

E-Magazine

# LIME LIGHT TIME FIGHT

Vol.7

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DEPARTMENT

OF

COMMERCE

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Colour the Life

KRISTU JAYANTI COLLEGE, AUTONOMOUS

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(L to R) Fr. Emmanuel P.J. (Faculty, Dept. of Psychology ), Fr. Lijo Thomas (Financial Administrator), Fr. Josekutty P.D. (Principal), Fr. Augustine George (Vice Principal ), Fr. Som Zacharia (Director, Library & Information)

Kristu Jayanti College, founded in 1999, is managed by “BODHI NIKETAN TRUST”, formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bangalore University and is reaccredited with highest grade ‘A’ by NAAC in Second Cycle of Accreditation. The college is recognized by UGC under the category 2(f) & 12(B). The college was accorded autonomous status from 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. For its contribution in the field of education, Kristu Jayanti College was recently given the Heroes of Bengaluru award. In the India Today – MDRA survey 2018 the college is ranked 5th Best BCA, 13th Best MSW, 15th Best BBA, 16th Best Commerce, 18th Best Arts and 26th Best Science College in India. The College also ranked 2nd Best in BCA & MSW, 3rd best in Commerce, 4th Best in Arts & BBA and 5th best in Science among the colleges in Bengaluru.

The institution strives to fulfil its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

### **About the Department of Commerce**

The Department of Commerce was started in the year 2000. The department not only concentrates on the academic excellence of its students, but also nurtures their co-curricular activities. The Faculty members are committed to nurture an environment for proper growth of intellectual insights on commerce & business aspects. During the formation of the syllabus, focus was given on the current trend of the industries and required skills and competences to be acquired by the students. The plethora’s of avenues that the department provides gives a platform to the students to enhance their aptitude and attitude. The department emphasizes on the Moral, Social and Patriotic growth of students. The influence & the impact that the Department creates is felt in the greater altitudes that the alumni have achieved both nationally and internationally.





## ABOUT LIMELIGHT

An online magazine published by the Department of Commerce (UG), covering all the activities of the department for the particular academic year. Lime Light, is an open platform for the students and teachers of the department to publish articles, quizzes, stories, poems, business facts, painting, sketching, photography, entrepreneurial ideas, and other relevant topics which can be beneficial to the student community.



## ACHIEVEMENT OF THE DEPARTMENT

Adding feather to the cap, the department was ranked as:

- One of the Top 10 Best Colleges in Bangalore city in 2010, 2011, 2012, 2013
- 1st Best Emerging College in the Year 2013 and 2014 in India as per India Today – Nielsen Survey
- It was ranked as 16th Best and 3rd Best Commerce College in India and Bengaluru city as per India Today - Nielsen Survey 2015
- In the year 2016, it was rated as the Second Best Emerging Commerce College in India as per India Today – Nielsen Survey 2016
- In the year 2017, at the National Level Commerce Department is ranked in 9th position and 3rd position in Bengaluru city as per India Today – Nielsen Survey 2017.
- In India Today—Nielsen survey (2018), the department is ranked at 16th best commerce college in India, and 3rd best commerce college in Bengaluru.
- The department is in a journey which is still unfinished and the path ahead is exhilarating, and it yearns to achieve more, by keeping up with the Jayantian Vision and the blessing of the Almighty

## DEPARTMENT FESTS



## JAI HIND

Jai Hind Programme was initiated in the year 2012. This year Jai Hind Programme was conducted in between 5th and 14th August 2019, covering various events like Quiz, Tableau, Poster Making, Group Dance, Group Song, Skit & Mime, Deshbhakti Bhaashan on selected theme 'Independence', 'Incredible India', and Communal Harmony'. The program was concluded with a formal session and the winners of the various events performed in the onstage events; on 14 August 2019, there was an exclusive promotion of ethnic fashion show in the quadrangle.

**JAI HIND Face Book Official Page**

[www.facebook.com/JaiHindKJC](http://www.facebook.com/JaiHindKJC)

**PRIZE WINNERS OF  
JAI HIND 2019**



**QUIZ**

POSITION	NAME
FIRST	MOHAMMED SHAHSHAN & MOHAMMED ISHTIFAQ
SECOND	ALVIN T JOSE & SINAN MUNEER
THIRD	GAYATHRI & MARY SHARLIN C

**POSTER MAKING**

POSITION	NAME
FIRST	SANJANA SARAH KOSHY & TIARA REMA PHILIPS
SECOND	SHALINI K & DEEPIKA S
THIRD	JHANVI GAUR & LIYA ROY VANITHA M & HEMALATHA. B

**TABLEAU**

POSITION	NAME	POSITION	NAME
FIRST	INDRA	THIRD	SHARANYA.NAGARAJ
	SHIVARANJINI		AMRUTHA.K.V
	DIVYA		AKSHATHA.D
	SOUNDARYA		KEERTHIK
	BHUVANA		BHARGAVI.V
	ASHA		BHAVYA.K
	MONISHA		PAVITHRA.E
	POOJA		RUCHITHA.C
	MEGHANA		MADHU SHREE
	CHAITHRA		LOKESH
SECOND	SANJAY.R		
	MANIVANNAV		
	HARSHITHA.S		
	THEJUS THOMAS		
	YUGAL KISHORE		
	GAYATHRI		
	BHARTHWAJ		
	SUCHITHRA		
LIKHITEH			
ASHA SINGH T			

**MIME**

FIRST	SECOND	THIRD
SANJAY R	ALEX B E	POOJA SHARMA
MANIVANNAN	ARUN KUMAR	SHIVAM
BALAJI S	HEMA LATHA B	HRITHIKA
HARSHITHA S	MONIKA D	AVRYN
THEJUS THOMAS	MANMATH	DURGESH
YUGAL KISHORE	ADRIAN DCRUZ	RAIYAAN
GAYATHRI	SANGAVI	VISHVANANSHU
BHARATHWAJ	SATHYA	JOEL
SUCHITHRA		
LIKHITH		

## GROUP DANCE

### FIRST

#### NAME

SUJITHA M  
JOVITA SHAJI  
MONIKA M  
DERRICK FELIX PETER  
BHARATH P  
SADHANA  
RHEA YASHWANTHA

### SECOND

DIVYA  
MEGHANA S  
ANGELINA  
JOSHUA

### THIRD

#### NAME

DEEPU  
DHANYA NARAYANAN  
MEENU SHARMA  
NIVEDHA.B  
RAJESHWARI V

## GROUP SONG

### FIRST

SUJITHA M  
JOVITA SHAJI  
MONIKA M  
DERRICK FELIX PETER  
BHARATH P  
SADHANA  
RHEA YASHWANTHA

### SECOND

DIVYA  
MEGHANA S  
ANGELINA  
JOSHUA

### THIRD

DEEPU  
DHANYA NARAYANAN  
MEENU SHARMA  
NIVEDHA.B  
RAJESHWARI V

## DESHBHA KTI BHAASHAN

### FIRST

PULIBANDHA SAI SRI HARIKA

### SECOND

JOEL P KURUVILLA

### THIRD

PRAMOD KUMAR







### EXCELSIOR 2K17 (Intra- collegiate UG fest):

Excelsior an intra-collegiate fest, organized by the Department of Commerce (UG) of Kristu Jayanti College during the odd semester every year. Excelsior has been a milestone in the student's overall growth. Every year final year students unite in a combined and synergized effort to organize this fest. Not only does it allow the first and second year students to explore their creative and business sensibilities, but it also provides a platform to exhibit textbook managerial practices into realistic and personal environment thus strengthening and confirming their understanding of core concepts. The fest, with the theme "Film Fare 2019" The Medal Everyone's Worth Winning features the events Best Manager, Finance, Marketing, Human Resources, Public Relation, Travel Guide, EDP, Business Quiz, Mock stock .Over a week all the students were put through the test and the final round was conducted on 27th and 28th August, 2019.. This event aspires you to bring out the talented innovative minds of tomorrow thus along with academics they must have knowledge, intellect and communication skills required to compete in this cut-through competitive world. Each event with its own unique aspects influences the students.





## YAAN 2K19

As a tribute to World Tourism Day, B.Com Tourism (Vocational) & BA Tourism Students organized "YAAN 2017", a Culinary and Cultural Expo dated 27th September, 2019.

YAAN 2K19 was yet another perpetual embodiment of the tastes of India, which turned out to be a memorable day for each and every Jayantian who witnessed it.

This fest stands out as it focuses on the culinary aspects from states all over the country. YAAN is celebrated every year in association with World Tourism Day. YAAN is a platform where the students are given the opportunity to exhibit their various cultural and traditional cuisines from their respective states that they belong.

The promotion for this incredible food fest took place with theme "Tourism in 2030". The concept of Space Tourism was also brought into picture. The promotion showcased different cultures and cultural dance forms such as Gharba, Bharatanatyam, Kodava dance and Margamkali which is practiced in our country.

The dignitaries of the day were Rev. Fr Josekutty PD, Principal Kristu Jayanti College, Ms. Gopi Vishrolia, Incharge manager Karnataka-Gujarat Tourism, Dr. Aloysius Edward J, Dean of Commerce and Management, Dr. Gopakumar A.V, Dean of Humanities, Mr. Vijayakumar, Head of the Department of Commerce, and Mr. Retheesh, Head of the Department, Tourism graced the feet with their humble presence.

## GLIMPSES OF YAAN 2K17



## VANIJYA DARPAN 2K19 A Business Skills Exhibition



### VANIJYA DARPAN

VanijyaDarpan is the annual Intra Collegiate Commerce Exhibition hosted by the Department of Commerce of Kristu Jayanti College (Autonomous). This event focuses on creating a platform for the students to showcase their creativity and to bring their academic knowledge into application. The event presented an avenue for students to showcase their skills and creativity providing an opportunity for students to grow and develop their talents and bring out their best flair in the field of their choice. Learning from experience or learning by doing is one the most important tools for learning.

First and second year students of B.Com participated in the Exhibition. Various teams consisting of 2 to 4 members exhibited their models and charts on topics related to the world of Commerce. The best exhibits are awarded with cash prize. The exhibition was held on 6th December 2019, Friday in the Main Auditorium at 10:00 am in the esteemed presence of the Chief Guest Robert Fox, Senior manager, Strategic Channel Management Association of International Certified Professional Accountants, Durham ,North Carolina, USA.Rev. Dr. Augustin George, Vice Principal, and Prof. Vijayakumar R. (Head of the Department), visited every stall accompanied by the Staff coordinators Prof.Mathiyarsan and Prof. Thanuja , Prof. Rashmi ,Pro.Shashi Kumar and the Student Coordinators Mr. Uday and Ms. Suma .Few among the models displayed were Kiosk Banking, A display of Make in India, Model showing process of currency printing, Digital India, Market Segmentation ,Smart City, Evolution of taxation ,New product development process etc. The exhibition put forward fifty one exhibits from different sections of B.com.



### WINNERS OF VANIJYA DARPAN

NAME	ROLL NO	CLASS	POSITION
NAVEEN. G	18CO1K9438	4TH	FIRST
STALIN SAMUEL	18CO6K9086	BCom G	
HEMANTH.G	18CO1K9434		
YASHAS J SHETTY	18CO6H9073		
ADESH RAVINDRAN	18CO1A3130	4TH	SECOND
AKSHAY BHARAT RAM V	18CO1A3132	BCom A	
RITHCIA C	17CO1K1054		
ASHWIN MAHENDRAKUMAR	18CO1A3136		
ACHAMMA HANNH IYPE	18CO1A6339	4TH	THIRD
SINDHU ANDRIA R	18CO1H6380	BCom D	
SONIYA R	18CO1H6382		
RAM KUMAR K	18CO1K6402		

## WINNERS OF VANIJYA DARPAN



FIRST PLACE : EVOLUTION OF TAXATION



SECOND PLACE : SMART CITY



THIRD PLACE : NEW PRODUCT DEVELOPMENT PROCESS

## GUEST LECTURE

### FACULTY ORIENTATION



#### FACULTY ORIENTATION – “HAPPY TEACHERS, HAPPY CLASSROOM, HAPPY NATION”

Date: 13th June 2019

Classes Attended & Number of beneficiaries: Department of Commerce Faculties(48)

Objective: To Create a need for happy class room

Name and details of the resource person: Prof.Vijayakumar Head department of Commerce, Kristu Jayanti College (Autonomous).

The Session started with the topic Self-awareness and how important it is to be aware of yourself in order to lead a happy life, it was continued with a activity where all the faculty members were grouped in different teams and asked to compete among themselves and Prof Vijaya Kumar concluded the activity by saying when you are self-aware everyone wins .The session continued with the topic effective communication and how important it is to communicate inside and outside the class ,and also the various barriers of communication was highlighted . The afternoon session started with the topic Interpersonal Skills and how important it is to communicate with your environment in order to be happy and have a cheerful working place .He also highlighted the ways to handle stress in workplace and personal life and how important it is to have a work life balance and also an activity which involved stress management.

### GUEST LECTURE



#### ORIENTATION – CA/CS COURSE

Date: 17th June, 2019

Classes Attended & Number of beneficiaries: I Semester B.Com Professional students.

Objective: To orient the students on CA and CS as a profession and the opportunities associated with it. The orientation was also intended to orient the students the future prospects and the procedure of registration to the course.

Name and details of the resource person: CA Mudassar Irfat- Founder and Director- Northstar Academy, Bangalore.

The students actively participated in the Orientation. The session concluded with a Question and Answer Round where questions were posed to the resource person and their queries were addressed.

### GUEST LECTURE



#### GUEST LECTURE ON CA DAY

Date: 1st July, 2019

Classes Attended & Number of beneficiaries: 174 students (I Sem, IIISem and V Sem B.Com Professional students)

Objective: To orient the students on CA as a profession and its future prospects.

Name and details of the resource person: CA Gijo Mathew and CA Greeshma A, Varma and Varma, Bengaluru.

On the occasion of 70th years of existence and as an acknowledgement of the Chartered Accountants Day, a guest lecture was conducted on 1st July, 2019.

#### Guest lecture on The last Drop

Date: 4/7/2019, 5/7/2019 and 6/7/2019

Resource Person: Prof. Vijayakumar, Head, Dept. of Commerce, Kristu Jayanti College, Autonomous.

#### Guest Lecture – Capital Markets In India

Date: 23/08/2019

Resource Person: K S RAO, Senior Vice President & Head, Investor Education & Distribution Development Aditya Birla Sun Life AMC Ltd.

## GUEST LECTURE

### STUDENT INTERACTION SESSION

Date -29/06/2019

Beneficiaries: II B.Com Prof. (P1).

Name and details of the resource person: Aditi and Sneha Sunder (BCom Professional-2017-20 batch).

### GUEST LECTURE – CAPITAL MARKETS IN INDIA

Date: 16/08/2019

Classes Attended & Number of beneficiaries: 180 B.Com-Finance Specialization students

Name and details of Resource person: Mr. HIMANSHU, Manager (Business Development), National Stock Exchange of India Limited, Bangalore Office.

Mr. THEJAS N, Assistant Manager, National Securities Depository Limited (Karnataka Region).

### GUEST LECTURE – DYNAMICS OF INDIAN STOCK MARKET (OVERVIEW)

Date: 21/08/2019

Classes Attended & Number of beneficiaries : 49 UG students.

Name and details of the resource person: K. KIRAN KUMAR, Investors Club, Coordinator, Faculty of Commerce (UG).

### GUEST LECTURE – MUTUAL FUNDS INDIA

Date: 23/08/2019

Classes Attended & Number of beneficiaries: 127 B.Com-Finance Specialization students.

Name and details of the resource person: K S RAO, Senior Vice President & Head, Investor Education & Distribution Development, Aditya Birla Sun Life AMC Ltd.

### GUEST LECTURE: TIPS TO ACE PROFESSIONAL EXAMS

Date: 19/12/2019

Beneficiaries: II B.Com ACCA and CMA.

Name and details of the resource person: Syed Faizan Ahmed (Batch 2016-19).

Designation: Associate Assurance Ernst & Young, Bangalore.



## AWARENESS & COMMUNITY ENGAGEMENT PROGRAMME

### Awareness Program On Litter free Campus.

Date: 1 July 2019

Objective: Create awareness regarding litter free campus.

Resource person: Rev. Fr. Augustine George Vice principal, Kristu Jayanti college Bangalore.

Swachh Bharat mission was initiated by prime minister Narendra Modi on 2nd of October 2014, Swachh Vidyalaya in educational institution is a mission motivating young bright minds in the country towards a clean India keeping this in mind students of department of Commerce performed the mime on litter free campus, they enacted the consequences we may face when we drive without helmet, the crucial situations we may have to face if we don't conserve our natural resources and the mime clearly conveyed the message as an individual what is your role to keep your surrounding clean. Rev. Fr. Augustine vice principal of our college congratulated faculties and the department for such a thoughtful program.



### Community Engagement.

Date: 22 June 2019

No. of Contributors: 44 Faculty Members

Objective: Meeting the demands of the deprived sections of the society.

Department of Commerce, Kristu Jayanti College Autonomous has taken the initiative of conducting various community engagement programme with an objective of meeting the demands of the deprived sections of the society, for e.g. slum children and adults who struggle to gain access to basic healthcare, education, safety, etc. Though we as an individual realize the need to work for society or do something for the needy, our busy lives keep us away from doing so. To address this concern, the commerce department teaching fraternity had decided to contribute towards a noble cause by making small donations starting from a minimum of Rs.100 by each individual every month. Every small donation becomes big enough to change the lives of many.

In connection with this, for the month of June, we have received a total contribution of Rs.4200. Representing the department, three faculty members Prof. Annie Stephen, Prof. Ragavendra Babu, Prof. Surjit Singha visited a home for the aged, "Little Sisters of the poor", Hennur Cross and sponsored groceries worth Rs. 4200 which would be of great support for them.



## GUEST LECTURE ON SOCIAL CAUSE

### Gender Sensitivity

Date: 19 July 2019

Classes Attended & Number of beneficiaries: I sem B.Com (A-F, Tourism) ; 113 students

Name and details of the Resource Person: Mrs. Antonia Ratnakala, Founder & Director, Institution for Family Wellbeing, Bangalore.

Objective: To educate and empower girl students on gender sensitivity and abusive relationships.

The speaker for the event was Ms. Antonia Ratnakal who is a social worker with over 23 years of experience in development work. Ms. Antonio heads institute for family wellbeing, an organisation focused on creating awareness about violence, trafficking, child sexual abuse, child marriage, and rape through their shelter.



### GUEST LECTURE – “THE LAST DROP”

Date: 04th, 05th & 06th July, 2019

Classes Attended & Number of Beneficiaries: 860 Students (I semester B.Com A, B, C, D, E, F, T, P1, P2, P3, P4 & ACCA)

Objective: To Create awareness on Water Crisis & Water Conservation

Name & details of Resource Person: Prof. Vijayakumar, Head, Dept. of Commerce, Kristu Jayanti College, Autonomous.

