



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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

## Department of Economics

# Equilibria

## E-NEWSLETTER 2024





# EQUILIBRIA *2024*

Welcome to the 2024 edition of Equilibria, the newsletter of the Department of Economics, Kristu Jayanti College, Autonomous.

As we venture into the new year, our focus sharpens on the imperative of sustainable economies, marking a pivotal moment in India's pursuit of economic equilibrium. The theme for Equilibria 2024, "Sustainable Economies: Navigating Equilibrium," underscores our commitment to fostering economic systems that prioritize sustainability, resilience, and equity. Our theme underscores the crucial role of sustainable development in today's world. Sustainable economies are not just desirable but essential for the well-being of present and future generations.

By integrating environmental, social, and economic considerations into policymaking, we can build resilient economies in harmony with our planet. As stewards of economic knowledge, it's our responsibility to champion sustainability. The Department of Economics at KJC equips students to navigate the complexities of sustainable development, preparing them to lead in shaping a more equitable and sustainable future.

Equilibria provides a platform for dialogue and exchange on sustainable economics. Together, we aim to deepen our understanding of the interconnectedness between economic systems, environmental sustainability, and social equity, driving positive change in our community.

Let's embrace the challenge and opportunity of building sustainable economies, forging pathways toward inclusive prosperity and a thriving planet.



# MESSAGE FROM THE PRINCIPAL



## FR. DR. AUGUSTINE GEORGE PRINCIPAL

Writing the preface for the third volume of the department of Economic News Letter, "Equilibria," makes me incredibly happy. I want to start by congratulating the editorial board for publishing such a fantastic News Letter.

The Department of Economics has expanded in keeping with the mission

of the college, which is to foster the students' civic engagement and ideals in addition to providing them with a high-quality education. This News Letter highlights the school's successes over the past year in both the classroom and outside of it. It makes me happy to see how eagerly students engage in departmental activities and how hard the faculty members work to provide them with the information, skills, and character development they will need to assume leadership roles in the future. I hope the department's efforts will be successful in every way..





**DR ALOYSIUS EDWARD J**

Dean  
Commerce and Management

## FOSTERING HOLISTIC

The Department of Economics at Kristu Jayanti College supports aspiring economists by educating them holistically in novel and revolutionary methods so that they are equipped to evaluate a situation rationally. The students are taught human values and professional ethics, which has a positive economic and social impact, which in turn develops strong foundational and applied skills in our pupils. Seminars, guest lectures, conferences, fests, and many more co-curricular and extracurricular events are frequently held by the Department of Economics. The News Letter Equilibria provides a peep into the operations of the Department of Economics. I really appreciate the creative team's efforts and wish them well in their further endeavours.



**DR. SIVASUBRAMANIAN K.**

Coordinator  
Department of Economics

## BUILDING ABILITY

Through Equilibria, I am delighted to connect with you. The members of the economics department at Kristu Jayanti College have consistently excelled in every project they've undertaken. Together, we've overcome challenges to provide students with quality education that nurtures their holistic development and ignites their curiosity about the world.

Being part of this team dedicated to fostering students' growth has been truly rewarding. We aim to create lasting memories that inspire students to reflect proudly on their journey. Future editions of this publication will feature contributions from various contributors, reflecting the department's ongoing evolution and its impact on society.

I extend my gratitude to the management and dean for their support and encouragement throughout this project. Thanks also to the department's staff and students for their hard work on Equilibria. I hope you find the following pages engaging and insightful. Enjoy the read!

# DEPARTMENT OF ECONOMICS

Department of Economics offers B.A. Applied Economics, BA Dual major (Economics with Political Science/History/Journalism), B.Sc. in Economics and Statistics (Dual major), and master's in economics (MA Economics). The undergraduate and postgraduate programmes of Kristu Jayanti College, offers a challenging curriculum that contains innovative teaching and evaluation methodology. It ensures that the students are well-trained in computational skills, statistical application, and acquires in-depth understanding of economic concepts to cope with emerging career challenges. The courses are designed to provide a sound theoretical background in modern economics and equip them with analytical tools and techniques for multi-

dimensional economic research. The candidates of economics have a remarkable opportunity to enter the fields of corporate, analytics, academics, and research institutes. The Department of Economics has been in collaboration with various International and National level academic and research institutions. These collaborations expose the students to cutting-edge research in economics with strong analytical skills. The budding economists of our department are provided with several opportunities to build their careers in the field of economics without compromising their ethics and values of the profession



# EDITORIAL BOARD MEMBERS



Mr. Jaheer Mukthar KP  
Faculty  
Department of Economics



Parnava Ghosal  
Final Year  
BA JOEC



Aislin Mary Joy  
Final Year  
BA PSEC



Olive Elias  
1st Year  
MA Economics



Akash Binu  
1st Year  
MA Economics



P R Abhijith  
2nd Year  
BA Applied Economics

# Table of Contents

**01**

**Ink Stained  
Unity**

by Aaron Alexander George

**02**

**Veganomics: How the Vegan Industry is  
Reshaping Consumer Trends**

by Shreya Acharjee

**03**

**Sustainable Economy: Nurturing  
Prosperity for People and Planet**

by Uma Krishnan

**04**

**Billionaire Dreams  
Sold for Free**

by Gaurika D

**05**

**Green Marketing**

by Sangeetha N

**06**

**Power, Profits, and Planet: Examining the  
Environmental Footprint of Electoral Bonds and  
Corporate Funding**

by Indra s

# Table of Contents

**07**

**Legal Rights for  
Nature**  
by Jitin Choudhary

**08**

**Seaweed Farming: Growing A Greener  
Economy**  
by Haripriya B.

**09**

**Sustaining Prosperity: Building a  
Future-Friendly Economy**  
by Meenakshi R

**10**

**The Synergy of Feminism  
and Degrowth**  
by Sona Thankam Jose

**11**

**Thrifting Culture  
among GenZ**  
by Feby C Sunil

**12**

**Voluntourism**  
by Maria Sudha J



# Table of Contents

**13**

**Women's Leadership  
in Sustainability**  
by Vijana Varghese

**14**

**CSRD: The Need to Better Pronounce  
Green Marketing**  
by Kevin Jacob

**15**

**Jargon Deconstructed**  
by Olive Elias

**16**

**Scanning towards Sustainability: The  
Eco-Friendly Power of QR Codes**  
by Olive Elias

**17**

**Sustainable Economy:  
Crossword**  
by Parnava Ghosal

# INK-STAINED UNITY

AARON ALEXANDER GEORGE  
21STEC02

Is it possible to make the world sustainable?  
Are humans even capable?  
Process is slow  
For the world to glow  
Battle for it is ongoing  
All with paper and ink  
Do we call it progress?  
Does the world need to address?  
All its issues, the pain, the stress  
But all of it is who's?  
In unity, we find the clues.  
To ensure a better world, we must confess,  
To secure a world free from distress.



# VEGANOMICS: HOW THE VEGAN INDUSTRY IS RESHAPING CONSUMER TRENDS

SHREYA ACHARJEE  
21PSEC34

The rise of the vegan industry in the present world is a notable phenomenon driven by various factors such as health consciousness, environmental concerns, animal welfare, and the growing availability of plant-based alternatives. As awareness continues to grow and more people recognize the benefits of plant-based diets, the vegan industry is expected to continue expanding and evolving in the years to come. Here are some key aspects contributing to this trend:-

- **Health and wellness trends:** Increased awareness of the health benefits associated with a plant-based diet has led many individuals to adopt vegan lifestyles. The perception that plant-based diets can contribute to better health outcomes has fueled the demand for vegan products.
- **Environmental concerns:** The environmental impact of traditional animal agriculture, including deforestation, greenhouse gas emissions, and water usage,

has prompted people to explore more sustainable and environmentally friendly alternatives, such as plantbased diets.

- **Ethical and animal welfare consideration:** A growing awareness of animal welfare issues in the food industry has motivated people to seek alternatives that align with their ethical values. The desire to reduce or eliminate the exploitation of animals for food has contributed to the rise of veganism.
- **Innovation in vegan products:** Advances in food technology have led to the development of a wide range of plant-based alternatives that closely mimic the taste and texture of traditional animal products. This innovation has made it easier for individuals to transition to a vegan lifestyle without compromising on taste and convenience.
- **Increase in availability of vegan options:** The expansion of vegan product lines in supermarkets, restaurants, and fast-food chains has made it more accessible for people to choose plant-based options.

This increased availability has contributed to the mainstream acceptance of veganism.

