



PRESIDENCY KALEIDOSCOPE

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and suggestions to
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Uptake

For too long, mankind has lived gripped by fear. If it were the fear of the unknown or of dark forces that might unleash something apocalyptic, there could be some justification. But this fear is different—it is the anxiety that innovation and new technologies may disrupt the familiar world order.

Remember the industrial revolution. Agrarian economies were disrupted, machines took hold of everything, and there was the initial fear that lives were going to change for the worse. But then things settled down, and everyone took to the machines as industrialization created many new opportunities, and factories buzzed with excitement and expectation.

The next great wave of disruption came with the rise of computers and automation, reviving old nightmares of job losses and joblessness. But again, these fears proved largely unfounded. As new industries emerged, new roles and opportunities were born.

Today, we are witnessing another repetition of these cycles—though perhaps a more serious one. Over the past few months, we have seen the rapid evolution of AI and automation, which could

pose a real threat on a scale not seen or felt before. So, as we stand at the crossroads once again, what do we do? Give in to despair and bemoan our fate, or take the bull by its horns and prepare our youth for a bright, though uncharted, future?

Economists have long argued that technology and innovation drive productivity growth, which in turn generates employment. The challenge before us, then, is to prepare for the future by creating a resilient workforce—learners who can identify and solve problems in innovative ways.

How well we equip our students and workers will determine our readiness for what lies ahead. We can get them ready to face the uncertainties by skilling and upskilling them and making them confident to face any challenge that might arise in the future. Investing in research and development is the need of the hour. Equally important is moving away from rote learning, and this should start right from the foundational stages where crucial blocks of learning are built. Otherwise, our system will continue to produce graduates with degrees, struggling to get absorbed in the job market with very few credentials to prove themselves.





The common grouse is that our courses are theory-intensive. These have to be revamped using a forward-looking lens, aligned to the jobs of the future. Curriculum designers and content developers should focus imaginatively on the requirements of the future and plug existing gaps and help create a highly skilled workforce. Industry participation will help in such enrichment.

We would do well to take a leaf out of the experiences of China and South Korea, which have achieved remarkable strides in creating a

future-ready workforce. We stand at the cusp of change, and it is for us to leverage the advantages and prove that we can. All these require a tectonic shift in mindset on the part of all stakeholders—from parents chasing time-worn degrees for their children to students attending classes just to equip themselves with mere degrees to educators who remain hesitant at the crossroads of change.

Until we meet again, have a wonderful time ahead!

Dr. Akila S Indurti
Editor

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.

Dale Carnegie





Content

Beyond Classroom	03
Events Galore	19
Presidency Family News	35
Alumni Connect	37
Trivia	39





BEYOND CLASSROOM

A celebration of your talent





The Stars

Out of the way they gleam, surprisingly
fun-size to an eye

The beam will certainly not evanesce from the
limitless sky

The ether glinting and giving rise to a
spectacular sight

The celestial will continue to exist, perpetually
bright

In the course of hours of darkness, they steer
the situation

Erroneously who fails to recall the avenue,
landed to the destination

They shuffle off this mortal coil behind the
closed doors

No cognizance to the cosmos, running like
ceaseless chores

Reference: <https://hashmatfida.blogspot.com/2020/04/poem-11-stars.html>



Dr. Hashmat Fida,
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An open letter to all aspiring corporate leaders/students of ESG

Dear All,

Greetings!

I am delighted to have you here reading this letter, and I hope you find it as enjoyable as I do writing it. The topic is ESG, one of the hottest topics in the corporate/investment world today. Billions and trillions of capital deployments in the international business environment are highly influenced by these three letters: E S G, which represent Environmental, Social, and Governance. Before taking decisions on investing huge capital, the investor community looks at any company using these three angles to evaluate if the business is sustainable in the long run.

As you are undergoing your graduation/post-graduation or advanced studies, I am sure that you will either be working for big corporations or may be desirous of starting your own business. In all these cases, it is recommended that you learn and understand the ESG concepts and be well informed. This will play a vital role during your journey in the corporate world.

Having received certification as an ESG expert from a globally recognized institution, I felt it was my responsibility to share this knowledge with all of you.

With this purpose, I would like to start a series of articles on ESG, which I am sure will be quite informative and beneficial to you going forward. Firstly, I would like to delve into the evolution of ESG.

Happy reading. Godspeed.

Evolution of Environmental, Social and Governance (ESG): An Overview

In the business world it is common for any business enterprise to invite huge investment at different stages of its growth. As a result of this, globally, there evolved a number of investment conglomerates mainly consisting of investment banks and family-owned business houses. In the 1970s, Socially Responsible Investing (SRI) emerged as a way for investors to align their portfolios with their values. This movement gained momentum in the 1980s with the divestment campaigns against companies doing business in South Africa during apartheid. Over time, SRI steadily evolved to look much like today's Corporate Social Responsibility (CSR) and was focused primarily on social issues such as human rights and supply chain ethics.





However, it wasn't until the 1990s that ESG considerations started to appear in mainstream investment strategies. In 1995, the U.S. Social Investment Forum (SIF) Foundation took inventory of all the sustainable investments in North America. The total—USD 639 billion—shed light on how shareholders were starting to invest out of principle versus strictly profit. Slowly but surely, institutional investors started to recognize that companies could potentially improve financial performance and risk management by focusing on ESG issues like greenhouse gas emissions. Asset managers began to develop ESG strategies and metrics to measure the environmental and social impact of their investments.

In 1997, the Global Reporting Initiative (GRI) was founded with the aim of addressing environmental concerns, though it soon broadened its scope to also focus on social and governance issues. In 1998, John Elkington published '**Cannibals with Forks: The Triple Bottom Line of 21st Century Business**,' in which he introduced the concept of the triple bottom line, a sustainability framework that revolves around the three Ps: People, Planet, and Profit. Elkington's goal was to highlight a growing body of non-financial considerations that should be included when evaluating companies. More so, Elkington hoped to persuade businesses to operate in the best interest of people and the planet—a desire that was shared by others around the world.

