



KRISTU JAYANTI (DEEMED TO BE UNIVERSITY)

Under Section 3 of UGC Act 1956

A CMI INSTITUTION | BENGALURU | INDIA



SPOTLIGHT

Toil & Success

Newsletter, Department of Management

Issue 1, Vol 8, May 2026

Publisher

Kristu Jayanti (Deemed to be University)

Department of Management

K Narayanpura, Kothanur , Bengaluru 560077, Karnataka, India

email: info@kristujayanti.com

Chief Patron

Fr. Dr. Augustine George,

Vice Chancellor, Kristu Jayanti (Deemed to be University), Bengaluru.

email: vc@kristujayanti.com

Patrons

Dr. C Surendhranatha Reddy,

Dean, School of Business and Management,

Kristu Jayanti (Deemed to be University), Bengaluru.

Email: dean.mgmt@kristujayanti.com

Mr. Suku Thomas Samuel

Head, Department of Management,

Kristu Jayanti (Deemed to be University), Bengaluru.

Email: hod.mgmtbba@kristujayanti.com

Editor- in Chief:

Dr. Jaspreet Kaur,

Assistant Professor,

Department of Management,

Kristu Jayanti (Deemed to be University), Bengaluru.

Email; jaspreetkaur@kristujayanti.com

CONTENTS

- **Vice Chancellor’s Message**
- **Registrar’s Message**
- **Dean’s Message**
- **HoD’s Message**
- **Editor’s Desk**
- **Student Editor’s Message**
- **Akshara 2025**
- **Industrial Visit to Hindustan Coca-Cola Beverages Pvt. Ltd.**
- **Prodigy 2026 – National Level Intercollegiate Management Fest**
- **Social Outreach Activity – Pre-Visit for “Spark A Smile” Initiative**
- **Spark A Smile**
- **Guest Lecture – The Thinking Behind Strong Marketing**
- **Entrepreneurship Summit – Inauguration Schedule**
- **Entrepreneurship Conclave**
- **Entrepreneurship Summit – Panel Discussion**
- **Commemorative Day – National Productivity Day**
- **Mini Bazaar – Entrepreneurial Stall Event (I, II & III BBA)**
- **Innovatio – A Business Plan Competition**
- **Seven Days National Level FDP on Smart Research Writing with AI Publication, Proposal and Project Funding Platforms**
- **Internship Orientation -2026**
- **Industrial Visit to Elmeasure**
- **Industrial Visit to Elmeasure, Bengaluru**
- **Industrial Visit to KSIC Silk Weaving Factory**
- **National Seminar Sustainable Management Practices for Viksit Bharat @2047: Advancing SDG 8 and SDG 12 for a Green, Inclusive, and Resilient Economy**
- **Savishkar**
- **Celebrating 10 Years of Startup India**
- **Proficia 2026 – National Level Intercollegiate Case Study Competition**
- **Campus Placements**
- **8 Overalls for the department festing team**
- **Farewell**
- **Cover Pictures by Kritika (25BBAD29)**

VICE CHANCELLOR'S MESSAGE



It is a matter of great pride and pleasure to present the May 2026 edition of Spotlight, the newsletter of the Department of Management at Kristu Jayanti College (Deemed to be University). This publication stands as a testament to an enriching and dynamic semester, reflecting the collective commitment, achievements, and vibrant academic culture of the department.

The Department of Management has consistently demonstrated excellence through the successful organisation of a wide range of academic and co-curricular initiatives. These activities not only enhance subject knowledge but also contribute significantly to the holistic development of students. The conduct of a seminar during this semester highlights the department's dedication to fostering research, encouraging intellectual exchange, and creating meaningful learning platforms.

What is particularly commendable is the enthusiasm and collaborative spirit exhibited by both faculty and students. Such synergy plays a crucial role in shaping a progressive academic environment that nurtures innovation, critical thinking, and professional competence. The initiatives undertaken clearly reflect a forward-looking approach aligned with the evolving demands of management education. Spotlight aptly captures these diverse endeavours, serving as a mirror to the department's sustained efforts toward academic excellence and continuous growth. It is indeed a comprehensive showcase of the dedication and achievements of the entire academic community.

I extend my heartfelt appreciation to the Department of Management, the editorial team, faculty, and students for their contributions in bringing out this edition. I am confident that such initiatives will continue to inspire and motivate all stakeholders to strive for higher levels of excellence.

Fr. Dr. Augustine George
Vice Chancellor,
Kristu Jayanti University

REGISTRAR'S MESSAGE



It is with great pride and pleasure that I extend my warm greetings to the faculty members, students, alumni, and all stakeholders of the Department of Management on the release of the latest edition of Spotlight, our biannual newsletter. This publication continues to reflect the dynamic spirit, academic excellence, and collective achievements of the department.

The Department of Management at Kristu Jayanti (Deemed to be University) has consistently strived to uphold its vision of nurturing future-ready leaders grounded in knowledge, ethics, and social responsibility. The current edition of Spotlight captures a period marked by significant academic engagement, innovative pedagogical practices, meaningful industry interactions, and a wide array of student-led initiatives. It is indeed encouraging to see the department fostering an environment that promotes both intellectual growth and practical exposure.

I would like to sincerely appreciate the faculty members for their relentless commitment to academic excellence and for mentoring students with dedication and insight. Their efforts in integrating research, innovation, and experiential learning into the curriculum are instrumental in shaping competent professionals. I also extend my congratulations to the students for their commendable accomplishments across academics, internships, research contributions, and co-curricular domains. Your enthusiasm and drive continue to be a source of inspiration.