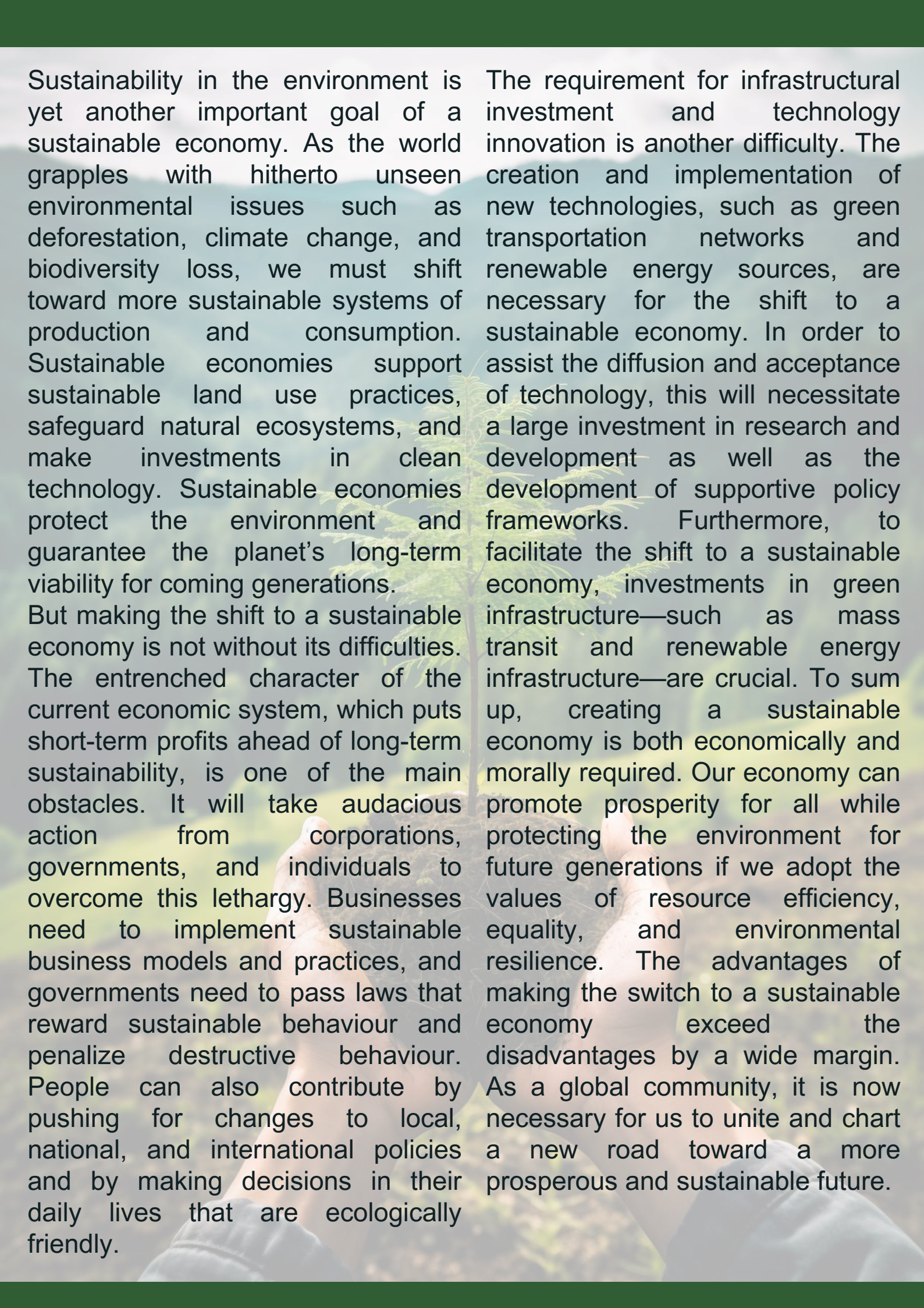
- Celebrity endorsement and social media influence: Many celebrities and influencers openly embrace vegan lifestyles and promote plant-based diets through social media platforms. Their endorsements have played a role in popularizing the movement and influencing consumer behavior.
- Corporate investment and initiatives: Recognizing the growing demand for vegan products, many large food and beverage companies have invested in or developed their own plant-based product lines. This has led to increased options and improved accessibility for consumers



# SUSTAINABLE ECONOMY: NURTURING PROSPERITY FOR PEOPLE AND PLANET

UMA KRISHNAN  
21JOEC12

The idea of a sustainable economy development and aims to has become increasingly popular in incorporate them all. recent years, as worries about Resource efficiency is a key social injustice, environmental component of the idea of a degradation, and unstable sustainable economy. The effective economic conditions have grown. A utilization of resources is crucial in a sustainable economy emphasizes a world with limited resources and the need for balance between a growing population. This entails economic prosperity, social well-being, and environmental cutting down on waste, stewardship, departing from the encouraging material reuse and recycling, and switching to traditional model of growth-at-all-renewable energy sources. costs. Fundamentally, the goal of a Sustainable economies can lessen their environmental impact while a sustainable economy is to satisfy also increasing economic output current demands without and resilience by optimizing endangering the capacity of future generations to satisfy their own. resource efficiency. A sustainable Understanding the economy also places a high priority interdependence of the social, on inclusion and equity. A small economic, and environmental number of people shouldn't benefit systems is one of the core tenets of financially at the expense of the a sustainable economy. Decision-making procedures are guided by a majority. Rather, social equality takes precedence in sustainable a holistic viewpoint as opposed to an economies, guaranteeing that the isolated view of these factors. This advantages of economic expansion strategy recognizes that social are distributed fairly throughout the justice and environmental damage community. This entails tackling must not be sacrificed in order to systemic inequality, expanding maintain economic prosperity. access to healthcare and Rather, it acknowledges the education, and decreasing poverty. interdependence of social Economic policies that prioritize advancement, environmental inclusivity promote resilience and preservation, and economic social cohesiveness, fortifying the overall structure of society.

A person's hands are shown holding a small, realistic globe of the Earth. The background is a soft-focus image of a lush green forest with sunlight filtering through the trees. The overall tone is positive and environmental.

Sustainability in the environment is yet another important goal of a sustainable economy. As the world grapples with hitherto unseen environmental issues such as deforestation, climate change, and biodiversity loss, we must shift toward more sustainable systems of production and consumption. Sustainable economies support sustainable land use practices, safeguard natural ecosystems, and make investments in clean technology. Sustainable economies protect the environment and guarantee the planet's long-term viability for coming generations. But making the shift to a sustainable economy is not without its difficulties. The entrenched character of the current economic system, which puts short-term profits ahead of long-term sustainability, is one of the main obstacles. It will take audacious action from corporations, governments, and individuals to overcome this lethargy. Businesses need to implement sustainable business models and practices, and governments need to pass laws that reward sustainable behaviour and penalize destructive behaviour. People can also contribute by pushing for changes to local, national, and international policies and by making decisions in their daily lives that are ecologically friendly.

The requirement for infrastructural investment and technology innovation is another difficulty. The creation and implementation of new technologies, such as green transportation networks and renewable energy sources, are necessary for the shift to a sustainable economy. In order to assist the diffusion and acceptance of technology, this will necessitate a large investment in research and development as well as the development of supportive policy frameworks. Furthermore, to facilitate the shift to a sustainable economy, investments in green infrastructure—such as mass transit and renewable energy infrastructure—are crucial. To sum up, creating a sustainable economy is both economically and morally required. Our economy can promote prosperity for all while protecting the environment for future generations if we adopt the values of resource efficiency, equality, and environmental resilience. The advantages of making the switch to a sustainable economy exceed the disadvantages by a wide margin. As a global community, it is now necessary for us to unite and chart a new road toward a more prosperous and sustainable future.

# BILLIONAIRE DREAMS SOLD FOR FREE

GAURIKA D  
21JOEC05

The digital era has revolutionized the way people consume information and educate themselves. From health, fitness, fashion, and more, information is readily available for personal awareness and consumption. Similarly, money and financial literacy is another area that has multiple videos and reels on them. These either include people with relevant expertise or influencers with halfbaked information selling aspirations and dreams of becoming a billionaire by 30. In most cases, the latter is seen to be the case. Drawing parallels to Warren Buffet's investment success and citing insights from prominent financial literature, these influencers, commonly referred to as 'finfluencers,' seek to establish credibility among viewers who aspire to improve their financial standing. Yet, while some provide valuable insights, many resort to exaggerated promises of overnight success.

