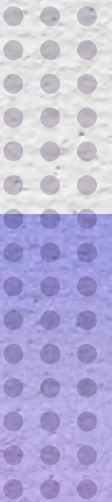


ADYPU NEWSLETTER

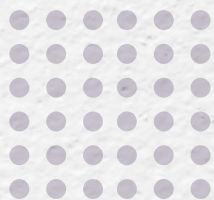
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the way in
Innovative
Education



AJEENKYA
D Y PATIL UNIVERSITY
THE INNOVATION
UNIVERSITY



FEBRUARY 2024





EDITORIAL MESSAGE

Dear Readers,

Welcome to the February edition of the newsletter!

The highlight of this month was undoubtedly the spectacular event, Alchemy 2024, hosted by the School of Design. Alchemy showcased a breathtaking fusion of creativity and innovation over two exhilarating days on February 21st and 22nd, 2024. Attendees were treated to a diverse range of experiences, including a captivating Car & Bike Show, a mesmerizing Fashion Show, a pulsating Music Concert, an enchanting Drift Show, and a thrilling Stunt Show. It truly emerged as the epitome of artistic expression and cultural celebration, leaving a lasting impression on all who participated.

We were honored to have esteemed guests in attendance, including our Honorable Vice Chancellor, Prof Hridaysh Deshpande, as well as distinguished personalities such as Mr. Imran Majid, Mr. Santosh J Parab, Mr. Arnold Pereira, and Ms Shafa Rana, who graced the event with their presence and expertise.

In addition to Alchemy, the annual #tech event organized by the School of Engineering also took place, focusing on the latest technological advancements. We will delve into the highlights of #tech in the upcoming March edition as the event transitioned into the beginning of March.

We hope you enjoy reading about the remarkable achievements and events featured in this edition of the newsletter.

Warm regards,
Newsletter Editorial Board





Hridaysh Despande

Vice Chancellor
Ajeenkya DY Patil University

Sukhvinder Multani
Editor and Deputy Dean - Research
Ajeenkya DY Patil University



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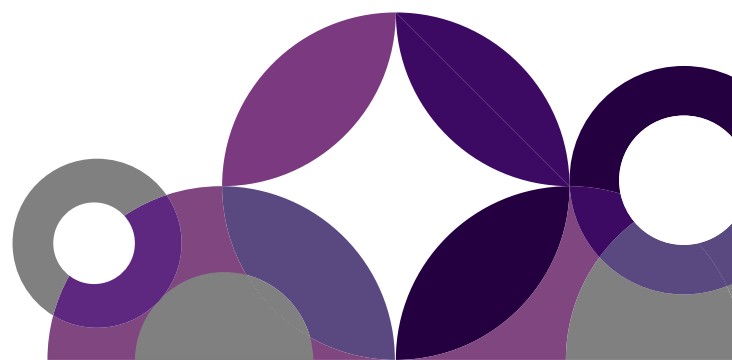
Career Pathway & Placements

Development, Placements, and Internships



Accolades & Accomplishments

Awards & Recognition



Academic Highlights

Bamboo Workshop: Hands-On Learning

The Green Building elective for third-year and second-year students featured a hands-on Bamboo workshop led by field expert Mr. Rajendra Sapkal at SOA. The workshop spanned two days, held on September 8th and 11th, 2023. Students from Studio 20 (Third Year) and Studio 21 (Second Year) were introduced to bamboo's role in structural systems within buildings, gaining insights into its advantages and limitations.

Key Highlights:

On Day 1, students were acquainted with various types of bamboo and the treatment process, covering everything from cutting to seasoning. They also learned to create diverse weaving patterns and mats.

Day 2 saw students engaging in more intricate projects, crafting interior artifacts such as lamps, pen stands, bowls, and more.



IMD Field Trip: Exploring Environmental Instruments

A field trip was organized for F. Y. B. Arch. Studio 23 and F. Y. M. Arch. ENS 23 at the Indian Meteorological Department (IMD) in Shivajinagar, Pune, on January 17th, 2024. The purpose of this visit was to familiarize students with various environmental measuring instruments as part of the Climate Responsive Building Design Principle Subject.

Key Highlights: During the visit, students explored three sections:

- **Surface Laboratory:** They witnessed demonstrations of different environmental measuring instruments and received relevant information.
- **Seismological Observatory:** Students observed demonstrations of seismic instruments and received information.
- **Observatory/AWS (Automatic Weather Station):** They witnessed demonstrations of various environmental measuring instruments in a large open area and received detailed information. Additionally, students had the opportunity to ask questions, which were addressed by the respective personnel in charge.



Workshop on Energy Simulation

DY Patil School of Architecture, hosted a Two-Day Physical Hands-on Training Program titled "**Energy Simulation**" on January 30th & 31st, 2024. The workshop, conducted by the Administrative Staff College of India (ASCI) in collaboration with the Maharashtra Energy Development Agency (MEDA) and with support from the Bureau of Energy Efficiency (BEE), featured ECBC Master Trainer Mr. Jitendra K. Vyas. Mr. Vyas, a certified ECBC Master Trainer by BEE, provided insights into energy simulation techniques using e-quest software.

Key Highlights:

The training program introduced ECBC 2017 and guided participants through the energy simulation process. Attendees gained knowledge on energy-compliant buildings, energy modeling, optimization of building envelopes, and more. The event was attended by 41 participants, including faculty and students from B.Arch and M.Arch (Env.) and students of other colleges of architecture and engineering, and green consultants.



3D Printing Workshop

The School of Engineering hosted an engaging workshop on 3D printing technology, immersing participants in the innovative realm of additive manufacturing. Through a combination of theoretical discussions and hands-on sessions, students explored the intricacies of 3D printing processes, materials, and applications. Expert instructors guided the entire workflow, from designing digital models to operating and troubleshooting 3D printers. Additionally, the workshop highlighted the transformative potential of 3D printing across various industries, including healthcare, aerospace, automotive, and consumer goods. By imparting practical skills and insights, the workshop not only demystified 3D printing but also inspired creativity and innovation among participants. This immersive learning experience underscored the School of Engineering's dedication to

equipping students with the latest knowledge and skills crucial for success in the rapidly evolving field of advanced manufacturing.



Soft-Skills Workshop

The School of Engineering orchestrated a dynamic soft-skill training workshop tailored to meet the evolving needs of industry professionals. Through a meticulous combination of theoretical insights and hands-on exercises, participants gained valuable skills and knowledge pertinent to their respective fields. Expert instructors from academia and industry provided cutting-edge insights into emerging technologies and best practices, fostering a collaborative environment for skill

enhancement and professional development. With a focus on practical application and real-world problem-solving, the workshop equipped attendees with the tools necessary to navigate the complexities of modern engineering challenges. By facilitating this immersive learning experience, the School of Engineering reaffirmed its commitment to bridging the gap between academia and industry while empowering professionals to excel in their careers.

