



Connecting Thinkers...



**“What’s in a name? That which we call a rose
By any other name would smell as sweet.”**

This is a very popular quote from Shakespeare’s ‘Romeo and Juliet’. And no, I am not going to talk about romance here... at least not in the popular sense of the term!! In my experience as the Co-ordinator for the research programme at JAIN since 2013, I have been sitting through innumerable presentations of synopsis and review of literature made by doctoral scholars towards formal registration of Ph.D.

Beyond the actual synopsis (many a times too technical to follow for a person from literature background!!), I would be fascinated by the discussions which invariably centre around the title being proposed. I have realised that there are so many ways and routes by which the research scholar and the Guide arrive at a particular title for the research work! The arguments, the logic, the direction, the philosophy, the connection..... sometimes a very exhausting but satisfying journey when at the end, we are all happy with the title which is finally agreed upon. All is well that ends well. Well not so much because this is when everything begins. So better get it right at the start because a work well begun is half done!

The title is like a muse for us researchers. We brood on it continuously, for hours, imagining what the final piece of art could look like. For students of science and technology the title directly indicates the technical aspect of their research work while for the management and commerce students it is about the variables. For students of social sciences again, almost like the management and commerce students the variables used in the title indicate the core of the research. The maximum challenge is faced by the researchers of literature and languages because aesthetics play a critical role here. The title of a research thesis needs to capture the soul of the research being done, indicate the trend of the times, keywords, the technical or the variables, try and be aesthetic at the same time and finally make the reader curious about what the pages hold.! Let’s not forget that in this digital age the title should yield the relevant pages on the google search bar too!! Well, I guess there’s a lot in the name then. Happy naming!!

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Guide's Column

Secondary Failure, A Factor Affecting the Clinical Utility of Sulfonylurea

Diabetes mellitus, a disorder characterized by hyperglycemia, has emerged as an important cause of mortality and morbidity on a global scale. A report by WHO lists diabetes in the top 10 list of causes of death in 2016. Globally, over 450 million people are believed to be affected by diabetes. Glucose-induced insulin secretion (IS) exerts master-control over glucose homeostasis. Upon entry, glucose is rapidly metabolized in pancreatic beta cells, leading to increase in [ATP]/[ADP] ratio. This results in closure of K_{ATP} -channels, K^+ retention and membrane depolarization followed by calcium influx and insulin release. The strategy of normalizing insulin secretion has remained a cornerstone of diabetes therapy. Sulfonylureas (SU) is the name given to a large class of compounds that stimulate insulin secretion by inhibiting beta-cell K_{ATP} -channels (inward-rectifying potassium channel) leading to membrane depolarization, calcium influx and insulin release. It is now well established that SU specifically bind *sur1*, thereby inhibiting potassium efflux through the pore and changing membrane potential. SUs are amongst the most potent glucose lowering agents, reducing fasting blood glucose by approx. 2-4mM along with 1-2% decrease in glycated HbA_{1c} .

In addition to risk of hypoglycemia and weight gain, a major problem associated with the clinical utility of SUs is Secondary Failure, a phenomenon that adversely affects their clinical efficacy. It is known that when observed over a period of 5 years, patients on glibenclamide and glipizide exhibited SU failure at the rates of 17.9% and 25.6%, respectively. Further, level of glycated hemoglobin is believed to a major predictor of secondary SU failure. Patients with higher glycated levels of hemoglobin are likely to switch to other classes of hypoglycemic. Secondary SU failure results in persistent hyperglycemia, and it is believed that up to 7% of diabetics under SU may progress to insulin therapy due to SU failure. *In vitro* and *in vivo* experimental studies clearly demonstrate loss of insulin secretory response to acute SU stimulation after chronic/sustained SU exposure. However, molecular mechanisms SU failure remain obscure. Chronic glibenclamide exposure has been reported to blunt the intracellular calcium response induced by acute glibenclamide treatment along with decrease in conductance of K_{ATP} channel and disturbances in cellular location of *sur1*.

Considering the cost associated with diabetes treatment especially in subjects with dependence on more expensive modalities such as insulin, it is desirable to carryout research to obtain deeper insights into the mechanisms of sulfonylurea failure.

