

ICFAI Foundation for Higher Education

(Deemed-to-be University under Section 3 of the UGC Act, 1956)

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January is Cervical Cancer Awareness Month

The International Agency for Research on Cancer (IARC) marks Cervical Health Awareness Month in January. This assumes utmost importance with cervical cancer having affected more than 660,000 women across the world in 2022. With a survival rate of less than 50%, this cancer impacts individuals, families, healthcare systems, and society adversely.

In November 2020, the World Health Organization (WHO) launched the Cervical Cancer Elimination Initiative. The goal of this initiative was to eliminate cervical cancer as a public health problem by 2100. This called for maintaining an incidence rate of less than 4 new cases per 100,000 women per year. WHO came out with a three-pronged strategy to achieve low incidence. The strategy involved vaccinating 90% of girls with the HPV vaccine by the age of 15; screening 70% of the women by the age of 35 and again by the age of 45; and treating 90% of women with precancer and invasive cancer. Each country was required to follow this strategy to eliminate cervical cancer by 2100

In 2020, India accounted for approximately one-fifth of the new cases of cervical cancer worldwide and for nearly one-fourth of the deaths caused globally by the disease, making it a major contributor to the global burden of cervical cancer.

Screening for cervical cancer in India has been implemented through the National Programme for Prevention and Control of Non-Communicable Diseases since 2010. But the coverage has been low with only 1.2% of women aged 15-29 having been screened for the disease.

India is also trying to reduce the threshold of cervical cancer to 4 per 100,000 by 2030 through the 90-70-90 targets.

A study conducted in 2016 showed that highest burden of cervical cancer was in the northeast region, followed by central and northern regions. The incidence was higher in rural areas compared to urban areas. The projections in another study showed that the cervical cancer burden would come down by 3.4% between 2021 and 2025. Still, as of 2024, the country was witnessing one cervical cancer death every 7 minutes.

One of the methods of primary prevention of cervical cancer is HPV vaccination. Two doses of vaccine are given to adolescent / pre-adolescent girls aged 9-14 years. Three doses are given to girls over 15 years and to immune compromised individuals. But these vaccines have limitations as they do not protect against all HPV types and do not guarantee complete protection against cervical cancer. Cervical screening is, therefore, important.

The HPV vaccine was introduced in India in 2008, but was not included in the country's universal immunization program. Only a few states made the vaccine a part of the immunization program. In February 2024, The Finance Minister of India, in her budget speech, announced the introduction of HPV vaccination for girls as a national priority. Vaccination was to be rolled out primarily through schools, targeting girls in the 5th-10th grades as a part of the National Immunization Programme (NIP). This was touted as a significant step toward global cervical cancer elimination.

In March 2024, WHO and Gavi (vaccine alliance) announced that governments, donors, multilateral institutions, and partners would commit US\$ 600 million to eliminating cervical cancer. India's efforts were in line with these programs.

Though the rate of cervical cancer is falling in India, containing it remains a huge challenge as two-thirds of Indian women diagnosed succumb

to the disease as diagnosis is delayed and the cancer is detected only in the late stages. This means that preventive services need to reach women in the hinterlands. With the timely administration of the HPV vaccine, reduction in the incidence of the disease appears possible. However, misinformation about the vaccine's safety and effectiveness and cultural perceptions about the vaccine need to be addressed women can be made to agree to the vaccination. ♦

Outreach Initiative at Zilla Parishad Unnatha Pathshala, Kodakal



An impactful community outreach initiative was conducted by **Club Aaina** and the **Centre for Women's Development (CWD)** on 23rd December 2024 at **Zilla Parishad Unnatha Pathshala, Kodakal, Shankarpally Mandal, Telangana**. The event, guided by the school's principal, **Ms. Jeevan Jyothi**, exemplifies IBS Hyderabad's dedication to fostering social responsibility and advancing student welfare.

