PRESIDENCY UNIVERSITY

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DSA NEWSLETTER FEBRUARY 2026

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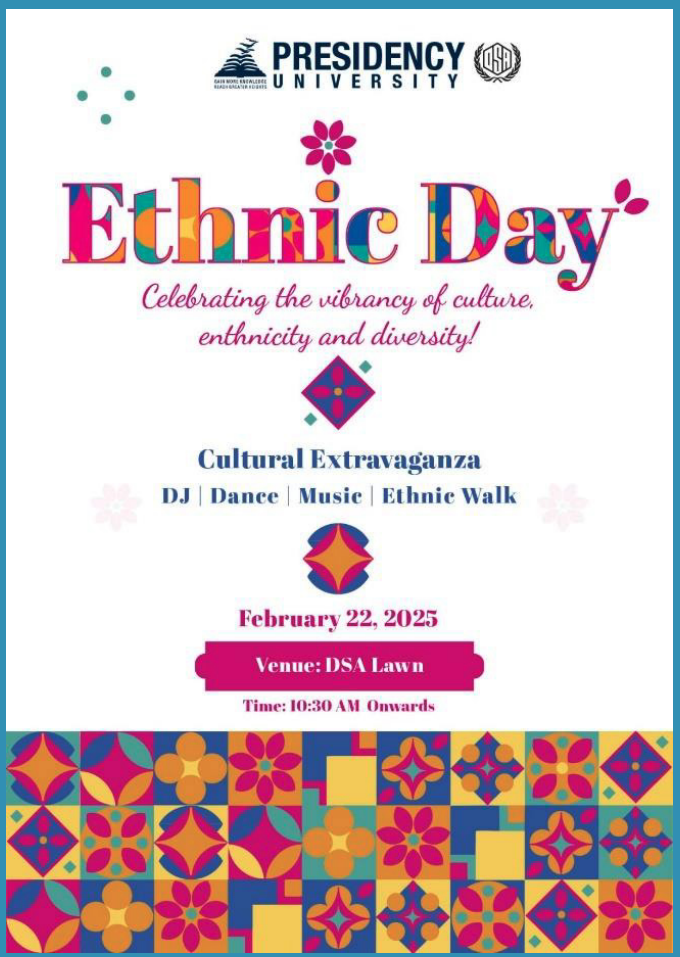
ETHNIC DAY

Ethnic Day 2026 was celebrated with great enthusiasm on 25th February at Presidency University, organised by the Department of Student Affairs. The event began at 2:30 PM with an energetic performance by the opening band, which entertained the audience with lively Kannada and Hindi songs, immediately creating an exciting atmosphere on campus.

The formal part of the program started with the ceremonial lighting of the lamp, performed by the Honourable Vice President Salman Ahmed, PVC Dr. Vidya Shankar Shetty, and Dean – DSA Dr. Anu Sukhdev. The celebration continued with an invocation song followed by engaging dance performances, marking the official inauguration of Ethnic Day 2026.



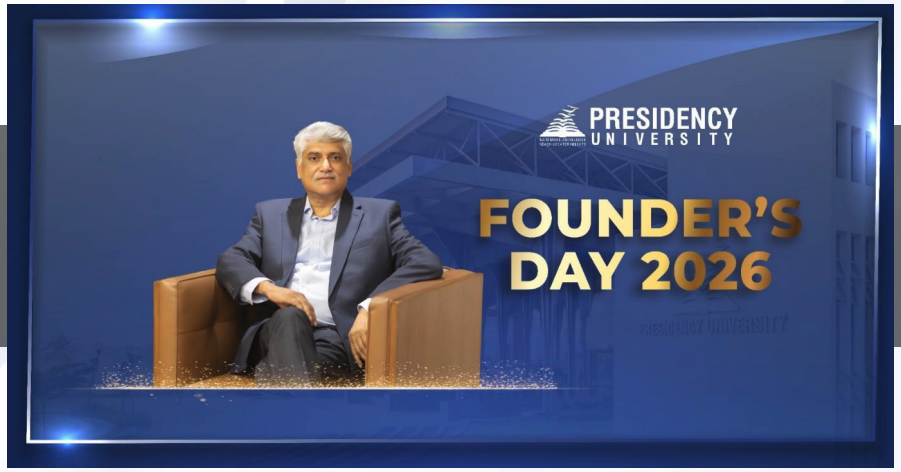
The event beautifully showcased India's diverse cultural heritage through a variety of traditional performances. Among the highlights was the energetic Kodava dance, along with several other cultural presentations that reflected the traditions and pride of different communities. This was followed by an exciting fashion parade, where various teams presented a colourful display of traditional attire blended with modern style. The audience was further entertained by musical performances from talented student artists, which added to the festive atmosphere.

Alongside the stage performances, numerous food stalls were set up across the lawns, allowing students to enjoy a variety of delicious snacks and refreshments while participating in the celebrations. The event concluded with a high-energy DJ session, which kept the crowd dancing and enjoying the evening.

Overall, Ethnic Day 2026 was a vibrant celebration that brought students together to appreciate culture, tradition, and unity in a joyful and memorable way.

FOUNDER'S DAY

Founder's Day is a moment of immense pride for the entire Presidency community. The occasion celebrates the inspiring legacy of our Hon'ble Chancellor, Founder and Chairman of the Presidency Group of Institutions, Dr. Nissar Ahmed, whose visionary leadership over the past five decades has transformed the landscape of education and empowered generations of students. The day stands as a tribute not only to a remarkable founder but also to his lifelong commitment to shaping futures through quality education and innovation.