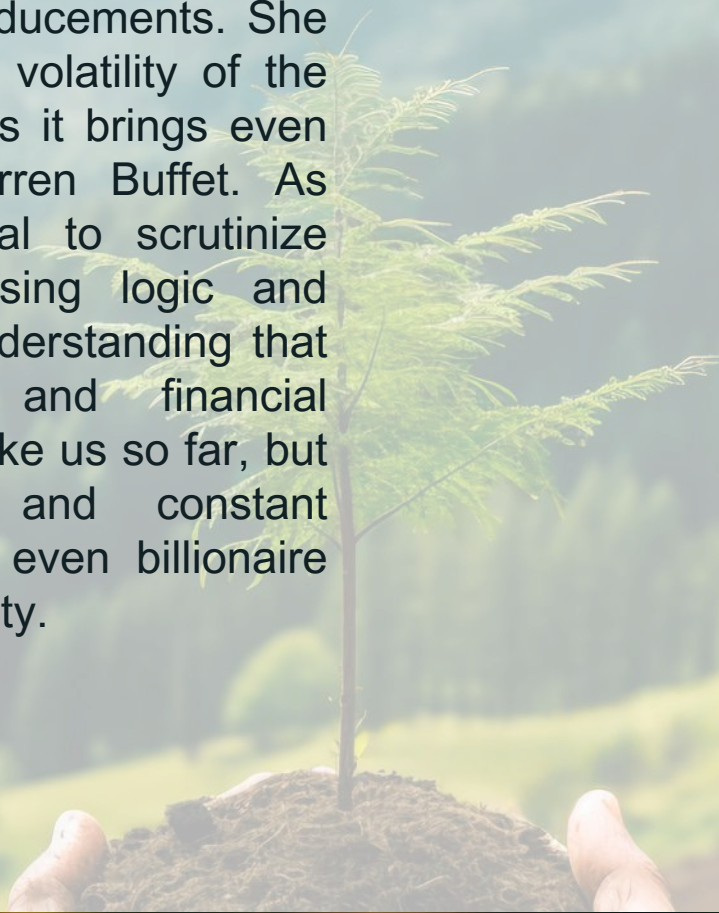
Presently, keeping in mind the middle class and the lower middle class, importance of financial literacy among these groups cannot be refuted. In case of these lower income classes, the vicious cycle of their financial status is very apparent, with a large number of the Indian population falling in this category.

The exact percentage of the population falling in this income class is said to be around 31-40% as per many studies conducted. This percentage is only said to double in the next twenty years with about 61% percent, as per a study conducted by the People Research on India's Consumer Economy (PRICE) and India's Citizen Environment, a non-profit think tank

While the reasons for this data are multifaceted, one of the reasons can be attributed to the lack of financial literacy. This comes into play when the middle-class aspirations take flight. It helps them be grounded and take calculated decisions keeping in mind the long-term gains or the repercussions of it. It helps break free from shackles of debt, loans, and losses. According to the Reserve Bank of India, only 27% of the population is financially literate. This is less than a third of the total population.

In line to that, influencers have undertaken the responsibility to engage and educate others on financial and money related matters. While this effort is appreciated, a lot of these go overboard in their delivery. Videos like "Become a millionaire in 202X" or "Follow this to retire by 30" etc., can be found in dozens on the internet. Many people fall for such click bait titles and click on the videos, only to find these .

influencers advertise their sponsors. As a response, SEBI (Securities and Exchange Board of India) has warned the people against unregistered influencers preaching finance. SEBI Chairperson, Madhabi Puri Buch in a press conference spoke about the importance of educating without inducements. She also highlighted the volatility of the markets and the loss it brings even to moguls like Warren Buffet. As viewers, it is crucial to scrutinize such information using logic and sound judgment. Understanding that good investment and financial practices can only take us so far, but with hard work and constant workplace upgrade, even billionaire dreams become reality.





# GREEN MARKETING

SANGEETHA N  
21PSEC31

Green marketing is the practice of selling products or a company's offerings by emphasizing their environmental benefits. In modern times, growing environmental concerns have significantly impacted consumer behaviour, leading to a preference for products that do not harm the environment. This shift has prompted companies to adopt new strategies, such as green marketing. In 2011, the United Nations Environment Programme estimated that the market for green products doubles annually. A survey conducted by the Harvard Business Review revealed that 65% of consumers surveyed expressed a desire to purchase eco-friendly products, yet only 26% actually do so. This discrepancy highlights a contradiction in consumer behaviour, which can be attributed to several factors. Green marketing utilizes a 4P mix (Product, Price, Place, Promotion) to influence consumer attitude and behaviour.

- **Product:** Green marketing emphasizes eco-friendly products made from non-toxic materials and designed to minimize environmental harm. These products often incorporate reusable or recycled materials.
- **Price:** The cost of eco-friendly products is typically higher due to the extended manufacturing

processes, the adoption of new technologies, and the installation of specialized equipment. This high cost can deter businesses from adopting green marketing strategies. It is crucial for consumers to understand these high production costs, and governments should consider offering subsidies to support these practices.

- **Place:** The accessibility of green markets to all consumers is essential. Logistics should involve selecting suitable times and locations for the purchase, distribution, storage, and disposal of products in an environmentally friendly manner, such as using electric vehicles or renewable energy sources for transportation.
- **Promotion:** Promoting green marketing and raising awareness about environmental challenges is necessary. Studies have estimated that nearly 70% of the planet's greenhouse gas footprint is influenced by the products customers choose and their sustainable usage and disposal practices. Consumers must take responsible steps in selecting the right products.

Adhering to these four elements can reduce environmental footprints and promote sustainability.