SU-induced apoptosis is believed to play a major role in SU failure, due to possibility of reducing beta cell mass. However, observations that a washout period restores insulin secretory response to acute SU or glucose stimulation provides argument against involvement of apoptosis in SU failure and suggests that transient de-sensitization operates as the responsible mechanism. Considering the cost associated with diabetes treatment especially in subjects with dependence on more expensive modalities such as insulin, it is desirable to carryout research to obtain deeper insights into the mechanisms of sulfonylurea failure. This may pave the way for development of strategies to delay the onset secondary failure, which may have positive impact on economic burden associated with diabetes treatment.

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The Role of Burnishing Process in the Manufacturing Industry

In the present scenario, a serious concern within the automotive, aerospace, and biomedical industries is the production of all machine components with complete reliability, maximum safety and predictable component performance. This requires the development and implementation of predictive analytical models for various manufacturing processes and optimized process parameters in order that various surface characteristics of the component are often predicted. In the burnishing process, the material is plastically deformed to produce a highly finished surface. There's no removal of material during this process; the surface finish is obtained due to the plastic deformation of the material. It's a chip-less process. This offers many advantages over other finishing processes like lapping, honing and grinding. Due to the chip-less surface finishing processes, cold working of the material is performed with relatively high force. The applied force slightly exceeds the yield strength of the material and plastic deformation occurs. Due to the plastic deformation of the material, and the surface finish of the component, the wear and tear resistance, fatigue resistance, foreign object properties and surface micro hardness of the component are improved.

All machined surfaces contain series of peaks and valleys of irregular height and spacing. Due to an uneven surface and high pressure, the finishing process at the beginning of the operation is extremely intense but gradually slows down. During burnishing, the movement of the roller distorts the peaks within the valleys, making the surface of the component finished. In some cases, burnishing is the only method to satisfy the technical requirements of the surface.

Many researchers had tried to optimize the parameters of the burnishing process to enhance the surface finish, surface micro hardness, wear and fatigue resistance of the material.

It is observed that due to the many interactions between the parameters of the burnishing process, the researchers obtain different values of the process parameters for an equivalent response of various materials. Many researchers had tried to optimize the parameters of the burnishing process to enhance the surface finish, surface micro hardness, wear and fatigue resistance of the material.

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Lichens: The Underdogs

It was long summer afternoon mid-2017, during a discussion session with my PI, a colleague of mine brought in samples of algae for her study. We all assumed it to be algae, then all of a sudden, my PI exclaimed-

PI: Oh, that's a beautiful lichen!

Me: Ma'am am sorry, what???

PI: It's a lichen, a fructose lichen. Not an Algae, it's a LICHEN: a composite organism which exists in a symbiosis between a fungus and an alga.

Globally, cancer is one of the most challenging medical conditions that needs a multimodal therapeutic approach for its efficient management with minimal side effects to non-cancerous cells.

There, that exact instance was when I stumbled upon the creature-looking lichen. That millisecond was the start point of my Ph.D journey and the moment I stepped into this fascinating world of lichens: lichenology. Lichen have exhibited a range of bioactivities, a few being antiviral, antioxidant, anti-insecticidal and anticancer. In the current decade, lichens are also being used as bio indicators to monitor environmental pollution, as they do not grow in environments rich in Sulphur dioxide. Only after venturing into the world of lichens did I realize that, a lichen species *Parmotrema perlatum* is used as a spice to enhance the flavor in our biriyani - a dish we Indians always crave for! Globally, cancer is one of the most challenging medical

conditions that needs a multimodal therapeutic approach for its efficient management with minimal side effects to non-cancerous cells. Nature has been a rich resource in harbouring abundant novel anticancer agents, one such source being the lichen, which have long been used in our motherland as well as other regions around the world for their bioactivities comprising of unique secondary metabolites attributed to their symbiotic existence. My Ph.D journey is an honest effort to understand and investigate the lichens in our very own neighborhood – the Western Ghats, and to explore their significance for our cancers.

