



Jyoti Summit 2018

“In its quest to help students nurture their potential, understand various issues and contribute their findings to the world, Jyoti Nivas College has established research as its priority with a vision to build experience and insight into various fields and advance students to higher intellectual terrain through the annual Jyoti Summit.”

(Malavika Govind)

The postgraduate centre, true to the motto of the college, ‘Let your light shine’, is committed to encourage independent thinking in both its staff and students. With this purpose, the centre regularly organizes seminars, workshops and conferences at National and Regional levels. This year’s Jyoti Summit was organized for two days, 27th and 28th of September. The first day included keynote speakers from different areas- Dr. Kunal Saxena, Administrative Director – Google India, Dr. Pramod K Nayar, Professor of English

– University of Hyderabad and Mr. Paul Abraham J E, Consultant for Analytics and IT infrastructure projects.



Day one of Jyoti Summit was extremely insightful as the students got a plethora of knowledge about the digital world and its latest trends. The first speaker for the day was Dr. Pramod who spoke about “Digital – Nutrition and Wellness”. Dr. Pramod emphasized on the emergence of health and wellness websites in his address and how it has changed the way people look at their diseases and its symptoms now. Gone are the days when people would feel

embarrassed to talk about their diseases and hide it, but now they are willing to discuss it on health websites with complete strangers on a worldwide platform.



The second address was by Mr. Paul. Being an analytics leader, he spoke about the future of data analytics and how the world of computer and "Big Data" is changing for good. He complemented his address with some interesting videos, while

stressing about the importance of artificial intelligence. He also examined information and statistics about how data analytics and artificial intelligence is taking over our daily lives. After each keynote address there was a question and answer session, where the speakers cleared the various queries.

The final speaker for the day was Dr. Kunal, who emphasized on the importance of digital technologies which in today's



world is impossible to move forward without. Dr. Kunal directed our attention towards all those aspects of our personal and professional lives which has now become digital, from doing simple household chores to carrying out large business transactions online. The first day was also marked by a panel discussion moderated by Dr. Kuna. This was followed by video making competition, "V – scintillate".



The second day was devoted to parallel technical sessions relating to the disciplines of management, finance, IT, chemistry and literary and cultural studies. The M.Com and MBA departments' topic for this day was "Digital Banking".

Digitalization is taking over all aspects of human lives and the banking sector is no less. No longer do we maintain records in ledgers manually, instead, the computer screen with the help of advanced software takes the new role. Digitalization has made the lives of both the banker and the customer easier, than it was before. For the banker various softwares are now available to assist them in their day to day activities whereas for the customers the availability of various digital products such as debit cards, e- banking facilities, Atm's etc have made their everyday lives stress free. Also, after demonetization, digital banking has gained more prominence. To talk more and educate the students on this aspect we had the resource person – Mrs. Sruthy S, who is the Business Development Officer for South Indian



Bank and was also the only lady officer to attend the training on "Digital Banking" SIBSTC, she graciously passed on her acquired knowledge at SIBSTC and also spoke about the future of digital banking and the various career paths it opens for students like us. The second day also consisted of paper presentations, where students and staff of various other colleges like Christ University, Sacred Hearts College, Baldwin Women's Methodist College and our own college presented papers on topic such as, Emerging Trends in the Digital World, IT, Management, Chemistry etc."(Written by : Malavika Govind, MBA, 2 year).



The MCA department's second day started with a plenary address and discussion by Ms. Bharathy John, Manager, Software Development Engineering at CISCO Systems, Bangalore. The plenary address focused on emerging technology trends in smart office, education and particularly how they are likely to have an impact on learning, teaching, and creative inquiry in education. She touched upon buzzwords related machine learning techniques like -supervised, unsupervised and reinforcement learning. Her talk also covered concepts like cloud computing, data visualization, IoT, deep learning to name a few.

The Digital World we live in is reinventing everything through the use of digital technology. The pace of change over the last five years has been hugely significant with education, marketing and businesses accelerating their digital capabilities at an astonishing rate. With this rapid transformation comes the need to properly harness digital technologies and put them into effective use. A special Student Project Exhibition was organised as part of Jyoti Summit and 18 research papers were presented on this day by M.C.A.

