



PRESIDENCY
UNIVERSITY

PRESIDENCIAN

A Newsletter by the School of Media Studies,
Presidency University, Bengaluru



Volume 1, Issue 1

October 2025



Winners of the MOJO Reel Making Competition with Faculty Members



Orientation Day Event for the Newly Admitted Batch of 2025



Ms. Jyoti Rana Addressing Students During the Workshop on Public Relations



Hands-on Workshop on Pagination and Graphic Designing Conducted by Mr. Sunij S. Nair



Students Showcasing their Works at the Caricature Workshop Conducted by Mr. Sanskar Verma

RESEARCH HIGHLIGHTS

Dr. Ashish Sharma Publishes Scopus-Indexed Paper on Film Piracy in Media Asia Journal

Dr. Ashish Sharma, Head of the School of Media Studies, Presidency University, Bengaluru, has published a co-authored research paper titled “Piracy in Cinematic Work: Review of the Web Series First Copy” in the **Media Asia** journal, published by **Taylor & Francis** and indexed in **Scopus (Q2)**.

The paper critically examines the Amazon MX Player web series First Copy, directed by Farhan P. Zamma (2025), which explores the issue of film piracy. Through an analysis of the ten-episode series, Dr. Sharma discusses how the show reflects on the widespread network of film piracy, its economic implications, and its impact on creativity and the film industry.

The study highlights how First Copy presents the realities of the film industry, where commercial gain often outweighs artistic integrity, and exposes issues like the casting couch, economic pressures, and exploitation within the entertainment sector. By connecting cinematic representation with socio-economic realities, the paper contributes to the larger discourse on intellectual property rights,



creativity, and ethics in the age of digital entertainment.

This publication adds to Dr. Sharma’s growing body of research in media studies, film analysis, and communication ethics, and stands as another academic achievement for the School of Media Studies.

Dr. Neha Bharti Presented and Published a Research Paper at the AMA Summer Academic Conference 2025

Dr. Neha Bharti, Assistant Professor at the School of Media Studies, Presidency University, Bengaluru, presented and published a co-authored research paper titled “Measuring Digital Privacy: Development and Validation of a Multi-Dimensional Scale” at the **2025 AMA Summer Academic Conference held on August 18 (virtual) and August 22–24 in Chicago, USA**.

The study develops and validates a comprehensive, multi-dimensional scale to measure cognitive, attitudinal, and behavioural aspects of digital privacy. The research identifies 22 distinct constructs and introduces both a detailed 128-item instrument and a validated 45-item short-form scale. The findings contribute significantly to understanding digital privacy as a key component of digital literacy, offering new insights for research, policy, and education.



Chief Patron

Dr. Nissar Ahmed
Hon'ble Chancellor

Patrons

Dr. S. J. Thiruvengadam
Vice Chancellor In-charge

Dr. Vidya Shankar Shetty
Pro Vice Chancellor

Dr. Sameena Noor Ahmed Panali
Registrar

Chief Editor

Dr. Ashish Sharma
HOD,
Presidency School of Media Studies

Executive Editor

Dr. Darshan B.M
Asst. Professor,
Presidency School of Media Studies

Student Editorial Board

Abhilash Jha
Kunchala Sai Poojitha
S. Nitin Pranav
Shukhi Kumari Bhagat
Vishwanath Nagalapura

EDITORIAL

A New Chapter Begins – Voices Of The School Of Media Studies

It gives us immense pleasure to introduce the first issue of the School of Media Studies (SOMS) monthly newsletter, a platform that celebrates creativity, curiosity, and collaboration within our academic community at Presidency University. This newsletter marks the beginning of a collective journey, one that seeks to document, reflect, and inspire.

In an era where media evolves every moment, our students and faculty stand at the intersection of technology, storytelling, and public engagement. The SOMS newsletter aims to capture this dynamic spirit by showcasing the vibrant activities, achievements, and ideas emerging from classrooms, studios, and beyond. From workshops and guest lectures to student projects, research initiatives, and media festivals, every issue will bring you closer to the pulse of our school.

This initiative is not merely a record of events but a mirror of our shared learning culture, where every experience, discussion, and creation contributes to shaping the communicators, journalists, designers, and storytellers of tomorrow. It is also a tribute to the dedication of our faculty and the enthusiasm of our students, who continuously strive to push boundaries and redefine media education. As we embark on this new chapter, we invite every member of the SOMS community to contribute, engage, and make their voice heard. Let this newsletter become a space of ideas, a dialogue that connects creativity with purpose, learning with reflection, and academia with the real world.