The celebration commenced with vibrant cultural performances by students, including an elegant dance presentation followed by soulful renditions of retro songs that added warmth and nostalgia to the event. A special highlight of the occasion was the **cake-cutting ceremony by the Hon'ble Chancellor,** symbolising gratitude and celebration of the institution's remarkable journey.

The event also recognised the dedication and contributions of faculty and staff members through the **Long Service Awards,** honouring those who have successfully completed five years of service at Presidency University. The celebration reflected the strong sense of community, gratitude, and shared vision that continues to drive the Presidency family forward.

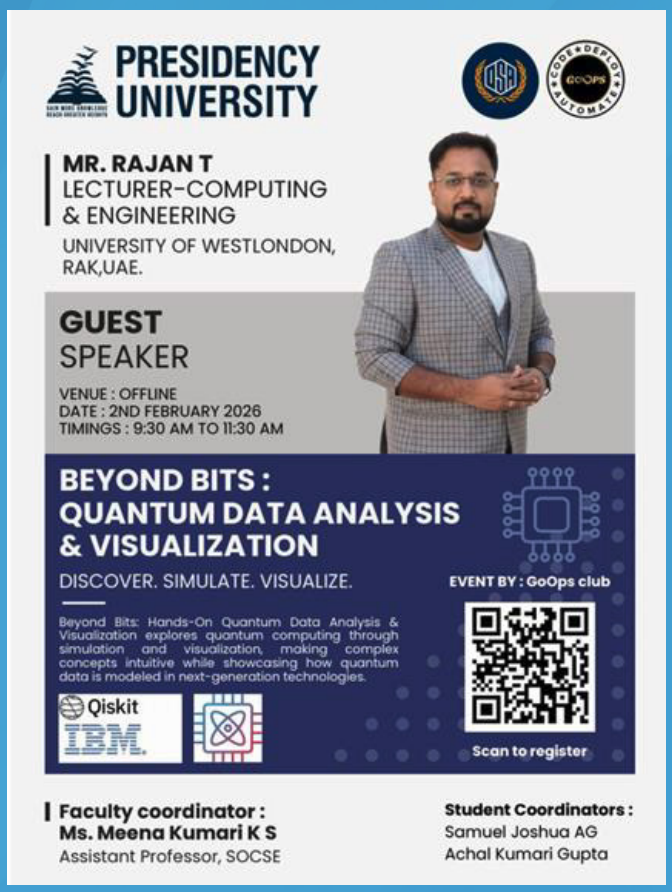
BEYOND BITS: QUANTUM DATA ANALYSIS AND VISUALISATION – GOOPS CLUB

The **GoOps Club, under the Department of Student Affairs (DSA), Presidency University,** successfully organised an engaging guest lecture titled **"Beyond Bits: Quantum Data Analysis & Visualization" on February 2, 2026, from 9:30 AM to 11:30 AM at LTL01.**

The session was conducted to introduce students to the emerging field of quantum computing and its potential impact on next-generation data analysis. The lecture was delivered by **Mr. Rajan T,** who shared insights from his academic and professional experience in computing and engineering.

Participants were introduced to fundamental quantum concepts such as qubits and superposition, along with an explanation of how quantum systems differ from classical computing. The discussion also highlighted how quantum computing can process complex datasets and improve computational efficiency in advanced analytical tasks.

The lecture further explored techniques for simulating and visualising quantum data, along with an introduction to tools such as Qiskit used in quantum experimentation. By the end of the session, students gained a foundational understanding of quantum data analysis and its potential applications across fields such as research, cybersecurity, healthcare, and advanced computing.



WHERE CURIOSITY MEETS COSMOS – COSMIC CREW

The COSMIC CREW successfully organised an interactive session titled “Peer Thoughts” on 28th February 2025 at QT01. The session was designed to encourage active participation, enhance conceptual understanding, and ignite curiosity about the fascinating world of space science. Through an engaging and discussion-based format, participants were motivated to think critically, share their perspectives, and confidently express their ideas while exploring fundamental astronomical concepts.

The primary objective of the session was to promote problem-solving skills and introduce students to real-life challenges in the field of astronomy. The event also highlighted the scope and importance of astronomy and its growing relevance in the engineering domain, demonstrating how astronomical studies contribute to technological innovation, satellite systems, and scientific advancements.

The Peer Thoughts session successfully achieved its goal of encouraging meaningful interaction and expanding participants’ perspectives on space science. By fostering an open and intellectually stimulating environment, the event provided a platform for learning, discussion, and exploration of cosmic phenomena. The session not only strengthened participants’ understanding of astronomy but also inspired them to further explore the vast mysteries of the universe, setting a promising direction for future initiatives by The Cosmic Crew.

