

2021-22



Kristu Jayanti College

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Bengaluru

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DEPARTMENT OF MANAGEMENT

# E - VOIVE

*"Expand Your Horizon"*

E-MAGAZINE

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## STUDENT EDITORS



Editor  
Joya S Joseph  
20MG2H1041



Design & Layout  
Alen Binu Cherian  
20MG3H1036

## FACULTY EDITORS



Dr. Geethu Anna Mathew  
Asst. Professor



Dr. B Subha  
Asst. Professor



Ms. Aiswarya Babu N  
Asst. Professor



# EDITOR'S NOTE

**W**e are delighted to present fourth edition of E-VOLVE, an E-magazine from Department of Management, Kristu Jayanti College. The magazine provides a platform for the students and faculties to foster their thoughts and ingenuity in commerce and management domain. We are privileged to write a few words of prelude to E-VOLVE 2021-22.

E-VOLVE 2021-22 gives an insight into the prototypical articles by students and faculties which includes concepts from various commerce and management areas as well as recent trends adopted in lieu with organisations strategies to cope up with the dynamic work culture.

Organisations have to equip their workforces with the tools and technologies they needed to seamlessly and securely stay connected with their teams. Organisations have settled into new way of working, the challenge they are facing is keeping their dynamic workforces engaged and excited.

There has been a shift toward digitisation, which is obviously the need of the hour and fast emerging. E-VOLVE covers articles pertaining to work-life balance, influx of modern supply chain, trends of human resource management, effect of pandemic in the aviation industry, conversational marketing etc. which throws light on current industrial scenarios.

Success of E-VOLVE is the result of the dedicated effort and teamwork put in by the editorial team as well as the authors who contributed their articles. We congratulate the authors whose articles are published and express my sincere thanks to the editorial team.

We express our deep sense of gratitude to the Department of Management and Kristu Jayanti College for the encouragement and support throughout.

Dr. Geethu Anna Mathew  
Dr. B Subha  
Ms. Aiswarya Babu N

***"Opportunities don't happen,  
you create them."***

***-- Chris Grosser***



# PRINCIPAL'S NOTE

**T**he Department of Management, Kristu Jayanti College aspires to impart quality education to the students and equip them with the knowledge, skill, and attitude required in the business world. The department is deeply committed to academic excellence and the holistic development of its students.

The department's e-magazine, 'E-Volve' serves as a platform for fostering the abilities and creativity of its faculty members and students. I'm appreciative to all the authors who contributed their thoughts and enthusiasm for contemporary business endeavors and management strategies. I would like to extend my heartfelt compliments to the editorial team on the effective creation and launch of Evolve-2021-22.

May all our students reach new heights and bring honour to the department and our Institution.

-Fr. Dr. Augustine George  
Principal



"COMING TOGETHER IS THE BEGINNING.  
KEEPING TOGETHER IS PROGRESS.  
WORKING TOGETHER IS SUCCESS." -  
HENRY FORD



# H.O.D's Note

## Greetings of the season!!

Cordial welcome to the emagazine of the department, E-volve.

We are happy to launch the fifth edition of E-volve, which is the reflection of exemplary work done by management students in the field of business and management.

I am delighted to be able to write a few words of introduction to this second edition of e-magazine. It is published at a very important time. There is clearly an upsurge of interest in business and management in our professional field.

We believe that e-magazine is a great platform for students and teachers to bring articles and news from the field of business and management and share with their counterparts. Each issue of our e-magazine is a milestone that marks our growth, unfolds our imaginations, and gives life to our thoughts and aspirations. It unleashes a wide spectrum of creative skills ranging from writing to editing and even in designing the magazine. This magazine provides a valuable window on information assurance

and covers the necessary components from the field of business and management like recent trends in business, challenges to the business environment, changing customers and markets and new philosophies of business organisations.

I would also like to thank all the colleagues who have contributed to the edition of this e-magazine with their texts and photos. In addition, I should thank the students who willingly responded to our call to contribute to this publication. I thank and congratulate the entire editorial team for their hard work and dedication in making this e- magazine a reality.

