



# Kristu Jayanti College

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Bengaluru

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# VISTAS 2.0

METAVERSE : The Door to  
Future



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ISSUE 02

**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 thrilled to present the second edition of our departmental magazine, VIZTAS, centered on the captivating theme "Metaverse: The Door to Future." This publication is a proud reflection of the curiosity, dedication, and hard work shown by our students and faculty alike. The idea for this issue emerged from our growing interest in the Metaverse—a concept that represents not just a technological advancement, but a transformative shift in how we perceive and engage with digital reality.

As you explore the contents of this issue, you will journey through a rich collection of articles, research insights, case studies, and creative works that delve into the multidimensional world of the Metaverse. These contributions highlight how this evolving space is redefining communication, education, business, art, and beyond. They also showcase the innovative spirit and academic rigor that continue to define our department.

I extend my sincere appreciation to our students for bringing fresh perspectives and boundless creativity to this issue. Your enthusiasm and innovation have once again made this magazine a dynamic and insightful read. My heartfelt congratulations also go to our faculty members whose expert contributions enrich this publication with scholarly depth.

As we celebrate the release of this second issue of VIZTAS, let it inspire us to keep exploring the uncharted realms of technology. The Metaverse opens up infinite possibilities, and with it, we are reminded of the importance of collaboration, vision, and purpose. May this magazine serve as a stepping stone toward a future shaped by imagination, knowledge, and the shared goal of building a better tomorrow.

**DR. JISHA V G**

HEAD OF DEPARTMENT



# FROM THE EDITOR

The Metaverse is no longer a distant dream; it's quickly becoming our reality. This digital universe promises to unlock unprecedented opportunities across industries, enabling new ways of communication, commerce, and creativity. In this issue, we dive deep into the vast possibilities the Metaverse offers,



not just as a buzzword but as a gateway to the future, the Metaverse is reshaping everything from virtual retail spaces to digital economies, offering us a glimpse into a future where the boundaries between physical and virtual experiences are seamlessly intertwined. As we step into this new era, the Metaverse stands as both a challenge and an opportunity. It's a space that demands innovation, adaptability, and forward-thinking solutions.

We are at the cusp of something truly transformative, and the Metaverse might just be the door we've all been waiting for. Join us as we explore what lies behind it and how this evolving space will shape the future of industries, culture, and daily life.

Join us as we open the door to the Metaverse and explore how this virtual world will shape the future of our digital lives

HAPPY READING!

PROF.C.SHILPA RAO  
STAFF INCHARGE & EDITOR  
VISTAS



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“The metaverse is not a single place or platform, but a network of experiences and devices. It will be the successor to the mobile internet.”  
— **Mark Zuckerberg**

Pratibha Jha  
VI BBA BA A

## THE METAVERSE: A NEW ERA OF WORK AND COLLABORATION

Picture this—you put on a headset and step into a virtual office where your colleagues, sitting miles away, are right there beside you. No more long commutes, no rigid office spaces—just a seamless, immersive way to work. The metaverse is reshaping how we collaborate, making work more flexible, interactive, and engaging. For many, this is a game-changer. Take Riya, a young marketing professional who used to struggle with remote work. Video calls felt impersonal, and emails lacked clarity. But in the metaverse, she brainstorms in real time with her team, writing on virtual whiteboards and presenting ideas in 3D spaces. It feels just like being in a real office—only better. Yet, challenges remain. Will productivity suffer if the lines between work and play blur? Can companies ensure fair opportunities when employees work as avatars? And what about digital fatigue—will working in virtual spaces for long hours be exhausting? The metaverse isn't just about fancy tech—it's about people and the future of work. If built responsibly, it could create a world where work isn't just something we do but something we experience. The question is—are we ready to step into this new workplace?





