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## From the Editor's Desk

**Dear Readers,**

We are back with yet another issue. Though, the events of high importance kept us all busy but we are never too far away, not to reach our readers. We are late, but we are here!

The issue has a lot of interesting Campus news which will tell you how our quiet looking campus is always abuzz with activity underneath. It is the efficiency of our students and staff that so many activities of different flavours keep taking place and yet the schedules and daily activities don't get disturbed. Infact on surface it is all so calm while a strong current of activity flows underneath.

I take this opportunity to congratulate our students, Ananda Krishna and Shikhil Sharma to have made NIIT University proud in China by winning the first prize in the 6th All China University Software Innovation & Entrepreneurship Competition. We are all proud of you dear students!

The Expressions section has quite a variety this time. We have a poem, an article, our regular feature, The Winter Leh Diary and a set of pictures captured by student Prashant Prakash.

I hope you enjoy going through the newsletter and will also send us your opinions and suggestions to improve it further.

**Best Regards,**

**Anshima P Srivastav**

**Editor In-Charge**

**NU Newsletter**

[anshima.srivastava@niituniversity.in](mailto:anshima.srivastava@niituniversity.in)



## Campus News

### First SPC Meeting

The Co-Founder Mr. Vijay K. Thadani addressed the 2<sup>nd</sup> SPC meeting on Friday, 07th August 2015 in the Senate Room. The meeting focused on creating a meeting schedule for SPC for the current month, Campus Roadmap for M.Tech, GIS, MBA, ECE and Bio Tech, SAP Learning Hub to be started in Campus, IPR Workshop, Centre for e-Governance Workshop, List of Target Companies which are Difficult to Connect, List of Desirable Companies by Students, Placement Brochure for (CSE, ECE, BT, MBA and GIS), IL&FS Project Discussion, etc.

### Aapno Gaon

A new eating joint was added on the Campus in the name of "AAPNO GAON" near the Main Gate (next to Memory Tower). It serves Indian/Rajasthani/Chinese cuisine.

'Bonne Appetite'

### SABI PUNARJIWAN CHETNA YATRA

NIIT University, Neemrana pursues the policy of "Environmental and Economic Sustainability" as part of its Environment Policy. It is fully committed to protect and conserve the natural environment and prevent soil and water pollution.

In its commitment towards stated policy, the University has undertaken upon itself the task of resurrection of the environment of areas 20 kms around the University Campus at Neemrana (Dist. Alwar, Rajasthan). While doing so it was observed that a very small portion of the Sabi River falls within the 20 kms radius. The River thus came into the orbit of study of the University.

On further exploration, it was revealed that Sabi River once had flowing water throughout the Year. However, for the last two decades the River has completely dried out. It was therefore decided to undertake the task of rejuvenation (Punarjiwan) of the River. The GIS Team (Geographic Information System) of the University is in the process of collating all relevant historic and hydrological data of the River and provides Technical Support for this Project.

On 31 Jul 2015, Mr Rajendra Singh (Jal Purush of India) was invited to address the students of the University. On that day, the idea and the work being done for rejuvenation of the River, was shared with Mr Rajendra Singh. He immediately volunteered to lead the

movement; thus the idea of “Sabi Punarjiwan Chetna Yatra” was born. The Project is being led by Maj Gen A K Singh (Retd) COO NIIT University supported by Prof Anul Haq (GIS Team). “Sohard” a local social group led by Mr Niranjana Sharma and many more prominent personalities of the area willingly accorded their support for the movement and decided to participate in the Project. This includes “Sakriya” from Rewari led by Mr Sunder Lal, Sarpanch Neemrana, “Nehru Yuva Kendra” led by Mr S P Kaushik, Mr Janak Singh Yadav, Mr Umed Bhaya, Dr Subhash Yadav, Mr Mali Ram and many more. Mr D P Singh from NIIT University is the Secretary of the Project.

