Kristu Jayanti College
AUTONOMOUS Bengaluru
Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

Spotlight

Toil and Success

Newsletter

2023-2024

Deparment of Management

Volume 1, Issue 6, May 2024

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FROM THE PRINCIPAL'S DESK

The vibrant and dynamic community of the Department of Management at Kristu Jayanti College (Autonomous) continues to navigate the ever-evolving landscape of business and management education. Our students have excelled academically, participated in numerous projects, and demonstrated exceptional leadership. Faculty members have continued to contribute to research and industry collaboration. The Department remains committed to providing a holistic education. We focus on developing skills, fostering innovation, and encouraging global perspectives. Our efforts ensure that students are well-prepared for the dynamic business world.

This newsletter highlights the department's achievements, events, and future plans. It is a testament to the hard work and dedication of our students and faculty. The future of management is bright. With passion and dedication, we can meet and exceed the high standards we have set for ourselves. We encourage all members of our community to stay informed and engaged through this insightful publication. We are not just shaping the leaders of tomorrow but also crafting a future filled with promise and possibility.

Let us strive for excellence and innovation in the coming academic year.

Warm Regards

Fr. Dr. Augustine George
Principal
Kristu Jayanti College, Autonomous

FROM THE HOD'S DESK

Greetings from the Department of Management, Kristu Jayanti College, Autonomous. We are glad to release the new edition of newsletter "Spotlight" for the academic year 2023-24. At this culmination of another fruitful academic year, it is my pleasure to make my remarks about the newsletter. The newsletter features various activities conducted during the academic year which aimed at developing the key managerial skills, communication skills, problem solving skills and entrepreneurial skills. The current edition of newsletter highlights the major activities and achievements of the department.

Some major programs to note include Faculty enhancement programme on new plugins in LMS, REKINDLE – Meet Your Alumni ", and "Prodigy-2024" inter-collegiate management organized in the month of March, 2024. Apart from these programs we have also organized skill-based activities, business plan presentation, workshop, intra-collegiate fest. The major activities were given due importance in the newsletter to share information with all the stakeholders.

The newsletter also proclaims the skill-oriented activities like guest lectures, meet your alumni, club activities, industrial visits, and achievements of the students, value addition programs, international guest lectures and other minor activities of the department. We are happy to share that our department has made notable growth in terms of academic performance and research activities. Faculty members of the department have actively involved in research activities and published research articles in reputed journals proposals were made for minor projects.

We acknowledge the good work done by every member of the department and we sincerely thank our Principal, Vice Principal, Management Team and Dean for their continuous support and guidance to release this edition of newsletter.

I would like to appreciate editorial board lead by Dr. Jaspreet Kaur and her team for fabulous work done to launch this informative newsletter in time.

Warm Regards
Prof. C. Surendranatha Reddy
Head, Department of Management

FROM THE EDITOR'S DESK

As we bring the academic year 2023-24 to a close, it is with great pride and excitement that we present the annual newsletter of the Department of Management at Kristu Jayanti College, Autonomous. This newsletter serves as a testament to the dynamic and enriching experiences that have shaped our journey over the past year.

Amidst the challenges and triumphs, our department has remained committed to nurturing future leaders and innovators. We have strived to create a vibrant academic environment that fosters holistic development and academic excellence. Throughout the year, our department has been abuzz with a myriad of activities and initiatives aimed at enhancing learning beyond the classroom. From insightful guest lectures by industry experts to engaging workshops and seminars, we have endeavored to bridge the gap between theory and practice. These interactions have provided invaluable insights and inspiration to our students, preparing them for the dynamic world of management.

As we look back on this academic year, we extend our heartfelt gratitude to our dedicated faculty members, supportive staff, and enthusiastic students for their unwavering dedication and contributions. Together, we have achieved significant milestones and laid the groundwork for even greater accomplishments in the future. Guided by the creative vision of Akshay Baghele from VI Semester BBA A, along with the collaborative efforts of Keerthana P. of VI Semester BBA C, Palak Agarwal, and Aditya Murthy of II Semester BBA A, our newsletter comes to life with vibrant design and engaging content, reflecting the dynamic spirit of our department.

Thank you for your ongoing support and encouragement. Together, let us embark on a new chapter filled with promise, purpose, and passion.

Warm Regards
Dr. Jaspreet Kaur
Assistant Professor
Department of Management

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WORLD MANAGERS' DAY

The Department of Management observed "World Managers Day" for BBA students on September 15, 2023, in conjunction with the Commemoration of Days of Importance and Human Values. The aim of observing this commemorative day is to raise awareness among the students to develop their managerial skills and qualities to aspire to their careers as a manager. A day dedicated to showering your management with compliments seems a no-brainer, considering the heaping amount of responsibility on their shoulders. The department celebrated "World Managers Day" through a combination of events like Quiz competitions, Best Manager contests, and classroom presentations that can be an engaging and informative way to honor managers and their pivotal role in organizations. A quiz event was organized by the department for the final-year BBA students. The questions covered topics such as management principles, leadership, and the biographies of notable managers. The second competition, called "Best Manager," was held for first- and second-year BBA students in order to recognize and honor those with managerial talent and outstanding leadership abilities. The third activity was a classroom presentation called "Rendezvous Vista," which aimed to inform people about the value of good management. A group of students inspired all the other students to strive to be good managers in the future by sharing their knowledge, experiences, best practices, and leadership philosophies from managers in different companies.

MANAGEMENT CONCLAVE ON

HR, MARKETING AND FINANCE

Department of Management, Kristu Jayanti College, organized "Management Conclave on HR, Marketing and Finance" for the final year BBA students on 26th October 2023.The session was inaugurated by Rev. Fr. Jais V Thomas, Financial Administrator, Kristu Jayanti College. It emphasized how crucial it is to be aware of recent developments in many fields, as this can help with learning objectives and the development of abilities in the relevant field. An engaging and dynamic forum for students to learn about, debate, and exchange perspectives on the newest developments, difficulties, and innovations in business management is provided by a Management Conclave on HR, Marketing, and Finance. Three technical sessions are usually included in these management conclaves, with well-known speakers and specialists who provide insightful thoughts on recent and future developments in HR, Marketing, and Finance.

Technical Session 1: Fintech and its Applications

Ms. Gethin George, Co-Founder of Credit sutra in Bangalore, led the first technical session and provided an overview of the Fintech concept and its primary application across various sectors. His explanations of Digital Payment, Digital Cash, UPI, and other concepts were centered around the increasing usage of technology in the finance sector. He discussed the ways in which fintech is transforming the financial industries, including wealth management, lending, payments, insurance, and banking. It improves the accessibility of financial services for underserved and unbanked populations across the globe.