# THE FUTURE OF RETAIL: TECHNOLOGY AND DIGITAL TRANSFORMATION

By Diya Fathima MK  
II BBA RM A

The Retail industry is undergoing a massive transformation lead by rapid advancements in technologies . The normal traditional stores are now converting to smart , tech driven stores while e-commerce is hitted by Artificial Intelligence ( AI ) and digital payment solutions . The integration of Artificial Intelligence ( AI ) , big data , augmented reality ( AR ) and so on are reshaping how customers shop and businesses operate nowadays. AI has revolutionised retail by enabling businesses by offering personalised experience and optimise operations . Companies like Amazon , Netflix uses AI to find the user behaviour and provide tailored suggestions . Moreover , AI Chatbots , virtual assistants enhance customer service by responding to queries within no time . Big data plays an important role in digital transformation as they help retailers to understand customer behaviour, helps in decision making and helps in enhancing their marketing strategies whereas Augmented reality ( AR ) and Virtual Reality ( VR ) enhances the shopping experience of the customer by making it more immersive and interactive . So inorder to stay competitive in the market businesses must get adapted to this changes in technologies

**“IN THE FUTURE, THERE WILL BE NO OFFLINE OR ONLINE RETAIL — ONLY RETAIL.”  
— Doug Stephens, Retail Futurist**





# THE METAVERSE: A NEW SOCIAL AND CULTURAL REVOLUTION

You can join friends from various countries to attend music concerts within the comfort of your own room without physical movement. People can currently experience this reality through the metaverse platform without limitations of science fiction. The virtual domain has become a platform where people unite to celebrate and communicate beyond all previous boundaries.

Freedom is what many people experience in the metaverse. Aarav represents a teenage sociable youth who fights a battle against his heightened social fear. The virtual world allows him to become a discussion leader within his online book club while maintaining a timid personality in his actual life. The young digital artist Maya displays her digital artwork for international purchasers even though she previously believed such opportunities were impossible.

But with opportunity comes challenges. What measures enable authenticity if virtual profiles can take any form? What steps should we take to handle cyberbullying and emotional dysfunction that occurs during computer-based communications? Since the metaverse supports inclusivity it is potentially widening social isolation.

The metaverse exists as a cultural connection point between different societies. Digital cultural spaces and worldwide events and educational activities now enable worldwide exploration different than it has ever been before. Responsible metaverse construction will create a space for connection as people move closer to each other but any improper development risks turning it into a space of division.

Do we have what it takes to construct this future as a unified group?  
Are we ready to shape this future together?

**“THE METAVERSE WILL BE THE  
BIGGEST REVOLUTION IN CULTURE  
SINCE THE INTERNET.”  
— TIM SWEENEY, CEO OF EPIC GAMES**

Madhav Kumar  
VI BBA BA A





Akshita Sujit  
IV BBA B&A A

## ***The Metaverse in Branding: Redefining Consumer Engagement***

The metaverse is revolutionizing branding, offering businesses new ways to connect with consumers through immersive digital experiences. It blurs the line between reality and virtual worlds, creating endless opportunities for engagement. One major shift is the rise of virtual storefronts. Luxury brands like Gucci and Balenciaga have launched digital showrooms where users explore collections, dress avatars, and purchase virtual outfits. These aren't just gimmicks—they're innovative platforms reaching younger, tech-savvy audiences.

**“Brands won't just advertise in the metaverse — they will live in it.”  
— Cathy Hackl, Metaverse strategist and futurist**

Experiential marketing is also thriving in the metaverse. Nike's Nikeland on Roblox lets users play games, interact with products, and engage with the brand in a fun, immersive space. This participatory approach strengthens brand loyalty far beyond traditional advertising.

The metaverse has also introduced exclusive digital assets like NFTs. Coca-Cola's NFT collectibles combine music, visuals, and interactivity, creating unique engagement opportunities and tapping into digital ownership trends.

Even advertising is evolving—brands now use virtual billboards, in-game branding, and influencer partnerships for more interactive, engaging campaigns.

As the metaverse grows, brands embracing this shift will unlock new creativity and storytelling potential. It's not just a trend—it's the future of branding, transforming how businesses connect with audiences in a digital-first world.

# AVIATION 2.0: UNLOCKING EFFICIENCY THROUGH METAVERSE INNOVATION

SHREYA SINGH  
VI BBA AM 'B'

The aviation industry is on the brink of a revolution with the advent of this new blurring of physical and virtual worlds: the metaverse. As we proceed through the metaverse journey, the future passengers should have the opportunity to experience any interaction from pre-boarding to in-flight entertainment. Airline firms shall integrate predictive analytics in flight schedules with a view of minimizing delays and improving safety. Virtual and augmented reality in pilot training will experience a shift in how pilots are likely to be trained with real scenarios in the future.