Here's to new beginnings, meaningful stories, and a future where media continues to inform, inspire, and empower.

– Editorial Team

Presidency School of Media Studies

ADIRA Workshop Prepares Media Students for an AI-Ready Future

Presidency School of Media Studies (SOMS), University, organized an online Workshop on “Creating an AI-Ready Workforce in India” on August 18, 2025. The session, conducted under the ADIRA initiative, aimed to build awareness and hands-on skills among media students to effectively integrate Artificial Intelligence (AI) into their academic and professional pursuits.

The workshop was facilitated by Mr. Kailash Chand Saini, Trainer – ADIRA, who engaged students through interactive demonstrations and hands-on exercises. He introduced a range of AI tools and applications relevant to media, education, and research, highlighting their potential to enhance creativity, productivity, and innovation.

Students from all three batches of the media school actively participated, exploring practical applications of AI in content creation, research projects, and media production. The hands-on format allowed students to experience how AI can streamline workflows and support critical thinking and problem-solving in academic as well as professional contexts.

A key takeaway from the session was the emphasis on responsible and ethical use of AI, preparing students to adapt to technological advancements



while maintaining integrity and originality in their work. Participants found the workshop highly engaging and expressed enthusiasm to further explore AI-driven tools in their future learning and career paths.

Overall, the ADIRA Workshop aligned with Presidency University's vision of empowering students with future-ready digital competencies, fostering a new generation of media professionals equipped to thrive in an AI-powered world.

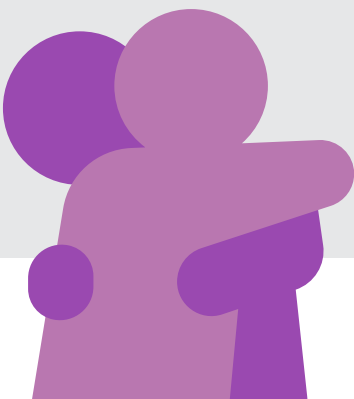
My Father

He woke up before the sun each day,
So I could chase my dreams my way.
Never spoke much, but his eyes would say,
“I’m proud of you, come what may.”
He worked in silence, stood so tall,
Took every worry, big or small.

His hands grew rough, his hair turned grey,
Still he smiled and showed the way.
Whatever I am, it’s because of he,
He did everything, all for me.
A gentle heart, so strong, so true Papa,
my world begins with you.

Dr. Darshan B.M

Asst. Professor,
PSOMS



EVENTS

Orientation Program 2025 Welcomes First-Year Students with a Week of Learning and Creativity

Presidency Schools of Media Studies and Liberal Arts & Sciences conducted their combined five-day orientation programme for the freshers from July 21 to 25, 2025. The five-day programme introduced first-year students to university life, academic expectations, and the vibrant culture of learning at Presidency University.

The programme began with a formal welcome address by Dr. Pritha Sanyal, Head of SOLAS. The inaugural session was graced by the University's senior leadership and dignitaries, including Dr. S. J. Thiruvengadam, Vice Chancellor In-Charge; Dr. Vidya Shankar Shetty, Pro Vice Chancellor; and Dr. Sameena Noor Ahmed Panali, Registrar, along with various school and department heads and faculty members. They addressed the students with inspiring words, encouraging them to make the most of the academic and co-curricular opportunities at Presidency University.

On the second day, sessions on assessment procedures, placements, and academic regulations were conducted, along with presentations by the Department of Student Affairs (DSA) and library services. A Learning and Development session by Ms. Rachel emphasised personal growth, followed by a "Creative Expression Challenge" led by Dr. Neha Bharti, where students showcased their talents through reels, blogs, posters, and podcasts.

The third day featured an insightful workshop titled "Humanities Unlock: A Beginner's Journey" by Dr. Yashavantha T.S., and an introductory session on IELTS. In the afternoon, an ice-breaking activity led by Dr. Garima Ganghariya and Dr. Jyoti Parameswaran encouraged student-faculty interaction, followed by a guided visit to the Media Lab and University Library.

On July 24, 2025 students embarked on an experiential learning trip to Lalbagh Botanical Garden, focusing on photography and visual storytelling under faculty guidance. This hands-on experience blended creativity with teamwork in an informal setting.

The final day focused on media literacy and storytelling with sessions by Dr. Ashish Sharma, who discussed debunking media myths, and Dr. Rocharla Rohith, who conducted a workshop on narrative techniques. The program concluded with a movie screening of "Flow", providing a reflective and enjoyable close to the week.

