

# LINES

2023  
VOL 2  
ISSUE 2

**BETWEEN THE**  
HUMANITIES AND MANAGEMENT - NEWSLETTER

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## EDITOR'S NOTE

With the publication of the third issue of our department's newsletter, "Between the Lines" we have reached a significant milestone, as it marks the first anniversary of its launch in November 2022. The Director and Joint Director of MIT Manipal unveiled the newsletter in the Board Room with the entire Humanities and Management team.

Oprah Gail Winfrey, well-known for her long-running television show, "The Oprah Winfrey Show," once said, "The more you praise and celebrate your life, the more there is in life to celebrate." This quote is particularly relevant at this moment, as we celebrate the growth and achievements of our department. As we continue to produce each new issue of the newsletter, our department has made significant progress and has continued to grow, moving forward towards new heights.

We proudly announce that our department has launched a new program, BTech (Computer Science and Financial Technology), which is the first and only AICTE-approved program in India. This program, offered in collaboration with FIS Global Business Solutions India Pvt Ltd, started during July 2023. With the successful launch of this program, our department has been elevated from a support department to a core department at the institute. Additionally, we are excited to announce the launch of a new program, Integrated Dual Degree with MTech (Entrepreneurship), specifically designed for the students of BTech at MIT Manipal.

As we explore our department's accomplishments, we acknowledge our faculty members' invaluable contributions and take pride in the distinctive niche our department has carved for itself since its inception at the institute in 2009. This anniversary issue, much like our previous newsletters, provides a comprehensive overview of our department's progress in academics, research, and leadership, showcasing the exceptional performance of our team H & M.



In closing, I would like to quote Michael Jordan, who once said, "Talent wins games, but teamwork & intelligence win championships." As we each perform our respective roles confidently and communicate effectively, we foster teamwork that propels us towards achieving greater heights and securing victories.

We extend our heartfelt gratitude to the editorial team for their steadfast dedication and unwavering commitment to successfully publishing the third issue.

Happy Reading !

**Dr YOGESH PAI P**

*Teamwork is the secret that makes common people achieve uncommon results.*

*- Ifeanyi Enoch Onuoha*





# GRATEFUL LINES



## DR G M TUNGESH

**Date of Joining: 11-07-2008**

**Date of Superannuation: 30-09-2023**

*Dr G M Tungesh joined the Department of Humanities & Management on 11 July 2008. He served the Department for 15 years and retired as Additional Professor on 30 September 2023.*

*Dr Tungesh completed his M.A. and M.Phil. degrees and subsequently obtained his PhD degree from Kuvempu University, Shivamogga. He also has two additional Master's degrees in Philosophy and Linguistics. He is a well-known senior academician with a background in language, literature and philosophy, with many scholarly publications to his credit.*

*Having been trained in English and Foreign Languages University (EFLU), Hyderabad, he had earlier taught in Aritrea (South Eastern Africa) and Hyderabad, before joining as a faculty member in the Department of Humanities and Management in MIT, MAHE.*

*Dr Tungesh has been awarded the 'International Distinguished Academician Award - 2021' by the Centre of Professional Advancement - HQ West Midlands, UK for his pioneering performance in Pedagogical Stylistics.*

*The department gratefully acknowledges his contributions during his tenure at MIT. We wish him all the best in his future endeavors.*





# 1

# SHAPING THE LINES

## WINNING AWARDS

**Dr YOGESH PAI P**, Professor & Head, Department of Humanities & Management was awarded the title of "Education Champion" and was one of the distinguished honorees, during the event "Education Heros", which is dedicated to recognizing and honouring individuals within the education fraternity, who have exhibited unparalleled commitment, dedication, and devotion to nurturing the future generation. It was held on 01 November, 2023 at Hotel Lalith Ashok, Bengaluru.



**Prof RAMAKRISHNA NAYAK**, Assistant Professor Senior Scale, Humanities & Management was awarded the Dr T M A Pai Gold Medal for outstanding Research Publication during MIT Annual Day - 2023 on 04 November, 2023 at MIT quadrangle.





**Dr PRAVEEN K SHETTY**, has been recognized for his significant work in showcasing the culture of Tulunadu and working on creating numerous documentaries to promote them. The following documentaries have been selected for screening during the International Film Festivals, and this is indeed a commendable achievement.

*Title:* **KAMBALA**

*Place :* Kolkata, India

*Date of Event :* 26 November 2023

*Film Festival :* Second West Bengal Short Film Festival

*Title:* **YAKSHAGANA**

*Place :* Varanasi, India

*Date of Event :* 01 December 2023

*Film Festival :* Sixth International Short Film Festival on Cultural Tourism

*Title:* **SATYADA SIRI**

*Place :* Mysore, India

*Date of Event :* 16 December 2023

*Film Festival :* Mysore International Film Festival 2023

*Title:* **SATYADA SIRI**

*Place :* Dhaka, Bangladesh

*Date of Event :* 27 December 2023

*Film Festival :* Fourth Cinemaking International Film Festival

*Title:* **BHUTARADHANE**

*Place :* Thrissur, India

*Date of Event :* 05 January 2024

*Film Festival :* Seventh International Folklore Film Festival 2024

*Title:* **YAKSHAGANA**

*Place :* Thrissur, India

*Date of Event :* 05 January 2024

*Film Festival :* Seventh International Folklore Film Festival 2024





## PATENT PUBLISHED

**Prof RAMNATH SHENOY**, Assistant Professor Senior Scale, Department of Humanities and Management, was an active member of the interdisciplinary faculty team from MIT to have their patent published titled “A Composition forming a Bio-plastic Film and Method thereof” on 27 July, 2023. The other faculty involved with the patent are Dr Nagaraj Kamath, Assistant Professor Selection Grade, Media Technology, Dr Balaji Seetharaman, Head, Department of Biotechnology, Dr Srinivas Shenoy, Assistant Professor Senior Scale, Department of Mechanical Engineering and Prof Prasad B Iyer, Director SIES, School of Packaging, Mumbai.



