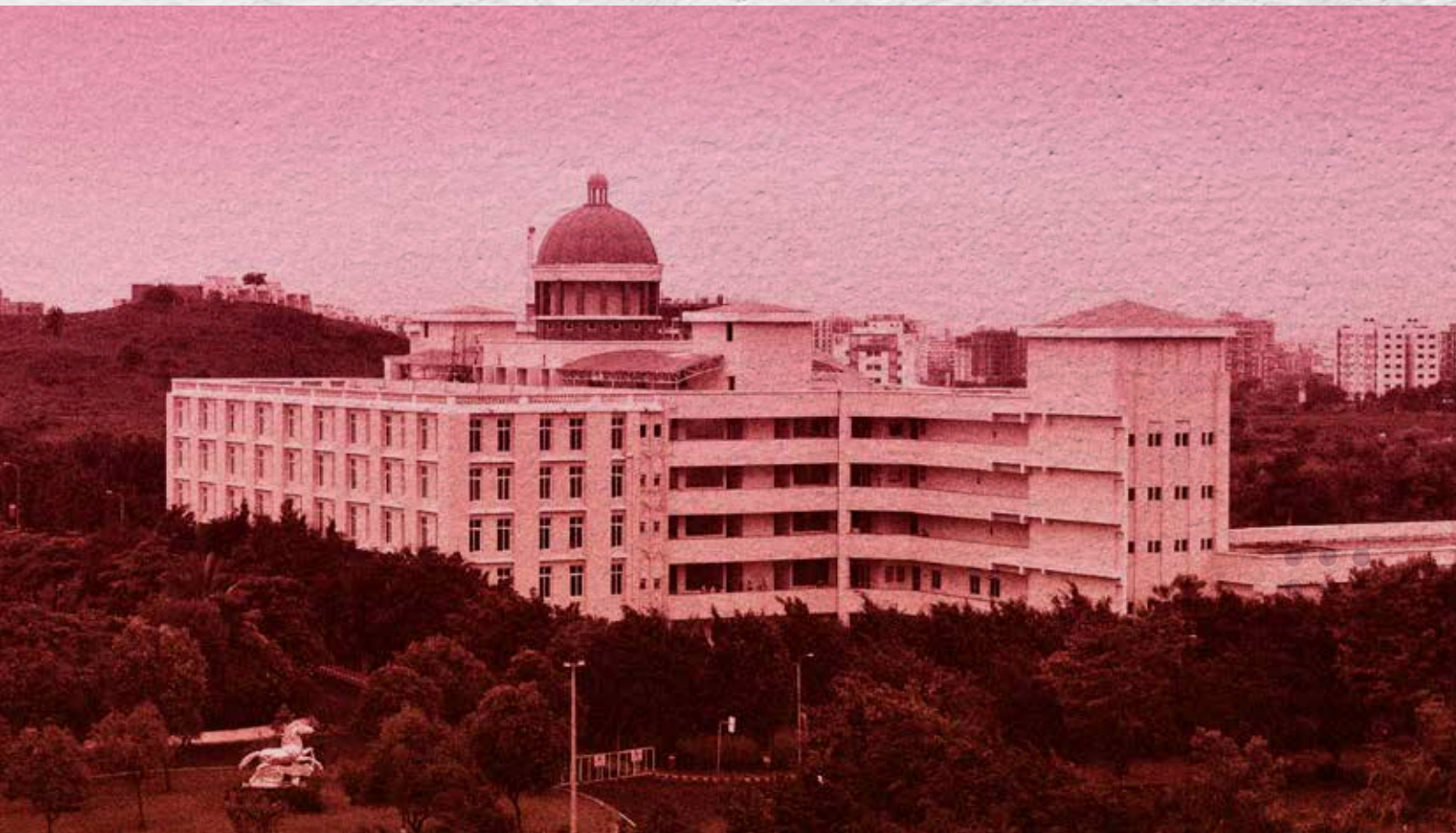


# ADYPU NEWSLETTER

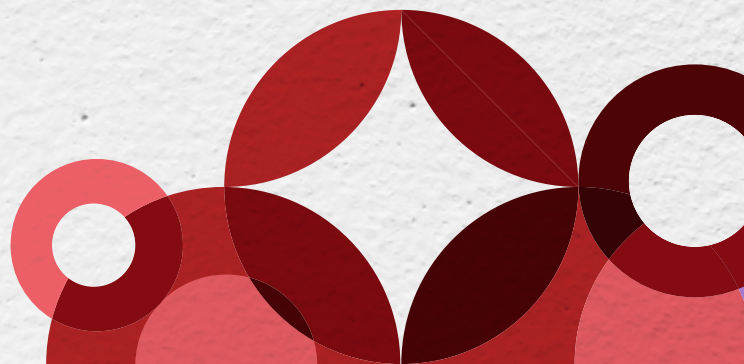
Leading  
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Innovative  
Education



**AJEENKYA**  
D Y PATIL UNIVERSITY  
THE INNOVATION  
UNIVERSITY



**OCTOBER 2024**



“



**EMPOWERING MINDS TODAY,  
CREATING LEADERS  
FOR TOMORROW.**

**Dr. Rakesh Kumar Jain**  
Vice Chancellor, ADYPU

”

## Editor's Message



Dear Readers,

It's my pleasure to bring you this edition of our newsletter, which is slightly delayed due to the Diwali break and festivities.

This month, our students showcased their leadership and enthusiasm through campus elections and accepted the roles and responsibilities of the new students' counsel. October was also marked by outstanding achievements from our students, who earned accolades in various competitions and academic pursuits.

Our faculty made significant contributions through impactful research and publications. Study trips and hands-on workshops provided practical experiences for students, connecting classroom learning with real-world insights.

I hope you find this edition engaging and reflective.

Best Wishes

**Sukhvinder Kaur**

Editor, Deputy Dean – R & D  
Ajeenkya DY Patil University



## Faculty Editorial Board



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SOE



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**Aditya Havile**  
Assistant Professor,  
SFM

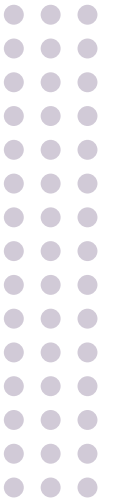


**Priya Abraham**  
Dean  
Student Services  
Division



**Kedar Kulkarni**  
Assistant Professor, SOL  
&  
Coordinator -EIC

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# Academic Highlights

## Induction Program for First-Year Architecture Students

The School of Architecture warmly welcomed its first-year SPPU batch on September 24-25, 2024. The event was inaugurated by the Director of the Technical Campus, Dr. Kamaljeet Kaur Siddhu, followed by inspiring speeches from Principal Prof. R.T. Golgire and Dean of the School of Design, Prof. Aparna Mhetras.

The program included faculty introductions, examination guidelines presented by CEO Prof. Swati Solunke, a campus tour, and the distribution of architectural kits. The entire faculty and staff of Dr. D.Y. Patil School of Architecture attended the event.



## Seminar on “Secrets of Concentration of Mind” Hosted by SOA

On October 16, 2024, the School of Architecture organized a seminar led by Dr. Shirish Limaye focused on enhancing concentration and quality of thoughts. The seminar addressed ethical principles, professional responsibilities, and strategies for improving life quality. Participants learned techniques to manage stress, overcome negative thoughts, and concentrate on achieving happiness and success. Dr. Limaye

inspired attendees by sharing personal stories and insights about the mind.



## Site Visit to Daikin Airconditioning Solutions

On October 21, 2024, Prof. Swati Solunke and Er. Arun Atre led a site visit for third-year architecture students to Daikin Airconditioning Solutions in Bavdhan. The visit aimed to explore various ventilation systems, air conditioning technologies, staircase pressurization, HVAC design fundamentals, and load calculations for user comfort. Sales Manager Mr. Nagpal shared insights on energy-efficient design and the technical aspects of refrigeration, along with an overview of available products.

---



## Learning with Creativity: A Perfect Blend of Theory and Practice

MBA Marketing students in the month of October immersed themselves in Integrated Marketing Communication by designing creative posters for various brands. This hands-on activity enabled them to learn IMC strategies while exploring their creativity.





## Campaign Catalyst

Local Business Edition a mega event was organized by the School of Management to evaluate a Marketing Campaign challenge of 45 days of chosen local brand on 1st Oct 2024. Juries from Industry Mr Rao Ranveer and Dr Kevin Naidoo from the University of Zululand South Africa evaluated the presentation of efforts of students of Marketing.