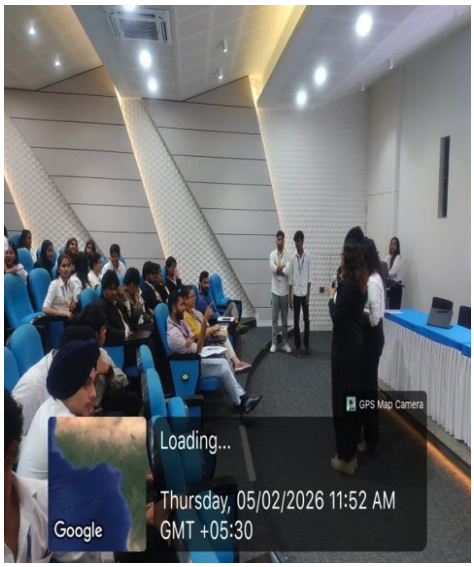
SELLING A FLAW PRODCUT CAMPAIGN/COMPETITON: UNO REVERSE – EL FORTUNA CLUB

The **EL Fortuna Club (Marketing Club – PSOC),** under the **Department of Student Affairs (DSA), Presidency University,** successfully organised a marketing competition titled **"UNO Reverse: Selling a Flawed Product Campaign" on February 5, 2026, at 10:30 AM in Seminar Hall-1.**

The competition challenged participants to market products with intentional flaws by creatively reframing them as unique features. Teams were randomly assigned unusual items such as lace umbrellas and shoes without soles and were given twenty minutes to develop a brand identity and deliver a persuasive pitch. A total of nine teams participated in the event, including Hyenas, Trisync, SSD, Irresistable, Pivot, Mizuki, Chuimui, Pokeman, and Sabbal Gang.

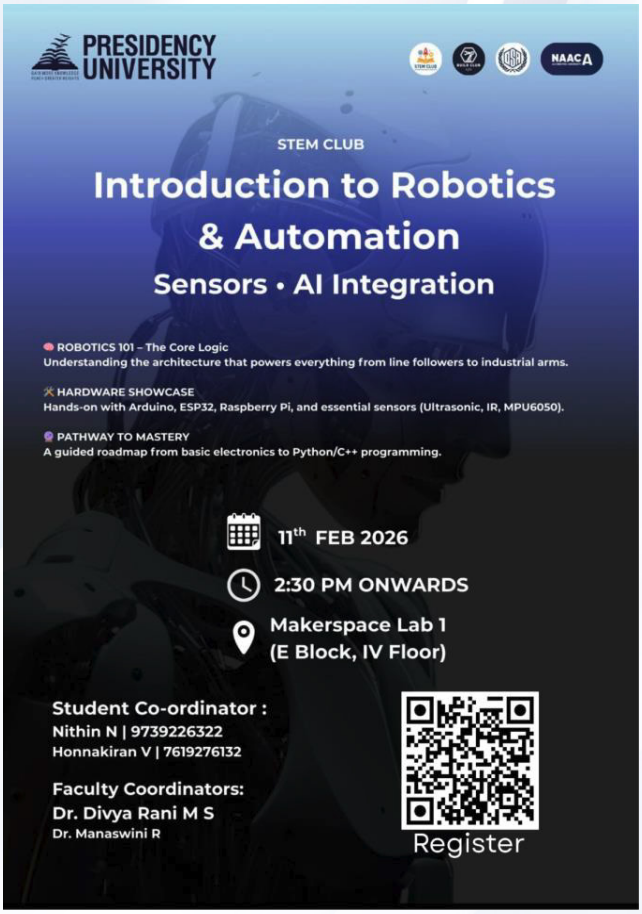
Participants demonstrated innovative marketing strategies by transforming product defects into compelling selling points. For example, a backward-running clock was presented as a "Mindfulness Dial" designed to help users rewind their stress, while a chair with uneven legs was marketed as an "Active Posture Calibrator" that encourages constant movement and engagement.

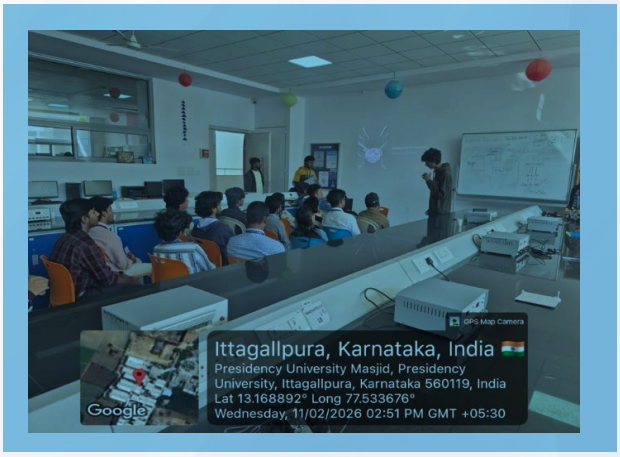
The competition was evaluated by **Dr. Akhil Menon, Dr. Anouja Mohanty, and Dr. Mohsin Shawkat,** who assessed teams based on persuasion, creativity, and logical reasoning. The event highlighted the importance of cognitive reframing, storytelling, and adaptability in marketing, demonstrating how powerful narratives can transform perceived weaknesses into distinctive brand features.



INTRODUCTION TO ROBOTICS & AUTOMATION – STEM CLUB

The **STEM Club at Presidency University** organised a workshop titled **"Introduction to Robotics & Automation"** aimed at helping students understand the fundamentals of modern robotic systems. The session was designed to simplify the concepts behind intelligent machines and explain how automation works in real-world applications.





Instead of treating robotics as something mysterious, the workshop focused on the basic engineering ideas that allow machines to perform tasks independently. Participants were introduced to the **Sense–Think–Act model,** which explains how robots collect information through sensors, process that information through programming, and finally perform actions based on the results.

Overall, the session helped bridge the gap between theoretical knowledge and practical application in the fields of **robotics and automation,** encouraging students to explore innovation and technological development.

SHORT FILM SCREENING

The event featured the screening of the short film **"Senior",** an industry-level production directed by **Roopesh SK** on 11th of February 2026 at Seminar Hall 04 by the Film making club of DSA. The screening was attended by the distinguished guests **Roopesh SK and Soniya Patil,** who interacted with the audience during the session.