## PATENT FILED

**Prof RAMAKRISHNA NAYAK**, Assistant Professor Senior Scale, Department of Humanities and Management, was an active member of the interdisciplinary faculty team from MIT to have their patent filed titled “System for Monitoring Smoke Composition with Screen-Printed Sensors” on 30 September 2023 (Patent Number: 202341066090). The other members involved with the patent are Prof Chiranjit Ghosh, Assistant Professor Senior Scale Biotechnology, Mr Mohammad Saquib, PhD Research Scholar, Prof M. Selvakumar, Associate Professor Chemistry and Mr Abdul Hannan Ibrahim, Scholar, CSE-AIML, G L Bajaj Institute of Technology & Management, Noida.



## INVITED SPEAKER

**Dr YOGESH PAI P**, Professor and Head, Department of Humanities and Management, held an interactive session on 28 November, 2023, with research scholars in the ten-day (Nov 20 to Nov 30, 2023) ICSSR-sponsored workshop on Data Analysis using SPSS, and Academic Writing held in the Department of Commerce, Mangalore University, Mangala Gangotri.

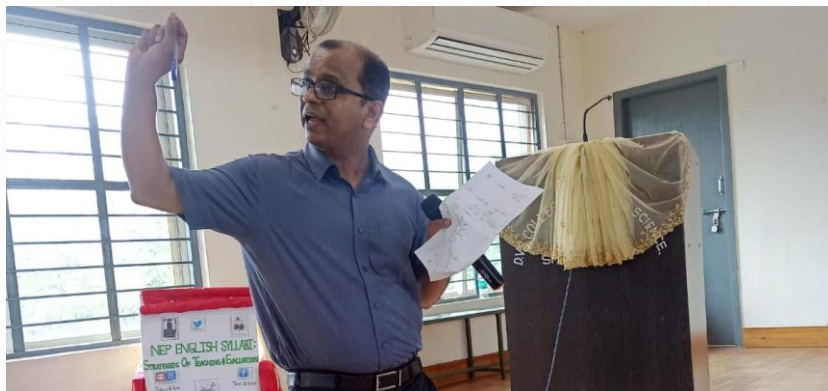




**Dr SMITHA NAYAK**, Additional Professor, Department of Humanities and Management interacted with the young minds of MGM College, Udupi, on the theme "Empower Yourself to Empower Your World" on 25 October 2023.



**Dr PRAVEEN K SHETTY**, Assistant Professor Selection Grade, Department of Humanities and Management delivered a talk on "Strategies of Teaching Communicative English (Group Discussion, Ted Talks, Public Speaking)" during the One Day Workshop on "NEP English Syllabi: Strategies of Teaching and Evaluation" jointly organized by Forum of College English Teachers (FOCET) BoS in English (UG) under the aegis of IQAC, Department of English at the Desheeya Vidyashala Samithi®, D.V.S. College of Arts & Science, Kuvempu University, Shivamogga on 7 July 2023.



Dr Shetty was a resource person at the English Plenary Session during the One Day Workshop on "Understanding Literary Theory in Text" jointly organized by the Department of English and the Forum of College English Teachers (FOCET) Department of English on 27 July 2023 at the College Auditorium of Sahyadri Arts College, Kuvempu University, Shivamogga.





**Dr SUMUKH S HUNGUND**, Assistant Professor Selection Grade, Department of Humanities and Management was invited by Chetan Business School, Hubli as a resource person to orient students towards research on 12 August 2023.



Dr Hungund, was also the resource person for the faculty development program organised by Chetan Business School on 12 August 2023. He spoke on Challenges in Research Publication. Around 30 faculty members from Hubli, Dharwad and Belagavi attended the Faculty Development Program.



**Dr VEENA MABEN**, Professor, and **Dr PRAVEEN K SHETTY**, Assistant Professor Selection Grade, from Department of Humanities and Management conducted an interactive session on “Sensitivity in Communication” for the hospital personnel of the Mangalore Institute of Oncology on 19 August, 2023. This was a part of MIO's Continuous Education initiative for its staff members.



Dr Maben and Dr Shetty conducted a workshop of two interactive sessions on “Interpersonal Communication and Soft Skills” for the final year students of MSAP, MAHE on 9 September 2023 at the Seminar Hall, MSAP.





**PROF SHARAL T CORREA**, Assistant Professor, Department of Humanities and Management, conducted a training session on “The Effectiveness of Clear Expression: Strengthening Written, Verbal and Nonverbal Communication Competencies” for the participants from Blackfrog Technologies Pvt Ltd on 22 July 2023 at the Advanced Research Centre, Madhav Nagar, Manipal.



**PROF RAMNATH SHENOY**, Assistant Professor Senior Scale, Department of Humanities and Management, delivered an invited talk on the topic of Statutory Requirements in Packaging Technology during a National Seminar Organized by the Ministry of MSME Govt. of India in association with District Small Industries Association Udupi, on 27 September 2023 at Hotel Ocean Pearl, Udupi. Dr Vidya Kumari K, Deputy Commissioner of Udupi District and Dr Socrates K, Deputy Director, Ministry of MSME Government of India and other dignitaries were present during the event.



## PhD AWARD



**PROF DEVIKA RANI**, Assistant Professor Senior Scale, Department of Humanities and Management has completed her PhD on the topic “Multilingual Education Models in Schools in Karnataka, India: Learning from the European CLIL Experiment” under the guidance of Dr Neeta Inamdar, Professor and Head, Manipal Centre for European Studies, MAHE, Manipal on October 19, 2023. Prof Devika received her doctorate degree during the MAHE convocation on 26 November 2023.



## CONFERENCE PAPER PRESENTED

**Dr SUNITH HEBBAR**, Assistant Professor Senior Scale, **Prof LIDWIN KENNETH MICHAEL**, Assistant Professor Senior Scale & **Prof MAHESH PRABHU H**, Assistant Professor Senior Scale, from Department of Humanities and Management, attended the Global Conference on Business and Economics Research (GCBER) 2023, which was hosted by the School of Business and Economics at University Putra in Putrajaya, Malaysia, between September 9 and 10, 2023.

Dr Hebbar presented his research work titled “Government Services and Channel Choice: An Empirical Investigation of the Factors Influencing Channel Choice in the Southern Metropolitan Cities of India”. Prof Kenneth presented his research work titled “To Identify Factors that will Influence E-waste Sustainable Management System”. Prof Prabhu presented his research work titled “Supply Chain Practices and Firm Performance: An Exploratory Study among Manufacturing SMEs in India”.



