

Aurora Bulletin



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Aurora's Technological and Research Institute



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Director's Message

Greetings to all the readers!

March though scorching, kept all of us, the staff and students busy with preparations for the Annual day "Avyaya". Excitement filled the air as students were eagerly waiting for their laurels and the cultural events which are a treat to the eyes. This annual day is special as we are celebrating it on campus on 29th March amidst many dignitaries.

"Women hold up half the sky", as the Chinese proverb quotes Every Home, Every Heart, Every Feeling, Every Moment of happiness is incomplete without a woman. Women's day was celebrated with a debate and a skit. These celebrations highlight our affection and solidarity to the role of women in each one of our lives. Traditional day 'Akshaja' brought the rainbow of colours to campus which is otherwise painted blue and white.

We all want to protect our planet, but we are mostly too busy with our work. But some of our student volunteers took the initiative to clean a lake at Ibrahimbagh in collaboration with the NGO Dhruvansh, a small effort to save the environment.

Though exams are round the corner students are ready for the major event in April PROJECT EXPO 'Samudyama'. As Helen Keller says 'Optimism is the faith that leads to achievement', let's look forward to the excitement awaiting us.

College Events

Debate Competition-Women's Day

As part of Literary Club activities, a Debate Competition was conducted on Women's Day i.e. 8 March, 2018. Women-centric debate topics like 'Should we Celebrate International Women's Day?', 'Should Women Work?', 'Do Women Make Better Managers than Men?', 'Does the Glass Ceiling Still exist?', 'Are Real Women Portrayed in Advertisements?', 'Should Boys and Girls be Parented Differently?', 'Women Empowerment in India is still a Distant Dream', 'Should Rapists be Given Capital Punishment?', 'Triple Talaq - Yes or No?', 'Are Men From Mars and Women from Venus?'

There was an overwhelming response to the competition. Students presented their views in a cogent and articulate manner. Prizes were awarded in 2 categories:

Best Team: K. Radhika, CSE IV A & C.D. Shashank, CSE II C
 Best Speaker: I Prize - Pranav, CSE IIIC II Prize - Sanjana Shetty, ECE II C



International Women's Day Celebrations

International women's day is specially dedicated to celebrating the achievements of women and the significant sacrifices they make for careers; the obstacles they face at the workplace; the stress they put up at homes and hold the sky out for everyone. This world would not have been possible without women. These symbols of utmost affection have a substantial impact in every sphere and everyone's life. At ATRI-Women's Empowerment Cell celebrated International Women's Day on 10 March 2018. The Chief Guest, Prof Usha Vyasulu Reddy, Advisor, Centre for IT and Public Policy, Andhra Pradesh graced the occasion. Director Srikanth Jatla and WEC Co-ordinator G. Vara Lakshmi, Assoc. Professor, CSE were also present on the dais. The programme began with formal lighting of the lamp and a welcome song by Ms. Samhitha of CSE IV. Ms. Radhika, Student Coordinator. To recognize the importance and give due share of respect, and support to women from classical to contemporary times, girl students from all branches of Engineering showcased the accomplishments of Women Personalities. To take a break from studies, students presented a Skit- A slice of life from the daily Telugu serial.

Participants who acted as famous women personalities:

Sri Vidya-IIC, Radhika-IVA, Pravalika- ECE I B year, Sowmya CSE I Year

Sowjanya CSE I B year, Tejashwini I B, Likitha CSE IB

Participants of Skit: Ruthvik raj, Cse IVC ; P. Umamaheshwar, CSE IIIC

The Chief Guest, Prof Usha Vyasulu Reddy, urged the young student community to establish a sense of respect, identity and self-awareness. To highlight the government's concern on the health and wellness of women, Ms. Radhika gave a PPT on women hygiene-Sanitary Napkin Vending Machine and incinerator. The Chief Guest presented prizes to the winners of literary events organized by Dr. Poonam Minocha, Coordinator, Literary Club. Later the Director, Mr. J Srikanth felicitated the Chief Guest, Prof. Usha Vyasulu Reddy.