In the sphere of travellers and transportation, the existence of the metaverse will also lead to new so-called 'smart' airports

which operate based on smart security control, baggage, and traffic management systems accelerated by AI.

Virtual design centres cut R&D costs and boost efficiency, while virtual inspections enhance safety. Virtual manufacturing workshops improve production efficiency and product quality.

Metaverses will soon play a key role in industries like aviation maintenance. Converting aircraft into virtual digital twins, such as the \$121.6M Boeing 737 Max 8, helps airlines and MRO providers cut costs, optimize resources, and boost efficiency. Mixed reality enhances technician workflows, while virtual models enable global content sharing and real-time training with augmented aircraft.

**"THE METAVERSE WILL ALLOW US TO SIMULATE, TRAIN, AND OPTIMIZE  
AVIATION OPERATIONS IN WAYS NEVER BEFORE POSSIBLE."**

**— TONY SHAKIB, MICROSOFT AZURE IOT VP**





# METaverse: A DISCOVERY OF THE CONTRADICTION

Living in a 3D space, being able to meet anyone from anywhere and visiting the most beautiful destinations in the blink of an eye sounds like the dream the new generation lives to create. It is a budding picture of the future. But with the flow of the imagination, we disconnect from the aspects of reality. In the generation of phones, a technology that is just another word today, we have adapted to being based on it and addicted to the extent that it creates a new segment of product line to solve this problem. The “The NoPhone” brand from Shark Tank Season 7 achieved an estimated net worth of \$15 million, driven by annual sales of approximately \$1 million.

Their innovative product, a plastic rectangle mimicking a smartphone, aimed to curb screen time addiction. The NoPhone is the best example of how, by creating a new technology, we allow the birth of a product that contributes to anti-technology. Business Professionals should not only see technology and innovation as an opportunity to capture the market but also delve into the aspect of anti-technology to solve problems like addiction, prospective mishaps, and accidents that could occur with societal change.

Swati Kumari  
IV BBA BA B

“THE METAVERSE PROMISES CONNECTION, YET RISKS DEEPER ISOLATION — IT’S A PARADOX WE MUST CONFRONT.”  
— Yuval Noah Harari

**“The metaverse is not science fiction. It's the next evolution of the internet.”**

— SATYA NADELLA

The metaverse blurs the boundaries between technology and reality and is more than just a virtual environment. It provides countless opportunities for social connections, business, education, and entertainment as a networked virtual environment.

The metaverse is changing the way we interact, collaborate, and produce content thanks to developments in artificial intelligence, blockchain, virtual reality, and augmented reality. Imagine being able to learn in a virtual classroom, shop in a 3D marketplace, or attend a worldwide conference from the comfort of your own home. Businesses are using virtual spaces in the workplace for consumer interaction, digital markets, and remote collaboration. With interactive simulations and virtual classrooms improving learning opportunities, the education industry stands to gain a great deal. Furthermore, the metaverse shapes the future of decentralized economies by offering new economic prospects through virtual real estate, NFTs, and digital assets. The metaverse holds great potential but faces challenges in cybersecurity, privacy, and ethics. To fully realize its promise for global advancement, accessibility and inclusivity must be guaranteed.

As technology advances, the metaverse has the potential to redefine human interactions and reshape social institutions. It stands as a gateway to the future, ushering in an era of boundless possibilities.

# Meta Verse: The Door to Future

Lael P Joby  
VI BBA BA A







# RETAIL INDUSTRIES AND THE METAVERSE

Mohammed Sahal  
II BBA RM A

“THE METAVERSE IS NOT  
JUST A NEW CHANNEL FOR  
RETAIL — IT’S A WHOLE NEW  
WORLD FOR CONSUMER  
CONNECTION.”