My heartfelt appreciation goes to the editorial team of Spotlight for their meticulous work in bringing together the highlights of the department's journey. Their efforts in documenting achievements and sharing meaningful narratives contribute significantly to strengthening the academic community and institutional identity.

I am confident that this edition will serve as a source of motivation and pride for all its readers. I wish the Department of Management continued success in its pursuit of excellence and innovation in the times ahead.

Dr. Aloysius Edward J.

Registrar

Kristu Jayanti (Deemed to be University)

DEAN'S MESSAGE



I am delighted to present *Spotlight*, the newsletter of the Department of Management, which captures and celebrates the dynamic journey of our department.

At the heart of any academic institution lies its people, their ideas, and their achievements. *Spotlight* serves as a window into the diverse activities that define our department from academic initiatives, workshops, and industry interactions to student accomplishments and faculty contributions. Each page reflects our commitment to excellence, innovation, and holistic development. In an era where learning extends beyond classrooms, it is encouraging to see our students actively engaging in co-curricular and extracurricular pursuits, while our faculty continue to contribute meaningfully through teaching, research, and thought leadership. This synergy creates a vibrant academic ecosystem that nurtures future leaders and responsible professionals.

I congratulate everyone involved in bringing out this newsletter. Their efforts in documenting and sharing these milestones not only strengthen our sense of community but also inspire us to aim higher. I hope *Spotlight* continues to illuminate our achievements and motivates us to reach new heights in the years to come.

Dr. C Surendhranatha Reddy
Dean
School of Business and Management

HOD'S MESSAGE



It gives me immense pleasure to present Spotlight, the newsletter of the Department of Management, which reflects the spirit, achievements, and continuous progress of our academic community.

Our department has always strived to create a learning environment that goes beyond conventional boundaries. Spotlight is a testament to this commitment, capturing a wide range of activities—from academic engagements and industry collaborations to student-led initiatives and faculty contributions. It highlights not only what we do, but who we are as a vibrant and forward-thinking department.

I take great pride in the enthusiasm and dedication demonstrated by our students, who actively participate in both curricular and co-curricular pursuits, enhancing their skills and broadening their perspectives. Equally commendable are our faculty members, whose unwavering commitment to teaching, research, and mentorship continues to shape the future of our learners. This newsletter stands as a collective effort and a source of inspiration, showcasing milestones that motivate us to aim higher and achieve greater excellence. I extend my heartfelt appreciation to everyone involved in bringing out this edition.

Let Spotlight continue to serve as a platform that celebrates our journey, strengthens our academic community, and inspires us to reach new horizons.

Mr. Suku Samuel Thomas
Head of the Department
Department of Management

EDITOR'S DESK



It gives me great pleasure to present the May 2026 edition of Spotlight, the newsletter of the Department of Management. This issue captures the essence of an eventful academic year, reflecting the collective efforts, achievements, and vibrant spirit of our department.

Throughout the year, the Department of Management has remained actively engaged in organising a wide spectrum of academic and co-curricular activities, much like in previous years. From intellectually stimulating classroom engagements to dynamic student-driven initiatives, every effort has been directed towards holistic learning and development. The department successfully hosted a conference and a seminar, creating platforms for knowledge exchange, research promotion, and meaningful academic discourse.

What truly defines this edition is the energy and enthusiasm demonstrated by both students and faculty members. Each activity conducted has been thoughtfully designed to cater to the evolving needs of learners, encouraging participation, innovation, and skill enhancement. The synergy between teaching and learning is clearly visible in the diverse initiatives showcased in this newsletter.

Spotlight serves as more than just a record of events—it is a reflection of the department's commitment to excellence and continuous growth. It is, indeed, a kaleidoscope that brings together the varied experiences, achievements, and contributions of our academic community.

I extend my sincere appreciation to everyone who contributed to making this edition possible. May this inspire us to continue striving for greater heights.

Dr. Jaspreet Kaur
Editor- Spotlight

STUDENT EDITORS



Gunjuvari Koushik Reddy
23BBAA22



Shaik Asad Shariff
23BBAA50



Alen Jose
25BBAB10



Nitesh Kumar Rana
25BBAB44

We extend our sincere gratitude to the Department of Management for providing us with the opportunity to contribute to the May 2026 edition of Spotlight. It has been a privilege to work on this newsletter and be part of documenting the department's activities and achievements.

We are happy to showcase our department's accomplishments through this edition and are proud to contribute to this initiative. This edition reflects the collective efforts and vibrant spirit of the department. It also highlights the dedication and enthusiasm of everyone involved. We truly value being a part of this meaningful endeavor.

Editorial Board
Spotlight Newsletter

AKSHARA 2025



Akshara 2026 was a meaningful extension initiative organised during the academic year 2025–2026. Conducted from 15 to 19 December 2025, the programme aimed at empowering underprivileged migrant children through basic education and life-skill development.

The initiative was held at the Migrant Colony, Nagenahalli Main Road, with the active involvement of 24 BBA student volunteers, benefiting 35 migrant children. Under the guidance of the faculty in charge, Dr. Rakhi Mohan, the five-day programme focused on creating awareness and instilling essential values among the children.

