



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

2020-2021

CREST

SCHOOL OF MANAGEMENT

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""The day in which you have not done any good to your fellow men will not be recorded in your book of life"

-St Kuriakose Elias Chavara

St. Kuriakose Elias Chavara was a nineteenth century educationist & social reformer in India. He played a major role in educating the people of the lower ranks of the society. He started a school at Mannanam in 1846. He was responsible for introducing noon day meals in schools, a practice later adopted by the rulers of Travancore & then by the Indian government.

Kuriakose Elias attained eternal peace on January 3, 1871, aged 66 at Koonammavu, a northern suburb of Cochin city. He was beatified at Kottayam on February 8, 1986 & later was canonized at St. Peter's Square by Pope Francis in 2015.

PRINCIPAL'S MESSAGE



Rev. Dr. Augustine George

**“Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.”
– Kofi Annan**

With the motto of light and prosperity, Kristu Jayanti College seeks to provide educational opportunities to all aspiring youth to excel in life with integral values of Faith, Integrity, Dignity and Excellence.

Education is not just an act of acquiring knowledge but the culmination of several other essential aspects such as upskilling and reskilling, enhancing morals and beliefs, and much more. The School aims to nurture and inculcate values, attitudes, skills and knowledge to generate holistic growth for students to be successful in their personal and professional lives.

School of Management is dynamic and versatile to match the ever-changing trends in education and the corporate world. The School through their various innovative initiatives coaches and mentors the students to transform themselves into global leaders.

CREST, the official newsletter published by the School of Management showcases the programmes organized by the School and the achievements of students and faculty members of the School at National and International levels. CREST is an integral part of our exciting experience of endless opportunities at the School of Management. It gives me immense pleasure to release this edition of CREST.

I acknowledge and appreciate the efforts of the editorial team, faculty members of the department and the students for their contribution to this issue of CREST.

DEAN'S MESSAGE



Dr. Aloysious Edward

Kristu Jayanti College is the place where an educational legacy of more than a century meets modernity. The College imparts knowledge to the students with a quest for excellence. The students are equipped with requisite skills through streamlined co-curricular and extra-curricular programmes.

Managers make a huge difference between a company failing or thriving. Thus, it is vital to have a firm understanding of both the theory and practice of business management. Experience makes better leaders, but more experienced leaders need to frame their personal understanding within proven business models.

Kristu Jayanti School of Management takes great pride in issuing this edition of the department newsletter, CREST. The newsletter presents the various programmes and extension activities organized by the department during the year that has enabled the students to learn and grow in the field of Management.

I acknowledge and appreciate the work and efforts of the editorial team for the success of this edition of CREST.

HOD'S MESSAGE



Dr. M K Baby

Kristu Jayanti College frames academic curriculum and adopts innovative teaching and evaluation methods that nurture the values and skills of the students right from the beginning, enabling them to grow into successful leaders and professionals of the future.

School of Management, Kristu Jayanti College aspires to impart education to the students and equip them with the knowledge, skill and attitude required in the business world. The department has been regularly upgrading the program to rightly match the changing needs of the external business environment. We always set high standards to perform the activities for the benefit of the student community in various areas of management.

It gives me immense happiness and pride in presenting this edition of CREST, the department newsletter of School of Management.

My sincere appreciation to the entire team, who rigorously strived towards the success of this edition of CREST.

SHUBH AARAMBH

Shubh Aarambh for MBA I year Section A & B

Kristu Jayanti School of Management organized a virtual orientation programme SHUBH AARAMBH for the 1st Year MBA students of the batch 2020-2022 on 20th August 2020. 90 MBA students attended the program. It was presided by the Management team of Rev. Fr. Josekutty P D - Director, Rev. Dr. Augustine George - Principal, Rev. Fr. Lijo P Thomas - Financial Administrator, Rev Fr Emmanuel P.J - Director, College of Law and academic team from the School of Management led by Dr. Aloysius Edward - Dean, Faculty of Commerce and Management and Dr. M K Baby - Head, School of Management. Prof. Stephen Deepak, Faculty School of Management coordinated the event.

The virtual gathering was welcomed by Dr. Aloysius Edward, Dean, Faculty of Commerce and Management which was followed by solemn prayer led by Rev. Fr. Josekutty P D, Director, Kristu Jayanti College. After which there were readings from the Holy Scriptures - the Rig Veda, Holy Quran and the Holy Bible by Dr. M K Baby, Head, School of Management, Prof. Sen B Mathews, Director, CECR and Rev. Fr. Emmanuel P.J, Director, Kristu Jayanti College of Law. Dedicating the I Year MBA batch the student prayer was led by Andrew Kuruvilla following intercessory prayers by students from the batch. Rev. Fr. Lijo P Thomas, Financial Administrator, ended the prayer session with the final blessings. After a blissful prayer session Rev. Dr. Augustine George, addressed the students with his inspirational and vibrant words exhorting them to look forward and not be overcome by anxiety and uncertainty of the pandemic. He told students to be responsive towards their life goals and career. The session ended with the melodious rendition of the College Anthem by the choir.

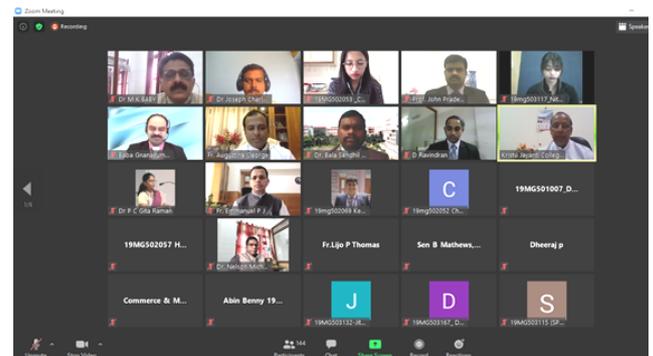
The Shubh Aarambh for the 1st year MBA C section students was organized virtually on 6th January 2021 through Zoom Cloud meetings platform.



Shubh Aarambh for MBA II year Students

Shubhaarambh, the inauguration of a new academic year 2020-2021 was organized by the School of Management on 15th Sept 2020 for its II MBA students, entering the IV Trimester of their program. The whole program was organized on the virtual mode using the Zoom platform.

In the Inaugural address Rev. Dr Augustine George, Principal gave an inspiring note appreciating students for facing the pandemic well and supporting the college in all its initiatives during the difficult phase. He urged them to look at life positively and adjust to the new normal and seek the best from the situation outside. Shubh Aarambh ended with all the students unitedly singing the college anthem with enthusiasm and in true Jayantian spirit.



STUDENT INDUCTION PROGRAM (SIP)

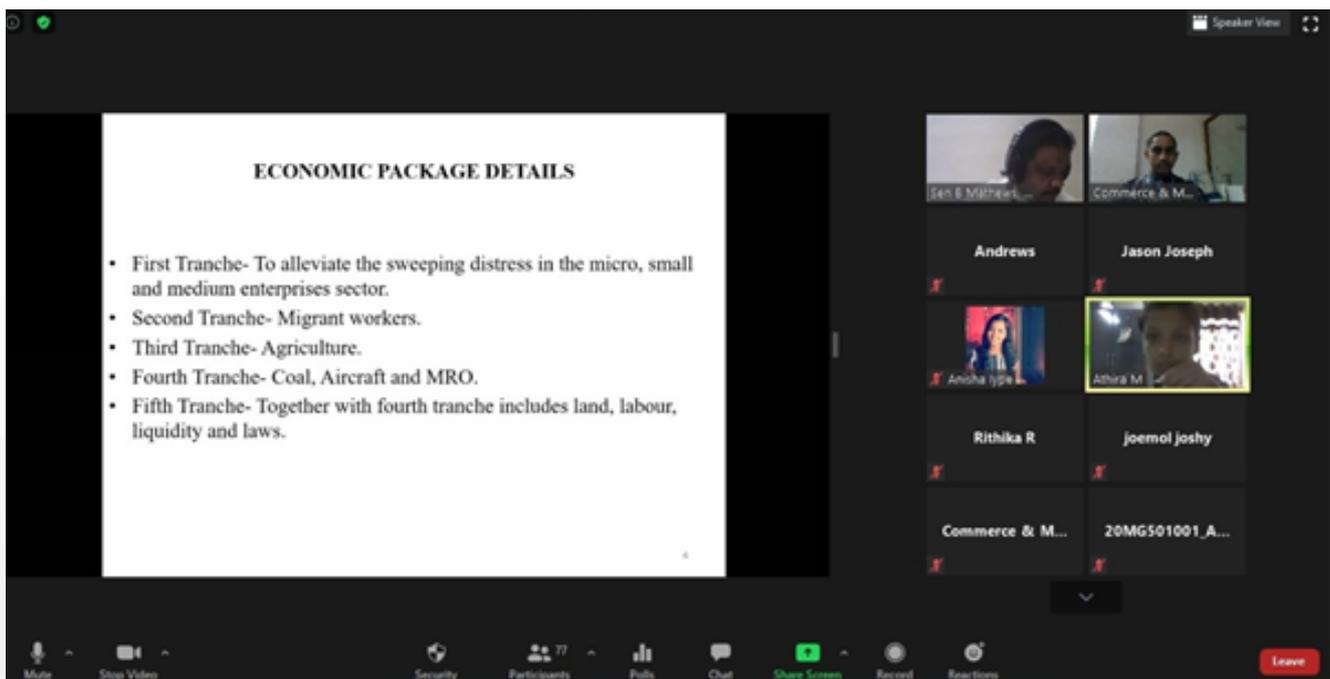
Kristu Jayanti School of Management organized the Student Induction Programme (SIP) for the first year MBA students of batch 2020 - 22 between 20th August 2020 and 12th September 2020. SIP started with Shubhaarambh for the new batch of MBA students as they commence the academic activities of the academic year 2020 - 21 starting with Trimester I.

It was presided by the Management team of Kristu Jayanti Rev. Fr. Josekutty P D - Director, Rev. Dr. Augustine George - Principal, Rev. Fr. Lijo P Thomas - Financial Administrator, Rev. Fr. Emmanuel P J - Director, College of Law and academic team from the School of Management led by Dr. Aloysius Edward J - Dean, Faculty of Commerce and Management and Dr. M K Baby - Head, School of Management. Prof. Stephen Deepak, Faculty School of Management coordinated the event.

As part of the SIP, an Orientation to MBA programme was chaired by, Dr Aloysius Edward J, wherein the schedule of the MBA programme, the co-curricular and extracurricular activities etc were briefed. A session on 'CMI Education Philosophy was conducted by Dr. Justin Nelson Michael, Director, Centre for Research wherein the founder and his Vision, Vision and Mission of the College, the value system and culture were explained to the students. Following this Dr. Justin also took a session on the Jayantian Code of Conduct.

Prof. Stephen Deepak, faculty, School of Management introduced the minor project that the students need to complete and the related guidelines were presented. Prof. Sen B Mathews, Director, Centre for Employability and Corporate Training conducted an ice-breaking session.

Following which two value added courses on the topic, Universal Human Values and Digital Tools for Managers were conducted. The VAC on Universal Human Values was delivered jointly by the faculty member of School of Management. The VAC on Digital Tools for Managers was delivered by Dr. Joseph Charles D, Faculty, School of Management. At the end of VAC, an Orientation session on the National Education Policy 2020 was conducted by Dr. M K Baby, Head, School of Management. As case study is an integral part of the teaching and learning process of the School, a session on "Case Study as a Learning Tool" was conducted by Dr. Baba Gnanakumar, Director, Centre for Consultancy and Corporate Training. The SIP concluded with the students presenting virtually their mini projects to a panel of faculty members.



14TH INTERNATIONAL CONFERENCE

KRISYM - 2021

School of Management, Kristu Jayanti College, organized the 14th International Conference KRISYM 2021 on the theme 'A \$5 Trillion Economy - Resurgence and Resilience in the Post COVID 19 World' on January 07 & 08, 2021. KRISYM 2021, the two day international conference is the first virtual international conference of Kristu Jayanti School of Management and was inaugurated by the Chief Guest, Dr. Philip G Laird, Vice President, Innovation, Global and Academic Partnerships, Trinity Western University, Canada.

Dr. Philip in his Inaugural address spoke about the various patterns of recovery post-pandemic COVID 19 and also on the resilient journey ahead specifically for India. He critically assessed the opportunities and the challenges that India would face in its journey to reach the \$5trillion mark. He did attribute this challenging journey to the committed leaders of India and their efforts.

The Day 1 of the international conference with the theme Virtuous Cycle comprised two keynote sessions and a plenary session.

Session I: Skills & Workforce Development Strategies – Post COVID, Dr. Easwaramoorthy Rangaswamy

Dr. Easwaramoorthy stressed that the GDP of the nation is widely dependent on the skillset of the people and shared various strategies and cited various examples from Singapore and across the globe.

Session II: Resilience Business Continuity Plans – Post-COVID, Dr. Chen Liu

Dr. Chen Liu, presented visually the prevailing depression post-COVID 19, and concluded her speech by attributing the innovation and digitalization as the contributors to the economic resilience in the coming days.

The Day 2 of KRISYM 2021 with the theme Champion Services comprised two keynote sessions.

Session III: Teaching Resilience in Management, Dr. Doug Gilbert

Dr. Gilbert encouraged the students to be competent, to look beyond the classrooms and to look at the classrooms as learning labs rather than looking at them as lecture halls and to include themselves into internships, projects and experiential learning.

Session IV: Banking & Financial Services Sector, Dr. Prasad Padmanabhan

Dr. Prasad said that many of the banks are in a cushion zone with a lot of liquidity and moving forward they might slip into a caution zone. He was of the opinion that the multi-use of technology and the multi-use of assets are both the changing forces in the days ahead.