Sabi (or Sahibi) emanates from the Aravali Ranges at “Dhara Ji Ka Mandir” near Ajitgarh (Dist. Sikar – Rajasthan) and drains into the Yamuna at Wazirabad (through Najafgarh Drain in Delhi) after traversing a distance of around 300 kms through districts of Sikar, Jaipur, Alwar, Rewari, Rohtak and Gurgaon. Its catchment area spreads over 4442 sq kms. It remains one of the most important rivers in the arid areas of Rajasthan, which once was the cradle of Indian civilization and culture, boasting of settlements along its banks since the time of Indus Valley Civilization.

Initial phase of the Project included detailed study of the origin and course of the river through maps, satellite imagery and information from the locals. Based on this a “Contact Programme” was formulated to disseminate information in all villages along the course of the River as well as gauge the mood of the local populace about the idea of this Project. Five teams (3 for Rajasthan and 2 for Haryana) carried out the Contact Meetings over a period of one week. The response was overwhelming with every one supporting the cause without exception.

On return from Stockholm after receiving the ‘Nobel for Water’, Mr Rajendra Singh was accorded a warm welcome at the University on 31 Aug 15. He addressed the students of the University, interacted with the Media and exchanged inputs with the University GIS Team. On this occasion Mr Rajendra Singh announced the launch of “Sabi Punarjiwan Chetna Yatra”, which will be formally launched from Raj Ghat New Delhi at 10 AM on 05 Sep 15. On that day a ‘Pad Yatra’ from Raj Ghat to Wazirabad will be held. Thereafter the Yatra will commence its journey from ‘Dhara Ji Ka Mandir’ on 07 Sep 15 and traverse along the course of the River. It will finally culminate at Rajghat on 05 Oct 15.

### **Helium Ink Activity**

Helium Ink is bridging the gap between classroom education and practical knowledge; make the students more employable and industry ready.

Advantages:

- ü Mentor-guided Open Online Projects and Research.
- ü Students get opportunity to work on real-world projects and research.

- ü Learn from some of the best engineering professionals, free of cost.
- ü Students with project-based-learning can hone skills like critical thinking, problem solving, reasoning, creativity, hands-on technical know-how, the art of product design and development and research.
- ü Get noticed via online profile and hired by the companies.
- ü Opportunity to publish paper and professors can offer scholarship or fellowship.
- ü Professor and academia get access to bright students to implement the concepts to thesis and make them more coveted paper in indexed journals.
- ü Industry is looking for bright students, industry professionals and open source community.

### **RGSL**

NIIT University and Rajasthan Gas State Ltd. (RSGL) collaborated for Industry sponsored project. Under this collaboration, RSGL is looking for B. Tech students for a Mega CNG Project at Neemrana.

It includes Survey of Neemrana & nearby Industries for demand of Natural Gas supply, Support for Signing of term sheets, HOA by working as the representative of RSGL, Advertising & Awareness campaigns for general public for use of CNG Vehicles & Industries for clean & pollution free environment and the Maintenance of web server of RSGL.

### **Cognizant CCSP Program**

Cognizant CCSP Program held on 11<sup>th</sup> August 2015

-> Cognizant launched Cognizant Certified Student Program (CCSP) at NIIT University to equip students with capabilities in different areas of IT & Software Engineering relevant to industry needs.

-> Concepts such as Data Structures, OOPS, C ++, RDBMS, Software Engineering, Cloud & Mobility will be tested through online test.

### **NU Data Science Program**

NU Data Science Program started from August 2<sup>nd</sup> week where 26 students from B. Tech 2012-16 batch shortlisted for this program.

### **Flags in China**

It is a matter of immense pride and honor to congratulate two of our extremely talented students named Anand Krishna and Shikil Sharma of B. Tech IV Year who stood first at the 6th All China University Software Innovation & Entrepreneurship Competition organized by the Govt. of Wuxi and the Ministry of Education, Beijing. After crossing all the barriers, they reached the ultimate step of success and developed an amazing and a unique software product "Astra" created by them at the university that protects web sites from real time hackers. They were awarded with great complements and rewards in the presence of many

government officials and eminent dignitaries from Academia, Industry and Government. We congratulate them once again for such a great achievement and success.