~Prof . C Surendranath Reddy,  
Head Department of management





# **WORK-LIFE** *Balance* **WORKING WOMEN**

**Shella Mary Raju**

**IV BBA B**



**“Be steady and well-ordered in your life so that you can be fierce and original in your work.”**

**– Gustave Flaubert**

**T**he term “work-life balance” was first coined over 20 years ago in reaction to the trend of the 1970s and 1980s when men and women began prioritizing work and career goals over family, friends, community affairs, and leisure activities; but is this work-life balance for real?

Life nowadays is a 2-wheeled motorcycle, until and unless both the wheels run together we cannot enjoy our journey on it; hence in a family both men and women choose to work. Women spend half of their day at their offices and the rest of their day at their homes. But the question remains How Satisfied Are You?

Take a moment to assess the level of satisfaction in your life and your work life. Time is your most valuable resource. Guard your time. Plan your time. Work-life means finding ways to work less or to work flexibly. Every individual has their own perception of this concept.

Work-life balance is a feeling of being in control of your life, being able to make your own choice, and finding a proper balance between your own needs and those of others, whether at work or at home.

Working Women strive harder to balance work and their personal life. The work system has been the same as that of ages when only men used to work; hence work surroundings must change, and organizations should think of altering the work system for women who are striving hard to lead their personal life.

Organizations must configure ways to enable women to find the right work-life balance resulting in efficient stress-free work performance. A person with a good balance between their work and other responsibilities and interests tends to be more motivated and productive: in other words, happy people work better, and satisfied people give productive results.



**A**ir India's sale to Tata Group was announced on October 8 last a year and a Letter of Intent (LoI) was issued to the Tata Group confirming the government's willingness to sell its 100 percent stake in the airline. On October 25, the Centre signed the share purchase agreement (SPA) for this deal. The international service was among the first public-private partnerships in India, with the government holding 49 percent, the Tata keeping 25 percent, and the public owning the rest. Considering the respect for the legacy that the group has, it is therefore not a surprise that the Tata shelled out tons (Rs.18,000 crore) to take back Air India. The focus is on improving on-time performance (OTP) with aircraft doors closing 10 minutes before departure time.

## **RESURRECTION OF AIR INDIA WITH TATA**

**H.V Rishikesh  
IV BBA AM**

Cabin crew BMI and grooming will be checked when they report for flights. Inflight announcements will address passengers as guests and there could be a special recorded message from group chairman emeritus Ratan Tata. Two things have been identified for giving a new feel to passengers, new guests, post the takeover vastly improved meal service and airline interface with crew and ground staff. Delhi-Mumbai and key Gulf routes will be among the first to get this rollout along with flights to the US and UK.

**"A journey of a  
thousand miles  
begins with a  
single step".  
-Lao Tzu**

**M**anagement is a vast ocean of theories and concepts, proven and applied in every possible way to achieve a prime objective of efficiency in the organization. Some become obsolete and some are discarded for explained reasons. The most recent and revolutionary concept which arose in this field is "Total Quality Management". It takes the whole organization to implement this concept as this is related to a core element of any business i.e QUALITY. It emphasizes on maintaining quality at all levels by all the members of an organization be it the lowest level or the founders of an organization.

**TOTAL QUALITY  
MANAGEMENT:**

**THE NEW ARC OF  
MANAGEMENT**

**AJIT MADDI  
IV BBA BA**



# INFLUX OF MODERN SUPPLY CHAIN

JOYA JOSEPH  
IV BBA AM

**L**ong gone are the days when we would have to physically go to a store to buy a product or avail of a service. With passing time, we eventually became salient witnesses to the revolutionary transition into an e-commerce world. The unimaginable potent power of the Internet has undoubtedly changed our lifestyles over the decade. This successful transition has mended human lives to an unembellished structure of lifestyles. From ordering food, clothes, or furniture online to delivering groceries or condiments in 10 minutes, the e-commerce players have definitely taken “customer satisfaction” to a whole new level. However, the question still in play is- How was all this possible? The answer is simple but simple doesn't mean easy. It all grinds down to the supply chain systems.

A well-planned supply chain system is the backbone to delivering goods on time and enhancing customers' confidence in the organization.

In recent times, the supply chain world has adopted new concepts such as ‘agility’, ‘world-class quality, and ‘just-in-time’, enabling e-commerce giants like Amazon and Flipkart to deliver products on their websites in just one day!

