

SCHOOL OF MANAGEMENT STUDIES

PULSE MAGAZINE

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ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012. The University is in Bengaluru on a sprawling green campus; spread over 45 acres of land, built with state-of-the-art infrastructure creating an environment conducive to higher learning and research. The University prides itself in contributing to the holistic development of every student. The University currently offers 32 Undergraduate Programmes, 24 full-time Postgraduate Programmes, 2 part-time Postgraduate Programmes, Ph.D. Programmes in various disciplines and several Certificate/Diploma and Postgraduate Diploma Programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies Law, Arts & Humanities, and Performing Arts. The programmes offered by REVA University are well planned and designed based on in-depth analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and social significance.

VISION

REVA University aspires to become an innovative university by developing excellent human resources with leadership qualities, ethical and moral values, research culture and innovative skills through higher education of global standards.

MISSION

- ❖ To create excellent infrastructure facilities and state-of-the-art laboratories and incubation centers.
- ❖ To provide a student-centric learning environment through innovative pedagogy and education reforms.
- ❖ To encourage research and entrepreneurship through collaborations and extension activities.
- ❖ To promote industry-institute partnerships and share knowledge for innovation and development.
- ❖ To organize society development programmes for knowledge in thrust enhancement areas.
- ❖ To enhance leadership qualities among the youth and enrich personality traits, promote patriotism and moral values.

ABOUT SCHOOL OF MANAGEMENT STUDIES

Understanding the need of the present generation millennial students to differentiate between the core studies and the future requirements, the School of Management Studies keeps exploring the new areas of academic upskilling and at the same time, our aim is to provide holistic education to all our students.

Keeping in view the Global requirements, the BBA curriculum has been reviewed and discussed with the Industries and Corporate time and again. Based on the Global academic requirements, the curriculum has been redesigned. We have initiated the process of implementation of the NEP (New Education Policy) to cater the needs of the Nation and bring the right exposure in academics for present generation learners. The Faculty of Management is also accordingly upgrading their knowledge to effectively provide and disseminate the knowledge to prepare the students for the various competitions. Delivering quality education is the need of the hour. And the School of Management Studies very well understands and strives towards bringing the quality education for the development of the students and also for societal benefits. Students while pursuing BBA have been exposed to various outreach programs, social development outreach programs and Nation development programs. This will not only help in their present studies but also helps in applying for Higher education in India and Abroad as well.

To give various options of choice, the School of Management studies give the following Program options for the prospective students.

VISION



- ❖ To produce world class management experts through excellent teaching and research to offer professional services at National and International levels.

MISSION

- ❖ To provide high-standard, forward-looking, morally, socially, and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- ❖ To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general.
- ❖ To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

MESSAGE FROM THE CHANCELLOR**“LEADERS OF REVA UNIVERSITY WILL RULE THE WORLD”**

At REVA University we nurture the student community, as we have realized learning should be continuous, and cross all borders. Hence, REVA University adopted the mission to make learning unlimited. Our driving principle ‘Learning Unlimited’ is empowered with the adoption of technology.

As we have seen in the recent past, technology in education is not just an enabler, but a necessary medium, and the crisis in the Education sector during the pandemic helped us all understand the importance of virtual learning. Going forward, digital-first is an approach every University must adopt, and I am happy to share that much before in 2016 REVA University laid a roadmap to be a technology-driven university. Our early preparedness helped us in transition from offline to online learning. Now, Blended Learning is the way forward and is the biggest enabler of seamless learning.

Our core vision remains to change the way students learn from traditional learning methodologies, and we are happy to adapt and adopt technological changes. The ecosystem at REVA University is not only tech-centered but is developed in such a way that it contributes to the overall development of a student.

Dr. P. Shyama Raju

Chancellor, REVA University.

MESSAGE FROM VICE – CHANCELLOR**“QUALITY EDUCATION BRINGS ACADEMIC EXCELLENCE”**

The future belongs to those who believe in the transformative power of young minds, especially in the era of artificial intelligence. At REVA University, our commitment to academic excellence is driven by the vision of equipping students with the skills and knowledge to thrive in an AI-driven world. With a strong foundation in innovation, cutting-edge laboratories, and highly experienced faculty, we empower students to harness the potential of AI and shape a brighter future. Through our philanthropic mission, we inspire young minds to achieve greatness, establishing ourselves as a leader in AI education and earning global recognition.

To meet international standards, we have integrated the Outcome-Based Education System (OBE) with project-based learning techniques, ensuring practical, hands-on experience for students. Our Choice-Based Credit System (CBCS) focuses on continuous assessment, fostering high academic standards and a global perspective. At REVA University, we are not just preparing students for the future—we are empowering them to lead the AI revolution with confidence, creativity, and commitment to ethical innovation, paving the way for a future where AI is used to create a better world.

Dr. Sanjay R. Chitnis

Vice - Chancellor, REVA University.

MESSAGE FROM DEAN**“CONSTRUCTIVE DELIBERATIONS LEADS TO QUALITY EXPOSURE”**

In today’s disruptive digital economy, driven by artificial intelligence, high-quality management exposure is essential to equip participants with the knowledge, skills, and confidence needed to lead in an AI-centric world. This exposure enables future leaders to embrace innovation, take initiative, and shoulder responsibility in an era where AI is reshaping industries and creating new opportunities. By integrating AI-driven practices into management education, we prepare students to navigate complex challenges and drive transformative change.

At REVA University, students’ exposure to AI and management plays a pivotal role in fostering creativity and encouraging innovative activities across various fields. Through hands-on experiences, industry collaborations, and immersive learning, we provide a platform for students to experiment, collaborate, and showcase their talents. This approach not only enhances their technical expertise but also cultivates the strategic thinking and adaptability required to thrive in a rapidly evolving digital landscape, empowering them to lead with confidence and make a meaningful impact.

Dr. Shubha A

Dean, Faculty of RBS, Commerce and Management Studies.

MESSAGE FROM DIRECTOR

At the School of Management Studies, we are committed to fostering a culture of excellence and transformation that prepares our students to lead in an ever-evolving world. As we embrace the era of Artificial Intelligence (AI), our focus is on integrating this transformative technology into business education to mold our students with the skills and knowledge needed to thrive in an AI-driven future. AI is reshaping industries, redefining business models, and creating new opportunities for innovation and growth.

In business education, AI offers unparalleled potentiality to enhance learning, improve decision-making, and solve complex challenges. At our School, we are dedicated to embedding AI into our curriculum, ensuring that our students are not only proficient at using AI tools but also capable of driving ethical and sustainable business practices. Our emphasis is on leadership development, personalized mentoring, and experiential learning that aligns seamlessly with the demands of the AI era. Through expert lectures, global collaborations, and hands-on projects, we provide platforms where students can engage with AI applications, preparing them to be idea-generators, problem solvers, and changing agents in their respective fields. The aim of this magazine is to highlight the transformative activities and initiatives undertaken by our School, showcasing how we are leveraging AI to redefine business education. Together, let us continue to inspire, innovate, and lead in this exciting journey of transformation.

Dr. Nitu Ghosh

Director, School of Management Studies.

ABOUT THE MAGAZINE

Management Pulse is more than just a magazine; it is a reflection of Our School's commitment to innovation, collaboration, and excellence. This year, our theme, "**Exploring AI: Learning and Growing Together**" highlights the ever-evolving role of Artificial Intelligence in education, creativity, and problem-solving.

In a world increasingly shaped by AI, our goal is to inspire students to embrace technology as a tool for learning and growth. This annual magazine serves as a platform to showcase how AI is influencing various aspects of education and life while encouraging students to express their creativity, thoughts, and talents.

Beyond the regular teaching-learning process, *Management Pulse* consolidates the efforts of the management, faculty, staff, and students, offering a space for insightful discussions, innovative ideas, and literary expression. It also fosters a sense of curiosity, critical thinking, and adaptability—skills essential for thriving in the AI-driven future.

As we move forward, we are excited to introduce a tagline that aligns with our vision. We also welcome greater participation from our esteemed Alumni, whose experiences and insights can inspire and guide the next generation.

Our heartfelt gratitude to each contributor who has helped bring this magazine to life. Every small effort adds up to a greater impact. Together, let's learn, grow, and explore AI to shape a future full of possibilities!

TEAM SMS

REVA University.

THEME OF THE MAGAZINE

"MANAGEMENT PULSE-2025"

Artificial Intelligence is reshaping education, creativity, and problem-solving, making it an integral part of our future. **"Exploring AI: Learning and Growing Together,"** encourages students to understand, adapt and leverage AI as a tool for innovation and growth. As AI continues to influence various fields, this magazine serves as a platform to discuss its impact, share insights, and inspire responsible AI usage.

Together, let's embrace technology and learn in ways that empower the future!

Exploring AI: Learning and Growing Together



AI in Business Education



Dr. NITU GHOSH
Director, School of
Management Studies,
REVA University

The rise of digital economy and artificial intelligence has dramatically shifted the landscape of disruption. Artificial Intelligence (AI) is revolutionizing the landscape of business education, offering a plethora of techniques to learn, teach, conduct research and apply knowledge in efficient and effective manner. As industries are now increasingly relying on AI for data analysis, customer insights, and operational efficiency, business schools must adapt to ensure students are prepared for the future of work. AI is transforming business education in several aspects, like offering personalised learning options, data-driven decision making, and enhanced collaboration, while also posing ethical considerations for all. AI-powered platforms can customise educational content to individual learning styles, helping students grasp complex concepts at their own pace.

Students gain the ability of data-driven decision-making through the integration of AI tools into the curriculum, hands on experiences in analyzing large datasets, enabling them to make informed business decisions. AI facilitates global connectivity, allowing faculty and students to work on cross-cultural international projects and simulations that mirror real-world business scenarios through enhanced collaborations. As AI becomes more pervasive, business education must address the ethical implications of its use, ensuring future leaders prioritize responsible AI practices. Thus, awareness about the ethical and legal considerations of AI is very crucial to effectively sustain in an era of digital transformation.

Hence, institutions that embrace AI in their programs are not only staying ahead of the curve but are also empowering their students to become innovators and thought leaders in an AI-driven economy. The future of business education lies in the seamless integration of AI, equipping students with the tools to navigate and re-shape the world of tomorrow.

The emergence of the age of AI has possibly created the greatest entrepreneurial opportunity in the history of civilizations. Qualifications of leaders and effective managers should include an understanding of the digital systems they are creating and leading, and with a full appreciation of the organizational, ethical, economic and political consequences of getting these systems wrong. A leader deep in technology and driven by a strong sense of entrepreneurship, but less well-rounded on the human nature of leadership and its impact on people, organisations and institutions, may be poorly qualified as a great traditional manager with no understanding of digital operating models, agile methods etc.

AI's incorporation into business education is not a futuristic concept; as jobs are progressively redefined, business practices and systems are AI integrated in the industry, business education needs a mandatory alignment with AI related technology awareness and ability development. AI technologies like- machine learning, natural language processing, business analytics, business intelligence and predictive analytics, offer innovative approaches to learning and teaching. Hence, incorporation of such concept for KSA upgradation is mandatory in business education.

Marketing 5.0: The Human -AI Symphony



**Tejus Mahesh Singh
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**Dr. Anuradha
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Assistant Professor,
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Imagine this:

Mrs. Rao owns a small welcoming bakery in a quiet town. Her pastries taste amazing, and her regular customers adore her, but she finds it hard to compete with the big brands and their eye-catching online campaigns. Feeling swamped, she gives an AI-powered marketing tool a try. It surprises her by helping her send custom offers and build relationships with her customers in ways she never thought possible. In a matter of weeks, her sales take off. What rescued Mrs. Rao's bakery?

Marketing 5.0 – the ideal mix of human ingenuity and cutting-edge technology. Yes, Marketing 5.0 – “an application of human mimicking technologies to create, communicate, deliver, and enhance the value across customer journeys” defined by (Kotler *et al.*, 2021). A Brief History of Marketing's Evolution Marketing has always changed with society. In the past, companies focused on the product (**Marketing 1.0**). Later, they realized they needed to address customer needs (**Marketing 2.0**). When people started asking for more meaning and values from brands, **Marketing 3.0** came about highlighting purpose and social responsibility.

Marketing 4.0 ushered in the digital age mixing online and offline approaches. **Marketing 5.0** has arrived combining cutting-edge tech with the people-focused qualities of empathy and imagination.

What makes Marketing 5.0 special?

- **Technology meets Creativity:** It has its foundation in cutting-edge technology such as AI, machine learning, and big data. These tools help companies gain deeper insights into their

customers. Picture getting a product recommendation that seems custom-made for you—this is AI at work behind the scenes.

- ***Empathy:*** It is the key while Marketing 5.0 relies on technology, it doesn't neglect the human element. It aims to use tech to demonstrate to customers that they're understood and valued. For instance, during the COVID-19 crisis many brands used AI to monitor customer concerns and respond in ways that felt individualized and sincere.
- ***Blending Digital and Physical Experiences:*** It smoothly integrates online and offline realms. Consider virtual try-ons for clothing or cosmetics, or Augmented Reality (AR) tools that allow you to visualize how a furniture piece would fit in your space. These tools enhance the shopping experience and make it more interactive.
- ***A Purpose-Driven approach:*** In today's world, consumers seek more than just products—they want brands that champion causes. Marketing 5.0 uses technology to promote values like sustainability, diversity, and inclusion. Brands such as Patagonia serve as prime examples combining tech-driven campaigns with their dedication to environmental protection.

The Story Continues...

Let's return to Mrs. Rao. Her initial success sparks bigger dreams. She developed an app for her bakery to give customers personalized discounts and allow them to design their ideal pastries using augmented reality. Her once small-town bakery grows into the center of the community, mixing tradition with new ideas.

This defines Marketing 5.0 as the usage of technology to strengthen human connections instead of replacing them. It aims to create a future where brands do more than sell products, they build relationships, tackle problems, and make an impact.

A Note for Young Marketers

If you're a student preparing to enter the marketing field, now is your moment to excel. Marketing 5.0 goes beyond just understanding technology; it's about leveraging it to craft stories that inspire and foster connections. It's about being innovative, empathetic, and intentional in all your endeavors. So, are you prepared to influence the future of marketing? Because it's no longer solely about products—it's about people.

AI in Finance: The Rise of Intelligent Automation and the Future of Work



**Aditya Kumar M
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What if the tools you've mastered today are obsolete by tomorrow?

The financial sector is in the midst of a seismic shift, driven by the relentless march of Artificial Intelligence (AI). Traditional tools such as Excel, Bloomberg Terminals, SQL databases, and even legacy coding languages are being challenged by intelligent automation that's faster, smarter and infinitely more adaptable. As AI reshapes finance, it's not just changing how we work, it's redefining the very skills we need to survive in this new landscape.

Imagine a world where financial modeling no longer requires hours of manual data entry or complex coding. AI powered platforms are already emerging offering natural language interfaces that let you query data like you're chatting with a colleague. Need a risk assessment? Ask the AI. Want to optimize a portfolio? The AI has it covered. These tools aren't just replacing spreadsheets, they're replacing entire workflows, blending data analysis, visualization and decision making into a seamless, automated process.

The job market is openly feeling the ripple effects. AI agents are taking over tasks ranging from data analysis and compliance checks to customer service and even trading in some cases. Roles that once required armies of analysts are now being handled by algorithms that work 24/7 without breaks or bonuses. This isn't just about efficiency, but about a fundamental shift in how we define work. The "grunt work" of finance is disappearing, especially among the newer generations, leaving professionals to focus on strategy, creativity and oversight. But for those who can't adapt, the future looks uncertain.

Yet, amidst the disruption, opportunity lies. The financial tools of tomorrow won't just automate tasks, they'll empower users to think bigger. Picture AI-driven platforms that integrate real-time market data, predictive analysis and collaborative features, all while ensuring top-tier security. These tools won't just replace Excel or Bloomberg Terminals, they'll create entire new ways of working, blending human intuition with machine precision. The future of finance is intelligent, automated and relentlessly innovative and we'll be a part of it as it slowly takes flight.

As AI continues to disrupt traditional tools and roles, the question isn't whether we'll adapt. It's how quickly we can adapt. So, while we bid farewell to the tools of the past, let's embrace the possibilities of the future. After all, in the corporate world, the only thing harder than change is irrelevance.

Chasing Dreams, One Delivery at a Time



**Keshav M
VI, BBA
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Cricket, a sport that is almost a religion in India had its influence on me since I was a kid. The sport that brings together millions of people and brings joy to millions of fans around the world, captivated me as well. A simple sport of scoring runs and taking wickets became such a huge part of my life. Before I could hold a pencil, I held a bat and a ball in my hand. My parents, being big fans of the sport probably was one of the biggest reasons for this passion to grow inside me.

Bowling was something that felt so natural to me. It wasn't something that needed to be taught or coached, as soon as I had a ball in my hand going through my bowling action was the most natural thing. I remember spending numerous days just bowling the ball around the entire day and nothing else. It was something that gave me the most amount of joy and something in which I immersed myself completely. The feeling of having the ball release through the tip of my fingers and the air running over my hand is something that is irreplaceable.

At the age of 14 I began to realize the path to take to turn this passion into a profession. The grind and hard work have just kept increasing over the years. The desire to play the sport at the highest level and represent the country is something that every budding cricketer dreams of and also which I aspire to do. The sport comes with various challenges and hardships like failures, losses, injuries, pain, etc. But the real joy remains in overcoming these challenges by translating them into lessons learnt. The sport has taught me so many invaluable skills that almost makes every other aspect of life easier. The amount of strength, amount of skills, number of amazing people, the amount of discipline, and the amount of joy this sport has given is something probably nothing else could give in a lifetime. To end this, I would like to thank my family who have supported me so much and in so many ways and amounts that cannot be described by words. Also, the teachers I have had from my school and in college who have made this process so much easier.

The Silent Crisis: Why Hunger Still Haunts India?



Lakhshetha. R.P.K
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Hunger is a shadow that looms over India's rapid economic strides, a silent scream in the midst of bustling cities and flourishing markets. Despite its reputation as an agricultural powerhouse and a growing economy, the harsh reality remains—millions of Indians still grapple with food insecurity every single day. This unsettling contradiction between surplus and starvation compels us to ask: why does hunger persist in a country that produces more than enough food?

The Stark Reality Behind the Numbers

India's 111th position out of 125 countries in the 2023 Global Hunger Index paints a grim picture. Nearly 35.5% of children under five suffer from stunted growth due to chronic malnutrition, as reported by the National Family Health Survey (NFHS-5). Even as granaries overflow, millions

are left scavenging for a single meal. The crisis is not merely a lack of food but a systemic failure in ensuring its accessibility.

Hunger Trends Over the Years: A Rollercoaster of Challenges

Tracking India's hunger data over the last two decades reveals a fluctuating battle rather than a consistent victory. The early 2000s saw a staggering 20% of the population undernourished, and while subsequent years showed marginal improvements, progress has been painfully slow. Global disruptions like the COVID-19 pandemic exacerbated the crisis, plunging many back into poverty and worsening food insecurity. The most alarming aspect? While India has managed to reduce acute starvation deaths, hidden hunger - nutrient deficiencies that affect long-term health - remains a pressing concern.

Root Causes of India's Hunger Epidemic

1. Poverty and Unequal Access

- Hunger is not just about food production but about economic disparity.
- Millions remain jobless or underpaid, unable to afford a balanced diet.

2. Broken Food Distribution Systems

- While India produces enough grain, large portions are wasted due to inadequate storage.
- Corruption and inefficiencies in the Public Distribution System (PDS) leave many without food entitlements.

3. Agricultural Woes

- Unpredictable monsoons, rising debts, and lack of modern infrastructure have pushed many farmers to the brink.
- Small and marginal farmers struggle to sustain themselves, further threatening food availability.

4. Nutritional Ignorance and Dietary Gaps

- Staple-heavy diets (rice and wheat) lack essential micronutrients.
- Low protein and vitamin intake lead to widespread malnutrition despite caloric sufficiency.

5. Unemployment and Soaring Inflation

- Escalating food prices make essential commodities unaffordable.
- Economic downturns and automation have further reduced job security for millions

Government Efforts: Progress or Mere Promises?

India has initiated several schemes to combat hunger, including:

- **Mid-Day Meal Scheme:** Ensures children in government schools receive at least one nutritious meal a day.
- **Integrated Child Development Services (ICDS):** Focuses on nutrition for children and expecting mothers.
- **National Food Security Act (NFSA):** Guarantees subsidized food grains to millions of low-income families.

While these schemes have had positive impacts, they are frequently marred by mismanagement, pilferage, and bureaucratic red tape, reducing their effectiveness in eradicating hunger completely.

A Roadmap to a Hunger-Free India

To genuinely address hunger, India needs a paradigm shift in its approach:

- **Revolutionizing Food Storage and Distribution:** Investing in modern infrastructure to reduce food wastage.
- **Empowering Farmers:** Ensuring fair pricing, access to modern techniques, and financial support to boost productivity.
- **Enhancing Nutritional Awareness:** Encouraging diverse diets rich in proteins, vitamins, and minerals.
- **Creating Employment Opportunities:** Strengthening labor laws and promoting skill development programs.
- **Stronger Community Involvement:** Engaging NGOs, private enterprises, and local governing bodies for better implementation.

Final Thoughts: The Need for Urgency

Hunger is not just a food crisis, it is an issue of justice, economic policy, and social inequality. A country cannot truly progress while millions remain malnourished. It is time for India to move beyond short-term fixes and work towards a sustainable, long-term solution. Only then can we ensure that the silent cries of hunger no longer haunt the nation's conscience.

My Aero India 2025 Experience: Where Dreams Took Flight



Tejus Mahesh Singh
IV, BBA
SMS
REVA University

"Opportunities don't happen. You create them." – Chris Grosser

This quote perfectly sums up my incredible journey at Aero India 2025. It wasn't just an event; it was a platform where dreams took flight, ideas found wings, and hard work met opportunity. I'm immensely grateful to the School of Management Studies, REVA University, for giving me the chance to be part of something so prestigious. Being selected as the host of the convention center was an honor I'll always cherish. Over four days of hard work and two days of the air show, I experienced something truly special.

The event began with **Day 0 (Sunday)**, a day of preparation and teamwork. We set up the venue, arranged furniture, and got briefed on our roles. Meeting the event managers for Seminar Halls 1 and 2 was a highlight, and their energy set the tone for the days ahead.

Day 1 (Monday) was electric. The convention center came alive with seminars from industry giants like FICCI and iSpa, who shared their contributions to the defense sector. Where we learnt on how to pitch ideas to investors, leaving me inspired and informed. Under

Day 2 (Tuesday) was frantic but rewarding. Last-minute changes kept us on our toes, but the seminars made it all worth it. From the Government of Karnataka's insights on aerospace investments to HAL's discussion on indigenous development, every session was enlightening. The highlight was **Raksha Rajya Mantri Shri. Sanjay Seth's** presence, and I was thrilled to take a selfie with him alongside my fellow volunteers.