### **Independence Day Celebration**

On 15th August, Nu celebrated India's 69th Independence Day with utmost sincerity and pride and with great joy sung many patriotic songs in the honor of the nation. Many students were also felicitated with certificates and awards for their achievements in different sectors. The flag was hoisted at 8 am in the morning near the Bowl and everyone sang the national anthem to celebrate the independence of the nation.

### **Talk by Mr. Bikash Barai**

Mr. Bikash Barai, Founder, iViz Security gave a talk on 27<sup>th</sup> August 2015 on Entrepreneurship focusing on Cyber Security at NIIT University. Mr. Bikash Barai is also Chief Wizard at iViz Techno Solution Pvt. Ltd. He has specialization in Network Security, and Stimulation of Hackers mind using Artificial Intelligence, Cognitive Hacking, Social Engineering and Attack stimulation.

In the invited talk with students and faculty members he spoke about ethical hacking and entrepreneurship as a journey. He started his discussion by talking about a good start-up and the right approach to deliver our dreams into action. Having big ideas does not matter, what all matters is our willingness to achieve it and willingness is always associated with problems. Since most of us today have a tendency to run after ideas rather than after problems and their solutions, we are unable to get a good start-up, and this is the only reason why 90% of the start-ups fail in India

He said, the reason why we find certain things to be impossible for us to achieve are our own "fundamental assumptions" which we make before we even begin working. He also threw light on the "Cycle of Habit" which according to him consists of three elements- "trigger", "routine" and "satisfaction". According to him, if we have to master anything all we need to do is to build up the right habit and for that we need to find the right trigger to boost ourselves to achieve satisfaction in every sphere of life.

He concluded the interaction by saying that Entrepreneurship is not an easy journey and one cannot achieve it if he has his own pre-assumptions. Being always passionate, rational and creative will not do until and unless we actually realize what we want. So to drive through crises we need to be "Healthily Dispassionate" some times.



## PANGOLIN



A pangolin (also referred to as a scaly anteater or trenggiling) is a mammal of the order Pholidota. The one extant family, Manidae, has one genus, Manis, which comprises eight species. A number of extinct species are also known. A pangolin has large keratin scales covering its skin, and is the only known mammal with this adaptation. It is found naturally in tropical regions throughout Africa and Asia. The name pangolin comes from the Malay word penggulung, meaning "something that rolls up".

The physical appearance of a pangolin is marked by large, hardened, overlapping plate-like scales. The scales, which are soft on newborn pangolin's but harden as the animal matures, are made of keratin, the same material of which human fingernails and tetrapod claws are made. The pangolin's scaled body is comparable to a pine cone or globe artichoke.

It can curl up into a ball when threatened, with its overlapping scales acting as armor and its face tucked under its tail. The scales are sharp, providing extra defense. The front claws are so long they are unsuited for walking, so the animal walks with its fore paws curled over to protect them. Pangolins can also emit a noxious-smelling acid from glands near the anus, similar to the spray of a skunk.

Pangolins are hunted and eaten in many parts of Africa and are one of the more popular types of bush meat. They are also in great demand in China and Vietnam because their meat is considered a delicacy and some believe pangolin scales have medicinal qualities. This, coupled with deforestation, has led to a large decrease in the numbers of giant pangolins. In November 2010, pangolins were added to the Zoological Society of London's list of genetically distinct and endangered mammals.

All eight species of pangolin are classified by the IUCN as threatened to extinction, while two are classified as critically endangered. Though pangolin are protected by an international ban on their trade, populations have suffered from illegal trafficking due to unfounded beliefs in Asia that their ground-up scales can stimulate lactation or cure cancer or asthma.

**Status in the Wild:** Near Threatened      Sources: [wikipedia.org](http://wikipedia.org), [teachindiaproject.org](http://teachindiaproject.org)

## Student Editorial Special

### I See You

In a mirror on your lap, you saw yourself sad,  
You did whatever you could, to hide that fact,  
You wore a sweet little mask,  
With a smile you never had,  
You don't know me...  
But, I know you...  
I know you,  
I know you're sad...