The 2000s: The Institutionalization of ESG

The early 2000s marked a turning point in the formalization of ESG principles. In 2000, the United Nations launched the Global Compact, urging businesses worldwide to align their operations and strategies with ten universally accepted principles in human rights, labor, environment, and anti-corruption. This initiative became a cornerstone in embedding ESG within corporate strategy. Shortly after, in 2004, the landmark report "**Who Cares Wins**"—commissioned by the UN—introduced the term ESG explicitly and demonstrated how integrating these factors into capital markets would enhance long-term value creation. In 2006, the United Nations-supported Principles for Responsible Investment (PRI) was launched, providing a global framework for investors to incorporate ESG factors into their decision-making processes. The PRI began with 63 investment institutions managing USD 6.5 trillion; by 2024, that number had surpassed 5,000 signatories managing over USD 120 trillion in assets. This exponential growth reflected an undeniable shift in global finance—ESG was no longer a moral preference but a strategic necessity.

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The 2010s: The Rise of Measurement, Disclosure, and Accountability

As ESG gained momentum, standardization and transparency became vital. Organizations like the Sustainability Accounting Standards Board (SASB) and the Task Force on Climate-related Financial Disclosures (TCFD) developed frameworks to guide companies on how to report their ESG performance in financially material ways. Investors began to demand quantifiable data to assess not only profitability but also sustainability and resilience.

The 2010s also saw the emergence of “green bonds,” impact investing, and sustainability-linked loans, which allowed capital markets to channel funds toward projects with positive environmental and social outcomes. ESG ratings agencies such as MSCI and Sustainalytics further institutionalized the movement by offering comparable metrics for investors. Meanwhile, the 2015 Paris Agreement marked a global commitment to limit global warming, placing climate considerations firmly within the realm of corporate and financial decision-making.

The Indian Context: From CSR to ESG Integration

In India, the seeds of ESG were sown through the Corporate Social Responsibility movement. The Companies Act of 2013 made India the first country in the world to legally mandate CSR spending, requiring eligible companies to allocate at least 2% of their average net profits toward social causes. While CSR focused on philanthropy, ESG encouraged a broader and more systemic approach—integrating sustainability into the core of business strategy and governance.

In recent years, Indian regulatory bodies have taken decisive steps toward ESG adoption. The Securities and Exchange Board of India (SEBI) introduced the Business Responsibility and Sustainability Report (BRSR) framework in 2021, requiring the top 1,000 listed companies to disclose ESG-related data. Major Indian corporates have embedded sustainability reporting into their governance systems, reflecting a gradual alignment with global ESG standards. Moreover, the growing green energy sector, responsible investing funds, and government initiatives such as “Mission LiFE” have strengthened India’s position in the global sustainability discourse.

The 2020s and Beyond: Challenges and Future Directions

As ESG matures, it faces a complex landscape. Critics argue that ESG ratings lack consistency, that “greenwashing” has diluted their credibility, and that short-term financial pressures often overshadow long-term sustainability goals. However, technological advancements in data analytics, artificial intelligence, and blockchain are now improving transparency and verification in ESG reporting. Additionally, the global push for net-zero



emissions, circular economy principles, and inclusive growth models continues to drive innovation.

The next phase of ESG will likely see closer integration between sustainability performance and executive compensation, more robust stakeholder engagement, and an evolution from voluntary disclosures to mandatory reporting. Investors are increasingly viewing ESG not as a constraint but as a strategic lens to identify resilient, future-ready companies.

Conclusion

The journey of ESG from a moral philosophy to a financial imperative mirrors humanity's broader understanding of sustainable progress. What began as a grassroots movement for ethical investing has evolved into a global framework that shapes how capital is allocated, how corporations are governed, and how societies envision their future. ESG has become the bridge between profit and purpose—reminding us that long-term prosperity is inseparable from environmental stewardship, social equity, and responsible governance.

As the world confronts challenges such as climate change, inequality, and digital disruption, ESG stands not merely as a checklist but as a compass—guiding businesses, investors, and nations toward a more sustainable and equitable future.



Mr. Rameev Narayana Pillai
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Smart Password Practices: Simple Tricks for Strong Security

In today's digital world, every click we make — from checking emails to logging into online classes — depends on one key element: passwords. They're the first line of defence for our personal data, yet often the weakest link.

As someone who has spent years managing systems, networks, and user accounts, I've seen how small mistakes in password habits can lead to big security problems. Let's simplify it — here are a few practical and powerful tips that can help everyone at our university stay digitally safe.

1. Use Passphrases, Not Just Passwords

Instead of using short passwords like 12345 or password@123, try creating a passphrase — a combination of random words or a meaningful sentence. For example: CoffeeRainCampus@2025 or MyLaptopRunsFast#Today. They're longer, easier to remember, and much harder to crack.

2. Never Reuse the Same Password

Many people use the same password for email, banking, and college portals — this is risky. If one account gets hacked, all others are exposed. Use unique passwords for each platform or consider a password manager (like Bitwarden, 1Password, or Google Password Manager) to keep track securely.

3. Enable Two-Factor Authentication (2FA)

Even the strongest password isn't bulletproof. 2FA adds an extra layer of protection, usually a verification code sent to your phone or email. So even if someone steals your password, they can't log in without your approval.

4. Avoid Saving Passwords on Shared Systems

In labs, cyber centres, or office computers — never click "Save Password." Browsers can store this information locally, and others using the same system may access it easily.

5. Update Passwords Regularly

Changing your passwords every 3–6 months helps prevent long-term breaches. Make it a routine — just like system updates or antivirus scans.





Real-Life Example from Experience

During one maintenance cycle, I noticed multiple systems in the lab auto-login to shared email accounts — this posed a major risk. After implementing password rotation and 2FA, the incidents of unauthorized access dropped to zero. A small change, but a huge impact.