## Integrated Media Strategy Challenge at Ajeenkya DY Patil University

The School of Management organized the Integrated Media Strategy Challenge. Jury members included Dr. Manju Rughwani, Dean of SOFM & Doctoral Studies, along with international jurors Dr. Azhar from UUM, Malaysia, and Dr. Balram from Pokhara University, Nepal. The evaluation focused on the students' work and efforts over two months in designing advertising and media strategy management for selected brands.





On October 11, 2024, School of Design students enjoyed an exciting monsoon trip to Wai, where they visited the historic Nana Phadnavis Wada, capturing its beauty through live sketching, photography, and cultural documentation. After a delicious lunch, they explored the Dholya Ganpati Temple and ended the day at Mapro Food Park.



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On October 9, 2024, the School of Hotel Management hosted the **"Sip N' Smooth"** mocktail-making event, promoting creativity and healthy drinking habits. The interactive workshop featured a live demonstration of three unique mocktails, followed by a hands-on competition for participants to create their own beverages using fresh ingredients. The event attracted students and hospitality enthusiasts eager to enhance their mocktail-making skills.

The demonstration included:

- A citrus-based drink.
- A tropical smoothie mocktail.
- A minty berry refreshment.



## Vrindavan Theme Lunch at SOHM

On October 18, 2024, the School of Hotel Management hosted a Vrindavan-themed lunch. Inspired by the spiritual and culinary heritage of Lord Krishna's land, students curated a "Satvik" menu featuring dishes like Aam Panna, Palak Chaat, Dahi Bhalla, Kurkuri Bhindi, Paneer Saag, Vrindavan Ki Sabji, Dal, Pea Pulao, Puri/Roti, and Ghevar with Rabri.



## Gender Sensitization Session at SOHM

On October 22, 2024, the School of Hotel Management hosted a seminar **on Gender Sensitization**, led by Prof. Sukhvinder Multani, Deputy Dean - R & D. The session focused on raising awareness about gender issues, challenging stereotypes, and fostering respect for all genders. Ms. Multani also introduced students to the POSH Act (Prevention of Sexual Harassment), a 2013 Indian law dedicated to preventing and addressing workplace harassment against women.





## Sound Conclave 2024: A Hub of Innovation and Learning

Hosted by ADYPU's Entrepreneurship and Innovation Centre on October 23-24, 2024, "**Sound Conclave 2024**" united students and industry experts for an engaging two-day workshop. With professionals from Sennheiser, Stonewater, and Qube Cinema, participants gained hands-on experience and insights into the latest advancements in audio technology.



## ADYPU Workshop: Camera Lighting Techniques for TVC Projects

On October 3, 2024, ADYPU hosted a practical workshop on basic camera lighting techniques for students in sound, film, journalism, and AVE. Led by acclaimed cinematographer Mr. Rakesh Bhilare, the session focused on lighting fundamentals for television commercials, covering techniques like key lighting, fill lighting, and backlighting. Students gained hands-on experience, preparing them to enhance the visual impact of their upcoming TVC projects with professional lighting skills.





## Soft Skills Workshop for MBA Students by Mohua Sinha at ADYPU

On October 3, 2024, ADYPU hosted a Soft Skills Workshop for MBA students, led by industry expert Mohua Sinha. The session covered key corporate skills like communication, teamwork, and leadership, with interactive exercises and practical tips to build confidence and professionalism. Students left with enhanced insights into essential skills for career success.

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## Red Helium Cinema Camera Workshop at ADYPU SFM

On October 10, 2024, ADYPU's SFM Chroma Studio, along with Pin Hole Media, hosted an intensive workshop on the Red Helium Cinema Camera, led by Omkar Athavale. Filmmaking students gained hands-on experience with the Red Helium, covering shot lists, lighting, art direction, and filming techniques, enhancing their understanding of high-end cinematic production.



## Director's Workshop with Varun Narvekar

On October 11, 2024, ADYPU's SFM Chroma Studio welcomed acclaimed Marathi director Varun Narvekar for a workshop titled "The Art and Image-Making from a Director's Perspective." Narvekar shared insights into visual storytelling, shot composition, and scene construction, offering students a closer look at the director's role in film. The session concluded with an interactive Q&A, giving students a chance to discuss industry trends and challenges directly with the filmmaker, underscoring ADYPU SFM's commitment to experiential learning with industry leaders.



## Exploring Class Differences: Workshop

On October 15, 2024, Dr. Vishnu Shrimangle, an experienced educator and social worker, led an insightful workshop on "**Class Differences in Societies**" for ADYPU Journalism students. Drawing from his NGO work, Dr. Shrimangle shared real-world perspectives on class disparities, focusing on marginalized groups. The session encouraged students to consider how journalism can spotlight social inequalities and foster change.



## Urban Sketching Workshop at Aga Khan Palace

On October 18, 2024, renowned illustrator Niloufer Wadia led an inspiring Urban Sketching workshop at Pune's historic Aga Khan Palace. The session, open to artists of all levels, guided participants in capturing urban landscapes through sketching techniques using pen, ink, and watercolor. This unique setting allowed attendees to refine their skills in perspective, composition, and light dynamics, making for an enriching artistic experience.



## 3D Environment Design Workshop for Game Art Students at ADYPU

On October 25, 2024, ADYPU's Game Art and Development students joined a 3D Environment Design workshop led by Aarti Puranik, Art Director at Studiocupcakes. The session covered key elements like conceptualization, lighting, and texturing, with hands-on practice in creating immersive game environments. Students appreciated the mix of theory and practical insights, with anticipation for more skill-level-specific workshops.





## Campaign Catalyst

Local Business Edition a mega event was organised by School of Management for evaluating a Marketing Campaign challenge of 45 days of chosen local brand on 1st Oct 2024. Juries from Industry Mr Rao Ranveer and Dr Kevin Naidoo from University of Zululand South Africa evaluated presentation of efforts of students of Marketing.



## Integrated Media Strategy Challenge

On October 3, 2024, the School of Management hosted the Integrated Media Strategy Challenge . The event featured a distinguished jury, including Dr. Manju Rughwani, Dean of SOFM & Doctoral Studies, and international experts Dr. Azhar from UUM, Malaysia, and Dr. Balram from Pokhara University, Nepal. Students showcased their efforts over two months in designing advertising and media strategy management for selected brands, receiving evaluations based on their work and creativity.



## Industrial Visit to NISM by School of Management, ADYPU

The School of Management at ADYPU organized an industrial visit to the National Institute of Securities Markets (NISM) on October 17, 2024, for 40 MBA (Finance) students. The visit was coordinated by Prof. Shiba Prasad Mohanty and Dr. Ninad Gawande, Assistant Professor of the School of Management. Students gained insights into the intricacies of the Indian Securities Market, along with essential safety tips for investment in the current era.



# Campus Highlights

## World Architecture Day

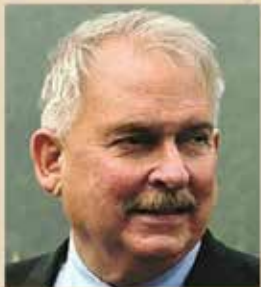
On World Architecture Day, October 7, 2024, the School of Architecture honored the late Prof. Christopher Benninger, who passed on October 2. Students and faculty observed a two-minute silence and paid tribute to his contributions to architecture by screening his film India Houses in Balewadi, Pune.

**Dr. D Y PATIL** SCHOOL OF ARCHITECTURE  
**AJEENKYA** D.Y.PATIL UNIVERSITY THE INNOVATION UNIVERSITY  
SPPU PUNE Affiliated, Approved By COA, DTE Maharashtra

**WORLD ARCHITECTURE DAY 2024**  
Empowering the Next Generation in Participatory Urban Design  
07TH OCTOBER 2024

**Condolences**

Deep condolences to the legendary Prof. Christopher Benninger. He was a leading light in the fields of Architecture and Planning in the country.



**Prof. Christopher Benninger**  
1942-2024

**Tribute**

Screening of a film "India houses" explaining spaces of India houses, Balewadi, Pune.