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10 Habits that Makes Eating More Healthier

1. Don't work while you eat.
2. Don't watch TV, mobile or any other electronic gadgets while eating.
3. Eat in an atmosphere which is calm and settled, rather than tensed and disturbed.
4. When you try to concentrate on the food that you are eating, it becomes easier for the body to absorb the nutrients into the system.
5. Always try to have the meal sitting down. Rather than consuming the food on the go, which might affect the digestion, and cause many other health issues.
6. Eat the main meal which is full of nutrients in the mid-day. Try to keep lighter foods in the night. As the digestive fire is stronger in the middle of the day, hence whatever you eat will be digested easily and this will help the body to get all the required nutrients.
7. Eating cold foods, like ice creams or cool drinks during consuming meals will hamper the digestive fire. This will result in indigestion of the food. So, if you decide to eat ice cream, make sure to leave at least an hour gap in between the ice cream and the meals.
8. Do not eat too quickly or do not take more than 30 minutes to finish your meals. Eating too slow or fast will make the digestion process incomplete. You will be misusing the digestive system if you continue this habit for too long.
9. Avoid taking food, until the previous meal is digested. In simple words, eat only if you are hungry. Do not eat because it is time to eat, the time that we must follow depends on what kind of foods are we consuming and how long is it taking to digest.
10. Last but not the least, always have a positive frame of mind at the time of eating. Enjoy the food that you are eating, feel the taste of every bite and be thankful for having an opportunity to be able to get the taste and enjoy it. This will make the eating process more meaningful and also helps in getting maximum benefits from the food we are eating.

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Challenges Fuel Forensics

“Science gave us forensics. Law gave us crime” - Mokokoma Mokhonoana

Forensic Science has an eagle vision over scientific perspectives, so it becomes the most reliable way to reconstruct the past through the exploitation of relics of criminal activities and by logical treatment of the collected information with multidisciplinary grounds. The COVID-19 pandemic has severely jeopardized the normal functioning of various sectors of our country including the forensic experts and the forensic scholars in the field of forensic science.

The scientists are working through obstructions such as delayed sample collection, availability of chemicals and sample processing. Considering the epidemic, University Grants Commission (UGC) extended permission to Ph.D and M.Phil research scholars for submission of research work by six months. This step from the government is relieving for researchers. But the projects with deadline from private organisation will be likely to stop and this has put researchers under risk and pressure. At this point of time, theoretical research will play an important role and have an upper hand. Since experimental researchers cannot perform their work in the laboratory, it is a good time for planning, exploring journals and looking for alternate progressive steps for research. Future with software based research will play an important role in new era of research. Experimental researchers can be introduced to a new strategy consisting of three stages to bridge the gap of challenges in these arduous conditions. It includes collection of samples, effective channel for sending and receiving samples, and finally processing the samples using scientific methods. If researchers are able to collect the data, the sending of data can be implemented using external agencies and final buddy partner at the laboratory will execute the experimental studies and the database will be constructed. However, it is possible to predict that forensic science is stepping into accelerated phase due to current scenario by taking advantage of the development and utilization of emerging technologies, which will create new capacities to capture, produce, store, search, synthesize, visualize, and interrogate data.

Experimental researchers can be introduced to new strategy consisting of three stages to bridge the gap of challenges in the arduous condition.

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Patterns : Some Reflections on Creativity in Mathematics

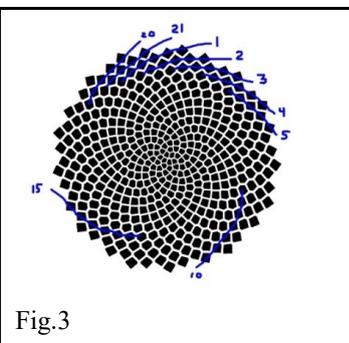
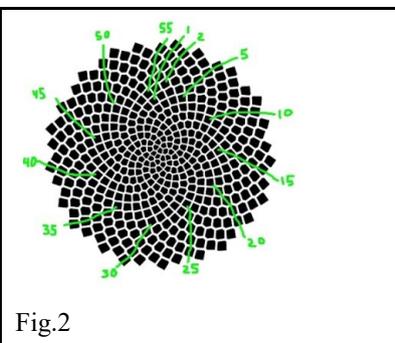
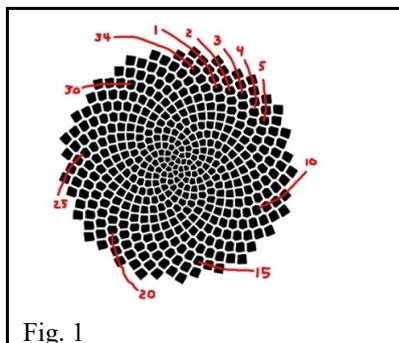
Mathematics!! Many amongst us, young and old alike dread this ‘word’; the name itself can send shivers down our spines. But does the genesis of such trepidation lie within that “word”, or is it because of the inadequacies in the process of indoctrinating the very nuances encapsulated in the beautiful world of mathematics? Mathematics is beautiful; it is analogous to any form of art; an epitome of creativity. And, the greats in the field of mathematics are in complete agreement.