Each day addressed a specific theme:

- Health and hygiene awareness to promote clean habits and healthy living
- Character and values through storytelling and role-plays
- Basic communication skills to build confidence in speaking and self-expression
- Environmental awareness, encouraging responsibility towards nature
- Financial literacy, introducing simple concepts of saving and needs versus wants

Akshara 2026 created a positive impact by fostering behavioural change, improving communication confidence, and nurturing early financial discipline among children. At the same time, it enhanced leadership, teamwork, empathy, and teaching skills among student volunteers. The programme stands as a strong reflection of a commitment to social responsibility and inclusive community development.



INDUSTRIAL VISIT TO HINDUSTAN COCA-COLA BEVERAGES PVT LTD



An industrial visit was organised for the IV BBA ‘G’ class, comprising 56 students, to Hindustan Coca-Cola Beverages Pvt. Ltd., Bengaluru, on 8 January 2026, as part of the experiential learning initiative for the academic year 2025–26.

The visit was guided by the faculty in charge, Dr. Swathi P. and Dr. Harish Kumar N. The company provided students with a comprehensive understanding of its beverage manufacturing operations, covering the entire process from raw material procurement and stringent quality checks to bottling, packaging, and distribution. Students observed modern production technologies, hygiene and safety standards, and efficient supply chain practices adopted by the organisation.

Interaction with company officials offered valuable insights into operational strategies, quality management systems, and challenges faced in the fast-moving consumer goods (FMCG) sector. The visit effectively bridged theoretical knowledge with practical exposure, enriching students’ understanding of industrial operations and enhancing their preparedness for the corporate environment.



PRODIGY 2026 - NATIONAL LEVEL INTERCOLLEGIATE MANAGEMENT FEST



Prodigy is a national-level intercollegiate management fest conducted annually since 2003, aimed at fostering innovation, creativity, and problem-solving among students. Rooted in the ideals of light and prosperity, the fest enriches the learning journeys of aspiring managers.

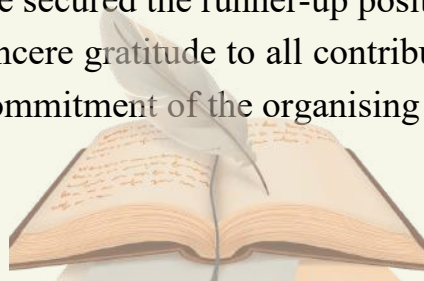
The inauguration of Prodigy 2026 was held on 20 January 2026 at 9:15 a.m. in the A2 Auditorium, Administrative Block, in the presence of dignitaries, faculty members, and participants from across the country. Dr. Aman Jain, CHRO at e2E Rail, Bengaluru, delivered the inaugural address, highlighting emerging HR trends and essential skills for a dynamic business environment. Fr. Dr. Lijo P. Thomas, Pro Vice Chancellor, Kristu Jayanti University, emphasized experiential learning, collaboration, and personal growth through such platforms.

The theme, “THE TENET,” underscores the importance of learning from the past to guide present actions and future strategies.

Prodigy 2026 featured six events designed to evaluate participants on knowledge, application, creativity, and problem-solving skills through multiple competitive rounds.

The valedictory ceremony was held at 4:30 p.m. in the A2 Auditorium, graced by key dignitaries and faculty members. The fest recorded 62 event registrations, including 10 overall team registrations, participation from three outstation colleges, and a total of 345 participants. Christ University, Bengaluru, won the overall championship, while St. Joseph’s College of Commerce secured the runner-up position.

The coordinators expressed sincere gratitude to all contributors, and the seamless execution reflected the dedication and commitment of the organising team.



SOCIAL OUTREACH ACTIVITY – PRE-VISIT FOR “SPARK A SMILE” INITIATIVE



A social outreach activity was organised on 22 January 2026 as part of the extension club initiatives for the academic year 2025–2026.

A group of 36 student members of the Students Extension Club visited the Morning Star Learning Center at Chagalatti Village to conduct a pre-visit need assessment for the upcoming “Spark a Smile” initiative. The primary objective of the visit was to understand the institution’s requirements, interact with the beneficiaries, and gain first-hand insights into the challenges faced by children from underprivileged backgrounds.

During the visit, students engaged with the authorities and learners of the centre, observed the environment, and identified essential support required for the beneficiaries. This experience helped students develop empathy, social responsibility, and practical exposure to community service activities.

The pre-visit played a crucial role in ensuring better planning and effective execution of the “Spark a Smile” initiative, reinforcing a commitment to inclusive development and meaningful social engagement.



SPARK A SMILE



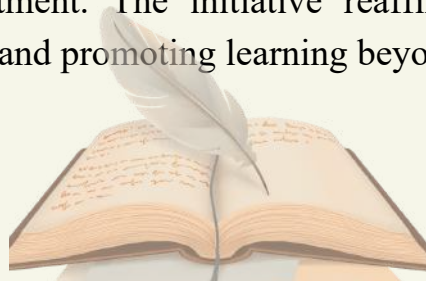
Spark a Smile, a student-driven extension activity, was successfully organised on 29 January 2026 near the Humanities Block.

The initiative was conceptualized with the objective of fostering social responsibility, empathy, and experiential learning among students. As part of the event, students organised various stalls within the campus, with the profits generated being contributed towards a charitable cause. The event provided students with a unique opportunity to combine entrepreneurship with compassion, translating classroom learning into meaningful community engagement.

The funds raised through this initiative were earmarked to support Morningstar Learning Center, an ashram that provides care and support to over 65 mentally challenged and physically disabled residents. The contributions were directed towards meeting essential needs such as RO water filters and UPS batteries, thereby improving the quality of life and daily functioning of the residents.