Final Thought

Think of passwords like keys — if you use one key for every lock, losing it means losing everything. Build your digital habits wisely. A few simple steps today can save your data, identity, and peace of mind tomorrow



**Mr. Kushal R.,
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Gen Z Lives the Consequences of Millennial Choices!

Generation Z is constantly blamed for being distracted, emotionally disconnected, addicted to screens, and irresponsible. But rarely does anyone ask the most important question: who raised them? Gen Z did not grow up in a vacuum. They were shaped, taught, and influenced by the generations before them. It is unfair to hold them solely accountable for problems rooted in parenting, education, and technology that were handed down to them. Blaming Gen Z will not fix what millennials damaged. Gen Z inherited the mess; they did not create it. The constant pressure, emotional disconnect, and digital dependence are not habits Gen Z chose for themselves. These are responses to an environment shaped by millennial parenting, tech-driven culture, and broken systems. Gen Z reflects the world millennials created. They are a mirror of that reality, not a mistake.

Soft Parenting and the Confusion of Roles One major issue was the rise of soft parenting. Many millennials adopted the idea that being a parent meant being a friend. But parenting is not about being liked. It is about guiding, correcting, and preparing children to face challenges. Friends ignore each other's flaws and behave as equals. Parents are supposed to be mature, alert, and responsible. By avoiding difficult conversations and decisions, many parents failed to teach accountability, structure, and emotional resilience.

Substance Creators Who Now Complain The very platforms and tools that Gen Z is addicted to were created, promoted, and profited from by millennials. While exploring the frontiers of information technology and artificial intelligence, the focus remained on innovation and monetization, not on ethics or long-term impact. They created addictive content, optimized algorithms for engagement, and then forgot to teach their children to manage what they created. Now millennials criticize Gen Z for behaviors they indirectly engineered.

Millennial Gaslighting Rather than acknowledging their influence, many millennials now sit back and mock Gen Z. They glorify their own youth as better, more disciplined, and more grounded. In doing so, they gaslight the generation they raised. Gen Z is not some alien breed. They reflect the world they were born into, shaped by parenting styles, digital culture, and social norms set by their elders.





Pause and Reflect It is time to stop pointing fingers at Gen Z and start owning up to the generational chain of responsibility. If Gen Z is failing, it is because those who came before them failed to lead with awareness, consistency, and foresight. The solution begins not with blame, but with reflection.



Dr. Saba Inamdar,
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vignettes





From Caravans to the Dark Web: The Silk Road's Legacy in the Age of Digital Conspiracy

"The Silk Road was never just a route of commerce; it was a web of human ambition, secrecy, and connection"—a prototype of globalization.

Even prior to the internet connectivity of the billions, a web of winding routes in the former cities of Xi'an and Samarkand up to the Mediterranean ports existed. This was the Silk Road, a vast economic and cultural system that flourished between the 2nd century BCE and the 14th century CE. It was decentralized, just like the current digital web, except that it was not run by kings or empires but rather through trust, reputation, and coded communication between merchants and travelers. Out of the silk, spices, and jade trade, something much more, a continuous stream of ideas, technologies, and philosophies, was born. These ancient arteries were passed through by paper-making, algebra, and Buddhism, which redefined whole civilizations. However, under the surface, the Silk Road was also home to espionage, smuggling, and some mute political intrigues, and as it turns out, any time humans construct a system of networks, there is always the issue of secrecy.



Jump forward in time to the 21st century, and the term "Silk Road" was used again, not through deserts, but through the dark landscapes of the Dark Web. This online marketplace, developed by Ross Ulbricht in 2011, was a reflection of the principles of open exchange that were characteristic of the old network and not controlled by the government. The anonymity of Bitcoin and Tor encryption transformed it into a safe haven for anonymous transactions, including the sale of narcotics and fake identities. Its creator predicted the vision of a





libertarian free market that is not restrained by the interference of the state but soon turned into an idea of digital anarchy and conspiracy. Similar to the traders of ancient days who ran the risk of desert robbers and imperial treasure hunters, the modern user faced the threat of hackers, surveillance, and deceit. The collapse of the modern Silk Road in 2013, when the FBI blocked it, revealed the vulnerability of digital freedom—a dramatic reenactment of empires that used to aim to monopolize the ancient trade.

As of today, the term "Digital Silk Road" has created a new momentum under the Belt and Road Initiative (BRI) of China and represents the emergence of 5G networks, AI infrastructure, and cross-border data corridors that reconnect continents once again. China has been strengthening its digital relationships in Asia, Africa, and Europe between 2023 and 2025, and this has caused a debate in the world about data sovereignty, cyber ethics, and governance by artificial intelligence. On the one hand, it will allow connecting with the world increasingly; on the other hand, it will allow conducting technological surveillance and taking control of algorithms, which is also reminiscent of the anxieties surrounding a new digital imperialism. Therefore, from camel caravans to encrypted servers and modern smart grids and quantum networks, the Silk Road continues to remain as a metaphor for the two-fold journey of mankind, to join and to master. Paved with sand or code, its history is an eternal truth: the shade of power is cast on every chain of freedom.



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Kaliyuga Bharatavarsha

- The Most Sought After Land

Bharat, the most pious land on erstwhile Jambudweep named after the ruler Bharata, is indeed the most sought-after land due to its rich spiritual tradition. This is the very land where all the Vedas, Upanishads, and Puranas were written; this is the land on which Lord Rama and Lord Krishna had lived aeons back. This is the land where the great Sufi saint Khwaja Moinuddin Chisti had showered his blessings with his divine presence and secular teachings. This is the land that has had the fortune of receiving the footfalls of the Christ's great apostle—St. Thomas. Above all, this is the very land on which Lord Vishnu's final incarnation is expected to arrive after many centuries from now, when the average lifespan of a human being would have dwindled to a paltry twenty years, as stated in Srimad Bhagavatham.

