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Absurdism vs Nihilism: A Philosophical Contemplation

~ **Karthik S**

Introduction



In contemporary philosophy, the outlooks of Absurdism and Nihilism, have come to assume the center stage as the most important replies to the age-old question of meaning in such an apparently indifferent or chaotic universe. Both address this very apparent uselessness of existence, yet respond to the existential dilemma with radically differing answers. As modern humans, we tend to occupy that odd place: "the middle child of history," without any larger narratives or clear aims with which to identify, as most thinkers of the 20th and 21st centuries wrote. In this essay, we outline the main distinctions between absurdism and nihilism and pose why absurdism has a more pragmatic, life-giving stance on living in today's world.

Nihilism: The Rejection of Meaning

Well, nihilism is that fashionable or common version that holds that life is devoid of intrinsic meaning.

In a worldview having this stance, nothing has inherent value, no objective truth, and the world and human existence, in general, do not have any higher purpose. The most relevant figure of this outlook is philosopher Friedrich Nietzsche, who famously declared, "God is dead," signaling that in modern times, traditional wellsprings of meaning, such as religion, were over. This had led, for Nietzsche, to a crisis—a "nihilism" in which humanity had to confront the void left by the absence of divine or universal meaning.

For most, nihilism leads to despair. Why struggle with anything? After all, nothing matters. Morality, relationships, achievements—all are arbitrary. In this context, nihilism often results in existential paralysis or apathy. Given that nothing seems to matter, there is no reason at all to act, to create, or to seek happiness. Nihilism often results in existential paralysis or apathy. Given that nothing seems to matter, there is no reason at all to act, to create, or to seek happiness.

Absurdism: Confronting the Absurd

Absurdism was perhaps most eloquently expressed by Albert Camus in the essay "The Myth of Sisyphus." The central tenet of Camus was that human existence is marked by a tension between the desire to find meaning in life and the universe's indifference, even incapacity, to provide it.



From this tension, Camus posits "the absurd—the tension between our search for meaning and the cold, purposeless universe we inhabit."

Where nihilism might respond to the absurd with either despair or resignation, absurdism offers something rather defiantly, if also passionately, life-affirming. For Camus, though perhaps it is true that life itself has no intrinsic meaning, the human act should yet celebrate this absurdity, acknowledge the futility of finding higher purpose, and continue, all the same, to live passionately and committedly. In his great analogy, Camus likens human existence to Sisyphus, who is condemned to push a boulder up a hill for eternity, knowing all the while that it will come rolling back down every time. Still, Sisyphus pushes, and in such persistence, Camus finds a form of rebellion. For Camus, we must imagine Sisyphus happy.

Why is Absurdism a better approach in the modern world?

This is the 21st century, and we are struggling with existential questions in an age more than any other distinguished by unprecedented scientific progress, social complexity, and moral ambiguity. In such a scenario, absurdism is more constructive and empowering than nihilism. Why is that so?

The concept of the "middle child of history" springs from the belief that we exist in an era that lies anywhere between time when great historical missions appear to be absent. For, as the film "The Fight Club" was so persuasively dramatized by David Fincher, the industrial revolutions and world wars are far behind us, as well as utopian conceptions of the future. Absurdism recognizes this—that heavenly purpose is not waiting there to be fulfilled. It does not mourn this fact, however. Instead, absurdism suggests that with such liberation from preordained meanings and purposes, people can create their own purposes, however small or limited the time span and scope might be.

The Despair of Nihilism vs. The Rebellion of Absurdism:

Nihilism tends to lead to a kind of hopelessness, whereas absurdism somehow provides a way to move forward. The absurdist acknowledges there is no inherent meaning in life and yet decides against nihilism and its suicide. Rather, the absurdist chooses to embrace life and act out in the world, finding enjoyment and beauty and even minor human connections,

understanding all these things are only temporary events. It's a philosophy of action and not of retreat.



In a world of uncertainties-whether political, ecological, or personal approach of absurdism equips the individual to find meaning on his own terms. Rather than waiting for some bigger power, society, or history to give him purpose, absurdism propels personal autonomy. You may choose to invest meaning in your relationships, work, creative endeavors, or just the mere act of living itself. While crossing the bridges of the absurd and choosing to live anyway, one regains control over one's existence. Absurdism is the fertilizer in which resilience thrives. In a world often chaotic, full of global crises, personal hardships, and moral ambiguities, absurdism teaches persistence. It advocates acts, no matter futile and adds value to living itself, be its result whatever. Nihilism leads to resignation-the nothingness seems of no importance whatsoever. It is against this void-ness that absurdism upholds a rebellious stance-the providing framework for psychological and emotional resilience.

Having realized that life has no inherent meaning, absurdism is an encouragement to live authentically-create your own meaning, based on your experiences, desires, and values. It opens for you the door to a more real and fulfilling life since you are not bound by the requirements of society and traditional dogmas but define them for yourself as meaningful.



In a world in which we are the "middle child of history" and no great purpose looms on the horizon, absurdism offers a more vital and empowering means to live than nihilism. For in nihilism, rejecting meaning leads to despair, apathy, and inaction. On the other hand, the lack of inherent purpose only forces absurdism to stand up in defiance, encouraging us to live passion-fully and fully in front of this reality.