The success of Spark a Smile was made possible through the constant support and encouragement of the management, along with the guidance of the Dean, Head of the Department, coordinators, and the wholehearted involvement of faculty members. The dedication and enthusiasm of the student coordinators and volunteers played a pivotal role in planning and executing the event smoothly.

More than an extension activity, Spark a Smile emerged as a collective expression of compassion, collaboration, and social commitment. The initiative reaffirmed a commitment to nurturing socially responsible future leaders and promoting learning beyond the classroom



GUEST LECTURE - THE THINKING BEHIND STRONG MARKETING



The Department of Management, Kristu Jayanti University, organised an insightful guest lecture titled “The Thinking Behind Strong Marketing” at H104, Humanities Block. The session witnessed the active participation of 62 students and was exclusively conducted for BBA IV Semester ‘D’ Section. The lecture was delivered by the esteemed guest, Ms. Priyanka Shyam, Assistant to the CEO at Lufthansa Technik Services, Bengaluru, India. The primary objective of the session was to bridge the gap between academic learning and real-world marketing practices.

The speaker emphasized the importance of understanding consumer psychology and building strong brand positioning in today’s competitive market. She highlighted how strategic thinking plays a crucial role in designing effective marketing campaigns. Real-life examples from the aviation and service industry were shared to provide students with practical exposure. The session also focused on the role of innovation and creativity in capturing customer attention. Students gained insights into market research techniques and data-driven decision-making.

The lecture was highly interactive, with students actively engaging in discussions and asking thoughtful questions. The speaker encouraged students to think critically and approach marketing challenges with a problem-solving mindset. She also shared valuable career guidance and industry expectations for aspiring management professionals.

Overall, the session proved to be informative, engaging, and enriching, leaving students with a deeper understanding of modern marketing concepts.



ENTREPRENEURSHIP SUMMIT INAUGURATION SCHEDULE

The Department of Management, Kristu Jayanti University, with great pride and academic commitment, organised its prestigious signature event – Entrepreneurship Series, envisioned to ignite and nurture the entrepreneurial spirit among young and aspiring minds. The series was meticulously designed to create a transformative learning environment, aimed at equipping students with the critical competencies, innovative thinking, and leadership qualities essential for entrepreneurial success in today’s dynamic business landscape.

The five-day Entrepreneurship Summit, conducted from 9 to 13 February, stood as a celebration of innovation, enterprise, and experiential learning. Each day of the programme was thoughtfully structured to inspire, engage, and empower students through meaningful interactions with accomplished entrepreneurs, industry experts, and emerging student leaders.

The series commenced with a formal and dignified inauguration ceremony, marking the beginning of an intellectually enriching journey. This was followed by a keynote entrepreneurial address by Dr. Nishant Jayant, Founder and Director of Peritum Productions and Events Pvt. Ltd., whose insightful deliberations on innovation, leadership, and entrepreneurial vision set an inspiring tone for the entire series.



ENTREPRENEURSHIP CONCLAVE

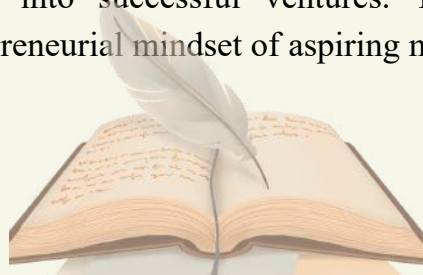


Entrepreneurship Conclave was conducted with the objective of inspiring and empowering budding entrepreneurs. The event brought together distinguished entrepreneurs who shared their real-time business experiences and valuable insights with students.

On 10 February 2026, the first session was delivered by Mr. Joel Jacob Mathew, CEO of MLOFT, who narrated his inspiring journey of building a premium designer boutique brand and emphasized the importance of passion, customer understanding, and perseverance in sustaining a competitive business. The second session featured Mr. Sankeerth Samson, Proprietor of Sankys Burger House, who shared his entrepreneurial journey in the food industry, highlighting risk-taking ability, innovation, brand building, and consistency as key success factors.

The third session was conducted by Dr. Reena Mathew, Founder and Director of Aldercare Medical Services LLP, who elaborated on the challenges of establishing a healthcare venture and stressed the significance of social commitment, resilience, and leadership in entrepreneurship. All the speakers candidly discussed the challenges and setbacks they encountered and explained how determination and strategic thinking helped them overcome obstacles.

Overall, the conclave provided students with practical exposure, motivation, and clarity on transforming innovative ideas into successful ventures. The highly interactive sessions significantly enriched the entrepreneurial mindset of aspiring management professionals.



ENTREPRENEURSHIP SUMMIT - PANEL DISCUSSION

A panel discussion titled “The Founder’s Blueprint” on 11 February 2026 was organised as part of the Entrepreneurship Summit. The panel comprised six distinguished student entrepreneurs from diverse industries and a moderator, Dr. D. Ravindran, Associate Professor, KJIM. Each speaker shared their entrepreneurial journey, highlighting the challenges faced during the initial stages of their ventures.

The discussion emphasized the importance of innovation, resilience, and adaptability in building successful businesses. The panelists also spoke about funding strategies, market research, and customer acquisition techniques. Students were given the opportunity to interact with the panelists and moderator during the Q&A session. The interaction provided clarity on startup planning, risk management, and leadership skills.

The event created an engaging platform for knowledge exchange between industry experts and students. Overall, the session was informative, motivational, and aligned with the objectives of promoting entrepreneurial thinking among students.