This session helped the students to understand how Fintech innovations are creating new business models, enhancing customer experiences and optimizing financial processes. It also highlights the growing importance of collaboration between traditional financial institutions and Fintech startups to drive industry growth and innovation

Technical Session 2: Modern Practices in HR

Mr. Sen B Mathews, Director of the Center for Employability & Corporate Relations (CECR), led the second technical session, which focused on the latest trends in the HR management industry. He looked at the most innovative approaches to finding, attracting, and keeping elite talent in a cutthroat labor market. He interacted with the students and asked about the basic meaning and concepts of Human Resource Management. The session explored data analytics and technology in HR decision-making, from performance evaluations to workforce planning. He discussed the leadership and talent development initiatives in companies that support an environment of ongoing learning and employee empowerment. Finally, he demanded that the students explore the latest platforms, tools, and software for HR, which will streamline HR procedures and increase productivity. It provided students with a fresh perspective on HR management and equipped them with the tools and knowledge needed to adapt to the evolving needs of organizations and their workforce.

Technical Session 3: Changing Role of Digital Marketing

Mr. Aditya Shanker, Content Editor at Microsoft, led the third technical session and discussed the importance of digital marketing across various industries. He talked about how digital marketing tactics and strategies are changing. He elucidated the impact of social media platforms, trends, and optimal methodologies for establishing brand visibility and stimulating interaction. The session highlighted SEO strategies and how they evolve with changing search engine algorithms and the importance of visibility. Students developed a deeper comprehension of how digital marketing is changing to satisfy a customer base that is becoming more privacy conscious and adept at using technology. This conference covered current practices in digital marketing and provided insight into recent developments and trends in the industry.

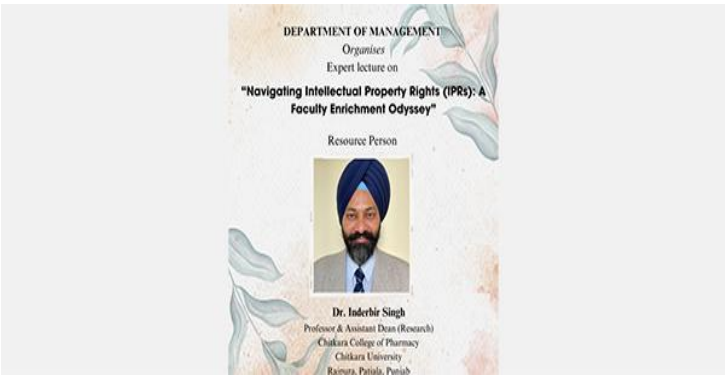
EXPERT LECTURE ON

MARKETING AND SERVICE MANAGEMENT

Department of Management, Kristu Jayanti College, Autonomous, Bengaluru invited Professor of Practice for an Expert Lecture on Marketing & Services Management for III Semester BBA Students of A section on 30th September, 3rd October & 5th October 2023 from 9 am to 11am in the classroom A 206, Admin Block. The Expert Lecture session was handled by Mr. Richie Mathew, HR & Operations – Head, RR Polymers, Bengaluru. The session started with a brief introduction of the resource person Mr. Richie Mathew who then took over the session. Mr. Richie Mathew addressed the gathering and then questioned the students about marketing management, promotion and how it is important to make it a part of the business. He gave a brief introduction about his business and talked about promotion. The lecture dealt with the opportunities and difficulties of reaching customers through these various platforms, as well as how companies can set competitive prices that strike a balance between profitability and customer expectations. Effective promotional strategies, content marketing, and integrated marketing communication were all covered in the lecture. He talked about how innovation, quality, and product design can give a company a competitive edge. He also gave the students an idea of how advertising works in business and made the class interactive and knowledgeable. He delivered an insightful and enlightening lecture on this critical aspect of marketing. It served as a reminder that although the fundamental ideas behind the marketing mix remain unchanged, how these ideas are applied and put into practice. Students learned about the marketing mix, advertising, and promotion. The importance of promoting businesses through publicity, public relations, advertising, and other means was made clear to the students by this session. It served as a reminder that although the fundamental ideas behind the marketing mix remain unchanged, how these ideas are applied and put into practice. Students learned about the marketing mix, advertising, and promotion. The importance of promoting businesses through publicity, public relations, advertising, and other means was made clear to the students by this session. Students were asked to perform group activities of coming up with a product and making ads for 2 minutes and promoting their product.

NAVIGATING INTELLECTUAL PROPERTY RIGHTS (IPRs): A FACULTY ENRICHMENT ODYESSEY

The Department of Management organized a lecture on intellectual property rights (IPRs) on August 19, 2023, titled "Navigating Intellectual Property Rights (IPRs): A Faculty Enrichment Odyssey." This lecture was organized keeping in mind the skill enhancement of faculty members toward filing patents. The resource person navigated his knowledge of patent publication with ease. He talked about his experiences during the session, which helped the participants understand the procedure. Personalized examples were given by Dr. Singh during the online session.



EXPERT LECTURE ON MASTERING SCHOLARLY PUBLISHING (MASTERING SCHOLARLY PUBLISHING: STRATEGIES FOR SUCCESS IN TECHNICAL)

The Department of Management organized a session titled "Mastering Scholarly Publishing: Strategies for Success in Technical Books, Journals, and Conferences. " This lecture was planned with the faculty members' need for skill development sessions in mind in order for them to publish in reputable journals in mind. The resource person efficiently sailed through the knowledge of publishing in technical books, book chapters, journals, and conference roceedings. He shared his experiences as a publisher during the session which gave the attendees an insight about the publication process.

VALUE ADDED COURSE AY 2023 – 2024
I SEMESTER BBA
CERTI FICATE COURSE ON APTITUDE SKILLS

The Department of Management offered Certificate Course on “Aptitude Skills” to the Second & Final year UG students. Aptitude is the acquired capacity for something and it can range from developed knowledge, learned or acquired abilities or skills, talents, which is necessary to perform a task. The aim of this course is to equip the students with basic aptitude skills through problem solving methods and testing one’s critical thinking across various contexts. This course is conducted for 30 hours as part of their curriculum which will enhance their employability skills. This course was handled by BBA faculty and each faculty was given a topic based on their preference and allotted the class for the students. Aptitude problems related to various concepts were solved out in the class and the additional problems were given to the students to get practiced in aptitude skills. The aptitude class was scheduled every Monday, Wednesday & Friday in a week from 04.30 pm to 05.30 pm all the teachers have taken the classes as per the schedule.

