



Kristu Jayanti College

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Bengaluru

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VISTAS

Exploring The Tech Spectrum

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ISSUE 01

DPMS

Department of
Professional Management Studies

PRINCIPAL'S MESSAGE

Kristu Jayanti College is committed to fostering holistic development, academic excellence, and ethical values, empowering students to become responsible global citizens. at Kristu Jayanti College, the academic fraternity is an active community of learners who pursue knowledge as an active and dynamic phenomenon with infinite and immense possibilities. We invest in the younger generations to instill in them the passion for knowledge and the seeds of research and learning. We strive to build a community of learners and teachers who believe that learning is not possible without teaching and teaching is not at all possible without learning.

Our core principle is to provide a transformative education that goes beyond textbooks and classrooms. We aim to nurture not just the minds but also the hearts of our students, instilling in them the values of integrity, compassion, and social responsibility. Our commitment to academic excellence is matched by our dedication to holistic development, ensuring that our students emerge not only as skilled professionals but also as ethical leaders ready to make a positive impact on society.

The Department of Professional Management Studies at Kristu Jayanti College stands as a beacon of excellence, offering specialized programs in five key domains Aviation Management, Business Analytics, Branding & Advertising, Tourism and Hospitality Management and Retail Management. The Department is committed to nurturing future leaders in the field of management. Our programs are designed to provide a comprehensive understanding of management principles, coupled with practical exposure to real-world challenges.

The spectrum of technology content in our magazine, Vistas, is curated to enlighten, inspire, and empower our readers with the latest innovations and trends in the tech world. From in-depth analyses of emerging technologies to practical guides for everyday technology application. We strive to offer a diverse range of content that caters to both technology enthusiasts and professionals equally. I wish the Department of Professional Management Studies all the best in its endeavours. On behalf of the college, I extend my best wishes to Vistas, our magazine, as it continues to enlighten and inspire readers with its diverse range of content.

FR. DR. AUGUSTINE GEORGE
PRINCIPAL





HOD'S NOTE

We are delighted to announce the release of the first issue of our departmental magazine VIZTAS, dedicated entirely to the fascinating realm of Artificial Intelligence (AI). This milestone publication marks the culmination of tireless efforts and unwavering dedication from both our students and faculty members. The concept of this magazine was born out of our collective passion for AI and our desire to showcase the remarkable work being done within our department. As we delve into the pages of this magazine, we embark on a journey of discovery, innovation, and scholarly pursuit, guided by the principles of AI and fueled by our shared commitment to excellence. This first issue serves as a testament to the vibrant intellectual community that thrives within our department. Through a diverse array of articles, research papers, case studies, and creative expressions, our contributors offer unique insights and perspectives that reflect the depth and breadth of AI's impact across various disciplines.

I extend my heartfelt appreciation for our students for their enthusiastic contribution and creativity. Your contributions to this magazine exemplify the innovative spirit that defines our department. I also congratulate our faculty members for their scholarly contributions for this magazine VIZTAS. As we celebrate the launch of this first issue VIZTAS, let us not only reflect on our achievements but also look ahead to the countless possibilities that lie on the horizon. With AI as our guiding beacon, let us continue to push the boundaries of knowledge, foster interdisciplinary collaboration, and harness the transformative power of technology for the betterment of society. I express my compliments to everyone for their valuable efforts in bringing out this issue. Your collective efforts have truly made this publication a shining testament to the excellence of our department

DR. JISHA V G

HEAD OF DEPARTMENT

FROM THE EDITOR

We are thrilled to present to you the maiden edition of our department magazine VISTAS a celebration of the vibrant tapestry of knowledge and creativity that defines Department of Professional Management studies .As we navigate through the ever-changing landscape of our field, we are delighted to share with you a curated selection of articles that encapsulate the essence of our department.



In the dynamic realm where innovation and technology intersect, we stand at the precipice of unprecedented transformation. It is with great excitement that we present to you the first edition of our magazine, dedicated to exploring the cutting-edge developments in artificial intelligence (AI) and technology.