# POWER, PROFITS, AND PLANET: EXAMINING THE ENVIRONMENTAL FOOTPRINT OF ELECTORAL BONDS AND CORPORATE FUNDING

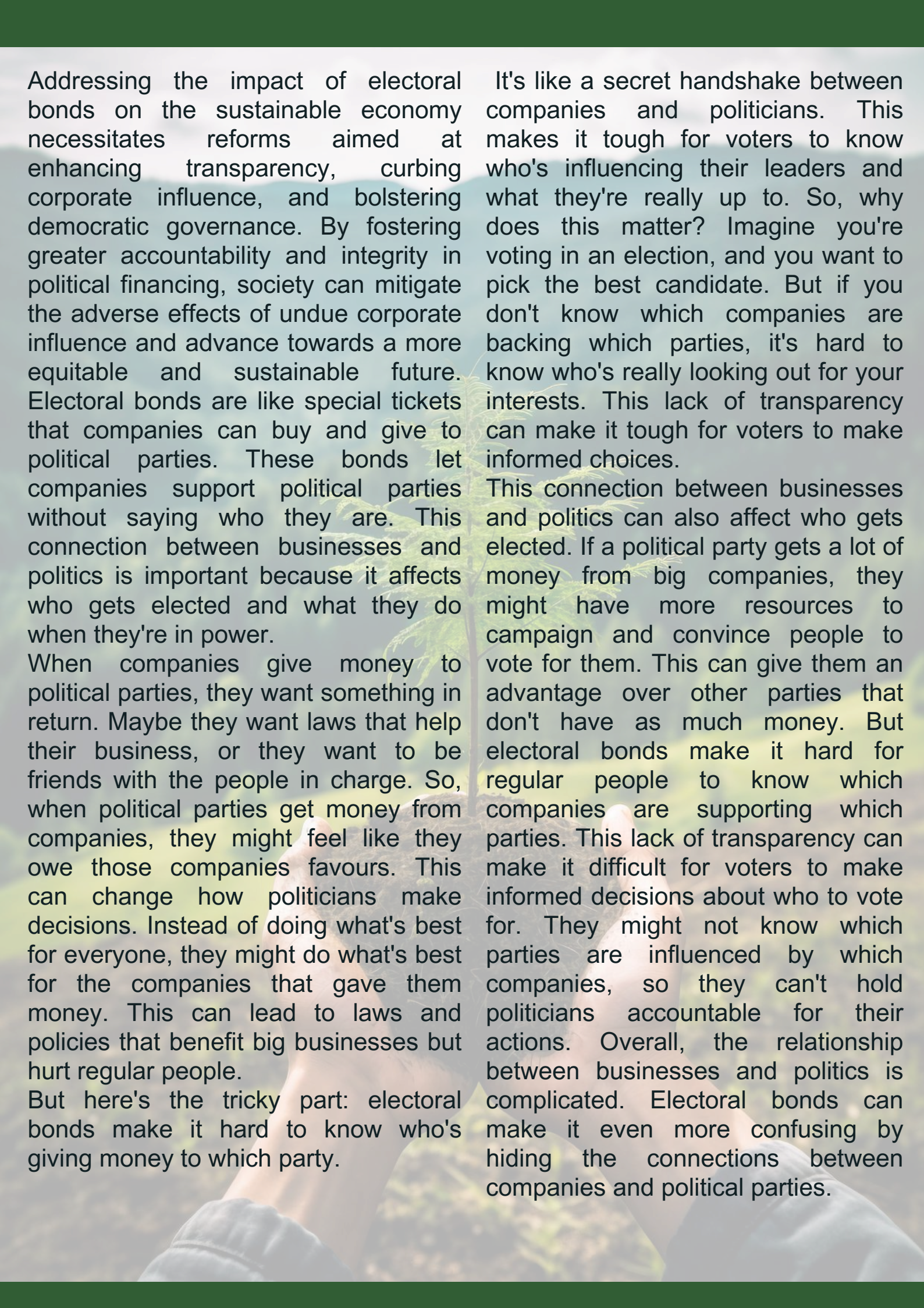
INDRA S  
21JOEC07

Politics and business are integral to fostering a sustainable economy. Governments shape policies and regulations that influence corporate behaviour towards sustainability, offering incentives for green investment and innovation. Corporate social responsibility is driven by political pressure and public expectations, with stakeholders engaging in dialogue to advance sustainability goals. International cooperation, facilitated by political agreements, addresses global challenges such as climate change. Together, politics and business drive the transition towards an economy that prioritises environmental and social responsibility alongside economic prosperity.

Let's try and understand how the talk of the town electoral bonds which reinforce politics and business play a role in a sustainable economy. Electoral bonds, a tool bridging politics and business, wield significant influence over the sustainable economy. These bonds serve as clandestine conduits, allowing corporations to curry favour with political parties without divulging their identities. This opacity undermines transparency in political financing, obscuring the nexus between corporate interests and policy formulation.

The intertwining of politics and business through electoral bonds poses several challenges to sustainability. Firstly, it facilitates the propagation of policies and regulations favouring corporate agendas over environmental and social considerations. Without transparency, the public is left unaware of the vested interests shaping governance, hindering accountability, and impeding progress towards sustainable development. Moreover, electoral bonds exacerbate the influence of corporate donations on electoral outcomes, skewing political landscapes in favour of well-funded parties aligned with corporate interests. This imbalance erodes democratic principles and undermines the representation of diverse voices advocating for sustainability.

Furthermore, the lack of transparency surrounding electoral bonds diminishes public trust in the political process, dampening civic engagement and diluting efforts to promote sustainability through democratic means. In the absence of accountability mechanisms, the symbiotic relationship between politics and business perpetuates a cycle of favouritism detrimental to the long-term health of the economy and the environment.



Addressing the impact of electoral bonds on the sustainable economy necessitates reforms aimed at enhancing transparency, curbing corporate influence, and bolstering democratic governance. By fostering greater accountability and integrity in political financing, society can mitigate the adverse effects of undue corporate influence and advance towards a more equitable and sustainable future. Electoral bonds are like special tickets that companies can buy and give to political parties. These bonds let companies support political parties without saying who they are. This connection between businesses and politics is important because it affects who gets elected and what they do when they're in power.

When companies give money to political parties, they want something in return. Maybe they want laws that help their business, or they want to be friends with the people in charge. So, when political parties get money from companies, they might feel like they owe those companies favours. This can change how politicians make decisions. Instead of doing what's best for everyone, they might do what's best for the companies that gave them money. This can lead to laws and policies that benefit big businesses but hurt regular people.

But here's the tricky part: electoral bonds make it hard to know who's giving money to which party.

It's like a secret handshake between companies and politicians. This makes it tough for voters to know who's influencing their leaders and what they're really up to. So, why does this matter? Imagine you're voting in an election, and you want to pick the best candidate. But if you don't know which companies are backing which parties, it's hard to know who's really looking out for your interests. This lack of transparency can make it tough for voters to make informed choices.

This connection between businesses and politics can also affect who gets elected. If a political party gets a lot of money from big companies, they might have more resources to campaign and convince people to vote for them. This can give them an advantage over other parties that don't have as much money. But electoral bonds make it hard for regular people to know which companies are supporting which parties. This lack of transparency can make it difficult for voters to make informed decisions about who to vote for. They might not know which parties are influenced by which companies, so they can't hold politicians accountable for their actions. Overall, the relationship between businesses and politics is complicated. Electoral bonds can make it even more confusing by hiding the connections between companies and political parties.

# LEGAL RIGHTS FOR NATURE

JITIN CHOUDHARY  
2IHSEC02

As environmental consciousness continues to grow, the need to protect our planet has led to innovative legal approaches, including recognizing the rights of nature. Traditionally, legal systems have viewed nature as property, subject to human exploitation. However, a paradigm shift is occurring as legal scholars and environmental activists advocate for recognizing nature as having inherent rights. This concept challenges the anthropocentric view and aims to establish legal standing for ecosystems, rivers, mountains, and other elements of the natural world. Several countries and regions have embraced this idea, with Ecuador and Bolivia enshrining nature's rights in their constitutions. In 2008, Ecuador became the first country to recognize the "Rights of Nature" in its constitution, granting ecosystems the right to exist, flourish, and evolve. International movements have also gained momentum. The Universal Declaration of the Rights of Mother Earth, proposed at the World People's Conference on Climate Change and the Rights of Mother Earth in 2010, calls for the recognition of nature's rights globally. While the concept of nature's rights is gaining traction, it faces challenges. Critics argue about the potential conflicts with human interests and the practicality of enforcing such rights. Striking a balance between human needs and environmental preservation remains a

complex task.

As we navigate an era of environmental uncertainty, the legal recognition of nature's rights emerges as a pivotal step.



# SEAWEED FARMING: GROWING A GREENER ECONOMY

HARIPRIYA B.  
21PSEC18

Seaweed Farming has emerged as a beacon of hope for a sustainable economy with so many benefits for ecology and the economy. It offers an effective answer to the urgent requirement of countries to address climate change and adopt more sustainable methods. Seaweed, a type of marine algae, has been gaining attention for its remarkable ability to absorb carbon dioxide and release oxygen, playing a crucial role in mitigating climate change. Seaweed farming, also known as mariculture, involves cultivating various species of seaweed in underwater gardens. This eco-friendly practice offers a range of advantages that extend beyond environmental considerations.

Seaweed farming is one of the fastest-growing sectors in the world, which international development organizations are promoting to rural coastal communities in an effort to alleviate their poverty, fostering economic growth. Compared to land-based crop production using expensive fertilizers and harmful pesticides, seaweeds extract nutrients from the water, purify surrounding water, and maintain ecosystem health, thereby sustaining a viable habitat for marine organisms. According to some articles, seaweed aquaculture in China annually removes about

75,000 tons of nitrogen and 9500 tons of phosphorus which can significantly mitigate coastal eutrophication.

Seaweeds remove organic pollutants, heavy metals, and pathogens, and thus used for cleaning the environment. Seaweed is used in many industries, such as food, cosmetics, and pharmaceuticals. Seaweed farming also has the potential to produce biofuel as well. Bioethanol and biogas can be produced from seaweed biomass, providing a renewable energy source. This is aligned with the global trend toward more sustainable and clean energy sources. Seaweed farming has several advantages, but it also faces limitations like a lack of public awareness, technological improvements, and regulatory frameworks. To create policies that encourage the development of sustainable seaweed farming practices, governments and industry must work together. Investing in technology and research can further increase productivity, guaranteeing the long-term sustainability of seaweed farming.

To sum up, seaweed farming is at the top of sustainable techniques and provides a comprehensive answer to both environmental and financial issues.

# SUSTAINING PROSPERITY: BUILDING A FUTURE-FRIENDLY ECONOMY

MEENAKSHI R  
22MECO11

Sustainability, often defined as the capacity to meet present needs without compromising the ability of future generations to meet their own, encapsulates a fundamental principle of responsible decision-making. It emphasizes the importance of balancing immediate requirements with the preservation of natural resources and the well-being of forthcoming generations. This concept extends far beyond environmental concerns; it encompasses economic viability and social equity, fostering a holistic approach to development. In today's world, sustainability plays a pivotal role in shaping a prosperous and equitable future. It is not merely a moral imperative but also a strategic necessity for businesses and communities alike. By making conscientious decisions and considering the long-term consequences of our actions, we can forge a path toward a future where current needs are met without compromising the resources and opportunities available to future generations.