ZARA infused agility in its supply chain due to which they spend less than a penny on marketing. How? ZARA produces hundreds of new and different designs every week and with the help of air transportation, ZARA gets their apparel delivered to their retail stores frequently, keeping the demand for their clothes alive.

Especially since the pandemic, online traffic has significantly risen along with the number of online purchases. The supply chain systems have geared up to meet demand, furthermore enabling customers to customize their orders.

The ease of life that we are empowered to experience today is possible because the supply chain systems have evolved in their methods of operation, resulting in a perfect concoction and coordination of technology and labor force.

**“Supply chain is like nature, it is all around us”  
-Dave Waters**



## *Sway on New Education Policy: Management Education*

**Dr. Leelavathi R**  
**DEPARTMENT OF MANAGMENT**

**T**he NEP 2020 will drastically transform India's higher educational system. This policy will provide learners with the necessary resources, programs, and academic possibilities. They will also have more options when it comes to choosing courses depending on their interests and abilities.

Management education is crucial to the economy of a country since it influences many sectors, including manufacturing Industry, service industry, research & innovation, banking, and so on.

Finance is the nervous system of the entire area, and expertise of how to handle money is addressed with by trade and administration. The present educational policy in India focuses mostly on conceptual components, leaving students with little practical training, which is a big disadvantage in terms of matching global career prospects. As a result, the National Education Policy-2020 aims to foster creative abilities, talents, and critical reasoning, all of which are in high demand in the global employment market.

## **DIGITAL TRANSFORMATION A PRECEDENCE**

**ASHIQ K ABRAHAM**  
**IV BBA B**

**I**n this era where technology plays a good part in everyone's life, transforming your business and integrating technological aspects into every part of your business is vital for growth. Considering the post-pandemic state of affairs, customer demands have drastically transformed.

Digital transformation is the process of transforming all segments of your businesses' traditional methods into modern and innovative digital methods. Automation technology in the supply chain, shifting to e-commerce platforms, analyzing and processing data for forecasting business elements, digital marketing, and much more are proved significant in digitalization. Now as augmented and virtual realities are developing, they can also be used innovatively to grow business ventures and fabricate the future.

**“ There are no boundaries  
or borders  
in the digital  
world. ”**

**- Karim Rashid**





## PROSPECTIVE TRENDS OF HUMAN RESOURCE MANAGEMENT

Prof. C.Shilpa .Rao  
DEPARTMENT  
OF  
MANAGEMENT

**T**he human resource is an important asset of an organization for a business to be successful, every company is obligated to enhance its workforce by aligning its strategies with recent trends. As millennials are the major part of the workforce, employers worldwide are in demand of tech-powered ways to recruit, engage and manage their employees. The recent trends in HR in 2022 are:

### 1. Hybrid /Flexible work Model:

It is an employee-centric flexible work model that includes a mix of remote working and in the office.

### 2.Mental well-being in a healthy organization :

With the fast-paced work culture, remote working stress levels of employees have been on the rise. Companies have to think more about creating a healthy organization by building a motivated, engaged, and loyal employee workforce.

### 3. Reskilling and upskilling :

As the working pattern of employees has changed it's a time to reskill so employees can learn new skills and upskill by specializing in core skills which will help in executing company strategies as per the market trend.

### 4. Virtual Employee Engagement :

HR has to conduct more virtual conferencing to connect with people have a proper balance in their connections ,collaborations and work life balance .companies can conduct fun activities to keep employee engaged. Virtual Board games virtual karaoke are few examples of virtual Engagement .

### 5. Power skills :

The soft skills are rebranded as Power skills in today's remote and hybrid environment .The need of these skills have shifted dramatically. Power skills to be acquired is collaboration ,communication ,problem solving ,empathy, critical thinking these skills need to adapted by the teams as they can't be automated .