The initiative was led by **Mrs. Vijaya Lakshmi, Registrar of IBS Hyderabad**, **Mr. Anjana Mata, Associate Dean of Student Services, FST**, and **Mr. P. Murli Dharan**, along with the devoted members of **Club Aaina**. Their efforts were marked by a series of insightful and motivational speeches. The Registrar and faculty members addressed the students on the importance of self-care, nutrition, and self-motivation as key pillars for personal and academic growth. These inspiring messages encouraged the students to embrace healthy lifestyle practices and empowered them to face challenges with confidence. ♦

FEMINAXCEL CONCLAVE 1.0



The Women's Conclave at IFHE Hyderabad, organized by the Center for Women Development (CWD), IFHE, and Club Aaina, successfully brought together prominent panelists from various fields to discuss and explore crucial topics related to women's roles in entrepreneurship, safety, and technology. The event was held on 24th Nov 2024 at IBS auditorium in IFHE. This event aimed to create awareness, inspire collaboration, and offer actionable insights for promoting women's empowerment in modern society. The event was divided into four insightful panel discussions, each addressing crucial topics related to women's empowerment and leadership.

Dr. Lavanya NJP, IPS Officer and Chief Guest shared her inspiring journey from a lower-middle-class background to becoming a leader in law enforcement. Dis-

cussions were held on, the first panel on **Redefining Women's Safety: Safeguarding Spaces Inside and Outside the Workplace**, The second panel, led by moderator assistant professor Shailendra Singh Bisht, focused on **How women can take on leadership roles in the technology industry**. The third panel, **Enabling Women Entrepreneurship** moderated by Apola Bhattacharyya, discussed the challenges women entrepreneurs face and how they can overcome them.

The final panel, Campus to Corporate – **Bridging the Skill Gap in Modern Workspace** moderated by Anita Singh, talked about the gap between education and workplace expectations, especially for women. Each discussion brought valuable ideas on women's empowerment in different areas. ♦

Guest Lecture on Millets by Dr. Khadar Vali

On December 30, 2024 a Guest Lecture was organised on Millets by Dr. Khadar Vali at IBS Auditorium, Hyderabad.



The Center for Women Development (CWD) and Club Aaina of ICFAI Foundation for Higher Education (IFHE) organized an insightful guest lecture titled “Millets: A Wise Choice for Modern Wellness” at the IBS Auditorium. The event featured Dr. Khadar Vali, renowned as the “Millet Man of India” and a Padma Shri awardee, as the keynote speaker.



Dr. Khadar Vali enlightened the audience on the numerous health benefits of incorporating millets into daily diets. He highlighted how these ancient grains, rich in nutrients, can help address modern health challenges such as diabetes, obesity, and cardiovascular diseases. Additionally, he emphasized the environmental sustainability of millet cultivation, which requires fewer resources compared to conventional grains. ♦

Viksit Bharat @ 2047: National Conference



ICFAI School of Social Sciences (ISoSS) successfully organized the prestigious **Viksit Bharat @ 2047– a 1-day National conference** sponsored by the **Indian Council of Social Science Research (ICSSR)** on November 29, 2024, at IFHE University Hyderabad Campus.

The conference is organized as a part of the research project (Collaborative) titled “**Demographic Transition: Changing Family System and the Quality of Life (QOL): A Study of Bihar, Odisha, Andhra Pradesh and Telangana States of India**” ICSSR-funded research project under “Special Call for Collaborative Research Projects on Vision Viksit Bharat-@ 2047” (VVB@2047) awarded to Dr. Laila Memdani, Associate Professor and Project Coordinator (PC), ISoSS, Dr.Sushanta Kumar Mahapatra, Associate Professor and Project Director (PD), ISoSS, Dr. Gagan Bihari Sahu, Acting Director & Associate Professor and PD, Centre for Social Studies (CSS), Surat, Dr. Debajani Sahoo, Professor and PD, ICFAI Business School and Dr. Tamma Koti Reddy, Dean, Professor, and PD, ISoSS. ♦

Bamboo Workshop 2024



Prof. Sai Akhila B and **Prof Dr. Joyce Supriya** along with Prof Syed Ateeq Mirza organized an intensive three-day Bamboo Furniture and Artefacts Workshop at

the IFHE Hyderabad campus, emphasizing sustainable design practices and hands-on learning for students from November 5th to 7th, 2024. The workshop aimed to provide students with practical, hands-on experience, enhancing their understanding of bamboo as a renewable resource. ♦

