



KRISTU JAYANTI SCHOOL OF MANAGEMENT HOSTS SILVER JUBILEE INTERNATIONAL CONFERENCE : KRISYM 2024

Arya K Suresh, VI BA PYJO

Kristu Jayanti School of Management organised Krisym 2024, the silver jubilee international conference, on January 11, 2024, and January 12, 2024. Held under the theme “People-Centric Reforms for Business Sustainability in Industry 5.0,” the conference brought together scholars, industry leaders, and students to explore the crucial role of human capital in the era of advanced technologies. The two-day event commenced with an inaugural address by H E Limor Bletter, Deputy Consul General of the Consulate of Israel, Bengaluru. Dr Philip G Laird, Vice President, Innovation, Global, and Academic Partnerships, Trinity Western University, Canada, delivered the keynote address,



and Rev Dr Augustine George, Principal, Kristu Jayanti College, delivered the Presidential address. The conference featured a diverse range of sessions on topics such as “who, what, where, when, and how—considerations in human-centric reforms for industry 5.0,” “strategies for the new digital era, leveraging human performance in the age of AI,” “Managing human capacity in industry 5.0,” and plenary

sessions for paper presentations by the students and participants. The valedictory address was delivered by Mr Kamal Bali, Managing Director of Volvo Group India. He emphasised the importance of collaboration, lifelong learning in navigating the rapidly evolving industrial landscape and working with the community. Mr Bali also unveiled the theme for Krisym 2025: “The Future of Business Resurgence: Embracing AI and Automation.”

MOCK ELECTION 2024: CELEBRATION OF NATIONAL VOTERS' DAY

Kezia Anna Sherry, VI BA PYJO

The Department of Political Science of Kristu Jayanti College Autonomous organised a mock election to commemorate National Voters' Day on January 25, 2024. The inauguration ceremony was graced by the esteemed presence of Fr Jais V Thomas, Financial Administrator, and Dr Gopakumar A V, Dean, Faculty of Humanities at Kristu Jayanti College. The inauguration commenced with an oath by Fr Jais V Thomas, setting the tone for the event. In his presidential address, he emphasised the need of investing in people for the betterment of society. Ms Laya Gopal, student coordinator of the Political Science department, in her welcome address, introduced the theme - “Nothing like voting, I'll vote for sure.” A demonstration on the voting process was shown, ensuring participants were well-versed in the electoral procedures. The mock election featured four participating parties led by

first year political science students, each presenting their manifesto. Hena Benny represented the Mindful Protest Party, Junia Anna John led the Democratic Federation Movement Party, Joana Hephzibah represented the Student Union Federation and Jayantian Supportive Alliance, led by Monish, emerged victorious in the mock election, securing 79 votes. The event served as a dynamic platform for students to understand and experience the democratic process, fostering a sense of civic duty and active participation making the Mock Election a commendable celebration of National Voters' Day.



FROM TEA STALLS TO THE EIFFEL TOWER: INDIA'S UPI BRIDGES BORDERS

Gone are the days of fumbling with cash in long lines. A tap on the phone, powered by the Unified Payments Interface (UPI), now settles bills from tea stalls to luxury malls. Launched in 2016, UPI revolutionised India's financial landscape. Beyond the convenience of paying at our local supermarket or settling bills with a tap, UPI has empowered millions. Street vendors, who were once solely cash-based businesses, now thrive in the digital ecosystem. Freelancers and small businesses receive instant payments, fueling the gig economy. Women, traditionally excluded from formal finance, gain independence through their own digital wallets. The impact is not limited to transactions; UPI promotes financial literacy and even streamlines government disbursements. UPI expanded beyond its original peer-to-peer purpose to become the backbone of a cashless ecosystem. It cut across social boundaries, fueled digital businesses, and became the foundation of India's thriving digital economy. Bhutan, in 2021, was the first country to adopt UPI. Recently, France has embraced UPI, allowing Indian tourists to purchase tickets to the Eiffel Tower using UPI. Other countries like Oman, the United Arab Emirates, Malaysia, Taiwan, and Nepal also use UPI to make seamless transactions. This does not add up simply to convenience; rather, it implies the creation of a single, secure platform that facilitates cross-border transactions, global tourism, and instant remittances. These advancements, like any other, present their own set of challenges. Rural connectivity, integration hurdles, data privacy concerns, cybersecurity, and building user trust on a global level are concerns that demand constant vigilance. However, India's UPI demonstrates the power of homegrown innovation to empower individuals and bridge distances, one country at a time.