Greening The Jungle: Sponge City Parks Are Transforming Our Urban World

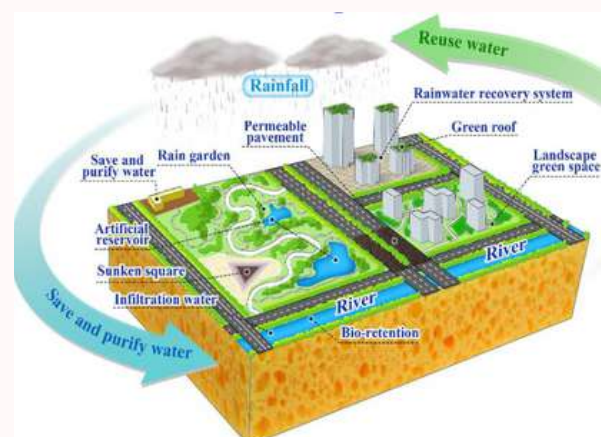
~ *Dilna khadeeja*

In an era where urbanization and climate change intersect, innovative solutions are emerging to address water management challenges. One such approach is the concept of “Sponge City” parks, which offer a unique blend of green spaces and advanced hydrological systems. Imagine strolling through a vibrant park in the heart of the city, its lush greenery absorbing the rainfall instead of sending it gushing down storm drains. Picture children splashing in a constructed wetland, learning about nature while simultaneously protecting their community from floods. This isn’t a futuristic utopia, but the exciting reality of “sponge city parks” – innovative green spaces taking root in urban areas around the world.

China serves as the epicenter of Sponge City innovation, with numerous municipalities embracing this forward-thinking philosophy. The benefits of Sponge City Parks are manifold. They reduce flooding risks, improve water quality, increase groundwater recharge, mitigate the urban heat island effect, enhance urban aesthetics, and provide valuable recreational opportunities. Nevertheless, challenges persist, such as limited cost-effective assessment methods and the necessity for ongoing monitoring and maintenance. Nonetheless, the rewards outweigh the obstacles, inspiring cities worldwide to adopt this progressive approach to urban development.

Instead of relying solely on traditional drainage systems, sponge city parks incorporate various elements to manage stormwater:

- **Permeable Pavements:** Replacing solid concrete with materials like gravel, grass pavers, or porous asphalt allows rainwater to seep into the ground, replenishing aquifers and preventing flooding.
- **Green Roofs and Walls:** These living systems capture and store rainwater, filter pollutants, and even provide insulation, reducing energy consumption.
- **Rain Gardens and Constructed Wetlands:** These natural filters capture and slowly release stormwater, reducing stress on drainage systems and providing habitat for diverse plants and animals.
- **Bioswales:** Vegetated channels act as natural filters, removing pollutants and slowing down stormwater flow.
- **Water Harvesting Systems:** Collected rainwater can be used for irrigation or other purposes, promoting sustainability.



Sponge city parks are not a single invention but a combination of various sustainable water management practices. While originating in China, the concept is being adopted and adapted worldwide. These green spaces offer a multitude of benefits, making them a valuable tool for building resilient and sustainable cities.



The future of our cities lies in embracing sustainable solutions, and sponge city parks offer a compelling path forward. By integrating them into existing urban landscapes, retrofitting parks with green features, and fostering community engagement, we can transform our concrete jungles into thriving ecosystems that benefit both people and the planet.

So, the next time you yearn for a breath of fresh air or a moment of nature amidst the urban buzz, seek out a sponge city park. Let's pave the way for a greener, healthier, and more resilient future, one rain-soaked step at a time



Men's Mental Health : Breaking The Silence

~ *Shitole Udayan Kundlik*

Introduction

In recent years, conversations about mental health have become more common, but men's mental health is still often overlooked. Societal pressures, cultural norms, and stereotypes about masculinity stop many men from addressing their mental health problems. This silence can be harmful, leading to untreated issues like anxiety, depression, and even suicide.

The Pressure of Masculinity:

Men have traditionally been expected to be tough, strong, and emotionless, with showing vulnerability seen as a sign of weakness. Phrases like "man up" or "boys don't cry" create an environment where men feel they need to hide their emotions, making it harder for them to talk about mental health. As a result, many men don't seek help when they need it, which can lead to more severe problems like substance abuse or long-term mental health struggles.

Common Mental Health Issues Among Men:

Depression and Anxiety: While both men and women can experience depression and anxiety, men are often less likely to admit they are struggling. Men tend to bottle up their feelings, which can lead to isolation, anger, and risky behaviours. These behaviours make it harder to recognize that a man might be dealing with depression.



Suicide Rates:

Globally, men are more likely to die by suicide than women. In many countries, men are three to four times more likely to take their own lives. This often results from untreated mental health issues, societal pressure to seem strong, and reluctance to ask for help.

Workplace Stress:

Many men face stress from work due to financial responsibilities and career expectations. The pressure to succeed can lead to stress and burnout, especially when they feel unable to talk about their mental health challenges.

Relationship Issues:

Men often find it hard to express emotions in relationships, leading to communication problems. Emotional detachment can make men feel lonely or inadequate, affecting their personal lives.

How to change the situation ?

1. Redefining Masculinity:

We need to change the idea of what it means to be a man. Showing emotions and seeking help should be seen as strengths, not weaknesses. If we start teaching boys at a young age that it's okay to talk about their feelings, future generations of men will feel more comfortable addressing their mental health.

2. Making Resources Accessible:

Many men don't know where to find help or are hesitant to use available resources. Offering more anonymous options like online therapy, apps, and support groups for men can encourage them to seek help.

3. Building Support Systems:

Creating safe spaces where men feel comfortable talking about their feelings is essential.

