



## Connecting Thinkers...



### Editors' Message



Dear Thinkers!

We are happy to present the 4th issue of 'Thinklet'.

Jain University is growing from strength to strength and it gains that strength mainly from its students and faculty. We are proud of the way in which they are responding to the clarion call of our vision statement which has earmarked 'nation-building' as its prime responsibility and contribution. Forging ahead in our attempt to create an academically strong and individuals' driven by values, we have constantly created platforms for expression and participation in the academic fora. By exposing the students to challenging situations, such opportunities go a long way in shaping the intellectual abilities and personality of the students. The University website lists out the many achievers among our students and faculty who have made us proud whether it be academics or cultural expressions or sporting events.

Goading these students to aim higher is our committed teaching faculty who work equally hard, if not more, at identifying such opportunities and encouraging the talents latent in the students.

This issue is dedicated to all such students and faculty who are moving in such a positive direction.

Team Thinklet wishes them all the very best to them in all their endeavours! The issue accolades achievements in research from an individual level to a departmental level. We would be happy if there are more responses flowing in from readers of THINKLET.

Team Thinklet would also like to wish goodbye to one of its key members Dr. Monica Chauhan who is relocating to Chennai. Dr. Monica was a Research Associate at CERSSE, Jain University. We wish her all the very best!

Signing off with a couplet by the famous Hindi poet Dushyant Kumar who said,

मेरे सीने में नहीं तो तेरे सीने में सही,  
हो कहीं भी आग, लेकिन आग जलनी चाहिए ।

### Award of Ph.D in March 2015

Sl. No	Student	Subject	Guide	Title
1	Sadhvi Uddita	Hindi	Dr. Choodamani Nandagopal & Dr Mythili Rao (Co Guide)	<i>Jain dharm mein nihit dharmik acharon ki madhyam se tanav prabandhan</i>
2	Mamta Alamel	Kannada	Dr.K.Gokulnath	<i>Hosa Shathamanaada Kannada Sanna Kathegalu : Ondu Adhyayana ( Pramukha Kathegararannu Anulakshisi )</i>
3	Chaitra Shetty	Management	Dr. M M Bagali,	<i>Career related decisions: Exploring the Perspectives for Management Students</i>
4	Sreedevi Santhosh	English	Dr. K G Bhuvana Maheshwari,	<i>Ormakurippukal (Memories jotting): Region specific study of life writings by women of Kerala</i>
5	Parameshacari B D	ECE	Dr. Sanjeev Soujadah, Dr. Sumitra Devi	<i>Investigation on a partial image encryption methods</i>
6	Rajashekarappa	Computer Science Engineering	Dr. Sanjeev Soujadah, Dr. Sumitra Devi	<i>Heuristics search procedures for crypta analysis and development of enhanced cryptographic techniques</i>

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## Dean's Column

### Mind to Market

The talk of the current century has been invention, innovation and the ability to create jobs and wealth with the latest thought being “mind to market”. An invention results in a new product or process based on an idea whereas translation of the idea into practice is innovation. The innovator is the person who happens to be the would be entrepreneur and should bring it to the market. A simple example of innovation being the scotch tape from 3M and post it notepad. An experiment that went wrong translated into a multi million dollar activity.

Looking back into time we find that both Germany and Japan post the world war have risen like a phoenix and today are economic power houses by being highly innovative. India on the other hand is slowly transforming and rising to the occasion. Though there are good examples in the empire of the Ambani's, Birla's, Tata's and others India is yet to see the likes of a Gates, Zuckerberg or a Steve Jobs.

The country as a whole has no dearth of talent or vitamin M, yet our risk taking appetite is very low. We need more technology incubators and the societal thinking towards entrepreneurship has to change as we are yet to come to terms with the colonial mindset of a safety net based on a job rather than risk taking the entrepreneurial route. Above all creativity has to become the cornerstone of our education system. This can be achieved only when we adopt a problem based learning system.