Day 3 (Wednesday) was the final push. Despite exhaustion, we maintained our energy and ensured everything ran smoothly. Receiving tokens of appreciation from the Navy and Indian Coast Guard was a proud moment, and coordinating with BEL and SIDM gave me a deeper understanding of India's defense sector.

The air show over the last two days was pure magic. Watching fighter jets, helicopters, and drones perform jaw-dropping maneuvers left me in awe. It wasn't just entertainment; it was a reminder of India's technological prowess and a moment of immense pride.

Aero India 2025 taught me the importance of discipline, adaptability, and teamwork. Handling last-minute changes and finding quick solutions became second nature. I'm deeply grateful to REVA University for this opportunity and to the organizers for creating a platform where innovation and collaboration thrived.

This event was more than just an air show or seminar; it was a life-changing experience. The knowledge I gained, the people I met, and the memories I made will stay with me forever. Here's to a brighter, stronger India! Jai Hind.



International Society for Krishna Consciousness



Ambika Kumar
IV, BBA
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REVA University

ISKCON, also known as the Hare Krishna movement, is a Gaudiya Vaishnava Hindu organization founded by A.C. Bhaktivedanta Swami Prabhupada in 1966. The movement focuses on spreading the teachings of Lord Krishna and promoting Bhakti yoga, or devotional service, worldwide. Through its temples, cultural centers, and educational programs, ISKCON encourages spiritual growth and devotion. Its mission is to foster compassion, selflessness, and service to humanity.

History

In 1960s, A.C. Bhaktivedanta Swami Prabhupada, a travelled from India to the United States to spread the message of Krishna consciousness. On July 13, 1966, he founded ISKCON in New York City. The movement quickly gained popularity, and by the 1970s, ISKCON had established temples and centers in many countries.

Practices

ISKCON's philosophy is based on Bhagwad Gita and the Srimad Bhagvatam, ancient Hindu scriptures. The movement emphasises the importance of:

1. Krishna consciousness: recognizing Lord Krishna as the Supreme personality of Godhead.
2. Bhakti Yoga: practicing devotional yoga through chanting, singing, and serving lord Krishna.
3. Simple living: embracing a simple, austere lifestyle, free from material attachments.

Temples and Centers

ISKCON has established over 650 temples and centers Worldwide, providing a spiritual community for devotees to gather, worship and engage in spiritual practices. Some notable ISKCON temples include:

1. ISKCON temple Vrindavan, India (one of the largest ISKCON temple)
2. ISKCON temple, Los Angeles, USA (one of the first ISKCON temples outside India)
3. ISKCON temple, London, UK (a prominent ISKCON temple in Europe)

Conclusion

ISKCON is a complex and multifaceted organization with a rich history and philosophy. While it has faced controversies and criticisms, ISKCON remains a significant and influential spiritual movement, promoting the teachings of lord Krishna and the practice of Bhakti Yoga Worldwide

Living with hope: The Emotional journey of cancer patients.

The Silent Battle: Navigating Life with Cancer

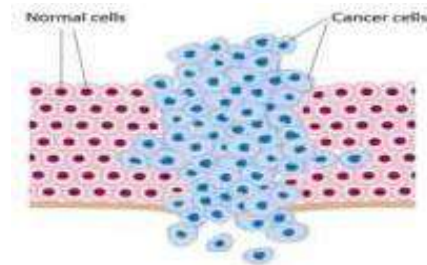
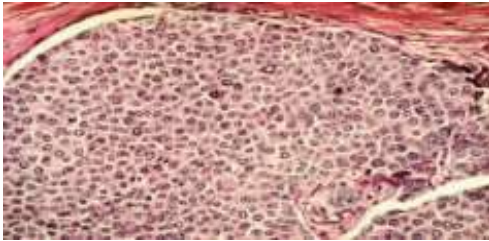


H. Reddy. Mokshitha
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Research on the biology of cancer starts with the simplest questions: What is- and isn't- normal? Cancer, a word that often evokes fear and uncertainty, is one of the leading health challenges faced by humanity. It occurs when abnormal cells in the body grow uncontrollably, invading surrounding tissues and sometimes spreading to other parts of the body. A cancer diagnosis can feel like the beginning of a tumultuous journey filled with uncertainty, fear, and countless challenges.

Facing the diagnosis

Receiving a cancer diagnosis is often overwhelming. Questions flood the mind: "Why me?" "What happens next?" "Can I beat this?". Cancer treatments, such as chemotherapy and radiation, often come with physical and emotional challenges. Nausea, fatigue, hair loss, and changes in appearance can affect self-esteem and mental health. Hope is a powerful force in navigating life with cancer.



The Ripple effect: How Cancer Affects People Around Patients

When a loved one is diagnosed with cancer, the impact extends far beyond the individual. Family members, friends, and caregivers experience profound emotional, mental, and even physical changes. Witnessing a loved one endure treatments, side effects, and the ups and downs of the condition can be emotionally draining. They tend to develop stronger bonds, deepen their sense of empathy, and learn to appreciate the simple joys of life. Both patients and their loved ones may feel isolated due to the demands of treatment and the need to focus on the illness. This can lead to a sense of loneliness and a lack of social support. The stress and emotional burden of cancer can lead to mental health issues such as anxiety, depression, and post-traumatic stress disorder (PTSD) for both patients and their loved ones.

Cancer prevention research

Cancer is a leading cause of death worldwide, accounting for nearly 10 million deaths. The most common were:

- breast (2.26 million cases)
- lung (2.21 million cases)
- prostate (1.41 million cases)
- skin (non-melanoma) (1.20 million cases)
- stomach (1.09 million cases)

Scientists have estimated that more than half the number of cancers diagnosed in the past 20 years could have been prevented by applying the knowledge we have now. For example, scientific evidence shows that reducing exposure to cancer-causing substances such as tobacco, vaccinating against human papillomavirus (HPV), and maintaining a healthy weight and engaging in physical activity can reduce the risk of cancer. prevention plays a vital role in reducing cancer cases, the

harsh reality is that no amount of preventive measures can guarantee immunity. Therefore, the ultimate goal must be finding a definitive cure for cancer. Prevention and early detection have made significant strides in reducing its impact, they are not enough. A cure would offer patients the chance to live fully, free from the shadow of uncertainty and fear. It would restore hope and transform lives, bringing relief not just to patients but also to their families and caregivers.

In 2017, the World Health Assembly passed the Resolution Cancer prevention and control in the context of an integrated approach (WHA70.12) that urges governments and WHO to accelerate action to achieve the targets specified in the Global Action Plan for the prevention and control of NCDs 2013-2020 and the 2030 UN Agenda for Sustainable Development to reduce premature mortality from cancer.

WHO and IARC collaborate with other UN organizations, including the International Atomic Energy Agency, and partners to:

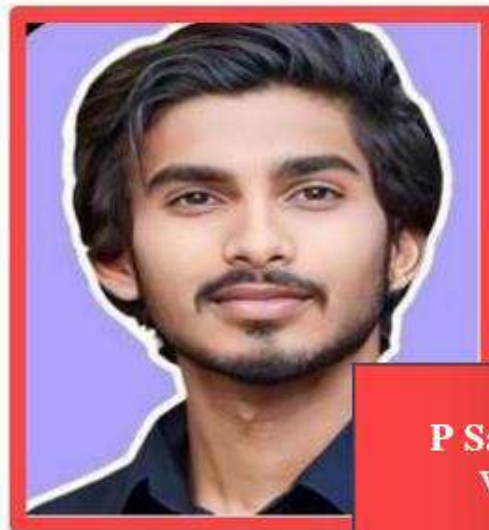
- increase political commitment for cancer prevention and control.
- coordinate and conduct research on the causes of human cancer and the mechanisms of carcinogenesis.
- develop standards and tools to guide the planning and implementation of interventions for prevention, early diagnosis, screening, treatment and palliative and survivorship care for both adult and child cancers.
- set the agenda for cancer prevention and control in the 2020 WHO Report on Cancer.
- support governments to improve survival for childhood cancer through directed country support, regional networks and global action as part of the WHO Global Initiative for Childhood Cancer using the CureAll approach.
- increase access to essential cancer medicines, particularly through the Global Platform for Access to Childhood Cancer Medicines.

Cancer is a journey no one should face alone. While patients battle the physical aspects of the disease, the emotional and mental strength of their loved ones provides invaluable support. Recognizing and addressing the needs of those affected by a loved one's cancer fosters a culture of compassion, resilience, and hope. Cancer remains one of the most formidable challenges in global healthcare, affecting millions of lives each year. Thanks to advancements in early detection,

personalized therapies, and preventive strategies, survival rates and patient outcomes have improved significantly. Nevertheless, sustained research, collaboration among healthcare professionals, and public health initiatives are vital to further progress. Promoting awareness about healthy lifestyles and the importance of regular screenings is key to early diagnosis and prevention. With continued innovation and collective determination, the vision of a future where cancer is no longer a life-threatening disease becomes increasingly attainable. The path to a cure may be challenging, but with collective determination, innovation, and investment in research, we can move closer to a future where cancer is no longer a life-threatening disease but a conquerable condition. Let us commit ourselves to that goal—because every life is worth saving.

Thank you for reading and being part of this important conversation.

There She Was



P Sai Siddarth
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There she was when I was at my lowest, Lost in the chaos, my heart at a standstill. The path seemed far, the anger endless,

Yet in the distance, her presence lingered still.

Each step I took, further from the light,

Yet with every breath, her warmth burned bright.

In the silence, her love whispered to me, and for a moment, I felt my heart break free.

Through the thorns, where my spirit bled, her touch, a balm, where my fears were shed.

Memories of pain and bitter sorrow Grew softer in her promise of tomorrow.

With each tear shed, and every stride,
Our hearts, though broken, will always collide.
There she was when my world turned gray; In the darkest hour, she led my way.
The distance vast, yet her love stayed near; In her embrace, eternity finds its friend.

Alumni: A Catalyst for Institutional Excellence



Shaik. Asma Anjum
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Alumni are more than just former students; they are the lifeblood of an institution, shaping its future and contributing to its ongoing success. By fostering strong connections with alumni, institutions can unlock a wealth of opportunities for growth, innovation, and societal impact. Alumni can serve as mentors, sharing their experiences and insights to guide current students. They can contribute their expertise through workshops, seminars, and online courses, enhancing student skills and knowledge. Additionally, alumni can leverage their networks to connect students with potential employers, facilitate internships, and provide job referrals.

Beyond their professional contributions, alumni play a crucial role in supporting the institution financially. They can donate to scholarships, research, and infrastructure development, ensuring the institution's continued excellence. Furthermore, alumni can volunteer their time to serve on alumni boards, organize events, and mentor students, fostering a sense of community and giving back to their alma mater.

To maximize the potential of alumni engagement, institutions can adopt innovative strategies. Leveraging technology, such as social media, virtual events, and online platforms, allows institutions to connect with alumni globally. Personalized communication, tailored to individual

alumni's interests and preferences, fosters a stronger sense of connection and relevance. Gamification, incorporating game-like elements into alumni engagement activities, can increase participation and motivation. By tracking and measuring the impact of alumni engagement initiatives, institutions can demonstrate their value and identify areas for improvement.

In conclusion, alumni are invaluable assets to institutions. By fostering strong connections and leveraging innovative strategies, institutions can harness the power of their alumni network to drive growth, innovation, and societal impact. By recognizing and appreciating the contributions of alumni, institutions can build a legacy of excellence that extends far beyond their campus.

Beyond the Classroom: Unwritten Lessons of University Life



**Hyder Nawaz Khan
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Introduction: Learning Beyond the Syllabus

When I first stepped into REVA University, I had a clear idea of what success meant—attend lectures, take detailed notes, submit assignments on time, and ace my exams. I believed that as long as I followed this routine, I'd be well on my way to a bright future.

But four semesters in, I've realized that while academics are important, they're just one part of the journey. The real learning happens beyond the classroom, in experiences that aren't written in any syllabus. It's these moments - both big and small - that have shaped me into a more confident, capable, and career-ready individual.

Lesson 1: The Power of Networking

One of the most valuable lessons I've learned in university is that connections matter. More than

I ever imagined.

Attending events, seminars, and casual meetups exposed me to people whose insights changed the way I see my career. A conversation at a leadership summit led to an internship opportunity I hadn't even been looking for. That's when it hit me -networking isn't just about handing out resumes or LinkedIn requests; it's about building genuine relationships that can open doors you never knew existed.

At REVA University, I've been fortunate to meet ambitious peers, experienced professors, and inspiring mentors. These connections have helped me grow, not just professionally but also personally. They've turned into friendships, collaborations, and opportunities that I know will last far beyond my university years.

Lesson 2: Leadership is More Than a Title

Holding leadership positions, whether as the Joint Secretary of the Student Council or leading the Water Warriors project, has been one of the most eye-opening experiences of my journey so far. I thought leadership meant having a title, but I quickly learned that it's not about power, it's about responsibility.

Managing teams, making tough decisions, and handling unexpected challenges pushed me out of my comfort zone. I had to learn how to motivate people, delegate tasks, and stay calm under pressure. These experiences gave me real-world lessons in leadership lessons that no textbook could have taught me.

REVA University gave me the space to grow into a leader, not just by offering opportunities but by creating an environment where students are encouraged to take initiative and lead with purpose.

Lesson 3: Adaptability is the Key to Growth

University life isn't predictable. Things don't always go as planned. I've faced my share of challenges-event planning setbacks, internship rejections, and projects that didn't go the way I expected. But looking back, these experiences taught me one of the most important skills: adaptability.

I remember organizing an event that didn't meet the engagement levels we had hoped for. Instead of labeling it as a failure, I took it as an opportunity to analyze what went wrong and improve our marketing strategy for the next one. That mindset shift—from seeing challenges as roadblocks to viewing them as learning experiences—has made all the difference.

At REVA University, I've learned that setbacks aren't the end of the road; they're just redirections toward something better.

Lesson 4: Time Management is Everything

Balancing academics, internships, leadership roles, and personal projects was overwhelming at first. Unlike high school, where schedules were structured for us, university required me to take full control of my time.

It took some trial and error, but I eventually found a system that worked for me. Tools like Notion and Google Calendar became my best friends, helping me organize tasks and set priorities. More importantly, I learned how to say no to things that didn't align with my goal

The ability to manage time efficiently is something I know will benefit me long after university, whether in my career or personal life.

Lesson 5: The Importance of Personal Branding

One lesson I never expected to learn in university was the power of personal branding. Until recently, I thought building a career was all about degrees and certifications. But I've realized that how you present yourself-both online and offline-matters just as much.

From refining my LinkedIn profile to sharing my experiences at industry events, I discovered that showcasing my skills and work made a real impact. In fact, some of the internship opportunities I received came not from applications, but because of my digital presence and networking efforts.

REVA University has played a huge role in helping me understand this, encouraging students to step beyond traditional career paths and create opportunities for themselves.

Conclusion: Degrees Are Just the Beginning

Looking back, I see that my time at REVA University has been about so much more than academics. It's been about learning how to navigate the real world-how to connect with people, lead with confidence, adapt to challenges, manage time wisely, and build a strong personal brand.

Earning a degree is important, but it's just the foundation. The real education lies in the experiences that prepare us for what's next.

To every student stepping into university, my advice is this: don't just focus on getting a degree—focus on growing into the kind of person who's ready to take on the world. I'm grateful to REVA University for giving me the space to explore, learn, and build a future that's not just about academics, but about real-world success.

The Indispensable Human Mind: Why Thinking matters more than ever in the Age of AI



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In the midst of lightning-fast technological advancement, artificial intelligence (AI) has emerged as a force changing our world. The capabilities of AI are undeniably impressive, but Gen Z needs to recognize the indispensable value of human thinking.

AI: A Powerful Tool, not a Replacement

AI is good at processing gigantic amounts of data in patterns and complex calculations far beyond human power. It can do chores, optimize processes and even produce creative content. The bottom line, however, is that AI is fundamentally just a tool, an extension of human ingenuity. It does not possess the very root of what makes us human: consciousness, self-awareness, and the capacity to think creatively and critically.

The True Power of Human Thinking

Human thinking is a multidimensional process, covering:

- ***Creativity:*** Creating new ideas and imagination for possibilities and solving problems in innovative ways.
- ***Critical thinking:*** Analyzing information objectively without bias, identifying bias, and forming reasoned judgments.
- ***Emotional intelligence:*** Being aware of their feelings and those of others and the ability to manage relationship with others.

- **Moral reasoning:** The ability to differentiate between what is right and wrong, anticipate the consequences of action, and act based on a moral conscience.

These capacities make humans so distinct and have played a big role in getting them through difficult situations, to foster meaningful interactions with others, and to have a positive contribution to society.

Risk of Over-Relying on AI

- *There are many risks that come from relying too heavily on AI technology*
- **Deterioration of critical thinking capabilities:** The more we rely on AI for answers, the further we move away from the reality of independent and autonomous thought.
- **Decrease in creativity:** Even though AI can produce content, it lacks the magic that hits a human's imagination and originality.
- **Decline in human empathy:** The more interactions we have with machines, the more we will disconnect with the emotional wavelength of others, and people's social skills will start to deteriorate.
- **Ethical issues:** AI systems can perpetuate biases present in the data they are trained on, which raises ethical questions about fairness and justice.

Thriving in the Age of AI with Human-Centered Thinking

To thrive in the age of AI, Gen Z must cultivate and celebrate the power of human thinking. This means:

- **Education first:** Developing critical thinking, problem-solving, and creative skills through a well-rounded education.
- **Inspires curiosity:** A lifelong passion for learning and discovery.
- **Promotes diversity:** An appreciation of diverse perspectives and experiences.
- **Fosters ethical awareness:** The consideration of the ethical impact that technology has on decisions or actions taken.

Conclusion

AI is a tool that can complement human capabilities but should never replace the human mind. It can be nurtured by developing the unique cognitive abilities of Gen Z, to unlock its potential while maintaining the values, creativity, and critical thinking that make us human.

Women In Leadership



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"A woman with a voice is, by definition, a strong woman." - Melinda Gates

Women in leadership positions are increasingly becoming a driving force for innovation, growth, and progress across various industries and sectors. Despite facing numerous challenges and obstacles, women leaders are breaking barriers and shaping the future of business, politics, and society as a whole. Women political leaders like Kamala Harris, Claudia Sheinbaum, Droupadi Murmu, Business Leaders like- Indra Nooyi, Melinda Gates, Kathrin Jansen, Social Impact Leaders like Malala Yousafzai, Ellen Johnson Sirleaf, Alaa Murabit have changed the outlook of the leadership gender biasness.

According to a recent study, women hold only 27% of leadership positions globally.

"Women are the largest untapped reservoir of talent in the world." - Hillary Clinton

However, this number is steadily increasing, with more women taking on leadership roles in business, government, and non-profit organizations. The study also found that companies with women in leadership positions tend to perform better financially and have a more diverse and inclusive work culture.

"Women leaders are not just changing the game, they're changing the rules."

- Rachel Hollis, American author, motivational speaker and blogger.

Research shows that women in leadership positions bring numerous benefits to organizations, including:

- ***Diverse Perspectives:*** Women leaders bring unique perspectives and ideas to the table, leading to more innovative and effective decision-making.
- ***Improved Communication:*** Women tend to be more effective communicators, fostering stronger relationships with employees, customers, and stakeholders.
- ***Increased Empathy:*** Women leaders are often more empathetic and understanding, creating a more positive and inclusive work environment.
- ***Better Representation:*** Women in leadership positions serve as role models and inspire other women to pursue leadership roles, promoting greater diversity and representation.

India, in particular, has made significant strides in promoting women in leadership positions. With a growing economy and a large, young population, India offers immense opportunities for women to take on leadership roles.

The Indian government's ***"Beti Bachao, Beti Padhao"*** initiative aims to promote girls' education and empowerment. The "Women's Entrepreneurship Platform" (WEP) launched by the NITI Aayog of the Indian government supports women entrepreneurs and promotes women in leadership. The ***"Indian Women's Network"*** (IWN) a platform created by the Confederation of Indian Industry (CII) connects and empowers women professionals in India. Despite the progress made, women in leadership positions continue to face numerous challenges. Women often face invisible barriers that prevent them from advancing to senior leadership positions. Women leaders are often subject to bias and stereotypes, which can affect their ability to lead and make decisions. Women leaders often struggle to balance work and family responsibilities, leading to burnout and stress. Women leaders may lack access to mentorship, networking opportunities, and other forms of support that can help them succeed.

Women in leadership positions are a vital component of any successful organization. Despite facing numerous challenges, women leaders are shaping the future of business and society. India, in particular, has made significant strides in promoting women in leadership positions and promoting gender equality. By promoting diversity, inclusion, and equality, we can create a more just and equitable world where women leaders can thrive.

Cricket as a reflection of life: My experiences and learnings



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I remember picking up a Cricket bat and a pair of Wicket keeping gloves at a very early age and have always been very fascinated by what the sport brings. It all began with my father's bedtime stories of Kapil Dev winning India the 1983 World Cup and endless snippets of Great Cricketers doing magical things on a cricket field. His madness and craze for the game rubbed off to me as well.

From the moment I picked up a bat and stood behind the stumps, everything about being a wicket-keeper batsman felt instinctive. Whether it was making sharp reflexive stops behind the stumps or the sound of the ball getting into my gloves, there was a sense of balance and control that came naturally. I remember countless afternoons spent behind the stumps, or batting for hours in the nets with nothing else on my mind except the game and how I had to work on my craft. The thrill of a perfectly timed shot or an incredible catch, and the satisfaction of a quick stump-out, is something that has stayed with me since then.

They say, if you are driven by passion about anything in life, then hard work isn't necessarily hard, it eases itself as part of the process. Cricket has proved to be something similar for me. It has been more than just a sport- a reflection of life itself.

Let me recount some instances.

Patience and Perseverance

It was my first season representing Karnataka Under 14 team in the BCCI tournament, and I was

all of 12 years and the youngest. In the entire squad of 15 players, I was the only one who didn't get a game in the entire tournament that season. The kid in me was crying but I wouldn't show it to anyone in the team played my role of a 12th man throughout. My team manager, the late Mr. Mane though, saw it, and he gently told me that he appreciated that I was resilient, strong and carried myself very well. Probably my first lessons of *patience and perseverance*. 'Apna time Aayega' !!!! I thought.

Every day is a new day

Another experience to share was during my 1st season in the KSCA Interclub Under 16 league tournaments. I was leading Bangalore Occasionals team and were playing Doorvani Cricketers in the QF, which was a 2day knock out game. At the end of day 1, I was batting 30+ not out and striking very well. I remember my coach, Gautam tells me, "ಅನಿ, ನಾಳೆ ಮೊದಲ ಟೈ ಓವರ್‌ಗಳು, ನೇರವಾಗಿ ಆಡು, ಅಡ್ಡ ಬೇಡ. ಆಮೇಲೆ ಬಯಸಿದಂತೆ ಸ್ಕೋರ್ ಮಾಡ್ಬಹುದು" meaning "Ani, tomorrow first 15 overs, play straight, no cross shots. Later you can score as you will".

