



# Kristu Jayanti College

AUTONOMOUS

Bengaluru

Accredited 'A' Grade by NAAC | Affiliated to Bangalore University

2018-2019 Vol. 1 Issue 1

# CRIST

SCHOOL OF MANAGEMENT



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***"The day in which you have not done any good to your fellow men will not be recorded in your book of life"***

***-St Kuriakose Elias Chavara***

St. Kuriakose Elias Chavara was a nineteenth century educationist & social reformer in India. He was born in 1805 in Kainakary, Kerala. He played a major role in educating the people of the lower ranks of the society. He started a school at Mannanam in 1846. He was responsible for introducing noon day meals in schools, a practice later adopted by the rulers of Travancore & then by the Indian government.

Kuriakose Elias attained eternal peace on January 3, 1871, aged 66 at Koonammavu, a northern suburb of Cochin City. He was beatified at Kottayam on February 8, 1986 & later was canonized at St. Peter's square by Pope Francis in 2015.



## PRINCIPAL'S MESSAGE



*"Gold there is & rubies in abundance but lips that speak knowledge are a rare jewel"*

Kristu Jayanti School of Management is dynamic & versatile in its activities. To match the ever changing trends in education, business & the environment, the department learns to be adaptive & alert to the slightest changes happening across the globe. The students are firmly rooted in the teachings of the management, distinguished faculty members who lay the ground to learn & grow. All these enable us to establish both professionalism & charisma in the students of the department.

CREST, the official newsletter published by the School of Management showcases the talents &

achievements of our students. CREST is an integral part of our vibrant & thrilling journey of endless opportunities at the School of Management which results in inculcating team spirit & societal commitment. We are extremely happy to circulate this edition of CREST.

I appreciate and acknowledge the efforts of the editorial team, faculty members of the department & the students for their contribution to this issue of CREST.

*-Rev Fr. Josekutty P.D*

## VICE PRINCIPAL'S MESSAGE

*"For the LORD gives wisdom, from his mouth come knowledge & understanding"*

With the motto of light & prosperity, Kristu Jayanti College strives to provide educational opportunities to all aspiring youth to excel life with core values of Faith, Integrity, Dignity & Excellence.

CREST, the department newsletter of School of Management highlights all the activities put forth by the students and faculties for achieving success. It also showcases the achievements of the students and faculty members of the department at National & International level.

In order to know where you are going, you need to know where you have been. To each of the student, this is the reminder of where they have been, what they have learnt & who they envision to be.

It gives me immense pleasure in coming out with this edition of CREST. I congratulate the editorial team, the faculty members of the department & the students for having contributed to this newsletter & holding the banner of Kristu Jayanti School of Management.

*-Rev Fr. Augustine George*





## DEAN'S MESSAGE



Kristu Jayanti School of Management seeks to impart quality professional management education drawing from global corporate experience with excellent student support services.

The field of management studies is so dynamic and volatile which may have rippling effects on the financial arena world over. Hence student needs to be adaptive and alert to the slightest change in the trends happening across the world

School of Management takes immense pleasure in releasing "CREST" department newsletter that features immense opportunities provided by the department.

This newsletter takes us through the memory lane of the various activities of the department, the stepping stones of the student. It also showcases the meticulous planning and execution of the department in shaping the students life at Kristu Jayanti to transform them into corporate ready managers.

I whole heartedly appreciate the efforts of the CREST team and I wish the entire team all the sucesss.

*-Dr. Aloysius Edward*

## MESSAGE FROM HEAD, SCHOOL OF MANAGEMENT

Kristu Jayanti School of Management is a pioneer institute to pursue knowledge beyond the traditional boundaries. The graduates of the School of Management will be able to critically evaulate business problems & take decisions and demonstrate managerial & entrepreneurial skills.

One needs to be ambitious & have to define his or her goals clearly to be successful in life. Discipline & hard work are keys to success. In this era of cut throat competition, it is of paramount importance to be equipped with appropriate knowledge, habits, attitudes & values leading to holistic development.

It gives me immense pride & pleasure to present this edition of CREST, the department newsletter.

I appreciate the efforts of the team who took up the responsibility for releasing this issue of CREST.

