

THE ECHO

Mahindra University's Official Newspaper

Chancellor Anand Mahindra

Inaugurates the Astroturf Field

Anand Mahindra, our college's chancellor and the head of the Mahindra Group was here to open the world's most memorable football field with ... **P12**



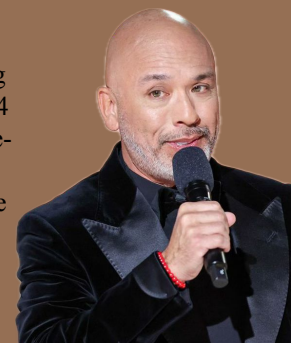
A Tribute to Matthew Perry and Andre Braugher

The final quarter of 2023 provided a huge shock to the world of American sitcom fans. On October 28th, it was announced that actor ... **P8**



The Joke's on Koy

With movies like Barbie breaking records in 2023, you'd think 2024 would be much easier to navigate—lesser misogyny, increased accountability, women getting the credit they rightfully deserve. Turns out even a huge commercial success like ... **P10**



An Enlightening Evening with Chancellor Anand Mahindra

Prachi Kansal, Editor-in-Chief



Mahindra University had the privilege of hosting its Chancellor, Mr. Anand Mahindra, for an engaging and delightful discussion with students and faculty from across all schools. This dynamic hour-long conversation brought forth a collection of unique insights and experiences presented by Mr. Anand, along with exchange of valuable perspectives between him and our engaged audience.

The event commenced with a warm welcome by Lalithya from the Student Council, followed by the customary lamp lighting ceremony. Mr. Anand set forth the tone of friendliness and intellectual rigour by underscoring the importance of discussion and crowd-sourcing responses over a monologue.

Following this approach, he set out to answer questions buzzing in the minds of the students. Soumna, a fourth-year engineering student, took the stage by asking him his perspective on dealing with the societal pressure and complexities of managing a global conglomerate built by him. This question sparked curiosity in a lot of attendees, who all had different views on this topic. Mr. Mahindra urged everyone to take life as it comes, one step at a time. His poignant advice, "Stop the world for a minute, just pause. Try to find meaning in life" was something that stuck with a lot of people present there.

The discussion seamlessly transitioned to light-hearted questions that revolved around politics and the transformative power of education. He engaged with the

student-founders of a Mahindra University based start-up, Extrive Innovations, and shared with them some invaluable learnings and words of encouragement. An innovative idea, presented by Sruthi Manthena, a fourth-year student from School of Engineering, caught his attention. She brought forth brilliant ideas and insights about NFT's that she gathered from her experience of working in this field. Attendees also gained insights into the backstory relating to the birth of this prestigious university.



Laughs and fascinating anecdotes were interspersed with his witty and knowledgeable comments throughout the evening. For everyone in attendance, Mr. Mahindra's approachable demeanour and insightful words created a lasting impression, acting as a source of inspiration for the following generation of innovators and leaders. His attendance at Mahindra University is another evidence of the university's unwavering dedication to fostering a dynamic learning environment that stimulates curiosity and encourages people to positively impact the world.

Exploring the Nizam's Heritage: Public Perception of Monuments & Artefacts

Dr. Paromita Dasgupta, Faculty Writer

While engaging with the importance of conservation of monuments, items, or practices, heritage enthusiasts are often caught up in official recommendations and regulations. Consequently, they sometimes become selective and choose to focus on certain places and completely ignore their coequal. This makes it a slippery slope! Let's look at Hyderabad's richly preserved 250-year-old majestic mansion—the *H.E.H* Nizam's Museum located at Purani Haveli—much lesser known to the public than its iconic counterpart and a major crowd-puller, the Salar Jung Museum. Nizam's Museum exhibits the historical, commercial, cultural, and social fabric of "regional modernity" from its foundation until now. It displays a fascinating collection of souvenirs, gifts, and models presented to the seventh Nizam Osman Ali (also named the world's richest man by *Time Magazine* in February 1937) to commemorate his silver jubilee celebrations. The museum houses the world's largest two-tier walk-in

wardrobe with a built-in manual lift.

However, for decades, the Nizam's Museum remained in the shadows of the Salar Jung Museum, which boasts a unique private collection of the Nizam's prime minister. Osman Ali wanted future generations to know about his times and the achievements of the people of Hyderabad. The moot question is, should heritage conservation, tourism promotion, and public involvement be done selectively? Does the future of conserving heritage depend largely on public perception?

As an instructor of the Indian heritage course, this piece is a modest attempt to set the tone for academic contributions from students of Mahindra University to translate their genuine interest in India's cultural heritage into constructive ideas, thereby providing a better understanding of monuments and artefacts, as objects of reconciliation between the past and the present.

MU Emerges Victorious at CHRISPO

Mounami Jagarapu, Sports Editor



Mahindra University made its mark at CHRISPO, the sports fest held by Christ University, Lavasa, Pune. With participation in both badminton and table tennis, the student athletes from Mahindra University contributed to the tournament that saw the participation of around 15 colleges.

In the table tennis mixed doubles, Neerav and Pooja Khajandar exhibited excellent teamwork but narrowly lost in the finals against Flames University Pune, with a final match score of 2-3. And for the men's singles category, Neerav faced tough competition in the semifinals against Flames University, finally conceding with a match score of 1-3. But that player claims he had a great time and learned from the experience.

Turning the spotlight to badminton, Dhanush Reddy's stellar display in the men's singles final, marked by a thrilling 12-21, 21-18, 26-24 victory against Christ University, stood out as a highlight of the tournament. In the men's doubles, the duo of Dhanush and Anirudh delivered another splendid performance, clinching the gold with a scoreline of 21-8, 22-24, 21-14, winning over the home team. The spirited participation, coupled with moments of competition, made CHRISPO a memorable chapter for MU students.

Adeval by Vipanan: The Clash of Marketing Titans

Sakshi Totade, Staff Writer

Marketing isn't just about crafting catchy slogans and flashy visuals; it's about understanding the battlefield of consumer perception. And what better way to hone these skills than through a friendly fight and debate? This past weekend, Mahindra University's vibrant marketing club, Vipanan, hosted Adeval, a competition that saw aspiring marketers lock horns in a battle of brand advertisements.



The premise was simple yet ingenious: teams were randomly assigned a pair of competing companies within the same industry. Think Samsung Vs Apple or Burger King Vs McDonalds. They were then shown ads of their respective company. Armed with wit, persuasive prowess, and a deep understanding of their assigned brand ads, each team had to not only champion their own company's ad, but also dismantle the claims of their competitor.

And while winners were eventually crowned, the real victory belonged to the spirit of Adeval itself. This wasn't just about winning bragging rights; it was a crash course in brand positioning, strategic thinking, and the art of storytelling that captivates consumers.

Adeval 2024 wasn't just a competition; it was a glimpse into the future of marketing, where sharp minds forged strategies in the fires of friendly competition. Our young marketers, may one day be shaping the very commercials they so passionately defended that day. And if marketing sounds fun to you then mark your calendars for our events this semester. We are always cooking up fresh challenges with innovative formats and mind-blowing opportunities to test your marketing mettle (and maybe win some cool prizes too).

So, whether you're a marketing maestro in the making or simply a curious consumer fascinated by the battle for your attention, keep your eyes peeled for the next Vipanan event.

Lakshadweep Global Ascent: PM Modi Boosts Tourism and Connectivity Infrastructure

Tanvi Chandarana, Staff Writer



From taking a morning walk and relaxing in an armchair to snorkelling, Prime Minister Narendra Modi shared several pictures of his recent visit to Lakshadweep on January 4th, as he exhorted people to explore it, in what could be yet another addition to his "Vocal For Local" slogan, giving a potential boost to tourism in the islands. He added, "The place allowed me to reflect on how to work even harder for the welfare of 140 crore Indians".

The actual purpose behind this visit was to recognise Lakshadweep's immense potential to become a global tourist destination. The PM inaugurated the Kochi-Lakshadweep Islands Submarine Optical Fibre Connection (OFC) along with laying the foundation for some centres.

The Kochi-Lakshadweep Submarine OFC Project is set to revolutionize internet connectivity in the island, providing internet speeds that are 100 times faster than before. This ambitious project, with a budget of over Rs. 1,150 Crore, spans multiple sectors including technology, energy, water resources, healthcare, and education, and will help Lakshadweep witness a remarkable transformation, strengthening its potential as a logistics hub and contributing

significantly to the creation of "Viksit Bharat".

China and Maldives share good ties, with the former's influence in the island nation becoming visible in the past few years. If the current Government under President Muizzu accepts these, it would be a setback for India. There have been apprehensions about the anti-India approach by Maldives with this act.

The Lakshadweep island, located off the southwestern coast of India, provide a significant strategic advantage as well. It offers an ideal vantage point for India to monitor and oversee Chinese operations in the Maldives, which can help India safeguard its security interests and prevent potential threats.

A controversy sparked when three deputy ministers in the Ministry Of Youth affairs in Maldives made negative comments about India and the Prime Minister following his recent visit to Lakshadweep. The Indian Government raised this issue with Maldives, after which latter's government suspended the three ministers. In a statement by the government, they said, "The Government of Maldives is aware of derogatory remarks on social media platforms against foreign leaders and high ranking individuals can bring bad name to the government and the country. These opinions are personal and do not represent the views of the government. The government believes in freedom of expression but that has to be exercised in a responsible manner."

Following this, many Indian celebrities slammed the tweets and people who were planning a trip to Maldives cancelled them and instead wanted to explore Indian islands like Lakshadweep and Andaman and Nicobar Islands.

Sources – X, Instagram, Times of India, India Today, CNBC news, Forbes.

Outreach Club's Fall Semester Recap

Snikitha Jampani, Staff Writer



As we wrap up the fall semester, the Outreach Club looks back at the various events throughout the semester that have left a lasting impact on the society. On September 27, 2023, the semester began with the much-anticipated Cleanliness Drive. This event aimed to instill ideals such as cleanliness, sustainability, and community engagement in the students. The passionate involvement of 19 teams and 25 volunteers resulted in the collection of 520 kgs of waste.

The club organised its first rural visit 'SHEft' on October 21, 2023, as part of their rural development initiative. This event provided participants with insights into lifestyles of local women and a deeper understanding of biodiversity conservation and community engagement in rural development. The visit to the DDS seed bank and radio station further shed light on the villagers' dedication towards food security and community interactions.

In the last week of November, a two-day excursion to Kondapalli village named "Krafts of Kondapalli" showcased local creativity and customs. The trip began with a visit to the local artisans, who taught the art of making Kondapalli Bommalu (toys). The participants experienced the unique culture of the village through interactions and activities, and visited markets that helped the community support eco-friendly living. The next destination was Mangalagiri, where craftsmen demonstrated the intricate art of saree weaving.

