



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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



EPOCH

NEWSLETTER BY

**DEPARTMENT OF PROFESSIONAL
MANAGEMENT STUDIES**

VOL 1 ISSUE 1



FROM THE PRINCIPAL'S DESK



Kristu Jayanti College affiliated with Bengaluru North University and reaccredited with a grade 'A++' in 2021 by NAAC in the third cycle of accreditation, is also crowned as the Best Emerging College of the century at the National Level. The institution strives to aspire youth to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern, and building global competencies in a dynamic environment. The Department of Professional Management Studies incepted in the year 2023, has done a remarkable progress in offering domain specific BBA programmes such as

Business analytics, Aviation management, Tourism and Hospitality management, Retail Management, Branding and advertising and International Business. I am filled with a deep sense of pride and enthusiasm for the noteworthy headway and achievements by the students of the department. The department continues to thrive as a beacon of excellence, innovation, and community. The department has introduced several new initiatives aimed at enhancing the academic and professional journey of the students. The updated curriculum includes cutting-edge courses that address the ever-evolving demands of the global marketplace. Additionally, the department has forged new partnerships with industry leaders, providing students with unparalleled opportunities for interactive activities, mentorships, and hands-on experience in real-world settings.

The newsletter 'Epoch' has brought out by the Department of Professional Management Studies, to keep the world acquainted of the Department's success and efforts. Annual issue of 'Epoch' will showcase the innate talents of the students and motivate the successive batches to carve a niche in the society.

My best wishes to the Department of Professional Management Studies for all their future endeavors.

Fr. Dr. Augustine George,
Principal



FROM HOD'S DESK



Dear Students, Faculty, Alumni, and Friends of the Department of Professional Management Studies – Greetings to all

As we embark on a new academic term, I am delighted to extend a warm welcome to all members of our dynamic community. It is an exciting time to be part of the Department of Professional Management Studies, and I am honored to share with you the latest updates and initiatives that are shaping our future.

Our department continues to strive for excellence in all areas of professional management education. This year, we are pleased to announce several key developments that will further enhance the learning experience for our students. We have expanded our curriculum to include new courses that address contemporary challenges and opportunities in the global business environment. These additions reflect our commitment to providing a comprehensive and forward-thinking education that equips our students with the skills and knowledge they need to succeed. Our faculty continues to be the cornerstone of our success, bringing a wealth of expertise, research acumen, and passion for teaching to our department. To our students, I commend you for your hard work and perseverance. Your achievements, both in and out of the classroom, inspire us and reaffirm our mission to cultivate leaders who are not only proficient in their professions but also committed to making a positive impact on society. The Department Newsletter “Epoch” showcases the collective efforts of the faculty members, students, alumni and industry experts in elaborating the interactive activities conducted for the holistic development of the student community and the society at large.

As we look ahead, I am confident that our collective efforts will lead to even greater achievements. Let us continue to work together, support one another, and strive for excellence in all our endeavors. Thank you for being an integral part of the Department of Professional Management Studies. Here's to a successful and inspiring year ahead!

Dr. V.G. Jisha

Head, Department of Professional Management Studies



EDITORIAL TEAM

Welcome to the First edition of the Department of Professional Management Studies newsletter – EPOCH!

As a editorial team, we are thrilled to bring you the most recent updates, achievements, and insights from our vibrant department. This newsletter serves as a platform to celebrate the remarkable accomplishments of our students, faculty, and alumni. This newsletter is a testament to the hard work, dedication, and innovative spirit that define our department. From groundbreaking research projects and successful internships to engaging events and inspiring alumni stories, we are proud to showcase the diverse and dynamic activities that make our department a leader in professional management education. We hope you find this edition informative, inspiring, and engaging. Thank you for being an essential part of our department's journey. Together, we are shaping the future of professional management and making a positive impact on the world.

Thank you each one of you for all your wonderful contributions.



PROF. RUPASHREE R

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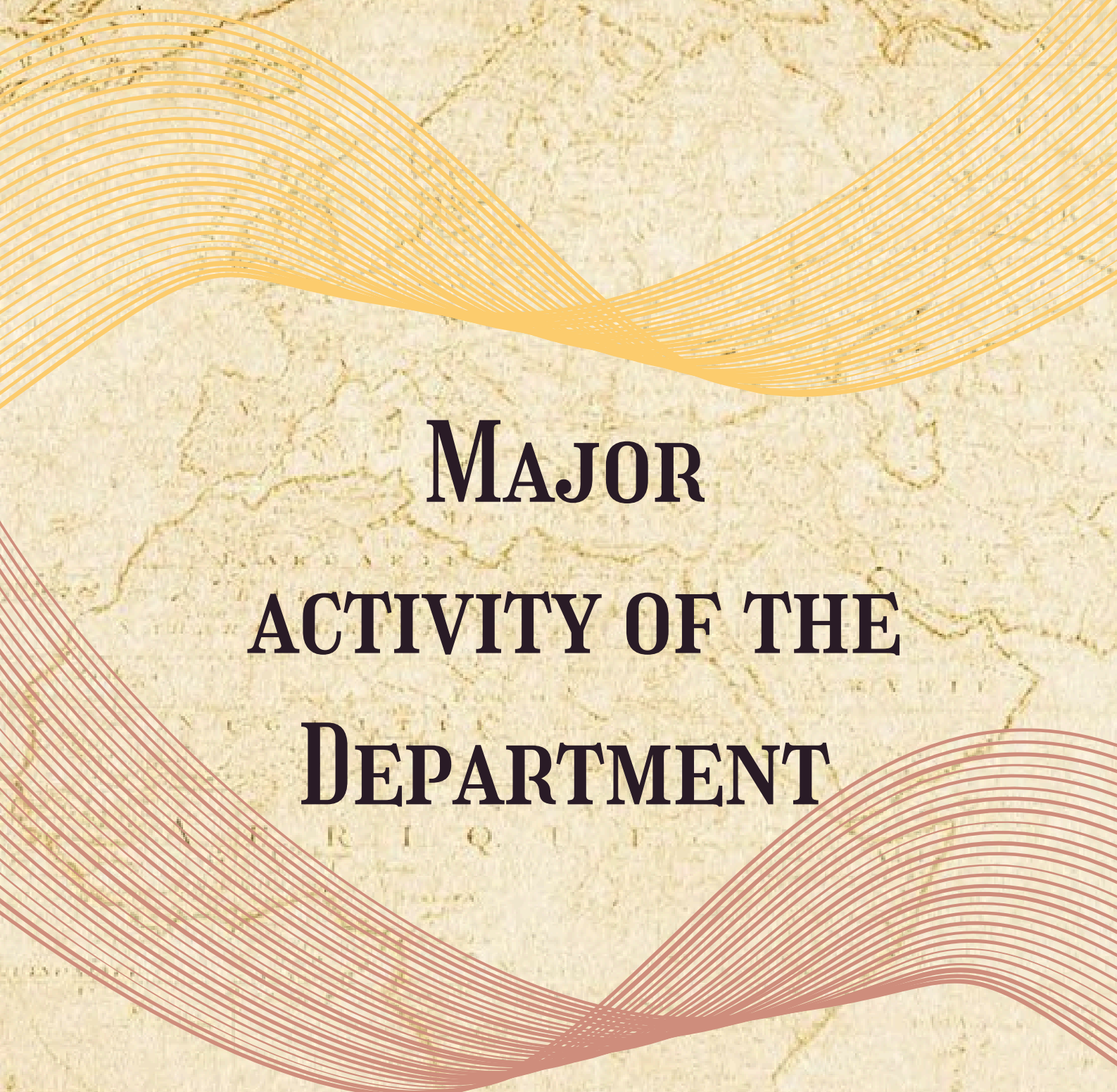
Editor



MR.JESWIN

II BRNA B&A (A)

Editor



MAJOR ACTIVITY OF THE DEPARTMENT

Silver Jubilee International Level conference

association with University American College, SKOPJE (UACS) North Macedonia

Technology Innovation And Sustainability In Business Management (TISBM)



Kristu Jayanti College has been a beacon of knowledge, learning, and growth, shaping the lives of countless individuals and making a profound impact on our community and beyond, as we reflect on the milestones and achievements of the past 25 years we have remained steadfast in our commitment to providing quality education, fostering innovation, and nurturing the talents and aspirations of our students.

The Department of Professional Management Studies organised the Silver Jubilee International Conference in association with University American College, SKOPJE (UACS) North Macedonia on 5th March & 6th March 2024 with the theme Technology, Innovation and Sustainability in Business Management. The International Conference was inaugurated by Dr. Marjan I Bojadjev Chancellor, University American University Skopje (UACS) North Macedonia.

To provide a platform to discuss on the recent trends related to Technology, Innovation and Sustainability and aims to enhance business efficiency, reduce environmental impact, and contribute to long-term growth and resilience



T Sir insisted in the ever-evolving business eco system, adaptability isn't just a choice, it's a necessity for survival and success.

A total of 80 research papers all across the globe, 64 research papers were presented offline and 16 papers were presented online mode were received.

The first keynote session titled
“Utilization of Technology in Business”



He proceeded to give voice to the various disadvantages and challenges faced by businesses due to technology such as increased complexity of systems, obsolescence of existing machinery, lack of trained workers and regulatory issues. He concluded the keynote by addressing the major technologies that are impacting businesses today such as AI and ML for their use in Automation, data analysis, optimize operations personalizes customer experience. The keynote was advantageous in helping navigate the complex world of technology in business and its future.

The first keynote session titled “Utilization of Technology in Business” was addressed by Girish Padmanabha Kamala Senior Director and Country Head of Automotive Sales of Infineon Technologies

Girish Padmanabha Kamala elaborated on the role of technology in shaping future and present business through improvements in accuracy, efficiency, decision making as making a more agile workplace.



The second keynote session titled

“Long-Term Sustainability Through Technological Innovation And Partnerships”



The second keynote session titled “Long-Term Sustainability Through Technological Innovation And Partnerships” was addressed by Mr. Subramanya Ullal, Chief Executive Director of SASMOS Bengaluru.

Mr Subramanya Ullal With \$200 million in sales by 2025, SASMOS

prioritizes customer engagement, continuous growth, and credentials while dispelling myths about sustainability. He underscored the importance of decarbonization for sustainability and explained the three pillars of sustainability—environmental, social, and economic. He also stated that profitability is not the sole objective of corporate companies but rather sustainability for perpetual success. He ended up with 3 principles of Sustainability Profit, People and Planet.



Day 1 of the conference ended with paper presentation which addressed reviews on trends to be adopted in the field of management relating to Innovation and technology.

Day 2 of the conference started with a splendid paper presentation across various topics related to adoption of AI, Innovation in technology and management.



Keynote session 3 titled

“Sustainable Transportation Innovation Using Technology”



Keynote session 3 titled “Sustainable Transportation Innovation Using Technology” was addressed by Dr. Uma Shama Professor & Co-Director Geo Graphics Laboratory Bridgewater State University. Dr. Uma Shama greatly elucidated the topic in an unblemished approach.

The resource illuminated that technology is inevitable in today's faster world. She also insisted the significance of technology and its applications in Business and Industry. She also conveyed that Cape Cod being a tourist destination with one main highway made it a perfect geographical location to study traffic management.



Cape Cod was the first to utilise multiple types of technologies to manage and monitor traffic like AVLs, MDTs as well as Charlie cards which act as credit cards for public transit. The professor also touched upon the utilization of drones in civilian applications like; monitoring construction, working on solar panels, monitoring traffic accidents and assist in search and rescue operations.

To conclude, the session was fruitful in understanding the complexities of traffic management and how we can strive for a more connected and accessible transit system.

Keynote session 4 titled

“Profession and Passion for Work life Balance and Organisational Excellence”



Keynote session 4 titled “Profession and Passion for Work life Balance and Organisational Excellence” was addressed by Ms. Deepa Nrayan Sashidaran Human Resource Transformation Mentor & Kuchipudi Exponent.

Ms. Deepa believes that in today's evolving landscape, companies seek

employees who are both creative and logical. Drawing from her own experience at SASKIN, where she worked tirelessly from 9 to 5, she excelled in her role and became a valuable asset to the company. Ms. Sashindran advocates for the integration of art into daily life, as it fosters multitasking abilities and enhances creativity, crucial for addressing corporate challenges.



She suggests dedicating an hour daily to artistic pursuits to reduce corporate stress and improve concentration. Ultimately, she stresses the importance of finding a balance between financial success and mental well-being

The last keynote session titled
“Entrepreneurship, creativity and Innovation”



The last keynote session titled “Entrepreneurship, creativity and Innovation” was addressed by Mr Rakesh S, Director of Target Corporation

Mr. Rakesh began by highlighting the pivotal role of entrepreneurship in driving economic growth and fostering innovation. Drawing from his extensive experience in corporate

leadership, he emphasized the need for a culture of creativity within organizations to spark innovation and stay competitive in rapidly evolving markets. He underscored the importance of cultivating an entrepreneurial mindset among employees, encouraging them to think outside the box and pursue bold ideas and delved into the symbiotic relationship between creativity and innovation, emphasizing that creativity fuels the generation of novel ideas,

while innovation transforms these ideas into tangible solutions that meet customer needs and drive business growth.



Ameliorate 2023

National Level Virtual FDP on Reshaping Education: AI-Powered Pedagogy and Research

aims to arm the teachers with better ideas to solve industry problems and serve the economy through the intellect they gain. Simplify the mundane tasks by using effective AIs that can make the teachers and their time available for contributing to research, industrial consultancy, and student development.

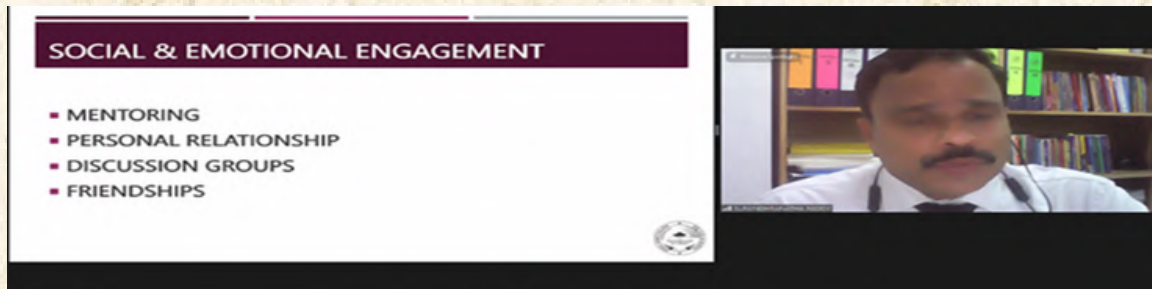


Resource Persons:

1. Mr. C Surendranatha Reddy, Associate professor, Kristu Jayanti College,
2. Dr. Vinay M, Associate Professor, Christ University, Bengaluru
3. Mr. Suku Thomas Samuel, Assistant professor Kristu Jayanti College, Autonomous,
4. Dr. Sneha N, Assistant Professor, Kristu Jayanti College, Autonomous,
5. Dr G Arockiya Stalin, Kristu Jayanti College, Autonomous,
6. Mr. Haribaskar R, Assistant Professor, Kristu Jayanti College, Autonomous,
7. Mr. Somasundaram T, Assistant Professor, Kristu Jayanti College, Autonomous,

Day 1, 4/12/2023. Dual Role of Teacher in Learner Engagement

The Department of Professional Management Studies organized a National Level Faculty Development Program (FDP) focused on the transformative theme of "Reshaping Education: AI-Powered Pedagogy and Research." The event featured distinguished resource persons. Day one the resource person was Mr. Surendranath Reddy, Head of the Department of Management, who delivered an insightful session on the intriguing topic, "Dual Role of Teacher in Learner Engagement." The FDP aimed to address the evolving landscape of education in the context of Artificial Intelligence (AI) and explore innovative ways in which educators can leverage AI to enhance pedagogy and research methodologies.



Mr. Surendranath Reddy, a seasoned academician and expert in management studies, brought a wealth of knowledge and experience to the session. The focal point of the FDP was Mr. Reddy's discourse on the "Dual Role of Teacher in Learner Engagement." He delved into the multifaceted responsibilities that modern educators must embrace, emphasizing the integration of AI tools to create a dynamic and engaging learning environment.

The session explored how teachers can assume the roles of both facilitators and mentors, leveraging AI technologies to personalize learning experiences and foster active student engagement. Participants gained valuable insights into the symbiotic relationship between AI and teaching, understanding how AI can be harnessed to tailor educational content to individual learning styles. Mr. Reddy underscored the importance of cultivating a collaborative and interactive learning ecosystem, where educators leverage AI as a supportive tool rather than a replacement for human interaction.

Day 2, 5/12/2023 Tools and Techniques to Transform Pedagogy to Heutagogy

The guest speaker explained in detail various trending and advanced tech tools, the Internet of Things, the Gig Economy, and a comparative digitized world that will come in handy for educators to transform pedagogy into heutagogy.



The insightful session on tools and techniques to transform pedagogy to heutagogy undoubtedly contributed to a rich understanding of technology-powered pedagogy and its implications for educational advancement especially understanding the current market and preparing the students for a job that does not exist. With the wealth of information on tech tools, educators are indeed sitting on a gold mine. In a nutshell, the art and craft of teaching through Information and Communication tools is powered by AI and gamified approaches.

AIs to Accelerate Learner Engagement

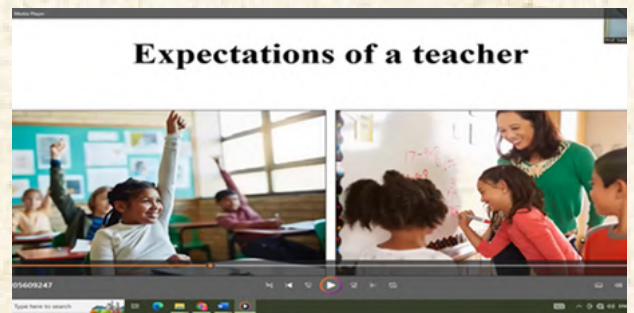
The session will commence with an exploration of different generations of learners, recognizing the unique characteristics and preferences each generation brings to the learning environment.

The resource person will then delve into the critical discussion of engaging learning versus dissonance, emphasizing strategies to create a harmonious and effective learning experience.

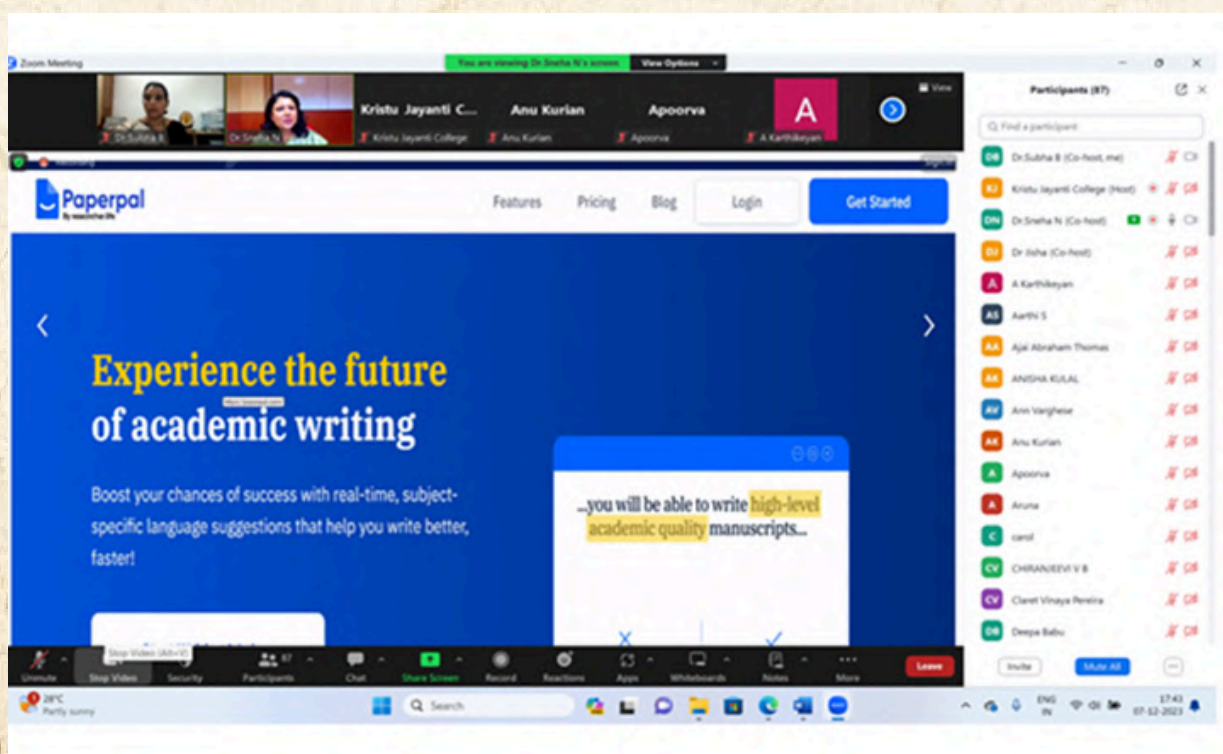
The session will then transition into an examination of the broader landscape, highlighting the benefits and challenges of incorporating AI into learner engagement strategies. Finally, the resource person will demonstrate various AI tools, showcasing their versatility and practical applications in education.

Day 4, 7/12/2023, Role of AIs in Research and Consultancy

The session on "AI in Research and Consultancy" will kick off with an insightful exploration of the evolution of AI technologies, spanning from their inception to the current state of the art. The discussion will then shift towards the distinctive ways AI is transforming research methodologies and consultancy practices. The resource person will delve into the pivotal role of AI in data analysis, emphasizing its capacity to streamline processes, enhance accuracy, and uncover valuable insights.



Subsequently, the concept of cognitive dissonance will be explored, providing insights into its impact on the learning process and methods to mitigate it.