## **PANDEMIC AND AVIATION INDUSTRY: THE BRITTLE TOUCHDOWN**

**Ishma Sakina Fernandes**  
**IV BBA AM**

**T**he new decade began with numerous countries shutting down their borders, followed by restrictions and regulations that limited the free movement of individuals. In the aftermath of the coronavirus, roughly 71 percent of polled airline passengers claimed that cabin cleanliness is a critical factor in determining their airline choice. COVID-19 continues to be an existential problem for airports,

airlines, their business partners, and the aviation sector needs government assistance and realistic policy decisions. Statistics show that since the first COVID-19 vaccine dose was instigated, more than 6.5 billion doses have been regulated. But still, the pre-COVID numbers are no match for the current scenario in the aviation industry. The aviation industry's resurgence is nevertheless fraught with uncertainty. However, there is no doubt that travelers will be back in the air within no time at all.

This impulse would increase the proclivity for air travel and contribute to the industry's resurgence.

**"When everything seems  
to be going against you,  
remember the airplane  
takes off against the  
wind, not with it"**

**-Nerry Fazi**

## **MARKETING**

**Susan George Abraham**  
**IV BBA C**

**M**arketing is universal. It begins from our daily routine to being prepared for an interview and even to selling your product. It starts right from inventing a product to meeting a customer's need.

Although the objective of any business is to earn a certain margin of profit they mainly get it from sales that are linked to a customer's need or want. Marketing focuses on the invention of a product and goes through certain stages/phases like standardization, upgradation, designing, packaging, and advertising. Advertising and Promotion play a vital role in the sales of a product. Therefore, Marketing is an upcoming and vast concept/area of study in this era.

**"Business has only two  
functions- marketing and  
innovation."**

**Milan Kundera**



# RUPEES FALL TO ITS ALL-TIME LOW WHAT TO EXPECT NEXT?

**Kaushal Bajaj**

**II BBA B**

**V**alue of the Indian Rupee fell to its all-time low against the Dollar. It closed at 77.50 per dollar on May 9. Because of the effects of US Fed rate hikes and inflation, the rupee has fallen to an all-time low. The factor was further aided by an increase in covid cases in China. In addition, the RBI's rate hike, which may be repeated next month, has made things worse for the markets. The rupee is losing value due to significant selling by foreign investors.

## What effect it will have on your life

**Imports:** Importers must purchase dollars in order to pay for imported goods. Importing things will become more expensive as the rupee falls in value. Imports of oil and other essential commodities will drastically increase in the foreseeable future resulting in rising consumer expenditure. As a result, automobiles and appliances are likely to become more expensive. Inflation has already begun to subjugate many sectors.

**Loans:** There will almost certainly be an indirect effect on loans. With growing inflation, the RBI is now considering to raise the repo rate, which has already been raised by 40 basis points to 4.40 percent. High repo rates cause banks to raise lending rates, making EMIs more expensive. Bank loan rates have already been raised.

**Automobiles and other items:** Imported commodities such as luxury cars and even car components are likely to become more expensive as the rupee depreciates; resulting in rising prices. Furthermore, things such as phones and appliances that require imported components are likely to become more expensive.

**Stocks:** Rupee devaluation is a result of foreign investors abandoning Indian stocks. This suggests that equity markets may experience a significant drop, resulting in a drop in stock and equity mutual fund investments.

**Remittances:** Non-resident Indians (NRIs) who transfer money home will end up sending more money in Rupee value.

**RBI intervention:** The Reserve Bank of India can intervene by releasing dollars to bring volatility under control. However, for the first time in a year, the Forex Pile has slipped below \$600 billion. Forex reserves have been drained by \$36 billion in 2022. It will be interesting to watch how the RBI handles these data.

**One rupee is not a big amount  
But it makes all amounts  
- Arnab Chakraborty**





# MONEY MADNESS

NIKHIL DIKSHITH  
IV BBA BA

**M**oney is the key to success or the pit of failure. When the world is moving towards a new era of mankind, a large part of the population is still struggling to lead a happy life. In the life of every human being, money decides the value of that person, even a well-qualified educated person is ignored if he's not wealthy enough. The world is currently running with two kinds of people, one who are slaves

of money, and another who uses money as weapons to rule. Why this huge difference? The reason lies under a small aspect of life which is referred to as "Money management". Any educational institution will never teach this skill but this skill is the key to surviving in this society. Everything comes for a price. For everything, people spend money to get the job done, but the dark effect on their life is ignored. The actual meaning and purpose of money is that- "Money is not a wish-fulfillment tree to make life luxurious, rather money is a tool for creation of wealth. The dark truth is that our education system never teaches us how to lead a life but rather focuses on getting a job.