In this issue, we embark on a journey through the boundless potential of AI, diving deep into its applications across various domains. From revolutionizing healthcare and finance to redefining the way we interact with the world around us, AI's impact knows no bounds.

In this issue, you'll embark on a journey of discovery, exploring groundbreaking research, insightful perspectives, and captivating narratives that reflect the breadth and depth of our discipline. From thought-provoking analyses to inspiring success stories, each page is a testament to the passion and dedication of our student community.

As editor, I am honoured to present these diverse voices and perspectives, each contributing to the rich tapestry of our collective journey. I extend my sincere gratitude to our contributors for their invaluable contributions and to our readers for their continued support and engagement.

So, without further ado, I invite you to dive into the pages of our magazine and immerse yourself in the wonders of Department of professional management studies. May these articles ignite your curiosity, spark new ideas, and inspire you to embrace the endless possibilities that lie ahead.

HAPPY READING!

PROF.C.SHILPA RAO
STAFF INCHARGE & EDITOR
VISTAS

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“Data are just summaries of thousands of stories—tell a few of those stories to help make the data meaningful.”

— **Dan Heath**

SYED MOHAMMAD ALI
VI BBA BA A

UNLEASHING INSIGHTS: BUSINESS ANALYTICS IN THE NEW ERA

Businesses in the constantly changing global economy face previously unheard-of opportunities and challenges. The capacity to glean relevant insights from massive amounts of data has become critical in this ever-changing world. This essay examines the relevance of business analytics in the modern day and clarifies how it influences strategic decision-making, improves operational effectiveness, and promotes long-term growth.

The foundation of ongoing business success and expansion is innovation. Business analytics stimulates innovation by revealing latent patterns, identifying untapped markets, and encouraging trial and error. Organisations may use analytics to promote innovation across all aspects of their operations, from supply chain management and customer service to product development and marketing, by cultivating a data-driven culture and encouraging cross-functional cooperation. Additionally, analytics-driven insights enable companies to outmanoeuvre rivals, capture fresh growth opportunities, and penetrate new markets.

In summary, a new paradigm for corporate operations has been brought about by the era of big data and digital transformation. These days, operational excellence, sustainable growth, and strategic decision-making all depend on business analytics. Organisations can take advantage of new possibilities, reduce risks, and remain ahead of the curve in the rapidly changing business landscape by utilising data and analytics. One thing is certain as we work through the challenges of the contemporary era: business analytics has immense revolutionary potential and will significantly influence how business is conducted in the future.



SUSTAINABLE PRACTICES IN MODERN BUSINESS

By ANUSHKA ANUSHREE
VI BBA BA A

Sustainability encompasses the idea of business practices that meet present needs without compromising the ability of future generations to meet their own. Companies must take an all-inclusive approach to sustainability in business which covers environmental, social, and economic dimensions. These can include but are not limited to investing in renewable sources of energy, recycling and waste reduction policies, fair labour practices promotion, supporting local communities as well as transparent sustainability reporting. It also requires cooperation with suppliers, customers, and other stakeholders in order to create supply chains that are ethical and environmentally friendly. Businesses can protect the planet by becoming sustainable; build stronger bonds with stakeholders; and add value to their business. Therefore businesses need to be proactive about this world's rising environmental problems and increasingly complex societal issues by creating pathways into a sustainable future.