Following this, the session will pivot towards the integration of AI in decision-making processes within research and consultancy. Attendees will gain an understanding of how AI algorithms contribute to predictive modeling, aiding in evidence-based strategies and resource optimization. The discussion will also address potential challenges and ethical considerations associated with the use of AI in these domains

Day 5, 8/12/2023, E-Views in Research- Basics, Data Functions and Statistical Analysis

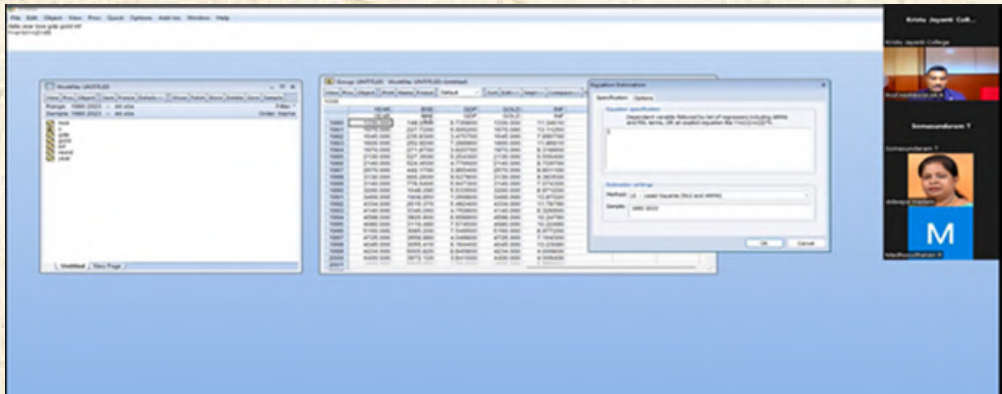
The resource Person provided a comprehensive overview of utilizing EViews in research, focusing on basic functionalities, data functions, and statistical analysis. The content was rich with insights, making it essential for documentation. He commenced the presentation by highlighting the significance of EViews in empirical research. They emphasized the software's user-friendly interface and its versatile applications in various research domains. commenced the presentation by highlighting the significance of EViews in empirical research. They emphasized the software's user-friendly interface and its versatile applications in various research domains.

The screenshot shows a presentation slide for 'Eviews in Research'. The title is 'Eviews in Research' with a subtitle 'Basics, Data Function, Statistical Analysis'. The slide features a blue and white geometric design on the left. The main content area has two bullet points: 'EViews is an easy-to-use statistical, econometric, and economic modeling package.' and 'EViews offers financial institutions, corporations, government agencies, and academics access to powerful statistical, time series, forecasting, and modeling tools through an innovative, easy-to-use object-oriented interface.' To the right of the text is a list of 16 topics: 1. Currency, 2. Population growth, 3. GDP, 4. NDP, 5. Per capita Income, 6. Inflation analysis, 7. Poverty analysis, 8. Unemployment, 9. Exports, 10. Imports, 11. Stock Market Analysis, 12. FDI, 13. Budget Data, 14. Foreign reserves, 15. Credit Rating, 16. Company Data. On the far right, there is a vertical list of names and logos, including 'Prof. Sherry Staff', 'Dr. Sherry Staff', 'Krisna Jayanti C...', 'Krisna Jayanti College', 'Dr. Sherry M.R.', and 'carol'.

A detailed explanation was provided regarding the organizational structure of an EViews program. The speaker elucidated how scripting and modularizing code enhances the efficiency of research workflows. Sir delved into the process of importing and preparing data within EViews. He showcased the software's capabilities in handling diverse data formats, emphasizing its flexibility in accommodating various research datasets. The speaker showcased EViews' capabilities in generating descriptive statistics, presenting key measures such as mean, standard deviation, and skewness. Real-world examples were used to underscore the importance of these statistics in research. The presentation concluded with a recapitulation of the key takeaways. The speaker underscored how EViews empowers researchers to conduct robust analyses with relative ease, making it a valuable tool for empirical investigations

Day 6, 9/12/2023 Session on E-View-Tables and Spools

The 6th day session Resource person Mr. Haribaskar R was focused on the utilization of E-Views, Tables, and Spools in data management and analysis. E-Views, a statistical software package, is widely used in econometric analysis and forecasting. Tables and Spools are integral components within E-Views, aiding in data organization, manipulation, and presentation



The insightful session provided participants with a comprehensive understanding of E-Views, Tables, and Spools. Attendees gained practical insights into leveraging E-Views' capabilities for robust data analysis, employing tables for effective data representation, and utilizing Spools for documentation and reproducibility purposes.

Day 7: FDP Session on “Model Building through AMOS”

The Department of Professional Management Studies recently hosted a National Level Faculty Development Program (FDP) that delved into the cutting-edge realm of & Reshaping Education: AI-Powered Pedagogy and Research; This enlightening event featured Mr. Somasundaram T as the distinguished resource person, sharing his expertise on the intricate subject of & Model Building through AMOS; The FDP was specifically designed to explore the transformative impact of Artificial Intelligence (AI) on pedagogical approaches and research methodologies in the educational landscape. As an expert in the field, Mr. Somasundaram session zeroed in on the utilization of Advanced Structural Equation Modeling (AMOS) as a powerful tool for constructing and analyzing models in educational research.

International lecture Series on “Leadership and Self-Reflection”

Name and details of the Resource Person: Mr Antonio Esqueda Flores

(Senior Director, International Students Services, Division at City University of Seattle)

M.s Sai Krishna Keerthi Kaluri (International Recruitment coordinator from the city university of Seattle



The international lecture series coordinated by Dr N. Sneha on Friday morning 9:00am in A1 Admin Block Conference Hall. The series was conducted for II BBA AM A ,IIBBA BA A, II BBA RM, II BBA THM by unfolding tapestry of of knowledge, weaving a deeper understanding of topic that helped the students in making their vision clear for higher education abroad. The session started with warm welcome of our guest by giving sapling to Mr. Antonio Esquido Flores. Mr Antonio Esquido flores had briefed us about the mission and vision of city Seattle. He provided an overview of how the students would present themselves and avail every opportunity that will enhance and improve a student career according to their talent and Skills.

The lecture motive was to give insight on leadership and self-reflection. In this session. Mr Antonio explained the role of leadership and the importance of self-reflection as it relates to leadership. He pointed out that effective leadership creates a sense of confidence and it is a force that will drive students to overcome the barriers and persist through the journey. He also helps the students to understand that by becoming self -ware and reflecting, the students are taking an inward journey within themselves to understand who they are, why they do the things that they do and how they can change and adapt to be best possible version of themselves





ABOUT DEPARTMENT FEST



INTER COLLEGIATE FESTS- Invictus 2024



The objective of Invictus 2024 was to foster an environment of learning and growth, where students could engage in diverse competitions and demonstrate their capabilities within the domains of Business Analytics, Aviation & Tourism, and Branding and Advertising. Through this platform, participants were encouraged to embrace strategic

thinking, adaptability, and a willingness to challenge established norms, thus preparing them for future success in the field of management and business.

Invictus 2024, an esteemed intercollegiate management fest, brought together students from various institutions to showcase their talents in three specialized domains: Business Analytics, Aviation & Tourism, and Branding and Advertising. The fest started with the inaugural session which was acknowledged by honourable Mr. Murali Venkateshan, Director, Functional Delivery and Transformation, Accenture. Chief Guest's speech provided invaluable insights about how to cope up with the transforming and competitive world. Event further followed with the promotion of the fest and then started with the rounds. Throughout the event, participants engaged in a range of challenging competitions each domain consisting of three unpredictable rounds allowing them to demonstrate their managerial skills, leadership acumen, and innovative thinking. The theme, "A MatriXperience to explore, excel, and empower," inspired attendees to adopt a fresh perspective, emphasizing the importance of strategic thinking, adaptability, and the willingness to challenge norms—qualities crucial for success in today's ever-changing business landscape. Overall, Invictus 2024 provided a dynamic platform for students to explore, excel, and empower themselves while fostering an environment of learning and growth.

Events Conducted



Branding & Advertising:

Welcome to the dynamic world of branding and advertising, where we blend inspiration and innovation with client expectations

Aviation Management - Challenges and competitions designed to simulate complex flight scenarios, encourage visionary thinking towards innovative aviation technologies, and foster strategic project management.



Business Analytics - Dynamic event that brings together professionals, experts, and enthusiasts from the field of analytics to explore the latest trends, technologies, and insights shaping the world of data-driven decision-making.

PHOTOS

Chief guest addressing participants during the inauguration ceremony



Students showcasing corporate walk to promote the event



Students Energetically Leading Corporate Walk to Promote Event Engagement





Students Engaged in Case Study Presentation

Overall Winners



The winner receiving the trophy during the valedictory ceremony

KALEIDOSCOPE-2023: Intra-Collegiate Management Fest

The Department of Professional Management Studies proudly presents "Kaleidoscope", an event designed to break the barriers between domains and encourage collaborative learning among students. In today's dynamic business world, professionals need to possess a diverse skill set and be adaptable to various business functions. Kaleidoscope aims to equip students with these essential skills and promote a holistic approach to management education.

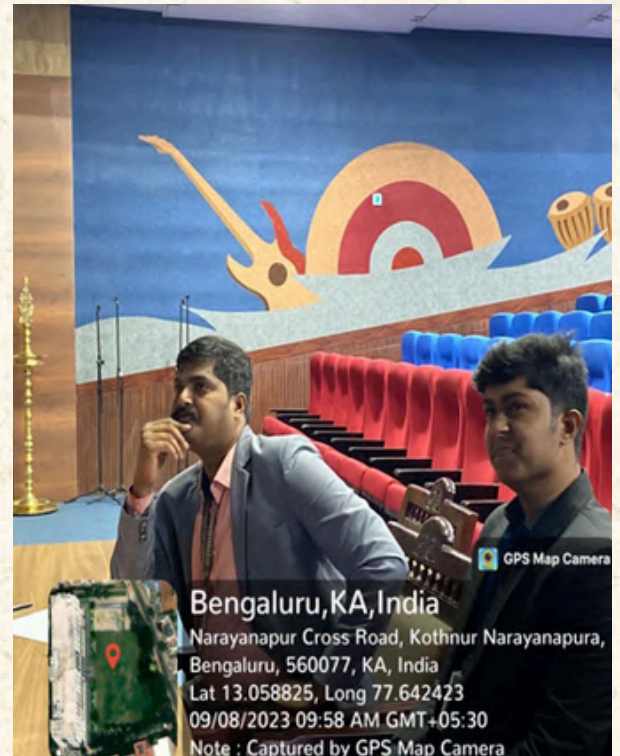
To foster collaboration among students and provide them with a platform to apply their knowledge in real-world scenarios. To enhance their skills in HR, Marketing, Finance, Operations, and other domain-specific areas.



Students involved in **Prelim I** in answering the MCQ

This event brought together students from various domains within our college, including BBA Business Analytics, BBA Aviation Management, BBA Tourism and Hospitality Management, BBA Retail Management, and BBA Branding Management. The event was exclusively designed for 1st and 2nd-year students and executed by enthusiastic 3rd-year students who served as coordinators. The participants engaged in a series of challenges and activities that tested their proficiency in HR, Marketing, Finance, Operations, and their respective domain-specific areas. These challenges were carefully crafted to simulate real-world business scenarios, allowing students to apply their theoretical knowledge in practical situations. Through teamwork and collaboration, participants had the opportunity to learn from one another and develop a well-rounded understanding of different aspects of business management.

Kaleidoscope not only encouraged healthy competition but also fostered a sense of camaraderie among participants. It served as a platform for students to showcase their talents, creativity, and problem-solving skills. By working together across domains, students gained a deeper appreciation for the interdisciplinary nature of modern business and management. Faculty members evaluated the participants' performance, providing valuable feedback and insights. This event served as a valuable learning experience, helping students identify areas for improvement and growth. It also reinforced the importance of adaptability, teamwork, and innovation in the ever-evolving field of management.



Judges involved in questioning the participants during prelim -II

In conclusion, Kaleidoscope was a resounding success, aligning with the Department of Professional Management Studies' commitment to providing a holistic and practical education. It not only showcased the talent and potential of our students but also emphasized the importance of collaboration and cross-functional skills in today's competitive business landscape. During prelim round I Students were administered a paper-based Multiple Choice Question (MCQ) test, where questions were carefully selected to assess their knowledge, and strict test administration protocols were followed to ensure fairness this round was conducted on 06th Sept 2023.



Students presenting their case study to the judges

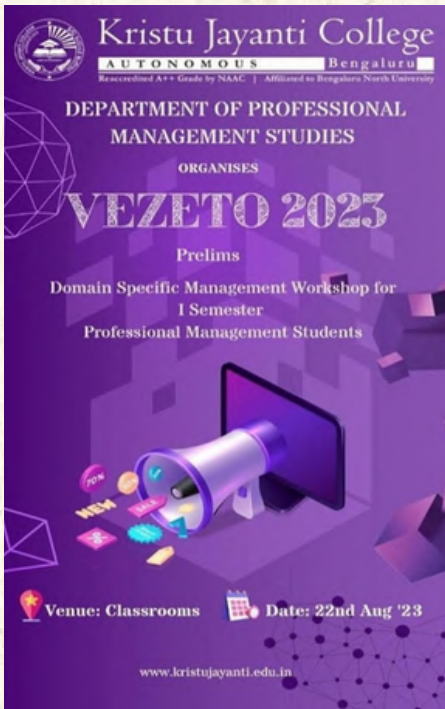
Prelim – II of Kaleidoscope took place at different venues on 08th Sept 2023, Students were tasked with delivering a 5-minute presentation on a case study assigned to them, followed by a 2-minute question-and-answer session with a judge. The grand finale of Kaleidoscope's management event pushed participants to the limits of their strategic thinking and problem-solving abilities.



Overall runners receiving Trophy from Fr. Jais V Thomas

In this ultimate showdown, contenders had already meticulously prepared presentations based on a challenging case study. However, the true test lay in the unpredictable scenarios unleashed by the judges during the final round. With no time to deliberate, contestants had to swiftly craft ingenious solutions and articulate their answers under intense pressure. This final round of Kaleidoscope's management event was a crucible of excellence, where only the most agile and resourceful minds prevailed.

VEZETO – Intra collegiate Management Workshop for First Years



VEZETO 2023 was the first workshop of new department of Professional Management Studies. It is a department comprising of various domains of Aviation Management, Business Analytics, Tourism and Hospitality Management, Advertising and Brand Management and Retail Management. The workshop was conducted according to the domains, so that the students get exposed to the challenges in the domains. All the events were headed by staff co-ordinators and assisted by student co- coordinators. As it was the first workshop of a domain specific nature, the rounds were planned well in advance and students were given up to 4 days to prepare for their rounds.

The participants are oriented about the events, with proper guidelines. The event was conducted at two levels Prelims and Finals. Prelims of the event was conducted on 22nd august, 23, in the class rooms. There was an average of 12 teams per class with 5 students in each team in each class. On 31st August, 23 VEZETO was inaugurated by Mr. Sai Golla, Vice President Quality of 3M India limited. Father Jais V Thomas consented to grace the occasion and gave the presidential address. The Prelude to VEZETO was given by Prof. Vinod Joseph



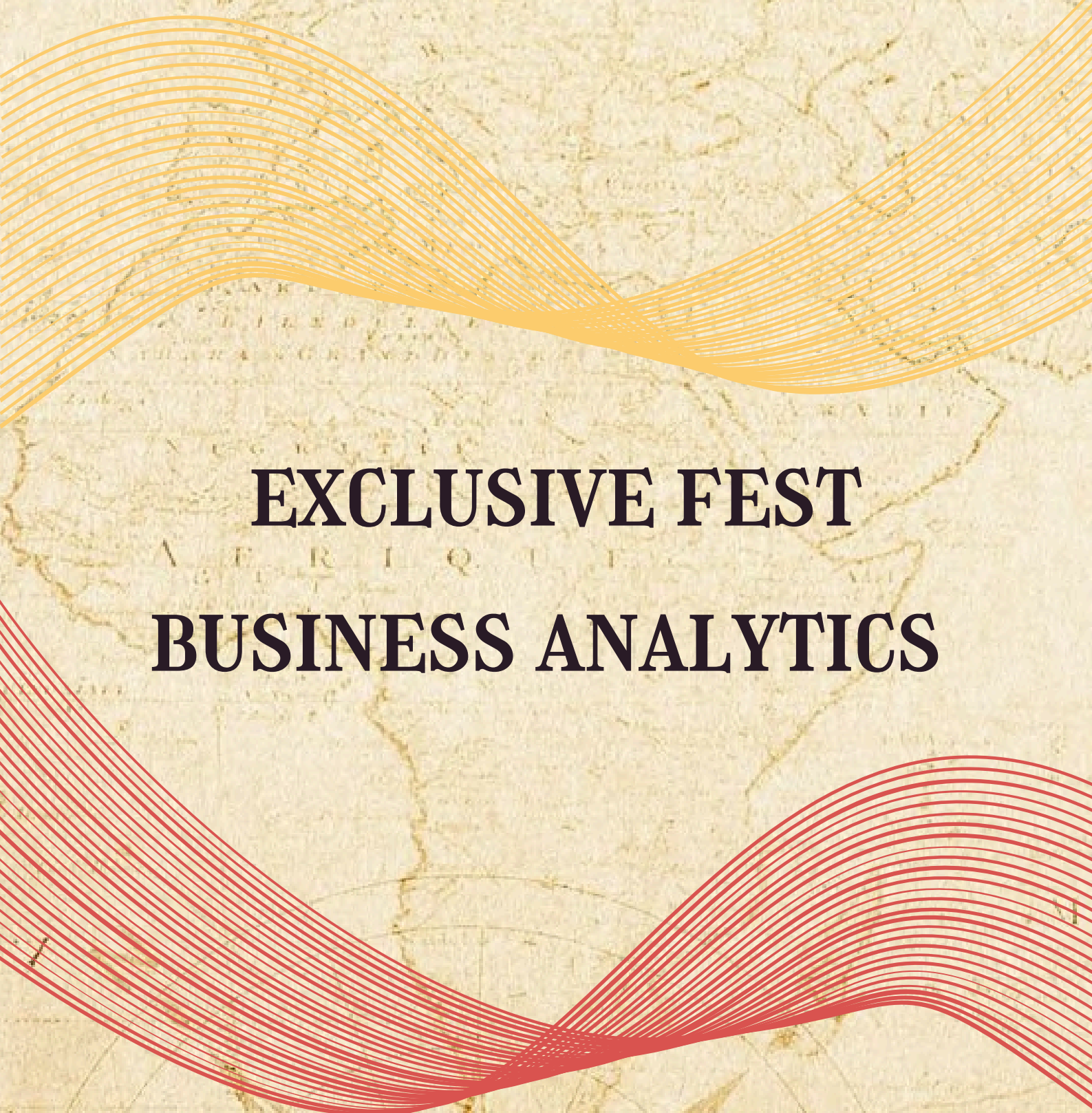
Father Jais spoke about the various phases of the Industrial Revolution and the four Universal skills advocated by the United Nations. Mr. Sai Golla spoke about the various generations of consumers and their characteristics; both the talks were very inspiring and enlightened the students in various dimensions.

Valedictory Session:

The Event ended with the valedictory session on 1st August, 2023. The session was held between 4.00pm- 4:30pm. Prof. Sen Mathew, the Placement Director of the college was the chief guest and addressed all the students and faculty members. He was really proud about the conduct of the event. He spoke about how such events greatly benefit the students for their placements and urg



The students derived knowledge, confidence, and capability to take part in competitive activities in the college and some of them even to take part in events between the colleges. The students learned about team spirit and collaboration. They got better insights in their chosen domains and also got exposed to other domains, for a brief period of time. It could also be that there are learnings in time management and co-ordinationed the students for hard work.



EXCLUSIVE FEST

BUSINESS ANALYTICS

DATA QUEST 2024 (BBA BUSINESS ANALYTICS)

To provide a dynamic platform for individuals to explore, learn and apply business analytics across diverse industries. The fest aims to educate inform and encourage innovation and problem-solving by providing hands-on experience and showcasing industry trends in various sectors such as retail, manufacturing, education, agriculture banking healthcare and many more.

Data Quest, hosted by the Department of Professional Management Studies, united students from diverse domains to foster collaborative learning. This event is exclusive to 1st and 2nd-year students where Participants will have the opportunity to unravel the mysteries of data analytics specific to their industries of interest, gaining valuable insights that can reshape their approach to problem-solving and decision-making. In essence, Data Quest seeks to bridge the gap between theoretical knowledge and practical application, empowering participants to navigate the complex world of business analytics and make meaningful contributions to the industries they are passionate about.