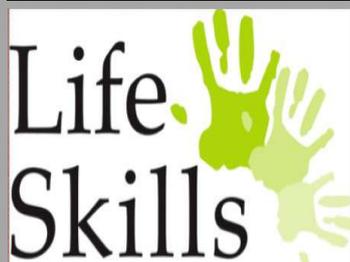
India is facing one of its major and most serious water crisis. Prof. Vijayakumar oriented all the 1st semester B.Com students with a dynamic presentation which lead students about the seriousness of water crisis and benefits of water conservation in 3 sessions for different sections.



## LIFE SKILL TRAINING

### WORKSHOP

Life Skills



### Life Skill Training

Date: 17th June 2019 – 21st June 2019

Classes Attended & Number of beneficiaries: First Year B.Com students of 824 students.

Objective: To make the students to understand the needs of life skill education in their day-to-day life and mould themselves in the competitive and stressful environment.

Resource persons: In house faculty members

The purpose of Life Skills Training is to make the students understand the needs of life skill education in their day-to-day life and train themselves in the competitive and stressful environment. Further, Life Skills Training also aims at developing decision making skills, pertaining to personal life matters; self-development, family, friends and life-long learning, academic etc. Life skills education assists learners to explore and develop the skills necessary for successful living and learning. The more coping skills learners have, the better their chances of an improved quality of life and better social functioning.



824 students in first year B.Com programme were divided according to their sections and training was provided. Faculty members in the department were assigned two or three skills according to their choice. Inauguration and orientation about life skill conducted on 17h June (Monday) from 09.00 am to 01.00 pm in Main auditorium and Mini Audi I. Prof. VijayaKumar, Head the department of commerce handled the inaugural session. During the four days schedule, resource persons provided comprehensive inputs about ten life skills mentioned below according to the time table set exclusively for life skill.

## LIFE SKILL TRAINING

### SELF AWARENESS



Self-awareness is the skill that helps everyone to recognize ourselves, our character, strengths, weaknesses, likes, dislikes etc. various activities like ice breaking, self-introduction were conducted which made them more aware of themselves as well as made others aware of the person speaking. Prof. Geetanjali, Prof. Madhumalathi, Prof. Manoj Prabhakar, Prof. Rashmi Rekha, Prof. Gladys, Prof. Surjit Singha and Prof. Periyaswamy handled the sessions on self-awareness for various sections.

Dr. Saranya, Dr. Arti Singh and Prof. Raghavendra Babu, Prof. Santhosh handled the sessions on effective communication to various sections. In this session activities and lectures were conducted to make the students understand importance of effective communication in their life. At the start of this session a group of students were called to play a game "Chinese whisper" to show the quality of communication they possessed. This was followed by the power point presentation showing different types of communication, pros and cons of effective communication and also how this communication skill is going to help the students in the long run.

### EFFECTIVE COMMUNICATION



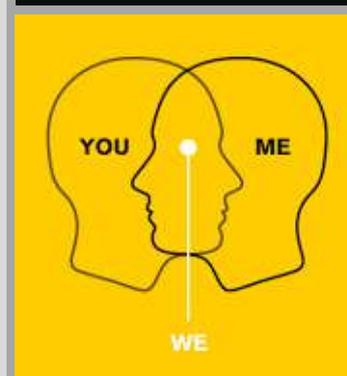
### INTERPERSONAL RELATIONSHIP



This is the skill that helps the students to maintain good relations. In this session priority was given to activities that help the students realize the importance of maintaining good interpersonal relations. Sessions were handled by Prof. Amritha Ashok, Prof. Ratheesh, and Prof. Annie Stephen. A presentation was played showing how IPR forms the most basic requirement of human life.

Prof. Reshmi Rekha, Prof. Thanuja, Prof. Vineetha Vijayan Prof. Aneesa K Shaji, Prof. Shashi Kumarand, Prof. Preethi, were the faculty members handled this session on empathy in different sections. The skill emphasized on the ability to imagine what life is like for another person even in a situation that we may not be familiar with. The activities and videos shown to the students helped them to understand and accept others and their behavior which are different from them. The session in charge (teacher) took a PPT which was followed by dividing the class into 4 groups which were supposed to present a skit on 4 different themes all involving empathy. The students responded nicely to all the skits.

### EMPATHY



## LIFE SKILL TRAINING 2017-18

### CRITICAL THINKING



This is the skill that helps the students to analyze the information and experiences in an objective manner. Games, role plays and activities were conducted in order to enhance the critical thinking skill of the students. Various sessions were handled by Prof. Surjit Singha and Prof. Kalyani, Prof. Anitha, Prof. Neeta, Prof. Ramanathan, Prof. Mini Gopala krishnan, Prof. Chellraj Immanuel. At the beginning a question was asked “What is the first word that comes to your mind?”. This was followed by a PPT containing many small exercises involving critical thinking.

The objective of conducting a session on creative thinking was to enable the students to generate creative, innovative and appropriate solutions to problems of life or any domain pertaining their areas of interest.

Prof. Kirankumar, Prof. Muthukumar, Prof Madhumathi, Dr. T.K Murugesan, Prof. Krishnamoorthi M and Prof Anupama George conducted the sessions to various sections with the help of videos, power point presentations and activities. This session was the most loved by the students as two activities 1. Constructing the tallest tower using newspapers and 2. To make a costume using newspapers. Students made optimum utilization of the time provided and made some really creative modals thus finding out their creative thinking skills.

### CREATIVE THINKING



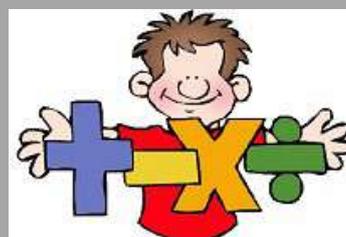
### DECISION MAKING



The sessions on decision making were handled by Prof. Kalyani, Prof. Preethi, Prof. Santhosh and Prof. Manoj Prabhakar. The emphasis was given on importance of assessing an issue by considering all possible or available options. The effects of different decisions were made known to the students with the help of activities and role play. Resource person started with showing a video of a baby finding his way to the garden which was blocked by the fence showing all possess these capabilities and how to develop them. The PPT was quite dynamic and ended with few motivational videos.

Prof. Madhumathi , Prof. Ponny Thomas, Prof. Ashwitha, Prof. Chandrakala Prof. Lourdunathan , Prof. Kiran Kumar, Prof. Geethanjali handled the session on problem solving. This skill helps the students to analyze the problem, formulate choices and selecting from choices. Various activities and discussions were conducted to make students realize the importance of solving problems efficiently. An activity was conducted in which a group of students played a game in which from a chain crossed hands they had to form a circle without breaking the chain. The PPT was quite effective and students participated actively.

### PROBLEM SOLVING



## LIFE SKILL TRAINING 2017-18

### COPING WITH STRESS



The facilitators for handling the session on stress were Prof. Lourdunathan, Prof. Chandrakala and Prof. Reena R. The importance was given on recognizing the source of stress and analyzing its effect on individual's life. Sessions were supported by power point presentations, activities and videos to make it more interactive.

It is the ability to recognize emotions in others and ourselves. The emphasis of this skill was to make the students aware of how emotions influence behaviour and being able to respond to emotions appropriately. Prof. Periya Swamy, Prof. Aneesha K Shaji, Prof. Amritha handled the sessions on coping with emotions.

Resource person started with a dynamic presentation showing importance of managing emotions through various entertaining real life examples and videos.

### COPING WITH EMOTION



Outcome of the program: The students could understand the need of the life skill education and how they have to apply these skills in their day to day life to make a better living.

All the ten skills were taken according to the time table prepared. Students participated with enough enthusiasm and team spirit; they interacted well and shared their views in different sessions. Vale-diction of life skill training for the academic year 2019-20 was held on 21st June 2019 afternoon. Prof. Vijayakumar R, HoD, Dept. of Commerce addressed the students and collected the feedback from the students.

## SOCIAL OUTREACH PROGRAMME (SOP) 2019



Inspired by the words “Let there be no day in your life in which you did no good to others”, by St. Kuriakose Elias Chavara, founder of CMI Congregation, students of third semester B.Com and faculty members of Kristu Jayanti College (Autonomous) Bengaluru, conducted a Social Outreach Programme (SOP) during the ODD semester.

The objective of the programme was to provide assistance to the under-privileged and contribute to their integral development within the capabilities of the institution in order to meet their day-to-day and psychological needs, further to sensitize the students about the realities of the society and to develop people oriented attitudes and concern for others.

### OBJECTIVE



The student team was led by the class teacher of the respective classes to visit a home/NGO where the members challenge the challenges of life on each passing day. When the going gets tough, the tough gets going - this line best suit the members of the institution.

*Mathew 25:35 says, “For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in”*

Inspired by the above verse, the team had decided to extend some help by providing a bag of rice, provisions, biscuits, milk, chocolates and other necessary items for the resident members of various NGO.



# POEM



**Abel John**

17CO1A1001

Kristu Jayanti College (Autonomous)



## Life...

I am not what the world thinks  
But it does depends on some link  
That link will lead to our destiny  
This way may have too much complexity

Hardest thing you will ever face  
I am the one who everyone will chase  
To get me you need to go through sufferings and pain  
If you achieve me you can reign

A few loves me, a few hate me  
Depends on how they see  
Surviving with me is hard  
But I am your Trump card

If sour, sharp as knife  
If sweet, lovely as wife  
Since I include both, I am your LIFE



Rincymol Babukutty Adakel

16CO4A118

Kristu Jayanti College (Autonomous)



## Life is like a Flower

Gives a life in the morning  
And lives in the day  
And dies by night

So are we  
Born to this world  
For showcasing talents  
Grow as we are  
Live by Faith

As a flower  
And the day comes  
To leave forever  
And never come back.



Rincymol Babukutty Adakel

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Kristu Jayanti College (Autonomous)



## Syria needs peace

When the world is silent  
Country like Syria has lost  
Innocent kids and people.

Some see camera  
Gives a smile  
And it hurts  
Not knowing its a camera  
World need peace.

We never cant desert  
The seen thing  
We can never abandon  
The innocent kids suffer for their country.  
War has to be put an end  
And world needs peace and humanity.

We sleep peacefully  
We eat and waste some of it  
We drink a lot  
We never think of the people  
Who suffers.  
We pray for the justice of Syria



Rincymol Babukutty Adakel

16CO4A118

Kristu Jayanti College (Autonomous)



## Nature says it all

Sun rises to bright our day  
Moon rises to show its beauty  
Stars appears a millions in the sky  
Our days are closer enough  
To compare with the beauty  
Of the nature.

Sun rises to bring smile  
On our face  
Moon rises to shorten  
Our sadness  
Stars appears  
To make us joy  
As a million stars  
On the sky.

Some of the times  
Life faces happiness, joy  
Sadness, ups and downs.  
We bring smiles to others  
We face distressed, desparate  
Of our life.  
But some shows the true  
Happiness  
To forget all our problems.

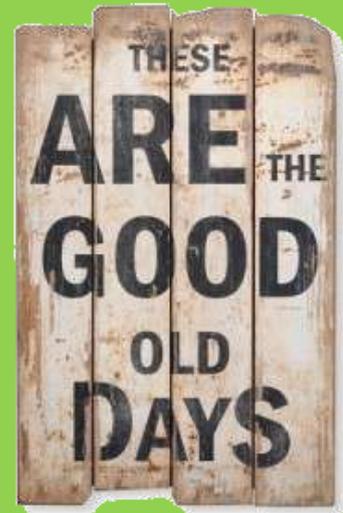




Samrat Kumar Das

17CO1A1024

Kristu Jayanti College (Autonomous)



## When I Was 17

Back in the day when I was seventeen  
Was used to running wild while, breaking laws, living life  
Still being called an outlaw, hurts, but I'll let it go  
I don't write much, comes from inside, it's in a flow

Go. Go. My soul shouted me day and night  
There are two of them black and white  
Constantly fighting, arguing. Decisions being taken  
And I'm moving I'm going with the flow

Experience both the days of highs and the lows  
Heard 'em calling me crazy  
But all I am is lazy.



Shakshi Pandey

17CO1H2117

Kristu Jayanti College (Autonomous)

### **Waiting For a Day**

Waiting for a day  
When people start preferring  
Humanity over any religion

Waiting for a day  
When Syrians will wake up  
To laughter's and cheers  
Instead of tears and moans

Waiting for a day  
When something known as  
Terrorism does not exists at all

Waiting for a day  
When people of Syria  
Live a life that they deserve

Waiting for a day  
When the criminals are dead  
Instead of the little ones

Waiting for a day  
When the people are safe  
Children are happy and  
The nation is prosperous and  
I hope, that one day  
My "Wait"  
Comes, to an end soon.

# ARTICLE



Angela Jayson

17CO3A1439

Kristu Jayanti College (Autonomous)

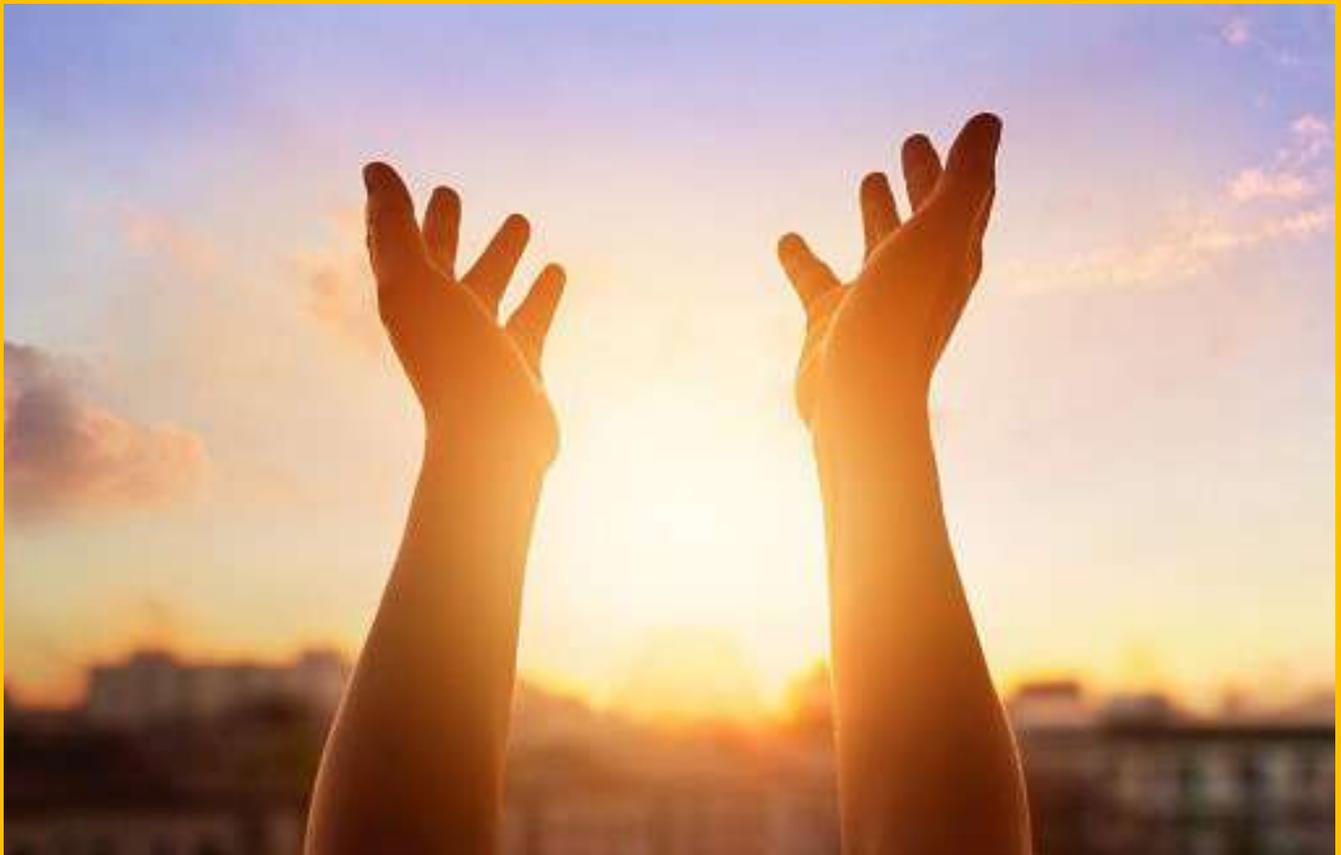
## **FAITH IS AN ESSENTIAL PART OF LIFE**

Faith is the means to overcome the troubles of Life. “It is what hold us together when we are about to fall into pieces because of our problems”. When we believe in future, everything will be fine again; it gives us the strength that we need to survive in the present day.

Faith drives us to the solutions. When we rely on faith, we find it easy to look for solutions of any problems. Faith is one believe that does not need any compromise.

Either we possess it or we may not.

Those who possess faith are the blessed one.





Litty Mariyam Kunju

16CO4K146

Kristu Jayanti College (Autonomous)

## TEAM

Nowadays, there are more and more people who are choosing to live alone. Perhaps the reasons for that are past experiences of pain, peacelessness, rejection, disappointment, or failure. As a result, the preference for living alone sets inside them. Perhaps, it is their alternative search for peace, happiness and success that may leads them to make this decision.

Humans are social being and aspire to be in a part of a family, group of friends, team members in a workplace, a community, religious groups and so like.



Presence, participation, communication, collaboration, and assistance by others multiply positive energy in a group and it inspires and challenges positively.

Inner spiritual empowerment takes place within us when we work together as a team and not by isolating oneself. We broaden our horizons and make our heart bigger when we do good things for others.

Human being should be a source of positive inspiration for all. It is a basic human nature to love and be loved by all.



Nithya Elavarasan

18CO4K3071, Kristu Jayanti College (Autonomous)

## ARTIFICIAL INTELLIGENCE MARKETING

### Artificial Intelligence:

“The science and engineering of making intelligent machines, especially intelligent computer programs”.

–John McCarthy, father of Artificial Intelligence.

Artificial Intelligence is a way of making a computer, a computer-controlled robot, or a software think intelligently, in a similar manner the intelligent humans think.

### Artificial Intelligence Marketing.

Artificial intelligence marketing (AIM) is a form of marketing, leveraging artificial intelligence concept and model such as machine learning and Bayesian Network to achieve marketing goals. The main difference is, it is performed by computer and algorithm instead of human. Artificial Intelligence enables marketers to create highly personalized consumer experiences that cost significantly less than traditional high-dollar campaigns. Every interaction a prospect or consumer has with a product or solution is utilized for future optimization.

Machine learning is concerned with the design and development of algorithms and techniques that allow computers to "learn."

