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Kristu Jayanti College

AUTONOMOUS

Bengaluru

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DEPARTMENT OF
MANAGEMENT

E-VOLVE

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EDITOR'S NOTE

We are delighted to introduce the fifth issue of E-VOLVE, a prestigious digital magazine published by the Department of Management at Kristu Jayanti College, Autonomous. E-VOLVE serves as a platform for both faculty and students to showcase their innovative ideas and original contributions in the fields of business and management.

In E-VOLVE 2022–2023, we are proud to present a collection of insightful articles covering a diverse range of topics, including artificial intelligence, data analytics in business, labor relations, affiliate marketing, and more. The magazine reflects the growing trend and urgent need for digitization, which continues to shape and redefine our rapidly evolving world.

Our esteemed contributors have penned thought-provoking articles on various subjects, such as conversational marketing, the impact of pandemics on the aviation sector, the rise of modern supply chains, the significance of work-life balance, and much more. These articles shed light on contemporary business conditions and provide valuable insights into the challenges and opportunities faced by organizations today.

The success of E-VOLVE 2022–2023 is the result of the diligent and collaborative efforts of our editorial staff and dedicated writers. We extend our heartfelt congratulations to all the authors whose exceptional articles were selected for publication. Additionally, we express our deep appreciation to the editing staff for their meticulous work in shaping the magazine's content.

We would also like to extend our sincere gratitude to the Department of Management and Kristu Jayanti College for their continuous support and invaluable assistance in making this endeavor possible. Their encouragement has been instrumental in elevating the standards of E-VOLVE and promoting excellence in research and education.

We invite you to explore the latest issue of E-VOLVE, available online at [insert link]. We hope that the magazine provides you with valuable insights and serves as an inspiration to all those interested in the dynamic world of business and management.

Thank you for your unwavering support, and we look forward to your continued engagement with E-VOLVE in the future.

DR. GEETHU ANNA MATHEW | PROF. JOHN PRADEEP KUMAR

A portrait of Fr. Dr. Augustine George, the principal, wearing a white shirt. The background is a warm, golden-brown color with a faint, abstract pattern.

PRINCIPAL'S NOTE

The department of Management, Kristu Jayanti College has been constantly upgrading the programmes to match the changes in the external environment and always sets high standards to perform the activities for the benefit of student community in various areas of management. The department imparts value based education for sustainable development and trains the students in career oriented skills.

E-VOLVE plays a significant role in providing a platform for nurturing the skills and creativity of both our esteemed staff and talented students. The magazine thrives on the ideas and passion of its authors who bring forth insights into modern company endeavors and cutting-edge management techniques. Your contributions to E-VOLVE have been instrumental in making it a rich and informative resource for the entire academic community.

I want to take this moment to express my sincere appreciation to the editorial team for their tireless efforts in successfully creating and launching E-VOLVE 2022-23. Their dedication and hard work have been crucial in ensuring the magazine's success and impact.

As we celebrate the accomplishments of our students, I am filled with hope and optimism for their bright futures. I wholeheartedly pray that each of our students succeeds in their endeavors and brings glory not only to our department but also to our beloved institution.

FR. DR. AUGUSTINE GEORGE
PRINCIPAL

HOD'S NOTE

We are delighted to announce the release of the fifth edition of E-VOLVE, a digital showcase of exceptional work by management students in the fields of business and management. This edition comes at a crucial moment as the usage of AI technologies in business, management, and research continues to increase, modernizing and transforming commercial enterprises.

E-magazines have proven to be an incredible platform for professors and students to exchange articles and news from the dynamic world of business and management with their peers. Each issue of E-VOLVE represents a significant turning point in our development, allowing us to let our imaginations run free and transform our ideas and goals into reality. It liberates the process of writing, editing, and magazine design, enabling us to curate a comprehensive and compelling magazine.

This latest edition of E-VOLVE provides a valuable window into the realm of information assurance, encompassing essential elements from the business and management fields. From current business trends to challenges in the business environment, shifting consumer markets, and emerging business organization philosophies, the magazine presents a diverse range of insights that are both insightful and practical.

I would like to extend my sincere gratitude to all the colleagues who generously contributed articles to this edition of the e-magazine. Your dedication to sharing knowledge and expertise has enriched the content of E-VOLVE and made it a valuable resource for the academic community.

Furthermore, I want to express my heartfelt thanks to the students who voluntarily responded to our request for contributions to this publication. Your enthusiasm and engagement are inspiring, and your contributions have truly elevated the magazine to new heights.

A special mention goes out to the entire editorial staff for their unwavering devotion and hard work in curating and designing this edition of E-VOLVE. Your commitment to excellence is evident in the quality of the magazine, and it is a testament to your talent and dedication.

Once again, congratulations to all involved in making E-VOLVE 2022-2023 a success. Your contributions have made this magazine a true celebration of management excellence.

Thank you for your continued support and dedication to our academic community.

PROF. C SURENDRANATH REDDY
HEAD DEPARTMENT OF
MANAGEMENT



Do we need managers?