VALUE ADDED COURSE

CAPACITY BUILDING TRAINING ON LIFE SKILLS EDUCATION

The Department of Management organized a comprehensive training on Life Skills Education for first-year BBA students from August 10-14, 2023. The training equipped students with crucial personal and interpersonal skills to succeed in various aspects of life. It fosters self-awareness by helping them identify and comprehend their emotions, strengths, weaknesses, and values. Furthermore, it cultivates empathy, enabling students to grasp and share others' emotions, and fosters effective interpersonal connections. By teaching them to analyze data, assess situations, the training enhances their critical thinking and make proper judgments. Additionally, it nurtures creative thinking, empowering students to generate innovative solutions and ideas for problem-solving. The training cultivates adept decision-making skills by enabling students to evaluate alternatives and select the best path through meticulous consideration. Moreover, it encourages identifying challenges, analyzing their origins, formulating effective resolution strategies, and enhancing problem-solving capacities. The training hones effective communication, enabling the students to convey thoughts, ideas, and information persuasively and lucidly. Furthermore, it facilitates establishing and sustaining positive and meaningful interpersonal relationships. Lastly, the training imparts coping skills, thereby teaching students about stress management for emotional and mental well-being, and fostering healthy emotional understanding, regulation, and expression.

INQUIZITIVE 2024 – BUSINESS QUIZ COMPETITION

Inquizitive 2024, A Business Quiz competition organized by the Department of Management to inculcate the Interest towards current affairs in business and a culture of quizzing among BBA students. The quiz also aims at bringing the best talent among the students and developing knowledge about business affairs. The competition had two prelims conducted on 05th March, 2024 and 6th March, 2024 and the finals were conducted on 11th March, 2024. The students were divided into teams of 2 each and totally 89 teams were registered for the competition. The two prelims which consisted of MCQ type of questions, Guess the Personality, etc on different topics like advertisement, company logos, taglines, etc. were conducted for the teams.

Inquizitive 2024 – a business quiz competition provides a platform to the students to develop their knowledge especially in the business sector. In this competition, students learned to improve their IQ in the field of business and also it develops their self-confidence to take part in this kind of event in the future. Over all Six teams out of 89 teams were selected for Finals, the first prize and second prize winning teams were awarded with trophies and certificates, and third prize winning team was given certificates.

SAVISHKAR-A MANAGEMENT EXHIBITION

Savishkar- 2024 - a Skill based Management Exhibition organized by the Department of Management exclusively for the First year BBA students as part of their academic curriculum and also with respect to their Subjects on management on 18th April, 2024 at 9.30 am at the A2 Auditorium. The exhibition aimed to showcase and enhance the student's skills in refining their ideas and practical insights on the Management techniques and provide an integrative learning experience. Mr. Krishnan, Product Manager, EOX Vantage, Bangalore was the Chief Guest for Savishkar 2024.

The Chief Guest, Mr. Krishnan, Product Managr, EOX Vantage, Bangalore addressed the gathering by bringing up the concept of reorganizing educational institutions to offer a variety of events and projects that would encourage the development of students' diverse skill sets. He emphasized that in order for students to take advantage of employment opportunities, they must improve their knowledge and abilities due to the competitive nature of the business sector. He also addressed about the state of the Indian market at the moment and emphasized the abilities that students need to have in order to succeed in the modern business environment. Before graduating and beginning their jobs, he counselled them to make a name for themselves and leave a lasting legacy.

Savishkar- 2024 had around 20 teams from II Sem BBA students, in which each team consisted of 6 students exhibiting their creative skills and innovative ideas to present the various aspects related to industries in the country. The depicted models ranged from Tourism & travel services, Hospitality industry, IT sector, Energy saving and Waste Management, etc were displayed in this exhibition.

Students enthusiastically participated in competitions with their vibrant ideas on product launches and impressed judges with their creativity and strategic thinking. Overall, the Management Expo served as a catalyst for skill development, industry exposure, leaving students inspired and empowered to embark on successful management careers in future.
In this exhibition, the students learned to express their innovative ideas and also helped them to develop self-confidence among themselves.

KOUSHALA 2023-A SKILL BASED EXHIBITION ON

MARKETING AND SERVICE MANAGEMENT

Koushala 2023 – a Skill based Exhibition on Marketing and Services Management organized by the Department of Management exclusively for the second year BBA students as part of their academic curriculum and also with respect to the subject Marketing and Services management on November 7th, 2023 at 9.30 am at the A2 Auditorium. The exhibition aimed to showcase and enhance the student's skills in refining their ideas and practical insights on the latest marketing and services management techniques and provide an integrative learning experience. Mr. Subish Jose, Director, Sales & Partnerships, Fifth & Tech, Dubai was the Chief Guest for Koushala 2023.

The Chief Guest, Mr. Subish Jose, Director, Sales & Partnerships, Fifth & Tech, Dubai addressed the gathering by mentioning the restructuring of institutions to arrange diverse events and activities, fostering the development of student's various skills and abilities. He highlighted the competitive nature of the corporate world, emphasizing that every student must enhance their skills and knowledge to seize career opportunities. He discussed the current market conditions in India and stressed the level of competence needed for students to thrive in today's corporate landscape. He advised students to cultivate uniqueness and leave their mark before graduating and stepping into the professional realm.

Koushala 2023 – a Skill based Exhibition on Marketing and Services Management assessed the student's innovative and creative thoughts in exhibiting their working model related to service sector in new dimensions. It featured 46 teams from III Sem BBA students, in which each team consisted of 6 students exhibiting their skills and knowledge to present the various aspects related to service industries in the country. Koushala 2023, featured exhibits ranging from Tourism & travel services, Hotel & Hospitality industry, IT sector, Energy saving and Waste Management, etc. prepared their model to display in this exhibition.

Koushala 2023 – a Skill based Exhibition on Marketing and Services Management promoted the student's creativity in preparing the model and also different ways to promote the service sector in terms of business perspective and also in new dimension. The participants found this experiential learning process extremely useful as they were able to apply subject knowledge to practical situations. In this exhibition, the students learned to express their innovative ideas and also helped them to develop self-confidence among themselves. Overall, eight teams out of 27 teams were selected.