The program was not limited to the film screening alone. It also included an engaging **question-and-answer session,** where participants had the opportunity to learn about various aspects of filmmaking. Important topics such as **crowdfunding for film production, the process of creating short films and micro-series, networking methods for aspiring filmmakers, and basic guidance for beginners in filmmaking** were discussed in detail. The session brought together **students, faculty members, and individuals from the film industry,** creating a meaningful platform for knowledge sharing and creative

Overall, the event turned into an insightful and inspiring experience that encouraged participants to explore opportunities in filmmaking and creative media.

PAINTING WITH PRONOUNCIATION – TOASTMASTERS CLUB

The **Toastmasters Club,** under the **Department of Student Affairs (DSA), Presidency University,** successfully conducted "Painting with Pronunciation" on February 11, 2026, at 2:30 PM in UG-01.

The meeting began with **Toastmaster C. Naganathan,** who served as the Sergeant at Arms, initiating the session with a short energiser activity and introducing the theme of the meeting. This was followed by the Presidential Address delivered by TM Manasa, who introduced the **Word of the Day, "Tone,"** encouraged the participants, and officially declared Meeting No. 61 open.

The session was then guided by **TM Lakshmi,** the Toastmaster of the Day, who welcomed members and guests while providing an overview of Toastmasters and the flow of the meeting. A lively Table Topics session conducted by **TM Diksha** encouraged members and guests to participate in impromptu speaking, including role-play-based topics that created an engaging and interactive atmosphere.

The meeting concluded with the Evaluation Session led by TM Naganathan, where the TAG team presented reports on time management and language usage while providing constructive feedback to participants. The session ended with the conclusion of the theme by the Toastmaster of the Day, followed by the singing of the National Anthem and a group photograph.

TOASTMASTERS
WHERE LEADERS ARE MADE
We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self confidence and personal growth

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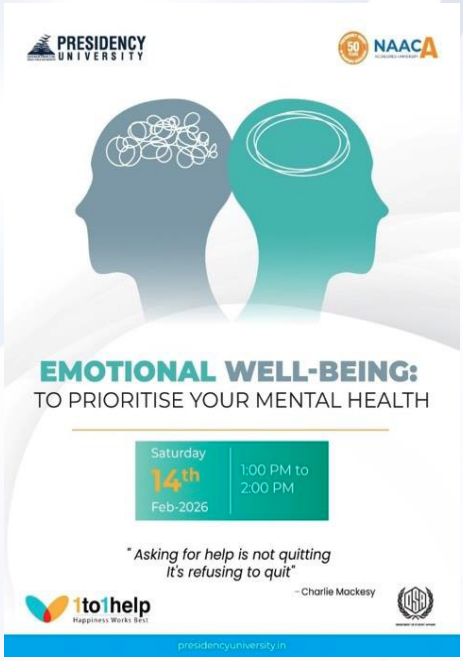
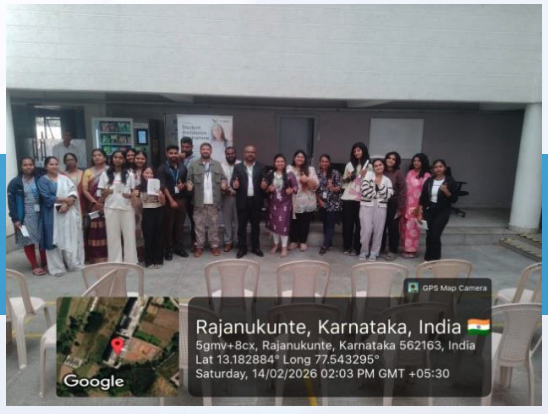
EMOTIONAL WELL – BEING – MIND BLOSSOM CLUB

The program began with a short introduction focusing on **mental health and emotional wellbeing.** The session highlighted the importance of understanding one's emotions, handling stress in healthy ways, and reaching out for help whenever necessary. Students were reminded that mental health is just as important as physical health and plays a key role in maintaining overall wellbeing. After the introduction, the session was conducted by **Ms. Megha Mohan,** an expert counsellor from the **1to1 Help team.** She addressed the students in a friendly and relatable manner, discussing common emotional challenges faced by hostel students such as academic pressure, homesickness, anxiety, relationship concerns, and difficulties adjusting to a new environment.



During the session, she explained how the counselling process works and informed students about the support services available to them. She also emphasised the importance of **confidentiality and trust** when seeking professional help. The counsellor shared several practical self-care methods, including maintaining a balanced routine, expressing emotions openly, seeking support from friends, and practicing simple stress-management techniques. To make the session more interactive, a **Mental Health Bingo** activity was conducted, encouraging students to reflect on their experiences and participate actively. The program concluded with the distribution of **affirmation cards,** providing students with positive and motivating messages. Around **30–35 hostel students** attended the session and benefited from the discussion.

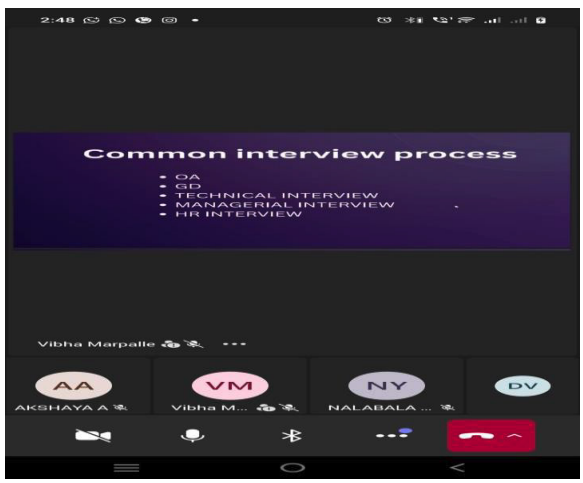


STRATEGIC CAREER CHOICES

The seminar titled **"Strategic Career Choices: Landing the Right Job in the Right Company"** was organised to help students make well-informed decisions about their future careers in a competitive employment environment. The session aimed to guide participants in understanding how their abilities, interests, and long-term aspirations can be matched with suitable job roles and organisations.