Venue: DYPSOA, Library.  
Time: 11.30am  
Date: 7th Oct. 2024

Prof. Swati Solanke  
Prof. Pooja Gaidole Sawan  
Academic Coordinator

Prof. Ajitkumar Patil  
HOD M.Arch

Prof. R. Y. Gogare  
Principal, ADYPSOA

**Our Mentors**

Dr. Sushant Patil  
Advisor / Trustee

Dr. S. B. Khedkar  
Vice President, ADYPS

Dr. Kamajit Kaur Siddha  
Director, Text, Campus

Ajeenkya DY Patil Knowledge City, Gharholi Bk., Via Lohegaon, Pune 412105,  
Ph: 020-35037902 / 9511955962 / 8446519804 / 7276518016, Web: www.dypatilarch.com





## Celebration of World Tourism Day and Gandhi Jayanti

On October 3, 2024, students from the School of Hotel Management celebrated World Tourism Day and Gandhi Jayanti, focusing on the theme **"Tourism and Peace."** They created collaborative posters promoting world peace and slogans related to tourism. Additionally, they prepared lentil khichdi, which was distributed to laborers and at Balashram, Lohegaon. A heartfelt thank you to our talented students and all attendees for supporting this meaningful initiative



## Tribute to Sir Ratan Tata

On October 10, 2024, the School of Hotel Management held a tribute to Ratan Tata, honoring his contributions to global expansion, innovation, technology, sustainable initiatives, healthcare, education, and entrepreneurship. Students created handmade posters featuring his motivational quotes and crafted a fruit carving of his photograph.



The School of Hotel Management proudly hosted an event of World Food Day, on October 16, 2024. This year's theme for World Food Day was 'Right to Food For Better Life and a Better Future'. Students prepared Healthy and Easily Digestible food and served it to **MANUSKI OLD AGE HOME, DHANORI PUNE**. Students made this event a great success with their culinary skills and determination.



## Walkathon for Workplace Mental Health Awareness

On October 13, 2024, Ajeenkya DY Patil University's School of Liberal Arts, in partnership with Connecting Trust, organized a World Mental Health Day walkathon in Pune to promote mental well-being at work. Starting and ending at Sambhaji Park, the event featured interactive activities, games, and slogans focused on mental health and suicide prevention, drawing enthusiastic participation from students and the local community.





## Inauguration of the Sound Atmos Studio at ADYPU

On October 24, 2024, ADYPU inaugurated its state-of-the-art Sound Atmos Studio, a major addition to the university's film and media programs. Attended by distinguished leaders including Dr. Sudhakar Shinde, Mrs. Rubina Ali, Dr. Manju Rughwani, Mr. Ajay Thomas, Mr. Dilip Achtani, and Mr. Prabhat Ranjan, this facility offers students hands-on training in cutting-edge audio production and film mixing. The new studio underscores ADYPU's dedication to providing industry-aligned, practical learning resources for future sound professionals.



Biotechnology Division, School of Engineering, ADYPU successfully organized the World Food Day 2024 event on 16th October. The event was a remarkable platform for our talented students to showcase innovative solutions aimed at tackling global challenges, aligning with the theme set by the Food and Agriculture Organization (FAO). This year's theme, **"Right to Food for a Better Life and a Better Future"**, resonated strongly throughout the event, inspiring actionable ideas and fostering a collective drive toward ensuring food security for all.





# Research Milestone

## Research & Development Cell

### Grant Proposal Writing Session

The Research & Development Cell at ADYPU organized a **Grant Proposal Writing Session** on 16 October for the faculty members who had registered for the session. The resource person, Ms Nalanda Joglekar, an educationist and expert grant proposal writer touched upon certain crucial aspects of grant proposal writing. It was an interactive session where faculty members had the opportunity to interact with her and get clarity about grant writing. A new aspect discussed was the importance of storytelling in crafting an effective grant proposal.



The Research and Development Cell at ADYPU organized its quarterly book launch event for July-September on October 2024, celebrating the contributions of two faculty members. Dr. Amol B. Kasture from the School of Engineering launched his book **Cyber Security at a Glance**, which offers a comprehensive account of key cybersecurity issues relevant to today's digital world. Additionally, **Contemporary Issues in Clinical Psychology**, co-edited by Dr. Sameena Mir, was also unveiled. This volume explores current psychological challenges and therapeutic approaches.



## School of Engineering

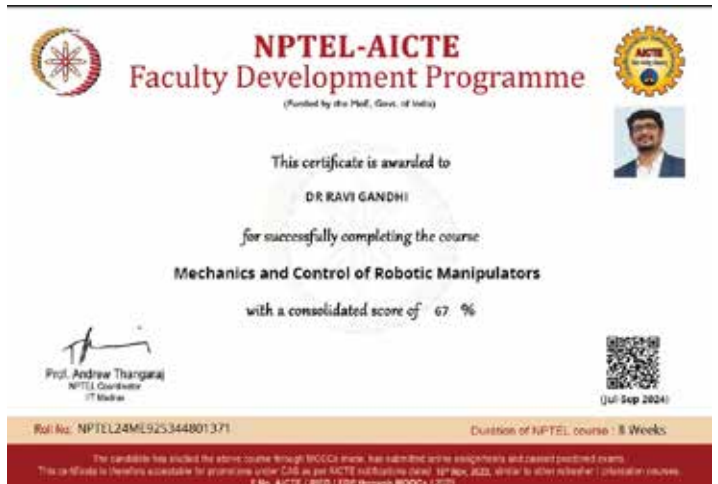


**Prof. Isha Sood** and **Dr. Yogesh Rajput** from the **School of Engineering** have secured a design grant for their innovative project, **"AI Based Intrusion Alert Device"** (Design No: 6395994) by UK Intellectual Property Office on 14 Oct. This cutting-edge technology aims to enhance security measures through advanced AI algorithms.



Dr. Ravi Gandhi attended a Faculty Development Program (FDP) on **"Mechanics and Control of Robotic Manipulators,"** conducted by NPTEL-AICTE on 1 Oct. This FDP covered advanced topics in robotics, focusing on the mechanics and control

systems essential for the precise operation of robotic manipulators, furthering his expertise in the field of robotics engineering.





Dr Amol Kasture received the International Society of Fuzzy Set Extensions and Applications (ISFSEA) Membership Certificate & recognition on 15 Oct. He has also received the reviewer membership of The Eastasouth Journal of Learning and Educations (ESLE) by Eastasouth Institute of Jakarta - Indonesia.



Prof. Parineeta Kelkar successfully completed a one-week international-level FDP on **AI Innovation and MATLAB Solutions** on 3rd Oct. This program provided in-depth knowledge on cutting-edge AI technologies and the use of MATLAB for innovative problem-solving, enhancing her expertise in these advanced fields.







Chapter Publications - Om Akolkar, Arya Kawale, & Susanta Das, Chapter 7: Wastewater Treatment Using Nanotechnology: A Sustainable Approach (pages 139-162) (DOI: 10.4018/979-8-3693-9163-1.ch007), **Societal and Environmental Ramifications of Plastic Pollution**

(Editor: Dr. Nisha Gaur, Dr. Eti Sharma, Dr. Tuan Anh Nguyen, Dr. Muhammad Bilal, Dr. Niranjana Prakash Melkania), **IGI Global, USA;**  
**DOI:** 10.4018/979-8-3693-9163-1;  
**ISBN:** 9798369391631;  
**eISBN:** 9798369391655; October 2024;

Aditya Shrivastav, Yadnyesh Khapekar, Devanshi Soni, Sunil Sankathala, & **Susanta Das**, Chapter 8: Application of Nanotechnology in Sustainable Food Packaging (pages 163-178) (DOI: 10.4018/979-8-3693-9163-1.ch008), **Societal and Environmental Ramifications of Plastic Pollution**

(Editor: Dr. Nisha Gaur, Dr. Eti Sharma, Dr. Tuan Anh Nguyen, Dr. Muhammad Bilal, Dr. Niranjana Prakash Melkania), **IGI Global, USA;**  
**DOI:** 10.4018/979-8-3693-9163-1;  
**ISBN:** 9798369391631;  
**eISBN:** 9798369391655; October 2024;

Pooja Dehankar & **Susanta Das**, Chapter 1: Unveiling Its Origins, Principles, and Technological Underpinnings (pages 1-28) (DOI: 10.4018/979-8-3693-3691-5.ch001), **Generative Artificial Intelligence and**

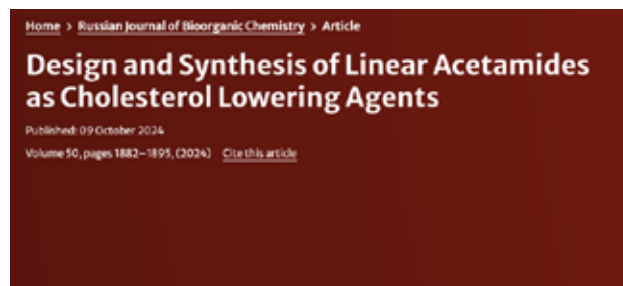
**Ethics: Standards, Guidelines, and Best Practices** (Editor: Dr. Loveleen Gaur), **IGI Global, USA;**  
**ISBN:** 979- 8- 3693- 3691- 5;  
**eISBN:** 979- 8- 3693- 3692- 2; October 2024;



Dr. Ranjit Kumar completed his training on **"Conflict of Interest: Recognize Potential Conflicts and Their Causes"** on 6th October 2024. This training equipped him with the knowledge to identify and address potential conflicts of interest, ensuring ethical decision-making in professional and academic settings.