Overall, the Orientation Program 2025 offered a comprehensive introduction to academic, creative, and social life at the university. It successfully fostered a sense of belonging, curiosity, and collaboration, setting a strong foundation for students' academic and personal growth in the years ahead.



Media Quiz Strengthens Students' Knowledge of Broadcast Production



Presidency School of Media Studies organised a Departmental Media Quiz for fifth-semester media students at the Media Lab on August 20, 2025. The event aimed to enhance students' understanding of radio and television production; the event focused on key aspects such as broadcasting concepts, production techniques, historical milestones, and emerging technologies in the media industry.

Through a mix of conceptual and application-based questions, the quiz tested participants' theoretical knowledge and practical awareness of equipment handling, production workflows, and

industry trends. Students actively engaged in the competitive rounds, showcasing their interest and grasp of media operations.

The event not only fostered team spirit and healthy competition but also bridged the gap between classroom learning and real-world media practices. It reinforced the school's commitment to experiential learning and encouraged students to approach media production with both creativity and technical competence.

The quiz was coordinated by Mr. Sarath A. Pradeep, Assistant Professor.

Caricature Workshop Engages Media Students in Creative Expression

Presidency School of Media Studies organised an engaging Caricature Workshop for its students on August 26, 2025. The workshop aimed to strengthen students' creative confidence and nurture their artistic imagination.

The session was led by Mr. Sanskar Verma, Assistant Professor, Presidency School of Design, introduced participants to the art of caricature, emphasising exaggeration, humour, and stylisation while maintaining a subject's likeness. Mr. Verma, a multidisciplinary artist known for his expertise in visual arts and creative design, guided students through practical demonstrations and interactive sketching exercises. The session encouraged students to explore caricature as a medium of visual

storytelling and creative communication. Through hands-on activities, participants learnt to observe facial features, experiment with proportions, and convey expressions effectively.

The event successfully combined learning and creativity, offering students an opportunity to see caricature not merely as entertainment but as a powerful tool of artistic expression and communication.



Communication Quiz Sparks Enthusiastic Participation Among Media Students

Presidency School of Media Studies conducted an interactive Communication Quiz at the Media Lab on September 1, 2025. The event, held in offline mode, was designed for first-semester B.A. Journalism and Mass Communication students to test their conceptual understanding and application of communication theories.

The contest comprised three rounds—MCQs (1 point each), Decode the Visual (2 points each), and True or False (1 point each)—followed by bonus questions worth two points. Each round assessed students' analytical thinking, recall of key concepts, and interpretation of media visuals.

Participants actively engaged throughout the session, displaying teamwork and enthusiasm. Mr. Vishwanath Nagalapura secured the first prize, while Mr. Abhilash Jha won the second prize.

The event fostered lively, collaborative learning, allowing students to apply classroom knowledge while strengthening their critical thinking, creativity, and communication skills.

The quiz was coordinated by Dr. Neha Bharti, assistant professor, who curated the rounds to make learning both competitive and fun.

The Film Club of Presidency School of Media Studies organised the screening of the motivational film '12th Fail' on August 12, 2025. The event, conducted offline, marked the inaugural activity of the club and was open to all students of the university.



The film's inspiring theme of resilience, dreams and determination resonated strongly, filling the day with motivation and youth energy. Aligned with SDG 4 (Quality Education), the screening underscored the importance of equitable learning opportunities and the transformative power of education in shaping personal and social progress.

The Film Club's initiative successfully set a motivational tone for its future activities, promoting a culture of inspiration, inclusivity and continuous learning within the campus community.



EVENTS AND VISITS

Global Lecture Series Explores Social Media Content Creation with Malaysian Expert



Presidency School of Media Studies, in collaboration with the Office of International Affairs, organised a session under the Global Lecture Series 2025 on September 1, 2025. The lecture, attended by media students, focused on the theme of social media content creation and its growing importance in the digital communication landscape.

The session featured Mr. Tamim Faruq Khairul 'Azmi, Lecturer at Multimedia University, Malaysia, who shared professional insights on sound design,

shared professional insights on sound design, multimedia production, branding, and digital communication. The event was moderated by Dr. Neha, Assistant Professor.

Through engaging examples and case studies, Mr. Tamim highlighted practical strategies for creating impactful and meaningful social media content, encouraging students to blend creativity with strategic thinking. The lecture also underscored the

role of storytelling, design, and audience engagement in building effective online presence. The event concluded with an interactive Q&A session, where students actively participated, seeking clarity and sharing ideas. The lecture fostered an enriching learning experience that bridged academic understanding with global industry practices, reinforcing the school's commitment to international exposure and professional development for its students.