The discussion emphasised the importance of **self-evaluation, knowledge of different industries,** and proper career planning. Students were encouraged to analyse their strengths and interests in order to identify the most appropriate career direction. The seminar also addressed important aspects such as understanding the culture of different organisations, evaluating job responsibilities, and preparing effectively for recruitment and selection procedures.

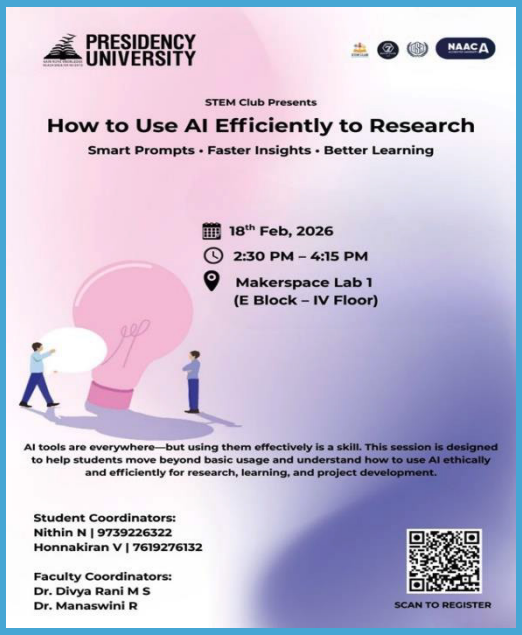
In addition, the session highlighted the value of **continuous learning, flexibility, and professional networking** in building a successful career. Through practical examples and useful suggestions, students gained a clearer idea of how to choose organisations that offer growth opportunities, a positive work environment, and alignment with personal values. Guidance was also provided on **resume preparation, interview readiness, and confident decision-making while selecting career opportunities.**



HOW TO USE AI EFFICIENTLY TO RESEARCH

The workshop titled **"AI for Research: The Pilot, Not the Autopilot"** aimed to help students understand how artificial intelligence can be used responsibly and effectively during academic research. The session explained that AI should support researchers in their work rather than completely replace their thinking or analysis. It introduced students to a structured approach for using AI tools during different stages of the research process, including discovering information, understanding academic material, and improving written work.

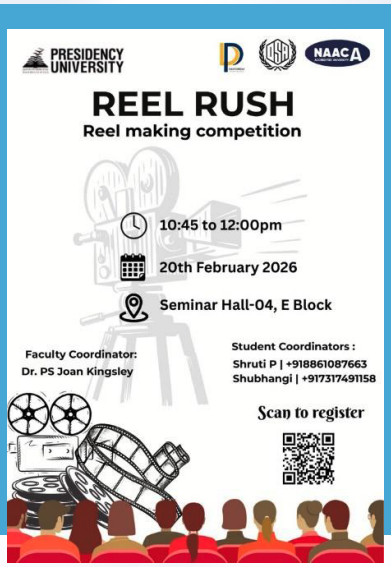
During the discovery stage, participants were introduced to advanced research tools that go beyond traditional search engines. Platforms such as ResearchRabbit and Elicit were discussed as useful resources for exploring research papers, identifying citation networks, and gathering relevant academic findings more efficiently. In the deep reading stage, the workshop demonstrated how tools like SciSpace and ChatPDF can assist students in understanding complex research articles by simplifying technical language and helping them analyze study methods and results.



The workshop also emphasised the **ethical use of artificial intelligence in research. Students** were advised to verify academic references, such as DOI links, to avoid incorrect or fabricated information produced by AI systems. In addition, they were reminded to protect sensitive or unpublished research data by not sharing such information on public AI platforms. Overall, the session helped students understand how AI can be used as a supportive research assistant while maintaining academic integrity and responsible usage.

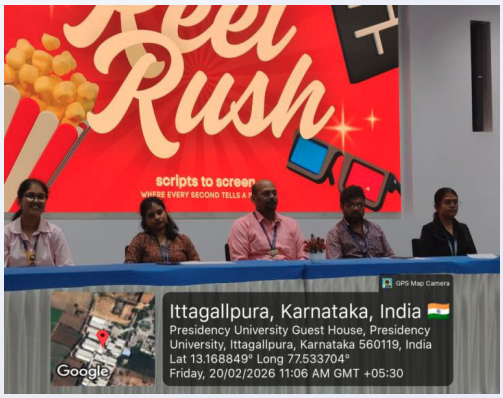
REEL RUSH – DIGITOPEDIA

The **Digital Marketing Association of Presidency University (Digitopedia)** organised an inter-school digital marketing competition titled **"Reel Rush" on February 20, 2026,** at **Presidency University, Bengaluru.** The event brought together around **25 students from the School of Commerce and the School of Engineering,** who demonstrated their creativity and strategic thinking in the field of digital content creation. The competition was designed to provide students with an engaging platform to explore **short-form video production,** allowing them to present their ideas using modern digital tools and popular social media formats.