On 9th October 2024, Dr. Muthu Sankar Aathi, Assistant Professor at the School of Engineering, published a research paper entitled **"Design and Synthesis of Linear Acetamides as Cholesterol Lowering"** in the Russian Journal of Bioorganic Chemistry.



M. Sangeetha, Aathi Muthusankar & J. Anitha

6 Accesses [Explore all metrics](#)

#### Abstract

**Objective:** In the present work, an attempt has been made to mimic Ezetimibe with the design of flexible linear acetamides bearing amino, oxy, and thio groups in beta position as cholesterol absorption inhibitors. **Methods:** Compounds (I–VII) were prepared and analyzed for cholesterol lowering activity *in vivo* by determining total cholesterol (TC), low-density lipoprotein cholesterol (LDL-C), high-density lipoprotein cholesterol (HDL-C), and triglyceride (TG). **Results and Discussion:** Among the acetamides prepared, compound (III) (total cholesterol: 137.5; triglycerides: 93.8; HDL: 55.2; LDL: 81; VLDL: 17.8), and compound (VI) (total cholesterol: 134.1; triglycerides: 92.3; HDL: 51.8; LDL: 76.5; VLDL: 17.3) showed excellent *in vivo* cholesterol lowering activity when compared to all other compounds and even better activity than the standard drug atorvastatin (total cholesterol: 141.7; triglycerides: 95.3; HDL: 57.5; LDL: 83.2; VLDL: 19.5). As a reflection of the cholesterol lowering activities, Wistar albino rats treated with (III) and (VI) showed a maximum decrease in their body weights, 260.4 and 256.3 g respectively, when compared to all other prepared compounds as well as the standard drug (270.7 g). All the synthesized compounds along with the Ezetimibe were docked with the target enzyme Niemann-Pick C1-like1 (NPC1L1) protein (PDB ID: 3QNT), performed by AutoDock 4.0 tool. **Conclusions:** The molecular docking analysis demonstrated that (III) –4.92 kcal/mol and (VI) –5.36 kcal/mol achieved the highest binding affinity scores with good hydrogen bonds and hydrophobic interactions, all contributed to the stabilization of the compounds at the protein's target site.



Prof. Amit Mohan Raman participated in an FDP titled **Latest Research on Liver & Kidney Cancer Treatments + Biomedical Microsystems with CGU** on 4th Oct. This program highlighted cutting-edge research on cancer treatments and innovations in biomedical microsystems, offering valuable insights into advancements in medical technology and healthcare.



Prof. Anant More has published a research paper titled **Breaking the Haze: Enhanced CycleGAN Models with Self-Attention for Single-Image Dehazing** in the Panamerican Mathematical Journal, Vol 35, No. 1 (2025), ISSN: 1064-9735. This paper published on 22 Oct explores the integration of self-attention mechanisms with CycleGAN models to

improve the dehazing process in single-image scenarios, advancing the field of image restoration and clarity enhancement.

Panamerican Mathematical Journal  
ISSN: 1064-9735  
Vol 35 No. 1 (2025)

### Breaking the Haze: Enhanced CycleGAN Models with Self-Attention for Single-Image Dehazing

Anant More <sup>a,\*,†</sup>, and S.J. Ladadkar <sup>b</sup>

<sup>a</sup>Research Scholar, Department of Electronics and Telecommunication Engineering, AISSMS<sup>†</sup> Institute of Information Technology, Savitribai Phule Pune University, Pune, India, anant\_anu@yahoo.com

<sup>b</sup>Department of Electronics and Telecommunication Engineering, JSPM's Imperial College of Engineering and Research, Pune, India, swaprilladadkar@gmail.com

<sup>†</sup>School of Engineering, Ajeenkya DY Patil University Pune, India

#### Article History:

Received: 21-05-2024

Revised: 28-09-2024

Accepted: 12-10-2024

#### Abstract:

A common preprocessing step in vision-based applications is image dehazing, which has drawbacks such as color distortion and detail loss. Conventional techniques frequently fall short of sufficiently retrieving sharp images from foggy situations. In order to improve single-image dehazing, this paper presents a unique method that combines Self-Attention Generative Adversarial Networks (SAGANs) with Cycle-Consistent Generative Adversarial Networks (CycleGAN). In order to capture long-range dependencies and enhance the perceptual quality of the dehazed images, our method includes self-attention processes from SAGANs and makes use of CycleGAN's strengths for efficient image-to-image translation without the need for paired training samples. We present a dual-framework design in which SAGANs improve textural and contextual details by focusing on relevant characteristics throughout the whole image space, while CycleGAN assures content fidelity through cycle consistency. We show through our studies that this integrated strategy achieves higher scores in common metrics like Peak Signal-to-Noise Ratio (PSNR) of 34.146 dB and Structural Similarity Index (SSIM) of 0.964, greatly outperforming both qualitative and quantitative assessments of previous methods. Together with establishing a new standard for single-image dehazing, this work shows how effective hybrid generative models can be when handling challenging image processing problems.





On 21st October , Dr. Nikhil Mane, Dr. Deepak Kumar Singh, Ravindra Singh Saluja, Smita Shahane, Niteen L. Bhirud, and Abhishek Dipak Shroff have been awarded a design patent for their invention, **DEVICE FOR CHEWING RATE REDUCTION**. This innovative device is designed to control and reduce the rate of chewing, offering potential benefits in healthcare and dental applications.



Debanjali Barman Roy and Susanta Das have contributed to the advancement of nanostructured materials for energy storage through their co-authored Chapter 9, titled **“Advanced Nanostructured Materials for Energy Storage Devices”** in the book Design, Fabrication, and Significance of Advanced Nanostructured Materials, published by IGI-Global, USA. Their work delves into the design, fabrication, and

potential of these cutting-edge materials to enhance energy storage capabilities, presenting insights valuable to research and industry.

## Chapter 9 Advanced Nanostructured Materials for Energy Storage Devices

- Debanjali Barman Roy**  
 1 <https://orcid.org/0000-0002-9147-1144>  
 Ajeenkya D.Y. Patil University, India
- Susanta Das**  
 2 <https://orcid.org/0000-0002-9314-3988>  
 Ajeenkya D.Y. Patil University, India

### ABSTRACT

Over the past several years, there has been a significant surge in research on NPs, leading to transformative advancements across diverse disciplines such as physics, chemistry, biomedical sciences, medicine, and industrial chemistry. This burgeoning interest in NPs has catalyzed the emergence of nanotechnology as a multidisciplinary field with far-reaching implications. Notably, iron, aluminium, silver, copper, zinc, etc., exhibit distinctive characteristics. These NPs have been harnessed for their superparamagnetic properties, opening avenues for diverse biomedical applications underscored by their biocompatibility and non-toxic nature. The exploration of metal oxide NPs represents a convergence of scientific inquiry and technological innovation, promising breakthroughs in fields ranging from environmental remediation to advanced medical diagnostics and therapeutics. This chapter reviews the applications of advanced nanostructured materials in energy storage devices. Also, it studies the various green synthesis materials used by researchers to fabricate nano sized particles.