PRELIMS-

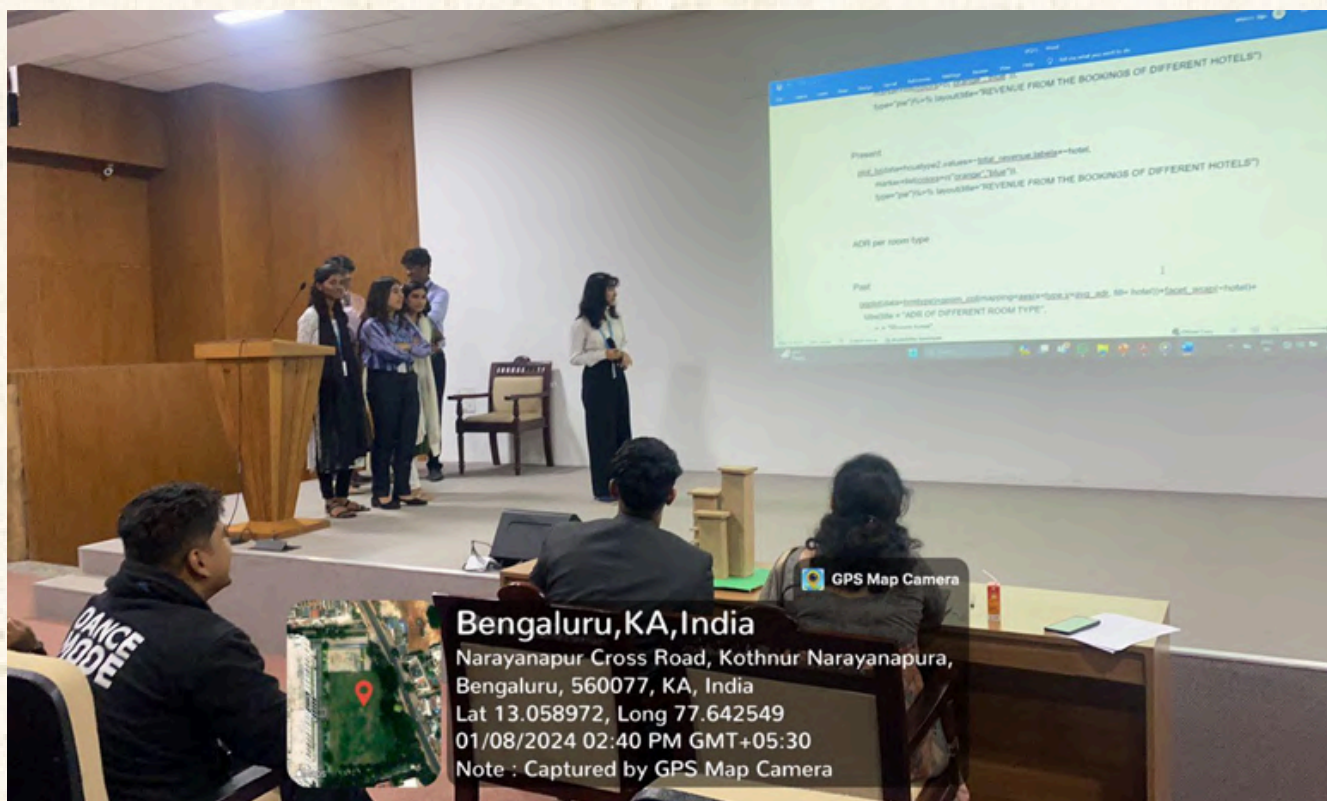
In prelims I participants were challenged to Start with their sector-specific problem, collecting real data relevant to predictive analytics ideas and based on data analysis, propose an innovative idea and forecast based on predictive analytics idea and create a comprehensive presentation that outlines their idea.



2nd Years Students presenting their innovative ideas

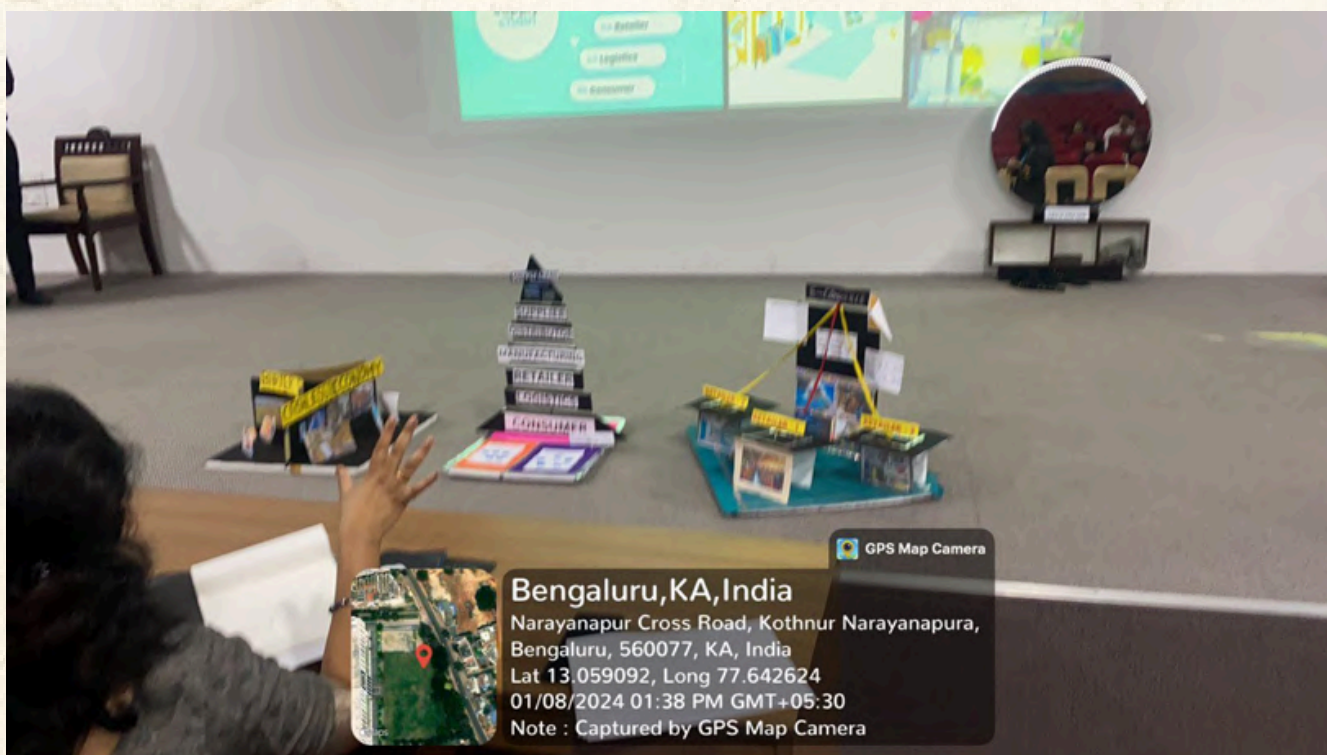


Judges critically questioning the students



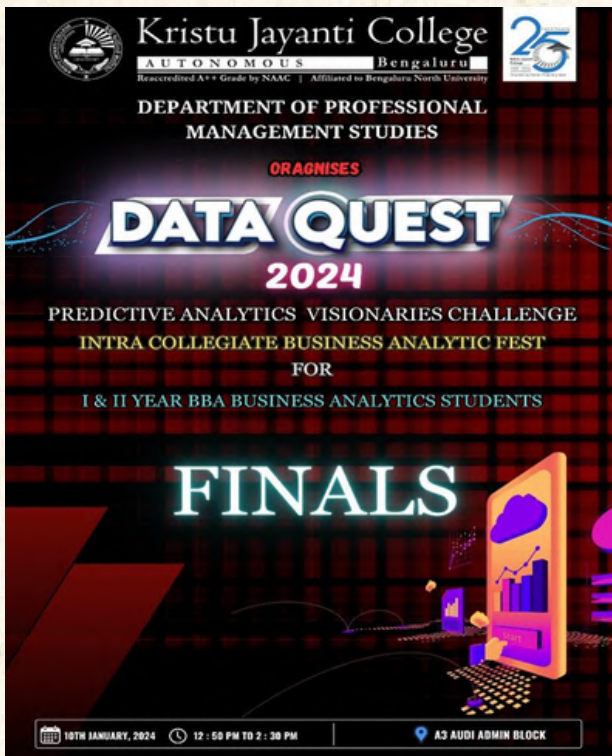
1st year

Students showcasing their ideas along with their models



1st year

Students introducing their new ideas related to their sectors



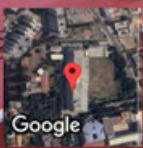
FINALS

The Finals pushed contestants to their strategic and problem-solving limits. They prepared presentations and model based on the challenge to their respective sectors. Contestants had to craft innovative solutions under intense pressure, showcasing agility and resourcefulness.

Judges pannel questioning the participants



Judges providing constructive criticism



Bengaluru, Karnataka, India
3J5R+GQ5 Kristu Jayanti College, Kothanur, Bengaluru
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Long 77.642014°
10/01/24 02:12 PM GMT +05:30

**EXCLUSIVE FEST FOR
BRANDING AND ADVERTISING**

Workshop “Beyond Fear”

Resource Person: Pratish Nair, Founder- Agency-M and Miles SOBA



Poster of the Event

This Workshop mainly focused towards students skills based activity, which enhancing their confidence level, initiating beavhiour and many more. And moreover this beyond fear workshop was paved many ways towards bold decision making skills, facing challenges in critical situation and facing competition with your fearless decision.



Beyond Fear workshop was designed exclusively for Branding and Advertising students. Pratish Nair is well known personality and Trainer in corporate and Education Industry, who organized and conducted the programme well.



Students interacting and engaging in the session by Pratish Nair at Miles SOBA.

Outcome

The students were enjoyed, learned about their current fear behaviour and they trained to overcome this kind as well. Students were participated in many activities that will helped them to comeout of their fear mindset. They also felt happy and presented good response about the workshop.

EXPERT TALK - “Public Speaking”

Resource Person- Pratish Nair

Founder- Agency-M and Miles SOBA



Poster of the event

discussion, listening practices and many more.

Mr. Prathish Nair insisted the importance of Public speaking skills for the budding managers. He primarily taught about the Empathy, Manners and Persuade skills among the students strongly, which is basics for Public speaking. Students were happily and actively engaged in entire session and learned.

Outcome:

The students were learned the importance of communication for their career development. All students were participated in all activities.

Kristu Jayanti College, Department of Professional Management organized a workshop on “Public Speaking” for Branding and Advertising students. Mr. Prathish Nair, Founder and architect of Miles SOBA, and Agency M, Bengaluru, was the resource person. He instigated and trained the students an arts of Public speaking. The session was specially arranged for Branding and Advertising students to shape their public speaking skills. The workshop was conducted with various activities, communication exercises, conversation style, group discussion, listening practices and many more.



Mr. Pratish Nair interacting with students during the session

They learned the style of communication, manners to talk, empathy skills and many more. All students get benefited though this public speaking workshop.

“Beg Borrow Business”



Bengaluru (09-01-2024), Kristu Jayanti College, Department of Professional Management organized a workshop on “Beg Borrow Business” joined hands with Miles Soba for Branding and Advertising students. The programme was exclusively designed for branding students to enhance their business skill and knowledge. All participated students were formed into different groups. The task was assigned to raising the fund for their business and encouraged to collect highest amount by the end of day from each team. They were directed to visit 3 destinations namely Vidan Souda, Cubban park, UB City mall.

Outcome

Students learnt that the corporate world is nothing without money. Students actively participated in the activities. Students also learnt how to handle unpredicted risks and finding opportunities according to the situations. This workshop enhanced communication skill and improved networking and relationship



Ad Spot-24 AdVolution

Resource Person

Chethan Shenoy - Founder F30 Advertising-

Naveen Cano – Cofounder- Out of Syllabus production

Sandipan Deb – Creative Talented Agency - Cannens Lions Winner



Outcome

Talent exploration of students in branding involves delving into the world of visual design, storytelling, and communication to

Bengaluru (25-01-24), Kristu Jayanti College, Department of Professional Management organized a workshop on “An Intra Collegiate Ad Film Contest” for all UG students. Chethan Shenoy, Naveen Cano, Sandipan Deb was the resource persons.

The main theme of the programme was Regeneration of Indian Advertisements of the era. Participants are supposed to recreate iconic Indian Advertisements such that it works for the modern world by adding a Gen- Z twist to it.

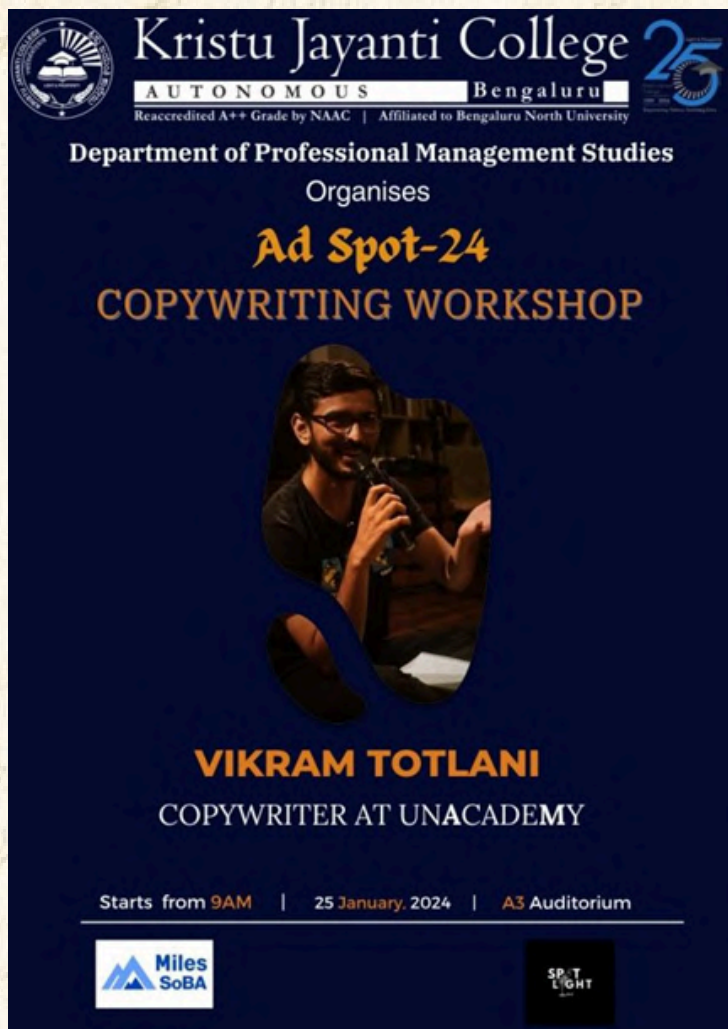


create a unique and memorable identity for a company or product. It's about finding creative ways to connect with people and leave a lasting impression.

Ad Spot-24 – Art of Copywriting

Resource Person – Vikram Totlani

Copywriter- UNACADEMY



Bengaluru (25-01-24), Kristu Jayanti College, Department of Professional Management organized a workshop on “Art of Copywriting” for Department of Professional Management students. Mr. Vikram Totlani, a expert copywriter who has crafted compelling narratives for Unacademy's online and offline platforms, spanning digital and print advertisements is the resource person. The art of copywriting is all about crafting words that captivate and persuade by using creativity and storytelling to engage your audience. A good copywriter knows how to grab attention, evoke emotions, and inspire action. They carefully choose their words, create compelling headlines, and structure their content to keep

readers captivated. Vikram weaves engaging plots for PocketFM, an audio platform. Beyond the world of copy, he graces curated shows and public gatherings with his Hindustani poetry and stories. Join us as Vikram shares his insights in an upcoming workshop on the art of copywriting.





Outcome

Students learnt that copywriting could be a great avenue to explore! It allows them to create compelling and persuasive content that grabs attention and drives action. Copywriting plays a crucial role in capturing people's interest and driving results. Good copywriting can also enhance brand image,

increase sales, and build customer trust. It's a powerful tool in the world of marketing!

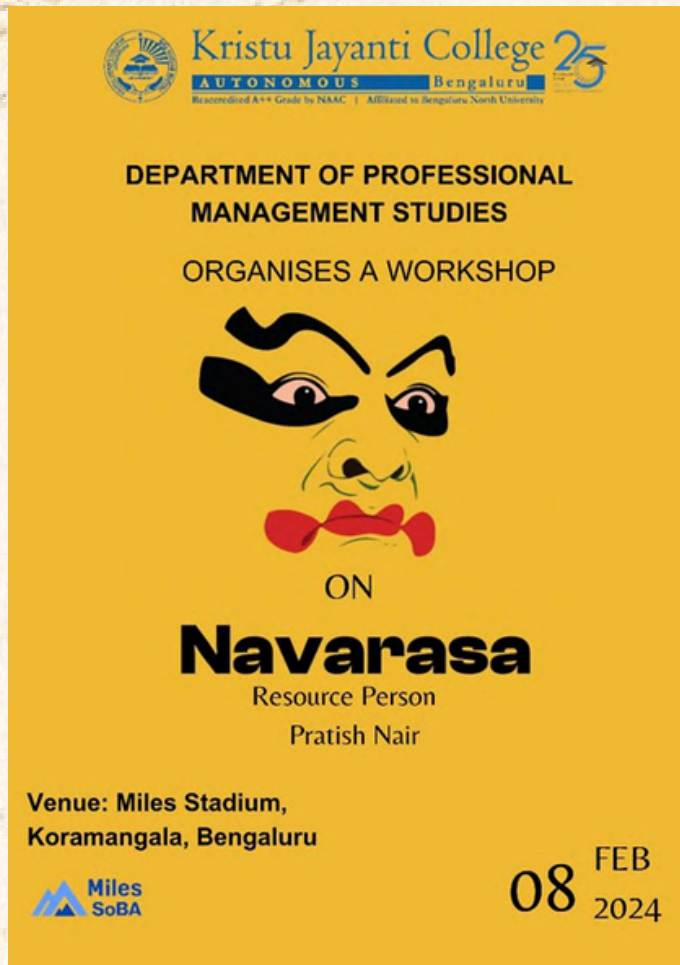
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“Navarasa” - Workshop

Resource Person – Pratish Nair

Founder- Agency-M and Miles SOBA



Bengaluru (08-02-24), Kristu Jayanti College, Department of Professional Management organized a workshop on “Navarasa” for Department of Professional Management; Branding and Advertising students. Mr. Pratish Nair was the resource person.

The power of expression lies in the ability to communicate our thoughts, feelings, and ideas in a way that others can understand and relate to. It allows us to share our experiences, connect with others, and foster empathy. Whether it's through words, art, or body language, expression gives us a voice and helps us create meaningful connections with the world around us. It's a powerful tool for self-discovery, understanding, and building relationships.

Outcome

The power of expression is incredibly beneficial for students. It allows them to communicate their thoughts, ideas, and emotions effectively. It mainly builds Self discovery, Communication skills, Creativity and critical thinking and emotional well-being.



**EXCLUSIVE FOR AVIATION,
TOURISM AND HOSPITALITY**

FIELD VISIT TO BELUR, HALIBEEDU AND SHRAVANABALAGOLA



Belur Sri ChennaKesava Temple

- **Exposure to New Architectural Styles:** Students gained exposure to the intricate and unique architectural styles of the Hoysala Empire, which was a new style for many students coming from different parts of the country.
- **Understanding of Historical Context:** The visit provided an opportunity to learn about the history and cultural significance of these sites, enhancing students' knowledge of Indian history and culture.
- **Development of Photography Skills:** For students involved in visual communication or photography courses, the visit served as a practical exercise to document the architectural beauty and historical narratives of these sites. It helped in understanding how to capture architectural details effectively under varying lighting conditions and to create visually appealing compositions.
- **Enhanced Appreciation for Heritage Sites:** The visit fostered a deeper appreciation for the preservation and importance of heritage sites, emphasizing the need to protect and conserve these historical treasures for future generations.

On April 8, 2024, our team conducted a successful field visit to three iconic historical sites in Karnataka, India: Belur, Halebidu, and Shravanabelagola. These sites, rich in Hoysala architecture and Jain heritage, offered us a deep dive into the region's cultural and historical richness. Despite the challenges posed by the weather and crowd management, the visit was informative and enriching, providing insights into the architectural brilliance and religious significance of these monuments. The experience underscored the importance of preserving these heritage sites for future generations.



Shravabelgola, Sri Gomatheswara Temple

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Global Village World Tourism Day 2023



The exhibition aimed to promote cultural diversity, responsible tourism, and green investments among the students and visitors. The exhibition's theme was Tourism and Green Investments, which aligned with the principles of the United Nations World Tourism Organization (UNWTO). The event received a media coverage in Business Standard Newspaper

"The primary objective of the Global Village Galleria-an intra-collegiate exhibition, commemorating World Tourism Day 2023, is to promote cultural exchange, foster international understanding, and celebrate the rich diversity of global heritage. Through immersive experiences, interactive exhibits, and engaging activities, this event aims to inspire a sense of unity among visitors and encourage a creative spirit and a deeper appreciation for the world's varied cultures, ultimately contributing to the broader goals of sustainable tourism and intercultural dialogue."



The exhibition was inaugurated by the Chief Guest Shri Mohamed Farouk, Director of the Ministry of Tourism, Government of India, Bengaluru Office, and Fr. Jais V Thomas, Financial Administrator of Kristu Jayanti College.



They appreciated the efforts and creativity of the students and faculty members who set up various stalls and models depicting different aspects of tourism. The Chief Guest brought to the attention an inspiring and transformative initiative launched by the Government of India called "Travel for Life." In a visionary move, the students have taken a pledge to revolutionize the way they perceive and engage with tourism led by Shri Mohamed Farouk. This initiative aims to not only promote responsible and sustainable travel but also foster a deeper appreciation for our rich cultural heritage, diverse landscapes, and unique experiences that our nation has to offer.



Formal inaugural ceremony for World Tourism Day 2023





Stall presentation during exhibition in Global Village 2023

Through this curated collection, the exhibition aims to ignite a sense of curiosity and appreciation for the world's cultural mosaic, fostering a deeper understanding of our interconnected global community. 20 teams showcased their knowledge and skills in the field of tourism by presenting various exhibits such as Pious Expedition - Sustainable Pilgrim Tour, Manipur Mélange, Northeast- A Cultural Kaleidoscope, Green Getaways, The Seven Sisters-India's Best Kept Secrets, Uttarakhand: Where Adventure Awaits, Beauty of Himachal Pradesh, One State Many Worlds, Community Tourism and Green Investment, and The Golden Triangle and many more. The winners of the Best Stall Award received cash prizes and certificates. The winners of the Best Stall Award received cash prizes and certificates. The First Prize was secured by the Seven Sisters-India's Best Kept Secrets from I AM B, Second Prize-Green Transport from V AM B. Apart from these six consolation prizes also was given

The exhibition at the Global Village Galleria event, commemorating World Tourism Day 2023, promises an enriching and immersive experience for visitors. Showcasing a vibrant tapestry of cultures from around the globe, the exhibition features interactive displays, captivating artifacts, and engaging multimedia presentations. Each booth within the exhibition hall offers a unique glimpse into the traditions, history, and craftsmanship of different regions. From intricate textiles to evocative artworks, visitors will have the opportunity to delve into the heart of diverse societies.



