca Cola Beverages, Bidadi, Bangalore, on December 26, 2024, in order to gain practical insights into the operations of the beverage manufacturing unit HCCB. The industry visit helped students observe the production processes, understand quality standards and safety measures, learn about marketing techniques and brand positioning, and also interact with industry executives for career insights.



Workshop for freshers

Marketing Odyssey—a Creative Workshop for MBA Freshers was conducted by Mr. Kiran Koppada, a marketing expert renowned for his industry insights. The session aimed to provide MBA students with a deep understanding of branding and strategies for building, performing, and sustaining successful brands. The workshop offered an interactive and experiential learning platform for freshers to grasp fundamental marketing concepts while aligning academic principles with real-world applications. It also featured an analysis of India's top 10 brands, their unique strategies, and why they stand out in the market. Students gained insights on how these brands successfully align with consumer needs. As a fitting conclusion, students were encouraged to develop and present a 30-second elevator pitch. This activity aimed to enhance students' confidence and communication skills besides teaching the art of conveying value propositions succinctly.





Research and Innovation

PLA Celebrating Innovation, Empowering Entrepreneurs

From Banking to Agri-Tech:

The Inspiring Journey of Mr. Dinesh and Farmroot Agritech



The story of Mr. Dinesh, founder of Farmroot Agritech, is a testament to how passion, resilience, and the right ecosystem can transform ideas into impactful ventures. His journey with Presidency Launchpad Association (PLA) began in June 2023, when he visited the campus to check on his son Samrudh, a final-year Computer Science Engineering student at Presidency University. Curious about the incubator where his son was spending countless hours refining his startup, Mr. Dinesh explored how PLA supports aspiring entrepreneurs in turning ideas into viable business models.

At the time, Mr. Dinesh was serving as Chief Manager at Union Bank of India, having spent 23 years in the banking industry. However, as an Agricultural Sciences graduate from the University of Agricultural Sciences, Bengaluru, his heart remained rooted in agriculture. His extensive interactions with farmers during his banking tenure revealed a pressing issue: the reliance on harmful chemical pesticides for pest and disease control. Recognizing the need for an affordable, sustainable alternative, Mr. Dinesh resolved to create a solution that could address this grassroots problem.

The support and guidance from PLA strengthened his determination to build a robust business model. His first major breakthrough came when Farmroot Agritech secured a ₹5 lakh grant through the RKVY RAFTAAR scheme, thanks to PLA's mentorship and structured efforts. Buoyed by this success, Mr. Dinesh made the bold decision to take voluntary retirement and fully commit to his passion for sustainable farming.





Further milestones followed, including a ₹5 lakh NIDHI PRAYAS grant. Today, Farmroot Agritech stands tall as one of India's top agri-tech startups, recognized by DPIIT and Startup India. The venture's recognition as a key participant in the Republic Day Event underscores its relevance in addressing critical challenges faced by the farming community. PLA has consistently empowered innovators like Mr. Dinesh to translate research into scalable solutions. His journey exemplifies how the right incubation support can turn groundbreaking ideas into transformative products and services.

At Presidency University, where outstanding research thrives, every idea holds the potential to evolve into a scalable business model. Mr. Dinesh's success story is a beacon of inspiration, proving that with passion, persistence, and a supportive ecosystem, innovation can drive meaningful change. Let this tale inspire every student, faculty member, and researcher to harness their ideas and make a lasting impact through the power of entrepreneurship.

Igniting Innovation: PLA's Milestone Events on the Road to Entrepreneurial Excellence

Presidency LaunchPad Association (PLA), the entrepreneurial heartbeat of Presidency University, is committed to nurturing innovation and fostering a culture of entrepreneurship. Two landmark events—Ingenium 2024 and the Pitch & Interact Session with Dr. Ashok Jhunjhunwala—have propelled PLA's mission of transforming ideas into scalable business models.

Ingenium 2024: The 2nd Anniversary TBI Conclave

Ingenium 2024, held on December 13, 2024, was a grand gathering of minds from government, academia, and industry. Despite weather challenges, the event drew remarkable participation, signaling a collective commitment to fostering innovation. On the dais were Dr. Nissar Ahmed – Chancellor, Presidency University, Dr. Sameer Khan – Pro Vice-Chancellor, Presidency University, Dr. Vidya Shetty – Pro Vice-Chancellor, Presidency University, Mr. Omkar Nath – Program Director, MeitY, Government of India and Dr. Parvez Alam – Chief Executive, Crescent Innovation & Incubation Council (CIIC), Chennai.