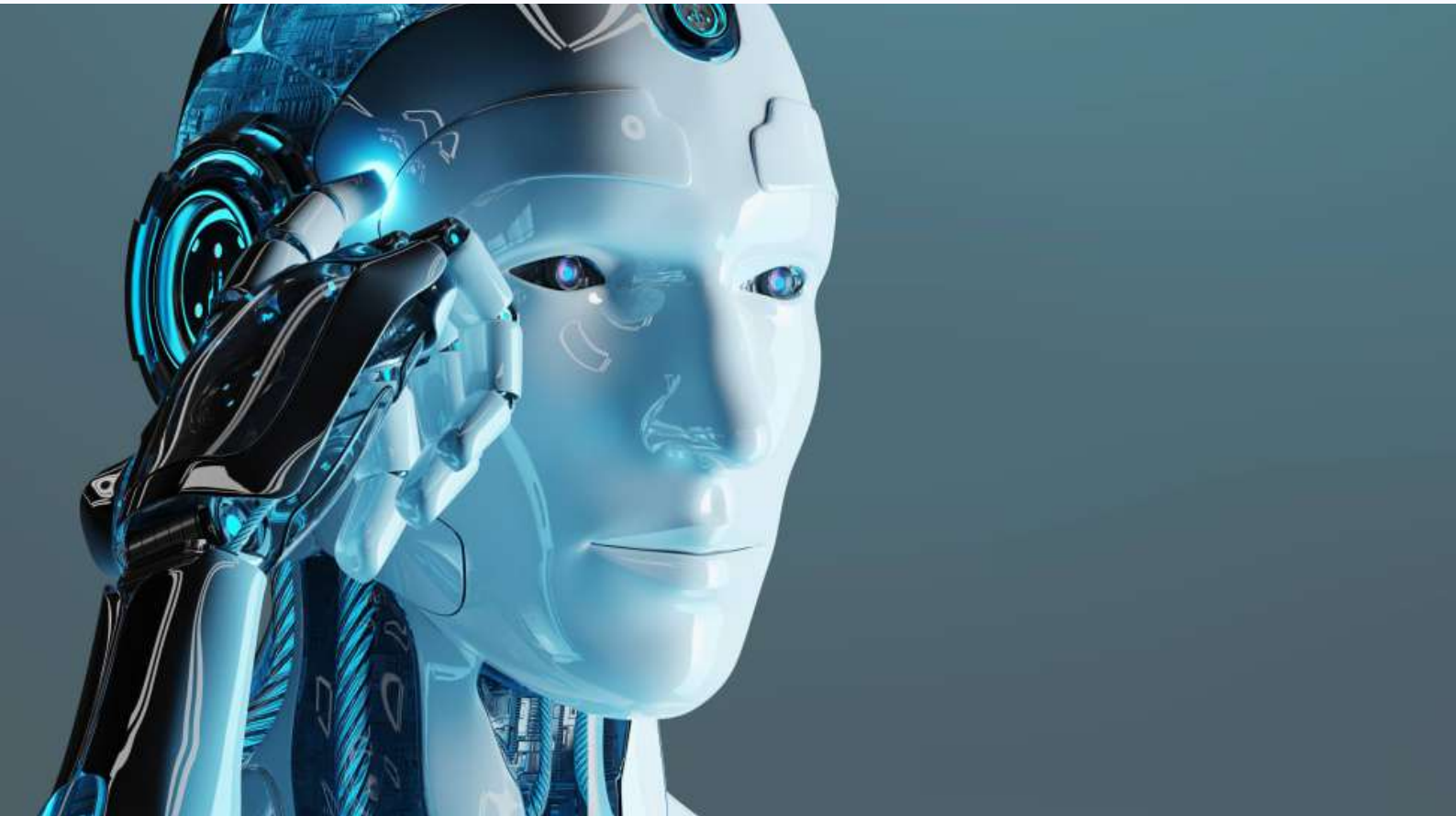
Dr. Prasanna P, Assistant Professor
Department of Management



Morning Star is recognized as a leader in tomato processing that has accomplished sustainable growth without the use of managers. The unique method employed by Morning Star to achieve this feat involves self-management by employees where they negotiate roles, share responsibilities and make collective decisions. Significantly, individuals at Morning Star centre their focus on personal mission statements that align with Colleague Letters of Understanding (CLOUs) - annual operating plans created together with colleagues. The self-management technique practiced here provides an alternative view to traditional hierarchical structures whereby workers have authority over their endeavours while issuing purchase orders and sharing in compensation decision-making processes within the organization. This methodology strengthens commitment among team members while promoting initiatives within the workforce - essential attributes for driving organizational success. Morning Star's approach may not be suitable for every business; nonetheless it serves as an exemplary achievement highlighting potential for coordination when balance occurs between freedom and control without using traditional management methods.