**“THE BEST WAY TO PREDICT FUTURE IS TO CREATE IT.”
– Peter Drucker**



AI IN BUSINESS: RESHAPING OPERATIONS AND DRIVING INNOVATIONS

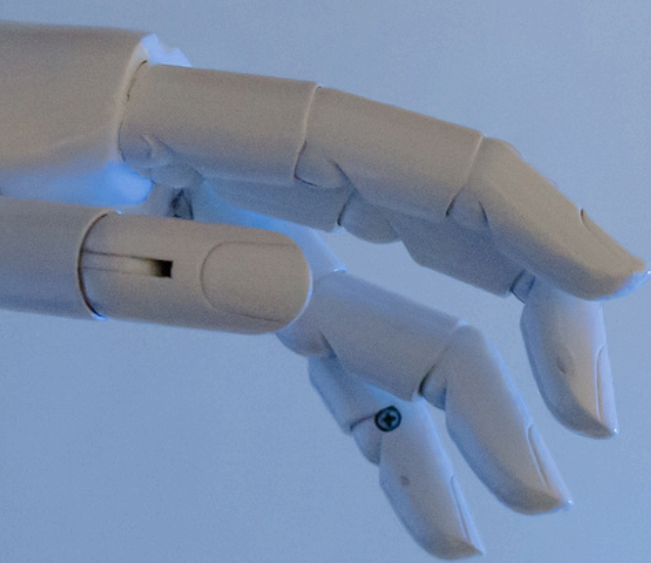
Artificial Intelligence is reshaping the business landscape, offering unprecedented opportunities for growth and innovation. By leveraging AI technologies, businesses can streamline operations, enhance decision-making processes, and create innovative products and services.

AI algorithms can analyse large volumes of data at speeds far beyond human capabilities, extracting valuable insights that drive strategic decision-making. The ability to harness data has profound implications across industries, from marketing strategies to maintenance in manufacturing.

It revolutionises customer interactions through chat bots and virtual assistants, providing instant and personalised support. In manufacturing, AI powered systems optimize production processes, improving efficiency and reducing costs. In healthcare, AI is revolutionising diagnostics and treatment, leading to better outcomes.

However, the integration of AI also presents challenges, such as data privacy and ethical considerations. Businesses must navigate these challenges while harnessing the transformative potential of AI to stay competitive in an increasingly digital world.

In conclusion, AI is not just a technological advancement; it is a fundamental driver of business transformation. Embracing AI is no longer a choice but a strategic imperative for businesses seeking to thrive in the digital age.



**“YOU CAN HAVE DATA WITHOUT
INFORMATION, BUT YOU CANNOT HAVE
INFORMATION WITHOUT DATA.”
—DANIEL KEYS MORAN**



SANIA JAINAB
VI BBA BA A



The World Stage: Geopolitical Risks and Your Investment Strategy

The world has turned into a complex chessboard in the past few decades, and investment decisions are no longer made in a vacuum. Geopolitical events, from trade wars to regional conflicts, hugely impact global markets and investment strategies. For aspiring investment bankers, cultivating a “global mindset” is no longer a luxury, it is a necessity and compulsion

“The goal is to turn data into information, and information into insight.”

— Carly Fiorina

Understanding how geopolitical tensions disrupt supply chains, influence energy prices, or trigger currency fluctuations allows you to make informed investment decisions.

Developing a global perspective involves staying updated on international news and analyzing how events might impact different sectors and regions.

One must think beyond traditional sources of news. Engage with news outlets from diverse geographic regions and countries. Follow research reports from international institutions like the World Bank or The International Monetary Fund. Participating in global business simulations or case studies can further enhance your ability to navigate the intricate dance between geopolitics and investment strategy.

In conclusion, the investment banking landscape is constantly evolving alongside global events. By having a global mindset and staying informed, you’ll be ready to navigate the dynamic world of finance and navigate tomorrow’s investment landscape.

YOGESH POONIA
VI BBA BA A

CLOUD NINE COMFORTS - VR'S CALMING TOUCH FOR PRE-FLIGHT JITTERS

ARYA SONI
VI BBA BA A

Prepare for takeoff in a whole new way. Virtual Reality (VR) is the secret weapon against pre-flight jitters, offering a thrilling solution to common travel woes. Imagine this: before boarding, slip on a VR headset and step into your virtual cabin oasis. Explore the seat layout, test out the legroom, and even get a sneak peek of the onboard entertainment—all before setting foot on the plane.

VR's immersive simulations don't stop there. Jumping into a virtual takeoff, soaring smoothly into the sky, and witness breathtaking views outside your virtual window. Experience a virtual turbulence test, so that when the real deal hits, you're a pro at staying calm.

And that's not all it tackles! Fear of the unknown? Vanquished. Concerns about space? Conquered. Worries about procedures? Nailed it. By the time you step onto the aircraft, you're not just ready for the flight—you're excited! VR has transformed your pre-flight jitters into an exhilarating adventure preview. So buckle up and get ready to fly with confidence, as VR turns travel stress into soaring excitement, and your journey begins with a virtual thrill. As airlines embrace this innovative tool, smoother takeoffs are not just a dream—they're a virtual reality.