The programme concluded with vote of thanks proposed by Ms. G B Kadambari Devi. The prize winners of the debate competition are as follows:

Mr. Shashank and Ms. Radhika	Best Team
Mr. Pranav	Ist Best speaker
Ms. Sanjana	IIInd Best Speaker

Traditional Day, Akshaja

To keep alive our tradition and cultural heritage, the students and faculty of ATRI came together to celebrate AKSHAJA, the traditional day on 16 Mar 2018. Dressed in colourfully brocaded Ghagharas, trending Lehengas, traditional silk sarees and south India jewellery including choicest accessories, they transformed the college campus into a mini India traditional fare.

The boys wore lungis, dhotis and nevertheless appeared in their best Indian wear. It was like a fancy-dress ball at ATRI. It was mandatory for all students to come in traditional outfits. The highlights of the event were Eat-for Cause stall was put up by the members of Street Cause as a fundraiser to bring some cheer to the street people.



The central message of the celebration was to respect the traditions and recognize the culture of the others. India's diversity made the world more beautiful. The students sold tasty Gujarati snacks such as Dabelli stuffed peanut filling flavored with spicy blends including Pani puri and kulfi etc. Later the students performed Dandiya, the traditional dance of Gujarat. Though the world is changing in terms of trends, technology and modern discoveries, we are all strongly rooted to our tradition. So the 'Traditional Day' was celebrated with great gusto and enthusiasm. All the students came fully clad in their traditional dress. Their attire looked simply amazing as they collectively displayed an array of colors that reflected the diversity of India. It was an eventful day. It's a day designated for people to come in traditional attire from their home state, or specific culture of their choice.

ATRI Volunteers pitch in to Clean Lake



The Water-testing Centre of ATRI organized a massive lake-cleaning event on March 10th 2018 in association with Dhruvansh, NGO. The student volunteers from ATRI and Dhruvansh got together to clean the Ibrahimbagh Peddacheruvu. The lake, which is spread over 77 acres, has become a breeding ground for mosquitoes and a serious cause for concern for residents living in the surrounding areas. Officials of Hyderabad and Metropolitan Water Supply and sewerage Board (HMWS and SB) were part of cleaning mission, initiated to revive the lake. Ms. Madhulika, CEO, Dhruvansh and Dr.K. Nagajyothi, Dean, R&D coordinated the lake cleaning event.

AVYAYA - Annual Day Celebrations

One of the most anxiously awaited occasions each year in any college is its annual day. Great excitement and enthusiasm is visible all around. This is the day where one discovers the significance of college life as the rewards for academics and colors of cultural feast unfold! The atmosphere is filled with pride, joy, entertainment, fun, frolic and amusement. The celebrations make the students, parents, staff and guests smile and cheer up. It leaves the nostalgia of an unforgettable experience in all of them.

Avyaya, the annual day of ATRI was celebrated on 29 March, 2018 in the college premises with a lot of enthusiasm and fervour. Dr. E Saibaba Reddy, Principal, JNTUCEH, was the chief guest of the evening. Mr. Harish Shankar, Film Director, the Special Guest, Mr. Sri Charan Lakkaraju, Founder - Stumagz, the distinguished guest, Mr. John Siddiqui, Founder, Zion Sports, the eminent guest, and Major Sunil Shetty, the Guest of Honour.

The programme began with a welcome address by the anchors, followed by a welcome dance by Ms. Anugna of CSE I B. All the dignitaries present on stage participated in lighting of the lamp which was followed by an invocation song by Ms. Samhitha of IT IV. Director, ATRI, Mr. Srikanth Jatla presented the college annual report. The Special Guest, Shri Harish Shankar, popular Film director, distributed the prizes for cultural competitions and addressed the gathering. He reiterated the fact that the key to success is focusing on one's goals and balancing one's avocation and vocation. Mr John Siddiqui, Director, Zion Sports, the eminent guest, gave away the sports prizes and inspired the audience with a motivating speech. The distinguished Guest, Mr. Sri Charan Lakkaraju, Founder, Stumagz, distributed the prizes for academic excellence. His speech struck a chord with the students who listened to him with rapt attention. Major Sunil Shetty, who also distributed Academic Excellence awards, spoke about how focus, vision, application of knowledge and mentoring are pivotal to our lives. The Chief Guest, Dr. Sai Baba Reddy gave away the Special Prizes and highlighted the need to work towards bridging the gap between theoretical knowledge and practical application. The Director felicitated the guests with mementos which was followed by a vote of thanks by Dr Poonam Minocha, Convenor of the Formal Programme.