Almost everything worthwhile carries with it some sort of risk, whether it's starting a new business, whether it's leaving home, whether it's getting married, or whether it's flying into space.
– Chris Hadfield

IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS



More than 97% of the people use AI, 4 billion devices already work on AI powered voice assistants, so its safe to say that AI has already started to dominate the world. AI has impacted and brought change in almost every domain, including business, it has a wide range of uses including streamlining job processes, collection and aggregation of business data. With its ability to process, analyse huge data sets it enables boost key performance metrics such as revenue, productivity, business growth, digital transformation, effectiveness and efficiency. AI definitely impacts the business in a positive way but it can serve as a threat as well. The potential of automation technology gives rise to job losses, privacy violation, algorithmic bias caused by bad data, market volatility. It also raises some sustainability concerns linked to natural resources. Whether rosy or rocky, the future is approaching quickly and artificial intelligence will certainly be a crucial part of it. As the AI develops more the world will encounter numerous business applications and consumer uses, displacement of certain jobs and creation of entirely new ones. Along with IoT (Internet of Things), artificial intelligence has the potential to dramatically remake the economy.

Vidushi Kaushik
IV BBA BA A

**Predicting the
future isn't
magic, it's
artificial
intelligence.**

AI in a Business: Embrace or Disgrace?

Sam Roshan
IV BBA A

Every problem is a gift—without problems we would not grow.
– Anthony Robbins

Artificial intelligence: A program that can pass medical exams yet not know if a glass of juice with a fly in it be drank or not. Being widely used in businesses currently, how does it affect our future? In today's information age, a program where tons of real-time information is being interpreted, AI is reshaping and revolutionizing business industries. Automation efficiency, Creativity generation, Data Analysis, Supply chain integration and whatnot. However, it does still pose major challenges of lacking common sense, being ethical, protecting privacy and a need for human oversight. The future is undeniably intertwined with AI, so there is no question of acceptance or resistance, but only of advancements. If used irresponsibly or with unethical motives AI can produce scenarios of unprecedented negative consequences. AI as a remarkable technology must be embraced by businesses while being guided by strong ethical principles. It can then unlock a future where human potential converges with the capabilities of AI. Innovation will know no boundary and extraordinary will be a norm.



IS AI THE NEW TEACHER?

SAGAR RAJ
IV BBA C

An underlying apprehension exists that AI might eventually replace teachers. But the fact is that, imparting crucial social and emotional skills will forever remain the forte of humans, while robots are programmed to teach academic theories and problem-solving. Virtual and Augmented Reality (VR and AR) may make teaching with examples an immersive affair, but teachers keep the interest level up with their personal touch. Furthermore, AI is not yet advanced enough to fully understand the nuances of human behaviour, emotion, and interaction, which are crucial for effective teaching and learning. Therefore, while AI can enhance the educational experience, it cannot replace the essential role of human teachers in shaping the minds and hearts of the next generation.

THERE'S NO SHORTAGE OF REMARKABLE IDEAS, WHAT'S MISSING IS THE WILL TO EXECUTE THEM.

– SETH GODIN



THE RECESSION OF 2023

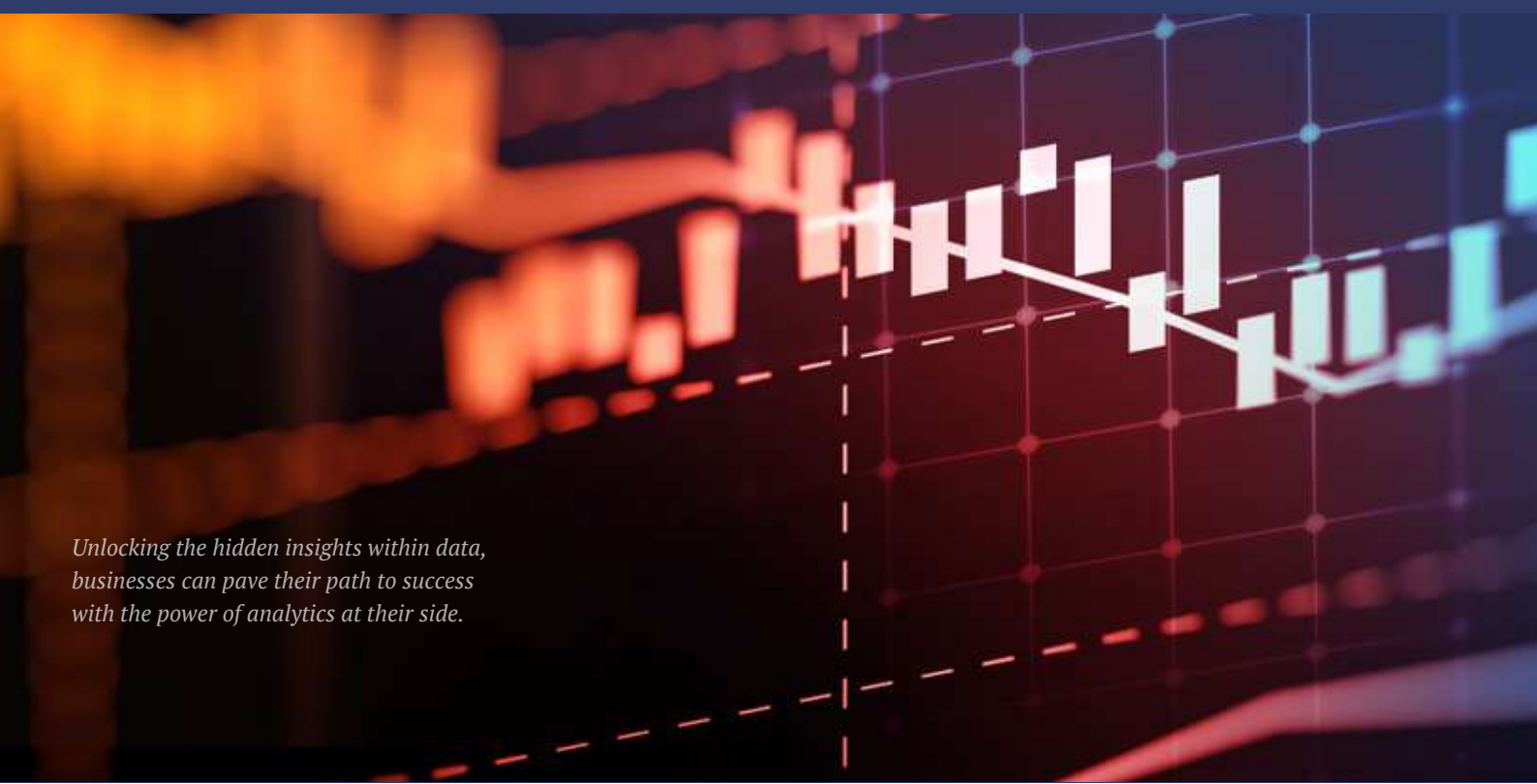
Dr. Sneha. N, Assistant Professor
DEPARTMENT OF MANAGEMENT