According to G. H. Hardy, “*A mathematician, like a painter or a poet, is a maker of patterns. If his patterns are more permanent than theirs, it is because they are made with ideas.*” Likewise, Paul Lockhart is also very effusive: “*A mathematician enjoys thinking about the simplest possible things which are imaginary. They make patterns and ask elegant questions, crafting beautiful answers. It is an art of explanation.*”

Mathematics is beautiful; it is analogous to any form of art; an epitome of creativity. And, the greats in the field of mathematics are in complete agreement.

The greats who have just lived and breathed mathematics throughout their lives propounded that mathematics is about ideation and imagination- imagining simple truths, creating patterns out of the imaginations, posing problems creatively and looking for answers in rather off-beat manners, but all juxtaposed with a certain degree of discipline and, diligence. Emphasis on the mechanised view of mathematics minimizes the beauty of mathematics and neglects opportunities to analyze, to build connections, to link geometrical objects with algebra or to make conjectures for developing high levels of reasoning.

Algebra involves usage of symbols, manipulation of algebraic expressions and modelling with equations. Number patterns are early building blocks of learning algebra. Pattern seeking promotes creative reasoning, making sense of the world around us and forming linkage between mathematics and real world.



Patterns are abundant in nature, some hidden but apparent to a discerning eye. For example, the spirals of a sunflower seeds are patterns that follow the Virhanka (between AD 600 and 800) numbers 1, 1, 2, 3, 5, 8, 13, 21, 34, 55... (a.k.a. Fibonacci numbers). Counting the spirals in a consistent manner, give a Fibonacci number (illustrated in the images above, National Museum of Mathematics). The total number of red spirals (Fig 1) is represented by ninth Fibonacci number, 34, number of green spirals is the tenth Fibonacci number, 55 and more shallow spirals (blue) are 21, eighth Fibonacci number. These astonishing sequence of numbers manifest in nature, tree branches, arrangement of leaves on a stem, the fruitlets of a pineapple, the flowering of artichoke, an uncurling fern and the arrangement of a pine cone, and the family tree of honeybees. Generalizing with patterns develop recursive thinking, creating and extending a pattern, enhance algebraic thinking. Patterns reveal the overlapping worlds of poetry, biology, architecture, universe and mathematics, and unify the forces of nature.

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Ph.D Scholars Awarded Ph.D – September 2020