— Cathy Hackl,  
Metaverse expert

The retail industry is experiencing a monumental shift, driven by advancements in AI, automation, and the metaverse, which are reshaping how businesses operate and how consumers shop. Over the past 15 years, retail has evolved with innovations like digital payment systems, e-commerce platforms, and fast delivery services that have significantly improved convenience for consumers. India, contributing around 15-20% of its GDP to exports, plays a pivotal role in the global retail market, especially known for its high-quality spices, textiles, and pharmaceuticals. However, retail in India remains largely reliant on kirana stores and street vendors, in contrast to countries like the U.S. and U.K., where organized retail chains such as Walmart and Tesco dominate. In the future, AI will drastically alter the retail landscape, with robotic vendors, smart security sensors, and personalized shopping experiences transforming how stores operate. Automation will improve logistics with drones and autonomous delivery systems, saving time and enhancing supply chain efficiency. While AI offers numerous benefits like reduced operational costs, improved customer experiences, and better security, it also presents risks such as cybersecurity threats and job displacement, necessitating robust security measures and fraud detection systems. For India, the adoption of AI in retail will contribute to its economic growth, enhance global trade, and improve the shopping experience, positioning the country to be a major player in the future of global retail.



# Meta shopping mall

Kanishk Raj  
VI BBA BA A

“The metaverse is an opportunity to embrace the digital self.”

— Robert Triefus, former CEO of Gucci Vault

MAV Mall is a metaverse shopping mall that transforms the way we shop by using the power of the metaverse. In this virtual world, shoppers can explore fully immersive 3D environments, walk through virtual stores, and interact with products in ways never before possible. With your personalized 3D avatar, you can try on clothes, view items up close in 3D, and enjoy the social aspect of shopping by interacting with others—all without leaving your home.

The metaverse is at the core of MAV Mall, providing a seamless blend of virtual reality and augmented reality that creates a lifelike shopping experience. It's not just about browsing; it's about experiencing the products in a virtual space.

Combined with AI-powered recommendations tailored to your preferences and blockchain technology for secure transactions, MAV Mall takes online shopping to a whole new level. You can also collect NFTs and join in on virtual events, making the shopping experience fun, engaging, and truly interactive.





“DIGITAL TWINS AND THE METAVERSE WILL REVOLUTIONIZE HOW WE DESIGN, SIMULATE, AND MANAGE AVIATION SYSTEMS.”  
– TONY SHAKIB, VP, MICROSOFT AZURE IOT



**Mohammed Imad Mukhtar**  
**V BBA AM B**

## META-AVIATION NEXUS: A PARADIGM SHIFT IN AVIATION MANAGEMENT THROUGH THE METAVERSE

*Envisioning the aviation industry's future, the concept of a Meta-Aviation Nexus within the metaverse epitomizes a groundbreaking convergence of digital and operational realms. This avant-garde construct would operate as an intricate virtual synapse, harmonizing each facet of aviation management from aerodrome logistics and fleet upkeep to passenger journey orchestration, crisis intervention, and ecological stewardship within a seamless metaverse continuum.*

Imagine virtual aerodromes where digital avatars of airports and aircraft enact real-time simulations, enabling predictive orchestration of passenger flow and preemptive mitigation of disruptions. Airlines could leverage virtual replicas of their fleets, embedding predictive diagnostics that not only curtail downtime but fortify the longevity of assets. Meanwhile, passengers would immerse themselves in a meticulously crafted pre-flight experience, from check-in to boarding, within a digitized sanctuary offering unparalleled personalization and engagement.

Furthermore, this Meta-Aviation Nexus could serve as a catalyst for environmental sustainability, enabling simulations of optimized flight paths and promoting virtual travel to offset carbon emissions. This metaverse paradigm would foster a cohesive, data-enriched framework that enhances real-time adaptability, fiscal prudence, and strategic perspicacity. The Meta-Aviation Nexus promises not merely to augment traditional paradigms but to redefine aviation management, establishing an era where each nuance of the aviation experience coalesces within a singular, transcendent digital domain.

# THE DOOR TO THE FUTURE: INDIAN AVIATION'S ASCENT

Arvind Rathore  
VI BBA AM B

*“India is poised to become the third-largest aviation market in the world. The future is not just about flying more—it’s about flying smarter.”*

