

“Color is the keyboard,  
the eyes are harmonies,  
the soul is the piano with  
many strings.”  
- Wassily Kandinsky

THINK| EXPRESS| INSPIRE

## Aarekh 2025: Desing Fest

Pimpri Chinchwad University (PCU) recently hosted “Aarekh 2025”, a vibrant art exhibition that went beyond aesthetics to celebrate creativity, sustainability, and a strong sense of community.

The event featured a thoughtfully curated lineup of activities and displays that left a lasting impact on attendees, blending artistic expression with eco-conscious messaging.

Among the highlights were handmade accessories and handprinted jute and tote bags, which struck a balance between style, utility, and sustainability.

These creations were more than just eye-catching products, they carried a powerful message of incorporating environmentally friendly practices into daily life.

The tie-dye session proved to be a major attraction, drawing students and visitors into a

shared, colourful experience. As participants experimented with dyes and patterns, the activity not only showcased their creative instincts but also offered a joyful, hands-on opportunity to explore individuality through design.

The lively session allowed attendees to immerse themselves in the process and walk away with both their creations and meaningful memories.

Another major draw was the pottery segment, where PCU’s talented students demonstrated their skills in shaping clay into elegant forms. The meticulous craftsmanship on display highlighted the timeless relevance of traditional arts and their ability to inspire contemporary creators. Interactive workshops and sessions held throughout Aarekh further enriched the event.

These engagements provided students with valuable insights into diverse artistic techniques, from crafting ac-

cessories to mastering dyeing methods.

Participants left with not only enhanced skills but also a renewed confidence in their creative abilities.

More than an exhibition, ‘Aarekh 2025’ stood as a testament to PCU’s spirit of collaboration and innovation.

The event served as a platform for students and faculty to come together, exchange ideas, and celebrate artistic passion. The enthusiastic participation and positive feedback from both faculty and guests reflected the event’s success in fostering artistic expression and community engagements.

As ‘Aarekh 2025’ concluded, it left behind more than just beautifully crafted items: it left inspiration.

Students departed with handcrafted keepsakes and a deeper appreciation for sustainability, creativity, and the enduring value of traditional craftsmanship.



## Ideathon 2.0 2k25: Celebrating Innovation

-Team Bhashyam

Pimpri Chinchwad University (PCU) successfully organized ‘Ideathon 2.0 2k25’, a two-day national-level hackathon held on April 5 and 6, 2025, at its vibrant campus.

The event attracted more than 500 registered teams from across India, with 40 shortlisted teams making it to the final round. Participants showcased a range of innovative solutions aligned with the central theme, “Empowering Change with Innovation and Purpose,” reflecting

a spirit of creativity, collaboration, and purposeful problem-solving.

The hackathon was inaugurated by the esteemed Chief Guest, Dr. G. R. Sinha, a renowned expert in Artificial Intelligence and Embedded Systems.

In his inaugural address, Dr. Sinha inspired participants with his visionary insights on the transformative power of technology and innovation in today’s world. The event brought together bright minds and provided them with a platform to solve real-world chal-

lenges under the guidance of industry and academic experts.

A panel of distinguished external judges, including Mr. Rajat Jadhav, Senior Robotics Automation Engineer, and Dr. Deepa Parasar, Associate Professor at Amity University Mumbai, evaluated the final presentations and appreciated the ingenuity of the solutions developed by the participants.

The competition concluded with the announcement of the top-performing teams. Team DraconiX from

Pimpri Chinchwad University clinched the first place, followed by Team Codie from Fr. Conceicao Rodrigues College of Engineering (FRCRCE), Mumbai, who secured the second position. The third prize was awarded to Team Alnigma from KKW College of Engineering, Nashik, Maharashtra.

Adding to the excitement, Mr. Rajat Jadhav also offered paid internships at Autofina Robotics & Automation Pvt Ltd to three promising teams, further encouraging young innovators.



## PCU Lex Imperium 2025 Laws to Combat Gender-Based Violence



The School of Law at Pimpri Chinchwad University (PCU) organized a thought-provoking law conclave, ‘PCU Lex Imperium 2025’, focusing on the theme “Women Empowerment through New Criminal Laws to Combat Gender-Based Violence.”

The event served as a platform for critical discussions on recent legal reforms aimed at enhancing women’s safety and rights in India.