Innovation without invention would be like a tree without roots. It is imperative that the research that we undertake at institutes of higher learning should meaningfully lead to significant IP creation with the tangible benefits of products leading to global commercialization, creation of wealth and jobs rather than just publications or a degree. Thus, labs and scholars who are undertaking research should attempt to orient the same to result in benefits to society at large.



*Dr. Krishna Venkatesh - Dean of Research and Director,*

*School of Engineering and Technology, Jain University*

## Bitter Pills for Healthy India

The Indian healthcare sector can be viewed as a glass half empty or a glass half full. There has been a rise in both communicable, infectious diseases and non-communicable diseases; some infectious diseases once thought to be under control, for example dengue fever, viral hepatitis, tuberculosis, malaria, and pneumonia have returned in force or have developed a stubborn resistance to drugs. In India, fate of the limited resource and below poverty line (BPL) patients has not changed much since liberalisation. For example, we say cancer if treated early is curable, but there are a large number of poor patients who cannot afford optimal cancer care, their names are in waiting lists for surgery, radiation therapy and so on; which can go on for months or years.

*In India, fate of the limited resource and below poverty line (BPL) patients has not changed much since liberalisation*

There is evidence that data collected in the healthcare system, be it disease surveillance, clinical outcome and performance monitoring or disease registries, have come to good use in policy formulation and quality improvement in the healthcare system. But in India, there are no core guidelines to monitor some of these issues of health sector. With an “*I can do what I want*” attitude of doctor with no questions asked and no outcome measures to report, it is difficult to create a robust health-care system in India. However, surgeons in UK, who do not perform are named and given the chance to re-train and perform or perish. There has to be a holistic and systematic approach in improving the quality of patient care in India. Evidence Based Health-care is the only panacea for this ordeal. Self-monitoring, self-auditing, setting a high standard of healthcare delivery and “*I can, I will*” attitude of doctors can go a long way in bringing a change in healthcare that India needs.

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## Text Analytics in Decision Support Solutions

Technological advancements in communication and storage technology have resulted in huge availability of data. Organizations are leveraging on this prolific data for continuous improvements of processes. Data driven decisions have become the need of the day. With progressing data analytics methodologies and techniques, the importance of data as possibly useful business information has increased manifold. There are many disciplines like media, research journals, and legal proceedings which generate and

*With data driving decisions in businesses, text analytics can provide effective insights for comprehensive decision support solutions.*

consume huge amount of textual information. Text written in natural languages is the most common form of data generated as direct result or by product of processes. Text analytics of this easily available data for decision support has gained required momentum in recent years especially after the penetration of digital social media.

All natural languages have peculiar features which make their computational modeling very challenging. Along with synonyms and homonyms, context sensitivity poses difficulties in effective application of statistical and mathematical techniques for analysis. Formal syntax is required to automate and semantics to disambiguate information. Inherent vastness and in-definability of a natural language makes both syntax and semantics very complex and makes predictive analytics of textual data multifaceted. Researchers have effectively used machine learning along with natural language processing techniques for many applications like newspaper article classification, email classification as spam and non-spam, automated summary etc. Text data, one of the key constituent which contributes to the “variety” aspect of big data, requires totally different analytical paradigms. With data driving decisions in businesses, text analytics can provide effective insights for comprehensive decision support solutions.

*Rupali Sunil Wagh*

*Ph.D. Scholar, Computer Science*

## Coursework for Ph.D: Reflections

I am pursuing my Ph.D in Mechanical Engineering and my research topic is “*Aerospace Applications of Additive Manufacturing Technology*” which is directly linked with live case studies of Aerospace Industries.

In my view, coursework helps to enhance the research skills and to understand the research process: defining the problem to writing the thesis. Coursework is very useful for a researcher to conduct an in-depth literature search in the specific topic. In case of applied research, the coursework helps to solve the known research problem and find the answers to specific questions. Coursework leads to a systematic approach to solve the research problem and strengthens the methodologies to provide broader perspectives of solutions to the problem.

The key to any successful research project lies in its coursework content which navigates the research process from reframing the research questions, methods and data which will lead to new ideas, iterations and improvements.