The anchors, Sada ShivTej, IT-II Ms. Siwani Singh, ECE-IIA, Ms. Sanjana Shetty, ECE-IIC and Ms. B. Ramya, ECE-IIB were appreciated by all for their sophistication, poise and smooth conduction of the programme.





Cultural Events

AVYAYA, the Annual Day of ATRI was celebrated with pride and jubilation. The renowned Film Director Sri. Harish Shankar was the Special Guest who addressed the gathering and distributed prizes to the winners of the various cultural competitions. The programme had a plethora of events like dazzling group dances, devotional and classical dances, rock bands, western hip-hops, theatrical skits, inspiring mimicry and vibrating instrumental performances including beat-boxing. The programme commenced with a welcome dance by Ms. Anujna, CSE-IB, followed by the group dances of various departments. The group devotional dance by Ms. Dhivyasree and team thrilled the audience with its divine music. The melodious songs presented by Ms. Samhitha and Ms. Pravallika and the folk dances presented by Ms. Sri Kavya and Ms. Malleshwari rocked the stage. The beat-boxing by Mr. B. Deekshit and the humorous dance performance by Ms. Vaishnavi attracted the crowd. The heavenly veena recital of Ms. Pravallika and rocking guitar music of Mr. Joshua Ankit unravelled the zeal of the cultural programme. The celebrations ended with a patriotic group dance which exhilarated the gathering. Mr. Surya Prakash, Ms. Manaswini, Mr. Uma Maheshwar and Ms. Rama Devi made the show lively and humorous by their excellent hosting. Dr. K. Nagajyothi, the cultural convener coordinated the cultural events.

Sports News

- Our college team participated in the D-Zone Volleyball Tournament held at VBIT, Ghatkesar on 8 March 2018.
- Our college team participated in the D-Zone Basketball Tournament held at VBIT, Ghatkesar on 8-9 March 2018.
- Our college team participated in the D-Zone Football Tournament held at VBIT, Ghatkesar in March 2018.
- Mr. Udaibhan Singh and Amith Kumar Singh participated in the D-Zone Table Tennis Tournament held at VBIT, Ghatkesar on 8 March 2018.
- Mr. Sanam Kumar and Adarsh Peri participated in the D-Zone Badminton Tournament held at VBIT, Ghatkesar on 8-9 March 2018.
- Ms. Nidhi and B. Aishwarya participated in the D-Zone Badminton Tournament held at VBIT, Ghatkesar on 8 March 2018.

PRIZE WINNER'S LIST OUTSTANDING ACHIEVEMENTS for the Academic Year 2017-18

1. BEST NSS VOLUNTEER AWARD(Male)

Mr. P. Venkateshwar Reddy, B.Tech IV year (ECE) for his extraordinary contribution to Social Service Activities as an NSS Volunteer.

2. BEST NSS VOLUNTEER AWARD(female)

Ms. M. Navya, B.Tech III year (ECE) for her extraordinary contribution to Social Service Activities as an NSS Volunteer.

3. BEST CLUB AWARD- N.S.S

for the extraordinary contribution of the club in training, motivating and inspiring students in social service and conducting many events on and off campus.

4. OUTSTANDING ACHIEVEMENT AWARD

Ms. P. Hiran Mai , B.Tech III year (CSE) for her participation and exemplary performance in NSS activities and competitions at State and National level events.