COMMEMORATIVE DAY – NATIONAL PRODUCTIVITY DAY



National Productivity Day was commemorated on 12 February 2026 with the objective of strengthening students' understanding of productivity concepts and encouraging innovative thinking. The commemoration featured two major events: a Productivity Hackathon and a Poster Making Competition, with preliminary rounds held on 6 and 9 February and the finals on 12 February.

The hackathon enabled students to analyse real-world organizational challenges related to time management, digital workflow, employee engagement, and operational efficiency, proposing practical and technology-driven solutions. The poster-making competition, based on themes such as Productivity in the Digital Age, Work Smarter, Not Harder, and The Role of Management in National Productivity, showcased students' creativity and awareness.

Overall, the event enhanced analytical, problem-solving, communication, and teamwork skills, fostering a productivity-oriented mindset and preparing students to become innovative and responsible future managers.



MINI BAZAAR – ENTREPRENEURIAL STALL EVENT (I, II & III BBA)



A Mini Bazaar – Entrepreneurial Stall Event was conducted on 12 February 2026 within the college campus, involving students from I, II, and III BBA. The event was conducted as part of experiential learning under Entrepreneurship Development, Marketing Management, and Retail & Sales Management courses.

The primary objective of the event was to provide students with hands-on exposure to real-time business operations. Students were grouped into teams and were required to conceptualize, plan, and execute their own stalls. Each team selected products, estimated costs, fixed pricing strategies, arranged procurement, designed promotional materials, and managed sales operations.

The campus was transformed into a vibrant marketplace featuring a variety of stalls, including food items, handmade crafts, accessories, games, and eco-friendly products. Students actively engaged with customers, handled negotiations, managed stock, addressed queries, and monitored sales performance throughout the event. Faculty members evaluated stalls based on innovation, profitability, marketing strategy, teamwork, and customer satisfaction.

The Mini Bazaar successfully bridged the gap between theoretical learning and practical application. It enhanced students' entrepreneurial mindset, financial literacy, communication skills, leadership abilities, and decision-making capacity under real business conditions. The event provided a meaningful platform for experiential learning and strengthened students' understanding of business dynamics in a competitive environment.



INNOVATIO - A BUSINESS PLAN COMPETITION



The Department of Management, School of Business and Management, successfully organised Innovatio – A Business Plan Competition on 13 February 2026. The event was conducted with the objective of nurturing entrepreneurial skills and providing a platform for students to present innovative business ideas.

The programme commenced with a warm welcome to the dignitaries and participants. The presidential address was delivered by Fr. Joshy Mathew, Chief Human Resource Officer. In his address, he appreciated the efforts of the department in organising such an initiative and emphasized the importance of innovation, creativity, and perseverance in the field of business.

The inaugural address was delivered by Mr. Patil Arunkumar C, Chairman and Founder of CADMAX Solutions. In his inspiring speech, he shared his entrepreneurial journey, highlighting the challenges, risks, and learning experiences he encountered while building his organization. He emphasized the importance of having the right entrepreneurial attitude, which includes self-confidence, a willingness to take calculated risks, adaptability, and continuous learning.

The competition witnessed enthusiastic and active participation from students. Participants presented their innovative business plans with great confidence, creativity, and professionalism. The students demonstrated strong research, planning, and presentation skills. Their ideas covered diverse areas and reflected their entrepreneurial mindset and problem-solving abilities. The interactive sessions and presentations created a vibrant learning atmosphere. Students actively engaged in discussions, asked insightful questions, and gained valuable knowledge from the expert guest and fellow participants.



SEVEN DAYS NATIONAL LEVEL FDP ON SMART RESEARCH WRITING WITH AI: PUBLICATION, PROPOSAL AND PROJECT FUNDING PLATFORMS

SCHOOL OF BUSINESS AND MANAGEMENT
DEPARTMENT OF MANAGEMENT
organises
SEVEN DAYS NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME
**SMART RESEARCH WRITING WITH AI:
PUBLICATION, PROPOSAL AND PROJECT FUNDING PLATFORMS**

	<p>Resource Person: Dr. Dhara Maheta Professor, Veer Narmad South Gujarat University, Surat Topic: AI Tools & Techniques for Smart Research Writing Date: 9th February, 2026 Time: 5:00 pm – 6:30 pm</p>		<p>Resource Person: Dr. Nethish P Assistant Professor CHRIST (Deemed to be University), BGR Campus, Bengaluru Topic: Navigating Indexed Journal for Research Article Publication Date: 12th February, 2026 Time: 5:00 pm – 6:30 pm</p>
	<p>Resource Person: Dr. Amirtha Research Associate IIF Madras, Chennai Topic: Systematic Literature Review using the PRISMA Framework Date: 10th February, 2026 Time: 5:00 pm – 6:30 pm</p>		<p>Resource Person: Dr. Sneedevi R S Assistant Professor CHRIST (Deemed to be University), BGR Campus, Bengaluru Topic: Fundamentals of Research Project Proposal Writing Date: 13th February, 2026 Time: 5:00 pm – 6:30 pm</p>
	<p>Resource Person: Dr. Chinnu Muthu B Assistant Professor, Madras Christian College, Chennai Topic: Enhancing structure and quality of Manuscript with AI Date: 11th February, 2026 Time: 5:00 pm – 6:30 pm</p>		<p>Resource Person: Dr. Kavya Jyotsna Uppuleti Assistant Professor, Dr. B R Ambedkar University, Srikalakam, Erode Topic: Designing Effective Research Proposals for Grants and Funding Opportunities Date: 14th February, 2026 Time: 5:00 pm – 6:30 pm</p>
<p>Date: 9th to 16th February 2026</p>			<p>Resource Person: Dr. Chinnu Muthu B Assistant Professor, Madras Christian College, Chennai Topic: Funding Agencies and Platforms for Research Proposal Date: 16th February, 2026 Time: 5:00 pm – 6:30 pm</p>
		<p>FDP Coordinators Mr. Somasundaram T - 9786096123 Dr. Geethu Anna Mathew - 9544360146 Mr. Madhusudhanan R - 9994372661</p>	