DOI: 10.4018/978-6-3690-5520-2.ch009

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Dr. Shankar Khade recently published an impactful research paper titled **Bioprocess Strategies for Enhanced Performance in Single-Use Bioreactors for Biomolecule Synthesis: A Biokinetic Approach**. This work, featured in the Food Bioengineering journal by Wiley on October 1, 2024, explores innovative bioprocess techniques to improve biomolecule synthesis in single-use bioreactors. Indexed in Scopus, the paper offers valuable insights for researchers and professionals focused on optimizing bioreactor efficiency and biokinetic applications in food bioengineering.

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The screenshot shows the Wiley Food Bioengineering journal article page. At the top, there is a purple banner with the Wiley logo, the text 'Trends in Open Research', and a 'Find out' button. Below this, the journal title 'Food Bioengineering' is displayed in a large, bold font, with 'Open Access' written in a smaller font below it. The article title is 'Bioprocess strategies for enhanced performance in single-use bioreactors for biomolecule synthesis: A biokinetic approach'. The authors listed are Debashis Dutta, Prashant Kumar, Ajay Singh, and Shankar Khade. The publication date is 'First published: 01 October 2024' and the DOI is 'https://doi.org/10.1002/fbe2.12104'. There are icons for 'REVIEW ARTICLE', 'Open Access', and a Creative Commons license. Below the article title, there are icons for 'SECTIONS', 'PDF', 'TOOLS', and 'SHARE'. The 'Abstract' section is visible, starting with the text: 'Single-use bioreactors (SUB) have made a significant impact on the field of bioprocessing, becoming increasingly popular for biomolecule synthesis due to their many advantages.'

## School of Management



Dr. S.V. Pradeepa completed, one month Faculty Induction Programme under Malaviya Mission Teacher Training Programme from Assam Central University, Assam and secured A+ grade from 27th August to 30th September 2024 with an A+ grade. The Certificate was received on 5th October.



Dr. Bina Sarkar completed, one month Faculty Induction Programme under Malaviya Mission Teacher Training Programme from Burdwan University, West Bengal and secured A+ grade from 27th August to 30th September 2024 with an A+ grade. The Certificate was received on 5th October.







Prof. Shiba Prasad Mohanty, has published a research paper titled **Role of Public Relations in Corporate Social Responsibility: An Empirical Study** at the International Conference on Emerging New Media and Social Science organized by Universitas Muhammadiyah Sidoarjo, Indonesia on 10th October 2024.

*Procedia of Social Sciences and Humanities  
International Conference On Emerging New Media and Social Science*

### **Role of Public Relations in Corporate Social Responsibility: An Empirical Study**

Karishma Sharma<sup>1</sup>, Shiba Prasad Mohanty<sup>2</sup>, Dr. Kirti Dang Langani<sup>3</sup>  
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**Abstract:** This exploration paper dives into the essential job of advertising (PR) inside the domain of corporate social obligation (CSR). In the present unique business scene, CSR has arisen as a basic part for associations planning to nurture their standing, form partner trust, and contribute decidedly to society. PR acts about as the essential channel through which organizations convey their CSR drives, drawing in with different partners and meeting objectives. This paper looks to explain the diverse connection among PR and CSR, inspecting how PR methodologies impact CSR activities, assessment the board, and definitive effectiveness. Through a far-reaching examination of hypothetical structures, contextual investigations, and industry bits of knowledge, the exploration attempts to reveal insights into the essential objectives and difficulties related with incorporating PR into CSR tries. At last, the discoveries of this study add to a more profound comprehension of how PR fills in as an impetus for advancing corporate social obligation and encouraging feasible strategic policies.

**Keywords:** Public Relations, Corporate Social Responsibility, Stakeholder Engagement, Reputation Management, Perception, Sustainability.

#### **1. INTRODUCTION**

This investigation paper dives into the fundamental occupation of publicizing (PR) inside the area of corporate social commitment (CSR). In the current one-of-a-kind business scene, CSR has emerged as an essential part for associations wanting to update their standing, structure accomplice trust, and contribute unequivocally to society. PR goes probably as the fundamental channel through which associations convey their CSR drives, attracting with various accomplices and trim observations. The paper hopes to make sense of the different association among PR and CSR, reviewing what PR strategies mean for CSR practices, assess the board, and definitive readiness. Through a sweeping assessment of speculative designs, context-oriented examinations, and industry pieces of information, the investigation hopes to uncover knowledge into the fundamental goals and challenges related with integrating PR into CSR attempts. Finally, the revelations of this study add to a more significant understanding of how PR fills in as a stimulus for progressing corporate social commitment and empowering possible key strategies.

#### **1. Literature Review**

Researchers have characterized CSR as the deliberate moves that organizations make to resolve social and natural issues past legitimate prerequisites (Carroll, 1979). It includes a promise to economic improvement by thinking about the interests of partners, including representatives.

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Dr. Sugandh Arora, participated in a four-week online Faculty Induction/Guru Dakshita Programme on Multidisciplinary Studies and Teaching Methodologies for the 21st Century, organized by the UGC-Malaviya Mission Teacher Training Centre at Assam University, Silchar, from August 27 to September 30, 2024. She achieved an A+ grade and received her certificate on October 5.

Dr. Arora, also published a research article titled **Act or Wait and See the Challenges: Artificial Intelligence for Analysing Schizophrenia Syndromes in Social Media** in the Procedia of Social Sciences and Humanities, volume 7, pages 479-498. The study examines schizophrenia as a complex and debilitating mental health condition that often emerges early. The article was published on October 7 in the journal.





Asst. Prof. Amol Marathe published several research papers in September and October 2024. His paper titled **The Influence of Digital Documentation on Office Printing Habits in India** appeared in **Arthshastra: Indian Journal of Economics and Research** (Vol. 13, Issue 03, No. 02, July – September 2024, ISSN 2278-1811, Impact Factor 6.718), a UGC CARE Journal (Group I), and was published on September 25. Additionally, he published **Draft: Impact of Remote Work on Office Printing Demand in India – A Post-Pandemic Analysis in the Rabindra Bharati University Journal of Economics** (Vol. XXVIII, No. 29, 2024, ISSN 0975-802X, Impact Factor 6.986), also a UGC CARE Journal, on September 26. Furthermore, he contributed an article titled **Role of Influencer Marketing in Building Brand Awareness**, which was published in **Procedia of Social Science and Humanities**, Volume 7, on October 7, 2024.

**Arthshastra: Indian Journal of Economics and Research**  
ISSN: 2278-1811  
**IMPACT OF REMOTE WORK ON OFFICE PRINTING DEMAND IN INDIA: A POST-PANDEMIC ANALYSIS**  
DR. AMOL MARATHI, Assistant Professor, School of Management Studies and Research, Rabindra Bharati University, Kolkata, West Bengal  
AMOL MARATHI, School of Management Studies & Research, Rabindra Bharati University, Kolkata, West Bengal  
**Abstract**  
The COVID-19 pandemic led to a global shift towards remote work, drastically reducing office printing activities. This study examines how this transition has impacted office printing demand in India, particularly during the post-pandemic period. The research explores changes in printing volume, document types, and organizational printing policies. Data was collected through a survey of 200 employees from various industries and educational institutions in India. The study identifies key factors influencing office printing habits, such as the adoption of digital tools, the need for physical documents, and the impact of organizational policies. The findings reveal a significant decline in overall printing volume, with a notable increase in digital document usage. However, certain types of printing, such as those required for legal and financial documents, remain essential. The study also highlights the role of organizational policies in managing printing demand in a remote work environment. The research concludes that while digital documentation has reduced overall printing, it has also created new challenges for organizations in managing their printing infrastructure and costs. The study provides valuable insights into the evolving landscape of office printing in India, offering practical recommendations for organizations to optimize their printing operations in a post-pandemic world.  
**Keywords:** Remote work, Office printing demand, Post-pandemic, Digital tools, Printing volume, Sustainability, Cost management.  
**Introduction**  
The COVID-19 pandemic has drastically transformed workplace dynamics, with remote work becoming the norm for many employees. This shift has led to significant changes in traditional office functions, including office printing. As organizations adapted to remote work, printing demand declined, raising questions about the future of office printing. This study aims to explore the impact of remote work on office printing demand in India, focusing on changes in printing volume, document types, and organizational printing policies.  
**Objectives**  
The study aims to:  
• Investigate the changes in office printing demand before and after the pandemic.  
• Identify the factors influencing office printing demand in a remote work environment.  
• Explore the role of digital tools in reducing office printing demand.  
**Methodology**  
This is a quantitative study of employees' views on office printing demand in India during the post-pandemic period.  
**Literature Review**  
The COVID-19 pandemic has caused significant shifts in workplace environments, transitioning from traditional office settings to remote work. This change has led to a significant reduction in office printing demand. Several studies have explored office printing, highlighting its importance in various work environments. However, most research focuses on the general printing industry rather than the specific needs of remote workers. A limited number of studies have explored the impact of digital tools on office printing, but there is a need for more research on how remote work affects office printing habits. The COVID-19 pandemic has led to a significant increase in digital document usage, which has led to a decline in office printing demand. However, certain types of printing, such as those required for legal and financial documents, remain essential. The study also highlights the role of organizational policies in managing printing demand in a remote work environment. The research concludes that while digital documentation has reduced overall printing, it has also created new challenges for organizations in managing their printing infrastructure and costs. The study provides valuable insights into the evolving landscape of office printing in India, offering practical recommendations for organizations to optimize their printing operations in a post-pandemic world.  
Vol. XXVIII, No. 29, 2024