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In collaboration with NTR-Trust, the club hosted its fourth Blood Donation Drive on December 6, 2023, with the motto "Not all heroes wear capes, some wear jeans and shirts too. Be a hero." The event attracted a large number of students, professors, and staff, resulting in the donation of 245 units of healthy blood. The blood drive was a huge success, for which 15 student volunteers tirelessly assisted the members of Outreach Club with registrations, crowd management, handing out certificates and refreshments.



The Club continued their work with Krushi Home and Akshaya Patra this semester. The six weekly visits to Krushi Home offered a unique blend of academic support and joyful play. Volunteers helped with homework sessions, guided lessons in various subjects, and organized engaging games, fostering a love for learning and creating a haven for laughter and togetherness. At Akshaya Patra, the volunteers helped in food preparation, reminding them of the importance of contributing to a cause greater than themselves.

The Outreach Club continues with its commitment to positive change and community benefit as it looks back on a semester packed with impactful activities. The club looks forward to dedicating itself to more significant projects in the upcoming semester.

Lawgix: A Week of Black & White

Velmury Nihar and Sravya Prasen Puvvala, Staff Writers



The National Law Day is celebrated on 26th November, also known as 'Constitution Day', to mark the adoption of the Constitution of India. MU's annual fest for National Law Day, 'Lawgix', commenced on 20th November, 2023 and unfolded over four eventful days. The inaugural ceremony, which was attended by a number of distinguished visitors, including Mr. Balakista Reddy Sir, the Dean of the School of Law, marked the beginning of the events. "The law week was extremely engaging and taught me a lot about debating and essay writing," a first-year student said, expressing her delight. The week was full of various events and activities that kept students immersed throughout, which included 'Make Your Own Law' competition, an intense escape room challenge, a lively debate competition, a legal writing competition, an intense panel discussion, a thought-provoking quiz, and an engaging judgement writing contest. The second day consisted of a discussion regarding the evolution of issues related to the environment of law, followed by the deadline for the legal essay writing where students were given certain topics to research and write about.

The event bore witness to captivating sessions notably, a compelling discussion, led by Mr. Vinay Agarwal, Global Head of Business HR at

Tech Mahindra, who explored the evolution of Human Resources issues within the legal domain. Mr. Agarwal's insights illuminated the changing landscape of human rights in the legal sphere. Participating individuals were also tasked with showcasing their legal acumen through a 'Legal Writing' competition. The competition delved into the delicate balance between national security and environmental conservation, specifically in the context of the 'Forest (Conservation) Amendment Bill 2023.' Furthermore, the event included a 'Make Your Own Law' competition and a riveting debate titled 'Innovation or Surveillance: Navigating the AI Frontier in the Age of Privacy.' Culminating this enlightening week was the highly anticipated Awards Ceremony on November 24th, where talents and accomplishments took centre stage. The closure of Law Week was graced by the esteemed presence of luminaries such as Mr. Balakista Reddy, Mr. Sridhar Acharyulu, and Colonel Rajive Chauhan. In conclusion, the week's rich tapestry of discussions, competitions, and celebrations served as a testament to our passion for law and a vibrant spirit of scholarship as we reflected on shared insights and celebrated achievements, as it reminded us of the enduring importance of encouraging meaningful discussion and intellectual sharing within the legal community.

Can Language Divide a City Like Bengaluru?

Shravani Motgi, Staff Writer

Bengaluru, also known as Bangalore, is called the "Garden City" and the "Silicon Valley of India." On December 25, 2023 – The Bruhat Bengaluru Mahanagara Palike (BBMP), passed an order across all the stores in the various parts of the city to have signboards with at least 60% Kannada in it. Tushar Giri Nath, the Chief Commissioner of BBMP later said that there would be strict legal action against the stores which fail to use Kannada in their advertisements. The deadline to make the changes was given as February 28, 2024.

On December 27, 2023 – A protest-cum-awareness rally was carried out by the pro-Kannada group called "Karnataka Rakshana Vedika"; to protest against the non-Kannada sign boards throughout the city. The members began vandalizing several shops and advertisement hoardings just because they were not written in Kannada. Amidst the clash of languages in Karnataka, Prahlad Joshi, an MP from Dharwad, quoted, "Everybody should be able to read the signs and not everyone knows how to read English. What was the harm in writing in Kannada

as well as English or any other language? This is not England."

Several big stores and franchises were also targeted. Starbucks, McDonald's, Third Wave Coffee, Theobroma, and House of Masaba witnessed their sign boards getting damaged. The protestors also vandalized the Mall of Asia in Hebbal, Phoenix Marketcity in Whitefield and a major mall complex in the city.

KRV's Chief Narayana Gowda says, "We do not say that Gujaratis, Sindhis or Marwadis cannot work here in Bengaluru; but the usage of Kannada is essential while representing their work."

The police detained 500 protesters and registered 5 FIRs. Karnataka Chief Minister Siddaramaiah emphasized the importance of learning Kannada and said, "While in states like Tamil Nadu, Kerala, Telangana and Uttar Pradesh it is impossible to survive without learning the local language, you can survive in Karnataka even if you don't speak Kannada. That is the difference between our State and other states," adding that this should change." Many people in the state oppose this decision since a lot of people don't know Kannada.

Ambrosia Takes on Sustainability and Science

Achala Shriraghu, Staff Writer

The biology club of Mahindra University, Ambrosia, conducted an event called EcoGlam which was a lively intermingling of sustainability and creativity where over 60 students crafted organic dyes from ingredients as varied as red cabbage, beetroot, turmeric, onion peel and marigold. The event took place on November 15th, 2023, at the Courtyard, with the participants putting in their own creativity on the hoodies, transforming it into a deeply engaging celebration of sustainable fashion.

Indian Immunologicals Limited (IIL), Gachibowli, Hyderabad. Established in 1982, IIL has evolved into a key player in vaccine manufacturing, boasting a portfolio of over 150 products, including the pioneering porcine cysticercosis vaccine and renowned rabies vaccines. This excursion provided a firsthand look into the intricacies of vaccine production, with students marveling at the cutting-edge technology and scale involved. Acknowledging the expertise of Dr. Surya



This synchronous effort was a strong step towards an eco-conscious approach to personal style that would encourage paradigm shift in the fashion industry. The event aimed to cultivate a lasting respect for nature's bountiful resources by offering concrete surfaces on which imagination could flourish.

Adding to their palette of progress, under the guidance of Dr. Aruna Kumar Chelluboyina, students of 2nd Year B.Tech Biotechnology and B.Tech Computational Biology of Centre of Life Sciences embarked on a captivating industry trip to

Prasad Veera, Senior Technical Services Veterinarian, and Dr. K. Anand Kumar, Managing Director at IIL, added depth to the students' learning experience. These industry leaders shared insights into the technology driving vaccine manufacturing and the challenges of large-scale production.

The immersive trip not only broadened students' horizons but also provided an enlightening experience, offering them a profound understanding of the critical role IIL plays in advancing public health through groundbreaking vaccine solutions.

Andharban Odyssey: Unveiling Nature's Secrets

Suhas Pampana, Staff Writer



On the vibrant day of September 2, 2023, L'Avventura e Ricerca orchestrated a captivating start to the semester, seamlessly blending an official orientation with an exhilarating Encrypted Quest. The day was full of curiosity and collaboration with teams of students embarking on an immersive quest across the campus, deciphering hidden clues strategically placed by our club members.

This unique blend of orientation and cryptic exploration not only acquainted students with the club but also sparked the flames of curiosity and collaboration.



As the semester unfolded, the club embarked on their largest adventure trek from October 13-16, 2023. Participants trekked a distance of 14 kilometres in 6 hours through the mystical Andharban forest — an ancient path connecting Mumbai and Pune. This journey not only tested physical limits but also immersed participants in local delights, creating unforgettable memories and marking a significant chapter in our adventure tales.



This odyssey stands as a testament to our collective spirit of exploration, fostering a deeper connection with nature and leaving an indelible mark on our adventurous community.

L'Avventura e Ricerca promises more thrilling escapades, ensuring that the spirit of discovery remains alive and well within the club's vibrant community. These events prove our commitment to fostering a sense of exploration, making each semester an exciting journey into the unknown.

Soulful Sounds: Synolo's Melodic Encounter with Krishna Tejasvi

Rohan Reddy Revada, Staff Writer



On 28th November, Synolo, Mahindra University's Music Club, resonated with the energy of Jammers' frontman, Krishna Tejasvi, in a vocals workshop open to everyone. Mr. Krishna did more than just sharing his technical expertise; he brought with him stories of his vibrant musical journey, proving that music isn't just entertainment, but life for the soul.

The session began with an intimate glimpse into the birth of Jammers. From jamming sessions in their college to navigating Hyderabad's bustling music scene, his narrative was a masterclass in perseverance and the power of collaboration.

He emphasized on the importance of building a support system, both within the band and through connecting with like-minded musicians. Mr. Tejasvi's story resonated with everyone looking to make a career in music, offering tangible advice on navigating a career in music that often feels shrouded in mystery.

But his focus wasn't solely on the practicalities. He spoke of the healing power of music, which transcends genre and language. He recounted how music became his refuge, his way of processing

life's ups and downs, and how it helped him create a community based on shared emotions and experiences. This touched the students deeply, many of whom found solace and expression in their own musical pursuits.

This beautiful conversation was followed by some calming music. Mr. Tejasvi's soulful voice filled the room, showcasing the versatility that has made Jammers a beloved fixture in Hyderabad's music scene. The room vibrated with energy to the passion he poured into every note. The Q&A session was a treasure trove of practical tips and inspiring insights. Students eagerly sought advice on vocal technique, stage presence, and were able to find their unique voice. Sir answered with the same generosity which he showcased throughout the workshop, encouraging them to explore, experiment, and most importantly, trust in the music within one's soul.

By the end of this session, it wasn't just vocal techniques that our aspiring musicians picked up. They learned the power of music to heal and connect.



From Poems to Punchlines: Evolve's "Verses and Vibes"

Navya Sri Ponduru, Staff Writer



The "Verses and Vibes" event, organized by the Evolve club, marked the debut of this year's event calendar, and stood out as a unique affair on November 23rd, 2023. This open-mic gathering was a dynamic showcase featuring performances in various languages, showcasing poetry, storytelling, and stand-up acts in English, Hindi, and Telugu. The primary focus of this occasion was to encourage self-reflection through the diverse art forms presented, providing a platform for individuals to express themselves without the fear of judgment.

One of the most intriguing aspects of the event was the innovative concept of offering blindfolds to the audience. Participants had the liberty to choose whether the audience had to wear or remove these blindfolds during each performance. The underlying objective of this distinctive approach was to create an environment free from stage fright or biased judgment, fostering a more inclusive and supportive setting for artistic expression.

The event commenced with Shanmukha and Prarthana delivering an encouraging message to the participants. These individuals showcased exceptional individuality and skills, exuding enthusiasm,

and their enjoyment during their performances was palpable. The performances comprised a diverse blend, ranging from poetry which focused on nature, crushes, hostel life, and personal experiences to profoundly touching narratives and entertaining stand-up comedy acts.