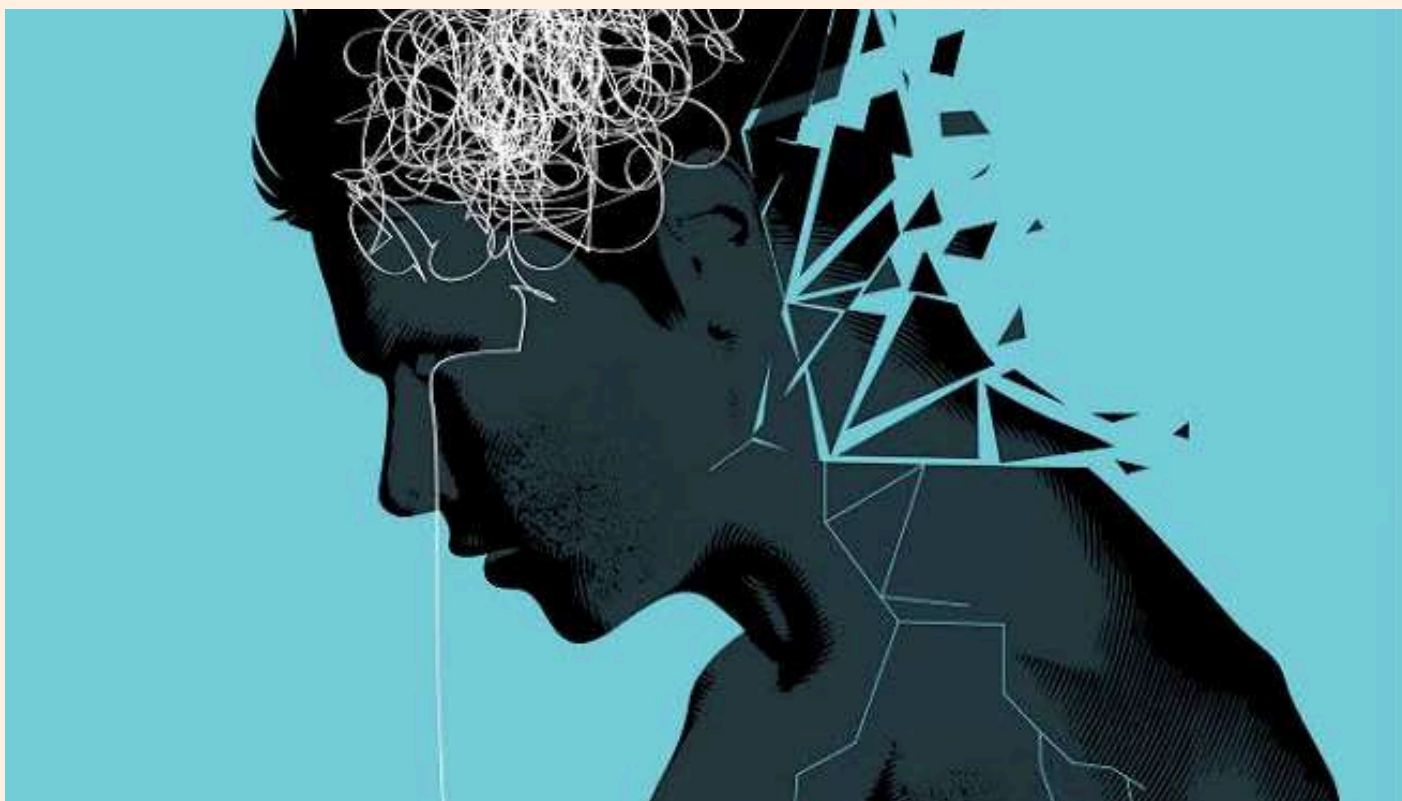
Family, friends, and partners should encourage open discussions about mental health. Men need to understand that asking for help makes them stronger, not weaker.

4. Positive Role Models:

When public figures, athletes, and celebrities speak out about their mental health struggles, it sends a powerful message. If more prominent men share their experiences, it can help reduce stigma and inspire others to seek help.

Conclusion

Men's mental health is an important issue that requires more attention. By breaking down outdated stereotypes about masculinity, offering better resources, and fostering open communication.





Breaking The Silence And Facing The Truth

~Sathawane Aditya Munnalal

Rape is not just a crime; it's a complete violation of a person's dignity, trust, and safety. The trauma it causes can leave emotional, physical, and mental scars that stay with survivors for life. It's not enough to look at rape only as a number or statistic—it's a deeply human issue that destroys lives and challenges the strength of both individuals and entire communities. In this article, we'll talk about the harsh reality of rape, its severe impact, and how all of us can play a role in fighting this critical issue. Let's approach this discussion with the empathy it deserves, and not just see it as a news headline.



What is Rape?

At its heart, rape is about power, control, and forcing someone to do something against their will. Consent is a simple concept: it means that a person agrees freely. If someone says "no," it has to be respected. Sadly, many people still wrongly believe that the victim is somehow responsible for the violence they face.

This harmful attitude keeps survivors silent, filling them with shame and causing them even more pain.

In India, the statistics are terrifying: rape is the fourth most common crime against women.

Even more disturbing is the fact that in 93.9% of these cases, the attacker is someone the victim knows—whether it's a friend, family member, or acquaintance. This reality shatters the idea that rape is always committed by a stranger, showing that it often happens in places where women should feel safe.

A Devastating Case: The RG Kar Medical College Incident

A recent case that shocked the entire nation was the horrific rape and murder of a young trainee doctor at RG Kar Medical College in Kolkata. Her body was found in a seminar room where she had been working. This cruel crime has sparked nationwide protests and calls for better protection for women, especially in workplaces where they should feel secure.

The Supreme Court of India said that this incident "shocked the conscience of the nation," criticizing local authorities for not handling the investigation properly. The court also stressed the need for better safety for healthcare workers. Thousands of doctors across India went on strike, demanding justice for the victim and safer working conditions for all women. The fear and grief are real—not just for this one case, but for every woman who fears for her safety in both her workplace and her home.

Why Does This Happen?

You may wonder, why do such terrible things keep happening? There are many reasons:

Cultural Attitudes:

In many cultures, talking openly about sexual violence is still seen as shameful. Victims are often blamed, and their attackers protected by societal norms of shame or silence within families and communities.

Lack of Education:

Many people are not taught about consent, boundaries, or healthy relationships. This leads to a lack of understanding of what is acceptable and respectful behavior.

Fear of Reporting:

Survivors often don't report their assault out of fear of being judged, not believed, or facing backlash. The stigma attached to rape makes it harder for victims to come forward and ask for the help they need.



