



Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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# *Spotlight*

Toil and Success

**NEWSLETTER**

**2024-2025**

**Department of Management**

**Volume 2 Issue 7**



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## FROM THE PRINCIPAL'S DESK



It brings me immense joy to share the remarkable achievements of the Department of Management, Kristu Jayanti College, Autonomous, Bengaluru. The department is ranked 20th at the national level and 6th in Karnataka as per the India Today – MRDA (Best Colleges of India), 2024. This accolade is a testament to the dedication of our faculty, the commitment of our students, and the supportive community that surrounds us.

Throughout the semester, the department organized a diverse array of activities aimed at enhancing both professional and personal development. Events like Management Fests and the Management Conclave provided students with practical exposure, fostering critical thinking and teamwork. Social Responsibility Week reflected our commitment to instilling a sense of community and ethical responsibility in every student. The value-added courses are designed to equip students with skills beyond the classroom, ensuring preparedness to meet industry demands.

Looking ahead, the department remains steadfast in its mission to innovate and inspire. Plans for the coming semester include the introduction of advanced workshops and industry collaborations, ensuring students stay abreast of emerging trends. A renewed focus on research and innovation will empower students and faculty to contribute to knowledge creation, further enhancing the department's reputation. Together, these efforts continue to uphold the legacy of excellence at Kristu Jayanti College, (Autonomous), Bengaluru.

Warm regards,  
Fr. Dr. Augustine George  
Principal, Kristu Jayanti College, Autonomous

## FROM THE HOD'S DESK



I am delighted to present the first edition of Spotlight, our bi-annual newsletter for the academic year 2024-25. This publication aims to celebrate the vibrancy, achievements, and dynamic spirit of the Department of Management, while keeping you informed about the exciting initiatives and events that shape our academic and professional journey.

The past semester has been a fulfilling one, marked by a wide array of activities designed to foster holistic development among our students. We successfully organized several workshops and skill-based activities to equip our students with contemporary competencies essential for thriving in today's fast-paced business environment. The management fest was a resounding success, showcasing the creativity, teamwork, and organizational skills of our budding managers. Our department had the privilege of hosting renowned industry experts for guest lectures and panel discussions, providing our students with invaluable insights into real-world challenges and trends. Additionally, the exhibition of innovative projects was a testament to the ingenuity and hard work of our students. Recognizing the importance of soft skills and holistic education, we conducted life skills training sessions and introduced certificate courses to bridge the gap between academic learning and industry expectations. These initiatives were designed to empower our students to adapt and excel in diverse professional settings.

I extend my heartfelt gratitude to our faculty members, students, and administrative staff for their unwavering support and enthusiasm in making all these events a success. I would also like to thank our alumni and industry partners for their continued engagement and encouragement. As we move forward, I am confident that Spotlight will serve as a valuable platform to reflect on our milestones, share knowledge, and inspire new endeavors. Let us continue this journey of learning, innovation, and excellence together

**Dr. C. Surendhranatha Reddy**  
**Head, Department of Management**





## FROM THE EDITOR'S DESK



It is with immense joy and positivity that we bring to you this newsletter from the Department of Management. Over the past months, our department has been a vibrant space of learning and collaboration as students and faculty have come together for a range of enriching activities. From dynamic management fests and insightful conclaves to impactful social responsibility initiatives, these experiences have strengthened our community and inspired us all. The process of planning, executing, and now sharing these highlights in this newsletter is truly a testament to the enthusiasm and dedication of everyone involved.

A key focus of our endeavors this year has been fostering a strong sense of community and responsibility within our department. By engaging students and faculty in activities rooted in societal values, we aim to cultivate an environment that promotes both academic and personal growth. These initiatives not only enhance our professional skills but also deepen our commitment to the greater good, creating a sense of belonging and purpose that binds us as one.

I would also like to extend my heartfelt gratitude to the students who extended their support in compiling and designing this newsletter. They have beautifully captured the spirit of the activities, bringing our community's hard work and accomplishments to life on these pages.

With warm regards,  
**Dr. Jaspreet Kaur**  
Department of Management  
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**VALUE ADDED COURSE (VAC) AY 2024-2025**

## **ESSENTIALS OF ENTREPRENEURSHIP III SEMESTER BBA**



Furthermore, students were guided through the steps of creating and starting a new venture, including the scope, format, and importance of business plans, along with conducting feasibility studies. The course also delved into various government initiatives supporting entrepreneurship in India.