5. OUTSTANDING ACHIEVEMENT AWARD

Mr. C. D. Shashank, B.Tech II year (CSE) for his earnest participation and dedication as an NCC CADET of AIR SQUADRON in representing ATRI at various State and National level events.

6. SPECIAL AWARDS

- (1) **Best Outstanding Sportsman:** K . Manoj Kumar
- (2) **Best Sportsperson:** - B .Sai.Venkata. Jayakrishna
- Mulukutla Sindhuja
- (3) **Best Athletics Champion :** M. Sai Prakash
- (4) **All round Sports Person:** K.A .Gyneshwar
- (5) **Individual Championship :** M .Sai .Prakash

BEST STUDENT AWARDS

Branch	Student Name
CE -I	B. Dharani
CE-II	K. Subhash
CE-III	K. Harshavadhan
CE-IV	Mohit Kumar Khatri
CSE-I	J. Vaishnavi Devi
CSE- II	Adarsh Peri
CSE-III	A.Kavya
CSE- IV	D.Rachana Goud
IT-I	Ch.Srividya
IT-II	R.S.Rahul Mahadevan
IT-III	B.Shashidhar
IT- IV	Seema Bhaganagre
ECE -I	Kaleru Pramidha
ECE-II	Mangavelli Vishnu Vandana
ECE-III	Koduru Hari Priya
ECE-IV	Dabikar Niharika
EEE- IV	Katta Hruday
ME-I	R.Joshua Ankith
ME-II	Balendra Patel
ME- III	Nandajit Rabha
ME- IV	Mangalagiri Vamshi



Academic Excellence Awards - Presented to the class toppers for securing maximum percentage of marks in the I Semester examinations held during 2017-18

Branch	Name of the Student
CE-I	S Sahil Shivaji Rao
CE-II	P Lavanya
	P Santhosha
CE-III	N Preethi
CE-IV	Gopi Sai Reddy
CSE-I	G.Divya
CSE-II	A.Anusha
IT-II	D.Rahul
CSE-III	N.Navya
CSE-IV	D.Rachana Goud
ECE-I	Padakanti Usha Sri
ECE-II	Dirisala Srilekha
ECE-III	Silamkoti Keerti

ECE-IV	P. Vinay Biksha
EEE-I	Ganga Navya
	Golalakonda Kaveri
EEE-II	Dodla Naga Lakshmi
EEE-IV	Konda Shilpa
ME-I	R.Joshua Ankith
ME-II	Balendra Patel
ME-III	Nandajit Rabha
ME-IV	Mangalagiri Vamshi
IT-I	Ch.Srividhya
IT-II	B.Swathi
IT-III	B.Samanvitha
IT-IV	Patel Priyal
MBA-I	Akshitha Despande



Cultural Events

Event	Place/Prize	Name of the Winner/Runner
Solo Singing	I	V.G.V.N.S. Pravallika(ECE 1 B)
Instrumental	I	Josh Ankit (Mech 1 A)
	II	V.G.V.N.S. Pravallika(ECE 1 B)
Variety show	I	B. Deekshit (ECE 1A)
	II	Sharath (CSE 2B)
Solo dance	I	M. Malleshwari (CSE 2A)
	II	G. Dhivyasree (CSE 2B) & V. Sri Kavya (ECE 2C)
Group song	I	P.S.S.N. Samhitha (IT 4)
		Satish Chandra (CSE 3A)
		B. Deekshit (ECE 1A)
		D. Akshaya Reddy(ECE 3B)
		G. Siri Pallavi (ECE 3A)
Group Dance	I	G. Dhivyasree(CSE 2B)
		K. Rama Devi (CSE 2B)
		M. Malleshwari (CSE 2A)
		Ms. Sri Kavya (ECE 2C)
		Ms. Hari Priya (ECE 3A)
Group Dance	II	G. Amitesh Lohit(IT 2)
		K. Anand Kumar (ECE 3A)
		D. Akshaya reddy (ECE 3B)
		S. Yagnasree (CSE 2C)
		G. Likitha (CSE 1A)
		M. Mythreyi (ECE 1A)