The United Nations, in its landmark Brundtland Report, defined sustainable development as meeting present needs without jeopardizing the ability of future generations to meet their own. This definition underscores the finite nature of

resources and the imperative to utilize them conservatively to maintain both current quality of life and prospects for the future. A sustainable society embraces social responsibility, prioritizes environmental protection, and seeks dynamic equilibrium between human activities and natural systems. The benefits of sustainability are manifold, ranging from short-term gains like clean air and water to long-term preservation of Earth's ecosystems and biodiversity. Failure to adopt sustainable practices risks irreparable damage to our planet, including resource depletion, species extinction, and irreversible changes to the atmosphere. Embracing sustainability is essential for ensuring the health and resilience of our environment, economy, and society.

The concept of sustainability is often represented by three pillars: environmental, social, and economic —also known as profits, planet, and people. These pillars are particularly relevant to corporate sustainability efforts, which aim to balance financial success with social responsibility and environmental stewardship. Environmental protection is paramount, as businesses strive to minimize their ecological footprint and mitigate climate change. Social development

focuses on fair treatment of employees, stakeholders, and communities, ensuring ethical and sustainable practices across the supply chain. Economic development, while simpler in concept, must also embrace sustainability by fostering long-term growth and prosperity that benefits all stakeholders.

Traditional economic models face formidable challenges in the form of resource depletion, climate change, and social inequality. These models, reliant on finite resources like fossil fuels and freshwater, have led to environmental degradation and social disparities. The burning of fossil fuels exacerbates climate change, resulting in more frequent extreme weather events and rising sea levels. Additionally, social inequality persists, with wealth and power concentrated in the hands of a privileged few, leaving large segments of the population marginalized and vulnerable. Addressing these challenges requires a fundamental shift towards more sustainable economic models that prioritize environmental stewardship, social equity, and long-term prosperity. Transitioning to a sustainable economy presents opportunities for innovation, job creation, and enhanced resilience to global challenges. By fostering innovation in sectors such as energy, transportation, agriculture, and manufacturing, we can develop cleaner technologies, harness

renewable energy sources, and implement more efficient resource management practices. In conclusion, sustainability is not merely an abstract concept but a practical imperative for building a resilient, equitable, and prosperous future. By embracing sustainability in all its dimensions, we can ensure a world where current needs are met without compromising the wellbeing of future generations. Let us commit to making responsible decisions and taking meaningful action to create a sustainable world for ourselves and those yet to come.



# THE SYNERGY OF FEMINISM AND DEGROWTH

SONA THANKAM JOSE  
2IPSEC41

In recent years, the convergence of feminism and degrowth has emerged as a potent force, challenging the traditional narrative of ceaseless economic expansion. This collaborative perspective delves into a fundamental re-evaluation of our values, urging societies to reconsider their approach to progress through the lens of both sustainability and gender equity. At its core, the degrowth movement questions the widely accepted measure of prosperity, encapsulated in Gross Domestic Product (GDP). Renowned economist E.F. Schumacher succinctly encapsulates this sentiment with his phrase, "Economics as if people mattered." The relentless pursuit of economic growth, as measured by GDP, is critiqued by degrowth advocates, who argue that it takes a toll on the environment and depletes finite resources. Instead, the movement advocates for a more holistic measure of progress, such as the Genuine Progress Indicator (GPI), which integrates social, environmental, and economic factors.

The collaboration between feminism and degrowth extends beyond a mere economic theory; it represents a call to reassess the very nature of work and productivity. As feminist

economist Marilyn Waring emphasizes, "If women are treated as a cheap labour force, economies will always be inefficient." Juliet Schor, a leading economist in the degrowth movement, adds depth to this perspective, noting that "The relentless pursuit of growth has driven us into ecological overshoot, inequality, and social fragmentation." Together, these insights underscore the need to break free from a culture solely driven by productivity, one that often leaves individuals, particularly women, feeling drained and unfulfilled.

Moreover, degrowth, with its commitment to ecological sustainability, goes beyond rhetoric. As ecological economist Joan Martinez-Alier contends, "The transition to a degrowth economy implies a reorganization of the metabolism of societies." Advocates propose a shift away from resource-intensive practices toward localized, sustainable alternatives, recognizing the disproportionate impact of environmental degradation on marginalized communities, including women. Advocates champion decentralized, community-based models that prioritize local production and consumption. This shift aims to reduce dependence on complex global supply chains,



fostering resilience and self-sufficiency at the grassroots level. It also acknowledges and values traditionally feminized care and reproductive work, contributing to a more equitable distribution of labour.

However, the collaboration between feminism and degrowth is not blind to the social disparities embedded in our world. It acknowledges the deep-rooted gender inequalities that persist globally. As we contemplate the words of E.F. Schumacher — "Man is small, and therefore small is beautiful" — this collaborative approach prioritizes well-being, seeking to bridge the gap between the affluent and the marginalized, recognizing the intersectionality of economic and gender justice. Addressing these concerns demands thoughtful planning and the development of policies ensuring a fair and seamless transition, all while considering the gendered impacts of economic restructuring.

In conclusion, the convergence of feminism and degrowth signifies more than an economic theory; it embodies a profound shift in how we perceive progress and well-being. As we reflect on E.F. Schumacher's call for an economics that prioritizes people, embracing both degrowth and feminism emerges as a transformative path toward a more balanced, fair, and sustainable future. This collaboration envisions a society

where ecological sustainability, meaningful work, and social equity converge, addressing the unique challenges faced by women and fostering a more inclusive and compassionate world. As societies grapple with the intricacies of the modern world, embracing this collaborative perspective may well be the key to forging a path forward that prioritizes both human flourishing and the well-being of the planet.



# THRIFTING CULTURE AMONG GEN Z

FEBY C SUNIL  
21PSEC14

The Merriam-Webster Online Dictionary defines Gen Z as "the generation of people born in the late 1990s and early 2000s." Generation Z is an extremely progressive group of people who are actively trying to learn what's best for the environment as well as to try and be inclusive of all walks of people. They're truly leading the charge in sustainable consumer habits. Thrifting means purchasing (usually fashion) items that are either rejected as surplus by brands, pre-owned, recycled, or upcycled by thrift stores. These items are available at cheap rates. By choosing to thrift, they're not only saving money but also actively contributing to environmental conservation efforts.

Thrifting has become the new cool amongst Gen Zs all over the world for all the right reasons. It is lighter on the pocket and good for the environment too. Now how exactly does Gen Z think it is good for the environment? It reduces waste and prolongs the life of products, preventing the need for new manufacturing. This, in turn, reduces the consumption of raw materials, energy, and water required for production of new clothes.

Thrifting was a rather uncommon activity for the commoners and was only seen to be done by lower

classes of society as they could not afford much. This cultural shift made an impactful departure from the past. But in today's world Generation Z is arising as the most sustainable generation as they do not care about brands and are willing to purchase second-hand clothes. This stems from the awareness of Gen Z due to the negative implications of fast fashion caused to the environment such as pollution in the form of air, water, and land, animal testing done by big brands, animal cruelty/abuse done to obtain fur, silk, leather, or unethical treatment of employees, child labour, etc. Gen Z prioritizes social values more than the other generations as they prioritize sustainable buying habits rather than brand names. Most of Gen Z prefer environmentally friendly brands and are willing to pay 10% more to buy sustainable products.

According to the 2022 annual industry report from the second-hand marketplace ThredUP, the top three reasons Gen Z are buying used clothing is to save money, to be more sustainable, and to have more fun shopping, the report said.

In recent years, a large wave of anti-fast fashion sentiments has risen, with the hashtag #fastfashion on Instagram garnering more than 1 million posts alone. Some argue that the solution to reducing the 34

billion pounds of used textiles is not buying new, , but purchasing what already exists. Thrifting has a positive impact on the environment because we would be reusing clothes that either would have gone to the dump or just been thrown away or created litter. The thriving thrifting culture among Generation Z reflects a significant shift towards sustainable and ethical consumption practices. With a keen awareness of the environmental and social impacts of fast fashion, Gen Z individuals prioritize thrifted items over brand-new purchases, opting for affordability, uniqueness, and sustainability.



# VOLUNTOURISM

MARIA SUDHA J  
21PSEC24

Voluntourism is a combination of volunteering and tourism and is one of the growing areas of the tourism industry. It involves individuals traveling to various destinations to engage in volunteer work while also experiencing the local culture and attractions. Voluntourism can sometimes be related to sustainable tourism and eco-tourism and it typically involves short-term volunteer projects, where individuals contribute their time and skills to support various causes or community initiatives in destinations around the world. Voluntourists can lend financial support to volunteer organizations by supporting projects that can directly benefit the local communities. Voluntourism has also been associated with various benefits and challenges for both the volunteers and the communities.

