



Connecting Thinkers...

Thinklet's New Year Greetings

### Message from the President



Dr. Chenraj Roychand

It gives me great pleasure to wish the readers of THINKLET an enriching and fulfilling year of 2016. Jain University has made important strides in different domains of research during 2015. I wish to compliment all our Researchers – Guides, Doctoral Scholars and M.Phil. scholars for their untiring effort and passion for excellence. I am sure 2016 will see their enthusiasm reach greater heights leading to even greater accolades. THINKLET has provided a platform for dialogue and it is commendable that its editorial team has been able to bring out each issue in the inaugural year on time. The contents of THINKLET have also helped showcase the research profile of the University. My best wishes to all the researchers at Jain University.

### Message from the Chancellor

THINKLET has been an excellent forum for creating greater awareness about various research projects being carried out at Jain University. Such awareness, networking and interaction among research scholars and faculty lead to more creative ideas for research and innovations as well as multidisciplinary cooperative projects. Best wishes to the team at THINKLET for continued success in this endeavor. On the occasion of this new year, I convey my best wishes to all the research scholars, faculty members and readers. Wish you and your families a very active, happy, peaceful, and prosperous NEW YEAR.



Dr. C.G. Krishnadas Nair

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## Message from the Vice-Chancellor

New Year Greetings to all the researchers of Jain University! I am happy to note that THINKLET, the monthly issue highlighting the research initiatives and achievements has already created an impact. This has served as a very good platform for all the researchers at Jain University to share their knowledge. THINKLET has successfully completed one year of useful service to the academic fraternity of our University and connecting thinkers everywhere. It is my pleasure to wish a glorious New Year to the editors, advisors and all others involved in bringing out THINKLET magazine.



*Dr. N. Sundararajan*

## Message from the Pro Vice-Chancellor



*Dr. Sandeep Shastri*

It is with a great sense of satisfaction that I greet you on the first day of the New Year. THINKLET is now one year old! The last twelve issues have been packaged with great care and diligence. The editorial team has been able to bring out each issue on the first of every month. My congratulations to TEAM THINKLET. Many guides and researchers at Jain University have appreciated the platform that THINKLET provides. Many of them have contributed short articles for the different issues. I hope that we will have a greater response both in terms of articles and feedback during 2016. The Editorial Team is planning new innovative columns for the 2016 issues. Your suggestions in this regard are welcome. With our collective efforts, it is my earnest hope that 2016 will see the expansion of the research profile of the University in terms of quality and quantity.

## Editors' Message



*Dr. Mythili P. Rao*

We join everyone in wishing Jain University research scholars and guides a very happy and enriching New Year. As Thinklet completes one year, we wish to thank all the readers for their continuous support, contributions and suggestions for improvement; our mentors have been exceptionally encouraging and have provided guidance at various junctures. We take pride in having brought the Jain University Research Community together through this newsletter and look forward to another exciting year of ideas, articles and research.



*Dr. Reetika Syal*

## GUIDE'S COLUMN

### “Everyone will be famous for fifteen minutes”

I received an invite to deliver a talk in TEDx on ‘Success- an illusion’ in September, 2015. TEDx, M.S. Ramaiah Institute of Technology is an independently organized event affiliated with the internationally-recognized TED conference. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all themes - from science to business to global issues - in more than 100 languages. Meanwhile, independently run TEDx events like TEDx – MSRIT, help share ideas in communities around the world.

This invite was a manifestation of my dream because I envisioned myself being a speaker on that stage years ago. I always believed in the quote of the famous actor Michael Cane “Preparation is hard work, performance is relaxation”; so I started preparing for my talk in earnest and watched innumerable TED videos. I assumed that giving a talk on success would be easy, but was proved wrong after watching prior talks on the topic in the TEDx archive. In fact, I changed my topic thrice, and I didn’t settle on my final idea ‘Success-Absolute or relative’, until about two weeks before going on stage!

A friend of mine who is an ardent follower of Buddhism, told me that in the Buddhist teachings, there are two types of happiness: absolute and relative, which I related with what my school teacher once said "Success is what others think you are, achievement is what you think of yourself and achievement always lasts longer." These thoughts laid the foundation for my talk.