The Department of M.A. English's keynote speaker Ms Sneha P.P. spoke about "Digital Humanities". The advent of the internet and digital technologies has led to changes and growth in diverse forms of literary expression, with the rise of spaces like online magazines, journals, blogs; tools such as writing software and applications; devices like e-readers, and online collaborative fora for self-published work, including reading and discussion groups to social media. More importantly, the now ubiquitous presence of the digital has brought about a significant change in different practices of reading and writing, in developing new narratives or alternative, interactive and hypertextual forms of storytelling. Does the emerging discourse around digital objects inform ideas/concerns about materiality, and new forms of reading and writing? Whether in terms of data, archives, software, social media or Wikipedia, the challenges of creative expression and literary representation in the 'digital' are several and multifaceted. Changes in the nature



of texts and textuality, and methods of meaning making are related to the process of making digital objects itself, which are often obfuscated in the discourse around them. Drawing upon questions from fields such as digital humanities and digital literary studies, this presentation will discuss some observations and provocations for emergent practices of reading and writing with the digital turn. This was followed by student paper presentations on a number of topics like Revisitation of Myth Through Multimodal Digitalised Graphic Text; Analysing Hulu's Adaptation of Atwood's Novel The Handmaid's Tale; Safeguarding Information of Audio Heritage in the Digital Age; Understanding Literary Narratives Through Digital Mapping; The 'I' of the Front Camera: Where Everybody is an Auteur, Learning Foreign Languages in Bangalore, The Cyborgification of a Robot as Represented in Isaac Asimov and Robert Silverberg's The Positronic Man; Women in Digital Cinema; Visual Travel Narratives and 'Far Away' Lands; Personal Narratives in Digital Media, Violence and Destruction in Video Games and the Human Psyche; Youth and Digital Culture; Digital Humanities: New Perspectives and Future Directions.

This year's Jyoti Summit was indeed a success with the information and knowledge exchanged during the course of two days and also with the interesting and well thought out research papers.



A postgraduate degree demands knowledge about the latest happenings and trends in the market, in this regard the different departments, organized many seminars, conferences and workshops

PUBLIC LECTURES WORKSHOPS, CONFERENCES AND SEMINARS CONDUCTED BY THE DIFFERENT DEPARTMENTS

PUBLIC LECTURE

“Social Awareness”

The department of MCA conducted a talk on “Social Awareness” on 13th July 2018 where the services provided by Mahatma Gandhi and Mother Teresa towards our Nation were recalled and commemorated. The speaker of the day



was Mr. Jacob Chacko, Founder and Secretary of “Sanman Society” which help cancer patients by providing emotional and financial support. He is an active member of Swanthana, an orphanage for mentally and physically disabled girls. The talk focused on the importance of help in the 21st century and how each one of us can contribute to the society by lending a helping hand and making the society a better place to live in. The session was informative and sensitized the students to issues that require immediate action. (Varshini Kannan, MCA, Editor)

A Journey towards Lead Free India”

The students of Jyoti Nivas College, Autonomous, PG Centre started their month of September in a rather interesting and educating manner. The cosmetic industry is an empire of 445 billion \$, All these years the cosmetic



industry has been telling women how a dash of makeup enhances their looks, but none did ever show or educate us upon how harmful they can get. This seminar which was conducted on the 4th of September, 2018 was mainly centered on this topic.

The resource person for the talk was Dr. Venaktesh Thuppil who we also proudly call the “Lead Man” of India. Sir is the Professor Emeritus at St John’s Medical College Bangalore and also a visiting professor in Boston Medical Centre. He is also the Director of the National Referral Centre for lead projects in India and National Chairman for the Indian Society for Lead Awareness and Research. The main focus of the talk was to draw our attention towards the ill – effects of using such cosmetics because of the harmful chemicals used in it.

The talk was an eye – opener for all of us because, lead is used in almost all aspects of our lives and we were totally unaware of it. Most of us not belonging to the science stream did not have an idea about the scientific implications of lead or the massive destruction that it can cause. Through the session we were educated and are now aware about the ill – effects of lead Hence after attending the seminar we decided to reduce or totally stop using products containing lead. (Malavika Govind, MBA, Editor)

Sexual Harassment of Women at Workplace Act of 2013

The MA English Literature Department hosted public lecture and discussion on the Sexual Harassment of Women at Workplace Act of 2013. This public lecture was given by



Advocate Thomas Vellapally, a partner at Markos&Co on the 6th of October, 2018.