The glory and invincibility of Bharatavarsha have been etched in golden letters throughout all the scriptures, including the Maha Puranas. In fact, according to the Puranas, to get a birth in the subcontinent of Bharatavarsha during Kaliyuga is considered to be a blessing, and that too in the form of a human being is considered even more blessed. It is said that even the devas who reside in various heavenly abodes would pray incessantly to God to get a birth in this blessed land in the form of a human being, for this pristine land facilitates the speedy absolution of one's karmic entanglements; therefore, it is rightly termed as the 'karmakshetra.' No other land on this earth has this uniqueness of facilitating a soul to get back to its eternal home—the Vaikuntha—with this much ease. It has been stated by Swami Vivekananda that if there is any land on this earth that could be called 'punya bhumi,' it is our mother India, for this land acts as the place where all the souls on this earth should come to account for their karma. In fact, our land is the only exit point through which all the liberated souls reach their eternal home—Vaikuntha.

It has been exclusively stated by sage Parashar in Vishnupurana that a soul can get liberated very easily in Kaliyuga just by 'namasankeerthanam'—constant remembrance of Lord Vishnu, for such a speedy absolution was not possible in any of the other yugas. A mortal being in Satya Yuga had to perform deep penance for centuries for the soul to get itself freed from karmic shackles. Treta Yuga required great yagnyas to be performed for a prolonged period of time with utmost care and precision. A mortal being in Dwapara Yuga had to perform at least 10 years of idol worship with great care, but here in Kali Yuga, a mortal requires just a day of constant remembrance of Lord Vishnu to get themselves liberated. Unfortunately, the mortals of Kaliyuga, for want of intense meditative power and concentration, are unable to keep themselves in contemplation of the divine for even a minute, thus wasting the much sought-after life that has been obtained through great effort.

The Kaliyuga is characterized by the invisible presence of Kali—the great-grandson of Lord Brahma. Kali has a great ability to keep mortal beings supercharged with anger, thus keeping



Vignettes

them away from the divine. Moreover, he is bestowed with immense impulsive and distractive power, thus justifying why the mortal beings in Kaliyuga find it extremely difficult to meditate even for a minute qualitatively. Even the most pious king of Kaliyuga, Parikshit, failed in front of Kali. Kali defeated Parikshit by getting into his aura through the golden crown Parikshit was wearing, gradually starting to conquer his consciousness and corrupt his senses by filling it with the seeds of anger. Thus, on one occasion when Parikshit poured out his anger on a sage by throwing a dead snake around his neck, the sage immediately cursed Parikshit to face his death in a week's time by virtue of a snake bite. Eventually Parikshit took to attending Bhagavata discourse by sage Shuka. On the seventh day at the conclusion of the discourse, he attained liberation. Subsequently, Takshak ensured his soul could never re-enter into his body by injecting a huge volume of venom, thus bringing an end to the illustrious era of King Parikshit. Though Kali would rule the major portion of Kaliyuga, towards the end he would be defeated and slain by the Kalki incarnation before dissolution, or pralaya, after which the cosmic cycle repeats itself with the world re-entering into Satyayuga once again, as stated in the scriptures...



**Mr. Anand Haridas,
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Mind Matters

The “Unsaid” Word

We live in a society that never steps in when the real problem arises. Everyone tends to prioritise their own needs, leaving others without assistance when help is required. Although this practice comes with the generational and in some ways traditional way of “humein kya” attitude, if we look into it at the root, it seems that we do not want to be trapped in a whirl of responsibility to anything. Having said that, in the present world, India seems to be changing this habit.

We hear of reports and stories of this very silenced verb that I speak about, yet it has been disguised to form an illusion of many sorts. This doesn’t come like a guest invited but rather like a thief to steal, and very rightfully we can hate it. It steals joy, family bonds, friendships and much more. Bothering never to change or even pause at the least, going on and on until the goal is reached. How often, unfortunately, it occurs only to intensify the fear that has already been stationed for many ages.

This uninvited guest steps into many a happy occasion only to stir up an atmosphere of hurt and pain. Once caught, never returns. Surely, there is now a question in your minds about who this guest might be that I remorsefully talk about, but I go on. The only real question to ask is, have we become catalysts and bridges for this guest to walk on? Have we given an open welcome to something that can change our lives? And guess what? Our society knows the answer better.

Yes. In many ways, through threads of culture and conversation, we have managed to unknowingly give way for an entity that only threatens our joyful moments and, at the very least, human moments. Our negligence to this has become a pathway for it to grow more than ever before. As a result of this, many lives and reasons for lives have been lost. Hope is a funny thing on the brighter side, and it's never too late to hold on to it. Better late than never, our age-old habit can die and give birth to a new era of self-awareness that creates a safe space, which indirectly heals places our guest can breed in. We can hold each other's hands stronger, depicting that the guest cannot break what is strong from within and that my friends will reverse all the plans of the guest to destroy. We can do this, and we will!

Oh! I almost forgot to introduce our guiltless guest. Suicide.



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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.

Please do not send articles as PDF attachments.

vignettes





PRESIDENCY KALEIDOSCOPE

Events Galore

**Roundup of activities in
August, September
and October 2025**





Department of Student Affairs

Teacher's Day Celebrations at a glance

Events Galore





NSS at Presidency University: An Overview

The NSS unit successfully organized a Sadbhavana Diwas event at Arunodaya School on September 4, 2025. The program aimed to spread the values of peace, harmony, and unity among students. NSS volunteers actively engaged with the school children through interactive sessions where the importance of living together with respect and mutual understanding was highlighted. To reinforce the message, the students enthusiastically participated in a drawing activity on the theme of peace and harmony, expressing their creativity and thoughts through art. The activity not only encouraged them to reflect on the importance of harmony in society but also allowed them to communicate strong messages in a simple yet powerful way. More than 35 students participated in the event.

Teacher's Day

As part of the Teacher's Day initiative, 25 enthusiastic volunteers from the NSS Cell of Presidency University visited Ittgalpura village, where they engaged with the local school community to recognize and celebrate the role of educators in shaping society.