**Procedia of Social Science and Humanities**  
ISSN: 0975-802X  
**ROLE OF INFLUENCER MARKETING IN BUILDING BRAND AWARENESS**  
DR. AMOL MARATHI, Assistant Professor, School of Management Studies and Research, Rabindra Bharati University, Kolkata, West Bengal  
AMOL MARATHI, School of Management Studies & Research, Rabindra Bharati University, Kolkata, West Bengal  
**Abstract**  
In the rapidly changing landscape of digital marketing and brand management, understanding the impact of influencer marketing on brand awareness is crucial. This study explores the role of influencer marketing in building brand awareness, focusing on the effectiveness of various influencer marketing strategies. The research examines the relationship between influencer marketing and brand awareness, considering factors such as the type of influencer, the platform used, and the content of the marketing campaign. Data was collected through a survey of 200 consumers from various industries in India. The study identifies key factors influencing brand awareness, such as the credibility of the influencer, the quality of the content, and the frequency of the marketing campaign. The findings reveal that influencer marketing has a significant positive impact on brand awareness, with the most effective strategies being those that involve high-quality content and credible influencers. The study also highlights the importance of consistency in the marketing campaign and the role of social media in amplifying the reach of the campaign. The research concludes that influencer marketing is a powerful tool for building brand awareness, and organizations should focus on developing effective influencer marketing strategies to maximize their brand's visibility. The study provides valuable insights into the evolving landscape of digital marketing, offering practical recommendations for organizations to optimize their influencer marketing campaigns.  
**Keywords:** Influencer marketing, Brand awareness, Digital marketing, Social media, Content quality, Credibility, Consistency.  
**Introduction**  
The digital marketing landscape has evolved significantly in recent years, with influencer marketing emerging as a prominent strategy for building brand awareness. Influencer marketing involves leveraging the influence of individuals with a large following on social media to promote a brand or product. This strategy has gained popularity due to its ability to reach a large and engaged audience. However, understanding the effectiveness of influencer marketing is crucial for organizations looking to maximize their brand's visibility. This study aims to explore the role of influencer marketing in building brand awareness, focusing on the effectiveness of various influencer marketing strategies. The research examines the relationship between influencer marketing and brand awareness, considering factors such as the type of influencer, the platform used, and the content of the marketing campaign. Data was collected through a survey of 200 consumers from various industries in India. The study identifies key factors influencing brand awareness, such as the credibility of the influencer, the quality of the content, and the frequency of the marketing campaign. The findings reveal that influencer marketing has a significant positive impact on brand awareness, with the most effective strategies being those that involve high-quality content and credible influencers. The study also highlights the importance of consistency in the marketing campaign and the role of social media in amplifying the reach of the campaign. The research concludes that influencer marketing is a powerful tool for building brand awareness, and organizations should focus on developing effective influencer marketing strategies to maximize their brand's visibility. The study provides valuable insights into the evolving landscape of digital marketing, offering practical recommendations for organizations to optimize their influencer marketing campaigns.  
**Methodology**  
This is a quantitative study of consumers' views on the effectiveness of influencer marketing in building brand awareness. The study uses a survey to collect data from 200 consumers from various industries in India. The survey includes questions about the type of influencer used, the platform used, the content of the marketing campaign, and the perceived effectiveness of the campaign. The data is analyzed using statistical methods to identify key factors influencing brand awareness. The study also includes a literature review to provide context for the research. The research concludes that influencer marketing is a powerful tool for building brand awareness, and organizations should focus on developing effective influencer marketing strategies to maximize their brand's visibility. The study provides valuable insights into the evolving landscape of digital marketing, offering practical recommendations for organizations to optimize their influencer marketing campaigns.  
Vol. 7, No. 1, 2024





Dr. Kirti Dang Longani completed a one-month UGC-sponsored Faculty Induction Programme with an A+ grade at the UGC MMTTC, Goa University. The certificate was awarded following evaluations on October 1, 2024. Additionally, Dr. Longani served as a speaker on **Personal Branding in the Digital Era** at the Ahmad Dahlan International Youth Camp 2024, held on October 3, 2024, at Ahmad Dahlan University in Indonesia.



Dr. Sugandh Arora and Dr. Kirti Dang Longani published a Research paper titled **Act or Wait and See the Challenges: Artificial Intelligence for analyzing Schizophrenia Syndromes in Social Media** has been successfully published in Procedia of Social Science and Humanities, Volume 7. The paper was published on 7th October, 24 in the journal







**Sustainability of Management Education: Employability & Industry Expectations** at the 75th All India Commerce Conference held in Udaipur from October 18 to 20, 2024.

Dr. Shikha Singh served as a Session Chair at the international virtual conference **From Tradition (IKS) to Tomorrow (NEP 2020): Multidisciplinary Conference for a Viksit Bharat@2047** on September 29, 2024, receiving high praise from participants, leaders, educators, research scholars, and students for her contributions. Additionally, she published a research paper titled



## School of Architecture



paper titled, **“Learning Environs in Architecture Studios: A Living Labs Approach”**. The conference was held at the Marian College of Architecture & Planning Thiruvananthapuram.

Prof. Shital Golhar from the School of Architecture presented her research paper at the ANVESHAN - IIA International Research Conference 2024 which was held from 29th to 31st August 2024. She received a certificate for her



## School of Design

The CII NexGen Mobility Expo 2024, themed **“Integrating Indian Mobility,”** took place at the Pune International Exhibition Center from October 18 to 20. The event showcased advanced vehicles and technologies, including electric, hybrid, hydrogen, and biofuel engines. Industry leaders discussed trends like electric vehicles, safety, and smart city solutions. Dean Aparna Mhetras from the School of Design participated as a panelist in Conference 4, focusing on **“Innovation Never Stops Rethinking Design for Future Cars.”**



## School of Liberal Arts



### Session on Hindu Fundamentalism at Maharashtra Intelligence Academy

On September 30, 2024, Assistant Professor Kedar Naik from the School of Liberal Arts at Ajeenkya D Y Patil University delivered an insightful session on Hindu Fundamentalism for ATS inductees at the Maharashtra

Intelligence Academy. The officers praised the case-based methodology of the lecture, which provided practical insights into the rise and impact of Hindu fundamentalist ideologies.





Assistant Professor Kedar Dhananjay Kulkarni presented a paper at a national seminar organized by the Centre for Comparative Politics and Political Theory at Jawaharlal Nehru University (JNU) in October 2024. His paper, titled **"Diplomacy in Ancient India and Vishwamitra,"** explored the theme **"Vishwa-Mitra (Global Friendship) through Ancient Indian Political, Strategic and Diplomatic Thought."** The research examined the relevance of ancient Indian political thought in modern contexts, emphasizing diplomacy, strategic negotiation, and peaceful international relations. Prof. Kulkarni's insights on how ancient practices inform contemporary global cooperation received appreciation from the chair.

Additionally, Assistant Professor Kedar Dhananjay Kulkarni also presented a research paper at the national conference on **"The Symbiosis of Democracy and Public Administration in India,"** hosted by the Department of Public Administration and Local Self Government at Rashtrasant Tukadoji Maharaj Nagpur University in September 2024. His paper, titled **"Innovating for the Present and Future: Examining the Impact and Potential of Emerging Technologies on Governance,"** explored the transformative effects of technologies like AI, blockchain, and digital platforms on governance. Prof. Kulkarni discussed how these innovations enhance transparency, efficiency, and public engagement, while also addressing administrative challenges within a democratic framework.