Artificial intelligence and Machine learning, in particular, have a key role to play, where data is transformed into information and eventually intelligence or insight. It aims at capturing customer or prospect data, whether taken online or offline these data are then saved into a customer or prospect databases. Artificial intelligence marketing and machine planning provide a set of tools and techniques that enable behavioral targeting. In an unsupervised model, the machine would take the decision and act accordingly to the information it has.

In the marketing field, in the following areas where AIM can be used by innovative marketers in their upcoming campaigns:

**Sales forecasting:** AI takes conversion management solutions to the next level. Marketers can now compare sophisticated inbound communication side-by-side against traditional metrics to help answer difficult strategy questions. This will reduce the marketers' time and can also give suggestions, where they can improve themselves.

**Gain a deeper understanding regarding their customers:** customers are always expected changes, with AI solutions, marketers know exactly what consumers are thinking, saying, and feeling about the brand in real time.

**Optimize digital advertisement:** AI can tap into the abundance of consumer data hidden in keyword searches, social profiles, and other online data, for smarter and more effective digital ads.

**Join the real-time conversation with consumers:** AI can also analyze large blocks of open content and identify trends; this allows brands to interact directly with consumers in real time through online conversations or events.

**Helps in deciding the right decision:** Communicating with consumers at the precise ‘decision-making moment’ can help directly influence buying decisions. AI helps marketers monitor these social conversations and other open forums to identify any relevant conversations.

**Create detailed consumer profiles:** AI solutions provide marketers with a deeper knowledge of consumers and prospective clients, enabling them to deliver the right message, to the right people, at the right time.

**Bridging the marketing gap with artificial intelligence:** AI helps marketers to find the time, resources, and expertise required to organize and analyze high volumes of data and then apply the results to optimize marketing efforts.

**Revolutionizing the marketer’s role:** AI helps marketers by reducing incredible pressure to both deliver exceptional customer experiences and drive revenue.

There’s no better time for marketers to begin testing how Artificial Intelligence strategies can help create highly personalized experiences for their consumers. With AI poised to continue growing across all industries and segments, marketers should dedicate time and resources to experiment with strategies and ensure their marketing organization is set up for continued success, both now and in the future.

#### References:

1. Artificial intelligence marketing (n.d.). In *Wikipedia*. Retrieved from [https://en.wikipedia.org/wiki/Artificial\\_intelligence\\_marketing](https://en.wikipedia.org/wiki/Artificial_intelligence_marketing)
2. Garbhe, S. (2017, November 30). What is Artificial Intelligence (AI). In *becominghuman*. Retrieved from <https://becominghuman.ai/what-is-artificial-intelligence-ai-4bde325e5462>
3. How AI will change future marketing techniques? (n.d.). In *corporaterishi*. Retrieved from <https://corporaterishi.com/how-ai-will-change-future-marketing-techniques/>
4. Manthei, L. (n.d.). 5 Ways Artificial Intelligence Can Be Used in Marketing. In *emarsys*. Retrieved from <https://www.emarsys.com/en/resources/blog/5-ways-artificial-intelligence-can-used-marketing/>

FACTS  
&  
QUOTES



Priyanka C P

17CO1K1077

Kristu Jayanti College (Autonomous)

## 10 Facts that will shock you.

1. Apples are more efficient than caffeine in waking you up at morning.
2. The strongest muscle of the body is Tongue.
3. A Cat's Tail contains nearly 10% of all the Bones in it's Body.
4. Humming Birds' wings can beat up to 200 times a second.
5. Russia has a larger surface area than Pluto.

# DID YOU KNOW?

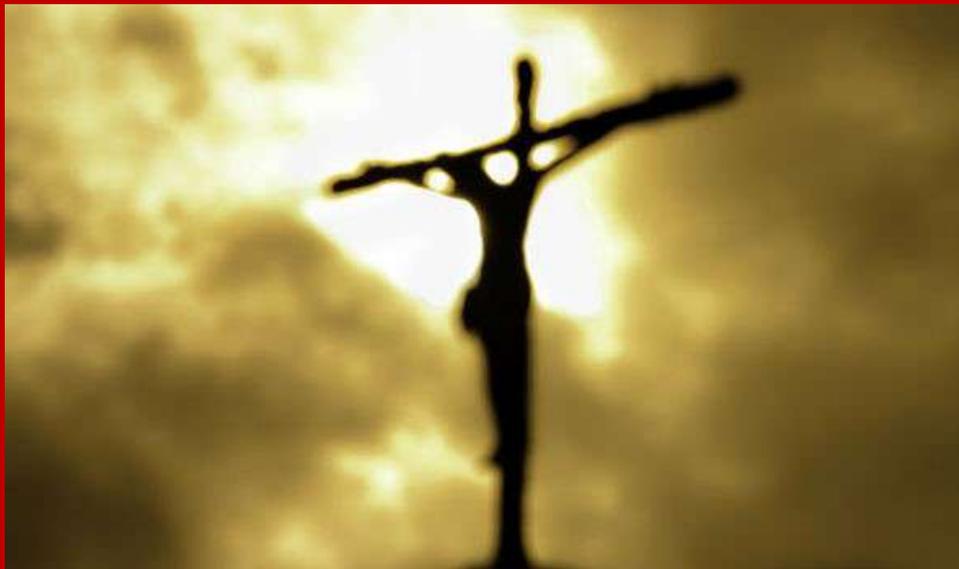


6. Every time a Baby Girl is born in the Indian village of Piplantri, the residents come together to plant 111 trees in her honor.
7. Snails have 14,000 Teeth and some can even kill humans.
8. Corn is grown on every continent except Antarctica.
9. Humans lose about 50 to 100 Hairs a day.
10. The finest quality Emeralds are more valuable than Diamonds.



Selva Vinayagam.M

Kristu Jayanti College (Autonomous)



Christ is His Name  
To forgive our sins he CAME

He left all His GLORIES  
To wipe out all our WORRIES

Like a lamb He DIED  
Instead of us He was CRUCIFIED

He resurrected from DEATH  
To give us a new BREATH

# SKETCHING

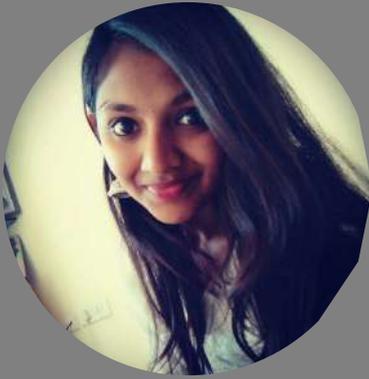


Anusha suresh

17CO1H1035

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Ashwini Nathasha S

16CO1H425

Kristu Jayanti College (Autonomous)

"Behind every child who believes in himself is a parent who believed first"





Ashwini Nathasha S

16CO1H425

Kristu Jayanti College (Autonomous)

"Flowers In the outside do not indicate the pain felt in the inside"



Bharathi S

16CO1K446

Kristu Jayanti College (Autonomous)



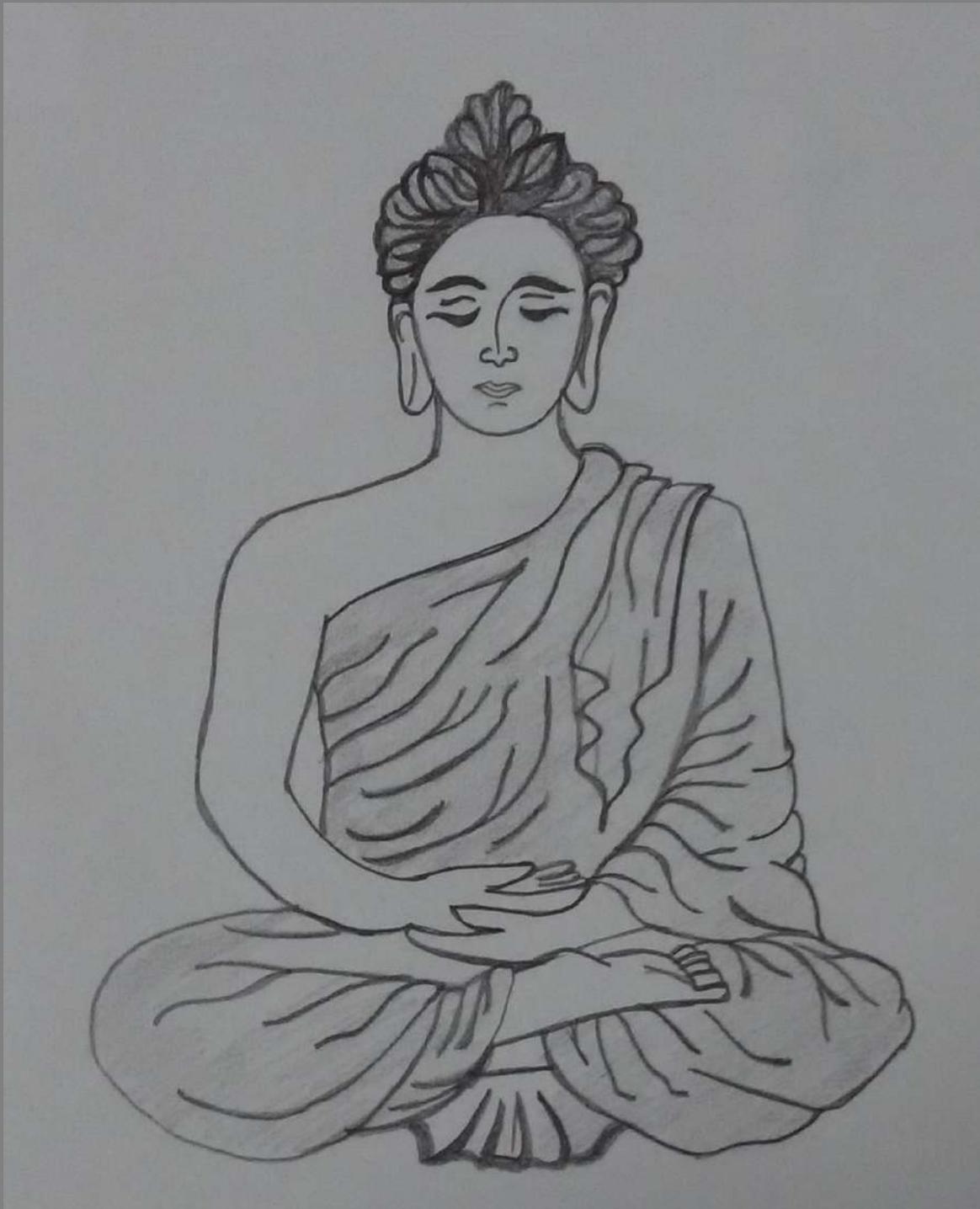


Deepika S

17CO1H2111

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Meditation

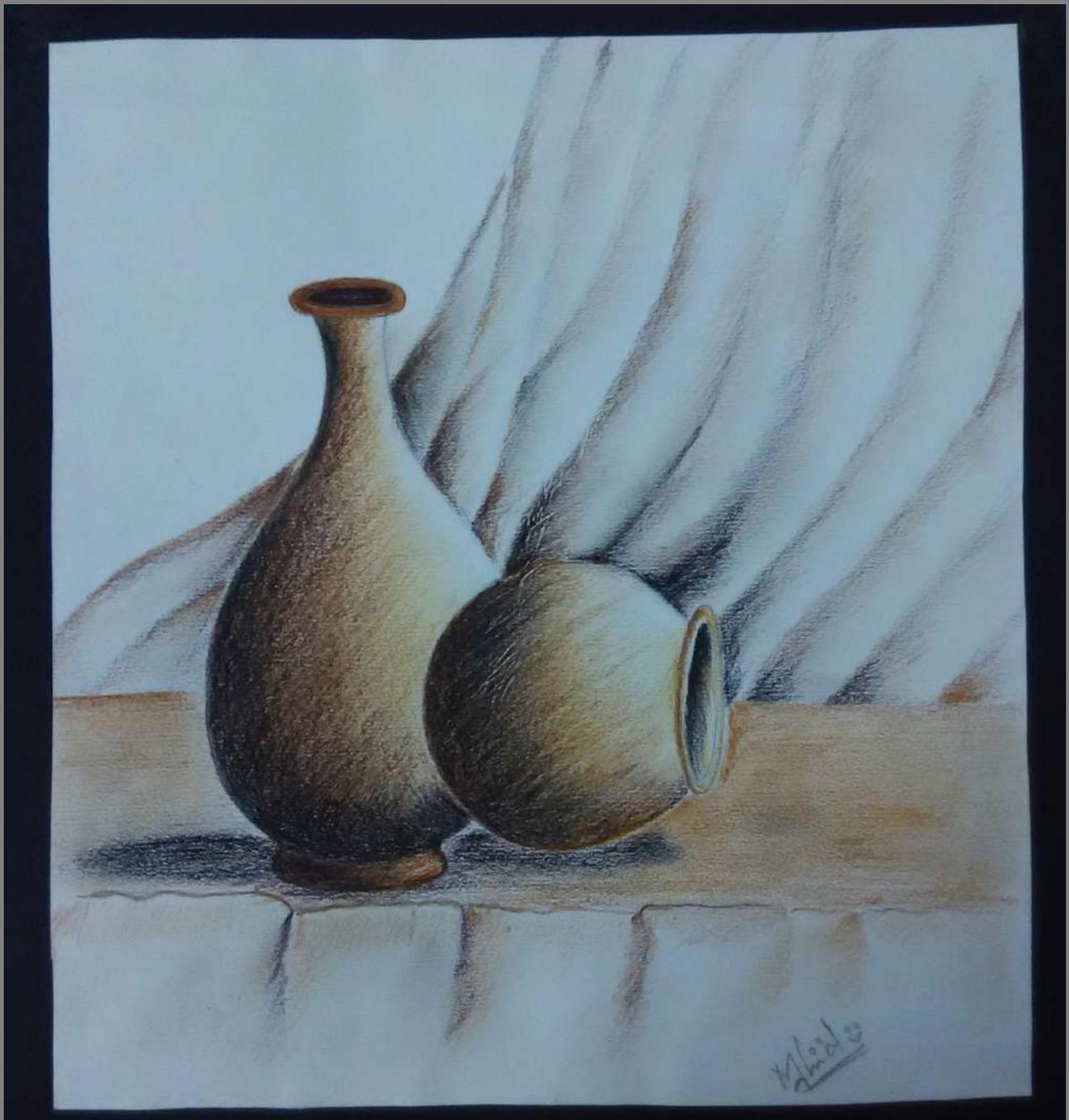




Monika D

17CO1H2106

Kristu Jayanti College (Autonomous)





Monisha B

17CO1K4288

Kristu Jayanti College (Autonomous)

**Dance is the hidden language of soul**





Monisha B

17CO1K4288

Kristu Jayanti College (Autonomous)

**She is a mermaid on dry land and world is her ocean**





Monisha B

17CO1K4288

Kristu Jayanti College (Autonomous)

**Behind every mask there's a face and behind that there's a story**





Padmashree R

17CO1K2140

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Priyanka C P

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Kristu Jayanti College (Autonomous)

Time is up to Glow & Retaliate.



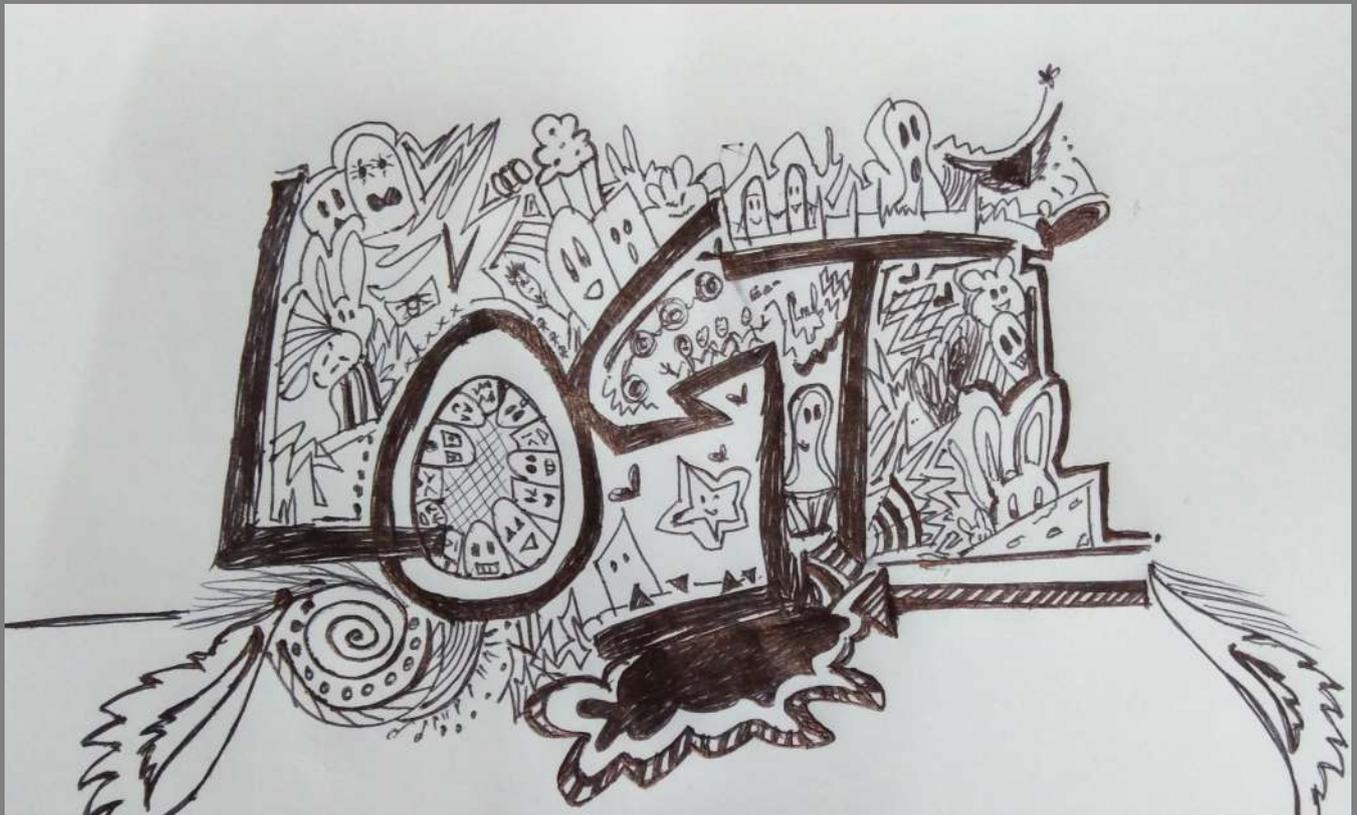


Rose Maria Joshy

17CO1A2090

Kristu Jayanti College (Autonomous)

Lost in the world of art.