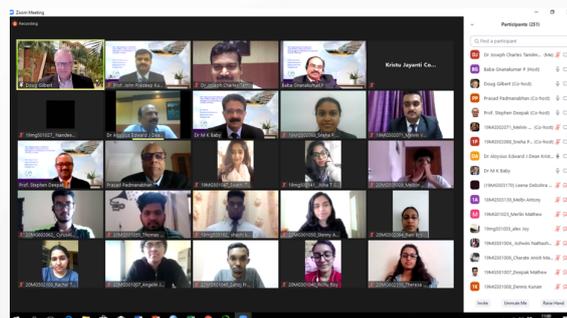
Dr. Mark Halvorson, Associate Dean, Leadership Program, Trinity Western University, graced the valedictory session with his enriching address. He elaborated on one of the greatest challenges that the leadership leaders face that is the 'Curse of Knowledge'. He shared elaborately the various aspects of leadership and learning.

Day 2 also had a plenary session where the participants presented their research findings to a panel of expert judges. Dr. Sheeja Krishnakumar, the conference co-convener delivered the vote of thanks. Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management announced that KRISYM 2022 will be organized in collaboration with the Trinity Western University, Canada.

KRISYM 2022 is scheduled on January 28 & 29, 2022 on the theme, 'Re-Engineering Management Capabilities for a Sustainable Future'.



The image shows the official program for KRISYM 2021. At the top, it features the logos of Kristu Jayanti College (Bangalore), Trinity Western University (Canada), and the School of Management. The main title is 'KRISYM 2021: KRISTU JAYANTI INTERNATIONAL SYMPOSIUM' with the theme 'A \$5 Trillion Indian Economy - Resurgence and Resilience in the Post COVID 19 World'. The dates are January 07 & 08, 2021. Below the title, there are portraits and names of the keynote speakers: Dr. Philip G Laird (Trinity Western University), Dr. Easwaramoorthy Rangaswamy (Singapore), Dr. Chen Liu (Trinity Western University), Dr. Doug Gilbert (USA), Dr. Prasad Padmanabhan (Texas, USA), and Dr. Mark Halvorson (Trinity Western University). The bottom section of the image is a detailed schedule for both days, listing times and topics for various sessions.



NATIONAL CONFERENCE

Kristu Jayanti School of Management organized a National Level Virtual Conference Spectrum Series starting from the month of September 2020. Spectrum is a series of monthly Virtual National Conferences. The first Virtual National Conference under the Spectrum series was organized in collaboration with the Bangalore Chamber of Industry and Commerce (BCIC) on September 26 & 27, 2020 on the theme, "Building Managerial Competencies through Reskilling and Upskilling in the New Normal".

The two-day conference was inaugurated by Mr. Vidyashankar M N, IAS, Retd., Chairman - Ease of Doing Business Cell, BCIC & Former Additional Chief Secretary, GoK Chairman - Governing Council, DERBI Foundation, in the presence of the Chief Guest Mr. T R Parasuraman President, BCIC & President & Whole Time Director Toyota Industries Engine India, the Guest of Honor Rev. Dr. Augustine George, Principal, Dr. Aloysius Edward J, Dean, Faculty of Commerce & Management, Dr. M K Baby, Head, School of Management, Prof. John Pradeep Kumar, Faculty Coordinator- Spectrum National Virtual Conference, the other faculty members and the participants on September 26, 2020. The topics were: Paradigm Shift in the Manufacturing Sector, Dr. Balamurugan A & Mr. Prakash G, IT & Data Science Skills in the New Normal, Mr. Manas Dasgupta & Mr. Sandeep Agarwal, Business Trends & Models in Retail & E-Commerce, Mr. Rudra Shankar Roy & Ms. Lavanya Pachisia, and Start-ups Ecosystem in the New Normal, Mr. Sudip Bhattacharya & Mr. Akash Agarwal.

Kristu Jayanti School of Management organized the second conference in the spectrum series of Virtual National Conference in the month of October 2020. The conference was organised on October 23rd and 24th, 2020 on the theme, "Emerging Trends in Accounting, Finance and Taxation Post COVID-19".

The two-day National Conference was inaugurated in the presence of the Chief Guest, Dr. Ahmed Eshra, Dean, School of Business and Accounting Monroe College, United States of America, Rev. Dr. Augustine George, Principal, Kristu Jayanti College, Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management, Dr. M K Baby, Head, School of Management, Dr. P. C Gita, Faculty Coordinator of the conference, other faculty members and the participants on 23rd October 2020. The topics were: Trends in Banking in the post COVID-19 World, Mr. Manoranjan Sharma, Emerging Trends in Financial Reporting & Accounting Processes Post COVID 19, Mr. Naheem Mahtab, Financing & Investments in the post COVID-19 Era, Dr. A Kanagaraj, and Trends in Taxation in the post COVID-19 Economy, Mr. Sandeep Jhunjunwala.



MANAGEMENT DEVELOPMENT PROGRAM - 1

Disruptive Innovations and Opportunities in Retailing: Post Covid-19, the Next Normal - 27th November to 28th November 2020 - Virtual

DAY 1

Shri. Harish Bijoor

Brand Guru and Brand Thinker, Founder, Harish Bijoor Consults Inc.

Topic: 'Creating Value through Retail Brands'

Shri. Haridas C

Vice President - Sales, Marketing and Customer Service, Room Air Conditioners Division, Blue Star Limited

Topic: 'Effective Channel Management in Enhancing Modern Retailing'

Smt. Merveil Varghese

Conference Manager, IDC, United Arab Emirates

Topic: 'Digital Innovations in Retailing in the Post Covid-19 World'

DAY 2

Shri Kumar Rajagopalan

Chief Executive Officer - Retailers Association of India

Topic: Channel Complexities in the Post Covid-19 Retailing

Shri C. Vinod Hayagriv

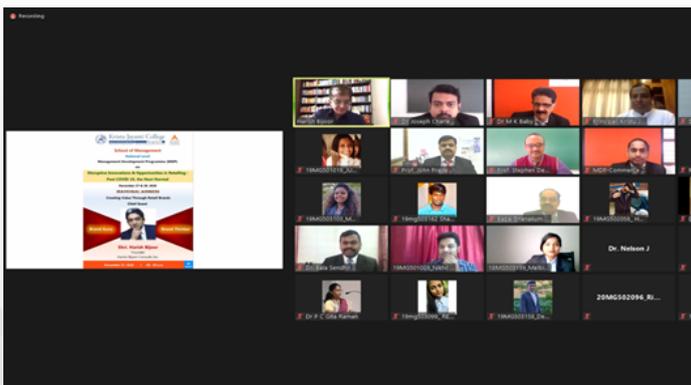
Managing Director & Director, C Krishniah Chetty Group

Topic: Drivers of Retail Growth Post Pandemic

Shri. Cyril K Babu

Deputy Vice President, Retail Banking, Forex and Remittances, Axis Bank Ltd

Topic: Emerging Challenges in Retail Banking



MANAGEMENT DEVELOPMENT PROGRAM - 2

Ethical and Thought Leadership - 18th May to 19th May 2021 - Virtual

DAY 1

Mr. Seby Kallarakkal

CEO, Nabler Web Solutions

Topic: Building Ethical and Thought Leaders

Mr. Rajkumar

Management Consultant, TE Connectivity

Topic: Inclusive Leadership

Mr. Kazem Mountabian

CEO and Founder Iran Lean Institute

Topic: Lean Leadership

DAY 2

Mr. Mahantesh CN

Global Recruitment, Tech Mahindra

Topic: Coaching Future Leaders

Mr. Sathish Rajarathnam

Senior Vice president - HR, Mphasis

Topic: Leadership in Crisis

Kristu Jayanti College
ACBSP

School of Management
National Level Virtual Management Development Programme (MDP)
on
Ethical and Thought Leadership
May 18 & 19, 2021

The Expert Panel

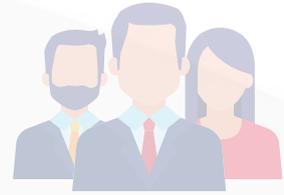
 Shri. Seby Kallarakkal CEO Nabler Web Solutions	 Shri. Raj Rajkumar Management Consultant Former Director - TE Connectivity	 Shri. Kazem Mountabian Founder and CEO Iran Lean Institute
 Shri. Mahantesh CN Head - Global recruitment Nabler Web Solutions	 Shri. Sathish Rajarathnam Senior Vice President - HR Mphasis	

May 18, 2021	
Inauguration & Session 1	02:30 to 03:30 p.m.
Session 2	04:00 to 05:00 p.m.
Session 3	05:30 to 06:30 p.m.
May 19, 2021	
Session 4	02:30 to 03:30 p.m.
Session 5	04:00 to 05:00 p.m.

e-Participation Certificate will be provided to those who attend all the sessions.



MANAGEMENT DEVELOPMENT PROGRAM - 3



Leveraging the Start-Up Ecosystem-Entrepreneurial Journey, Ideation to Limited Company - August 13 & 14, 2021 - Virtual

DAY 1

Mr. Gopinath M R

Co-Founder, Startup Basket
Topic: Funding of Start-Ups

Mr. Mani Lakkaraju

Fundworx
Socio cultural ecosystem -myths, societal norms, networks and support system

Mr. Manoj P Kudtharkar

Director, Omkar Print Lab Pvt Ltd
Entrepreneurship with Social Responsibility

Mr. Girish Batra

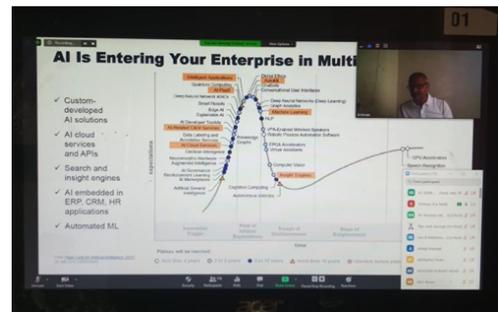
Co-Founder, JumpStrat Business Consulting
Financial Ecosystem - Start-up Capital-Early Stage Funding to Initial Public Offer

Mr. Thaneshwar Singh

Founder, Ientra Business Solutions P Ltd
Entrepreneurship and Human Capital Formation - Role of Educational Institutions, Labour Market and the Incubation System

Ms. Nikkitha Shanker

Co-Founder, Shoppre.com
Entrepreneurship and marketing strategy - finding a market opportunity and building a sustainable business model



Kristu Jayanti College
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School of Management

National Level Virtual Management Development Programme (MDP)
Leveraging Leadership for Managing Complexity and Risk in the Post COVID 19 World
June 12 & 13, 2020

Session 5 - Leadership Imperatives in the Post COVID Era
June 13, 2020 | 11:00 a.m. to 12:30 p.m.

Shri. Srinivas Reddy
Head - Commercial Refrigeration Business
Blue Star

FACULTY DEVELOPMENT PROGRAM (online)

DATA ANALYTICS WITH SPSS - 22nd to March 29th 2021

Dr. Justin Nelson

Director, Centre for Research, Kristu Jayanti College
Topic: Introduction to Data Analytics. Problem Identification & Designing, Introduction to SPSS

Dr. Ravindran D

Faculty, School of Management, Kristu Jayanti College
Topic: Literature Review (Use of literature review, Steps in conducting a literature review, Elements of literature review, Searching computerized databases), Measurement and Scaling, Questionnaire Development

Dr. Gita PC

Faculty, School of Management, Kristu Jayanti College
Topic: 'Comparing Two Means; Comparing Several Means: ANOVA, Analysis of Covariance (ANCOVA), Factorial ANOVA, Multivariate Analysis of Variance (MANOVA)

Dr. Sheeja Krishnakumar

Faculty, School of Management, Kristu Jayanti College
Topic: Predictive Analytics: Correlation and Linear Regression Modeling, Logistic Regression Modeling

Dr. Gita P C

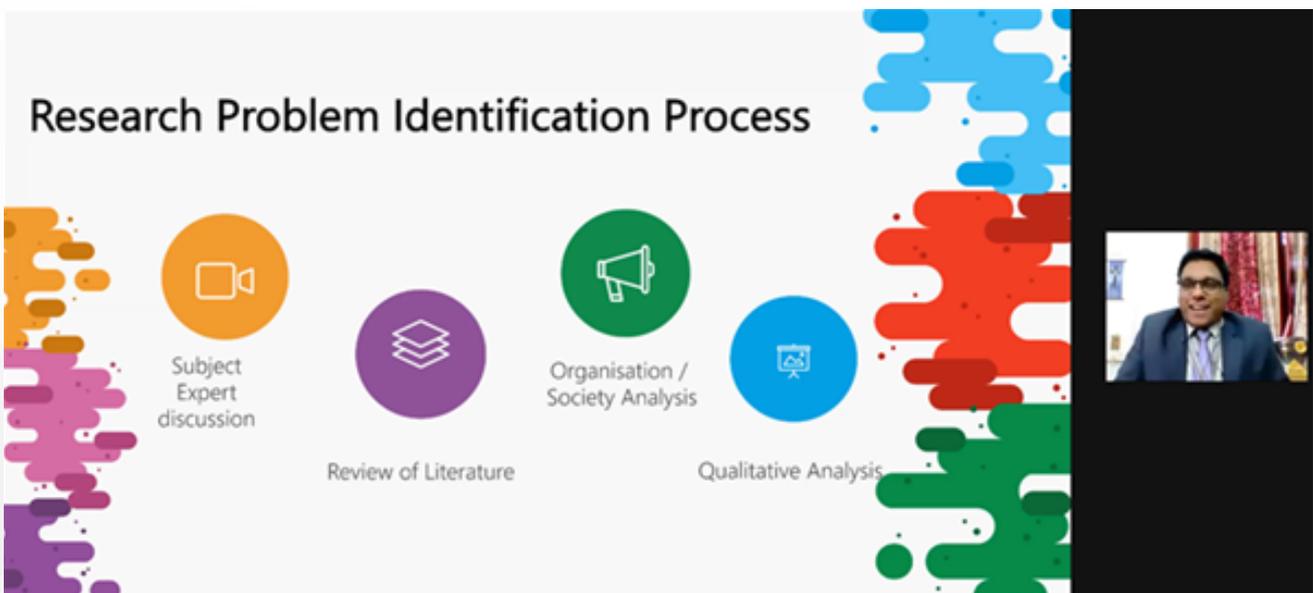
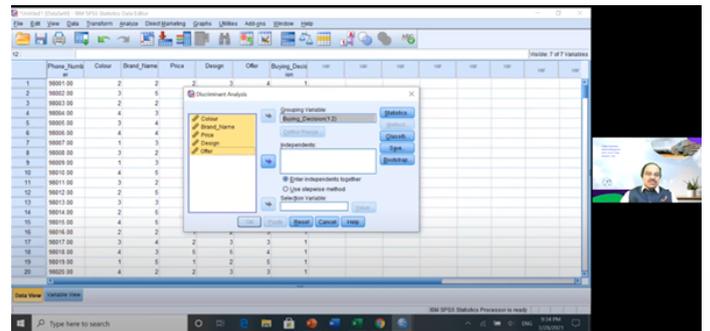
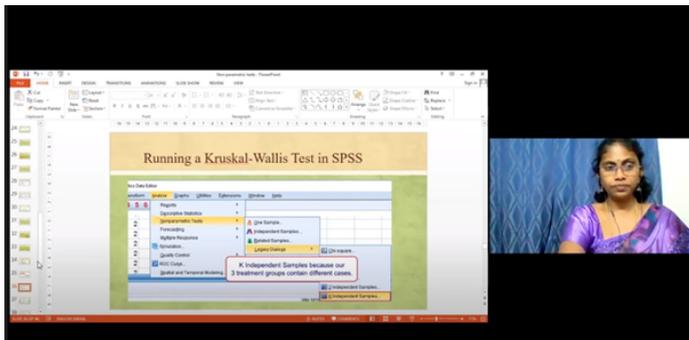
Faculty, School of Management, Kristu Jayanti College
Topic: Exploratory Factor Analysis' and 'Cluster Analysis