The following dignitaries graced the occasion with their presence -Mr. Socrates – Joint Director, MSME, Government of Karnataka, Mr. Navneet – Senior Manager, KSCST, Government of Karnataka, Mr. Sandeep Hanchanale – Senior Director, Deshpande Startups, Hubli, Mr. Harsha – Program Manager, NaaVic, Government of Karnataka, Mr. Mithlesh Babu – Chief Manager, SBI Startup Hub, Ms. Priyankana Mukherjee – CEO, IKP BioNest, Mr. Chandrakant – Incubation Manager, SJCE STEP, Mysore, Dr. Arun Kumar – Manager, JNNCE, Shivamogga, Mr. Mallesh Kumar – Manager, MUTBI, Manipal, and Mr. Puneeth – Incubation Manager, SIT, Tumkur.





Events Galore



Key Outcomes

- Launch of PLA Makers Foundry: A cutting-edge prototyping facility.
- MoU Signings: LOIs with 15 Tier 2 & 3 institutions to establish Entrepreneurship Development Cells (EDCs).
- First BOD Meeting: The reconstituted Board of Directors, chaired by Ms. Fahima, set the strategic roadmap for PLA. Members include: Dr. J V Rammurthy – Ex-CEO, HCL Info Systems, Dr. K J Ramesh – Ex-Director General, IMD, Dr. Sherif Mohammed Kottapurath – Ex-CTO, Sun Microsystems, Mr. Subbarao Ayyampudi – Advisor, DSIR, Dr. Govindaraju Srinivasan – Adjunct Faculty, AIT, Mr. Umar Teekay – Managing Director, Teekays Group

Pitch & Interact: A Breakthrough Opportunity

The Pitch & Interact Session on December 28, 2024 was an exclusive event where 12 startups pitched their ideas to Dr. Ashok Jhunjunwala, a stalwart in India's innovation ecosystem.





Startups Presenting Prototypes

1. Scanpick (Food Tech)
2. Zealics (Electric Vehicle)
3. Beebotix (Robotics)
4. Farmroot (Agri Tech)
5. Panacea QX (Construction Tech)
6. Watts of IQ (Energy Tech)
7. Karthik & Bibang (Drone Solutions)

Online Pitches

1. Farm Land (Agri Tech)
2. RemotCare (Health Tech)
3. Get Real (Arts & Culture)
4. Trilochana Tech Systems (Robotics)
5. Plentra (FinTech)

Key Takeaways

Dr. Jhunjhunwala provided tailored feedback to each startup and assured his support in connecting them with potential investors. This session has the potential to be a breakthrough moment, opening pathways for funding, mentorship, and market access.

The Road Ahead

PLA's journey is a testament to the transformative power of innovation. With its strategic focus on empowering startups from semi-urban and rural institutions, PLA is poised to redefine incubation standards. These events are just the beginning—an invitation for all aspiring entrepreneurs to step forward and make their mark.

Join the movement. Be the change. Build the future.

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 December edition of the Picture Calling photo contest



The Kaiga Atomic Power Station (KAPS) is the third-largest nuclear power plant in India and is located in Karwar district, near the Kali River in Karwar district of Karnataka. Surrounded by verdant rainforest, KAPS is run by the Nuclear Power Corporation of India Ltd. (NPCIL).

To all those who tried, better luck next time.

Keep sending your responses.





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.





Congratulations, Dr. Rajiv Ranjan Singh, Head of the Department of ECE & EEE, SoE, Presidency University Bengaluru, for being nominated to the IEEE Circuit and Systems Society (CASS) Bangalore Executive Committee (EXECOM) Slate for the year 2025.



Congratulations, Professor Jagdish Godihal, for delivering an insightful talk on “Criteria of Good Research and Challenges Faced by Researchers in India” on November 26, 2024, at the Research Methodology and Data Analysis workshop organized by the Karnataka Science and Technology Academy (KSTA), Department of Science and Technology, Government of Karnataka. The workshop, held from 26–30 November 2024, aimed to equip researchers with advanced methodologies and address challenges in India’s research ecosystem.