The event saw many fun-filled engaging activities like the interactive chit-pick activity, singing a few lines of a favorite song, solving a quick puzzle, or even performing a short skit with the students. These activities helped in creating a platform for teachers to showcase their creativity and bond more closely with the community.

To further enrich the celebration, the NSS volunteers performed a special skit that highlighted the invaluable role of teachers in nurturing values, wisdom, and knowledge. The skit creatively conveyed how teachers serve as guiding lights, shaping the future of young minds with patience, care, and dedication. The program concluded with an open discussion, where both teachers and students shared their thoughts on the significance of respect, gratitude, and lifelong learning. This interactive exchange fostered a deeper connection between the teachers and the community, making the event both meaningful and memorable.





NSS Foundation Day

The NSS Cell of Presidency University celebrated NSS Foundation Day on September 24, 2025, with a lot of excitement and active participation from students, alumni, and faculty members. Ms. Salma Shafeeq Ghori, a well-known social worker who has dedicated her life to helping Veer Naaris, children of martyrs, and families of physical casualties, especially in rural areas, was the chief guest. She has received many awards for her work, and her presence inspired everyone at the event. Cultural events included dance recitals, poetry recitation, and an enthralling fashion show by 21 NSS students who showcased traditional attires from different states of India.

The event also had a special alumni segment. Alumni returned to the university to celebrate the occasion. They were presented with tokens of appreciation, and some of them shared their memories and experiences with the audience, making the moment emotional and inspiring. To honor the hard work of volunteers, awards were given to the best performers of the year 2023–2024. The awards went to Simran Pande as Best Volunteer (Female). Vishwanath Joshi as Best Volunteer (Male) Harsh Kumar Singh as Best Volunteer (Overall). Their service and dedication were appreciated by all.

The celebration ended with group photographs and refreshments. The day was filled with joy, inspiration, and togetherness, reflecting the true spirit of NSS and its motto, “Not Me, But You.”





Blood Donation Camp

The NSS Cell of Presidency University successfully hosted a Blood Donation Camp on September 23, 2025. The event was a testament to community spirit and dedication, with 49 active volunteers contributing their time and energy throughout the entire day. Their tireless efforts were crucial in managing logistics, guiding donors, and ensuring a smooth and efficient process. The camp was held in collaboration with two established blood banks, The Lions Club Yelahanka and The Lions Club Vijaynagar, whose professional staff managed the donation and collection process with meticulous care.

A remarkable total of 460 units of whole blood was collected during the seven-hour event. This significant achievement was made possible by the generosity of students and faculty members from various schools and departments, demonstrating widespread participation and a deep commitment to this life-saving cause.



Life Skills Training Program

A two-day Life Skills Training Program was successfully conducted for 68 students from Cohort 1 and Cohort 2 of the Campus2Community Fellowship. The purpose of this Life Skills Training Program is to promote student involvement in the AICTE Activity Point Program through Campus 2 Community-designed Social Initiatives and C2C-based Community Needs.

As part of this module, a 3-month Volunteering Program for 50 student volunteers per batch, targeting a total of 150 students in three batches from the institution for the academic year July 2025 to June 2026, was held. Following are its objectives.

Student Volunteering: Students will contribute to real-world issues through service in community-based projects.

Training & Orientation: Yuvaka Sangha will provide pre-engagement training, orientation sessions, and skill-building workshops.

Community Immersion: Selected students will participate in hands-on learning through community immersion, gaining transformative educational experiences.

21st Century Skills Set Training: Developing essential skills for success in today's fast-paced, technology-driven world. These skills enable individuals to adapt, innovate, and thrive in personal and professional settings.



Events Galore



Sports News

Presidency University's sports team excelled in its activities and won laurels at the RNSIT 2025-26, an Inter-College Sports Fest hosted by RNSIT on September 11-12, 2025.

The women's volleyball team secured the runner-up position, while the men's kabaddi team bagged the 2nd runner-up position.



The Men's Cricket Team emerged as winners at the Bangalore Institute of Technology Inter-College Sports Fest, held from September 8-10, 2025, bringing home the prestigious trophy.





Events Galore



Daivaashirwad D S participated in the Taekwondo-Dasara Games CM Cup 2025, held from September 22 to 25, 2025, in Mysuru, representing Bengaluru Urban. He secured the Gold Medal in the Under-76 kg Men's category.



The men's handball team achieved first place at the Amrutha Vishwa Vidyapeetham Intercollege Sports Fest, which took place on September 25, 2025.

Presidency School of Computer Science and Engineering AI Club Activity: Making Machine Learning Impactful

Resource person Mr. Arunkumar M Khannur, Assistant Professor, PSCSE, aimed to equip participants with the knowledge and skills necessary to apply machine learning effectively to solve real-world problems across various domains such as healthcare, agriculture, finance, and smart systems, and help attendees understand how to identify meaningful use cases, build robust and efficient ML models, and deploy them in practical applications. Special focus was given to promoting responsible use of machine learning by highlighting ethical, social, and sustainability aspects. By providing interactive sessions, expert talks, and case studies, the event motivated participants to design solutions that not only achieve high accuracy but also create a positive societal impact. Students found the session highly insightful and engaging.





AWS-Powered Cloud Solutions: Design, Deployment, and Optimization

The Presidency School of Computer Science & Engineering, in collaboration with the Presidency School of Information Science, organized a Five-Day Faculty Development Programme (FDP) on “AWS-Powered Cloud Solutions: Design, Deployment, and Optimization” from August 4 to 8, 2025.

The FDP aimed to equip faculty members with in-depth theoretical knowledge and practical expertise in cloud computing using Amazon Web Services (AWS). The sessions covered cloud architecture fundamentals, deployment models, configuration management, performance optimization, and cost management strategies.

The resource person, Mr. Bailapa Bhovi (Assistant Professor, PSCS), provided a structured learning approach through hands-on labs, live demonstrations, and real-time case studies, enabling participants to confidently integrate AWS-based content into their academic curriculum and research projects.