Dr. Joseph Charles D

Faculty, School of Management
Topic: Exploratory Factor Analysis' and 'Cluster Analysis

Dr. Baba Gnanakumar

Director, Centre for Consultancy and Corporate training, Kristu Jayanti College
Topic: Discriminant Analysis & Academic writing and Paper publication



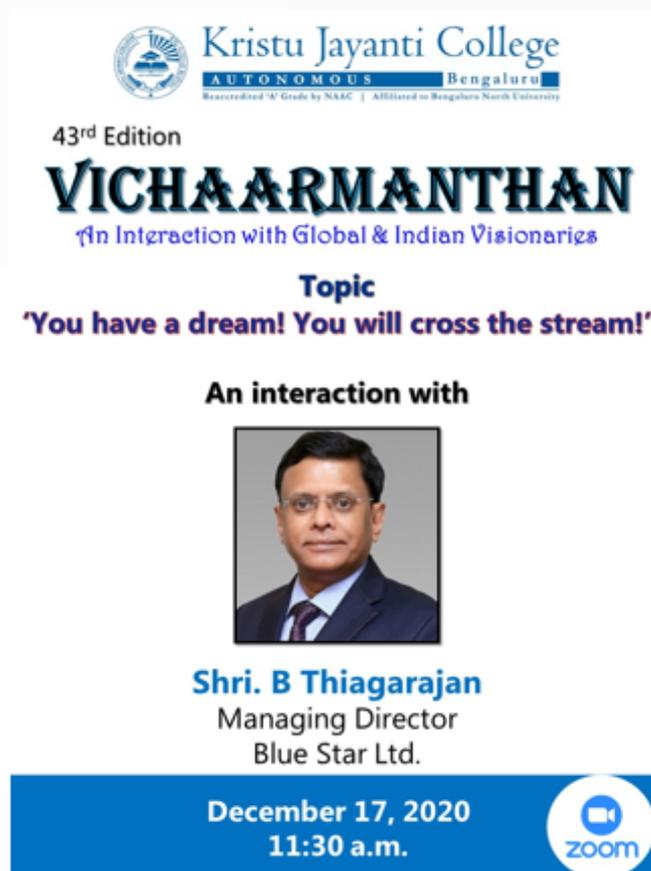
VICHAARMANTHAN

Vichaarmanthan meaning churning of ideas is an interactive program organized by Kristu Jayanti College on December 17, 2020, where students gain knowledge from experienced global experts, who address the students on various domains. Keeping such an objective, making the future leaders optimistic in their situations, this platform encourages students to utilize the opportunities that the world offers them with their competencies. The session began with Dr. Fr. Augustine George (Principal, Kristu Jayanti College, Bangalore) addressing the gathering on the virtual platform. Prof. Sen B Mathews (Director, Centre for employability and corporate relation, Kristu Jayanti College) formally proposed the welcome address.

For the 43rd edition of Vichaarmanthan we had Shri. B Thiagarajan (Managing Director, Blue Star Ltd). Sir shared his early childhood memories growing up in TamilNadu and how he was raised in a middle-class family but always believed in dreaming about big things in life. He always followed and believed in the power of "dreaming". He motivated and encouraged students to dream and work hard towards achieving and fulfilling those dreams.. He also shared his failure stories in order to encourage understand that no matter how much ever downfall you experience your life, there is always something better that's kept for everyone.

He also talked about his work experience with L&T and Tata Voltas from his early career days and how he switched to Blue star Ltd. He talked about a few core values like innovation, creativity and self-confidence that kept him moving forward in his career.

He emphasised on the power these values create in the lives of an individual and encouraged the students to cultivate these thoughts and values in their lives for moving ahead. He also talked about how one should follow their passion in their life because ultimately that's what brings an individual happiness and success. He also shared his thoughts regarding how spirituality brings joy and peace to an individual and the power of prayers which helps an individual to overcome every situation that's put forward in front of them. He also addressed various questions that were put forward by the student at the end of the session. The session was formally wrapped with a vote of thanks delivered by Dr, MK Baby (Head Kristu Jayanti School of Management).



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43rd Edition
VICHARMANTHAN
In Interaction with Global & Indian Visionaries

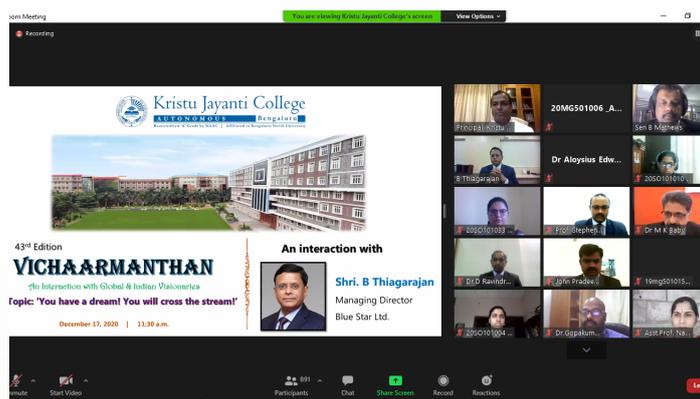
Topic
'You have a dream! You will cross the stream!'

An interaction with



Shri. B Thiagarajan
Managing Director
Blue Star Ltd.

December 17, 2020
11:30 a.m.

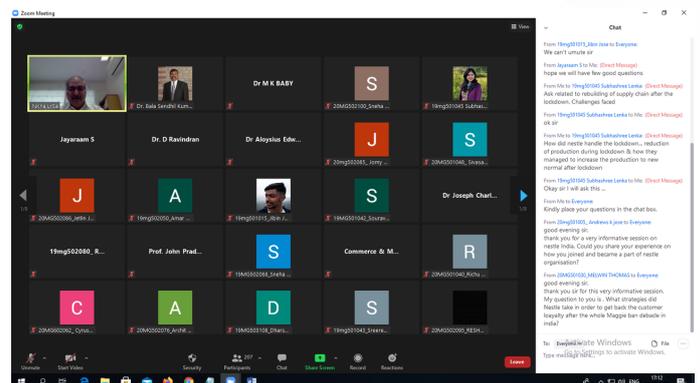
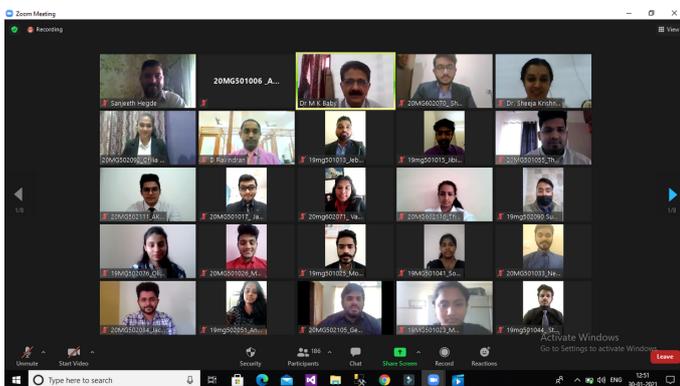


EXPERT LECTURE SERIES - 1

Kristu Jayanti School of Management organised an Expert lecture on the topic 'Intellectual Property Rights in Business' on the 30th January 2021 for the first and the second year MBA students. The guest speaker for the day was Shri. Sanjeeth Hegde, Senior Partner, BananaIP Counsels and the event was conducted via the Zoom virtual platform. Shri. Sanjeeth spoke on the various types of Intellectual Property Rights in the business environment and gave many examples regarding the same. He gave a detailed explanation on the four types of intellectual property rights (IP) which included Patents, Trademarks, Copyrights and Trade Secrets. Shri. Sanjeeth added on by speaking about various industries and how each industry has different IP's registered for various products and services that a business has to offer.

A detailed explanation on the subject matter, term of IP, jurisdiction, and finally what each IP is meant to protect was clearly explained with examples referring to various industries was given by the speaker. He further added that in almost all top companies nearly 90% of the profit are from trademarks.

It was an interactive session with students asking questions regarding the various types of IPR which was answered and explained by the speaker in detail patiently towards the end and during the session as well.



EXPERT LECTURE SERIES - 2

The School of Management in collaboration with Business Standard, organized an Expert Lecture Series (ELS) CEO Talk on 23rd November 2020 at 4.00pm on Zoom virtual platform. The speaker for the day was Mr. Sanjay Khajuria, Director of Corporate Affairs, Nestle India. Sir started the session by giving a brief introduction about his company. He explained the purpose of the company and the core values rooted in respect, which they offer to individuals, families, communities and the planet. He gave insights about the importance of respect and how it's been valued in his company.

He spoke about the global footprint of Nestle. The company has a balanced and diversified business with more than 2000 brands across 187 countries. Nestle is looking forward to greater opportunities in the field of e-commerce. He revealed how the company was affected by the impacts of Covid-19 pandemic and the different strategies the company had to take, to go through the lockdown period. Mr. Sanjay Khajuria, also spoke about the way in which the company encouraged its employees to work from home during the pandemic. Sir also shared some of the CSR initiatives and the best practices of Nestle that led to a strategic sustainable development. The ELS program ended with an interactive and informative Q&A session

DISCUSSION ON UNION BUDGET 2021-22

Kristu Jayanti School of Management organized a virtual panel discussion on Union Budget 2021-22 on 2nd February'2021 at 6.00 pm through Zoom Cloud Meetings platform. All the MBA students of batch 2019-21 and 2020-22 participated in the programme and got benefited. There two external participants as well. Union Budget for the year 2021-22 was presented on 1st February'2021 by the Union Finance Minister Nirmala Sitharaman in the parliament.

Shri. Varadarajan Krishnamurthy, Former Advisor (Media), Bangalore Chamber of Industry and Commerce, Former Deputy Editor-Chief of Bureau, The Business Line was the moderator. Shri. Sandeep Jhunjhunwala, Partner, Nangja Andersen LLP, Dr. Gayithri K, Professor, Centre for Economic Studies & Policy, Institute for Social and Economic Change and Shri. John Thomas, Former Editor, Vijay Times, Bangalore were the esteemed panellists.

The panelists spoke on the topic 'Budget and Economy', 'Budget and Taxation' and 'Budget and the Common Man'. This panel discussion was very informative for both students and all participants and it ended with a question and answer session and a formal vote of thanks and the College Anthem.

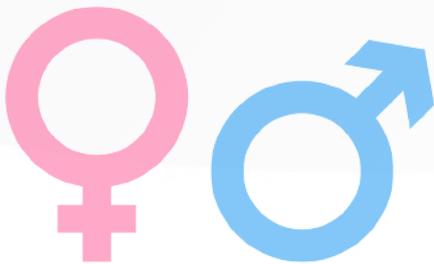
DISCUSSION ON FUTURE OF ENTREPRENEURSHIP

The School of Management of Kristu Jayanti College organized a panel discussion on 14th of August 2020 in collaboration with the Institution Innovation Council (IIC) of the college and Asian Institute of family Managed Business (AIFMB). The theme for the Panel discussion was 'Future of Entrepreneurship'. The panelists were Ms. Surabhi Rao, Director and Head of Product Development, Narsipur Chemicals Pvt. Ltd., Mr. Naren Thakkar, Director, Atlantic Polymers Pvt. Ltd., Mr. Parin Khona, Director, Press Room Automation Group and Mr. Siddhant Dugar, Chief Operating Officer, Designer Exports who moderated the discussion.

The Panellists spoke on a range of topics based on their experience of managing the odds in the COVID-19 background. Mr. Siddhant stated that "Instead of looking at the COVID-19 situation as a setback, it is better to see it as an opportunity and as a new scope for doing things that has emerges emerged as a new normal '. Ms. Surabhi Rao, shared her view that 'that there is a dip and surge often seen in any business situation, it is better to be hopeful in the dip and wait for the surge, as things brighten up in due course'. Mr. Parin Khona opined the fact that the pandemic has brought out a great leveler in technology. He stated that 'New ways of applying technology has emerged, the situation has brought about a great change of mind set in technology averse clients and customers, and the new adoption is helping the business". Mr. Siddhant too added to the view that 'It is important for all to stay positive and look for new ways of dealing an old situation, if your plans do not work, rework the plans to make it apt to the situation'. It ended with an interactive question and answer session with a great learning.