The atmosphere was vibrant with the audience continuously cheering on each act, which helped foster an environment where several audience members spontaneously volunteered to showcase their talents. They shared their unique perspectives through poems about their crushes, anecdotes about hostel life, or reflections on their personal journeys. As the event drew to close, the appointed judges selected the most outstanding performances of the evening. They received prizes such as moon lamps, diary, and a to-do list board. In addition to the winners, all other participants were rewarded with a bookmark, which they received warmly.

The prize distribution ceremony was succeeded by a commemorative photo session featuring the President of the Evolve Club, Navyasri, and Vice President Prarthana.

Mahindra University's Aero Club Takes Flight to New Heights

Tarun Sudam and Pranav Yellapragada, Staff Writers



Mahindra University's Aero Club took up the annual challenge "Drone Development Challenge" hosted by the Society of Automotive Engineers (SAE) in Chennai. The club, known for its passion for aviation, offered students the opportunity to design, build, and test RC planes.

Operating with two dynamic teams - the Regular and the Micro Team - the Aero Club collaborates to craft RC planes from scratch. Their ultimate goal is to participate in the esteemed Drone Development Challenge, where their creations will undergo rigorous testing.

The Drone Development Challenge, organized by SAE, serves as a platform for budding engineers and aviation enthusiasts to showcase their skills. Successful participants are not only rewarded with the satisfaction of seeing their creations take

flight but also with some unique lifetime experiences.

Membership in the Aero Club means being a part of a smart and a dedicated team, fostering a mutual love for aviation, while gaining valuable insights into the world of aeronautics. Whether you're a seasoned enthusiast or a newcomer with a passion for flight, the Aero Club welcomes all who were eager to learn and contribute.

Get ready for an exciting semester filled with innovation, camaraderie, and the thrill of the skies as Mahindra University's Aero Club continues to soar.

Stay tuned for more details and mark your calendars for the upcoming orientation and DIY RC Plane workshop – it's going to be a semester of soaring success with the AERO Club at Mahindra University.

Exploring Narratives and Conversations: The Erudite's Semester Journey

Shreyas Aditya Baksi and Akshitha Upadhyayula, Staff Writers

The Erudite Club hosted an event titled "A Twist in the Tale" on November 2, 2023. Participants chose from a variety of topics related to well-known literature (both books and films) and skillfully crafted alternate endings to these existing stories. During the hour-long event, writers demonstrated exceptional creativity and writing skills, immersing themselves in the task of creating compelling conclusions.

From the after-effects of a society where Tony Stark masterminded a capitalist drug to Jack and Rose finally sharing the plank - the team got to read a variety of truly creative narratives that were delightfully unexpected! The success of this event lies in its contribution to enhancing participants' writing capabilities, providing them with valuable tools and a platform for crafting engaging pieces.

In other news, The Erudite's 'Burst' (held on December 4th 2023) brought together a diverse array of voices for a dynamic group discussion on gender equality. 'The Burst' aimed to ignite conversation and promote awareness around the pressing issues surrounding gender equality. Participants engaged in lively discussions, sharing perspectives and insights that highlighted the multifaceted nature of gender-related challenges. The event fostered an inclusive environment, encouraging attendees to voice their opinions and contribute to the

ongoing dialogue. Students addressed various aspects of gender equality, from workplace dynamics to societal



expectations, shedding light on the need for continued efforts to create a more equitable future. Throughout the discussion, prevalent issues such as unconscious biases, gender-based discrimination, and the importance of intersectionality were scrutinized. The discourse was not confined to identifying problems; participants engaged in brainstorming sessions to explore actionable solutions and strategies for fostering inclusivity.

All in all, we believe this was an incredibly successful semester, and we at 'The Erudite' look forward to many more such events!

Empowering Innovation: Highlights from EIC's Journey

Sanjit Gorantala, Staff Writer

The Entrepreneurship and Innovation Cell (EIC) at Mahindra University has made a dynamic comeback with a fresh board and an exciting new vision. With the theme of social entrepreneurship, the cell in all its power is on its mission of promoting entrepreneurship among the students on campus. The main agenda is to offer opportunities and support to students keen on entrepreneurship or those gearing up to embrace the entrepreneurial vibe. The board believes there's an entrepreneur in everyone; it just takes a step forward to realise one's true potential.



This semester is definitely one for the books. From the Think Tank throwdown to the recent EnterpeX launch it has been a home run of a semester. Through their ongoing pursuit of promoting entrepreneurship, EIC has conducted a number of events over the past few months. The Think Tank Throwdown came to life following a suggestion from Chancellor Anand Mahindra during a meeting with the previous board. The competition aimed to actively involve students in shaping the identity of the Entrepreneurial Summit by crafting the logo and naming the event. Amrutha Varshini Sundaram clinched the victory, contributing her artistic flair and strategic vision to give Enterpex a distinct identity that perfectly resonates with the entrepreneurial attitude. In the drive towards a sustainable and environmentally conscious future, EIC introduced Trash to Treasure. This three-day event addressed critical environmental challenges while encouraging creativity and

entrepreneurship. Teams were tasked with transforming distributed trash into unique upcycled products, emphasizing the importance of reducing, reusing, and recycling.

A webinar on National Innovation Day featured Dr. N. Mythili, an associate professor at Indira Mahindra School of Education, shedding light on modern solutions to address challenges in social and academic sectors. Renowned experts in innovation and entrepreneurship shared insights into the transformative power of innovation in education. The Battle of the Brands, a distinctive event hosted by EIC, pitted eight pairs of well-known brands against each other in intense competition. Contestants passionately represented their chosen brand, engaging in a verbal showdown to highlight their brand's strengths.

The pinnacle of EIC's endeavors was the triumphant launch of "EntrepX," Mahindra University's entrepreneurial summit on November 22, 2023. Mr. Anand Mahindra, the visionary leader of the Mahindra Group, presided over this historic occasion. "EntrepX" stands as a testament to the university's commitment to nurturing an entrepreneurial and innovative mindset. The event aims to inspire and cultivate the entrepreneurial spirit among students and the broader community, bringing together visionaries, thought leaders, and successful entrepreneurs.



Tamil Nadu Recovers from the Devastating Floods

Anshika Srivastava, Staff Writer

Tamil Nadu is slowly recovering from the devastating floods that hit Tirunelveli and Thoothukudi districts in December 2023. This wasn't an ordinary rainfall. More than 720 irrigation tanks broke, causing chaos in villages like Kayalpattinam, where 93 cm of rain fell in just 24 hours, triggering flash floods that killed 31 people and displaced the homes of thousands. Livelihoods were destroyed, rivers overflowed, and infrastructure crumbled under the weight of nature.

As the floodwaters went away, an unfortunate landscape appeared: submerged homes, collapsed bridges, and roads turning into muddy rivers. Fortunately, sudden action followed. The Indian Army, Navy, Air Force, and NDRF worked together with local authorities to conduct a rapid rescue operation. Over 17,000 people found shelter in relief camps, receiving food, medical aid, and necessities.

The Chief Minister swiftly appointed officials for assistance. S. Nagarajan, R. Selvaraj, B. Jothi Nirmala, and Shunchonngam Jatak Chiru for the recovery effort. The Tamil Nadu government quickly announced financial support for affected families and the recovery of damages. Still,



the recovery process is lengthy, requiring the reconstruction of damaged infrastructure, the revival of lost livelihoods, and the betterment of those who went through the flood.

Regardless of the tragedy, Tamil Nadu's spirit is shining. Local volunteers, fishermen, and ordinary citizens bravely helped with rescues and aid distribution. The floods highlighted how climate change is making Tamil Nadu more vulnerable to extreme weather and this requires enhancing readiness, building durable structures, and optimizing drainage systems for future challenges. The flood scars may remain, but Tamil Nadu is strong and with determination, spirit, and unwavering support, and the state will emerge stronger than ever.

Ram Mandir Rises as a Century-Long Saga Concludes

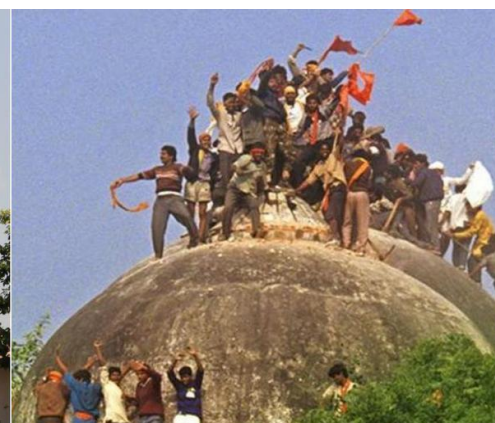
Tanishka Guha, Staff Writer



Ayodhya is the administrative center of Ayodhya District and Ayodhya Division in the Indian state of Uttar Pradesh, also an ancient Indian city that was the birthplace of Bhagwan Shri Ram and the scene for the epic Ramayana. The Ram mandir is scheduled to be dedicated on January 22, 2024, at 12:20 p.m., with much grandeur. Athletes, movie stars, businesspeople, religious leaders, and other dignitaries will be in Ayodhya for the massive occasion, along with Prime Minister Narendra Modi.

The Ayodhya case goes back to 1528, when a dispute erupted over the construction of the Babri Masjid by Mir Baqi, the leader of Babar's army. The Hindus in the area unquestionably reflected that this Masjid was erected after burning their Lord Ram's Ayodhya temple, which stood in its stead. From 1853 until 1859, riots broke out between the Hindu and Muslim communities as a result of this disagreement. To control this, the British government mediated by dividing the site into two sections with a fence. The Muslims were given the inside of the plot, while the Hindus were given the outside.

Kar Sevak's December 1992 journey to



Ayodhya had a big impact on this case as well as the history of the Ayodhya Ram Mandir. The nearby Babri Masjid was attacked and demolished by this kar Sevak, who also constructed a makeshift Ram Mandir in its stead. As the Ayodhya dispute continued to drag on, the BJP administration made the decision in 2002 to find a resolution. They needed ASI's help to provide them with the precise information. In 2010, the Lucknow Bench of the Allahabad High Court rendered a decision after learning that there was a Ram Mandir there.

The Supreme Court paved the path for the construction of the Ram temple by ruling that Ram Lalla Virajman, the Hindu god personified, was the rightful owner of the disputed 2.77 acres of property. Moreover, the court ordered the Center and the UP government to provide the Sunni Central Waqf Board five acres of land at a different location in Ayodhya so they may build a mosque within 3 months. The opening of the Ram Mandir at Ayodhya on January 22, 2024, is a historic occasion that millions of Hindus throughout the world are looking forward to, with several astrological and numerological variables indicating it is an auspicious day.

Mahindra University's Web3 Boot Camp: A Glimpse into the Future

Aashritha Likki, Staff Writer

Blockchain club hosted a dynamic two-day Web3 Boot Camp in collaboration with the GirlScript Foundation. The event brought to stage speakers like Mohit Varu, Ojas Rajankar, and Sruthi Manthena, who dived into Web3 evolution, smart contracts, and blockchain gaming.