And what happens the first ball next day, I try to flick an incoming delivery, play a "cross" hot closing my bat and get out LBW, and we lost the game despite having a very good batting lineup. As Captain, I was disappointed, owned up my mistake, and had to come back stronger. Big lesson...Yesterday is past, and today is the present. You might have scored 100 yesterday, but today, you can get out of the 1st ball. Cricket keeps you grounded and more so in life, learn the skills to adapt to different situations. Darwin's theory of Survival of fittest thrown in as well, I would say.

Small drops of water make a mighty ocean

I have read about and heard from great achievers across different domains believe that seemingly difficult and arduous tasks can be accomplished by breaking it down to smaller chunks.

An interesting analogy to this from a cricketing perspective goes like this. Test cricket is a 5 day game, with 90 overs to be played every day. If one team bats an entire day, the Wicket Keeper on the fielding side, is on the field of play for 90 overs, meaning 540 balls and squats (at a minimum), focusing every ball. How do you keep your focus for so long is a logical question.

One of my coaches had an interesting perspective on this. He said, the Wicket Keeper needs to focus every ball, from when the bowler starts his run up, till the batter plays the ball and it reaches fielder and becomes dead, all put together a few seconds. Then switch off for a minute or so and

focus again for the next ball being bowled. The breakup of the focus points to smaller bits will help the Keeper through the day, till the last ball. I practiced this, found it to work for me. Small chunks of focus with big impact and huge learning for me.

Extrapolate this to any project you may be involved in your life or career, break it down to manageable and trackable tasks, and you will appreciate the methods. Some cool project management techniques to ponder over.

The Power of Teamwork

Cricket is often seen as an individual sport—especially for a batsman or bowler—but it's fundamentally a team game. Whether you're standing behind the stumps, making a partnership at the crease, or fielding in the outfield, your success depends on your team. I've learned that no matter how talented you are, the collective effort of the team is what leads to victory. This is true in life as well. It's essential to value the support of others and to contribute to the team's success. Collaboration, communication, and trust in others are vital.

True to its definition of being called a “*Gentleman's game*”, Cricket has made me A GENTLEMAN

Build Your Personal Brand



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CREATE A PROFESSIONAL ONLINE PRESENCE

- Building a professional online presence is a great way to start establishing your personal brand.
- Make sure your social media profiles are up to date showcasing your skills and accomplishments.

NETWORK

- As they say your Network = Net worth.
- Utilize the social media platforms to connect with your potential consumers, buyers, decision makers & more.

BE AN EXPERT

- You will be more memorable if you are an expert in your field.
- Stay up to date on industry news and trends and use your knowledge to create content that can be shared across multiple platforms.

SHOWCASE YOUR SKILLS

- Whether it's writing, video editing, speaking, storytelling, or anything else...
- Use every opportunity on social media platforms to show case your skills and talents.

SHARE YOUR STORY

- People are drawn to stories, so share yours.
- Talk about what drives you, what motivates you, and what makes you unique.
- This will help you stand out from the crowd

Glow Up: Health, Hygiene and the making of You

Khyathi Vyshnavi Maruveni
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“Health & Hygiene – The Unsung influencers of our personality” In a world where first impressions often make (or) break opportunities, the role of health & hygiene in shaping personality cannot be overstated. While we may focus on Cultivating our skills, intelligence, & social presence, it’s the often-overlooked habits of personal care & well-being.

Our personality is not just the sum of our thoughts, actions (or) beliefs. It is also a reflection of how we carry ourselves and the energy we project. A person who prioritizes health, who exercises regularly, eats nourishing foods and keeps their environment clean, often carries an aura of confidence, positivity and vitality. Their physical well-being boosts their emotional state & this positive energy translates into the way they interact with others, building stronger relationships & inspiring trust.

Accordingly, here is a short poem dealing with the topic Health and Hygiene –

THE ESSENCE WITHIN:

In the morning light, the day begins, With simple acts a change within. A step, a stretch, a breath,
a smile,

Health and Hygiene shaping life's style.

A Clean, fresh start, the mind takes.

Flight,

With energy that feels so right.

For when we care for what we wear we find confidence is in the air.

Through food that heals and movement free,

We unlock strength for all to see. A tidy space, a polished glow, Reflects the person we will
show.

But when we falter, when we fall

Neglecting self can dim it all.

For health and care are woven tight In the fabric of our inner light.

So let each habit, small and true Build the person shining through.

With health, with hygiene, We

are made, A confident, Vibrant Soul displayed.....!

Eventually, health & hygiene are essential not only for physical well-being but also for shaping our personality. By prioritizing self-care, we boost confidence and enhance emotional well-being.

AI an Aid to the Natural Intelligence



R Moumitha Reddy
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Is Artificial Intelligence making us naturally stupid?

Maybe or maybe not, it all comes down to how we utilize this supernatural resource in our hand. AI Is no less than a super power we all wished to possess, Isn't it? We can know almost anything and everything there is to know around the globe and do wonder with the knowledge gained. Acknowledging this potential that AI has, various professions are adapting to an AI integrated system, so as to leverage the generative power it has.

The education sector is no exception. There are 'n' number of uses discovered and being discovered every day.

No doubt it is helping us by providing simpler explanations to complex concepts, various resources for certain projects, help impress our professors with creative answers to the assignment questions and so much more.

There are various educational apps where AI has now been integrated to understand the needs and requirements of a child to get the deeper insights on the learning parameters to customize and help them learn better.

However convenient is it, it should be utilized to enhance or advance our efforts, otherwise we are letting "*Artificial Intelligence*" dominate our "*Natural Intelligence*".

We can see that AI teachers have been introduced in the form of robots, claiming that they perform

better, analyze the student academic needs, etc., better, yet it can never replace the interpersonal connection that occurs only among human beings. This is a clear display of how people are ready to let AI takeover without realizing the after - effects.

" *Our efforts may fail, but we should not fail to make an effort*". Remember AI is also a result of continuous failures of human intelligence until success and it still continues growing each passing day.

Use AI to aid your education, not let AI be the ultimate suffocation to your cognition.

Every Breath Counts... Every Touch Matters...



**Diwakar P L
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COURAGE, STRENGTH, KABADDI SPIRIT

Every parent aspires to see their child succeed in life, often prioritizing academic achievements over personal interests. However, my father has always been an exception— he believed in nurturing my passion and stood by me at every stage of my journey. His unwavering support allowed me to pursue my dreams with confidence, shaping me into the athlete I am today

Igniting the Passion

My love for Kabaddi began at a very young age. Inspired by the legendary Manjeet Chhillar, one of the greatest Kabaddi players of all time, I developed a deep admiration for the sport. Initially, it was just a recreational game I played with my friends. However, my competitive spirit and growing passion for the game led me to take it more seriously.

When I was in 6th and 7th standard, I participated in my first district-level Kabaddi tournament, where my team emerged victorious. This achievement was a turning point in my journey, reinforcing my commitment to the sport and igniting a stronger desire to excel.

Stepping into Competitive Kabaddi

As I progressed in my academic journey, my passion for Kabaddi continued to grow. In 9th standard, I joined Shantha Vidyanikethan in Peresandra, Chikkaballapur district, where I had my first opportunity to participate in a state-level Kabaddi competition. This was a significant milestone, exposing me to a higher level of competition and allowing me to refine my skills.

Balancing academics and sports became increasingly challenging. My life began revolving around rigorous practice sessions, tournaments, and competitions, often at the expense of attending regular classes. Despite the struggles, my determination remained unwavering.

In my second year of Pre-University (PU) at Best PU College, I participated in yet another state-level Kabaddi tournament. While these experiences were invaluable, I realized that merely competing at the state level was not enough to achieve my ultimate goal. I needed greater exposure, better training, and more competitive opportunities to reach the highest level in Kabaddi.

The Pursuit of Excellence at REVA University

With a vision to take my game to the next level, I chose to pursue my higher education at Reva University, known for its strong emphasis on sports and the opportunities it provides for aspiring athletes. This decision proved to be instrumental in my growth as a Kabaddi player.

One of the most significant milestones in my journey was competing in the South Zone Inter-University Men's Tournament, where our team fought fiercely. This experience not only honed my technical skills but also instilled in me the resilience required to excel at higher levels of the sport.

Lessons from Kabaddi: A Reflection of Life

Kabaddi has taught me valuable life lessons that extend beyond the game. Just as in life, in Kabaddi:

- The moment you get close to success, obstacles arise—just like opponents trying to pull you back when you reach the mid-line.
- The journey requires immense dedication, hard work, and perseverance.
- Strength, strategy, and mental toughness are as crucial as physical endurance.

Throughout my journey, I have faced numerous struggles—intense competition, criticism from other sports communities, and moments of self-doubt. Yet, I have never let adversity deter me from my goal. Each day, I push myself harder, focusing on my fitness, diet, and technical skills to improve my game. “Touch and tackle—that’s the game!” has become my mantra, reminding

me to stay determined and keep moving forward.

The Ultimate Dream: Pro Kabaddi League

My ultimate ambition is to play in the Pro Kabaddi League (PKL)—India's second most-watched sports league. Achieving this dream requires relentless effort, discipline, and an unwavering belief in my abilities. The journey of a Kabaddi player is not easy; it demands sacrifices, resilience, and a constant drive to prove oneself. Many players come from humble backgrounds, battling challenges to make a mark in the sport.

Despite these challenges, I remain committed to my goal, striving for greatness and inspiring future generations of Kabaddi players. My journey is a testament to passion, perseverance, and the unbreakable spirit of Kabaddi.

Woman



Dr. Jalaja Anilkumar
Assistant Professor
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A Woman is a Nurturer,
Catering to the needs of her loved ones.

A Woman is a Warrior,
trying to protect her family in need.

A Woman is a Teacher,
Educating her children with skills & values.

A Woman is a beholder of Beauty,
A treat for Sight.

A Woman is all this and far more,
Yet deprived of equity, why?

Why is there struggle for Respect, which are rightfully Hers...!!!

Be aware, A Woman is an Ocean within...

Not to be Challenged, to face the Storm...!!!

Let our Journey as an Academician be Enlightening



Dr. Bharti Ayer
Assistant Professor
SMS
REVA University



**Prof. Dara Vijaya
Lakshmi**
Assistant Professor
SMS
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As an academician, exploring the new areas of learning is always there.

I Prof Dara and Dr. Bharti Ayer, got an opportunity to attend 2 days symposium from 18th to 19th Nov. 2024 organized by Prestigious institute IIM-B Bangalore.

A rich experience with the academia and industry stalwarts to share and learn new skills through symposium for improving access for education, health, employment, and income generation opportunities. New business models and digital technologies are aiding traditionally marginalized groups to access better opportunities in a sustainable manner.

IIM Bangalore hosts a two-day international symposium focusing on innovation, digitalization and sustainable growth. The event has several important features including plenary lectures, fireside chats, panel discussions, research insights and various engagement opportunities to explore the future of sustainability driven by digital innovations.

Echoes of the Future



**Dr. Suganya
Subramaniam**
Assistant Professor
SMS
REVA University

Our current actions, driven by innovation, determination, and vision, shape the future. The decisions we make today will have a lasting impact on technology, society, and human potential as the world continues to evolve at an unprecedented tempo. Technological advancements are redefining the way we live, work, and interact. The future is replete with innovative discoveries that will redefine the limits of what is feasible, ranging from artificial intelligence to space exploration. The key to leveraging these changes is to cultivate a culture of adaptability, problem-solving, and curiosity.

The educational system significantly influences future leaders and intellectuals. Students will be better prepared to navigate an unpredictable world by placing a greater emphasis on critical thinking, creativity, and emotional intelligence in addition to traditional learning. Integrating experiential learning and future-focused curricula will adequately equip the next generation for occupations that may not yet exist.

Our current environmental actions will reverberate for centuries to come, influencing the health of our planet. Climate change, resource depletion, and biodiversity loss are urgent issues that necessitate immediate attention. Prioritizing sustainable practices, green technology, and responsible consumption will establish a more resilient and harmonious world for future generations. As technology continues to develop, human connection remains the foundation of our

collective advancement. The way we communicate, collaborate, and build communities will determine the efficacy of our societies. We will guarantee that progress is not solely technological but also profoundly human by promoting empathy, inclusivity, and ethical decision-making.

Young minds are at the vanguard of change. Their determination to make a difference, social awareness, and innovative ideas are the propelling force behind progress. By offering them the appropriate resources, mentorship, and opportunities, we can amplify their voices and transform their visions into actuality.

The future is not a distant fantasy; rather, it is a reflection of our current endeavors. We have the ability to influence the vibrations of tomorrow through innovation, education, sustainability, or human connection. We can establish a world that is inclusive, forward- thinking, and full of potential by making thoughtful decisions today. The future's echoes commence with us.

The Future with AI: Changing the Way We Learn



Prof. Aishwarya Kanhere
Assistant Professor
SMS
REVA University

AI is transforming the way we learn, making education more personalized, efficient, and accessible. Traditional learning models are evolving as AI introduces dynamic, interactive environments that adapt to individual needs. AI-driven platforms analyze student performance, offer customized lessons, and provide real-time feedback, creating a more engaging and responsive learning experience.

The search for knowledge has drastically changed with AI-powered tools that retrieve and interpret information contextually. AI-driven research assistants help process large volumes of data,

summarize key insights, and even generate structured explanations, making learning more intuitive and efficient. AI reduces the time spent searching for information, enabling students and professionals to focus more on deeper analysis and creative problem-solving.

Beyond formal education, AI plays a crucial role in skill development. As industries shift towards digital transformation, AI-driven platforms cater to high-demand skills such as coding, data analysis, and AI literacy. Adaptive learning modules assess progress and adjust coursework to optimize skill acquisition. AI-driven simulations and virtual reality tools create immersive learning environments where medical students practice surgeries, engineers test prototypes, and language learners engage in real-time AI-assisted conversations.

AI's impact extends to personalized education. Intelligent tutoring systems tailor content based on learning preferences, strengths, and weaknesses, ensuring that students grasp concepts effectively at their own pace. These AI-driven solutions help learners overcome challenges by offering targeted exercises and alternative explanations, ultimately fostering a deeper understanding of subjects.

Despite its advantages, integrating AI in education requires a careful balance between automation and human interaction. Educators, mentors, and collaborative learning experiences remain irreplaceable, as human guidance provides emotional intelligence, critical thinking support, and ethical reasoning that AI alone cannot offer. Teachers can leverage AI to enhance their instructional strategies, freeing up time for personalized student engagement and mentorship.

Ethical considerations in AI-driven education must also be addressed. Issues such as data privacy, algorithmic bias, and reliance on AI-based assessments raise concerns about fairness and equity in learning environments. Ensuring transparency in AI models and implementing safeguards against bias will be essential to maintaining trust in AI-powered education systems.

As AI reshapes the educational landscape, lifelong learning becomes more dynamic and accessible. AI-driven tools empower individuals to learn anytime, anywhere, breaking geographical and financial barriers to education. The accessibility of AI-powered platforms allows learners from diverse backgrounds to gain knowledge and skills that were previously out of reach.

In envisioning the future of learning, AI stands as a powerful enabler of innovation, fostering a culture of continuous growth and knowledge exploration. While AI enhances efficiency and accessibility, the human element remains at the heart of education. The challenge lies in integrating AI responsibly to complement human expertise, ensuring that education continues to be a journey of discovery, creativity, and meaningful connection.

The Negative Outweighs the Positive



Prof. Meenaz Zaiba
Assistant Professor
SMS
REVA University

Negative experiences' influence surpasses positive ones in various contexts, including daily occurrences, significant life events (such as trauma), outcomes in close relationships, patterns within social networks, interpersonal dynamics, and learning experiences. Negative emotions, unfit parenting, and unfavorable feedback tend to have a greater effect than their positive counterparts and negative information is examined more deeply than positive information. Individuals are more driven to evade negative self-definitions than to seek out positive ones. Negative impressions and stereotypes are formed more swiftly and are more difficult to challenge than positive impressions. These insights imply that negativity generally holds more power than positivity across a wide array of psychological phenomena. some of the suggestions to overcome negativity bias to cultivate a positive outlook.

- *To express feelings of gratitude.*
- *Positive loving meditation.*
- *Change your thought pattern.*
- *Revisit happy memories to reinforce the positive track.*
- *Celebrate small wins.*
- *Create boundaries with individuals who consistently bring negativity.*

Keep The Student in You Alive



Dr. J. Jeelan Basha
Assistant Professor
SMS
REVA University

“Life - the teacher, comes disguised as experiences...”

Life is a relentless teacher, drilling us through its vast curriculum of experiences to shape our growth and evolution. Disguised as challenges and opportunities, life continuously tests us, urging us to advance in maturity and wisdom.

Some people spend days, months, years and even a lifetime living with the same regrets and facing similar disturbances. In all these cases, it is evident that life is going to teach a below- average student, who refuses to get promoted to higher realms of maturity.

We often label experiences as positive or negative, success or failure, favorable or unfavorable. In truth, these experiences are PREPARATORY gearing each of us to face the future with greater resilience and insight.

Every moment of life is either an example or a warning to others, just as the lives of others serve as examples or warnings to us.

Every human life yours, mine, and that of others, is either a lesson on how to live or how not to live.

Every human life is a living encyclopedia. Books may offer valuable knowledge, but nothing compares to what you can learn by observing people. Here are some profound lessons life offers through those around us.

Here are some profound lessons life offers through those around us:

- Observe your *father* to learn tough love.
- Observe your *mother* to learn selflessness.
- Observe your *grandma* to learn willpower.
- Observe your *grandpa* to learn discipline.
- Observe your *teacher* to learn patience.
- Observe your *friends* to learn enthusiasm.
- Observe your *servant* to learn contentment.

From iconic lives, too, there's much to imbibe:

Lord Krishna embodies holistic abundance, *Prophet Muhammad* exemplifies mercy and humility, *Jesus Christ* teaches forgiveness, *Gandhi ji* illustrates resoluteness, *Martin Luther King Jr.* inspires with the power of vision, *Buddha* radiates love, *Mahavira* shows all-encompassing compassion, *Hanuman* demonstrates surrender.

The key to personal evolution is to keep the student within you alive. Growth stems from the ability to observe and absorb, learning from every person, situation, and moment. Life is less about what happens to you and more about how you respond to it. Every experience is an opportunity to ascend to higher levels of maturity.

History offers powerful reminders of this principle:

- *Robert the Bruce* gained resilience by observing a spider's persistence, leading him to victory in battle after six defeats.
- *Einstein, Newton, and Archimedes* unlocked scientific breakthroughs through the simple act of observing everyday events

Your maturity level is always one leg below the new events you encounter in life. If you learn and mature from these experiences, you get to face higher assignments from life. If you simply become emotional, you will simply keep facing similar type of disturbances in your life; you simply stagnate at same maturity levels.

Life's ultimate purpose is to elevate you through experiences, pushing you to evolve into a more profound, capable, and wise version of yourself. So, embrace every challenge as a steppingstone to greater heights, keeping your heart open to learning and your spirit ready to rise.

As Socrates said, "*Education is the kindling of a flame, not the filling of a vessel.*"

Keep the student in you alive, and let lessons illuminate your path.

From Your Last-Minute Needs to Your Every-Minute Essentials: The Rise of Quick Commerce



Prof. Maria Boaler
Assistant Professor
SMS
REVA University

In today's age of immediacy, where time is a premium resource, retail has reached an exciting milestone: Quick Commerce (q-commerce). This emerging segment of e-commerce redefines convenience, delivering goods in as little as 10 minutes and catering to the growing demand for instant gratification.

Q-commerce, also referred to as quick commerce, is a type of e-commerce where emphasis is on quick deliveries, typically in less than an hour.

Over the past few years, global shopping trends have undergone a significant transformation.

While traditional e-commerce brought goods to our doorsteps, q-commerce takes it a step further, prioritizing speed and efficiency. Whether it's groceries, medicines, or last-minute essentials, q-commerce meets consumer needs almost instantly.

In India, q-commerce growth is driven by smartphone penetration and a young, tech-savvy population. Established players like Zomato's Blinkit, Zepto, and Swiggy Instamart have shaped the market, while global giants like Amazon and Flipkart are vying for their share with services such as 15-minute deliveries in cities like Bengaluru. For Fast-Moving Consumer Goods (FMCG) companies, q-commerce is emerging as a leading growth channel. Nestlé India reported that q-commerce now accounts for 50% of its e-commerce business. Similarly, Tata Consumer Products experienced a surge in festive sales through q-commerce platforms. In case of fashion and beauty segment Myntra's has launched quick commerce (Q-commerce) business model known as M-Now service, which offers 30-minute delivery of fashion and beauty products. Even Tanishq's Mia are

embracing this trend. For the very first time Flipkart is set to shortly start delivering medicines within 10 minutes, likely becoming the first quick commerce service to do so, intensifying competition in this red-hot market.



The Future of Q-Commerce

The q-commerce market in India is projected to grow significantly:

Revenue is expected to reach \$3,349 million in 2024, with a Compound Annual Growth Rate (CAGR) of 23.88% (2024-2029), leading to a market volume of \$9,771 million by 2029.

The number of users is forecasted to reach 60.6 million by 2029, with a user penetration rate increasing from 1.8% (2024) to 4.0% (2029).

Globally, China is set to dominate the q-commerce market with revenues of \$80,840 million and a projected user penetration rate of 21.4% in 2024.

According to the Nielsen IQ Shopper Trends 2024 Report:

31% of Indian shoppers rely on q-commerce for their main grocery needs.

39% use it for top-up purchases.

Popular categories include Ready-to-Eat meals (42%) and Salty Snacks (45%).

Impact of Quick Commerce: The All-India Consumer Products Distributors Federation (AICPDF) noted that the rapid expansion of q-commerce has disrupted the retail ecosystem, leading to the closure of approximately 200,000 Kirana stores over the past year. As per the report, quick commerce platforms are projected to capture approximately \$1.28 billion of Kirana sales by 2024, accounting for 21 percent of total sales on these platforms. In a remarkable development indicating a major consumer shift towards preferring the convenience of groceries being delivered at their doorstep, nearly 50% Kirana sales in 2024 were captured by quick commerce companies, with Blinkit, Zepto, Swiggy Instamart, and Flipkart Minutes emerging as top platforms.

How Q-Commerce business model works

The backbone of q-commerce lies in its unique operational model:

1. **Dark Stores:** Small, strategically located warehouses in densely populated areas enable faster delivery.
2. **Tech-Driven Logistics:** Advanced algorithms optimize delivery routes and ensure seamless order fulfillment.
3. **Local Networks:** A hyper-local approach ensures proximity to customers, facilitating deliveries within minutes.