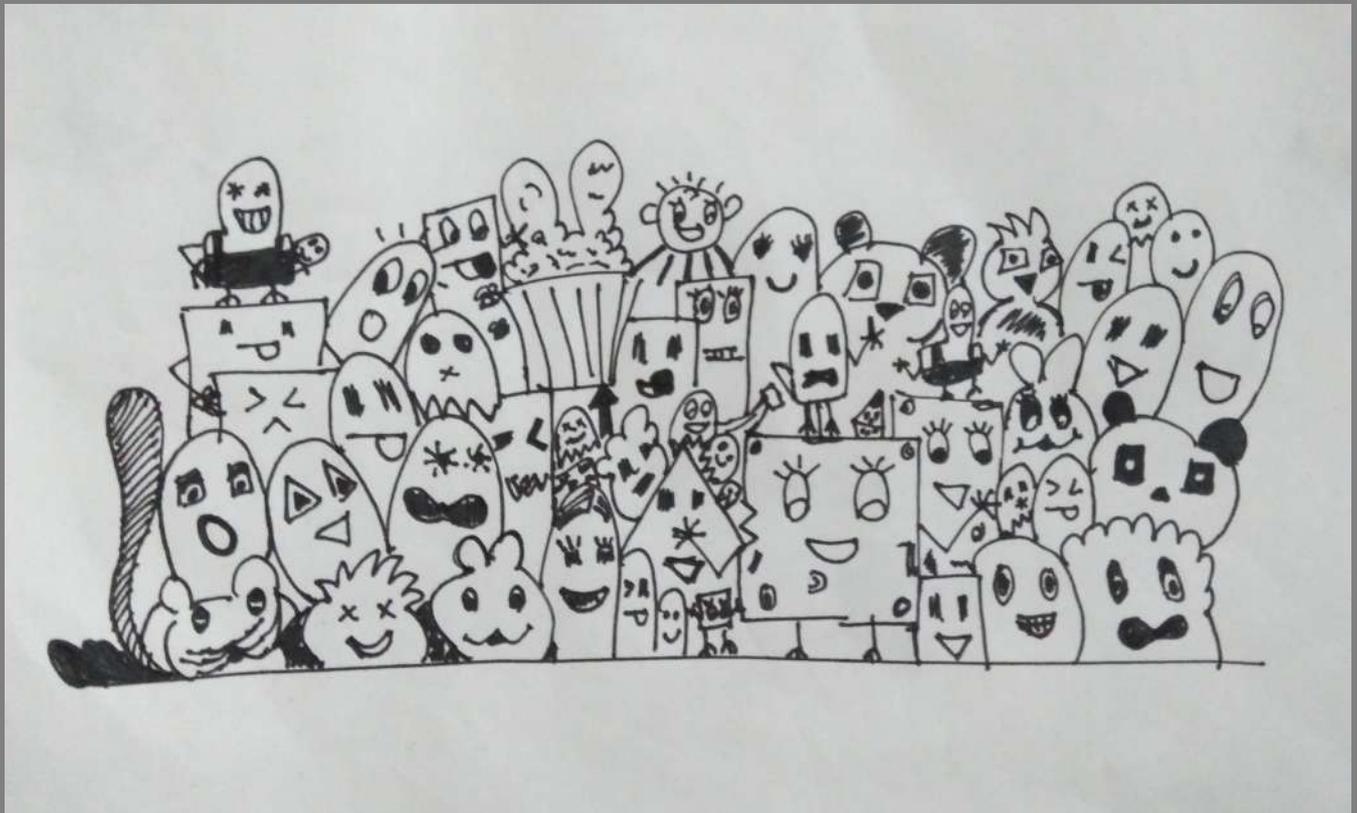


Rose Maria Joshy

17CO1A2090

Kristu Jayanti College (Autonomous)

Be happy in own way.



# PAINTING



Anusha suresh

17CO1H1035

Kristu Jayanti College (Autonomous)

"Dream bigger than the stars, deeper than the ocean and higher than the mountains"





Ashwini Nathasha S

16CO1H425

Kristu Jayanti College (Autonomous)





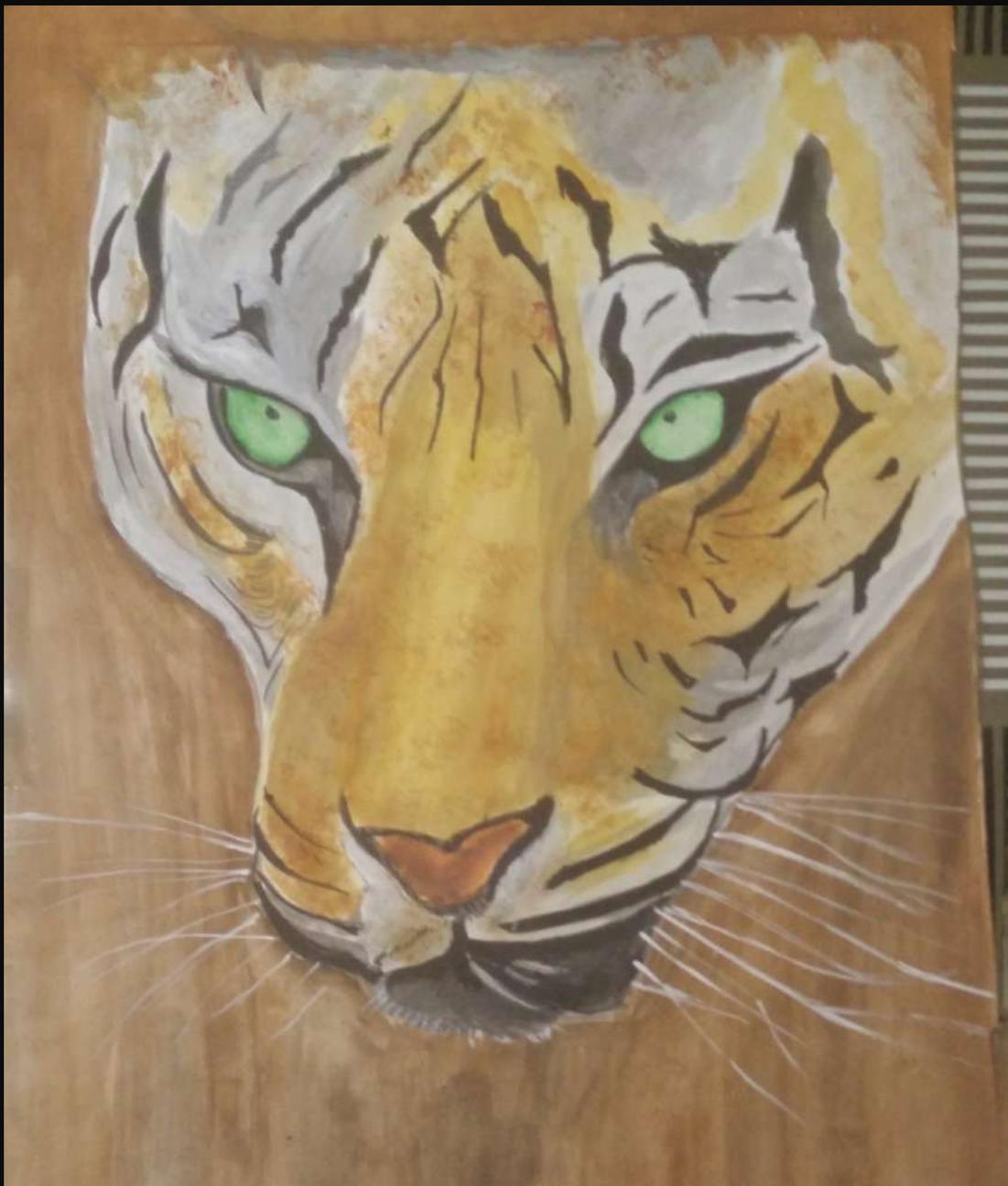
Asish T Varghese

17CO1A1003

Kristu Jayanti College (Autonomous)

**Ones soul should reflect the green positivity just like chetah eye**

**"Art is man's nature; nature is God's art"**





Asish T Varghese

17CO1A1003

Kristu Jayanti College (Autonomous)

**"Happiness is saving the biodiversity"**

**I am a free spirit, don't ever try to cage me**





Asish T Varghese

17CO1A1003

Kristu Jayanti College (Autonomous)

## Abstract





Asish T Varghese

17CO1A1003

Kristu Jayanti College (Autonomous)

"Until one has loved a bird a part of one's soul remains unawaken"





Asish T Varghese

17CO1A1003

Kristu Jayanti College (Autonomous)

**Beauty of whatever kind, in its supreme development, invariably excites the sensitive soul to tears.**

**--Edgar Allan Poe**





Asish T Varghese

17CO1A1003

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**Wilderness is not a luxury but a necessity of the human spirit.**

**Edward Abbey (1927-1989)**





Asish T Varghese

17CO1A1003

Kristu Jayanti College (Autonomous)

**Simplicity is the ultimate sophistication**

**-Leonardo da Vinci**





Monika D

17CO1H2106

Kristu Jayanti College (Autonomous)

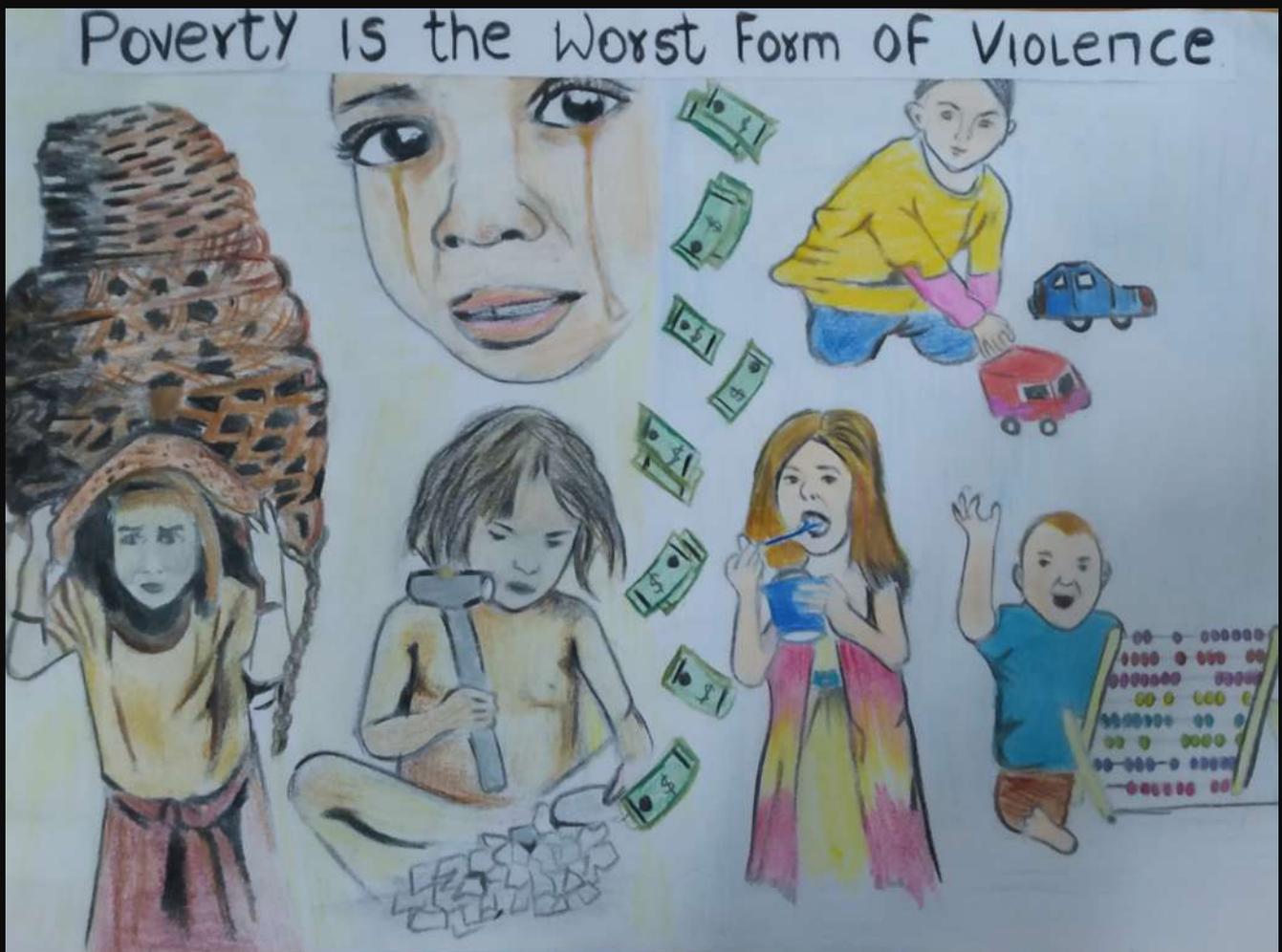




Nandhini V

17CO1K4289

Kristu Jayanti College (Autonomous)





Priyanka C P

17CO1K1077

Kristu Jayanti College (Autonomous)

**Under The Moonlight**



# PHOTOGRAPHY

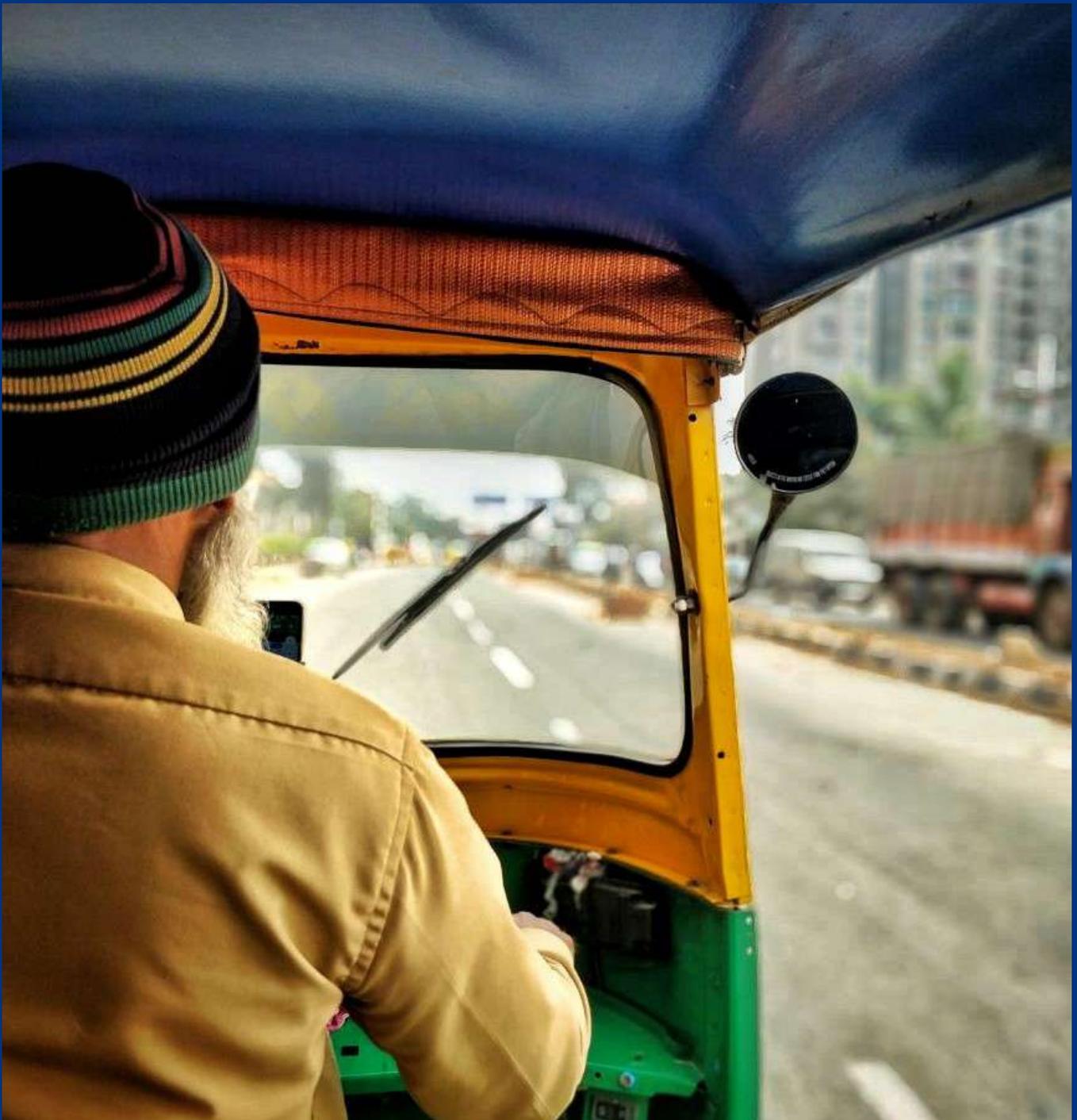


Amal Hari CM

16CO3A102

Kristu Jayanti College (Autonomous)