**Ms ANJALI S MENON**, Research Scholar guided by Dr Yogesh Pai P and Dr Rajasekharan Pillai K, presented a paper entitled “Customer engagement through transformational campaigns: A Netnographic exploration on the storytelling power of Jaago Re” at the 3rd Kyoto Arts Media and Cultural Conference (KAMC 2023), during 10 to 13 October 2023 at Kyoto Research Park, Kyoto, Japan. This conference was organized by the International Academic Forum (IAFOR), a research organization based in Japan that focuses on interdisciplinary research.





## RESEARCH HIGHLIGHTS

1. Nayak R, Shetty P, Selvakumar M, Shivamurthy B, Rao A, Sriram K V, “Influence of microstructure and thermoelectric properties on the power density of multi-walled carbon nanotube / metal oxide hybrid flexible thermoelectric generators”, *Ceram Int* (2023) 49:39307-28.
2. Sriram, K V, Prateek Singh, Giridhar B Kamath, and Asish Oommen Mathew, “Influence of e-learning to support learning process in higher education”, *International Journal of Learning and Change* 15, no. 4 (2023) 388-404.
3. Saquib M, Nayak R, Devadiga D, Selvakumar M, “Printed flexible supercapacitor from conductive ink of graphite nanocomposite blended with  $\text{Co}_3\text{O}_4$  to facilitate the fabrication of energy storage device”, *J Energy Storage* (2023) 72:108800.
4. Nayak, Vinod C., and Smitha Nayak, “An empirical investigation on the impact of attitudes towards organ donation in India”, *F1000 Research* 12 (2023): 463.
5. Shanbhag, Parthesh R, Yogesh Pai P, Gururaj Kidiyoor, and Nandan Prabhu, “Development and initial validation of a theory of planned behavior questionnaire: Assessment of purchase intentions towards products associated with CRM campaigns”, *Cogent Business & Management* 10, no. 2 (2023) 2229528.
6. Christopher, Ashitha Mary, and Unni Krishnan Karikkat, “From colonial violence to decriminalisation and recognition: An interdisciplinary appraisal of perspectives on Indian LGBTQ+ community’s encounter with law”, *Journal for Cultural Research* 27, no. 1 (2023) 105-119.
7. Akthar, Nahima, Smitha Nayak, and Yogesh Pai P, “Determinants of patient satisfaction in Asia: Evidence from systematic review of literature”, *Clinical Epidemiology and Global Health* (2023) 101393.
8. Sriram, K V, Riddhima Singh, Vibha, and Giridhar B. Kamath, “Antecedents of credit card usage behaviour: An Indian perspective”, *Cogent Economics & Finance* 11, no. 2 (2023) 2269796.
9. Correa, Sharal T, “Exploring spaces of contact: intercultural encounters at Jewish and Buddhist religious centres in Groningen, Europe”, *Culture and Religion* (2023) 1-19.
10. Dhaigude, A S, Vinod Tapar, A., Shameem Jawed, M, & Giridhar B Kamath, “Is perceived value enough to create loyalty for m-wallets? Exploring the role of trust and satisfaction”, *Cogent Business & Management*, (2023) 10(3), 2281050.
11. Murthy, B R N, Rao U, S, Naik, N, Potti, S R, & Nambiar S S, A Study to Investigate the Influence of Machining Parameters on Delamination in the Abrasive Waterjet Machining of Jute-Fiber-Reinforced Polymer Composites: An Integrated Taguchi and Response Surface Methodology (RSM) Optimization to Minimize Delamination”, *Journal of Composites Science*, (2023) 7(11), 475.
12. Shanbhag C, Shenoy R, Shetty P, Srinivasalu M, Nayak R, “Formulation and characterization of starch based novel biodegradable edible films for food packaging”, *Journal of Food Science and Technology*, (2023) 60(11), 2858-2867.

## MIT and FIS Global partner to launch B Tech program in Computer Science and Financial Technology

MIT and FIS Global have joined forces to introduce a cutting-edge first of its kind B Tech program in Computer Science and Financial Technology, integrating industry insights and expert-led courses for comprehensive tech and financial education.

Manipal Institute of Technology (MIT), a constituent unit of Manipal Academy of Higher Education (MAHE), and FIS Global Business Solutions India Pvt Ltd (a subsidiary of FIS, headquartered in Jacksonville, Florida, US), have signed a memorandum of understanding (MoU) to launch a B Tech programme in Computer Science and Financial Technology.



Quoting Mr Vishad Gupta, Head of Global Delivery Organization, FIS, a media statement said this partnership will refine the curriculum with FIS inputs, equipping students with a deep understanding of market needs and a competitive edge upon graduation. Experiential learning through joint course delivery by FIS experts and MIT-Manipal faculty will immerse students in the dynamic FinTech ecosystem, preparing them for real-world challenges.

“Our vision is to empower the next generation of tech-savvy professionals with ethics and innovation to lead in the digital technology and financial sectors. This transformative collaboration bridges academia and industry, setting new standards of excellence in education and industry relevance,” Mr Gupta said.

Lt Gen Dr MD Venkatesh, Vice-Chancellor of MAHE, said the interdisciplinary B Tech program in Computer Science and Financial Technology is designed to foster students’ comprehensive understanding of contemporary technology, robust mathematical and financial acumen, and innovative thinking, all the while instilling strong ethical values. The curriculum includes exposure to the latest trends in Computational Statistics and Mathematics, Software Development Models, Economics and Econometric Models, Machine Learning, Deep Learning, Banking, Financial Services, Insurance, and Trading.

Commander Dr Anil Rana, Director of MIT, said the collaborative efforts of the Department of Humanities and Management, the Department of Computer Science Engineering, and the Department of Mathematics have meticulously designed the program’s curriculum, incorporating inputs from key stakeholders, including prominent industrial professionals and academicians.



# PRESS RELEASE

## Manipal Institute of Technology introduces B Tech in Comp Science and Financial Technology

Manipal Institute of Technology (MIT), a constituent unit of MAHE (Manipal Academy of Higher Education), has introduced B Tech in Computer Science and Financial Technology.

The programme, which is approved by the All-India Council for Technical Education (AICTE), aims to equip students with the skills and knowledge required to thrive in the rapidly evolving Fintech industry. The institute has started offering this course from July 2023.