Kristu Jayanti College's Department of Management successfully implemented a Value-Added Course entitled "Essentials of Entrepreneurship" for its III Semester BBA students during the period of July 23rd to 30th, 2024. This intensive 30-hour program was meticulously designed to equip aspiring entrepreneurs with the essential knowledge and skills required to thrive in the dynamic business world.

The course commenced with an in-depth exploration of the concept of entrepreneurship. The curriculum focused on the creative aspects of entrepreneurship, emphasizing the significance of idea generation. Students learned about different sources of new ideas and methods for generating innovative concepts. The course covered opportunity recognition and the product planning and development process. Students gained insights into the critical role of entrepreneurship in economic development.

The value added course, "Essentials of Entrepreneurship" concluded with positive feedback from participants, who expressed a heightened enthusiasm for pursuing entrepreneurial endeavours and a deeper understanding of the entrepreneurial ecosystem.







## VALUE-ADDED COURSE (VAC) PROFESSIONAL WELLBEING

The Management Department empowered its first-semester BBA students with a week-long Value-Added Course on Professional Wellbeing, held from August 7th to 14th, 2024. The course was designed to equip the students with the essential tools and strategies to maintain a balanced and fulfilling work-life experience. In today's fast-paced and demanding professional environment, the importance of wellbeing is paramount.



This initiative is part of the college's ongoing efforts to foster holistic development among students, ensuring that they are not only academically proficient but also capable of managing the pressures and demands of the modern workplace. It covered the physical, mental, and emotional aspects of wellbeing, ensuring that participants gain a comprehensive understanding of what it means to thrive in a professional setting. Students were encouraged to adopt healthy lifestyle habits that support physical wellbeing, which in turn contributes to overall professional performance. The value-added course on Professional Wellbeing was well-received by the students, who reported a greater understanding of the importance of maintaining mental, emotional, and physical health in their professional lives. Many students expressed that the course provided them with valuable tools to manage stress and improve their overall wellbeing, which they believe will contribute to their future success in the workplace.





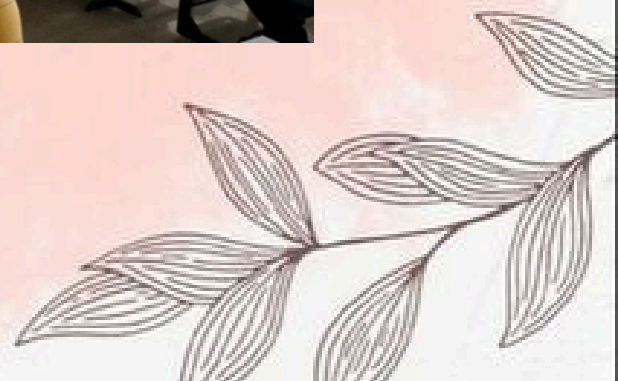


## VALUE ADDED COURSE (VAC) AY 2024-2025

### RESEARCH FOR BUSINESS PRACTICES V SEMESTER BBA

Final-year students attended a week-long intensive research course, held from July 24th to 30th, 2024, by the Department of Management to prepare them for real-world business challenges.

The value-added course was conducted for a total of 346 students of BBA V semester section A, B, C, D & E. This course provided a robust foundation in research methodologies essential for business contexts. The curriculum was structured into three key areas: fundamental concepts of business research, principles of research design, data tabulation and analysis. Students gained practical skills in descriptive data analysis, report writing, and interpreting results. Expertly coordinated by Prof. Manjunath S and Prof. Suku Samuel, with support from department faculty, the course enhanced students' analytical and decision-making abilities. The course spanned thirty hours. The business graduates of the Department are now equipped to effectively conduct research, analyse data, and contribute significantly to their future roles in business.



## A decorative illustration of a branch with several elongated, pointed leaves. The leaves are outlined in a dark brown color and filled with fine, parallel lines. The branch extends from the bottom left towards the top right. The background is a light pink color with a subtle, textured pattern.



ACUMEN 2024 was a resounding success, with the Department of Management at Kristu Jayanti College receiving praise for its flawless execution and innovative approach. The chess-themed competitions not only deepened students' understanding of management concepts but also prepared them for real-world challenges.