**Street photography is unlike normal photography as it captures the raw aspects of life**



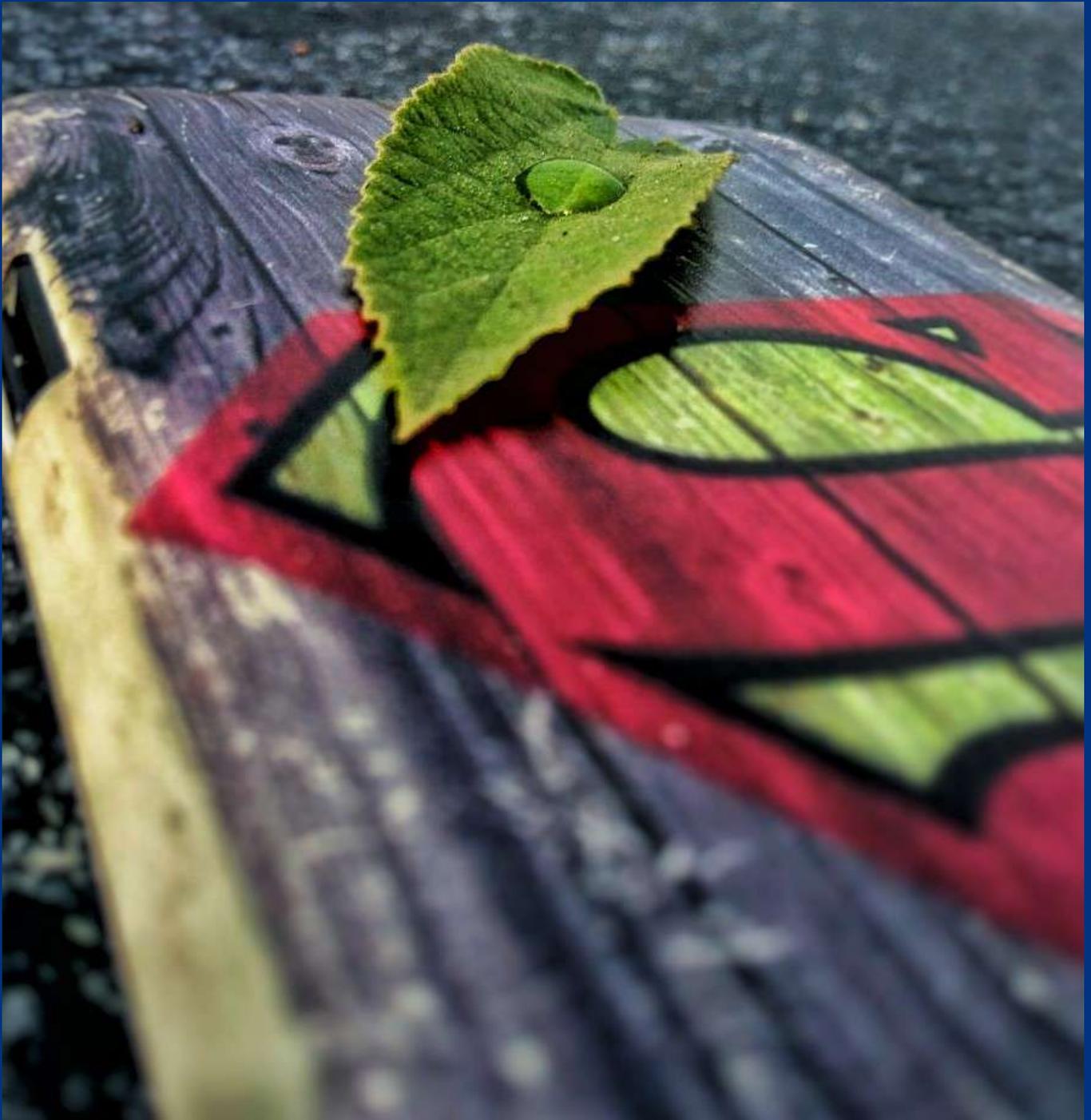


Amal Hari CM

16CO3A102

Kristu Jayanti College (Autonomous)

**"Once you choose hope, anything is possible"**





Amal Hari CM

16CO3A102

Kristu Jayanti College (Autonomous)

**Nature**





Amal Hari CM

16CO3A102

Kristu Jayanti College (Autonomous)

## Monuments





Amal Hari CM

16CO3A102

Kristu Jayanti College (Autonomous)

**Beginning**





Ashwini Nathasha S

16CO1H425

Kristu Jayanti College (Autonomous)

"Keep shining brightly because your light can be the life giving source that rekindles the fading lights around you"



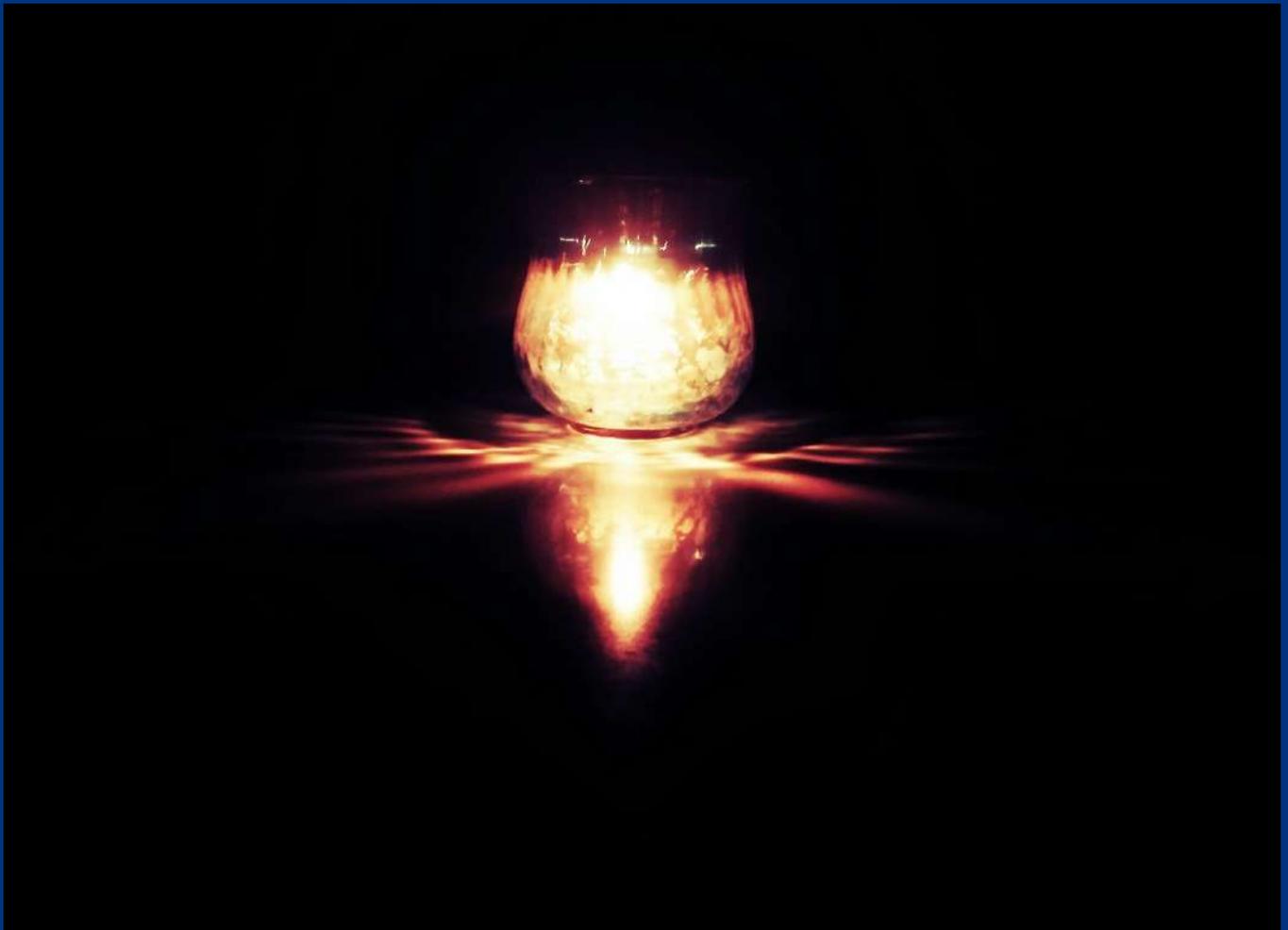


Ashwini Nathasha S

16CO1H425

Kristu Jayanti College (Autonomous)

"life is only a reflection on what we allow ourselves to see"





Bharath M S

16CO1A106

Kristu Jayanti College (Autonomous)

Indian Monitor Lizard

Location: Andhra Pradesh - Nelore





Bharath M S

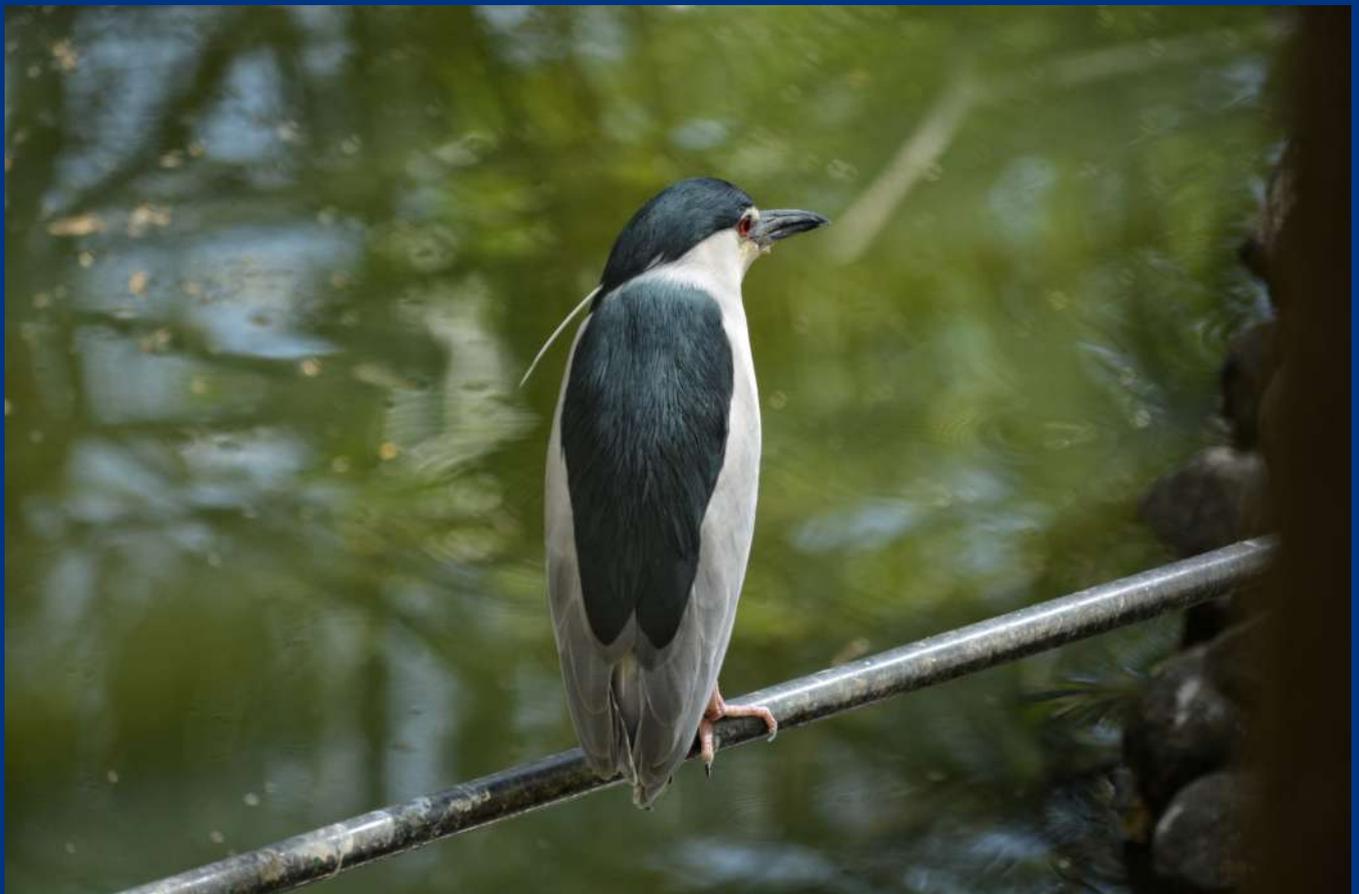
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Black Crowned Night Heron

Location: Bannerghata National Park

A beautiful sight of a night heron





Bharath M S

16CO1A106

Kristu Jayanti College (Autonomous)

Green Iguana

Bannerghata National Park





Bharath M S

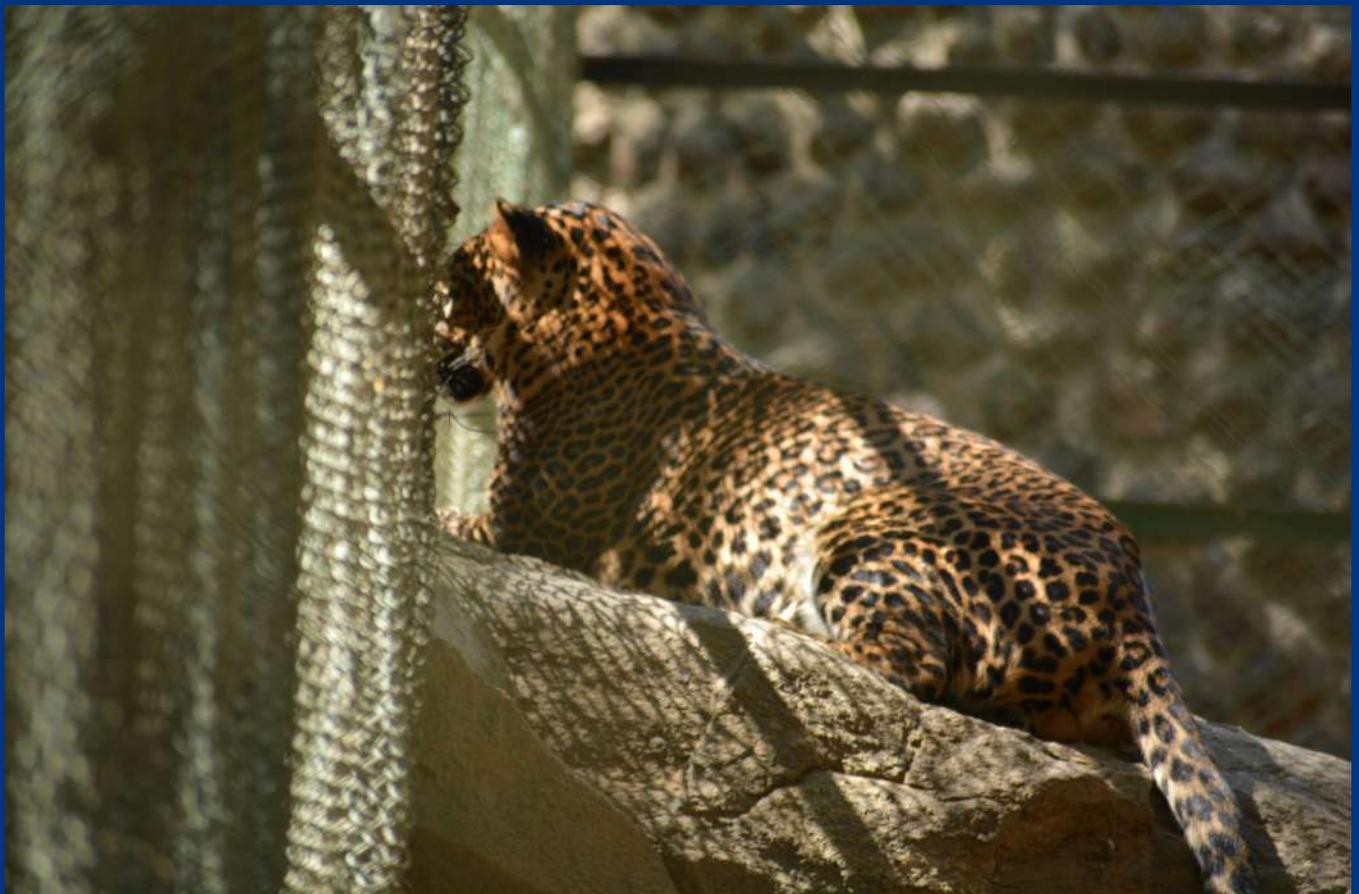
16CO1A106

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Leopard

Bannerghata National Park

Every animal need to be outside the cage





Bharath M S

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Ostrich

Frame within a frame





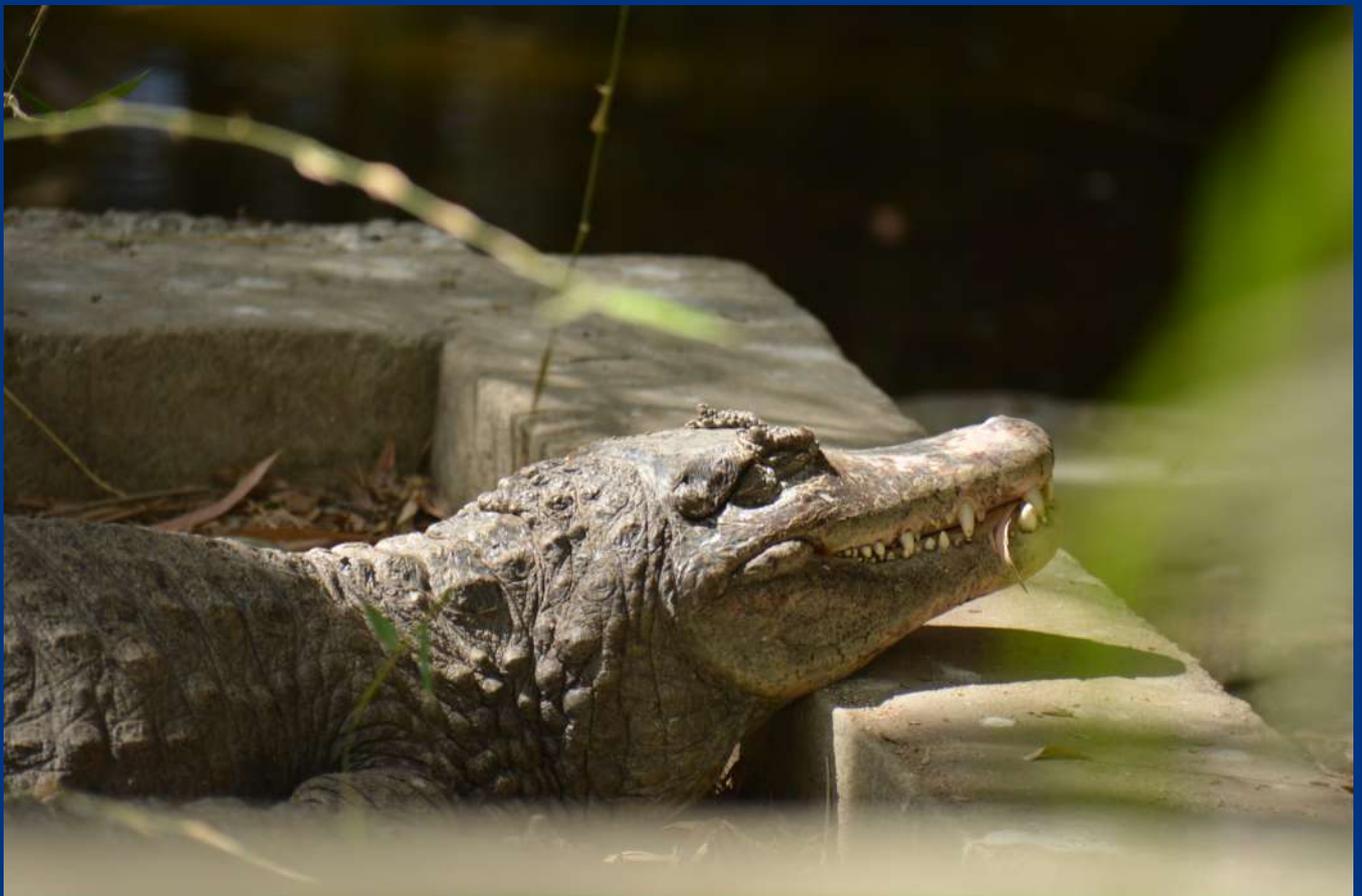
Bharath M S

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Crocodile

Be watchful





Bharath M S

16CO1A106

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Siberian Crane

Bannerghata National Park

Lunch Time for the Siberian crane





Bharath M S

16CO1A106

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Gajashree G B

16CO4K144

Kristu Jayanti College (Autonomous)