Some of the benefits for volunteers include:

1. Personal growth and development: Voluntourism offers opportunities for self-discovery, building empathy, and developing new skills.
2. Cultural immersion: Volunteers have the chance to engage with local communities, learn about different cultures, and gain a deeper understanding of global issues.
3. Meaningful travel experiences: Voluntourism allows individuals to

make a positive impact while traveling, creating memories and connections that can last a lifetime.

Challenges for voluntourism include:

1. Sustainability: Some voluntourism projects may have short-term impacts without addressing long-term community needs or contributing to sustainable development.

2. Ethical considerations: There is a risk of voluntourism perpetuating harmful stereotypes, creating dependency, or prioritizing the experience of the volunteer over the needs of the community.

3. Lack of oversight: The voluntourism industry is largely unregulated, leading to concerns about the quality and impact of volunteer projects, as well as the financial transparency of organizations.

Overall, while voluntourism can offer valuable opportunities for cultural exchange and making a positive impact, it's essential for participants to approach their experiences with humility, respect, and a commitment to ethical engagement with the communities they visit.

# WOMEN'S LEADERSHIP IN SUSTAINABILITY

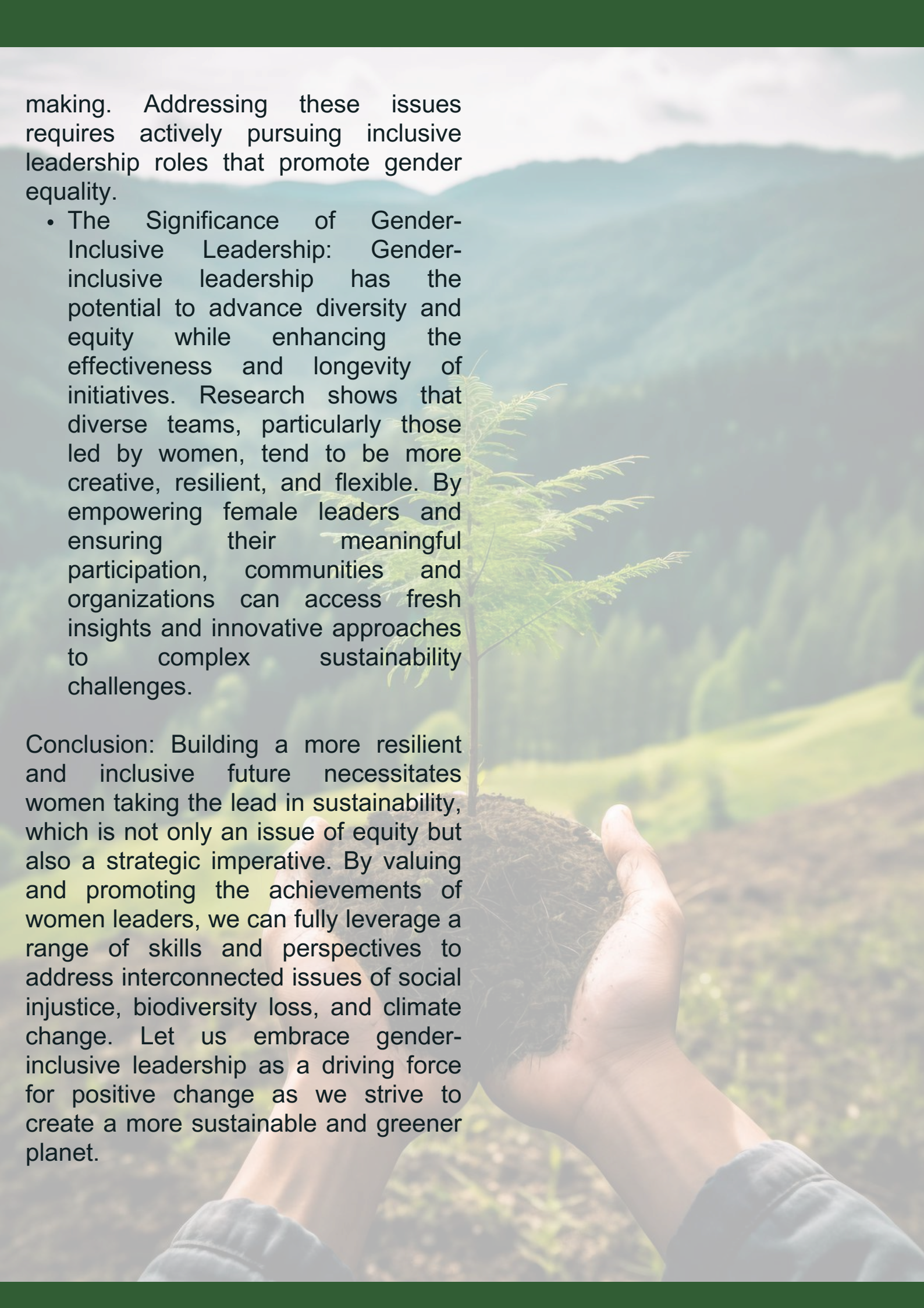
VIJANA VARGHESE  
2IHSEC06

The importance of women in sustainable agriculture and leadership roles in the pursuit of a sustainable future cannot be emphasized enough. Around the world, women have played a key role in advancing sustainability programs, from boardroom choices to grassroots advocacy. Women leaders have made substantial contributions to a variety of sustainability-related fields, showcasing their creative problem-solving, overcoming obstacles, and the value of gender-inclusive leadership in accomplishing long-term social and environmental objectives.

- **The Growth of Female Sustainability Leaders:** In recent years, women have taken up more leadership positions in the sustainability sector across various industries, including community development, renewable energy, corporate social responsibility, and environmental preservation. Inspirational figures like Christiana Figueres, the former executive secretary of the UN Framework Convention on Climate Change, and Wangari Maathai, the founder of the Green Belt Movement, have motivated generations. Notable Indian women leaders in sustainability include Vandana Shiva, advocating for

sustainable agriculture and environmental conservation, Chetna Sinha, founder of the Mann Deshi Foundation, empowering rural women through entrepreneurship and sustainable development initiatives, and Sunita Narain, Director General of the Centre for Science and Environment.

- **Innovation and Cooperation:** Women leaders approach sustainability concerns with unique viewpoints and methods. Their leadership often emphasizes teamwork, empathy, and holistic thinking, resulting in creative solutions that address social and environmental aspects of sustainability. For instance, in renewable energy, projects led by women prioritize empowering local communities and providing access to clean energy technologies to support sustainable development.
- **Challenges and Obstacles:** Despite their significant contributions, female leaders in sustainability face various challenges, including gender-based prejudice, limited access to capital and resources, and cultural norms. Women, especially those from underprivileged communities, encounter additional hurdles such as cultural biases and underrepresentation in decision-

A person's hands are shown holding a small, vibrant green sapling with a ball of dark soil. The background consists of rolling green hills under a soft, overcast sky, creating a sense of nature and growth.

making. Addressing these issues requires actively pursuing inclusive leadership roles that promote gender equality.

- **The Significance of Gender-Inclusive Leadership:** Gender-inclusive leadership has the potential to advance diversity and equity while enhancing the effectiveness and longevity of initiatives. Research shows that diverse teams, particularly those led by women, tend to be more creative, resilient, and flexible. By empowering female leaders and ensuring their meaningful participation, communities and organizations can access fresh insights and innovative approaches to complex sustainability challenges.

**Conclusion:** Building a more resilient and inclusive future necessitates women taking the lead in sustainability, which is not only an issue of equity but also a strategic imperative. By valuing and promoting the achievements of women leaders, we can fully leverage a range of skills and perspectives to address interconnected issues of social injustice, biodiversity loss, and climate change. Let us embrace gender-inclusive leadership as a driving force for positive change as we strive to create a more sustainable and greener planet.

# CSRD: THE NEED TO BETTER PRONOUNCE GREEN MARKETING

KEVIN JACOB  
2IPSEC22

## Introduction

The theory of change portrays how certain interventions or so-called initiatives can bring a positive development change. The same applies to CSRD (Corporate Sustainability Reporting Device), an initiative by European Union to execute the green marketing strategy, effectively, by adhering to the concept of sustainable consumption and sustainable development. Prior to CSRD there were various initiatives, strategies, and framework to deal with green marketing (to attain sustainable development) but it proved to be void (not in every case), due to the presence of green washing and other activities that hampers the green marketing strategies, since those initiatives, strategies or framework were not able to challenge the illegitimate claims or activities by the corporates.