VANIJYADARPAN: BEYOND THE COMMERCE FRONTIER

Almas Ilyas Taj, VI BA PYJO

The intra-collegiate exhibition, 'Vanijyadarpan'24', organised by the department of commerce every year, gives the commerce students the opportunity to showcase their tactics and mindset in the world of commerce. Organised on January 12, 2024, the Chief Guest for the event was Mr Sreejith Venugopalan, General Manager and Head of India Account Management, OSHRS. Dr Geethu, Dr Vinodha Devi, and Aasha, Assistant Professor, were the judges for the event. Fr Deepu Joy Parayil, Student Welfare Officer, Kristu Jayanti College, Autonomous, delivered the presidential address. Fr Deepu commented, "An exhibition is research." The chief guest shared his experience in the world of investment, management, banking, and business

and encouraged the students to get acquainted with them. The models dealt with topics such as financial instruments, currency printing, product evolution, green marketing, the economy, insurance, agriculture, tourism, and sustainability. The exhibition was a road to learning new concepts for every participant. Dayas Babu and his team from the fourth semester won first place with a cash prize of Rs 3000.



SOLACE IN ONE'S OWN WAYS

Divyashree L, VI BA PYJO

Solace- what a fancy word for comfort, one might wonder. But it also has a nice ring to it. Solace can be different for everyone. All of us try to find solace in our lives one way or another. For some, it can be not having homework to complete on the weekends, taking a summer vacation that is extended, or feeling refreshed after a nap. All of these things can bring comfort in their own ways to an individual. Finding your way to unwind or finding things that bring joy and comfort to you can be a difficult task, but not an impossible one once you try. Although it can be hard to slow down in this fast-paced world, the grass is always greener on the other side. There is also another significant topic that arises with 'comfort', the comfort zone (situations where one feels safe and at ease). It can be tough for a few of us

embrace the discomfort when trying to get out of our comfort zone. While I personally struggled with venturing out of my comfort zone, it also feels good to be receptive and resilient to things in life. Despite being scary in the beginning, the first step is never easy, but once you do take it, you will reward yourself for doing so. While not trying to sound too optimistic about this, one of the ways I have tried to come out of my comfort zone is by trying to socialize more with others with just a simple hello or how are you? But if you are someone like me who dislikes small talk, that is completely okay because, again, all that matters is the first step you take in getting out of your comfort zone. It is not necessary that you 'should' or 'must' do things that bring you comfort. Sometimes, finding comfort in the things that you normally do can also uplift your mood and your well-being.

UNVEILING THE ESSENCE OF BRANDING, SUSTAINABILITY, AND LEADERSHIP- MBA INTERNATIONAL LECTURE SERIES

Maria Babu Thomas, VI BA JOEC

Kristu Jayanti School of Management, in collaboration with Skills for Progress, organised an International Lecture Series on “Branding, Sustainability and Leadership” on January 09, 2023. The guest speaker of the day was Mr Marco Casanova from the Board ESG Centre of Excellence, lecturer FHNW, international brand chairman & reputation community IN-BREC, founder branding – institute of CMR. The event was a beacon of intellectual discourse and brought together the eagerness to delve into the intersection of these critical themes. The lecture on branding, sustainability, and leadership, by Mr Marco Casanova drew an



insightful comparison between India and Switzerland, left a profoundly positive impression on students. This comparative lens provided a holistic view, leaving the audience with a deeper appreciation for the global impact that effective branding, sustainability, and leadership can collectively achieve. This lecture was conducted to navigate the evolving landscape of responsible and impactful business practices. “The lecture adeptly navigated

the diverse landscapes of these two nations, emphasising the nuanced approaches each country takes in integrating sustainability into their respective branding strategies,” said Dr Sheeja Krishnakumar, the faculty coordinator of this International Lecture Series. Through the interactive sessions, the students were left with not only a deeper comprehension of the subject matter but also a renewed inspiration to implement positive change within their respective spheres.