The most unnerving part of the preparation was an eighteen-minute time-limit. My first rehearsal was nearly twenty-two minutes, and this was a little unsettling. So I contacted some friends to ask for feedbacks and suggestions to finalize the talk a week before the event. I practiced the speech several times and the final rehearsal was held at the venue a day before the event. The most difficult part was still managing time, since I could not see any signals indicating the time because of my visual impairment. Audio signals could interfere with my talk, so special vibrators were given to me to indicate the time.

The day arrived, and I was a bundle of nerves as my talk was scheduled between the talks of Madhu Natrajan, the famous dancer and Padmashree awardee and Ramesh Arvind, a famous Kannada cine actor. When I took to the stage, the nerves settled and I seemed to be in a flow; the audience was very responsive and I had as many as eight laughs and three applauses during the talk. The famous writer Andy Warhol had said “Everyone will be famous for fifteen minutes”

When I received innumerable compliments and requests for photographs from the audience, Andy Warhol was proved right and I did bask in my fifteen minutes of fame!!

*Dr. Rajdeep K. Manwani*  
*Research Guide in Commerce, Jain University*  
*Recipient of National Award for Empowerment of Persons with Disabilities*  
*under the category- Role Model Award in 2013*  
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## Digital Technology: The Force Behind Customer Value Co-Creation

Most companies today have adapted the conventional philosophy of creating value for customers by meeting the market's needs and wants. In traditional value creation exercise, the customer has a choice to buy or not to buy. The customer does not enjoy right to choose beyond this.

Co creation is all about giving that 'choice' to the customer, to make decisions beyond just choosing to buy or not. Here, customer is being given space to define the problem and solve it jointly with the company or even with other customers. The customer is allowed to co-create personalized products, prices, offers or experiences. This in no way means that company is attempting to just please customer,

*Co-creation is a big and unique game changer.* Co-creation is a big and unique game changer. It is a philosophy of engaging and partnering with customers in the value creation processes.

Digital technology has been adjudged as the most disruptive technology that was invented by mankind. Digital technology through social media has supported companies to bring customers closer to them and to one another. This interaction is made easily possible with the help of digital technology among all walks of human life. Customers always crave for participative environment that increases their chances of achieving value while purchasing and using products.

With smart phones in their hands and the ubiquity of internet, today's customers are turning out to be 'prosumers'. Customers are becoming virtually their own producers than being just consumers. The next few years will see a plethora of firms moving towards this kind of value creation philosophy.

*Mr. Krishna Koppa*  
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## “Mindfulness-based Stress Reduction for College Lecturers”

Mindfulness helps in enhancing performance and effectiveness at an individual and organizational level. Lecturers need a mindfulness based approach for teaching and learning, which helps in reducing anxiety. Mindfulness is a state of wellbeing with reduced stress levels; it is a part of our emotional wellbeing and personal care. Managing work and life in a horizontal approach is a difficult task. Mindfulness helps in contributing to one's work and also in the development of one's environment. It helps in enhancing performance and efficiency at the individual and at the organizational level. Mindfulness is an approach towards a college lecturer's health and

*Mindfulness helps in enhancing performance and effectiveness at an individual and organizational level.* wellbeing. The most important aspect of mindfulness is the ability to control one's desires which in turn helps being comfortable at work, focused and accepting to others around. It is a necessary activity for college lecturers in order to cope with stress and also paying attention to whatever we are doing. Mindfulness is a skill which over a long period of time must be made compulsory in college. This helps the student and lecturers to improve their concentration, attention, conflicts resolution and empathy at their respective work place.

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**“Excellence is a continuous process and not an accident” —  
A. P. J. Abdul Kalam**

## A Step Towards Recognizing Handwritten Devangari Script

Handwritten Word Recognition is an important problem of Pattern Recognition. A majority of these recognition systems exists for Latin, Chinese, and Arabic while no such system subsists for the Devanagari script. Character recognition is an art of detecting segmenting and identifying characters from image. It contributes immensely to the development of automation process and also in improving the human-computer interface in many applications. Character recognition is getting more and more attention since last

*Recognizing the characters of the Devanagari script is a challenging task because of its complex nature.*

decade, due to its wide range of applications like cheque reading in banks, recognition of handwritten postal address and also in recognizing ancient documents. Devanagari script is used for writing many Indian languages like Gujarati, marathi, nepali etc., recognizing the characters of the Devanagari script is a challenging task because of its complex nature. Datasets for handwritten Devanagari numerals and characters are available; however for compound and vowel modifiers a standard dataset is not available. This makes the recognition of these characters a challenging problem. Accuracy in recognizing the printed Devangari script has already been achieved and currently researchers are working to achieve the same for the handwritten Devanagari script. IITB Hyderabad, Indian Statistical

Institute Kolkota and Jadavapur University Kolkota are major institutes working on the handwritten Devangari script.