Green marketing is necessary to achieve the ultimate goal of environmental conservation and reservation. Since green marketing is based on two concepts i.e., sustainable consumption and sustainable development, it is the only way for achieving the same. Thus, green marketing is an operating strategy which works at varying levels of economic activity, including pricing and distribution, so as to protect the environment and economy. For this various initiatives have been established but, as mentioned above, those proved to inefficient. This article considers the change that the CSRD initiates by establishing a new platform for green marketing.

For this, the article traces the historical understanding of green market in Europe; Issues or challenges in green marketing; CSRD as a tool to revolutionize green market; These varying levels reflects the title, "CSRD: The Need to Better Pronounce Green Marketing". so as to protect the environment and economy. For this various initiatives have been established but, as mentioned above, those proved to inefficient. This article considers the change that the CSRD initiates by establishing a new platform for green marketing. For this, the article traces the historical understanding of green market in Europe; Issues or challenges in green marketing; CSRD as a tool to revolutionize green market; These varying levels reflects the title, "CSRD: The Need to Better Pronounce Green Marketing".

## Historical Perspective- Green Marketing in Europe

With the advent of concerns regarding environmental issues and resulting blame on the industries and governments, paved way for establishment of green market in Europe. More specifically, in 1980s, the government took various initiative for environment consideration and related green marketing, which is evident through the Single European Act (SEA) of 1987, which amended the European Community treaty, states that: "Economic growth is

necessary but there is a fundamental realization that ecology is an absolutely essential component" (Blumenfeld and Gilbert, 1990). Initially this move was not welcomed, due to the unprofitability that must be borne by the companies for the high cost of production while transforming their production on the basis of green marketing but later due to various factors companies or corporates started to follow the pattern of green marketing. There are various reasons for the Europe to initiate green marketing strategies. The main reasons are the concerns for environmental issues ; attitudes of the consumers; reputation of companies; increased green investing. With increase in natural disasters in Europe, that hampered the lives of millions, made them to start to consider the environment and protect the same. A study by, The Michael Peters Group, an American marketing consulting firm, revealed that environmental degradation has influenced the consumers attitude and forced them to follow green consumerism. Another study pointed out that around 75% of Europeans are willing to pay more the amount for the green product and also believes in the role of government in cleaning the environment using the strong legislative measures. In short these reflects the cause for the evolution of green market in Europe. These causes acted as potent forces with reference to environmental consideration and reservation which made both government and companies in setting up and adhering to high

standards of environment conservation via green marketing.

Europe's Green Market- System aligned to Green Washing

In 1980s though the Europe started with green marketing with the set standards it was not efficient, it was just similar to green washing, which not only hampered reaching the goal but also tried to spoof the goal itself making the innocent efforts in vain. Various issues emerged due to the presence of illegitimate actions and the impotence of set environmental standards. The illicit actions carried under- pricing(the discrepancies within the consumers) , labelling, packaging, distribution just promoted the idea of green marketing explicitly without any meaning within it. This was just to satisfy the consumer's interest without taking actual efforts. Though 75% of consumers stated their willingness in paying extra for green products made the producers to price the green products 20% - 30% extra. But customers shown their unwillingness to pay, thus there emerged discrepancies between the will of customers and their related action. The reason for this gap is mainly due to less customer satisfaction (i.e., what they would earn paying extra) and dubious "trust" in companies since they using varying standards to facilitate the green marketing strategies.

Another issue was based on labelling the products. While labelling many companies use



“green” claims in order to label their as “green” and their company practices green marketing. Due to the presence of different green claims consumers are not able to believe the true one. A study conducted in 1990, revealed that around 47% of customers consider the “green” claims as gimmicks. The best example for this is the Mc Donalds claim over the usage of claim shells, a plastic foam container which was said to be recyclable but later they were forced to remove this claim because only few available facilities could only recycle them.

In short, the absence of a set standards made the consumers unaware of what constitutes green product at the same time it also forced the companies or the produces to go for green washing. Beyond that there exists green myopia where the customer satisfaction is under question due to increased price. This can only be addressed with proper awareness to the people on environment sustainability intertwined with reasonable price. For this the present standard is not sufficient because it rarely addresses the consumers desires and not efficient in eradicating the setting of green washing.

CSRD – Tool to revolutionize Europe’s Green Market  
Corporate Sustainability Reporting Directive is an EU legislation

directing the companies (including non-EU companies) to report the level of sustainability in their business activities. It must be stated as an effective initiative that provides transparency to investors, consumers, analysts about the company’s level of sustainability and genuinity in green marketing, which forces the companies to do away with the false practices or claims. As discussed above, since green marketing involves both sustainable consumption and sustainable development, it is the best way to conserve environment. But due to false claims and practices the green market, established in Europe was in vain. Now with the CSRD legislation it is worthy to note that, CSRD is potent to be the guiding principle for green marketing, and this could be better explained using the parameters of CSRD and its relation in revolutionizing the green market.

The whole initiative of CSRD is based on double materiality and this is the main thread or platform that has the potential revolutionize the Europe’s green market. As the word suggests, it includes impact materiality and financial materiality. Impact materiality reports the impact of company’s activity on the sustainability and Financial Materiality reflects the impact of sustainable goals on company’s financial goal. This inclusion considers both environment and economy thus profiting both. Earlier

this inclusion was not made the economy was least considered in the process of sustainable development thus making economic development contrast to sustainable development. CSRD is comprehensive directive that makes disclosures which can be used conveniently by consumers, analysts, investors, and helps them to practice green consumerism, green investment, which can be a boost to green market in Europe. The companies under CSRD have to disclose data in the field of sustainable policies; value chains; target metrics; sustainable risks; where these all will be accepted under a third-party assurance which is necessary to instil confidence that the reported performance by a company has been subject to proper scrutiny.

**Conclusion: CSRD and Green Market**  
In Economics, market refers to a place where buyers and sellers meet to buy and sell a product. But while discussing green market the thread of the market remains the same and the only difference is products are sold or bought under the pretext of “green”. Presently the consumers and producers are not able to define or perceive the term “green” due to various reasons as mentioned above (i.e., Green washing, false claims over pricing, distribution, packaging etc.) this has made the green market of Europe as an utopian idea. But

with the advent of CSRD, the green market if Europe is at the stage of reformation where with uniform standards the performance of companies can be reviewed and analysed in a rational manner, and promotes green consumerism, green investing, a boost to green market.

CSRD has addressed the accountability gap that existed prior to this initiative which hampered the consumers or investors in approaching the green market. The European commission has reported CSRD has been initiated with the “aim of providing disclosures and data”, necessary for investors and consumers while “accounting the level of company’s sustainability” and to promote the advancement to the green market. Creating a comprehensive regulatory financial ecosystem for sustainable reporting is one of the main goals of the European Parliament and Council's, June 2022 proposal for the Corporate Sustainability Reporting Directive (CSRD), which aims to transform the current integrated reporting framework. The goal is to guarantee sustainability data that can be readily found by interested parties using digital technologies that is comprehensive, dependable, comparable, and accessible to the general public.

As a concluding remark it is certain that CSRD has to potential to transform the platform of existing green market because the latter is

based on two negative phenomena i.e., cherry picking and green washing. Cherry picking makes the company in good light because company will only pick those measures that serves the positives of the company and green washing provides misleading environmental information of the company's activity. A significant obstacle to the sustainable transition is the absence of unified standards, which makes it difficult for creditors, investors, counterparties, and shareholders to distinguish between companies that have clearly defined or adhered to green marketing strategies and those that use false information about their green practices to market themselves as "green"(also called green washing). As major interested parties, investors find great value in the necessity to disclose this information since they present prospective dangers and possibilities that could raise concerns about the sustainability of their investments, and hence threatens the very existence of green market in Europe. Now it is against these threats, the newly proposed CSRD is being established, so it is ascertain to state that CSRD can reform the existing green market of Europe.