The Department of Management at Kristu Jayanti (Deemed to be University), Bengaluru, successfully organised a seven-day national-level virtual FDP on “Smart Research Writing with AI: Publication, Proposal and Project Funding Platforms” from 9 to 16 February 2026. The programme comprehensively covered the research lifecycle, from idea generation and systematic literature review using the PRISMA framework to manuscript structuring with AI tools and publishing in indexed journals such as Scopus-listed sources. Sessions also emphasized proposal writing through SMART objectives, identification of knowledge gaps, research design using NFHS and primary data, and effective budget planning.

Further, participants gained insights into grant writing, funding agencies, and application procedures, including guidance on agencies such as the Indian Council of Social Science Research. The FDP integrated AI tools for citation analysis, qualitative data analysis software such as Dedoose and ATLAS.ti, and strategies for improving publication metrics. Overall, the programme strengthened participants’ research writing skills, publication strategies, and funding readiness, fostering academic excellence and institutional growth.



INTERNSHIP ORIENTATION -2026

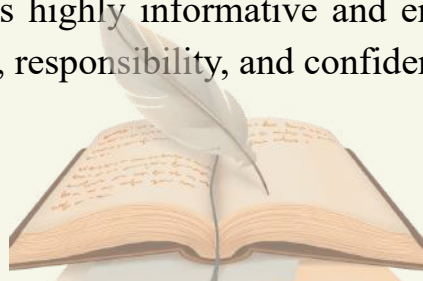


An Internship Orientation Programme for IV Semester BBA students was organised at M1 Audi, Main Block, benefiting more than 335 students. The session aimed to prepare students for their upcoming internships by bridging the gap between academic learning and industry expectations.

On 16 February 2026, the session was conducted by Mr. Somasundaram T, Assistant Professor, Department of Management, Kristu Jayanti University, who provided valuable insights into the importance of internships in career development. He emphasized workplace professionalism, ethics, communication skills, and teamwork as essential competencies for success, along with detailed guidance on internship procedures, documentation, and report preparation requirements.

The session also guided students in selecting suitable internship domains aligned with their career goals and offered practical tips on networking and adapting to corporate culture to enhance employability. The orientation enabled students to understand performance expectations and professional conduct during internships.

Overall, the programme was highly informative and empowered students to approach their internships with clarity, responsibility, and confidence



INDUSTRIAL VISIT TO ELMEASURE



The students of BBA II Semester Section B participated in an insightful industrial visit on 18 February 2026 to ELMeasure India Pvt Ltd, a leader in smart energy management solutions. The visit provided a comprehensive view of smart energy management systems and their applications.

The students observed the applications of Industrial IoT, the manufacturing of smart meters, the functioning of different departments, and the rigorous quality control standards through a guided tour of the shop floor and an engaging Q&A session with industry experts. The students gained valuable insights into the complexities of the electronics industry.

The experience effectively bridged the gap between academic theory and real-world industrial practices,



INDUSTRIAL VISIT TO ELMEASURE, BENGALURU



An industrial visit for the II Semester BBA 'A' Section students to ELMeasure, Bengaluru was organised on 19 February 2026. A total of 58 students participated in the visit. The purpose of the industrial visit was to provide students with practical exposure to industry operations and to offer insights into energy management and smart metering technologies.

During the visit, the students attended an informative session conducted by company officials, who presented an overview of the organisation's journey, its core business areas, and its innovative solutions in energy monitoring and power quality management. The students were introduced to various products, including digital energy meters, power analysers, and IoT-enabled monitoring systems. They also had the opportunity to observe the manufacturing, assembly, calibration, and quality testing processes carried out by the company.

An interactive session was organised to enable students to engage with industry experts, ask questions, and gain clarity about real-world industrial practices. The visit effectively bridged the gap between classroom learning and practical application, thereby enhancing the students' understanding of corporate functioning and technological advancements. Overall, the industrial visit proved to be a valuable learning experience that broadened the students' perspectives and strengthened their industry exposure.



INDUSTRIAL VISIT TO KSIC SILK WEAVING FACTORY



An industrial visit to the KSIC Silk Weaving Factory was organised on 24 February 2026 for IV Semester BBA Section B students to provide practical exposure to a renowned traditional textile manufacturing unit. The visit aimed to bridge classroom learning with real-world industrial practices.

Students were introduced to the history and significance of Mysore silk and its role in preserving traditional craftsmanship. They observed key processes, including raw silk procurement, dyeing, weaving using handlooms and power looms, and the creation of traditional motifs and zari work. The visit provided a clear understanding of silk production from raw material to finished product.

During the walkthrough, students explored quality testing, finishing, and packaging units, gaining insights into quality standards, branding, and global market positioning. The management team also shared inputs on supply chain practices, market trends, and the role of technology in sustaining traditional industries. The visit offered valuable practical exposure by linking management concepts with real industrial operations.