*-Dr. M.K Baby*







A warm welcome is always important as it gives a pleasant sense of appreciation and nurtures the relationships between students and faculties. "Shubh-Aarambh marks the commencement of each academic year for the MBA batches. It was conducted for the 2018-2020 batch on 23<sup>rd</sup> July 2018 while the same was held for batch 2 (Section C) on 1<sup>st</sup> October 2018.

Each programme was blessed with the presence of Rev Fr. Josekutty P.D, Principal, Rev Fr. Augustine George, Vice Principal, Fr. Lijo P Thomas, Financial Administrator, Dr Aloysius Edward, Dean, Faculty of Commerce & Management & other faculty members of the School Of Management. It began with Dr. Aloysius Edward highlighting the journey to excellence and prosperity while stressing on the discipline and focus the students should have for the coming years. The prayer sessions and reading Holy Scriptures emphasized the importance of faith in a student's life.

Rev. Fr Josekutty P.D delivered the presidential address by reiterating the Vision, Mission & the Core Values which a Jayantian must follow to realize their potential while highlighting challenges that the world holds for them. Father insisted on having a positive approach in all their activities and welcomed them to the Kristu Jayanti family. The sessions ended with a brief on the Jayantian culture & an outline of events of the programme.

The beginning of a new chapter is always exciting. The II MBA students were welcomed back to their new academic year on 16<sup>th</sup> July 2018. The programme was blessed with the presence of Rev. Fr. Josekutty P.D, Principal, Rev Fr. Augustine George, Vice Principal, Dr. Aloysius Edward, Dean, Faculty of Commerce & Management, Dr. M.K Baby, Head, School of Management & Dr. Justin Nelson Michael, Director of Research. The programme began with Dr. Aloysius Edward highlighting the past year activities which were completed successfully. The prayer session was led by Rev Fr. Augustine George followed by the reading from the three Holy Scriptures.



Rev Fr. Josekutty P.D delivered the presidential address reminding the students of the Vision, Mission & the Core Values that they stand for while stressing on the uniqueness in academic excellence, campus discipline, social responsibility and entrepreneurialship. Father insisted that the students of the School of Management should be a role model for the entire college. He ended the session by appreciating Dr. Aloysius Edward for receiving the Teaching Excellence Award from USA & Dr. Baba Gnanakumar for receiving the distinguished IOT Usage in Teaching Award.





## ATTITUDINAL WORKSHOP

The attitude guides the students to prosperous and healthy living. Kristu Jayanti School of Management organized a four- day workshop to shape the attitudes of MBA students on 6<sup>th</sup>-9<sup>th</sup> August 2018 & 11<sup>th</sup>-12<sup>th</sup> October 2018 (Section C). Leadership was the main focus of this programme. Over the days, Prof. Anthony Williams dealt with the roots of every student & their everyday problems and habits that may prove to be an inhibition in creating a success story within them. He inspired every student to not just aim for the stars but to aim beyond the stars. With his personal life incidents & testimonies of previous clients, he reminded the students that destiny is not just a chance but is in their hands to achieve what they wanted to.



The workshop provided opportunities for students to speak out loud, reflect upon oneself, remove the grey matter from their mind. He also stressed on two-way communication & insisted on moving away from the conventional monologues. The workshop proved to be a catalyst for the students to realize their true potential & help them prioritize their goals in order to make the best out of life. Prof. Williams conducted various activities for the students. The activity to perform a self discovery by knowing themselves was incredible. Through this activity students were able to identify their positives and negatives. It also paved way for the students to identify their talents, passion and ambitions in their life. This workshop enabled the students to eliminate negative thoughts and approach life with a positive attitude.



## LIFE SKILLS WORKSHOP

The little things people do is what shows their true character and shapes their lifestyle. Capacity Building Training on "Life Skills for "Millennial Executives" was organized for students to learn and understand a set of character building skills that will help them in their personal & professional life. It was held on 1st-4th October 2018. The workshop was inaugurated by the Department followed by an introduction about life skills and how important it is in an individual's life. Dr. Jonas Richard, Director, Centre for Life Skills Education gave a brief introduction. The objective was to orient & train students with life skills required to face challenges in their professional life & be prepared to lead a millennial executive life. This training is a certified program in collaboration with Rajiv Gandhi Institute of Youth Development (RGNIYD).