The tragic incident at RG Kar Medical College is a harsh reminder of just how vulnerable women can be, even in places where they should feel completely safe.

Moving Forward: What Can We Do?

To truly address rape, we need more than just protests and candlelight vigils. We need deep, systemic changes in how society views gender, power, and consent. It begins with empathy—listening to survivors, believing them, and supporting them through their journey of healing.

Education plays a huge role. We must create spaces for open and honest conversations about consent, relationships, and respect, especially with the younger generation. Teaching respect for boundaries and mutual understanding can break down the harmful ideas that allow violence to continue.

We also need to create an environment where survivors feel safe enough to report their cases, knowing they will be believed and supported, not shamed or blamed. This change requires the dedication of everyone—from the government and law enforcement to educators, parents, and friends.

Conclusion

Rape is never the fault of the victim. The blame lies entirely with the perpetrator. As a society, we must come together to change our mindsets and break down the harmful beliefs that let sexual violence continue. The recent tragedy at RG Kar Medical College is a painful reminder that we need to act now—before it's too late for someone else's daughter, sister, or friend.

Story: The Cuckoo

~Bathini Manisha

Early in the morning, instead of the whistle from the mom's cooker, a sweet song woke me up. Listening to that song made me feel as if the flowers in our garden were blooming, and the sun was rising in the sky. The song from the cuckoo bird on the branch of the mango tree in our yard is so melodious!



I went near the cuckoo and said, "You sing so beautifully, Cuckoo." To this, the cuckoo replied, "Oh dear, does my sadness sound like a song to you?" I didn't understand why the cuckoo was sad. When I asked her to share her grief with me, promising that I would help, she said, "I have lost the most precious thing in this world." When I told her that I would bring back what she had lost, she replied, "You can't." Determined to relieve the cuckoo's sorrow, I set out with the money from my piggy bank. I asked the people selling fruits on

both sides of the street if they knew about the thing the cuckoo had lost, but they didn't know. Then, I went to the market near our village's Lord Rama's temple and asked all the shopkeepers there, but no one knew. Finally, I went to the biggest jewelry store in our town, the one with high steps. I asked the jeweler about the most valuable thing the cuckoo had lost and told him that I had a lot of money in my piggy bank. The jeweler looked at me from head to toe, laughed, and told me to leave.

By then, it was already afternoon. Since I hadn't eaten anything since morning, I was feeling weak and hungry. I sat down under a big guava tree nearby. Just then, a parrot asked me why I was so sad. When I told the parrot about the cuckoo, it said it didn't know anything, but suggested me to ask the monkey that steals guavas from their tree. The parrot called the monkey for me. When I asked the monkey about the precious thing the cuckoo had lost, the monkey told me to ask their leader, Lord Hanuman and took me to him.

I greeted Lord Hanuman and asked about the most valuable thing the cuckoo had lost. Even Hanuman said he didn't know, but suggested that his teacher, the Sun God, might know.

By the time I reached the Sun God, it was quite late. I asked the Sun God about the most valuable thing the cuckoo had lost. The Sun God replied, "Neither I nor anyone else in this world can bring back what the cuckoo has lost. But I can tell you what it is." He continued, "What the cuckoo has lost is not a thing. The cuckoo has lost her mother's love." Feeling bad for not knowing what a little boy had asked, the Sun God left, and the sunset happened. I felt very sad that I couldn't bring back cuckoo's most precious thing—her mother's love. I thought of returning home, in disappointment. Just then, my mother came running toward me. Seeing me, she burst into tears and scolded me for leaving home without telling anyone. She took me home and gave me a good talking-to.

At that moment, my father said, "I told you Amala, that he wouldn't go anywhere."

Feeling disappointed, I went to the cuckoo and said, "Sorry, Cuckoo. I couldn't bring back your mother's love." The cuckoo replied, "You went above and beyond your age to help me, dear. Thank you."

I then asked the cuckoo how she lost her mother's love. The cuckoo explained, "Look dear, I do lay eggs, but I cannot hatch them. I leave my eggs in a crow's nest. After the eggs hatch, the crow, realizing that they aren't her chicks, throws them out."

My chicks too, just like me, never get to experience a mother's love. God did not give me the fortune of raising my children. That's why I pray to God every day with the hope that one day He will hear my plea and relieve my sorrow. The prayers I sing are what you hear as songs."

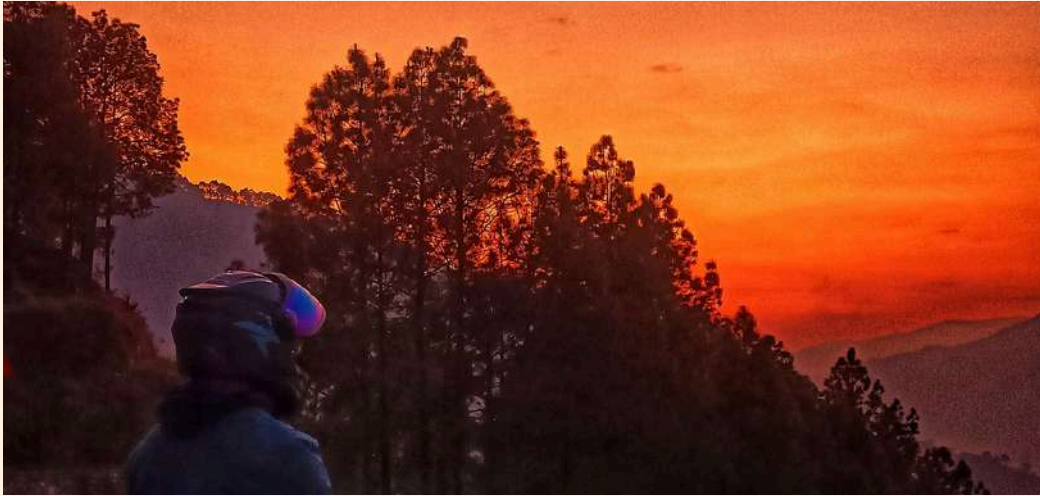
Just then, my mother came to feed me. I told her everything that had happened and asked, "Mom, you pray to God every day too. Do you also not have a mother?" She smiled and replied, "It's not like that, dear. I pray for all of us, including the cuckoo." She put me to bed after saying that.