Sports Prizes

Event	Name of the Student	Class	Result
Chess -Boys	D.Vishal	CSE-III	1 st Place
	A. Krishna	CE-II	2 nd Place
	D. Maheshwar	CSE-III	3 rd Place
Carroms- Single Boys	C.Kushal	CSE-II	1 st Place
	B.Varshit	CSE-II	2 nd Place
	S.Mohammad.Mehdi	CSE-II	3 rd Place
Carroms Doubles- Boys	S. Mohammad.Mehdi/ B.Varshit	CSE-II	1 st Place
	Shiva Chand/K.A Gyaneshwar	CSE-IV	2 nd Place
	C. Sirish/Chaitanya	CSE-III	3 rd Place
Carroms -Mixed Doubles	K.A. Gyaneshwar/ A. Naga Manasa	CSE -IV	1 st Place
	K.Manoj Kumar/Shivani	ECE -IV	2 nd Place
	A. Dhanush Raj/ Krishnaveni	CE-II	3 rd Place
Badminton Singles- Boys	Adarsh Peri	CSE-II	1 st Place
	P.Preetham	CSE -III	2 nd Place
Badminton Doubles -Boys	Sonam/Adarsh	CSE-III	1 st Place
	J.Rajender/Karem Ulla Baig	ME- II	2 nd Place
Badminton -Mixed Doubles	Sonam/Navya	CSE -III	1 st Place
	K.A.Gyaneshwar/A. Naga Manasa	CSE -IV	2 nd Place
Carroms Singles- Girls	B.Aishwarya	CSE -III	1 st Place
	Preethi	ECE -II	2 nd Place
Carroms Girls - Doubles	A . Naga Manasa/ Srinika .M	CSE-IV	1 st Place
	B.Aishwarya/Akhitha	CSE-III	2 nd Place

Event	Name of the Student	Class	Result
<i>Discus Throw</i>	Krishnaveni B.Tejaswi Deepa	CIVIL-II IT -I CSE III	1 st Place 2 nd Place 3 rd Place
<i>Shortput</i>	Sravani Harini Deepa	ECE -I ECE- II CSE -III	1 st Place 2 nd Place 3 rd Place
<i>100 Metres</i>	V.Sree Kavya G.Manisha Reddy V.Soumya	ECE -II CSE -III ECE -I	1 st Place 2 nd Place 3 rd Place
<i>200 Metres</i>	V. Sree Kavya G. Manisha Reddy T. Yasaswi	ECE -II CSE -III ECE -II	1 st Place 2 nd Place 3 rd Place
<i>Caroms Girls Doubles</i>	A . Naga Manasa/ Srinika .M B.Aishwarya/Akhitha	CSE-IV CSE-III	Winners Runners
<i>Caroms Mixed Doubles</i>	K. A Gyneshwar/ A . Naga Manasa Manoj/Shivani	CSE-IV ECE-IV	Winners Runners
<i>Boys – Long Jump</i>	Sai Prakash 5.62mts Ramu 5.32mts A . Bagath Kumar 4.90 Mts	CSE-II ME-III ME-III	1 st Place 2 nd Place 3 rd Place
<i>Boys -High Jump</i>	Sai Prakesh Ramu Siddaiah	CSE MECH MECH	1 st Place 2 nd Place 3 rd Place