Participants were encouraged to create reels that reflected themes such as national values, digital awareness, and innovative storytelling. Through this activity, students were able to apply their creativity while also learning about effective communication through visual and digital media. The event helped participants gain practical exposure to digital marketing techniques, audience engagement strategies, and the responsible use of social media platforms.

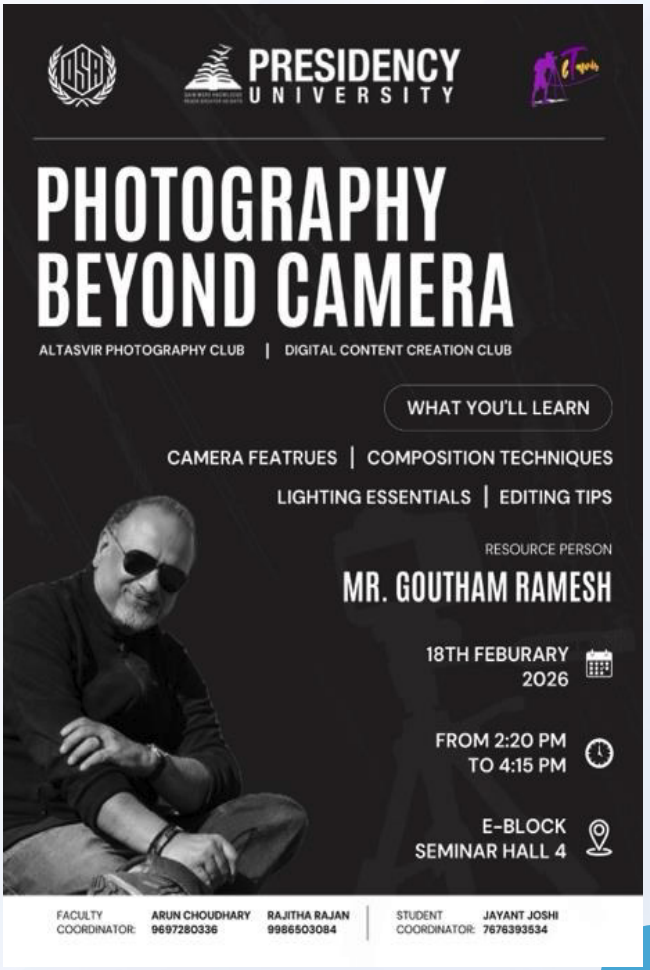
Overall, the competition served as a valuable learning opportunity that encouraged creativity, digital skills, and responsible online content creation among students.



PHOTOGRAPHY BEYOND CAMERA – PHOTOGRA-PHY CLUB

The workshop titled **"Photography Beyond Camera"** was conducted on **February 18, 2026, at Presidency University** and proved to be a highly engaging and informative session for students. The event was organised by the **Altasvir Photography Club** in collaboration with the **Digital Content Creation Club** with the aim of helping students move beyond casual photography and understand the deeper aspects of visual storytelling. The session took place in **Seminar Hall 4, E-Block,** and attracted many students who were interested in improving both their creative and technical photography skills.

The workshop featured **Mr. Goutham Ramesh** as the resource person, who shared valuable professional knowledge and practical experiences with the participants. The session was structured around four important areas of photography. These included understanding advanced camera settings, learning effective composition methods, exploring the role of lighting in photography, and gaining basic knowledge of post-processing and editing techniques. Through these topics, students were encouraged to focus not only on the device used for capturing images but also on the creativity, planning, and intention behind every photograph.



The program was conducted from **2:20 PM to 4:15 PM** and combined theoretical explanations with practical guidance. Participants were given useful tips on improving their photography skills and creating visually appealing images. The event was organised under the guidance of Faculty Coordinator Pingal Chanda and Student Coordinator Jayant Joshi. The workshop concluded with an interactive question-and-answer session, allowing students to clarify their doubts and gain additional insights from the resource person. Overall, the session provided a meaningful learning experience and encouraged students to explore photography as both a creative art form and a technical skill.

GEETHA GAMYA – KANNADA SANGHA

The program included an engaging **musical guessing activity** where participants were divided into teams and asked to recognise well-known **Kannada songs,** including popular, folk, and classic tracks. The game used different types of clues such as **short audio clips, visual hints, and theme-based prompts,** which made each round interesting and interactive. These rounds were designed to test how familiar the participants were with Kannada music from various time periods and styles. The lively format of the activity ensured that both participants and the audience remained actively involved, creating an energetic and enjoyable atmosphere in the classroom.

In addition to entertainment, the event also promoted **teamwork, communication, and cultural awareness** among the students. Team members worked together to discuss answers, demonstrate quick thinking, and make collective decisions during the game. Through this interactive experience, **Geetha Gamya** helped revive interest in Kannada music and traditions, giving students an opportunity to reconnect with their cultural heritage in a fun and engaging manner. The event ended on a positive note, leaving participants with enjoyable memories and a greater appreciation for the richness of Kannada music.

