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KRISTU JAYANTI COLLEGE AUTONOMOUS, DEPARTMENT OF MEDIA STUDIES, STUDENT PUBLICATION



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## Kristu Jayanti College Hosts 'Sanskritika', Celebrating India's Cultural Heritage and Traditional Knowledge Systems

Azra Khan, VI Sem PYJO

The Sanskritika exhibition, organised by the Kristu Jayanti Centre for Indian Knowledge System (KJCIKS) on November 8, 2024, aimed to raise awareness and appreciation for India's cultural heritage. It showcased India's rich knowledge systems in science, technology, art, culture, and medicine, promoting their integration into academics. It aimed to promote, preserve, and integrate traditional Indi-

an knowledge within an academic environment.

Fr. Deepu Joy, Director of the Student Welfare Office, inaugurated the event, highlighting the global impact of Indian Knowledge Systems (IKS) in areas like Ayurveda, mathematics, and education. He emphasised the importance of reconnecting with these traditions to better understand the nation's roots. The exhibition provided students with



Kristu Jayanti College Hosts 'Sanskritika', Celebrating India's Cultural Heritage

a platform to present models and exhibits illustrating ancient Indian innovations, such as traditional farming and Ayurvedic practices.

It highlighted sustainable and artisanal skills, showing the enduring relevance of indigenous knowledge continues to hold relevance today.

## Kristu Jayanti College Hosts Pre-Event for the 6th International Millet Trade Fair

Mahima Yadav, II Sem JMC & Azra Khan, VI Sem PYJO

The pre-event for the 6th International Millet Trade Fair, jointly organised by the Department of Life Sciences at Kristu Jayanti College and the Department of Agriculture, Karnataka, was held on January 9, 2025, at Kristu Jayanti College, Bengaluru.

Sri Y. S. Patil, IAS, Honorable Commissioner for Agriculture, Bengaluru, inaugurated the event alongside Reverend Father Dr. Augustine George, Principal of Kristu Jayanti College. Other notable attendees included Sri G.T. Putra, Director of Ag-

riculture, Karnataka, and Sri Venkatarama Reddy J. Patil, Additional Director of Agriculture (Organic Farming). In his inaugural address, Sri Y. S. Patil praised Kristu Jayanti College for its outstanding infrastructure and reputation, stating, "When selecting this college for the event, I was confident it would excel." He announced a free stall for student entrepreneurs at the International Millet Trade Fair, scheduled from January 23-25, 2025, with participation from over 70 countries and 25+ Indian states.

The event included exhibitions of millet-based

products and discussions on their nutritional benefits and market potential. Students showcased innovative ideas for millet entrepreneurship, through a series of competitions including the sale of packaged millet products, elocution, Quiz and, Millet-Masterchef. The event also featured a panel discussion focusing on the role of millets in sustainable farming and entrepreneurship. The event was inaugurated with the dignitaries placing seeds of nine millets into an earthen pot, symbolising unity and sustainability, reflecting the International Year of Millets.



Pre-event to international trade fair on organics and millets 2025

## Kristu Jayanti College Launches Millets Mela under Inclusive Growth Initiative

Diya Singh, VI Sem PYJO

Kristu Jayanti College inaugurated the Millets Mela on November 8, 2024, as part of its inclusive growth initiative, Kristu Jayanti Sarva Vikas. Aligned with the Government of India's One District One Product (ODOP) scheme under the Viksit Bharat 2047 vision. The inauguration was led by Dr. G.T. Putra, Director of the Department of Agriculture, Karnataka, and Mr. Shashi Raj, poet and social worker. Farmer Producer Organizations (FPOs) from Chitradurga, Bijapur, Chintamani, and Davanagere participated, fostering collaboration between farmers and students.

Dr. G.T. Putra highlighted India's position as the largest millet producer and Karnataka's integration of Ragi and Jowar into public distribu-

tion. He urged students to spread awareness about government schemes like Raitha Siri, which supports millet farmers. Fr. Dr. Augustine George, Principal of Kristu Jayanti College, emphasised the initiative's role in promoting district-specific products and fostering rural employment, sustainability, and skill development under the Atma Nirbhar Bharat vision.

The event launched student-led ventures such as Paramparika Foods Pvt. Ltd., offering millet-based beverages, and Nutri24 Multigrain Mix by Agri Foods. It also unveiled the Kristu Jayanti Smart Agri App, developed by Computer Science students, featuring IoT-powered tools for farmers, such as real-time soil monitoring and market access solutions.



Launch of Paramparika Foods Pvt Ltd at the inauguration of Millets Mela

## National Seminar on 'Psychological Perspectives of Viksit Bharat 2047' Held

Mehak Naaz Dafedar, VI Sem PYJO

The Department of Psychology at Kristu Jayanti College, Autonomous, organized a National Seminar on 'Psychological Perspectives of Viksit Bharat 2047' on November 7, 2024. Keynote speaker Prof. Girishwar Misra, Former Vice Chancellor of Mahatma Gandhi Antarashtriya Hindi Vishwavidyalaya, emphasized psychology's role in fostering resilience, wellness, and growth for India's 2047 vision.