## References

Fernando, J. (2023, April 30). *What Is Green Marketing? Definition, Example and How It Works*. Investopedia. <https://www.investopedia.com/terms/g/green-marketing.asp>

Lampe, M., & Gazda, G. M. (1995, September 1). *Green marketing in Europe and the United States: An evolving business and society interface*. International Business Review. [https://doi.org/10.1016/0969-5931\(95\)00011-n](https://doi.org/10.1016/0969-5931(95)00011-n)

*Environmental Marketing In Europe*. (n.d.). vLex. <https://vlex.com/vid/environmentalmarketing-europe-43307248>

Nagarajan, D. (2016, June 2). Strengths, Weakness, Opportunities and Threats of Green Marketing. *International Journal of Scientific Research and Management*. <https://doi.org/10.18535/ijssrm/v4i4.03>

*What is the Corporate Sustainability Reporting Directive (CSRD)? | IBM*. (n.d.). <https://www.ibm.com/topics/csr>

Chand, S. (2014, April 2). *Green Marketing: Evolution, Reasons, Advantages and Challenges*. Your Article Library. <https://www.yourarticlelibrary.com/marketing/green-marketing-evolutionreasons-advantages-and-challenges/32326>

# JARGON DECONSTRUCTED

OLIVE ELIAS  
23MECO16

1) DINK's: Dual Income, No Kids. This term is used to describe couples or households where both partners are earning an income, but they have chosen not to have children. One of the major factors influencing this choice is environmental consciousness and the state of the future economy. There's concern for overpopulation, financial freedom for both parties, professional advancements, as well as flexibility and independence as other factors for choosing the DINK lifestyle.

2) Green Bonds- They are investment tools used to fund environmentally friendly projects. These bonds are issued by governments, financial institutions, or corporations to raise capital for projects with positive environmental impacts. They promote sustainability, reduce carbon emissions and address climate change concerns.

3) Renewable Energy Credits (REC's): are also called Green Energy Certificates or Tradable Renewable Certificates representing the environmental benefits of generating electricity from renewable sources. It's a way to support and track the production of clean energy

4) Sustainable Tourism: Sustainable tourism, also known as responsible tourism or ecotourism is an

approach to travel and tourism that seeks to minimize its negative impact on the environment and preserve local heritage.

5) Upcycling: Repurposing discarded items or materials to create something new. Unlike recycling, which often involves breaking down materials into their original components for remanufacturing, upcycling aims to give discarded items a new life with added value. It helps with reduction of waste and resource conservation. 6) Eco-Anxiety: A term describing the stress and anxiety related to environmental concerns. It's a snowball effect that has economic impacts with climate change, climate change and increased frequency of extreme weather events and also potential displacement of populations.

7) Youthquake: It is a significant cultural, political, or social change arising from the actions or influence of young people. It reflects the powerful role that the younger generation plays in driving positive change, including in sustainable practices. The youth is the future, and they can influence the economy and the environment around them with their consumer behaviour, activism and advocacy and innovations.

# SCANNING TOWARDS SUSTAINABILITY: THE ECO-FRIENDLY POWER OF QR CODES

OLIVE ELIAS  
23MECO16

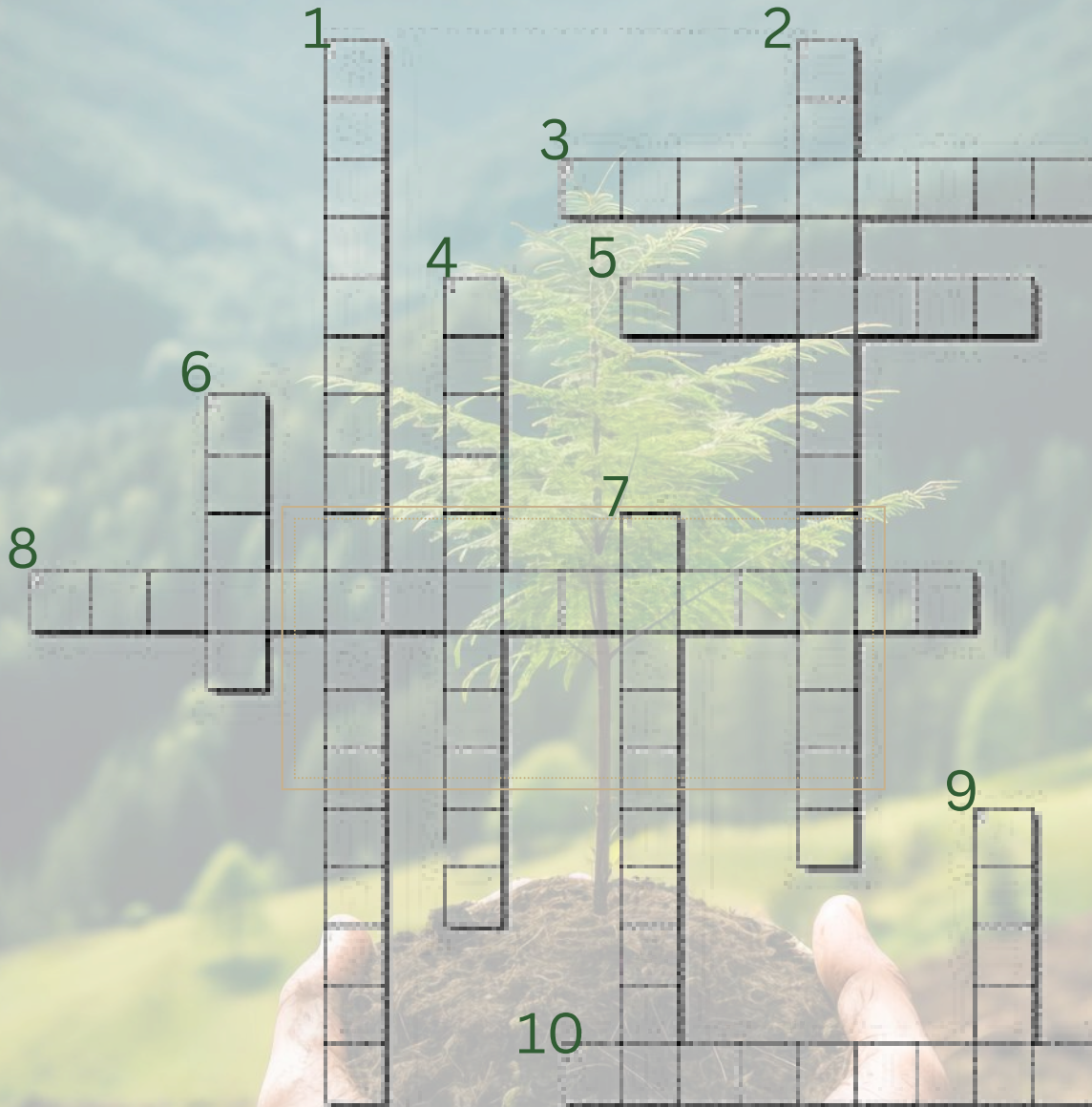
In recent years, India has seen a revolution in sustainable economic practices with QR codes emerging as a powerful tool. It is really something we see from modern malls to local roadside coconut shops. While QR codes have been long used for various purposes globally, India has particularly accepted it as its main transaction method, significantly contributing to the nation's sustainable development goals. India is doing what no other country has done, at this scale.

QR codes, or Quick Response codes, are two-dimensional barcodes that contain information readable by smartphones. By facilitating digital transactions and receipts, QR codes have significantly reduced the need for paper-based documentation such as receipts, invoices, and tickets. This decrease in paper consumption translates to fewer trees being cut down. QR codes also enable supply chain transparency. This pushes companies to adopt sustainable practices of their supply chains, such as ethical sourcing, fair labour practices, and reduces the ecological footprint of consumer goods. Through its multifaceted applications, QR codes have paved the way for a greener, more transparent, and socially inclusive economy



# SUSTAINABLE ECONOMY COMPLETE THE CROSSWORD PUZZLE BELOW

PARNAVA GHOSAL  
20HU4HI030



## Across

3. Greenhouse gas emissions produced directly or indirectly by human activity.
5. The opposite of disposable, often referring to products designed to last longer
8. Investing in projects that provide both environmental and financial benefits.
10. Process of converting waste materials into reusable materials.

## Down

1. Economic model that considers the well-being of people, planet, and profit
2. Using resources in a way that meets current needs without compromising the ability of future generations to meet their own
4. Economic system that aims for long-term environmental preservation
6. Renewable energy derived from the sun.
7. Materials that can be reused or recycled.
9. Economic activity that minimizes waste and pollution. .

## Answers:

1. SUSTAINABILITY
2. SOLAR
3. EMISSIONS
4. RECYCLING
5. SUSTAINABLE
6. TRIPLE BOTTOM LINE
7. RECYCLABLE
8. GREEN
9. IMPACT INVESTING
10. DURABLE

# Equilibria

E-NEWSLETTER 2024

Department of Economics



Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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