Distinguished speakers included Advocate Durga Dutt (Advocate-on-Record, Supreme Court of India), Mr. Amrit C. Birajdar (Judicial Magistrate First Class, Shiva-ji Nagar, Pune), and Mr. Lalit

Kumar Junjhunwala (Founder and Director, Triyama Legal), were guests of honor for the event. Their addresses emphasized the urgent need for robust legal frameworks and societal support systems to ensure justice for victims of gender-based violence.

The event provided students and faculty with meaningful insights into the role of criminal law in empowering women and tackling systemic challenges. By integrating academic perspectives with professional experience, the conclave not only enlightened attendees but also inspired the next generation of legal minds to work toward a more equitable society.



**Book Recommendation:**  
*The Boy, the Mole, the Fox and the Horse*  
- Charlie Mackesy

A modern-day illustrated classic that delivers messages of love, kindness, and the simple colors of joy through delicate drawings and profound words. It is a heart-warming journey through conversations between four unlikely friends, each representing different aspects of the human spirit. The book explores themes of vulnerability, courage, hope, and friendship with wisdom.



**Movie Recommendation:**  
**Movie Name: Adolescence**

It is a thoughtful and evocative series that explores the emotional, psychological, and social transitions experienced during the teenage years. It captures the highs and lows of growing up—identity struggles, peer pressure, first loves, and the quest for self-understanding. It serves as both a mirror and a guide for young audiences navigating their journey from childhood to adulthood.

## ‘Techneon 2025’ Showcases the Power of Innovation

**T**echneon 2025, hosted by the School of Engineering and Technology at Pimpri Chinchwad University (PCU), emerged as a spectacular celebration of innovation, creativity, and the vast potential of technology-driven solutions. With the participation of 966 students from diverse academic backgrounds, the event stood as a shining testament to the ingenuity, dedication, and forward-thinking spirit of the next generation of engineers and technologists. The event featured an impressive showcase of 122 projects, 52 posters, and

14 models, each offering unique perspectives and inventive solutions to real-world problems. From AI-powered prototypes and sustainable energy alternatives to advances in robotics and software development, the exhibits reflected both the depth and diversity of talent within the student community. Techneon 2025 provided a powerful glimpse into the role emerging technologies will play in shaping the future across industries. More than a display of technical prowess, the event fostered a strong sense of collaboration and camaraderie among partic-

ipants. The infectious energy and enthusiasm evident throughout the venue created an environment ripe for learning, connection, and innovation. Students had the opportunity to engage with peers, faculty, and industry professionals, building networks that may well support future research and professional journeys. The event was further elevated by the presence of esteemed Chief Guests Asmita Murar and Dr. Amol Gore, whose inspiring speeches encouraged students to embrace big dreams and bold ideas. Their thought-provoking

messages resonated with the young innovators, reinforcing the importance of curiosity, resilience, and vision in the pursuit of excellence. Adding to the intellectual depth of the event, Vice Chancellor Dr. Manimala Puri and Pro-Vice Chancellor Dr. Sudeep Thepade delivered insightful addresses that urged students to think critically and creatively about the role of technology in building a better tomorrow. The guests and members encouraged students towards innovations. As Techneon 2025 concluded, it left behind a strong message—technology, when driven by purpose and passion, has the power to transform the world. With bright ideas, collaborative minds, and supportive mentors, the future envisioned at PCU is not only promising but truly boundless..

## Exploring Kutch’s Artistic and Cultural Heritage

Pimpri Chinchwad University (PCU) recently organized a six-day educational trip to Kutch, Gujarat, for students of its School of Design, offering an enriching experience through the region’s diverse art, culture, and history. The journey commenced on a high note with students exploring the Hiralaxmi Memorial Craft Park and Gujarat’s oldest institution, the Kutch Museum. These visits provided deep insights into the region’s rare folk art and traditional craftsmanship. The focus shifted to textile heritage to Ajrakhpur, the Living and Learning Design Centre (LLDC)

Museum, and Bhujodi—renowned for its handloom weaving. The visit to the UNESCO World Heritage site of Dholavira, an ancient Harappan city, followed by a stunning sunset view at the Rann of Kutch. The group explored Nirona Village, famed for its Rogan art, and concluded the day at the ornate Aaina Mahal in Bhuj. The trip provided students with a deeper understanding of India’s cultural richness and design heritage. It successfully combined academic learning with experiential exploration, offering valuable context for future designers to draw inspiration from India’s artistic legacy.