Industrial Visit Offers Students Insight into Journalism Trends and Challenges

Presidency School of Media Studies organised an educational trip for its students to the Press Club of Bengaluru on August 29, 2025. The visit aimed to give students first-hand exposure to the world of journalism, bridging classroom learning with real-world media practices.

Founded over four decades ago, the Press Club of Bengaluru serves as a vital hub for journalists and media professionals to connect, collaborate, and exchange ideas. It continues to play a significant role in Karnataka's cultural and media ecosystem by hosting press conferences, discussions, and events that shape public discourse.

The visit began with an interactive session featuring Mr. Yasir Mushtaq, Senior Journalist and Committee Member of the Press Club, who reflected on the evolution of the Indian media landscape—from the monopoly of Doordarshan to the dynamic yet challenging digital era. He discussed how the roliferation of private channels and social media has affected trust in journalism, underscoring the dangers of fake news and misinformation. Mr. Mushtaq also guided the students on a tour of the Press Club premises, providing insights into its history and significance.

The next session featured Ms. Pinky Rajpurohit, a senior journalist at ABP Network, who spoke about

the impact of artificial intelligence on journalism and the growing integration of social media in daily news operations. Drawing from her investigative reporting experience, she highlighted the ethical and professional challenges faced by women journalists, inspiring students with real-life stories from the field.

Mr. Kiran Kumar, a senior video journalist from India TV with over 25 years of experience, shared his perspective on the crucial role of visual storytelling and the importance of being alert, agile, and responsive while reporting on the ground.

The sessions concluded with an engaging Q&A segment, where students interacted with the journalists on topics such as career building, ethical reporting, and adapting to new media technologies.

Overall, the visit to the Press Club of Bengaluru proved to be a valuable experiential learning opportunity, deepening students' understanding of contemporary journalism, media ethics, and technological transitions. The event successfully enhanced their academic learning through practical exposure and professional interaction, reinforcing SOMS's commitment to industry-oriented education.



EVENTS

MOJO Reel Rumble 2025 Showcases Creative Storytelling Through Short-Form Video Content

Presidency School of Media Studies organised a university-level mobile reel contest from August 25 to September 2, 2025. The contest aimed to encourage creative expression through short video reels (15–60 seconds) recorded on mobile devices, aligning with one of three themes: Mental Health Matters, Hidden Gems of Campus, or Diversity & Inclusion.

The contest leveraged the growing popularity of short-form content among youth, who increasingly use platforms like Instagram and YouTube for quick, impactful communication. By focusing on accessible mobile-based production, the event encouraged inclusivity and innovation without the need for advanced equipment.

The event attracted diverse entries, with participants showcasing creativity through emotionally resonant narratives on mental health, unique campus highlights, and inclusive storytelling. The accessible mobile-based format enabled widespread engagement, fostering a sense of community around socially relevant topics.

The event culminated in an award ceremony on 17 September 2025 at the Canopy Area, Glass Building, where Mr. Devdarshan from the School of



Information Science won the first prize for his reel on Diversity and Inclusion. Ms. Kumari Rimjhim Singh and Mr. Abhilash Jha, both from the School of Media Studies, secured the second and third prizes, respectively, for their reels on Mental Health Matters.

MOJO Reel Rumble 2025 successfully combined creativity, technology, and social awareness, motivating students to explore the art of visual storytelling and promoting a vibrant culture of digital expression on campus.

Workshop Highlights the Power of Public Relations in the Digital Era

Presidency School of Media Studies organised an insightful Workshop on “Power of Public Relations in the Digital World” on September 11, 2025. The session was designed to enhance media students’ knowledge of the evolving role of Public Relations (PR) in today’s digitally connected environment.

The workshop was led by Ms. Jyoti Rana, Senior Manager – North American PR and Customer Advocacy, ANSR, and a distinguished PR and communications leader with over a decade of experience in corporate communication, brand strategy, and media relations. With a professional journey spanning organizations such as Purple Focus, TeamLease Edtech, Innovaccer, Hero Vired, and Tredence Inc., Ms. Rana brought a wealth of real-world experience to the discussion.

During the session, Ms. Rana elaborated on the transformative impact of digital technologies on modern PR practices, emphasizing the integration of data-driven storytelling, influencer engagement, and social media strategy in shaping corporate reputation. She also discussed her professional experiences in managing global PR campaigns, crafting compelling narratives around AI, data science, and digital transformation, and securing high-impact media coverage across top-tier platforms such as Forbes, CNBC TV18, and Fortune.