Our guest speaker led us through the various parts and clauses of the Sexual Harassment of Women at Workplace Act through a detailed presentation. We were made aware of potential issues that can be faced in the workplace and the various platforms that can be used for the redressal of these issues. The question and answer session that followed enabled students to ask specific questions about the Act and the issue of Sexual Harassment faced by women at large.

Advocate Thomas Vellapally's many years of experience in the Indian Judicial system helped him in giving us practical and well-informed answers to our questions. The question and answer session also uncovered the various gaps that exist in the current Act, for example, this Act only applies to the Sexual Harassment of women in the workplace and not to men.

The speaker went on to highlight lesser known women empowerment forums in India, enabling us to be aware citizens. The cause of women empowerment in India continues to be one that needs constant redressal. It is vital to create a space in which both women and men can freely approach the judicial system without being looked down upon, and this is one of the aspects that would define true empowerment.

For more information, read the Vishaka Guidelines or go on to shebox.nic.in

(Diya I M.A, Editor)

WORKSHOPS, CONFERENCES AND SEMINARS CONDUCTED BY THE DIFFERENT DEPARTMENTS

DEPARTMENT OF MBA

"Jaddu Ginnie Ka"(a seminar on financial literacy) - financial literacy is an important step towards financial inclusion. It is a key life skill that helps people manage and plan their life better. This seminar was organized by the AICTE on the 20th of August, 2018. The resource persons for the seminar were Ms. Bhagyashree and Mr. Vijaykumar of Learning Links Foundation, Bangalore.

The aim of this seminar was to create awareness among the students on the basic talents of financial planning and management, and several government schemes that ensure the larger social and financial security for the weaker and

underprivileged sections of society. Awareness programs, in today's economic context empowers people in the society to develop confidence, knowledge and skills in financial matters, avoid debts, encourage savings, safeguard against financial fraud, leverage technology to overcome the challenge of access to financial services.

"Kaleidoscope"(a business simulation workshop using gamification) - the students of the first year MBA attended a one-day workshop conducted by "L Bound Services Pvt Ltd and their group of extremely qualified trainers, to enhance their learning in the areas of strategic thinking, to help them build valuable



customer relations and achieve work – life balance. Students were given live case scenarios and were given guidance and expertise by highly qualified professionals in order to come up with the most efficient and effective solutions in the key

areas of management such as marketing, finance and human resource.

Regional Seminar on **“Innovation Management”** was held on the 23rd of October, 2018. The

two Resource Persons for this seminar were Mr. Krishnan Narayana and Ms. Pavithra Y. S. Mr. Krishnan, in his interactive lecture, explained the Intellectual Property Rights Law in detail and how we can benefit from it. Ms. Pavithra started her session rather innovatively by teaching the students of MBA how to spell innovation in sign language. Later on, she inspired everybody in the audience through the incredible story of Vindhya – its inception, growth and success. Ms. Pavithra taught the girls of MBA that being different and innovative can also help you touch millions of lives the way, she improvised the lives of many physically challenged individuals and gave them a chance to live a dignified life.

Entrepreneurial Journey - Mr. Anik Saha, the former Business Director of IBM, with 20 years of corporate experience, shared his journey on entrepreneurship with the MBA students on the 23rd of January 2019. Students were given a comparison on his 20 years of stable corporate career and recent attempt to venture his own start-up. He also discussed about the risk associated with entrepreneurship. Though theoretically the students have studied about risk in entrepreneurship, getting to know from the entrepreneur himself was a good exposure to the corporate world. There was a discussion on the traits

of the entrepreneurs, whether certain personality types will be more successful as entrepreneurs. He talked extensively about the passion and expertise required

as an entrepreneur. Mr. Anik spoke about his competitors in the marketplace, and how his products and services are unique from them. The 30 minutes session with Mr. Anik on his Entrepreneurship journey proved to be encouraging to the students especially those learning entrepreneurship development

“Business Plan Development for Social Entrepreneurs” was a workshop on 6th of February 2019. The workshop was conducted by Mr. P.K Thomas who has worked in the



industry for more than twenty years before moving into entrepreneurship and academics.