## ARE YOU AWARE?

Yellow is universally acknowledged as the color symbolizing happiness and optimism. Extensive research indicates that individuals frequently link the color yellow with feelings of cheerfulness and joy. This strong association renders yellow a favored option in designing and decorating spaces intended to foster uplifting and positive atmospheres. For instance, incorporating yellow elements into interior design can stimulate mental activity and evoke a sense of warmth and energy. Consequently, yellow is often utilized to create environments that promote enthusiasm, creativity, and an overall sense of well-being.



In Chinese and other East Asian cultures, red symbolizes joy and good luck. It’s widely used during celebrations like the Lunar New Year and weddings to attract prosperity and happiness. During the Lunar New Year, people decorate with red lanterns and give red envelopes containing money to symbolize good fortune. In weddings, brides often wear red dresses, and venues are adorned with red decorations to ensure a joyful and prosperous union. Its vibrant hue continues to hold deep cultural significance, uniting tradition with celebration.

Newborns begin to perceive colors within the first few weeks of life, and red is often the first color they can distinguish. This early recognition is largely because red has the longest wavelength among visible colors, making it easier for the underdeveloped photoreceptors in a baby’s eyes to detect. As their vision continues to develop, babies gradually begin to recognize other colors, but red remains the most stimulating and noticeable in their early visual experiences. This is why many baby toys and books feature bold red elements to capture their attention. Exposure to vibrant colors like red can also aid in visual and cognitive development during infancy.



## PCU’S INSIGHTS

### Behind the Voices: Exploring the world of Radio



Students from the Pune School of Media and Communication Studies, Pimpri Chinchwad University visited the Radio City 91.1 FM studio in Pune as part of an educational industry visit, gaining practical exposure to the world of radio broadcasting. During the visit, students had the opportunity to interact with key professionals including the Radio Jockey, Program Head, Program Producer, and Advertising Head. These interactions offered valuable insights into the behind-the-scenes workings of a radio station—from content creation and audience engagement to programming strategies and advertising operations. The session provided a deeper understanding of the radio industry’s creative and technical aspects, helping bridge the gap between classroom learning and real-world media practices. The visit proved to be both informative and inspiring.

### Bridging Academic Learning at Mumbai Legislative Assembly

In a remarkable initiative to bridge academic learning with practical governance, the School of Law at Pimpri Chinchwad University successfully organized an educational visit to the Mumbai Legislative Assembly. The visit provided students with a unique opportunity to witness the functioning of the state legislature and deepen their understanding of democratic processes and legal frameworks. A highlight of the visit was the enriching interaction with three prominent Members of the Legislative Assembly, Shri Mahesh Landge (MLA, Bhosari Vidhan Sabha), Shri Siddharth Shirole (MLA, Shivaji Nagar Vidhan Sabha), and Shri Sunil Shelke (MLA, Maval). The MLAs engaged with the students in meaningful discussions about legislative proceedings, the role of elected representatives, and current policy challenges. Students gained first-hand exposure to the workings of parliamentary procedures, debates, and decision-making processes within the Assembly.



## AI Takes Center Stage: PCU’s Delhi HR Conclave Pioneers the Future of Human Resources

Pimpri Chinchwad University (PCU), in collaboration with HR Shapers, hosted the Delhi edition of its HR Conclave Chapter, setting a precedent for thought leadership in strategic human resource management. Building on the success of the Pune conclave, this event created a robust platform for industry leaders, government dignitaries, and HR professionals to share insights and ideas, with a central focus on integrating artificial intelligence (AI) into HR practices. Held at the India Interna-

tional Centre, the conclave spotlighted the transformative role of AI in redefining human resource strategies, especially in the face of India’s ambitious goal to become a \$5 trillion economy by 2027. The thought-provoking panel discussion, “Opportunities in the Era of AI and Upskilling with AI,” explored the intersection of technological innovation and human-centric approaches. The event featured distinguished dignitaries whose perspectives enriched the discussions. Shri Prataprao Jadhav, Minister of State

for Health and Family Welfare, underscored the importance of preserving the irreplaceable human touch amid technological advancements. Shri Anandrao Patil, Sec-

retary of the Department of School Education and Literacy, emphasized innovative HR practices in fostering talent and driving educational reforms. Adding depth to the dialogue,

Shri Sushil Gaikwad, Executive Director at the Ministry of Defence, shared strategies for effective HR management in high-pressure environments. Shri Harshvardhan Patil, Chancellor of PCU, presided over the event and delivered an inspiring address highlighting the pivotal role HR professionals play in organizational success. His remarks encouraged attendees to embrace the transformative initiatives at PCU’s Pune campus, reinforcing the university’s holistic approach to education and development.