Professor Godihal began by outlining the key criteria for good research, emphasizing clarity of purpose, methodology, originality, ethical adherence, and societal relevance. Citing examples from prestigious institutions in India and abroad, he highlighted how research excellence is rooted in systematic processes and innovative approaches. He stressed that replicability and transparency are essential to building trust in research outcomes, particularly in an era of increasing scrutiny. Professor Godihal proposed actionable solutions, including increased funding for R&D, fostering industry-academia collaboration, policy reforms to streamline administrative processes, and robust mentorship programs. He commended initiatives like Start-up India and urged further efforts to bridge the gap between academic research and practical applications. The session concluded with an inspiring message: “Good research, guided by ethical practices and innovation, is the foundation of a progressive society. Addressing the challenges in India’s research ecosystem will unlock its vast potential.”





Congratulations, to the following faculty for having their articles published in Q1 Research Publications.



Dr. K Bhanu Rekha, Associate Professor, Electronics & Communication, published a research article in **Multimedia Tools and Applications (Springer, Q1, IF 3.0)** on "Computational techniques, classification, datasets review and way forward with modern analysis of epileptic seizure – a study".

Dr. Safinaz S, Associate Professor, Electronics & Communication, published a research article in the **Multimedia Tools and Applications (Springer, Q1, IF 3.0)** on "Computational techniques, classification, datasets review and way forward with modern analysis of epileptic seizure – a study".



Dr. Erukala Kalyan Kumar, Assistant Professor, Mechanical Eng, published a research article in **Composites Part A: Applied Science and Manufacturing (Elsevier, Q1, IF 8.1)** on "Nonlinear transient analysis of delaminated composite shell panel under hygro-thermo-mechanical load and experimental validation".

Dr. Pradeep Kumar, Professor, Mathematics, published the following research articles

1. in the **International Journal of Thermo fluids (Elsevier, Q1, IF 3.4)** on "Optimization using Response Surface Methodology for Eyring-Powell Fluid Flow with Cattaneo-Christov Heat Flux and Cross Diffusion Effects".

2. in the **Arabian Journal for Science and Engineering (Springer, Q1, IF 2.6)** on "Optimization of Surface Drag Reduction Attribute of Non-Newtonian Nanofluids Flow Driven by Magnetic Dipole Enabled Curved Sheet".

3. in **International Journal of Thermofluids (Elsevier, Q1)** on "Advancement of nanoparticles in blood flow with non-linear radiation and optimisation of irreversibility within the microchannel using analysis of variance and Taguchi approach."





Dr. Felicita Almeida, Assistant Professor, Mathematics, published the following research articles



1. in the **International Journal of Thermo fluids (Elsevier, Q1, IF 3.4)** on "Optimization using Response Surface Methodology for Eyring-Powell Fluid Flow with Cattaneo-Christov Heat Flux and Cross Diffusion Effects".

2. in the **Arabian Journal for Science and Engineering (Springer, Q1, IF 2.6)** with the title " Optimization of Surface Drag Reduction Attribute of Non-Newtonian Nanofluids Flow Driven by Magnetic Dipole Enabled Curved Sheet".

3. in **International Journal of Thermofluids (Elsevier, Q1)** on "Advancement of nanoparticles in blood flow with non-linear radiation and optimisation of irreversibility within the microchannel using analysis of variance and Taguchi approach".

Dr. G. Vennira Selvi, Professor, Information Science, published a research article in **Scientific Reports (Nature, Q1, IF 3.8)** on "Abnormal events detection using spatio-temporal saliency descriptor and fuzzy representation analysis".



Dr. Shilpa N, Professor, Mathematics, published a research article in **IEEE Access (Elsevier, Q1, IF 3.4)** on "Revolutionizing Pneumonia Diagnosis: AI-Driven Deep Learning Framework for Automated Detection from Chest X-Rays".

Dr. P.R Deepthi, Professor, Physics, published a research article in **Inorganic Chemistry Communications (Elsevier, Q1, IF 4.4)** on "Enhanced electrical performance: Mn₃O₄ and TiO₂ doping in sulphamic acid crystals".