Students had undergone training on various life skills such as self-awareness, empathy, decision making, coping with stress, coping with emotion, problem-solving, critical thinking, creative thinking, effective communication & interpersonal skills with activities including role plays, group discussion, games, questionnaire, etc. Life skills helped the students to understand different aspects of human behaviour while learning to manage themselves in different situations. The faculty team, which is already trained in Life Skills conducted the sessions. The training ended with a valedictory ceremony where the students gave their feedback on the training they received. Dr. Jonas Richard gave the concluding remarks on the successful completion of the programme conducted by the Centre of Life Skills Education (CLSE).





The best route to success is to stay humble & stay true to oneself. The School of Management, Kristu Jayanti College organised a two-day Rural Exposure Programme, Gramasamvedhitha 2K18 at Kesaregere Village, Kolar district for the first-year MBA students to experience the natural atmosphere at the outskirts of the metropolitan environment. The rural camp included 109 students and 6 faculties. The first day had students taking a tour of the village by cleaning the surroundings. The students conducted an awareness campaign and a programme on career opportunities for the Higher Secondary School students of the village.

They also hosted various indoor & outdoor games for both primary & high school students. Socio-Economic survey was conducted, collecting data from almost 100 houses in the village.

On the second day, students celebrated the 72nd Independence Day of India with the village school students & the villagers by organising elocution competition & a march in remembrance of the freedom fighters & their sacrifices.

The programme was concluded by awarding the prizes for the winner & runners-up of the sports and games conducted on the previous day. Students of Kristu Jayanti School of Management also performed various cultural programmes such as dance and music. Gramasamvedhitha 2K18 was an eye-opening to the students of Kristu Jayanti College of the uniqueness one can experience in Rural India.





# INDUSTRIAL VISIT

*"See any detour as an opportunity to experience new things"-H.Jackson Brown Jr.*

In order to expand the learning experience of the first year MBA & PGDM students, the School of Management, Kristu Jayanti College organises industrial visit to prestigious companies.. The students of first-year MBA had the privilege to visit two renowned companies namely, PCR Garden Mall, Himagiri Group & TVS Motors, Hosur, Tamil Nadu.

First was the PCR Garden Mall, a subsidiary of Himagiri Group, known to be one of Asia's largest nurseries. The tour around the nursery exposed the students to a different culture of business. The chairman explained the roots of the business, where it all began and their vision for the future and the methodology followed in the mass production of plants & trees.



Next, the students visited TVS motors in Hosur, Tamil Nadu. The guide took the students through the step by step process of the manufacturing of the TVS motorcycles, from unpacking of the various parts to the quality check of the finished product. The guide took time off to answer individual questions from the students, ensuring that it was a learned and memorable experience for each student.

The visit to the manufacturing unit was a life time experience for the students. All the three sections of the MBA programme, Sections A, B and C were taken in turn to these companies on different dates of the same week. The entire week was dedicated for the experiential learning through Industrial visits. This enabled the students to get a connect with the industry to see what they read and learn in the test books. Students were impressed with the reception and the readiness of the representatives to clear the doubts raised by them.





# LEADERSHIP OUTBOUND TRAINING

Learning should never be constrained to the four walls of a classroom. By chasing excellence in doing the simple activities, the students will attain success in all they do. The outbound training programme organised by the School of Management Kristu Jayanti College, aims to inculcate leadership quality in management students. The programme was conducted by "Active 8". The CEO and founder of the company Joy George with his team carries out several activities & games all focused on inculcating teamwork & leadership quality in MBA millennials. The leadership outbound training programme was organised at The Bangalore Mar Thoma Centre on 12<sup>th</sup> October 2018.

The activities enhanced the managerial skills of students. Muted Birthdays, Perception, Tire Tube, Blind Man Walk, Vine Traverse, Passing the Ball, Human Web & Number Punch were the activities conducted. These enabled the students to understand ways to tackle the situations which may seem impossible but is actually quite simple to perform. In order to succeed along with the instruction, all should have their planning & strategy before performing any task. At the end, he concluded by saying that managers should never jump to conclusions but analyze the situation and act.