The Ideathon stole the spotlight, featuring innovative NFT concepts, from personal designs to data storage for refugees. The club would like to extend a heartfelt thanks to the stellar team and Hyderabad Dao, along with sponsors, for their invaluable contributions.

Held at Mahindra University, the event captivated students across Hyderabad, fostering enthusiasm for Web3 exploration. Organizers are excited for having blockchain collaborations with GirlScript in future as well.



The Hult Prize Treasure Hunt at MU

Keerthini Venu, Staff Writer

On the evening of November 22, 2023, Mahindra University buzzed with excitement as the Hult Prize organized a thrilling treasure hunt. More than 64 teams, each with four members, kicked off the adventure at 6:30 pm. The hunt commenced with teams eagerly unravelling their first clue hidden in the university courtyard. From that point onwards, it was a whirlwind of excitement as participants tackled diverse challenges, testing their intellect and teamwork. Cryptic messages, physical obstacles – you name it, they faced it. As the hunt reached its peak, the teams converged in front of the new boys mess, tired but triumphant. The event not only pushed participants to their limits but also



fostered a sense of unity and collaboration. Beyond the challenges, it left a lasting impression on the campus community, emphasizing the power of teamwork and the joy of a shared adventure. The Hult Prize treasure hunt at Mahindra University was not just a competition; it was a transformative experience etched in the memories of all who took part.

Unlocking Quantum Potential: Qubit's Workshop on Machine Learning with AWS

Ritika Buchupalli, Staff Writer

On the 9th of December 2023, MU's Quantum computing club hosted an immersive Quantum Machine Learning Workshop, a collaborative effort with AWS and Edu TechX. This workshop offered participants a unique blend of knowledge and hands-on experience in the realm of quantum computing and advanced topics on Quantum Machine Learning. The day kicked off at 9 O'clock with a warm inauguration, setting the stage for an immersive learning journey. Participants were not just attendees; they were given access to Jupyter notebooks tailored to the day's topics, facilitating active engagement in practical learning.



This workshop saw eminent speakers from academia and industry – Dr. Jayasri Dontabhaktuni from MU, Dr. Anjani Priya (Amazon), Mr. Karthi Ganesh (Quantum Lead, BosonQPsi) and Dr. Sridevi Balachandran (VIT, Chennai). The workshop started with Dr. Jayasri Dontabhaktuni explaining the fundamentals of quantum computing, such as superposition and entanglement. She then continued to break down topics like quantum gates and circuits to the fellow attendees. At noon, Dr. Anjani Priya from Amazon stepped up to introduce us to the Amazon Braket, a quantum computing service provided by AWS. Users can access quantum computing resources like simulators and quantum processors via the cloud-based platform.

Post lunch, the afternoon session resumed with Mr. Karthi Ganesh delving into Shor's and Grover's algorithm along with hands-on implementation on Amazon Braket.



He also spoke about how quantum computing can team up with machine learning with details into quantum support vector machines which are used for classification and regression tasks. In the realm of machine learning, quantum computing holds a significant promise for certain algorithms, offering the potential for speed-ups and enhanced computational efficiency.

These talks were followed by a virtual presentation by Dr. Sridevi Balachandran, who elucidated on various concepts of quantum machine learning including Variational Quantum Circuits (VQC's), Quantum classifiers and quantum CNN's. Hands-on implementations of the same were demonstrated using Amazon Braket. At around 5 O'clock, the workshop concluded with a sense of fulfillment and excitement.

This event was not only an educational workshop but also a networking platform. Attendees had the opportunity to connect with like-minded individuals and experts from Amazon and startup BosonQPsi. The Quantum Machine Learning Workshop, conducted by Qubit, transcended being a one-day event, showcasing the club's commitment to staying at the forefront of cutting-edge technologies. With nearly 80 participants, the event was a great success. Also, as a token of completion, all participants were given certificates. As the attendees left the venue, they carried with them a newfound enthusiasm in Quantum Computing, making the workshop a truly impactful and memorable experience.

Mahindra Law School Webinar: Mastering Legal Research

Shravani Motgi, Staff Writer

SCHOOL OF LAW, MAHINDRA UNIVERSITY

Setting the Norms for Research Culture in SOL: The Journey from Research Projects to Scholarly Articles

MEET THE SPEAKERS

Prof. (Dr.) V Balakista Reddy

Prof. (Dr.) G B Reddy

Adv. A.P. Suresh

Prof. Harsh Mahaseth

Ms. Bangaru Laxmi Jasti

Ms. Sai Bhavna Vemuri

Zoom Link: <https://zoom.us/j/95979579579?pwd=anQzZXJ2Nys0TndNVVMwY1B5V0dydz09>
 Date: 6th January 2024
 Time: 10:00 AM -1:00 PM; 2:00 PM- 5:00 PM

Mahindra University's School of Law hosted a one-day online webinar on January 6, 2024. The purpose of the webinar was to improve students' comprehension of the process of conducting legal research.

Prof. Balakista Reddy, the Dean of the School of Law, started the session with an inspiring speech, in which he talked about his personal experience and journey as a legal professional and author of a published book. He also emphasized the omnipresence of law in our society and delved into the importance of conducting thorough legal research within the field.

Prof. GB Reddy emphasized that to craft a well-written legal research paper, one needs to have extensive knowledge about Legislation and understand precedents by closely examining them. Additionally, the students received comprehensive guidance on citing citations accurately while mastering strategies for developing an impeccable legal research paper from him during the session.

Adv. A.P. Suresh delivered a detailed presentation on how to simplify the process

of legal research and emphasized its significance in this field. The initial step recommended is to locate key case laws as they provide a foundation for further investigation in problem-solving situations. The speaker outlined that comprehending issues related to law, reading carefully and extracting relevant information from sources were crucial aspects when approaching research topics effectively through synthesizing facts already available beforehand.

Professor Harsh Mahaseth discussed his involvement in publishing legal research materials. He emphasized to the audience that while there is a vast amount of information available, one should not become overwhelmed by it.

Ms. Bangaru Laxmi Jasti was the fourth speaker who provided an overview of legal research and various techniques used for conducting it. Ms. Sai Bhavna Vemuri requested that the students provide an overview of a randomly selected project and make efforts to pinpoint and correct any mistakes made by researchers involved in the study.

Two Canisters, Two Houses, One Crisis: Unfolding the Parliament Breach

Shravani Motgi, Staff Writer



Before being carried out on the anniversary of the 2001 Parliament terror attack, the security breach was carefully prepared for months. On December 13, 2023, at zero hour, two individuals - Sagar Sharma and Manoranjan D - jumped from the public gallery into the Lok Sabha chamber. The two wasted no time in yelling anti-establishment slogans and letting off yellow gas from canisters before the MPs surrounded them. Neelam (42), and Anmol (25), two protestors, started demonstrating outside the Parliament simultaneously while carrying identical gas canisters. The next day, the Delhi Police Special Cell placed all four of the individuals under a seven-day custody order.

The two houses were adjourned as a result of protest by MPs from opposition parties who asked for the incident and statements to be discussed following calls from the Prime

Minister at the home ministry. The opposition MP Derek O'Brien was suspended in the upper house of parliament, Rajya Sabha for "ignoble conduct" as he shouted slogans asking Home Minister Amit Shah to give a statement. In the lower house or Lok Sabha, 13 MPs from opposition parties like Congress and Dravida Munnetra Kazhagam were suspended until December 22.

Before the session was called off, Defence Minister Rajnath Singh had told parliament that "everyone" condemned what happened. He said, "We all – ruling and opposition MPs have to be careful about whom we issue the passes (to enter parliament)." He also addressed concerns raised by opposition leaders about Pratap Simha, an MP from Bharatiya Janata Party (BJP) accused of approving passes used by intruders to access the public gallery in parliament.

On the night of December 14, Lalit Jha, the alleged mastermind of the Parliament security breach, was interrogated by senior police officials including two Deputy Commissioners of Police (DCP) and Additional Commissioners of Police. During the interrogation at Study Crossing, Jha admitted to planning a security breach at parliament for months. Obtaining an entry pass into the Parliament was identified as a major obstacle during the planning phase.

A Devastating Start to the New Year in Japan

Shreeniketh A K, News Editor



The Land of the Rising Sun experienced a catastrophic beginning to the year as a 7.5 magnitude earthquake shook the Noto Peninsula of Ishikawa Prefecture on January 1st, 2024, at 16:10 local time. With over 200 fatalities and 1000 injuries, this was the deadliest earthquake in the country since the Kumamoto earthquakes in 2016. Subsequently, more than 1,200 aftershocks occurred across a 100 km zone, with at least 7 of them registering a magnitude of 5.0 and above. Tsunami warnings prompted evacuations, and tsunamis as high as 6.58 m hit nearby regions, including parts of South Korea and Russia.

The impact of the earthquakes was severe, resulting in the destruction of at least 12,000 buildings and houses, fires, cracked roads, landslides, water, power and internet disruptions, and washing up of cars and

debris due to the tsunamis. Rescue operations quickly commenced as Japanese Prime Minister Fumio Kishida announced the establishment of a special emergency centre for earthquake and tsunami information. Shelters and evacuation centres were established, with humanitarian aid pouring in from authorities, volunteers, corporations, and other countries. Meals and drinking water bottles were delivered to the peninsula through ships and helicopters due to blocked roads.

Adding to this tragedy, a runway collision occurred on January 2nd, 2024, at Haneda Airport in Tokyo between Japan Airlines Flight 516 and a Japan Coast Guard aircraft. Both aircrafts caught fire during the landing, with the Japan Airlines flight colliding with the Coast Guard plane, which was in fact carrying supplies to the earthquake-affected regions. While 5 out of the 6 crew on the Coast Guard plane perished, all 367 passengers and 12 crew members on Flight 516 survived, thanks to the quick and composed response of the crew. A number of flights were cancelled or diverted to the nearby Narita International Airport, even as millions were travelling for the New Year. Tokyo Governor Yuriko Koike expressed grief, acknowledging the unfortunate sequence of events where "one disaster led to another disaster."

Decoding the Future: Math Club Cracks Tomorrow's Code

Tanishka Wagh, Staff Writer



In an era dominated by digital innovation, the Mathematics Club at our college is stepping into the spotlight with a groundbreaking initiative—"Subject Groups" focusing on Artificial Intelligence/Machine Learning (AI/ML), Cryptography & Number Systems, and Data Science. The club invites students to delve into these cutting-edge subjects, promising an adventure that combines learning with hands-on experiences. Explore further insights in an interview with Sumedha Pandravada, the Head of the AI/ML Subject Group, delving into intricate details!

Interviewer: What motivated you to organise an event specifically centred around AI/ML?