Dr. Anu Sukhdev Professor, Chemistry, published the following research articles



1. in **Inorganic Chemistry Communications (Elsevier, Q1, IF 4.4)** on "Enhanced electrical performance: Mn₃O₄ and TiO₂ doping in sulphamic acid crystals".

2. in **Inorganic Chemistry Communications (Elsevier, Q1, IF 4.4)** on "Photocatalytic degradation of organic dyes and binary mixture of dyes by Fe and Cu doped ZnO nanoparticles under artificial light and sunlight".





Dr. P. Mohan Kumar Naidu, Professor, Physics, published a research article in **Inorganic Chemistry Communications (Elsevier, Q1, IF 4.4)** on **"Enhanced electrical performance: Mn₃O₄ and TiO₂ doping in sulphamic acid crystals"**.



Dr. Pradeep Bhaskar, Assistant Professor, Physics, published a research article in **Inorganic Chemistry Communications (Elsevier, Q1, IF 4.4)** on **"Enhanced electrical performance: Mn₃O₄ and TiO₂ doping in sulphamic acid crystals"**.



Dr. Saravanan Chandrasekaran, Professor, Chemistry, published a research article in **Inorganic Chemistry Communications (Elsevier, Q1, IF 4.4)** on **"Photocatalytic degradation of organic dyes and binary mixture of dyes by Fe and Cu doped ZnO nanoparticles under artificial light and sunlight"**.



Dr. Nagaraja B, Assistant Professor, Mathematics, published a research article in **Arabian Journal for Science and Engineering (Springer, Q1, IF 2.6)** on **"Optimization of Surface Drag Reduction Attribute of Non-Newtonian Nanofluids Flow Driven by Magnetic Dipole Enabled Curved Sheet"**.

Dr. Ajaykumar A R, Assistant Professor, Mathematics, published the following research articles



1. in Arabian Journal for Science and Engineering (Springer, Q1, IF 2.6) on **"Optimization of Surface Drag Reduction Attribute of Non-Newtonian Nanofluids Flow Driven by Magnetic Dipole Enabled Curved Sheet"**.

2. in International Journal of Thermofluids (Elsevier, Q1) on **"Advancement of nanoparticles in blood flow with non-linear radiation and optimisation of irreversibility within the microchannel using analysis of variance and Taguchi approach"**.

Dr. Sourav Kumar Kajli, Assistant Professor, Physics, published a research article in **International Journal of Biological Macromolecules (Elsevier, Q1, IF 7.7)** on **"Cost-effective synthesis of zinc oxide/crab shell derived chitosan nanocomposite: Insights into its biomedical applications"**.





Mrs. Pallabi Kakati, Associate Professor, Electronics & Communication, published a research article in Journal of Energy Storage (Elsevier, Q1, IF 8.9) on "Estimating battery state of health using DConvBLSTM and modified particle filter under complex noise".



Dr. Devendra Singh Dandotiya, Assistant Professor, iTRH, published a research article in Journal of Energy Storage (Elsevier, Q1, IF 8.9) on "Estimating battery state of health using DConvBLSTM and modified particle filter under complex noise".



Dr. Rajiv Ranjan Singh, Professor & HOD, Electronics & Communication, published a research article in Journal of Energy Storage (Elsevier, Q1, IF 8.9) on " Estimating battery state of health using DConvBLSTM and modified particle filter under complex noise".

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





The Presidency Alumni



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





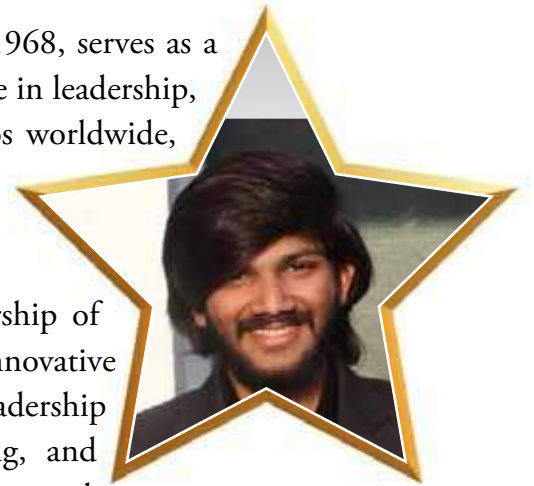
Star of the Month

Rtr. Rtn. Sunkara Prem Kumar Reddy
School of Computer Science and Engineering
Batch of 2023