Bamboo Workshop Exhibition



An exhibition for Bamboo Workshop was organized by **Prof. Sai Akhila B, Prof Dr. Joyce Supriya** and Prof Syed Ateeq Mirza, on November 13th and 14th, 2024, at the FST Block, 2nd Portico Lobby of the IFHE Hyderabad campus. The exhibition was officially opened by Madam Ms. N. Shobarani, Chairperson of the ICAFI Society, along with Vice-Chancellor Dr. L.S. Ganesh of IFHE Hyderabad and Dr. S. Vijayalakshmi, Registrar of IFHE Hyderabad. The ISArch students proudly displayed the bamboo products they had created in the three-day bamboo workshop. ♦

Vidyadhan



On October 29, the **Aksharabhyas Program**, in collaboration with the Paritantra Club, organized an annual event titled **‘Vidyadhan: The Book Donation Drive’** aimed at supporting underprivileged students in nearby Zilla Parishad High Schools (ZPHS). The initiative, rooted in the commitment to education and empowerment, sought to provide essential academic resources to students who may lack access to necessary study materials. The ‘Vidyadhan: The Book Donation Drive’ proved to be a significant effort in fostering an environment of academic encouragement and support for underprivileged students. ♦

Documentation of Heritage Buildings of Hyderabad



ISArch students conducted the documentation of Sai-dani Ma Tomb, Ranigunj on 28th October 2024. This exercise was organized by Prof. Sai Akhila B and conducted by Dr. Joyce Supriya. ♦

Nukkad Natak (Street Play)



ICFAI Law School, in collaboration with the Centre for Women Development (CWD), IFHE, organized a Nukkad Natak (street play) on November 7, 2024. The program aimed to raise awareness among students and the local community about critical issues such as rape, sexual assault, female foeticide, voyeurism, stalking, domestic violence, marital rape, workplace harassment, ragging, and other crimes against women. Performed by students of ICFAI Law School, the Nukkad Natak explored the emotional, social, and legal dimensions of these crimes.

It emphasized the role of bystanders, the importance of consent, and practical steps towards prevention. The initiative also sought to educate the audience on preventive measures, available support systems, and legal rights, fostering a safer and more respectful environment.

The program's success was attributed to the support of Prof. L.S. Ganesh, Vice Chancellor of IFHE; Prof. S. Vijayalakshmi, Registrar of IFHE; V. Madhusudhan

Rao, Joint Registrar of IFHE; Prof. P. Ravisekhararaju, Director, ICAFI Law School; Dr. P.L. Jayanthi Reddy, Faculty Member of ICAFI Law School; and Mrs. Sunitha and Mr. Sampath from She Teams, Gachibowli and Narsinghi respectively, as well as Mr. Koteswar Rao from Mokila Police Station.

The efforts of student coordinators of ICAFI Law School, Shreya and Sumedha, along with the team from the Centre for Women Development, were instrumental in making the event a grand success. ♦

Paper Presented and Published



Dr. Polishetty Kesari, Associate Professor at ICAFI Law School, Hyderabad presented a Paper (Online) on **“Impact of Covid -19 on the Informal Businesses and their present condition – A Case Study of Hyderabad District in**

Telangana, India” at 3rd International Conference on Management and Entrepreneurship “Business Management, Entrepreneurship and International Relations for Resilient Future” held on 3rd October 2024 at Sri Lanka. ♦

Faculty Seminars

Prof. Dr. Joyce Supriya Seminar on Overview of Research Methods for Research Narratives



On 11th November 2024, Dr. Joyce Supriya, Assistant Professor, ISArch, presented a seminar on Overview of Research Methods for Research Narratives. With 10 participants, the seminar provided an overview of various research methods used in developing research narratives, emphasizing the selection and application of appropriate methodologies to strengthen the narrative structure. It included case studies demonstrating how different methods contribute to crafting coherent and impactful research stories. ♦

Feminaxcel Conclave 1.0



Dr. P. L. Jayanti Reddy, Assistant Professor and Coordinator of the Centre for Women Development, IFHE, as a Panelist spoke on the theme Redefining women’s safety: Safeguarding spaces inside and outside the workplace by highlighting

the provisions of PoSH Act and also referring to virtual space attacks on women and domestic violence statistics as per NCRB and emphasised on reporting about the incidents to the enforcing authorities. ♦