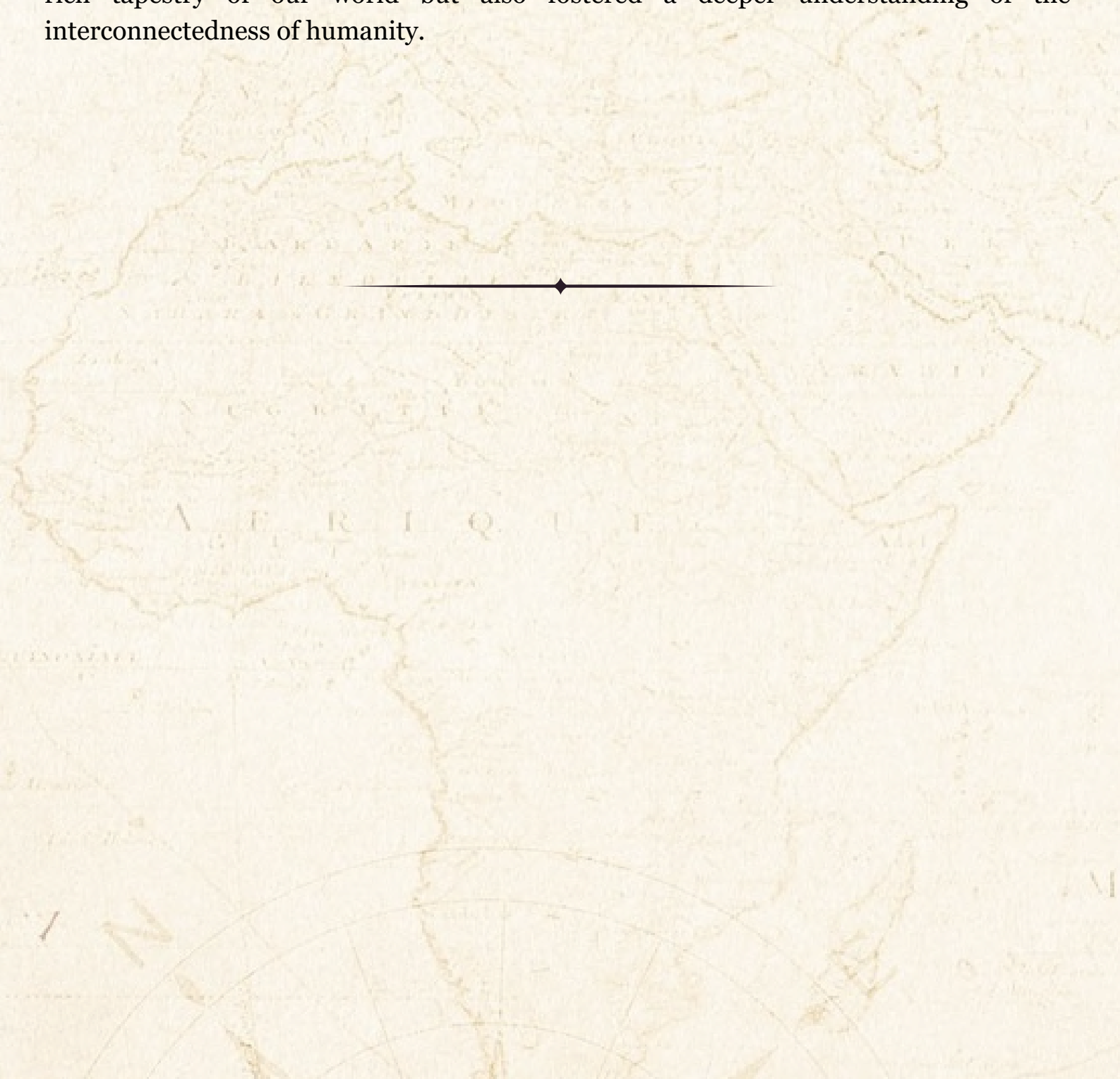
First prize winner of Global Village 2023

. Ministry of Tourism, Government of India, Bengaluru Office was the main sponsor of the event.

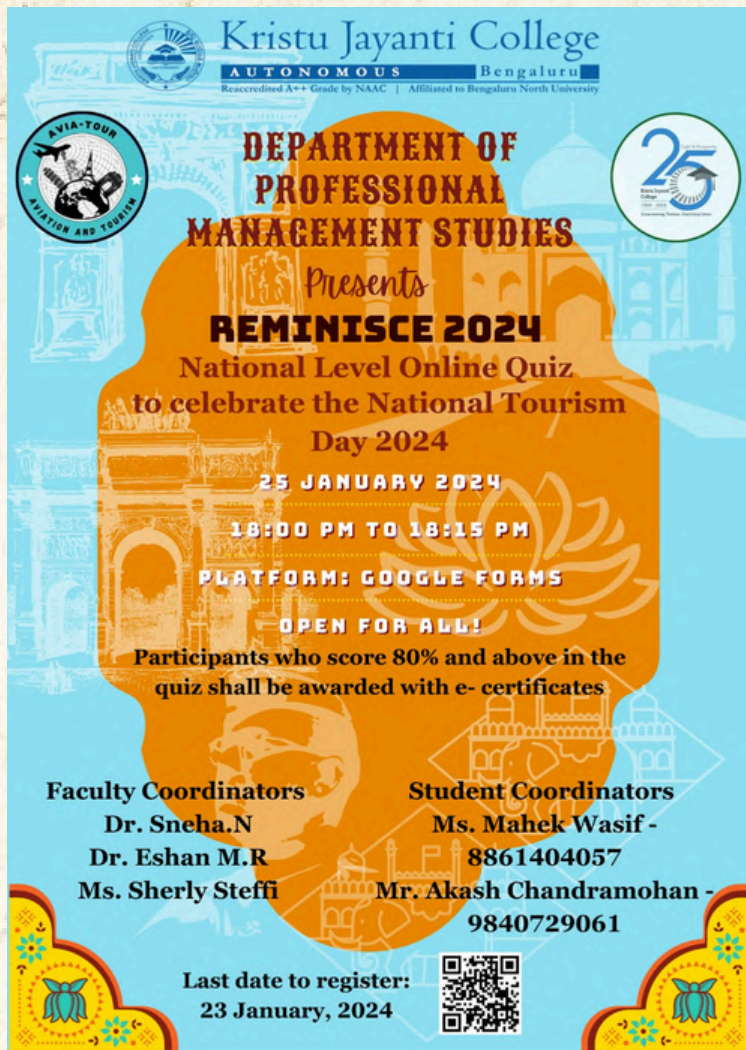


Valedictory ceremony group photo with event coordinators, faculty in charge, and Ministry of Tourism

Department of Professional Management studies wholeheartedly embraces this noble cause of promoting tourism education through creative platforms. This event played a pivotal role in shaping responsible global citizens and strived to instill in their students a deep sense of appreciation for world culture and tourism. In line with this initiative, they plan to incorporate "Travel for Life" principles into their curriculum, encouraging students to not only explore the world but to do so with mindfulness and respect for the environment and local communities. They will also be organizing awareness campaigns, workshops, and events to further promote the ethos of sustainable tourism within their campus and beyond. It reflects the profound impact of this celebration of global heritage and unity. It has been a journey of discovery, an exploration of cultures that has expanded our horizons and enriched our perspectives. Through interactive exhibits, engaging activities, and meaningful conversations, this event has not only celebrated the rich tapestry of our world but also fostered a deeper understanding of the interconnectedness of humanity.



REMINISCE 2024



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

DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES
Presents
REMINISCE 2024
National Level Online Quiz
to celebrate the National Tourism Day 2024
25 JANUARY 2024
18:00 PM TO 18:15 PM
PLATFORM: GOOGLE FORMS
OPEN FOR ALL!

Participants who score 80% and above in the quiz shall be awarded with e- certificates

Faculty Coordinators
Dr. Sneha.N
Dr. Eshan M.R
Ms. Sherly Steffi

Student Coordinators
Ms. Mahek Wasif - 8861404057
Mr. Akash Chandramohan - 9840729061

Last date to register:
23 January, 2024



The objective of "Reminisce 2024," the national-level online quiz organized by the Department of Professional Management Studies, is to celebrate National Tourism Day 2024 by promoting awareness and appreciation for the diverse cultural, historical, and natural treasures of our nation with the theme of "Incredible India", ranging across aviation tourism and hospitality. This event aims to engage participants in a stimulating intellectual exercise, testing their knowledge about various tourist destinations, cultural heritage, and sustainable tourism practices. Through "Reminisce 2024," we aspire to foster a sense of pride in our rich heritage and encourage responsible tourism. By bringing together participants from across the nation, this quiz seeks to create a platform for learning, sharing, and celebrating the beauty and significance of our country's tourism offerings.

Overview:

Following the resounding success of "Reminisce 2024," the National Level Online Quiz organized by the Department of Professional Management Studies to commemorate National Tourism Day, we extend heartfelt gratitude to all participants and supporters. The event achieved its objective of celebrating our rich cultural heritage, historical landmarks, and natural wonders. Participants from across the nation engaged enthusiastically, showcasing their knowledge and passion for tourism. "Reminisce 2024"



fostered a sense of unity and pride as we collectively explored the diverse facets of our country. We extend our congratulations to the winners and express our gratitude to everyone who contributed to making "Reminisce 2024" a memorable and impactful celebration of National Tourism Day. Registrations for "Reminisce 2024," the National Level Online Quiz celebrating National Tourism Day, witnessed an overwhelming response, with enthusiastic participants hailing from diverse regions of our nation. Engaging minds from Madhya Pradesh, Maharashtra, Tamil Nadu, Karnataka, Assam, Kerala, and Punjab, the event truly embodied the spirit of unity in diversity. The vibrant participation from these states contributed to the quiz's success, creating a dynamic and enriching experience for all involved. As we celebrate the cultural mosaic and tourist gems across the country, we extend our appreciation to the participants from Madhya Pradesh, Maharashtra, Tamil Nadu, Karnataka, Assam, Kerala, and Punjab for their keen interest and active engagement in "Reminisce 2024."

Learning Outcome:

The resounding success of "Reminisce 2024," the National Level Online Quiz organized by the Department of Professional Management Studies to celebrate National Tourism Day 2024, has left an indelible mark on participants. Beyond the thrill of competition, the event fostered a profound appreciation for the cultural diversity, historical significance, and natural beauty that define our nation's tourism landscape. "Reminisce 2024" succeeded in creating a platform for shared learning, cultural exchange, and a collective celebration of our country's rich heritage. Participants now carry with them a sense of pride, awareness, and a commitment to promoting and preserving the treasures that make our nation a remarkable tourist destination. The event's lasting impact extends far beyond the competition, leaving participants with a newfound enthusiasm for exploring and preserving the wonders of our diverse country.



**EXCLUSIVE
FOR
RETAIL MANAGEMENT**

AUTOMOBILE PRODUCTS AND PROCESSES



of FIRSST ,we also came across technological features like Cruise Control ,Heads Up Display, Smart Play Pro and Smart Play Pro+, Key less Entry, Suzuki Tech ,Suzuki Connect , Hill Hold Assist, Hill Descent, ESP, ABD, Automatic Climate Control, Electrically Foldable ORVM's , TPMS, Idle Push Start and Stop and also safety features like Seat Belt pretensioner and force limiter, Curtain Air Bags, How the cars are made keeping into consideration of Pedestrians Safety, HEARTECT platform etc. They also acquired knowledge about ISG, IEH,e-CVT, Type of car modes, How to Pitch to a



The Department of Professional Management studies offered a certificate course to II Semester BBA RM first year students in collaboration with MSIL on Project on Automobile Products and Processes sessions.

The students learnt various features, advantages and benefits of various cars from Maruti Suzuki India Limited. They have learned the futuristic features that are going to be implemented in the cars for the coming years with their advantages and benefits,we learned how they should explain these all features to the customers through the process



Customer, How to do a Need analysis, What are the different type of customer for each car, and also what are our roles and responsibility as RM, they also gained a good understanding of all the cars that are available in NEXA and ARENA channel, they also came to know about the variety of financial options that are available for the customer , and also about Maruti Suzuki Driving School.

In summary the students have experienced such a great and wonderful experience learning and participating in the role plays ,they are also looking forward to execute our skills and knowledge that they have gained from these sessions in reality.

**DEPARTMENT
WORKSHOPS, PROGRAMS,
TRAININGS AND ACTIVITIES**

LMS REORIENTATION FOR FACULTY MEMBERS

Resource persons:

1. Prof. Suku Thomas Samuel, Programme coordinator, Department of Management
2. Prof. Rupashree R, Assistant Professor, Department of Professional Management Studies



Poster of the LMS Orientation for faculty members

The session was conducted by Prof. Suku T Samuel and Prof. Rupashree as the resource persons. The session was conducted in lab M1, first floor, Main block. The topics covered include student enrollment using cohorts, unenrollment and grouping. The faculty were provided with hands-on experience. The session was handled by Prof. Suku Thomas Samuel and Prof. Rupashree, the LMS coordinators of department of Management on 24/07/20213 between 10:30 AM to 11:30 AM through offline mode at the computer lab.

Department of Professional Management Studies organized a reorientation session on Learning Management System (LMS) for the faculty members. The objective of the session was to provide the faculty with a hands-on experience of usage of the various resources with LMS to enhance the learning experience of the students.



Ms. Rupashree handling LMS Session for Faculty members



The session was useful for the faculty. During the LMS orientation session, the resource persons explained about the usage and benefits of resources of enrollment and unenrollment.

The faculty were provided with a training of the following topics:

1. Unenrollment using bulk unenrollment.
2. Enrollment using cohorts.
3. Enrollment using manual.
4. Creation of groups.
5. Addition of students to groups.

Prof. Suku Thomas Samuel handling LMS Session for Faculty members

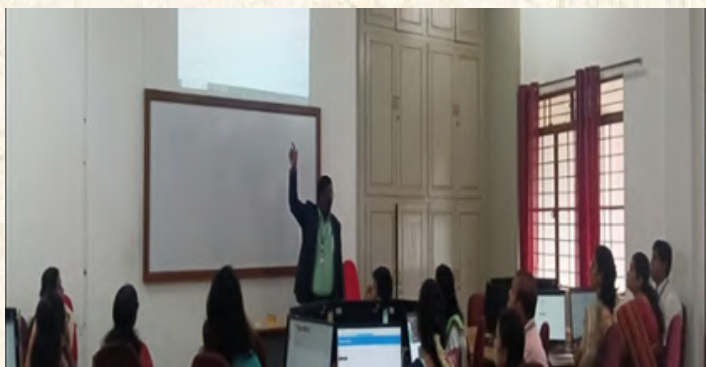
To provide hands on training to new Faculty members of the department to enhance their skills on the plug ins used in Learning Management System.



The Department of Professional Management Studies organized an Orientation session on Learning Management System for New Faculty Members. The main objective of the session was to provide basic inputs to the newly joined faculty members on the four basic quadrants in Learning Management System. The resource persons covered the four quadrants of Kristu Jayanti learning management system

Prof. Madhusudhanan oriented on how to create a lesson content, Dr. Excelce A J briefed the teachers on Quiz activity,

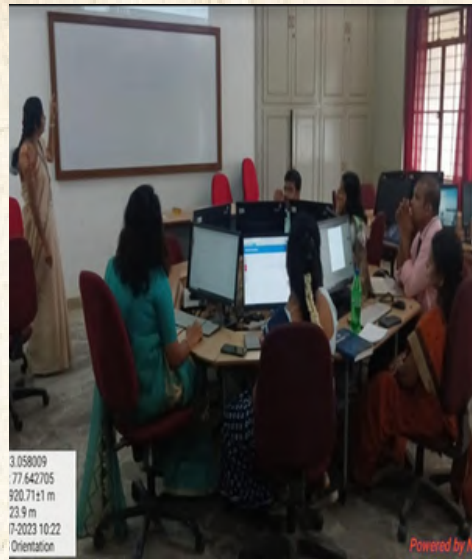
Dr. Excelce A J briefed the teachers on Quiz activity, Dr. Leelavathi and Dr. Rakhi Mohan concentrated on the additional plug ins like H5P content, Forum etc. the session was enlightening to the newly joined faculty members as it gave a hands on experience to them on creating all four essential quadrants required for their course creation in LMS.



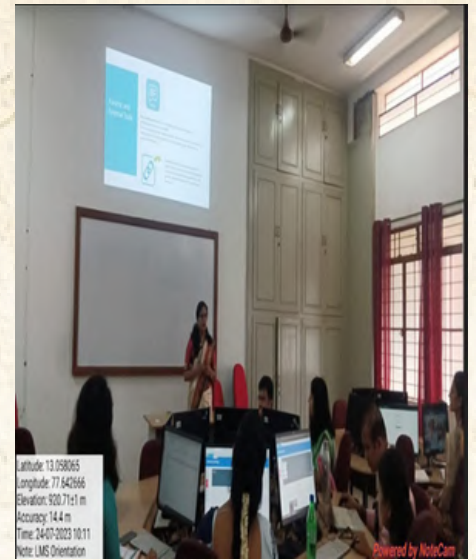
Prof. Madhusudhanan Briefing the teachers on Lesson activity creation



Dr. Excelce A J orienting on creating Quiz Activity



Dr. Leelavathi briefing on H5P content creation



Dr. Rakhi Mohan briefing on Forum activity

The orientation session ended up with interaction and clarification on the concepts taught by the resource persons.

DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES
&
CENTRE FOR LIFE SKILLS EDUCATION (CLSE)

CAPACITY BUILDING TRAINING ON LIFE SKILLS EDUCATION AY 2023-2024



Poster on Capacity Building Training on Life Skills Education for I semester BBA students

The Department of Professional Management Studies in association with Centre for Life Skills Education (CLSE) organised Capacity Building Training on Life Skills Education for I year BBA PMS students on 10th August 2023, 11th August 2023 and 14th August 2023. The training program's primary goal was to teach the students how to master the 10 essential life Skills of Self-Awareness, Empathy, Interpersonal Relations, Critical Thinking, Creative Thinking, Problem-Solving, Decision-Making, Effective Communication, Coping with Stress, and Coping with Emotions. These abilities are necessary for living a balanced and meaningful life. Additionally, it gives one professional skills.

The Self Awareness skill was taught by Ms. Rupashree R and Dr. P Radha. They shared the various importance, benefits and implements of Self Awareness in our day-to-day life. The class was made to take an online Personality test that enabled us to look further into ourselves.

Empathy skill building was handled by Dr. V.G Jisha, Mr. John Pradeep Kumar, Dr. P Radha, and Dr. Sneha. N. They described empathy as “forgetting oneself in the joys and sorrows of other.” Further, They shed light upon the difference between Sympathy and Empathy. Then an activity was carried out which required three different groups of two to enact a skit. The topic of the skit being imagine your friends lost his/her loved one and ended the session with a heartfelt message.

Interpersonal Relationship skill was taken by Dr. A.J.Excelce and Dr. Eshan M.R who imparted their knowledge on how to have a positive, healthy and respectful outlook that can affect one's relationship.

Mr. Vinod Joseph George and Mr. Haribaskar taught the skill which was on Critical Thinking. They took a very interactive and indulging session, where we were made to solve multiple aptitude tests, which challenged us into thinking critically. The Creative Thinking skill was taken by Mr. Vinod Joseph George, Dr. Sneha.N, Dr. Sivaprasad V. The teachers made the students realize how to be creative and act according to the situation. Couple of activities were done which made the class even more interesting



Students performing role play during empathy session

The Problem Solving Skill was taken by Dr. Subha N and Dr. RoshenTherese Sebastian where they discussed various problems we face in our daily lives. They also carried out an activity which included two groups of volunteers. Each group was made to stand in a circle with their hands criss-crossed and were challenged to untangle themselves. This activity not only helped us enhance our Problem-Solving skills but also our team spirit. The session on Decision Making was conducted by Ms. C. Shilpa Rao and Mr. Arun Prakash.



Students performing role play during empathy session

Effective Communication. They took us through different modes of communication such as written, verbal, non-verbal and visual. The professors had us play various games focused on communication and team building such as dumb charades, Chinese whisper and picture reading which was highly interactive.

The Coping with Stress skill, was taught by Dr. K Jagannathan, Dr. Roshen Therese Sebastian, and Dr. Sivaprasad V. They informed us on different coping mechanisms and made us aware that every individual has their own method of managing stress.



Students performing role play

The last session was handled by Dr. Roshen Therese Sebastian, Dr Eshan M.R, and Ms. Sherly Steffi on Coping with Emotions skill. They briefed us on different ways of managing our emotions which was followed by multiple activities focused on strengthening our emotional skills.



Student engaged in Effective Communication activity

Students involved in Self Awareness activity



Outcome: Students were able to understand all the 10 life skills. Students were able to personal the skills and show case in the activities conducted by the faculty members.

Pinnacle Pursuit – B3

BUSINESS PLAN PRESENTATION COMPETITION

To make students refine their skills and acknowledge towards new business ideas. Besides face the competition and develop in themselves preventing the fear of public speaking and motivate them to become budding future Entrepreneurs.



Student welcoming the judges during the final presentation

Business plans for startups are often shared with funding agencies, potential investors and venture capitalists to obtain the necessary funding.

The main aim of conducting this event is to develop and evolve the skills in business environment for all students. By these students will get to know about how plans work in businesses gain the specific steps necessary for them to make business ideas succeed, but it also helps them to achieve short term and long term objectives.

The Department of Professional Management Studies organized their very first event of Business plan presentation. A business plan is a document demonstrating the feasibility of a prospective new business and providing a roadmap for its first several years of operation. Business plans are an important part of creating new businesses, whether as a startup or an offshoot of an existing business.