Benefits of Quick Commerce

For urban consumers, q-commerce is a game-changer. With just a few taps on a smartphone, essentials are delivered almost instantaneously, eliminating the need for store visits and bridging the gap between need and access.

Challenges and Sustainability

Despite its benefits, q-commerce faces several challenges:

Profitability: Maintaining dark stores and delivery fleets increases operational costs, straining margins.

Environmental Impact: Frequent small deliveries can contribute to a higher carbon footprint unless offset by sustainable practices.

Workforce Concerns: High-pressure environments raise questions about fair wages and working conditions for delivery personnel.

Despite its growing popularity, q-commerce has sparked concerns among traditional retailers.

To address these issues, future innovations may include AI-driven inventory management, electric vehicles for eco-friendly deliveries, and even drone technology.

Conclusion

Quick commerce is more than just a trend—it signifies a paradigm shift in retail, where speed and convenience redefine customer experiences. While brands like Myntra, Flipkart, and Mia by Tanishq highlight its potential to create instant consumer connections, the challenge lies in balancing speed, sustainability, and profitability. As competition intensifies, innovation will drive the future of q-commerce, ensuring it remains a fertile ground for growth and opportunity in the ever-evolving retail landscape.

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Students Artwork Showcase

Intricate Elegance: The Art of Patterns in a Peacock's Grace



Jisha Kuruvila
VI, BBA
SMS
REVA University

In today's world being stressed about the smallest things has become the new normal. When I often wish to have a time out and be by myself, I think of the one thing that makes me the calmest "Mandala Art". This artwork symbolizes beauty, grace, and creativity, much like the peacock itself, which is often associated with renewal, integrity, and vision. The intricate patterns represent the complexity of life, the harmony of diversity, and the pursuit of perfection. It also reflects patience, as each detail requires focus and dedication thus grounding me back to reality.

Isn't this something that always happens? We as humans are so worried about the future and constantly haunted by the past that we completely ignore the fact that we have the present with us that makes all the difference. Patience in each detail reminds us of how we ourselves should patiently wait and perfect each and every tiny detail to ensure that the outcome is as we desire rather than worrying about getting the desired output without doing anything about it.

Working on ourselves with every tiny detailing won't happen in one day but it is a continuous cycle of everyday efforts to achieve the "Day one". **Our Present is a Gift, and we must cherish it and work on getting better to make a better tomorrow.**



Nature



Nitish L Wali
IV, BBA
SMS
REVA University

This artwork captures the serene beauty of nature in its purest form. The painting draws the viewer into a peaceful landscape, where two towering mountain peaks rise majestically against the clear blue sky. The vibrant shades of green from the pine trees add depth and vitality to the composition, while the golden-

yellow hues in the foreground suggest a meadow illuminated by sunlight, creating a perfect balance between light and shade. The artist has skillfully blended colors to evoke a sense of calm and harmony, making the viewer feel connected to the tranquility and splendor of nature. This painting beautifully reflects the idea of finding peace amidst the grandeur of the mountains and the simplicity of the natural world.



Born to Dream



Deepthi
IV, BBA
SMS
REVA University

This painting captures a serene moment of magic as a mermaid arches through the midnight sky, framed by the glow of a full moon and the sparkle of stars. The deep blues of the sea and sky evoke tranquility, while the mermaid's graceful silhouette suggests a fearless pursuit of dreams. It's a reminder that even in the darkness, wonder and possibility are always within reach and also this mesmerizing painting beautifully captures the magic of dreams and boundless imagination. A graceful mermaid, silhouetted against the glowing full moon, leaps beneath a starry sky, symbolizing the limitless possibilities that dreams offer. The deep blue hues of the ocean and sky merge in perfect harmony, reflecting celestial beauty and evoking a sense of wonder. Distant islands and swaying palm branches add depth to the dreamlike scenery, enhancing the feeling of

mystery and freedom. The mermaid, a mystical being often associated with fantasy and longing, appears to be reaching out—perhaps toward her aspirations or an unseen world beyond her reach. Her leap represents courage, hope, and the pursuit of the extraordinary. The countless stars scattered across the sky serve as a reminder that opportunities are infinite. This artwork inspires us to embrace our dreams fearlessly, for those who dare to dream can create their own magical reality.

Moonlit Leap

Under the moon's gentle glow,

A mermaid rises from below.

Her dreams arc high above the sea—

A living song of possibility.



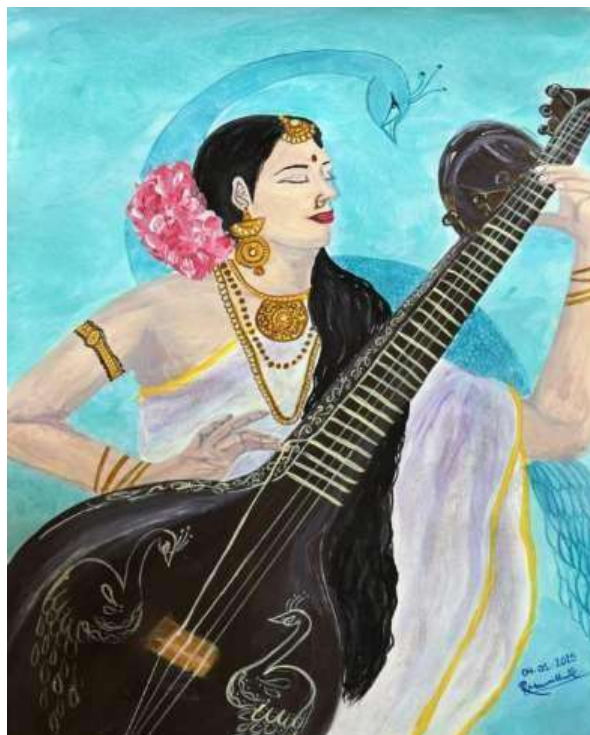
*Somewhere under the sea and beyond your
imagination is an adventure in fantasy.*

A Serene Moment



R Moumitha Reddy
IV, BBA
SMS
REVA University

This captivating artwork features a classical Indian woman playing a veena, evoking the rich cultural heritage of India. Adorned with traditional jewelry and dressed in a white sari with delicate floral details, the woman exudes grace and elegance. Her focused expression reflects her connection to the music, while the intricate designs on the veena and the presence of a peacock in the background add a symbolic touch of beauty and creativity, blending music and art harmoniously.



Achievements of Students in Various Events**2024 - 25**

Hrudhay Gowda K.M
I, BBA
SMS
REVA University



Divyesh PN
I, BBA
SMS
REVA University

Hrudhay Gowda K.M and Divyesh PN, both from BBA Semester 1 at REVA University's School of Management Studies, won the **Second Prize in IDEATHON 2.0**, held on 15th and 19th November 2024.



Sreeshanth
I, BBA
SMS
REVA University



Raja Jolam
I, BBA
SMS
REVA University



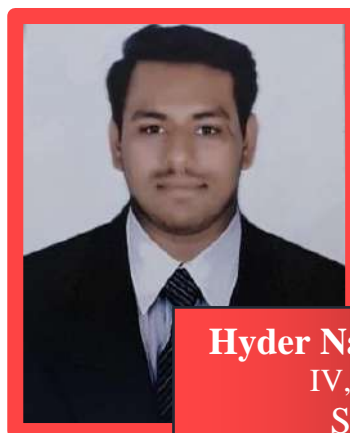
Deekshith
I, BBA
SMS
REVA University

Sreeshanth, Deekshith, Raja Jolam, Nikhil Somuri, and Nithin Reddy, all from BBA Semester III at REVA University's School of Management Studies, secured the **Third Prize in IDEATHON 2.0** held on 15th and 19th November 2024.



Serene Shaji
IV, BBA
SMS
REVA University

Serene Shaji from the School of Management Studies at REVA University won the **Best Paper Award** at the National Level Multidisciplinary Young Research Student Paper Presentation Competition, organized by Kristu Jayanti College on 16th October 2024



Hyder Nawaz Khan
IV, BBA
SMS
REVA University

Hyder Nawaz Khan from the School of Management Studies at REVA University secured the **First Prize in the AdvantEDGE** event, organized by St. Claret College on 12th November 2024.

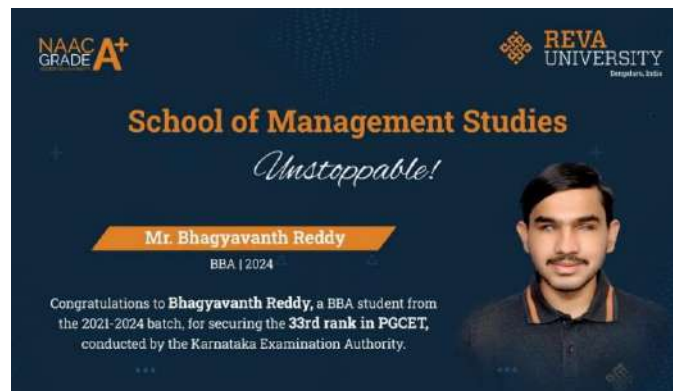


Anish S
IV, BBA
SMS
REVA University

Anish S from the School of Management Studies at REVA University won the **First Prize** at the **NSS Utsav**, held at REVA University on 5th November 2024.



Mohit Keshri, a BBA student from 6th semester at REVA University's School of Management Studies, has successfully cleared the **CA Examination Intermediate Group-1** on his first attempt. This milestone achievement is a reflection of his hard work and dedication. We wish him all the very best for his future endeavors!



Bhagyanvath Reddy from the BBA 2022-2024 batch 6th semester at REVA University's School of Management Studies has achieved an outstanding milestone by securing the **33rd rank in PGCET**, conducted by the Karnataka Examination Authority. Congratulations on this remarkable success!

Entrepreneurship Initiatives



Upendra Gariminti and **Virgil Zelfica Kharduit**, budding entrepreneurs from the BBA Batch of 2024 6th semester, have been selected for the **Microsoft Founders Hub accelerator program**, receiving \$150,000 in Azure credits. Additionally, Proctor AI, a REVA NEST-led startup, has also been selected for the program. Wishing them continued success as they soar to new heights!

Spotlight on Startups: Faculty and Alumni Ventures

1. DISHA AI Edutech Solutions Pvt Ltd

Founded by: Mr. Syam Sundar Ivaturi and Ms. Anitha Kumari B

Focus: Edutech, Online Education Platform

Status: Currently Incubated

2. EDSKA GLOBAL

Founded by: Mr. Gokul Shankar R (Alumnus)

Focus: Edutech

Status: Currently Incubated

3. TEDMAX Innovations LLP

Founded by: Mr. Sanjay (Alumnus)

Focus: Edutech, Online Education Platform

Status: Currently Incubated

Innovative startups from REVA University are thriving! Faculty-led DISHAAI Edutech Solutions Pvt Ltd and alumni ventures EDSCA GLOBAL and TEDMAX Innovations LLP are transforming the Edutech space with their unique platforms. All currently incubated, they represent the future of online education and innovation.

Achievements of Students in Various Events For 2024 - Sports



Anirudh Srinivas, Keshav M, Mahesh Kumar, Aman J, Chinmay S , and Sufiyan Shareef represented the School of Management Studies at the following events:

1. **Devanand Cup 2024** organized by CHRIST University from 3rd to 11th February 2024, where they emerged as Winners.
2. **Falak-24** was organized by Manipal University from 1st to 4th October 2024, where the team secured the Second position.
3. **Infini** was organized by PES University from 5th to 8th October 2024, where they again secured the Second position.

Faculty Achievement 2024-25



The School of Management Studies at REVA University proudly congratulates Dr. Nitu Ghosh, Professor and Director, for receiving the prestigious **Leadership in Education award** from Education Heroes 3.0. This recognition is a testament to her unwavering dedication and outstanding contributions to the field of education.



Dr. Fazeelath Tabassum
Assistant Professor
SMS
REVA University



MICA'S 11TH ANNUAL
GLOBAL CONFERENCE
JANUARY 7-9, 2025
MICA, GUJARAT, INDIA



MARKETING IN THE DIGITAL AGE: NAVIGATING DISRUPTIONS AND EMBRACING INNOVATIONS

BEST PAPER OF THE TRACK AWARD

This is to certify that

Abhishek Duttgupta and Fazeelath Tabassum

have been awarded the Best Paper of the Track award for the paper titled

Diversity, Equity, and Inclusion in Marketing: A Pathway to Enhanced Brand Reputation and Consumer Loyalty in India

in the

Track 9 - Marketing and Sustainability

at

THE 11TH INTERNATIONAL COMMUNICATION MANAGEMENT CONFERENCE (ICMC 2025)
held between January 7-9, 2025, at MICA, Ahmedabad, India.


VARSHA JAIN
CONFERENCER
ICMC 2025


AMIT KARAMCHANDANI
CO-CHAIR
ICMC 2025


GITHA HEGGDE
DEAN
MICA


JAYA DESHMUKH
DIRECTOR, R&D
MICA

Dr. Fazeelath Tabassum has been awarded the **Best Paper** of the Track Award at MICA's 11th Annual Global Conference (ICMC 2025) for their paper titled "Diversity, Equity, and Inclusion in Marketing: A Pathway to Enhanced Brand Reputation and Consumer Loyalty in India." Their paper was recognized in the Track 9 - Marketing and Sustainability category, during the conference held from January 7-9, 2025, at MICA, Ahmedabad, India. Congratulations on this prestigious achievement!



Prof. Jyoti Gupta
Assistant Professor
SMS
REVA University



Congratulations to Prof. Jyoti Gupta for successfully completing the **NPTEL Online Certification course on Design Thinking - A Primer**. With this certification, Jyoti has gained valuable insights and skills in design thinking, equipping her for creative problem-solving and innovation. Best wishes for future endeavors!



Prof. Purushottam Kumar
Assistant Professor
SMS
REVA University



Prof. Purushottam Kumar has successfully completed the **IIM Trichy Business Analytics PGP certificate**. With this certificate he has strengthened his expertise in Business Analytics, equipping him with advanced analytical skills, data-driven decision-making capabilities, and strategic insights essential for modern business environments. Congratulations!



Prof. Maria Boaler
Assistant Professor
SMS
REVA University



Prof. Maria Boaler has been awarded a prestigious **SWAYAM online certificate in Digital Marketing from IIM – Bangalore**, with this certificate, she has demonstrated her proficiency in Digital Marketing, gaining in-depth knowledge of modern marketing strategies, consumer behaviour, and data-driven decision-making. Many Congratulations to her!



Prof. Prakash Borah
Assistant Professor
SMS
REVA University



Prof. Prakash Borah has strengthened his knowledge in **Digital Marketing**, equipping himself with cutting-edge strategies and analytical skills essential for the digital era. His accomplishment from IIM Bangalore through the esteemed Swayam program underscores his commitment to continuous learning and innovation in marketing. Many Congratulations to him!



Dr. Jalaja Anilkumar
Assistant Professor
SMS
REVA University





SWAYAM ONLINE COURSE CERTIFICATION

This certificate is awarded to
Jalaja V
for successfully completing Three credit course
HR Analytics Using Excel
with a consolidated score of 61.7%
(proctored examination held on 18/05/2024) - January 2024 Semester
offered by **Dayanand Sagar Institutions, Bengaluru**




 Galiswamy
Secretary,
Dayananda Sagar Institutions


 Vasanthi Srinivasan
National Coordinator
Indian Institute of Management Bangalore

Issued On : 20/06/2024
 To validate and check scores : <https://swayam.gov.in/>

KK04048950

Prof. Jalaja V has expanded her expertise in **HR Analytics using Excel**, gaining valuable skills in data-driven decision-making, workforce analysis, and strategic HR planning. Her achievement from Dayananda Sagar Institutions, Bangalore, through the prestigious Swayam program highlights her dedication to integrating analytics into human resource management for enhanced efficiency and effectiveness.



Dr. Bharti Ayer
Assistant Professor
SMS
REVA University

Dr. Bharti Ayer has reached a significant academic milestone, earning her Ph.D. from Dayananda Sagar University. This accomplishment reflects her dedication to research and academic excellence, further strengthening her expertise in her field. Her doctoral degree positions her to contribute meaningfully to education, research, and industry, inspiring future scholars and professionals. Many Congratulations to her!



Prof. Anitha Kumari B
Assistant Professor
SMS
REVA University

Congratulations to Anitha Ivaturi for being part of the historic Hindustan Book of Records at SIWAA 2024, the world-record event in the largest women empowerment program! Your remarkable contribution stands as a testament to the power of collective action, showcasing how women can come together to break barriers and make history. This achievement not only celebrates your dedication but also inspires countless others to strive for excellence and empowerment. Wishing you continued success in driving positive change!



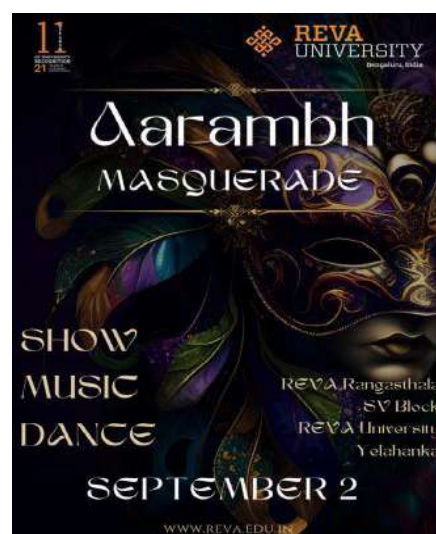
Assistant Professor
Prof. Jyoti Gupta
SMS, REVA
University Bengaluru

Jyoti Gupta has achieved a remarkable milestone by qualifying in the **UGC-NET June 2024** examination in **Management**, a highly competitive field that includes Business Administration, Marketing, Financial Management, and Industrial Relations. With an impressive **score of 184 out of 300**, she secured a **96.38 percentile**, placing her among the top candidates in the country.

The UGC-NET examination, conducted by the **National Testing Agency (NTA)**, serves as a benchmark for aspiring academicians seeking eligibility for **Assistant Professorship** and **Ph.D. admissions**. Prof. Jyoti's success highlights her dedication, expertise, and academic excellence in the field of management studies.

Her achievement is not just a personal triumph but also an inspiration for students and professionals striving for excellence in academia. With this qualification, Jyoti Gupta is now well-positioned to contribute to research and education in business and management, shaping the future of aspiring scholars.

Few Glimpses of School of Management Studies















List of Faculties in School of Management Studies

Sl. No.	Name of the Faculty	Designation	Area of Specialization
1	Dr. Nitu Ghosh	Professor & Director	Human Resource Management
2	Dr. Harish K S	Assistant Professor & HOD	Marketing
3	Dr. Suganya S	Assistant Professor	Accounting
4	Prof. Naveen Kumar P	Assistant Professor	Accounting
5	Prof. Krupa S	Assistant Professor	Accounting
6	Prof. Meenaz Zaiba	Assistant Professor	Accounting
7	Prof. Archana T A	Asst. Professor	Accounting
8	Dr. Aswatha Kumar	Assistant Professor	Accounting
9	Dr. J Jeelan Basha	Assistant Professor	Accounting
10	Prof. Nagaraju LG	Assistant Professor	Accounting
11	Prof. Sudharani	Asst. Professor	Accounting
12	Prof. Nisha Francis	Assistant Professor	Analytics
13	Prof. Purushottam Kumar	Asst. Professor	Analytics
14	Prof. Anitha Kumari B	Assistant Professor	Finance
15	Dr. D Srikanth Reddy	Assistant Professor	Finance
16	Dr. Jalaja Anilkumar	Assistant Professor	Human Resource Management
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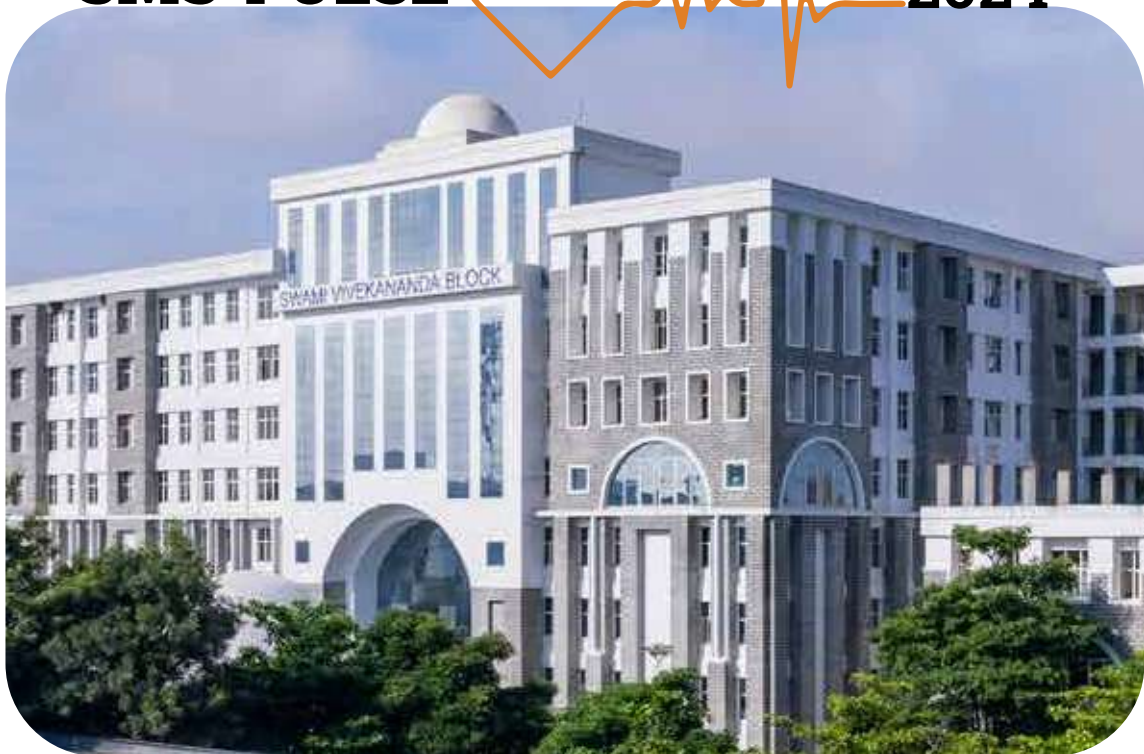
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ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012. The University is in Bengaluru on a sprawling green campus; spread over 45 acres of land, built with state-of-the-art infrastructure creating an environment conducive to higher learning and research. The University prides itself in contributing to the holistic development of every student. The University currently offers 32 Undergraduate Programmes, 24 full-time Postgraduate Programmes, 2 part-time Postgraduate Programmes, Ph.D. Programmes in various disciplines and several Certificate/Diploma and Postgraduate Diploma Programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies Law, Arts & Humanities, and Performing Arts. The programmes offered by REVA University are well planned and designed based on in-depth analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and social significance.

VISION

REVA University aspires to become an innovative university by developing excellent human resources with leadership qualities, ethical and moral values, research culture and innovative skills through higher education of global standards.