*Mr. Soukar Prabhanjan S.*

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## Report on the Commonwealth Youth Forum—(CYF), Malta 21<sup>st</sup> – 25<sup>th</sup> November 2015

From 21<sup>st</sup> – 25<sup>th</sup> November, over 200 youth leaders from around the Commonwealth, convened in Malta for the 2nd Commonwealth Youth Forum. The forum's theme was “*Adding Global Value, What Next?*” and over the 5 days, youth strategized practical and innovative ways that can add value to upholding and enhancing the Commonwealth Charter; achieving the goals of the post-2015 development agenda' in the social, environmental, economic and political sectors. Education, inclusion, climate change, youth entrepreneurship, gender equality and greater voice for youth participation in decision making were some of the key themes that emerged. As I am the Asian Representative of

Commonwealth Youth Sport for Development and Peace (CYSDP) working group, with the Commonwealth Secretariat's support, my colleagues and I conducted a workshop to advocate, educate, and demonstrate the power of sport to create positive social change and contribute to peaceful inclusive societies, through a variety of platforms.

The recommendations drafted by the CYF were presented at the Commonwealth Heads of Government Meeting (CHOGM). 2015 has been a pivotal year globally, marking the adoption of the Sustainable Development Goals as well as Climate Change Agreement. India constitutes the largest population of the Commonwealth.

To know more about how we can contribute & get involved, please read: <http://www.yourcommonwealth.org/contribute/>



**Devika Malik, an M.Phil. Psychology student of Jain University attended the CYF as an invited delegate.**

## Career in Retail Sector

The rapid growth of retail sector and its deep penetration in various parts of India within a short span of time has now been termed as the 'retail revolution' by the Indian media. In order to cater to the manpower needs of the retail industry various retail management courses are being launched by several business schools in India. A career in this sector promises good wages and growth for ambitious youngsters. Retail management is associated with the retailing business of departmental stores and shopping malls. There is a big demand for retail management professionals to process all merchandise shipments, to achieve store sales and profitability, administration of stores as well as communication with the clients to satisfy them.

*There is a big demand for retail management professionals to process all merchandise shipments, to achieve store sales and profitability, administration of stores as well as communication with the clients*

Candidates are trained in supply chain management, finance management, marketing information, electronic retailing, marketing and business communication, customer relationship etc. With rapidly expanding departmental stores and shopping malls, ample job opportunities are being created all over India.

In recent years, several Indian and international companies like Reliance, Pantaloons, Wal-Mart, and Big Bazaar have rooted their presence in the country. Vacancies in retail sector are available from entry-level to senior management level. Career in retail sector can be developed as store managers, retail managers, retail buyers, retail design/visual merchandise, merchandise planning and product developers. Several institutes in India including Birla Institute of Management Technology in New Delhi, RPG Institute of Retail Management, Indian Retail School offer various courses associated with retail management.

Jobs in the retail sector can bring handsome remuneration and good opportunity to move up the career ladder. Companies like Reliance India, RPG Group, Westside, Titan, Pantaloons, Raymond's, Food World, Barista, Café Coffee Day, Bata, Trent, Crossword, Pizza Hut, Adidas, Nike, Dominos, Kodak, Benetton, Sony, Sharp and Levi's etc offer large employment opportunities and recruit professionals, making a career in retail sector lucrative.

*Mr. Venkatistareddy.G  
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## Research Journey

The advent of winter in 2011 was crucial for my research journey as I left my job as an investment banker and decided to study research. I had a little idea of research as I saw my father and uncles who chose the same path, back in 1980s and 90s in Calcutta. I thought for a minute during the initial parts of my doctoral degree if my knowledge on the research domain is enough to start the work or not, However during the research methodology classes, I found structure to my thoughts as well as actions. Slowly but steadily I started forming of a frame to my research undertaking.