PRODIGY 2024 - NATIONAL LEVEL MANAGEMENT FEST

Prodigy is a National level Management fest, conducted annually since 2003. The objective of the fest is to organize management events to test students on innovation, creativity and problem solving. Building upon the foundations of Light and Prosperity, this event aims to enlighten and enrich students.

The much-awaited inauguration ceremony of Prodigy 2024; National level management fest took place on 22nd January 2024 at 9 am in A2 Auditorium, Admin Block. The inauguration ceremony begun in the presence of esteemed dignitaries, faculty members, students, participants from all over the country as well as industry professionals. The event started with an impressive inaugural address by Mr Nigel John Head of talent Acquisition, Withumsmith+brown India LLP, Bengaluru, who shared valuable insights into the significance of fostering managerial talent in today's dynamic business environment. In his speech he quoted the famous words of Stephen King “Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.” He also gave few key points to be one step ahead in this growing competitive world, the points that were mentioned by him were how to broaden communicational medium, how to collect right data from the target customers and put it in right use for the overall betterment of the business. The highlight from Fr. Dr. Augustine George’s speech was about the transformational journey in their learning process that every student goes through when they participate in this kind of competitions, he also pointed about the fostering and impactful friendship they create simultaneously while sharing knowledge.

The theme for Prodigy, "The Chronicle" invites participants to exercise their brain muscles for making wary decisions involving high stakes across eras. This theme reflects the fest's focus on encouraging participants to think creatively, work collaboratively, and equip themselves with the skills necessary to succeed in an ever-evolving business landscape. Only true leaders who can wield their skills to tackle eras and unite futures can be written down as a Chronicle. There were five events as part of Prodigy; Best Manager, Marketing, HR, EDP and Finance.

The much-awaited valedictory ceremony for Prodigy 2024, took place at 4:30pm in A2 Auditorium, Admin Block. The valedictory ceremony was attended by esteemed dignitaries Fr. Joshy Mathew; Head Department of English, Director Human Resource Development Centre, Prof. Surendranath Reddy, Head Department of Management and Faculty and student coordinators. The auditorium was filled with vibrant participants (17 contingent and 23 individual team; 358 participants) from across India. The overalls championship was won by - ST. JOSEPH’S COLLEGE OF COMMERCE, Bengaluru. The runner up championship was won by ST. CLARET COLLEGE, Bengaluru.

The student coordinators of the fest, Ms Aashni R and Mr Surendar CA and the Faculty Coordinators Mr. Bijin Philip, Dr. Geethu Anna Mathew and Ms. Diana Erudiyanathan expressed their gratitude to everyone who contributed to the successful planning and execution of the event.

VIRTUOSO-2023 – A MANAGEMENT WORKSHOP

The Virtuoso 2023 event encompassed a range of activities about Marketing, Human Resource, Finance, and Entrepreneurship. Additionally, the event involved the selection of the Best Manager, which was overseen by faculty coordinators and student coordinators. An outstanding aspect of Virtuoso 2023 was the diverse array of events and challenges that rigorously assessed the participants' abilities. Students were able to apply their classroom learning to real-world circumstances through activities such as real-time marketing, HR simulation, Financial Auctions, Entrepreneurial skills, and Assessing Stress levels. These events afforded the first-year students with significant insights and practical expertise.

The programme began with a motivational inauguration ceremony that included a welcoming talk delivered by Mr. Arshad, the student coordinator, and a Presidential talk delivered by Fr. Jais V Thomas. After the presidential address, Prof. Madhusudhanan R, Assistant Professor in the Department of Management, delivered the event prelude. The keynote talk was presented by Ms. Smitha Balakrishnan, a notable HR Manager at Iron Mountain and an alumnus of the BBM Batch 2002-2005. The enlightening presentation established the ambience for the occasion, underscoring the significance of leadership and innovation within the realm of business.

DATA ANALYSIS USING SPREADSHEET

Department of Management offers Value Added Certificate Course in Data Analysis using Spreadsheet. The certificate program is for a duration of 30 hours. The session started from 26st February 2024 - 12 April 2024 to increase the employability of the students and empower the students to take business decisions using spreadsheet. The course also aimed to increase the technical and managerial skill of the students.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

Orientation Session on Internship

The Department of Management organized an Internship Orientation on March 1, 2024, with an aim to prepare fourth-semester students for their upcoming internships. The orientation was split between two venues, A1 Auditorium for sections C and D, and A2 Auditorium for sections A, B, and E. The session commenced promptly at 11:00 AM, with enthusiastic participation from the students. In the A1 Auditorium, Dr. Leelavathi R, Assistant Professor from the Department of Management, served as the resource person. Dr. Leelavathi brought her expertise and insights into the internship process, guiding students through the expectations and challenges they might encounter during their internships. Her engaging presentation focused on the significance of internships in bridging academic knowledge with practical experience. Meanwhile, in the A2 Auditorium, Mr. Somasundaram T, another esteemed faculty member from the Department of Management, led the orientation session for sections A, B, and E. Mr. Somasundaram T extensive experience in the field added depth to the discussion as he shared real-world examples and case studies relevant to the students' internship domains.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

'S Square'- Series of Soft Skills Training Session on Stress Management

Centre for Soft Skills & Aptitude Training (CSSAT) in association with the Department of Management organizing S Square - Series of Soft Skills Training Session on "Stress Management" for the Second Year BBA C Section Students on 18th January 2024 at 10.00 am in A 209, Second Floor, Admin Block, was meticulously designed to equip students with essential tools for navigating the challenges of stress in both academic and personal spheres. This report endeavors to provide a detailed account of the event, capturing the key aspects of the session, its objectives, and the profound impact it had on the participants. As we delve into the specifics, it is our intent to illuminate the significance of this initiative in fostering the soft skills, resilience, and well-being of the Second Year BBA C Section students.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

'S Square'- Series of Soft Skills Training Session on Interpersonal Skill

The Department of Management, in collaboration with the Centre for Soft Skills & Aptitude Training (CSSAT), presents "S SQUARE," a series of Soft Skills Training Sessions focused on enhancing "Interpersonal Skills." Recognizing the critical importance of interpersonal skills in personal and professional success, this initiative aims to equip participants with the necessary tools to navigate and thrive in various social and professional settings. The event commenced at 10:00 AM and ran until 10:50 AM, accommodating a total of 70 participants. The program was categorized as an in-house training session, providing students with a platform to develop and refine their interpersonal skills. Ms. Sony N, a distinguished faculty member from the Department of Management, served as the resource person for this insightful session.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