**“The best thing money  
can buy is financial  
freedom.”  
-Rob Berger**

## THE TALE OF POPSOCKET

ADITI PRIYA  
IV BBA D

**I**n the case of a smartphone, popsocket solves three problems –provides your phone a better grip, makes selfies effortless, and can work as a kickstand for your smartphone. People also use popsocket for wrapping earphones. Popsocket was founded by David Barnett. Once while struggling with tangled earphones, he went to a fabric store to

find a solution. He ended up gluing two giant clothing buttons to the backside of his phone; he wrapped his headset neatly around the two buttons.

But after being taunted by friends and family about the ugly looks of the phone, he spent several months developing his invention. To design the popsocket, Barnett taught himself 3D CAD software for designing its part and assemblies. Barnett started by selling popsocket outside his garage back in 2014. Now it is the highest selling phone accessories on Amazon.

Popsocket started with just one employee and Barnett himself and now the company has 120 employees across.



**AN UNPRECEDENTED  
COMPARATIVE REVIEW OF  
THE AVIATION INDUSTRY'S  
FINANCIAL PERFORMANCE  
AND WORKING CAPITAL  
ANALYSIS DURING THE  
COVID PANDEMIC.**

**ANEETA SARA BINU  
VI BBA AM**

**T**he coronavirus has affected the economy as a whole; the pandemic has struck every sector and industry throughout, especially in the first 7 months of Covid. One of the industries which were mainly affected was the aviation industry. With the effect of the pandemic, the airport authorities and the airlines were forced to stop all of their operations due to which the passengers couldn't travel as a result of the ban of both commercial and international flights and the services being inoperative in the aviation sector. Passenger air transport, as measured by revenue passenger kilometers, was down 90 percent year on year in April 2020, and was still down 75 percent in August, according to IATA. A paired t-test was used to assess the company's revenue and profitability, and a ratio analysis was used to examine debt-equity and working capital.

Ratio analysis was conducted for the past five years, from 2016 to 2021, and a paired t-test was conducted quarterly. This analysis helped to determine the impact and effect of covid on the profitability and the changes in the day-to-day operations. Based on the study, the following were the results: The debt-equity ratio of SpiceJet was a negative result which indicates that this company has zero equity and more debt fund which is a great risk for the investors and Indigo has maintained the ideal ratio which indicates that it has maintained debt and the equity equally. The working capital and inventory have been affected by the pandemic, fewer sales were generated. The company has negative earnings per share (EPS), which means it lost money for every outstanding share of stock. In a nutshell, the aviation industry had to endure a lot of turbulence during the pandemic and unfortunately was one of the bearers of nature's repercussions. However, despite all these limitations, the industry has begun to witness normalcy and has geared up for a promising future.

**“Any phenomenal team with high  
vision respects individual's  
freedom to fly high.”**

**-Thenmani**



# BUSINESS ETHICS

CH VENKATA SAI  
SARVANI  
IV BBA C

**P**resent day global crisis has raised questions about the lawfulness of capitalism. Ethical failures certainly played a role. While it remains to be seen whether and how many people bluntly broke the law, there are abundant signs of various forms of potentially unethical behavior.

These include greed, unreasonable amounts of leverage, subtle forms of corruption, complex financial instruments that no one really understood, and herd behavior where people just followed along and failed to exercise independent judgment. Business leaders must use their personal moral compasses to make ethical decisions. As for the business's compass, it should be oriented toward satisfying customers above all stakeholders. That is the orientation that allows for the greatest competitive success and profitability.

**"Ethics is knowing the difference between what you have a right to do and what is right to do"**  
**-Potter Stewart**

# CONVERSATIONAL MARKETING

MAMTA RAWAT  
VI BBA BA

**C**onversational marketing is the fastest way to move buyers through your marketing and sales funnels through the power of real-time conversations.

It builds relationships and creates authentic experiences with customers and buyers. Instead of forcing people to go through lead capture forms and wait days for a response, conversational marketing uses targeted messaging and intelligent chatbots to engage with people when they're on your website. Making it easier for people to engage with your business will help you convert more of the right leads faster.