You formed some mirages, and hid yourself in them,  
People think you are happy, you are happy again,  
You are a transparent gem, to me that is, not to them,  
You don't see me...  
But, I see you...  
I see you, I see you're sad...

You think you are right, you will... you may... you might,  
But, don't you see, everything is in front of you... in plain sight,  
You have to win this fight, within yourself, you're my knight,  
You don't feel me...  
But, I feel you...  
I feel you, I feel you're sad...

On this path you'll be alone, even with people... just alone,  
In that rain... just alone, with that pain... just alone,  
You don't have to be alone, please don't be alone,  
You won't see me...  
But, I will see you...  
I still see you, I see you're sad...

**Pradumn Kumar Mahanta**  
Student Editorial Special





## Expressions



The mystery behind calculus being discovered in India is as interesting as the Subject itself

-Sudarshan Raghavan (B.Tech 1<sup>st</sup> Year)

Calculus is the branch of mathematics concerned with the study of such concepts as the rate of change of one variable quantity with respect to another, the slope of a curve at a prescribed point, the computation of the maximum and minimum values of functions, and the calculation of the area bounded by curves. Evolved from algebra, arithmetic, and geometry, it is the basis of that part of mathematics called analysis.

### The Development of Calculus

For centuries, mathematicians, scholars and the general public alike have intensely debated the origins of calculus; who invented it? If we look into modern books of today, the credits attributed to inventing calculus goes to the English and German mathematicians, respectively, Isaac Newton and Gottfried Wilhelm Leibniz. They invented calculus in the 17<sup>th</sup> century.



-> Isaac Newton



-> Gottfried Leibniz

If we look into Kerala in the 15<sup>th</sup> century and the work done by Madhava and other mathematicians in that region, we get to see that significant developments already occurred during that time. The work included the infinite power series, the use of concepts related to the same and its application to get a closer approximation of  $\pi$ , than achieved earlier, the derivation of the value of  $\sin$  for any angle of interest.

The above work in Medieval Kerala was preceded by work done in ancient India by Aryabhata and others in that period. This work included an estimation of the value of pi to the last four digits, an estimation of the circumference of Earth, estimation of the time of eclipse, estimation of area and volume of spherical and pyramidal objects.



-> Aryabhata



-> Madhava

Newton or Leibniz's work did progress further than the applications of ancient or medieval India and lent itself to various applications in modern science and widely being used in various fields such as medicine, engineering and astronomy. The work also established the critical bridge between the critical differential calculus (rate of change) and integral calculus (summation of infinitesimal quantities). All this work was done more than two hundred years after the work done during Madhava's time.

What were the possible reasons that ancient or medieval Indian work has not received due credit in the world stage?

One possibility is that the original work in India was in Sanskrit and Malayalam and using expressions different from the ones that Newton or Leibniz popularized subsequently. A lot of this work was transmitted in a closed community and it is only a part of this work that has been explored at depth, until now.

It is known that Kerala was connected quite well through trade to Europe through the Middle Eastern countries and it is also known that Jesuit priests were quite broadly present in medieval Kerala.

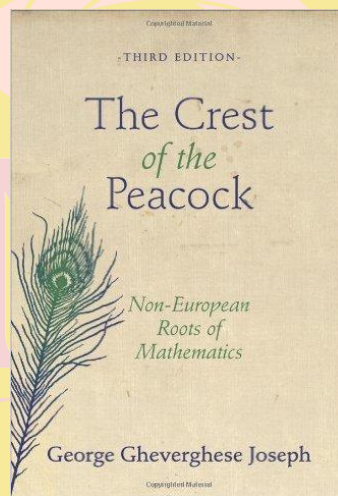
There is a distinct possibility that some parts of the entourage related to the traders visiting Kerala and the priests mentioned above, understood the work done in Kerala and translated the concepts they learnt through Latin and other languages and over the next centuries, the same work might have inspired the thought process further developed eventually by Newton or Leibniz. With passage of time, the credit for the original work also got diffused and potentially attributed to those that brought the concepts to Europe, rather than the ones that originally created the same.