In conclusion, coursework is the important formula for any successful research process.

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## Workshops at Jain University: Designed exclusively for Research

The monthly workshops conducted recently by the Centre for Research in Social Sciences and Education (CERSSE), Jain University were tailored to the needs of the research scholars and handled by highly competent resource persons like Dr. Sandeep Shastri, Pro Vice-Chancellor, Jain University and Director CERSSE and Dr. Reetika Syal, Assistant Professor, Jain University.

***CERSSE conducted three workshops on Designing a Research Questionnaire, Undertaking Preliminary Analysis of Data and Undertaking Quantitative Data Analysis***

The first workshop was on “*Designing a Research Questionnaire*”. This provided answers to questions like – what do I need, how do I make the questions valid and researchable, how do I pilot and administer, how do I tap the intensity of responses, what do I do with “Don’t Know/ Can’t Say/ No Opinion” responses...

The next workshop on “*Undertaking Preliminary Analysis of Data*”, was with a ‘real time case’ to facilitate answers to questions like – how to collect data and how to do preliminary data analysis...

Then came the crucial workshop on “*Undertaking Quantitative Data Analysis*” using ‘*The Karnataka Youth Study (2010)*’ as a case to analyse quantitative data with statistical tools. By the end of this it was clear that you don’t have to be a statistician to pull out SPSS from your statistical tool box and make it do all the calculations for you. The resource persons also assured that continuous practice will make it perfect as we keep going together with more workshops to see the world of data from a new perspective.

*Prasad Shetty*  
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## My research Journey at Jain University...

My research journey in the field of socially responsible design began in 2010 when I wrote my CEED exam as a prerequisite to Ph.D admission at IIT, Mumbai. I cleared the exam but unfortunately could not pursue as a stay at Mumbai was a must at least the first year. Saddened as my son was in 10<sup>th</sup> this was an impossible proposition. It looked as a dream shattered until, I was informed by a fellow colleague to apply at Jain University Department of Cultural studies. This sounded as a better proposition in terms of logistics of home, work and studies.

The journey began with two wonderful contact people: One was our mentor in Research Methodology, Dr. Sandeep Shastri, who made us believe in ourselves and have faith that we could do it. Dr. Shastri's never ending enthusiasm for learning through experience and embracing love of life and travel is one I hope to pass on to my own future students.

The other was Dr. Choodamani Nandagopal, my doctoral guide who motivated me from time to time apart from showing me the path to research right from selection of topic. She gently nudged me forward as a developing writer and researcher and broadened my definition of academic writing.

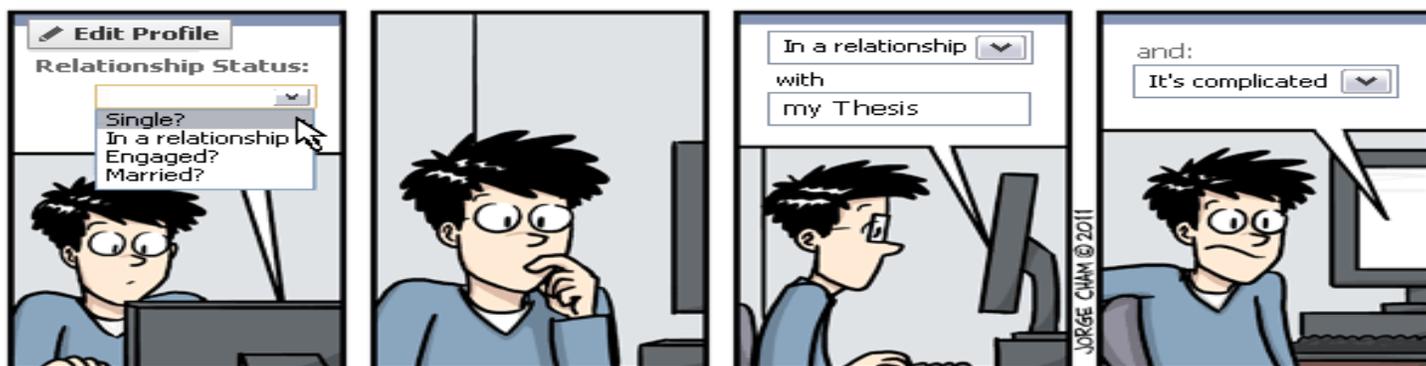
The other mentions would be continuous presentations done by each student and evaluated by a panel of faculty with their expert contributions, and reviewed by peers of different backgrounds from time to time, which made us more confident. Several workshops like Skill Development programme and Research Retreat helped us gain confidence in presentation skills. The learning took place during informal discussions with peer group and faculty. As a closing remark, I would recollect the talk by Dr. Chenraj Roychand, President, Jain University Trust, who had shaken us by giving us the statistics of number of hours available to us for research. That was one of the true wake up calls to buckle up our shoes!!!