Lessons from New Zealand and Germany; the year 2023 has brought forth a global recession, impacting economies around the world. In this article, we explore the causes and effects of the recession, with a specific focus on how countries like New Zealand and Germany have navigated these challenging times and offer lessons for other nations.

The recession of 2023 stems from a combination of factors, including geopolitical tensions, trade disruptions, and the lingering effects of the COVID-19 pandemic. These elements have led to a decline in economic growth, reduced consumer spending, and increased uncertainties for businesses. New Zealand's economy slipped into recession after interest rate hikes.

Adverse weather events like cyclones contributed to the falls in horticulture and transport services. The impact of recession can be minimized through fiscal stimulus measures, including infrastructure investments and support for small businesses. Additionally, the country focused on diversifying its economy, reducing reliance on specific industries, such as tourism, and investing in emerging sectors like renewable energy. These efforts may help New Zealand weather the recession and maintain a steady recovery trajectory. Germany is the worst-performing economy among G7 nations. Experts believe massive inflation has paralysed consumption growth in the country, which coupled with the persistent energy crisis has spelled doom for the economy. Germany's emphasis on research and development, and innovation.

The experiences of New Zealand and Germany provide valuable lessons for other nations navigating the recession of 2023. The importance of diversifying economies, investing in emerging sectors, and adapting to changing market conditions cannot be overstated. Furthermore, governments should implement targeted fiscal stimulus measures to support businesses and individuals. Collaboration between industry, academia, and government bodies is essential for fostering innovation and driving economic recovery. The recession of 2023 has posed significant challenges for nations worldwide. By studying the responses of countries like New Zealand and Germany, we can glean valuable insights into effective strategies for resilience. Diversification, innovation, and supportive government policies are key elements that can pave the way for recovery and long-term economic stability.



*Unlocking the hidden insights within data,
businesses can pave their path to success
with the power of analytics at their side.*

Data Analytics in Business



Unleashing the Power of Data In today's digital age, businesses are swimming in a sea of data. However, the true value lies in the ability to extract meaningful insights from this abundance of information. That is where data analytics comes into play. Data analytics is the process of examining and analyzing data to uncover patterns, trends, and correlations that can drive business success. It empowers organizations to make informed decisions, optimize operations, and personalize customer experiences. By harnessing the power of data analytics, businesses can gain a competitive edge in an increasingly data-driven world. It's not just about collecting data anymore; it's about turning it into actionable intelligence that fuels growth and propels businesses forward. Data analytics empowers decision-makers with accurate and timely information. By analyzing historical data and real-time metrics, businesses can make informed decisions that are driven by facts rather than assumptions or intuition. This data-driven decision-making approach helps minimize risks, optimize processes, and identify new opportunities for growth. Data analytics acts as a mystical force that transforms raw data into actionable intelligence. It unravels the mysteries concealed within vast datasets, unveiling patterns, trends, and correlations that hold the key to unlocking business success. With advanced techniques and technologies, businesses can harness the power of data analytics to gain deep insights, make informed decisions, and propel themselves toward their goals. In the enchanting realm of modern business, data analytics acts as a magical force that unveils hidden insights and empowers businesses to make informed decisions. By harnessing its power, organizations can transform raw data into actionable intelligence, personalize customer experiences, and gain a competitive edge. Just as skilled magician captivates their audience, businesses that embrace data analytics can captivate their customers and stakeholders, propelling themselves toward success in the ever-evolving world of business.

DON'T BE INTIMIDATED BY WHAT YOU
DON'T KNOW. THAT CAN BE YOUR
GREATEST STRENGTH AND ENSURE
THAT YOU DO THINGS DIFFERENTLY
FROM EVERYONE ELSE.