Name	Subject	Guide	Title of the Thesis
Avani Jigar Pujara	Electrical Engineering	Guide: Dr. Shashikant M. Bakre Co-Guide : Dr. V. Muralidhara	‘A Novice Approach for UI Charge Reduction using AMI based Load Prioritization in T&D Smart Grid’
Puja Shashi	Computer Science	Dr. R. Suchithra	‘Development of Segmentation Model of MR Images of the Neonatal Brain’
K. Ezhilarasan	Electronics Engineering	Dr. D. Jayadevappa	‘Design and Development of an Efficient Image Compression Algorithm with Novel Architecture for FPGA Implementation’
V. Sreemathy	English	Dr. Yoganand	‘An ethnographic inquiry into the Communicative Competence in English of Kona Seema: A Migrant Community of South India’
Pranav Uday Kulkarni	Physics	Guide: Dr. Geetha Balakrishna Co-Guide: Dr. Debasis Ghosh	‘Synthesis and Characterization of Electrode Materials for Lithium-ion Batteries’
Velhal Geeta Vilas	Electrical Engineering	Guide: Dr. Shashikant M. Bakre Co-Guide: Dr. V. Muralidhara	‘A Novel Distance Estimation Technique for Single Line to Ground Fault in Electrical Transmission and Distribution Network Using Smart Meter’
Ramya G Rao K	Biochemistry	Dr. Manpal Sridhar	‘Biochemical Characterisation and Mechanism of Lignin Degradation in Crop Residues using Manganese Peroxidase of Basidiomycetes’
Lakshman Naika R.	Computer Science Engineering	Dr. Dinesh R.	‘Recognition and Construction of Electronics Circuit from Paper Diagram [Tool to Assist the Practical Examinations of Electrical/Electronic Students]’
Hamsa S	Electronics Engineering	Guide: Dr. Ananth AG Co-Guide: Dr. Thangadurai N.	‘VLSI Design Optimization for the Development of Efficient PC-RAM and MRAM Based Non-Volatile Memories for FPGA Architecture’
Neethu K Chandran	Biotechnology	Dr. S. Sriram	‘Proteomic Analysis of Rose - Powdery Mildew (Podosphaera Pannosa (Wallr.: Fr.) de Bary) Interaction and Mining of Resistance Mechanism’
Moutushi Ganguli Sharma	Management	Dr Mahesh Kumar KR	‘Evaluating and Leveraging B-School Corporate Partnership in Competency Development’

रौशनी फिर से आएगी

कितनी चुप्पी है
कितना है सन्नाटा
इन सन्नाटों के बीच भी
व्यस्तता है यहाँ
कहने को खाली है
पर अजीब सी भीड़ - भागदौड़ है
शब्द - निः शब्द से ठहरे
कलम भी बेचैन है यहाँ
आखिर क्या लिखे ?
अंधेरे का साहित्य
लिखना नहीं चाहती ये कलम
खुद की बेचैनी, पीड़ा को भी
व्यक्त करना नहीं चाहती
निराशा - निराशा
बताना नहीं चाहती
घने जंगल में ढूँढती हैं किरण
वह किरण अब तो आएगी
छांटकर, कांटकर अँधेरों को
फिर से इस संसार में
रौशनी छा जाएगी |
चहकेंगे बच्चे
निकलेंगे टहलने
बड़े - बुजुर्ग आराम से
चालू होंगी दुकाने, व्यापार, नौकरिया
बजेगी स्कूल वैन की घंटियाँ
नई साड़ी पहने, नई चूड़ियाँ पहने
पहुँचेगी स्त्रिया मंदिर में
वह रौशनी जल्द आएगी
कांटकर, चीरकर
इस अंधकार को
जिंदगी हर तरफ छाएगी
रौशनी फिर से आएगी
रौशनी फिर से आएगी

Future of Aerospace in India

Indian Aerospace Program has seen immense growth in the last two decades. Sincere gratitude to our scientists, engineers, researchers, professors who have made the growth possible with their dynamic research and development under various pre-eminent organizations such as DRDO, ISRO, NAL, HAL, ADA, CEMILAC, IISc., IITs and others reputed organizations. In the current scenario, with hostile neighbors India's Aerospace and Defense sector is climbing new heights with young entrepreneurs and innovators. India is going to witness huge investments opportunities in the field of aerospace and defense, making it very exciting for our young talent. Participation of private entities is the key initiative, which would be the game changer for the aerospace sector to boost the startup ideas. With key government initiatives, several opportunities have emerged for the young engineers under various core segments such as smart technology, electronics and instrumentation,