Commander Dr Anil Rana, Director of MIT, expressed: "This programme will facilitate students interested in a career in Fintech with knowledge of the Fintech domain and technology. This will help the students to contribute to India's emergence as a global Fintech powerhouse."

Dr Yogesh Pai P, Professor and Head of the Department of Humanities and Management of MAHE, said the introduction of the B Tech programme in Computer Science and Financial Technology at MIT Manipal is a significant milestone in the Indian education landscape.

### India's First B.Tech. Program in Computer Science and Financial Technology Launched by MAHE

Manipal, Manipal Institute of Technology, a constituent unit of Manipal, MAHE, one of India's premier higher education institutions unveiled a first-of-its-kind undergraduate program in B. Tech program in Computer Science and Financial Technology. As the sole institute in India offering this ground-breaking degree, MIT Manipal solidifies its reputation as a pioneer in innovative education.

In a recent report published by the Boston Consulting Group (BCG) in May 2023, it was projected that the global revenues of the Financial Technology (Fintech) sector will grow sixfold, reaching a staggering

tech-savvy youth population, an expanding middle class, many small and medium-sized enterprises, and underbanked populations. The compound annual growth rate (CAGR) for this sector is estimated at 27 percent.

Commander (Dr) Anil Rana, Director, Manipal Institute of Technology (MIT) said "We are thrilled to launch the first-ever B.Tech. program in Computer Science and Financial Technology in India. MIT Manipal is committed to providing cutting-edge education that aligns with the evolving needs of the industry and equip students with hands on experience to make them industry ready.

All-India Council for Technical Education (AICTE), aims to equip students with the skills and knowledge required to thrive in the rapidly evolving fintech industry.

Drawing inspiration from the rich banking history of Udupi and Dakshina Kannada districts in Karnataka, MIT Manipal remains committed to its legacy of pioneering advancements. Late Dr T.M.A Pai, Padmashri awardee, the founder of the Manipal Group, was also the founding father of Syndicate Bank and is credited with designing the 'pigmy deposit schemes,' which served as the first step towards small-scale savings in India.

Prof. Yogesh Pai, Professor & Head, Department of Humanities & Management, MAHE said "The introduction of the B.Tech. program in Computer Science and Financial Technology at MIT Manipal is a significant milestone in the Indian education landscape.

### Manipal offers a Fintech degree to prepare graduates for industry

Kolkata: Manipal Institute of Technology, a constituent unit of MAHE, has unveiled a first-of-its-kind undergraduate program in B. Tech in Computer Science and Financial Technology, solidifying its reputation as a pioneer in innovative education. MIT Manipal has taken the initiative to bridge the gap between computer science and finance by introducing the B.Tech. program in Computer Science and Financial Technology, approved by the All-India Council for Technical Education (AICTE). This program aims to equip students with the skills and knowledge needed to thrive in the fintech industry.

MIT Manipal's B.Tech. program in Computer Science and Financial Technology will equip graduates with the skills and expertise to excel in the fintech landscape, starting in July 2023. Prof. Yogesh Pai, Professor & Head, Department of Humanities & Management, MAHE said "The introduction of the B.Tech. program in Computer Science and Financial Technology at MIT Manipal is a significant milestone in the Indian education landscape.

### B.Tech. Program in Computer Science and Financial Technology Launched by MAHE



Ahmedabad, Manipal Institute of Technology, a constituent unit of Manipal, MAHE, one of India's premier higher education institutions

trillion by 2030. The report highlighted the Asia-Pacific (APAC) region as the leading fintech market by 2030, surpassing the United States.

Consulting Group (BCG) in May 2023, it was projected that the global revenues of the Financial Technology (Fintech) sector will grow sixfold, reaching a staggering \$1.5

### MIT launches B.Tech in Computer Science and Financial Technology



A view of Manipal Institute of Technology. SPECIAL ARRANGEMENT

#### The Hindu Bureau MANGALURU

Manipal Institute of Technology (MIT), a constituent unit of the Manipal Academy of Higher Education (MAHE), has launched a B.Tech programme in Computer Science and Financial Technology. It will be offered from this July.

In a recent report published by the Boston Consulting Group (BCG) in May 2023, it was projected that the global revenues of the Financial Technology (Fintech) sector will grow sixfold, reaching \$1.5 trillion by 2030.

The report highlighted the Asia-Pacific (APAC) region as the leading fintech

market by 2030, surging the United States driving force behind growth will be the scant presence of fintech firms in India, China, Indonesia, along with tech-savvy youth population. The compound annual growth rate (CAGR) for this sector is estimated at 27%, a release MAHE said.

It quoted Anil Rana, Director, MIT of having "This program will facilitate students interested in a career in fintech knowledge of the fintech domain and technology. This will help the students to contribute to its emergence as a global tech powerhouse".

### कंप्यूटर विज्ञान और वित्तीय प्रौद्योगिकी में भारत का पहला बीटेक प्रोग्राम मणिपाल इंस्टीट्यूट ऑफ टेक्नोलॉजी ने शुरू किया

नई दिल्ली। भारत के प्रमुख उच्च शिक्षा संस्थानों में से एक, मणिपाल इंस्टीट्यूट ऑफ टेक्नोलॉजी, जो एम्एचई, बीएचई की एक घटक इकाई है, ने कंप्यूटर विज्ञान और वित्तीय प्रौद्योगिकी में बीटेक कार्यक्रम को शुरू करने की घोषणा की है। अन्य देशों के पहले तकनीक कार्यक्रम, भारत में इस अनुसंधान डिग्री को पेश करने वाले एकमात्र संस्थान के रूप में, एमआईटी मणिपाल ने नवीन शिक्षा में अग्रणी के रूप में अपने प्रतिबद्ध को मजबूत किया है।