**"Marketing is no longer about selling stuff that you make but it is about the stories you tell"**  
**-Seth Godin**





# OUTSOURCING: A NEW WAY

HARISH RATHINAM  
IV BBA BA

**O**utsourcing is the process of contracting external firms to handle work usually performed within a company. from sole proprietors, and small companies to large firms turn to outsourcing to reap the advantages. The evolution of industries is leaning to serve the outsourcing needs of many companies.

Opinions confine to either of the extremes for the idea of outsourcing some service. This is because of the uncertainty behind the novelty of outsourcing services. But the perks outweigh the downfalls, through which a company can get instant access to a pool of highly qualified executives and the latest technology and techniques while keeping expenses as low as possible. The top-of-the-mind notion, of outsourcing, is cost-cutting. Outsourcing converts fixed costs into variable costs, which frees capital for other investment opportunities.

Working with a contractor than in-house employees can reduce large expenditures in the early stages of business.

Outsourcing helps to streamline the limited resources and attention towards important internal tasks of your business rather than focusing on time-consuming peripheral activities.

Many growing companies must endure the growing pain during their growth phase due to the lack of resources to address the demand. Outsourcing can help you to supply the demand and fuel the momentum of growth the company has built.

The company can adjust the level of resources and operations according to the demand without any large expenditure and commitments through outsourcing. This provides flexibility, which is necessary for an uncertain economy.

Outsourcing gives access to state-of-the-art technologies even without bearing the total cost of implementing the technology. That helps companies to compete with the giants in the same industry.

Outsourcing is the supplement to your growing business to promote innovations, break conventions and capture a competitive advantage in the market despite the lack of in-house expertise.

“The part of outsourcing is this: it simply says where the work can be done outside better than it can be done inside, we should do it.” - ALPHONSO JACKSON



# TIME MANAGEMENT AND PRODUCTIVITY.

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DARSHAN V

II BBA B

**T**hese days, time management is no longer just logical, today time management is emotional and how our feelings of guilt, fear, sadness, and frustration, these things dictate how we choose to spend our time. There are two theories about time management one is, that there is no time management at all, and the other one philosophically is time management.

The history of time management theory is in place since ancient times, but not so effectively. During the industrial revolution the thought of time management theory was one-dimensional and it was based on efficiency. The idea was to develop tools, tips, techniques, and tricks to help the human race to do the work faster. But unfortunately, that doesn't work so well.

And in the late 80s, Dr. Stephen R. Covey introduced what we call as 2-Dimensional thinking where he gave us something called the time management matrix, where the X-axis was urgency and the Y-axis was importance. But time-management thinking has a lot of limitations and doesn't work well in the modern growing world.

There is an emergence of a new type of time-management thinking which is known as the multiplier and it uses three-dimensional thinking which includes urgency, importance, and significance. When we think about the present world's to-do list which is one of the key strategies we have, we think of- What are the most important things I can do today?

But a multiplier thinker asks the question in this way, what can I do today that would make my tomorrow better? Or what can I do right now which will make my future better?

Now it brings us to how we think like a multiplier, the way we can multiply our time by giving ourselves the emotional permission to spend time on things today that will give us more time for tomorrow and that's called the significance calculation. A multiplier's first thought when he gets a task is "can I eliminate this task?" it is the permission to ignore because anything that we can say no to today creates more time for us tomorrow. Now if we can't eliminate the task can I automate the task? And if that doesn't work out we choose to delegate the task which simply means finding someone else to finish his task. Significance changes everything; it's how you multiply your time. But even if that doesn't work out we go to the final step which is, "should I do this task now? or can it wait until later?". And if you decide to prolong, that is what is called as procrastination on purpose. It doesn't mean waiting for something that we know we should be doing that we don't feel like doing versus waiting to do something because we're deciding that now is not the right time to do it and that's a virtue that the world needs which is patience, the patience to put off the things which are not worth doing. Great and successful people all around the world use this way of thinking to make better use of their life, and it clarifies how they are so successful in life and it is because they use their time effectively. In the end, there is no such thing as time management since time continues whether you like it or not. There is only self-management.