Cloud Transformation in Oracle Human Capital Management System

A seminar titled “Cloud Transformation in Oracle Human Capital Management (HCM) System” featured Mr. Dinesh Nayaka, a Senior HCM Consultant at Cloud Payroll Company Accenture in Bangalore, as the resource person. The seminar aimed to highlight the role of cloud technology in modernizing HR functions. The session covered the transition from traditional HR systems to Oracle HCM Cloud, emphasizing benefits such as scalability, cost efficiency, automation, real-time analytics, and improved employee experience.

Speakers discussed best practices for successful transformation, challenges in adoption, and strategies to align HR with organizational goals through digital tools. Case studies were presented to demonstrate enhanced workforce management and decision-making using Oracle HCM Cloud. The seminar concluded with an interactive Q&A session, where participants clarified implementation concerns and explored career opportunities in Oracle HCM. The event was insightful and provided practical knowledge on leveraging cloud transformation for effective human capital management.





Industrial Visit

The industrial visit to U R Rao Satellite Centre (URSC), ISRO, on September 3, 2025, provided an invaluable opportunity for participants to explore the URSC, which serves as the lead center of the Indian Space Research Organisation (ISRO) for satellite design, development, and integration. During the visit, participants were given a comprehensive tour of the facilities. They witnessed firsthand the intricate processes involved in building and testing satellites. Experts at URSC explained the complete lifecycle of a satellite mission, from conceptualization to launch. Key highlights included insights into the assembly and integration of various subsystems, the rigorous testing procedures conducted in clean rooms, and the technology behind iconic ISRO missions like Chandrayaan, Mangalyaan, and various communication and earth observation satellites. The session was highly interactive, allowing students to ask questions and understand the real-world challenges and innovations in space technology.



Omega Coding Club

Sketch2Site: AI-Powered Web Design Contest

The Sketch2Site: AI-Powered Web Design Contest was held on September 10, 2025, and aimed to showcase the integration of creativity and technology by enabling participants to transform hand-drawn sketches into fully functional web designs using AI-powered tools. Students enthusiastically took part in the challenge, blending artistic imagination with technical implementation. A total of 12 participants joined the contest, each demonstrating their unique design concepts and ability to harness AI for web development.

The contest proceeded in a structured format, with students first sketching their design ideas, followed by converting them into web interfaces through AI tools. The entries were evaluated based on creativity, design quality, usability, and effective application of AI.





Events Galore



International Exposure

A session titled **The Value of International Exposure: Preparing Students to Thrive in a Diverse World** with Mr. Sharanappa, Assistant Manager, Presidency University, Bangalore as the resource person was held on August 29, 2025, and highlighted the importance of global exposure in shaping students' academic, professional, and personal growth. It emphasized how international experiences broaden perspectives, enhance cross-cultural understanding, and foster adaptability in a diverse world. Students gained insights into global career opportunities, collaborative learning, and the significance of networking beyond borders. The session also focused on developing critical skills such as communication, cultural intelligence, and problem-solving in multicultural contexts. By engaging with international practices, students could build confidence and resilience to excel in global environments. The event prepared learners to become competent, inclusive, and future-ready professionals in today's interconnected world.





Events Galore

Shaping Futures

A webinar on **‘Shaping Futures: Placement Insights by Alumni’** featured Mr. Manoj Kumar K, Student Placement Coordinator who was earlier selected by TCS as a Graduate Trainee. He shared practical tips and real-world experiences with the students who found them directly applicable to their own placement aspirations. He also provided a detailed guidance on resume building, aptitude tests, and interview skills and many participants expressing increased confidence in approaching campus recruitments.

Attendees found the session format interactive and engaging, with opportunities for Q&A and networking with the resource person. The webinar served to strengthen connections between alumni and current students, fostering a sense of mentorship and mutual support within the campus community. The event effectively complemented academic curriculum, bridging the gap between theoretical learning and practical career readiness. Participants suggested making such alumni-driven sessions a regular part of the placement training calendar, given the significant motivational boost received.

Presidency School of Management Orientation for Freshers

Presidency School of Management hosted its Orientation Programme for the freshers from September 3 to 9, 2025, marking the beginning of a new academic journey with great enthusiasm and inspiration.

The gathering was graced by chief guest Mr. Raghuram Krishnan, Chief Financial Officer, Adobe, along with key officials from the university.

Mr. Krishnan, in his keynote address, spoke about the essence of leadership skills, the importance of adaptability, and how students can build impactful careers by staying curious, resilient, and ethically grounded and learning corporate perspectives.

The second day included a series of informative workshops designed to acquaint students with academic procedures, institutional resources, and the holistic development of students.

The third day gave an overview of the school vision, program structure, gender sensitization (POSH), and domain specialization. The highlight was an industry panel discussion on employability skills, featuring leaders from PMI Bengaluru, LSEG, and Continental Automotive, who shared real-world perspectives on adaptability, leadership, and career growth. On day four, students visited The Akshaya Patra Foundation, Bengaluru, where they learned how its people, processes, and purpose nourish over two million children daily and support education nationwide—instilling values of social responsibility and nation-building.

Over four days, the orientation program warmly welcomed students into the Presidency family while equipping them to embark on their MBA journey with clarity, confidence, and purpose.





Events Galore



Career Services and Industry Connect

Presidency University signed an MoU with Genpact to strengthen industry partnership and collaboration on September 1, 2025. The Genpact team addressed MBA students at the university auditorium.



Presidency School of Commerce

EL Fortuna Marketing Club

The inaugural ceremony of Marketing Club 2.0, followed by a seminar, was held on September 24, 2025, at the Presidency University Auditorium. The seminar's focus was "Create Your Own Identity," with guest speaker Mr. Arunachala Shastry, President, Karnataka Grameen Setu Cop. Ltd., making the session insightful and interactive. The avowed objective of the club is to impart specific, in-depth knowledge on a given topic in a way that is accurate and pertinent to the needs of marketing specialization students.