## ANTI RAGGING WEEK



Taking a stand against ragging, the Management Department of Kristu Jayanti College observed a week-long Anti-Ragging Week from August 13th to 18th, 2024. The initiative aimed to raise awareness, educate students, and promote a safe and inclusive campus environment. A series of interactive activities engaged students, faculty, and staff in meaningful discussions about the harmful effects of ragging and the importance of preventing it.

The week kicked off with an anti-ragging awareness quiz, which tested participants' knowledge of ragging, its legal consequences, and preventive measures. Students participated enthusiastically, enjoying the friendly competition while deepening their understanding of the issue. The second event was a poster-making competition, where participants used art and visuals to convey powerful messages about empathy, solidarity, and the need to report ragging incidents.

The final event of the week was a series of student-led presentations that explored the root causes of ragging and its psychological and emotional effects on victims. These presentations encouraged open dialogue and thoughtful reflection among participants, fostering a deeper understanding of the issue and its far-reaching consequences.

As the week came to a close, the college reaffirmed its commitment to a zero-tolerance policy toward ragging and harassment. Students were urged to report any incidents they witness or experience and to actively contribute to creating a campus where everyone feels safe, respected, and supported.



## VIRTUOSO 2024

### MANAGEMENT WORKSHOP



The students participated enthusiastically and showcased their teamwork, strategic thinking and problem-solving skills through the various events. Prizes were given to the Best team and Runner-ups in each category.

In order to continue its legacy of creating industry ready professionals, the Department of Management at Kristu Jayanti College(Autonomous), Benagluru organized 'Virtuoso 2024'. It was a workshop conducted for the first year BBA students on 29th August 2024. A total of 70 students were selected as a part of final round of Virtuoso. The event was designed to provide a platform for students to train their managerial skills, creativity, and leadership abilities. It aimed towards bridging the gap between academic learning and practical application by engaging students in various arenas that simulate real-world business challenges.

The workshop featured a diverse range of events, each tailored to test specific aspects of management and leadership namely: Finance, Marketing, Human Resources, EDP and Best Manager.

Virtuoso had a significant impact on the participants, providing them with a valuable experiential learning opportunity. Virtuoso not only tested the managerial acumen of participants but also fostered a spirit of innovation, collaboration, and continuous learning.







## INDUSTRIAL VISIT



An insightful industrial visit was organized for the III semester BBA students on October 7th, 2024, by the Department of Management at Kristu Jayanti College.

The visit to Kolar Milk Union Ltd (KOMUL) in Kolar District offered an in-depth exploration into the world of milk production and processing. Students gained first-hand exposure to the advanced technologies and methodologies employed by KMF, observing the precision and care integrated into each stage of the production line. This experience underscored the organization's unwavering commitment to quality and excellence. The opportunity to interact with experienced industry professionals provided invaluable insights into the dynamic landscape of milk products and production techniques. This visit effectively bridged the gap between classroom theory and practical application, equipping students with real-world skills that will prove essential in their future careers. We are immensely grateful for this enriching experience, which has broadened our horizons and deepened our understanding. The knowledge gained will undoubtedly serve as a strong foundation for our professional growth and future endeavours.



## MANAGEMENT CONCLAVE ON MARKETING AND FINANCE



The recent Management Conclave, hosted by the Department of Management, proved to be an enlightening experience for final-year students. It featured two distinguished guest speakers who shared their expertise on contemporary trends in digital marketing and finance.

The first session was presented by Mr. Arun Kumar Rajendran, Chief Marketing Officer at ITILITE Bangalore. He provided valuable insights into the dynamic world of digital marketing, stressing the importance of being job-ready in this competitive arena. Mr. Rajendran encouraged students to engage with industry veterans to grasp essential concepts and terminology. He also advocated for hands-on experience through real-world projects to deepen their expertise. Additionally, he discussed effective strategies for staying ahead in the fast-evolving digital marketing landscape, underscoring the need for continuous learning and adaptability to new trends.