With Indigenous technology in various core components of aircrafts, missiles and space launch vehicles, aerospace manufacturing sector is making it to global standards

composites, additive manufacturing, bio fuels, electric flights, micro turbines, UAVs, drones. Innovations in design and development of Hybrid, Electric regional aircrafts, personal flying machines, VTOL aircrafts, advanced air traffic control and management, Autonomous vehicle research, Integrated aircraft connectivity for ease of flying, New space communication and technology, Space shuttle design, Autonomous space launch vehicles are also the major areas. Aerospace sector being a multi discipline field, engineers with technology advancing skills are highly in demand. Mathematical modelling, programming

languages, fundamental engineering knowledge, can be the key aspects in terms of career opportunities. With imagination as their strength, developed countries have made major innovations with their startups in the field of aerospace. With large youth population, elevating their ideas can drive the Aerospace Industry to the next generation of flying to be globally competitive. India is expected to emerge as self-reliant in the field of Aviation, Aerospace in the near future. With Indigenous technology in various core components of aircrafts, missiles and space launch vehicles, aerospace manufacturing sector is making it to global standards. India could frame its own aviation policy and also introduce our own product/component certification authority, with quality policy in terms of manufacturing. Nevertheless, India has already made it possible in the Space program, we may expect the same in the field of Civil Aviation i.e Indigenous Airplanes, and Helicopters. With better support, financial assistance, infrastructure and others resources, in the aspects of design for manufacture, technology, independent authority for product/component certification, quality policy can surely make India self-sustainable.

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COVID-19: Curse or Boon to People?

COVID-19, an unknown word eight months ago in India and now a very popular and horrific term in the world. The cause of this virus is still in doubt. It is well known that the effective strategies for defending against this harmful virus are wearing a mask, social distance, washing hands with sanitizer and lockdown. In India and almost all nations, the lockdown formula has performed well. The other face of lockdown is an economic curse to humanity. Small scale, large scale industries, companies, garments etc. had shut down and small scale merchants along with daily workers suffered even for bread and butter. The other area is education, in which schools and educational institutions have not yet fully opened but are operating online or on some shift basis. Even though Government has started some alternative plans like 'Vidyagama', it is still an incomplete solution to students' continuing education. Mind is the most effected part of our body which plays with the mental health of all ages of people during lockdown. Then, what is the solution? Where is the solution? When and how is the solution? And most importantly, who is the solution? We cannot be in a lockdown state for long. We need to search for an alternative way to come out of this tough situation. Finally, we people are the solution to all the problems caused by this virus. Taking all the precautions, one can control the spreading and breakdown the chain. Is COVID-19 only a curse to the society? My answer is no, it is also a great boon to the people. In the regular busy schedule, people often forgot the relationship values or gave less preference to the family. During the lockdown period, everyone learnt the value of family, food, time, money, social life, health care, cleanliness, doctors and other medical staff and much more. So God gave us a valuable lesson to imbibe positive thoughts even in the worst of circumstances.

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नवलेखन पुरस्कार कहानी के संदर्भ में

नवलेखन पुरस्कार ज्ञानपीठ संस्था द्वारा संस्थापित पुरस्कार है जो २००५ से नए युवा रचनाकारों को उनकी पहली प्रभावशाली हिन्दी रचना के लिए दिया जाता है। इनके प्रथम प्रकाशन के वक्त लेखक की उम्र ४० वर्ष या उससे कम होनी चाहिए। नवलेखन पुरस्कार कहानी, कविता, उपन्यास और यात्रा-संस्मरण के लिए दिया गया है। प्रस्तुत आलेख का मुख्य उद्देश्य कहानी के क्षेत्र में नवलेखन पुरस्कार पर प्रकाश डालना है।

नवलेखन पुरस्कार (कहानी) विवरण: कहानियाँ, काव्य-संकलन, उपन्यास तथा यात्रा वृत्तांत को भी यह सम्मान दिया गया है। लघु कहानियों में सर्वप्रथम कुणाल सिंह को २००५ में 'सनातन बाबू का दाम्पत्य' फिर २००६ में चंदन पाण्डेय को 'भूलना' और शशि भूषण द्विवेदी को 'ब्रह्महत्या और अन्य कहानियाँ', २००७ में विमलचंद्र पांडे को 'डर', २०१० में राजीव कुमार को 'तेजाब' और बिमलेश त्रिपाठी को 'अधूरे अंत की शुरुआत', योगिता यादव को २०१२ में क्लीन चिट, उपासना को २०१४ में 'एक जिंदगी... एक स्क्रिप्ट भर', श्रद्धा को २०१६ में 'हवा में फड़फड़ाती चिट्ठी' नामक लघु कहानियों के संकलन के लिए नवलेखन पुरस्कार दिया गया।