“ONCE YOU HAVE TASTED FLIGHT, YOU WILL
FOREVER WALK THE EARTH WITH YOUR
EYES TURNED SKYWARDS.”
- LEONARDO DA VINCI





DIGITALISATION SUSTAINABILITY

Digitalization sustainability refers to the responsible and environmentally conscious integration of digital technologies and processes to achieve long-term ecological, social, and economic balance. It involves leveraging digital advancements in a way that minimizes negative impacts on the environment, ensures equitable access to technology, and supports overall societal well-being. Digitization sustainability can be achieved by prioritizing energy-efficient technologies, investing in renewable energy sources to power digital infrastructure, promoting reuse, recycling, and responsible disposal to minimize

e-waste, bridging the digital divide and promoting social sustainability, implementing robust data protection measures to safeguard individual privacy and build trust in digital systems, developing and adhering to regulatory frameworks that promote sustainability, addressing environmental and social impacts of digitalization, encouraging research and development of technologies that specifically aim to address environmental and social challenges and by fostering collaboration between industries, governments, and communities to create shared standards and practices for sustainable digitalization. Digitalization sustainability is a vital concept that emphasizes responsible and mindful use of digital technologies.

S.SUVETHA
IV BBA AM B

"MANAGEMENT IS THE OPPORTUNITY TO HELP PEOPLE BECOME BETTER PEOPLE.
PRACTICED THAT WAY, IT'S A MAGNIFICENT PROFESSION"

– Clayton Christenson

“Data is the language of the power holders.”

– JODI PETERSEN

As stated by Gartner, digitalization refers to using digital technologies to change a business model and provide new revenue and value-producing opportunities. We can say that it includes every activity and process that’s made possible by digital technologies. Digitalization in business has brought many companies to success.

About 81% of consumers go online to conduct research before heading out to the store. Furthermore, there’s a growing trend of buying online. By fully embracing digital technology, customers are now using the web and mobile apps to find required information nowadays, companies are running low-cost experiments that were unimaginable in the past. If a company is present through social networks, online stores, and business directories, its visibility is multiplied. Many companies only have a digital presence. Digitalization encourages innovation. As the technologies become advanced, they force us to act and innovate. Social media Ads are one of the most used advertising platforms nowadays. Today, we’re able to conduct market research, thanks to digital technologies to target a specific audience, which wasn’t exactly possible in the golden age of TV commercials.

In conclusion, digitalization isn’t just about technology it’s about transforming the way businesses operate to meet the demands of the digital age. It’s important for businesses to address and acknowledge it accordingly.

DIGITALIZATION

GLORY EVANGELINE K
II BBA AM B



ASCENDANCE OF ARTIFICIAL INTELLIGENCE IN HRA



RANITA D
VI BBA BA B

“WE ARE ENTERING A NEW
WORLD WHERE CREATIVE
MACHINES WILL BE OUR
PARTNERS, NOT JUST TOOLS.”

- **Fei-Fei Li**

In the dynamic realm of Human Resource Analytics (HRA), the horizon brims with tantalizing prospects as enterprises recognize the imperative of deploying data-driven insights to optimize their HR strategies. As technological strides redefine the corporate landscape, the seamless integration of artificial intelligence (AI) and machine learning algorithms is poised to revolutionize conventional HR paradigms. By harnessing the prowess of AI, HR mavens can plumb the depths of workforce data to unveil intricate patterns, discern trends, and discern correlations previously shrouded in obscurity. This empowers organizations to render astute decisions spanning the entire employee lifecycle, encompassing recruitment, onboarding, performance appraisal, and retention strategies. Moreover, the future trajectory of HRA hinges upon its capacity to prognosticate and pivot in response to burgeoning trends, such as the ascendancy of remote work modalities, the burgeoning gig economy, and the escalating significance of diversity and inclusion imperatives. As enterprises navigate these multifaceted intricacies, AI-fueled HRA solutions are slated to assume a pivotal role in sculpting talent management strategies that are agile, adaptive, and finely attuned to overarching business objectives. Embracing the future of HRA and capitalizing on the transformative potential of AI, organizations stand poised to unlock fresh vistas of innovation, scale new heights of growth, and fortify their competitive edge in the relentless crucible of contemporary commerce.