- SARA BLAKELY



COVID-19 and Aviation Labor Relations

Aayushi Rai
IV BBA AM

**It's not what you sell that
matters as much as how
you sell it!**

**— Brian Halligan
CEO & Co-Founder,
HubSpot**

Navigating Unprecedented Challenges: The COVID-19 epidemic has had a significant impact on a number of industries, but it has severely hurt the aviation sector. The aviation workforce has encountered never-before-seen difficulties as a result of travel restrictions, declining passenger demand, and operational disruptions.

There are many COVID-19's consequences on aviation employment, the workforce related problems that resulted from those effects, and the adjustments made to deal with the situation. Significant difficulties have been posed to the aviation workforce as a result of the COVID-19 pandemic, including staff cutbacks and health and safety issues. But in weathering this crisis, the sector has proven its resiliency and adaptability.

Aviation employees have been able to adapt their skills, maintain safety standards, and contribute to the industry's revival thanks to creative initiatives, teamwork, and assistance from several stakeholders. Lessons acquired and adjustments taken during this time will define the future of the aviation workforce and improve the sector's capacity to address new issues as the world progressively recovers from the epidemic.

AFFILIATE MARKETING

The Future of Marketing: With the rise of e-commerce and the internet, there is a new marketing strategy that can be done with zero money called as affiliate marketing. According to Internet and Mobile Association of India affiliate marketing turnover will cross 6250 crores by 2025. It can be done by becoming an affiliate at any platform like Amazon, Agoda etc.

Hargun Kaur
II BBA D



**“I don’t know the word
‘quit.’ Either I never did,
or I have abolished it.”**

– Susan Butler

One needs to select the products that have the most potential and then advertise it on the platforms like Instagram, Facebook, and Pinterest etc. The affiliate would get a commission for ever order placed by his links. It is a best source for an addition income as one cold earn till 1-2 lakh per month or even more. It allows businesses to reach a wider audience and for affiliates to work from anywhere in the world and thus, is a great opportunity to grab right now.

FINANCE CHATBOTS PROFICIENCY IN INDUSTRY

Hanshika Agarwal
IV BBA C

Chatbots have played a vital role in enhancing revolutionizing financial services. Chatbots is being used by banks and other financial Institutions.

The use of Chatbots in the financial industry has included the need for real time financial information. The advantages of using chatbots is their ability to analyze large amounts of data in real time.

Despite the benefits of chatbots, It has potential to replace human workers. In conclusion, chatbots are transforming the financial industry, improving operational efficiency for financial Institutions.

The potential benefits of artificial intelligence are huge, so are the dangers.

– Dave Waters



AI: Fuelling the Future of HR

Supriya Ghale
IV BBA D

“I think it’s very important to have a feedback loop, where you’re constantly thinking about what you’ve done and how you could be doing it better.”

– Elon Musk

Technology has always been a part of achieving business outcomes, driving greater efficiency and optimization. Artificial intelligence is about to change how humans interact with technology for the better. Every firm, large or small, local or international, is starting to recognize that an organization is only as good as its employees, especially in light of the recent spike in post-pandemic employee turnover. Companies are already expressing a greater desire to invest in HR technology.