Another reason being attributed for the credit not being given to Indians is that in the 18<sup>th</sup> and 19<sup>th</sup> century, it became fashionable to have a Eurocentric view to the development of science. Eastern or

Arabian discoveries or inventions being given due credit would have diminished the popularity in Europe of this view, had due credit been accorded.

It is indeed heartening to see that there is a movement now witnessed in sections of the Western world where there is an interest to rectify the omissions of the past. A few years back, BBC carried a story that gave specific credit and coverage to Madhava's work and openly admitted to this original work preceding the work done in Europe.

Other scholarly work done by current generation Indians, some of whom having deep knowledge of the languages of the original work of ancient and medieval Indian mathematicians, relating the work to the social climate of India in those times are giving us deeper insights into the work done in those days. One such work is "The Crest of the Peacock: Non European roots of Mathematics" by George Gheverghese Joseph (1991). This systematic work is then being acknowledged by Westerners as well. "Indian Mathematics: Redressing the balance" authored by Ian G Pearce (2002) is one such endorsement.



While Bhaskara, Aryabhata and Madhava are now starting to get slowly recognized for their work, there are several other mathematicians of ancient or medieval times whose work are yet to be explored in depth. The few that have been, have not yet been attributed due credit outside India.

Paramesvara, a disciple of Madhava, gave a mean value type formula for inverse interpolation of sine.

Nilakantha, a disciple of Paramesvara, has established various results of infinite geometrically progressing convergent series.

The other fascinating account is that Madhava's original work has been lost, for the most part and it is only accounts of his work produced in writings of his disciples that we see a lot of his ideas.

It would be indeed interesting to witness how research unfolds into the further exploration of how far the mathematicians of ancient and medieval India went and to see the progress made in the future to bring all their work to be better appreciated by global scholars.



Lately, we hear in the media reports of how advanced our ancient scientists were and the possible accomplishments they had that were never brought to the world stage. The exploration here seems to be one chapter amongst many that played out in the past and it would be wonderful to get the spirit of these intellectual pursuits to the current and future generations in our country.

### **My Experience with Photographs**



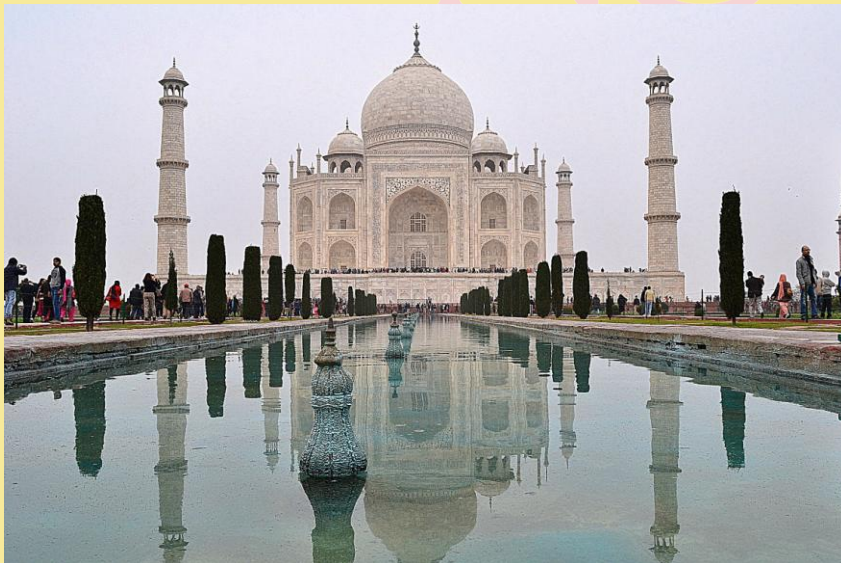
Had to run to the slack to capture the colorful caravan of camels carrying tourists in calm Thar Desert.



Reflection by the rippling pond along with tinge blue and yellow flickering light shining on the water makes the view memorable.



Barbed wire fencing at Wagah post dividing India and Pakistan with vast fertile lands on both side of the border.