Capture the Moment

We come in many different shapes and sizes,  
and we need to support each other and our differences .  
Our beauty is in our differences





Gajashree G B

16CO4K144

Kristu Jayanti College (Autonomous)

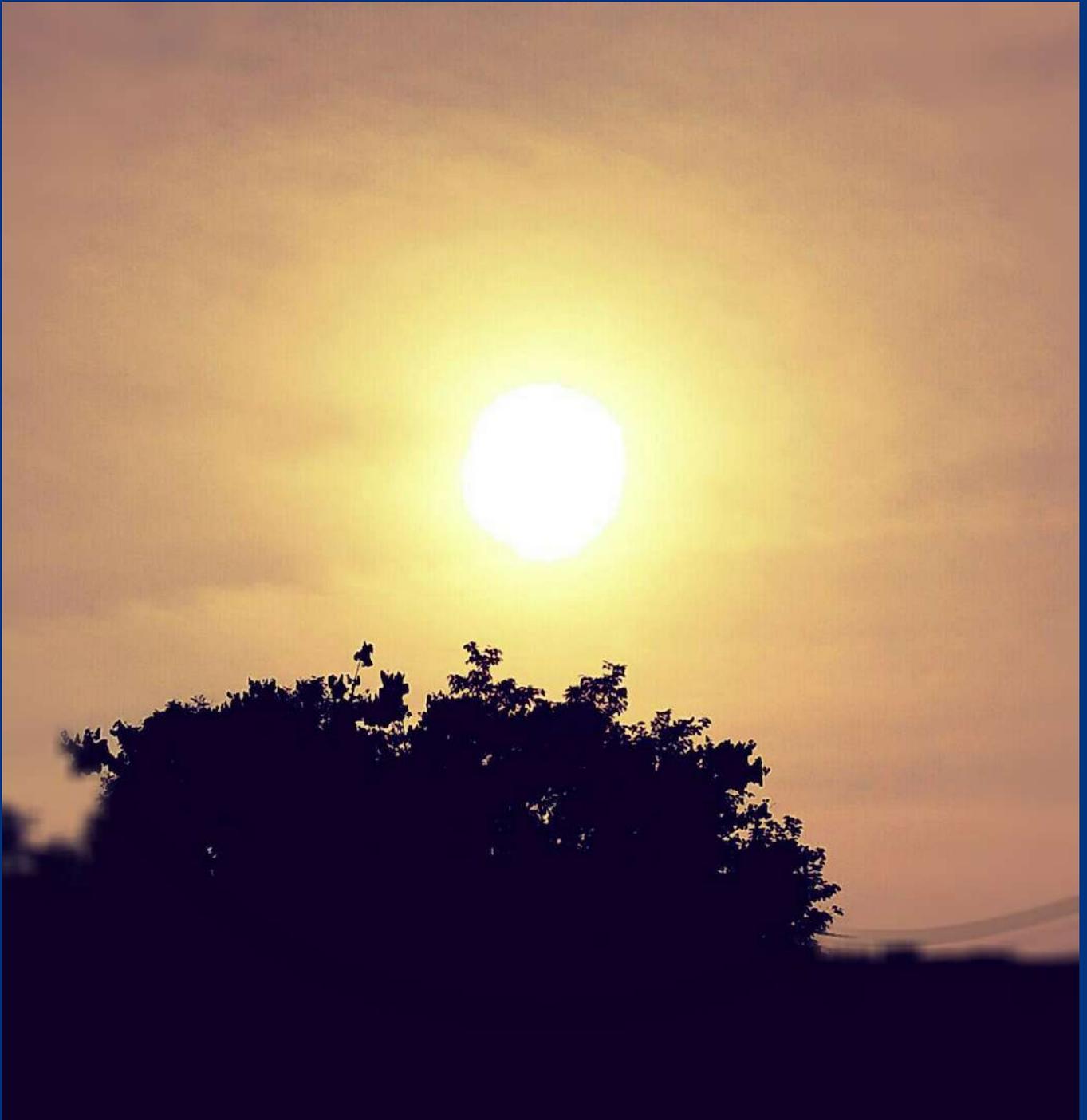
Fortune is like a glass!!  
The brighter the glitter





Janaki V  
16CO1K456  
Kristu Jayanti College (Autonomous)

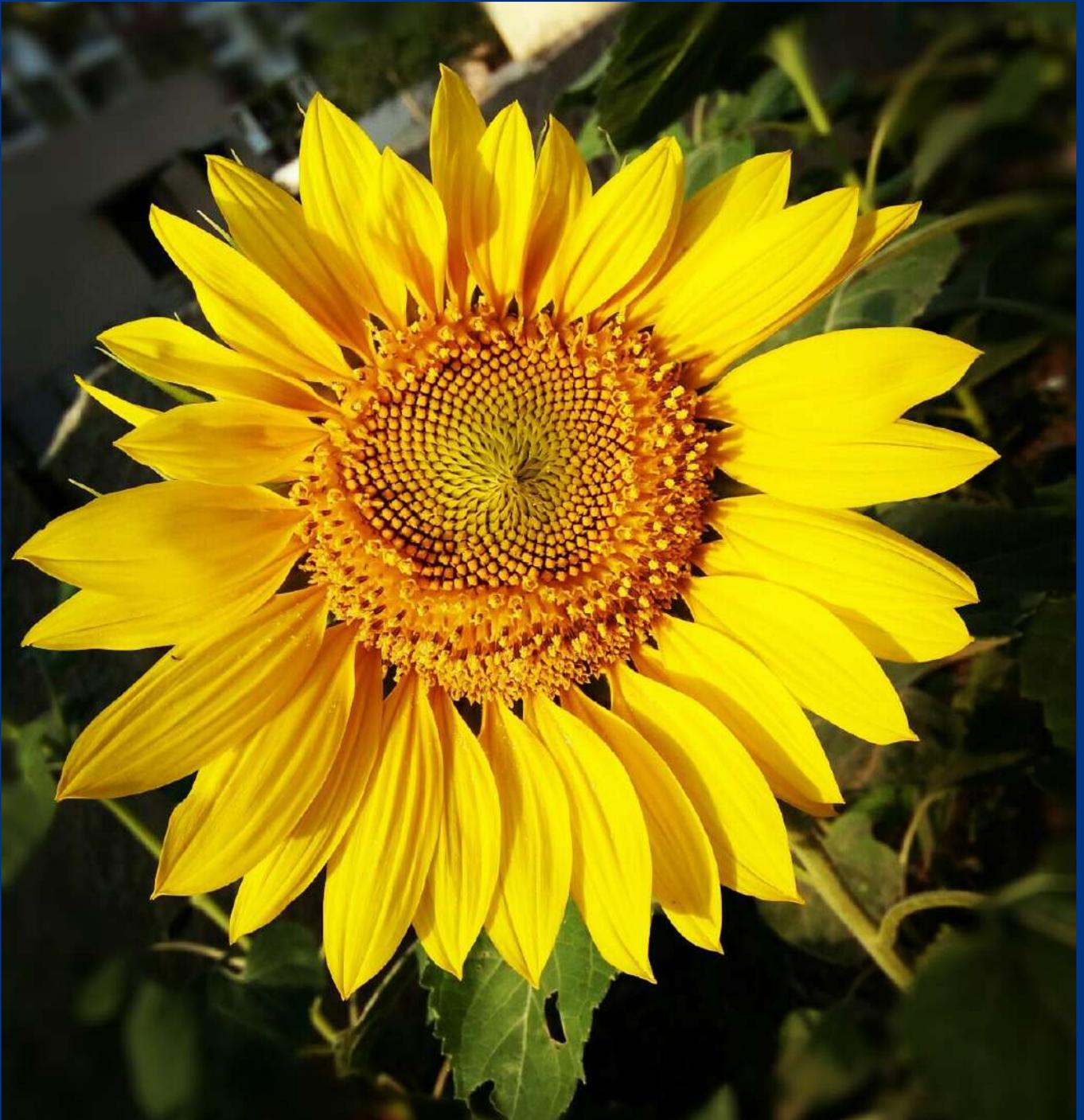
Sunset  
"Everything has beauty but not everyone sees it"





Janaki V  
16CO1K456  
Kristu Jayanti College (Autonomous)

Sunflower  
"Happiness radiates like the fragrance from a flower and draws all good things towards you"

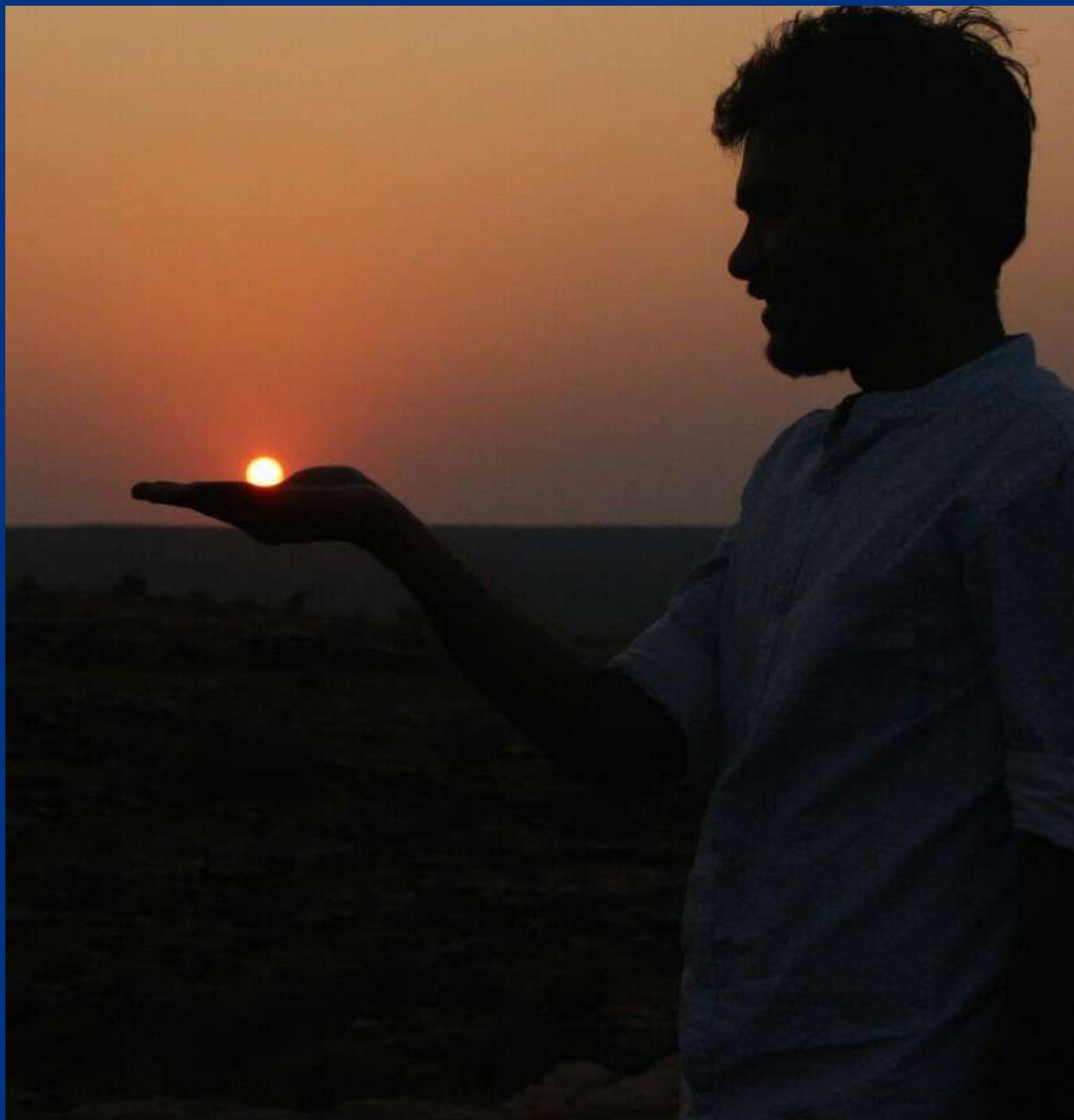




Joseph Tom  
17CO1A1007  
Kristu Jayanti College (Autonomous)

"There is one thing the photograph must contain, the humanity of the moment"

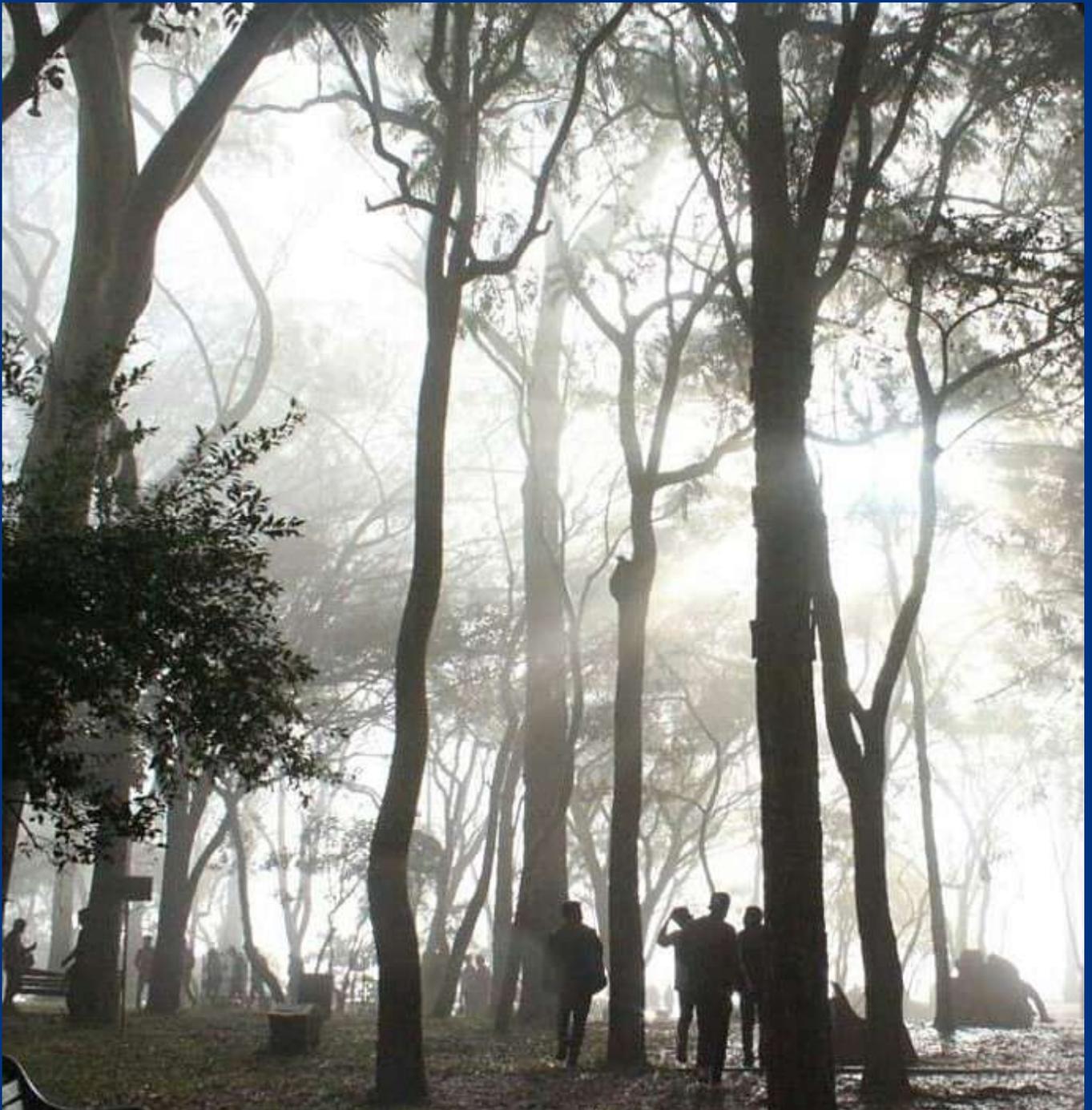
Location: Gandikota





Joseph Tom  
17CO1A1007  
Kristu Jayanti College (Autonomous)

Location : Nandi hills  
Caption : "Nature is the art of God"





Joseph Tom  
17CO1A1007  
Kristu Jayanti College (Autonomous)

Location : Bangalore

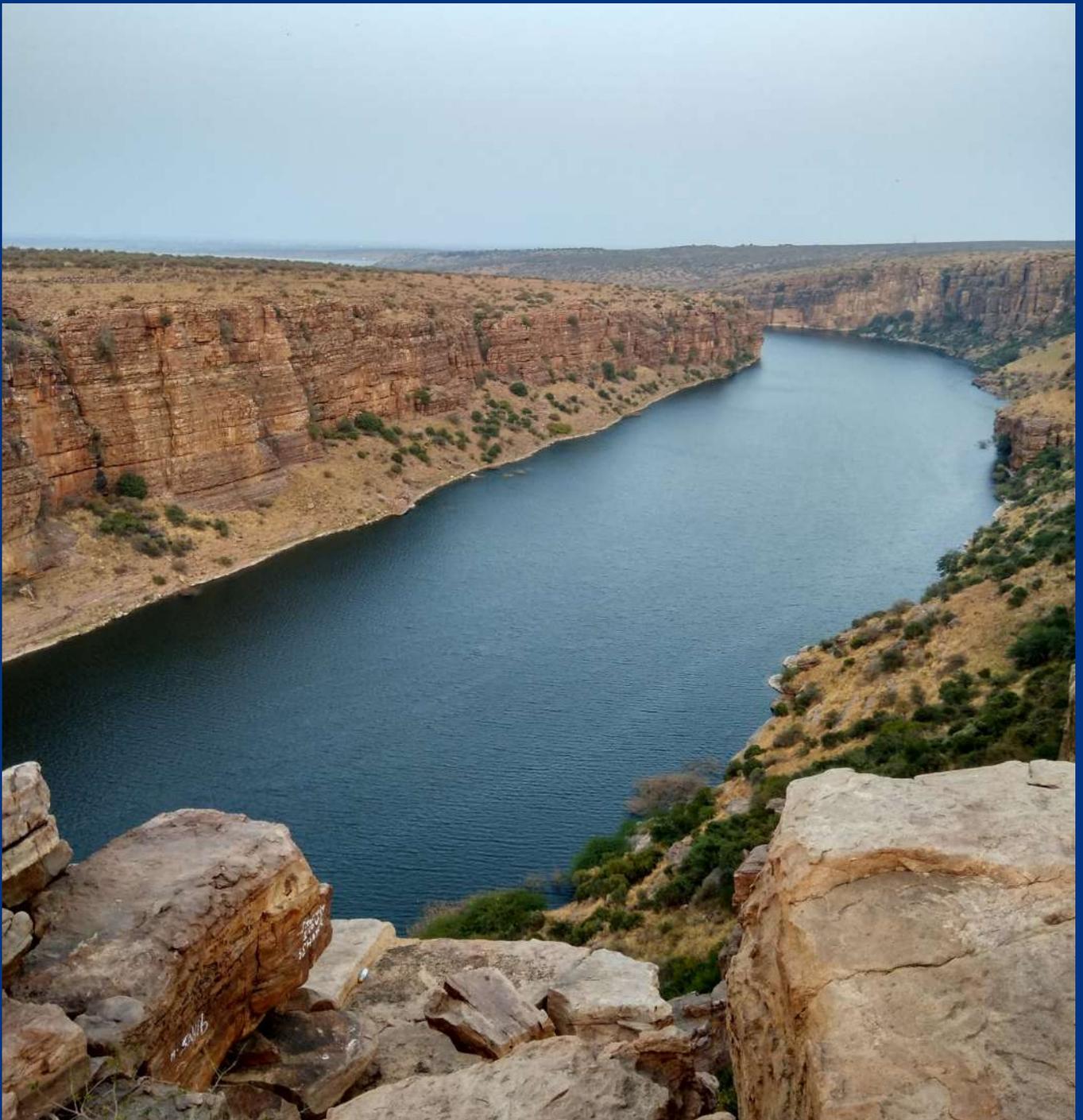
Caption : "Darkness cannot drive out darkness, only light can do that "