# MANAGEMENT DEVELOPEMENT PROGRAMME

Management Developement Programme is an event organised for Management students where they get an opportunity to interact with various dignitaries from the corporate world. The two-day programme on 28th and 29th September 2018 had 5 technical sessions which was inaugurated by Dr. Renu Rajini & Rev Fr. Josekutty P.D.

The first session was by taken by Dr. Renu Rajini, Vice President, Infosys Ltd. emphasising on "Creating a Culture of Change through Effective Leadership". She explained the traits a leader should possess & the behaviour of the transformational leader to create a culture of change & influence the follower which is the need of the hour as due to Industrial Revolution 4.0.

The second session was chaird by Dr. Bose K Nair, Vice President, World Trade Centre & he illustrated the meaning of "Harnessing Leadership through Radical Innovation". He explained how one can master leadership as according to him "Leaders are not born" but each one must sharpen & mature their skills with time. He gave an insight into the corporate world & spoke about how to give better performance & survive in the corporate world.

The third session was taken by Ms. Annu Mathew, Director, Recruiting, Cerner Corporation & she spoke about the "Shifting Paradigms of a Leader in a VUCA World". She started by explaining what VUCA is all about: Volatility, Uncertainty, Complexity & Ambiguity & how this exists not only in corporate but also in our day to day schedule. It has now become the "New Normal"

The fourth session was taken by Mr. Venkat K Narayana, CEO of Prestige Estates Pvt. Ltd on "Building Inclusive Leadership for Sustainable Development." It is extremely important for the budding leader of tomorrow. He first gave us a brief on the traits of a leader such as maturity, experience & credibility. He gave the definition of Inclusive Leadership by quoting an inclusive leader is "the one who takes his followers through every aspect of the business"

The fifth & the last session was taken by Mr. Rajiv Noronha, Vice President & Head HR Analytics, TCS where he spoke about, "Harnessing Leadership through Integrity & Trust". He focused on how ethics plays an important role in today's corporate world and how "Something which was unethical 20 years back is ethical today" which calls for a leader for the future who works on ethical intergrity & value. He concluded by giving us an insight into the core values of TATA and showed how TATA carries out its business successfully by following ethical intergrity & value in various parts of the world.





## 3i-INDUSTRY INSTITUTE INTERFACE

Kristu Jayanti School of Management organises an interactive programme for the first year management students called "The Industry Institute Interface" where individuals from the corporate interact with the students & share their experiences & also provides valuable insight to the student.



**Mr. Aravind Warriar**  
**Senior HR Manager, Rapid value**  
**4th august 2018**



**Mr. Sudheer M**  
**Program Manager, Infosys Ltd.**  
**8th of September**



**Mr. Simon Daniel**  
**Director of Consumer Healthcare Company,**  
**Greenwell Speciality Ltd.**  
**18th August 2018**



**Mr Vignaraja Ilavarasan,**  
**Project Account Manager, Data Semantics, Bengaluru**  
**3rd November 2018.**



**Mr. Winston Derosario**  
**Head, People and Culture, Quintype Inc.**  
**1st of September 2018**



**Mr P G K Nair,**  
**Chairman & Mentor, TIA Technology Pvt, Ltd.**  
**November 24, 2018**



## SOCIAL OUTREACH PROGRAMME

The Kristu Jayanti School of Management also imparts societal commitment through Social outreach programmes. The students visited the orphanage "Hope of Faith" and "Holy Cross Mercy Home" on 27<sup>th</sup> October 2018. The students got an opportunity to spend time with the kids. There were programmes conducted for the kids and they got the chance to perform as well.

The social outreach programme gave an opportunity for the students to re-instill the fact that they had & still have the opportunity that they were born with. The visit to the orphanage made them understand that they should count their blessings and that every child has the right to educate themselves irrespective of their backgrounds.



## EXPERT LECTURE SERIES

Expert Lecture Series is an interactive platform for the Management Students wherein the students get an opportunity to interact with various dignitaries from the corporate world such as CEOs & Vice Presidents of various companies in order to get an insight into the recent trends of the corporate world.