The second session featured Ms. Kikayangla Longkumer, an Audit Assistant at Grant Thornton Bangalore, who addressed the future of finance in light of technological advancements. She pointed out that finance now extends beyond traditional analysis and is increasingly intertwined with technology, including fintech and big data analytics. Ms. Longkumer emphasized the necessity of leveraging modern tools to navigate the evolving financial sector and illustrated her

points with practical examples of how finance professionals are adjusting to these changes.

The conclave provided a rich array of insights into the shifting dynamics of digital marketing and finance, equipping students with practical strategies for their future careers.





## AKSHARA 2024

### EXTENSION PROGRAMME



Kristu Jayanti College's Management Department ignited a passion for learning with Akshara 2024, a week-long literacy initiative held from September 12th to 20th, 2024.

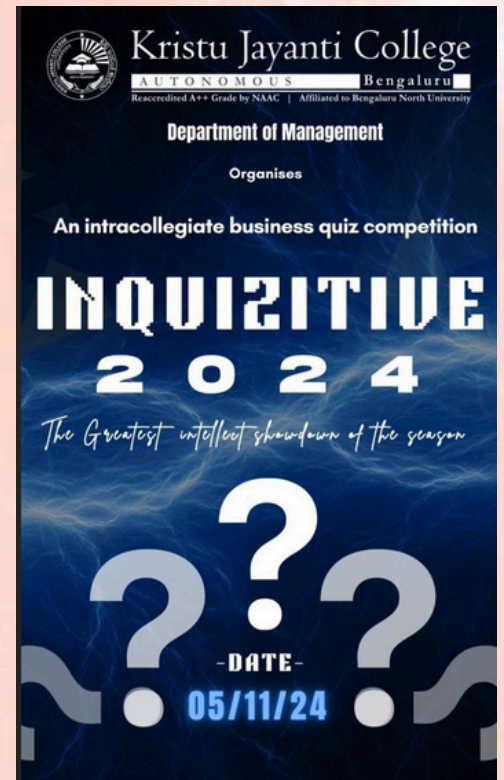
The program covered six essential areas: Civic, Health, Environmental, Digital, Financial, and Ethical Literacy. Beginning with Civic Literacy, students learned about their roles and responsibilities as citizens, including the importance of voting and community involvement. Health Literacy emphasized personal hygiene, mental well-being, and first aid skills. The Environmental Literacy session raised awareness about sustainability, climate change, and eco-friendly practices. Digital Literacy educated students on safe internet usage and responsible content creation. Financial Literacy introduced them to money management, budgeting, and digital banking. Finally, the Ethical Literacy session reinforced moral values such as integrity, fairness, and ethical decision-making through interactive activities. Akshara 2024 effectively equipped students with the knowledge and skills needed for responsible, ethical leadership in society.



## INQUIZITIVE 2024

### BUSINESS QUIZ COMPETITION

Inquizitive 2024, a business quiz competition designed to foster interest in current business affairs and a culture of quizzing, was organized by the Department of Management (BBA). The quiz also aims at bringing the best talent among the students and developing knowledge about business affairs. The competition had two prelims conducted on 22nd October, 2024 and 30th October, 2024 and the finals were conducted on 05th November, 2024. The students were divided into teams of 2 each and totally 89 teams were registered for the competition. The two prelims which consisted of MCQ type of questions, Guess the Personality, etc on different topics like advertisement, company logos, taglines, etc. were conducted for the teams.



Inquizitive 2024 – a business quiz competition provided a platform to the students to develop their knowledge especially in the business sector. In this competition, students learned to improve their IQ in the field of business and also it develops their self-confidence to take part in this kind of event in the future. Over all Six teams out of 89 teams were selected for Finals, the first prize and second prize winning teams were awarded with trophies and certificates, and third prize winning team was given certificates.