Sumedha: In today's digital age, Artificial Intelligence (AI) and Machine Learning (ML) are revolutionising industries by automating tasks and extracting insights from vast amounts of data. This transformative potential, especially in fields like healthcare and finance, is driving a boom in AI and ML applications.

This semester marks the initiation of our subject groups, and we kicked off with an engaging introductory session where each of us shared insights into our respective subjects. Unlike traditional lectures, these sessions are designed to foster a sense of community. Whether you're a novice or an expert in AI, our goal is to create an inclusive environment where everyone can learn from one another. Regardless of your current knowledge level, these sessions provide a platform for mutual learning and knowledge exchange.

Interviewer: Can you provide examples of the hands-on activities and interactive experiences planned for the event, emphasising how these will enhance the learning experience?

Sumedha: During these sessions, we plan to delve into various topics related to the subject, offering a platform for both learning and discussion. Practical learning experiences will also be a key component, allowing participants to apply theoretical knowledge in real-world scenarios. Whether you want to enhance your understanding of AI or contribute your expertise, these sessions provide a dynamic space for mutual learning and knowledge exchange.

The narrative provided by Sumedha gives the idea of a focus on inclusivity and community, creating a dynamic space for enthusiasts of all levels to embark on a journey of mutual learning. Through hands-on activities and practical engagement, the Math Club's initiative becomes not just an academic pursuit, but a collaborative adventure shaping the future of these cutting-edge disciplines.

Artfelt's Texture Art Workshop: Creativity Unveiled

Anshu Polsani, Staff Writer



On December 4th, Artfelt hosted a texture art workshop that turned out to be a hit, attracting a select gathering of 50 art enthusiasts. Excitement and uncertainty filled the air as students were presented with an abundance of materials, including plastic sheets, ice cream sticks, cling wrap, glasses, POP, texture white, brushes, and paints. Questions abounded as participants pondered what to create on their canvases.

Artfelt club members and mentor Ms. Sayoni Laha, guided students through various techniques and a maze of possibilities, making use of different materials. The workshop proved to be a bit messy, with unexpected paint splatters decorating clothes, but the smiles on everyone's faces told a different story. Calls for help echoed through the workshop as

participants jumped headfirst into experimentation, drawing inspiration from various sources.

From giving a modern twist to classics like the "Girl with a Pearl Earring" and "Starry Night" to conjuring scenes of flowers, moons, the sea, and endless imaginative thoughts, students transformed blank canvases into masterpieces. Yet, the workshop wasn't just about the art; it became a platform for socializing as much as for painting.

In the end, the workshop was not merely about art pieces; it was about the shared experience of meeting people, getting hands dirty, fostering creativity, and developing a newfound appreciation for texture art. Here's to the real, messy, and wonderfully creative memories made on that day!

Navigating the Data Landscape - A Semester in Review

Haritha and Smarana, Staff Writers

Insight, Mahindra University's Analytics Club, is comprised of a group of enthusiastic students excited about delving deeper into the secrets of the data world. They collectively view data as the new oil, a valuable resource fueling innovation and aiding in informed decision-making. At Insight, the focus extends beyond mere analysis, incorporating a mix of workshops, seminars, competitions, and engaging games. The club's mission is not solely to hone analytical skills but also to form a close-knit community of members who share a passion for the subject. In a recent initiative, Insight organized an orientation program, providing a gateway for students to immerse themselves in the realm of analytics. The event highlighted the practical

applications of data analysis, emphasizing its significance in addressing real-world challenges. A key feature of the orientation was the compelling dashboard-making challenge, presenting students with problem statements reflecting common issues faced by university students. Participants in the challenge were assigned the task of identifying relevant data sources required to tackle the presented problems. This exercise aimed to not only stimulate critical thinking but also help the participants understand the importance of data collection in the analytical process. Participants exhibited their creativity by crafting insightful dashboards capable of offering potential solutions to the identified issues. The presentation component added another layer

to the challenge, requiring participants to articulate their thought processes and convey the potential impact of their dashboard designs. This hands-on experience not only immersed attendees in the practical aspects of analytics but also showcased the club's dedication to fostering a learning environment that transcends theoretical concepts.

The orientation underscored the club's emphasis on the educational value derived from active participation in their planned activities. It proved to be a resounding success, setting the stage for a dynamic and interactive journey ahead for the club, where active contributors will continue to learn and thrive in the fascinating realm of analytics.

Biotech Field Trip

Sonal Nagesh, Staff Writer



On December 6th, 2023, the first-year students from the School of Life Sciences visited the Biotechnology Incubation Centre (BTIC) in Genome Valley, where they had the opportunity to interact with scientists from biotechnology start-ups. The BTIC is a research park founded in 2006, with the purpose of providing a research-driven environment at economical prices to biotechnology start-ups, and is supported by the Government of Telangana and the DBT-BIRAC (Department of Biotechnology – Biotechnology Industry Research Assistance Council). The students had the opportunity to interact and learn from the scientists of various start-up firms located in the BTIC, such as Biological E. Limited, Vitane Biologics, CVR Life Sciences, Protigenix Life Sciences, Apotheon Pharma, etc., which are mostly pharmaceutical companies focused on drug development and vaccine production.

Students were shown around the plug-and-play lab spaces and analytical labs, and gathered details about the

equipment and techniques used for their research. They were also shown the cGMP biotechnology pilot plant consisting of cell culture fermentation systems and microbial fermentation systems, which are suitable environments for early-stage manufacturing. The students gained knowledge about the process of plasmid cloning, chromatography techniques such as ion-exchange chromatography and HPLC (high-performance liquid chromatography), etc., and the procedure behind making polysaccharide-based vaccines, all thoroughly explained by the scientists there.

Additionally, the scientists helped them understand the difficulties faced by the start-ups while trying to establish their companies, get investors and sign beneficial deals from well-established companies such as Johnson & Johnson. This fruitful educational trip helped the first-year students understand the complexities behind starting a biotechnology firm, and made them appreciate the work of these scientists even more.

Inquizitive Club Breaks the Ice with a Thrilling Quiz

Smriti Madineni and Anshika Srivastava

MU's Inquizitive Club organized its inaugural event, the "Ice Breaker" quiz, in October 2023. This club, dedicated to uniting individuals with diverse interests and competitive spirits, successfully achieved its goal with enthusiastic participation from students, turning it into a memorable event.

The quiz, designed around science, technology, current events, history, and multimedia, featured competitive teams of three and attracted over 100 participants from across the university. Conducted in two rounds, the event began with an intense first round, leading to the qualification of only 8 teams for the nerve-racking finals. As the rounds progressed, the questions became trickier and more challenging, keeping participants on the edge of their seats as they vied for the coveted prize.



This successful start sets the stage for more exciting quizzes and events in the future, promising intriguing themes and questions to engage the participants.

Inside Layered Reality's AI-Driven Elvis Experience

Akshaya Buri, A&E editor



The "Elvis Evolution" AI hologram show, set to debut in London on November 28th, 2024, promises to blend innovative technology with the legacy of Elvis Presley, following an agreement with the owner of the Presley estate. The immersive concert experience (created by Layered Reality) aims to “bring the musical icon to life using thousands of the global megastar’s personal photos and home-video footage.” “Elvis fans can look forward to a memory-making experience like no other. Through Artificial Intelligence (AI) and groundbreaking tech, you’ll be able to witness iconic Elvis performances as if you were really there, and celebrate defining moments in Elvis Presley’s extraordinary life and career,” Layered Reality announces. “After the show, the central London venue will also host an after party at its ELVIS-themed restaurant and bar with live music, DJs and performances.”

Elvis Evolution is set to embark on a global tour following its London debut with stops in Las Vegas, Tokyo, and Berlin. Layered Reality's experience in creating immersive



productions (such as Jeff Wayne’s The War of The Worlds: The Immersive Experience and The Gunpowder Plot) adds to their credibility, and the global tour hints at widespread interest.

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Inspired by the success of "ABBA Voyage," the Elvis Evolution represents a significant investment in the market of AI live performances. Nevertheless, the announcement has sparked controversy. Critics have expressed concerns about the ethics of recreating the deceased’s image for entertainment purposes. The question of exploitation of a long-standing legacy for commercial gain also remains. Though this has the potential to change how audiences experience live performances, its moral considerations have placed this project under harsh scrutiny.

While addressing the project, Layered Reality CEO Andrew McGuinness said: “People around the world no longer want to sit and passively receive entertainment – they want to be a part of it...they can step into the world of Elvis, walk in his shoes and celebrate his extraordinary musical legacy.”

In the end, the success of "Elvis Evolution" will depend on finding a balance between pushing technological boundaries and respecting the cultural and ethical aspects of the matter. It remains to be seen how audiences will react to this venture.

A Tribute to Matthew Perry and Andre Braugher

Sonal Nagesh, Staff Writer

The final quarter of 2023 provided a huge shock to the world of American sitcom fans. On October 28th, it was announced that actor Matthew Perry, best known for his iconic portrayal of Chandler Bing on the beloved American sitcom - Friends, had passed away, succumbing to the acute effects of ketamine, a medication often used in the treatment of depression.

Born on 19th August 1969 in Massachusetts, Matthew was the only son of his parents, but they split a year after he was born. Over his lifetime, he faced multiple struggles with addiction. In 2018, he went into a coma after his colon burst from opioid abuse and was connected to an ECMO machine. He eventually regained consciousness after a few months. His autobiography, titled 'Friends, Lovers, and the Big Terrible Thing,' was published in 2022, detailing his journey through 'Friends' and his struggle with alcohol and opioid addiction. The world will always remember him as the hilarious and sarcastic Chandler Bing who brought joy to millions.

Another wave of sorrow struck when the news of Andre Braugher's passing was announced on December 11th. The cause of death was attributed to lung cancer. Andre Braugher was a versatile actor, best known for his roles as Detective Frank Pembleton in the series Homicide: Life on the Street, and as Captain Raymond Holt in the well-known sitcom Brooklyn Nine-Nine. Born on 1st July 1962 in Chicago, Braugher studied at Stanford initially on a scholarship, then attended Juilliard School for Drama. His debut film, Glory was released in 1989 and won many Oscars. He won his first Emmy for his role in Homicide: Life on the Street and his second Emmy for his role in the miniseries Thief, where he starred as the leader of a heist balancing a high-stakes operation with family struggles. Braugher was a smoker but quit in 2010. In 1991, he married actress Ami Brabson, his co-star in Homicide: Life on the Street, and had three sons. He will forever hold a special place in everyone’s hearts as the monotonous but hysterical Captain Holt.



Unraveling the Historical Threads of Arjun Vailly

Dalip Inder Singh , Staff Writer

You must have heard the resonant notes of "Arjan Vailly," featured in Ranbir Kapoor's film "Animal", whose story is intertwined with one of the most formidable Sikh warriors. Recently, this cinematic masterpiece stirred the town's buzz with its captivating tunes, energetic lyrics, and a war cry tone, evoking a sense of valour, strength, and emotional response among the audience.