On the 4<sup>th</sup> of October 2018, such a session was conducted by Ms. Kuppulakshmi Krishnamurthy, Product Evangelist & Head ZOHO Corporation for start ups, Co-founder. She spoke about the role of AI in the present era & the relevance of "Emotional Intelligence". Ms. Kuppulakshmi also shared some of her real life experiences. Ms. Kuppulakshmi concluded her speech by defining her happiness stating that "Success will not come at every point of time".





The School of Management hosts International Lecture series for students. The Guest speaker for the 1st ILS on 3rd October 2018 was Mr. Stephen Heathcote Executive Director, Marketing, ACCA is a professional accountant with over 25 years of experience. In his talk, he focused on the 4 main driving change that is relevant for an accountant in the long run which are increasing regulations, Digital Technology, Globalization & Expectations.



On November 20, 2018, the third ILS was organised where Dr. Philip G Laird, Vice Provost & Prof. Jonathan Michael, Trinity University, Canada were the guest speakers. The topic was "21<sup>st</sup> Century Leadership- Mastering the 4 levels". The speakers explained the four levels of leadership with "Global Knowledge" as the foundation



The second ILS was on November 7, 2018 where Mr. Stephen Coman, Director, Human Capital Management, Grant Thornton, was the guest speaker. He shared his insights and tips on how to be more effective in the workplace. He explained about the culture diversity in the organisation & also stressed that the way managers treat people from different cultural backgrounds is very important.



The fourth ILS session was scheduled on November 22, 2018. Dr. Lakshmi Iyer, Professor of IS & Director of Graduate Applied Data Analytics Program, Walker College of Business, Appalachian State University, United States was the guest speaker. Dr. Iyer focused on the importance of leadership in the corporate world. She made a stunning remark that most of businesses are over-managed & under-led & that is the major crisis of today's organisations.





*"All the wonders you seek are within yourself" -Thomas Browne*

Talento is an intra-departmental management fest conducted by the final year students for the first year students. It is a platform for the management students to explore their hidden talents, excel in managerial skills & to make them corporate ready. It is a stage for them to unravel their defining capabilities. The core team of Talento 2K18 worked tirelessly in planning, organising & co-ordinating the events. The theme chosen for the fest was "Rise from the Ashes" supported by superheroes namely Captain America as Best Manager, Iron Man as Best Entrepreneur, Batman as Marketing, Hulk as Finance, Thor as Human Resource, Black Panther as IT-CSR, Dr. Strange as Business Quiz & The Fantastic Four as Best Management Team. Talento was inaugurated by Mr. Peter Paul, Customer Development Manager, Unilever India & Rev Fr. Josekutty P.D, Principal & the core team members on 27th and 28th August 2018. There were more than 25 judges from the industry & more than 10 faculty judges.. There were several rounds conducted in the span of 2 days.

The valediction of Talento 2K18 was graced by Ms. Prathiksha Michael, Chief People Officer, Data Semantics & Rev. Fr. Augustine George, Vice Principal and the winners were felicitated with trophies & certificates.





Synectics is an inter-collegiate National Level Management Fest organised by the students. Synectics 2K18 on 5th and 6th October 2018 was inaugurated by Mr S.T Chander, Global Head, Internet of Things,TCS, accompanied by Rev. Fr Josekutty P.D, Dr. Aloysius Edward, Dean, Dr. M.K Baby, Head, School of Management & the student co-ordinators from the core committee.

The theme of the 12<sup>th</sup> Edition of Synectics was "The Order of the Phoenix" based on the Harry Potter series- with a tagline "Unveil The Magic In You" . Principal Rev. Fr. Josekutty P.D encouraged the participants to live on the 3P Mantras of Passion, Patience & Perseverance. Mr S.T Chander inculcated how the combination of talent & timing can unveil magic in today's corporates. The fest was declared open along with the maiden launch of the HR newsletter- HR Zenith

A total of 250 B-School participants from across the nation, showcasing their talent in over 100 rounds, judged by various corporates and alumni judges. The events were flagged off in their respective venues by the Dean & Faculty of School of Management. Ms. Shruthi Gokuldas, Director, Optimisation Strategy, Yahoo as the Chief Guest & Mr Fasi Khan, Managing Director, IRISH, India as the Guest of Honor graced the valedictory ceremony . Prof Stephen Deepak presented the report followed by feedback which was given by participants from varied events.