## INDUSTRIAL VISIT



The Department of Management at Kristu Jayanti College, one of the top-ranking colleges in India, organized an impactful industrial visit for V BBA Section D to Hindustan Coca-Cola Beverage Private Limited in Bidadi, Bengaluru, on November 7, 2024. The educational journey commenced at 8:30 am with 67 enthusiastic students, who arrived at the Coca-Cola plant by 10:30 am. The organization extended a warm welcome to the visitors, providing complimentary beverages as a gesture of their hospitality. The session began with Ms. Swapana (HR) and her team conducting an essential introductory briefing on safety measures, ensuring a secure visit through the plant. An experienced executive then led the students through the facility, sharing detailed insights into Coca-Cola's operations. The tour covered the assembly line and provided an in-depth explanation of the manufacturing and operational processes. The students acquired a comprehensive understanding of the plant's functionality, including manufacturing practices, service operations, and a full overview of the supply chain and organizational infrastructure. This educational experience was designed to give students a robust foundation for entry-level and supervisory roles in manufacturing and service operations. The visit concluded at 1:30 pm, with the group departing from the plant around 1:45 pm. The industrial visit to Coca-Cola was a valuable and enriching experience, offering Kristu Jayanti College students real-world exposure to manufacturing practices, greatly benefiting them in future internships and career prospects.



## **SKILL DEVELOPMENT ACTIVITY**

### **“BUILD A BUSINESS”**



Department of Management organized Skill Development Activity on “Build a Business” for V Semester BBA E section students on 8th November 2024, that aimed at fostering entrepreneurial and business management skills among the students. The event, designed in the format of stimulated business-building exercise, encouraged students to apply theoretical concepts of business management in practical setting. Through this activity, the participating students were given an opportunity to learn the foundational elements of starting and managing a business, including strategy, resource management and collaboration. The activity focused on enhancing the participants’ decision -making skills, leadership, and teamwork skills essential for real world business environment. The concepts ranged from existing products like Blueberry playbook to unthinkable products like Cheetos Lip Balm driving students towards an extra layer of creativity. Each team had to present their business plan in the most appealing way based on which they would be questioned by the other teams displaying an overall fun and interactive learning session.

The "Build a Business" activity provided students with valuable insights into various key skills necessary for success in the business world. Through the exercise, participants enhanced their communication abilities, teamwork, and emotional intelligence, enabling them to build stronger interpersonal relationships. They applied creative problem-solving techniques, demonstrated adaptability in responding to challenges, and exhibited foundational leadership qualities. Overall, the experience contributed significantly to the students' personal and professional growth, preparing them to thrive in real-world business settings.





ANVESHAN

## RESEARCH PAPER PRESENTATION



Department of Management (UG), Kristu Jayanti College (Autonomous), organized Anveshan- Research paper presentation competition on 29th October 2024. The Program was designed for final year BBA students to showcase their research work and gain recognition for their efforts. Dr. Praveen Madhu, Business Head, Triton Valves, inaugurated the event and delivered an insightful talk emphasizing how research is relevant in routine and practical scenarios. Illustrating this, he shared examples of companies like Swiggy and Zomato, where systematic research in seemingly small areas has led to innovative, impactful solutions. The Paper Presentation competition provided an opportunity for students to present their research ideas in their specialization domains.





## SOCIAL RESPONSIBILITY WEEK 2024



Kristu Jayanti College's Department of Management recently concluded its Social Responsibility Week from October 21, 2024 to October 25, 2024, engaging students in impactful community-oriented events. The week-long initiative, led by the department, brought together student volunteers from the III and V Semesters of the BBA program, fostering social responsibility and awareness through various activities.

The Social Responsibility Week started with the inauguration on 21 October 2024. The guest for the day was Dr. Sahana.P. Bhat, Community Impact Manager, CISCO Systems.INC, Bengaluru. Dr. Sahana P Bhat emphasised the importance of community engagement initiatives among students and also shared her insights on social responsibility. On the same day, a student-led initiative called "Desi Bazaar" was inaugurated, where they could raise funds through setting up of stalls which also facilitated as a marketplace for students to explore local entrepreneurship while raising funds. The proceeds were donated to the Auto Raja Trust Old-age Home, supporting essential needs for the residents. On October 22, students visited the Auto Raja Trust Old-age Home in Ashirwad Nagar, Hennur, where they donated provisions and some cleaning essentials out of the proceeds from the Desi Bazar. This initiative provided companionship and care to elderly residents, who shared heartfelt stories and wisdom. The following day, "Frames of Change," a short film competition, focused on domestic violence awareness, inspiring conversations and advocacy on social issues was conducted. "Waste to wonder", an art out of waste competition was conducted on October 24, 2024, which allowed students to create artwork from waste materials, promoting recycling and sustainability. The week concluded with "PlanetPreneurs," on 25 October 2024, an event where students presented innovative ideas for a sustainable society, discussing projects on renewable energy and waste reduction. The Social Responsibility Week underscored the importance of community engagement, sustainability, and empathy.