Students explaining their business plan to the judges



Judges involved in questioning the participants

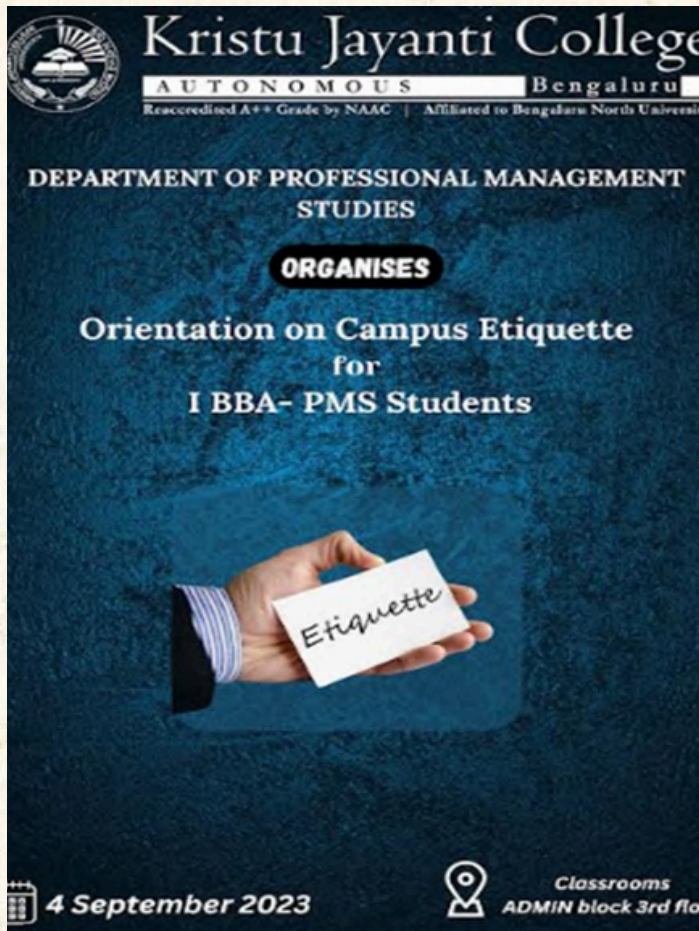
Having such like events as business plan helps you identify potential pitfalls in your idea. Overall, the opportunities such as these events will help the students to develop themselves and also the future



DEPARTMENT EXTENSION ACTIVITY

Orientation on Campus Etiquette

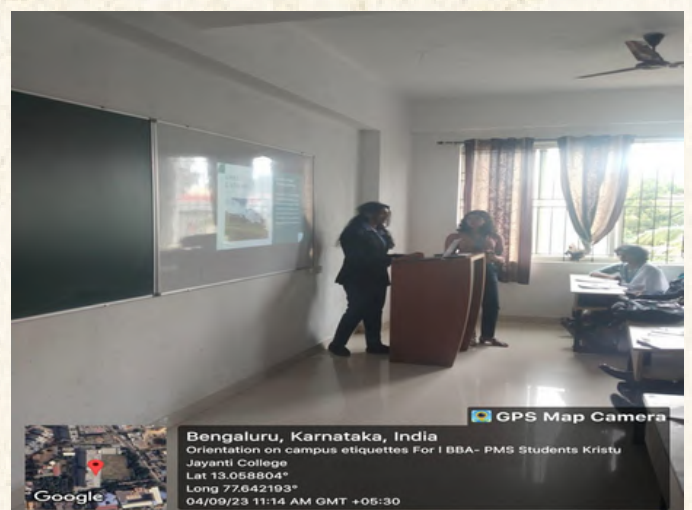
To provide students with essential information about the Jayantian code of conduct, grooming, class and campus etiquettes and department specific extension activities ensuring that all students have a proper understanding of the subject matter



Poster of the Event

The consequences of code violations and the importance of adhering to college rules and regulations were also emphasized. Following a code of conduct and grooming well are essential for personal and professional success. They promote ethical behaviour, respect for others, self-confidence, and professionalism.

The Department of Professional Management Studies organized an orientation to acquaint the college community with the essential aspects of the college's code of conduct and to showcase the various department specific extension activities available to students. The session began with an introduction to the college's code of conduct, emphasizing its significance in maintaining a harmonious and respectful campus environment and highlighted the role of the code of conduct in promoting integrity, respect, and responsible behaviour among all members of the college community.



Presentation by student volunteers on Campus Code of Conduct



Ms. Jeffy John orienting students on campus code of conduct to first year students

Clean Drive', 'Commemorative Day', 'Prayas', and 'Traffic Awareness Drive'. It discussed the role of department specific extension activities in fostering holistic development among students. These offerings extend beyond academics to promote physical, mental, and emotional well-being. These services and activities play a vital role in building a strong sense of community within the college. Prayas, one of the main activities, helps in assisting vulnerable groups in society, such as children, the elderly, individuals with disabilities, and those facing economic hardship.

These practices contribute to positive interactions, effective communication, and the creation of a harmonious and respectful environment in various settings.

The session then transitioned to discussing and showcasing the diverse range of extracurricular activities available, including 'Spotless - Campus



Mr. Lael Joby showing last year's Activities done by students

It works to ensure that everyone has equal access to opportunities and resources. Such programs in education, after-school activities, and mentorship help support the development and growth of young people, ensuring they have the tools they need to succeed.

Overall, the orientation on Jayantian code of conduct and department specific extension activities served as an informative and interactive session. It aimed to ensure that all members students are aware of the resources available to support their personal and academic growth.

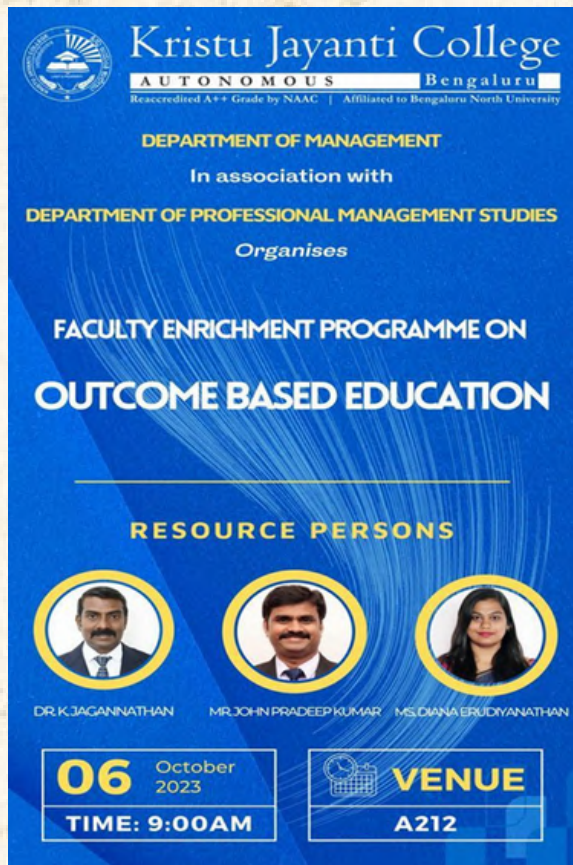


Department extension volunteers briefing about the campus Do's and Don't

DEPARTMENT OF MANAGEMENT
association with
DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES

FACULTY ENRICHMENT PROGRAM

OUTCOME BASED EDUCATION (OBE)



Poster of the Event

This method, also referred to as performance-based education, ensures that educators have a clear understanding of the skills and knowledge Outcome-based education emphasizes the importance of adopting effective teaching methods that align with the identified learning outcomes. Educators should strive to create learner-centred classrooms, in which students are actively engaged in the learning process.

The Department of Management in association with Department of Professional Management studies conducted faculty enhancement program on Outcome Based Education for the faculty members. Outcome-based education (OBE) is an educational approach that places significant importance on clearly defining what students are expected to know and be able to do. Unlike traditional education systems that focus on the time students spend in class, OBE shifts the emphasis to measuring educational effectiveness based on the actual outcomes and results achieved by students.



Mr. John Pradeep handling session on OBE

Dr. Jagannathan and Mr. John Pradeep Kumar emphasized on theoretical Background of the concept and Ms. Diana Erudiyathan enumerated with the calculation part. Faculties were able to learn the basics and calculation part of OBE.

EXPERT LECTURE CAREER OPPORTUNITIES IN INVESTMENT BANKING



- 1.To provide an in-depth understanding of investment banking careers, including job roles, required skills, and potential career paths.
- 2.To Offer insights into the current job market and trends in investment banking, helping attendees make informed career decisions.
- 3.To Share strategies and tips for successfully breaking into the competitive field of investment banking, including networking and skill development.

The Department of Professional Management Studies organized an Expert Lecture on “Career Opportunities in Investment Banking” for the III-Year Business Analytics and Aviation Management Students on 6th October 2023 in A3 Auditorium, Admin Block, Kristu Jayanti College. The session commenced with a warm Welcome Address by one of our diligent Student Coordinators.



Mr. John Abraham briefing the students on career opportunities in Investment Banking



Following the felicitation, Mr. John Abraham, our esteemed Resource Person, delivered a captivating and highly informative lecture.



The guest speaker interacting with students

The lecture aimed to shed light on the dynamic and competitive world of investment banking, offering students and aspiring professionals an understanding of job roles, industry trends, and strategies for success. The lecture offered valuable advice on entering the competitive investment banking field.

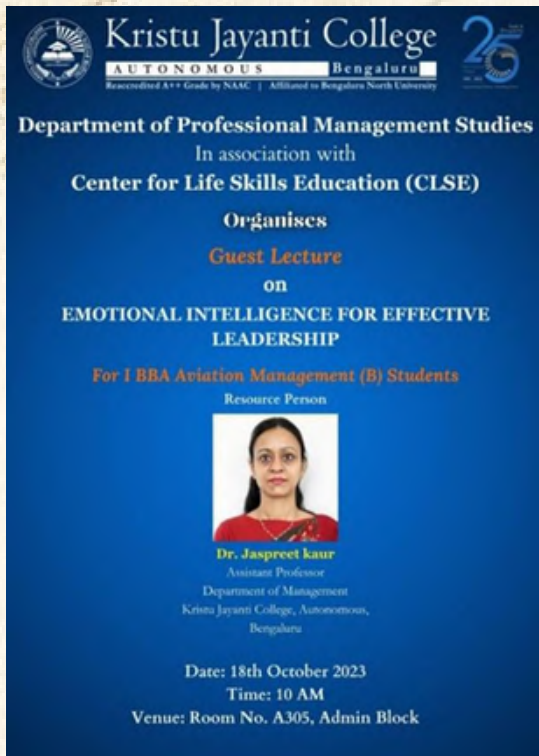
This included the significance of networking, building a strong educational foundation, and gaining practical experience through internships or entry-level positions. The speaker highlighted the essential skills and qualities sought after by employers in the investment banking sector. These included analytical abilities, effective communication, adaptability, and a strong work ethic.

The lecture concluded with a vibrant question-and-answer session, allowing attendees to seek clarification and gain further insights. Prof. Shilpa, the staff coordinator, also expressed gratitude by presenting the resource person with a memento as a token of appreciation. The expert lecture on "Career Opportunities in Investment Banking" served as an essential resource for individuals interested in pursuing a career in this competitive industry. Students gained valuable insights into the field, its dynamics, and the skills necessary for success.



Ms. Shilpa Rao felicitating the resource person after the session

GUEST LECTURE - Emotional Intelligence for effective leadership



Copy of circular/ invitation, Brochure

The session by Dr. Kaur was greatly revered and was the perfect amalgamation of knowledge, values and interaction. The students got to know about the various characteristics of a leader, handling of situations and decision making through numerous case studies. The session came to an end with a Type of Leader Identification assessment test which proved to be very insightful for the students.

Presentation Session with the objective to inculcate the value and importance of emotional intelligence for effective leadership.

The session on Emotional Intelligence For Effective Leadership organised by the Department Of Professional Management Studies in association with Centre For Life Skills Education and the organizing faculty member Prof. John Pradeep, Dr. Sneha. N, Dr. Priya A. Presented by the respected resource person **Dr. Jaspreet Kaur** for the students of 1 BBA-AM 'B' started at 10.00hrs at classroom A-305 with a Welcome Address by Ms. Aksa Rachel Jacob, the class representative.



Guest lecture at A305, Admin block, kristu jayanti college



Dr. Jaspreet interacting with students during the session

The Vote Of Thanks was presented by the class representative **Mr. Nongdam Loushambam**. The hour ended at 10.50hrs.

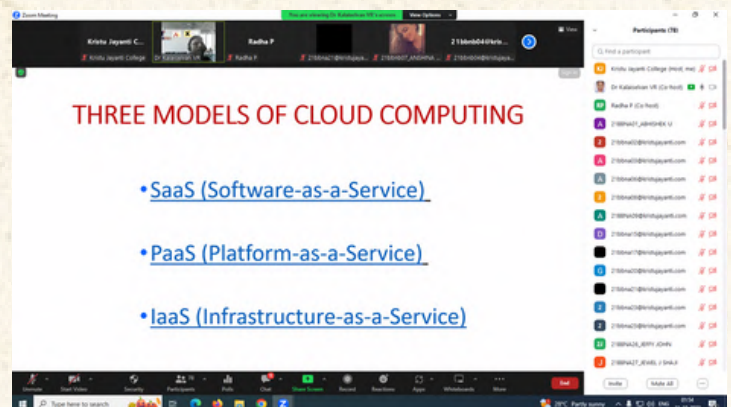
GUEST LECTURE - Recent Trends in Information Technology



The session by **Dr. Kalaiselvan** was greatly revered and was the perfect amalgamation of knowledge, values and interaction. The students got to know about the various new technologies allow machines and software to think and act independently, cloud computing, The Vote Of thanks was presented by the student **Mr. Anuj Mishra V BBA BA B**. The hour ended at **3.30 pm hrs**.

The online session conducted with the objective to enlarge the recent changes in Information Technology and its importance in academic life

The session on Recent Trends in Information Technology organised by the Department Of Professional Management Studies and the organizing faculty member Dr. P Radha and Dr. Sivaprasad V. Presented by the respected resource person Dr. Kalaiselvan for the students of BBA-BA Final year students started at 02.00 hrs through online with a Welcome Address by Ms.Shivani Sinha, student V BBA BA A



Geo tagged Photo

Soft Skills Training Session on Time Management



- The objective of this session is to enrich the students the importance of time management in all aspects of life.

Centre of Soft Skills Training, Kristu Jayanti College, Bengaluru organized a seminar on “Time Management” for First Year BBA RM section students of on 6TH February 2024 at 3:40 pm in the A 302, Third floor, Admin Block Kristu Jayanti College. The session aimed at making the students understand the importance of time management.

The session emphasized on the objective of time management, why time management is importance for students. It also helped them to understand that where they have to say No. They also have to say know to students. The benefits of time management was also told to students. The students were also encouraged in discussion of how they manage the time at home.



Learning Outcome:

Students gained insight regarding how to manage the time within the time. Some students also engaged in discussion of how they can more efficiently manage the time. The students were confident that from now on they will do all efforts in controlling the time



Soft Skills Training Session on Resume Writing

 **Kristu Jayanti College**
AUTONOMOUS Bengaluru

CENTRE FOR SOFT SKILLS & APTITUDE TRAINING (CSSAT)
In association with
DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES
Organises

**Soft Skills Training Session on
"RESUME WRITING"**
For Second Year BBA THM Section Students
Resource Person



Dr. Sivaprasad V
Department of Professional Management Studies
Kristu Jayanti College, Autonomous, Bengaluru.

Conducted a career enhancement session focusing on providing students with real-life examples to offer insights into navigating the professional world. Ms. Surbhi Roy initiated the session with a brief introduction, introducing Dr. Sivaprasad V as the resource person. Dr. Sivaprasad V addressed the participants, emphasizing the importance of aptitude tests in daily life.



- The objective of this session is to enrich the students with better knowledge and insights into building up confidence for their future prospects.

Centre of Soft Skills Training, Kristu Jayanti College, Bengaluru organized a seminar on "Resume Writing" for Second Year BBA THM students on 29th January, 2024 at 03.40 pm in the A 309 class room, Main Block, Kristu Jayanti College.



He encouraged students to be aware of their strengths and weaknesses to boost confidence and improve overall personality. Dr. Sivaprasad also provided guidance on effective group discussions and communication skills. The session concluded with a Vote of Thanks delivered by Mr. Alfen Lara Singh.

Learning Outcome:

Facilitated a dynamic session on personality enhancement, fostering active student participation and offering valuable insights on approaching situations and challenges from diverse perspectives. Empowered students with the skills to effectively communicate within a team, elevate creative thinking, and sharpen decision-making abilities. This session played a pivotal role in unlocking students' potentials and equipping them to navigate their professional journey with confidence and purpose.



Soft Skills Training Session on Self Improvement Tips



The objective of this session is to enrich the students with better knowledge and insights into building up confidence for their future prospects.

Centre of Soft Skills Training, Kristu Jayanti College, Bengaluru organized a seminar on “Self Improvement Tips” for Second Year BBA AM A Section students on 25th January, 2024 at 10.00 am in the A304 Classroom, Main Block, Kristu Jayanti College. The session aimed at personality enhancement by making the students to self-analyze. Mr. Arunkumar B, the



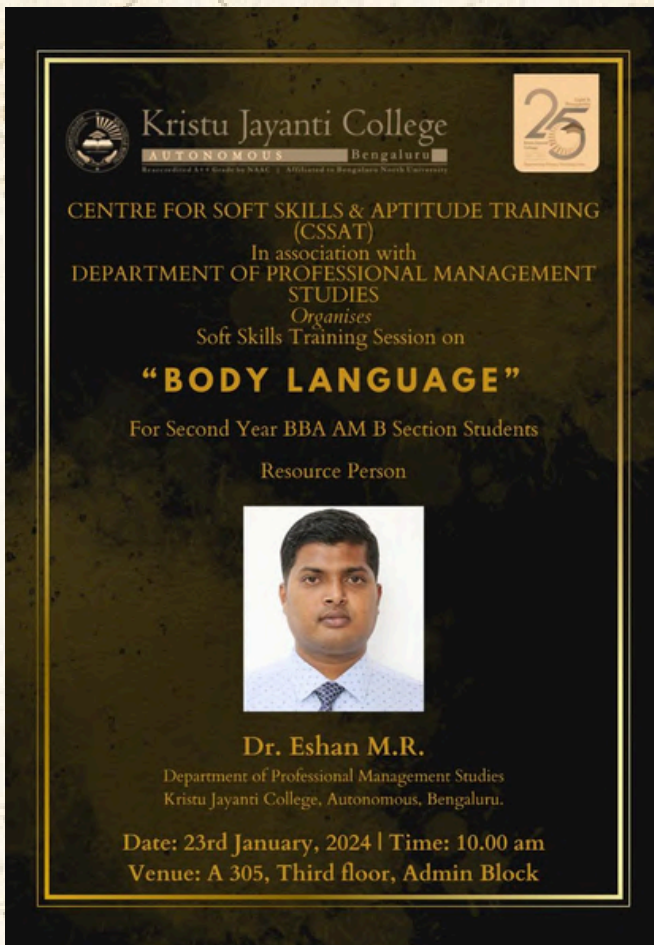
Skills Training Session on “Self Improvement Tips” for second year BBA AM A students organized by Centre for Soft Skills & Aptitude Training (CSSAT), Kristu Jayanti College (Autonomous), Bengaluru

resource person of the event addressed the gathering and then asked the participants to give a write up about themselves, also made the participants to do a SWOC Analysis. He conducted a self-evaluation test to the participants with a bunch of question to know in what area the participants have to improve.

Learning Outcome:

Students gained insights regarding importance of self-analysis. During the session, students participated actively and gathered information on how to overcome the challenges. This session helped the students to understand the importance of self-improvement.

Soft Skills Training Session on “Body Language”

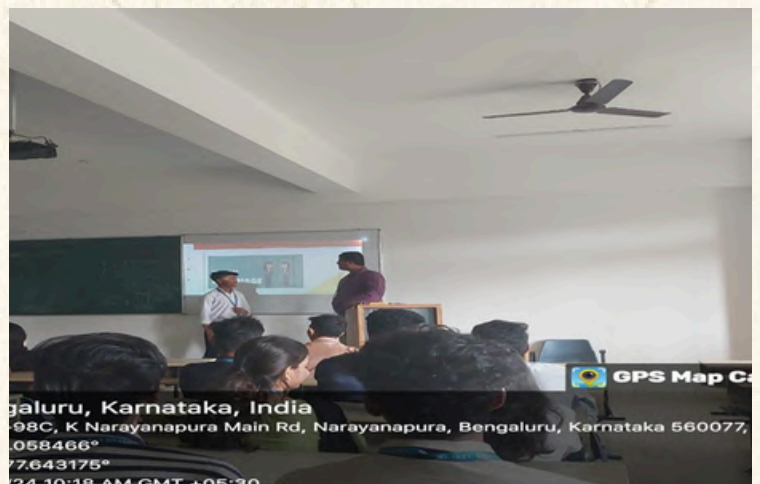


He enlightened the participants to be conscious about their body language that will build their confidence and enhance their personalities. He also made the students understand how to proceed with different circumstances of corporate life like, group discussions, interviews etc. and enhanced their confidence through improving body language. Overall the session was really informative and insightful.

The objective of this session is to enrich the students with better knowledge and insights into building up confidence for their future prospects.

Centre of Soft Skills Training, Kristu Jayanti College, Bengaluru organized soft skill training session on “Body Language” for Second Year BBA AM ‘B’ section students on 23rd January, 2024 at 10.00 am in A305, Third Floor, Admin Block, Kristu Jayanti College.

The session aimed at enhancement of body language by giving proper demonstration and relatable examples. This helped the students to get an insight into the body language etiquettes and came to understand what has to be done once they move out into the actual corporate world. The session started with a brief introduction to Personal etiquettes, and then the resource person threw light upon the major body language etiquettes.





Learning Outcome:

Students gained insights regarding body language etiquettes. During the session, students interacted actively and gathered information on how to improve body language. This session helped the students to understand the importance of body language through which they can enhance their personality. It also helped the students unlock their potentials and move forward.

Workshop on Startvista Symposium
Research Dissemination Workshop

“Impact of Government Programs and Policies on Startups in Bangalore”

IIM Ranchi, Jharkhand

Christo John (Founder of Favhiker),

Palak Devpura (Founder of Spinach Laws, Startup Lawyer)

Tusharika Goswami (Founder of Karze)

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Department of Economics
Department of Professional Management Studies
and
Indian Institute of Management, Ranchi
In Collaboration with
Indian Council of Social Science Research
Ministry of Education

StartVista Symposium
Research Dissemination Workshop
“Impact of Government Programs and Policies on Start-ups in Bangalore”
Inaugural Session

Inaugural address: **Fr. Jais V Thomas**
Financial Administrator
Director, Jayantian Extension Services &
Faculty Member, Commerce and Management

Project Report Presentation: **Dr. Renjith R**
Project Coordinator,
Head, Area of Economics
IIM Ranchi

Logos: Kristu Jayanti College, IIM Ranchi, Indian Council of Social Science Research

- Investigate the challenges faced by startups in Bangalore in obtaining financial support, with a focus on identifying the reasons behind the reluctance of startups to share financial data and the impact on their access to capital.
- Explore the gender and social disparities among startup founders in Bangalore, emphasizing the representation of women, as well as individuals from Scheduled Castes (SC) and Scheduled Tribes (ST). Evaluate the factors contributing to these disparities and their implications on the startup ecosystem.