Rev. Fr. Augustine George threw light on the purpose of the fest in the form of 3C's i.e Commitment, Communicate & Converge. Ms. Shruthi Gokuldas inspired the audience by including lessons from her life. The ceremony came to an end with the distribution of prizes to the winners.





## Prof. John Pradeep Kumar

### ***Determining of Capital Structure: Evidence from Selected Indian Companies***

(SAMSMRITI- The SAMS Journal Vol.12(1)  
January- June, 2018; pp 44-57; ISSN 0976-304X)

## Dr. Baba Gnanakumar

### ***Exploring the Price Bundling Portfolio of Indian FMCG Market***

(Asian Journal of Multidimensional Resarch Vol 7, Issue 6, June 2018, ISSN: 2278-4853)

### ***Demistifying the Financial Inclusion Penetration by Customised Financial Instruments- A Demand Side Study Done on Rural Customers of India***

(Asian Economic & Financial Review, Vol. 8, No. 7, pp.999-1012- 01/08/2018)

## Dr. Sheeja Krishnakumar

### ***Intelligent Campus Environment: A Requisite to be Competent***

(Nitte Management Review, June 2018, Vol 11(1)  
ISSN Print-2231-6043; ISSN Online- 2395-1907)

### ***Evaluating job satisfaction using family domain variables among women employees***

(FOCUS International Journal of Management 1. 13(2), p-28-35, ISSN, 0973-9165, EBSCO indexed, 2018)

## Dr. D. Ravindran

### ***Retailers' Buying Preference in Cement Retailing Research Explorer- Indian Academic Researchers Association***

(September 2018, Special Issue, ISSN: 2250-1940,p- 108-112)

### ***Driving Motives of a Customer towards Branded Beauty Salon***

.(International Journal of Advanced & Innovative Researcher Oct-Dec 2018, Vol 5, Issue 4(XII, ISSN: 23947780)

### ***Retailers'Preference of Coconut Oil Brands- Distribution Perspective***

(Shanlax International Journal of Commerce, Oct 2018, Special Issue, Vol: 6 ISSN: 2320-4168, p-85-91)