'S Square'- Series of Soft Skills Training Session on Team Bonding Skills

Department of Management in association with the Centre for Soft Skills and Aptitude Training (CSSAT) organized S Square – Series of Soft Skills Training Sessions on Team Bonding Skills for the III Semester BBA Students on November 06, 2023. The session started with a silent prayer followed by a brief introduction on the topic, "Team Bonding". Various topics and terms were explained and the necessity of team bonding and how important it is to communicate and have a good relationship among the team members was explained and highlighted by Mr. Somasundaram T. Team Bonding is important in every field be it in college or corporate every field requires teamwork. And the major thing in a team is Unity. The session was followed by some fun activities where various applications of team bonding were followed.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

'S Square'- Series of Soft Skills Training Session on Goal Setting

Department of Management in association with the Centre for Soft Skills and Aptitude Training (CSSAT) organized S Square – Series of Soft Skills Training on Goal Setting on 3rd November 2023 at A312, Admin Block, at 12.20 pm. The soft skill trainer Mr. Manjunath S, Assistant Professor, Department of Management, highlighted the importance and the process of goal setting. The objective of this session is to help participants identify what they want to achieve in their personal life or their professional life. Goal setting is a crucial aspect of personal and professional development. It provides focus, direction, and a sense of accomplishment when completed. In order to achieve success, it is essential to set SMART goals that are Specific, Measurable, Achievable, Relevant, and Time-bound. Goal setting, a soft skill, is a robust process for thinking about one's ideal future and for motivating oneself to turn vision of future into reality. Setting goals is a great skill to direct, focus, and motivate towards achieving them. This keeps them inspired and helps in adjusting their plans if needed. Goal setting can be described as a personal planning process. Goal setting has been proven to be a more effective method of achieving targets than aspirations.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

'S Square'- Series of Soft Skills Training Session:
Department of Management in association with Centre for Soft Skills & Aptitude Training (CSSAT) organized 'S Square' – Series of Soft Skills Training Session for the I Semester BBA students from 27th September 2023 to 6th October 2023. The aim of the soft skills training session is to enrich and enhance the communication skills, interpersonal skills, leadership skills and employability skills among the students to get ready for the job placement. Department has initiated this 'S Square' program and planned to conducted during the club activity for the benefits of first year students.

CAPABILITY ENHANCEMENT TRAINING (2023-24)

Day 1: 27/09/2023 | Topic: Leadership Skills

Resource Person: Dr. Jaspreet Kaur, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru
The leadership skills training session conducted for BBA students emphasized the cultivation of vital leadership capabilities. Participants engaged in activities and discussions enhance self-awareness, improve communication and interpersonal skills, build decision-making and problem-solving capabilities, and learn to lead and inspire teams effectively.

Day 2: 30/09/2023 | Topic: Team Building

Resource Person: Ms. Diana E, Department of Management, Kristu Jayanti College (Autonomous),Bengaluru
Department of Management in association with Centre for Soft Skills & Aptitude Training organized S Square – a series of Soft Skills Training session on Team Building Skills to the First

year BBA G section students on September 30, 2023. Team building skills are essential soft skills that enable individuals to effectively collaborate and work together in a group setting.

Day 3: 03/10/2023 | Topic: Power of Positive Thinking

Resource Person: Dr. Swathi P, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru
Department of Management in association with Centre for Soft Skills & Aptitude Training organized a Series of Soft Skills training session on Power of Positive Thinking on October 03, 2023. The session started with a Quote "A positive mindset brings positive things." The session continued to focus on practicing good thoughts in any situation.

Day 3: 03/10/2023 | Topic: Leadership Skills

Resource Person: Dr. Kumar Raja, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru
The session aimed to enhance the leadership skills of the first year BBA students. The session commenced with silent prayer, followed by welcome address by the Pranav Shyamlal (23BBAB47), Student representative of class. The session on leadership skills is imperative as a leader that you are constantly challenging the status quo, and pushing yourself to acquire new skills, or improve existing ones.

Day 4: 04/10/2023 | Topic: Self-Improvement Tips

Resource Person: Mr. Madhusudhanan, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru
The session aimed at personality enhancement such as Attitude Development; Goal Setting; Time Management; Stress Management; Mind Management, & Personality enrichments. Mr. R. Madhusudhanan, the resource person of the event addressed the gathering and took the participants through inspirational leaders, time management skills, stress management, and decision. The session was interactive and the student participants put forward their discussion regarding the improvement techniques and methods.

Day 5: 06/10/2023 | Topic: Leadership Skills

Resource Person: Dr. M. Sugin Raj, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru
The session aimed to enhance the leadership skills of first year BBA students. The session commenced with silent prayer, followed by a Welcome Address by Abel Chacko (23BBAE04), Student Representative of the class. The session comprised three headings: "Meaning and types of

leadership styles," "Qualities and recipe for being a leader," and "Activities to develop the leadership qualities among students." The session on leadership skills provided an enriching platform for the students to enhance their leadership abilities.

Day 5: 06/10/2023 | Topic: Interpersonal Communication

Resource Person: Dr. Rakhi Mohan, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru

The session aimed to enhance the communication skills of the first year BBA students. The session consisted of four aspects: "What is communication?", "Principles of communication", "Why is communication important in our lives?" "How to be a good listener as well as a receiver." The session on communication skills enables students to connect with others and to improve relationships, career opportunities and overall well-being. This session also made them to understand on how communication plays a crucial role in personal, professional and social aspects of our lives.

INDUSTRIAL VISIT

The Department of Management at Kristu Jayanti College arranged an Industrial Visit on March 6, 7, 13, and 14th, 2024, for the BBA students in Sections A, B, C, and D of the VI semester. Our college students had an eye-opening experience on their recent tour to the chassis assembly plant of Scania Commercial Vehicles India Private Limited in the Kolar District. It revealed the state-of-the-art technologies and processes that Scania has adopted, giving them a comprehensive look into the world of commercial vehicle manufacture. A memorable impression was made by the production line's meticulousness and precision, which highlighted the company's dedication to quality. We gained priceless insights into the changing commercial vehicle scene by speaking with seasoned industry executives, which enhanced our comprehension beyond what was taught in the classroom. The experience not only helped us bridge the knowledge gap between theory and practice, but it also gave us practical skills we may use in our future endeavors. In overall, the visit to Scania Commercial Vehicles India Private Limited was an invaluable educational opportunity that enhanced our theoretical understanding of the manufacturing sector with hands-on, real-world experience.