— Jyotiraditya Scindia, Minister of Civil Aviation, India

Indian domestic air passenger traffic reportedly reached an all-time high in 2023, easily crossing prepandemic levels and carrying indications of having fully recovered. The figure of 15.2 crore passengers is only a little above the old record of 14.4 crore in 2019. The result is increased incomes as well as access to low-cost carriers that spawn a strong demand in the market. India's aviation market has now become the third biggest in the world and is surely going to dethrone the UK by 2025. It is further seen in the record aircraft orders where IndiGo has ordered 500 Airbus A320s and Air India purchased 470 planes. South Asia is on track to take delivery of more than 2,700 new airplanes over the next two decades, with 90% going to India, says BoeingCommercial Market Outlook 2023. That growth also requires an additional 37,000 pilots and 38,000 mechanics in the region more again largely led by India. India is going to be one of the world's three largest air passenger markets by 2041, with a fleet that's expected to nearly quadruple since 2019. Government initiatives like UDAN under the Regional Connectivity Scheme are connecting underserved regions and more and more airports - now 157 in number - with a target of 350-400 in 2047. The sector is also emerging as a champion of sustainability, with both Delhi and Mumbai airports having won the globally coveted Level 4+ Carbon Accreditation. This establishes their goal of curbing their carbon footprint and responsible aviation. This improvement reconfirms the new role being played by India in global aviation and its commitment to sustainable growth.







# FUTURE OF EMPLOYMENT IN RETAIL SECTOR

Nandana Ramesh  
II BBA RM

The future of employment in the retail sector is being shaped by several key trends including AI, e-commerce growth, changing consumer preferences and sustainability concerns. It is also being shifted to a more integrated, omnichannel approach. This transformation is reshaping employment in several ways. Self-checkout systems, AI-driven customer service, and inventory management robots will reduce the need for traditional in-store jobs. However, there will be a rise in demand for tech-savvy individuals who can manage and maintain these modern systems. Retail stores are adopting green initiatives to reduce their carbon footprint, with potential for more in the future. Hiring sustainability coordinators and energy/waste management experts can support these efforts. Many customers have been shifting to online mode of shopping leading to fewer in-store jobs. In future the stores will focus more on roles that support online shopping experiences such as virtual customer service, digital sales specialist, etc.

With the rise in cashless and contactless payments, retailers are investing in secure and seamless digital transactions. This has led to demand for tech specialists.

Retail jobs are evolving rather than disappearing. While traditional roles may decline, new opportunities will emerge in technology, customer experience, and sustainability

# META VERSE – TURNING DREAM INTO REALITY OR TRAPPING IN ONE ?

PUSHPA R  
VI BBA BA A

Let us try and imagine a world where meta verse is a reality!! Wouldn't it be fascinating for the people to see and feel how far the technology has advanced? Well it is going to without a doubt reshape how people would perceive and interact with the world that's for sure but have we thought how this advancement in the technology would make dreams of millions come true.

Meta verse has a potential to transform people's life especially who have suffered in life, people with any disability or people seeking for help but aren't able to open up to the real world.

Meta Verse could not only provide people with better way to Interact and work through it but it could also provide people with emotional support and heal them who really need the help, with it's controlled and non volatile environment built in meta verse, which offers a safe space for individuals in need.



Although it comes with many perks, it also has its own shortcomings which in recent times is very evident, where corporations and individuals are facing security issues, data breach and so on which puts them in a very vulnerable position.