# ACHIEVEMENTS IN INTER-COLLEGIATE FESTS

**NAMAN 2K18  
IFIM  
OVERALL WINNERS**



**USHUS 2018  
CHRIST (DEEMED TO BE UNIVERSITY)  
OVERALL WINNERS**



**CALIGO 2K18  
MARIAN INSTITUTE OF MANAGEMENT  
OVERALL WINNERS**



**INSIGNIA 2K18  
ST. ALOYSIUS INSTITUTE OF  
MANAGEMENT  
OVERALL WINNERS**



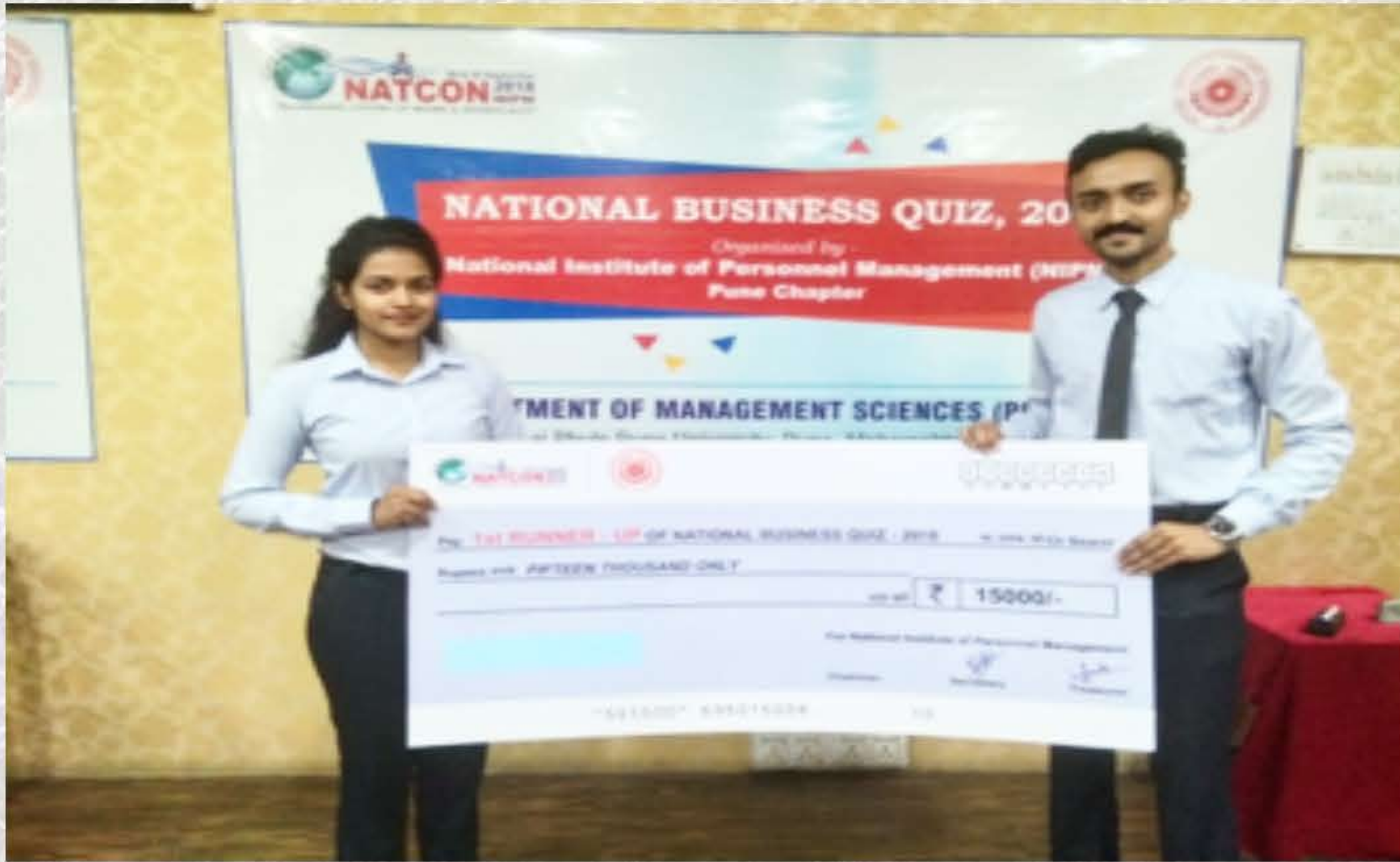
**VERVE- VENI VIDI VICI  
ST. JOSEPH'S INSTITUTE OF  
MANAGEMENT  
OVERALL WINNERS**





# ACHIEVEMENTS IN NATIONAL LEVEL COMPETITIONS

## NATIONAL LEVEL BUSINESS QUIZ NATIONAL INSTITUTE OF PERSONNEL MANAGEMENT *RUNNERS UP*



## ANNUAL DEBATE COMPETITION SPEAK FOR INDIA *DISTRICT LEVEL WINNER*



## NATIONAL LEVEL PAPER PRESENTATION N.L DALMIA INSTITUTE OF MANAGEMENT & RESEARCH *RUNNERS UP*



## NATIONAL LEVEL B-PLAN COMPETITION ST. ALOYSIUS INSTITUTE OF MANAGEMENT *WINNERS*





Placements at Kristu Jayanti College has always stirred up much interest due to the visit of leading brands from various sectors. Kristu Jayanti School of Management has a very active Centre for Employability and Corporate Relations (CECR). Every year students get placed in top multinational companies through the CECR. More than 65 corporates visit our campus for recruitment every year. The overwhelming feedback from our recruiters regarding the performance of our students, is an assurance of their trust in the quality of our pedagogy.

The Centre takes continuous effort in bridging the gap between theory learnt in the Classroom and Practical happenings in the corporate world through Industry Institute Interface (3i).



## Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

Talent Transformation Team, Centre for Employability and Corporate Relations  
e-mail: placement@kristujayanti.com



# EDITORIAL BOARD

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**PHOTOGRAPHY:**

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