A view of Manipal Institute of Technology. SPECIAL ARRANGEMENT

संस्कृत कलाविद्यालय (बीएचई) द्वारा वर्ष 2023 में प्रकाशित एक रिपोर्ट में, यह अनुमान लगाया गया था कि वित्तीय प्रौद्योगिकी (फिन्टेक) क्षेत्र का वैश्विक विकास दर 27% तक बढ़ेगी, जो 2030 तक 1.5 ट्रिलियन डॉलर तक पहुंच जाएगा। रिपोर्ट में उल्लेख किया गया है कि फिन्टेक क्षेत्र पर प्रकाश डाला गया है जो 2030 तक संयुक्त राज्य अमेरिका को पीछे छोड़ने का प्रमुख फिन्टेक बाजार के रूप में उभरने लगे। इस क्षेत्र में अपने कर्तव्य को निभाने के लिए, भारत और इंडोनेशिया की फिन्टेक घाटी को मजबूत करने के लिए, एमआईटी मणिपाल ने नवीन शिक्षा में अग्रणी के रूप में अपने प्रतिबद्ध को मजबूत किया है।

इस अग्रणी कक्षा को चयनित करने वाले, एमआईटी मणिपाल ने कंप्यूटर विज्ञान और वित्तीय प्रौद्योगिकी में बीटेक कार्यक्रम को शुरू करने का फैसला किया है। अन्य देशों के पहले तकनीक कार्यक्रम, भारत में इस अनुसंधान डिग्री को पेश करने वाले एकमात्र संस्थान के रूप में, एमआईटी मणिपाल ने नवीन शिक्षा में अग्रणी के रूप में अपने प्रतिबद्ध को मजबूत किया है।

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### कंप्यूटर विज्ञान और वित्तीय प्रौद्योगिकी में भारत का पहला बीटेक प्रोग्राम मणिपाल इंस्टीट्यूट ऑफ टेक्नोलॉजी ने शुरू किया

नई दिल्ली। भारत के प्रमुख उच्च शिक्षा संस्थानों में से एक, मणिपाल इंस्टीट्यूट ऑफ टेक्नोलॉजी, जो एम्एचई, बीएचई की एक घटक इकाई है, ने कंप्यूटर विज्ञान और वित्तीय प्रौद्योगिकी में बीटेक कार्यक्रम को शुरू करने की घोषणा की है। अन्य देशों के पहले तकनीक कार्यक्रम, भारत में इस अनुसंधान डिग्री को पेश करने वाले एकमात्र संस्थान के रूप में, एमआईटी मणिपाल ने नवीन शिक्षा में अग्रणी के रूप में अपने प्रतिबद्ध को मजबूत किया है।



A view of Manipal Institute of Technology. SPECIAL ARRANGEMENT

इस अग्रणी कक्षा को चयनित करने वाले, एमआईटी मणिपाल ने कंप्यूटर विज्ञान और वित्तीय प्रौद्योगिकी में बीटेक कार्यक्रम को शुरू करने का फैसला किया है। अन्य देशों के पहले तकनीक कार्यक्रम, भारत में इस अनुसंधान डिग्री को पेश करने वाले एकमात्र संस्थान के रूप में, एमआईटी मणिपाल ने नवीन शिक्षा में अग्रणी के रूप में अपने प्रतिबद्ध को मजबूत किया है।

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## Panellists at the Curriculum Conclave 2.0 for Allied Health Program, organized by MCHP

**Dr SWAPNA K S**, Assistant Professor Senior Scale, and **Dr DEVIKA RANI**, Assistant Professor Senior Scale, from the Department of Humanities and Management, were Panellists at the Curriculum Conclave 2.0 for Allied Health Program, organized by Manipal College of Health Professions (MCHP), Manipal on 3 October, 2023.

During the panel discussion regarding First Semester English and Second Semester Communication Skills courses offered to Health Science Department students, Dr Swapna K S stressed on the importance of introducing professional communication modules to the Under graduate and Post graduate students, as it is important for them to be market-ready. She also suggested changes in the First Semester BSc Health Information Management curriculum and First Semester MSc Health Information Management curriculum.

Dr Devika Rani emphasized the need to introduce modules like IELTS and TOEFL in the curriculum to prepare students for competitive exams.







## CORPORATE COMMUNICATION

### Invited Guest Speakers

The following guest speakers were invited to share their insights with the first semester MTech Engineering Management students during the semester from July to November 2023 in connection with the course Corporate Communication:

**Mr ELVIS CHARLES** and **Ms NIREEKSHA** from Amazon Development Centre (India) held a session on corporate communication workflow, the session mainly focused on how communication plays a crucial role in shaping and maintaining organizational culture, and how a positive and inclusive communication environment can enhance the overall workplace experience. Also, effective communication channels encourage feedback and collaboration, which can facilitate problem-solving within the organization.



They also emphasized on the need of effective advertisements, and how Ads can inform people about new products, services, or ideas, helping them make more informed decisions. Ms Nireeksha gave insights on Risk Management and Fraud prevention in the internet industry, and emphasised on the need to develop a comprehensive incident response plan to address and mitigate financial losses in the event of a security breach or other cyber incidents.

**Dr PRAVEEN K SHETTY**, Assistant Professor Selection Grade, Department of Humanities and Management, MIT, Manipal, discussed “Bhoothaaraadhane”. A folk, cultural, and ritualistic form of worship offered to Daivas, local folk deities in the Tulu Nadu region of southern Karnataka. Dr. Praveen highlighted on how these deities influence various aspects of life and the natural world. Also, he explained how Bhoothaaraadhane is deeply embedded in the cultural and religious traditions of specific communities, involving rituals like elaborate ceremonies, processions, music, dance, and offerings.



He emphasized that this practice is often associated with folklore, myths, and legends passed down through generations. These rituals are often community gatherings that foster a sense of unity and belonging among the participants. These events bring individuals together, allowing them to celebrate shared beliefs and practices.

**Ms KHUSHEE KAPOOR**, a final-year student pursuing BTech in Data Science at MIT, Manipal, shared valuable insights on the placement and resume building process. In her session, she provided practical advice on creating effective resumes, emphasizing the importance of showcasing relevant skills, projects, and academic achievements. Additionally, she offered practical tips on interview preparation, covering common questions, technical assessments, and the significance of soft skills in the interview process.

She highlighted the importance of networking in the professional world, specifically on platforms like LinkedIn, and discussed the role of cold mailing in expanding one's professional network, connecting with individuals who share similar interests, professional goals, or industry affiliations. In terms of professional communication, she emphasized the significance of being transparent about one's intentions and stressed the importance of clearly communicating the purpose of connection requests or messages on platforms like LinkedIn, especially when discussing potential opportunities.