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Indian Council of Social Science Research
Ministry of Education
Organise

StartVista Symposium
Research Dissemination Workshop
“Impact of Government Programs and Policies on Start-ups in Bangalore”

Venue: Conference Hall A1,
Date: 14th February, 2024, 10 AM
Kristu Jayanti College (Autonomous), Bengaluru

Logos: Kristu Jayanti College, IIM Ranchi, Indian Council of Social Science Research

- Evaluate the level of awareness among startups regarding government policies and incentives. Investigate the reasons behind the underutilization of available government support and identify potential gaps in communication or understanding of these policies.

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**Indian Council of Social Science Research,
Ministry of Education**

StartVista Symposium
Research Dissemination Workshop

Ms. Palak Devpura



Founder at Spinach Laws | LEO | Startup Lawyer |
Licensed Attorney | Chief Sales Advisor

Mr. Christo John



Managing Director, Delnie Private Limited
Founder – Favhiker

Ms. Tusharika Goswami



Founder, CEO - Karze

PANEL 1
TIME : 10.30 am – 11.30 am

Gender and social disparities, a lack of awareness on government policies, and insufficient R&D investment were highlighted. Panel Discussion 1 featured entrepreneurs, Christo John, Palak Devpura, and Tusharika Goswami, discussing government regulations, tax incentives, and impactful policies for startups in Bangalore. Panel Discussion 2 explored challenges faced by entrepreneurs, the advantages of starting a business in Bangalore, and experiences with government grants. Audience queries covered topics like education alongside startups, dealing with competition, and pitching products to investors. The event concluded with a vote of thanks, acknowledging contributors and expressing gratitude for the collaborative effort.

On Feb 14, 2024, the Department of Professional Management Studies organised a The StartVista Symposium the program was supported by the ICSSR funded project, focusing on the "Impact of Government Programs and Policies on Startups in Bangalore," commenced with an inspiring welcome speech by Dr. Baiju P, followed by Fr. Jais V Thomas guiding students on entrepreneurship. Dr. R. Renjith from IIM Ranchi, the project coordinator, presented the designation report, expressing gratitude to field researchers and panelists. The research revealed challenges in acquiring financial data from startups, emphasizing the need for capital despite existing frameworks.

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Department of Professional Management Studies
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Indian Institute of Management, Ranchi

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Ministry of Education**

StartVista Symposium
Research Dissemination Workshop

Ms. Silpa Sunil



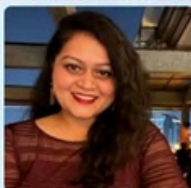
Founder & CEO of Euphoria Language Academy

Mr. Tony Francis



CEO & Co-founder, CheckAg &
Mentor in Residence at DERBI Foundation

Ms. Asmita Naidu



Founder Minig Minds

PANEL 2
TIME : 11.45 pm – 1.00 pm



The panel discussions, featuring experienced entrepreneurs, provided insights into the impact of government regulations, tax incentives, and relevant policies on startups in Bangalore. Issues such as competition, funding delays, and the utilization of government grants were thoroughly discussed.



Outcome:

The workshop on the "Impact of Government Programs and Policies on Startups in Bangalore" at the StartVista Symposium yielded valuable outcomes. The presentation of the designation report highlighted challenges faced in acquiring financial data from startups, emphasizing the need for capital and shedding light on gender and social disparities.



The workshop facilitated an interactive platform for the audience to seek advice on various aspects of entrepreneurship, including education while starting a business and dealing with competition. The event concluded with a vote of thanks, acknowledging the collaborative efforts of field researchers, coordinators, and the valuable support from institutions like IIM Ranchi and ICSSR. Overall, the workshop served as a knowledge-sharing platform, offering practical insights and recommendations to enhance the startup ecosystem in Bangalore.

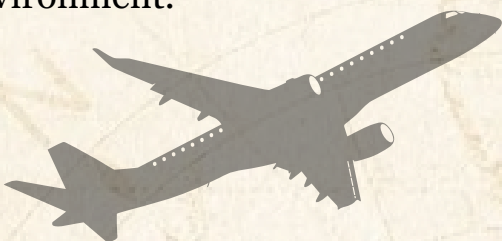
INDUSTRIAL / FIELD VISIT

Field visit BBA Aviation Management-2023-24

KEMPEGOWDA INTERNATIONAL AIRPORT TERMINAL 2, Devanahalli, Bangalore Rural district, Karnataka, India



They witnessed state-of-the-art, check-in counters, self-automated baggage handling systems, and advanced security measures. The concept of sustainability in airport infrastructure was also highlighted, with eco-friendly initiatives integrated into the design. Overall, the visit provided a valuable real-world perspective on the theories and principles studied in aviation management, illustrating how they are applied in a dynamic operational environment.



The industrial visit to Bangalore International Airport Terminal 2 was an insightful experience for the students. The terminal showcased a seamless blend of cutting-edge technology and ergonomic design. Students learned about modern airport management, emphasizing passenger experience and operational efficiency. The visit provided practical exposure to subjects related to aviation management, including terminal operations, security protocols, and passenger flow management.



Students entering terminal 2 of Bangalore International Airport. It was an enriching experience for all participants, broadening their understanding of the subject.



Senior Terminal Manager Mr. Hari rewarded our staff-in-charges with a small gift as a gesture of respect

The industrial visit to Bangalore International Airport Terminal 2 yielded several significant learning outcomes for the students. Firstly, they gained a comprehensive understanding of contemporary airport management practices, witnessing firsthand the integration of technology and efficient operational processes.



Students getting common insights of the departure area of terminal 2 from the tour guide Mr. Sachin (Alumni of KJC working BIAL)\

The visit also emphasized the critical importance of passenger-centric design in enhancing the overall airport experience. Students were exposed to advanced security measures, enlightening them about the evolving landscape of aviation security. Furthermore, they learned about implementing sustainable practices within airport infrastructure, underscoring the industry's commitment to environmental responsibility.



Mr. Sachin gave information about the self-automated baggage drop machines

Overall, this visit provided a tangible link between theoretical concepts and real-world applications in aviation management. It instilled in the students a deeper appreciation for the complexities and intricacies of running a modern international airport, preparing them for future endeavors in the field.



Group picture outside terminal 2 with teachers and BIAL staff member



Senior Terminal Manager Mr. Haribaskar, enlightening our students with his knowledge



Mr. Sachin briefing the students about terminal 2 and its operations

Field visit BBA Aviation Management-2023-24

KEMPEGOWDA INTERNATIONAL AIRPORT TERMINAL 2, Devanahalli, Bangalore Rural district, Karnataka, India

The industrial visit to Bangalore International Airport Terminal 2, organized by the Department of Management on November 3, 2023, proved to be a highly insightful experience for final-year Aviation Management students. Led by Prof. Excelce and Prof. Eshan, the visit, guided by Mr. Suresh, a seasoned technical operator,



No. of students: BBA AM 'B'

Mr. Suresh rewarded our staff incharge with a small gift as a gesture of respect

This enriching experience broadened participants' understanding, illustrating the practical application of principles studied in a dynamic operational environment.



Mr Suresh enlightening us with his great experience and knowledge.

showcased the seamless integration of cutting-edge technology and ergonomic design at the terminal. Students gained practical exposure to airport management, learning about terminal operations, security protocols, and passenger flow management. The visit highlighted state-of-the-art check-in counters, self-automated baggage handling systems, and advanced security measures. Moreover, the emphasis on sustainability with eco-friendly initiatives integrated into the terminal's design provided a real-world perspective on aviation management theories.



Mr Suresh enlightening us with his great experience and knowledge.



Group photo outside terminal 2

Exposure to advanced security measures provided a glimpse into the evolving landscape of aviation security, while insights into sustainable practices within airport infrastructure showcased the industry's commitment to environmental responsibility. Additionally, the tour of Terminal 2, with its emphasis on the key pillars of "Terminal in a Garden," "Art and Culture," "Technology," and "Sustainability," broadened students' horizons, offering a glimpse into potential careers in aviation management. The overall experience connected theoretical knowledge with real-world applications, fostering a deeper appreciation for the complexities of running a modern international airport and preparing students for future endeavors in the field. Inspired by the visit, an invitation extended to Mr. Suresh for campus recruitment envisions a role for students as the next generation of Airport Ground Staff Managers.

The industrial visit to Bangalore International Airport Terminal 2 proved to be a rich educational experience, offering students valuable insights into contemporary airport management practices. Witnessing the seamless integration of technology and efficient operational processes underscored the practical application of theoretical concepts in aviation management. The visit's emphasis on passenger-centric design highlighted the crucial role it plays in enhancing the overall airport experience.



Students learning about the operations at the Arrivals.

INDUSTRIAL / FIELD VISIT AY 2023 - 2024

Indian Institute of Management (IIM), Bengaluru.



IIM's Main Gate: IV BBA BA-B Section students visited Indian Institute of Management (IIM), Bengaluru

We started at 12:30 P.M. and reached by 2:00 P.M. We handed over the concerned letter to the IIM's security gate officer and he told us that the visit would start at 2:30 P.M. One security personnel was assigned to us along with our students and the security gate checked the names of all students one by one in the letter and the Id-card /Aadhar card and allowed to go inside the IIM premise. The visit started from the pre-decided routes. Students had the chance to interact with faculty, explore the campus, and learn about IIM Bengaluru's innovative programs and industry collaborations. The visit also offered a firsthand experience of the institute's state-of-the-art facilities, cutting-edge initiatives, and its role in shaping future business leaders.

Students also got the opportunity to visit ANALYTICS LAB where Mr. Sunil (Trainer at Analytics Lab) explained about the lab and its functions. There are various short-term and long-term courses run on business analytics, supply chain analytics, etc.

Brief Write-up on the Visit:

There were 52 Students of IV BBA [BA - B] accompanied by a faculty member Mrs. Rupashree, and Dr. Jagdeep Singh who had been to IIM for an industrial visit as part of their curriculum on 15/02/2024. The industrial visit to the Indian Institute of Management in Bengaluru, Karnataka provided a unique opportunity to gain insights into the renowned institution's academic and research initiatives.



IV BBA BA-B Section students visited Indian Institute of Management (IIM), Bengaluru

- Students got to know about IIM and how it supports society, and corporate projects at large.
- Students got to know about business analytics-related courses – short-term and long-term and the procedure for enrolment in the course.



Under the guidance of Mr. Sunil, the BBA business analytics students were immersed in a comprehensive exploration of IIM-Bangalore. His profound insights spanned various facets of the institute, encompassing details from selection criteria to the diverse student profiles. The briefing session by Mr. Sunil was particularly enlightening, showcasing his passion and expertise in IIM's analytics focus. He shared valuable perspectives on the future of analytics, emphasizing the opportunities ahead. Mr. Sunil's patience in addressing queries, coupled with the warm assistance from IIMB staff, including polite guards, made the visit both informative and welcoming. Furthermore, the visit to the library allowed us to delve into an extensive collection of books, articles, and journals related to our field, enhancing the overall educational experience. The expansive IIMB campus left a lasting impression, and Mr. Sunil's elucidation on selection criteria, admissions, and insights into the CAT exam proved invaluable for aspiring students. The industrial visit overall, emerged as a highly beneficial educational opportunity,

The Department of Professional Management Studies organized an enriching industrial visit to the prestigious IIM-Bangalore, one of the foremost graduate schools of management in Asia. This insightful excursion took place on the 13th of February 2024 and was meticulously led by Prof. Shilpa Roa and Prof. Eshaan MR, accompanied by the expertise of Mr. Sunil, a distinguished faculty member at IIMB.



inspiring us with insights into IIM Bangalore's data science and analytics projects. In essence, the industrial visit to IIM-Bangalore not only broadened our horizons but also ignited a spark of inspiration for our future endeavors.



The visit to IIM-Bangalore significantly augmented our comprehension of the institution, encompassing crucial aspects such as selection criteria and student profiles. Mr. Sunil's insightful briefing session on IIMB's analytics focus not only broadened

our understanding but also illuminated potential pathways for future opportunities in the dynamic field. Mr. Sunil's detailed explanations regarding selection criteria, admissions processes, and CAT exam insights, etched a lasting impression on our minds, reinforcing the gravity of our educational journey. This multifaceted exposure has not only broadened our academic horizons but has also ignited a deeper passion for the dynamic world of management studies, paving the way for a future marked by informed decision-making and innovative thinking.



INDUSTRIAL / FIELD VISIT AY 2023 - 2024

Dairy Day, Dairy Classic Ice Creams Pvt. Ltd.



There were 75 Students of IV BBA AM [A] accompanied by a faculty member Dr.K.Sivaprasad, who had been to Dairy Day, Dairy Classic Ice Creams Pvt. Ltd. for an industrial visit as part of their curriculum on 28/02/2024. The Dairy Day story began in 2002 when industry veterans having 20-25 years of

IV BBA AM A Section students visited Dairy Day, Dairy Classic Ice Creams Pvt. Ltd at Bangalore.

experience in the Ice Cream Industry decided to quit their MNC jobs and nurture a brand with their passion. They saw a market opportunity which no one else did. They believed that flavours had feelings and that taste buds can party.

Dairy Day was started in a modest 2000 square foot factory. But fueled by the founder's passion and expertise, Dairy Day quickly evolved to become one of the leading brands in India.

We started at 9:00 a.m. in the morning and reached by 2:00 p.m. Students can experience about the plant outlet and production unit and packaging process. This visit lasted for about one hour where the students were grouped into two and were briefed about the producing the ice creams which is prepared in different flavors in different machines then how they are assembled and sent for packaging according to different quantities requirements.

The industry gave a rich experience to the students about the production and operation management and also gave an insight about technology and various Techniques involved.

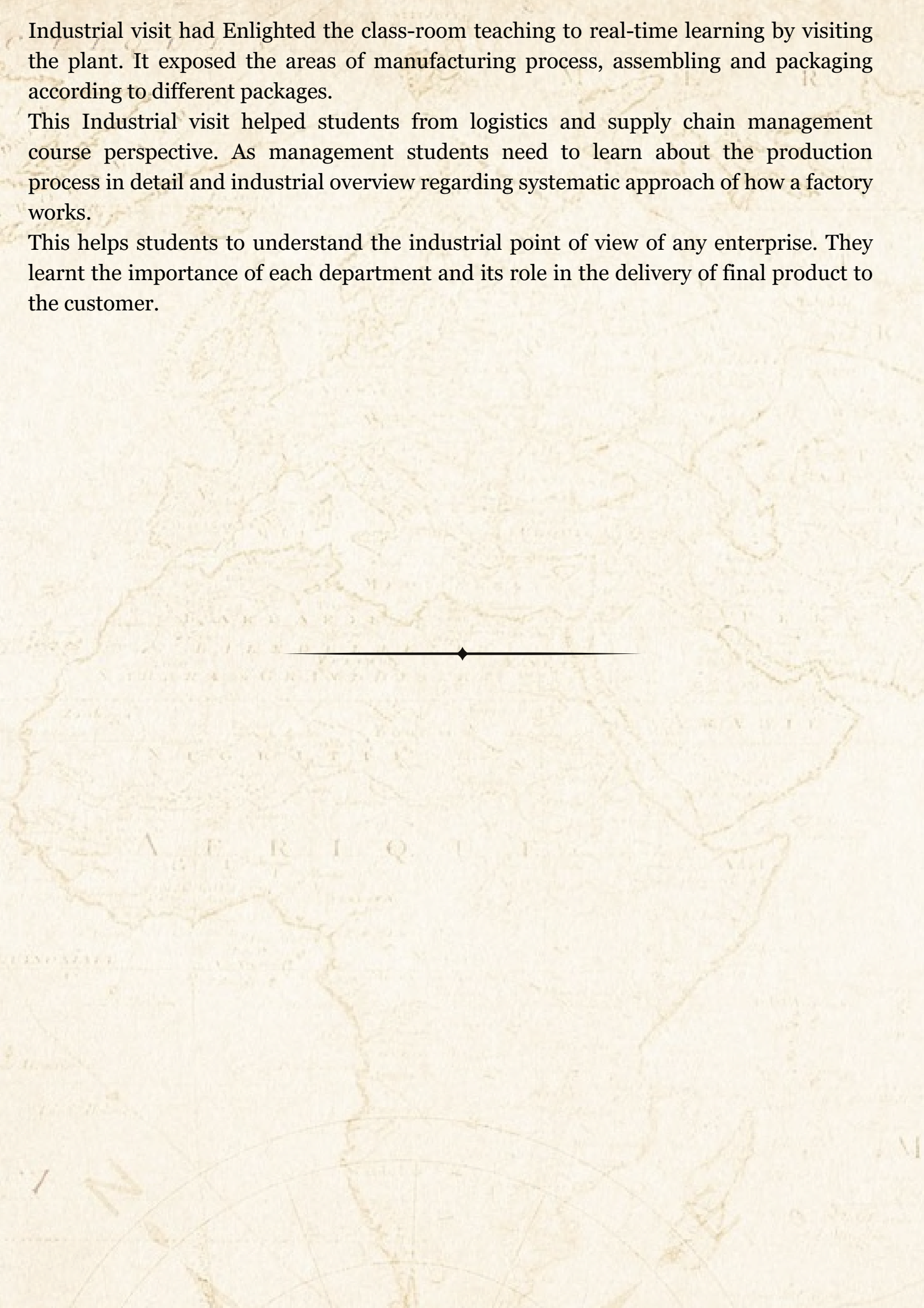
Students were accompanied by a production manager who explained to them in detail about the processes and various activities carried for production, processing and marketing strategies targeting their market.

The marketing techniques, their channel of distribution, the number of employees and the benefits given to them by the organization was explained in brief. The visit concluded with an interactive session with the company official who answered questions of students related to production and operation management. Followed by students visiting the plant layout of the company. After the visit students had an idea about the production and plant capacity of the company.

Industrial visit had Enlightened the class-room teaching to real-time learning by visiting the plant. It exposed the areas of manufacturing process, assembling and packaging according to different packages.

This Industrial visit helped students from logistics and supply chain management course perspective. As management students need to learn about the production process in detail and industrial overview regarding systematic approach of how a factory works.

This helps students to understand the industrial point of view of any enterprise. They learnt the importance of each department and its role in the delivery of final product to the customer.



INDUSTRIAL / FIELD VISIT AY 2023 - 2024

Dairy Day, Dairy Classic Ice Creams Pvt. Ltd.



There were 75 Students of IV BBA AM [B] accompanied by a faculty member Dr. Sneha N. who had been to Dairy Day, Dairy Classic Ice Creams Pvt. Ltd. for an industrial visit as part of their curriculum on 28/02/2024. The Dairy Day story began in 2002 when industry veterans having 20-25 years of

IV BBA AM B Section students visited Dairy Day, Dairy Classic Ice Creams Pvt. Ltd at Bangalore.

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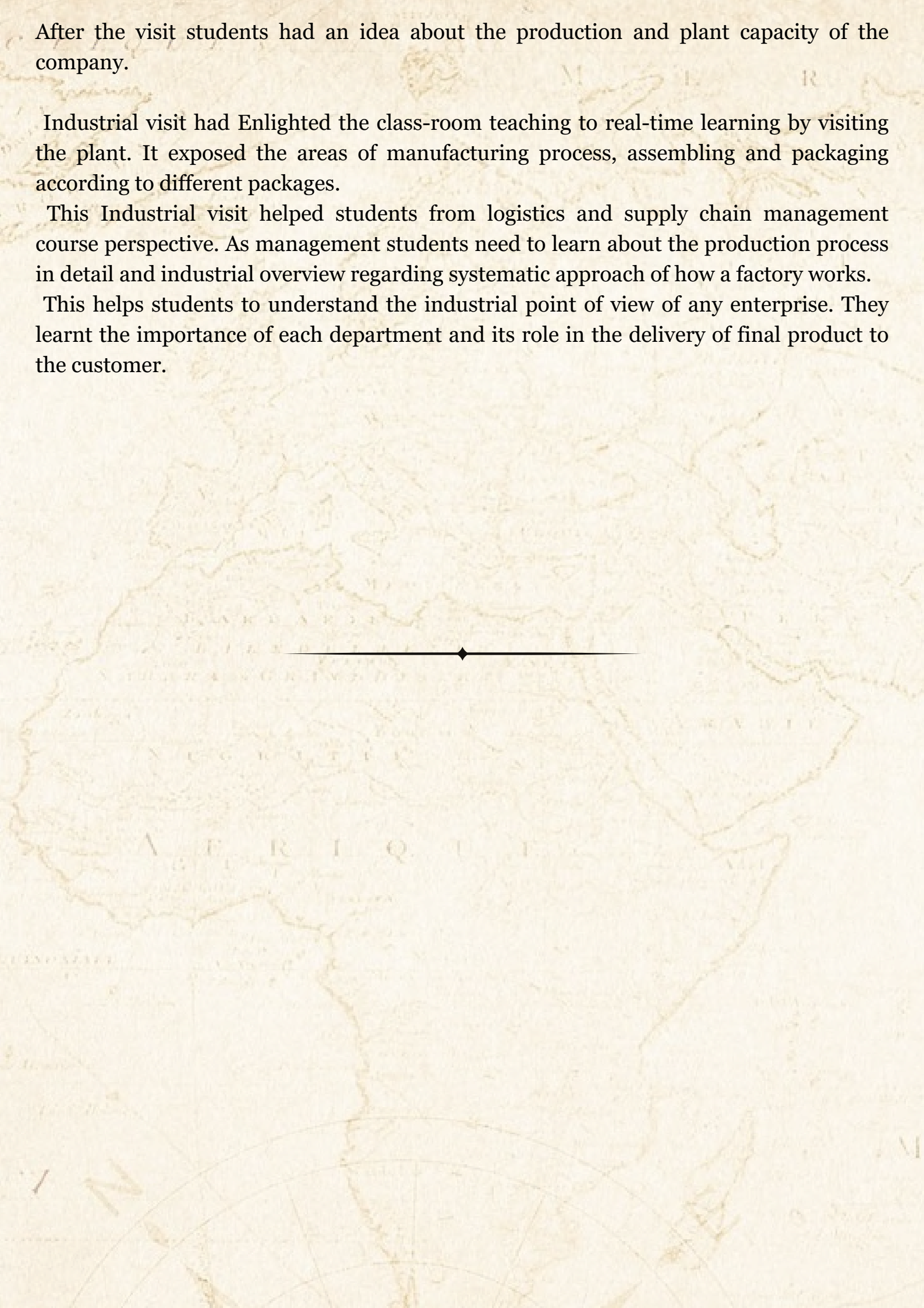
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INDUSTRIAL / FIELD VISIT AY 2023 - 2024

Dairy Day, Dairy Classic Ice Creams Pvt. Ltd.