MISSION

- ❖ To create excellent infrastructure facilities and state-of-the-art laboratories and incubation centres.
- ❖ To provide a student-centric learning environment through innovative pedagogy and education reforms.
- ❖ To encourage research and entrepreneurship through collaborations and extension activities.
- ❖ To promote industry-institute partnerships and share knowledge for innovation and development.
- ❖ To organize society development programmes for knowledge in thrust enhancement areas.
- ❖ To enhance leadership qualities among the youth and enrich personality traits, promote patriotism and moral values.

ABOUT THE SCHOOL OF MANAGEMENT STUDIES



Understanding the need of the hour of present generation millennial students to differentiate between the core studies and the future requirements, the School of Management Studies keeps exploring the new areas of academic up skilling and at the same time, our aim is to provide holistic education to all our students.

Keeping in view the Global requirements, the BBA curriculum has been reviewed and discussed with the Industries and Corporate time and again. Based on the Global academic requirements, the curriculum has been redesigned. We have initiated the process of implementation of the NEP (New Education Policy) to cater the needs of the Nation and bring the right exposure in academics for present generation learners. The Faculty of Management is also accordingly upgrading their knowledge to effectively provide and disseminate the knowledge to prepare the students for the various competitions. Delivering quality education is the need of the hour. And School of Management Studies very well understands and strives towards bringing the quality education for the development of the students and also for societal benefits. Students while pursuing BBA has been exposed to various outreach programs, social development outreach programs and Nation development programs. This will not only help in their present studies but also helps in applying for Higher education in India and Abroad as well.

To give various options of choice, the School of Management studies give following Program options for the prospective students.



VISION

- ❖ To produce world class management experts through excellent teaching and research to offer professional services at National and International levels.

MISSION

- ❖ To provide high-standard, forward-looking, morally, socially, and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- ❖ To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general.
- ❖ To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

MESSAGE FROM CHANCELLOR**“LEADERS OF REVA UNIVERSITY WILL RULE THE WORLD”**

At REVA University we nurture student community, as we have realized learning should be continuous, and cross all borders. Hence, REVA University adopted the mission to make learning unlimited. Our driving principle ‘Learning Unlimited’ is empowered with the adoption of technology.

As we have seen in the recent past, technology in education is not just an enabler, but a necessary medium, and the crisis in the Education sector during the pandemic helped us all understand the importance of virtual learning. Going forward, digital-first is an approach every University must adopt, and I am happy to share that much before in 2016 REVA University laid a roadmap to be a technology-driven university. Our early preparedness helped us in transition from offline to online learning.

Now, Blended Learning is the way forward and is the biggest enabler of seamless learning.

Our core vision remains to change the way students learn from traditional learning methodologies and we are happy to adapt and adopt technological changes. The ecosystem at REVA University is not only tech-centered but is developed in such a way that it contributes to the overall development of a student.

Dr. P. Shyama Raju

MESSAGE FROM I/C VICE-CHANCELLOR**“QUALITY EDUCATION BRINGS ACADEMIC EXCELLENCE”**

The future belongs to those who believe in the capabilities of young minds. At REVA University, all our endeavours of achieving academic excellence are driven by the goal of creating a solid edifice for a brilliant future for our youth.

Ingrained with a philanthropic vision and missionary ardour to encourage the youth to achieve brilliance in their chosen fields of study, REVA University has already carved a niche for itself in academia worldwide. A concrete demonstration of the extraordinary passion and commitment, recognition for its proactive management, state-of-the-art infrastructure and facilities, well-equipped laboratories with modern equipment, highly qualified & experienced faculty members, and best practices in teaching and learning processes make the University the most sought-after University. To be at par with international standards and to provide global attributes to our students, the Outcome Based Education System (OBE) with project-based learning techniques has been employed in the design of our contemporary curriculum. Choice-based Credit Systems (CBCS) with continuous assessment of grade point averages have made our offerings truly international.

Dr. N. Ramesh

I/C Vice Chancellor, REVA University

MESSAGE FROM PRO VICE-CHANCELLOR



“CONSTRUCTIVE DELIBERATIONS LEADS TO QUALITY EXPOSURE”

In this disruptive digital economy, high quality management exposure is essential and this should enable the participants to gain knowledge, exposure, skills and develop confidence that is essential for a leader to take initiative and responsibility.

Student's exposure will play an important role in encouraging activities in various fields and will give platform to exhibit their talents.

Dr. Shubha A.

Pro-VC & Dean, Faculty of RBS, Commerce and Management Studies

MESSAGE FROM DIRECTOR**“INNOVATION IS THE KEY TO LEADERSHIP”**

The focus of the University is innovation and research and the School of Management Studies strives best to bring out the potential of the students at various levels, so as to mould them as idea-generators, problem solvers and change agents. Leadership development, personalised mentoring and innovation is the emphasis of most of the activities and curriculum in this School. Thus, we aim at giving the right exposure and such kind of platforms, where students get an opportunity to witness and listen to expert speakers and interact with leaders globally.

The aim of this magazine is to bring to limelight the various activities conducted so far in the school, for the benefit of the student community.

Dr. Nitu Ghosh,
Director, School of Management Studies

ABOUT THE MAGAZINE

Management Pulse is an effort to collectively bring the strength of the school. It depicts the involvement of the school in bringing out the best in students by giving them right exposure.

This yearly School Magazine aims at consolidating all efforts of Management, Faculty Members of the School, staff, and Students to exhibit their involvement and talent.

Along with the regular teaching-learning process, this provides an opportunity for all to showcase their talent and opinion in the form of literary skills.

In coming days, the Tag line of this magazine will be.

“By the student... For the Student.... Of the student..., Mainly to inculcate the belongingness to the school”.

We look forward to School Alumni involvement in a big way in future.

We whole-heartedly thank each one of you in bringing-up the magazine.

Small little efforts will lead to the enduring success.

TEAM SMS

REVA University

Bengaluru

THEME OF THE MAGAZINE**“MANAGEMENT PULSE-2024”**

Management Pulse is an effort to collectively bring the strength of the school together in a creative form towards achievement of the vision, i.e., innovation. It depicts the involvement of School in bringing out the best in students by giving them right exposure. This Annual School magazine aims at consolidating all efforts of Management, Faculty Members of the School, staff, and Students to exhibit their involvement and talent.

**AN ENDEAVOUR:
FOR THE STUDENT, OF THE STUDENT, BY
THE STUDENT**

Resilience As a Key Value in Sustainable Business



Dr. NITU GHOSH
Director, School of
Management Studies
REVA University

In the present era characterized by VUCA (Volatility, Uncertainty, Complexity and Ambiguity) conditions, it becomes inevitable to build systems and entities that are self-sustainable. One of the key characteristic value of sustainability is resilience or the ability to cope-up. Ethics and values are the cornerstone of any business. In order to survive, grow and be profitable in the long term, business practices should be cemented together by values such as discipline, commitment, integrity, trust, ethical concern for stakeholders, preservation, proactiveness, team-work, innovation, diversity, equity and resilience.

These values are embedded in the company culture and become the nervous system of the organization. During crisis, the values integrated in the organizational culture play an indispensable role in its sustenance and future growth. Resilience is the core element of social and business sustainability. The last few years has witnessed several humanitarian disasters due to covid-pandemic, geo-political wars and natural/manmade hazards, which have impacted business, production, supply chain and logistics, work trends, employee behavioural patterns, and business sustainability substantially.

However, the ability and skills of resilience have enabled the society and businesses to turnaround and sustainably grow. Although the society has been experiencing frequent disruptions, it has managed to develop systems to maintain a balance and sustain.

Resilience is not merely a value or ability, it is an operational practice, that catalyses growth and sustenance through rejuvenation, revival and rise after undergoing extreme crisis. Resilience is the ability and process to bounce back after downturn and recover quickly to not only attain normalcy but progress north wise in the growth-curve. Being Resilient requires one to show patience and adjust to the situations. Learnings from the past crisis and problems should act as a roadmap for future actions.

The best example of resilience is how the business recouped and bounced back after the covid-pandemic crisis. Not only the businesses, but the way the entire economy progressed quickly to status-quo was an act of resilience. Innovations that bring out possibilities from the impossible lead to resilience. Thus, resilience is also defined as the ability to re-invent and innovate in response to disruptions.

Resilient societies, systems and businesses are proactively prepared and strongly built to meet contingencies and have less chances of failing during crisis. Revival and rise stages appear earlier in their journey towards resilience. Thus, building a resilient system involves better understanding of the internal and external environment as well as SWOT analysis of the entity. Based on this understanding proactive planning, preparedness, optimum resource utilization, adjustability, patience and problem-solving abilities is needed.

Resilience is not only needed in societies and businesses in order to be sustainable and enduring over a long term but also in individuals, in order to deal with personal crisis. In order to be resilient, it is important to be connected and have healthy interpersonal relationships. Making each day purposeful and staying optimistic as well as positive is as important as learning to solve problems, re-invent oneself and managing oneself in an effective manner.

Learning from the past is an important lesson never to be forgotten in the journey towards building resilient entities and systems.

Dancing Through the Divine: My Bharatanatyam Journey with Lord Shiva's Grace



ARCHA S NAIR
V, BBA (II)
SOM, REVA University
Bengaluru

At the age of 4yrs, I began my adventure in this traditional Indian classical dance form known as Bharatanatyam in Kalakshetra style, and I have been learning for the past sixteen years with completing Diploma in Bharatnatyam from REVA University. The reason I joined the dance may sound absurd to everyone, but it was because I had always liked and wanted to know all about Lord Shiva and that inspired me to learn the dance Bharatanatyam. It was also easy for me to join this dance form because I was living in Tamil Nadu at the time, where the Bharatanatyam was originated from. As I grew older, I truly learned about the Bharatanatyam, which was formerly known as Sadiraattam or Thevarattam.

Bharatanatyam is renowned for its elegance and purity, and Lord Shiva is revered as the god of this dance style also Known as Muyalaka or Muyalakan, Apasmara is a dwarf who clutching a cobra and trampled beneath the foot of Nataraja (Lord Shiva). There are four main forms of Bharatanatyam are called after the locations where they originated: Pandanallur style, Vazhavor, Melathoor, and Kalakshetra (named after the institution founded by Rukmini Devi Arundale). The belief is that during the beginning of the Tretayuga period, people were leading lives filled with greed, lust, and other vices. As a result, Lord Indra and other gods approached Brahma and asked to create kreedaneeyakum (entertainment). This was taught to the renowned

sage Bharata, who later codified this sacred dance in the Sanskrit text known as the Natyashastra. The origins of Bharatanatyam dance can be attributed to Sadir, the solo dance performed by Tamil Nadu temple dancers, also known as devadasis.

It takes five to seven years to become proficient in Bharatanatyam elements comprise knowing the subtleties of the art form and performing basic steps, hand gestures, facial expressions, and margam (Alarippu, jathiswaram, shabdam, varnam, padam, and thillana). Dance is supposed to have no boundaries and infinite forms. In my opinion, learning something new every day is like embarking on a new journey of learning new Bharatnatyam steps.

Motivating Thought



Prof. SUDHARANI M
Assistant Professor
SOM, REVA University
Bengaluru

Be the person who still tries,

After failure, after frustration, after disappointment, after exhaustion, after heartache,

Be the person who master's up the courage to believe that a new attempt can manifest a new outcome.

Be the person who still tries.

REVA's Kaleidoscope: Weaving Unity in Diversity at our Campus



**HYDER NAWAZ
KHAN**
II, BBA

SOM, REVA University
Bengaluru

Welcome to REVA University, where individuality takes centre stage and diversity is not just a concept – it's our coolest asset! In the following exploration, we will uncover the extraordinary tapestry of differences that transforms our campus into a living, breathing kaleidoscope. At REVA, learning is not just about hitting the books; it's an immersive adventure shaped by the unique backgrounds, cultures, and stories that converge to create our dynamic community. So, let's embark on this journey together, diving into the vibrant mosaic that defines the cool spirit of REVA University.

❖ DIVERSE STUDENTS' BODY

At REVA University, diversity isn't just a buzzword – it's a living reality. Our student body is a mosaic of backgrounds, a symphony of cultures, and a collection of stories that make every day on campus a unique experience. From bustling conversations in the cafeterias to collaborative projects in classrooms, the diversity of our students is the heartbeat of REVA. With students hailing from various parts of the globe, REVA becomes a microcosm of the world,

fostering an environment where differences are not just accepted but cherished. The diversity isn't just demographic; it's a celebration of thoughts, perspectives, and ideas. From the challenges of adapting to new cultures to the joy of discovering common ground, each student brings a piece to the puzzle that forms the vibrant collage of REVA's student community.

❖ CULTURAL DIVERSITY AT REVA UNIVERSITY

REVA University's commitment to cultural diversity extends beyond the student body to include a rich blend among its faculty and staff. The campus is a microcosm of global diversity, with individuals from various backgrounds and experiences contributing to the vibrant tapestry of our academic community.

***Students:** The student community at REVA is a testament to the institution's global appeal. Students engaging with classmates from different corners of the world and states not only enhances the academic experience but also fosters a spirit of mutual respect and understanding. From language exchange clubs to multicultural events, students actively participate in creating an inclusive environment that goes beyond mere co-existence.

❖ IMPACT OF CULTURAL DIVERSITY ON LEARNING AT REVA UNIVERSITY

At REVA University, having lots of different people from various places and backgrounds in our classes is like adding all the colours to a painting. This mix makes learning more interesting because we get to hear different ideas and ways of thinking.

In class, we have lively discussions where everyone shares their unique perspectives, making studying more engaging. It's not just about books; it is about solving problems in creative ways by learning from each other.

Being around people from different backgrounds also helps us get good at understanding the world and prepares us for jobs that value diversity. In a nutshell, it's like learning to be smart, creative, and ready for the global stage!

❖ COMMUNITY STORIES

***Celebrating Diversity at REVA University Hyder's Journey:**

Building Bridges Across Borders Hyder, an Indian student, forged an unexpected friendship with Daniel, an international student. Their bond not only transcended cultural differences but also became a symbol of unity at REVA.

Together, they navigated the challenges of adapting to a new environment, showcasing the power of friendship in fostering cross-cultural understanding.

***Revothsava:** A Cultural Symphony Unites the Campus Step into the heart of REVA University's cultural tapestry at Revothsava, an annual festival that transcends boundaries and transforms the campus into a vibrant melting pot of cultures. This celebration, aptly named "Revothsava", is a testament to the rich diversity that defines the university community. Revothsava is not just a festival; it's a cultural symphony where students from diverse backgrounds come together to showcase the beauty of their traditions. From classical dance performances to contemporary music, Revothsava is a celebration that bridges generational and cultural gaps. The festival acts as a melting pot, blending traditions, customs, and artistic expressions from various corners of the world.

As Revothsava unfolds each year, it leaves behind not just memories of a cultural extravaganza but a lasting sense of unity and mutual respect among the vibrant community that calls REVA University home. The festival is more than an event; it's a living testament to the harmonious blend of cultures that defines the spirit of REVA.

❖ VOICES OF UNITY

Student-Led Diversity Dialogues Proactive students initiate a diversity forum, providing a platform for individuals like Aisha, Carlos, and Raj to share their unique stories openly. Through this forum, students like Hyder discuss the challenges and triumphs of their cultural journeys, fostering understanding, breaking down stereotypes, and promoting dialogue that strengthens the fabric of diversity at REVA.

CONCLUSION

I would like to conclude by saying that this article has unfolded the vibrant tapestry of diversity at REVA University, showcasing how the annual cultural festival, Revothsava, serves as a focal point for unity and appreciation among students from diverse backgrounds.

CLOSING THOUGHTS

As we reflect on the celebration of diversity at REVA University, it becomes clear that this harmonious blend of cultures is not just an event; it's a way of life. The significance of diversity in creating a vibrant and enriching academic community cannot be overstated. It adds depth to our experiences, broadens our perspectives, and fosters a sense of unity that goes beyond the

classroom. In closing, let us encourage readers to embrace and celebrate diversity in their own lives and communities. Just as REVA University thrives on the multitude of backgrounds and stories that contribute to its vibrant spirit, so too can every individual play a role in creating a world that appreciates the beauty found in our differences. In diversity, we find strength, understanding, and the richness that makes our collective journey truly extraordinary.

Experiential Learning



**Prof. DARA VIJAYA
LAKSHMI**

Assistant Professor

SOM, REVA University
Bengaluru

A dynamic and student-centred approach to education, experiential learning encourages active participation, teamwork, and empowerment in the learning process. Participatory learning, as opposed to conventional teacher-cantered techniques, puts the student at the Centre of the educational process and allows them to shape their knowledge and abilities actively. This method strongly emphasizes critical thinking, problem-solving, and creativity while encouraging students to investigate, query, and learn about ideas independently and with their classmates. Participatory learning fosters a sense of ownership and responsibility for their education. It prepares students for active citizenship and lifelong learning by involving them in decision-making, promoting open dialogue, and recognizing the diversity of their backgrounds and perspectives.

It's Not What It Was Yesterday!!



**RAHUL DEV
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SOM, REVA University
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The Euphemism Treadmill: Why We Keep Changing Sensitive Words

Language is always evolving. Words and phrases that were once commonly used and accepted become outdated, inappropriate, or offensive over time. This linguistic phenomenon is called the “euphemism treadmill” - no matter how carefully we choose our words, sensitive terms seem to wear out and need to be replaced. What drives this endless cycle? As a society evolves, cultural attitudes shift. Areas like race, gender, sexual orientation, disabilities, and socioeconomic status become better understood.

Terms that were once used innocently can take on negative connotations or hurtful implications that were not intended originally. We tread new verbal ground trying to keep pace with changes in awareness and sensitivity. Take the example of words used to describe intellectually disabled people over the past hundred years. Terms like “moron,” “imbecile,” and “idiot” were once clinical descriptors applied by psychologists.

But as the language seeped into the vernacular, these words became flung about as playful insults. Each word thus had to be discarded and replaced with a new neutral term, only to see the pattern repeat. It's quite the mental treadmill!

From “Handicapped” to “Disabled”

More recently, we witnessed the same evolution with words referencing physical disabilities. “Crippled” and “handicapped” were once neutral descriptors in disability dialogues. But over time, their meanings splintered from literal to pejorative. “Ah well, I’m just handicapped when it comes to chess,” a player might jest self-deprecatingly after losing a game. Such figurative usage tended to erode the clinical meaning of such words. Before long, more specific and sensitive terms like “person with disabilities” entered common speech.

Of course, keeping up with the euphemism treadmill introduces its own comedy of manners...

“Sorry I’m late!” Jordan apologized to his disability rights group. “I couldn’t find parking.”

“Oh, were all the handicapped spots taken?” his colleague asked innocently.

“Ummm...” Jordan gesticulated awkwardly. We’ve all been there. Our lexicon evolves so quickly, it’s easy to lose track of the latest terminology.

From “Coloured” to “Black” to “African American”

The treadmill churns perhaps fastest when it comes to race and ethnicity. In the 1900s, “coloured” was considered polite, formal vernacular. By the 1960s, “black” became the preferred term tied to growing civil rights solidarity. And just a generation later, “African American” denoted a fuller cultural identity. Amusingly, usage rules differ globally. For example, while “black” is currently standard in the UK, “people of colors” (not “coloured”) is the dominant term used in South Africa. Even sensitive celebrities get caught up in the international differences!

When Benedict Cumberbatch used the American term “coloured” in a well-intended plea for more diversity on British television, he was perplexed to cause offense across the Atlantic.

“I’m devastated to have caused offense,” Cumberbatch quickly apologized. “The last thing I would want to do is sit here and have this American term and everything [be] labelled against me.” His bafflement over swapping dialect is both understandable and entertaining to American audiences.

From “Homosexual” to “Gay”

Another area the verbal treadmill churns fast are sexuality terminology. Early psychology manuals formally described same-sex attraction as a treatable disorder under headings like

“Homosexual disturbances.” Diagnostic labels soon morphed into slang like “Homo.” Before long “gay” became the preferred term, both clinically and colloquially.

However, language complexity continued to evolve. “Gay” sufficed as an umbrella term for a time. But over decades, differences between sexual orientation, gender identity, romantic orientation and expression prompted more specific vocabulary.

Terms like “lesbian”, “bisexual”, “transgender”, “non-binary”, “pansexual”, “heteroromantic” have all entered the parlance to communicate nuances in sexuality that “gay” fails to define precisely.

Once again, the terminology evolution introduced situational comedy...

“Mom, Dad...I have something to tell you”. Kim took a deep breath. “I identify as pansexual and polyandrous”.

Kim’s parents stared back blankly.

“I...uh...am open to loving...a partner of any gender identity. And to consensual non-monogamous relationships,” Kim clarified awkwardly.

“Oh!” Mom nodded politely. “We thought you were going to tell us you cook with pans more than pots now.” The generational lexicon gap reveals amusing, if painfully awkward, comedic moments.

The Treadmill Won’t Stop Turning

From physical disabilities to intellectual differences; from racial identities to sexual and gender orientation; sensitive societal language remains in an endless cycle. Terms that started as neutral descriptions became barbed insults over time. Marginalized communities adopted and reclaimed phrases to self-identify positively. Broader cultural awareness prompted more inclusive vocabulary. And so, on the cycle goes. While the euphemism treadmill phenomenon can be frustrating to keep up with, it also signals positive evolution. As minority voices gain influence on shape language, it shows societal attitudes becoming more accepting and understanding.

The key is to employ sensitivity and patience with us and others when inevitable terminology mishaps occur. Correct mistakes graciously, take no offense when properly corrected yourself, and remember that racks of comedic material thrive on mankind’s ever- rotating vocabulary!

My Journey as an Entrepreneur in the Hair Care Industry



**SYEDA FASIHA
BANU**
IV, BBA(SS)
SOM, REVA University
Bengaluru

I am Syeda Fasiha Banu, currently in my second year of pursuing a BBA at REVA University. I am a determined individual driven by ambitious aspirations. My goal is to make a meaningful impact in the world through my creativity and benevolence. My inspiration stems from observing the unwavering dedication of my parents - my father's confidence and knowledge, and my mother's kindness and unwavering faith. With a deep-rooted admiration for them, I am poised to embark on my entrepreneurial journey.

I, Syeda Fasiha Banu dreamt of becoming an entrepreneur, during my 10th grade, envisioning a venture that could address common hair issues and leave a mark in people's lives. It all began with my mom making hair oil for me. I asked her, "Mom, our hair oil works wonders in strengthening hair. Why don't we turn this into a business?" She shared the ancestral knowledge passed down from my grandmother, which inspired me deeply.

However, before diving into entrepreneurship, my mom wisely advised me to focus on my 12th-grade studies. Once I completed that phase, I enrolled at REVA University, choosing BBA to delve into marketing and branding. The faculty there instilled in me a wealth of knowledge and

inspiration. I directed my efforts towards researching prevalent hair concerns in India, discovering that 30 to 40% of males and females in Karnataka faced such issues.