WEBINAR - 1

GENDER SENSITIZATION

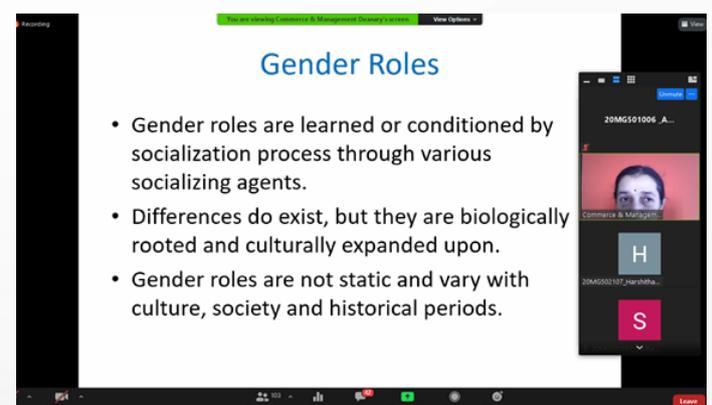
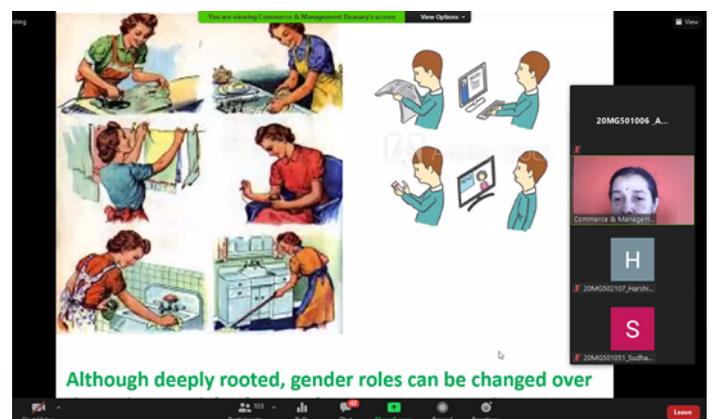


Kristu Jayanti School of Management organised a seminar on the topic Gender Sensitization on 17th October 2020 for its first year MBA students of the batch 2020-22. Dr. Sheeja Krishnakumar, Faculty, School of Management was the speaker. The session began at 09:15 a.m. with a discussion on what the students understood from the term Sensitization. The response one gives towards a sensitive situation is termed as Sensitization. By explaining the terminology difference between Gender and Sex, Dr. Sheeja articulated various examples where Men and Women are discriminated at the work places. She mentioned about the different professions where it is believed that certain professions are suited or not suited for a specific gender. Dr. Sheeja focused on gender role and gender stereotype with many examples to make students realize the importance of gender equality and the practices followed in the family and society at large.

Dr. Sheeja then elaborated on the normalization that exists in every Indian society for women to look after household chores while men work outside and earn for the family. She then explained the social construction of gender by citing the differences that persist right from childhood boys are stressed not to cry and told that only girls cry. With the cultural setting that a girl child would one day leave her maternal home, they are deprived of education and employment and later in the field of politics and economics as well.

Dr. Sheeja then highlighted that women are often the victims of violence such as rape, sexual harassment, discrimination at work place etc., all over the world irrespective of the economic, social or the political status of the women. Towards the end, Dr. Sheeja emphasized on the importance of sharing and caring at home and at the workplace. The change should happen right from a family. She advocated that men and women should share household responsibilities equally by helping each other which would portray love and support between a husband and his wife, parents and their children and within the entire family.

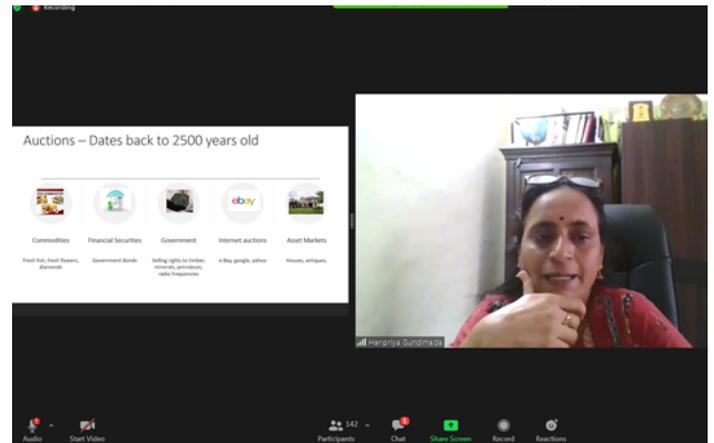
In this manner peace and harmony could be maintained within the family thereby reducing disputes and splits in family. Dr. Sheeja concluded the seminar by saying that the usual and traditional mindset of people changes when women take up roles in the industry and succeed in their chosen field. The seminar ended with a Q & A session.



WEBINAR - 2

Kristu Jayanti School of Management organized the Virtual National Webinar on November 6th, 2020 on the theme, 'Contribution of Nobel Prize Winners in Economics 2020' on the Zoom platform. Dr Haripriya Gundimeda, Professor, Department of Humanities and Social Sciences, Indian Institute of Technology, Bombay was invited as the resource person. Dr Haripriya mainly focused on Auction Theory and the contributions of the Nobel Prize winners, Dr Paul Milgrom and Dr Robert Wilson.

She highlighted the impact of auction theory on other fields like Game Theory, Matching Theory, and Utility Pricing etc. Dr Haripriya also spoke on the applicability of the auction theory to the real world of public debts, bond market, and electricity market to name a few. The types of auctions were briefly and nicely explained by Dr Haripriya. Some of the failures like design flaws, conflicting interests, agency problems and the winners' paradox were discussed. She also explained the chronological developments of Auction Theory from the year 1961 to 1990. The speaker was able to give us in-depth knowledge on the topics and patiently cleared all the questions that were asked by the participants.



WEBINAR - 3

School of Management, Kristu Jayanti College, organized an International Webinar on the topic, 'Contemporary Accounting Trends', on November 30, 2020, through the Zoom Platform. Naheem Mahtab CPA, Senior Lecturer & Coordinator Department of Accounting School of Business & Entrepreneurship (SBE) Independent University, Bangladesh (IUB) was the guest speaker. In his address, Mr Naheem spoke on the topics such as the Rise of Accounting Software solutions, Outsourcing, Cloud-based Accounting systems, Data Analytics, the emergence of Blockchain technology etc. Citing various practical challenges in the field of accounting, he also highlighted the role of technology and its inevitability in the post-pandemic days.

He also threw light on Artificial Intelligence and Big Data and the role of AI as a supplement and not as a replacement to human work. Very informative and meaningful webinar. Understood the rise of Accounting Software solutions, Outsourcing, Cloud-based Accounting systems, Data Analytics, and the emergence of Blockchain technology.

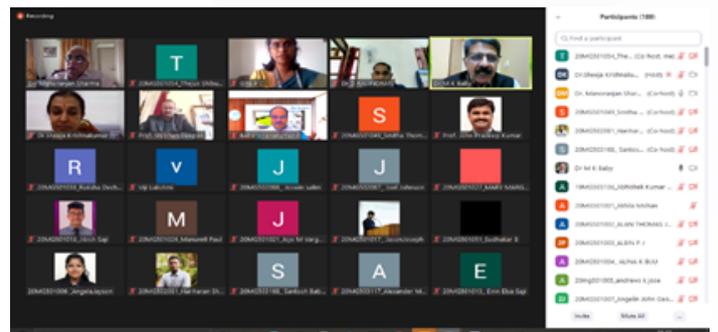


WEBINAR - 4

Kristu Jayanti School of Management organized a Virtual National Webinar on 7th August 2021 on the theme, 'Indian Economy and Banking at the Crossroads- Road map for the future' on the Zoom platform. Dr. Manoranjan Sharma Economist, Infomaerics, Rating and Former Chief Economist, General manager and Chief learning officer , Canara Bank was invited as the resource person. Dr. Manoranjan spoke about India's GDP for the financial year. He spoke about how the banking sector took wide ranging measures, launched various packages to remain stable in Indian economic sector

Dr. Manoranjan briefed about the important events in IBC 2016 that helped in recovering the backing corruption area saying that the IRP provides a collective mechanism to lenders to deal with the overall distressed position of a corporate debtor, issue of transmission and so on.

He said the COVID-19 pandemic represents one of the biggest tests of the robustness and resilience of our economic and financial system. He closed the session with takeaways on stand out in the crowd and how to challenge the norms in the future and also various tips on how to survive in the economic world.

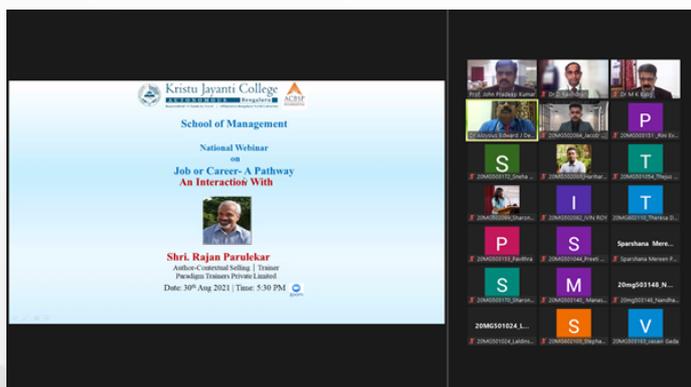


WEBINAR - 5

Kristu Jayanti School of Management organised a National level webinar on the topic "Job or Career- A Pathway" on 30th August 2021 on zoom platform. The guest speaker was Mr. Rajan Parulekar, who is the trainer of Paradigm trainers private limited.

During the whole session he mainly focused on acquiring practical knowledge and to contribute as much as students can. He said that technical experience, ability to solve problems, positive attitudes, communication and hard work is very necessary to help in progress of oneself. Mr. Rajan also spoke about long term career planning, and advised everyone to keep their knowledge updated by reading newspapers and encouraged all of us to read more news and work on developing more knowledge.

He emphasized on employability rather than employment. One main point he stressed on was to get out of your comfort zones to explore and enhance one's knowledge and achieve more, he gave tips on how to explore out of one's comfort zones. He quoted "challenge the known and embrace the unknown". Mr. Rajan concluded the session by talking about learning and unlearning.



ACADEMIA INDUSTRY INNOVATIVE SERIES (AIIS)

The Academia-Industry Innovative Series (AIIS) is a distinguished initiative of Kristu Jayanti School of Management, which makes way for an informative interaction between esteemed personalities and the students of the School of Management. It bridges the gap between theory, and practice and also acts as the stepping stone for career growth. Middle level managers and other corporate representatives take sessions on various current business scenarios. AIIS also includes Alumni Connect where in the sessions are conducted by Alumni of Kristu Jayanti College.

Influential Thought Leadership Development

Mr. Shinto Joseph
Director South East Asia Operations at LDRA
Technology Pvt Ltd

Date: 08th August 2020



Careers in Sports Industry

Mr. Alex Mathew
Vice President of Human Resource function for Max &
Easy buy, a Division of Lifestyle International Pvt. Ltd

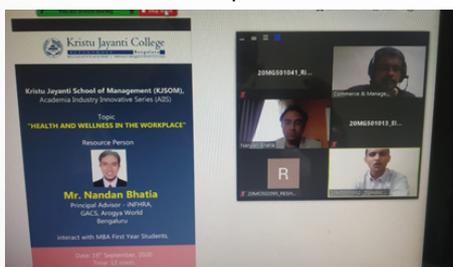
Date: 29th August 2020



Health and Wellness in the Workplace

Mr. Nandan Bhatia
Principal Advisor- iNFHRA, GACS, Arogya World,
Bengaluru.

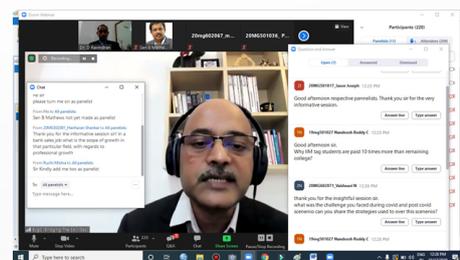
Date: 19th September, 2020



Banking is both the backbone & the mirror of any economy

Mr. Srikumar Nair
Founder and CEO of BygC Solutions Private Limited

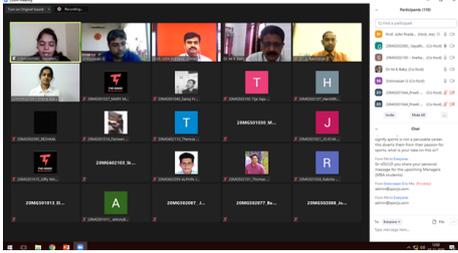
Date: 17th October 2020



Careers in Sports Industry

Mr. Srinivasan G
Chief Executive Officer,
Sporjo

Date: 7th November 2020



Campus to Corporate

Ms. Charu Vashisht
Talent Acquisition Specialist, LG Soft India, Bangalore
Urban, Karnataka

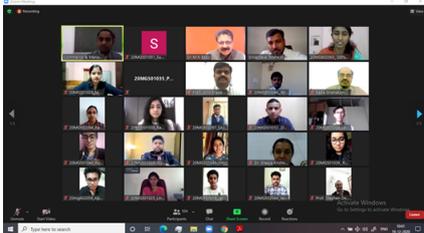
Date: 21st November 2020



Success Story

Mr. Mahesh Srivastava
Talent Acquisition Specialist, Country manager and Vice
President of Engineering at mscrypts "Cardinal Health
Company"

Date: 19th December 2020



Campus to Corporate – The Need

Mr. Jacob C Mundanpallil
Program Head-Goldman Sachs 10000 Women NSRCEL
(Start-up Hub), IIM-Bangalore