Maharaj Nagpur University in September 2024. His paper, titled **"Innovating for the Present and Future: Examining the Impact and Potential of Emerging Technologies on Governance,"** explored the transformative effects of technologies like AI, blockchain, and digital platforms on governance. Prof. Kulkarni discussed how these innovations enhance transparency, efficiency, and public engagement, while also addressing administrative challenges within a democratic framework.







Assistant Professor Swati Raja participated in the National Online Workshop titled **"From Ideas to Identity: Protecting and Navigating Innovations through Intellectual Property Rights (IPR) in the Arts, Humanities, and Social Sciences,"** organized by the Department of English - Shift II, Loyola College (Autonomous), Chennai, on the 19th and 20th of September 2024. The workshop offered valuable insights into the role of Intellectual Property Rights in safeguarding creative and academic innovations. It focused on the importance of IPR in the Arts, Humanities, and Social Sciences, providing expert guidance on protecting original ideas, understanding legal frameworks, and navigating intellectual property challenges.

Additionally, Prof Swati Raja also participated in a one-week online National Level Faculty Development Program (FDP) on **"The Science of Human Communication,"** organized by **Gokul Global University, Siddhpur, Gujarat, in collaboration with the Nucleus of Learning and Development.** The FDP, held from September 25 to October 1, 2024, focused on enhancing participants' knowledge of the scientific principles underlying human communication. It provided valuable insights into communication processes, strategies, and their practical

applications in various fields of education and professional development.

Prof Swati Raja participated in the National Faculty Development Program titled **"Empowering Educators: Innovative Teaching Strategies for the Digital Classroom,"** organized by Gokul Global University, Siddhpur, Gujarat, in collaboration with Nucleus of Learning and Development (NLD). The program provided valuable insights into modern teaching techniques aimed at enhancing educators' skills for the digital age. It focused on equipping faculty with innovative strategies for effective online and hybrid teaching, promoting student engagement, and utilizing digital tools for interactive learning.





Assistant Professor **Sangeeta Verma** successfully completed **NEP 2020 Orientation & Sensitization Programme** under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission organized by UGC-MMTTC, Maulana Azad National Urdu University, Hyderabad from 18th to 27th September, 2024.

Additionally Prof **Sangeeta Verma** also completed an **International Conference on Multidisciplinary Research Trends in European, Asian, and African Countries** organized by Eudoxia Research University, New Castle, USA, and Eudoxia Research Centre, India on 27th & 28th September 2024.





2024, focused on exploring key aspects of labor laws and their application in India. The program aimed to enhance participants' understanding of the evolving legal framework and its implications in the workplace.

**Adv. Abhilasha Mane** participated in a National Level Faculty Development Program (FDP) titled **"Navigating the Legal Landscape on Labour Laws in India,"** organized by Shri Jagdishprasad Jhabarmal Tibrewala University in collaboration with the Nucleus of Learning and Development. The FDP, held from September 30 to October 5,



Rammohun Roy Library Foundation, (RRRLF), Ministry of Culture, Government of India. The seminar offered valuable insights into the latest AI technologies in libraries, also got a chance to network with professionals for resource sharing.

Mr. Rahul Singh, Deputy Librarian & In charge attended **"National Seminar on Enriching Communities: The Role of Emerging Technologies & Techniques in Libraries Towards Societal Advancement & Upliftment"**, 2024 organized by the Department of Library & Information Science, University of Kashmir in collaboration with Raja





Participants including students and faculties have participated in 15th Humanities & Social Sciences International Conference held on 10th & 11th October 2024. Ms Unnati Gaonkar guided by Dr Kirti Dang Longani secured Best Presenter Award in International Category.



# Student Corner

## Investiture Ceremony - October 23, 2024

The Internal Student Council Cell of the University held its Investiture Ceremony on October 23, 2024, aimed at fostering a sense of personal responsibility and leadership among students. The event highlighted the role of the student council in providing students with opportunities to lead by organizing university activities and service projects. Through this council, students have a platform to voice their concerns and collaborate with faculty and advisors to enhance the learning environment. Assigning student representatives to various positions supports the efficient execution of university initiatives, while council participation also strengthens the resumes of elected students, showcasing their leadership experience and commitment.



## ADYPU Impetus/Ablaze Prize Distribution 2024

On 23 October, the university hosted the ADYPU Impetus/Ablaze Prize Distribution ceremony, celebrating the outstanding achievements of students. This event recognized the hard work and dedication of participants, showcasing their excellence in various fields. Awards were presented to honor their contributions, inspiring others to strive for success. The ceremony highlighted the university's commitment to fostering talent and encouraging academic and extracurricular excellence among its students



## Meraki 2024 – 23rd October 2024

Meraki 2024, a dynamic one-day entrepreneurial event, successfully took place at our university, showcasing innovation and creativity among students. Organized by the Entrepreneurship Club and mentored by Dr. Bina Sarkar, the event was led by Club President Mr. Sahil Parmar and his dedicated team, including Ms. Disha Ramchandani, Ms. Akshata Gadre, Mr. Kunal Wake, Mr. Nikhil Saini, and Mr. Ved Kulkarni.

Inaugurated by Vice Chancellor Dr. Rakesh Jain, who highlighted the significance of creativity and entrepreneurship, the event featured 29 diverse stalls presenting unique products and business ideas, with a focus on sustainability.





## Jamming Session - House of Arts

The House of Arts organized an engaging jamming session on October 22, bringing together musicians, artists, and enthusiasts for a creative exchange. The event featured spontaneous performances and collaborations, allowing participants to experiment with different musical styles and instruments. It provided a vibrant platform for artists to showcase their talent, fostered a sense of community, and encouraged artistic expression in an informal setting.



## World Mental Health Day - Student Activity Committee

The activity for World Mental Health Day 2024-25 focused on an expert talk held on October 9, 2024, for third-year students at Ajeenkya DY Patil University's School of Engineering. The event was coordinated by the SAC Committee and attended by 59 students. Mrs. Dipti Panhalkar, a mental health expert, conducted the session, which covered topics such as stress management, emotional well-being, and techniques for handling anxiety and depression.



## Nishant Pawar Wins Silver at National Championship

Nishant Pawar a Fourth-year student of DY Patil School of Architecture was selected to represent the **Maharashtra Futsal State Team in the 4th U14 and C20 Boys Futsal National Championship 2024**, held from the **13th to the 16th of September at Nashik**. The teams remained unbeaten in all five matches and won a Silver, Congratulations Nishant, and Team Maharashtra on success.



## Congratulations to Rutuja Nirgun!

Kudos to Rutuja Nirgun, M.Des UX Design student, for winning the Women's Singles Badminton title at the Impetus Event hosted by Ajeenkya D Y Patil University! Her hard work, dedication, and passion inspire us all. Just like in design, sports teach us the value of strategy, discipline, and creativity.





## Outreach Craft Activity

On October 22, 2024, the School of Hotel Management students organized an Outreach Craft Activity at the Labour Colony in Vimannagar. This community engagement event aimed to foster creativity and connect with local children through paper crafts. Students taught the kids to make paper lanterns, diyas, and more. Congratulations to our dedicated students for their efforts in creating a memorable and impactful experience!



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## Career Guidance Session

On October 24-25, 2024, the School of Liberal Arts at Ajeenkya DY Patil University hosted a two-day career counseling session for a 17-year-old student, led by Psychology students under Prof. Eden Lobo. Through interviews and tests, students assessed the participant's strengths and career interests, gaining practical experience in career assessment.





## Prajwal Sharma Receives Award for Innovative Educational ERP Solution

Prajwal Sharma, a student from the School of Liberal Arts at Ajeenkya D Y Patil University, Pune, has received an award for his innovative contributions to the education sector. He created an advanced ERP login and web application aimed at streamlining educational processes, earning recognition at the 18th Education Conference and Guru Awards 2024. The award was presented by BRAIN World Group during the education fair on October 19, 2024. This accolade underscores Prajwal's commitment to enhancing digital solutions in education and marks a significant milestone in his academic journey.



