

SRI VENKATESWARA INTERNSHIP PROGRAM FOR RESEARCH IN ACADEMICS (SRI-VIPRA) 2024: An Overview

"Research is creating new knowledge." – Neil Armstrong

Undergraduate research projects serve as the cornerstone for nurturing curiosity and innovation among young minds. The SRI-VIPRA Internship Program 2024 embodied this philosophy, with 65 diverse projects and 466 undergraduate student interns undertaking an exciting journey of intellectual exploration. This program is a testament to the dedication of both students and mentors in fostering a culture of inquiry and discovery.

The program addressed significant issues across a range of fields, highlighting interdisciplinary approaches that pave the way for innovative solutions. A major area of focus was the sustainability and resilience of the banking sector, emphasizing its critical role in economic development. Research projects analyzed the impact of Non-Performing Assets (NPAs) on the Indian banking system and proposed strategies to mitigate their effects. Another study examined the implications of the Insolvency and Bankruptcy Code (IBC), 2016, on India's capital markets, providing insights through case studies of companies before and after its implementation.

Innovative marketing approaches were also explored, with one project delving into neuromarketing strategies to understand the psychological impact of music and shelf placement on consumer behavior. This work highlighted the shift from traditional marketing to more consumer-focused approaches.

Other teams examined the dynamic transformation of global banking in the 21st century amidst cryptocurrency growth, digital payments, and geopolitical challenges. A study on the relationship between infrastructure development and GDP growth underscored the importance of capital expenditure in shaping the nation's economic future. The exploration of ancient Indian economic wisdom, particularly the sutras of wealth, price, and taxes, provided a unique perspective on historical contributions to economic thought.

Students also explored the evolving social and political landscape, from livelihood changes in tourism hotspots to the complex political economy of border management between India and Myanmar. These studies offered valuable insights into historical relations and the socio-economic implications of modern policies.

The scientific domain witnessed groundbreaking research in nanotechnology, bioinformatics, and environmental studies. Projects included the development of nanosensors for environmental monitoring, bioinformatics analysis of monkeypox and glioblastoma tumors, and AI- and ML-based air pollution prediction for Indian cities. Other teams explored the potential of polyacrylate-based nanomaterials for biomedical applications, advances in radiation dosimeters, and molecular docking studies for drug discovery.

Through these diverse projects, the SRI-VIPRA Internship Program demonstrated its commitment to fostering critical thinking, problem-solving, and academic growth. The program also highlighted the transformative power of collaborative mentorship in guiding students toward meaningful research contributions.

The committee extends heartfelt gratitude to Prof. V. Ravi, Principal, Sri Venkateswara College, and Prof. Vartika Mathur, IQAC Coordinator, for their constant support and encouragement. The contributions of ICT in facilitating smooth collaboration are deeply appreciated.

Reflecting on the depth and breadth of the projects undertaken in 2024, it is evident that SRI-VIPRA continues to be a beacon of academic excellence, providing young minds with opportunities to engage in meaningful and impactful research. Thank you to all participants for making this initiative a resounding success.

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