Date: 02nd January 2021



The Role of Technology in Shaping the Business- Post Covid 19

Mr. Rakesh Goel
Senior Director ADMnext Ninja, Capgemini

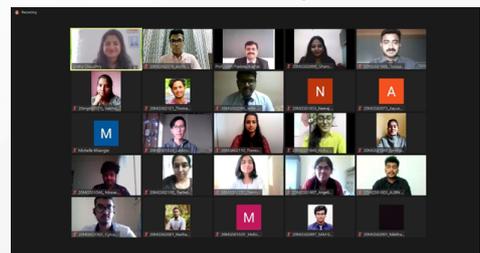
Date: 16th January 2021



Lessons on Effective Entrepreneurial Leadership in the Post COVID 19 Era

Ms. Sneha Choudhry
Co-founder & Chief Business Officer, Zolostays

Date: 23rd January 2021



Building A Brand In A Taboo Field

Mr Kartik Johari
Vice President, Nobel Hygiene

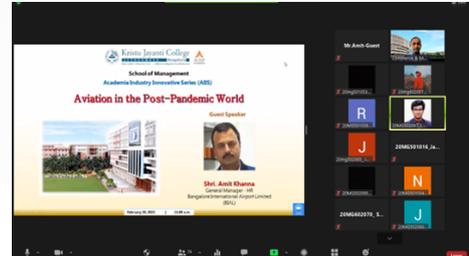
Date: 6th February 2021



Aviation in a Post - Pandemic World

Mr Amit Khanna
Head - HR, Airport Operations & Commercial Business
Units Bangalore International Airport Limited (BIAL)

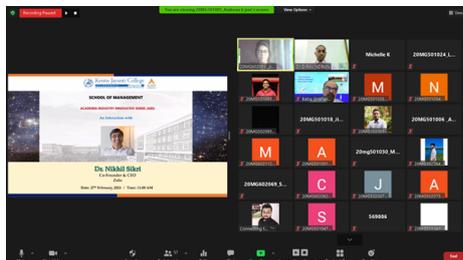
Date: 20th February, 2021



Entrepreneurial Scope for Management Graduates

Dr. Nikhil Sikri
Co-Founder & CEO, Zolo

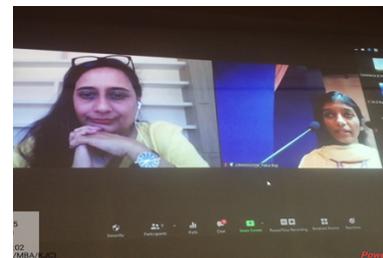
Date: 27th February 2021



Your Hidden Ace to Success in Marketing

Ms. Tarunjeet Rattan
Managing Partner, Nucleus PR

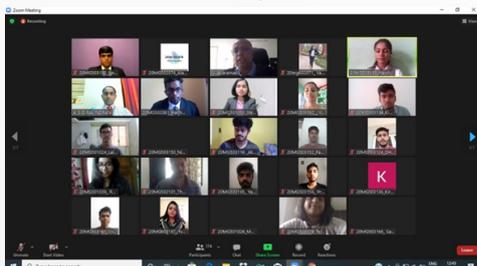
Date: 06th March, 2021



Employer Expectations from the Young Talents

Mr. V Jayaraman
Head - (Vice President HR), The Hindu Group of
Publications, Chennai

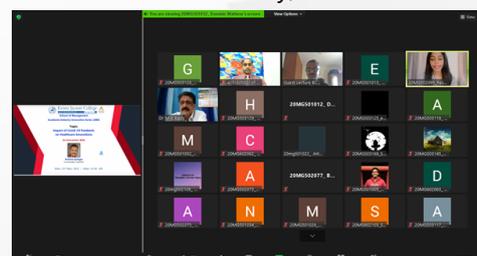
Date: 24th April 2021



Impact of COVID -19 Pandemic on Healthcare Innovations

Mr. Srinivas Iyengar
Vice President, TietoEVRY

Date: 15th May, 2021

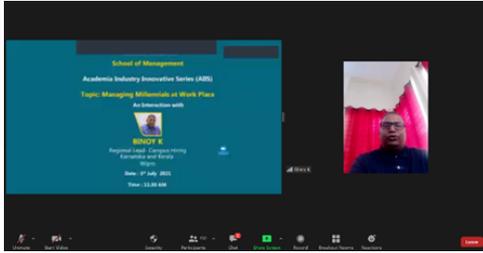


Managing Millenials at Workplace

Binoy K

Regional Lead-Campus hiring, Karnataka and Kerala
Wipro

Date: 3rd July 2021

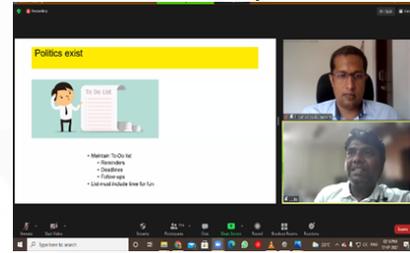


Lessons For Surviving The Corporate World

Mr. Thomas K Kaduthanam & Mr. Jude Kostka G

Mr. Thomas K Kaduthanam (Senior Manager - Operations, Envestnet) & Mr. Jude Kostka G (Senior Consultant Ernst Young, LLP).

Date: 17th July, 2021

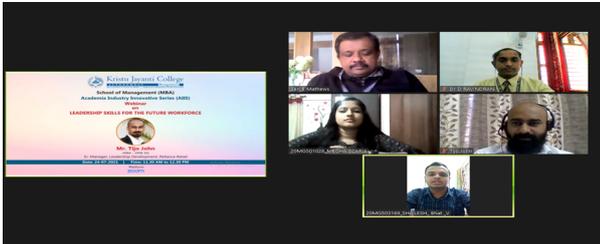


Leadership Skills for The Future Workforce

Mr Tijo John

Senior Manager, Leadership Development, Reliance Retail

Date: 24th July, 2021



Marketing Skills for the Future workforce

Kalesh Sivanandan

Former Head- Channel Management, Blue Star Limited

Date: 31st July, 2021



Upskilling And Reskilling For The New Normal

Mr. Tijo Thomas & Mr Lijomon George

Assistant manager. Grant Thornton

Date: 10th July 2021



The Future of the MBA in India Post-COVID

Mr. Ravi Jangra

Deputy Director, All India Management Association, New Delhi

Date: 28th August, 2021



WORKSHOP - 1

DATA ANALYSIS FOR FINANCE PROJECT

School of Management, Kristu Jayanti College organized a workshop on 'Data analysis for Finance Projects' for the second year MBA students of the Batch 2019-21 on November 17, 2020. Dr. Baba Gnanakumar P, Director, Centre for Consultancy and Corporate Training and Professor, School of Management, Kristu Jayanti College was the resource person. The workshop was conducted at 2:30 pm through the Zoom Cloud Meetings Platform. Dr. Baba Gnanakumar gave a very brief introduction on the secondary data and the sources of secondary data. He heavily stressed on the sample and its size. The entire process has two stages namely, secondary data collection and the data analysis. He demonstrated the ease at which the analysis could be done using applications such as excel, SPSS, E views etc. and mainly focused on the financial sector by introducing certain websites like RBI and BSE India from where ample data could be accessed. Dr. Baba then demonstrated various statistical analysis and tests that could be performed on such data using the above mentioned tools. The session ended with Q & A interaction.



Kristu Jayanti College
AUTONOMOUS Bengaluru
ACBSP ACCREDITED

School of Management
Conducts
A Workshop on
DATA ANALYSIS FOR FINANCE PROJECTS
Resource Person



Dr. Baba Gnanakumar P
Director
Centre for Consultancy and Corporate Training

Date: November 17, 2020
Time: 02:30 p.m.

WORKSHOP - 2

DATA ANALYSIS FOR HR AND MARKETING PROJECT

Kristu Jayanti College, conducted a workshop on Data Analysis for HR and Marketing Projects', on 18th November 2020 virtually through the Zoom platform for the second year MBA students of batch 2019-21. Dr. Bala Sendhil Kumar G, Associate Professor, School of Management was the resource person.

Dr. Bala, gave an introduction about data analysis and explained the different types of data, statistical tools and tests that could be used to analyze the different types of data. Each and every test was explained with a sample data, the reason behind choosing a particular test for a particular type of data, the process of analysis, interpretation and presentation of the findings. He introduced the SPSS application and various data analysis and hypothesis testing tools such as Independent Sample T Test, Chi-Square, Anova, Correlation, simple regression and multiple regressions were explained practically. Other advanced tools such as factor analysis, cluster analysis etc., were also practically demonstrated to the students. The workshop ended with an interactive question and answer session that helped the students to clarify all their doubts. The workshop was a great learning experience to all the attendees.



Kristu Jayanti College
AUTONOMOUS Bengaluru
ACBSP ACCREDITED

School of Management
Conducts
A Workshop on
DATA ANALYSIS FOR HR & MARKETING PROJECTS
Resource Person



Dr. BALA SENDHIL KUMAR G
Faculty, School of Management

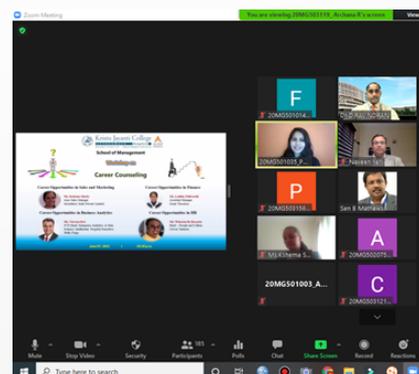
Date: November 18, 2020
Time: 02:30 p.m.

WORKSHOP - 3

CAREER COUNSELING

Kristu Jayanti School of Management organized a Virtual Workshop on 'Career Counseling' for the first-year MBA students of the batch 2020-22 on June 07, 2021. The objective of this workshop was to empower the students with knowledge on various functional domains of business and the emerging career opportunities in them.

Mr. Naveen Yeri, SVP, Head, Enterprise Analytics and Data Science, Intellectual Property Executive, Wells Fargo talked about the importance of analytics in the current business world and explained how students can combine analytics with all the other functional domains in order to get better clarity on the problem at hand and studying analytics will always add value to the resume as analytics is becoming an important part of any business organization. He also highlighted the various opportunities the field of Analytics and Business Intelligence. A question-and-answer session was conducted towards the end and where all the Jayantians actively asked a diverse range of questions and all the speakers gave the students a clear answer



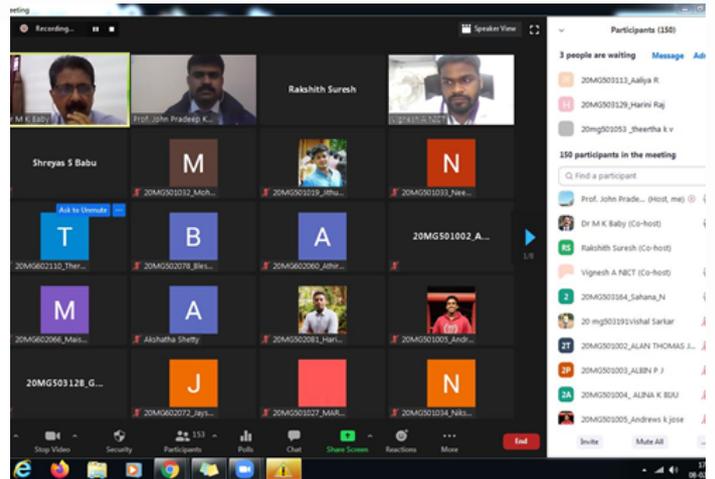
VALUE ADDED COURSE - 1

SIX DAYS ON TALLY TRAINING

The much-awaited Tally training classes that is a part of the MBA educational programme, commenced on 8th February. The week-long tally programme was scheduled between February 08 and February 13, 2021. The session was handled by Mr. Rakshith Suresh, Mr. Vignesh and Ms. Priyanka, trainers from NICT. Over the 6 days of training, Mr. Vignesh introduced the Tally software to the students, fundamentals of the Tally Prime and the latest version of Tally.

Features like 'Company Creation' and 'Company Features Alteration', 'Altering Company', 'Shutting a Company', 'deleting a Company' and 'changing the date', 'Accounts Masters - Ledger Creation', 'Inventory Masters- Stock Group, Stock Category, Stock Item, Units of measure and Godown Creation', 'Voucher Posting' were demonstrated in Tally Prime.

Ms. Priyanka, introduced the key concept of GST in Tally Prime and taught the fundamentals related to the GST concept in the Tally software showing multiple examples of recording CGST, SGST and IGST in various scenarios. On the final day of the training, Ms. Priyanka had a quick revision of the fundamentals and the key concepts that had been learnt thus far. After a brief revision of the same, the students had their Tally Prime online examination, comprising of 50 multiple choice questions, spanning over an hour. With the examination, the Tally Prime training came to an end. In the opinion of the students, the course was extremely beneficial and provided much knowledge needed for the corporate segment. The course content and its delivery were carried out in a well-coordinated manner.

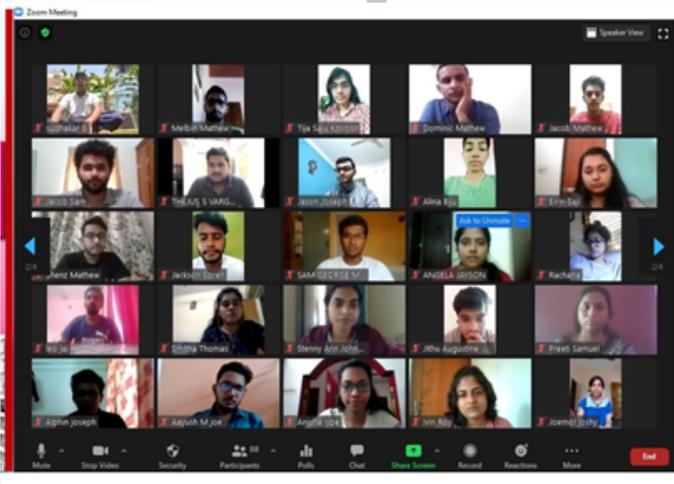
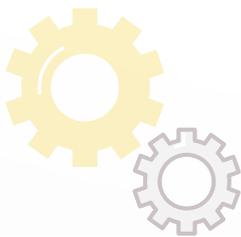


VALUE ADDED COURSE

DIGITAL TOOLS FOR MANAGERS

Kristu Jayanti School of Management conducted a Value Added course on Digital Tools for managers for the first year MBA students of Batch 2020-22 from August 24, 2020 to September 04, 2020. Dr. Joseph Charles D, Faculty, School of Management served as the resource person and delivered the course. The objective of the course was to equip the students with the required digital tools and to prepare them to use such tools to prepare business reports, business presentations, business analysis etc.