REKINDLE -ALUMNI MEET

The Department of Management hosted an alumni batch reunion for the BBA 2017–2020 and BBA 2018–2021 batches on Saturday, February 3, 2024, under the name Rekindle. The offline format of the event took place in Auditorium A2 of the Administration building. Forty-three alumni members signed up and took part. At 10:30 AM, Mr. Suku Thomas Samuel gave a hearty greeting to everyone in attendance. He talked about the operations of the alumni organization and urged former students to support the growth of the Department and the university. Addressing to the current alumni, Mr. Surendranath Reddy highlighted the evolution of the Department. Following alumni experiences, there were refreshments and a campus tour to wrap out the meeting. All in all, it was an unforgettable event for the alumni and the Department.

ACUMEN 2023 – MANAGEMENT FEST

The ACUMEN Management Event of 2023 was a meticulously planned affair, featuring categories such as Marketing, Human Resources, Finance, Best Management Team, and Best Manager, overseen by dedicated teacher and student coordinators. Led by final-year students, the event saw active participation from first and second-year BBA students. Thorough discussions preceded the event to establish criteria and a points system, resulting in a well-structured schedule. Preliminary rounds took place on September 10th and 11th, followed by the grand inauguration on September 14th, featuring notable industry figures. The valedictory function on September 15th announced winners in the presence of esteemed guests. The Finance event, "MONEY MASTERS," featured rigorous rounds including quizzes, case study presentations, and bidding formats, testing participants' financial acumen. The Marketing event, named after Hephaestus, focused on creativity and marketing skills across three rounds. The Best Management Team event emphasized organizational efficiency through departmental collaboration. The Human Resource event showcased real-life HR scenarios, fostering creativity and judgment. The Best Manager event challenged participants with unconventional tasks, encouraging adaptability and persuasive skills. The valedictory session on September 21, 2023, celebrated winners, with Ms. Deekshini claiming the Best Manager title and Team AC20 securing overall first place. The event served as a platform for students to integrate knowledge from diverse management domains, enhancing their professional growth and skill set. Active participation facilitated practical insights, honed organizational abilities, and broadened understanding of management functions among participants, empowering them to evolve within their respective fields.

ANVESHAN 2023 – RESEARCH PAPER PRESENTATION

The Anveshan Student Research Colloquium held on October 31, 2023, by the Department of Management at Kristu Jayanti College showcased the institution's commitment to nurturing research and innovation. This annual event serves as a platform for students to explore diverse topics, fostering intellectual curiosity and honing essential research skills. It also highlights the importance of mentorship and emphasizes the transformative potential of continual improvement. The event commenced with an inauguration by Mrs. Archana Kapoor, TEDx speaker, acclaimed writer. Re.Fr. Jais V. Thomas, the financial administrator, presided over the proceedings alongside Prof. Surendranatha Reddy, the Head of the Department.

This year's Anveshan Research Colloquium witnessed a remarkable increase in participation, with 123 students registering for the event. From this pool, 20 exceptional teams were selected to present their research in the finals, showcasing the growing enthusiasm and dedication among students towards advancing knowledge and fostering innovation.

PERIOD POSITIVITY- SUPPORTING MENSTRUAL WELLNESS

The Department of Management's Extension Activity Committee hosted a meaningful session titled "Period Positivity: Supporting Menstrual Wellness" on **March 8, 2024**, at the Refugee Foundation in Kothanur, Bengaluru. The event, part of the department's extension activities, aimed to promote women's health and hygiene awareness among girls aged 10-18. As part of the initiative, attendees generously contributed women's wellness kits to the NGO "Refugee Foundation." The event facilitated open discussions on women's health and wellness, fostering a supportive environment. The active engagement of committee members underscored the significance of community involvement in addressing challenges faced by women and girls.

Feedback indicated that 90% of participants strongly agreed the objectives were clear, the activity was well-publicized, and participation was encouraged. The event was deemed well-organized and impactful, with students expressing increased social responsibility and interest in future activities. The initiative was led by Dr. Rakhi Mohan and verified by Prof. Surendranath Reddy. The same was also uploaded in the department's extension activities page or view the related Instagram reel.

The event saw enthusiastic participation, fostering community betterment and enhancing participants' awareness of societal challenges.

ORIENTATION ON SPECIALISATION

On March 13, 2024, from 11:00 AM to 12:00 PM, the Department of Management organized an in-house orientation session on specialization for IV Semester BBA students at the M1 Auditorium. The primary objective of this session was to provide detailed insights and criteria for choosing various specialization tracks within the BBA program, thus assisting students in making well-informed decisions about their academic and career paths.

The event featured three distinguished speakers: Mr. Manish Sasidharan, Assistant Manager at JP Morgan & Co.; Mr. Manjunath S, Assistant Professor in the Department of Management; and Mr. Sen B Mathews, Director of the Centre of Employability & Corporate Relations. Mr. Manjunath S opened the session with valuable insights on the impact of specific specializations, highlighting how each track could influence career trajectories and professional development.

Mr. Manish Sasidharan provided an industry perspective, emphasizing the importance and value of specialization in today's competitive job market. He discussed current industry trends, career prospects, and the skill sets required for various specializations, offering students a practical view of how their choices could shape their future careers. Mr. Sen B Mathews focused on employability and placement opportunities, interacting with students and providing guidance on how to leverage their specialization choices for better job prospects. This segment also allowed students to expand their professional networks, gaining valuable contacts for future endeavors.

The session proved to be an informative platform, enabling students to explore a diverse array of specialization options available within the BBA program. The department expressed gratitude to the speakers for their contributions and looked forward to seeing the students excel in their chosen fields of specialization.

WORLD CONSUMER RIGHTS DAY

On March 14 and 15, 2024, the Department of Management at Kristu Jayanti College commemorated World Consumer Rights Day with an array of activities designed to educate and engage BBA students on the importance of consumer rights. The event kicked off on March 14 with a panel discussion led by third-year BBA students titled "Empowering Consumers: Challenges and Solutions." This discussion explored various facets of consumer rights, including understanding legal frameworks, identifying recent cases of consumer exploitation, and discussing effective advocacy strategies for consumer protection.

The following day, March 15, featured activities organized by second- and first-year BBA students. The second-year students hosted a short film screening called "The Buyer's Voice," which highlighted the significance of consumer activism and how informed consumer choices can impact market practices. Through compelling storytelling and real-life examples, the film emphasized the power of consumer empowerment in promoting fairness and accountability in commerce. Concurrently, the first-year students conducted a quiz titled "Test Your Knowledge and Awareness about Consumer Rights," which assessed their understanding of consumer protection laws and ethical considerations.