Faculty Achievements

Dr Kalaa Chenji and Dr Raghavendra, Assistant Professor, Department of Human Resource, Icfai Business School, published an article on **Synergizing Workplace Spirituality: fostering happiness, hardiness and psychological well-being in organizations** in the Journal Industrial and Commercial Training on 2nd October, 2024. ♦

Dr Raghavendra, and Dr Kalaa Chenji Assistant Professor, Department of Human Resource, Icfai Business School, published an article on **Exploring workplace spirituality, mindfulness, digital technology, and psychological well-being: A complex interplay in organizational contexts** in Acta Psychologica on 12th November, 2024. ♦



Dr. Pavana Jyothi, Assistant Professor, Department of Finance, served as a distinguished session chair at the AIMS-2025 International Conference at IIM, Kozhikode held from 2nd Jan, 2025 to 4th Jan, 2025. Pavana Jyothi

guided discussions on cutting-edge topics such as ‘Fun at work’ and ‘Digital Well Being’, ensuring insightful dialogues among presenters. As a session chair, she played a pivotal role in making the conference a resounding success, leaving a lasting impression on all attendees. ♦



Dr. Richa Gupta is an Assistant Professor, Finance and Accounting at IBS Hyderabad, Attended the AIMS International Conference at IIM Kozhikode that created an incredible opportunity to connect with scholars and industry leaders from around the globe. Dr. Richa Gupta chaired a session on Digital Marketing. The topics presented were on the areas such as effectiveness of AI chatbots, adoption of social media platforms by entrepreneurs and usage of different social media platforms to create a travel itinerary by GenZs. ♦

Dr. Aruna delivered a distinguished keynote address on **Issues and Challenges of Gender Justice and Equality: A Gandhian Perspective**, held on 3rd October 2024 at the International Conference jointly organized by the Gandhian Studies Centre and Dr. B.R. Ambedkar College of Law, Andhra University, Visakhapatnam, Andhra Pradesh. In addition to her keynote address, she also chaired a session on 2nd October 2024 titled Gandhian Approach to Constitutional Values and Gender Justice. ♦





Dr. Anitha Acharya, Associate Professor, Department of Marketing Strategies served as the session chair for the 22nd AIMS International Conference on Management on Human Resource Management (FA – 1) which was held at IIM Kozhikode

from January 2-4, 2025. Serving as a session chair for a conference was both an honor and a deeply enriching experience. ♦

Dr. M. Geetha Priyadarsani, Assistant Professor on 14th November addressed the employees of ICFRE-IFB, Hyderabad, on the crucial topic of **The Prevention of Sexual Harassment (PoSH) Act, 2013**. The interactive lecture aimed to raise awareness about the provisions and implications of the Act, emphasizing the importance of creating a safe and respectful workplace. ♦



Dr. Perini Praveena Sri, Assistant Professor from the Department of Economics presented a paper on **Customer churn prediction In Telecom Business** at 11th International Conference on Business Analytics and Intelligence Indian Institute of Management, Bangalore on 9th and 11th December, 2024.

Dr. Perini Praveena Sri also published a research paper in Scopus Indexed Journal, titled-Lecture Notes in Electrical Engineering on **Machine Learning and IOT Driven Precision Agriculture for Crop Selection**. ♦

Dr M Aruna and Prerana K Jain, Professor, Department of Economics published a research article in the Indian Economic Association in December 2024 on **Acreage response of selected millet crops in Rajasthan**.