World is divided into people who have seen Taj Mahal and love it and people who have not seen it but still love it.

**Prashant Prakash**

MBA (F & B) - 8th Batch



## Winter Leh Diary - Day 3

### Day 3: Hunder - Shyok - Durbuk - Tangste

*Distance Covered: Approx. 130 kms*

The morning sky was clear. Wow. Fresh air. It felt really great to go out & take deep breaths.

*I don't know if its true or not, but do all bright ideas come at the last moment?* 😄😄. I could hear Saurabh discussing the possibility of going to Tangste via the Shyok route (which I had suggested before the start of our trip) from inside the washroom 😄😄. It was exciting to hear. I came out as quickly as I could. Wow!!! That would be a new route. All was depending on whether Rigzin would agree or not. We finished packing & went for breakfast.

Breakfast was great. Local roti, made of wheat, barley, etc and cooked over charcoal fire. With jam, butter & tea. We discussed the plan with Rigzin, who was reluctant at the beginning. *His only concerns were 2 crossings: 1 water crossing & 1 frozen Shyok river.* He said that he'll enquire from Khalsar village and then decide. Fair enough. We packed up & left Habib guest house, content with the stay & a big smile on our faces.

Rigzin enquired about the route from some oncoming vehicle drivers & also from Khalsar village. Everyone was advising to take care at the frozen river crossing. He said that we'll take the diversion. However, if we get stuck or are not able to cross the frozen river, we'll come back. 😄😄 **HURRAYYYY!!!!** We all agreed & Rigzin turned left taking the diversion to Shyok village. Everyone was really happy & quite thankful to Rigzin 😄😄. A new route & new view await.

This route is absolutely not accessible during the summers as the Shyok river has good flow & water level is high. The view around was beautiful. The river, the valley, the mountains, the sky.



We slowly descended & were travelling almost alongside the river. The river was frozen at quite a few places. Beautiful trees with a shade of red were there. Lovely sight that was. The road was laden with snow. Rigzin now had our full confidence. He was driving cautiously, off course, merrily also, whereas we all were drowned in the views all around. The road had now become treacherous. Really, really rocky.



अनादि अनन्त

We were now literally travelling on the river bed. Rigzin was following the road, or I should say “track” and moving where it was going. The view all around was terrific. And then Rigzin stopped.

### Hurdle 1:

The Shyok river presented us with its first crossing – not frozen. From inside the car, the crossing seemed ok, about 20 mts to cross. Rigzin said “*sir, mai mantar padh ke aata hun, aap log baitho*” and he went to inspect. We also went out, more out of curiosity. What we saw became concerning for us. The crossing was frozen on sides (tire slip), with water flowing in between and was full of stones, good big sizes. The worst part was it was deep, approx a feet. We were clicking away, admiring the vista all around. Rigzin was merrily running around on the ice, skating, slipping, inspecting & posing for us.





Time to go. “*Sir, chalte hain, maine mantar padh lia hai, nikal jaenge* 😊😊”. I thought of shooting a video. I was ready with my camera. Rigzin started the xylo and slowly moved forward. “**THUDD**” and the front wheels entered the crossing. My hand holding the camera went somewhere else. The xylo was shaking really bad. “**THUDD**” and the rear wheels came down. As we moved forward, we could hear the rocks/stones hitting the Xylo belly really badly. The car was shaking rather vigorously & uncomfortably. We were holding onto something. And finally we were out. Everybody was clapping & thanking RIGZIN. **YEEAAAAHHHHHH!!!!!!** 😄😄 No video though 😞.

We could see the mountain being blasted. Rigzin said that a double lane road was under construction. Our road still was no better. Rocks, rocks & more rocks.

### **Hurdle 2:**

The Shyok river presented us with its second crossing – not frozen. This time we didn’t stop for inspection. The xylo dived again. **THUDD, BANG, BANG, BANG, THUDD**. We were out. Everybody was clapping & thanking RIGZIN 😄😄. We could spot a JCB. We were happy on seeing it, just in case we got stuck. **YEEAAAAHHHHHH!!!!!!** This time I managed a video 😊.