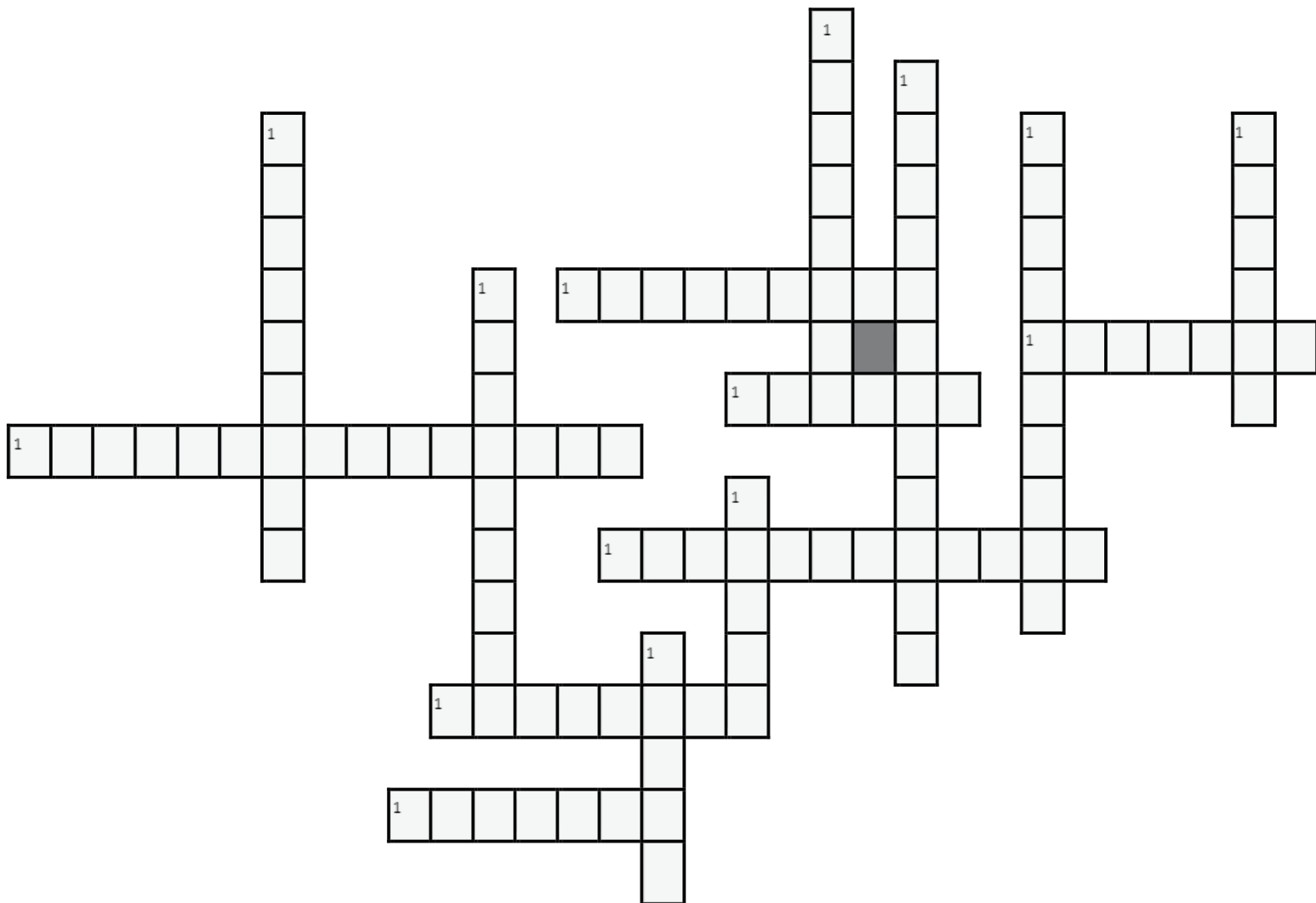
Beyond all the technical and financial issues, a deeper concern towards the people arises as they may get their reality mixed up with the virtual world.

As the saying goes "With Great Power Comes Great Responsibility" so it is crucial for individuals more than corporations to know the consequences of meta verse, that it isn't an escape route for the people but rather a tool to help them grow and one that should be used wisely for a better future :)



Team:

Date: \_\_\_\_\_



Across

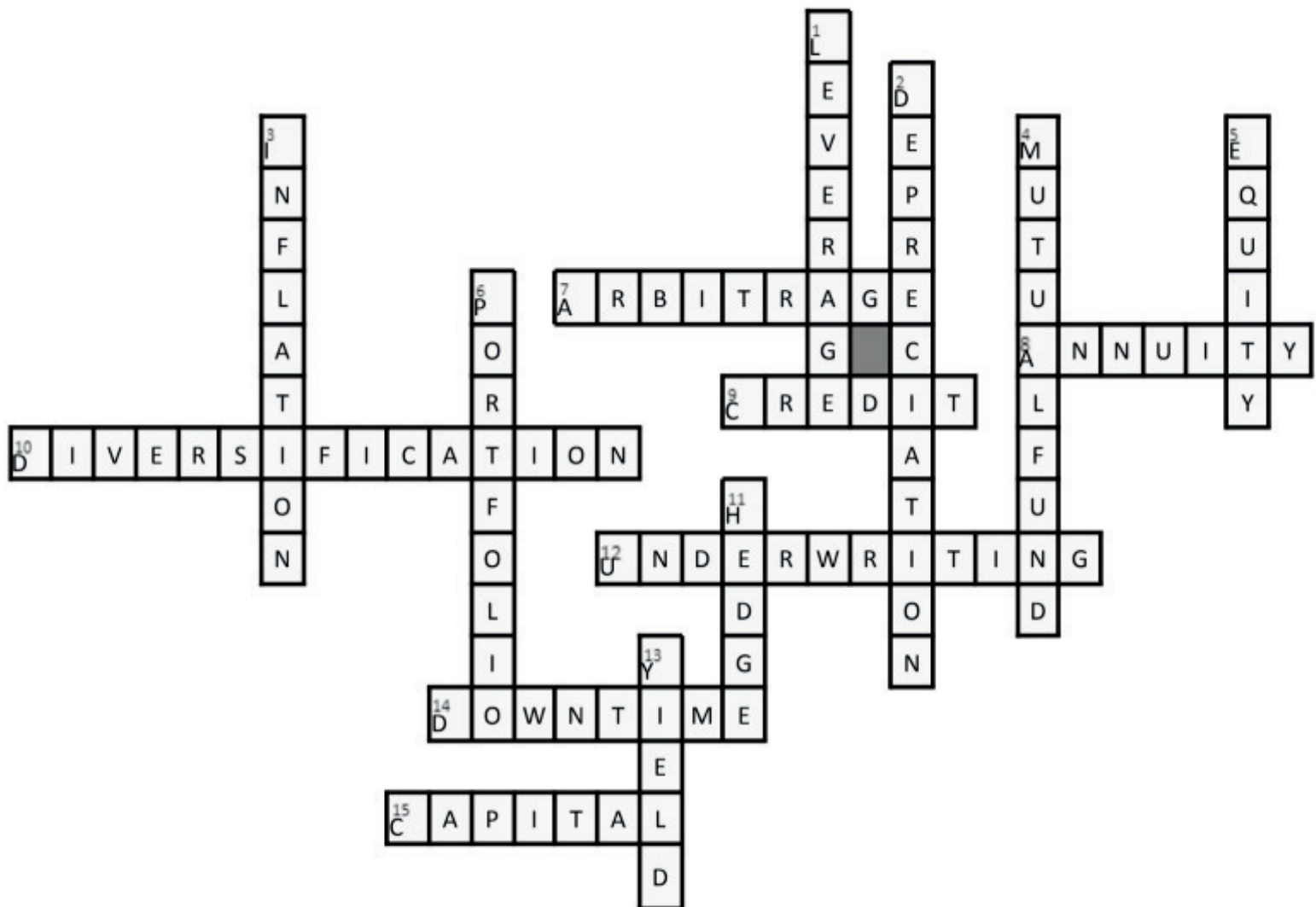
7. Buying and selling assets in different markets to profit from price differences
8. Fixed payments over time, often tied to retirement
9. Borrowed money or trust extended, leading to financial dependence
10. The practice of spreading investments to reduce risk
12. Process of evaluating risks to approve loans or policies for a fee
14. A market's breather or a system's rest, often stocks, bonds, and cash unkind to profits at best
15. Wealth in the form of money or assets

Down

1. A financial tool to amplify gains (or losses), using borrowed funds to achieve a higher aim
2. The gradual reduction in the value of an asset over time
3. The rate at which the general level of prices for goods and services increases
4. An investment program funded by shareholders and managed by professionals.
5. Ownership stake in a company or asset
6. A collection of financial investments like
11. A strategy to limit or reduce financial risk.
13. The earnings generated on an investment over a particular period

Team:

Date: \_\_\_\_\_



### Across

7. Buying and selling assets in different markets to profit from price differences.
8. Fixed payments over time, often tied to retirement.
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# 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











## Hearty Congratulations

Kristu Jayanti College, Autonomous, Bengaluru

is awarded

# A++ Grade

with CGPA of **3.78** out of 4 in the  
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by NAAC



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

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BENGALURU CITY RANKING

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**4<sup>th</sup> Rank** SCIENCE **6<sup>th</sup> Rank** MASS COMMUNICATION **7<sup>th</sup> Rank** BBA

NATIONAL RANKING

**4<sup>th</sup> Rank** BCA **12<sup>th</sup> Rank** MSW **20<sup>th</sup> Rank** ARTS **21<sup>st</sup> Rank** BBA

**22<sup>nd</sup> Rank** COMMERCE **28<sup>th</sup> Rank** SCIENCE **28<sup>th</sup> Rank** MASS COMMUNICATION

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