The next morning, instead of the cooker's whistle, a sweet song woke me up again. With the cuckoo's prayer-like song, the flowers in our garden bloomed once more, and with the hopeful rays of the sun, another day began.

ठहराव की खामोशी

~Pushpendra Gangwar



गलत कहते हैं वो लोग,
जो कहते हैं, मैं दौडना चाहता हूँ, मैं उडना चाहता हूँ,
पर रुकना नहीं चाहता।
रुक कर देखो, कितनी खूबसूरत है ये दुनिया।
ये लोग, ये बगीचे, ये पहाड, ये आसमान,
और वो चाँद, जो रोज़ रात हमें देखता है।

अगर बस दौडते रहोगे,
तो महसूस नहीं कर पाओगे ये शांति, ये सुकून, ये खामोशी।
वो अपने लोग, जिनके साथ सफर की शुरुआत की थी,
वो छोटी-छोटी लडाइयाँ, जिनमें जीत की खुशी छिपी थी।
वो नज़ारे, जिन्हें ठहर कर इत्मीनान से देखना था।
वो बातें, जो दिल खोलकर किसी अपने से करनी थी।

कैसे समझोगे, चाँद धीरे-धीरे इतना प्यारा क्यों लगता है?
कैसे जानोगे, बहती नदी से ये मधुर स्वर क्यों निकलते हैं?
कैसे देखोगे, टिमटिमाते तारों की हसीन झलक?
कैसे महसूस करोगे, उगता सूरज कैसे नयी ऊर्जा देता है?

अगर दौडते रहोगे,
तो जान ही नहीं पाओगे अपने सुख-दुख।
वो हार-जीत, जो तुम्हारे हिस्से आई थी।
वो गलतियाँ, जो अनजाने में की थीं।
और भी न जाने कितनी चीज़ें छूट जाएंगी...

गलत कहते हैं वो लोग,
जो कहते हैं, मैं दौडना चाहता हूँ, मैं उडना चाहता हूँ, पर रुकना नहीं चाहता।
रुक कर देखो कितनी खूबसूरत है ये दुनिया।



UNDER THE TREE SHADE

~Dr. Buddarapu Nitheesh Kumar



Today under this tree shade,
My memories wont go fade.
Come just sit beside me,
I'll uncover all and you'll see,
what's behind that cloud in the sky,
That makes it to rain and cry.
My story is just like yours and all,
Where you could see springs and fall.
Leaves like people, flowers like friends,
Blossom like lovers, the story never ends.
The wind is hitting gently me and you,
So I believe the facts could do..
I am so anxious. if you are much eager,
I'll open the pages, hiding is now meagre.
Pick up much empathy from your heart,
it would translate the story, like an art.
I want you to hold my hands as before,
Know the cloud is thirsty above seashore.
Leave me if you want, I can live alone.
And it takes me some time to get on.
Today under this tree shade,
My memories wont go fade.



Celebrating Diversity: The Spectacular Cultural Fests at MANAGE

The National Institute of Agricultural Extension Management, fondly known as "MANAGE," is not just a hub of academic excellence but also a melting pot of cultures and traditions. The spirit of unity in diversity was on full display during the grand Cultural Fest held at our esteemed institution. With over 220 enthusiastic students as participants and an eager audience, these fests became a symbol of unity and harmony. Here is a glance at festivals we celebrate with full enthusiasm.

Independence Day - Our celebrations began with the Indian Independence Day on August 15th, marking a day rich in patriotic spirit, honor, and respect for the nation. The day unfolded with a sense of unity and pride as the campus gathered for the flag hoisting ceremony. As the flag ascended, vibrant colors filled the sky, symbolizing the courage, peace, and growth that India embodies.



The solemn yet spirited atmosphere was heightened by the singing of the national anthem, fostering a moment of deep reflection on the sacrifices and resilience.

Throughout the day, activities and cultural programs added to the spirit of the occasion, engaging students and faculty alike in honoring India's heritage. It was a celebration of our diverse culture, a tribute to our history, and a moment to look forward to a future.

Onam - Our campus was filled with the vibrant spirit of Kerala as we celebrated Onam, the beloved harvest festival. Students and faculty dressed in traditional white and gold attire, adding an authentic touch to the occasion. Traditional dances like Thiruvathira and Pulikali brought Kerala's folklore to life, with music and rhythmic drumming creating an energetic atmosphere.



A highlight of the day was the grand Onam Sadya, a delicious feast served on banana leaves. The spread included an array of flavorful dishes, from tangy sambar to sweet payasam, offering a true taste of Kerala's culinary heritage. This celebration of Onam allowed us to experience Kerala's culture, unity, and joy in a memorable way.

Krishna Janmashtami - The Birth of Lord Krishna

Krishna Janmashtami filled our campus with devotion, joy, and unity as we celebrated the birth of Lord Krishna. Festivities included the lively Dahi Handi, where students formed human pyramids to break the pot of curd, capturing Krishna's playful spirit as the "Makhan Chor."



The day was enriched with devotional songs and chants, bringing together students and faculty in honoring Krishna's teachings. This celebration reminded us of the enduring values of faith, perseverance, and spirituality that Krishna embodies, leaving us inspired to carry these virtues forward in our own lives.

Ganesh Chaturthi-Welcoming Lord Ganesha

Ganesh Chaturthi filled our campus with joy and devotion as we welcomed Lord Ganesha's idol, celebrating with prayers, rituals, and unity. The festival began with a grand installation ceremony, where students and faculty gathered to seek blessings of wisdom and prosperity. The idol, beautifully adorned, became a focal point of worship and reverence, as daily aartis and chants echoed across campus.