नवलेखन एक शैली है जिसमें व्यक्ति और समाज के बदलते रूप के साथ-साथ, राजनीतिक, साम्प्रदायिक और आर्थिक विषमताओं को भी उजागर करती है। आज के समाज पर टेक्नोलोजी का प्रभाव, अलगाववाद और भूमंडलीकरण के कारण कई सामाजिक परिवर्तन होने से कई विमर्शों को एक नया दृष्टिकोण और नया स्वर मिला है। इन लेखकों ने लेखन की शैली, कथ्य तथा भाषा-शिल्प के माध्यम से हिंदी साहित्य को जीवंत किया है। शहरीकरण, भूमंडलीकरण तथा तकनीकी युग के कारण व्यक्तिगत घुटन, टूटन, असमंजसता, दुविधाएँ, अस्तित्व के प्रति नया दृष्टिकोण को एक नया रूप दिया है। लेखन की शैली, कथ्य तथा भाषा-शिल्प सभी दृष्टिकोणों से नवलेखन आधुनिकताबोध का सशक्त परिचायक है।

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Rural Tourism: Glimpses of Reality

Rural tourism intends to bring inclusive participation from villagers and tourism suppliers for mutually beneficial growth and welfare taking advantage of locally available tourism products and services that can cater to output income and employment of the local area and the State in general. Rural tourism has great potential in attaining the ‘Big Push’ for both destination and the guests.

Kumbalangi a beautiful tiny peninsular village located in the south of Kochi in Kerala state, surrounded by backwaters, array of coconut trees and thousands of *meenkoodu* aqua-culturing fish-ponds and Chinese fishing nets protruding to the continuum of backwater waves flirted by gently blowing breeze, and canoes sailing with fishing rods is a soothing sight for any tourist visiting the village. The trajectory of occupational transformation four decades back from beating decayed coconut husk, rolling coconut fibre into coir and hand-made carpet weaving and crushing of copra for cooking oil and coconut oil-cakes for feeding the domesticated goats and cows – into small trading and small fish processing units for exports and domestic use is an astonishing journey for this village. A village which was amalgamated with a few Victorian architecture churches, ancient temples and mosques which proclaims the unity of diverse creeds co-existing for a simple living and is a contrast to the greed, booze and cronyism outside this village. It resonates the nostalgia of erstwhile rule of kings of Cochin. During the colonial rule by Portuguese, Dutch, French and British, erstwhile Travancore was looted and plundered of its rich resources, such as black pepper, cardamom and clove, cashew and carpet, Kumbalangi remained insulated from all such plunders.

Though there have been improvements in the availability of basic infrastructure post the establishment of tourism village, it is not sufficient for a sustained development.

Kumbalangi is one of the three villages that I have included for the study and data collection is in progress. The workforce has basic education and several households depend on tourism for a second source of income. Despite poor tourism infrastructure recently constructed bridge has well connected the village to the rest of the district Kochi and encouraged the tourists to visit the place. The village has been identified as one of the villages for conceptualising rural tourism development of India. Though there have been improvements in the availability of basic infrastructure post the establishment of tourism village, it is not sufficient for a sustained development. They also stressed the increasing participation from the private players in tourism, especially in the hospitality sector. This is one of the major sources of occupation for the villagers. Many elders are approached by hotels and resorts to showcase the traditional handicrafts making and give them an experience of the village life. This is the main tourism related activity among the villagers. Otherwise, their income mostly comes from fishing and agriculture, their primary occupations. This delay in providing the villagers the promised prosperity may affect their attitude towards tourism as most families lack a good source of income and are also struggling with seasonal employment. If we look from the tourists’ perspective, tourists who have visited Kumbalangi were of the desire to visit Kumbalangi again if they got an opportunity and were happy to recommend Kumbalangi as a beautiful tourism destination. This shows the immense potential of tourism that we could tap in with the right systematic approach.

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“Aim for success, not perfection. Never give up your right to be wrong, because then you will lose the ability to learn new things and move forward with your life.