Event	Winners	Runners
Cricket –Boys	WINNERS ME-II M. Sai Krishna Reddy - Captain Prudhvi, Karthik, Nagesh, Akram, Nikhil, Basanth, Praveen, Uday, Vamshi, Ashok, Abhishek	RUNNERS ECE-II K. Sai Sharan Reddy - Captain Sai Teja, Rahul, Thirumalesh, Sai Kaushik, Showkath, Abhishek, Rakesh, Subba Rao, Gopi, Abilash, Chaithyna
KHO-KHO –Boys	WINNERS-CE-IV P. Rajesh, P.Saikiran, V.Monoj, K.Saikuma, V.Vinod, A.Kranthi, D.Devsing, P.Srikanth Reddy, N.Tukaram, K.Hruday Sai Reddy G . Karthik Reddy	RUNNERS- CE-II A .Krishna, D. Naveen, C.Akhil, G.Vamshi, V.Adhitya, J.Aravind, P.Sai, Madhan, T. Naveen, K.Bhasker, K.Subhash
KABADDI –BOYS	WINNERS- CE-II K.Subash (Capitan) A.Krishna, D. Naveen, K.Pruthvi, L.Akhil, G.Vamshi, J.Aravind, N. Hari Krishna, Sidheswar, V.Akshay Reddy	RUNNERS ECE-III C.H. Bhaga th(Captain) S.Sandeep, Harsha, J.Ramakrishna, K.Monaj, B.Rakesh, M.Kethan Reddy M.Maheswar Reddy, M. Dheeraj Rexddy, Rahul
FOOTBALL -BOYS	WINNERS CSE-IV A . Gyaneshwar, Rakesh Kumar Harish, Ram, Gokul, Uday, Sonam Rahul, Shashank, Nikhil, Jagadeesh Durga Prasad	RUNNERS ECE-IV V. Harsha, K . Monaj Kumar L . Akhil, K. Sagar Reddy, G .Vikhil, S. Abhishek, Bharatwaj, Shoukat, Divyansh Sreeram, Ch. Shiva, Pranay Karan
KHO –KHO (GIRLS)	WINNERS CE-III R . Soumya, Krishna Veni, Ashwitha, Santhosha, Gowri, Dharani, Sahithya, Ganga, Preethi	RUNNERS CSE-IV A . Naga Manasa, J . Supriya, P . Divya, Savitha, Nandini, Sindhuja, Ausha, Mani, Manisha, Prasanna
MBA-I Winners – Cricket	T. Jeevan, Yashwanth, Azharuddin Thirupathi, Prasanth, Naga Raju Sujith	

Achievements

Faculty Achievements

- Dr. K. Nagajyothi, Dean, R & D filed and published a patent “Wearable Device for Curing Eye problems”. She has also received the best “Researcher” and “Inventor” awards for the patent from Allinov research Foundation.
- Dr. K. Nagajyothi, Dean, R & D has been invited to Chair the sessions of the 3rd International Conference on Emerging trends in Engineering, Science and Technologies (ICETEST -18) organized by IFERP (Institute for Engineering Research and Publication) to be held at Tirupathi during 6th-7th April 2018. She is also the member of the Conference Organising Committee.
- Dr. K. Nagajyothi, Dean – R & D published a chapter “Emergence of Advanced Technology in Health Care System” in the book titled “Trends of Health Care in Modern Era” edited and published by The department of Education, Manonmaniam Sundaranar University, Tamilnadu.
- Mr. Pranav Ravindran Nair, Mir AkberMohsin Ali and Md. Khasim, Asst. Professors, Mechanical Engineering department attended and presented their paper on 'Design and Analysis of the Drive Shaft of an Automobile using Composite Materials' at the 9th International IAR Conference at Hyderabad on 25-26 March 2018.
- Mr. Pranav Ravindran Nair, Asst. Professor, ME, presented a paper titled 'A Review and Reflection on Part Quality Improvement of Fused Deposition Modelled at the '2nd International Conference on Advancements in Materials for Manufacturing (ICAAMM-2018)' at MLRIT, Hyderabad. The paper has also been selected for publishing in 'IOP Conference Series-Materials and Surface Engineering' and will be indexed under Scopus.
- Mr Sonu Kumar and Mr Gurudatta, Asst. Professors, ME, attended the 12th National Convention organized by SAE India at MLRIT, Hyderabad on 30 and 31 March. They were accompanied by students Nandajit Rabha (III Year ME), Balendra Patel (II Year ME) and Ashok Sravan (II Year ME) who participated in the Geometric Dimensioning and Tolerance event.
- Mr. Pranav Ravindran Nair, Mir AkberMohsin Ali and G Umesh published a paper titled 'Parametric analysis of Titanium alloy using Abrasive Jet Machining' in the International Journal of Advances in Arts, Sciences and Engineering. Volume 6, Issue 2, Special edition, ISSN: 2320-6136, pp 5-9.
- Mr. P. Vishnu, Sr. Asst. Professor, EEE department attended a Faculty Development Programme conducted at IIT Hyderabad on 29th and 30th March.