DIGITALIZATION DYNAMICS- ADAPTING TO CHANGE IN THE DIGITAL AGE

WRITTEN BY VIDUSHI KAUSHIK
VI BBA BA A

The onset of the digital age has brought about a significant shift in many areas of human existence, changing how people interact, communicate, work, and learn. Technology is advancing so quickly that it is revolutionizing businesses and radically changing social conventions and systems. The pervasive effect of technology, which is fostering previously unheard-of levels of connectedness and invention, is at the core of the digital era.

Every significant development, such as the development of the internet and the widespread use of Smartphones, has quickened the rate of change and made it more difficult to distinguish between the actual and virtual worlds. We live in a hyper-connected world today, where information travels freely and allows for instantaneous cross-continental communication and collaboration.

**“DIGITAL
TRANSFORMATION
IS A FUNDAMENTAL
REALITY FOR
BUSINESSES
TODAY.”
– WARREN BUFFETT**

The democratization of knowledge and information access is one of the hallmarks of digital transformation. People can access an enormous amount of information with just a few clicks, enabling them to learn, advance their careers, and follow their passions with never-before-seen simplicity. Accepting this paradigm shift means tackling the issues that come with it, such as digital inequality and privacy concerns, while simultaneously leveraging technology to propel progress. Fundamentally, digitization represents the unrelenting forward motion, changing the world in ways that are both significant and far-reaching.

The Future of Stock Market Regulation in the Digital Age

In the digital age, authorities have new challenges in maintaining the integrity and stability of stock markets as technology continues to transform the financial landscape. For investors and other market participants, emerging digital platforms and innovations—from algorithmic trading to crypto currency exchanges—bring both opportunities and hazards. The future of stock market regulation is a subject of growing importance and scrutiny in this quickly changing climate. The emergence of algorithmic trading and its effects on market dynamics are among the major issues regulators are dealing with. With the help of fast computers and complex mathematical algorithms, algorithmic trading has taken center stage in today's financial markets. Even though algorithmic trading has advantages like improved efficiency and liquidity, there are also worries about systemic risk, market manipulation, and the possibility of destabilizing flash crashes. Regulators are investigating novel methods for keeping an eye on and controlling algorithmic trading activities to allay these worries. This involves using circuit breakers, which allow market players to reevaluate and reduce risks by momentarily stopping trading in the event of severe price swings. Regulators are also strengthening their control and surveillance capacities to identify and stop manipulative trading techniques like layering and spoofing. Regulating crypto currency markets is another area that authorities are concentrating on.

Regulators working to safeguard investors and uphold market integrity now face additional difficulties because of the growth of crypto currencies and digital asset exchanges. Regulators responsible for monitoring these expanding markets face numerous hurdles, including fraud, market manipulation, and cyber security threats. As a result, authorities are creating frameworks to handle the special features of crypt currency marketplaces and guarantee adherence to current legal specifications. This covers the creation of know-your-customer (KYC) and anti-money laundering (AML) regulations, the licensing of crypto currency exchanges, and the execution of investor protection programs. In addition, authorities are investigating how new technologies like block chain could improve stock market transparency and regulatory compliance. The underlying technology of crypt currencies, block chain, has the potential to improve data integrity, lower costs, and streamline procedures in regulatory reporting and compliance. Using block chain technology, regulators can increase transparency, strengthen surveillance capabilities, and produce unchangeable records of market activities. Furthermore, smart contracts built on block chain technology can automate regulatory compliance, allowing for real-time enforcement and monitoring of legal obligations. But as authorities adopt new methods and technologies for policing the stock market, they also must deal with issues like interoperability, cyber security, and data privacy. To preserve investor protection and market confidence, regulatory data and systems must be kept secure and reliable.