**Prof GANESH NAYAK**, Assistant Professor Senior Scale, ICE Department MIT, Manipal shared valuable insights on life lessons learnt during travel and exploration, His story highlighted a shift to a more active and adventurous lifestyle, including a passion for travel and cycling. He talked about the challenges he faced, changes he made in his life, and how it positively affected his overall well-being.



Prof Ganesh gave valuable insights on how travel exposes people to different cultures and traditions. In his journey, he shared stories of meeting people from diverse backgrounds, emphasizing the importance of building meaningful relationships and the impact of shared human experiences, which helped him understand and appreciate cultural diversity better. He reflected on his journey, recognizing moments of self-discovery and understanding his strengths and weaknesses. His experiences serve as an inspiring story of personal growth, highlighting how adopting a healthy and adventurous lifestyle can be transformative.

**Dr ASHWINI KUMAR**, Associate Professor, Department of Forensic Medicine, KMC Manipal talked about the importance of corporate

communication in the health science sector as well as medico legal communication in Forensic Medicine. Dr Ashwini emphasized on how communication in forensic medicine plays a critical role in legal proceedings, and the need for clear and accurate documentation of medical findings for presenting evidence in court, as the precision of language used can significantly impact the outcome of legal cases. He also highlighted on the advancements in healthcare communication such as Electronic Health Records that enable secure sharing of patient information among healthcare providers, leading to better-informed decisions and improved continuity of care.



Such tools and techniques continue to evolve, offering opportunities to enhance patient care, improve communication among healthcare professionals. These innovations contribute to a more connected and collaborative healthcare ecosystem. Additionally, he shared insights into how he and his team solved various forensic science cases, emphasizing the scientific methods and principles involved in analysing evidence and the thought process and mysteries behind every crime. His real time examples and cases gave valuable insights that movies often exaggerate, or simplify forensic techniques for dramatic effect. In reality, forensic science is about applying scientific methods to unravel the mysteries behind crimes.

Student Article:

**Mr RAUNAQ KAMATH**

MTech Engineering Management (2023-25)





## VISITS ABROAD BY RESEARCH SCHOLARS

**Conferences and Beyond:  
Bridging Academia and Adventure**

**Ms Ashitha Mary, research scholar guided  
by Dr Unni Krishnan K, Associate Professor**

As I reflect on my experience of attending the 'Comics and/as Resistance' Conference, held from the 21st to the 23rd of this June at the University of Oxford, I find myself transported back to a gathering of minds that left an enduring mark on my academic journey. The paper was jointly presented by myself in person and with my PhD supervisor Dr Unni Krishnan K attended online.

Organised at various locations of Oxford University, including the Radcliffe Observatory's Department of Humanities, Magdalen College, and the iconic Taylor Institution Library, this conference brought together scholars and artists from multiple disciplinary backgrounds to explore the intersection of poetics and politics in visual narratives. From the very outset, the conference radiated scholarly rigour, evident in its meticulous curation of paper presentations encompassing novel methodologies and globally pertinent subjects. It swiftly evolved into an excellent platform to discuss each participant's work and receive valuable critiques.



The Radcliffe Observatory Building and Taylor Institution Library stand out both historically and aesthetically in Oxford; the former with its notable legacy in science and neoclassical grandeur, and the latter with its academic tradition and elegant design. Oxford itself serves as a statement on how centuries of knowledge blend seamlessly with architectural splendour. The conference's inaugural day concluded with an engaging workshop in the Taylor Institution Library's magnificent main hall. Opportunities to meet numerous attendees and form valuable contacts continued outside the university as well, through street walks and gatherings at restaurants, ice-cream parlours, cafes, and the Covered Market which provided memorable moments for bonding and discussing our works, visions, and journeys.



The conference culminated with a delightful drinks reception at the Taylor Institution Library, reinforcing our commitment to staying connected through our online network to enrich the fields of Visual Narrative Studies, Arts, Gender Studies, and Cultural Studies. Oxford, with its academic charm, was a precious opportunity for reconnecting with old friends and establishing numerous new contacts.



Exploring the city's beautiful libraries, historic landmarks like Christ Church (renowned as the backdrop for Harry Potter films), vintage bookshops, nature trail walks, culinary delights in 13th-century establishments, the picturesque South Park, Museums, Sheldonian Theatre, and the rich history encapsulated in every corner, further made the experience truly memorable and intellectually stimulating.

Moreover, the conference opened doors to exciting opportunities. Dr Joe Sutliff Sanders, a Professor of Education at Cambridge University, extended an invitation to some of the Oxford presenters to participate in the 'Comics 2023 Conference' at Cambridge in the first week of July.

During the time between the Oxford and Cambridge conferences, I embarked on a journey to Scotland, a place in stark contrast to England in terms of geography, architecture, history, and culture. Edinburgh, Scotland's capital, is characterized by a stunning mix of medieval and neoclassical architecture, with historic Old Town and the Royal Mile showcasing narrow cobblestone streets and centuries-old buildings. Exploring the city, I delved into its rich history through visits to Edinburgh Castle, palaces, cathedrals, Dean Village (an ancient picturesque village), the Scotland Museum, the intriguing Camera Obscura, and activities such as hiking the famed Calton Hill. Guided tours through Edinburgh's hidden historical underground closes provided unique insights. One of the highlights, undoubtedly, was indulging in Scotland's famous food and wine trails, with traditional haggis ("national dish of Scotland") leaving a lasting impression.

Before the Cambridge conference, I made the most of my time by exploring York's iconic York Minster and the enchanting Shambles (the "Harry Potter Street"). In London, I fulfilled an art student's dream by attending a night show of "A Midsummer Night's Dream" at the historic Globe Theatre. The remainder of my London adventure was filled with visits to cultural treasures like the

Natural History Museum, British Museum, London Eye, National Gallery, Westminster Abbey, Buckingham Palace, Mayfield Lavender Field, and leisurely mornings at the British Library, where I delved into the Sound and Image Catalogue for a new project.