## PANEL DISCUSSION



As part of IT for Business course a panel discussion on “Recent Trends in Information Technology” was planned for V BBA Section D students on 11th November 2024 at 1.40 p.m. There were 57 students who attended the panel discussion which was presented by Mr. Krish Agarwal, Ms. Tejaswi H.B., Ms. Sneha Jennifer T. and Mr. Abhishek S.D. The objectives of panel discussion were to enable the students to apply the concepts in real world scenarios and to provide the platform for active learners to present their views on topic given. Tejaswi was the first to speak, sharing her insights on the impact of AI in the finance and transportation industries. Next, Sneha took the floor, offering her perspectives on Salesforce and the information systems they employ. Finally, Krish concluded the presentations with his thoughts on the role of machine learning. After each speaker, the floor was opened for a Q&A session. The applications of AI in finance and transportation sparked thoughtful questions about the future of automation and data-driven decision-making in these industries. Discussion on Salesforce and the information systems they use provided a deeper understanding of how businesses can leverage cloud-based solutions for customer relationship management and operational efficiency. The exploration of machine learning, emphasizing its transformative potential across industries from healthcare to e-commerce. The session on cloud computing emphasised the application of cloud technology in real world. Overall, the session fostered lively discussion and provided attendees with practical takeaways on how emerging technologies like AI, machine learning, and cloud computing are reshaping industries.



## INDUSTRIAL VISIT



On October 15, 2024, the Department of Management at Kristu Jayanti College organized an insightful industrial visit to Kolar- Chikkaballapura District Co-operative Milk Producers Societies Union Ltd. (KOMUL) for the III Semester BBA E section students. This initiative aimed to offer students an immersive experience into the food manufacturing industry, providing a valuable perspective on the real-world operations, challenges, and opportunities faced by businesses in this dynamic sector.

KOMUL, known for its premium-quality food products, graciously hosted 69 enthusiastic students and their class animator, Dr. Swathi. P. The students embarked on a comprehensive tour of KOMUL's state-of-the-art facility, which included an in-depth look at their production lines, quality control laboratories, and marketing department. This hands-on exposure allowed students to observe KOMUL's commitment to quality and innovation in food production, fostering an understanding of essential industry practices and standards.

During the visit, students gained insights into KOMUL's production techniques, hygiene and safety protocols, quality assurance processes, and branding strategies. Engaging discussions with KOMUL's team offered a closer look at the operational aspects and decision-making processes that drive the company's success in the competitive food market. The experience enriched their academic learning with practical knowledge, aligning with the Department of Management's commitment to providing industry-relevant education.





## PROJECT SANKALP



On October 26, 2024, as part of the Department Extension Activity, student volunteers from the BBA program, in collaboration with UBA volunteers, visited the Government Higher Primary and Secondary School in Byalahalli, Bengaluru. This visit, under Project Sankalp, aimed to make learning a stimulating experience for around 96 school students by involving them in interactive and engaging activities.

For the primary students, the college volunteers organized a series of enjoyable activities designed to teach foundational concepts. These activities made learning both fun and educational, reinforcing essential academic skills in a dynamic way. Secondary school students benefited from a hands-on science experience, with college students exhibiting 25 science models in collaboration with the Yuva Avishkar team.

This interactive display helped simplify complex scientific concepts, inspiring curiosity and a deeper understanding among young learners.

The field visit also provided an invaluable opportunity for college students to connect with the schoolchildren, allowing them to witness the students' eagerness to learn and their aspirations for the future. Volunteers took the time to assess the students' educational needs and basic necessities, demonstrating a commitment to providing continued support in future endeavors.





## INDUSTRIAL VISIT



On October 16, 2024, the Department of Management at Kristu Jayanti College organized an insightful industrial visit to Kolar-Chikkaballapura District Co-operative Milk Producers Societies Union Ltd. (KOMUL) for the III Semester BBA G section students. This initiative aimed to offer students an immersive experience into the food manufacturing industry, providing a valuable perspective on the real-world operations, challenges, and opportunities faced by businesses in this dynamic sector.