All sessions were conducted virtually through the zoom platform. Most of the sessions were practical in nature. Students joined sessions enthusiastically with their laptops and systems. After every session there was a doubt clearing time so that the students could clarify all their doubts. There were periodic quizzes that were conducted to assess the progress made by the students. Each day's quiz was discussed the next day to ensure the students understood their mistakes and to correct them.



VALUE ADDED COURSE

UNIVERSAL HUMAN VALUES

Kristu Jayanti School of Management conducted a Value Added course on Universal Human Values for the first year MBA students of Batch 2020-22 from August 24, 2020 to September 04, 2020. The faculty members of the School of Management served as the resource persons. The Universal Human Values course was initiated on the guidelines from AICTE. The course syllabus was prepared from the training and experience received from the course attended by faculty members between 18th July 2020 and 22nd July 2020. The course was mooted with the following objectives:

- Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
- Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence
- Strengthening of self-reflection and development of commitment and courage to act.
- Annotating human emotions and experiences with individual, family, society and nature
- Interpreting life circumstances for adopting right attitudes and behaviour for holistic living.

The course described human experiences at the Individual, Family, Society and Nature. The interactive sessions gave students more insight and enabled them to explore life from their own experiences. The students were assessed through a daily test at the end of the day's session and students had to submit a descriptive essay assignment based on the learning outcomes of the course.

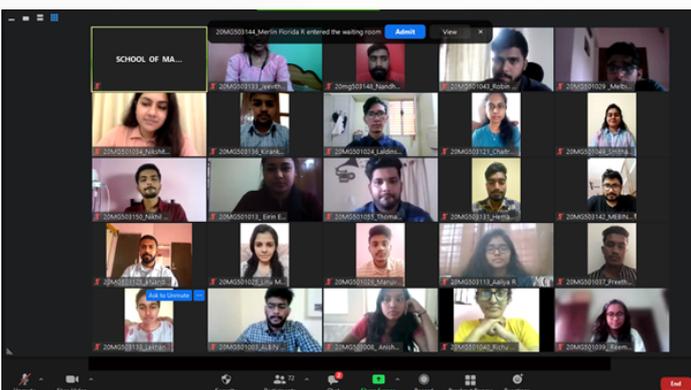


VALUE ADDED COURSE

APTITUDE TRAINING

School of Management, Kristu Jayanti College organized Aptitude Training Programme for MBA students of batch 2019-21 from 26th September 2020 to 21st November 2020. The School has a tie up with Bizotic Talent Solutions Private Limited to conduct sessions for the students to build and sharpen their aptitude skills and problem solving skills. The trainers from Bizotic Talent would visit the campus and conduct sessions for the students. The entire MBA batch 2019-21 has three sections. Sessions were conducted section wise everyday on separate time slots. The training was split topic wise and a schedule was prepared accordingly.

The training focused on number, logical reasoning, analytical reasoning and verbal reasoning. An organized curriculum was followed to deliver the proposed content. Students were also given access to an online platform to practice and learn. The portal also had a feature to test the progress made by the students. The topics learnt in the class are to be practiced later at home through the portal. Periodic assessments on the learnt topic were very helpful students to understand their progress made.



CURRICULUM IN PRACTICE - CIP

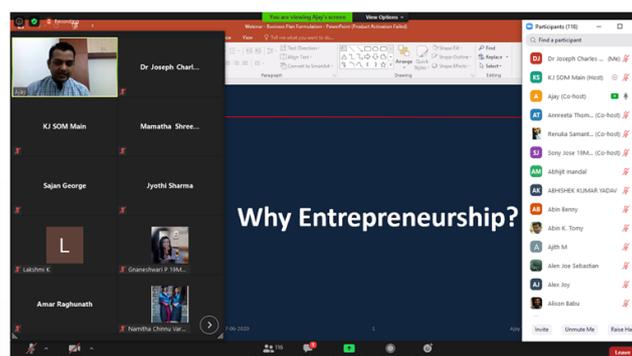
School management and Institutions innovation Council, Kristu Jayanti College organized an upskilling webinar on the topic 'Formulation of Business Plan', through its interactive platform, Curriculum in Practice (CIP) on June 27, 2020. CIP is a platform where one of the modules of a particular course is delivered by a person from the Industry. The curriculum of the School is delivered by the Industry expert and this CIP was conducted through online platform. Shri. Ajay Tiwari who is the Co-founder and CEO of Happy Locate was the Resource person. The CIP was on the course Entrepreneurship Development.



The session was taken over by the resource person and Sir started the session with a question of why entrepreneurship? To which the students gave their innovative ideas and thoughts, sir cleared the barriers regarding the term entrepreneurship and explained the real meaning of what is entrepreneurship is all about. He also highlighted the challenges of being an entrepreneur and to set up a startup. He highlighted the reasons for the failures of startups and what the students as entrepreneurs do to overcome the various challenges. Sir explained how a business plan should be and how precise and clear ideas should be presented within a time limit which is the hardcore discipline, the basic of forming and presenting the idea.

Mr. Ajay explained the Business plan, the steps in formulating the business plan and also shared various tips in preparing a successful and impactful business plan. He also shared various practical aspects of the various expectations of an investor and the key things that an investor would look for in a business plan. He advocated various tricks that are to be used by the entrepreneur to present his ideas in a convincing way. The session concluded with a spirited and engaging Q & A session. Students clarified various practical aspects of a business plan.

A promotional poster for a webinar. At the top, it features the logos of the Institution's Innovation Council, Kristu Jayanti College (Autonomous, Bengaluru), and ACBSP Accredited. The text reads: 'SCHOOL OF MANAGEMENT & INSTITUTION'S INNOVATION COUNCIL', 'CIP-CURRICULUM IN PRACTICE', 'Upskilling Webinar', 'Topic: FORMULATION OF BUSINESS PLAN'. Below this is a portrait of Ajay Tiwari, identified as 'CO-FOUNDER & CEO, HAPPY LOCATE'. The date and time are 'Date: 27-6-2020 Time: 12.00 PM' and the platform is 'Platform: Zoom'.



KNOWLEDGE EXCHANGE PROGRAMME (KEP)



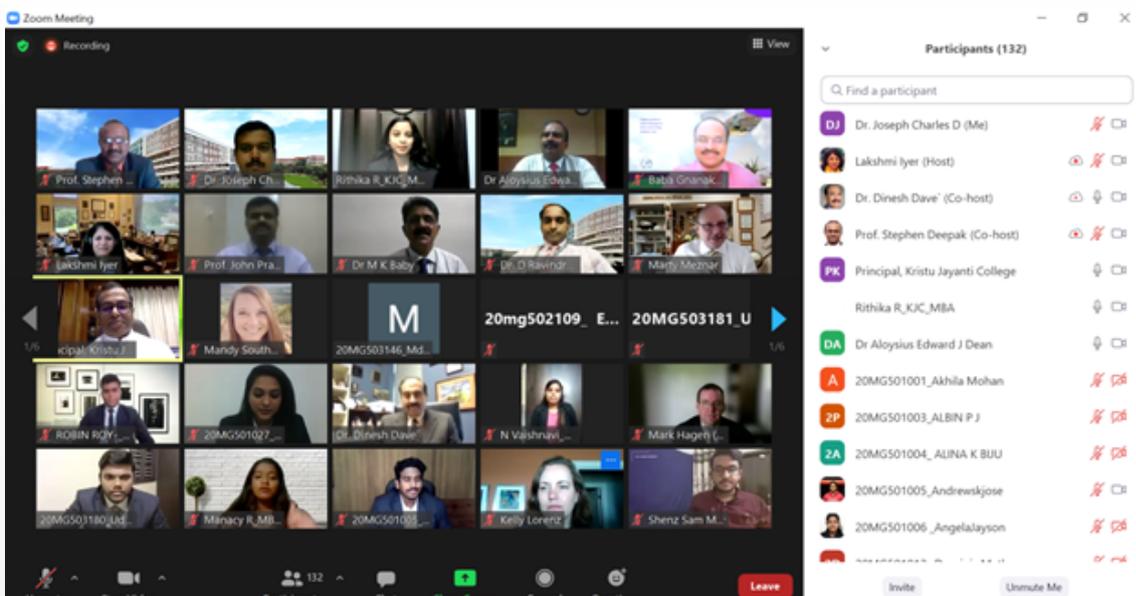
School of Management, Kristu Jayanti College (Autonomous), Bengaluru in collaboration with the Appalachian State University, North Carolina, the USA from 10th May 2021 to 22nd May 2021 organized the Virtual knowledge exchange programme (KEP) 2021.

The program was inaugurated by Rev. Dr. Augustine George, Principal Kristu Jayanti College in the august presence of Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management, Kristu Jayanti College, Dr. M K Baby, Head, School of Management, Dr. Lakshmi Iyer, Director - Applied Data Analytics Graduate Program and Dr. Dinesh Dave, Professor, Walker College of Business, Appalachian State University.

Students from Appalachian University and Kristu Jayanti College shared their feedback on the Virtual Knowledge Exchange Program.

The valedictory speech was given by Rev. Dr. Augustine George, Principal of Kristu Jayanti College. Appalachian University Professors Dr. Lakshmi Iyer and Dr. Dinesh Dave, as well as Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management, bid farewell and best wishes to the students from both Institutions. Dr. M K Baby, Head of School of Management, Kristu Jayanti College gave the concluding remarks and Prof. Sen B Mathews, Director - CECE, Kristu Jayanti College, gave the vote of thanks.

KEP has given an amazing opportunity to learn from students and faculties of two different countries and two different Universities. Interacting with Experts and managers from Industry threw open new insights and the way the businesses would shape post-COVID. Working with the Appalachian students on the case studies was an enriching experience It did not just help us find newer inputs but also made us learn how to operate effectively between two time zones. Both the Institutions students were immensely benefited by the KEP.



VIRTUAL SOCIAL OUTREACH PROGRAMME

GRAMASAMVEDITHA 2020 – 2021

Kristu Jayanti School of Management organized a Virtual Social Outreach Programme for the 1st year MBA students in the month of February 2021. This was a social action programme that aimed to provide students with opportunities to interact with the marginalized and downtrodden. Through this activity, the students were educated about the various societal issues and the reality of rural India. They could identify the various challenges these villagers face in their day-to-day life. This was an individual exercise where students had to virtually undertake the following three activities:

- **Know a village in their district :**

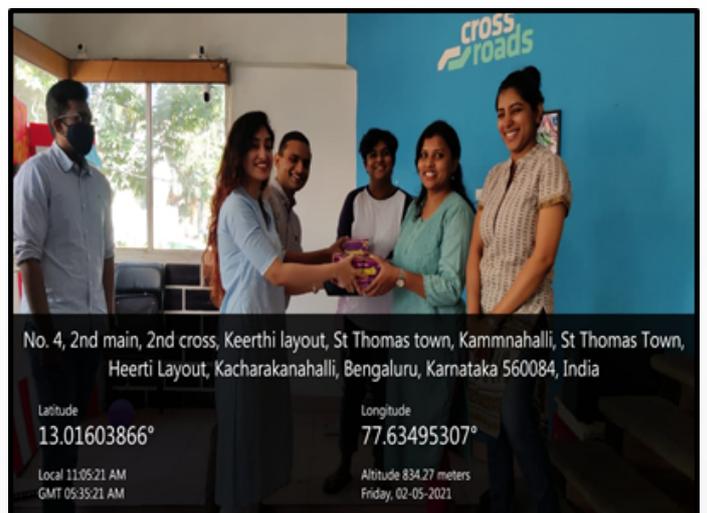
In this exercise, the students had to collect details of a village of their choice and draft a report with the contents like the location, history of the village, its background, demographic, socio-cultural, educational and economic profile, utilities accessible, and some societal issues. The students identified the villages with notable accomplishments and also found information about three major achievers who had contributed to the advancement of the village. Due to the Covid-19 pandemic, the outreach programme was held on a virtual connect which made it more flexible and helped students gain more insights into the village life.

- **Visit to an NGO in the neighbourhood :**

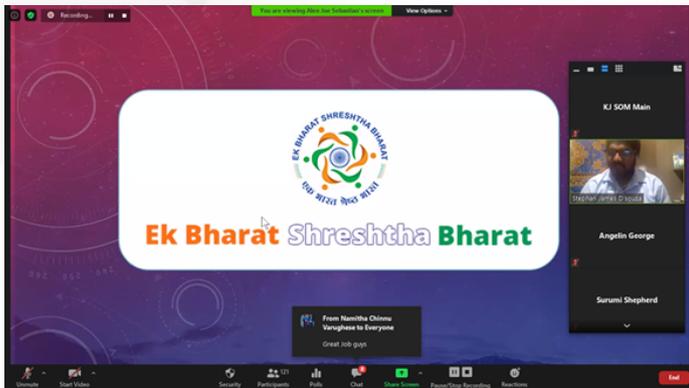
In this exercise, students had personally (in teams not exceeding five members) visited a non governmental organization by following the Covid-19 protocols to collect data about its functioning and how it would be contributing to the welfare of the society. The study covered the issues, problems and fund mobilization techniques implemented by the NGOs and also showed a few plans and programmes planned for the near future. All pictures were geotagged by the Notecam app to provide GPS information (including latitude, longitude, altitude, and accuracy), and the time of the clicked pictures.

- **Impact of Pandemic and Management Strategies :**

The Covid-19's impact on the village and the NGOs visited were the measures taken in the village and NGO presently to avoid the spread of infection were also analysed. Students were asked to submit a detailed report with the photographs and their learning experiences. Students were also encouraged to suggest measures for improving the socio-economic condition of the village and the NGO visited. The report was drafted for approximately 05-07 pages per exercise.