The road was still really bad. A convoy of 4 army gypsy’s went past us. Probably, some high ranked officer passed by. The blasting on the mountains was still going on. “**LOOK.....ROAD**” I exclaimed. Finally, we were now travelling on Tar. The happiness was though short-lived. The road vanished & the river bed track started again. The vista was keeping us occupied.





### **Hurdle 3:**

**HELL NO!!!!** 🤔🤔 The Shyok River presented us with its third crossing – **FROZEN**. We could see the frozen river from a distance. It was sloping down towards the left. The car would definitely slip. There is no way one can cross this. We stopped about 100m away as there was a dozer, unwilling to start and a truck behind it. The moment – where all happiness, vistas, beauty and nature vanishes and the one thought comes to your head – **“Ohh god, how are we going to cross this?”**, had come. Saurabh, Ashmeet & I went out of the car towards the crossing.

**ALL HAIL THAT HIGH RANKED OFFICER & THE INDIAN ARMY** 🙌🙌. What we saw, made us breathe a sigh of relief. The dozer had scraped the ice and made a path for that convoy to go through. **HUUUURRRAAYYYYYY!!!!** 😄😄 Now, the road was rough & there was enough traction for the xylo to go through. Rigzin now drove up to the crossing point. The driver from the dozer showed him the way. Rigzin was making merry - running, skating on the ice like a child. We all were really happy. We crossed through with ease. **“Ab koi tension nahi hai sirji, ab aaram se pahunch jaenge** 😄😄”.



The road from thereon was absolutely wonderful. As was the vista around.





Soon, we arrived at Shyok village. Saurabh & I thought of visiting the Durbuk TCP. **Flashback** – *“during our bike trip, Changla had received heavy snow & the jawans at the same TCP advised us to stop there until they gave us clearance to go. For the time we were there, they treated us with cream biscuits, real juice for snacks; roti, daal, salad, chicken curry, rice for lunch; biscuits & chai for evening snacks. Finally, we had to return to Tangste & spend the night at Changla Guest House & return to Leh next morning”*.

It was the amazingly warm experience earlier, made us go there again to say thanks to them, if the same 2 jawans were there. Though they were not there, the jawans present there greeted us & treated us like royal guests. Tea, biscuits, dry fruits and whole lot of gossip & fun talks. It was a time we won't forget. We bid them goodbye & went to Changla Guest House. It was horrifically cold. We managed the night in the owner's drawing room which had a wood fired bukhari. We discussed the possibility of doing Chushul, TsoMoriri and then back to Leh, but later dropped the idea. The evening was spent partying & discussing the day's events. Dinner was simple: daal, chawal. Slept like a log. **Temperature at 9pm: minus 20degC.**



The day belonged to the *never say no* attitude of **RIGZIN**. He has this whole bag of silly jokes & one liners which will leave you in splits. More than a cab driver, he behaved as a friend. Knowing the fact that the roads were bad, his car might get damaged by the stones during the water crossing, we could get stuck without any possibility of help for hours, he went along just to make us see the route & the vistas. **THUMBS UP** to him.

**Tomorrow, it'll be the Pangong Tso & the mighty Chang La and then, back to Leh.**

**Aniruddha Jasu**

MBA Finance & Banking, Batch 8





## Research @ NU

**Dr. Vaishali J. Shinde** attended the *International Conference on Studies in Humanities and Social Sciences (ICSHSS'15)* on July 29-30, 2015 at Phuket (Thailand) organized by International Centre of Economics, Humanities and Management. She presented the paper entitled- Conversational Implicatures in Advertising Language: A Pragmatic Study in Indian Context. The paper highlights the fact that how contextual meaning of words is different from the surface meaning and how the particular utterances in the Audio-Visual Advertisement are influenced by the native culture. To prove her perspective, she chose four Audio-Visual Advertisements telecast in India and showed how Indian Socio-Cultural setting has affected the language in these advertisements.

The paper was appreciated for its novel topic and study. She also chaired to sessions in this conference.



NIIT UNIVERSITY