The festivities reached their peak with the vibrant Ganesh Visarjan procession. Amid chants of "Ganpati Bappa Morya," students carried the idol through campus, celebrating the spirit of faith and togetherness. Saying goodbye was bittersweet, but the promise to welcome Lord Ganesha again next year left everyone with a sense of gratitude and hope. Ganesh Chaturthi brought the campus together, reminding us of the power of unity and tradition.

Cultural Fest for International Participants - A Global Blend

It showcased the diversity of cultures not just from India but from around the world, creating a beautiful tapestry of traditions. We student in collaboration organised cultural events for the Trainees from all around the globe who comes here at MANAGE for training, as well as students from our institute who represent India.



Convocation & Converge 2024

On September 17, 2024, MANAGE celebrated the eighth convocation of its Post Graduate Diploma in Management (Agri-Business Management) program, recognizing the accomplishments of the 2022-2024 batch. A total of 66 graduates received their diplomas in a ceremony that marked both achievement and new beginnings.

The event was graced by the Honourable Minister of State (Agriculture and Farmers Welfare), Shri Bhagirath Choudhary Ji, who presided as the Chief Guest.



Dr. Yogita Rana, IAS, Director General of MANAGE, also attended the ceremony alongside other distinguished dignitaries from esteemed academic institutions. The convocation commenced with an academic procession, set to the National Song, symbolizing the importance of tradition. Dr. Yogita Rana delivered an inspiring speech that highlighted the graduates' contributions to the agri-business sector and their role in fostering innovation.



2022-2024 Batch Toppers

Gold Medal - Miss. Vanitha Rajam M

Silver Medal - Miss. Vavilala Himalekya

Bronze Medal- Miss. Apoorva Juvvadi

During the Converge event held on 17th September at the Krishi Chanakya Auditorium, a series of cultural activities took place alongside the distribution of certificates and prize money to the academic and subject toppers. The cultural segment featured vibrant dance performances and a selection of singing acts that captivated the audience, enriching the event's celebratory atmosphere. Overall, Converge successfully provided a great opportunity for everyone to come together and enjoy a lively atmosphere, making it a fun and memorable experience for all.





SAMANVAY Guest Lecture Series

NTEx Transportation Services Private Ltd.

On July 5, 2024, as part of the SAMANVAY Guest Lecture Series 2024, we welcomed Mr. Vishal Kumar, Director of Procurement at NTEx Transportation Services Private Ltd., to discuss "Category Management & Technology Intervention for Rural India."

Mr. Kumar outlined ElasticRun's focus on optimizing last-mile B2B logistics and highlighted growth opportunities across key sectors, emphasizing the role of technology in transforming retail and shaping its future.



Colgate-Palmolive

On 19.07.2024, as part of the SAMANVAY Guest Lecture Series 2024, we hosted Amrita Pandey, from Colgate-Palmolive, for an insightful discussion on "GCCs (Global Capability Centres - Cost Arbitrage or Strategic Business Partners)."



Amrita Pandey highlighted GCCs' shift from cost-saving units to strategic partners, focusing on India's strengths, digital transformation, talent, and leadership development.

Sattava Consulting

On 01.08.2024, as part of the SAMANVAY Guest Lecture Series 2024, we had the privilege of hosting Mr. Debaranjan Pujahari, Partner & Head of Agriculture Practice at Sattva Consulting, for an insightful lecture on "Understanding Social Impact Consulting: Driven by Impact and Powered by Knowledge."



Mr. Pujahari introduced consulting as a creative approach to solving global challenges while fostering leadership, teamwork, and communication skills. He highlighted social impact consulting's role in promoting welfare and justice through partnerships, emphasizing Sattva's contributions to macro-level goals and trends like sustainability and data-driven solutions.

Hindalco industries Ltd.

On 23.07.2024, as part of the SAMANVAY Guest Lecture Series 2024, we welcomed Mr. Sanjay Shrivastava, Head of Marketing & Mr. Vishal Patel, State Manager (Marketing) at Hindalco Industries Limited, to speak on the topic "Roles of Fertilizer in Food and Nutrition Security."



Mr. Sanjay Shrivastava emphasized agriculture's vital role in the global economy, focusing on phosphatic fertilizers, Hindalco's market contributions, and challenges like soil quality, water scarcity, and malnutrition. He highlighted Hindalco's CSR efforts in rural education, streamlined fertilizer registration, and the importance of a dynamic Fertiliser Control Order.



IDFC FIRST Bharat Ltd.

On 17.08.2024, as part of the SAMANVAY Guest Lecture Series 2024, we had the privilege of hosting Mr. Aripirala Satyaprasad, Head of HR & LnD at IDFC FIRST Bharat Ltd. for an interactive and insightful lecture on the topic, 'Career, Passion and Life and Microfinance'.



As part of the SAMANVAY Guest Lecture Series 2024, Mr Aripirala Satyaprasad, Head of HR & LnD at IDFC FIRST Bharat Ltd., delivered an insightful lecture on 'Career, Passion, and Life and Microfinance.' He emphasized time management, positive habits, persistence, and linking hobbies to careers. The speaker encouraged exploring growth opportunities, making informed career choices, and viewing challenges as avenues for resilience and innovation.

Marico Ltd.

On 27.08.2024, as part of the SAMANVAY Guest Lecture Series 2024, we welcomed Mr. Shailesh Ghodekar, Global Corporate Quality Head at Marico Limited, for a lecture on "Quality Driving Business Growth."



Mr. Ghodekar highlighted Marico's 30-year commitment to quality as a cornerstone of success, emphasizing design, automation, risk assessment, and communication. He advocated for a profit-focused mindset, outcome-driven leadership, and open communication to build trust, foster collaboration, and tackle challenges.