*I found structure to my thoughts as well as actions*

I went to different places and met unknown people and asked for help during this journey. There was never a single day, when I thought of quitting, despite the repeated setbacks. I received support from unchartered territories and unconventional modes due to the innovative approach. Hurdles automatically dissolved as I dived deep into the blue waters of knowledge. Life took its time; work too took its time. One fine day I found that I am on the verge of completion. Then I thought what my father used to say, "It's the beginning and surely not the end". I repeat the same hymn of Upanishads, Charaiveti (Go on moving).

*Dr. Bikramaditya Ghosh  
Recently awarded the Doctoral degree at the 5th Annual Convocation  
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## 5<sup>th</sup> Annual Convocation Report

Jain University on the 5<sup>th</sup> of December celebrated its Fifth Annual Convocation at the Jain Global Campus. The University conferred 2,374 degrees to students from Undergraduate, Postgraduate, and Research programs. 64 gold medals were awarded to meritorious students for their excellence in education. 24 Ph.D and 37 M.Phil degrees were awarded during the convocation. The Chief Guest for this year's Convocation was Dr. H. R. Nagendra, Chancellor of S-VYASA Yoga University.

The University also awarded the Doctor of Philosophy (Honoris Causa) to Mrs. Kavitha Krishnamurti Subramaniam, famous playback singer for her unique and devoted contribution to the field of music.

The convocation, as its tradition, included the welcoming speech from Dr. N Sundararajan, Vice Chancellor of Jain University. His address was an enriching account of the university's growth and dedication in an attempt to provide responsible citizens who would further the nation's development. The convocational address was delivered by Dr. H. R. Nagendra, whose speech was an enlightening elucidation of the importance of holistic health and the treasures of Indian philosophy.

Learning and change are the fundamental catalysts to development; one of our life's milestones with respect to learning is the acclamation in attaining an academic degree. The wealth of knowledge is understood when it is used to better the environment one lives in. The university is proud to present to its students the first step towards entering the society wherein their learning and innate potentials are employed to the society to widen its horizons. We congratulate all students who graduated from Jain University this year and wish them continued success in their future endeavors.



**'Hats off' a clique of students in the air celebrating their graduation.**

**Ms. Kavitha Krishnamurti Subramaniam receiving the Honoris Causa from the Chancellor Dr. C.G. Krishnadas Nair**



## Jain University Felicitates its Achievers

The 2nd Award Ceremony to honour the achievers of Jain University was held on 15th December 2015. The following Research Guides and Scholars were felicitated at the ceremony.

### Doctoral and M.Phil. Scholars

Ms. Devika Malik – as Youth Representative at Commonwealth Heads of Government Meeting (CHOGM) – Youth Forum at Malta.

Mr. Ajit Sabnis – for selection as the National President of ACCE (I) – Association of Consulting Civil Engineers (India)

Ms. Sangeetha K – for the Best Young Researchers Forum Award at the 2<sup>nd</sup> Indo-Global Summit and Expo on Veterinary 2015, organized by the Omics International, held at Hyderabad.

Mr. Mouneshwarachari – for the Best Paper Award in Delta 15.0 organized by GMIT, Davanagere

### Research Guides

Dr. Meghna Singhal – for Best International Researcher Award at the 1<sup>st</sup> International Congress of Clinical Psychology with Children and Adolescents in Madrid, Spain

Dr. Bhari Mallanna Nagaraja – for research publications and patent

Dr. Rangappa S. Keri – for research publications

Dr. Mahaveer Kurkuri – for research project sanctioned

Dr. T. Padmavathi – for invitation to join as Track Chair in 4<sup>th</sup> Biotechnology World Congress – 2016 and to organize a Special Session in Michigan State University

Dr. Rajdeep K Manwani – for his contributions in Commerce Education

### **CLARIFICATION**

The Editors wish to clarify that the article 'History of the Gramophone Record' published in the previous issue of Thinklet was not an original piece of writing, as noted in the first line of the article. In an oversight, we did not mention this separately while publishing the piece.



### *Team Thinklet*

**Chief Editors:** Dr. Mythili P. Rao and Dr. Reetika Syal  
**Editorial Team:** Perna Radhakrishna and Aparna Ramaswamy

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