Charter President
Rotaract Club of Bangalore Oasis

Rotaract: Empowering Youth Through Leadership and Service

Rotaract, an initiative by Rotary International since 1968, serves as a global platform for young adults aged 18–30 to engage in leadership, service, and personal growth. With over 10,000 clubs worldwide, Rotaract embodies the values of teamwork, community service, and global connection.



Each club operates independently under the mentorship of Rotary Clubs, focusing on local needs through innovative projects. Key objectives of Rotaract include leadership development, community service, global networking, and professional growth. Projects often range from environmental campaigns and literacy programs to health initiatives and leadership workshops.

My Rotaract Journey

My experience with Rotaract has been a transformative journey. From organizing events as **Club Service Director** to leading over 50 projects as **Club Secretary**, I've witnessed the power of collaboration and service. Highlights include co-chairing the district's first annual conference, "Antariksh," and participating in impactful initiatives like disaster relief and community health drives.

Currently, as **Community Service Director** and **Public Relations Director**, I continue to lead and create meaningful projects that address real-world issues. Preparing to serve as President, I aim to further amplify our club's impact while fostering growth among members.

A Call to Join

Rotaract is more than a club—it's a movement. It equips young people with the skills to lead and the drive to serve. For anyone seeking to make a difference while growing personally and professionally, Rotaract is the ideal choice.

Join Rotaract. Lead with purpose. Serve with passion.





Alumni News

When life gives you lemons, make lemonade

Who Am I?

You will be wondering whether I always manifested to write my story; now I got a chance, and I will grab this served food. Before starting this movie, let me tell you I, Debarati Banerjee, am not an inspiring character at all. I am a very normal girl from a middle-class family of Kolkata. Right now I am pursuing my study on graphic design from my hometown. I am so excited to say that I was the same student that you all knew me as at Presidency University Bangalore. As a 22-year-old girl, I have gone through a lot. No, not at all; I am not here to explain my life story; I am here to share how I became an entrepreneur.

Why Am I Here?

I have achieved a lot of things. I used to take part in yoga, fashion shows, and free speech competitions. I have always dreamed of going on Ted talk shows. A penny for your thoughts. You must be thinking; why would you waste your time studying when ultimately you want to be an entrepreneur? Jokes on you. I love publicity; that's why I am here.

What Do I Do?

People say privileged girls are no sugar in a sweet. Who says, I am here to prove them wrong. As mentioned, I will be honest: I am a privileged girl. My father works as a civil engineer in the government, and my mother is a housewife. From childhood, I loved to draw pictures, paint, and embroider as well. Someone said, "Do a business that you can run by being yourself." The business of a graphic t-shirt has always been my dream and wish. I manifested it. Manifestation has a great role in my life. I do have a business named "Bane of Devine" by Debarati.

How Did I Reach Here?

In 2018, I joined the government school in my hometown. I was fat, immature, and had no phone or any type of gadget in hand. Expectedly, I started getting bullied by all the so-called clever students. I was brilliant in my studies, and that helped me keep my spirit on. In 2020, I graduated from my school, and Covid took over. My father and I sent an application to Presidency University Bangalore, the best decision of my life, I must say. So here the real story starts. When I joined here, I didn't have any dressing sense; I didn't know how to speak in English; I didn't know the brands Louis Vuitton, Gucci, and even Porsche. And then, I met a boy who showed me what a dream is called; let's call him Mysore-pak. Mysore-Pak was my best friend in university; with him, I ate my life's first burger. He showed me how the universe looks from the inside out; he made me a strong person in every possible way. I got to know how to set up a business from scratch. One day Mysore-pak took me to a startup cafe and showed me all the details



from the inside, from the owner's perspective. He taught me how to love myself and how to love my career. Mysore pak was the sweetest memory in my life. After the heartbreak I returned to my hometown, and I started working in a big multinational company, WIPRO. After working there, I realized I was not made for a night shift or a 9-5 job. I remembered everything that Mysore Pak said to me. I closed my eyes and saw myself manifested in a position that no one can touch. "Boo, you will be the great entrepreneur of all time; make me proud." Whatever happens, I never learnt to stop and quit. I saved my capital after working 1 year, and I started the business.