Field Trip to BAJA SAE

The School of Engineering organized a rewarding field trip to BAJA SAE, offering students a firsthand look into the realm of automotive engineering and motorsports innovation. Throughout the visit, students explored state-of-the-art facilities, observed manufacturing processes, and engaged with experienced engineers and designers. Through insightful discussions and hands-on demonstrations, participants gained valuable knowledge in vehicle design, fabrication techniques, and

performance optimization strategies. Witnessing the competitive spirit and teamwork at BAJA SAE events motivated students to apply their engineering skills in practical and competitive environments. This immersive experience not only expanded their understanding of automotive engineering but also cultivated a deeper appreciation for the collaborative effort and creativity driving progress in the field.

Rhythm Instrument Recording Workshop

The School of Film and Media organized a workshop focused on **"Recording Different Rhythm Instruments"** for its BSc. Sound Engineering students. Renowned percussionist Abhay Ingale conducted the workshop, showcasing the recording techniques for various rhythm instruments such as Tabla, Dholak, Djembe, Duff, Drumset, Darbuka, Morsing, Shakers, Tambourine, Dimdi, Bagalbaccha, and more. The expert demonstrated the use of different microphones and their applications, emphasizing the impact of polar patterns on recording rhythm instruments and providing guidance on selecting the appropriate microphone for each instrument. Live demonstrations of each instrument were conducted, along with discussions on optimal microphone placement to capture the best sound quality.

Additionally, the importance of a suitable recording environment was explained, along with insights into the signal chain, including preamps, compressors, and equalizers, and troubleshooting techniques for potential challenges. The workshop took place on February 7th, with a total of 37 sound engineering students participating.



Journalism Students Engage in PhotoWalk Workshop

SFM hosted an insightful workshop on February 10th, 2024, led by Nikhil Ghorpade, covering the fundamentals of photojournalism and photo walks. Participants gained a thorough understanding of photojournalism's core principles, focusing on storytelling through impactful images. Nikhil Ghorpade guided composition, lighting, and technical photography skills. The workshop seamlessly blended theory with practice through a photo walk on the ADYPU campus, enabling students to apply their knowledge in capturing campus dynamics. This immersive experience enhanced technical skills and fostered a creative and collaborative environment. Overall, the workshop

offered a valuable platform for exploring photography's communicative power, deepening appreciation for visual storytelling in media and journalism.



Live Reporting Essentials Workshop

The **"Introduction to Live Reporting"** workshop effectively equipped journalism students with vital skills, knowledge, and confidence essential for proficient live reporting. Combining theoretical insights, practical exercises, and industry exposure, the workshop provided a comprehensive learning experience. Participants departed with heightened preparedness for real-world reporting challenges and a deeper comprehension of journalism's evolving nature in the digital era. Conducted by senior BBC Marathi correspondent Prachee Kulkarni on January 31st, 2024, the workshop saw the participation of

nine students. It proved immensely beneficial, offering students insights into presenting themselves confidently in front of the camera.



Character Writing Workshop with Shokhi Banerjee

The School of Film and Media hosted a **"Character Writing"** workshop for its Film Making students on January 19th, 2024. Renowned screenwriter Shokhi Banerjee led the workshop, introducing students to the significance of character development in screenplay writing. Mrs. Banerjee stressed the importance of exploring characters' psychological depths to create relatable and authentic personas. The workshop provided insights into balancing complexity and simplicity in character portrayal to resonate with the audience. Additionally, emphasis was placed on crafting dialogue that reflects the characters' personalities and enhances narrative authenticity. Attended by 25 filmmaking students, the workshop enhanced their understanding of character dynamics in filmmaking. Banerjee also shared her works and provided hands-on experience in screenplay writing.



Dialogue Writing and Script to Screen Workshop

Students from the School of Film and Media immersed themselves in a three-day workshop on dialogue writing and script to screen, led by renowned screenplay writer Surhud Rajopadhyay. Organized from February 5th to 7th, 2024, the masterclass drew participation from over 15 students.

The objective of the Dialogue Writing Workshop was to equip semester 2 and semester 4 Filmmaking students with a comprehensive understanding of crafting impactful dialogue in filmmaking. Through hands-on activities, the workshop aimed to enhance practical skills and deepen

appreciation for dialogue's role in storytelling. Analysis of notable film scenes and interactive sessions further enriched students' ability to create authentic and compelling dialogues.

Additionally, the workshop provided valuable insights from Mr. Surhud's extensive industry experience, bridging the gap between theory and real-world application. The "Script to Screen" segment offered enlightening perspectives, with Mr. Surhud sharing his journey and expertise, enriching students' understanding of script development and visual storytelling transformation.



Journalism Faculty's Short Film Receives Top 21 Nomination

A short film helmed by Aditya Havile, a faculty member at the School of Film and Media's Journalism department, has earned a spot among the Top 21 nominations. Titled **"MATCHFIXING,"** the Hindi short film delves into the complexities of married life, exploring the ups and downs experienced by many couples over the years.

Selected from over 10,000 entries, the film secured its nomination at the esteemed Dadasaheb Phalke International Film Festival. The film, written by Hemant Bele, features acclaimed actors Sandeep Kulkarni and Pratiksha Lonkar.

Anticipated to make appearances at various national and international festivals shortly, the movie promises to

captivate audiences with its insightful portrayal of relationship dynamics.



Guest Lecture by Mr. Shantonu Sen

The School of Law hosted a guest lecture titled "**DNA of a CBI Investigator**," led by Mr. Shantonu Sen, Former Director of CBI. The lecture commenced with Mr. Sen underscoring the significance of the Criminal Justice System in India and its alignment with the objectives of CBI. Attended by over 100 law students, faculty members, and legal professionals, the session provided a platform for engaging discussions.

Mr. Sen shared insightful anecdotes from his personal experiences and cited cases he had handled to illustrate key points, sparking an interactive Q&A session with the attendees. The lecture received high praise from both students

and faculty members, who found it exceptionally informative and enlightening, particularly on topics such as evidence, criminal procedure, and the pivotal role of a CBI Investigator in ensuring fair trials.



Guest Lecture by Professor Ioannis Kokkoris

The School of Law under the guidance of Dean Dr. Sunny Thomas, organized a stimulating guest lecture on "**Competition Law and Fair-Trade Practices**" on February 5th, 2024. Conducted by Professor Ioannis Kokkoris, a distinguished academician renowned for his expertise in Competition Law and Economics, the lecture provided law students with valuable insights.