EK BHARAT SHRESHTHA BHARAT CLUB ACTIVITY – LET US LEARN HINDI



School of Management, Kristu Jayanti College, inaugurated Ek Bharat Shreshtha Bharat (EBSB) club on 20th November 2019. This initiative is to achieve the objective of Ek Bharat Shreshtha Bharat of Government of India aiming students of our School to understand about EBSB and the paired state, Uttarakhand its culture, tradition, language, politics, business etc. As part of the Kristu Jayanti EBSB Club activities, the most prominently spoken language in our paired state Uttarakhand, Hindi was taught by the Hindi speaking students of the first year MBA programme on 27th June 2020 through the online platforms. The uniqueness of this club activity is that all the activities were conducted virtually. Team 1 started the session with the basic fundamentals of Hindi by focusing on grammatical gender, plural and singular verb usage that is how to identify a masculine verb or feminine verb and also how to use singular and plural verb while framing sentences in Hindi and ended it with a session on basic self-introduction in Hindi.

Team-2 took a session on conversation at a railway station scenario from booking a ticket to travelling. It was quite interesting and was very lively. They took the session in the form an audio-based skit. They first enacted a conversation between a passenger and ticket booking staff and then they enacted some common conversation that we come across while in railway station from newspaper seller to small shop outlet, conversation with TTE to the announcements that we hear in the station.

Team -3 took a session on how to initiate a talk in coffee shop and restaurant. They took the session through a pre-prepared audio visual, where they showed a common scenario that occurs in restaurant from a conversation to waiter to conversation between the common people. They also taught some of the common terms used in Hindi and some common phrases. Students also interacted with the teams and learnt spoken Hindi. The session was concluded by Dr. M. K. Baby, Head, School of Management who appreciated all the team members for the excellent planning and execution of the activities of the club. Sir expressed his gratitude to the faculty coordinators and to all the students for brilliantly executing their creativity through different activities.



RULES TO IDENTIFY GRAMMATICAL GENDER

- **Masculine (पुलिंग):**
 - Words which end in sound of "aa" (आ)
 - Example- 1. हँसता (hansta) smiling
 - 2. सोता (sauta) sleeping
- **Feminine (स्त्रीलिंग):**
 - Words which end in sound of "ee" (ई)
 - Example- 1. हँसती (hansati) smiling
 - 2. सोती (sauti) sleeping

प्रधानमंत्री दिल्ली जा रहे हैं.
Prime Minister is going to Delhi.

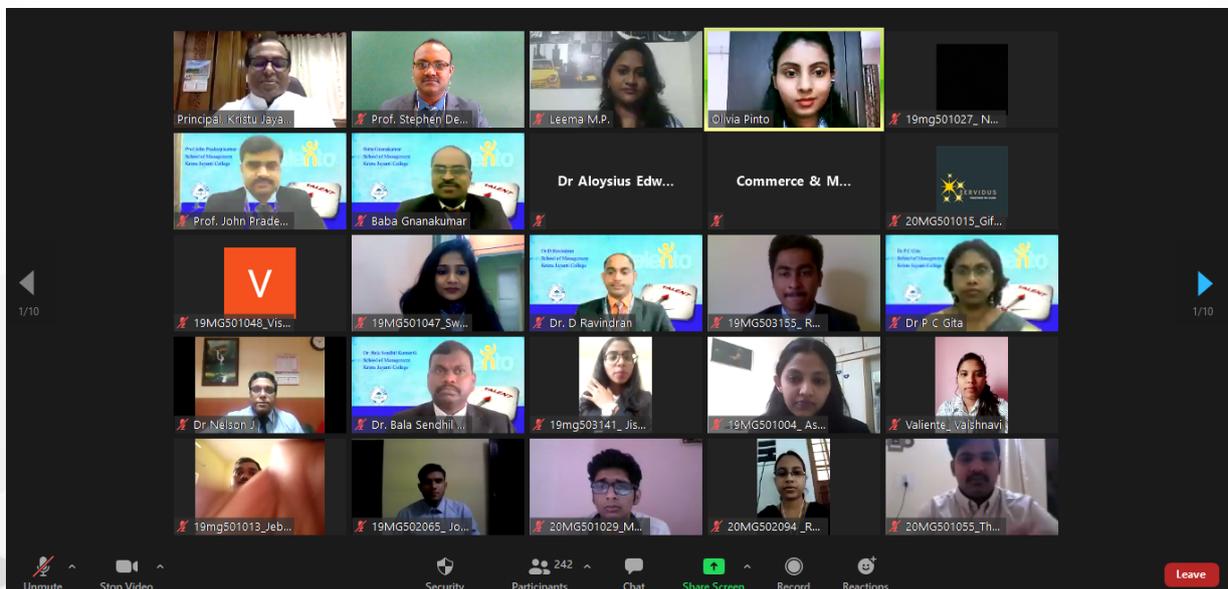
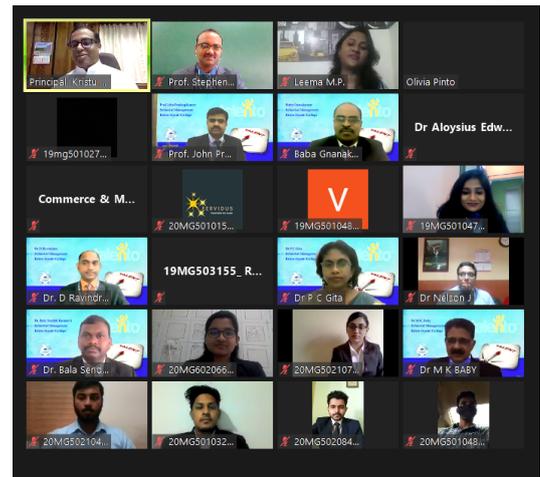
TALENTO 2020

Kristu Jayanti School of Management organised Two-day virtual Intra Collegiate fest TALENTO 2K20 on 12th and 13th Jan, 2021 on the theme 'Order of Chaos - 'Face the Chaos, Rise Beyond'. The two-day fest was organized exclusively for the first year MBA students with six events viz, Business Quiz, Marketing, Finance, HR, Best Entrepreneur and Best CEO. A Total of eight teams competed with each other to win the Overall Championship.

The fest exposed the students to hone their managerial skills and abilities. Talento 2k20 was inaugurated by Ms. Leema M.P. Campus Lead- South Region, EY, Global Delivery Services who delivered a remarkable address to the participants. The Welcome address was delivered by Ms. Swathi Thirumeni, student coordinator. The Prelude to Talento was given by Prof. Stephen Deepak, Faculty Coordinator of the fest. Principal Rev. Dr. Augustine George presided over the inaugural and appreciated the organizers for their efforts and wished all the participants the very best.

The Valedictory and Awards ceremony was held on 13th Jan, 2021. Dr. M K Baby, Head School of Management appreciated and congratulated both the first year and second year students for their tireless effort and participation. The list of winners was announced by Prof Stephen Deepak. The following were the winners of Talento 2k20.

The runners up trophy was presented to team EXITUS and the overall trophy was lifted by team FERVIDUS. The core team members for Talento 2K20 were Swathi Thirumeni, Olivia, Abhishek Kumar, Jibin Jose, Robin, Melvin James, Surumi Shepherd, Jisha Thadathil and Abhijit Joseph. The winners of Talento were presented with e-certificates. The vote of thanks for Talento 2k20 was given by Mr. Jibin Jose who thanked everyone for making Talento a success. Talento 2K20 ended with the college choir singing the college anthem.



ABHIGYAN (AIIS)

Kristu Jayanti School of Management organised an interaction with the Alumni through the Academia Industry Innovative Series (AIIS) for the first year MBA batch of students on 8th May 2021 over the zoom cloud meetings application at 11:45AM. The guest speakers were Ms. Susanna Iype, Audit Analyst, Grant Thornton and Mr. Joel Abishai Paul, Associate, Morgan Stanley both from the batch of MBA 2018-2020. Abhigyan is one of the experiential learning platforms of the School using theatre as a medium to teach management concepts and managerial skills.

Ms. Susanna started the interaction followed by Mr. Joel. They both talked about their Abhigyan experience with the 1st year MBA students, giving them a clear idea of the theatrical fest. Both speakers talked about how the team have to bring the given management concept into the play and how they are supposed to bring life to the given topic. They also cleared the queries of students about the Abhigyan fest. It was quite an interactive session which continued for an hour.

After the interactive session, the official launch of Abhigyan 2021 was presided over by Dr. M K Baby, Head, School of Management. Dr. M K Baby appreciated the alumni members for their contribution and encouraged the first year MBA students to use this platform to bring out their skills and togetherness and learning the concepts clearly. The Abhigyan 2021 Poster and the trailer were launched by Dr. Baby.

The theme for Abhigyan 2021 is Extendida which will be held between 03rd and 05th June 2021. Finally, the teams, team members and senior mentors were revealed. The first-year students have been divided into 15 teams and every team would be guided by 2 mentors from the second year MBA. The Management concepts for each of the teams were allotted by Dr. Sheeja Krishnakumar, Faculty Coordinator, Abhigyan 2021

ABHIGYAN

Kristu Jayanti School of Management organised 'Abhigyan - Management Concepts through Theatre' for the first time ever in an online mode from 3rd to 5th June'2021 due to the current pandemic situation for first year MBA students. Abhigyan 2021 was launched on 8th May'2021 during the Academia Industry Innovation Series Program- Alumni Experience.

Abhigyan is an experiential learning platform for the 1st Year MBA students; it aims to bring quality management education with the main objective of understanding management concepts through Theatre. Theatre being very viable way of educating young minds; results in creativity, brings out the innovation in students, develops their intellectual capability and managerial skills also makes them socially pliable.

The theme for Abhigyan 2021 was Extendida, meaning widespread in Spanish. The MBA batch of 2020-22 were divided into 15 teams. Every team were assigned with 2 student mentors from the second year MBA batch and one faculty mentor.



Each Team was given a name of Virus that created disruption in the world at different times. The sole objective for this year's Abhigyan was to convey a message that though the present scenario of darkness with an uncertain future, the human race should stand united to fight together so that this place would be a better place to live in. The judges for Abhigyan 2021 were Dr Pavithra, Faculty in Theatre Arts, Department of Performing Arts, Bangalore University and Dr. M K Baby Head, Kristu Jayanti School of Management. The program ended with distribution of awards by Prof. Sen B Mathews, Centre for Employability and Corporate Relations, Kristu Jayanti College. The awards were given in the categories of best poster, teaser, director, actor, actress, comedian, supporting actor, actress, and runner's up and overall winners. The program was an overall a good learning experience for all.



VENTURA

Kristu Jayanti School of Management in association with the Institution's Innovation Council (IIC) of Kristu Jayanti College organised a virtual guest lecture on Angel Investment/ Venture Capital Funding Opportunity for Early-Stage Entrepreneurs on July 22, 2021 for first year MBA students of batch 2020-22. Shri. Chandrashekhar H M, Founder, Angel Adda Ventures Private Limited was the guest speaker. Mr. Chandrashekhar shared his own experience as an entrepreneur in starting a new business and the purpose of his start up. He talked about Start-ups and the institutions that support them, the current trends, reasons for failure of start-ups and the process of raising funds. The session was informative, as the students got an opportunity to interact with the expert and could gain knowledge about angel investment and venture capital. Students got an idea about how to prepare for their forthcoming event, Ventura 2021.



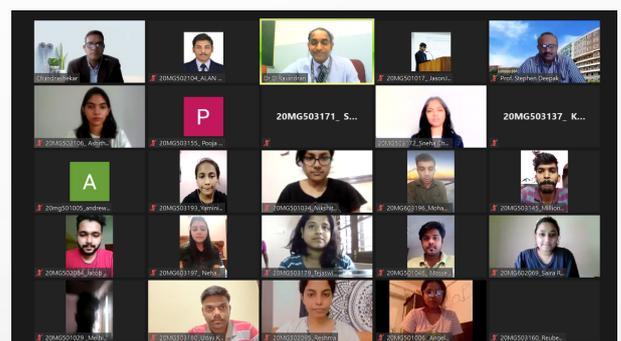
The annual Intra-School Business Plan Competition, VENTURA 2021 was held from 22nd July 2021 to August 17, 2021. The objective of Ventura 2021, is to provide an opportunity and platform for the I year MBA students to identify potential Business Ideas, test these ideas for Feasibility and Market Opportunity and develop a Business Plan that can be promoted into the next successful Product or Service.

The team members were instructed to prepare the business proposal considering the feasibility of the solution (SMART goals) and application of the idea in usable, scalable, economic, environment and intellectual property components provided from the idea proposed. The themes given for the competition includes Healthcare & Biomedical devices, Agriculture & Rural Development, Food Processing, Robotics and Drones, Waste management etc. The event was inaugurated by Chandrashekhar H M, Founder Angel Adda Ventures Private Limited, Bangalore on 22nd July 2021.

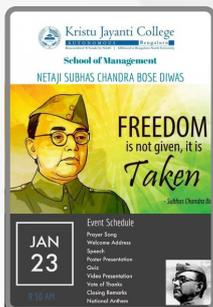
The event was graced by Rev. Dr. Augustine George, Principal, Kristu Jayanti College (Autonomous), Dr. Aloysius Edward, Dean, Faculty of Commerce and Management, Dr. M K Baby, Head, School of Management, Dr. D. Ravindran, Faculty Coordinator of Ventura 2021, Vice President, Institution Innovation Council(IIC) Prof. Stephen Deepak, faculty members of School of Management and coordinators of Institution and Innovation Council(IIC) and Kristu Jayanti Incubation Centre.



The competition was conducted in three phases, first round on Preliminary presentation on 'Idea and Feasibility', on 29th July 2021 with 25 teams comprising seven to eight students from the first year School of management who presented their ideas from which 18 teams were shortlisted. The second round was conducted on 18th August 2021, in which the teams presented their business ideas focusing on 'Feasibility and Market Opportunity' from which 10 teams were shortlisted by the panelists. The final round of Ventura 2021 was conducted on 27th August 2021, in which the 10 teams presented their ideas with detailed business plan report and judged by the panelists, Chandrashekhar H M, Founder Angel Adda Ventures Private Limited, Bangalore and Mr. Anand B R, Co-Founder and CEO, Ecoprosus India Private Limited and Shortlisted best three teams.