What Did I Realize from Life So Far?

You create your own future; you work hard, you manifest, you visualize, you become spiritual—that's all. These are the key points to succeed in life. Of course you need friends, but have one who will guide you, upgrade you, and show you the universe. When you get a chance, do people a favor. You might not realize that your little favor can mean a world to another just the way Mysore Pak did to me. Who told you not to do anything—do things, be busy, take the risk, hit the ball, go to the dance class, do that network marketing, attend the program, and take part in the student association?

I will guarantee you, you will be happy; a marathon is the only way to make your mind active. I will conclude here by saying that I haven't done a lot, but I have to do more; I am looking forward to seeing more through my career.



Debarati Banerjee
BBA Aviation Management
SOM, Batch of 2023
Founder and CEO
Bane of Devine



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.





Euphemism

The Cambridge Dictionary defines euphemism as a word or phrase used to avoid saying an unpleasant or offensive word. The Merriam-Webster Dictionary offers the following definition - the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant.

Euphemism comes from Greek *eúphēmos*, which means "uttering sounds of good omen," "fair-sounding," or "auspicious." The first part of that root is the prefix *eu-*, meaning "good." The second part is *phēmos*, a Greek word for "speech."

Euphemisms can take different forms, but they all involve substituting a word or phrase considered to be less offensive than another. The substituted word might, for example, be viewed as a less coarse choice, as when *gosh* or *darn* is used instead of *damn* or *damned*. Often, it replaces a word considered insulting to sensibilities. A euphemism may also consist of an acceptable phrase that is substituted for something unpalatable. Thus, we hear of people being "let go" rather than "fired"; civilians killed in war described as "collateral damage"; or someone who has died having "kicked the bucket," "passed away," "given up the ghost," or "joined one's ancestors."

Here are some more euphemisms.

'Spin' is sometimes dismissed as a simple euphemism for 'lying.'

'Senior citizen' is often used instead of 'old.'

Looks like the company is experiencing a 'negative cash flow.' meaning 'suffering losses.'

He is between jobs. – currently unemployed.

Give away your pre-owned clothes. – old clothes

She has lost her marbles, maybe due to old age. – She suffers from mental illness

I am under the weather. – I am sick.

Don't blow your fuse. – Don't get angry

What a couch potato you are! – You are lazy.

It is what we know already that often prevents us from learning.

Claude Bernard





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

Tense / Kaala

Types of Tenses

- Past Tense / Bhootha Kaala
- Present Tense / Varthamana Kaala
- Future Tense / Bhavishyath Kaala

Examples

- 1) Verb – Go – Hogu
 - Past Tense – Went - Hodenu
 - Present Tense – Going - Hogutiddene
 - Future Tense – Will Go – Hoguevnu
- 2) Verb – Sing – Haadu
 - Past Tense – Sang - Haadide
 - Present Tense – Singing – Haadutiddene
 - Future Tense – Will Sing – Haaduvnu

Past Tense / Bhootha Kaala

Went	Hodenu	
I Went/I Came	Naanu Hodhenu/Bandenu/Odidenu	ನಾನು ಹೋದೆನು/ಬಂದೆನು/ಒಡಿದೆನು
We Went	Naavu Hodhevu	ನಾವು ಹೋದೆವು
He Went	Avanu Hodhanu	ಅವನು ಹೋದನು
She Went	Avalu Hodhalu	ಅವಳು ಹೋದಳು
Raama Went	Raamanu Hodhanu	ರಾಮನು ಹೋದನು
Seetha Went	Seetheyu Hodhalu	ಸೀತೆಯು ಹೋದಳು
Boys Went	Hudugaru Hodharu	ಹುಡುಗರು ಹೋದರು
Girls Went	Hudugiyaru Hodharu	ಹುಡುಗೀಯರು ಹೋದರು
Children Went	Makkalu Hodharu	ಮಕ್ಕಳು ಹೋದರು