The seminar featured six insightful sessions. Prof. Misra discussed social psychology's influence on national pride and a knowledge-based economy. Ms. Kasturi Cotha highlighted psychological insights reshaping HR practices, while Prof. S. Karunanidhi presented Dr. Ginsburg's 7 Cs Model of Resilience. Dr. Jayakumar stressed the importance of reskilling and upskilling, and Dr. Suresh A explored mental resilience in national de-

## International Conference Hosted by Kristu Jayanti College Explores Inculcating Sustainability.

Jane Mathew VI Sem PYJO



Inauguration of the 3rd international conference on Economics, Business and Sustainability

The 3rd international conference on Economics, Business and Sustainability, commenced with an inaugural ceremony on September 18, 2024 at Kristu Jayanti College Autonomous. Organised by the Department of Economics in collaboration with Euromid Academy of Business and Technology, the inaugural address focused on the theme 'Advancing Global Prosperity: Integrating Economics, Business and Sustainability for a sustainable future'. Invited to deliver the inaugural address was Mr David Keynan, Vice Chairman of the Federation of Indo - Israel Chamber of Commerce and the Managing Director of Vandey Consultancy Services Pvt Ltd. Before the inaugural address, Fr. Dr. Augustine George, Principal of Kristu Jayan-

ti College, highlighted the conference as a platform for leaders, researchers, and practitioners to exchange insights and foster innovation. In his address, Mr. David Keynan emphasised sustainability as a forward-thinking approach rooted in vision, diversity, equality, and modesty. He stressed the importance of diversity for organisational adaptability in a changing world, quoting Heraclitus: "You cannot step into the same river twice." Equality, he explained, prevents undue burden on small groups, citing the sustainable practices of the Indus Valley civilisation as a model. Mr. Keynan concluded the session by urging organisations to embrace and adapt these principles to remain competent and relevant in an ever evolving world.

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The event concluded with Rev. Fr. Emmanuel P. J. emphasizing the role of

counseling psychologists in supporting national development, resilience, and societal transformation.



Professor Girishwar Misra, Former Vice Chancellor of Mahatma Gandhi Antarashtriya Hindi Vishwavidyalaya, inaugurates the National Psychology Seminar



## EDITORIAL COLUMN

### Feminism's tragic fall: Women's status across countries.

- Diya Singh

In the current world, the often debated topic across the world is feminism. We often hear about its irrelevance to the current society, while being completely ignorant about the day-to-day atrocities committed against women. It isn't just about abortion rights in the US, or Taliban's ban against women speaking to one another but also of the minutest differences, that involves gender bias in health research considering how side effects of female contraceptives are often severe compared to male contraceptives but the female contraceptives are preferably more convenient to mankind or simply the lack of laws against marital rape in India.

As we celebrate the diversity of our Indian soil, cows certainly have more say over their lives than women do in India. No offense to PETA, but the unchanged wv of women is a tragedy for humankind. Where nearly 150 countries have criminalized marital rape, the Indian court found it more necessary to not involve itself in marital privacy, where the 'sacrament' of marriage would be at stake. But if you kill a cow, you could get a maximum of seven years of imprisonment. Fun statistics for the day, shall we? According to India's National Family Health Survey[2022-2023], 83% of married women who report sexual violence name their current husbands as perpetrators. The National Crime Records Bureau reported over 7,000 dowry-related deaths in India 2021 alone although dowry practices are very much illegal.

While feminism may have become a redundant humor to few, it remains as a critical movement to address systemic inequalities and violence against women worldwide. Bodily autonomy, economic opportunity, or safety in public spaces, is the least one deserves as humans. And so, the persistent fight for these rights requires not just collective action and reform but also sincerity and empathy from all. Feminism seems more relevant now?

## Center for Indian Knowledge System celebrates National Ayurveda day.

Akshara Vivek Nammbiar, VI Sem PYJO

Celebrating National Ayurveda.

Ayurveda day, Kristu Jayanti Centre For Indian Knowledge System (KJCIKS) in collaboration with The University of Trans-disciplinary Health Sciences and Technology (TDU) organised an Ayurveda Health Camp in the spirit of wellness and harmony. The event was inaugurated by Vice Principal, Reverend Father Dr Lijo P Thomas, in the presence of the eminent doctors and their team from the Institute of Ayurveda and Integrative Medicine along with all the seekers of health and wellness, who have gathered to experience the benefits of

Whilst celebrating the timeless wisdom of Ayurveda, Reverend father Dr Lijo P Thomas addressed the crowd by expressing his gratitude towards this initiative, which will help prevent, promote and curate the journey towards health and balance. Visitors were able to experience the principles of Ayurveda firsthand through free consultations designed to restore balance and wellness. Experts from the I-AIM healthcare centre guided them toward a healthier, more balanced life, focusing on musculoskeletal and neurological conditions,

dermatology and hair issues, gynaecological conditions, respiratory issues, and gastrointestinal tract conditions, in accordance with Ayurveda's principle of preventing illness before it occurs.