Remember that fear always lurks behind perfectionism.”

- David M. Burns

My Journey of Research

My Ph.D journey was never a degree for me to attain a higher position in my Educational Career but it came to me as a passion. Research is still a passion to me. I was first a student of Dr. K.N. Modi University, Newai, Rajasthan. During my Ph.D, I was encouraged by the University to attend conferences all around the country and even abroad. I today, encourage my Ph.D students to do the same.

Each time you attend any conference, your research is enhanced, presentation skills are improved and you get new research ideas. You also get new contacts related to your field which are very important for writing research proposals or further post doctoral work. I was awarded Senior Scientist Award by SERB-Government of India under International Travel Support Scheme for presenting research papers in a Singapore Conference in 2015 even as I was doing my Ph.D.

Each time you attend any conference, your research is enhanced, presentation skills are improved and you get new research ideas and you get new contacts related to your field which are very important for writing research proposals or further postdoctoral work.

I never focused on number of research papers. Instead I concentrated on the content of research papers. The research criteria in western universities is about two best research papers. They want a quality content and some unique research ideas that can be practically implemented. Keeping this simple concept in mind, I was again selected as Guest Editor in IGI Global, Scopus Indexed Free USA Journal recently, for a special issue which is going to be published very soon.

My message to all Research Scholars and other members of research fraternity is to try and find solutions to existing problems of society in your research papers and research topics for Ph.D. Your research topic of Ph.D should be a product or solution ready to be commercialized right after your doctoral degree. You should write your thesis as a passion and should incorporate all changes suggested during various Research Retreats in JAIN and after the thesis evaluation and award of Ph.D you can publish your thesis as a book.

I was reviewer for foreign journals during my doctoral degree which helped me to be selected as reviewer for two Government of India schemes. I have shared my experiences and would only request researchers not to go after quantity of research but quality and enjoy your doctoral degree which can change your life!!

Dr. Shweta Gupta
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**The Annual Research Retreat
2020 is taking place online on
19th and 20th December, 2020.**

Achievements

- **Dr. Shweta Gupta**, Associate Professor in Electronics and Communication Engineering Department, Faculty of Engineering and Technology, JAIN (Deemed-to-be) University was selected by the National Innovation Foundation – India (NIF), Government of India for reviewing research entries under the scheme called *Inspire Awards MANAK*. Before starting the review process, experts were given an induction (through phone, Skype or video conferencing). She is with this scheme since last year and got an Appreciation Certificate last year as well.
- **Jamuna KV**, Ph.D Scholar in Political Science, along with **Dr. Reetika Syal**, Assistant Professor, CERSSE, JAIN, published a paper titled '*Role of Educational Policies on Literacy Rate in Karnataka*' in the Mukta Shabd Journal, UGC Care group 1 journal. ISSN NO-2347-3150 Volume IX, Issue XI, November 2020, page no-630-645 The same can be accessed at <http://www.shabdbooks.com/Current-Issue/>
- **Lalita KM**, Ph.D Scholar in English, published a paper titled '*Mapping the Simulated Identity in the Post 9/11 Era: A Study Of The Novel Falling Man by Don DeLillo*' in the Langlit journal and presented the paper in the Virtual conference conducted by Annai Velankani's College for Women, Chennai. called The Nexus of Life, Language and Literature.
- **Radhika Venkatesalu**, Ph.D Scholar in Management, her Book chapter titled '*Educational Technology at Pivotal Crossroads*' is being published in Palgrave Handbook of Workplace Innovation Across Developed and Developing Countries. The book (which is Scopus Indexed) is currently with the publisher – Palgrave Mcmillan, UK (Spinger Nature - Springer International Publishing) and will be released in December 2020/January 2021.
- **Dr. Kannamani Ramasamy**, Alumnus in Management, published a paper titled '*India Diverges in Gender Proportion in COVID-19: A Health Management Study*' in the journal 'International Journal of Interdisciplinary and Multidisciplinary Studies' which is indexed in MCI. Further, this paper was considered and published by the Medical Council of India and World Health Organization, South Asia region. The same can be accessed at <http://www.ijims.com/uploads/793059cde6897a2b9755last.pdf>

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