Present Tense / Varthamana Kaala

Going/Coming	Hogutiddene/Barutiddene	
Iam Going	Naanu hogutiddene	ನಾನು ಹೋಗುತ್ತಿದ್ದೇನೆ
We Are Going	Naavu hoguttideve	ನಾವು ಹೋಗುತ್ತಿದ್ದೇವೆ
He Is Going	Avanu hoguttidaane	ಅವನು ಹೋಗುತ್ತಿದಾನೆ
She Is Going	Avalu hoguttiddhaale	ಅವಳು ಹೋಗುತ್ತಿದ್ದಾಳೆ
Raama Is Going	Raamanu hogutthidaane	ರಾಮನು ಹೋಗುತ್ತಿದ್ದಾನೆ
Seetha Is Going	Seetheyu hogutthidaale	ಸೀತೆಯು ಹೋಗುತ್ತಿದ್ದಾಳೆ
Boys Are Going	HuDugaru hogutthidaare	ಹುಡುಗರು ಹೋಗುತ್ತಿದ್ದಾರೆ
Girls Are Going	HuDugiyaru hogutthidaare	ಹುಡುಗೀಯರು ಹೋಗುತ್ತಿದ್ದಾರೆ
Children Are Going	MakkaLu hogutthidaare	ಮಕ್ಕಳು ಹೋಗುತ್ತಿದ್ದಾರೆ

Leadership and learning are indispensable to each other.

John F. Kennedy





The Cloud Forests

Imagine living in a place that is pleasant all year round, with just the right amount of rainfall, the perfect weather that is cool, neither hot nor harsh, rich with verdant vegetation, lush canopies with ferns and orchids, an ecosystem that is well stratified, teeming with life, a magical land that boasts of a moderate climate. Well, these are the cloud forests that can be found along the sides of mountains at elevations between 3,000-10,000 feet in tropical areas. Some of the areas where you can find cloud forests include Central America, southern Mexico, South America, Africa, Madagascar, Southeast Asia, New Guinea, and the Caribbean. These are located at high altitudes, typically between 1,000 and 2,500 meters above sea level. These forests are characterized by a constant mist or cloud cover at the canopy level. In India one can find cloud forests in several mountain ranges, like the Western Ghats (like Agumbe), the Nilgiri Hills, and the Palani Hills, and also in the hilly areas in Northeastern India. Sadly, like many other things, cloud forests are also threatened by deforestation, and their existence is getting severely affected due to the diminishing forest cover.

Trivia



In today's age and time, the Cloud refers to an internet-based network of servers that support computing from anywhere and anytime. Cloud storage is believed to have been invented by computer scientist Dr. Joseph Carl Robnett Licklider in the 1960s. The word cloud has taken on a whole new connotation now, what with cloud computing and cloud storage.





The Team

Mr. Salman Ahmed – Chief Patron

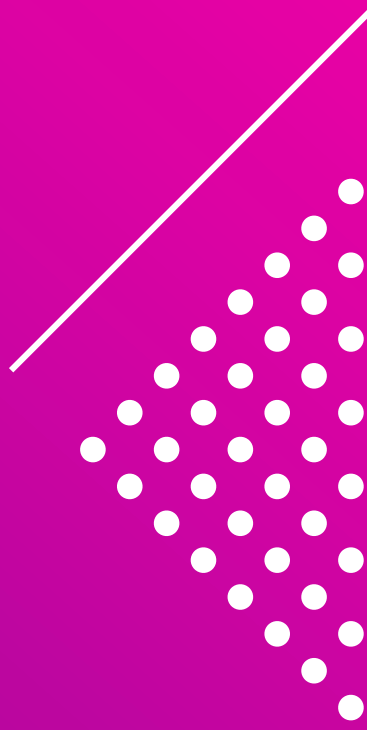
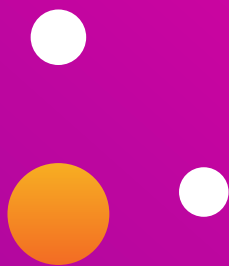
Dr. Akila S Indurti – Editor

Mr. Abdulla T A – Designer

Mr. Pingal Chanda – Photographer

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





**PRESIDENCY
KALEIDOSCOPE**