NATIONAL SEMINAR-SUSTAINABLE MANAGEMENT PRACTICES FOR VIKSIT BHARAT @2047: ADVANCING SDG 8 AND SDG 12 FOR A GREEN, INCLUSIVE, AND RESILIENT ECONOMY



The Department of Management, School of Business and Management, organised a National Seminar on “Sustainable Management Practices for Viksit Bharat @2047: Advancing SDG 8 and SDG 12 for a Green, Inclusive, and Resilient Economy” on 11 March 2026, with over 200 participants and around 100 research paper submissions from across the country.

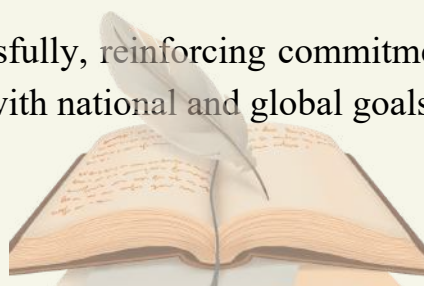
The inaugural session featured the presidential address by Rev. Fr. Dr. Jais V. Thomas, Chief Finance Officer, Kristu Jayanti University, who emphasized sustainable development and responsible management practices. Mr. Joseph Joy, Head of Human Resources, Bangalore Airport Services Limited, shared valuable industry insights.

Two keynote sessions were delivered by Ms. Sumitha Sabarinath of Juniper Networks on people-centric sustainability and Dr. Sendhil Kumar of Presidency Business School on green HRM and workforce capacity building. Both sessions highlighted the importance of integrating sustainability into organizational practices and human resource strategies.

The seminar was organised under the guidance of Dr. Surendhranatha Reddy and Mr. Suku Thomas, and convened by Dr. Jaspreet Kaur and Dr. Swathi P. Their efforts ensured effective coordination and the smooth execution of the event.

Plenary and paper presentation sessions were conducted in hybrid mode, enabling meaningful academic discussions and research exchange. Participants actively engaged in knowledge sharing, presenting innovative ideas and research findings related to sustainable management practices.

The seminar concluded successfully, reinforcing commitment to sustainable, inclusive, and resilient development aligned with national and global goals.



INAUGURAL SESSION



SAVISHKAR



Savishkar 2026, a vibrant Business and Management Exhibition, was organised on 17 March 2026 at Audi A1, Admin Block. The event witnessed enthusiastic participation from first-year BBA students, with exhibits showcasing innovative business models and management concepts. The exhibition attracted a large number of participants, including students and faculty, creating a dynamic and intellectually stimulating academic environment. Savishkar 2026 aimed to promote practical learning, creativity, and teamwork among students.

A total of 31 exhibits were presented. Participants demonstrated strong conceptual understanding through interactive models and confidently presented their ideas, effectively engaging with visitors and responding to queries with clarity. The exhibition featured a wide range of themes, reflecting contemporary business practices and innovative problem-solving approaches. It provided students with an opportunity to bridge the gap between theoretical knowledge and real-world application, thereby strengthening experiential learning.

The event was graced by Mr. Sandeep Gopikrishnan, Deputy Manager, Sofema who appreciated the students' creativity, innovation, and presentation skills. Faculty members and visitors commended the overall organization and the quality of exhibits, highlighting the originality and practicality of the models.

Savishkar 2026 also fostered peer learning, collaboration, and healthy competition, motivating students to think critically and creatively. The lively atmosphere of the exhibition encouraged active participation and knowledge sharing among all attendees. Cash prizes were awarded to the winners of the exhibition. Overall, Savishkar 2026 was a highly successful and enriching academic initiative, leaving a lasting impact on students by nurturing innovation, confidence, and a deeper interest in business and management concepts.



Glimpses of the Event



DECEMBER TO BE UNIVERSITY
A CMI INSTITUTION, KENGALE, INDIA
SCHOOL OF BUSINESS AND MANAGEMENT
DEPARTMENT OF MANAGEMENT
ORGANISES

SAVISHKAR 2026
BUSINESS AND MANAGEMENT EXHIBITION
VICTORY
ACCESS



CELEBRATING 10 YEARS OF STARTUP INDIA



The Department of Management, in association with the Entrepreneurship Club, successfully organised an expert talk and quiz competition for BBA students, with a strong focus on startups and entrepreneurship. The event aimed to enhance students' awareness of the startup ecosystem, innovation, and entrepreneurial opportunities in the current business environment. The expert speaker shared valuable insights on startup ideation, business model development, funding avenues, challenges faced by start-up, and the importance of innovation and resilience for aspiring entrepreneurs. The session was highly interactive, encouraging students to ask questions and engage in meaningful discussions. Following the expert talk, a quiz competition was conducted to assess and reinforce students' understanding of start-up concepts, recent trends, and entrepreneurial practices. The quiz generated enthusiastic participation and healthy competition among students. Overall, the event provided practical exposure, inspired entrepreneurial thinking, and motivated BBA students to explore start up as a viable and promising career path.



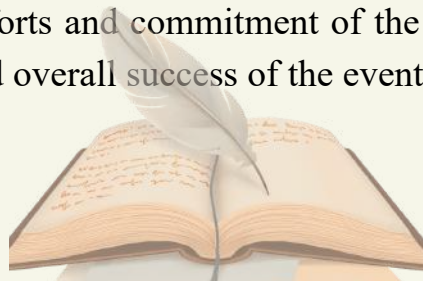
PROFICIA 2026 NATIONAL-LEVEL INTERCOLLEGIATE CASE STUDY COMPETITION



Proficia is a national-level intercollegiate Case Study Competition conducted to provide a structured platform for undergraduate students to analyze real-time business scenarios, apply theoretical concepts, and enhance their analytical, strategic, and decision-making competencies across the core functional areas of management.