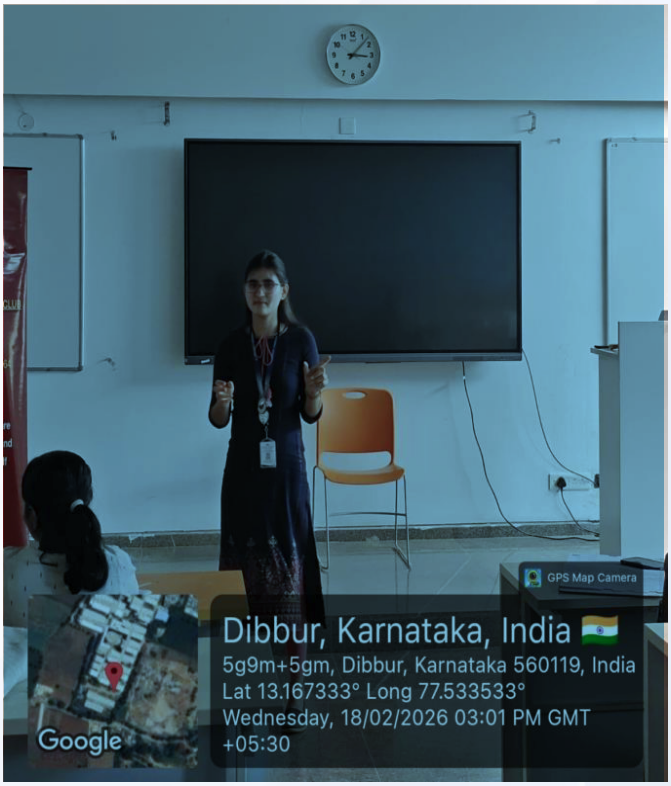
WEAVING NEW DREAMS

The meeting began with **Toastmaster Shibila,** who served as the **Sergeant-at-Arms (SAA).** She started the session with a short energising activity that lasted about three minutes, helping to create an enthusiastic atmosphere among the participants. After the activity, she explained the basic guidelines that needed to be followed during the meeting and briefly introduced the theme of the session. She then invited the President to continue with the proceedings.

The Presidential Address was delivered by TM C. Naganathan, who spoke about the importance of having dreams and aspirations. He shared his personal experience of dreaming about becoming a pilot in the Air Force but eventually working as an engineer in the same field. Through this example, he emphasised how life can take unexpected paths while still leading to meaningful achievements.

He also referred to a well-known quote by Steve Jobs, stating that “you can’t connect the dots looking forward; you can only connect them looking backward,” highlighting the value of reflection and perseverance. After his address, he officially declared Meeting No. 62 open and invited the Toastmaster of the Day to take over.

During the Educational Session, TM Sheetal spoke about the importance of the Table Topics segment in Toastmasters meetings. She explained the time limits involved and highlighted how this session helps members practice impromptu speaking skills. She emphasised that a strong opening and confident body language are important while delivering such spontaneous speeches. She encouraged participants to share ideas and stories that reflect their own experiences. The session also included a motivational quote by Robin Sharma, “Change is hard at first, messy in the middle, and beautiful at the end,” reminding participants that growth often requires patience and effort.



MEME OF THE CAMPUS- EL FORTUNA

The Marketing Club El Fortuna at Presidency University organised an engaging content-creation competition titled CAMPUS, designed to encourage students to explore creativity through digital media. The event focused on combining innovation, humour, and strategic thinking to create meaningful and responsible online content. Participants were asked to design memes that reflected current advertising trends, campus life, and ethical communication practices.

The competition highlighted how memes, which are widely used in today's digital culture, can serve purposes beyond entertainment. Students were encouraged to use this popular format as a tool for marketing, branding, and storytelling. Through this activity, participants gained an opportunity to experiment with digital advertising ideas while presenting their thoughts in a fun and relatable way. The event also aimed to strengthen students' abilities in creative design, critical thinking, and responsible content creation.

A total of ten teams participated in the competition. The teams included SYFM, Unemployed, Kalesh Committee, Memefluncer, Papigudia, Fold, Diet Joke, Big3, Pappikhunal, and Bangers. Overall, the event provided students with a unique platform to demonstrate their creativity and understanding of modern digital marketing while promoting ethical and thoughtful online communication.

PITCHEZ – 8 HOUR PITCHATHON

PitchEZ was organised to create a supportive platform for engineering students, especially first-year participants, to enhance their public speaking, idea presentation, and entrepreneurial pitching abilities. The event encouraged students to present innovative ideas from various fields such as technology, sustainability, agriculture, and social development. It aimed to help participants express their ideas clearly and confidently while learning how to structure and present them effectively.

The event was designed to bridge the gap between creative ideas and the confidence required to present them professionally. Although many students generate innovative technical or creative concepts, they often lack opportunities to present these ideas in a structured pitching environment. PitchEZ focused on improving participants' confidence, communication skills, and ability to present ideas with a business-oriented perspective.

SYNGERY – ENTREPRENEURSHIP CELL

The Informatica Club of the Presidency School of Computer Science and Engineering successfully organised SYNERGY 2026 – Industry–Academia Innovation Summit on 27 February 2026 at Presidency University. The summit served as a dynamic platform bringing together industry experts, researchers, faculty members, and students to discuss the latest advancements in Artificial Intelligence, automation, and emerging technologies.

Centered on the theme "From Research to Reality: AI, Automation, and Emerging Technologies for Global Competitiveness and Sustainable Growth," the event focused on bridging the gap between academic research and real-world industry applications. Experts from leading organisations shared valuable insights on how technologies such as AI, cybersecurity, robotics, and digital infrastructure are transforming industries and shaping the future.

The summit aimed to expose students to real-world technological applications, promote innovation and research-oriented learning, and encourage critical thinking. It also provided an opportunity for students to interact with industry professionals and gain awareness about emerging career opportunities. SYNERGY 2026 proved to be an enriching experience, strengthening the connection between academia and industry while inspiring students to explore the evolving technological landscape.