The event saw enthusiastic participation from students across all years, with over 500 attendees. Feedback from the participants was overwhelmingly positive, indicating that the activities effectively raised awareness and deepened their understanding of consumer rights and responsibilities. Students appreciated the interactive nature of the sessions and found the discussions, film screening, and quiz both engaging and informative. Overall, the event was deemed a success, reinforcing the Department of Management's commitment to fostering a culture of ethical consumption and responsible citizenship among its students.

RESEARCH DAY- EVEN SEMESTER

Each month, one day is dedicated to research activities, known as Research Day. Specifically, on January 20, 2024; February 23, 2024; April 22, 2024; and April 23, 2024, Research Day was observed. The day commenced at 9:00 am with an inspiring introductory speech by Dr. J. Aloysius Edward, the Dean & Professor of the Faculty of Commerce and Management. He emphasized the significance of research, likening it to the flip side of the academic coin, and encouraged faculty to seize the opportunity to produce quality research papers. Prof. C. Surendhranatha Reddy, Head of the Department of Management, echoed these sentiments and offered suggestions for conducting high-quality research.

To support faculty in their research endeavors, Department Research Mentors (DRMs) were appointed. These mentors, nominated by the Dean in consultation with the Heads of Departments (HoDs), are tasked with facilitating, guiding, and monitoring department-level research groups (REGs). Additionally, DRMs are integral members of REGs. For the Department of Management, Dr. Leelavathi R and Dr. Prasanna serve as DRMs.

During Research Day sessions, faculty members formed groups based on their research interests and convened at various locations within the college. Each group adhered to a structured agenda, covering key aspects such as finalizing research titles and methodologies, conducting literature reviews and collecting secondary data, analyzing data, and formulating findings and recommendations. This initiative aims to foster a culture of research excellence among faculty members, ultimately contributing to the institution's academic reputation and scholarly output.

THE INAUGURATION OF STUDENT'S RESEARCH CLUB

The inauguration of Kristu Jayanti College's Student's Research Club, led by Fr. Dr. Augustine George, Principal, marked the beginning of a promising academic journey on February 2, 2024. With 66 active participants, students demonstrated a strong interest in research collaboration. Fr. Augustine George, in his inaugural speech, emphasized research's crucial role in academic growth and development, guiding the club's mission to foster a culture of inquiry and innovation.

The ceremony included the official unveiling of the Student's Research Club, symbolizing a commitment to intellectual pursuits and collaborative learning. The enthusiastic embrace of this initiative by the 66 students reflected a collective eagerness to engage in meaningful research projects.

The inauguration not only celebrated the start of a new academic endeavor but also established a dynamic community of students committed to advancing knowledge boundaries. Under Fr. Augustine George's leadership and with student involvement, the club is poised for a promising future in research and academic excellence.

SPARK-A-SMILE

On March 13, 2024, the Department of Management at Kristu Jayanti College held a fund-raising event called “Spark-a-Smile” with the goal of aiding students from the government school in K. Narayanapura. The primary objective was to gather funds to provide these underprivileged students with necessary amenities, thus contributing to the betterment of their lives. The event commenced with an inauguration ceremony in the A1 auditorium, led by Fr. Jais V Thomas, Director of Jayantian Extension Services. Fr. Thomas motivated students to continuously generate creative ideas and support the needy whenever possible.

The fundraiser featured around ten stalls set up on the college campus, which were also inaugurated by Fr. Jais at Chavara Square. Through these stalls and the overall fundraising effort, the event managed to collect approximately Rs. 44,000. These funds are intended to be used for various initiatives aimed at improving societal welfare.

The event’s success and positive feedback underscore its impact, not only in raising funds but also in fostering a sense of social responsibility and community involvement among students.

INTERNATIONAL CONFERENCE ON DIGITAL TRANSFORMATION AND SMART BUSINESS

Kristu Jayanti College Autonomous, in collaboration with Lincoln University College, Malaysia, hosted the International Conference on Digital Transformation and Smart Business on January 30 and 31, 2024. The hybrid format allowed participation from India and globally.

The conference commenced with an inaugural session by Dr. Imbenzi George, Honorary Consul General, Vancouver, Canada, and Assistant Professor at Trinity Western University, highlighting innovative technological strategies. Fr. Dr. Augustine George emphasized the significance of technology in modern business during the Presidential address.

Keynote speakers, including Dr. Rashmi Aggarwal, Dean of Commerce at Chitkara Business School, and Mr. Subham Sarkar, Vice President at Texial Cyber Security, covered topics such as data security, digital transformation, and socio-economic impacts. The conference witnessed extensive participation nationally and virtually, enriching attendees with insights into new-age digital tools and smart business practices.

CERTIFICATE COURSE ON APTITUDE SKILLS

The "Aptitude Skill Certificate Course Report" for the academic year 2023-2024 details a course conducted by the Department of Management from January 17, 2024, to March 15, 2024. The primary objective of the course was to equip students with basic aptitude skills through problem-solving methods, enhancing their employability and preparing them for competitive exams. The course, which lasted 30 hours, benefited 55 students from the IV and VI Semester UG programs. Classes, held every Monday, Wednesday, and Friday from 4:30 PM to 5:30 PM, were led by 14 faculty members who covered various topics on assigned dates; the final online exam on March 15, 2024, consisted of 30 multiple-choice questions, and aimed to improve students' analytical skills and exam confidence, with feedback showing clear, well-organized objectives, and 80% of students finding it beneficial for their careers; out of 88 enrolled students, 55 completed the course, with 100% agreeing on its organization and 50% feeling motivated by the training.