The song, originally composed by a Punjabi folk artist Kuldeep Manak, weaves a tale around Arjan Singh Nalwa, son of the revered Sikh commander-in-chief Hari Singh Nalwa. Born in the Kaunkan Village, presently in Ludhiana, Arjan Singh's story unfolds as a minor ‘jagirdar’ and the youngest son after Jawahir Singh Nalwa & Gurjit Singhji. Following Hari Singh Nalwa's passing in 1837, Arjan Singh and Jawahir Singh played pivotal roles in the Sikh Empire's battles against the Mughals, notably in the Battle of Chillianwala. This is Arjan Singh in the era of Hari Singh Nalwa, the 1840's. But considering him in the era of British India, we encounter diverse narratives of the past through historical records. Described as a tall man, standing at six and a half feet, Arjan Vailly wielded a long stick axe, known as "gandasi." Hailing from a wealthy family, he embodied a white Knight, championing justice and punishing deception and corruption. Stories abound of Arjan Singh, including breaking a policeman's arm to protect the vulnerable, earning him the moniker "Vailly". Notably, he assisted numerous Muslims



during the 1947 partition, and his commitment to justice led to his imprisonment during the "Punjabi Sabha Morcha." Posthumously, the Punjabi government honoured him with a "Taabar Pattar." Arjun Singh Vailly's historical presence remains ambiguous, leaving scholars grappling with uncertainty about his existence and contributions during the times of Hari Singh Nalwa or British India. The song's lyrics vividly depict Arjan Singh's fierce battles in the Anglo-Sikh war, wielding his axe or "gandasi" with unmatched intensity. Opening with 'ਹੋ ਖਾਰੇ ਵਿਚ ਡਾਂਗ ਖੜਕੇ, ਓਥੇ ਹੋ ਗਈ ਲਰਾਈ ਭਾਰੀ।' signifying an intense crowd fight, and progressing to 'ਅਰਜਨ ਵੈਲੀ ਨੇ ਪੈਰ ਜੋੜ ਕੇ ਗੰਡਾਸੀ ਮਾਰੀ।' illustrating Arjan's forceful axe swing with both feet planted/joined. The song concludes by likening Arjan Singh Vailly to a lion, emphasizing his authority over police and government officials.

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A Cinematic Deja Vu

Diya Dar, Staff Writer

In the ever-evolving world of movies, a fascinating trend has emerged that has all enthusiasts on the edge of their seats – the revival of classic movies through re-releases. It is not just a blast from the past, it's a second date with movie magic that captivates audiences from everywhere.

It's like visiting an old friend where you get to relive that first laugh at *Ghostbusters*, that *Tum Se Hi Geet* obsessive type of self-love, or maybe even shed a tear at *Titanic* (again!). It's nostalgia at its finest, a chance to step back in time and remember why these movies were legendary in the first place. This trend not only tugs at the heartstrings of many, but also introduces cinematic gems to a younger audience who might have missed them the first time around.

In this increasingly fast-paced world, the classics of cinematography are like a breath of fresh air! Some movies just remain timeless, the beauty and simplicity of their

storytelling outweighing many movies of today's age. It's a journey through time, a rendezvous with nostalgia.

But nostalgia is a double-edged sword & here's the catch – this love for the familiar might be putting the brakes on new and exciting ideas. Some grumble that these re-releases are stealing the spotlight from shiny new films and worry that cinema is stuck in a loop, more interested in cashing in on old memories than making fresh new creative flicks.

While classics are timeless treasures, we can many a times overlook the new stories & talent! The magic of cinema isn't just in revisiting what we love, it's about being open to the surprises and twists that make the next blockbuster a hidden gem waiting to be uncovered

So, as they say, let the show go on, known or unknown, cinema and movies are a celebration that knows no bounds.

Salaar: Ceasefire Unleashed - A Prabhas and Prithviraj spectacle!

Krish Hindocha, Staff Writer



If you thought Sandeep Reddy Vanga gave you the most violent film of the year with *Animal*, wait till you watch *Salaar: Part 1 - Ceasefire*. Writer-director Prashanth Neel brings two superstars Prabhas and Prithviraj together on the big screen, making it intriguing enough to watch that you would be asking for more. So, if you cannot stand too much gore, think before you watch this movie.

Neel's film takes its time, gradually unfolding the story, thus patience plays a crucial part in this form of storytelling. The film shows the aftermath of various events in *khansaar*, known for its motive to spread fear, often only referred to by a logo.

Salaar explores the strong bond between Deva and Varada, formed during a key childhood incident. In 2017, despite exile, Deva remains devoted while his scarred mother works for the education of coal miner's children. The film revolves around the different personalities of Deva and Varada, leaving the audience wondering why they became enemies.

In the movie, Prashanth Neel mixes the tough-hero theme with emotional scenes involving Deva's mother, leaving me with the thoughts of how he is able to pull it off. The motherly sentiments add depth as Deva controls his anger in key moments, creating excitement for the upcoming high-action scenes.

When the actual politics of *Khansaar* unfolds, several characters come up. From there, it takes a while to understand who is who and what power they hold. If *Khansaar* seems impenetrable with its high walls and creates fear among those outside, there is also a smart reasoning for how this kingdom has reasons to fear as well.

I love Neel's humour in *Salaar*, like just before one of the dramatic scenes, Deva says, 'Please, I kindly request.' The clever style of writing adds a breather to the fast-paced screenplay. It is Neel's unique style, urging us to just go with the flow!

Salaar has many slow-motion blood splattering scenes. My favourite scene is when, in the middle of a fight, Prabhas lights up a cigarette and, with full swagger, puts on his glasses. This trademark style, common in Southern cinema, adds a 'cool' factor to the movie.

After a series of flops, Prabhas has made a strong comeback with *Salaar*, displaying both a wow-factor and acting potential. Neel portrays Prabhas as a silent yet powerful warrior, showcasing him at his best since *Baahubali*. Though the fact that some viewers found *Salaar*'s complex storyline hard to follow cannot be ignored. However, the director suggests that watching *Salaar: Part 2* is necessary to make better sense of its prequel. Nevertheless, it is definitely a fun watch!

From Page to Screen: Percy Jackson Series Debuts on Disney Plus

Smriti M, Staff Writer

December 19, 2023, was a big day for all the Greek mythology enthusiasts who grew up reading "Percy Jackson and the Olympians", because now adapted into an episode-based series, it is available for streaming on Disney Plus!

The story revolves around Percy Jackson, a 12-year-old who discovers his fascinating powers and navigates his life around the fact that he is a demigod. The first season follows the first book in the series, where Percy Jackson, accused of stealing Zeus's lightning bolt, strives to restore order at Mount Olympus, with his two friends Annabeth Chase and Grover Underwood, played by Leah Jeffries and Aryan Simhadri. The mission was full of dangerous quests and missions.

Walker Scobell, who is well known for his work in "The Adam Project", starring alongside Ryan Reynolds, has received praise for his performance in this series and how he perfectly captures Percy's essence. The appreciation given to these young, talented actors shows no signs of waning and the same can be said for the author Rick Riordan, for having made diverse casting decisions and a successful adaptation.

"Percy Jackson and the Lightning Thief" was the first movie that was made based on the novels and released back in 2010, starring Logan Lerman, Alexandra Daddario and Brandon T Jackson. However, due to its poor- pacing, inaccurate plot adaption and inconsistencies throughout the runtime, it wasn't a fan favourite, and neither was the sequel, which led to a halt in the movie adaptations of these books.

Willy Wonka's Wild and Wonderful, Witchy Wacky Wonka Watch!

Hamsini Mangalampalli, Staff Writer



Wonka is a musical comedy film directed by Paul King and co-written by Simon Farnaby. It is based on one of Roald Dahl's most popular characters, Willy Wonka, a chocolatier.

The movie, a stand-alone, navigates Wonka's early days as a magician, inventor, and chocolate maker. Wonka journeys to the city with 12 silver sovereigns in his pocket and a hatful of dreams, carrots, and teapots. Unable to make a dozen silver sovereigns last more than a day (having paid a penalty for daydreaming and more) and with nothing to offer but his chocolates, Wonka finds himself in a fix. As he works his rotten socks off to make ends meet, the film explores traditional concepts such as "The greedy beat the needy" or "Let's change the world!" However, the movie



Picture credits: Hotstar Disney Plus

But the show on the other hand has taken the internet by storm, attracting both younger and older Greek mythology enthusiasts. Some of the praises it received include:

"Incredibly faithful to the source material, charming chemistry between the lead trio, impressive action and VFX." ~ Voice from Lifehacker Australia

"I can't imagine a better fit for Percy Jackson than Walker. You were so brilliant in the Adam Project. I hope you like eating blue food the next few years because I think you have a hit show on your hands."

~ Logan Lerman

Make sure to check it out!

manages to present these age-old themes refreshingly and entertainingly.

With chocolates that can make you fly, lessons in the importance of reading the small print (or just reading in general), near-death by chocolates and tigers (two separate events), and of course, Oompa-Loompas, the movie takes the audience on a bumpy ride, quite literally, with its 4DX cinema. With tunes so catchy and seats so jumpy, it provides the audience with a magical and immersive experience. Paired with a rhyme in every line and music that keeps a smile on the audience's faces at all times, the movie inspires wonder, amazement, and pure imagination because only Wonka's chocolates can make your eyes pop out of their sock-lets!

An endeavour at bringing to life the inner child, the movie is a resonance of everything Roald Dahl's works stand for - amplifying imagination. For people who have the hots for the chocs, a sweet tooth or an eye for sweet things, "Wonka" is a must-add to their watchlists. Whether you prefer your movies (or chocolates) dark, white, candied, or absolutely insane, this film promises an enchanting journey that embodies the spirit of Roald Dahl's magical creations.



Picture credits: Parade

The Joke's on Koy

Alekhya Kosuru, Editor-in-Chief

With movies like Barbie breaking records in 2023, you'd think 2024 would be much easier to navigate- lesser misogyny, increased accountability, women getting the credit they rightfully deserve. Turns out even a huge commercial success like Barbie can still enable people to think that sexualizing a woman's body is acceptable. What America Ferrera's monologue wished to achieve through the movie is exactly what Jo Koy's monologue did not at the 2024 Golden Globes Awards.

Laudable though getting the gig may be, writing appropriate material and taking accountability for jokes that don't land is part of the process. The main problem was Koy's material with lines like " 'Oppenheimer' is based on a 721-page Pulitzer Prize-winning book about the Manhattan Project. And 'Barbie' is based on a plastic doll with big boobies."

The joke was not well received by the audience (as it should) with women shrugging and men simply unbothered. The fact that Jo even assumed this joke would work is problematic in itself, with the irony being that it was made on Barbie- a movie that explicitly talked about gender stereotypes and feminism.

If the monologue didn't seem to disappoint enough, Jo went on to blame his writers for the jokes that didn't land the way he expected them to. Calling out your writers



on national television while they're endlessly punching up existing jokes and making sure you don't fumble is extremely disrespectful and throws light on how insecure and unsure Jo was of his own material.