### Top Placements of the Month

- Mr.Vaibhav Patil (Blinkit)
- Mr.Yuvraj Bodake (Blinkit)
- Mr.Aditya Gawade (Blinkit)
- Mr.Paras Kadam (Neyamoo)
- Ms.Prerna Kadam (Zomato)
- Mr.Yesh Yengade (MBA International (Hero Fincorp)
- Mr.Anurudh Nair (Hero Fincorp)

**Congratulations !!!**  
**PCU is Proud of You**

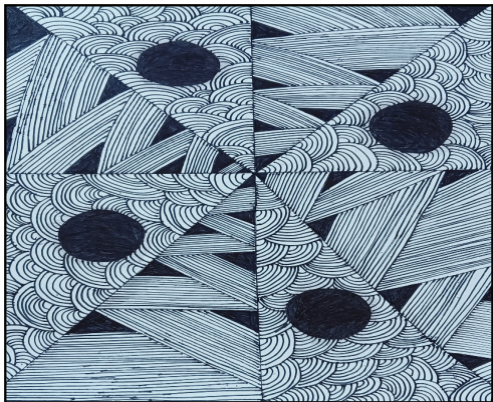


“To see a world in a grain of sand  
And a heaven in a wild flower,  
Hold infinity in the palm of your hand  
And eternity in an hour”  
-William Blake



“Nature’s first green is gold,  
Her hardest hue to hold.  
Her early leaves are flowers—  
But only so for hours;  
Then leaves subside to leaves.  
In Autumn she achieves  
A still more golden blaze  
But nothing golden stays”  
-Robert Frost

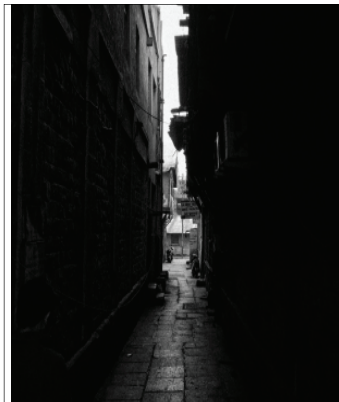
## Expressions Beyond Words



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Media and Communication Studies  
(F.Y)



Expressed by Mauli Chavan  
School of Media and Communication Studies  
(F.Y)

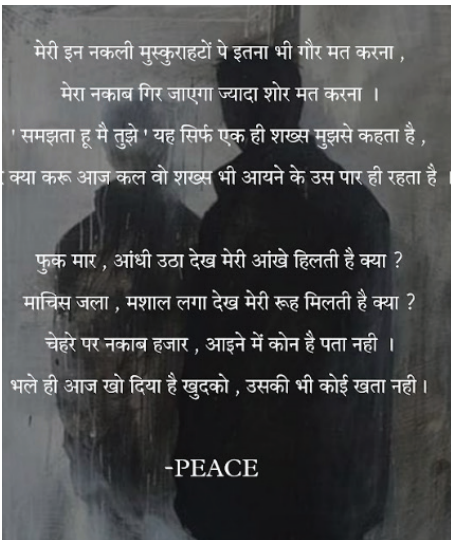


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Sharma  
School of Media and Communication Studies (F.Y)

अबूर बरसता रहा रात भर,  
दलि तरसता रहा रात भरा  
चुप रहा और यूँ रो लिया,  
उसको लिखिता रहा रात भरा  
जाने किस दौर में मौत थी,  
ज़हर चखता रहा रात भरा  
सद्किरीक उसको जकड़े नहीं,  
खुद हकिता रहा रात भरा  
मुनूतज़रि सिर्फ़ एक बोल को तेरे,  
‘बेज़ार’ बकता रहा रात भरा  
— बेज़ार (Aditya SY-BTech)



Expressed by Varun Survanshi School of Media  
and Communication Studies (F.Y)



Expressed by Atharva  
School of Engineering (F.Y)



Expressed by Darshan Gaikwad  
School of Engineering (S.Y)

From the water to the air,  
Her love is everywhere.  
She cares for every living being,  
Cradling them gently in her lap.  
Her love is equal for everyone,  
Just like a mother’s embrace.  
She loves her billions of children,  
With a kindness that knows no end.  
She is an old, wise lady,  
And everything is a part of her.  
Her eyes shine like twinkling stars,  
And the cold wind flows through her hair,  
Drifting softly with the clouds.  
She is not human-  
She is the Earth,  
Our Mother Earth.