There were 63 Students of IV BBA BA (A) accompanied by a faculty member Dr. Ajai Abraham Thomas, who had been to Dairy Classic Ice Creams, Harohalli Unit (Dairy Day) for an industrial visit as part of their curriculum on 26/02/2024. The Dairy Day story began in 2002 when industry veterans having

20-25 years of experience in the Ice Cream Industry decided to quit their MNC jobs and nurture a brand with their passion. They saw a market opportunity which no one else did. They believed that flavours had feelings and that taste buds can party. And so began the Dairy Day journey in a modest 2000 square foot factory. Dairy Day quickly evolved to become one of the leading brands in India. Dairy Day is currently present across South India, Maharashtra, and Odisha.

We started at 9:00 a.m. in the morning and reached by 11:30 a.m. Students can experience about the plant outlet and production unit and packaging process. This visit lasted for about three hours where the students were grouped into three and were briefed about the production process in detail i.e., from the raw material and procurement to aging of ice cream.

The industry gave a rich experience to the students about the production and operation management and also gave an insight about technology and various Techniques involved.

Students were accompanied by a production manager who explained to them in detail about the processes and various activities carried for production, processing and marketing strategies targeting their market.

The marketing techniques, their channel of distribution, the number of employees and the benefits given to them by the organization was explained in brief. The visit concluded with an interactive session with the company official who answered questions of students related to production and operation management. Followed by students visiting the plant layout of the company. After the visit students had an idea about the production and plant capacity of the company.

Industrial visit had Enlightened the class-room to observe in first-hand the various stages involved in the production of dairy products. Students were taught about the importance of quality control in ensuring the safety, consistency, and freshness of dairy products.

This Industrial visit helped students from logistics and supply chain management course perspective. As management students need to learn about the production process in detail and industrial overview regarding systematic approach of how a factory works. Students gained insights into the complexities of supply chain management including scheduling inventory management and distribution.

This helps students to understand the industrial point of view of any enterprise. They learnt the importance of each department and its role in the delivery of final product to the customer.



INDUSTRIAL / FIELD VISIT AY 2023 - 2024

Stove Kraft, Harohalli Industrial Area, Kanakapura Taluk, Ramnagara, Bangalore



The industrial visit to Stovekraft provided 60 students from the II BA B Section with a rich learning experience. Witnessing Stovekraft's manufacturing processes and stringent quality control measures firsthand offered invaluable insights into industry practices and the complexities of meeting market demands. Engaging with professionals at Stovekraft sparked students' interest in potential career paths within the manufacturing sector and instilled a sense of professionalism.

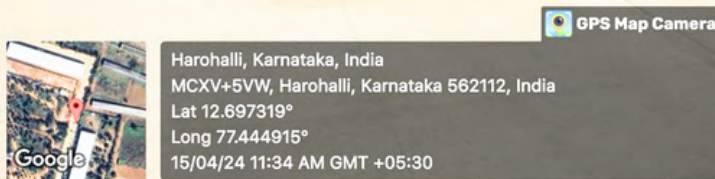
The recent industrial visit to Stovekraft by 60 students from the II BA B Section provided an enlightening experience. Situated in Ramnagara, Bangalore, Stovekraft stands as India's premier kitchen appliances brand, boasting a diverse product portfolio of over 600 items. The visit facilitated firsthand exposure to Stovekraft's innovative manufacturing processes and stringent quality control measures. It offered valuable insights into the complexities of meeting the ever-evolving demands of the market. Engagement with professionals at Stovekraft enriched students' understanding of industrial practices and potential career paths within the manufacturing sector. Appreciation is extended to the team at Stovekraft for their hospitality and the memorable learning experience.



Group Picture taken outside the Stovekraft

Overall, the visit bridged the gap between theoretical knowledge and practical applications, enhancing students' understanding of industry dynamics and preparing them for future endeavors in the industrial landscape.

Stove Kraft, Harohalli Industrial Area, Kanakapura Taluk, Ramnagara, Bangalore



Group Picture taken outside the Stovekraft

The industrial visit to Stovekraft provided 61 students from the II BA A Section with a rich learning experience. Witnessing Stovekraft's manufacturing processes and stringent quality control measures firsthand offered invaluable insights into industry practices and the complexities of meeting market demands. Engaging with professionals at Stovekraft sparked students' interest in potential career paths within the manufacturing sector and instilled a sense of professionalism. Overall, the visit bridged the gap between theoretical knowledge and practical applications, enhancing students' understanding of industry dynamics and preparing them for future endeavors in the industrial landscape.

The recent industrial visit to Stovekraft by 61 students from the II BA A Section provided an enlightening experience. Situated in Ramnagara, Bangalore, Stovekraft stands as India's premier kitchen appliances brand, boasting a diverse product portfolio of over 600 items. The visit facilitated firsthand exposure to Stovekraft's innovative manufacturing processes and stringent quality control measures. It offered valuable insights into the complexities of meeting the ever-evolving demands of the market. Engagement with professionals at Stovekraft enriched students' understanding of industrial practices and potential career paths within the manufacturing sector. Appreciation is extended to the team at Stovekraft for their hospitality and the memorable learning experience.

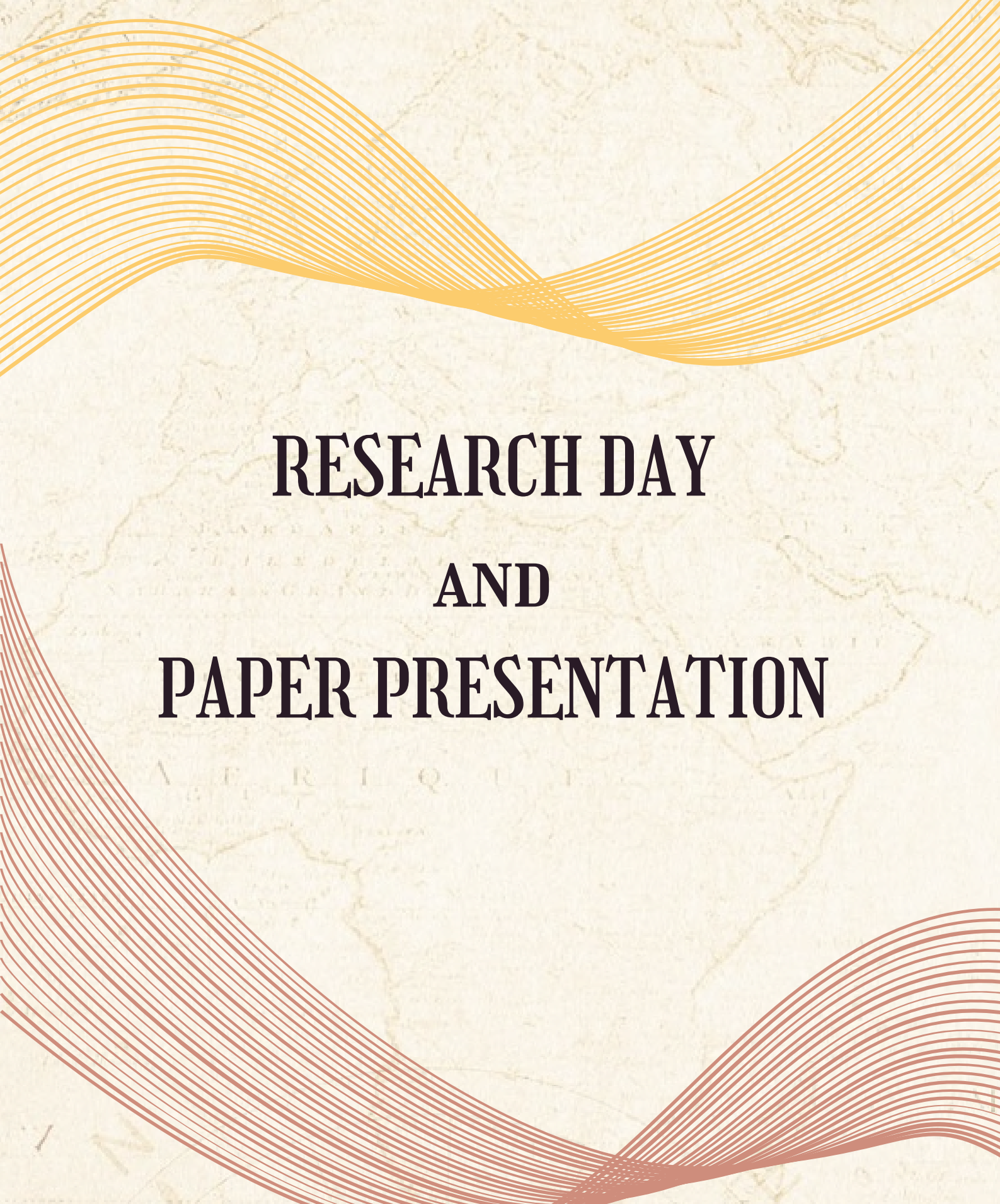
Stovekraft, Harohalli Industrial Area, Kanakapura Taluk, Ramnagara, Bangalore



Group Picture taken outside the Stove Kraft

The industrial visit to Stovekraft proved to be a significant learning opportunity for students enrolled in the II BBA RM program. Students in the II BBA RM program gained a comprehensive understanding of industrial practices and market dynamics within the manufacturing sector. Witnessing firsthand Stovekraft's manufacturing processes and stringent quality control measures provided invaluable insights into the complexities of meeting consumer demands. Engaging with professionals at Stovekraft not only sparked students' interest in potential career paths but also instilled a sense of professionalism and adaptability essential for success in the industry. Overall, this visit served as a pivotal experience bridging theoretical knowledge with practical applications, equipping students with the necessary skills and knowledge for navigating the industrial landscape effectively in their future careers.

The recent industrial visit to Stovekraft by students from the II BBA RM class provided an enlightening experience. Located in Ramnagara, Bangalore, Stovekraft is renowned as India's premier kitchen appliances brand, featuring a diverse product portfolio of over 600 items. The visit facilitated firsthand exposure to Stovekraft's innovative manufacturing processes and stringent quality control measures, offering valuable insights into the complexities of meeting the ever-evolving demands of the market. Engagement with professionals at Stovekraft enriched students' understanding of industrial practices and potential career paths within the manufacturing sector. Appreciation is extended to the team at Stovekraft for their hospitality and the memorable learning experience.



RESEARCH DAY AND PAPER PRESENTATION

Title: “RESEARCH DAY”

To enhance the research productivity of the faculty members Institution has devoted one day in a month that would help members of faculty to fully involve in research activity. The main objective of this dedicated day is to bring out quality research paper that could be published in reputed journal.

Every month one day shall be dedicated for the Research, to be known as Research Day Accordingly 25/08/2023, 10/09/2023, 15/11/2023 was observed as Research Day. Research day began with at 9.00 am with an innovative and enthusiastic introductory speech by Dr. J. Aloysius Edward, Dean & Professor, Faculty of Commerce and Management. He insisted on the importance of the research and went on to say research and academic are like two sides of same coin. He urged faculty to utilise the opportunity given by the management to come up with quality research papers. Dr. Jisha V.G, Head Department of Professional Management Studies, also emphasised the same and gave his suggestions for carrying out quality research.

To help REGs to progress in the research activity Department Research Mentors (DRM) were appointed, who are nominated by the Dean in consultation with the HoDs, their main focus is to facilitate, guide and monitor the progress of department level REGs. DRMs are also part of REG. Dr. A.J.Excelce, Dr. Radha and Dr. Roshen Therese Sebastain are the DRMs for Department of Professional Management Studies. Based on the area of interest faculty formed the group and met at various location in the college. There was a set agenda to be accomplished by the end of the day.

The group covered the following aspects for the Third Research Day:

1. Finalisation of title and Research Methodology,
2. Literature Review and Secondary data Collection
3. Data Analysis
4. Findings and Recommendations

Research Day has provided opportunity and time to involve in quality research activity. It also helped to share innovative ideas through brainstorming session with likeminded research partners and present and for further suggestions and improvement. Based on the suggestions and ideas discussed, the REGs were advised to take it further and come out with a refined structure before they meet for next Research Day.



SAMSHODHAN 2023

INTRA COLLEGIATE RESEARCH PAPER PRESENTATION COMPETITION

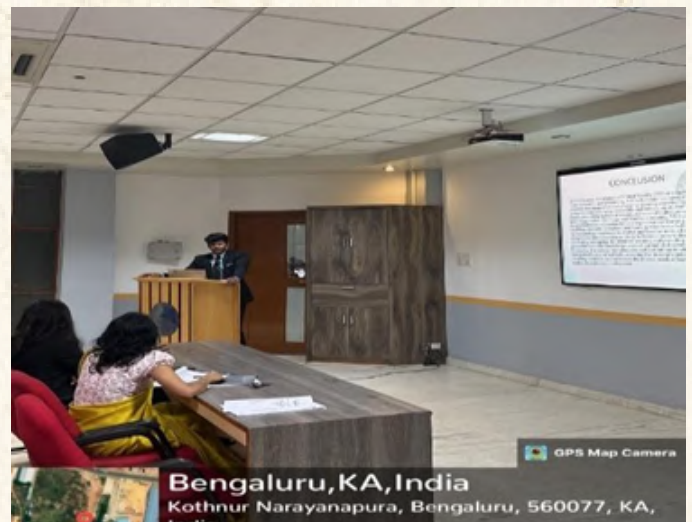


To give students an opportunity to present their research works.

To enable students to identify various research tools and techniques.

Research is a powerful part of the education. The research component allows for a broader educational experience and students are able to explore the effects of applying new thought processes through study and testing. Students are able to use that experience to see the practical application of their classroom experience represented in research projects. Kristu Jayanti College, Autonomous, elevates the academe with its multi-pronged thrust on research and innovation complementing the academic quest our college also provides an opportunity for students to partake in

various research activities on campus. There by showing the pathway to acquaint with research culture among the students from undergraduate level. As a result of this, department of Professional Management Studies is organizing Samshodhan the paper presentation competition for the final year BBA students. This program provides a platform for the students, to showcase their research abilities, increase their competence level and Building transferable skills. For this purpose students were instructed to carry out research based on the selected topics in their domain specific topics like Aviation Management ,



Student Presenting the Paper during Samsodhan to the panel member



Fr. Jais VThomas Addressing the students during Samshodhan Valedictory session

Sebastin. The event started at 12.30 p.m. and ended by 3:30 pm. The Best paper presenters were honored in all the Categories.

The aim of the event is to inculcate the knowledge of each functions of management and enhance the managerial skill through their roles assigned and areas interested to participate. It is promptly achieved and students are also expressed their experienced. Students were gained knowledge and understanding the different perspectives on Management function like leadership skills through leading and motivating the participants and also enhanced their organizing tactics, coordinating and controlling talents. Participants are experienced and evolved and enlightened themselves through their active involvement of the various events.

Business Analytics and General Topics. The orientation was conducted on 2nd August 2023 by the class animators. Teacher's in-charge of Samshodha was Dr.A J Excelce, and Mr. John Pradeep Kumar. Our Students were asked to register their topics through Google form. With the guidance of the event coordinators, students prepared questionnaires pertaining to their research and collected the data. After getting approval, they did a detailed analysis and submitted the report. Preliminary round was conducted on 22nd and 30th August and the best 8 papers were selected in each area. The final round was conducted on 13th September 2023. Samshodhan 2023 was Inaguarated by Mr.Rahil Mehdi, Founder, Managing Director, Tessarakt Experientia. Fr. Dr.Augustine George, in his presidential address appreciated students for their active participation and encouraged students to publish all the papers as a book. The judges for the event were Dr. Chandrakhanthan J and Dr. Roshen Thersa

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**PROGRAMMES ORGANIZED
IN
DEPARTMENT WITH SPECIAL ATTENTION
TO
COMMEMORATIVE DAYS**

ANTI RAGGING WEEK

To create awareness about always ragging & ensure a student-friendly environment. To facilitate campus monitoring to ensure nil ragging.



The Department of Professional Management Studies organized their very first event of the Department. Anti-Ragging Day is observed to raise awareness and promote the prevention of ragging in educational institutions, particularly colleges and universities. Ragging refers to the act of teasing, bullying, or harassing new students, often in the form of practical jokes or humiliation, by their seniors or peers.

The main aim is to create a safe and inclusive environment for all students. Ragging can create an atmosphere of fear and hostility, preventing new students from feeling comfortable and focused on their studies. It's an opportunity to educate students, faculty, and staff about the negative effects of ragging on the mental and emotional well-being of victims.



Teacher in charge taking a glance of the event



It helps people understand the importance of preventing such behaviour. By addressing the issue openly, victims may feel empowered to report incidents and seek support. By dedicating a day to anti-ragging efforts, colleges and universities emphasize their commitment

to maintaining a positive learning environment. This sends a strong message that ragging will not be tolerated and serious consequences will follow. Observing Anti-Ragging Day is a way to teach students about their responsibility as responsible citizens and members of the academic community. It encourages them to stand up against harmful behaviours and contribute to the betterment of the campus environment.



Mime team enacting their performance in Chavara square

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Flashmob by students of the department at Chavara square

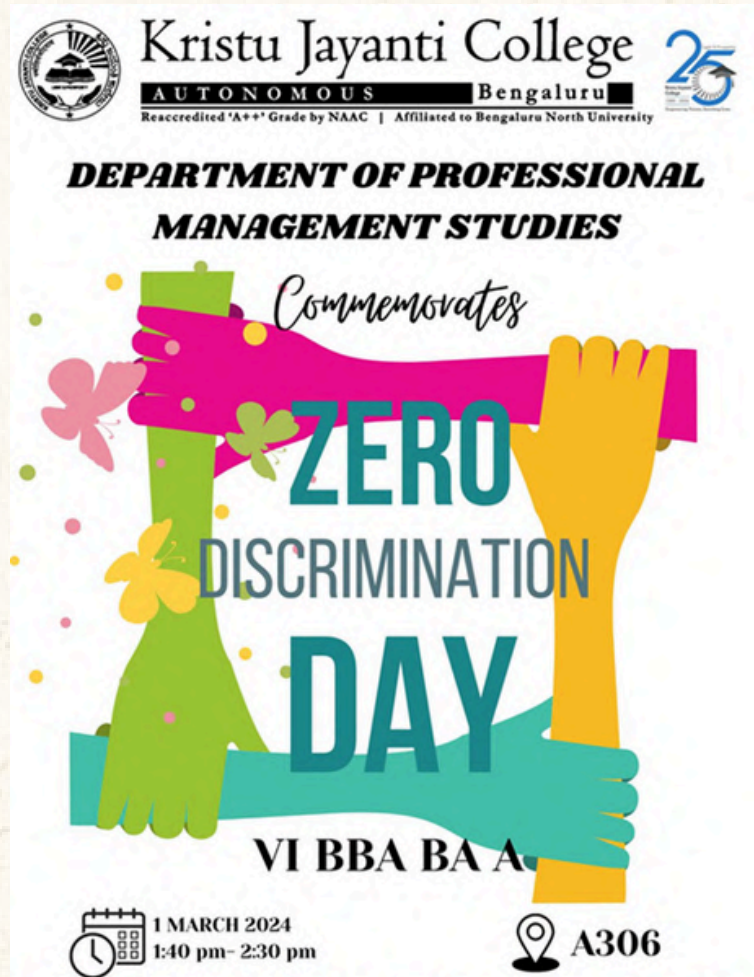
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Flashmob and mime team with department Flashmob and mime team with department faculty member member

ZERO DISCRIMINATION DAY

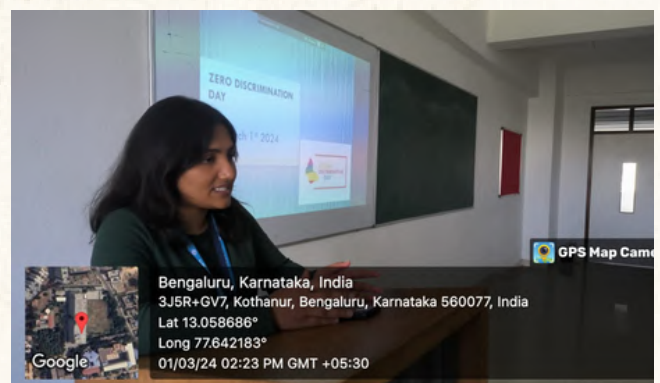
To raise awareness and promote a culture of inclusivity and diversity through student presentations on the theme "Zero Discrimination."



The details of a significant event organized by the Department of Professional Management. On 1st March 2024, in Class A306, an impactful student presentation on Zero Discrimination Day took place. The session was dedicated to raising awareness about fostering a culture of inclusivity and eliminating discrimination. The primary objective of this enlightening session was not only to raise awareness but also to inspire deep reflection among the attendees. Through engaging and open discussions, students were encouraged to express their thoughts and perspectives on fostering a discrimination-free environment.

The presentation aimed to instill a shared commitment to building a society that is not only tolerant but actively accepting of diversity. The platform created during this event facilitated a rich exchange of ideas, emphasizing the collective responsibility we all bear in shaping a more inclusive and harmonious community.