The workshop also delved into crisis communication, thought leadership, and brand positioning in the age of fast-paced digital communication. Students gained valuable insights into how PR professionals adapt to changing media

ecosystems, manage brand perception, and build meaningful connections with audiences across platforms.

The interactive Q&A segment allowed students to engage with Ms. Rana on career opportunities, media ethics, and the skillsets required for success in PR and corporate communication.

The Workshop on Power of Public Relations in the Digital World provided a comprehensive understanding of strategic communication in the digital age, inspiring students to explore the dynamic and impactful world of modern public relations.



Two-Day Workshop Equips Students with Practical Skills in Pagination and Graphic Design

Presidency School of Media Studies organised a two-day hands-on workshop on "Pagination and Graphic Designing" on September 15-16, 2025. The workshop was conducted for students of the Schools of Media Studies and Design, aiming to strengthen their creative and technical competencies in digital publishing and layout design.

Mr. Sunij S. Nair, Vice Chairperson and Assistant Professor at Amrita Vishwa Vidyapeetham, Mysuru, led the sessions on digital design and multimedia. The workshop covered pagination and graphic design with hands-on training in Adobe InDesign, Photoshop, and Illustrator, helping students build

skills in layout, typography, and image management for professional publishing.

Day two covered advanced applications, integrating Photoshop and Illustrator, and creative design elements through group projects. Students acquired proficiency in professional design software, improved confidence in handling design tasks, and appreciated the practical, hands-on approach.

The workshop concluded with certificate distribution, marking a successful event that enriched academic learning and strengthened employability in media, advertising, and publishing.



A Review of *All the President's Men* in Light of Robert Redford's Death

On the 16th of September, we lost one of the most iconic stars of the New Hollywood era, Robert Redford. Known for founding the Sundance Film Festival (the largest independent one in America) and starring in classic films like *All the President's Men*, directed by Alan J. Pakula, a biographical film focusing on the work of journalists of *The Washington Post* covering the Watergate scandal released in 1976, only a few years after the events unfolded. The real-life reporters Bob Woodward and Carl Bernstein only committed to writing the book that would serve as the source material for this film after Redford encouraged them to. He immediately bought the rights to the book and got to work on the adaptation in 1974. In his honor, we will revisit what I believe is one of the best representations of investigative journalism I've seen in film.

"Nothing's riding on this except the, uh, First Amendment to the Constitution, freedom of the press, and maybe the future of the country."

On the 17th of June, 1972, a burglary at the Democratic National Committee headquarters at the Watergate complex is foiled. A seemingly minor, incidental case that serves as the start of a long investigation for our protagonists, Bob Woodward (Redford) and Carl Bernstein (Dustin Hoffman, also known for *The Graduate* and *Midnight Cowboy*). They notice connections between the perpetrators and the Nixon administration and are assigned to work the case together. For months they struggle to establish concrete evidence; it is a great uphill battle, with most other publications choosing to avoid it like poison. Their methodology is based on getting answers in a roundabout way. They get initials, they bluff, and they force yes-or-no answers (hang up if this is true; stay on the line if it's not), all owing to the hesitancy and fear of their sources, practically all of whom choose to remain anonymous. They're also met with constant non-denial denials from government officials. History tells us their efforts to prove the complicity of the president's inner circle were not in vain. Nixon is infamously the only U.S. president to ever resign from office. The pair would also win a Pulitzer in 1973. But this is still a fight for the truth that many others would balk at or be crushed by. Toward the end of the film, it is clear the pair's lives are in danger.

The film is scored minimally; the sounds of typewriters and radio broadcasts occupy every scene in the office instead. It's a fast-paced movie that can seem hard to follow at first especially to those completely unfamiliar with the events it



covers. Our protagonists spend much of the film repeating and chasing after names the audience doesn't have faces to attach to (yet). And this is a film whose runtime is packed with interviews and interrogations, be they over the phone or in person. Woodward is a rookie reporter for *The Washington Post*, albeit one with connections. An informant in a high government position called "Deep Throat" confirms certain details Woodward brings him and cannot do more than that. Deep Throat's true identity as Mark Felt, then-Deputy Director of the FBI, would not be revealed until 2005, decades afterward. The film's most ominous scenes are the ones where Woodward surreptitiously meets Deep Throat in a parking garage. They are darkly lit, and our informant never steps out of the shadows. We don't know if the precautions they've taken are enough for them to evade surveillance. Deep Throat supplies Woodward with cryptic clues like "Just follow the money," a phrase popularized by this film. Bernstein is something of a busybody, even for one in his line of work. His first interaction with Woodward has Bernstein redoing and correcting his write-ups at a whim something most people would take issue with. Later on, he is noticeably pushier than Woodward when the pair press a colleague for her help in their investigation. But he undeniably gets results through his persistence, as shown with incidents like him stalling for time at an unwelcoming source's house by asking for more and more coffee, and him faking a phone call to

distract a secretary and get into a non-cooperative source's office. Woodward wouldn't have minded Bernstein's editing as much if he hadn't been so meddlesome about it.