- Prachi Sajwani (F.Y Clinical Psychology)

## Stress can be beneficial if managed properly

Prof. Ruchu Kuthiala, Head of the School of Sciences at Pimpri Chinchwad University, recently shared valuable insights on coping with exam-related stress especially as students begin to feel overwhelmed with exams approaching. She addressed key issues such as anxiety and poor concentration, noting that stress is often the root cause behind ineffective time management and lack of subject prioritization, which, in turn, increases pressure during exams. She emphasized that discipline and following a structured timetable can significantly help in managing stress.

Prof. Kuthiala also spoke about the challenges students face while transitioning to university life, such as adapting to new cultures and unfamiliar environments particularly difficult during the first year. She encouraged students to stay focused on their academic goals and to remember their purpose for being at the university. To boost memory and concentration during exams, she stressed the importance of maintaining good physical health. Irregular eating habits or skipping meals can result in low energy levels and poor focus. She recommended group study sessions for sharing notes and staying motivated and encouraged students to consult professors and use

trusted online resources for academic support.

She highlighted the distinction between normal stress and clinical anxiety. While mild stress can actually enhance performance, severe anxiety may manifest as physical symptoms like trembling or mood swings. In such cases, she advocated for seeking professional help early on.

Prof. Kuthiala also pointed out that people cope with stress in different ways such as writing, talking to someone, or spending time in nature. She emphasized the importance of finding a non-judgmental outlet for emotions, whether it be journaling, seeking therapy, or expressing oneself through art or music. She cautioned against unhealthy habits like smoking or substance abuse, which may appear as coping strategies but are ultimately harmful.

She also addressed behaviors like binge eating, nail-bit-

ing, and excessive screen time often signals of deeper emotional struggles. These actions are frequently rooted in unmet emotional needs, high expectations, or a lack of support. For example, people

may overeat or avoid food during stressful times in an attempt to feel a sense of control. Cravings for sugar or salty foods may offer temporary relief but can damage health over time. Thus, Prof. Kuthiala emphasized the importance of identifying

and addressing these underlying emotional triggers to effectively overcome such habits.

Touching on peer pressure and risky behaviors, she discussed how teenagers may turn to drugs, alcohol, vaping, or smoking, especially after leaving home, in an effort to fit in or escape emotional pain. Students may assume “everyone is doing it” or fear being excluded socially. These substances may offer a short-term high but have long-term negative effects on

mental and physical health, impacting the brain, heart, immune system, skin, and even fertility

She underscored the role of education and awareness in equipping students to make responsible choices. Informed and emotionally supported young people are less likely to fall into harmful behaviors

In her message to teachers and parents, Prof. Kuthiala emphasized the need for a compassionate, collaborative approach to supporting students during exams.

Open, clear, and consistent communication between parents, teachers, and friends is essential. She also appreciated the availability of student counselling at PCU’s Rahat center and encouraged parents and educators to learn how to recognize when a child is struggling so they can guide them toward professional help if needed.

She concluded by reminding everyone that every child is unique. Comparisons and pressure to follow unsuitable paths only add to stress. Instead, offering emotional support and fostering healthy communication can make a meaningful difference in students’ academic performance and overall well-being during exams.

- Interviewer (Aditi Salve and Veidehi Chaturvedi)



Prof. Ruchu Kuthiala, Head of the  
School of Sciences, PCU

## Celebrating the Spirit of Womanhood

Pimpri Chinchwad University celebrated International Women’s Day, with great enthusiasm and heartfelt tributes to the strength, spirit, and contributions of women within the university community.

The event was graced by the presence of Vice Chancellor Dr. Manimala Puri and Pro Vice Chancellor Dr. Sudeep Thepade, who addressed the audience with inspiring messages. They emphasized the importance of recognizing women’s achievements and continuing efforts towards their empowerment in all walks of life.