Professor Kokkoris, who serves as Professor of Competition Law and Economics and Director of CCLS, explored the intricacies of "**Competition**



Law and Policy" with a focus on comparative perspectives across major regions such as the EU, US, BRICS, and ASEAN. Leveraging his extensive knowledge, he elucidated the complex intersections of law, economics, and policy within the domain of competition.

The event offered students a unique opportunity to engage with cutting-edge ideas and broaden their understanding of global competition landscapes. Professor Kokkoris' wealth of knowledge, supported by his qualifications from prestigious institutions, enriched the discourse and left a profound impact on the attendees.

Seminar: Discover Mandarin Chinese

On January 8, 2024, ADYPU hosted a seminar titled **"Discover Mandarin Chinese,"** featuring esteemed speaker Professor Sharon Li from Taiwan. Professor Li, a dedicated Mandarin Chinese instructor on our campus, shared her expertise to illuminate the language's richness.

She aimed to introduce Mandarin Chinese, highlighting its global significance as the most widely spoken native language. Taiwan, renowned for its traditional Chinese language learning, was emphasized as an ideal setting for authentic linguistic experiences.

Professor Li's presence enriches our community, offering linguistic proficiency and cultural insights. Her contribution enhances our understanding of Chinese culture and language roots.

Join us in exploring the joy of learning Mandarin Chinese and embracing its countless possibilities in our interconnected world. ADYPU remains

committed to providing diverse and enriching experiences for its students as we embark on this linguistic adventure together.



AJEENKYA THE INNOVATION UNIVERSITY **TAIWAN EDUCATION CENTER** India

EXPLORE MANDARIN CHINESE WITH US!

MONDAY, 8 JAN 2024, 4:30-5:30 PM AT ULC101

Come and explore the beauty of Mandarin Chinese! Join our introduction session designed for everyone interested in embracing a new language. This session aims to gather language enthusiasts seeking to learn Mandarin Chinese.

Limited spots available! Registration link below
<https://forms.gle/UarilfmQIVQIKJ239>.

PRESENTER : PROF. SHARON LI	ADVISOR : DR. VIJAYAKUMAR VARADARAJAN	STUDENT COORD. : MR. KARTIK PATIL
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Enhancing Data Proficiency

An informative workshop was held on January 12th, featuring Aditya Shrivastav as the speaker. The workshop aimed at exploring the realm of effective data management through discussions on Google Forms, the Excel Autocrat extension, and the ESBI Cycle. Students acquired invaluable insights, discovering new avenues for streamlined data processing and automated reporting.



SEMINAR on
GOOGLE FORM + **ADITYA SHRIVASTAV**
AUTOCRAT AND ESBI CYCLE

ADITYA SHRIVASTAV

DATE: 10th JANUARY
TIME: 4PM - 5PM
VENUE: ULC BUILDING 201 SEMINAR HALL

ADVISOR: VIJAYAKUMAR VARADARAJAN
COORDINATOR: SAMINA WAGLAWALA

Register Here: <https://forms.gle/otKnSzxopXpk9J5XB>

TOPICS:

1. HOW TO CREATE A GOOGLE FORM AND CREATING DATABASE THROUGH IT?
2. HOW EXCEL EXTENSION AUTOCRAT WORKS?
3. WHAT IS ESBI CYCLE?

TEC's Dynamic Chinese New Year Cultural Lecture

On February 9, the Taiwan Education Center (TEC) organized an engaging cultural lecture in celebration of the Chinese New Year. Presented by our Mandarin instructor, Professor Sharon Li, the session explored the vibrant customs surrounding this important festival in Chinese society. Participants gained valuable insights into various aspects of Chinese social and cultural traditions through this enlightening lecture.

Professor Sharon demonstrated traditional Spring Couplet calligraphy, providing students with hands-on experience. Each student received a Red Envelope for the Year of the Dragon,

enhancing their understanding of Chinese New Year customs. The event deepened cultural appreciation and engagement, with more enriching experiences planned at TEC.



Guest Session on Industry Expo and Labour Laws

A guest session conducted by Adv. Vivek Kalkumbe addressed MBA students, focusing on the topic of Industry Expo and Labor Laws. During the session, he elucidated the benefits of industrial visits, emphasizing the practical application of theoretical knowledge. Additionally, he underscored the significance of internships and the need for students to approach them seriously.

Adv. Kalkumbe also shed light on various industry challenges such as environmental issues, organizational hurdles, and difficulties in managing laborers, workers, and employees, providing real-life instances as illustrations. He proposed viable

solutions for these challenges, offering insights that can be implemented in the future. Furthermore, he outlined the industry's expectations from MBA graduates and emphasized the importance of developing certain skills to meet industry standards.



Panel Discussion Session on Union Budget 2024

The School of Management (Aryabhata Club) held a **"Panel Discussion Session on Union Budget 2024"** on February 13, 2024. Professor S.V. Pradeepa moderated the session, while the panel discussion featured Dr. Shripad Karjatkar, Professor Gurbinder Singh, and Professor Shiba Prasad Mohanty. This session offered students an outstanding opportunity to gain valuable insights into the economic policies and trends that will shape the nation's future. Esteemed experts from diverse fields shared their analysis and perspectives on the recently unveiled

Union Budget, discussing its key highlights, implications, and potential opportunities.



NEP 2020: Grasping the Significance of the Indian Knowledge System

The School of Management organized a panel discussion, steered by Dr. Kirti Dang Longani, and chaired by esteemed scholars such as Dr. Ganesh Raut, a distinguished historian and Head of the History Department at H. V. Desai College, Pune, Dr. Preetam Selmokar, a member of the NEP Implementation Committee and faculty at COEP Technological University, Pune, along with Mr. Ashwini and Dr. Sagar Jadhav. The aim was to delve into the implications of NEP 2020 for Indian knowledge systems, examining its provisions for advancing indigenous knowledge and nurturing a comprehensive understanding of Indian culture. The event also lauded the winners of a poster-making

competition on **"Understanding Management through the Indian Knowledge System,"** recognizing their creativity and dedication. Through this discourse, the audience gained insights into the imperative of conserving India's cultural heritage.



Unveiling Indian Wisdom: NEP 2020 Poster Making Activity

The School of Management launched the NEP 2020 Poster Making Activity on February 21st, 2024, in the presence of Dr. Anil Maheshwari- Dean NAAC, Sukhvinder Multani – Deputy Dean of research, and Ms. Priya Abraham, Dean of Student Services. Under faculty guidance, students crafted 92 insightful posters, covering a range of topics from ancient scriptures to modern management principles. The top five posters, selected by the jury, highlighted originality, and depth. This event emphasized the enduring

relevance of Indian wisdom in addressing contemporary challenges and upholding our cultural heritage.