In fact, an awards show host filters his or her writers work and has final say on what is to be presented, so even if Jo Koy didn't write the jokes, he chose them.

The blame game didn't stop there. He resorted to targeting the audience for not laughing hard enough at jokes he deemed "hilarious" when in reality, the jokes themselves were vague and poorly constructed. When your material doesn't work, the least one can do is either take responsibility for it or read your room, and Jo Koy failed to do both. Sure, a few jokes in Barbie may not have been as funny as the director envisioned them to be but when they didn't work, you know what Greta Gerwig didn't do? Blame her writers.

Beyond Taboos and Misconceptions

Mishti Bansal, Staff Writer

As society evolves, so must our approach to sex education- a vital conversation that extends beyond the confines of biology textbooks. Sex education provides young people with the knowledge they need for a lifetime of good sexual health and self-awareness. This helps them have healthy relationships, make responsible & informed decisions, be allies to those being marginalized and most importantly, come to love themselves for who they are. I believe this is an extremely understated discussion bundled with societal stereotypes and prejudice which make it seem overly controversial, especially in India, where acceptance of such could prove vital to the growth of the country.

The lack of access to and taboo around sex education in India has left the youth responsible for educating themselves on the topic, of which technology has become an integral part. Adolescents try to understand their hormonal growth through social media, pornography and streaming platforms; which is more of a concern because of its selective-accessibility and the myths that surround it. These platforms often fail to address the importance of consent, respect and how crucial it is for us to understand how our body needs to be treated.

Though it can be overwhelming, parents, teachers and the community must take essential initiatives to ensure quality



sexual health awareness with this kind of education being instilled from their childhood itself. This kind of culturally responsive and inclusive education can lead to appreciation of sexual diversity, intimate partner violence prevention, prevention of child sex abuse, and increased media literacy.

Conversations like these are inescapable and therefore must be actively insisted upon to mend the gap that has been created over the years. The first thought that comes to our minds when we think of this topic should be 'need of the hour' and not 'controversial' and that's when we'll know that the generations which are to be guided by the youth of today will be well equipped with the right examples to make our society a safer, healthier and more comforting one. It's high time we realize that sex education is truly an investment in a more enlightened and harmonious society rather than something we, as members of such a society, turn a blind eye towards.

From Pop Star to Course Material in Academia

Mishti Bansal, Staff Writer



Has the 'Swiftie' fandom mused its way into being a part of the World's most Prestigious University courses? Is this a sign of another one of Taylor's genius marketing tactics paying off? Let's talk!

Taylor Swift, who's now thriving at her peak 19 year strong career, is a renowned record-breaking songwriter-singer and marketing genius who has mastered the art of storytelling. Using her music and public image to create a narrative that fans can relate to, the 3-time-Grammy-album-of-the-year winning superstar has obviously clearly been somewhat of an idol to her pre-existing fans but the fact that her talent has inspired top universities like Harvard to introduce course curriculums about her life, has left a lot of eyes and jaws wide open. To professors, Taylor Swift is something of an academic Trojan horse (deception) — including her name in a course description has helped immediately grab students' attention. They say Swift's music can do what many academics have tried and failed to do before — get students genuinely excited to learn something.

A literature professor from NYU says, "More than anything else, I want to

learn what makes Swift so interesting for young people, But I also want to find connections with other women artists who have stirred similar feelings with older generations, and hopefully introduce them to students who hadn't given them much thought because they hadn't spent the same time with their lyrics." The universities which have/are to introduce these classes include Harvard, University of Texas, Rice University, NYU & University of Florida.

This might just be the start of a new notion because it sure seems like if these are the universities to raise the bar, many will follow. However, these Swift-centric classes aren't about idol worshiping, though they are heavily populated (and often taught) by Swifties (given name to fans of Swift). The classes being 'All things Taylor Swift' don't fail to acknowledge criticisms and explore likelihoods such as accusations of leveraging rainbow capitalism. The aim is to have conversations similar to those being had outside the classroom while encouraging students that it's okay to still love a pop culture colossus who's a work-in-progress, to make sure we make space to recognise how she's learning and growing as a person and as a celebrity.

Understanding Frankenstein's Misconception

P.Sishir Kundan Reddy, Staff Writer

One of the world's most notorious fictional monsters, "Frankenstein's Monster," is described as an 8-foot-tall hideous creature, with each of its body parts made up of a different dead body stitched together. It was written by Mary Wollstonecraft Shelley and published in 1818.

Many people misunderstand that Frankenstein was the name of the monster that was created, but it is not; it is the name of its creator. Victor Frankenstein, the man who created the Monster, was too scared to face what he had made and ran, and so did the monster from its creator. So, the monster had no name until its end. The modern depiction of the monster shows it as an evil, mindless creature that hunts humans, but the actual monster from the book defies the literal meaning of the word monster itself.

The monster spent four months in a cottage learning human language without the residents of the cottage ever realizing. During the time he spent in the cottage, the monster learned how to speak, how to write, and also read the Bible. The monster is intelligent, eloquent, and sensitive. The Monster attempts to integrate himself into



human social patterns, but all who see him shun him. The Monster attempts to integrate himself into human social patterns, but all who see him shun him. His feeling of abandonment compels him to seek revenge against his creator, which he does by killing Victor's brother. When the monster meets Victor Frankenstein after four years, he says, "I ought to be thy Adam, but I am rather the fallen angel," a reference to Satan, who was cast out of heaven. The monster relates more strongly to Satan because his creator, Victor, loathes him and wishes to kill him. At the end, when Frankenstein dies, the monster burns himself alive as his creator is dead.

"Knowledge is knowing that Frankenstein is not the monster. Wisdom is knowing that Frankenstein is the monster." As I couldn't cover the entire story, to truly grasp the complexities of the ethical and moral dilemmas surrounding scientific ambition, I highly recommend immersing yourself in the pages of 'Frankenstein' and experiencing firsthand the timeless brilliance of Shelley's cautionary tale. The Monster isn't a terrible entity, just a misunderstood one.

Discovering the 'Why' Behind Resolutions

Geethika Reddy Bheemireddy, Staff Writer

Each year as December ends, many of us carry the baggage of the previous year's unfulfilled resolutions. Yet, at the stroke of midnight on New Year's Eve there's a huge force of determination in the air and motivation within the crowds that are ready to become a better version of themselves in the coming year. But as time goes by, the motivation fades and many people lose the excitement they had, and find themselves going back to their old habits. Why is it that so many people struggle to stick to their New Year's resolutions, and more importantly, how can they overcome these challenges?

Big Changes

One of the biggest issues with New Year's resolutions is that they often revolve around huge changes like adjusting our eating habits, getting more sleep, or becoming fluent in a new language. And to make big changes we have to be uncomfortable. The issue is that the human body is repulsed by great changes. Hence, it's crucial to break resolutions into smaller, doable goals. By setting smaller reachable targets, it will no longer be a tedious task and an individual would make significant progress over time.

Why do we do it?

Resolutions often become something a person feels they ought to do rather than following a root cause and a genuine desire. Focusing on the 'what' rather than the 'why' can lead to goals that don't bring satisfaction. Knowing the personal



reasons behind a resolution adds meaning, making it more likely for someone to stick with it. Connecting with internal reasons for change turns resolutions into meaningful adventures rather than routine chores.

Being unprepared for the change

"The Stages of Change" model shows that those who succeed in their resolutions are probably in the action stage when they commit to their goals. On the other hand, people who struggle to keep true to their resolutions might not be mentally ready for change. Careful preparation, mental readiness, and thoughtful planning are crucial for long-term success.

New year resolutions hold immense potential for personal growth which is why it's important to understand how our minds work when setting goals. By setting goals that are doable, knowing why we want to achieve them, and being mentally ready for change, we can better navigate challenges and increase the chances of turning resolutions into lasting habits.

The Dark Rise of Performance Enhancers in MMA

Adit Potta, Sports Editor

In recent years, mixed martial arts has gained widespread popularity, drawing attention to it as a mainstream sport. Factors like substantial pay, commercial exposure, and demanding physical requirements have led many fighters to consider the use of performance-enhancing drugs (PED). Doping, a longstanding issue in sports, has become a concern in MMA due to limited scholarly inquiry. The substances used can significantly impact fighters' well-being, raising questions about the sport's integrity. Fighters often turn to steroids for purposes like recovery and performance enhancement during training. The strategic timing of drug use ensures that PEDs remain undetectable during testing, revealing a systemic problem within the sport. Individual fighters, facing job insecurity and low pay, feel compelled to use enhancers. Organizations, prioritizing revenue and pay-per-view narratives, often overlook

doping infractions, emphasizing financial gains over the sport's authenticity and ethics.

The core issue lies in the erosion of honesty and direct person-to-person competition, undermining the essence of combat sports. This lack of integrity disrespects the sport's values, where fair competition without artificial advantages is paramount. The increasing influence of sports science enables athletes to strategically evade detection, perpetuating the cycle of doping. This trend compromises the sanctity of competition and intensifies the pressure on athletes to resort to performance enhancers.

In essence, the prevalent use of steroids in combat sports jeopardizes authenticity, integrity, and fair competition. Addressing these issues is crucial to restoring the true spirit of MMA and similar disciplines.

CES 2024: Bezel-less Beauties with Brawn to Match

Mahardhi Peddu, Staff Writer

The yearly Consumer Electronics Show has always been a treat to enthusiasts, with this year being no exception. Here are the new mobile processors and a few notable laptops announced this year.

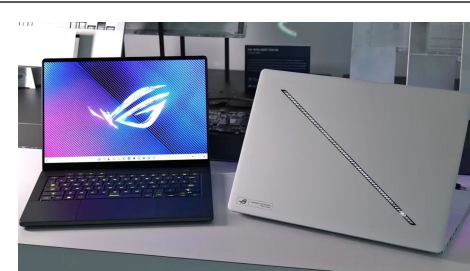
Intel finally catches up to AMD.

For the past couple of generations AMD processors with their integrated Radeon graphics and better performance per watt were the only right answer if you wanted a thin and light Windows machine. Intel hopes to challenge this trend with their new Core Ultra series of processors with their integrated Arc graphics borrowed from their desktop graphics division. Thanks to TSMC's 7 nm fabrication process, they are more efficient too!



Dell XPS 14 and 16:

Dell has revamped its flagship range of machines to match the aesthetic of last year's experimental XPS 13+, sporting a haptic touchpad that is fully integrated into the palm rest and a flattened lattice keyboard giving them a clean look. Powered by Intel Core Ultra series of processors and going up to a 4070 dGPU while still being ultra-thin, the new XPS lineup is sure to give the MacBook Pros a run for their money.



The lightest gaming laptop?

The OMEN 14 is HP's foray into the 14 inch gaming segment. Their claim to fame is its lightness, at 1.6 kilos. The laptop looks promising, with a sleek all-metal chassis and a beautiful white finish to go with it. Can it take down the likes of the G14 and the Blade 14?