PARAKRAM DIWAS



School of Management, Kristu Jayanti College, celebrated NETAJI SUBHAS CHANDRA BOSE Jayanti - the 125th birth Anniversary of Netaji on 23rd January 2021 as Parakram Diwas. In view of COVID-19 pandemic, the School conducted the programme virtually through the Zoom platform. Netaji's life was portrayed by posters designed by Mr Thomas Scaria Paul and Ms Stenny Ann Johnson, they spoke a few words on what the message on the posters conveyed.

Mr. Sudhakar B brainstormed the first-year students on the facts, achievements and contributions of Netaji to India's freedom struggle through a wonderful quiz session. It was indeed a very tight competition between the teams and was an informative and eye-opening session.



INTERNATIONAL YOGA DAY

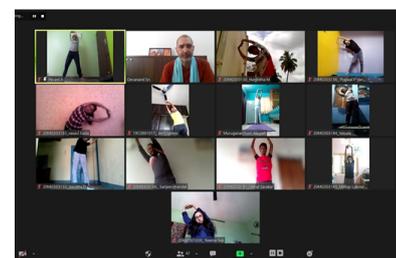
An interaction with



Sanyasi Devanand
Atma Darshan Yogashram
Bengaluru

Kristu Jayanti School of Management and Department of Computer and Science PG organized the International Yoga Day celebrations on June 21, 2021. The session was conducted virtually with a motive to raise awareness on the many benefits of Yoga and to focus on the physical well-being. Sanyasi Devanand, Teacher at Atma Darshan Yogashram, Bengaluru was the guest speaker. Ms. Pavani, student from Atma Darshan Yogashram also joined the session to demonstrate various asanas.

Sanyasi Devanand concluded the session by reminding the audience to practice yoga especially in this current pandemic where people are staying home and also stressed on the importance of some asanas which are very useful in dealing with the infection and strengthening the immune system.



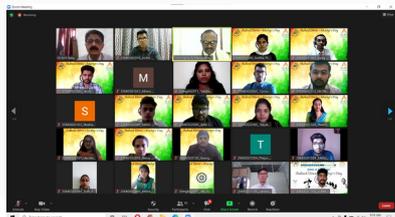
GANDHI JAYANTI

School of Management, Kristu Jayanti College celebrated the 151st birth anniversary of Mahatma Gandhi and the International day of Non-Violence on 3rd October 2020. In view of COVID-19 pandemic the School conducted the programme virtually through the Zoom platform. Digital Poster making and Chart poster making contest on the theme, 'Non-violence in a violent world' was conducted. An essay writing competition on the topic, 'Gandhiji in the 21st Century' was also organized. Dr. M K Baby, Head, School of Management announced the winners of the various competitions. E-certificates were given to the winners of the competitions.

Winners of the Digital Poster Making : Ms. Christy Maria Antony, Mr. Joyel Paul



SHAHEED DIWAS - MARTYR'S DAY

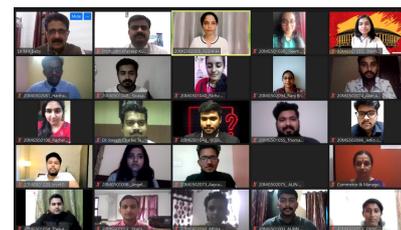


School of Management, Kristu Jayanti College celebrated Martyr's Day as Shaheed Diwas on January 30, 2021 virtually, to remember the great leaders and people who fought for the freedom bravely, stood for the welfare and progress of India selflessly and sacrificed their lives. Gandhiji's life was portrayed by Digital Posters designed and presented by Mr. Jetlin Joseph, Mr. Mebin Abraham, Mr. Stephano Jose, Mr. Sudhakar and Mr. Leo Jai. A wonderful video presentation was shared by Mr. Aby John Biswas (I year MBA), which showcased the incident that shook everyone in the year 1948 (i.e. Gandhiji Ji's assassination by Nathuram Godse). Followed by a painting by Mr. Muthu Krishnan, (I year MBA), which signified the importance of Marty's day. Mr. Cyrus Antony Almedia and Ms. Vaishnavi brainstormed the first-year students on the facts and achievements of the freedom fighters through a wonderful quiz session.

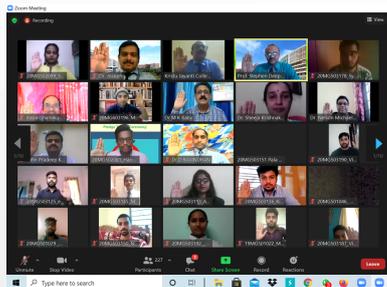
CONSTITUTION DAY

The School of Management, Kristu Jayanti College celebrated The Constitution day - SAMVIDHAN DIWAS - Commemorating the adoption of the constitution of India on 26th November 2020. In view of COVID-19 pandemic the School conducted the programme virtually through the Zoom platform.

Theresa, presented a documentary on the story behind making of the world's longest written constitution, the salient features that distinguish the Indian Constitution from the other countries and the forgotten founders of our Constitution. Mr. Robin Roy tested the knowledge of the students on the facts on constitution with a wonderful quiz session through Kahoot a game-based learning platform. It was indeed a very tight competition between the teams.



OBSERVANCE OF ANTI TERRORISM



Kristu Jayanti School of Management observed the Anti-Terrorism day on 21st May 2021 virtually over the Zoom platform. The national Anti-Terrorism day is observed on 21st May every year. It was on this day in 1991, then former Indian Prime Minister Rajiv Gandhi was assassinated. Thus, the VP Singh government in the early 1990s decided to observe May 21st as Anti-Terrorism Day in India to spread the message of peace, humanity, unity and harmony among the people of the country. A special address on Anti-terrorism day was given by Aaliya from first I MBA C section, she spoke about why Anti-Terrorism day is observed with a brief history of Terrorism. She also spoke about how Anti-Terrorism day is observed by organising debates and discussions in schools, colleges, and universities on the dangers of terrorism and violence.

During the program digital posters designed by the students of the School of Management on the theme "ANTI-TERRORISM and PEACE" were presented. This was followed by a short video clip on Anti-Terrorism day. The Anti-terrorism day Pledge was taken by students and the teachers of the School of Management.

RASHTRIYA EKTA DIWAS 2020 CELEBRATION

School of Management, Kristu Jayanti College, celebrated Rashtriya Ekta Diwas (National Unity Day) on October 31, 2020 to commemorate the 145th birth anniversary of Sardar Vallabhbhai Patel. Unlike last year, it was celebrated virtually through the Zoom platform. The first year MBA students of batch 2020-22 were part of the celebration along with the faculty members. The event started with a silent prayer at 11:00 a.m. Mr. Joyel Paul, Student Coordinator welcomed the gathering.

Ms. Evangeline Lawrence Rajan, Student Coordinator delivered a speech on the topic, 'Sardar Vallabhbhai Patel and His Achievements'. An audio visual documentary on the life and contributions of Sardar Vallabhbhai Patel was screened. Ms. Reema Regi and Mr. Alan Varghese Alampampil, student coordinators presented speeches on topics, 'National Unity Day' and 'Statue of Unity' respectively. Ms. Megha Scaria, student coordinator spoke on the topic, 'Leadership Lessons from Sardar Vallabhbhai Patel'. A live quiz on Sardar Vallabhbhai Patel and the National Unity Day was conducted by Ms. Theresa Damien and Mr. Andrews Kuruvilla Jose, student coordinators.

Various competitions such as Slogan writing, Digital Wallpaper making and Digital Photography were conducted. The participants of the competitions presented their creative contents and explained it to the audience. Prof. Stephen Deepak, Faculty, School of Management, Mr. Benjamin Lazar, Trainee - Inventory Allocation, Hudson's Bay Company & Alumni from MBA Batch 2018-20 and Mr. Saravanan Kasi, Deputy Sales Manager, Ingram Micro & Alumni from MBA Batch 2017-19 were the judging panel.

Winners of Slogan Writing Competition

First Prize - MebinAbraham - 20MG502089
Second Prize - Cyrus Antony - 20MG602062
Third Prize - SharletJoseph - 20MG502098

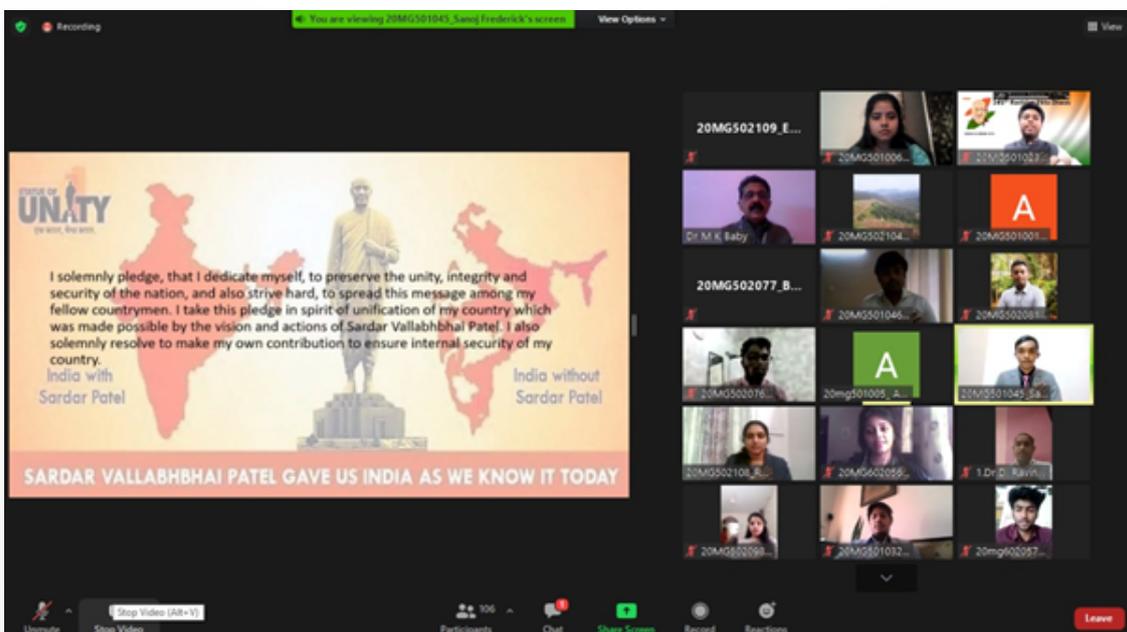
Winners of Digital Wallpaper Competition

First Prize - Cyrus Antony - 20MG602062
Second Prize - Joyel Paul - 20MG501023

Winners of Digital Photography Competition

First Prize - Rachel Tom - 20MG502108
(Only two entries)

The winners of the competitions were announced and appreciated by Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management. Dr. M. K. Baby, Head, School of Management shared the concluding remarks. The students and the faculty members took the National Unity Day Pledge and the programme ended with the National Anthem.



FACULTY ACHIEVEMENTS (2020-21)



Dr. Aloysius Edward

- Nominated as an expert member in the NEP Implementation Committee by Government of Karnataka
- Elected as Office Bearer for the ACBSP Region 10, ACBSP USA in June 2020
- Nominated as an expert member in the Industry Institute Interface (3i) Expert Committee of the Bangalore Chamber of Industry and Commerce

- Vedant Excellence Award 2020' from Vedant Foundation, Rajkot
- Exemplary Training and Placement Leader Award for Excellence & Leadership in Education from DYNERGIC Business Solutions



Prof. Sen B Mathews

- Outstanding Mentorship Award by CAPE Skill Development Forum



Dr. Ravindran D

- Best Paper Award at the International Conference by Siddaganga Institute of Technology, India and Infinite Sum Modelling, USA



Dr. P C Gita

- Asian Education Award (Singapore) for excellence in Teaching



Dr. Baba Gnanakumar

NATIONAL LEVEL WINNERS

1ST PRIZE WINNER

Best Manager Competiton conducted by Smart Club
Organised by Amity Global Business School, Kochi



NANDEESH REDDY

2ND PRIZE WINNERS

cases competition organised by Peregrine Global Instant



ANGELA JAYSON



ANISHA IYPE



HARIHARAN SHANKAR

Business Plan Competition organized by Kristu Jayanti Incubation Centre and Institution's Innovation Council,
Kristu Jayanti College



1ST PRIZE

JOYEL PAUL



2ND PRIZE

STENNY ANN JOHNSON



3RD PRIZE

ARCHIT GEORGE ABRAHAM

BEST INTERN AWARD



DEEPAK MATHEW

HEDGE EQUITIES LTD



SWATHI THIRUMENI

ERNST & YOUNG GDS

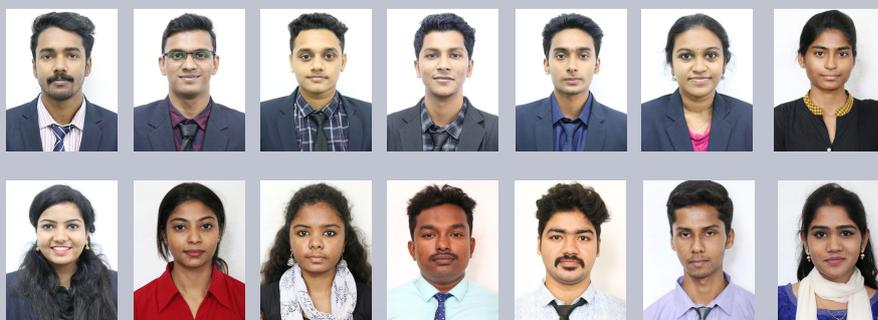
INTERNSHIPS FOR THE BATCH 19-21 (81)

A three month internship is an integral part of the curriculum for MBA students at School of Mngement, Kristu Jayanti College. The School of Management believes that the internship programs are an experiential learning opportunity that offers an invaluable chance for the students to network and build crucial professional connections before they graduate. The 2019-2021 batch of MBA students underwent internships from October 2020 to November 2020 (4th semester). This organizational study helped students understand the corporate environment, its culture and business etiquette.

Along with the organizational study, they also did a live project working on a current problem which includes data analysis and data interpretation and coming up with solutions or suggestions for the same. The following are the companies where the MBA students had interned during their 4th semester for a period of 8 weeks (2 months).



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