The Cambridge conference unfolded at Lucy Cavendish College, featuring sessions and receptions in various campus colleges, libraries, and halls. Co-organized by prominent arts research journals, it provided opportunities to connect with editors and reunite with fellow attendees from the Oxford conference. Mixing academic discourse with outdoor activities such as punting, nature trail walks, and campus tours, it additionally offered insights into the skill of conference organization. Upon return to India, I was very happy to share my experiences with fellow students at a session held by the Centre for Creative and Cultural Studies (CCCS). In essence, my travel to the United Kingdom was a blend of learning, networking, cultural immersion, and personal growth, made possible by the generosity and support of the Indian Council of Social Science Research (ICSSR) and the Centre for Creative and Cultural Studies (CCCS) of Manipal Institute of Technology (MIT).



## **Understanding the Media Landscape: Bridging India and Australia**

**Prof Wilma Serrao, Assistant Professor at School of Media and Communication, MAHE, Dubai and research scholar guided by Dr Unni Krishnan K, Associate Professor**

*I was one among the 60 Australian and Indian emerging researchers who were awarded an Australia India Research Students Fellowship for 2023. The bilateral program, led by the Australia India Institute and funded by the Australian Government Department of Education, supports research collaboration and student mobility between the two countries. The diverse cohort consists of 28 Australian and 35 Indian research students and early-career researchers.*



*This fellowship forms part of the update to the India Economic Strategy to 2035 action plan to strengthen education and research ties between India and Australia. The program saw 22 Australian universities collaborate with 37 Indian higher education institutes.*

*I was hosted by the School of Media and Creative Studies at Deakin University, Melbourne for eight weeks as part of the fellowship. I was mentored by Dr Simon Wilmot, Head of Group, Film, Animation and Performing Arts at the Deakin University in Burwood. As part of the research my study focused on ethnic broadcasting as an important tool for supporting migrant communities to stay connected to their home country, which is also my current Ph.D study. In*

*Australia, Indian radio stations continue to evolve, reflecting the country's booming Indian population. This study seeks to evaluate the cultural, diasporic, and ethical impact of radio on Australia's Indian community.*



### **About my research during Fellowship**

*I started by getting acquainted with Melbourne's Indian radio scene. I set aside a few weeks researching historical resources for broadcast communications in archives, libraries, and other cultural institutions. Fieldwork and interview data were rigorously evaluated using both quantitative and qualitative techniques to find trends and patterns.*

*Interacting with Indian radio content and possibly with individuals in the community helped me understand the diversity of Indian language and proficiency, used for broadcasting. The study helped me as a researcher to understand what media means to a migrant community living in a foreign land and how media plays a prominent role in building a bridge between the expats and their home country.*

*Direct interactions with members of the Indian community in Melbourne, through interviews or events, provided me valuable insights into interpersonal dynamics, social structures, and community relationships. The fellowship provided me an opportunity to connect with professionals in the field, fostering professional relationships and potentially opening avenues for future collaboration and research.*



*This fellowship not only deepened my knowledge of Indian radio in Melbourne but also enriched my cultural understanding, language skills, and ability to navigate multicultural environments. Spending eight weeks in Melbourne immersed in the study provided a deep cultural immersion experience, fostering a firsthand understanding of the intersection of Indian and Australian cultures.*

*I was able to understand the media landscape in Melbourne, particularly how Indian radio fits into the broader context, contributing to increased media literacy. My engagement with both Indian and Australian contexts helped me improve my understanding of cross-cultural communication skills, essential for effective research and future collaborations. It also helped me develop the ability to navigate multicultural spaces, understanding the challenges and opportunities that arise when studying and interacting within diverse communities.*



*It provided me a platform to evaluate the digital presence of Indian radio, including online streaming, podcasts, and social media, and its role in reaching a wider audience. Studying the media consumption patterns of the Indian community, both within and outside the radio domain, to understand their preferences and behaviors was possible through this research.*

### **Other activities undertaken at the host institution**

*As a researcher my host university - Deakin University gave me complete freedom to participate and engage myself in conversations with professionals from the media field including academicians of other media schools in other universities and radio professionals.*

*I got a chance to interact with the faculty of media from the host university to understand the delivery of subjects for students and explore the usage of technology in the host university. Some of my conversations with the teaching faculty helped me exchange my knowledge and resources on film making with the host university. I was able to share my insights into formation of syllabus for teaching Indian Films.*

*I was part of an interactive workshop on Virtual Film Making Techniques where I learnt about the latest technology used in film production. As a media professional, I even got to attend Indian Film Festival of Melbourne (IFFM) for nearly 10 days (August 2023) where I got to interact with film personalities including actors, directors, and producers to understand the techniques of film making. I watched some of the best films screened during the film festival.*



*We will soon be organizing an academic seminar and discussion on the outcome of the research and fellowship in collaboration with Deakin University-Australia, MAHE Dubai Campus and CCCS, MIT-Manipal campus, MAHE for the benefit of aspiring candidates and PhD scholars of all the participating universities.*



**did you  
KNOW...**

## DEPARTMENT SHIFTS TO NEW PREMISES

The Department of Humanities & Management has moved to spacious new premises in First Floor Academic Block 2.

The inauguration of the new premises took place with 'Ganahoma' on Tuesday 11 July 2023. The Director & Joint Director of MIT along with other distinguished guests graced the occasion. The new premises include spacious HOD Chamber and Office, Computer Laboratory, Storage room, Photocopying facility room, well-equipped Conference Room and comfortable Faculty Chambers with adequate furnished waiting areas and other facilities.





## DEPARTMENT FAMILIARIZATION AND ORIENTATION

A department level orientation of four days (18-21 July, 2023) was conducted for the newly admitted students for the program BTech in Computer Science and Financial Technology. The resource persons for the orientation were from both industry and academia.



The first session on 18 July 2023 started with the introduction of the department and program by Dr Yogesh Pai P, Professor and Head of the department. He spoke about the program and introduced the faculty members of the department. Also, Dr Srikanth Prabhu, Professor, Department of Computer Science spoke about the need of this program and benefits of this program.



The second session on day one was engaged by Mr Pranav Naik, Global Head, Risk Management and Operations, Snap Finance, Uthah (USA), who joined virtually and spoke about how to master the changing world. He spoke on what the focus of the students should be during the four years of student life.

The post lunch session on day one was by Dr S Naga Siddarth, Chief Human Resource Officer, Urban Piper, Bengaluru. He discussed about how can one become a self-leader and also the dos and don'ts during one's student journey.