Joseph Tom  
17CO1A1007  
Kristu Jayanti College (Autonomous)

Location : Gandikota  
Caption : "Adventure is worthwhile "

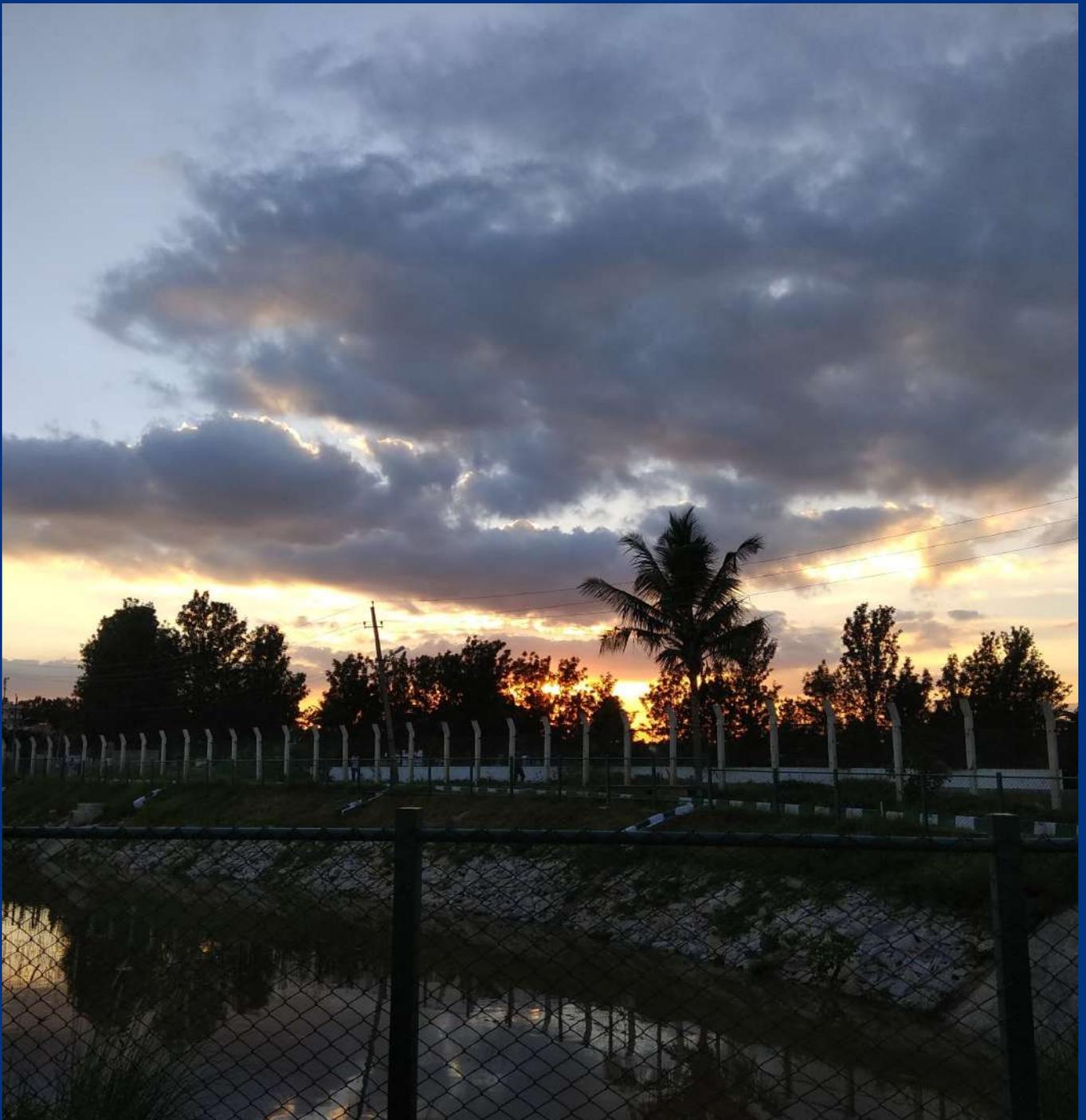




Joseph Tom  
17CO1A1007  
Kristu Jayanti College (Autonomous)

Location : Bangalore

Caption : "Catch sunset with the people you love"

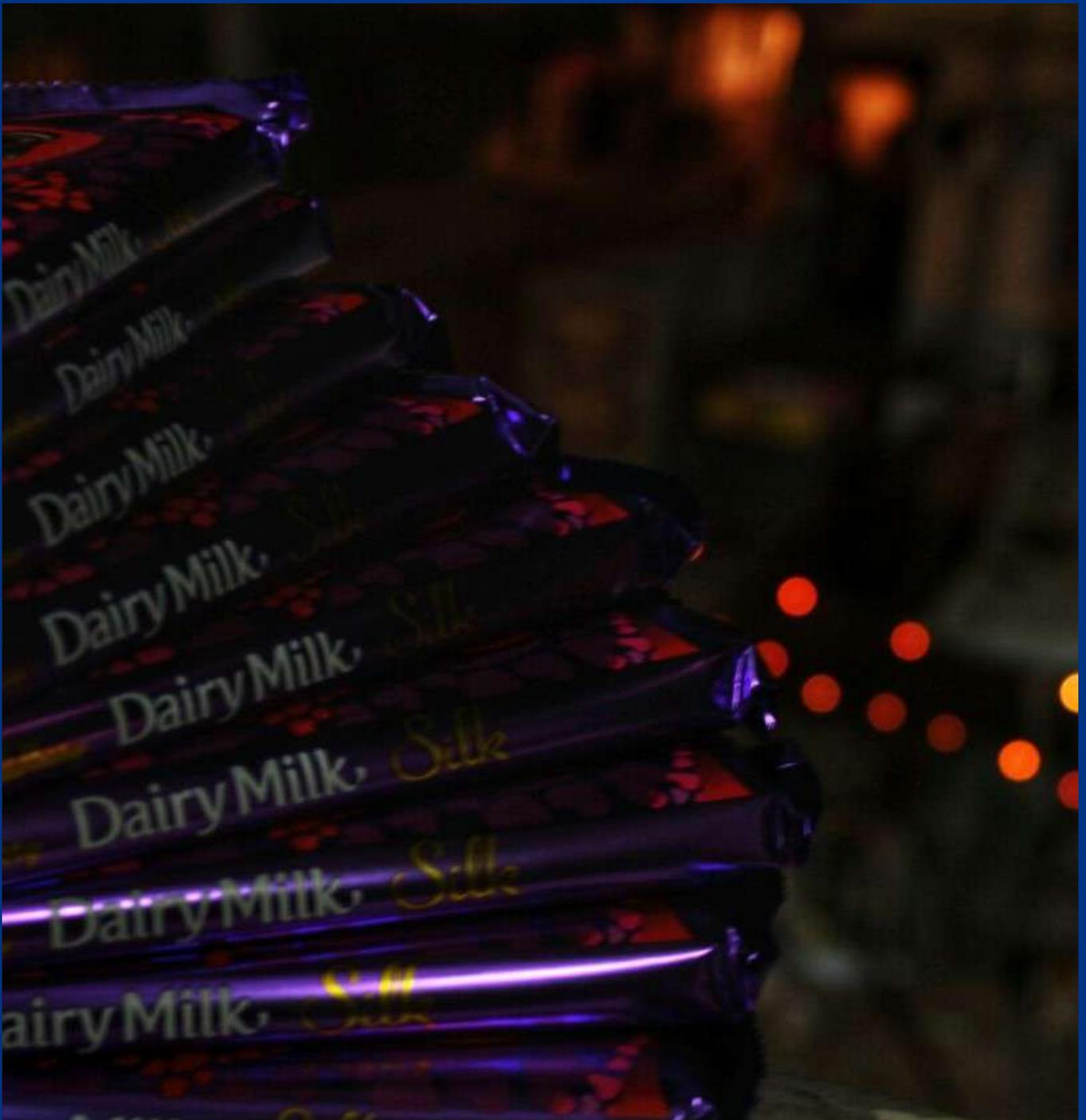




Joseph Tom  
17CO1A1007  
Kristu Jayanti College (Autonomous)

Location: Magadi

Caption : Ultimately no one amongst us will ever be denied that, the glimmer of a chance to shine





Mohammed Hasim  
16CO4H131  
Kristu Jayanti College (Autonomous)

Flower  
No Rain No Flower





Priyanka C P

17CO1K1077

Kristu Jayanti College (Autonomous)

Beautiful Things Don't ask for Attention.

Location : Kerala.



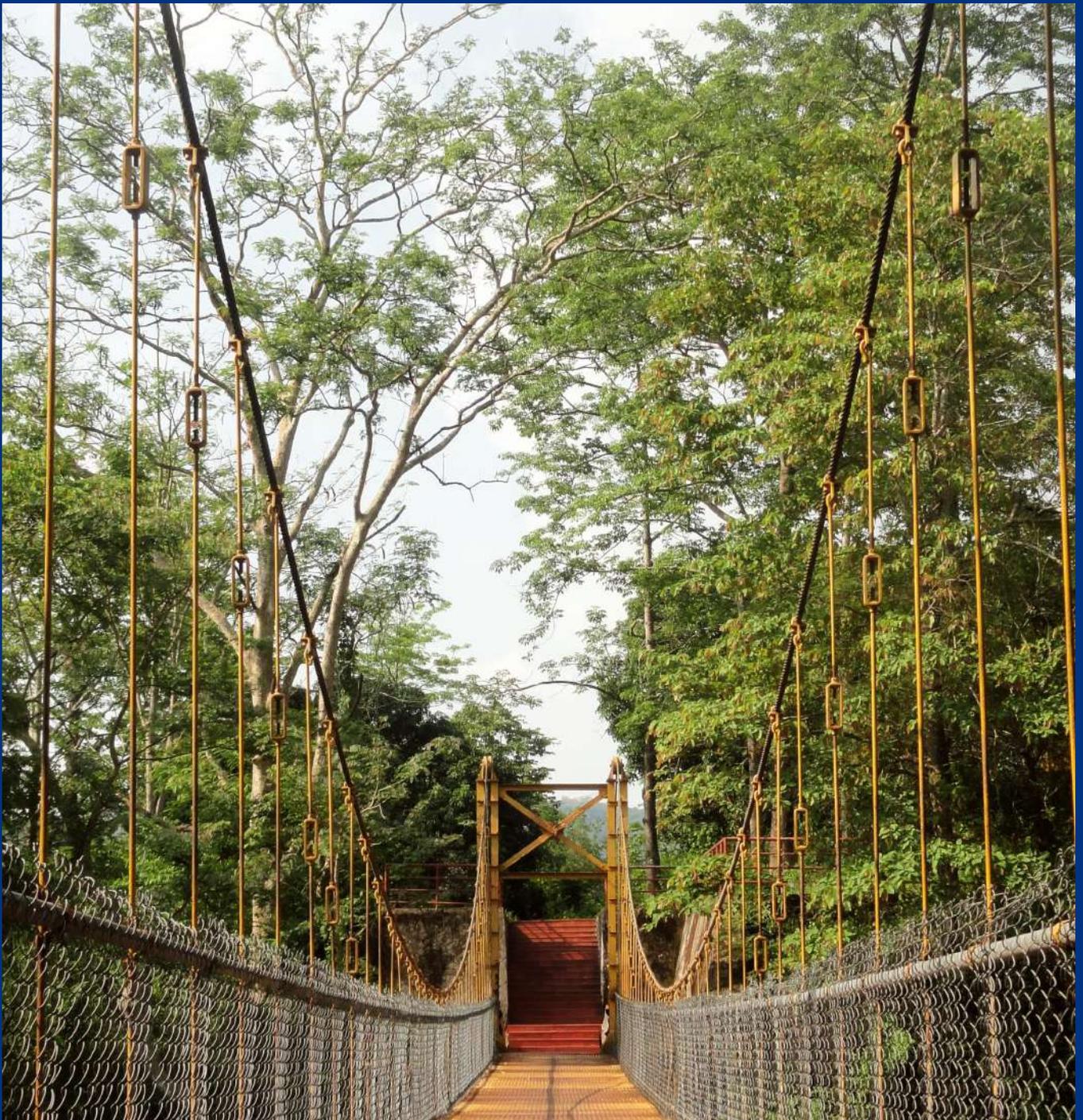


Priyanka C P

17CO1K1077

Kristu Jayanti College (Autonomous)

Journey of Thousand Miles Begin with a Single Step





Priyanka C P

17CO1K1077

Kristu Jayanti College (Autonomous)

Don't be afraid of Being Outnumbered. A Lion walks Alone, while the sheep flock together.

Location : Bannerghatta National Park





Raghu S

16CO1K258

Kristu Jayanti College (Autonomous)

LOCATION : BILE SHIVALEYA



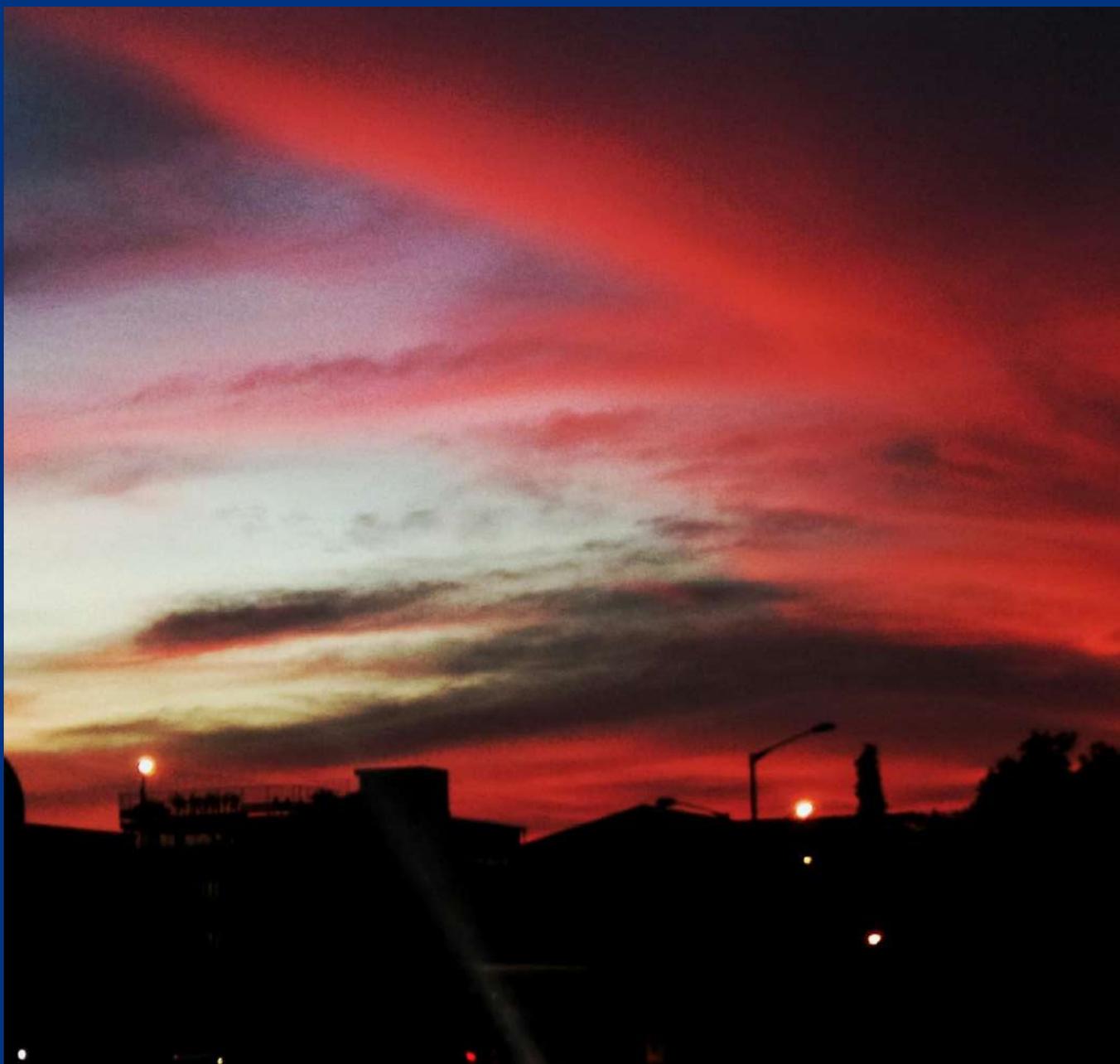


Mohammed Rayan

16CO1H129

Kristu Jayanti College (Autonomous)

There is no greater agony than bearing an untold story inside you as the sun sets