A special cultural program was organized to honor the women faculty members, who enthusiastically showcased their talents beyond the academic sphere. The event was marked by joy, creativity, and a strong sense of camaraderie, with faculty members expressing gratitude for the opportunity to express themselves.

The female members also shared heartfelt messages and performed thought-provoking skits and songs that celebrated women’s achievements and contributions across different sectors of society. Their performances reflected the shared commitment to promoting equality and respect.

The celebration not only recognized the power of womanhood but also served as a platform to encourage dialogue on gender equity and empowerment. It stood as a powerful reminder of the university’s ongoing commitment to creating a more inclusive, supportive, and progressive academic environment.





“Success is the ability to go from failure to failure without losing your enthusiasm.”  
-Winston Churchill

# PCU's Bhashyam

“Until the Lion learns how to write, every story will glorify the hunter”  
- African Proverb

## PCU Vasundhara: Building Sustainable Future

Pimpri Chinchwad University (PCU) marked a significant stride in its sustainability journey by hosting “PCU Vasundhara”, a pioneering initiative that seamlessly blended environmental consciousness with innovation in green technology.

The event, jointly organized by the School of Management and the School of Computer Applications, was held in collaboration with the National Cooperative Development Corporation (NCDC), under the Ministry of Cooperation. It stood as a proud reflection of PCU's ongoing commitment to sustainable development and cooperative advancement.

The day commenced with an inspiring tree plantation drive, where students, faculty members, and esteemed guests

came together in a united effort to promote ecological responsibility.

With hands in the soil and purpose in their actions, participants contributed not just to the campus greenery but also to a larger movement toward environmental preservation.

As the momentum of the day continued, the Green-Tech Seminar emerged as a vibrant platform for discussions centered on eco-innovation and sustainable technologies.

Experts from diverse fields presented compelling insights into how cooperative development models can lead the way for a more sustainable India.

The event was further enriched by the presence of distinguished guest Lt. Col. Vinit Narayan, Regional Director of NCDC, whose valuable insights and guidance added

depth and gravitas to the occasion.

His address emphasized the role of collaboration between academic institutions and co-operative bodies in shaping a more resilient and eco-conscious future.

‘PCU Vasundhara’ served not just as an event, but as a powerful statement of the university's ethos, one that embraces education, action, and innovation in equal measure. It underscored PCU's vision of nurturing not only intellectual growth but also environmental stewardship.

As the initiative concluded, it left an indelible mark on all attendees, encouraging a renewed sense of responsibility toward the planet and reaffirming PCU's role as a leader in fostering sustainable, community-driven progress.



## MBA Students Explore Goa's Industries

MBA International students from Pimpri Chinchwad University visited Goa to gain practical insights into business operations.

At the Paul John Distillery in Cuncolim, they observed the whisky-making process, including the use of traditional copper pot stills and maturation in American oak barrels. The students also toured a local cashew processing facility, witness-



ing the stages from shelling to packaging, and understanding the industry's role in both domestic and international markets.

The trip also included a visit to the vibrant local

markets, where students engaged with small business owners to understand the dynamics of retail and entrepreneurship. They explored how these local businesses cater to both tourism and the local population.

This hands-on experience provided the MBA students with a broader perspective on global trade, supply chain management and the significance of cultural awareness.

## PCU Commemorates Dr. B. R. Ambedkar's Legacy

PCU paid a heartfelt tribute to the Chief Architect of the Indian Constitution, Dr. B. R. Ambedkar, through a special Book Exhibition organized by the PCU Library in collaboration with the School of Law.

The exhibition served as a thoughtful reminder of Dr. Ambedkar's immense contributions to Indian society and his unwavering commitment to justice, equality, and knowledge.

The event was inaugu-



rated by Pro Vice Chancellor Dr. Sudeep Thepade, who addressed the gathering with a motivating message on the relevance of Dr. Ambedkar's vision in today's world.

He emphasized the role of education in empowering individuals and foster-

ing a just society.

The exhibition attracted enthusiastic participation from students, faculty, and staff, who engaged deeply with the diverse collection of books and literature reflecting Dr. Ambedkar's scholarly works, socio-political contributions, and constitutional insights.

PCU continues to uphold the ideals of Dr. Ambedkar, encouraging its community to strive for knowledge-driven growth and inclusive progress.

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