Their relationship is not played up as a melodramatic thing for this film and is shown to be professional with occasional annoyances (at one point, in an elevator, Woodward takes issue with Bernstein's habitual smoking). There is no unnecessary rivalry here, as the film focuses on their investigative work and not much else. These are people who found themselves in the midst of one of the greatest presidential scandals in their country's history

and have their priorities straight. There, of course, isn't much character development or growth here. The real arc is with their boss, executive editor Ben Bradlee (Jason Robards, who won an Oscar for Best Supporting Actor for this role). At first, he sees their pursuit as unsubstantial and risky but eventually takes some pride in them, backing them up and encouraging them.

This is a film about the most significant political scandal of the '70s made in the '70s. I find that costuming is usually an easy way to make it clear when a film is set; the '70s were a very distinct decade in terms of fashion. In this film, however, you won't notice the flared pants unless you're already on the lookout for them. You might notice that Bernstein's shirt is frayed and worn out in his first scene with Woodward. You might notice the huge Windsor knots with unbuttoned collars behind

them. You might notice all the checkered shirts with their sleeves rolled up. You might notice the orphaned suit jackets (with wider lapels and single vents) or pants that they mix up. They don't have enormous wardrobes because they're not actors who need to look stylish or characters who need to look distinctive; they're just working journalists who dress this way out of necessity.

The film ends somewhat abruptly with Nixon's reelection in 1973, followed by a series of quick headlines outlining admissions of guilt, the sentencing of high-ranking officials, Nixon's resignation as president, and then Vice President Gerald Ford replacing him. An outcome like this seems impossible in the present day, with President Trump facing absolutely no consequences for his actions after thirty-four felony convictions and two impeachments. A film like this might inspire hope. It has become extremely difficult to hold our elected leaders accountable. A case of fraud related to reelection like this might even remind one of the recent accusations of vote theft in India and the ongoing battle for the truth here. Even if it doesn't evoke any of these thoughts or feelings, I think it's kind of fun to feel like you're with Woodward and Bernstein trying to get this story out there before The New York Times can. And let's not forget that this movie would not have been made without the late Robert Redford's involvement. May he rest in peace.

- Vishwanath Nagalapura

First B.A. (Journalism & Mass Communication)

In the Quiet Between

There's a soft place inside me, Where
no one's voice breaks the silence,
A room with no windows, Yet
it lets the light in
Not from outside, but from within.

In the noise of the world,
I've learned to treasure the quiet The
gentle hum of my own breath,
The slow dance of thoughts unspoken, A
sanctuary where my mind can rest.

Mental health isn't just a battle, It's a garden I
tend in solitude, Where
broken pieces are mended, Not by
rushing or fixing,
But by simply being-whole, fragile, alive.
Sometimes, I sit with my shadows, Not to fight
them, but to understand They

tell me stories I forgot to hear, Whispers of
pain, hope, and healing
Carved deep into the heart's landscape.

Solitude isn't loneliness
It's a quiet friendship with myself
A sacred pause in the chaos,
Where I find the strength to stand again,
Not because I'm alone, but because I am
enough.

So here, in the quiet between, I breathe, I
heal, I grow
And when I step back into the world, I carry
peace like a secret shield,
Reminding me that rest is not weakness,
And silence can be a song.

Abhilash Jha

First B.A. (Journalism & Mass Communication)

Large Cardamom: The Ancient Spice that Shaped Civilizations

Large cardamom is far more than a mere spice, it is a fragrant capsule of history, culture, and tradition that has flavored human civilization for over 4,000 years. Native to the misty slopes of the Eastern Himalayas and also cultivated in parts of southern India, this aromatic pod is among the oldest spices known to humankind.

In ancient times, large cardamom was a symbol of luxury and prestige, reserved for royalty and the elite. The Greeks and Romans imported it from India, valuing it not only for its culinary uses but also for its role in medicine and perfumery. Its worth was so great that, as early as 126 CE, cardamom was subject to taxes in Alexandria, underscoring its status as a prized commodity. The ancient Egyptians found even more creative uses — they chewed cardamom seeds as a natural tooth cleanser and used the spice in embalming rituals to purify and preserve bodies for the afterlife.