During the workshop Mr. P.K Thomas initially briefed the students on how to write their perfect business plan, the things that should be kept in mind while drafting, and the pitfalls to avoid. Later the students (including the external participants, seniors and juniors) were divided into groups of five and were asked to come up with a business plan for any business of their choice. This was later assessed and judged.



Each group's business plan was assessed individually and were given valuable suggestions. 13 participants from other colleges were part of this workshop as well.



Case Analysis - A workshop on case analysis was conducted on the 26th of February, 2019. The resource person for the day was Dr. Sheeba Thomas, who is the founding director of Glocon Training and Research Centre Private Limited. Ten Students from four other colleges also participated in this workshop. The participating students were put into smaller groups consisting of five to seven members, this was an interesting mix because it included students from both the first and second year, along with the external participants



and they were asked to solve a case given on the spot. Another creative twist, was that the students had to answer and present their respective case studies in the form of a chart and present it on stage.

“Digital Transformation – The Pulse and Future of Brands” a Regional Seminar was organized on the 5th of April, 2019. Digital transformation is the process of using digital technologies to create or modify existing business processes to meet the changing market requirements. The resource person for this seminar was Mr. Amrith Sudhakaran and Mr. James Christy from Ethnus Institute. The resource persons spoke about how brands today are reinventing themselves on a constant basis, the methodologies and strategies used, and the pros and cons of each strategy. They also gave us a sneak peek into the strategies used by “Etnus” while they had to re-brand themselves. Students from other colleges also benefitted from this seminar.

(Compiled by Malavika Govind, MBA)

DEPARTMENT OF M.COM (FINANCIAL ANALYSIS)

A regional level seminar on **Financial Leadership and Development** was conducted on 27th August, 2018. The resource person for the day was Mr. Debadatta Das. The seminar focused on concept and meaning of accounting, measurement and reporting. The relevance and timeliness



of recording a business transaction was also looked into. September, 2018 by Mr. Rahul Dhawan. The main objective was to bring awareness and share knowledge of financial aspects and capital markets. It changed students' perception regarding securities and gave them an insight into risk



of recording a business transaction was also looked into.

A guest lecture on **Capital Market Awareness** was hosted in association with Lotus Know Wealth for the first year students of M.Com (FA) and MBA. The event was held on 7th

reduction mechanisms to increase returns. It demonstrated the reality of stock market trading and how a person can review companies' performances to construct a portfolio for her/ his own gain.

On 30th November, 2018 a workshop was conducted by Dr. Jahnvi on **SPSS software**. The main objective of the



program was to analyze variables under measure and obtain valuable information from it for better decision making. Certain tools such as t-tests, chi-square tests, ANOVA, correlations and other association measures, regression, non-parametric tests, factor analysis, cluster analysis were highlighted. This helped prepare students for future research endeavors.

On 11th April, 2019 the department hosted a regional workshop on An Introduction to **Data Analytics using "R" Programme** which was conducted by Mr. Shankar M.M., mentor of CARE, Bangalore. This event

was designed to deliver "Basic data analysis using R" for faculty members, research scholars and PG students. The features of the program helped make students data analysis savvy for the purpose of employability. It gave basic input on developing research projects at the PG level and choose



careers in the field as analyst or for higher studies like M.Phil & Ph.D programs.

On 31st January, 2019 the department conducted a national level workshop on **Financial Forecasting Using Time Series Models**. The resource person was Dr. Jahnavi. Various students from different colleges participated in it making the session a successful one. Several tools like Simple Moving Average, Exponential Weighted Moving Average using Smoothing Constant, Time Series Analysis and Multiple Regression, ARIMA, ARIMAX, Neural Networks, Multi-Layer Perceptron and residual measure computation like RMSE were explained. The main aim of this seminar was to help students apply the basics of quantitative techniques and technology in financial markets with regard to its trading. Students were given insight about when to enter and exit the market, how to invest and sell-off shares in order to maximize profit and meet the market's objectives.