Campus Highlights - News and Events

Bombay High Court Visit

The School of Law had organized a study trip on 30 January 2024 for the students of LLB and BA. LLB to the Bombay High Court. A total of 40 students visited the Bombay High Court with faculties Adv Abhilasha Mane, Prof Swati Raja, Dr. Santosh Sheelwant, and Ms. Ashwini Wani.



Embarking on a Cultural Voyage: Introduction of Japanese Language Classes

ADYPU is thrilled to announce the introduction of Japanese language courses, offering students an opportunity to immerse themselves in the intricacies of Japanese language and culture. This initiative aims to cultivate diversity and promote cross-cultural understanding among students. It provides a platform for students to broaden their global perspectives and embrace new cultural experiences.

Learning a new language is not only personally enriching but also enhances career prospects. The Japanese language course serves as a gateway for students to access these benefits.



Research Milestones

SOA Faculty and Research



Professor Prathama Jhaveri, an Associate Professor at SOA, recently published a research paper titled **"Analysis of Vernacular Architecture for Climate Response in Indian Climate Zones."** The paper was featured in the International Journal of Technology Engineering Arts Mathematics Science (ISSN: 2583-1224), organized by S B Patil College of Architecture, Pune. This publication was further endorsed by AISSMS Institute of Information Technology (IOIT) – Research (ISSN: 2583-1224) in Special Issue 1, September 2023, available on I J T E A M S (<https://aissmsioitresearch.com>). The research delves into the distinctive characteristics of selected climate zones in India, exploring local materials, architectural features, and their interconnectedness in responding to climate conditions, drawing insights from case studies and literature reviews.



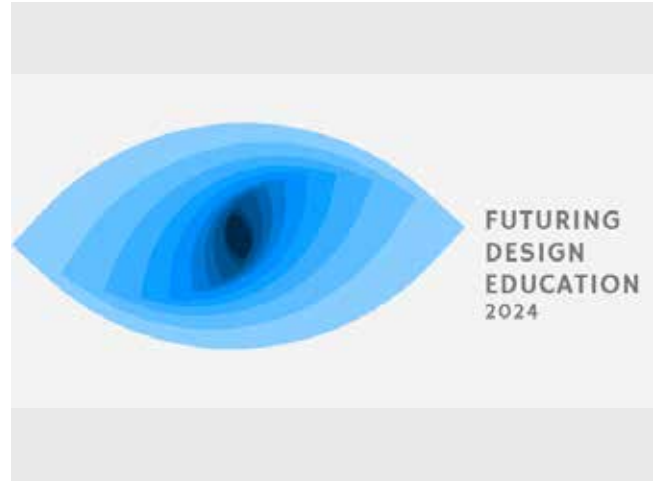
Associate Professor Madhuri Patil from SOA recently showcased and published a research paper at The Board of International Journal of Technology Engineering Arts Mathematics Science conference (ISSN: 2583-1224), hosted by S B Patil College of Architecture, Pune. Her paper, titled **'Biophilic Architecture at Workplace,'** was featured in Special Issue 1, September 2023, on IJTEAMS (<https://aissmsioitresearch.com>). The paper delves into the exploration and analysis of parameters concerning Biophilic Architecture, aimed at enhancing comfort for building users in workplace environments.

SOD Faculty and Research

IIT Delhi Hosts Futuring Design Education 2024 Conference, Featuring Papers from SOD

IIT Delhi hosted the Design Education Conference on February 10th and 11th, 2024, aiming to explore, reflect upon, and debate the evolving pedagogical dimensions of design within the context of socio-cultural and technological shifts.

Three research papers from SOD, were selected for presentation at this esteemed conference and are set to be included in their Journal:



Research Paper Title: **"Sketching with Paper Models: A Case Study Investigating Paper Folding as a Tool for Assisting Sketching During Form Exploration in Car Design Styling"**

Conference: **Futuring Design Education 2024, IIT Delhi**

Author: **Prof. Karthikeyan Thangamani**



Research Paper Title: **"Exploration of an Innovative Approach to Vehicle Packaging Design Ideation Using an Interactive Toolkit Similar to LEGO"**

Conference: **Futuring Design Education 2024, IIT Delhi**

Authors: **Karthikeyan Thangamani, Manju Reddy, Sanju Reddy**



Research Paper Title: **"The Aesthetic Significance of Ornamentation in Indian Design Practices and Education"**

Conference: **Futuring Design Education 2024, IIT Delhi**

Author: **Prof. Pallavi Choudhary**

SOE Faculty and Research



Demonstrating remarkable efficiency and a penchant for research, **Dr. Gandhi** from SOE recently published a research paper titled **"A NOVEL SALP SWARM OPTIMIZATION ORIENTED 3-DOF-PIDA CONTROLLER DESIGN FOR AUTOMATIC VOLTAGE REGULATOR SYSTEM"** in the SCI/Scopus-indexed Journal of IEEE Access. Additionally, he contributed another research paper titled **"AUTOMATED SEWAGE CLEANING AND MANAGEMENT SYSTEM"** to IEEE Xplore.



Dr. Diksha Gupta, a dynamic faculty member from SOE, presented her research work at the International Conference FSTA-2024 held in Lipotsky Jan Slovakia. She also secured funding from SERB, which enabled her to represent ADYPU abroad.



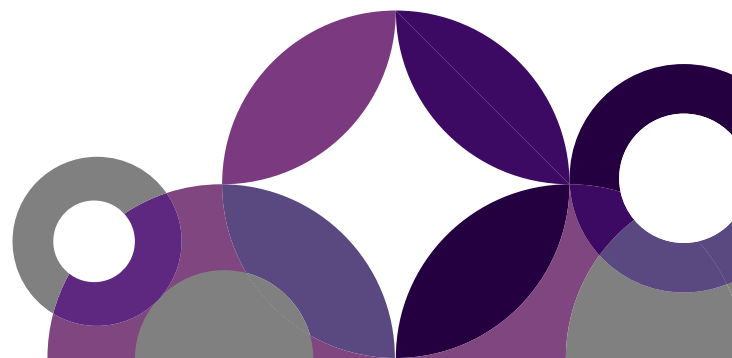
Dr. Amol Kasture recently launched his 10th book titled "**S.R.S. CASE STUDY IN SOFTWARE ENGINEERING - THE SOLUTION**" and obtained an Indian patent for "**STUDY AND DEVELOPMENT OF CONTENT BASED IMAGE RETRIEVAL (CBIR) USING MULTIPLE FEATURES FOR ANDROID PLATFORM.**"



Prof. Pooja Dehankar recently published two papers in highly esteemed journals. Her papers, titled "**PHISHING WEBSITE DETECTION USING ADVANCED MACHINE LEARNING TECHNIQUES**" and "**IoT-BASED SMART POULTRY FARM MONITORING AND CONTROLLING USING RASPBERRY Pi,**"



Dr. Vivek Gupta, contributed to research initiatives by publishing a paper in a reputable SCI-indexed journal. His paper, titled "**ANALYSIS OF HEAT FLUX QUENCHING OF A SS-316L ROD USING NANOFUIDS,**" exemplifies his commitment to advancing knowledge in his field through rigorous research.