## Saryu Sawhney and Kriti Kiran Elected to ADYPU Student Council

Saryu Sawhney and Kriti Kiran from the School of Liberal Arts at Ajeenkya D Y Patil University have been elected Vice President and School Representative, respectively, for the 2024-25 Student Council. Their roles reflect their dedication to student welfare and leadership.



## Sports Journalism Students Interview Fitness Coach Mahendra Gokhale

On October 22, 2024, Sports Journalism students conducted an outdoor shoot featuring an exclusive interview with Mahendra Gokhale, a respected fitness coach and former Indian cricketer. Held at Pune Youth Club (PYC), this session provided insights into Gokhale's career—from his days in Indian cricket to his fitness coaching roles with Mumbai Indians and Puneri Paltan. The experience enriched students' understanding of sports fitness and enhanced their interviewing and reporting skills in sports journalism.



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## Sound Engineering Student Akul Rao Nominated for IFP Season 14

In October 2024, Akul Rao, a talented fifth-semester sound engineering student, was nominated for IFP Season 14. His innovative work on a music project showcased his expertise in sound design, drawing praise from peers and industry professionals alike. Akul's nomination reflects his dedication to sound engineering and highlights the exceptional education and mentorship at ADYPU.



## Shivanayan Sumesh and Caroline Simon Shine at ABLAZE College Fest

Congratulations to Shivanayan Sumesh (5th Semester, BSc Sound Engineering) and Caroline Simon (3rd Semester, BSc Sound Engineering) for winning first place in the Singing Competition (Duo) at ABLAZE College Fest, hosted by ADYPU! Competing against talented peers from various departments, their captivating performance won the hearts of the audience and judges alike. This achievement celebrates their musical talent and reflects the dedication nurtured within our Sound Engineering program.



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## YouTube Success: Jaynil Hirani Achieves Silver Play Button



MBA Sem III student Jaynil Hirani (URN: 2023-M-25012001) has launched the channel **Sarcastic Singles**, earning the prestigious Silver Play Button on YouTube for surpassing 100,000 subscribers. This achievement was made possible under the expert guidance of Dr. Shikha Singh.





# International Collaboration

Ms. Tanya Koshy, Director of Trade and Investment - Education at the Australian Consulate General in Mumbai, visited ADYPU to explore collaborative opportunities for students, including dual degrees, hybrid, and online programs with Australian universities. The meeting, organized by Dr. Vijayakumar Varadarajan, Dean of the International Division, and Mr. Rahul Singh, Deputy Librarian, focused on potential partnerships in engineering, management, and STEM fields, with discussions on fee structures and MOU

expansion to benefit our students. This promising collaboration aims to bring enhanced global learning experiences to ADYPU.



# Entrepreneurship and Innovation Centre

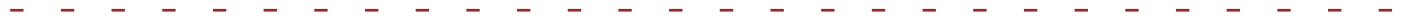
## Design Solution Workshop Organized by EIC

The Design Solution Workshop was organized on 16 October by EIC. Prof. Prajakta Rokade, of SOD introduced the design concept and facilitated interactive sessions and group activities. Participants generated ideas categorized by impact and effort, identifying practical high-impact, low-effort solutions. The workshop showcased structured approaches to idea development, igniting student interest in further collaboration with the EIC.



## Lecture on Catalyzing Change: India's Startup Ecosystem and Its Future Potential

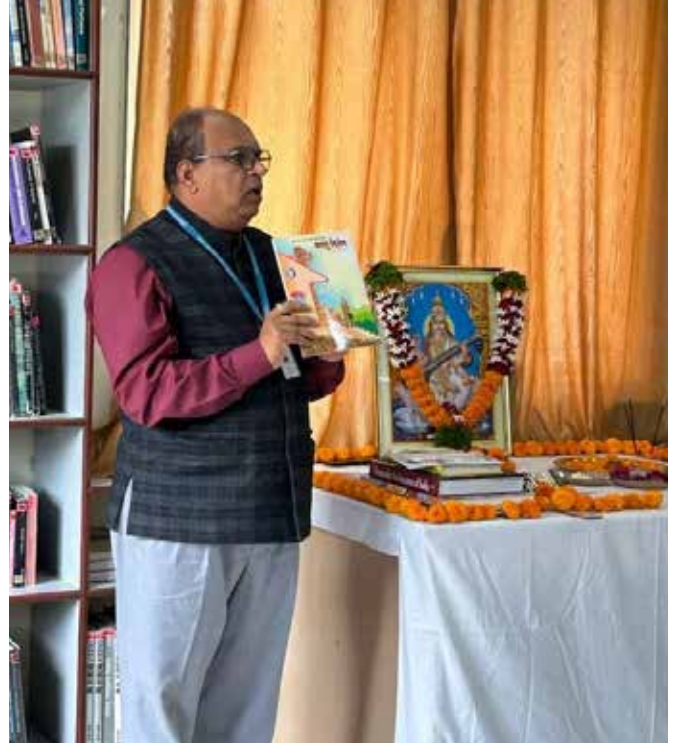
On 10 October, the Incubation Club at hosted an insightful lecture where Dr. Krantisagar More explored India's evolving startup ecosystem, discussing the challenges and opportunities for future entrepreneurs. The session covered innovation, government support, and the entrepreneurial mindset, emphasizing the role of startups in shaping India's economy. Following Dr. More's lecture, an interactive Q&A session motivated students, equipping them to envision entrepreneurial careers. The event, organized by the EIC under Assistant Professor Kedar Kulkarni, successfully inspired students to engage with India's startup potential



# Cultural Chronicles

## Saraswati Pooja

The School of Architecture celebrated the **Saraswati Puja on the 11th of October, 2024**. All faculty and students performed the Saraswati puja and Vandana by worshipping the books. **Dean Prof. R.T. Golgire** delivered a **book talk** on his publications, **“Plot Vishesh”** and **“Vaastu Vishesh”** which explained the importance of the books in Architecture.



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## Khandenavami Poojan Celebration at School of Design

The School of Design, Ajeenkya DY Patil University Celebrated Khandenavami Poojan. This special event led by our esteemed Dean, Ar. Aparna Mhetras, and graced by the presence of our Honorable Vice Chancellor, Dr. Rakesh Kumar Jain. Together, we seek blessings for prosperity, creativity, and success in our collective journey





# Awards and Accolades

## Dr. Nikumbh Leads E-Waste and Plastic Drive



On October 20, 2024, Dr. Samadhan Nikumbh, Program Officer under NSS and Associate Professor at the School of Liberal Arts, Ajeenkya D Y Patil University, spearheaded a significant e-waste and plastic collection drive organized by JANWANI Foundation. The initiative covered areas from Dhanori to Vishranwadi in Pune,

resulting in the collection of 16 tons of e-waste, 7 tons of plastic, and 200 tons of thermocol waste.

### Appreciation for Your Participation in the E-Waste Mega Drive held on 20th October 2024

Janwani Mail <janwani.mia@gmail.com>

Wed, Oct 23, 2024 at 4:57 PM

To: samadhan.nikumbh@jdyu.edu.in

Cc: Vivek J <vivekj@janwani.org>, Sameer Ajagekar <sameer5990@gmail.com>

To,  
Dr. Samadhan Nikumbh  
Program Officer, NSS  
Ajeenkya D Y Patil University, Pune.

Subject: Appreciation for Your Participation in the E-Waste Mega Drive

Dear Sir,

I hope this message finds you well. I would like to express our sincere gratitude to your esteemed institution for actively participating in the E-waste Mega Drive held on October 20th, 2024.

Your commitment to promoting environmental sustainability and educating students about responsible e-waste disposal is truly commendable. By encouraging participation, you have not only helped reduce the harmful impact of electronic waste but also fostered a sense of responsibility and environmental awareness in the younger generation.

The success of the event would not have been possible without the enthusiasm and efforts of your students, faculty, and staff. Together, we have taken a meaningful step towards a cleaner, greener future, and we are proud to have partnered with an institution that shares our vision for sustainability.

Once again, thank you for your invaluable support and participation. We look forward to collaborating with you in future initiatives as we continue to drive positive change for our environment.

Best Regards,  
Pallavi Lamba  
JANWANI Pune



## Media: Design & Photography Credits



**Devanand Wankhade**  
Art Director



**Lokesh A Vighare**  
Sr. Graphic Designer



**Raghi Joshi**  
Event Manager



**AJEENKYA**  
D Y PATIL UNIVERSITY  

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**Designed by: ADYPU Media Team**

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