In summary, the regulatory environment around the stock market in the digital age is dynamic and complex. Regulators must compromise between the necessity of efficiency and innovation and the imperatives of safeguarding investors and upholding market integrity. Regulators can successfully traverse the difficulties of the digital era and guarantee the safety and resilience of stock markets for years by embracing new technology, improving oversight skills, and working with industry stakeholders.

“WE ALL NEED PEOPLE WHO WILL GIVE US FEEDBACK. THAT’S HOW WE IMPROVE.”

– BILL GATES



Words by
AAYUSHI RAI
VI BBA AM A

Google Gemini: Transforming the Business Professional's World



Kaushik Das
VI BBA BA A

Google's Gemini AI model users in a new era of intelligent automation, influencing how business professionals perform in many different ways

CAN GEMINI BE THE FUTURE ?

Increased Efficiency and Productivity: Gemini's capacity to handle difficult tasks and analyse large amounts of data frees up professionals' time for more strategic pursuits. Consider automating repetitive operations like report generation or data analysis, freeing up your time to focus on client connections or market research.

Deeper Customer Insights: Gemini can analyse customer data from several sources, giving organisations a 360-degree perspective of their clients. This enables professionals to personalise marketing strategies, anticipate consumer demands, and provide excellent customer service experiences.

Improved Decision-Making: By analysing complex data sets and discovering trends, Gemini can assist businesses in making educated decisions. Imagine getting real-time insight into market trends or risk indicators, allowing you to make more confident strategic decisions.

Upskilling and Adaptability: As AI automates processes, business people will need to adapt and acquire new skill sets. Gemini's capacity to comprehend and adapt to individual needs makes it a great tool in this process, providing personalised learning recommendations and aiding on-the-job training.

Overall, Google Gemini enables business people to streamline activities, gain a better understanding of their customers, and make data-driven decisions.

Gemini gives updated information that other ai cannot as it is always connected with real time visuals from the current internet .

However, in this changing context, upskilling and embracing continual learning will be critical.



"Artificial intelligence (AI) will be the biggest technological shift we see in our lifetimes. It's a fundamental rewiring of technology and an incredible accelerant of human ingenuity."

– Sundar Pichai

AI IS BEHIND MORE LAYOFFS THAN YOU KNOW

N TRISHA
VI BBA BA A



“Some people call this artificial intelligence, but the reality is this technology will enhance us. So instead of artificial intelligence, I think we’ll augment our intelligence.”

—**Ginni Rometty**

As to Challenger, Gray & Christmas, an outplacement service, since May of last year, there have been over 4,600 job cutbacks as a result of the technology replacing duties or to free up resources for hiring people with AI skills. Senior Vice President Andrew Challenger, however, stated that the estimate “certainly undercounts” the actual sum.

Because businesses are averse to negative publicity, experts are finding it difficult to accurately estimate the number of jobs that are being eliminated as AI develops quickly. Businesses that have made workforce reductions and made it clear AI played a role include Drop box. UPS, like others, has stated that artificial intelligence would not substitute for labour, despite its recent layoffs and promotion of AI’s efficiency benefits. “It’s likely that the economy has more jobs than .” “There are probably more jobs in the economy that are being cut because of AI already than are getting attributed to that or announced. Every time a company mentions it, they get headlines across every news outlet for like a month,” Challenger said. “They would rather go under the radar most of the time.”

Many firms may try to mitigate public backlash by significantly slowing hiring, said Johnny Taylor, CEO of the Society for Human Resource Management. “We will wake up three years from now and see much leaner organizations,” he said. “They will have replaced you without making a big announcement.”

“ I FLY BECAUSE IT RELEASES MY MIND FROM THE TYRANNY OF PETTY THINGS . ”
- ANTOINE DE SAINT-EXUPERY



SHREYA SINGH
IV BBA AM B

TECHNOLOGY BOOM IN INDIAN AVIATION SECTOR

India's aviation sector is soaring high in the skies. The International Air Transport Association (IATA) projects that over the next ten years, India's middle class and overall economic stature will continue to rise, making it the world's third-largest air passenger market.

These encouraging developments provide new difficulties for India's airports, especially in the fields of technology, sustainability, and infrastructure.