During the Middle Ages, Arab traders dominated the spice routes, spreading cardamom's fame across the Islamic world. It soon became an essential ingredient in Arabic coffee and a symbol of hospitality. In Europe, the spice gained renewed popularity during the Renaissance, finding its way into pastries and desserts. In Scandinavia, cardamom remains a beloved flavor even today, giving its warm aroma to traditional baked goods like Sweden's kardemummabullar (cardamom buns).

What distinguishes large cardamom from its more familiar green counterpart is its size and flavor. The pods are typically three times larger, exuding a deep, smoky aroma with earthy undertones. Cultivating this spice, however, is a labor of love; the plants thrive only under the shaded canopy of subtropical forests. Harvesting demands precision: each pod must be handpicked at perfect ripeness and then carefully dried. These meticulous



methods help maintain its quality and justify its place among the world's most precious spices, alongside saffron and vanilla.

Beyond its distinctive taste, large cardamom holds a remarkable medicinal legacy. Traditional healing systems such as Ayurveda, Tibetan medicine, and Chinese medicine have long relied on it to treat digestive issues, respiratory ailments, infections, and even snakebites. Modern research now affirms many of these ancient beliefs, recognizing cardamom's powerful antioxidant and anti-inflammatory properties.

In essence, this small, aromatic pod tells a story that transcends continents and centuries. From ancient palaces and spice caravans to today's gourmet kitchens, large cardamom stands as a timeless symbol of human ingenuity, trade, and tradition — a spice that continues to enrich our senses, our health, and our shared cultural heritage.

– Shukhi Kumari Bhagat

First B.A. (Journalism & Mass Communication)

The Sacred Story and the Splendour of Brahmotsavam

Lord Venkateswara of Tirumala is famously known as the richest god in the world. His temple at Tirupati is not only a place of worship but also a symbol of faith, wealth, and tradition. Millions of devotees offer prayers and donations every year, believing that surrendering at the feet of Lord Balaji fulfills their wishes and removes obstacles.

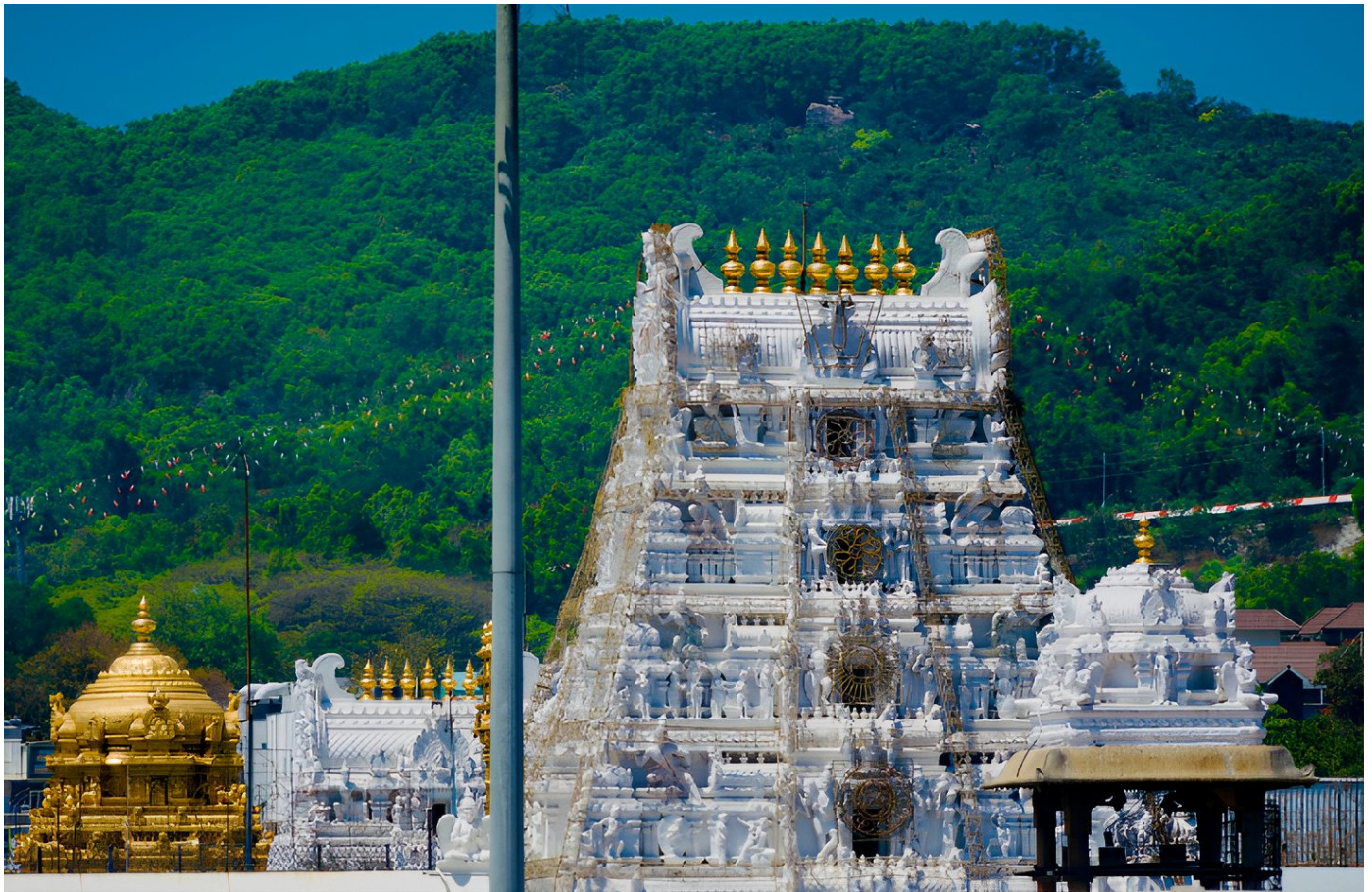
The sacred shrine of Tirumala is situated on the seven hills of Andhra Pradesh, which are said to represent the seven heads of Adishesha, the serpent on whom Lord Vishnu rests. The story of how Lord Venkateswara came to reside on these hills is rooted in divine legend. According to mythology, Sage Bhrgu once tested the Trimurtis – Brahma, Vishnu, and Shiva. When Lord Vishnu was insulted, Goddess Lakshmi felt deeply hurt and left Vaikuntha. Unable to bear separation from her, Lord Vishnu descended to Earth and settled on Tirumala as Lord Srinivasa.