Eager to make a difference, I approached my parents about starting a business. Their only question was, “Will you be able to do it?” Confidence in my abilities and motivated by the quote “There is no success until you face failure and hardship”, I embarked on this new adventure.

With the unwavering support of my family and a few close friends, I initiated the brand “Essential Hair Oil” with the tagline “Shine Bright, Shine Naturally”.

This unique hair oil is a blend of natural ingredients like curry leaves, Bhringraj, Neem, Rose, and other potent herbs, offering a multitude of benefits:

- ❖ Promotes Hair Growth
- ❖ Prevents Hair Loss
- ❖ Reduces Dandruff
- ❖ Conditions Hair
- ❖ Provides Shine and Silkeness
- ❖ Prevents Premature Greying
- ❖ Strengthens Hair
- ❖ Improves Scalp Health
- ❖ Prevents Split Ends
- ❖ Enhances Shine
- ❖ Soothes Scalp Irritation

Undoubtedly, it’s just the beginning - a journey filled with new challenges and ups and downs. I urge all creative minds to initiate their ideas without worrying about societal judgments. My advice to everyone is simple: “Do what you love and find joy in doing it”.

This mantra has guided me through my entrepreneurial pursuit and I encourage others to follow their passions too. And I’ve launched my business on the online platform Instagram.

“SHINE BRIGHTLY SHINE NATURALLY”

Artificial Intelligence and Human Intelligence: A Symbiotic Partnership for the Future



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INTRODUCTION

Artificial intelligence (AI) refers to computer systems capable of performing complex tasks that historically only a human could do such as reasoning making decisions or solving problems. Human intelligence (HI) consists of the abilities to learn from experience adapt to new situations understand and handle abstract concepts and use knowledge to manipulate the environment.

Nowadays AI and humans' intelligence are widely popular and they play important roles in human life. As humans have capability to resolve recreate bring new ideas and inventions for better future. With the help of the AI human can induce their ideas easily and more effectively. HI has created AI to reduce the work.

WHAT IS THE DIFFERENCE BETWEEN AI AND HUMAN INTELLIGENCE?

- ❖ **Nature:** AI is artificial in nature whereas human intelligence is natural.
- ❖ **Based:** AI is computer algorithm whereas human intelligence is biological systems.

- ❖ **Weakness:** AI has lack of common sense and difficulty with novel situation whereas human intelligence has lower processing power.
- ❖ **Potential:** AI has Augment human intelligence solve complex problems make informed decisions whereas human intelligence Understand the world form relationships experience emotions.

RESEMBLANCE BETWEEN AI AND HUMAN INTELLIGENCE

- ❖ **Learning and adaptation:** Both AI and human intelligence have ability of adapt and learn new things. They both are quick to learn and understand the concepts.
- ❖ **Problem solving:** Both AI and human intelligence have abilities to solve the problem with various methods. Where AI is programmed to solve the problem and Human use their ideas personal experience and logical reasoning to solve the problem.
- ❖ **Creativity:** Human intelligence uses the AI for more creativity because with human imagination and AI perfection new idea scan be generated so easily.
- ❖ **Decision making:** AI helps to record and helps to find out the specific data for human. So human with their intelligence can make better decisions based on the situation.

WHY AI AND HUMAN INTELLIGENCE IS POPULAR?

- ❖ **Human intelligence has created AI to reduce the work pressure:** AI not only used in companies but also by students and professionals etc. AI helps to gather the data and modify it according to the human need and Human intelligence helps to make better decisions and create something new from it.
- ❖ **Social Connection and Companionship:** AI-powered chatbots and virtual assistants are providing companionship and support to individuals experiencing loneliness or isolation. These AI companions can engage in conversations answer questions and provide emotional support mimicking human interaction and fostering a sense of connection.
- ❖ **Personalized Education and Learning:** AI-powered tutoring systems are revolutionizing education providing personalized learning experiences tailored to individual needs and learning styles. These systems can adapt to student progress provide real-time feedback and offer customized learning pathways enhancing the educational experience.

DIVERGENT STRENGTHS AND COMPLEMENTARY ROLES: AI and HI possess unique strengths that can be harnessed to achieve remarkable outcomes. AI's ability to process vast amounts of data and identify patterns makes it ideal for tasks such as analysing complex datasets automating repetitive processes and making data-driven decisions. HI on the other hand

shines in areas that require creativity adaptability and emotional intelligence such as solving novel problems navigating ambiguous situations and forming deep connections with others.

AUGMENTING HUMAN INTELLIGENCE WITH AI

One of the most exciting aspects of the convergence of AI and HI is the potential for AI to augment human intelligence enhancing our capabilities and enabling us to achieve new heights. AI can assist us in tasks that are tedious time-consuming or beyond our cognitive limitations. For instance AI-powered tools can analyse medical images with superhuman accuracy providing insights that might elude even the most experienced radiologists. AI can also automate routine tasks freeing up our minds to focus on more creative and strategic endeavours. In education AI-powered tutors can provide personalized instruction tailoring learning experiences to the unique needs of each student. AI can also analyse student data identifying areas where students may be struggling and providing targeted support.

ETHICAL CONSIDERATIONS AND RESPONSIBLE AI DEVELOPMENT

As AI becomes increasingly integrated into our lives it is crucial to ensure that AI systems are developed and deployed responsibly. Human oversight is essential to prevent AI from making biased or discriminatory decisions. Ethical considerations must be at the forefront of AI development ensuring that AI systems align with human values and do not harm individuals or society.

A COLLABORATIVE FUTURE FOR AI AND HI

The future of AI and HI is not one of replacement but of collaboration. AI will augment HI enabling us to solve complex problems make informed decisions and achieve new levels of innovation. As we harness the power of AI it is imperative to do so responsibly ensuring that AI systems are ethically developed and aligned with human values.

CONCLUSION

By leveraging the strengths of both AI and HI we can create a future that is more prosperous equitable and beneficial for all. We must remember that AI should not replace human intelligence but rather augment it. When AI and HI work together synergistically we can unlock a world of possibilities that will shape a better future for all.

Game from behind the stumps.



ANIRUDH SRINIVAS

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My dad has always believed that all children need to play at least one outdoor sport in their growing years as sport helps build character and I was no exception. As a 4-year-old he enrolled me into an academy where kids were exposed to different sports like Lawn Tennis Cricket Swimming and Hockey and take the first steps to become athletes.

My father himself is a cricket buff having played the sport during his student years but my calling to “cricket” and the “culprit” who inspired me to take the gloves behind the stumps was none other than MS Dhoni. As a kid I used to watch a lot of MSD on TV and there was something fascinating about his glove work that I got hooked onto. Thus started my active cricketering journey @ 5 in the Just Cricket Academy Bangalore under the able guidance of my first coach Mr. Gautam Allipur.

Initially it used to be practice sessions over weekends but later got more intense and became a daily routine as I prepared for the Karnataka U14 league tournament which is the stepping stone to any budding cricketer in the city towards competitive and professional cricket. As I switched

schools to join Delhi Public School Bangalore North in class 7 my life circled around the game lot of practice lot of tournaments and matches and lot of missed classes.

Class 7 was a breakthrough year in many ways for me. I tasted my first success in the game as I was selected to represent Karnataka state team in the BCCI U14 tournament as a Wicket Keeper Batsman. It was a steep learning curve as I played national level competitive cricket for the first time started experiencing the ups and downs as an athlete daily made new friends in the state team got mentored by BCCI certified coaches and got more serious about my own game. By this time I knew that cricket meant more than just a sport for me.

I went on to play for Karnataka in the U16 age group and was selected for the National Cricket Academy in Class 10 which was an unbelievable experience. As the game grew on me it has helped me shape up as a person made me competitive tough focused and disciplined.

It's already more than a decade of competitive cricket for me I have graduated from age group to men's cricket. My sporting goals are very high the sport has made me aware as to what it takes to get there and I am up for the challenge.

“EAT, SLEEP AND BREATHE CRICKET IS MY MANTRA FOR MANY MORE YEARS TO COME”



Love Your Parent Like There Is No Tomorrow



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LOVE is a beautiful way to express our feelings emotions. LOVE is a versatile and also different based on relationship like love can be showered to others and can also feel it from others. Parents love siblings love friends love cousin's love husband love children love and family love etc...are the love in various forms. The purest love can be find only in parents love though we find love and bond from other relationships.

Parents' love which starts from when a baby is in mother womb and it is never end love and emotion until we are alive. The moment when they become parent they start loving us they fulfill their dreams in us and they feel proud of their children. They are the one who wish the whole success path for our life with pure love zero ego space you can see only and exactly in your parent's love. They carry huge responsibility for us they fulfill our desires with their hard work and finally they forgot to leave for themselves and children become their universe.

With this article I want to express and request all children to look after their parents when they are weak old and fragile. Those are the days they need our time love and caring.... now it's our turn to love them take care of them make them feel special happy and fulfill with lots of memories and their wishes come true.

One fine day when we recall memories with our parents and our bonding for them we should feel happy proud and satisfied with all the mixed emotions. The happiest tears should come out from us and that makes us fulfilled.

About Life



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In the kaleidoscope of existence let curiosity be the prism that paints your world with vibrant hues of wonder. Life is not a script; it's a canvas and you are the artist wielding the brush of experience.

Embrace the masterpiece of uncertainty for in its unpredictability lies the beauty of your unique narrative. Like a melody yet to be composed your journey unfolds in the rhythm of moments. So, dance with serendipity sing with spontaneity and let the symphony of your existence be a harmonious celebration of the extraordinary tapestry we call life.

Unveiling Post-BBA Opportunities: Navigating the Path to Success in India



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Completing a Bachelor of Business Administration (BBA) marks a significant milestone in a student's academic journey. As graduates step into the dynamic world of business India presents a myriad of opportunities across diverse sectors. Few of the avenues available to BBA graduates in India post-completion are as follows:

- ❖ **Pursuing Higher Education:** Many BBA graduates opt for higher education to specialize further. Pursuing an MBA or other specialized courses in finance marketing human resources or entrepreneurship enhances skill sets and opens doors to higher-level positions in the corporate world.
- ❖ **Corporate Placements:** Leading corporations in India actively recruit BBA graduates for entry-level positions. Roles in marketing sales operations and finance provide a platform for young professionals to apply their knowledge in real business scenarios. Companies often visit campuses for recruitment drives offering lucrative opportunities for fresh graduates.
- ❖ **Entrepreneurship and Start-ups:** India's burgeoning start-up ecosystem presents an exciting avenue for BBA graduates with entrepreneurial ambitions. Many graduates leverage their

education to start their ventures or join start-ups in various capacities. Initiatives like 'Startup India' provide support and resources for budding entrepreneurs.

- ❖ **Management Trainee Programs:** Several companies offer structured management trainee programs designed for fresh graduates. These programs provide rigorous training exposure to various departments and mentorship opportunities. Graduates gain hands-on experience and a comprehensive understanding of business operations.
- ❖ **Government Jobs and Public Sector Undertakings (PSUs):** Government organizations and PSUs in India offer opportunities for BBA graduates through competitive exams or specialized recruitment drives.
- ❖ **Consulting and Advisory Services:** Consulting firms seek BBA graduates for roles in strategy business development and advisory services. These roles offer exposure to diverse industries and projects providing a platform to hone analytical and problem-solving skills.
- ❖ **Financial Services and Banking:** India's growing financial sector presents lucrative opportunities for BBA graduates. Roles in banking insurance investment firms and financial analysis are highly sought after. Graduates can explore positions in sales risk assessment and investment analysis.
- ❖ **Digital Marketing and E-commerce:** The boom in digital marketing and e-commerce offers diverse roles for BBA graduates. Companies look for professionals well-versed in marketing strategies data analytics and online business management to capitalize on the digital landscape.
- ❖ **Specialized Certifications and Professional Courses:** BBA graduates can enhance their employability by pursuing specialized certifications or professional courses in areas such as finance analytics digital marketing or project management. These certifications complement their academic qualifications.
- ❖ **Social Sector and Non-profit Organizations:** For graduates inclined towards social impact opportunities exist in non-profit organizations and the social sector. Roles in project management fundraising operations and social entrepreneurship enable graduates to contribute meaningfully to society.

Post-BBA opportunities in India are diverse and abundant. Graduates possess a versatile skill set and business acumen that aligns with the demands of various industries. The key lies in identifying one's interests leveraging acquired skills and proactively exploring avenues that resonate with individual career aspirations.

Lesson from Lord Buddha: Aatm Dipo Bhavah



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Siddhartha Gautama popularly known as Buddha was born in Lumbini (Nepal) in a Royal Family during 6th century BC. He was interested in the questions pertaining to life but his father wanted him to inherit the kingdom and so he ordered that Siddhartha should be protected from all evidence of sufferings otherwise he would lose interest in the worldly affairs.

As he grew, his curiosity could not be contained. He felt that his life of luxury was an empty one. One day he went out of his palace to visit the kingdom. There he encountered four sights. An old man a sick person a dead body and finally a holy man (an ascetic). He had never seen them earlier. Looking at the first three he realized that life is full of sufferings and one day we all have to come to this stage. He became very disheartened but was taken aback by how calm and serene the holy man seemed amid the sufferings around him. Holy man's life perhaps must be better! He thought.

Siddhartha left the palace in night leaving behind his wife and son never to return to ponder over the mystiques of life. He tried all extremes in search of truth only to realize that 'Middle Path' between the luxury and poverty is the holy route. After meditating for many days under a Bodhi tree in Bodhgaya (today's Bihar) he attained enlightenment. He preached profoundly thereafter highlighting the central theme that the 'self-control' is the only way to be happy. The

same idea later Gandhi espoused as ‘Self-restraint’. On the verge of Nirvana the final journey it was unbearable for his disciples to imagine their life without him. When asked why they were crying Ananda the favourite disciple explained that when master would not be around the darkness will descend. Who will show the light in life? On this Buddha smiled and gave his last but probably the most profound lesson that “Be your own Light (Aatm Dipo Bhavah)”.

Kabir Das perhaps meant the same when he said: A deer has the fragrance in itself and runs throughout the forest for finding it. Similarly, the divine power is within us but we do not find it.” Confucious also perhaps meant the same when he said: “Every truth has four corners as a teacher I give you one and it is for you to find the other three”. Today’s behaviouralists might mean the same when they say “Self-enlightenment through self-realization”.

Today’s world which can be broadly characterized by denial of acceptance of any grand narrative (i.e. post modernism) Buddha becomes perhaps more relevant. Mindfulness (about present) Impermanence (neither joy nor suffering is permanent) non-attachment (in a society driven by instant gratification) Compassion and Empathy (in a world where divisions and conflict are routine) Self-Discovery and Inner Transformation (through yoga and meditation leaving aside question of narrow ‘identity’) can guide us towards “Aatm Dipo Bhavah”.

Discovering the Enchanting Beauty of Lakshadweep: India's Hidden Gem



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INTRODUCTION:

Nestled in the Arabian Sea off the southwestern coast of India lies the picturesque archipelago of Lakshadweep. Comprising 36 coral islands Lakshadweep is a tropical paradise with pristine white sandy beaches crystal-clear turquoise waters and vibrant coral reefs. This hidden gem is not just a destination; it's a testament to nature's unparalleled beauty.

GEOGRAPHY AND BREATHTAKING ATOLLS: Lakshadweep meaning "a hundred thousand islands" in Sanskrit is an apt description for this archipelago. Out of its 36 islands only 10 are inhabited making it a perfect retreat for nature lovers. The islands are divided into three groups: Amindivi Laccadive and the uninhabited Parali I II and III. Each island is surrounded by mesmerizing coral atolls providing a unique and breathtaking landscape.

AZURE WATERS AND PRISTINE BEACHES: One of the most alluring aspects of Lakshadweep is its pristine beaches with powdery white sand that stretches for miles. The azure waters surrounding the islands are not only inviting but also offer excellent visibility for

snorkeling and scuba diving enthusiasts. Some of the popular beaches include Kavaratti Beach Agatti Island and Bangaram Island each possessing its own unique charm.

LAGOON ADVENTURES AND WATER SPORTS: The lagoons surrounding Lakshadweep are a playground for water sports enthusiasts. Visitors can partake in a variety of activities such as snorkeling kayaking windsurfing and deep-sea fishing. The coral reefs teem with a vibrant array of marine life providing an extraordinary underwater experience. The marine diversity includes colorful coral gardens exotic fish species and even the occasional sighting of sea turtles and dolphins.

CULTURAL RICHNESS: Lakshadweep is not only a natural wonder but also a repository of rich cultural heritage. The inhabitants of the islands primarily of Muslim faith showcase a unique blend of Arab and Indian influences. Visitors can explore the local lifestyle by witnessing traditional dance forms relishing authentic cuisine and interacting with the warm and welcoming locals. The traditional art of coral beadwork known as “Lak” is a unique craft that showcases the artistic skills of the islanders.

BREATH TAKING SUNSETS AND STARLIT NIGHTS: As the day draws to a close the skies above Lakshadweep transform into a canvas of vibrant hues during the sunset. The serene surroundings and the gentle lull of the waves make for a perfect setting to unwind and enjoy the breathtaking view. Furthermore the absence of light pollution in these remote islands allows visitors to marvel at a sky filled with stars creating a romantic and magical atmosphere.

PRESERVING THE ECOSYSTEM: Lakshadweep’s untouched beauty is not just a privilege; it is a responsibility. The islands are committed to sustainable tourism practices to preserve the delicate ecosystem. Strict regulations are in place to protect the coral reefs and visitors are encouraged to engage in responsible tourism to ensure the long-term conservation of this paradise.

CONCLUSION:

Lakshadweep stands as a testament to the marvels of nature offering a haven of tranquility and beauty that is unparalleled. With its pristine beaches vibrant coral reefs and rich cultural heritage this archipelago is a true gem waiting to be discovered.

As you explore the azure waters and bask in the warm hospitality of the locals you’ll find that Lakshadweep is not just a destination; it’s an experience that will stay etched in your memory forever.

Shine Bright...!!!



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U can't redo what's done
U can't rewind the time gone
U can't take back what's spoken
But being victim of past...
Only blinds your future....
Learn from the Sun
Who sets every day to
Rise and Shine as bright as he can...!!!

Education and Career: Shaping Successful Futures



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Education and career are intricately connected with education serving as the bedrock for professional success. In today's highly competitive job market a quality education is essential for individuals to secure desirable career development.

The importance of education in career development: A robust education serves as the cornerstone for a triumphant career endowing individuals with the knowledge and skills needed to excel in their chosen fields. Beyond academic qualifications education instils discipline perseverance and critical thinking- qualities highly valued by employers seeking a productive workforce.

Types of education and their impact on career prospects: While traditional academic degrees remain highly valued alternative forms of education such as online courses vocational training and apprenticeships are gaining recognition. These alternatives offer flexibility and affordability making education accessible to a broader audience. Employers increasingly appreciate the practical skills and real-world application emphasized by these non-traditional paths.

Role of certification & degrees in career advancement: Certifications and degrees act as tangible proof of an individual's knowledge and expertise significantly enhancing career

prospects. While certifications validate specific skills academic degrees offer a more comprehensive education often required for higher-level positions. However employers also consider work experience soft skills and a track record of success in their evaluation.

Choosing the right educational path for career goals: Selecting the appropriate educational path is crucial for a successful career. Individuals must carefully consider their interests strengths and long-term goals. Balancing theoretical knowledge with practical experience through internships and co-op programs is essential for a well-rounded education.

The benefits of continuous learning and professional development: In a rapidly changing job market continuous learning and professional development are indispensable for success. These activities allow individuals to acquire new skills expand their knowledge base and demonstrate a commitment to growth making them more appealing to employers.

How to leverage your education in job interviews and applications: Effectively communicating educational achievements is crucial in job interviews and applications. Highlighting relevant coursework projects internships and certifications demonstrates skills and expertise.

The evolving job market and the need for lifelong learning: The dynamic job market necessitates embracing lifelong learning to remain competitive and adaptable. Staying informed about industry trends and acquiring relevant skills positions individuals for future success.

Education and career success stories: Success stories illustrate the transformative power of education in shaping careers. Overcoming obstacles and achieving goals inspire others to invest in their education. These stories underscore that with the right mindset and commitment to learning individuals can achieve their career goals.

Resources for educational and career guidance: Navigating the education-career journey is facilitated by various resources including career counselling services online platforms professional associations industry-specific websites and networking events.

Conclusion: Education is an indispensable component of career success offering the knowledge skills and opportunities necessary for professional excellence. Continuous learning is essential in a rapidly changing job market and leveraging education through effective communication in job applications and interviews is paramount.

How Complicated Is a Teenager's Life?



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Teenage is the most crucial phase of a person's life. Both girls and boys may suffer from acne hormonal imbalance and mood swings this may seem silly but every teenager undergo these problems. It includes multiple physical and emotional changes where it's challenging to talk to their parents and share the problems. So they bound to manage all these issues by themselves and learn from their friends or through internet. This may lead some of them to go in the wrong direction. Teens have a rapidly changing rate of emotions. They may face issues that they may not want to discuss with their parents. And where even parents do not want to hear it.

Teens may also have a lot of pressure from school and colleges. Most of the parents decides their Children's future on their own and don't even bother to ask their children about what they want to do by which teenagers face a lot of stress and pressure.

MY GOD.IN YOU.



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God - did anybody saw him/her yes few of us may share stories where they feel that superpower which guides us controls us monitors us speaks to us scolds us leads us.

Let's understand that superpower. Let's start with the very basic relationship from where our existence starts Maa. If God is happy my relationship with Maa will be fruitful and complete. Otherwise, it's just a relationship to live with it.

Father yes if God is happy, he will bless me with an understanding supportive dad. Otherwise, it's just a relationship to live with it. Siblings- friends relatives colleagues bosses clients' kids' strangers' customers yes God's happiness can be felt in theses relations too.

Husband - many a times the most difficult relationship to understand to share- That too is affected by the God's happiness. The superpower called God's happiness/blessings/curses can be felt in all the relations we come across in our life.

LET ME FIND - MY GOD'S BLESSINGS IN YOU.

AND LET YOU FIND YOUR GOD'S BLESSINGS IN ME

Poisoned Embrace



KHUSHI S.N
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I let you go expecting you to return without toxicity
But who knew you were waiting for our end so hastily?
Yet it's clear that I'm irreplaceable to you
Reluctantly looking at me every time déjà vu ensues.
Why pretend to hate me when all you have is love?
The way you look out for me seems so petty my beloved.
And you feign fondness in front of her
What's with these mixed feelings I wonder?
Is all of this real or just a misconception?
You were never honest about the reason for my heart's scar my reflection.
In my heart you'll always hold the highest position
A constant reminder of our complex connection.

This World of Black and White



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Oh, this world of rich and poor - Made of corruption and might.

This is a world of cruelty- Where there is no humanity.

Oh, this world of black and white- Where there is no sign of light.

Violence is everywhere and there is no peace anywhere.

Oh, this world of high and low- Where on each step there is fight and flow.