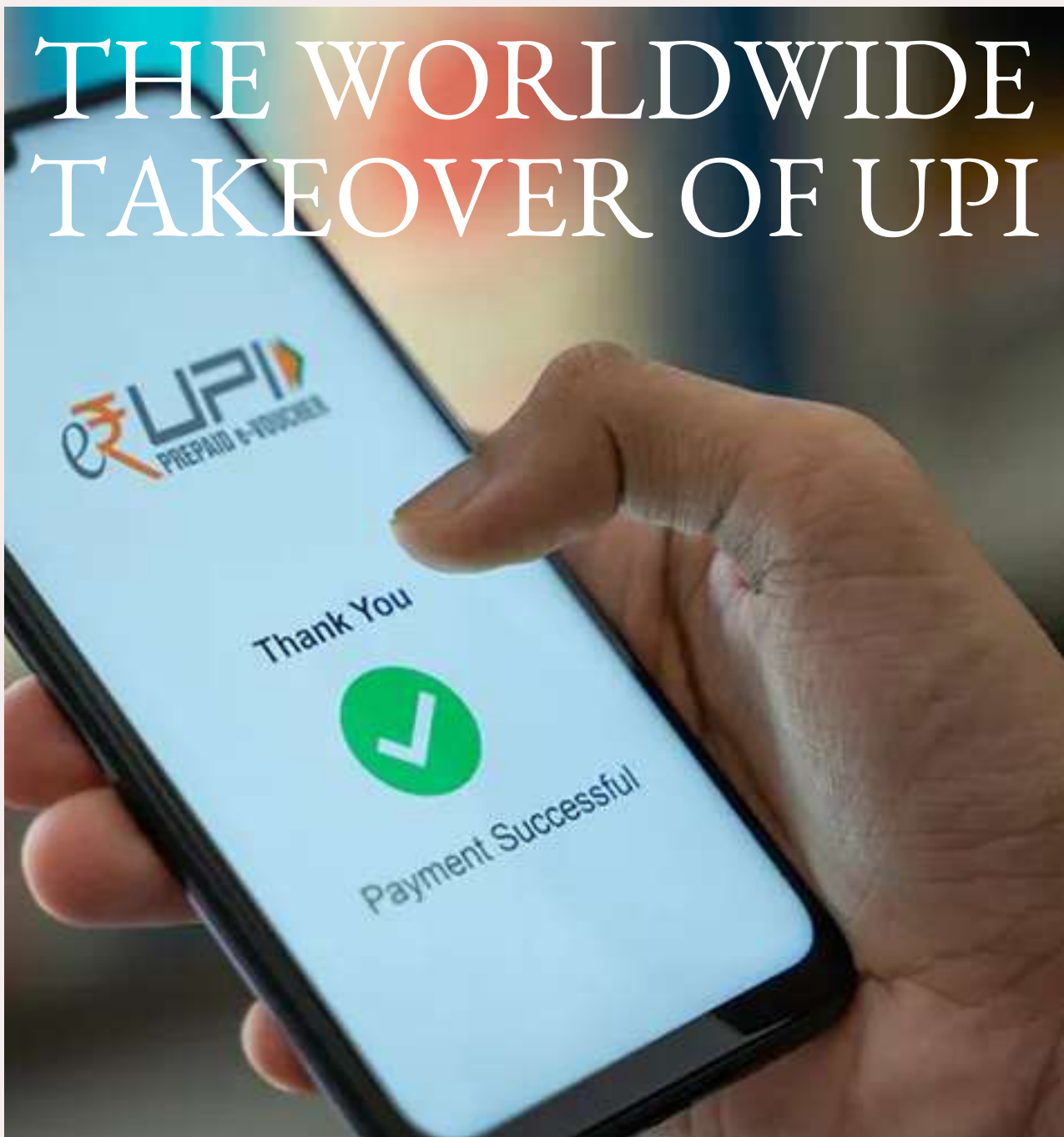


Businesses are likely to give AI investments top priority in order to streamline operations and save costs. AI will undoubtedly revolutionize the human resources sector as we know it. In reality, HR departments are in a position to operate as an organization's crucial and strategic "talent insights engine" thanks to AI.

However, in order to leverage automation-powered efficiency and data-driven choices, HR professionals must do more than simply embrace technology. In order to further boost the effectiveness of the HR staff, they must find unique uses of AI, such as a virtual recruiter, or use simulated AI-augmented work environments.



THE WORLDWIDE TAKEOVER OF UPI



“The biggest risk is not taking any risk... in a world that is changing really quickly; the only strategy that is guaranteed to fail is not taking any risks”
– Mark Zuckerberg

ANCHAL KUMARI
II BBA A

To ease the process of payment internationally, India's payment system - Unified Payment Interface (UPI) is growing in popularity due to its user-friendly workflow. Thirteen nations across the globe that are going to utilize UPI for digital payments have already signed MoUs with India. Soon, the service will be made available to G20 nation citizens traveling abroad to make merchant payments easier. NRIs from certain nations will be enabled to transact from these platforms without holding an Indian mobile number. UPI is fostering an environment that will allow worldwide payment digitally.

Anshu Kumar

**Become the best in the world at what you do.
Keep redefining what you do until this is true.
- Naval Ravikant**

IV BBA BA A

FROM DREAMER TO BUILDER: A PRACTICAL PATH TO ENTREPRENEURSHIP



Entrepreneurship has become a popular career choice among many students. Nowadays, students aspire to tackle significant global challenges and find purpose in their work. However, they often get caught up in the glamorous idea of starting a business, losing sight of their true objectives. Simply discussing and daydreaming about business ventures won't lead us anywhere; we'll end up going in circles.



Instead, we should adopt a practical approach, that of a builder, by engaging in skill development that empowers us to create something when an opportunity arises. Entrepreneurship should be a natural consequence of this mindset.

The choice of skills varies from person to person, and those who pursue skills aligned with their natural inclinations have a higher likelihood of success. Rather than relying on the overused term "passion," it's better to choose a "game" that you're willing to endure challenges for. If you're uncertain about embracing those challenges, it's best to stay away. Individuals who genuinely enjoy the process and are willing to endure the associated hardships will always surpass those who perceive it as mere work. Once you've identified a "game" that resonates with you, fully immerse yourself in it, allowing room for creativity. Gradually, you will attain mastery. Real-life examples can illustrate the importance of aligning skills and interests with entrepreneurial pursuits.

Consider Mark Zuckerberg, the cofounder of Facebook, who combined his passion for coding with the vision of connecting people online. By honing his coding skills and leveraging the power of social media, he transformed a simple idea into a global phenomenon. Similarly, J.K. Rowling, the author of the Harry Potter series, persevered in pursuing her passion for writing and storytelling, eventually creating a literary empire that captivated millions. By focusing on a skill that resonates with you, you increase your chances of success and fulfillment.





Covid which brought a new evolution to the agile supply chain

**Pallavi Kottur
IV BBA BA B**

*Success is not final; failure is not fatal: it is the courage to continue that counts.
– Winston Churchill*

Covid-19 brought in a new wave dimension of business, a revolution of making everything instant and quicker. An adaptation of life where we don't remember our lives before UPI, a business completely without any inventory and content which should grasp our eyes within 5 seconds or it will incur no sales. We often don't tend to realize how it is scary to retain customers in this era, especially when there are at least 6 other competitors just like you with similar products and clients tend to go for more optimized choices. But did this increase the risk/profit sensitivity ratios? Now, Agility becomes more crucial for all types of business owners.