Valency International Pte Ltd.

On 13/09/2024, as part of the SAMANVAY Guest Lecture Series 2024, we had the privilege of hosting Mr Sumit Jain, Chief Executive Officer at Valency International Pte Ltd., for a thought-provoking lecture on the topic, "How to plan your business".

Mr. Jain shared insights on effective business planning, emphasizing entrepreneurial skills, guiding principles, goal-setting, and decision-making in complex situations.



He highlighted creating measurable targets, leveraging unique strengths, and building standout business models in a competitive landscape.

PwC India LLP

On 24th September 2024, as part of the SAMANVAY Guest Lecture Series 2024, we had the honour of hosting Mr. Guna Nand Shukla, Director at PwC, for an engaging lecture.

Mr. Guna Nand Shukla provided a comprehensive overview of how the consultancy sector addresses critical gaps in workforce skills stressed the growing necessity for digital capabilities, and advocated for a skill-first approach emphasizing the importance of upskilling and reskilling through tailored training programs aligned with industry and governmental objectives. The speaker also addressed the increasing influence of AI and technology in consulting, particularly through tools like PwC's AI-CHAT app, which enhances information processing efficiency.



Haldiram Foods International Ltd.

On September 27, 2024, Mr. Prakul Kumar, Assistant Vice President – HR at Haldiram Foods International Ltd., delivered an engaging lecture on “Corporate Skills, Conduct & Leadership Skills” as part of the SAMANVAY Guest Lecture Series. He highlighted the importance of discipline, punctuality, task prioritization, and effective communication. Emphasizing the value of timely responses with humility and mutual respect, he provided practical guidance on bridging the gap between corporate expectations and young professionals. We sincerely thank Mr. Prakul Kumar for sharing his valuable insights and inspiring our audience.



The Agribusiness Club at MANAGE, in collaboration with signature sponsor Scimplify (Cocreate Global Technologies Private Limited), associate sponsors Paradeep Phosphates Limited and VEGROW (CHIFU AGRITECH PRIVATE LIMITED), along with event sponsors HarvestPlus Solutions, OLAM Food Ingredients India Pvt. Ltd., Gemini Edibles & Fats India Limited, NUTRECO, and ADVANTA Enterprises Ltd., proudly hosted Krishi Chanakya'24, a prestigious national-level B-Fest designed to identify dynamic young talents.

The Agribusiness Club at MANAGE, in collaboration with signature sponsor Scimplify (Cocreate Global Technologies Private Limited), associate sponsors Paradeep Phosphates Limited and VEGROW (CHIFU AGRITECH PRIVATE LIMITED), along with event sponsors HarvestPlus Solutions, OLAM Food Ingredients India Pvt. Ltd., Gemini Edibles & Fats India Limited, NUTRECO, and ADVANTA Enterprises Ltd., proudly hosted Krishi Chanakya'24, a prestigious national-level B-Fest designed to identify dynamic young talents.

Krishi Chanakya'24 captivated participants with a diverse lineup of eight flagship events and a workshop, including:

Akanksha: A B-Plan event offering a platform for participants to share innovative ideas, with the potential to turn dreams into reality with event Sponsor Paradeep Phosphates Limited



Dattansh: A challenge that tests participants' ability to analyze data and turn insights into actionable strategies with event Sponsor ADVANTA Enterprises Ltd.



Dhurina: The Best Manager competition, which pushes contenders to their limits with rigorous mental, multitasking, and analytical challenges with event sponsor Paradeep Phosphates Limited.



Guesstmania: A numbers-driven event where participants embrace uncertainty with creative estimations and strategic thinking with event sponsor Gemini Edibles & Fats India Limited.



Samvedna: The Sustainable Case Study, where participants tackle critical environmental and social issues through innovative solutions with event sponsor HarvestPlus Solutions.



Sushodh: This case study event invites participants to engage in in-depth self-analysis, encouraging them to assess their strengths, perspectives, and problem-solving skills. This event provides a national platform where participants can present their innovative solutions,

empowering to differentiate themselves through creative strategies and insights. It encourages participants to address real-world challenges thoughtfully, demonstrating their unique perspectives and problem-solving skills to stand out in a competitive arena. with event sponsor Scimplify (Cocreate Global Technologies Private Limited).



Takshak: A national-level marketing case competition that challenges participants to showcase their strengths and innovative ideas, offering a platform for them to analyze, strategize, and present solutions that highlight their unique perspectives and insights. with events sponsor NUTRECO.



Vishleshan: Vishleshan is a financial modeling competition that showcases the analytical acumen and financial expertise of some of India's brightest young talents. Sponsored by OLAM Food Ingredients India Pvt. Ltd., the event challenges participants to develop innovative, data-driven solutions to real-world financial scenarios.



The event concluded with Shikhar, the Agri-Summit of the year, held on 16 September. Industry experts Kiran Naik and Kaushal Yadav led an insightful session on Vegrow's diverse business ventures. MANAGE alumni Nunavath Laxman and Vavilala H. also shared their inspirational journeys at Vegrow, leaving a lasting impression on attendees.