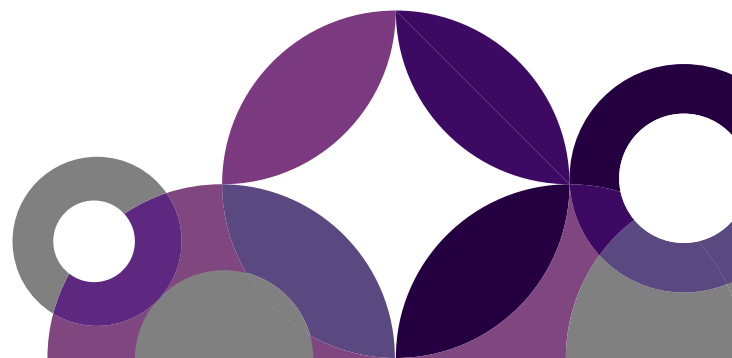
SOL Faculty Research



Prof. Swati Raja, Assistant Prof, SOL published a paper titled **“Subordination of Women in Charlotte Perkin Gilman’s The Yellow Wallpaper”** in the journal Humanities and Social Science Studies, Volume 13. The journal is recognized by UGC CARE, and this article comes under Group 1. The research paper focuses on the empowerment of women. It highlights the tyranny of the patriarchal society that weakens the very existence of women.



Dr. Sameena Mir, Assistant Prof, SOL has made a significant academic contribution by authoring a chapter in the book **“Perspectives in Modern Psychology.”** This chapter explores the utilization of the psychoanalytic approach in understanding the complex perspectives of students in higher education. Understanding the intricacies of the educational psyche has long been a challenge for educational institutions striving to navigate the mechanisms of higher education.



SOM Faculty and Research



Mr. Sanjay Kulkarni, a research scholar, collaborated with Supervisor Dr. Kirti Dang Longani to publish a research paper titled **"THE EFFECTIVENESS OF EMOTIONAL BRANDING FOR CULTIVATING A FAVORABLE BRAND PERCEPTION AMONG CONSUMERS OF SOFT DRINK BRANDS: AN EMPIRICAL STUDY WITH A FOCUS ON USERS IN PUNE CITY"** in the prestigious Journal of International Business and Economy (JIBE).



Dr. Vijay Kulkarni has been appointed as a reviewer by Springer New York for the book titled **"Food and Industry 5.0: Global Millets Sustainable Future"**.



Dr. Kirti Dang Longani's article has been published in the Indian Patent Journal under the title: **"INTEGRATING AI AND INFORMATION LITERACY IN A SMART MANAGEMENT SYSTEM FOR ONLINE TECHNICAL LEARNING AND TRAINING"**



A research paper **"FINTECH AND ITS EMERGENCE IN THE FINANCIAL DOMAIN: A CROSS-COUNTRY EVIDENCE"** authored by Dr. Latha Krishnan, Professor and Dean, and co-authored by Prof. Shiba Prasad Mohanty, Assistant Professor, both from the School of Management at Ajeenkya D Y Patil University in Pune, India, explores the rapid growth of financial technology (fintech) and its global impact. Through empirical evidence and cross-country comparisons, the research paper highlights how fintech has transformed traditional financial services and disrupted conventional banking and investment practices.

Students Corner

Students Achievements

Internship Achievement: Ajay Dalvi's Success

DY Patil School of Architecture, conducted a collaborative studio for Third Year Studio 21 students under the mentorship of Ar Sanjay Prakash and Ar. Mayank Mishra, Shift Studio for the Architectural Design-IV project of the Sports and recreational club at Pashan. The project was selected under the Public Buildings category. The studio collaborated with six other colleges in India where they understood the thought process and got insights into projects from the mentor, they also got an opportunity to see and learn from other colleges. The discussions with the mentor were conducted in an Online mode where participating colleges presented. All the students uploaded their work as per the schedule and one folio from each college was chosen to be presented. The students worked under the guidance of the faculty (offline platform) and received input and feedback from the mentors. A total 27 number of students participated. The students worked individually, and six entries were sent for the Transparency Competition by Saint Gobain.

Key Highlights:

All Third Year Studio 21 students enthusiastically participated in the competition on a global level. A session was conducted for faculty orientation where three of our SOA faculties participated, reviewed, and gave

feedback to students from colleges for which they were awarded Juror certificates. A finale was arranged where the best work was presented which allowed students to present their design ideas. Incentive: At the end of the program one of our students Ajay Dalvi was offered an internship in the mentor's office. In his design journey, he was guided by our SOA Faculty Associate Prof. Shital Golhar.

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SAINT-GOBAIN

TRANSPARENCY 18.0

INDIA'S BIGGEST DESIGN CONTEST FOR BIDDING ARCHITECTS & DESIGNERS

Internship Opportunities!

Saint Gobain Transparency 18.0:
Conscious Constructs
Collaborative Studio

Mentor
Ar. Mayank Mishra
SHIFt Studio
[@shift_studioforhabitatofutures](#)

**3 stellar students offered
internship opportunities!**

Ajay Dalvi
Ajeenkya D Y Patil University, Pune

Prathamesh Sankpal
Vishwaniketan College of Arts
Architecture and Design, Mumbai

Uddipan Mondal
Birla Institute of Technology, Mesra,
Ranchi

DY Patil School of Architecture Dominates Intercollege Sports Event at Azam Campus

SOA triumphed at the intercollege sports event, known as Maidan-e-Jung, hosted at Azam Campus. The event took place from January 29th to February 1st, 2024, at Allana College of Architecture. This annual tournament gathers student-athletes from various architecture colleges in Pune, who compete fervently to represent their institutions.

Highlighted by the participation of 15 students spanning from the first to the fifth year, our school showcased remarkable enthusiasm in both cricket and athletics. The cricket team emerged as champions, clinching the top spot among 10 colleges by overcoming nine architectural institutes from Pune. Additionally, our female athletes showcased exceptional prowess, with the girls' team qualifying for the 50m, 100m, 200m, and 400m races, as well as the relay event.