The DigiYatra digital effort in India recently established a standard for streamlined, paperless, and hassle-free travel experiences both domestically and abroad. DigiYatra serves as a digital information repository for all of the passengers' requirements and incorporates their digital IDs. Instead of having to wait in queue, passengers can easily speed past formalities using only their face biometrics.

Along with Edge Computing, recent advancements in 5G technology will be crucial in establishing passenger background checks and identification validation through biometric-based boarding. In order to optimise fuel costs and lessen their carbon impact, airlines will be investing more in a variety of technologies as the global aviation sector works towards achieving net zero carbon emissions by 2050.

Aircraft sensors, maintenance logs, and flight operations are just a few of the many sources of massive amounts of data that airlines analyse using machine learning and data analytics.

"We are entering the era of artificial intelligence – an era that will change everything."

– BLAKE IRVING



India's Tech Leap: From Past Prowess to Future Superpower

India's technological journey is a tale of self-reliance and ambition. From developing its own nuclear program to launching successful space missions, the nation has defied limitations. The IT boom solidified India's position as a global software powerhouse, exporting talent and innovation worldwide.

Today, India's tech scene pulsates with cutting-edge advancements. The government actively promotes 5G, AI, and block chain, aiming to revolutionize sectors from healthcare to agriculture. Start-ups are blooming, attracting record investments. Initiatives like Digital India bridge the digital divide, empowering citizens and businesses.

India's tech leap is a testament to its potential. With a young population, a growing middle class, and a government committed to digital transformation, India is confident to become a major player in the global tech landscape.



TILAK V L
I BBA BA A

“Management is doing things right;
leadership is doing the right things.”
– Peter Drucker