(Compiled by Lalteipuij, II M.Com (FA))



DEPARTMENT OF MCA

Cryptocurrency: On August 21st 2018 the Department organized a Regional Level Seminar on 'Cryptocurrency' in the PG Auditorium. The speaker for the day was Jayavaradhan



Sambedu, Co-Founder & CTO (Chief Technology Officer) at Curl Analytics. The seminar gave students a great understanding of Block chain, Fiat currency and Bitcoin. Around 60 students from six different colleges across Bangalore took part in this seminar.

Data Science and Data Visualization: The department conducted a National Level Workshop on "Data Science and Data Visualization" on 18th September 2018. Mr. Andrew John, the resource person for the session, has been working with the Decision Sciences Firm in Mu Sigma for the last 3 years. He began the seminar by introducing us to Data Science which is a combination of machine learning and artificial intelligence with a fusion of mathematics, logic and business. He also gave an overall idea about how rule based algorithm which is implemented in Line Tracer Robot follows a certain path.

Students also got insight about the role of a data scientist who collects data from multiple sources and applies the data on machine learning which analyses the data, and also takes in sentiment analysis to extract information. The second part of the session started with an introduction to Data Visualization which includes data function that run on data and the design that follows the particular trends. Students also came to know that human eye is better than a machine in analysing the scatter plot of the correlation graph. i.e., the human eye is tuned in a way to identify the

pattern and trends in the images which is difficult even for a machine to do, as machines depend directly on business learning. Students also had hands-on experience with Housing Dataset with the help of Jupyter Notebook for the implementation of Data Science and Data Visualization. The session on Data Science and Data Visualization helped the students to gain knowledge about how mathematical and statistical data plays one of the major roles in data science, to make decisions based on the dataset. Students also came to know the importance of data visualization which allows us to visually access a huge amount of graphical data to gain the success matrix above 90%.

Career Opportunities in Data Science and Engineering: On 3rd November 2018, the department of MCA conducted a regional level seminar on "Career Opportunities in Data Science and Engineering". Mr. Amit Chakraborty, Chief Solution Architect, Applied Analytics, was the resource person for the day. He spoke about the various dynamic opportunities that are available in this field. His talk also focused on Machine language, algorithm, clustering, machine learning libraries such as Python, sparkMLlib etc. which is used in various applications.

Campus to Corporate: The department conducted regional level event "Campus To Corporate" on 30th January, 2019. The purpose of the program was to equip the undergraduate students with recent developments in computer science, the roles and opportunities available in IT sector and importance of higher education. The participants were also given hands-on experience in "Front End Web Application Development





using HTML5 and JavaScript". Around 115 students from 17 different colleges participated in this event. Mr. Katigari Srinivasan Reddy delivered a talk on Web Development. He motivated and inspired the students to take up higher education. He also remarked how higher education has helped him achieve his career goals. Ms. Thanfiya Laiba, Support Engineer, Meltwater Software Pvt. Ltd and our proud alumna shared her journey in Jyoti Nivas College. The second session was based on "Workshop on Front End Web Application." Bharath Mamillapalli and Mr. Katigari Srinivasula Reddy were the keynote speakers and they spoke about HTML 5 and JavaScript.

Workshop on IoT: The department conducted a regional



workshop on Internet of Things (IoT) on March 16th, 2019 with active participation of students from various colleges. The program was initiated under the leadership of the faculty of MCA Department with the motive to educate the students about the latest trending technology which is expanding at an amazing rate.

The workshop comprised of two sessions: The first session titled- "The world of connectivity" began with Prof. Swarnamugi M introducing us to IoT, Architecture, operators, datatypes, and Real world applications. The session also included the Arduino architecture, basic components of Arduino and programming in IoT. Two IOT platforms were covered in this workshop first is Blynk and second is ThingSpeak. The second section of the workshop gave the students a hands-on experience on IoT to make them understand how IoT works in real world.