The last session of the day was by Dr Shaswat Alok, Associate Professor - Finance and Research Director, Digital Identity Research Institute(DIRI), ISB, Hyderabad. He spoke about research in the domain of Fintech. He emphasized on the impact created by Fintech in both academia and industry.

Dr Swapna introduced all the speakers of day one to the gathering and Dr Sumukh proposed the vote of thanks.

Day two started with a technical session on "FinTech and Stocks: A Simplistic Approach" by CA Muralidhar Kini, renowned practicing Chartered Accountant, Manipal. He spoke on "FinTech and Stocks: A Simplistic Approach".



On day two the second session in the morning was by Mr Sachin Ravi, Co-Founder of Qshala, who interacted with students from the viewpoint of College as a catalyst for entrepreneurial expedition. He shared his experiences.

Prof Lt CDR Geethalakshmi P M (Rtd) of the Department of Humanities and Management, conducted a post lunch session on "Individuals and Society". The session was aimed at sensitizing students on how they need to be mindful on being part of the eco-system in both the receiving and giving process of life. The session began with the students capturing their existing accomplishments.

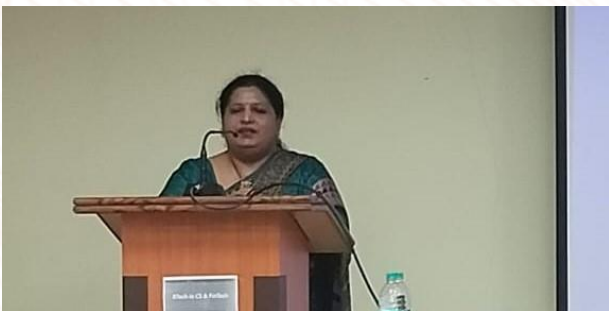




They were introduced to the contributions made by ‘Salumarada Timmakka’ and Harekkala Hajabba’, highlighting the fact that their purpose was larger and more far-reaching, while they hardly earned enough to make both the ends meet. ‘Platform and Purpose’, a concept by Shri Subrato Baghchi, was then introduced to the students, elaborating on how they can build a stronger platform for themselves, and be on guard to give back to the society. They were then guided towards an action plan which keeps a record of their achievements and accomplishments, and how to make use of these achievements for the larger good.



As part of the Departmental Induction Programme for the newly admitted students of MIT, Manipal a session on “Sensitivity in Communication” was conducted by Dr Praveen K Shetty and Dr Veena Maben, both faculty members of the Department of Humanities and Management. The session was an interactive one and focused on the importance of sensitivity in communication and emotional intelligence.



By means of group activities, the students were made to understand the significance of being sensitive and compassionate communicators and good listeners. They were also briefed about the components of emotional intelligence and its

importance in personal and professional interactions.

Prof Anasuya K Lingappa introduced all the speakers of day two.

Day three started with a thought-provoking discussion on “Market Mindfulness for Engineers” by Ms Chaitra Rao, Senior Vice President, Citi Bank, Bengaluru. She emphasized on why the students should be vigilant during the course of the study, and also after completion of the study. She emphasized on the importance of both technical courses and functional courses for the students of engineering.



The second session of day three was on Start-ups and Innovation” by Dr Mohammed Zuber, Chief Innovation Officer, MIT, Manipal. Dr Zuber briefed on the importance of startups and entrepreneurship for the students. He also elaborated on the vibrant ecosystem at MAHE and discussed successful startups of MITians.



The post lunch session on day three was on “Careers in FinTech” by Mr Anup Pai, Founder and CEO, eSamudaay, Bengaluru. He spoke on various opportunities that are available for Fintech students. He discussed the best strategies to be used in order to grab the opportunities that came up.

The last session of day three was on “Evolution of FinTech” by Mr Tilak Hegde, Director, Fidelity Investments. He spoke on the technological



impact on the finance industry. He discussed how Fintech has emerged as a key sector.

Dr Devika Rani introduced all the speakers of day three.

On day four, Dr Praveen K Shetty provided a detailed exploration on “Living Cultures of Tulunadu”. Students were introduced to various facets of Tulunadu culture and the local society.



The newly admitted students of BTech (CS & FinTech) were given a tour to the various departments in the college by the faculty members of H&M Department.



## ***Farewell to Ms Shashikala***

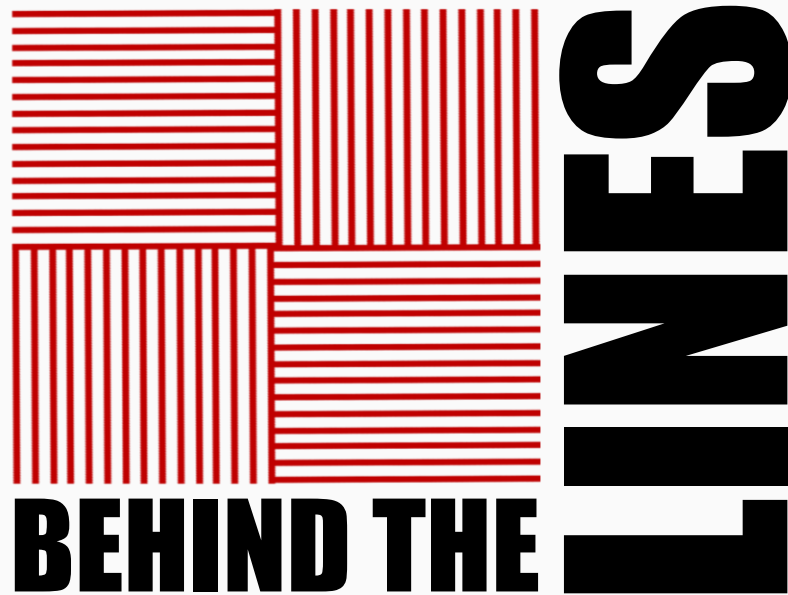
*A farewell function was arranged for Ms Shashikala, non-teaching staff (GDW) of the department on 27 October 2023.*

*Ms Shashikala, who had joined the department in March 2010, was recently promoted to the post of Library Assistant at the Health Science Library, MAHE. She has rendered her dedicated services to the department for the past 13 years.*

*We are grateful to her for her contribution to the department and wish her success in her new post.*







# BEHIND THE LINES

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