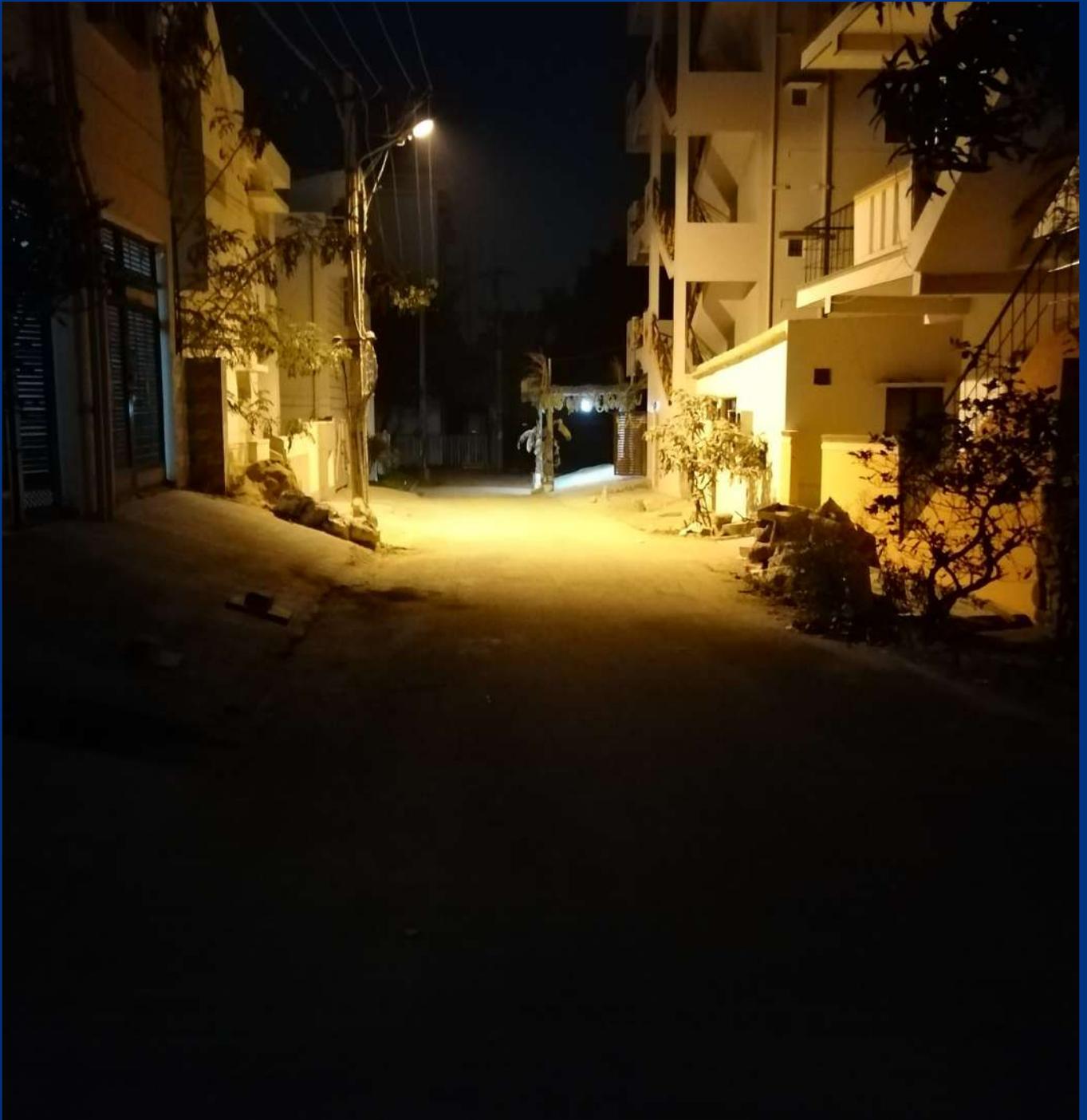


Rincymol Babukutty Adakel

16CO4A118

Kristu Jayanti College (Autonomous)

Light breaks the darkness.  
No more darkness can hide the light.





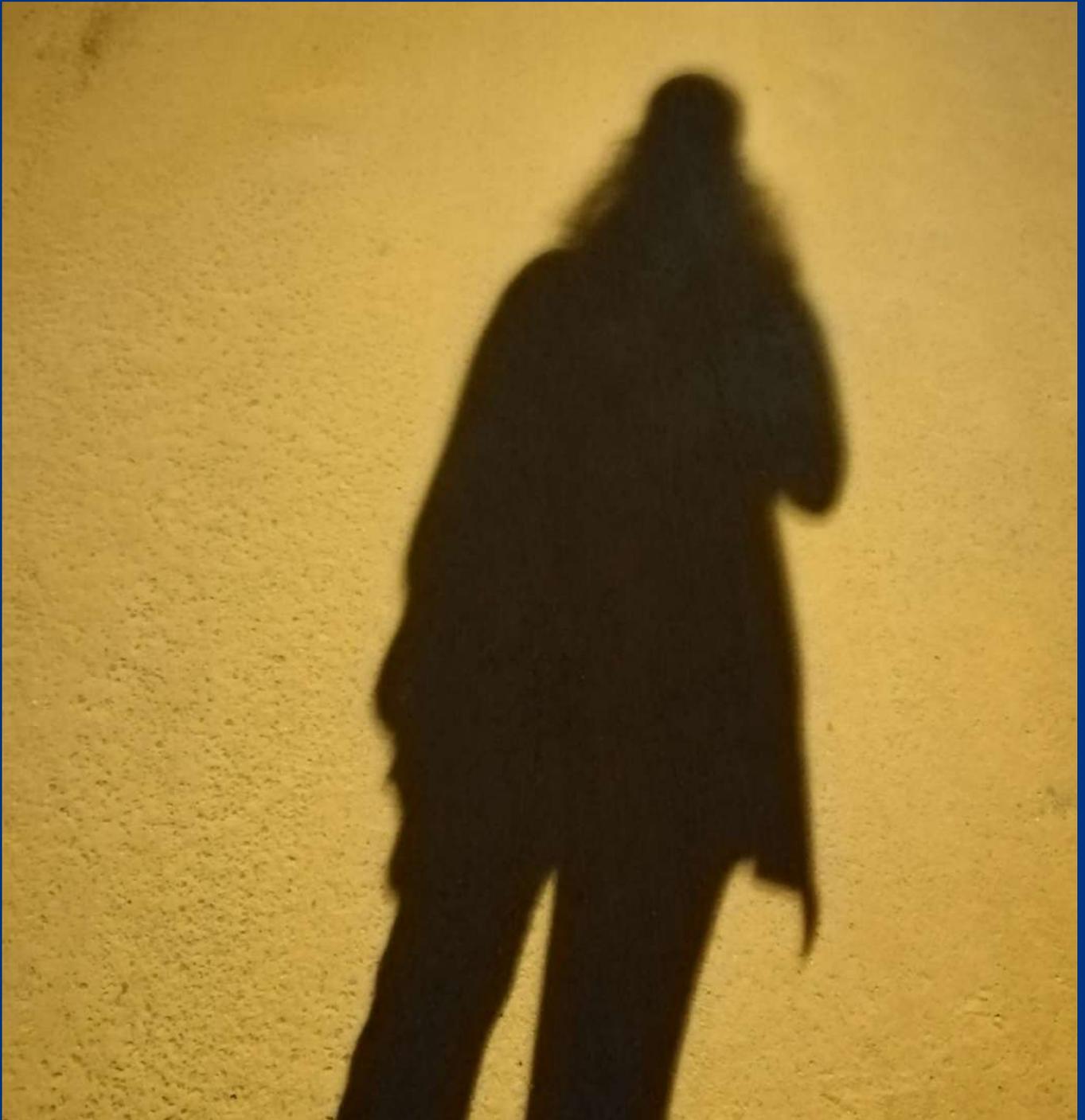
Rincymol Babukutty Adakel

16CO4A118

Kristu Jayanti College (Autonomous)

Shadow

When light appears, Shadow slowly move away from you

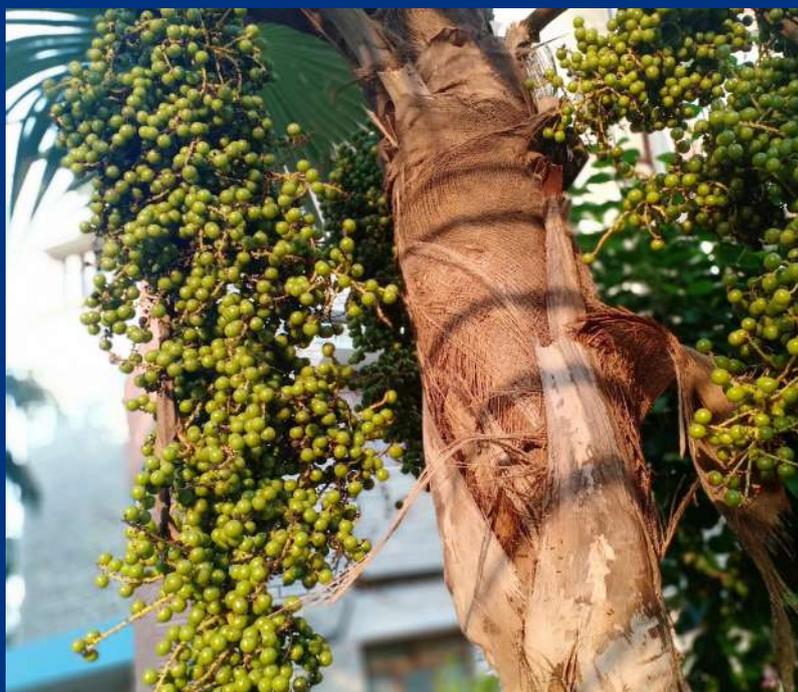




Sangeetha. R

17CO1K4297

Kristu Jayanti College (Autonomous)





Sangeetha. R

17CO1K4297

Kristu Jayanti College (Autonomous)





Sumit Singh  
16CO1H235  
Kristu Jayanti College (Autonomous)





Sumit Singh  
16CO1H235  
Kristu Jayanti College (Autonomous)





Sumit Singh  
16CO1H235  
Kristu Jayanti College (Autonomous)



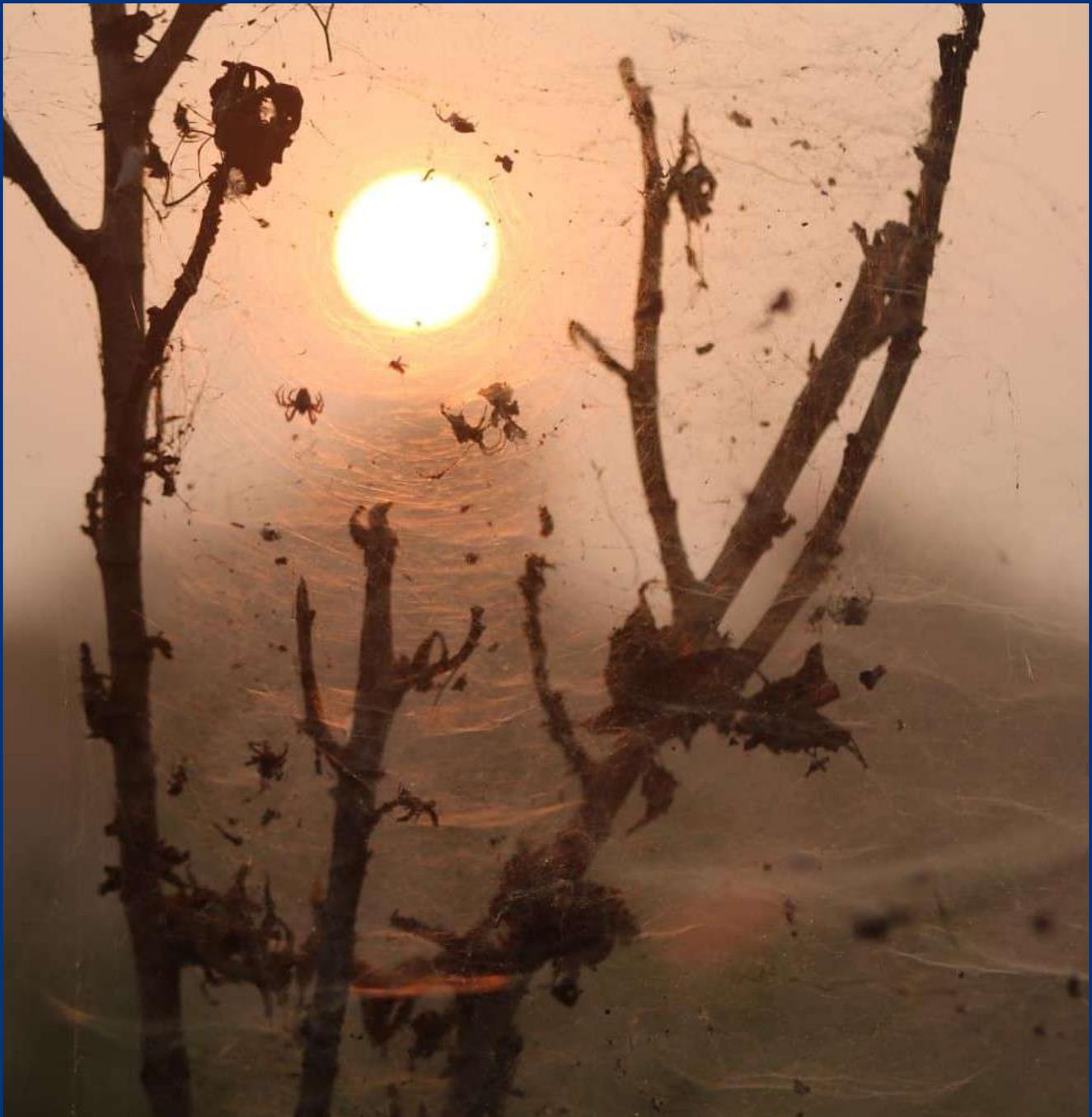


Sumit Singh  
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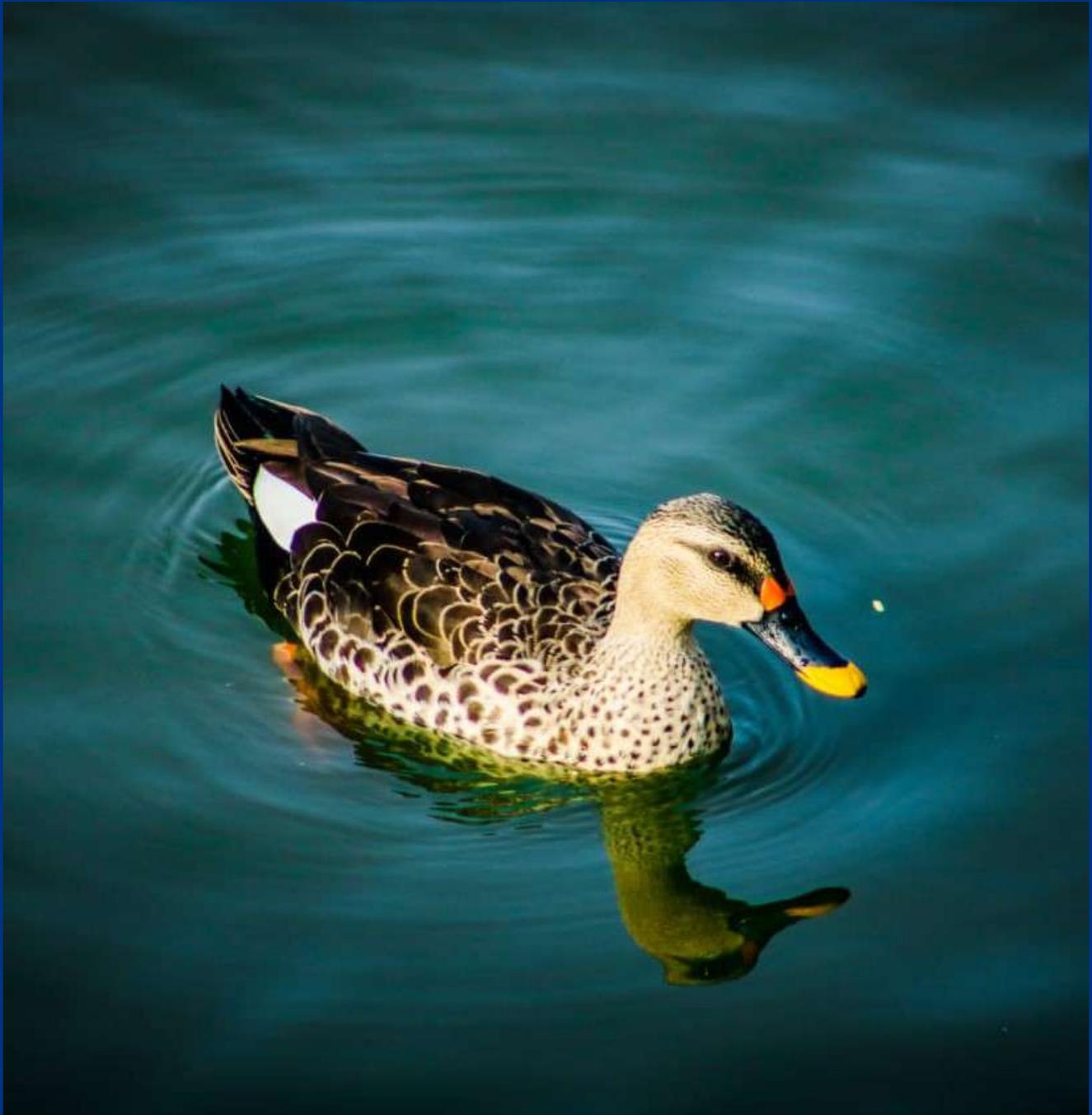


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Sunantha V

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**Sunantha V**

III Sem Bcom (B)

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**Life is like a book and there are many pages like a passing cloud so live your life to the fullest and be happy**



QUIZ  
&  
PUZZLE



Sanajaoba Heikrujam

17CO1A2101

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## QUIZ CORNER

1. The Times of India launched its latest edition in which City?
2. Which is the largest enlisted company in India in terms of turnovers?
3. What "Social Expression" company was started by 18 Years old Joyce Hall in 1910?
4. What is the name given to the software developed exclusively for use by infants and toddlers?
5. Who is the only Asian to be included in Sunday Times List of "The Wealthiest 200 in Britain since 1066"?
6. Which Indian Textile brand proudly proclaim "Since 1925" in its advertisement?
7. Which textile company of India is headquartered at Neville House?
8. Which Hollywood star and brand ambassador of Omega Watches was in India to meet Dalai Lama?



(1) Hyderabad (2) Maruti Udyog (3) Hall Mark (4) Lapware (5) L N Mittal (6) Raymonds  
(7) Bombay Dyeing (8) Pierce Brosnan

ANSWERS



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PGDM	International Finance
PGDM	International Finance
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M.Com.	Financial Analysis with CGMA
M.Com.	Financial Analysis with CGMA
M.A.	Economics
BBA	Bachelor of Business Administration
BBA	Integrated with CGMA
BBA	Aviation Management
BBA	Business Analytics
B.Com	General
B.Com	Professional
B.Com	ACCA Integrated
B.Com	Tourism
B.Com	Honours
B.Com	Logistics & Supply Chain Management
B.Com	Business Analytics
B.Com	Business Analytics
PG Diploma ( 1Year )	for Working Executives

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BBA	Aviation Management
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