KOMUL, known for its premium-quality food products, graciously hosted 49 enthusiastic students and their class animator, Dr. Rakhi Mohan. The students embarked on a comprehensive tour of KOMUL's state-of-the-art facility, which included an in-depth look at their production lines, quality control laboratories, and marketing department. This hands-on exposure allowed students to observe KOMUL's commitment to quality and innovation in food production, fostering an understanding of essential industry practices and standards.

During the visit, students gained insights into KOMUL's production techniques, hygiene and safety protocols, quality assurance processes, and branding strategies. Engaging discussions with KOMUL's team offered a closer look at the operational aspects and decision-making processes that drive the company's success in the competitive food market. The experience enriched their academic learning with practical knowledge, aligning with the Department of Management's commitment to providing industry-relevant education. This industrial visit underscored the department's dedication to bridging the gap between theory and practice, preparing students to navigate the evolving landscape of the business world.



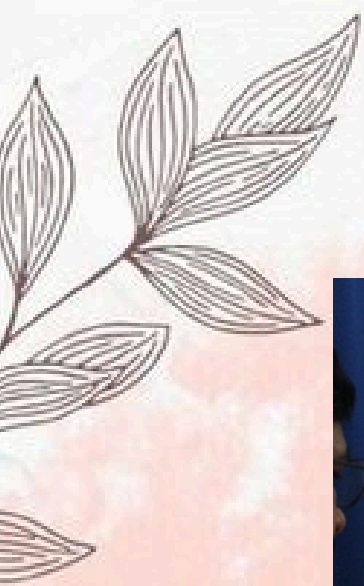
## INDUSTRIAL VISIT



The Department of Management, Kristu Jayanti College, one of India's top-ranking institutions, organized an industrial visit for V BBA Section B students to ID Fresh Food in Bangalore on November 12, 2024. The visit commenced at 8:30 am from college with 68 students. Mr Kaushal from the operations team conducted an introductory briefing about the company and their various operations, safety measures, board of directors and the journey of ID Fresh from 2005 till date. An experienced executive guided the students through the plant, offering detailed insights into ID Fresh's operational processes.

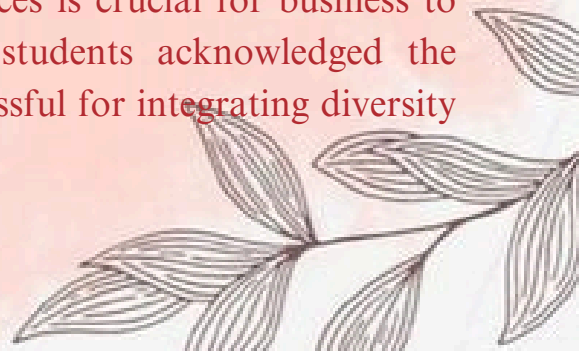
The tour included an in-depth look at the assembly line, highlighting the manufacturing processes, service operations, and supply chain infrastructure. Students gained a comprehensive understanding of the plant's functions, providing a practical foundation for entry-level and supervisory roles in the food manufacturing sector. The outcome of the visit was it provided real-world insights to the students that will greatly benefit them in future internships and career endeavours.






## A photograph of two men standing next to a large, multi-tiered display of Christmas gifts. The man on the left is wearing a dark suit and a white shirt, and the man on the right is wearing a white kurta. The display is decorated with lights and has a sign that says 'C'. The background is a blue curtain.

KOUSHALA an exhilarating Management Exhibition showcasing innovative marketing strategy and models developed by the students of Department of Management, Kristu Jayanti College was held on 07/11/2024. The event drew 32 teams consisting of 4 participants. Exhibitors displayed creative models which displayed various marketing themes. Koushala helped students to understand various marketing concepts, Students gained immense experience featuring over 32 models, carefully crafted to address diverse marketing challenges and opportunities. They crafted models which consisted of old age home, Hospitality industries and other various businesses. Diverse culture of students from different part of country also resulted in creative ideas and models. In today's market, understanding diversity and cultural nuances is crucial for business to thrive and therefore market model created by students acknowledged the diversity of consumers. Students were highly successful for integrating diversity and cultural considerations in the market models.







**"THE FUTURE BELONGS TO  
THOSE WHO BELIEVE IN  
THE BEAUTY OF THEIR  
DREAMS."**

***-Eleanor Roosevelt***

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