A.O.M: Artists of MANAGE



“WANDERER'S RETREAT”

-Tayade Srushti Bharat



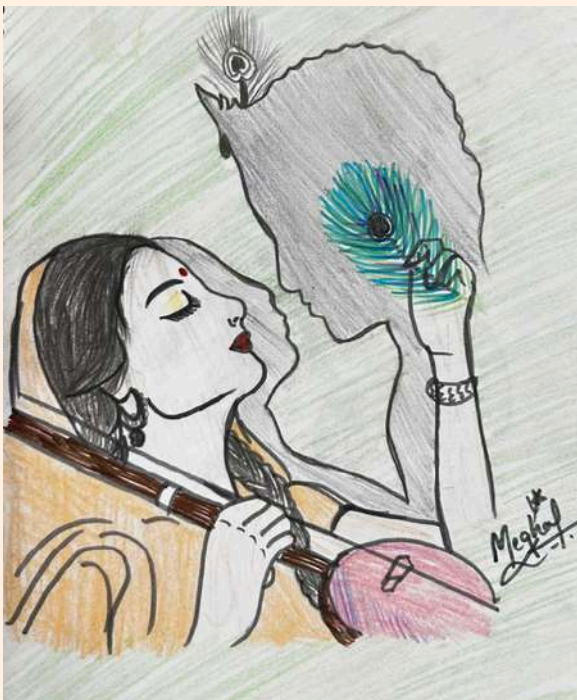
“DEPTHS OF PERCEPTION”

-Soumya Mahesh Todkar



**"VIBRANT FIREWORKS
ILLUMINATE THE CITYSCAPE"**

- Loga Priya S



**"LOVE ETERNAL, BEYOND
MERE FORM."**

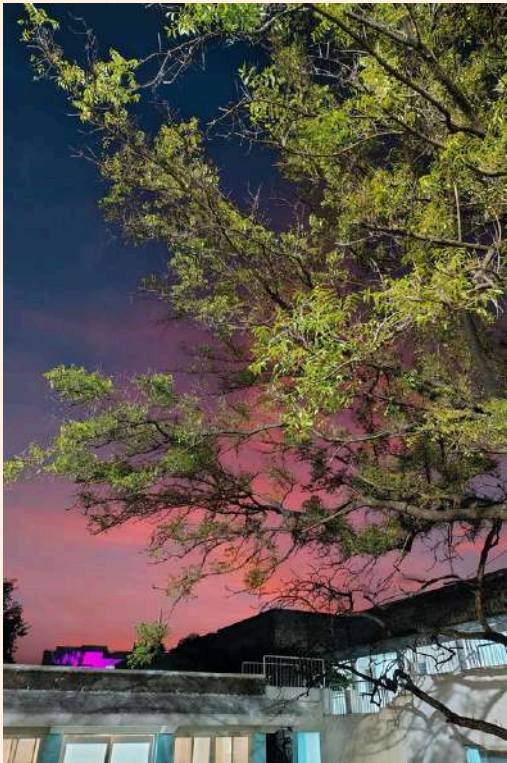
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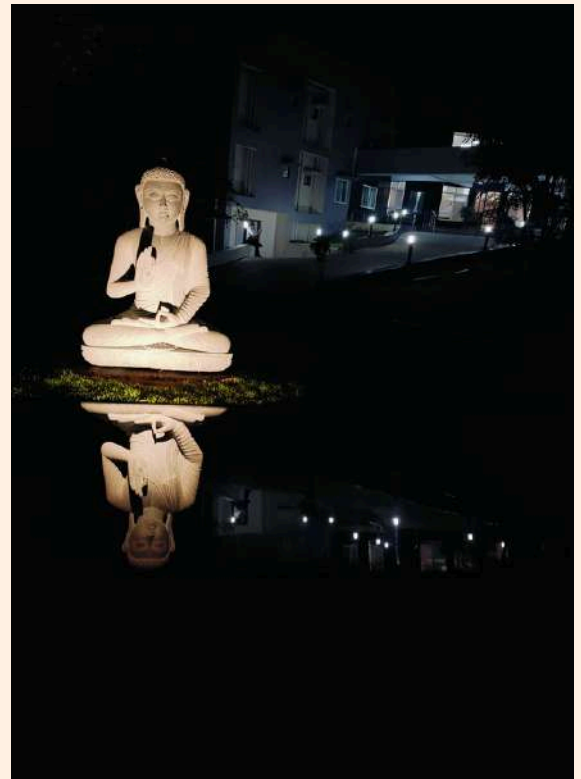
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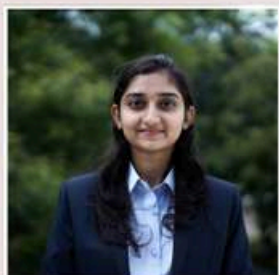




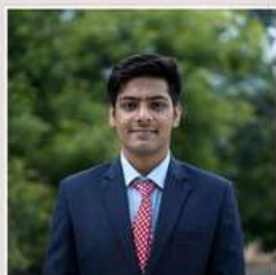
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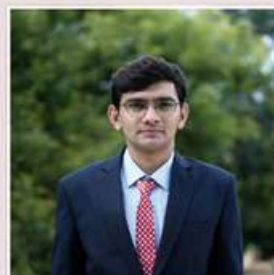
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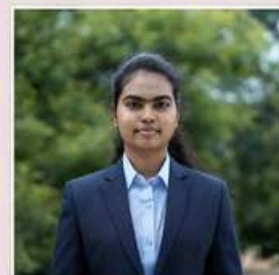
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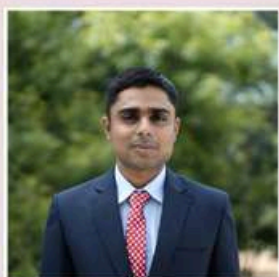
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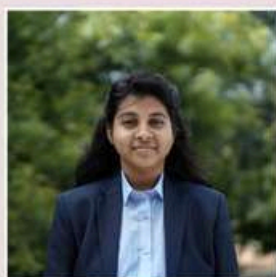
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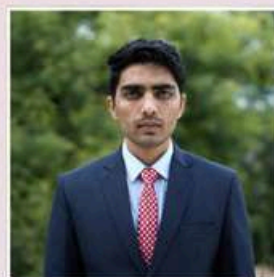
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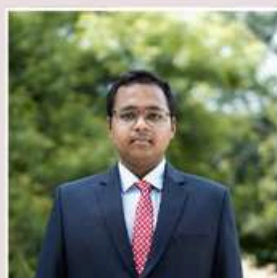
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