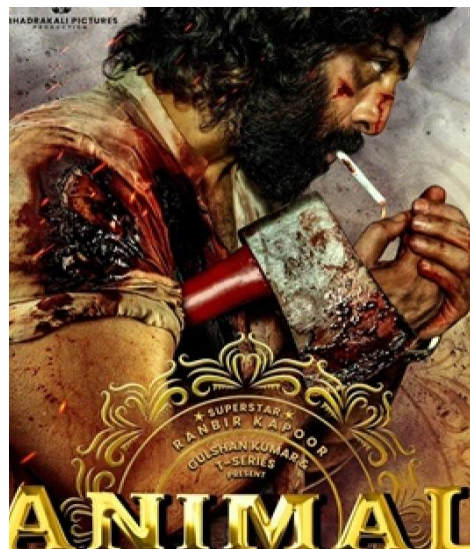
Rog Zephyrus G14:

The Zephyrus G14 always represented the pinnacle of portable performance pushing the boundaries of what a 14 inch laptop can achieve in terms of performance. The new G14 with its overhauled design is sleeker than its predecessor, but it also leaves behind an iconic design. Unlike its predecessors which could be specced up to enthusiast level GPUs like RTX4090 and RX6800, the new G14 only goes up to a mid-tier 4070 paired with a Ryzen 8040 series of CPUs straying away from its predecessors in the name of glamor.



Men on the Edge: Hypermasculinity in KGF and Animal

Sakshi Chandra, Staff Writer



Cinema is often considered a reflection of society, capturing its challenges and sometimes offering an escape into imaginary realms. The relationship between cinema and society is complex, making it hard to pinpoint whether one influences the other. In films, diverse cultures, identities, and societal issues are portrayed, sparking important discussions. Recently, movies like KGF (2023) and Animal (2023) stirred public and scholarly attention, especially concerning gender politics in Indian cinema.

Naseeruddin Shah, a prominent figure in Hindi cinema, expressed concerns about the growing glorification of hyper-masculinity in Bollywood. According to him, the increasing insecurities among men contribute to the amplified emphasis on hyper-masculine characters in films. The recurring theme of the 'strong man' in cinema often involves an exaggerated

portrayal of masculinity, diverging from reality. The violence and aggression depicted in such movies may serve as a form of escapism, prompting reflection on why these excessively toxic masculine representations are gaining popularity in contemporary Indian cinema. Ranbir Kapoor, adopting a Sanjay Dutt-inspired "alpha male" persona, finds appeal among audiences, actors, and box office returns.

Rather than simply acknowledging the trend, a more meaningful discussion revolves around understanding the reasons behind the shift towards hyper-masculinity in cinema. Are societal anger levels on the rise, or is there a deeper explanation for this cinematic inclination? This dialogue delves into the societal undercurrents shaping cinematic choices, inviting a critical examination of the evolving relationship between film and culture.



European Super League Fallout: Protests, Apologies, and Withdrawals

Krish Hindocha, Staff Writer



In April 2021, twelve elite football clubs announced the European Super League (ESL) having English (Arsenal, Chelsea, Liverpool, Manchester City, Manchester United, and Tottenham Hotspur), Italian (Inter Milan, Juventus, and Milan), and Spanish (Atlético Madrid, Barcelona, and Real Madrid) teams, a new competition, causing immediate negative reaction and criticism from FIFA, UEFA, fans, and players. The ESL faced accusations of being dominated by elites and undermining existing leagues, leading to legal disputes with UEFA over competition authority. English clubs and Juventus later withdrew, making the project inactive.

ESL CEO Bernd Reichart proposed an improved football league with men's and women's divisions, featuring three tiers: Star, Gold, and Blue. The season comprises 14 matches, followed by knockout stages and neutral-location finals. Promotion and relegation were introduced. Following an ECJ ruling, four English ex-ESL clubs pledged allegiance to UEFA.

The European Super League faced negative reaction from fans and criticism from supporters' trusts. Tottenham Hotspur Supporters Trust (THST) expressed huge disappointment, accusing their club's board of betraying their history and the game's spirit. Manchester United Supporters' Trust demanded immediate withdrawal, saying that the club violated football's principles. Arsenal Supporters' Trust labeled their club's decision as the "death of everything that football should be about," highlighting the absence of consulting fans. Both the Manchester City Official Supporters' Club and Chelsea Supporters' Trust criticized the league for lacking sporting values and prioritizing financial gain over fan loyalty.

The disagreement of fans was evident in protests, notably at Chelsea, where the team bus was forcefully stranded. Social media trends and football figures like Gary Neville criticized the Super League's greed. Chelsea and Manchester City's withdrawal led to a domino effect, prompting all six Premier League clubs to retract plans. Faced with severe fan backlash, club owners issued public apologies, committing to rebuilding their trust. This proves that fans play a crucial role in reshaping football and that it is a cultural institution shaped by passionate supporters and not just a business. The united front displayed the enduring power of fan loyalty and its huge impact on the most loved sport in the world.

Malik Retires Amidst WFI Leadership Controversy

Alekhyia Kosuru, Editor-in-Chief



On 21st December, 2023, Rio Olympic bronze medallist Sakshi Malik announced her retirement from wrestling, protesting against Brij Bhushan Sharan Singh loyalist Sanjay Singh who became the new WFI president with his panel winning 13 of the 15 posts in the elections in New Delhi.

In an emotional press conference, Sakshi Malik claimed "We slept for 40 days on the roads and a lot of people from several parts of the country came to support us. If Brij Bhushan Singh's business partner and a close aide is elected as the president of WFI, I quit wrestling".

This came months after several star wrestlers accused Brij Bhushan Sharan Singh of sexually harassing women wrestlers and protested against him for several weeks. Ahead of the elections, Bajrang Punia and Sakshi had repeatedly requested Sports Minister Anurag Thakur to stop anyone associated with Brij Bhushan from contesting the WFI polls. As a result, neither Brij Bhushan's son Prateek nor son-in-law Vishal Singh entered the fray.

However, Sanjay, a close associate of the outgoing WFI chief, winning the election only enraged the protestors more.

Things swiftly took a turn, however, when the newly-elected WFI chief Sanjay Singh announced the hosting of U-15 and U-20 nationals at the end of the year, which the ministry termed a "hasty" decision. The government also noted that the prospective participants of the nationals were not notified and the announcement itself was a contravention of the WFI's constitution. Consequently, the Union Sports ministry suspended the country's premier governing body for sports along with all its office-bearers.

Following this decision, Malik said she will come to a decision based on the formation of the next governing body. The former wrestler hopes to win this ongoing battle so as to ensure that no other woman or man in the sport faces what she had to go through. She added that her fight is not against the government but with the ex-WFI chief who is currently facing sexual harassment charges.

MU Students Shine at VNRVJIET Sports Fest

Mounami Jagarapu, Sports Editor



Mahindra students participated in badminton and left an exceptional mark at VNRVJIET 15th Inter engineering Collegiate sports fest.

The Men's Singles category saw Teja Anvesh winning a silver medal, while Danush secured the bronze. The Men's Doubles witnessed excellent teamwork in Anvesh and Venkrish, who won a well-deserved bronze medal.

On the women's side, the doubles competition had exceptional performances. Sreeya and Aishwarya demonstrated their skill earning a silver medal in a closely contested final against VNR team A. Meanwhile, Keerthana and Simran claimed the bronze after a thrilling match against VNR team B. Providing valuable insights into the team's journey, Badminton player Sreeya highlighted the intense competition faced by both Mahindra doubles teams.

The Mahindra badminton contingent participation in VNRVJIET sportsfest showcased not only their athletic abilities but also their determination to compete at the highest level. As they brought back a collection of medals, the team's winning stands as a testament to their dedication and passion for the sport.

Chancellor Anand Mahindra Inaugurates the Astroturf Field

Chigullapally Praharsha, Staff Writer

Anand Mahindra, our college's chancellor and the head of the Mahindra Group, was here to open the world's most memorable football field with astroturf endorsed by FIFA. The majority of university higher officials were present to witness the memorable event as our institution had beautiful decorations, including lights and flowers, for the ribbon-cutting ceremony.

The football players eagerly lined up to meet Anand Mahindra and introduced themselves following which he kicked a football into the ground to flag the finish of the inauguration. This was followed by a special match, bringing together students who cherished the opportunity to play in the presence of the influential chancellor.

The post inauguration ceremony continued with the Chancellor presenting medals to university students and congratulating them on how hard they have worked to achieve this success. Students who excelled in throwball, cricket, archery,

and other sports received medals as well. He discussed the Cricket World Cup and student's thoughts on India's defeat.

Anand Mahindra was taught how to shoot by the archery sport winner, who also demonstrated his talent to him. All these captivating moments were captured and covered by the media club. Anand Mahindra's visit not only marked the inauguration of the football ground but also left a lasting impression on the students, inspiring them to strive for success in their respective fields.



Global T20 Battle: Anticipation for World Cup 2024

Adit Rushil Potta, Sports Editor

The ninth edition of the World Cup is set to be jointly hosted by the West Indies and the United States, featuring participation from 20 countries. Scheduled to commence from June 1 and culminate on the 29th, this tournament marks a historic moment as the first ICC World Cup to include matches played in the United States. The expansion from 16 to 20 teams, coupled with automatic qualification for the top eight teams from the previous tournament, adds to the significance of this event.

A highly anticipated clash, slated for June 9th, features India versus Pakistan in New York, where the ICC has unveiled a cricket stadium capable of accommodating 34,000 fans. While the tournament's fixtures and dynamics are yet to be released, the participating teams have not unveiled their 15-member squads. India's potential squad faces an abundance of choices, especially with regulars Hardik Pandya and Rishabh Pant sidelined due to injury. This provides

opportunities for players like Rinku Singh, Yashasvi Jaiswal, or Shivam Dube. However, expectations lean towards Hardik's return as the vice-captain, partnering with Rohit Sharma. India's recent T20 prowess, ranking at number one, is exemplified by their dominant series against Afghanistan, concluding with a historic match featuring two super overs and stellar performances with both bat and ball.

The global rise of T20 leagues heightens the competitiveness of this tournament, with each team boasting dedicated T20 specialists who excel in the format. The absence of home field advantage, coupled with the limited experience of teams playing in the United States, makes this World Cup one of cricket's most anticipated events. The ever-growing popularity of the T20 format further contributes to the tournament's significance.

Echo gets a digital upgrade!

We are thrilled to announce the launch of Echo's first news blog! Be ready as your go-to source for all campus news gets a digital upgrade. Our website is aimed at delivering breaking news in an easy to navigate format, ensuring an effortless and engaging experience to all the readers. What's more? You no longer need to wait for the edition to release to have your articles published! Submit your articles to our online forum and we'll publish them on the website. Join the conversation as you leave comments and be an active participant in shaping the news narrative. Visit <https://theechoimu.com> for a community-driven news journey!