The insightful contributions from both students and faculty members highlighted the importance of continued dialogue and action in creating a positive and respectful academic environment. In conclusion, the student presentation on Zero Discrimination Day held on 1st March 2024 in Class A306 aimed not only to inspire reflection and encourage open discussions but also to ignite a shared commitment among students.



Ms. Shruthika Rajiv Creating awareness on Zero Discrimination day to the students

The event provided a valuable platform for individuals to express their thoughts on this crucial subject, emphasizing the collective responsibility we bear in fostering a more tolerant, inclusive, and accepting society within our academic community and beyond.



WORLD HEALTH DAY

To raise awareness amongst youngsters regarding the importance of World Health Day



The details of a significant event organized by the Department of Professional Management. On 8TH April 2024, in Class A308, an impactful student presentation on World Health Day was conducted. The session was dedicated to raising awareness about the health amongst the youngsters. World Health Day is significant as it emphasizes the importance of maintaining physical and mental well-being during a crucial stage of life. It encourages students to adopt healthy lifestyles, seek support for mental health concerns, and raise awareness about issues such as stress, sleep hygiene, nutrition, and substance abuse. Additionally,

it serves as a reminder for colleges to provide resources and support services to promote the health and well-being of their students. Firstly the health survey was done and then the student's impactful presentation was done. In conclusion it raised awareness about pressing global

health issues, promotes healthy habits, and mobilizes action to address health challenges worldwide. It highlights the importance of prioritizing health and addressing the health challenges amongst the youth.



Ms. Vidushi Explaining the students on the importance of health among youngsters

WORLD CONSUMER RIGHT DAY

To raise awareness amongst the students regarding the rights of consumers



The details of a significant event organized by the Department of Professional Management on 14TH March 2024, in Class A306, an impactful student presentation on World Consumer Rights Day was conducted. The session was dedicated to raising awareness about World Consumer Rights Day is essential for students as it empowers them with knowledge about their rights as consumers. It educates them about making informed choices, understanding product quality, and demanding fair treatment from businesses

For students who are often managing tight budgets, it's crucial to know how to protect themselves from deceptive practices and unfair treatment. Moreover, it encourages students to become advocates for consumer rights, promoting transparency and accountability in the marketplace. Overall, a student presentation on World Consumer Rights Day can

promote critical thinking, advocacy, and ethical decision-making skills, while also empowering students to become informed and responsible consumers. There was also a screening of the short film on world consumer rights made by students of final year.



Ms. Trisha Addressing the students on the importance of consumer right

DEPARTMENT VALUE ADDED COURSE

VALUE ADDED COURSE (VAC) on Art of Article Writing

The Department of Professional Management Studies (PMS) provided Art of Article Writing Course as a Value addition to Third year BBA PMS Students in order to understand the concept of research. This course was exclusively offered for the final year BBA PMS students. All the sessions were handled by faculty members belonging to the department and the class sessions were allotted based on the preferences given by them on the course.

Faculties used various methods during their classroom session for keeping the students engaged like Skill development activities,

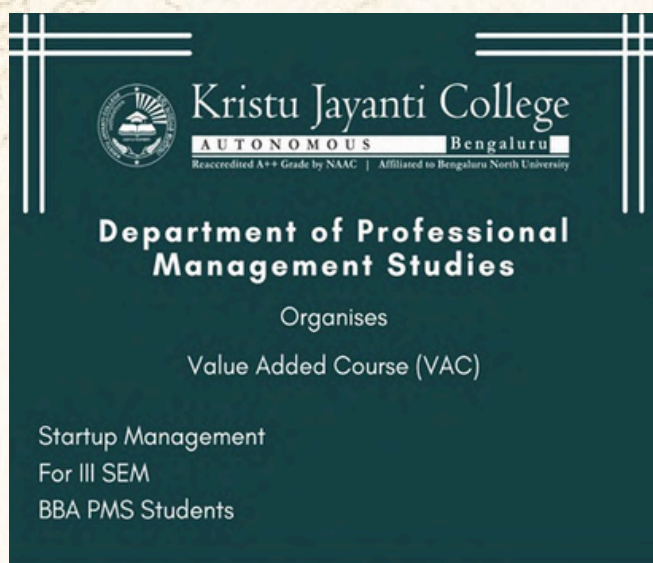
presentation, statistical tools discussion etc. with enhanced better learning experience to students during the class.

During the sessions students gained knowledge to write statement of the problem, to formulate objectives, hypotheses, to write literature review, select appropriate methods, gather data, and draw meaningful conclusions. As a result of completing the VAC course, students are tasked with writing a paper under the mentorship of faculty members, followed by an in-class presentation. Subsequently,



a curated selection of 20 outstanding papers will be showcased during the 'Samsodhan' event on September 13th 2023. Notably exceptional papers will be identified, and their authors will receive certificates of appreciation for their remarkable contributions.

VALUE ADDED COURSE (VAC) on START UP MANAGEMENT



Date: 26/07/2023 - 28/08/2023



provided Start – up Management Course as a Value addition to Second year BBA PMS Students in order to understand the concept of a start-up, identify the required strategic resources and entrepreneurial strategies in developing entrepreneurship competencies. This course was exclusively offered for the second year BBA PMS students.

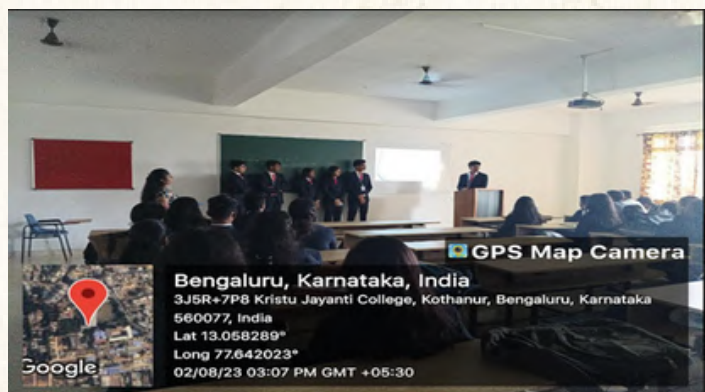
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Student involved in Idea generation activity during VAC Class

VALUE ADDED COURSE (VAC) on CORPORATE ETTIQUETTES

All the sessions were handled by faculty members belonging to the department and the class sessions were allotted based on the preferences given by them on the course.



Skill development Activity held in classrooms during VAC

plan competition took place in the respective classrooms on 2nd August 2023, the teams from each class were shortlisted and the final presentation of the Business plan titled “Pinnacle Pursuit – B3” was held on 25th August 2023.



Faculties used various methods during their classroom session for keeping the students engaged like Skill development activities, presentation, government scheme discussion etc with enhanced better learning experience to students during the class. During the sessions students gained knowledge on the various government schemes, basis of needs for start-up management and women entrepreneurs. As an outcome of VAC course students were formed into teams and were asked to come out with a business plan the preliminary screening of the Business



It is essential for every student to behave in a socially acceptable way. Etiquette refers to good manners which helps a student leave his/her mark in the society. An student must know how to behave at the workplace. There is a huge difference between college and professional life. One needs to be disciplined at the workplace

DEPARTMENT LEVEL EXTENSION ACTIVITY

P P

“EACH ONE, TEACH ONE”

To Help children's in government schools learn lots of useful things and important values so they can grow up to be good citizens, make a positive difference in society, and reach their best abilities.



Poster of the event

The Department of Professional Management Studies organized their very third event of the Department. “Each One, Teach One” which is nothing but a program where the students of our department come together to engage and educate the children studying in Government Schools. This is a 7 days Activity which will be done on a regular basis. By participating in programs where older students help their younger peers, these students not only contribute to the learning process but also gain valuable teaching experience. This interaction fosters a sense of community and peer support within the school, creating a more inclusive and collaborative learning environment. Moreover,

it allows the older students to reinforce their own understanding of the subjects they teach, as teaching often deepens one's comprehension. Overall, students teaching in government schools can be a win-win, fostering a culture of shared knowledge and empowerment among both students and educators.

DAY-01

The Department of Professional Management Studies organized their very first event of the Department. “Each One, Teach One” which is nothing but a program where the students of our department come together to engage and educate the children studying in Government Schools. College student teaching in government schools is a valuable initiative that brings benefits to both students and communities. The first day was filled with full of energy and fun. Students from the 1st Year were a part of this activity. As we entered the school the kids in were super excited. This energy cheered us all and motivated us to give our best.

As being the first day we brought them outside the classrooms for a fun session. We played various games with them and ended our first day.



Student Volunteers of PRAYAS Actively involved in engaging school children's

DAY-02:

Day two starts off with excitement as it was time to start our jobs that we were here for. We started off with maths. Mathematics is very important not only academically but also in our day to day lives. We prepared some basic questions related to addition, subtraction, multiplication and division which we taught them to solve using easy methods. These shortcuts really helped them as it eased their understanding on the subject. Hence the day ended once again with a great response which really motivated us for future activities.



Mr. Tanush helping Children's solving maths in the board



PRAYAS Volunteer Mr. Danie taking class on maths

Day-03:

The Department of Professional Management Studies organized their very third event of the

Department. College student teaching in government schools is a valuable initiative that brings benefits to both students and communities. It offers additional educational support to students, helping them grasp challenging concepts and fostering a love for learning. For college students, it provides a unique opportunity to gain practical teaching experience and develop essential skills like communication and leadership. This collaboration also strengthens community ties, promoting a sense of civic responsibility and cultural exchange.



Overall, this endeavour not only enhances the quality of education but also empowers both college students and the communities they serve. In conclusion, college student teaching in government schools proves to be a mutually enriching endeavour. It bolsters education by providing targeted support to students, while affording college students valuable hands-on experience and skill development.

Students involved in fun filled learning during the sessions

he initiative's broader impact extends to communities, fostering a stronger sense of civic duty and promoting cultural understanding. By bridging the gap between higher education and primary schooling, this collaborative effort creates a more inclusive and empowered educational ecosystem. It stands as a testament to the positive change that can be achieved when students, educators, and communities come together in pursuit of a brighter future.



Students engaged in learning Spoken English

Day 4:

The primary objectives include instilling a sense of patriotism and unity among the younger generation, fostering a shared cultural identity, and nurturing a deep appreciation for diversity. Through engaging activities and educational programs, college students aim to inspire a collective spirit of harmony and solidarity, transcending differences and reinforcing the values that bind a nation together. This commemoration not only strengthens the social fabric but also lays the foundation for a more inclusive and harmonious society in the future.



Students outside the classroom after the fun filled classroom activity.

Day-05:

The initiative to engage government students in different activities is driven by the goal of providing a holistic education. It aims to enhance practical skills, critical thinking, and teamwork through hands-on experiences.. By preparing students for real-world challenges, this approach equips them for future academic and professional success.



Government school children's involved in Gurukul learning under the tree

Ultimately, the initiative seeks to create a dynamic learning environment that empowers students to excel in various aspects of their education and beyond.

Day 06:

Day six starts off with maths for the 5th grade students. Mathematics is very important not only academically but also in our day to day lives. We prepared some basic questions related to addition, subtraction, multiplication and division and some other equations which we taught them to solve using shortcuts. These shortcuts really helped them as it eased their understanding on the subject. Hence the day ended once again with a great response which really motivated us.



Students learning numbers through fun activities by our extension volunteers

Impact of the activity:

The activity Conducted “Each One Teach One” for government school children has a transformative impact, providing essential academic support and bridging educational gaps. The sessions taught by college students enhanced learning outcomes, boost confidence, and empower students with valuable knowledge. By addressing specific challenges, the classes contributed to a more inclusive and equitable education system.

Ultimately, this initiative nurtures a generation of empowered individuals with increased access to educational opportunities and a brighter future.



Government school student actively involved in Q&A Session

Day-07: Overview-

Final day of the activity was the continuation of our previous day as we fell short of time on day 06. We continued taking maths for the students. Mathematics is very important not only academically but also in our day to day lives. We prepared some basic questions related to addition, subtraction, multiplication and division and some other equations which we taught them to solve using shortcuts. Hence the day ends once again with a positive note and we successfully complete our activity.



PRAYAS Volunteers teaching students on framing sentences

CLEANLINESS CAMPAIGN – “Ek Tarrek Ek Gantha”

“Commemorating Gandhi Jayanti in collaboration with Ministry of Tourism, Government of India, Bengaluru office”

To foster a greater understanding and appreciation for the importance of cleanliness and the promotion of a hygienic environment within communities.



Volunteers accompanied by one of the Coordinators of Ministry of Tourism – Mr. Bharath

at promoting cleanliness and hygiene in a specific area, community, or even on a national level. The primary goal of such campaigns is to create awareness, change behaviour, and mobilize individuals and communities to take collective action towards maintaining a clean and hygienic environment. Cleanliness refers to the state of being clean, free from dirt, germs, and impurities. It is a fundamental aspect of personal, environmental, and public health. The main aim of cleanliness campaigns is to promote public health,

prevent environmental pollution, creating a positive and attractive environment, Enhancing community engagement and improvising infrastructure.

The Department of Professional Management Studies in association with the Ministry of Tourism, Bengaluru office organised a campaign on Cleanliness in order to commemorate Gandhi Jayanti under the title ‘Ek Tareekh Ek Ghanta’ under the banner ‘Swachhata Hi Seva 2023’. A cleanliness campaign, often referred to as a cleanliness drive or sanitation campaign, is a coordinated effort aimed



PRAYAS Volunteer Ms. Jeffy conducting a survey outside Tippu Summer Palace from youngster on Waste management

The Ministry of Tourism, is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. Dept of Professional management Studies in association with Ministry of tourism conducted the drive in four different locations in Bangalore that are K.Narayanapura Main Road, Kammanahalli, Bangalore Fort and Tippu Summar Palace.



Volunteers on Duty

We find ourselves deeply inspired and highly motivated by the proactive initiatives and programs spearheaded by the Government of India in its relentless pursuit of promoting a clean and sustainable environment. These commendable efforts not only serve as a beacon of hope but also offer a compelling blueprint for achieving a



Volunteers at Kammanahalli Signal, front of Westside

greener, healthier, and more sustainable future for our nation and the global community. Some of the notable ones includes; Swachh Bharat Abhiyan, National Clean Air Program, Namami Gange, Green India Mission, Clean Energy Initiatives, Plastic Waste Management and many more.



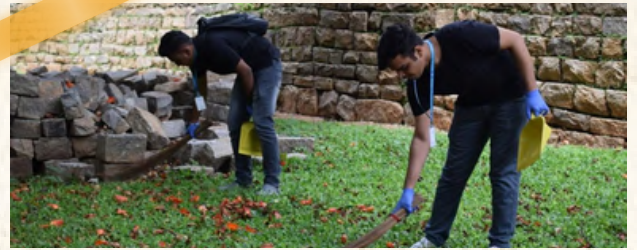
Volunteers on Duty

Overall, the cleanliness campaign has made significant strides in enhancing the cleanliness and hygiene standards in our community



Volunteers conducting a cleanliness drive at Bangalore Fort accompanied by coordinators of Ministry of Tourism

To sustain and build upon these achievements, continued efforts, community engagement, and a commitment to cleanliness are essential. Together, we can create a cleaner and healthier environment for all residents.



Volunteers on Duty at Bangalore Fort

Impact of the activity:

The commemorative day Gandhi Jayanti conducted through a cleanliness drive not only paid tribute to the Father of the Nation but also actively contributed to building a cleaner, more conscientious, and socially responsible society.



Volunteers conducting a cleanliness drive at K.Narayanapura , accompanied by Prof. Rupashree and Dr. Sneha

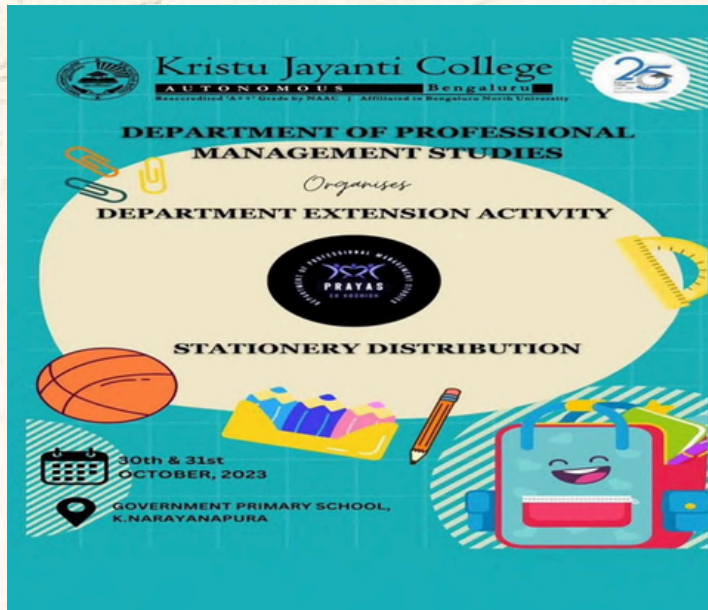
It set a positive example for future generations and the students. It demonstrates that small, concerted efforts can lead to significant positive changes, aligning with Gandhi's belief in the power of individual actions to bring about societal transformation.

The students also carried out an survey on the waste management practices that helped in understanding the awareness of waste segregation among people in Bangalore.



Volunteers on Duty

STATIONARY DISTRIBUTION



The primary goal of this initiative was to collect stationery items from college and distribute them to the school in order to benefit underprivileged children and provide them with aid in the near future.



Group picture of student volunteers with government school childrens.

Many of the parents from poor families are unable to provide educational material to their children. The Stationary distribution drive collected a substantial amount of items that were distributed to the Government school of k Nrayanapura bringing tangible benefits to those in need.

‘Let there be pleasure in giving others pleasure, Sheer happiness, beyond all one might measure It is in giving that we receive only then eternal peace is achieved’

The extension activity of the Department of Professional Management Studies Kristu Jayanti College organized stationery distribution on 30.10.2023 and 31.10.2023 at Government Primary School, k. Narayanapura.



Group picture of student volunteers with government school childrens.

The volunteer activities not only contributed to the betterment of the community but also provided participants with valuable experiences and a deeper understanding of the challenges faced by the Underprivileged.

Outcome: All volunteers Collected and donated stationery to the school children who are in need.

WATER CONSERVATION CAMPAIGN

As Bangalore has become a city which is facing water scarcity the primary objective of this campaign is to provide awareness about the water conservation and tips to households on how to conserve the water efficiently and effectively.



With this campaign people were sensitized about the importance of every drop of water and ways to conserve water also reduce the wastage of water to overcome the consequences of scarcity of water which will be faced by people in future. Our slogan for this campaign was “Save a drop for a change” to save as much as water and not waste it as it would be useful for future.

The Department of Professional Management Studies organised this campaign majorly to bring awareness among the nearby locality about the scarcity of water in Bangalore and how to conserve them during our everyday chores and usages. The conservation of water which is a precious resource and should be conserved for future generations also. The main objective of the save water campaign was to increase awareness of the locality neighbourhood about the scarcity of clean water and sensitize them about the conservation of water, a precious resource. The campaign aimed at reducing everyday water usage rate due to the water crisis in our state.



Student volunteers addressing the campaign in BDS Nagar

The water conservation campaign led by PRAYAS volunteers of the Department of Professional Management Studies benefitted around 45 residential houses and 8 petty shops in creating awareness among the people of the community on how to conserve water at home, the students prepared a pamphlet and was circulated to the households and shop owners which provided them a rough idea on conservation of water which has become a scarce resource in Bangalore.



GROCERY DISTRIBUTION DRIVE

The primary objective of this campaign was to provide needy groceries to the elderly people and prioritize their basic needs which they require in their day to day activities and to encourage and interact with them. Groceries worth Rs 2,350 was provided to the home by the student volunteers.



So, our initiative was to interact and cheer the elderly people and had a hands on experience of their daily activities. What sets this program apart is the collective participation of not just our volunteers, but the entire department in this campaign. Students from our department generously contributed grocery items such as rice, pulses, oil etc., for the benefit of these elderly people. Our main objective was to motivate the elderly people and prioritize their basic needs which they require in their day to day activities.

The Department of Professional Management Studies are thrilled to share the heartwarming success of our grocery distribution drive for the people in Preethi Nivas Trust. The trust aims to serve the poor and needy people especially the aged and orphans. At present in this locality of Geddalahalli Hennur region it exercises charitable activities. In this home there are 60 elderly residents at present who are given shelter, nutrition and medical care. They are taking initiatives to increase the number of residents in the near future. This programme is run with the small helps of the nearby people.



Group photo of volunteers with staffs of the old age home

The grocery distribution drive by the Department of Professional Management Studies provided needy groceries to the elderly people and prioritize their basic needs which they require in their day to day activities and to encourage and interact with them. Groceries worth Rs 2,350 was provided to the home by the student volunteers were around 60 elderly people got benefited. This act of kindness showed how people coming together can help those in need. It gave them hope and made their lives better.



NATIONAL UNITY DAY - Poster making competition

- To Promote Awareness and Understanding of National Unity day among school children's
- To Encourage Creativity, Expression and Engagement
- To foster appreciation for cultural diversity



Poster of the Event

The objectives of commemorating Unity Day in government schools by college students are to promote national unity, a sense of patriotism, and foster appreciation for cultural diversity. Through engaging activities and educational programs, students aim to inspire a collective spirit of harmony, transcending differences for a stronger, more inclusive society. This initiative ultimately seeks to build a foundation of mutual respect and understanding among future generations.

Commemorating Unity Day in government schools by college students serves as a powerful initiative to promote national cohesion and understanding. The primary objectives include instilling a sense of patriotism and unity among the younger generation, fostering a shared cultural identity, and nurturing a deep appreciation for diversity.

Through engaging activities and educational programs, college students aim to inspire a collective spirit of harmony and solidarity, transcending differences and reinforcing the values that bind a nation together. This commemoration not only strengthens the social fabric but also lays the foundation for a more inclusive and harmonious society in the future.



Students after the activity outside the classrooms

Outcome/ Impact of the activity:

The activity emphasized on fostering a sense of collective identity and pride within a diverse nation. This creative initiative served as a dynamic platform for individuals to artistically express their perceptions of unity, showcasing the strength found in diversity among the school going children's.



Prof. Sherly with the Students volunteers and participants outside the classroom after the poster competition