# THE PRACTICALITY'S FLUX

## BUDUR VAISHNAVI II BBA B

**B**usiness, quite a term that means different things to different people. Some might define it as dense vegetation or the most fragile string. Everybody is constantly struggling with repercussions to make that one idea create wonders. Mine is one such. I have an idea that I visualize. Like everybody, revolving around my idea, I have two questions. First, is it worth being a unicorn? And secondly, does it really make a difference to somebody? Well, my answers aren't precise. Yes, it takes years of research to assemble and make it work. After quite a span of thought process, I've figured out what I want. Every startup has a chain of trial and error means. My means are to create an artificial stimulation of ultraviolet radiations for the growth of plants. 60% of India is dependent on agriculture with the climate being extremely unpredictable, not everybody has the complete security of physiological needs. Many questions could rise and come long. One such of it is- why you? Well, this project cannot guarantee hundred percent results but could promise those factors that make up that hundred percent. Being a science student elevated my thinking process. I appreciated that plants were capable of eliminating the colors they don't need from the sunlight. Digging deeper, I got to know sunlight consists of 7 colors with variations of nanometers that are essential for the growth of plants. But, pink light is the only variant that the plant needs to grow. That's it; we could design an ultraviolet-providing source for the plants to

grow. Tracking down the idea while studying the floor wasn't easy. To be rational, I knew that this idea could make a difference to somebody. Yes, the farmers. They could grow their crops in the artificial medium without being pivoted on the climate. I dug deeper. Since I'm not an engineer and I cannot design it by myself, I needed a tech team. It's expensive because it needs a huge investment. Why would farmers agree? Why would they switch from their traditional methods? Well, I have tried to decode these problems. I'm not sure if they are the right ones, but isn't business all about taking risks and overcoming them? First, the tech team isn't easy to hire. I need a specialized team to make it more accurate. Very minute alterations in the wavelengths could cause huge damage to the plants and could lead to death. Few legal proceedings should be done. But for it, I should turn towards practicality. Second, I will acknowledge the reality of it being expensive. But we should inspect the long-term benefits. It's a one-time investment with a lot of consistency. The yield is high and desolation is low. Everybody has asked me about the infrastructure. Well, if it's in terms of my business I cannot sell a house with the furniture as I'm only focusing on the house. Third yes, it is heavy to persuade the farmers, but the moment they realize, they would conduct the word of mouth act. Fourth, though there are few modern methods in the field of agriculture to make the traditional methods easier, nobody can get a hang of the climatic conditions we rely on. My answers to the above questions may not be supreme, but could definitely make a subject deliberate. Not everybody succeeds on their first go. And I do not expect myself to make wonders on the first as well. It's a slow and time-consuming process that requires enormous effort and cracks. Working on those cracks would make a contrast.

**“The most valuable thing you can make is a mistake-  
you can't learn anything from being perfect.”**

**- Adam Osborn**



# ADOPTION OF TECHNOLOGIES: REVIVE BUSINESS

## SRUTHIKA RAJEEV II BBA

**G**one are the days of just using direct sales for your business. With increasing competition in the market, digitalization is vital to make you stand out among others. The obscurity of data analytics and digitalization tools has been a prime reason for the sudden breakdown of many medium-sized enterprises. The usage of digital tools like PowerPoints, pie charts, etc. will

enhance the quality of business meetings.

Being a manager, if you want to collect information from each employee, instead of traditional methods like going to each employee, google forms can be used. This will increase efficiency and saves an ample quantity of time.

Data analytics has proven to be beneficial for the growth of a business. It helps you to understand the market trends while giving us insights for making future predictions. It helps in optimizing the performance of the business. Thus data analytics leads to data-driven decisions. Adopting new technologies is the best way to revive your business.

**“Innovation is the  
application of technologies  
to solve problems.”  
-Simon Sinek**

# AEROTROPOLIS: AN AERO CITY

## SUJASCA DIAS IV BBA AM

**A**erotropolis: a metropolitan area developed in and well beyond the airport premises, involving the development of an airport-based city; air travel surrounded by commercial, hospitality and recreational centers. Idea behind this is to make use of the speed of transportation and connectivity that is offered by airports.