FILA 2024

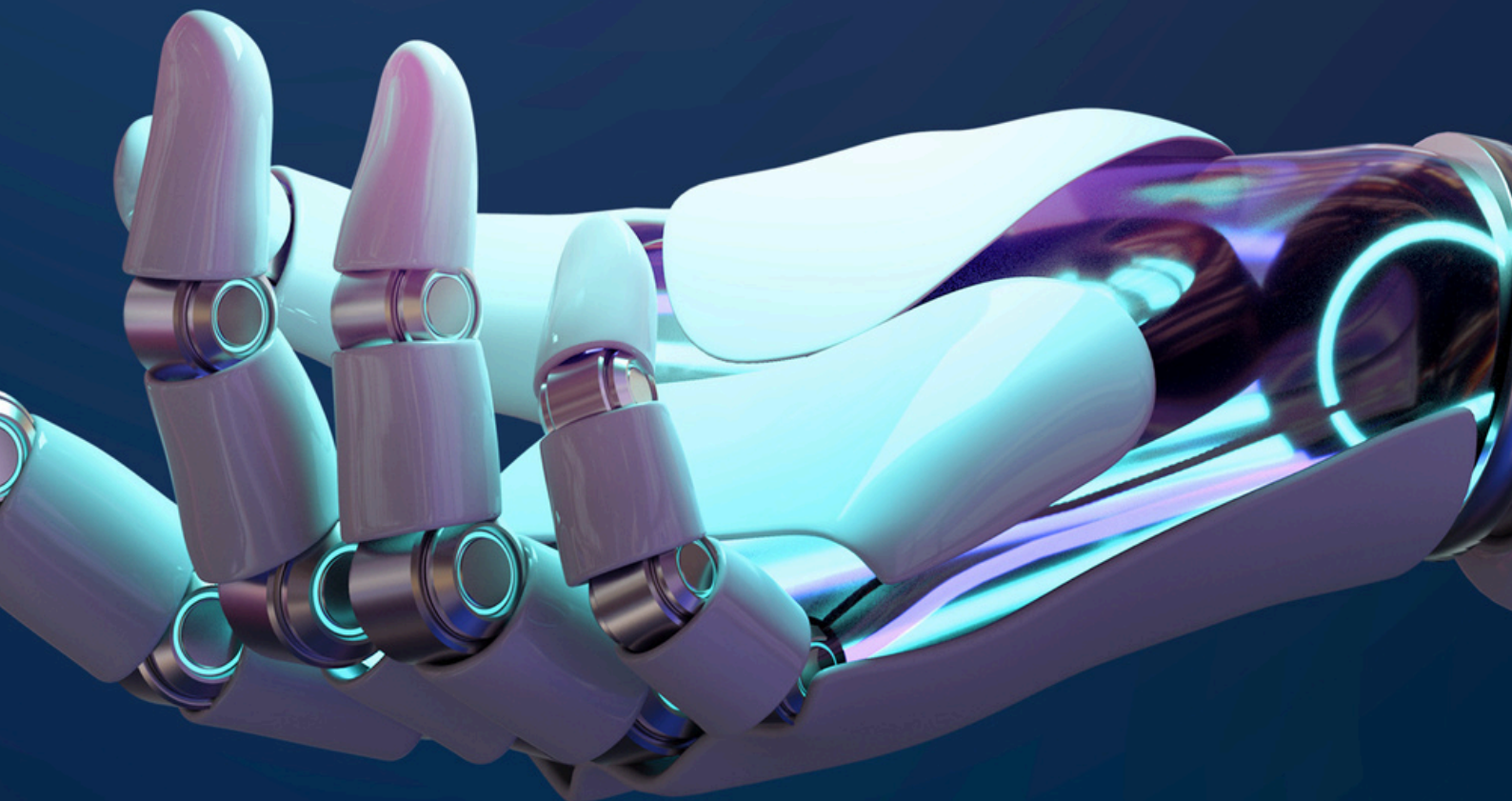
THE FORBES INDIA LEADERSHIP (FILA) 2024 held at Grand Hyatt Mumbai honoured the beacons of leadership and maestros of innovation. The keynote address of the 13th edition of FILA was delivered by Uday Kotak, founder and director of Kotak Mahindra bank. He emphasized the fusion of finance knowledge with technology for superior customer experience. Awardees included Uday Kotak for "Institution Builder," Sunil Vachani of Dixen Technologies as "Entrepreneur of the Year," Praveer Sinha CEO of Tata Power as "CEO of the Year," and Parth Jindal of JSW Cements and JSW Paints as "Gennext Entrepreneur." Eeki foods won the Forbes India leadership award as an "Emerging Climate Warrior," and Tata Motors received the "Turnaround Star" award, accepted by Shailesh Chandra MD of Tata motors. Bellatrix Aerospace was lauded as an "Emerging Innovator" for pioneering space technologies.

Forbes ^{INDIA} Leadership Awards 2024

THANK YOU

AS WE DRAW THE CURTAINS ON THIS EDITION, WE
EXTEND OUR HEARTFELT GRATITUDE TO EACH
READER WHO HAS JOURNEYED THROUGH THE PAGES
OF OUR MAGAZINE. YOUR TIME AND ATTENTION ARE
DEEPLY APPRECIATED.

VISTAS





Internationally Accredited by
Accreditation Council for Business Schools and Programs



Hearty Congratulations

Kristu Jayanti College, Autonomous, Bengaluru

is awarded

A++ Grade

with CGPA of **3.78** out of 4 in the
3rd Cycle of Assessment and Accreditation
by NAAC



Appreciations and Gratitude to the Management, Staff, Students, Alumni, Parents and All Stakeholders

KRISTU JAYANTI COLLEGE RANKING AT BEST COLLEGES OF INDIA SURVEY 2023

BEST EMERGING COLLEGE OF THE CENTURY - NATIONAL RANKING

1st Rank COMMERCE **1st Rank** SCIENCE **1st Rank** ARTS **2nd Rank** MSW

BENGALURU CITY RANKING

2nd Rank MSW **3rd Rank** ARTS **3rd Rank** COMMERCE **3rd Rank** BCA

4th Rank SCIENCE **6th Rank** MASS COMMUNICATION **7th Rank** BBA

NATIONAL RANKING

4th Rank BCA **12th Rank** MSW **20th Rank** ARTS **21st Rank** BBA

22nd Rank COMMERCE **28th Rank** SCIENCE **28th Rank** MASS COMMUNICATION

India Today - MDRA Survey 2023