REMINING THE REAL DIFFERENCE BETWEEN WINNERS AND LOSERS

LITTLE MISS SUNSHINE



Malavika MV, VI BA PYJO

Little Miss Sunshine is a 2006 released movie directed by Valerie Faris and Johnathan Dayton, about a dysfunctional family’s journey to get their youngest daughter to a Kid’s beauty pageant - ‘The Little Miss Sunshine’ in California. The movie stars an ensemble cast of Greg Kinnear, Steve Carell, Toni Collette, Paul Dano, Abigail Breslin, and Alan Arkin, where each of the characters has a significant impact on the story. The movie sets the pace when Olive, the youngest daughter of the Hoover family gets a phone call that she is selected for the final round of a kid’s beauty pageant. Her overworked mother, Sheryl Hoover and father Richard Hoover who is a motivational life coach decide to drive to the pageant in California, in their yellow Volkswagen van. With them joins, Olive’s grandfather- a drug addict, her brother Dwayne - a Nietzsche enthusiast

who has taken a vow of silence, and her uncle Frank who is temporarily living with them after having attempted suicide. The long road trip of this dysfunctional family comes with an unanticipated turn of events which dials up the ludicrousness of the journey. At the beginning of the movie, Richard Hoover lays out a clear difference between who’s a winner and who’s a loser to his family. But by the end, we are confronted with a much better definition of who a loser is. The film is laced with black comedy and sentimental scenes and also highlights the absurdity of kids’ beauty pageants. At the end of the movie, we tend to realize that we all need someone who will give us a push when we are drained out, lend us a helping hand when we have hit rock bottom and someone who sit beside us silently while the world gets too loud to handle.

CHAVARA CUP 2024: SPORTSMANSHIP OVER SUBJECTS



Akshara Kappagantu, V BA PYJO

Photo Credit : Celine Chesin

The afternoon of January 16, 2024, saw the inauguration of one of the most awaited sports events of the academic year - Chavara Cup 2024. The sports meet was inaugurated by Rev Fr. Dr. Augustine George, Principal, Kristu Jayanti College, along with dignitaries from various deaneries. Spread over two days, the sports day included basketball, dodgeball, throwball, volleyball, football, and cricket. Basketball and dodgeball semifinals and finals were held at the Main Campus on January 16, 2024 while volleyball, throwball, and football happened at the Airport Campus on the next day. All the courses and departments were accommodated into four teams: Alpha Squad, D-Fence, Hurricanes and Fusion Falcons. These four teams were a combination of various courses from all the different departments and deaneries. The D-Fence won the basketball finals against the Fusion Falcons with a score of 28-16.

The Alpha Squad girls team beat the D-fence team in Dodgeball with a score of 7-6. The Hurricanes team was declared champions of throwball, Alpha Squad took the win for volleyball, and the Fusion Falcons took the winning seat for football. The Sports fest saw healthy sportsmanship and interest portrayed by the students of PG of Kristu Jayanti College.



EDITORIAL BOARD

CHIEF EDITOR

Dr Gopakumar AV

STUDENT EDITOR

Arya K Suresh

STUDENT SUB- EDITORS

Maria Babu Thomas
Shuhaib Nellakkandy
Sosa Sara Zacharia
Diya Singh

LAYOUT DESIGNER

Abhi Koshy Johnson

STAFF EDITORS

Prof Abraham
Prof Alan Maria

Brought out by BA VI PYJO | Department of Media Studies | Kristu Jayanti College, Autonomous | Bengaluru - 560 077