Riots are on each street because of caste and creed.

Oh, this world of black and white- Where equality is nowhere in sight.

Harmony is the only key to spread fraternity.

But one day will come

When we all will fight

To spread peace and equality

Which is our right.

Personal Development and Self Improvement



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Personal development and self-improvement are essential for individuals seeking to reach their fullest potential. In today's fast-paced and competitive world it is crucial to continuously invest in one's personal growth and strive for self-improvement in all areas of life. Personal development is a lifelong journey that involves enhancing skills expanding knowledge and developing a positive mindset.

It encompasses various aspects including emotional intellectual physical and spiritual growth. Self-improvement on the other hand refers to the process of making positive changes to overcome weaknesses build strengths and achieve personal goals.

The importance of personal development and self-improvement cannot be understated. By actively engaging in these practices individuals can enhance their self-awareness increase confidence and maximize their potential. In this increasingly competitive world personal growth is not just beneficial but necessary for success.

Personal development and self-improvement can have a profound impact on every aspect of our lives. By continuously learning and developing new skills we can become more adaptable and better equipped to handle challenges. This can lead to increased job satisfaction career advancement and overall professional success. Moreover, personal development and self-

improvement contribute to our emotional well-being. Increased self-awareness and self-acceptance help us build healthier relationships deal with stress and anxiety and enhance overall mental health.

By investing in our personal growth, we can become more resilient and better equipped to handle life's ups and downs. Furthermore, personal development and self-improvement allow individuals to set and achieve meaningful goals.

With a clear sense of purpose and direction we can overcome obstacles and achieve personal fulfilment. By continuously learning and growing we can expand our horizons and make a positive impact on the world around us.

There are several avenues through which individuals can engage in personal development and self-improvement. Reading self-help books attending workshops and seminars or seeking guidance from mentors are some effective ways to embark on this journey.

Additionally practicing mindfulness and engaging in activities that promote physical and mental health such as exercise meditation or journaling can also contribute to personal growth.

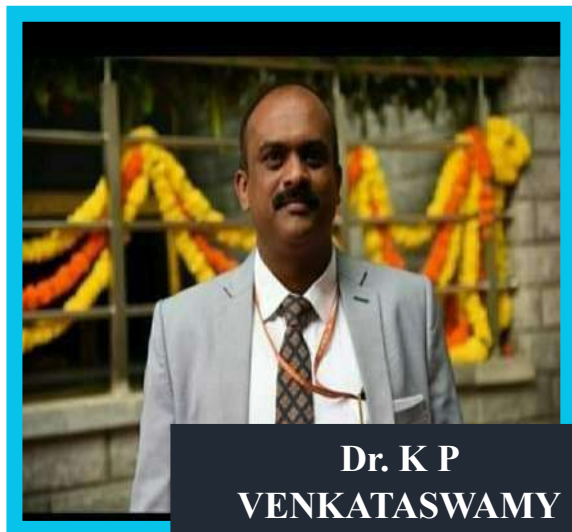
In conclusion personal development and self-improvement are vital for individuals seeking to maximize their potential and lead fulfilling lives. By investing in our personal growth, we can enhance our skills expand our knowledge and develop a positive mindset.

This journey of self-discovery and improvement can lead to increased job satisfaction emotional well-being and personal fulfilment. Embarking on this lifelong journey may require commitment and patience but the rewards are immeasurable. So let us strive for personal development and self-improvement to unlock our true potential and become the best version of ourselves.

Emotional Intelligence in the Workplace



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“Emotional intelligence is the silent architect of success in the workplace. It shapes resilient leaders fosters collaborative teams and builds a culture where empathy is the currency of connection. In the symphony of professional excellence emotional intelligence is the conductor harmonizing relationships and orchestrating triumph”.

In the tapestry of the corporate domain where ambitions weave and aspirations gain there lies a force subtle yet profound

Emotional intelligence the heartbeat of sound.

In the corridors where dreams take flight it's more than skills that sets things alight

A silent force a beacon so bright in every decision in every insight.

Self-awareness the opening note A melody of understanding a self-promoter.

To know oneself strengths and flaws

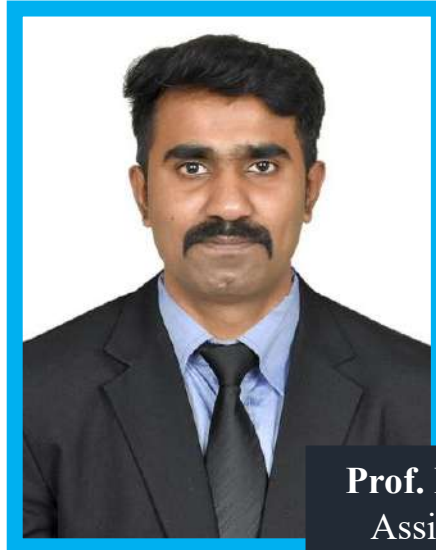
The first step taken a noble cause.

Regulation the rhythm so sweet

Controlling emotions in the face of defeat.

A symphony of calm in chaos it weaves navigating storms as the heart believes.
Motivation the anthem of fire burning desires that never tire.
In the face of challenges, it fuels the drive A relentless spirit that strives to thrive.
Empathy the chorus that binds understanding hearts and connecting minds.
In the dance of emotions, a partner's role creating bridges making the whole.
Social skills the dance of connection building alliances fostering affection.
In the ballroom of work were relationships sway
A graceful waltz day after day.
Leadership the crescendo so grand
Guiding the orchestra with a steady hand.
In the pursuit of goals, a conductor's grace
Inspiring others in the workplace.
Conflict resolution a soothing refrain turning discord to harmony releasing the pain.
In the chords of understanding disputes dissolve
A melody of peace problems resolve.
Decision-making the final chord
Harmonizing reason with emotions explored.
In the orchestra of choices, a wise refrain an intelligent heart a strategic brain.
So let us celebrate this art so fine
Emotional intelligence a paradigm.

Japan's Seismic Vulnerability: Unravelling the Geologic Dynamics of a High-Risk Earthquake Zone



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INTRODUCTION

Japan is at a high risk of earthquakes primarily due to its location along the Pacific Ring of Fire an area in the basin of the Pacific Ocean where a large number of earthquakes and volcanic eruptions occur. The Ring of Fire is characterised by intense seismic and volcanic activity and Japan is situated on the western edge of this region. Several factors contribute to Japan's susceptibility to earthquakes:

Ancient History:

Japan has experienced earthquakes throughout its history with the earliest recorded events dating back to ancient times. These early earthquakes were often documented in historical texts folklore and ancient writings.

Tectonic Plate Boundaries:

Japan is located at the convergence of several major tectonic plates including the Pacific Plate Philippine Sea Plate Eurasian Plate and North American Plate. The interactions between these plates such as subduction and collision create intense geological activity leading to earthquakes.

Subduction Zones:

The Pacific Plate subducts beneath the North American Plate along the Japan Trench off the eastern coast of Japan creating a subduction zone. Subduction zones are known for producing powerful earthquakes and the plate movements in this region are responsible for some of Japan's most significant seismic events.

Plate Collisions:

The collision between the Philippine Sea Plate and the Eurasian Plate in southern Japan also contributes to seismic activity in the region. The Nankai Trough where these plates meet is another area prone to large earthquakes and tsunamis.

Volcanic Activity:

Japan is home to numerous active volcanoes adding to the geological activity in the region. While volcanic activity and earthquakes are distinct phenomena they often occur in the same tectonically active areas.

Deep-seated Geological Processes:

The complex geological structure of Japan involves deep-seated processes beneath the Earth's crust. The movement of molten rock the formation of faults and the release of accumulated stress in the Earth's crust contribute to seismic events.

Historical Seismic Activity:

Japan has a long history of earthquakes and the accumulated data from past events indicate the region's seismic vulnerability. The recurrence of large earthquakes over the centuries highlights the ongoing geological processes at work. While Japan is at a high risk of earthquakes the country has implemented rigorous building codes early warning systems and disaster preparedness measures to mitigate the impact of seismic events. Engineers and scientists in Japan continually research and develop technologies to enhance earthquake resilience in infrastructure and communities.

Despite these efforts the risk of earthquakes remains a significant aspect of Japan's geological reality.

Nankai Earthquakes:

The Nankai Trough off the coast of southern Japan is a subduction zone where the Philippine Sea Plate is subducting beneath the Eurasian Plate. This region is known for producing large earthquakes and tsunamis. Historical records indicate devastating Nankai earthquakes in 1498 1605 1707 and 1854.

1923 Great Kanto Earthquake:

One of the most devastating earthquakes in Japanese history occurred on September 1 1923. The Great Kanto Earthquake had an estimated magnitude of 7.9 and caused widespread destruction in the Tokyo and Yokohama areas. The earthquake and resulting fires led to the deaths of over 140000 people.

Great Hanshin Earthquake (Kobe Earthquake):

On January 17 1995 a powerful earthquake with a magnitude of 6.9 struck the Kobe region in western Japan. The Great Hanshin Earthquake caused extensive damage to buildings and infrastructure resulting in over 6000 deaths and leaving hundreds of thousands of people homeless.

Tohoku Earthquake and Tsunami (2011):

On March 11 2011 a massive undersea earthquake with a magnitude of 9.0 occurred off the northeastern coast of Japan. The earthquake triggered a devastating tsunami that caused widespread destruction particularly in the Tohoku region. The event known as the Great East Japan Earthquake led to significant loss of life the Fukushima nuclear disaster and extensive damage to infrastructure.

Ongoing Seismic Activity:

Japan continues to experience frequent seismic activity with smaller earthquakes occurring regularly. The country has implemented strict building codes and early warning systems to mitigate the impact of earthquakes but the risk remains due to its geologic setting.

Conclusion: While Japan is at a high risk of earthquakes the country has implemented rigorous building codes early warning systems and disaster preparedness measures to mitigate the impact of seismic events. Engineers and scientists in Japan continually research and develop technologies to enhance earthquake resilience in infrastructure and communities.

Don't Let Edward Suck Your Blood



RAMITA ARAN
II, BBA
SOM, REVA University
Bengaluru

As you know or don't know about Twilight one of the lead characters in the movie Edward Cullen is a vampire but a 'vegetarian vampire' because he doesn't want to call himself a monster by drinking human blood.

However, in this world people like Edward still exists but love sucking energy instead I wouldn't prefer calling them monsters but 'Energy Vampires'. Energy vampires is metaphorical term which means to someone who emotionally drains or exhausts others around them.

These individuals tend to be highly negative needy or self- absorbed being around them can leave others feeling emotionally depleted. They might constantly seek attention complain frequently or create drama drawing energy from those around them. It's more about their emotional or psychological impact on others rather than an actual physical draining of energy.

How to identify them? Here are some signs that indicate them; they frequently focus on the negative aspects of situations people or events leaving you feeling drained or deflated after interactions.

Seek attention validation or support making excessive demands on your time and emotional resources. They may use guilt or emotional manipulation to get what they want from you disregarding your boundaries and there's a lack of balance in the relationship with them taking much more than they give in terms of emotional support.

Avoiding energy vampires can be challenging but there are strategies you can use to minimize their impact on your energy and well-being.

❖ **Set Boundaries:**

Establish clear boundaries with them. Politely but firmly communicate your limits and make it known what kind of behaviours is acceptable to you.

❖ **Limit Interaction:**

Try to minimize your time with them or create distance when possible.

❖ **Stay Positive:**

Maintain a positive attitude and don't let their negativity affect you. Focus on staying upbeat and not getting drawn into their negative mindset.

❖ **Protect Your Energy:**

Practice self-care and techniques that help you stay grounded and centered. Meditation and mindfulness you enjoy can help maintain your emotional balance.

❖ **Choose Your Reactions:**

Be mindful of how you react to their behaviours. Sometimes not engaging or reacting to their negativity can diffuse the situation.

It's important to note that these signs might not necessarily mean someone is intentionally draining your energy; sometimes people may not realize the impact of their behaviours.

However, if you consistently feel depleted after interactions with someone it might be worth reassessing the dynamic and considering ways to protect your energy and well-being.

FRIED not, FIKAR not. – How does Too Yumm make snacking guilt-free?



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THE HEALTHY SNACKS INDUSTRY:

The healthy snacks market is a fast-growing and competitive segment with a global market size of USD 90.62 billion in 2022. The market is driven by increasing demand for convenient nutritional and sustainable snacks that fit a healthy lifestyle.

There are many types of products available in this market including frozen foods dairy snacks Savory snacks fruit snacks and granola bars. These promise to be gluten-free low/no fat organic or vegan. This market is highly competitive with many domestic and international players operating in the market. Some of the leading players include Parle Haldiram's Britannia and Sattviko Foods.

Enter Too Yumm (2016) it created a middle ground - snacks that are both healthy and tasty. This is why it has been able to appeal to its target audience - fitness-conscious people between 15-35 years of age who want healthy affordable and tasty snacking options. It used both organic and inorganic marketing to reach the consumer.

Let's look at how they perfected their marketing mix.

Product and packaging: the brand uses a variety of healthy ingredients in its products like quinoa multigrain veggies and wheat which have nutritional benefits. It has a variety of products available in all shapes and flavours. The flavours are also named to appeal to Indians with

names like 'Dahi Papdi Chaat' 'Kashmiri Chilli' and 'Aloo Chaat'. This establishes a sense of familiarity with the product range. Too Yumm also has a namkeen range with products like Aloo Bhujia Moong Dal and Salted Peanuts. These do not use Palm Oil making them the healthier and high-quality choice within the same price and taste range.

Now the snacks market is crowded with Indian as well as foreign brands competing closely. This is where the packaging of products comes into play. Too Yumm uses a base of matte black for all its products. This gives it a premium distinctive and identifiable look. Notice not much black colour is used in food packaging this gives the product a unique position at the stores. This communicates its brand personality and the promise of healthy as well as tasty snacks.

Price and place: Usually, it has become a norm to assume that 'healthy' = expensive. And many healthy snack brands are also priced at a premium. But Too Yumm decided to enter the market with a price range of Rs 20 to Rs 50 in bigger packs. These were introduced mostly in the supermarkets of major cities like Delhi and Mumbai.

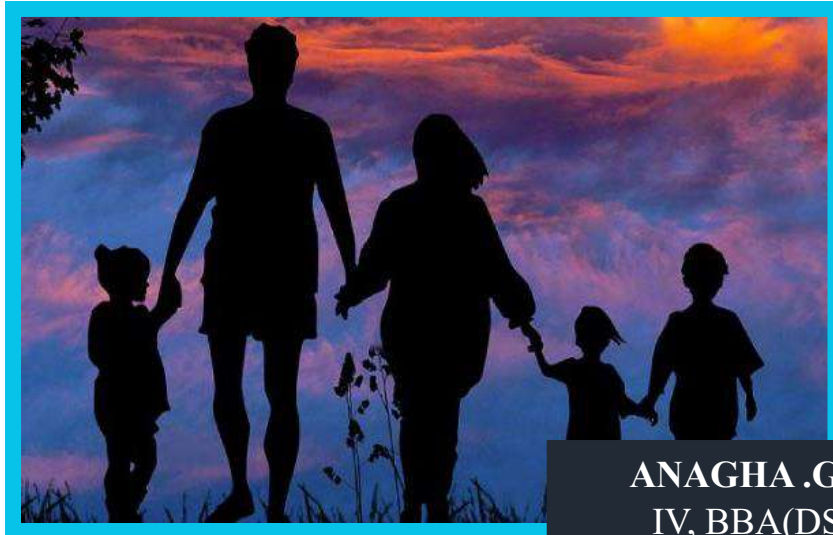
When the products received a good response, the brand introduced smaller packs in a price range of Rs 5 and Rs 10. These were made available in smaller local shops. The Rs 5 pack also allows the customers to try out a new flavour or type easily. This allows Too Yumm to be present in all purchase points.

Promotional campaigns: When you hear of Too Yumm there is one face that immediately comes to mind - that of Virat Kohli. As one of the most popular cricketers and fitness freaks Kohli's brand image aligned with that of Too Yumm. This strategic brand endorsement made the product immediately relatable for the customers. It also helped to establish trust among them. The packaging also contains Virat Kohli's face which enhances brand recall rate and encourages new customers to try the products.

In a nutshell: By making snacking guilt-free Too Yumm has been able to gain significant popularity. It understood the market gap and decided to capture it with a USP rather than becoming a me- too brand.

It innovated the product and packaging according to consumer preferences; the brand could sell its products well. Not only this but their products are available at a variety of shops which increases brand visibility.

Importance of Relationships in Family



ANAGHA .G.A
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The child is taught at a very young age to respect the family members either in a nuclear family or in a joint family. The benefits of staying in a family is immense. Healthy behavioural habits are developed at a very young age which is helpful in all stages of life. A healthy family atmosphere helps the members to cope up with stress. We get comfort guidance and strength in times of stress.

To have a health family atmosphere we need to spend quality time with each other and we should have good communication with everyone in the family. Everyone in the family should be respected and appreciated. We should acknowledge each other's talents strengths as well as differences. Family get-togethers family walks and family outings strengthen a healthy family. In today's circumstances we hear a lot about 'stress' 'depression' 'anxiety'. All this can be overcome with a healthy family relationship!

FAMILY TIME IS THE BEST TIME!!!

Events And Extra-Curricular Activities Conducted

POSTER MAKING COMPETITION: Poster making competitions foster creative expression, develop effective communication skills, and provide a platform for individuals to visually advocate for important issues, contributing to personal growth and societal awareness. A poster-making competition was organized for BBA students on 6th March 2023 on International Women's Day. The objective of this poster-making activity was to raise awareness of women's rights to empower women to educate students about gender sensitivity equality and to inculcate values in them.



SKIT COMPETITION: Skit competitions promote teamwork, creativity, and effective communication, offering participants a dynamic platform to showcase their talents and engage audiences through humor, drama, or social commentary. A skit competition was organised by the School of Management Studies on the occasion of International Women's Day on 07th march 2023. The aim of skit competition was to provide an opportunity to the students to showcase their talent to bring out their innovative skill in the act and to educate and bring awareness for women's equality. Gender equality for empowered and inclusive society was the main theme on which many teams enacted. Nearly 120 students participated in the event.



SPEECH CONTEST: Speech competitions cultivate public speaking proficiency, critical thinking, and articulate expression, empowering individuals to convey ideas persuasively. Speech contest was organised by the School of Management Studies on the occasion of World Heritage Day on 24th April 2023. The purpose of this contest was to bring the concern and update to the students on various Heritage sites that are getting affected due to the day-to-day climatic changes all the participants enthusiastically spoke on the topic heritage changes and enlightened with the knowledge.



MONUMENTS MODELLING CONTEST: Monuments modelling contests inspire creativity, historical appreciation, and architectural understanding, fostering a unique blend of artistic talent and cultural awareness among participants. Monuments modelling contest was organised by the School of Management Studies on the occasion of World Heritage Day on 26th April 2023. The purpose of the event was to build models of historical and architectural marvels to spread awareness and encourage creativity and artistry among the young citizen and to appreciate the architectural genius of various spectacular monuments around the world.



PAINTING/SKETCH CONTEST: Painting/sketch contests stimulate artistic expression, nurture creativity, and provide a platform for individuals to visually communicate emotions and perspectives, fostering a vibrant cultural and aesthetic community. On the occasion of World Heritage Day the school had organized a Painting/Sketch Contest on 26th April 2023 with the theme: My Heritage – My Significance. The purpose of the event was to develop the student's artistic skills express their creativity and gain valuable experience and recognition.



SPEECH CONTEST: Speech contest contribute effectively to discussions, honing essential communication skills for personal and professional growth. A speech contest was organised by the School of Management Studies on Independence Day on 10th August 2023 on the Theme “Celebrating Unity and Resilience: Honouring our Past Embracing our Future”. The purpose of the event was to identify talented public speakers and to spread patriotism and remembrance of our national heroes.



SINGING AND DANCE CONTEST: Singing and dance contests celebrate the universal language of music and movement, promoting self-expression, teamwork, and cultural diversity, while providing a stage for individuals to showcase their talents and bring joy to audiences. Singing and Dance Contest was organised by the School of Management Studies on the occasion of 77th Independence Day on 14th August 2023.



FACE PAINTING CONTEST: On the occasion of 77th Independence Day the school had organized a Face Painting Contest on 14th August 2023 in Swami Vivekananda Block 6th floor. The purpose of the event was to celebrate freedom and showcase participant's artistic skills express their creativity and gain valuable experience and recognition. The competition provided a platform for students to paint the faces with the colours of freedom symbolizing their patriotism and pride for their nation.



GOMBE HABBA: GOMBE HABBA in the college fosters cultural appreciation and unity among students, creating a vibrant platform for showcasing diverse traditions and strengthening the sense of community. We at School of Management Studies strive hard to bring and provide

the best exposure to the students for holistic development. On the occasion of the auspicious festival of NAVARATRI the school had organized GOMBE HABBA (doll making competition) on 19th October. The purpose of the event was to celebrate and showcase the talents of individuals in these artistic fields. It provides a platform for participants to express their flair through their creative ideas and promotes cultural diversity.



AARAMBH: Aarambh was organized on the 9th of September 2023 by The School of Management Studies to choose Mr. and Miss Fresher. Aarambh gave a platform to the first-year students to present their talents. It helped the participating students to show their abilities and their hidden potential to win the Miss and Mr. Fresher title of SOM-2023.



SHIPWRECK ACTIVITY: School of Management Studies organized Ship wreck activity for first year students on 4th Sep 2023. This contest helped students to enhance argumentative skills persuasion creativity ethics knowledge and presentation.



FACE THE CASE: The School of Management Studies organized face the case activity for first year students on 6th Sep 2023. This competition aimed to test the problem-solving and presentation skills of the participants.



PRESSURE COOKER CONTEST: School of Management Studies organized pressure cooker (stress management) contest for first year students on 8th Sep 2023. The purpose of conducting a stress management contest was to promote awareness and encourage individuals to find healthy ways to cope with stress. It provided an opportunity for participants to learn effective stress management techniques share their experiences and support each other in developing better stress management skills.



CULTURAL EXTRAVAGANZA: The school organized Cultural Extravaganza for first year students on 7th Sep 2023. The event was organized with the objective to search the hidden talent among the first-year students. Each and every contestant had showcased their talents with zeal and enthusiasm; the audience thoroughly enjoyed and applauded their performances.



CHRISTMAS DAY: The School of Management Studies organized Secret Santa game and celebrated Christmas day from 19th Dec - 22nd Dec 2023. All the employees were invited to participate in the game and to be a secret Santa for their colleagues. The main aim of this activity was to promote efficient teamwork and employee togetherness.



EDUCATION ON WHEELS: School of Management Studies organized “EDUCATION ON WHEELS – AN OUTREACH PROGRAM” in association with UIIC REVA University On the occasion of Children Day on 16th November 2023 in Channa Halli Government High School Bangalore. The program was initiated by Dr. Nitu Ghosh Director School of Management Studies and coordinated by Prof. Manasa N & Prof. Anitha B.