M. Aruna and IRS Sarma Professor, Department of Economics published a research article on **An analysis of agricultural diversification in Haryana** in The Indian Economic Journal, December 2024. ♦

Prerana K Jain and M Aruna Professor, Department of Economics published a research article on **Evaluating the influence of International food trade and Biodiversity** in The Indian Economic Journal, December 2024. ♦



Dr. Priyadarshini Assistant Professor, Department of Computer Science and Engineering, Faculty of Science and Technology (ICFAI Tech), published two research articles titled **“Advanced Cyberbully-**

ing Detection: A Hybrid Model Integrated with Naïve Bayes” and **“Enhancing Unmanned Aerial Vehicle Surveillance: Real-Time Drone Detection with YOLOv7 Deep Learning”** in 2024 Third International Conference on Electrical, Electronics, Information and communication technologies (ICEEICT)/IEEE journal. ♦

Dr Barla Madavi, Sr. Assistant Professor, Department of Mechanical Engineering, published a research article in Canadian Metallurgical Quarterly The Canadian Journal of Metallurgy and Materials Science on **“Wear studies on friction stir processed surface modified AZ61 magnesium alloy with Nano titanium oxide”**. And participated in one week short-term Training program (STTP) on **Fundamentals of AI and Robotics theory and Practice”** 26th Dec to 30th Dec 2024. ♦



External Jury



Ar. Nikhila Merugu, Founder & Principal Architect at Nurture & Dwell, was invited as the juror for Urban Design Studio for semester VII students of ISArch. She addressed the student's and gave her valuable insights into the planning and design of General Bazaar, Secunderabad. ♦

PhD Conferred



Dr. Joyce Supriya conferred PHD from School of Planning and Architecture, Vijaywada, an institute of national importance, MoE, GoI on 17th October 2024. Her PhD Research Title: **Impact of School Outdoor Environment on Students' Academic Performance: Case of primary Schools**. ♦

Student Achievements



G. Vaishnavi, Vaishnavi Reddy and Sanjana.K won **second prize in crime scene investigation** competition held by Sultan Ul uloom college held on 21st Dec, 2024. ♦



Team consisting of D.V Chandana Goud, Aishani Sagar.P and Sreevinda Challapalli **were semi finalists in the 3rd Siddhartha National Legal Fest** (Offline) conducted by SVD Siddhartha Law College, Vijayawada wherein 25 teams participated. The fest was held from Dec20, 2024 to Dec.22, 2024. ♦



A team from ICFAI Law School, consisting of Vunguturi Naga Pavani Pranathi (Speaker 1), Chindham Likhitha (Speaker 2), and Chukkapalli Srujana (Researcher), from the Semester-V 2022-2027 batch, participated in the Alwardas National Moot Court Competition 2024, organized by NVP Law College, Visakhapatnam, on September 14 and 15. The team demonstrated exceptional legal acumen and advocacy skills, standing out among the participants. In recognition of her outstanding performance, Vunguturi Naga Pavani Pranathi was awarded the coveted **“Best Speaker”** title, adding a significant achievement to the team’s success. ♦

2nd Prize in a National level project competition – “Innovation in Manufacturing Practice”

Students of IcfaiTech won 2nd Prize in a National level project competition – “Innovation in Manufacturing Practice” organized by “The Anusandhan National Research Foundation and Indian National Academy of

Engineering (INAE) held at the National Institute of Technology, Warangal. Students solved a medical case “Evaluation of Mandibular cancer bone reconstruction through Finite Element Analysis and 3D Printing” under the guidance of Dr. Manmadachary, Associate Professor, Department of Mechanical Engineering IcfaiTech.



The 3D printing models are made using facilities of the Centre for Excellence in Robotics and Advanced Manufacturing. ♦



Vox Populi, the Debate Club of ICFAI Law School, organized its annual Vad-Vivad Competition on November 6 and 8, 2024. Conducted in the British Parliamentary format, the event showcased debates on themes such as the environment, cybersecurity, and social issues, highlighting the analytical and oratory skills of the participants. After the fiercely contested debates, Dhanush Malhotra and Ananya Sharma emerged as the winners. Shruti Raj Singh and Sumedha secured the runners-up position. Shreya Naik, 3rd Year, was recognized as the Best Speaker of the competition.

Placements

Ms. Nishtha Chopra have been successfully selected as Associate Consultants in the Risk Consulting (Compliance) division. This significant accomplishment highlights the robust academic training and professional expertise cultivated at ICFAI Law School, Hyderabad, showcasing the institution’s commitment to producing industry-ready graduates. ♦



Sports Legacy



A. Swathi from ICFAI Law School recently represented the Indian Throw ball Team at the **Indo- Thailand International Throw ball Series**, held in Bangkok from October 10th to 12th, 2024. ♦