That is where the agile supply chain comes into the frame. Agile means to be Resilient, Responsive, and Risk management which make a customer feel worth it to stay loyal to a brand. Here, data-driven decisions are the best way to tackle these sensitive market changes. Predictive analytics, supply chain visibility, and real-time analytics are crucial data analytics tools that help in running the business smoothly. Business giants like IBM are adapting data-driven knowledge to uncover patterns and generate insights in order to reach and understand their clients better.

OPEN NETWORK FOR *DIGITAL COMMERCE*

Abi rai, IV BBA A

Success usually comes to those who are too busy to be looking for it.
- Henry David Thoreau

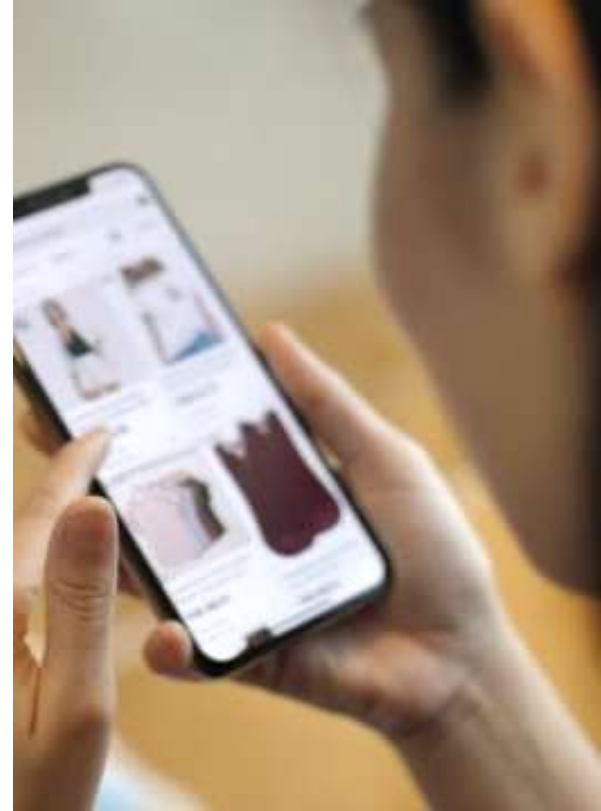
Ordering food from the comfort of your home is perhaps the best feeling ever. But it can be a challenge at times as some delivery platforms levy high taxes and commissions which makes the entire order's cost go up. To prevent this from happening and providing people with a cheaper option, the Indian government built ONDC (Open Network for Digital Commerce). The platform allows restaurants to sell their food directly, without the need of any middlemen like Swiggy, Zomato, etc. It is to be noted that ONDC is a platform that allows businesses to directly sell their services and shouldn't be confused for being just an app.

WHAT IS ONDC?

The Open Network for Digital Commerce, created by the Indian government, is a unified payment interface-type protocol. ONDC was created for small retailers to prevent the monopoly of large tech-based e-commerce companies. The platform was launched in September 2022 and is already functional in several cities. ONDC aims to help small retailers expand their business and reduce the dominance of e-commerce giants by building an open, interoperable network on which buyers and sellers can transact without being present on the same platform. According to the Ministry of Commerce and Industry, ONDC offers small retailers an opportunity through an e-commerce system, where buyers will be able to purchase the products that are also sold on any other e-commerce platform.

HOW DO THEY PROVIDE LOW PRICES?

Nandan Nilekani, Infosys co-founder and member of the ONDC advisory council, says the lower cost to customers is due to lack of platform commission. Unlike Swiggy and Zomato, the platform charges a 3 per cent commission, far less than other food delivery apps which charge up to 25 per cent commission from the sellers.



WILL THIS DISRUPT ECONOMICS IN INDIA?

ONDC aims to democratize e-commerce and give small merchants access to the systems and technology used by giant like Amazon & Flipkart. ONDC is expected to increase competition in the e-commerce industry and boost startup innovation. The two biggest challenges faced by the platform are lack of sales for vendors and lack of choice for customers. Otherwise, for now, with a cap on commission, it seems to be the most economical option for customers. As ONDC onboards more customers and vendors, it has the potential to disrupt not just food delivery, but also all kinds of e-commerce in India.

*Business opportunities are like buses, there's
always another one coming.*
– Richard Branson

Change management is a systematic approach of dealing with transformation in organization's goals or processes. Change is something which is inevitable and which has to be carried in order to sustain in a dynamic environment. Change management is prevalent in order to implement strategies, controlling changes and to help people adapt to the changes. Having a change management will help in effectively reducing the resistance, helps in monitoring results and allows to understand various aspects of change. Major reason for failure of change management is the poor communication.

Jahnavi V P ,
-VI BBA CGMA (A)

Change Management

C H A N G E
C



WORK LIFE BALANCE AND EMPLOYEE PERFORMANCES

The key is not to prioritize what's on your schedule, but to schedule your priorities.
- Stephen Covey

Khushi Chhetry
II BBA C

Work life balance and employee performance were found to be positively correlated. The relationship that exists between work life balance and employee's performance has been studied by different authors. A survey of 732 companies conducted in Germany, USA, and the UK revealed that the principles of work life balance were associated with the employee's performance. However, the study also showed a conflict between work life practices and high performance within the companies.