Research Lecture Series on Case Study Analysis

The Presidency School of Commerce Research Forum successfully conducted a session under the Research Lecture Series titled "Advanced Tools and Frameworks in Academic Research: A Knowledge Series" on October 11, 2025. The session was led by Dr. Syed Ahmed Wajih, Associate Professor, who delivered an engaging and insightful presentation on "Case Study Analysis." Faculty members and research scholars actively participated, gaining practical insights into the application of case studies for enhancing the quality and impact of academic research in the various domains. The session deepened participants' understanding of case study methodology and its practical implications in diverse research domains. It also emphasized the importance of case-based approaches as a robust framework for producing high-quality, context-driven, and impactful scholarly work.



Presidency Makerspace

Internal Smart India Hackathon (SIH) Screening Round 2025

Presidency University, through its Makerspace, successfully conducted the Internal Smart India Hackathon (SIH) Screening Round 2025 on September 22, 2025, with the enthusiastic participation of 200+ student teams from various branches. The event was graced by esteemed dignitaries Mr. Navratan Katariya, Director of Innovation, Entrepreneurship, IoT & AI, MeitY-NASSCOM Centre of Excellence, who was the Chief Guest, and Mr. Anurag Atulya, along with senior academic leaders of the university.

The event, organized by Presidency Makerspace, truly reflected the university's commitment to nurturing problem-solving, teamwork, and real-world innovation, preparing students to represent Presidency University at the national-level SIH.

As part of the occasion, the Makerspace Magazine titled, Innovation For You, was formally released, celebrating the creative spirit and accomplishments of the student innovators. Additionally, the IIC Student Council for the academic year was launched, marking a new chapter in fostering innovation, entrepreneurship, and leadership among students.





Events Galore





Events Galore

Anveshana 2025

Presidency University Makerspace successfully hosted Anveshana 2025 on September 8, 2025, in collaboration with Agastya International Foundation and Synopsys.

This year's theme, "AI, Semiconductors, and Innovation in Rural India," inspired students to design impactful solutions addressing real-world challenges.

The event was graced by Mr. Dilip Kumar H. K., AGM, Agastya International Foundation, Bangalore, who was the chief guest, and evaluated by an esteemed jury panel including Dr. Arun Kumar G. L., Associate Professor and Deputy Head, Department of Mechanical Engineering, Nitte Meenakshi Institute of Technology, along with faculty experts.

Students from across all schools of Presidency University showcased innovative prototypes and entrepreneurial ideas. Out of these, the top 12 teams were shortlisted and will proudly represent Presidency University in the upcoming Anveshana Innovation Challenge.





“Chip to Crop” Hackathon Prototypes

As part of the Hackathon initiatives hosted by Presidency University, student teams visited the ICAR–Indian Institute of Horticultural Research (IIHR), Bengaluru, on September 26, 2025, to gain valuable insights and technical guidance for developing their project prototypes for the upcoming “Chip to Crop”—24”-Hour AgriTech Hackathon.

The visit provided an enriching opportunity for students to interact with IIHR scientists, understand real-world agricultural challenges, and explore innovative, sustainable solutions that can drive positive change in the agritech domain.

This hands-on exposure will help teams refine and build their prototypes, aligning them with practical, field-level requirements—a crucial step toward transforming innovation into implementation.



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**





Congratulations,

Dr. Saba Inamdar, Assistant Professor & HOD in Charge, PSoC, for having served as a reviewer in the following journals:

Journal Name: International Journal of TROPICAL DISEASE & Health
Manuscript Number: Ms_IJTDDH_145648
Title of the Manuscript: Stressors and Stress Management Strategies Adopted by Private Secondary School Teachers in Delta State Nigeria



Journal Name: Asian Journal of Advanced Research and Reports
Title of the Manuscript: The Hegemony of Global Standards in Vocational Education for Fishing Vessel Nautical: A Case Study at State Vocational School 5 Balikpapan

Congratulations,

Dr. Liya Teressa Alex, Asst. Prof. – SOC, whose research paper titled “Enabling Market Access for GI-Tagged Handicrafts through Sustainable Tourism and Heritage Conservation: A Concurrent Triangulation Approach in Tamil Nadu,” was selected for oral presentation under the theme “Sustainable Tourism & Heritage Conservation” at the Tamil Nadu Land Use 2025 – International Conference, organized by the Tamil Nadu State Land Use Research Board with the support of the **State Planning Commission, Government of Tamil Nadu**.

The conference was held from October 6-7, 2025 at the IIT Madras Research Park, Chennai, and the presentation took place on October 7, 2025 at 11:00 AM.

Among the many research papers submitted under each theme, only two of the best papers were selected for presentation, and Dr. Liya’s was one of them. This is a proud and encouraging milestone for PSoC, reflecting the growing research culture and academic excellence fostered within Presidency University.





Congratulations,

Dr. Prachi Beriwalla, Asso.Prof, SOM for the best paper award and paper presentation certificate at the international conference on 'Perspectives on Business Management, Economics, and Information Technology.'





The Presidency Alumni



ALUMNI
CONNECT



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





Design Unplugged: Foundation, Fun and Future

The alumni interaction with Mr. Inder J (B. Des Communication Design, 2019 Batch) proved to be an enriching experience for the Communication Design students of the 3rd, 5th, and 7th semesters. The session offered an engaging perspective on how design education translates into professional practice and highlighted the diverse career opportunities available in the field of communication design.

Through his career journey and experiences, Mr. Inder shared valuable insights on industry workflows, design challenges, and the role of communication design in addressing real-world problems. Students gained practical guidance on portfolio development, employability skills, and the relevance of tools, techniques, and emerging trends such as UI/UX, branding, and storytelling.

The interaction not only motivated students to align their academic learning with industry expectations but also encouraged them to think critically and creatively about their future career paths. Importantly, it strengthened the alumni-student bond, laying the foundation for mentorship, networking, and future collaboration.



We would love to hear from you.