Dr. Noori, the associate professor at TDU said "This initiative is just the beginning to encourage and promote the goal of Ayurveda. We will help maintain the health of the healthy and to cure diseases of the sick". The Ayurveda Health Camp was able to offer a day filled with rejuvenation, balance, and the essence of well-being embracing personalized treatment.



Kristu Jayanti Centre For Indian Knowledge System (KJCIKS) in collaboration with The University of Trans-disciplinary Health Sciences and Technology (TDU) organised an Ayurveda Health Camp

## Kristu Jayanti College Hosts 10th Vidwat Sammilan, explores role of Indian Knowledge Systems in Viksit Bharat 2047

Azra Khan, VI Sem PYJO

Kristu Jayanti College, Bangalore, hosted the 10th edition of Vidwat Samillan, an interactive session with institution leaders, on January 8, 2025. Prof. Sukanta Kumar Senapati, a renowned academician and Vice-Chancellor of Shree Somnath Sanskrit University, Somnath, Gujarat, graced the event as the chief guest. His talk centered around the importance of the Indian Knowledge System and promoted the impor-

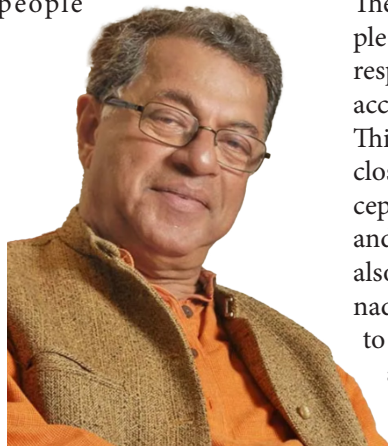
tance of a unified India. During his address, Prof. Senapati emphasized the importance of "Naitik mulya" (morality) in promoting a unified society. He said, "Morality enables individuals to fulfill their duties responsibly, thereby strengthening the fabric of the nation. A society grounded in such principles, would contribute significantly to the realization of a unified and prosperous India."

The Vidwat Sammilan series, a prestigious series known for its engaging interactive sessions with institutional leaders, has become a hallmark event at Kristu Jayanti College. Prof. Senapati further underscored the vision of Viksit Bharat 2047, a goal set by the honorable Prime Minister of India. He explained that this vision could only be realized through a Viksit society, which entails nurturing better youth.

# Girish Karnad: A Literary Torchbearer of Culture and Heritage

Raksha Radhakrishnan, IV Sem JOEN

The popular author played a very huge role in incentivising people about culture and shaping the way in which people



viewed it. Through his popular works like Tughlaq and Hayavadana, he explored the themes of cultural revival. These works spoke to people about the importance of respecting one's culture and accepting it whole-heartedly. This allowed people to come closer to their culture and accept the Kannada traditions and heritage. These works also helped revive the Kannada culture that was lost due to colonization. His works also helped in language revival and promoted Kannada language and

culture during colonized India. The colonizers, believed

**"If we forget our names and our language, we will lose our culture"**

-Girish Karnad

that Indian society was 'uncultured', therefore forcing Indians to adapt to western culture. Girish Karnad and several authors wrote about

Indian culture and its diverse beauty which made people realize that their culture was not uncultured, but the views of the colonizers that were distorted.

Girish Karnad's plays were not just literary masterpieces but also served as tools of cultural awakening. He brilliantly used history and mythology to critique contemporary society, weaving universal themes with regional nuances. His works influenced a movement to preserve and promote Indian languages among its readers.

## "Father of Indian Comics", greatest of Indian storytellers: Anant Pai

Samyukth M, IV Sem PYJO

His own story began on September 17th, 1929, in a small village of Karkala in Karnataka. After graduating in 1957, Anant joined the comic division of Times of India, where they introduced comics to the Indian market. Indrajal Comics was launched introducing characters like Phantom and Mandrake. Anant then suggested that comics should be produced based on Indian mythological stories and history. This idea was implemented and these stories were launched under Amar Chitra Katha. The first issue of Amar Chitra Katha, Krishna, rolled out in the year 1970. The book was a huge success, with children all over the country reading the comics as more issues kept being published.

As popularity of ACK soared, the demand increased and introducing new titles became a tedious job. With that they introduced Tinkle. Tinkle was launched on 14th November 1980, Children's Day. Tinkle introduced the nation to characters like Kalia the Crow, Shikari Shambhu, Suppandi and many more, becoming an instant success.



Anant Pai's vision to instill knowledge of their own country's mythology, heritage and history was taking shape. Children discussed Tinkle and ACK stories with great enthusiasm, becoming a symbol of childhood for many Indian children. He passed away at the age of 81. Anant and Lalita had

no children of their own, but they dedicated their life to serve children.

Anant Pai's dedication to educating young minds extended beyond just entertainment. He believed that comics could serve as a bridge between fun and learning, sparking curiosity about India's rich culture and traditions. His efforts ensured that generations of children grew up with a sense of pride in their heritage, fostering a lifelong love for stories. Through his work, he not only entertained but also nurtured the moral and cultural fabric of young readers.

Mr Pai's legacy has continued to inspire many till date, including educators and storytellers alike.

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