Having a good work-life balance has been proven to have a positive impact on mood which in turn broadens mindset, improves interest and energizes employees at every level, enabling better work performance. Employee performance in an organization is very important as it a key determinant in achieving organizational goals and objectives. Organizations explore various ways of motivating their workforce. Every policy in an organization should be improving employee's performance. This is because for an organization to remain at the top of competitors, it should monitor its failure to which, an organization become liable to face several challenges. Work life balance is a method which helps employees of an organization to balance their personal and professional lives.

Work life balance encourages employees to divide their time on the basis on priorities and maintain a balance by devoting time to family, health, vacations etc. along with making a career, business travel etc. High pressure of work, often family members gets neglected. Work life balance concept allows an employee to maintain a fine balance in the individual time to work as well as to personal matters. By having a good balance, people can have a quality of work life. One of the most important factors in employee performance is to achieve goals. Successful employees make sales and build the brand via positive customer interactions. When employees do not perform effectively, consumers feel that the company is uninterested to their needs, and will seek help elsewhere. Imagine if the person who created customer reports was always late in completing them. The client services department would always be waiting and looking unprofessional.



INDIA'S GO AIRLINES SEEKS URGENT BANKRUPTCY ORDER, TOLD TO STOP ISSUING TICKETS

HV RISHIKESH
VI BBA AM

Go Airlines urged India's company law tribunal to swiftly approve its case for bankruptcy protection as lessors attempted to reclaim aircraft and the aviation authority increased pressure on the airline to cease issuing new tickets.

The Go First airline, which grounded roughly half of its 54 Airbus A320neo fleet last week due to "faulty" Pratt & Whitney engines, filed for bankruptcy protection. It has 57 planes in all. Although Go First's bankruptcy petition was heard by the National Company Law Tribunal, no decision has yet been made.

Lessors now have a window of opportunity to protect their assets. The Indian aviation authority received petitions from leasing businesses including GY Aviation Lease, SMBC Aviation Capital, and Pembroke Aircraft Leasing to retrieve at least 20 aircraft. Attorneys for cash-strapped clients Go Airlines stated at the court appearance that the lessors' actions would further hinder business operations.

Separately, Go First was instructed to halt issuing new tickets by India's aviation authority, according to a government source with firsthand knowledge of the situation. A request for comment regarding the instruction was not answered by Go Airlines. The single engine supplier to Go First, Pratt & Whitney, a division of Raytheon Technologies, previously told an arbitrator that the airline's assertion that faulty engines were to blame for its death was "astonishing" and devoid of support.

The failure of Go First, according to Pratt, was caused by "its own poor management and events like Covid." Since Jet Airways declared bankruptcy in 2019, the collapse of Go First is India's first significant airline. Go First had earlier stated in a bankruptcy filing with the tribunal that as of April 28, its total debt to financial creditors was 65.21 billion rupees (\$798 million).

The best investment is in the tools of one's own trade.

– Benjamin Franklin

SURGE IN CREDIT CARD USAGE OUTLAYS DEBIT CARD



From 2022, The Indian Market has seen a rapid growth in Credit Card Usage. Debit card is used less than credit card. If we take point of view from 2022 and 2023 the market circulation of credit card have been increased and the current number of circulation is 86.5 million as of April 2023.

The CIF (Credit Card in Force) is increased by 1.6million reaching to its all time high of 86.5 million. RBI has also given their view "The transaction has widened the gap between Credit Card and Debit card.

There are four reasons which can be the reason for it.

- The issuance's of Credit Card have gone up - Since pandemic the Credit Card the graph rate of new issuance have gone up rapidly. This resulted in more transactions.
- Addition of New Categories of payment - The companies attracted new customers through new payment additions. Various types of utility payment, rent payments etc.
- Rise in Purchase in Tier II,III,IV cities - The people in Tier II,III,IV started using credit cards rapidly through online or offline methods, The companies also shifted their focus on these cities as exposure of credit cards are less in these cities.
- Increase in Market players - Now not only Big banks but lot of start-ups came forward to serve people with credit transaction facility. Cred, Slice, Simpl are one of the biggest names in this

In April Debit Card has less transaction instead they are 10x more in force.

The companies want rollover to be back at pre-covid level. Customers who pay on time have also increased.

The People nowadays have become a smart spender.

Success is not the key to happiness.

Happiness is the key to success. If you love what you are doing, you will be successful.

- Albert Schweitzer

Akshat Sinha
IV BBA D

Internationally Accredited by
Accreditation Council for Business Schools and Programs



Hearty Congratulations

Kristu Jayanti College, Autonomous, Bengaluru

is awarded

A++ Grade

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

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

KRISTU JAYANTI COLLEGE RANKING AT BEST COLLEGES OF INDIA SURVEY 2023

BEST EMERGING COLLEGE OF THE CENTURY - NATIONAL RANKING

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

BENGALURU CITY RANKING

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

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

NATIONAL RANKING

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

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

India Today - MDRA Survey 2023