Student Achievements

- Mr. Balendra Patel of Mechanical II Year participated in Javelin Throw at JNTU as part of the Inter Collegiate Central Zone Tournament organized on 27/3/2018 and won the third prize.
- Ms. Nikhila Bharadwaj received the State Best NSS Volunteer Award conferred by State NSS Cell, Higher Education Department, Telangana Government for the year 2016-2017 conducted at Mhatma Gandhi University, Nalgonda.
- Ms. Anisha Yata, Ms. Prasanna Kante, Ms. T Sravani and Ms. B Malathi of CSE department published a paper titled 'Personality Recognition using Multi-Label Classification' in the International Research Journal of Engineering and Technology (IRJET) Volume: 05 Issue: 03, Mar-2018. -ISSN: 2395-0056.
- Ms. Seema Bhaganagre, Mr. T D Vineeth, Ms. P Madhuri and Ms. B Malathi of IT department published a paper titled 'Annotating User Defined Queries' in the International Journal of Creative Research Thoughts (IJCRT), Volume 6, Issue 1 February 2018, ISSN: 2320-2882

Whose language is it anyway? Why we speak the way we speak... “Why because”

Dr. S. Jayasrinivasa Rao

Professor, English

We often hear the two words whyandbecause spoken together as a phrase 'why-because'... what does this mean?

Many people use the phrase 'why-because' to mean 'because'...

Then why is 'why-because' used together when 'why' is not necessary...?

When we look at this question a bit carefully, we would realize that 'why-because' is a direct translation of 'endukante' in

Telugu...endukante is made up of two words...enduku which means 'why' and ante which means 'because'...we use

'endukante' in Telugu to mean 'because'...

'Why-because' is also a direct translation of

kyonki' in Hindi ...

yakendre' in Kannada ... yake meaning 'why' and andre meaning 'because'

And therefore, when we want to mean '**because**' in English, we unconsciously take help from our mother-tongue(s) and

translate the relevant phrase directly into English...and make it '**why-because**'...

So, there is no need to say 'why-because'...it is incorrect usage...we need only to say 'because'...

Keep tuned in...there's more to come...

(Whose language is it anyway? is a regular column that looks at the uniqueness of our English usage. What is said here is not prescriptive, but it takes us behind the scenes to see why we speak the way we speak...!!)



“Backside”

“My house is at the backside of the temple”

“Entry from backside only”

“Please write at the backside of this sheet”

Do you know that this particular use of the word 'backside' in these sentences evokes laughter among native speakers of English, and are considered as jokes, and are quoted as examples of 'bad' English spoken by Indians?

So, what is the issue with this word? All right, let's face it ... the word 'backside' in English, according to the Oxford Advanced Learner's Dictionary, means 'the part of the body that you sit on' and its synonyms are 'behind' and 'bottom' ... !! To put it even more bluntly, the word means 'buttocks' or 'bum.' Now, when you read the above sentences with this meaning (the correct meaning) of the word '*backside*' in mind, you would realise why it sounds awkward and evokes laughter among native English speakers. We have been using this word without knowing its correct meaning. And we have been using the word 'backside' to mean 'behind' or 'at the back of' or 'at the back.' Let's use the correct terms and see how the sentences look...

“My house is behind the temple” “Entry at the back of this building” or “Please enter from the door at the back”

“Please write at the back of this sheet”

Do you understand the difference now?

(Whose language is it anyway? is a regular column that looks at the uniqueness of our English usage. What is said here is not prescriptive, but it takes us behind the scenes to see why we speak the way we speak...!!)

GALLERY



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