The inaugural ceremony of Proficia 2026 was held in the A2 Auditorium, Administrative Block, Kristu Jayanti (Deemed to be University). The programme was conducted in the esteemed presence of academicians, industry professionals, faculty members, students, and participants representing institutions from various parts of the country. The inaugural address was delivered by Mr. Bonny Thomas, Director, Big 4 Company, Bengaluru, who highlighted the significance of nurturing managerial talent in the context of an increasingly dynamic business environment. He elaborated on emerging trends in Human Resource Management and emphasized the critical competencies that young professionals must cultivate to sustain relevance and effectiveness in the contemporary corporate landscape.

The theme of Proficia 2026, “The Case Files – Truth Behind the Trends,” was conceptualized to encourage participants to move beyond superficial analysis and critically examine the underlying factors influencing business trends. The theme aimed to foster strategic thinking, problem-solving ability, and professional presentation skills among undergraduate students. The student coordinators, Ms. Hana K. Hussain and Mr. Ayush B. Magar, along with the Faculty Coordinators, Dr. Leelavathi R., Dr. Kaleeshwari S., Dr. Sini M. George, and Dr. Jagannathan, expressed sincere gratitude to all stakeholders who contributed to the successful organization and execution of Proficia 2026. The coordinated efforts and commitment of the organising team were instrumental in ensuring the smooth conduct and overall success of the event.



CAMPUS PLACEMENTS

The Department of Management is pleased to share the placement achievements of its students for the current academic year. Our students have successfully secured positions in reputed organizations such as Goldman Sachs, EY, ICICI Bank, J.P. Morgan, Deutsche Bank, Société Générale, Ditto, Mr. Cooper, AML RightSource, and Vialto Partners.

Students have been placed across diverse roles including Associate, Analyst, Tax EMS, Relationship Manager, Insurance Advisor, Process Associate-Trainee, Associate Analyst, Tax Intern, and HR, reflecting the versatility and industry readiness nurtured by the department.

This success is a result of the continuous support and structured initiatives undertaken by the Department of Management in collaboration with the Centre for Employability and Corporate Relations. Focused training sessions, aptitude development programs, resume-building workshops, mock interviews, and industry interactions have played a significant role in enhancing students' employability skills.

The department remains committed to ensuring that every student is equipped with the competencies required to succeed in the corporate world. While many students have already secured placements, efforts are ongoing to provide opportunities for those who are yet to be placed.

These achievements stand as a testament to the dedication of our students, the guidance of our faculty, and the strong industry interface fostered by the institution.



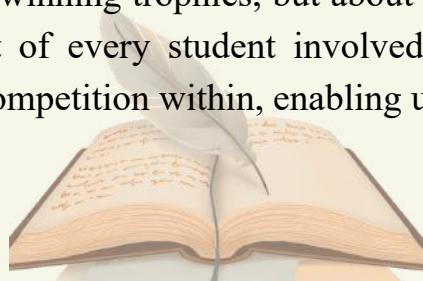
8 OVERALLS FOR THE DEPARTMENT FESTING TEAM



This year stands as a proud milestone for the Department of Management, reflecting the true spirit of teamwork, dedication, and relentless hard work. Competing across top-tier institutions like United School and GIBS Business School, our students secured eight overall championships, a testament to their consistency and excellence.

What makes this achievement truly special is the unity across all years—first, second, and third—coming together as one cohesive force. From marketing and finance to HR, Best Manager, EDP, and corporate events, every domain witnessed outstanding performances driven by passion and preparation.

This success is not just about winning trophies, but about the collective effort, late nights, and unwavering commitment of every student involved. It highlights a culture where collaboration triumphs over competition within, enabling us to dominate beyond.

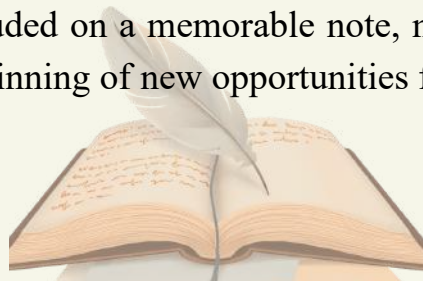


FAREWELL TO 2023-26 BATCH



On April 7, 2026, the M1 Auditorium hosted “Nostrum of Nostalgia 2026,” a farewell event organised by the Department of Management, School of Business and Management, Kristu Jayanti (Deemed to be University), for the graduating batch of 2023–26. The event commenced with a formal ceremony, including a presidential address by Fr. Dr. Marialal Joseph, Director of Research and Development, along with messages from dignitaries highlighting the achievements and future aspirations of the outgoing students.

The programme also included reflections by juniors and seniors, followed by the distribution of mementoes as a token of appreciation. The informal segment featured cultural performances and student participation, creating an engaging and celebratory atmosphere. The event concluded on a memorable note, marking the end of an important academic journey and the beginning of new opportunities for the graduating batch.



FACULTY- DEPARTMENT OF MANAGEMENT







*“Great things are done by a series
of small things brought together.” —
Vincent van Gogh*

KRISTU JAYANTI (DEEMED TO BE UNIVERSITY)

K. Narayanpura, Kothanur P.O, Bengaluru,

Karnataka- 560077