SFM band performed at Alchemy 2024

Horizon Ice, a band from the School of Film and Media performed at a recent School of Design Festival **Alchemy 2024**. The band gave its performance on 21st February and enthralled the audiences.



SY BA.LLB Students Represent ADYPU at the National Moot Court Competition

Soumya Mallik and Prathamesh Patil, students of SY BALLB, proudly represented the School of Law, at the National Moot Court Competition held by Modern Law College, Pune on January 12th and 13th, 2024.

The competition offered a valuable platform for honing legal skills, fostering teamwork, and gaining practical insights into courtroom procedures. Rigorous preparation, including legal research, case analysis, and practice moots, preceded the event. Mock trials and feedback sessions played a pivotal role in refining oral advocacy and argumentation skills.

Participating in moot court competitions allows students to apply theoretical legal knowledge to real-world scenarios. It is an enriching experience that sharpens legal acumen, enhances presentation skills, and

promotes teamwork. The challenges encountered during the competition provide invaluable growth opportunities, with the lessons learned contributing to future endeavors in the legal field. Overall, the moot court competition proved to be a rewarding and transformative experience for our team.



National Moot Court Competition at Yashwant Rao Chavan Law College

The National Moot Court Competition hosted by Yashwant Rao Chavan Law College on February 9th and 10th, 2024, provided an esteemed platform for law students to demonstrate their legal expertise and courtroom skills.

The event attracted teams from various law schools and universities, showcasing diverse legal talent across the country. Participants ranged from seasoned mooters to newcomers, fostering a dynamic environment of healthy competition and knowledge sharing. Representing Ajeenkya D Y Patil University, three students of SY BALLB from the School of Law, Tanishka Salunke, Rajshree Sahay, and Saumya Mallik, participated in the competition.

The competition format included preliminary rounds, semi-finals, and a grand finale, with each round presenting challenging moot problems to test participants' grasp of substantive law and procedural rules, as well as their

ability to articulate persuasive legal arguments.

Distinguished legal professionals, judges, and academics comprised the evaluation panel, providing valuable feedback to participants and enhancing the educational aspect of the competition.



School of Liberal Arts Hosts Poster Competition

The School of Liberal Arts conducted a captivating poster competition on the theme 75 Republic Day Celebrations. This competition encourages participants to creatively express their

thoughts and perspectives. Through art and design, the event aimed to highlight the diverse viewpoints of students, fostering a spirit of creativity and national pride.

Pune's Marathi Content Creator Receives Kalatmak Reelstar Award

Akanksha Deshmukh, a prominent content creator recognized as Pune's leading Marathi content creator and currently in the fourth semester of her MBA program, was honored with the prestigious Kalatmak Reelstar award by Mr. Sharad Pawar through the Aadhar Sawali Foundation on February 13th, 2024. She received this esteemed accolade in the **"Maharashtra cha kalakar 2024"** category.



Emotional Wellbeing Session

The Student Services Division hosted a session focused on emotional well-being, underscoring our commitment to the holistic development of every member of our university community. Our appointed Student Counsellor diligently understands the mental health needs of students on campus, providing essential support throughout their academic journey. From orientation to graduation and beyond, the university acknowledges the various stressors students encounter, such as exam pressure and academic concerns. Our student counselor remains steadfast in offering support at every stage, ensuring students feel empowered to overcome obstacles and thrive.



Debate Club Competition

The debate competition, co-sponsored by **"SPEAK FOR INDIA"** in collaboration with the Federal Bank, Times of India, and Maharashtra Times, provided a platform for young minds to express their views on diverse topics on January 13th, 2024. The team from the School of Management, comprising Rohan Jurisinghani, Vaidehi Bhumar, and Jesita Carvalho, participated in the event. Witnessing the exchange of insightful discussions and the sparks of critical thinking among these talented individuals was truly inspiring. We are pleased to announce that Rohan Jurisinghani has been selected for the Zonal level competition, scheduled to be held in Mumbai in February 2024.



Take2Club - Inaugural Movie Screening

On February 9th, 2024, the club hosted its first movie screening. Twelve students from the School of Design (SOD) attended the event along with the faculty members. Following the screening, both students and faculty engaged in discussions regarding various societal issues and how they have evolved over the years.



Udbhav Event Sparks Entrepreneurial Spirit

The event aimed to instill an entrepreneurial mindset in students, encouraging them to think innovatively and venture into the business world.

Hands-on Learning: Students gained practical experience in various business aspects like marketing, finance, and customer relations by setting up and managing their stalls.

Networking Opportunities: The event provided a platform for students to connect, share ideas, and potentially form future business partnerships, fostering collaboration.

Leadership Development: Students honed their teamwork and leadership skills through organizing and promoting the event.

Held on February 15th and 16th, 2024, Udbhav showcased the entrepreneurial prowess of students from Management and Law schools, promoting innovation and cultural exchange.

Participant Diversity: Enthusiastic students from diverse disciplines set up 27 stalls, showcasing talents in Management, Law, and related fields. The event featured a range of products, highlighting Indian traditional food, handicrafts, and handloom items. Product Showcase:

Traditional Food: Students presented a variety of regional Indian delicacies, offering a culinary journey through the country's diverse flavors.

Handicrafts and Handloom: Creative displays featured intricate designs, reflecting India's rich heritage of craftsmanship. Participation Overview: A total of 107 students actively participated in Udbhav, demonstrating their commitment and passion for entrepreneurship.



Author Talk by Dr Manjari Prabhu

Famed author Dr. Manjari Prabhu engaged students in an enlightening session on crafting fiction and mystery novels. Notably, she spearheaded the inception of the Pune International Literary Festival and boasts an extensive bibliography of published works.

The panel dialogue was skillfully guided by Parth Ambre, a dedicated student from SOLA, and Sukhvinder Multani, Deputy Dean of Research, lent her expertise to the discussion.

As the session drew to a close, students eagerly seized the opportunity to engage with Dr. Manjari, exchanging insights and seeking guidance on their literary aspirations.



Cultural Chronicles

Alchemy 2024, the hallmark event of the School of Design, epitomized a vibrant blend of creativity and innovation. Spanning two exhilarating days on February 21st and 22nd, 2024, it offered an exciting array of experiences, including a captivating Car & Bike Show, a mesmerizing Fashion Show, a pulsating Music Concert, an enchanting Drift Show, and a thrilling Stunt Show. Alchemy emerged as the epitome of artistic expression and cultural celebration, leaving a lasting impression on all attendees.