The course content included 5 hours of Data Interpretation (Tabulation, Bar Graphs, Pie Charts, Line Graphs), 12 hours of Arithmetic Ability (Numbers, Simplification, Percentage, Profit & Loss, Ratio & Proportion, Time & Work, Time & Distance, Problems on Trains, Simple Interest, Compound Interest, Calendar, Clocks), 5 hours of Verbal Ability (Verbal Analogies, Word Groups, Instructions, Critical Reasoning, Verbal Deduction), and 8 hours of Reasoning (Number Series, Letter Series, Coding & Decoding, Cubes & Dices, Direction Sense, Seating Arrangement, Blood Relations, Time Sequencing & Ranking, Deductions, Logical Connectives, Analytical Puzzles, Non-Verbal, Binary Logic)

SEVEN DAY NATIONAL LEVEL VIRTUAL FDP ON

PEDAGOGICAL TOOLS FOSTERING INNOVATION IN TEACHING FOR GENERATION Z LEARNERS

The emergence of Generation Z learners has brought a significant shift in educational methodologies, necessitating the adoption of innovative teaching tools to cater to their unique learning preferences and technological fluency. Recognizing this need, the Department of Management at Kristu Jayanti College, Bengaluru, organized a seven-day National Level Virtual FDP on "Pedagogical Tools Fostering Innovation in Teaching for Generation Z Learners." This event took place from February 12 to February 19, 2024, via Zoom, from 5:30 PM to 6:30 PM each day. The FDP aimed to explore the integration of advanced pedagogical tools into teaching practices to enhance engagement, interactivity, and creativity, thereby preparing Generation Z learners for the challenges of a rapidly evolving world. Registration opened on January 12, 2024, and closed on February 12, 2024, with 204 participants from across India. This program aimed to empower educators with the knowledge and skills required to effectively engage Generation Z learners through innovative and interactive teaching methods. This intensive week-long program equips educators with innovative teaching methods, technology tools, and strategies to tailor engaging learning experiences for diverse learners, leveraging the latest advancements in pedagogy, AI, NLP, and gamification.

STUDENT'S RESEARCH CLUB

GUEST LECTURE

The "Guest Lecture on Research" held on February 3, 2024, from 10:00 AM to 11:50 AM in room A202, organized by the Department of Management and the Student's Research Club, was attended by 66 students. The lecture, titled "Exploring The Research Landscape - A Roadmap For Students," was delivered by Mr. Jaheer Mukthar KP, a Research Faculty member from the Department of Economics at Kristu Jayanti College, Bengaluru. The session focused on how to prepare a research paper, aiming to inspire and provide students with valuable insights into research methodologies and publication formats. Feedback from the session was overwhelmingly positive, indicating that the objectives were clearly defined, the session was well-organized, and the trainer was highly knowledgeable. Participants found the lecture informative and beneficial for enhancing their research skills, expressing a strong interest in attending future sessions. This program aims to ignite intellectual curiosity in students, fostering knowledge acquisition and its application in research endeavors, while equipping them with research publication formats and facilitating interaction with faculty through a unique learning experience.

ORIENTATION SESSION ON INTERNSHIP

The Department of Management conducted an Internship Orientation on March 1, 2024, to prepare fourth-semester students for their upcoming internships. The orientation was held in two venues: A1 Auditorium for sections C and D, and A2 Auditorium for sections A, B, and E, starting at 11:00 AM. In A1 Auditorium, Dr. Leelavathi R, Assistant Professor from the Department of Management, led the session. She shared her expertise on the internship process, emphasizing the importance of internships in connecting academic knowledge with practical experience. Her presentation included strategies for professional conduct, project management, and networking. The session was interactive, with students from sections C and D actively participating, asking questions, and seeking advice. Simultaneously, in A2 Auditorium, Mr. Somasundaram T, another faculty member from the Department of Management, conducted the orientation for sections A, B, and E. He enriched the discussion with real-world examples and case studies relevant to the students' internship fields. The session featured active participation and insightful exchanges, with students eager to apply classroom theories in practical settings and seeking guidance on overcoming potential challenges.

The Internship Orientation was highly beneficial for the fourth-semester students. Through engaging presentations and interactive discussions, students received valuable insights, guidance, and motivation to excel in their internships. The contributions of Dr. Leelavathi R and Mr. Somasundaram T were instrumental in preparing the students for the professional world. The Department looks forward to seeing the students' growth and success in their internship endeavors.

ORIENTATION ON JAYANTIAN CODE OF CONDUCT

The Department of Management organized an orientation session for female students on the "Jayantian Code of Conduct and Dress Code" in the A1 Auditorium on February 19, 2024, and April 22, 2024, from 12:00 PM to 12:30 PM. The session aimed to foster a respectful, inclusive, and conducive learning environment. Resource Persons: Dr. Jaspreet Kaur, Dr. Swathi P, Prof. Sony, and Dr. Sini George (Faculty Members, Dept. of Management, Kristu Jayanti College, Autonomous) . The orientation stressed the importance of respecting all individuals, regardless of their background, beliefs, or appearance. Female students were encouraged to maintain professionalism in their interactions with faculty, staff, and peers. The principles of tolerance, inclusivity, and diversity were underscored as key values within the college community.

Guidelines were provided on appropriate attire for various college settings. While students were encouraged to express their individuality, they were also reminded to dress modestly and comfortably, considering cultural sensitivities and the academic environment. The dress code aimed to balance personal expression with maintaining a respectful atmosphere conducive to learning. This session, facilitated by esteemed faculty members, served to reinforce the college's commitment to creating a supportive and respectful academic environment.

ENERGY EFFICIENCY AWARENESS PROGRAM
STREET PLAY

On October 4th, 2023, first-year BBA students from Kristu Jayanti College orchestrated an impactful street play with the aim of fostering Energy Efficiency Awareness. The core objectives were multifaceted: to promote Sustainable Living, catalyze Behavioral Change, and impart crucial knowledge to the audience regarding energy conservation practices.

This engaging street play, meticulously crafted and executed by the students, served as a platform to elucidate the significance of energy efficiency in our daily lives. Through creative storytelling and compelling performances, the play effectively highlighted the prevalence of energy wastage, while advocating for the adoption of energy-saving measures. Emphasizing the environmental, financial, and communal benefits of energy efficiency, the event left an indelible mark on the audience, inspiring them to embrace sustainable practices.

The street play orchestrated by the first-year BBA students of Kristu Jayanti College on October 4th, 2023, yielded profound learning outcomes. Participants not only gained a comprehensive understanding of energy efficiency but also honed their ability to discern instances of energy wastage in various contexts. Practical insights into implementing energy-saving strategies were imparted, alongside an awareness of the environmental ramifications, particularly concerning greenhouse gas emissions reduction. Additionally, attendees were enlightened on the economic advantages of embracing energy-efficient choices. The play fostered a sense of community involvement and collaboration, dispelling prevalent misconceptions and motivating individuals to embark on a journey towards sustainable living and conscientious environmental stewardship.

“ORDINARY HAPPENS EXTRAORDINARY IS A CHOICE”

Kristu Jayanti College, Autonomous

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