(Compiled by Shivavarshni, MCA)



DEPARTMENT OF MA ENGLISH

A **Translation Workshop** was held on September 8, 2018. Translation is a fundamental human activity that occurs



between languages, cultures and forms of expression. In all scientific disciplines, and in particular in the human and social sciences much of the advance of ideas depends on communication through language. Authors, editors, professors, students, translators, proof-readers, manage, in addition to the general language, the one that corresponds to their field of speciality, which is constantly increasing to the extent that the discipline is still valid in the social environment. Without translation, even the most erudite readers would have limited acquaintance with other cultures. Translation practice offers rich data for psycholinguistics and stimulating possibilities for creative writers. The importance of literary translation is immeasurable. It enables people to understand the world. Students are able to understand



philosophy, politics and history through the translated works of Sophocles and Homer, and closer home, the epics, Vedas and Puranas to name a few. Many more readers are able to enjoy new insights into different ways of life through contemporary translations.

So when the MA English department invited Dr. Rajani Jairam, Professor in Sanskrit and Dean (Student's Welfare), Jain University, I was ecstatic. Eager to know about the discipline as a skill and a potential research topic, students of the first and second year MA English with the professors gathered on a pleasant Saturday morning. Dr. Rajani Jairam has published articles on literature which are inter - disciplinary and multi – disciplinary, and has delved into various domains. She is an unconventional Sanskrit scholar who was ever keen to give us easy and specific examples to showcase the relevance of translation and its content in the contemporary sense, throughout the workshop.

The workshop was opened welcoming Dr. Rajani Jairam, who went on to introduce the topic of the workshop as well as the objectives it planned to achieve. Her presentation focused on the learning outcome and competencies, methods and practices of literary translations, and went on to talk about the specific personal and key skills needed for learning and developing expertise in translation. As Dr. Rajani is a Sanskrit scholar and her interests lay in the Indian epics Mahabharata and Ramayana, we got some hands on translations from the source text. The presentation later followed the challenges and benefits of literary translations to teachers and learners. The first half of the workshop ended with Dr. Rajani sharing some personal experiences in her translation gigs over her career. Post break, the workshop got more interactive. Self help videos were played for the students to aid in correcting errors committed whilst speaking in English. We were also given sentences in English to translate. The sentences could be translated either in one's native language or any other language one was comfortable with. It was amusing to listen to the translations done in languages from all corners of India. Some translations were really good and kept to the essence of the original text. It was a fun end to and insightful day.

Overall, it was an excellent workshop which allowed us as students to consider the discipline, the difficulties in it and the possible solutions, and see the value added by a translator to academics.

Report By: Stefanie, I M.A. English



“Mahabharata And Its Relevance For Our Times”, a Panel Discussion was held on 23rd of November 2018. The Panelists included Dr. Rajani Jairam (Dean & Prof of Sanskrit, Jain College) Dr. Meera Chakravarthy (Chairperson (retd), Department of Sanskrit Bangalore University) Mr. K.S Jaishankar (Management Consultant) and Mr. Prashant Sankaran (Mentor for Start ups) Mythological texts are foundations to our identity- socio-cultural, cognitive, and emotional. Why are these ancient texts still relevant to us? What meanings do they communicate in our complex contemporary worlds? The eminent panelists brought in the contemporary relevance of The Mahabharatha and related the mythological text to issues like the nature of Dharma, managerial skills and leadership.

The department held a National Level seminar on **Econarratives** on 15th March 2019. The focus of this seminar was the cross currents between narrative and environment and how they envisage the relationship between man and nature. Dr. Swarnalatha Rangarajan Professor of English at the Department of Humanities and Social Sciences, IIT

Madras gave the key note address on Who and Where We Are: The Eco-Ontological Imperative in the Anthropocene.” The world we live in, she pointed out, is witnessing a ‘radical eclipse of nature’ (to use Fredric Jameson’s phrase) in which even the timeless natural order cannot be taken for granted since nature has been relentlessly modified by humans. The Anthropocene, as philosopher Dale Jamieson, is nothing new and has been around as long as there have been people. However, what is new about the Anthropocene is the heightened awareness of relentless human modification of the earth and the paradoxical accompanying sense of the loss of agency. We had forty presenters from various universities and colleges presenting papers on the topic. The presenters focused on how narratives, whether visual, written, oral or otherwise, have used and explored natural and animal worlds as motifs, symbols, background and focal figures. Ms. Deepanjali Naik a member of Voice of Sarjapura, a Citizen forum-with the agenda to protect and revive lakes, spoke about the importance and need for preserving lakes in the panel discussion in the afternoon.