The grand opening of Alchemy was graced by the esteemed presence of our Honorable Vice Chancellor, Hridaysh Deshpande. Notable guests included luminaries such as Mr. Imran Majid, the visionary founder of Kikshift; Mr. Santosh J Parab, the esteemed founder of Horsepower Cartel; and Mr. Arnold Pereira, the driving force behind Fast N Low Automotive, along with their respective teams. Mrs. Shafa Rana, the esteemed Design Head of Paashh, added to the distinguished gathering, not only attending as an honored guest but also serving as a discerning judge for the Fashion Show, bringing her invaluable expertise to the event.



Intra-College Cricket Tournament: BALLB 3rd Year Clinches Victory

The School of Law hosted an exciting intra-college cricket tournament, featuring participation from LLB and BALLB classes. Held on January 30th and 31st, 2024, the event showcased impressive talent and sportsmanship among the teams. Coordinated by Prof. Swati Raja and supported by SOL faculty members, including Dean Dr. Sunny Thomas, the tournament witnessed intense matches and enthusiastic cheers from players and spectators alike.

Teams demonstrated exceptional cricketing skills, with strategic plays and teamwork leading to thrilling encounters. Despite the competitive atmosphere, sportsmanship remained paramount, fostering respect and camaraderie among participants.

BALLB 3rd Year emerged as champions, securing victory over BALLB 2nd Year in a closely contested final match. Dr. Sunny Thomas praised the participants and faculty for their contributions, emphasizing the significance of such events in promoting a healthy sporting culture within the campus community.



Accolades and Achievements

Faculty Achievements



Dr. Ranjit Kumar and Ms. Trupti Taori from SOE were honored with the esteemed **Laxmi Shanti Awards** for Best Research Presentation by Female Members of AIPI during the 20th Annual National Conference of the Association of Industrial Psychiatry of India held in December. Their accomplishments serve as a source of great pride for our faculty, who consistently excel across all academic domains.



Dr. Vishwajeet Goswami of SOE was invited as a guest speaker at the International Convention on Applied Mathematics and Computing in Engineering and Technology-2024 in Mumbai in February 2024. His speech on Mathematics and CAT-modeling garnered significant acclaim at the convention, marking a notable success for his presentation.

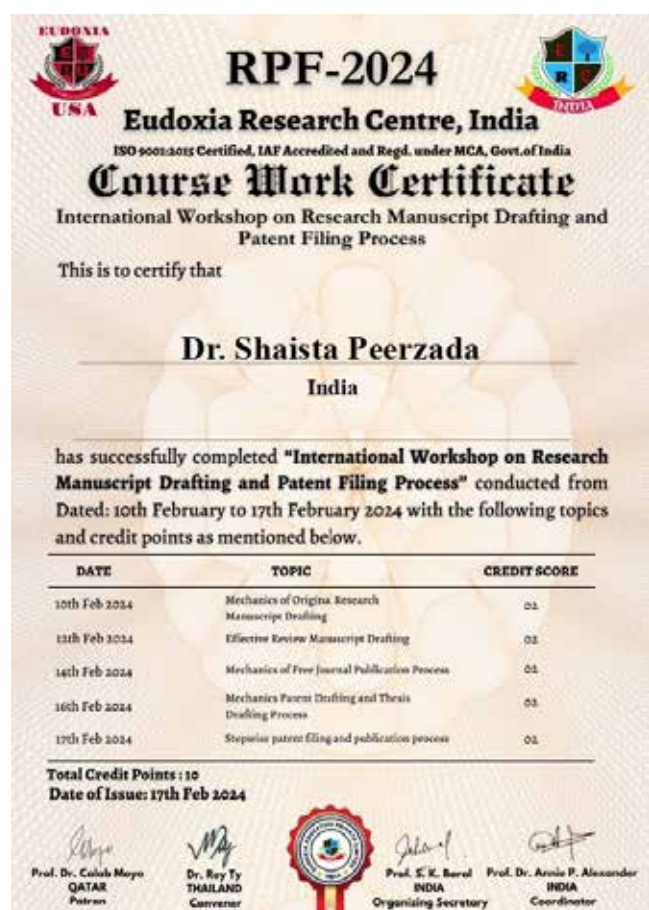
Recognition for Dr. Sameena Mir

Dr. Sameena Mir, Assistant Prof. has received recognition for her article review in the **"Asian Research Journal of Arts & Social Sciences**.

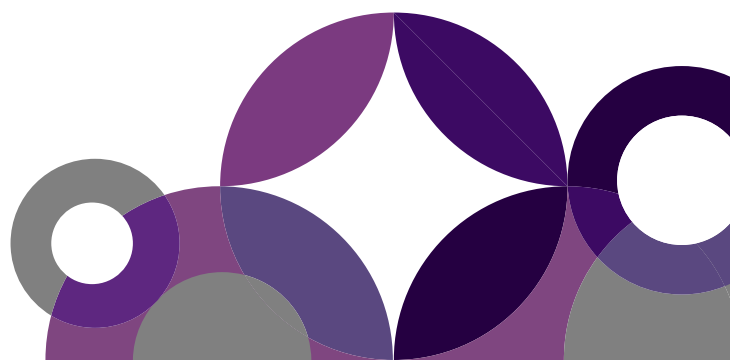


SOM Student Shines in National Financial Literacy Quiz-2024

Dr. Shaista Peerzada completed the "International Faculty Development Program on Qualitative and Quantitative Research Design in Higher Education," organized by Eudoxia Research University (ERU-USA), Eudoxia Research Centre (ERC-India), and the African International Research Council of Eudoxia. The program took place from January 5th to January 12th, 2024. The article explores the interaction between formal and informal education in adolescent identity formation, emphasizing the role of formal education in cognitive and social development.



Yet another achievement of Dr. Shaista Peerzada is, she has successfully finished her PDF coursework and FDP (RPF-2024) with the USA-based Eudoxia Research Centre, India. The program, titled "International Workshop on Research Manuscript Drafting and Patent Filing Process," took place from February 10th to February 17th, 2024.