Aerotropolis will lead to the growth of business, attract tourists from both within the country and abroad, generate employment and promote the growth of state-of-the-art infrastructure.

Bengaluru has been described as India's first true aerotropolis in the making: study conducted on the Kempegowda International Airport (KIA). KIA's strategic position, regional connectivity, infrastructure, regional economy, operational ability, governance, and real estate demand makes it to the top of the airport capital rankings.



# **NFT: THE RISING ERA OF CRYPTO**

**ABY BIJU  
IV BBA C**

**Y**ou might have heard about the latest trend in the cryptocurrency world which is buying and selling Non-fungible tokens (NFTs). NFTs are transforming the system of digital content ownership, giving content creators a whole new degree of control over their work based on blockchain technology. Let's understand the basic concept of Non-fungible Tokens. "Non-fungible has to do with a token having unique attributes and features as it cannot be directly exchanged for something else which has the same worth and can be transferred easily. For example, banknotes are fungible because they can be exchanged for other banknotes which possess the same value. : - If we talk about the risk Level in NFT from an investing perspective, buying an NFT is "even riskier" than buying crypto because NFT has a low level of liquidity compared to fungible currencies like money, and bitcoin.

NFT has also the chance of cyber threats to the NFT market because replication of the original NFT stores is put up on the internet.

## **NFT as an option for future investment**

These days people buy NFT as a sense of fun not as a proper mean of Investing. But NFTs represent an asset rife with potential. As a creator, collector, or investor, there is a lot to be changed as NFTs give us new opportunities and possibilities for development in the future as it brings the world of art and creativity into a more profitable and stable economy. So, NFTs allow artists in digital art, music, and any form of multimedia to earn their worth and expand beyond the reaches of their works.

So, now before investing in a Non-fungible Token there should be proper knowledge about risks and challenges first. A better understanding of the Crypto market will give good investment strategies. This will even make it easy for us to buy and sell NFTs in the market by eliminating the risks.

**"When you buy NFT, you are buying into the story of a person- the reason they are who they are today" -Anonymous**





# BUSINESS ANALYTICS

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ENA SONI  
IV BBA BA

**W**hat if you could analyze your past business performance and results, and use that information to prepare for the future? That is essentially what business analytics is all about. Business analytics entails the analysis of data to create predictive models, as well

as the application of optimization techniques, and communication of the results to employees and customers.

It utilizes a data-driven methodology for the business environment, and as such relies on statistics and data modeling to create insights for the business.

In today's business environment, every organization is looking for a way to make their decision-making more efficient and business analytics gives them that advantage. What makes business analytics stand out is the fact that it can be applied in several areas.

**“Information is the oil of the 21st century, and analytics is the combustion engine.”**

**-Peter Sondergaard**



### KRISTU JAYANTI COLLEGE RANKING AT BEST COLLEGES OF INDIA SURVEY 2022

BEST EMERGING COLLEGE OF THE CENTURY - NATIONAL RANKING

1<sup>st</sup> Rank COMMERCE 1<sup>st</sup> Rank SCIENCE 1<sup>st</sup> Rank ARTS 2<sup>nd</sup> Rank MSW

BENGALURU CITY RANKING 2<sup>nd</sup> Rank MSW 3<sup>rd</sup> Rank ARTS 3<sup>rd</sup> Rank COMMERCE 3<sup>rd</sup> Rank BCA 4<sup>th</sup> Rank SCIENCE  
5<sup>th</sup> Rank MASS COMMUNICATION 7<sup>th</sup> Rank BBA

NATIONAL RANKING 5<sup>th</sup> Rank BCA 14<sup>th</sup> Rank MSW 21<sup>st</sup> Rank BBA 21<sup>st</sup> Rank COMMERCE 23<sup>rd</sup> Rank ARTS  
29<sup>th</sup> Rank SCIENCE 33<sup>rd</sup> Rank MASS COMMUNICATION

India Today - MDRA Survey 2022



## Hearty Congratulations

Kristu Jayanti College, Autonomous, Bengaluru

is awarded

# A++ Grade

with CGPA of **3.78** out of 4 in the  
3<sup>rd</sup> Cycle of Assessment and Accreditation  
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