*Ms. Vibhavari is a Doctoral Student in Cultural Studies and has submitted her Ph.D. thesis and is awaiting her Viva Voce. She is an Associate Professor of Fashion Communications at the National Institute of Fashion Technology at Bengaluru.*

## ANNOUNCEMENTS

### FORTHCOMING ACTIVITIES:

- An **Advanced Workshop in Quantitative Data Analysis** for Research Scholars is being held at CERSSE on **17th and 18th April 2015**. This is the 4th workshop in the CERSSE workshop series and is open to only those research scholars who were a part of the 3rd workshop on Quantitative Data Analysis.
- Jain University in collaboration with Lokniti (CSDS), Delhi, invites applications for the Summer Workshop on **'Analyzing Quantitative Data on Indian Politics'** to be held in Bengaluru from **6th to 17th July 2015**. Some of the leading scholars working on empirical methods in Political Science have been involved in designing this workshop which lays special emphasis on making sense of quantitative data on Indian politics. Know more about the summer school at [http://www.lokniti.org/pdf/Summer-School-2015-Advertisemnt\\_SP%20\\_1\\_.pdf](http://www.lokniti.org/pdf/Summer-School-2015-Advertisemnt_SP%20_1_.pdf). Interested faculty and Ph.D scholars from Jain University may please contact Dr. Reetika Syal (reetika.syal@jainuniversity.ac.in) before **15th April 2015**.



## Interview with Ms.Ashwini Ganig



Ms. Ashwini N.V Ganig is a Ph.D scholar in Psychology at Jain University. She has been selected as a 'Leader of Tomorrow' to take part in the 45th St. Gallen Symposium, Switzerland. She was chosen from among applicants from 350 Universities across 109 countries. We congratulate her on this incredible achievement and are grateful that she could take time out from her schedule to talk to Thinklet. Dr Reetika Syal interviewed Ms Ashwini.

**Reetika:** How did you come to know of this symposium?

**Ashwini:** I got to know of this prestigious symposium from Dr. Shailaja Shastri, my doctoral research guide and I am so thankful to her for introducing me to this opportunity.

**Reetika:** Please tell us more about St. Gallen's Symposium?

**Ashwini:** This is an annual event organized by International Student Committee (ISC) of St.Gallen University, Switzerland which brings together over 600 'Leaders of Today' who are the top decision makers from today's business, politics, academia and society, 100 media representatives and 200 'Leaders of Tomorrow' pursuing their Post-Graduate studies (Master's program or higher) with the upper age limit of 30 years. Leaders of Tomorrow had to submit an original essay on this year's theme- 'Proudly Small' and I chose to answer one of the three questions given to us- 'What is the next small big idea?'