Later, He married Goddess Padmavati, the daughter of King Akasa Raja, in a grand divine wedding. After the marriage, Lord Srinivasa decided to remain permanently on the hills to bless humankind. Since then, Tirumala has been regarded as a sacred destination where devotees believe their sins are washed away and their lives are filled with prosperity.

Among the numerous festivals celebrated at Tirumala, Brahmotsavam is the most revered and grand. The word Brahmotsavam means “a festival conducted by Brahma.” It is believed that Lord Brahma himself performed the first utsavam (festival) in honor of Lord Venkateswara, which is why it carries such great significance.

The Brahmotsavam lasts for nine days and is marked by grandeur, devotion, and spirituality. The festival begins with Ankurarpanam, a ritual of sowing seeds that signifies prosperity and auspicious beginnings. Each day of the festival features colorful processions in which the deity is taken around the temple streets on various vahanams (divine vehicles).

Every vahanam holds symbolic meaning. The Garuda Vahanam, held on the fifth day, is considered the most important, as Garuda the vehicle of Lord Vishnu represents loyalty and devotion. On this day, lakhs of devotees throng Tirumala to witness the Lord in all His glory. Other vahanams include Hanumantha Vahanam (symbolizing strength), Simha Vahanam (courage), Hamsa Vahanam (purity), and Surya Prabha Vahanam (energy).



On the ninth and final day, the grand ritual Chakrasnanam takes place. The Sudarshana Chakra, the divine disc of Lord Vishnu, is given a holy bath in the temple tank. Devotees also take a dip in the sacred waters, believing it cleanses their body and soul. The festival concludes with Dwajavarohanam, the lowering of the temple flag, symbolizing the completion of the sacred celebrations. Thus, the story of Tirumala and the grandeur of Brahmotsavam highlight the eternal bond between the Lord and His devotees. Lord Venkateswara, the richest god, is not rich by wealth alone but by the endless faith, love, and devotion of millions who bow before Him.

- Kunchala Sai Poojitha

First B.A. (Journalism & Mass Communication)



Cartoon by

Yakriti Agarwal

First B.A. Journalism & Mass Communication



Photography

S. Nitin Pranav

First B.A. Journalism & Mass Communication



Photo Collage of
Guna Caves and Kodaikanal by
S. Nitin Pranav

First B.A. Journalism & Mass Communication



NIRF Ranking

Amongst the Nation's Best
Presidency University shines in NIRF Rankings 2025



Ranked in
Management



Ranked in
Engineering