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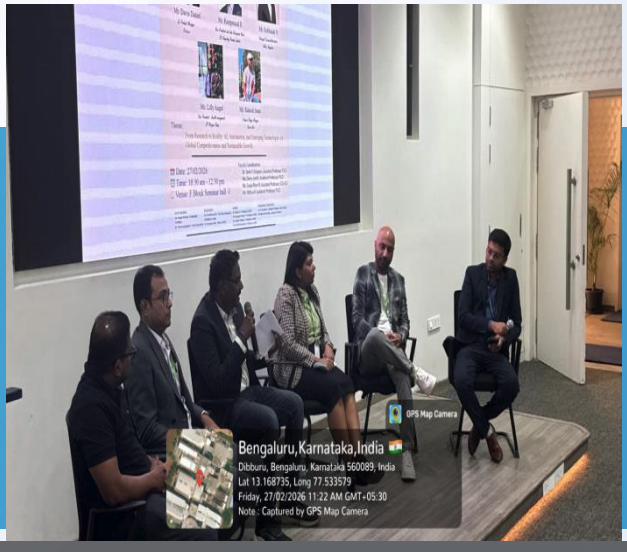
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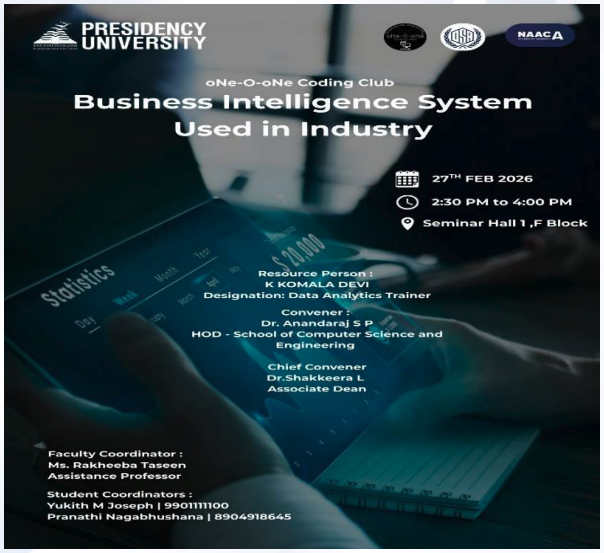
BUSINESS INTELLIGENCE SYSTEM USED IN INDUSTRY – ONE-O-ONE CLUB

The **One-O-oNe Club of Presidency University** organised a hands-on session titled "Business Intelligence Systems Used in Industry" on 27th February 2026 at Seminar Hall 1, F Block. The session aimed to familiarise students with the concept of **Business Intelligence (BI)** and its growing importance in modern industries.



The session was conducted by **Ms. K. Komala Devi, Data Analytics Trainer,** who shared valuable insights into how organisations utilise Business Intelligence tools to analyse data and support strategic decision-making. She emphasised the significance of data-driven decision making and demonstrated how BI systems help businesses interpret large volumes of data effectively.

Students were introduced to key concepts such as data collection, data visualisation, dashboards, and reporting systems widely used in industries. Through practical demonstrations and real-world examples, participants learned how raw data can be transformed into meaningful insights for business growth.

The session was highly interactive, with students actively engaging in discussions and clarifying their queries. Overall, the event provided students with a deeper understanding of Business Intelligence technologies and their applications in today's data-driven world.

GPS Map Camera
Ittagallpura, Karnataka, India
Presidency University Guest House, Presidency University, Ittagallpura, Karnataka 560119, India
Lat 13.168625° Long 77.533545°
Friday, 27/02/2026 02:40 PM GMT +05:30
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GPS Map Camera
Ittagallpura, Karnataka, India
Presidency University Guest House, Presidency University, Ittagallpura, Karnataka 560119, India
Lat 13.168614° Long 77.53354°
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GPS Map Camera
Ittagallpura, Karnataka, India
Presidency University Guest House, Presidency University, Ittagallpura, Karnataka 560119, India
Lat 13.168598° Long 77.533524°
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STUDENT ASSISTANCE PROGRAMME (SAP) – BOYS HOSTEL

The Department of Student Affairs (DSA) Counselling Unit, Presidency University, in collaboration with the 1to1 Help team, successfully conducted an Emotional Wellbeing Session on February 28, 2026, from **12:30 PM to 1:30 PM at Chokkanahalli Boys Hostel.**

The session aimed to create awareness among hostel students about mental health, emotional wellbeing, and the counselling support services available to them. The program began with a brief introduction highlighting the importance of recognising emotions, managing stress, and seeking help when needed, encouraging students to view mental health as an essential aspect of overall wellbeing.

The session was led by Mrs. Nithin D'silva, Expert Counsellor from the 1to1 Help team, who spoke about common emotional concerns faced by students such as academic stress, homesickness, anxiety, and relationship challenges. Practical grounding techniques and coping strategies were discussed to help students better manage emotional difficulties in their daily lives.

The counsellor also explained the counselling process, emphasising confidentiality and how students can access support services when required. The session included an engaging **Mental Health Bingo activity** and concluded with the distribution of affirmation cards. Approximately 50–55 hostel students attended the program.

Student Assistance Programme
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007, Chokkanahalli Main Rd, Bengaluru, Karnataka 562163, India
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GPS Map Camera
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5gmv+8cx, Rajanukunte, Karnataka 562163, India
Lat 13.183536° Long 77.54361°
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GPS Map Camera
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007, Chokkanahalli Main Rd, Bengaluru, Karnataka 562163, India
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