Please send your feedback to editor@presidencyuniversity.in





Kasturi Kannada

Kannada is the most widely spoken language of Karnataka. It is not just a means of communication but a living symbol of the state's cultural and historical identity. Spoken by more than two-thirds of Karnataka's population, it has around 44 million native speakers. Its literary and cultural lineage stretches over 1,500 years, a journey that can be traced right from the 5th-century Halmidi Inscription to the modern conversations in Bengaluru. This deep-rootedness adds a richness to the region's dynastic, artistic, and spiritual traditions.

Kannada is a member of the Dravidian family of languages, and it shares structural similarities with Tamil and Telugu. Its script is distinct and is derived from Brahmi. To a large extent, Sanskrit has also influenced Kannada, and it has added to its richness. Three stages can be detected in the history of its evolution through the ages: Halegannada (Old Kannada), Nadugannada (Middle Kannada), and Hosagannada (Modern Kannada). Many dialects of Kannada are currently used throughout the state, like Mysore-Kannada, Dharwad-Kannada, and Mangalore-Kannada. Alongside, there are subdialects like Havyaka, Badaga, and Nadava. Scholars estimate that nearly twenty dialects are currently in use in the state. Kannada is also enriched by various other languages spoken in the state, like Tulu, Konkani, Kodava, Urdu, Tamil, Telugu, etc.

In the bygone era, royal decrees and inscriptions from the Kadambas, Chalukyas, Hoysalas, and Vijayanagara bear witness to the significant role played by Kannada in governance and administration. While Sanskrit dominated royal courts, Kannada served as the language of the people, ensuring accessibility and participation in public affairs.

'Sirigannadam Gelge, Sirigannadam Baalge' Victory to glorious Kannada! Long live glorious Kannada! Coined by Rao Bahadur R. H. Deshpande, a Kannada activist and educationist, in 1893, these lines have been immortalised by Rashtrakavi Kuvempu in his poetry and speeches. This helped popularise the lines among the public.

Trivia





The Team

Mr. Salman Ahmed – Chief Patron

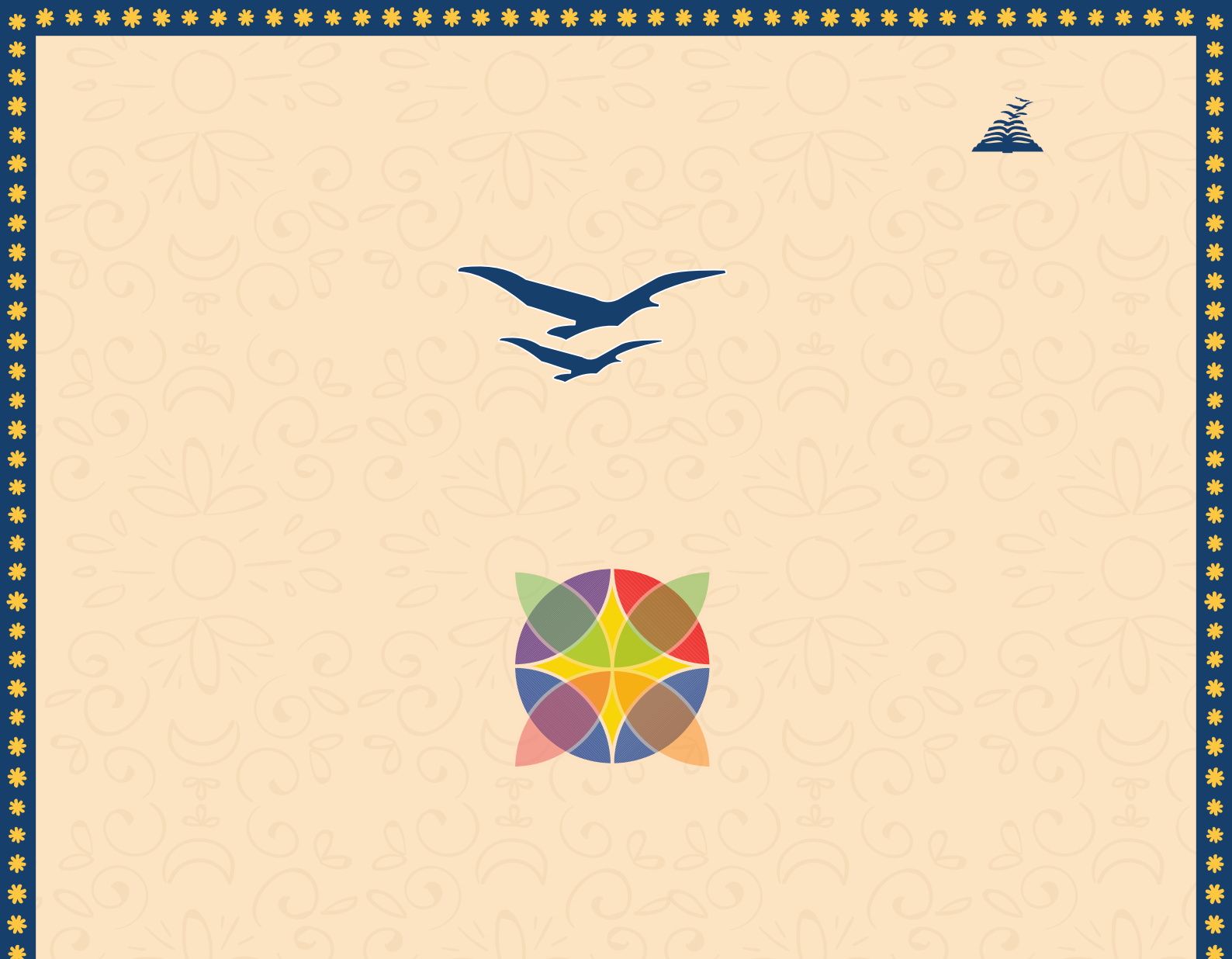
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Kaleidoscope wishes to thank all those who have contributed to this edition of the magazine.





PRESIDENCY KALEIDOSCOPE