**Reetika:** What was the title of your essay and what was your 'Small Big Idea'?

**Ashwini:** The title of my essay was *Small is the New Smart: [F.O.C.U.S] Formula to Foster a Forgotten Cause*. In this I have elaborated on the need of mental health promotion in low and middle income countries (LAMIC) and proposed five micro-strategies with each alphabet in FOCUS formula standing for a particular micro-strategy to foster mental health care. The essay focuses on the fact that mental illness is mostly viewed from a negative lens in LAMIC and that there is a need to establish micro-centres of mental health. It highlights on the need for outsourcing psychotherapeutic skills to smaller groups and opposes training students only on the western concepts of mental illness and wellbeing without contextualizing the concepts to the socio-cultural milieu of LAMIC. It also suggests the need to evolve micro-funding strategies to generate funds for mental health cause and emphasizes on the need to make our children emotionally literate. I believe with proper strategies to promote education, awareness and intervention pertaining to mental health at micro levels, we can make a huge difference to most of the people who suffer from mental illness in LAMIC and also make an impact in preventing mental illnesses in these countries.

**Reetika:** That is a really big idea which has its roots in very small, everyday things that we do.

**Ashwini:** Yes, that's what [F.O.C.U.S] formula is all about. As human beings, when we get empathy and unconditional positive regard or just someone to talk to while we are feeling down, it really helps us cope with our emotional distress. The societal mindset is such that not many want to take professional help until it is very late or the illness is severe. But imagine if we can make everyone aware of these psychotherapeutic skills and then a little encouragement, an empathetic conversation at the right time will go a long way in facilitating mental wellbeing. This in itself can act as an excellent way to support individuals in distress and prevent mental illness. Such is the power of simple and small steps.

**Reetika:** So, what is the next step for the Symposium?

**Ashwini:** Well, all 100 winners for the essay competition have been invited to St. Gallen Symposium, Switzerland from 4th – 8th May this year. Out of these, 30 of us have been short-listed to submit a video of our presentation (of the essay). If selected by the expert reviewers and the global community of St.Gallen Symposium, nine of our ideas will be put to test at the symposium. The Global Community consists of winners of all previous Symposiums and invited dignitaries who have made a mark for themselves in the world of politics, academia, business, industry etc. Also, three of the 'Leaders of Tomorrow' shall be presented with St.Gallen Wings of Excellence Award.

*As part of our focus on Research Centres, we are showcasing the Department of Post Graduate and Research Studies in Psychology*

## **Current Research Pursuits of the Department Of Psychology**

The Post Graduate and Research Department of Psychology of Jain University lays great emphasis on quality research from the students with a special focus on the applicability of the research. Research is being carried out at three distinct levels at the Department :

1. The Postgraduate students are mandated to conduct small research studies in the second and fourth Semesters of the course.
2. As part of the Ph.D. and M.Phil programmes of the University
3. At the faculty level wherein the department has taken on many research projects individually and collectively in collaboration with other academic/research bodies

Our Doctoral students have been appreciated for conducting studies in niche areas like developing an Intervention for Women Attempters of Self-Incineration, formulating a Diabetes Management Plan for adolescents with Type 1 Juvenile Diabetes and using the hierarchy of Social sub-identities to motivate people to better performance. Sports and Positive Psychology are two areas in which extensive research is being conducted across the four levels.

Some of the highlights among the studies conducted by the department are mentioned below-

- Attitude of parents towards sex education and enhancing values in perpetrators to reduce abuse
- Studies on differences in sexual orientation and studies on the LGBT community
- Motivation of the youth to join specific sections of the Armed Forces
- Understanding the correlates of care-takers of terminally ill patients
- Enhancing academic resilience among learning disabled children
- Impact on Social Networking sites on the youth
- Studies on dealing with the current issue of reducing violence against women

Research on Play Therapy is being carried out using the Department's Counselling Centre- Kalarava. In collaboration with Bolton University, a project on understanding Happiness is also being undertaken currently.

The Department stresses on exploratory and applicable research which can immediately be utilized for improving on different aspects of our society. Training programs are being implemented based on the results of the research. With the rapid advance of the field of Psychology itself, the boundaries of research also keeps expanding and realigning itself. This is the current research focus of the Department.

*Education is not a preparation for life; education is life itself*

*- John Dewey*

### ***Team Thinklet***

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**Editorial Team:** Nayantara Kurpad, Divya Gangadar, Monica Chauhan, and Azhar Khan C.A

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