Global Connections

Nurturing International Alliances

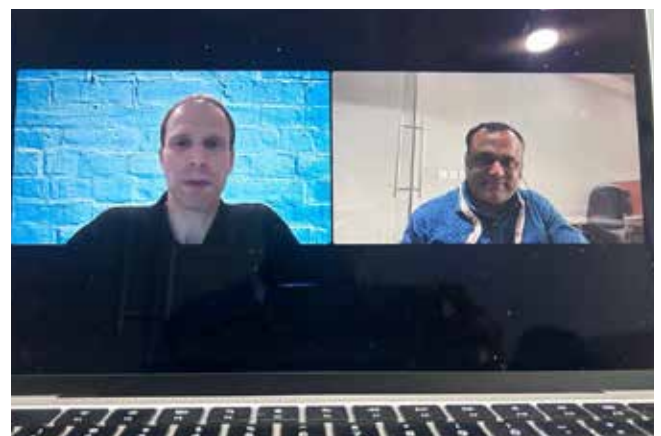
Joint Ventures with the University of Wales Trinity Saint David

A collaborative session was held with Prof. Dr. Wendy Dearing and Academic Director Dr. Bronwen Victoria Williams from the University of Wales Trinity Saint David, UK, on January 24, 2024. The primary agenda of the meeting was to explore opportunities for sending our students to their campus for a two-week program. Discussions during the meeting included outlining a tentative plan for the visit scheduled for April 2024.



Meeting for Collaboration with Dr. Uri Sternberg from Marine Wellness, Sydney

A collaborative session was conducted with Dr. Uri Sternberg from Marine Wellness, Sydney, New South Wales, Australia, on January 15. Dr. Sternberg has confirmed his involvement in engaging in discussions about entrepreneurship with our students and exploring potential avenues for related initiatives.



Memorandum of Understanding (MoU) Inked Between School of Management and Brew&Buzz, Pune

Dr. Kirti Longani, representing the School of Management at ADYPU, finalized the MoU with Brew&Buzz, with guidance from Shweta Sharma, Dean of Corporate Relations & Placement at ADYPU.

Brew&Buzz, a Hybrid Digital Marketing Company established by Mohanish Jaju in 2021, has demonstrated significant achievements over the past 18 months. Their clientele includes renowned international musicians, edtech startups, international visual artists, VVIP Ministers of Indian states, and Asia's largest credit cooperative society, among others.

The purpose of the MoU is to bridge the gap between industry and academia for our students. It will provide

opportunities such as guest lectures, mentoring, workshops internships, placements, and more.



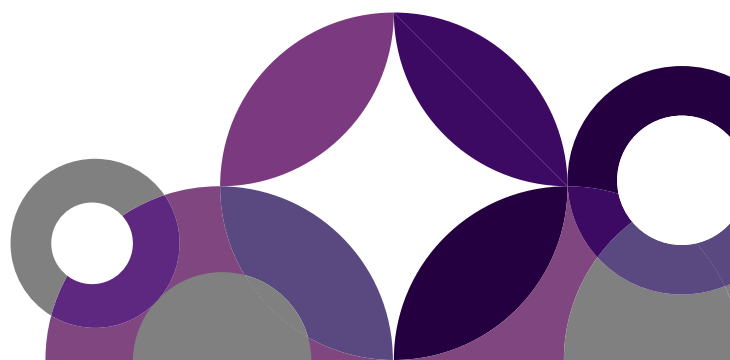
Career Pathway & Placements

The tabular summary highlights various campus placement events that took place at ADYPU throughout February, showcasing the success and opportunities secured by students across different industries. From partnerships with leading companies to successful recruitment drives, the month saw a plethora of achievements and promising prospects for the university's talented students.

Event	Date	Details
Jackson Results	1st Feb	8 students selected to begin their journey with Jackson.
Pratech Internship Cum Placements	2nd Feb	10 students earned opportunities for internships cum placements.
Partnership with Wurth IT India	2nd Feb	Signed MoU for internship placement and mentoring in eCommerce technology.
Societet General Onboarding Gifts	3rd Feb	Shortlisted students received onboarding gift hampers.
Mindpool Assessment	4th Feb	Continued assessment for the 3rd slot of students.
Siemens Campus Connect Session	5th Feb	Organized a session providing insights and opportunities for students.
Siemens Visit and Results	5th Feb	1 student selected from the Electronic and Telecommunication branch.
McKinley Recruitment Drive	6th Feb	Completed the first round of assessments.
AMS Infra Recruitment Drive	8th Feb	6 students got placed.
Skolar Placement Drive	12th Feb	29 students got placed, starting their journey from 28th Feb onwards.
Omron Interviews	13th Feb	Interviews conducted, awaiting results.
JTP Virtual Assessment	14th Feb	14 students qualified for the next round, with 3 securing placements.
Tracelink Campus Drive	15th Feb	2 students selected with a higher package.
MoU Signing with Brew&Buzz	19th Feb	Signed MoU aiming to bridge the Industry-Academia Gap.
Siemens Interview for Computer and AIDs Branch	20th Feb	4 students successfully selected.
Airport Authority of India Selection	20th Feb	1 student selected to join the Airport Authority of India.
Corizo Campus Drive	21st Feb	7 students selected.
Beacon Healthcare Recruitment Drive	23rd Feb	Ongoing recruitment drive.

The campus placement highlights

Organization	No. of Students Placed
Jackson	8
Pratech	10
Siemens (ENTC)	1
AMS Infra	6
Skolar	29
JTP	3
Tracelink	2
Siemens (Comp.)	4
Airport Authority of India	1
Corizo	7
TCS	1
Skoda	2
Bajaj	1
Pletra Technology	1
Tricentis	1



HR Conferences: NIPM & Tech HR Conclave 2024

On February 19th, Mrs. Shweta Sharma participated actively in the NIPM Western Region HR Conference held in Pune, focusing on the theme of **'Transforming Business Through Agile HR Practices.'** Before this, on February 16th, she was invited to the Tech HR Conclave event 2024 organized by Ramrao Adik Institute of Technology, Mumbai, where her insights contributed to discussions on the latest trends and technology in HR.



Personality Development Workshop by Mr. Uday Jagavkar

Mr. Uday Jagavkar conducted a Personality Development Workshop for second and third-year students. The workshop covered essential topics such as Personality Development, Communication, Goal Setting, and Time Management.

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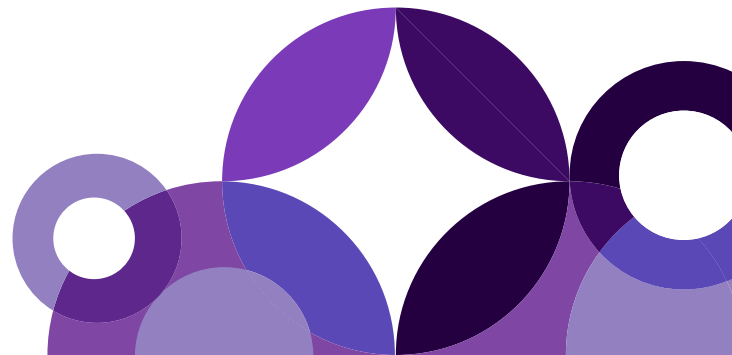
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