REUMUN 2023: REVA UNIVERSITY MODEL UNITED NATIONS - 7TH & 8TH NOV 2023

School of Management Studies has organized MODEL UNITED NATIONS – REUMUN 2023 on 7th & 8th of November 2023. The event was inaugurated by Dr. Nitu Ghosh Director School of Management Studies and Chief Guest Mr. Punith Raj Founder CEO Seminar room Bangalore.

This program was organized in CKP HALL from 9:30 am where 73 students from different institutions and 200 students of BBA II/H – III & V semesters attended the program. The program was organized by Prof. Prof. Anitha B Prof. Bharti Ayer & Dr. Ravi Jaipal School of Management Studies.

ABOUT MUN PROGRAM:

The United Nations (UN) and its operations are guided by the vision objectives and principles mentioned in its founding charter to maintain international peace and security develop friendly relations among nations achieve international cooperation. MUN a model of the United Nations involves simulations of various bodies including General Assembly organs like SOCHUM and

EU. Delegates from around the world participate in MUN conferences collaborating to solve major world problems.

REVA University MUN (REUMUN) is part of a large student project which involves hundreds of young minds. REUMUN aims to teach participants civics effective communication globalization and multilateral diplomacy. We have meticulously planned a program with 5 committees. This event provides a once-in-a-lifetime chance for young minds to hone their research and analytical skills as well as their public speaking interpersonal and leadership abilities as well as their sense of global responsibility.

The 4 committees with their agendas that were setup are:

1. UNSC – Security Council (The Urgent Humanitarian Situation in The Gaza Strip and the Need for Immediate Ceasefire and Lifting of the Blockade by Israel.)
2. UNGA – General Assembly (Protecting Victims of Human Trafficking in Conflict and Post-Conflict Situations)
3. UNHRC – Human Rights Council (Combatting the Rise of Authoritarianism and Hyper-Nationalism)
4. AIPPM – All India Political Party Meet (Rise in National Security Threat in India)





External Delegates participated in REUMUN 2023 from 15 reputed Institutions on 7th Nov 2023.

Sponsorship Team: UNIBIC PVT.LTD BANGALORE



BREAKING THE GLASS CEILING - WOMEN ENTREPRENEURS AS THE TRAILBLAZERS

School of Management Studies ELITE club has organized a guest talk on the topic “Breaking the Glass Ceiling - Women Entrepreneurs as the trailblazers” on 7/3/23 at C.K Prahalad seminar Hall from 11.00 Am to 12.30 Pm. Founder and director of Jasmine Apparels Pvt Ltd. Jaya V Hegde and Designing Head - Deepti Hegde were the guest speaker for the Event. The inspiring Mother and Daughter story of building their own business and creating their own brand by identifying the right opportunity was explained in a very understanding way to make our

students the best Entrepreneurs and how gender equality can be created in society was elaborated in the talk. The program objective was in alignment with the SDG goal of Gender Equality. BBA II 4th Sem students were active participants in the program total of 180 students were present in the Event.



NEW PRODUCT LAUNCH ON SUSTAINABLE PRODUCTS

The School of Management Studies ELITE -ENTREPRENEURSHIP Club REVA university has organized the – “WORLD ENTREPRENEUR’S DAY” on 21st August Monday 2023. The BBA Industry Integrated Honors 1st 3rd 5th semester students. Around 50 students attended the session and took part in the business competition. The competition was initiated by Dr. Nitu Ghosh Director School of Management Studies. And coordinated by Prof. Anitha Kumari B Assistant Professor and Dr. Mehbooba Assistant Professor. The session was interesting and offered immense knowledge on new business ideas projection.

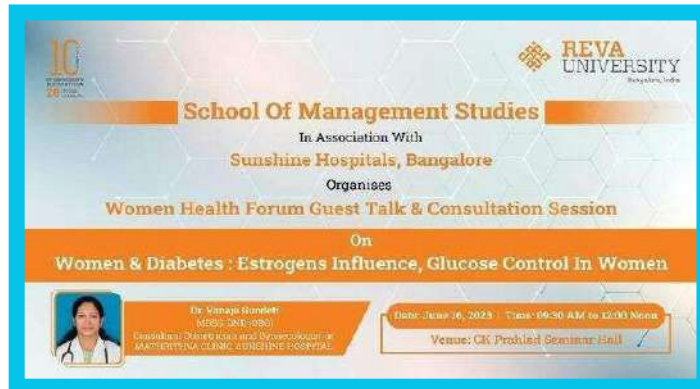
School of Management Studies ELITE CLUB is organizing 2 DAYS Student Activity on New Product Launch on SUSTAINABLE PRODUCTS. The Elite Entrepreneurship Club aims to assess innovative and the entrepreneurial skills of the participants. The competition will be among the participants in which they showcase their presentation skills and how SMART is the business plan to achieve the sustainable goals.



WOMEN HEALTH FORUM GUEST TALK & CONSULTATION SESSION IN ASSOCIATION WITH SUNSHINE HOSPITALS BANGALORE

The School of Management Studies WOMEN HEALTH FORUM REVA university has organized the WOMEN & DIABETES: ESTROGENS INFLUENCE GLUCOSE CONTROL IN WOMEN on the 16th of JUNE FRIDAY 2023. The session was arranged for BBA Industry Integrated Honors & Entrepreneurship 2nd 4th 6th semester girl students & Faculty members. Around 200 students attended the session and took part in the talk and participated in the general consultation with Dr. VANAJA MBBS DNB (OBG) Consultant obstetrician and Gynaecologist at MATHRITHVA CLINIC SUNSHINE HOSPITAL. The session was initiated by Dr. Nitu Ghosh Director School of Management Studies. And coordinated by Prof. Anitha Kumari B

Assistant Professor the talk has given an insightful awareness on diabetes and how to control the glucose levels in women. It was very interesting and offered immense knowledge on balanced lifestyle and eating habits will control the estrogens influence.



Alumni Activities

ALUMNI TALK: School of Management Studies REVA University has organized International Alumni Talk – An Alumni Mr. HARSHA VARDHAN as invited to address the students of the current year on CORPORATE CONVERSATIONS on 7.9.23 at 12:00 pm IN CKP HALL. The talk has been arranged to impart the culture of corporate conversations at different levels of organizational development and focus on moonlighting. The work from home (WFH) operating model has given rise to moonlighting among white-collar professionals in India which is now leading to compliance issues within companies and has also stirred a debate over whether this is the future of gig economy.



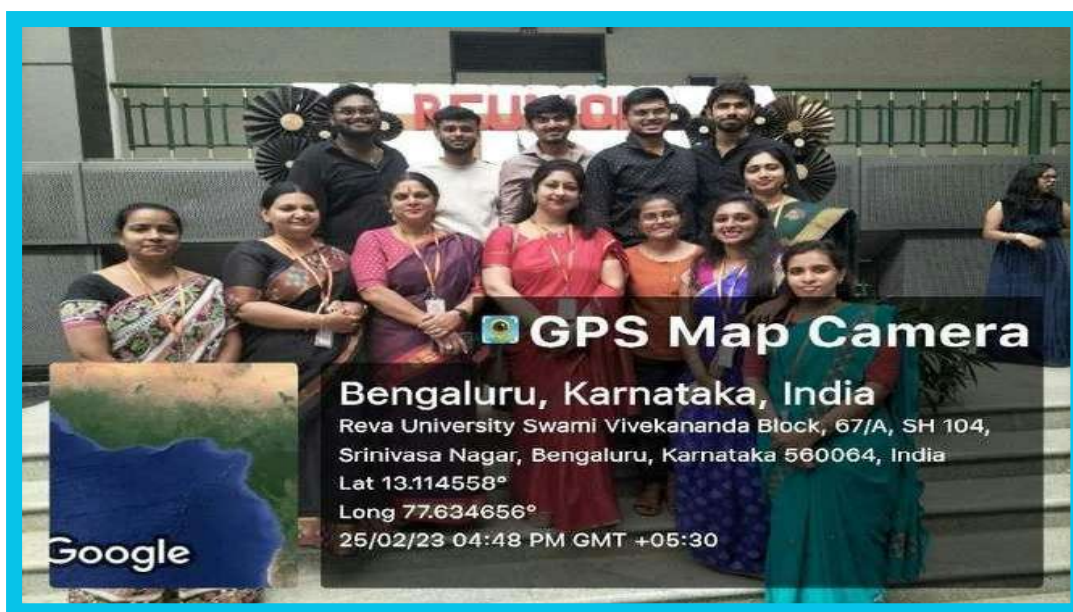
GRAND ALUMNI MEET 2023:

Date: 25th February 2023 Time: 3:00 PM to 8:00 PM

On a blissful evening of 25th February 2023 REVA University had organized Grand Alumni Meet- 2023 The meet started with a mesmerizing invocation programme by alumni.

The celebration was at the full swing as the alumni were taken back to their memories of students' days at REVA. The lush green campus was filled with the colourful memories of alumni who were noticed in catching up with each other after a long time reminiscing their old times.

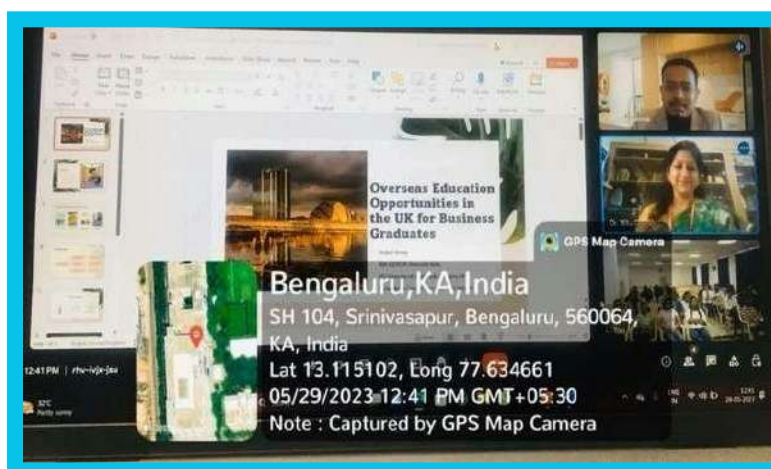
The event was graced with the presence of dignitaries Dr. M. Dhanamjaya- Hon'ble Vice Chancellor REVA University. Pro Vice-Chancellor Dr R C Biradar Dr. N. Ramesh-Registrar REVA University and the President of the REVA Alumni Association Dr Nataraj Urs. They evoked the presence of goddess Sarasvati by lighting of lamp. Welcome address by given by a notable alumna Ms Chithra H N. The Secretary of REVA University Alumni Association Prof. Manjunath read out the annual report of the functioning of the Alumni Association for the year 2021-22.



INTERNATIONAL ALUMNI TALK - “OVERSEAS EDUCATION OPPORTUNITIES IN THE UK FOR BUSINESS GRADUATES”

School of Management Studies REVA University has organized International Alumni Talk – An Alumni from UK was invited to address the students of the current year on higher education opportunities in overseas on 29.5.23 at 12:00 pm IN CKP HALL.

About the Program: The School of Management Studies ICONIC Alumni Club REVA University is engaging International Alumni as knowledge Partners experts on international alumni relationships develop international alumni networks—and keep alumni connected to their alma mater by nurturing two-way relationships. School of Management Studies international alumni are contributing towards international student recruitment philanthropic efforts professional development community engagement initiatives and many more.



INTERNATIONAL ALUMNI TALK ON – “EMERGENCE OF NEW FORM OF GLOBAL ENTREPRENEURSHIP - CHANGE IN 2023”

School of Management Studies REVA University has organized International Alumni Talk – An Alumni Mr. Lakshya Sharma 2018-2021 Batch from Canada was invited to address the students of the current year on higher education opportunities in overseas on 13.9.23 at 11:00 pm in CKP hall.

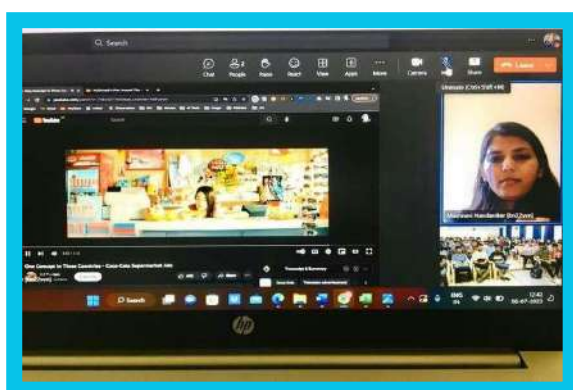
The School of Management Studies ICONIC Alumni Club REVA University is engaging International Alumni as knowledge Partners experts on international alumni relationships develop international alumni networks—and keep alumni connected to their alma mater by nurturing two-way relationships. School of Management Studies international alumni are contributing towards international student recruitment philanthropic efforts professional development community engagement initiatives and many more.



INTERNATIONAL ALUMNI TALK ON – “GLOBAL MARKETING STRATEGIES OF MULTINATIONALS – A PERSPECTIVE”

School of Management Studies REVA University has organized International Alumni Talk – An Alumni from UK MS. VAISHNAVI V NANDANIKAR was invited to address the students of the current year on “Global Marketing Strategies of Multinationals – A perspective” on 6.7.23 at 12:00 pm IN CKP HALL.

Ms. Vaishnavi spoke on various topics and importance of branding in a global perspective. She spoke about the various events that were conducted and participated during her post-graduation in UK made her understand the need for and importance of branding strategies of Multinationals. It was a wonderful experience to the students who interacted with Ms. Vaishnavi over the online platform and have gained lot of experience in the field of Marketing and encouraging and facilitating the interaction made students to be involved in various courses available to improve the skills and understanding of the trends in marketing.



ARTICLES FROM ALUMNI

1. IMPORTANCE OF DIGITAL MARKETING IN GLOBAL MARKET



PRATHIK SHETTY
ALUMNI
BBA -2018

In today's fast-paced and interconnected world the importance of digital marketing cannot be overstated. As technology continues to advance businesses are increasingly relying on digital channels to reach their target audience and stay competitive in the market.

Digital marketing offers a cost-effective and efficient way to connect with customers build brand awareness and drive sales. Unlike traditional marketing methods digital marketing allows businesses to precisely target their audience based on demographics interests and online behaviour. This targeted approach ensures that marketing efforts are directed towards those most likely to be interested in the products or services offered.

Moreover, the real-time nature of digital marketing provides businesses with the ability to analyse and adapt their strategies on the fly. Through analytics and data-driven insights companies can measure the effectiveness of their campaigns identify areas for improvement and make informed decisions to optimize their marketing efforts.

Social media platforms search engines email marketing and content creation are just a few of the diverse tools within the digital marketing toolbox. Leveraging these tools strategically enables businesses to engage with their audience on multiple levels fostering customer loyalty and building lasting relationships.

Here are key aspects highlighting its significance:

1.Global Reach and Accessibility: Digital marketing allows businesses to break through geographical constraints reaching audiences across the globe. With the internet as the primary medium companies can establish a global presence without the need for physical offices in every market. This unparalleled reach opens new opportunities for expansion and market penetration.

2. Targeted Campaigns for Diverse Audiences: Through digital marketing tools businesses can tailor their campaigns to resonate with diverse cultures languages and demographics. The ability to create targeted content ensures that marketing messages are not only understood but also appreciated by specific global audiences thereby increasing the effectiveness of campaigns.

3. Real-time Adaptability: The dynamic nature of the digital sphere allows businesses to adapt their marketing strategies in real time. Whether responding to cultural events market trends or global developments digital marketing enables quick adjustments to campaigns. This agility is crucial in the ever-changing global business landscape.

4. Data-Driven Decision Making: Digital marketing provides an abundance of data and analytics empowering businesses to make informed decisions. By analysing global trends consumer behaviour and campaign performance companies can refine their strategies allocate resources effectively and stay ahead of the competition in a rapidly evolving international market.

5. Cost-Effective Global Exposure: Traditional marketing methods often incur significant costs for global campaigns. Digital marketing on the other hand offers cost-effective alternatives allowing businesses to allocate budgets more efficiently. This cost-effectiveness is particularly beneficial for smaller enterprises aiming to compete on a global scale.

6. Building Global Brand Equity: Digital marketing facilitates the building of a consistent global brand image. Through social media content marketing and online advertising businesses can create a unified brand presence that resonates with consumers worldwide. This cohesive branding strategy fosters trust and recognition on a global scale.

7. Engaging Global Communities: Social media platforms and online communities provide a space for global interaction. Digital marketing enables businesses to engage with diverse audiences fostering a sense of community and loyalty. Active participation in global conversations enhances brand visibility and establishes a genuine connection with customers around the world.

In conclusion the importance of digital marketing in the global context lies in its ability to transcend boundaries connect with diverse audiences and provide businesses with the tools to navigate the complexities of the international marketplace. Embracing digital strategies is not just an option for global enterprises; it is a strategic imperative for sustained growth and relevance in a digitally interconnected world.

In my perspective the importance of digital marketing and how it is helping me to advance my career in this field:

In my personal journey the significance of digital marketing has been a beacon illuminating the path of my career growth. It's not just a profession; it's become a dynamic force shaping my trajectory in ways I hadn't imagined.

1. **The Learning Adventure:** Digital marketing for me is an ongoing adventure of learning. It's not just about mastering the tools and platforms but about embracing the constant evolution of strategies and techniques. The thrill of staying updated with the latest trends and technologies keeps me engaged and ensures that I'm always adding new skills to my arsenal.
2. **A Global Playground:** One of the most exciting aspects is the global playground it offers. Through digital marketing I've transcended geographical boundaries connecting with professionals' peers and potential collaborators from around the world. The ability to absorb insights and diverse perspectives has not only broadened my understanding but has also enriched my approach to campaigns.
3. **Crafting a Digital Persona:** Digital marketing has allowed me to craft my digital persona. From creating content that reflects my expertise to actively participating in industry conversations on social media it's not just about marketing products but about marketing oneself. Establishing a personal brand has been a powerful tool in advancing my career opening doors to new opportunities and collaborations.
4. **Metrics as Allies:** Numbers tell stories and in digital marketing they are my allies. The analytics and metrics provide tangible evidence of the impact of my efforts. Whether it's tracking engagement on social media or analysing website traffic these metrics have become my compass guiding me toward more effective strategies and demonstrating the value I bring to the table.

Conclusion:

In essence digital marketing is more than a career for me. It's a vibrant and ever-evolving ecosystem that propels me forward. It's the fusion of creativity strategy and technology that makes each day in this field an exciting step toward both professional success and personal fulfilment.

2. RAISE YOUR VOICE

**PRATEEK S KULKARNI
ALUMNI
BBA -2020**

Myo is quite because you don't raise a voice. Your screams are unheard because you wish to be silent. Raise your voice and scream until you are heard even in your silence. Raise your hand when a man touches you and raise your voice when he abuses you.

It's not been heard from a past decades or centuries because you never had put yourself to yell at his misbehaves. It has been a practise for you to shut the door and cry for yourself after putting yourself for his lust. You were just a few days old; you are abused. You are a teen you are abused. You turn 21 you are abused you are a woman with a child you are abused and this happens like for any age?

The touch of those hands to the little breast and when he brushes his hands on your ass coming abruptly without a notice or a noise and you know how it leaves you insecure and disgusting. But you wish to go back to your room and lock yourself hitting hard to forget but keep scrubbing yourself to get rid of those touches.

When you are shifted to your uncle's house for your graduation you are sleeping in your bedroom with the shiver in your spine you open your eyes with a suffocating breathes to see your uncle next to you satisfying his desires. You cannot shout you cannot ask for a rescue because your uncle had a perfect plan for the night and he knows you are his sex doll. Once again, your throat is awestruck to raise your voice and your mind chose to be quiet.

When you are walking towards your home and be it in the deep midnight or the broad day light you pass by a stranger and he starts following to enjoy you in his arms. You count your heartbeats and not getting any rhythm of your sense and emotions you began running to escape yourself in a dilemma.

You catch a bus and a man crosses his legs and lean his hand on your waist to spread his arms around you. Tears rolled down your cheeks and you were once again unheard. You put yourself on your feet to run run run until you reach the washroom inside the tram to wash your face. When you open your eyes to see yourself with a man standing behind you to grab your back you pull the chain and get down to run run run to catch an auto to head back home.

But the driver drives to the no man's land and finally finally you are in his lustful arms. You push him and you escape. You try hard to run run run until you reach your bedroom to escape from all those mistreated situation and lock yourself to take a shower for the nth time to erase all those nasty imprints. But how do you erase from your memory? Memory that would last for your lifetime.

When you are playing sports in your high school your coach with a concern approaches you hugs you from behind wraps you to teach the perfect tennis shot. But you felt his intentions of lusts and you push him away to run to your classroom and sit on the last bench to put your head down upon the desk saying you really have a bad headache. But your eyes spoke of the truth and of your frustration. And once again you chose to be unheard.

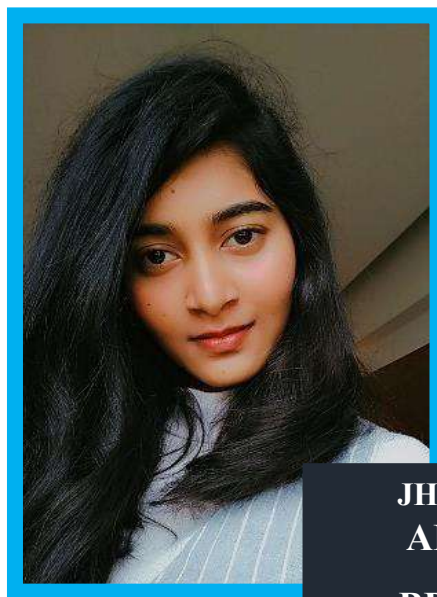
When your partner forces you jumps on you from a melodious love to a lustful climax after night after night after night just leaving you with all the painful scars and the bleeding bites all over your body. You just feel numb and yet you don't raise a voice and stay quiet. You don't say it to anyone because you are raised to be calm.

The headlines are filled with rapes and the society is underlined with the inhuman acts.

Don't you think we as women are raised for centuries and centuries and has seen only the hidden tears of pain?

Don't you think our blood is rushed and the tears are flooded?
Don't you think justice has lost its meaning and the meaning for freedom is still undefined?
Don't you think we have come far away and are raised as warriors?
Don't you wish to scream loudly when that man touches you and the guy standing behind in the metro brushes on your ass?
Don't you wish to raise your voice and don't you wish to break that hand which slipped on those breasts?
Don't you wish to give one punch below his buckle?
So, when next time if you are forced gather all your courage and scream. Scream scream scream until you are heard. So, when someone touches you without your wish desire approach consent just make a noise and raise your voice. Hope that voice is heard and it makes a difference.

3. SKETCHING LIFE: A JOURNEY WITH PENCILS



**JHANSI G N
ALUMNI
BBA -2021**

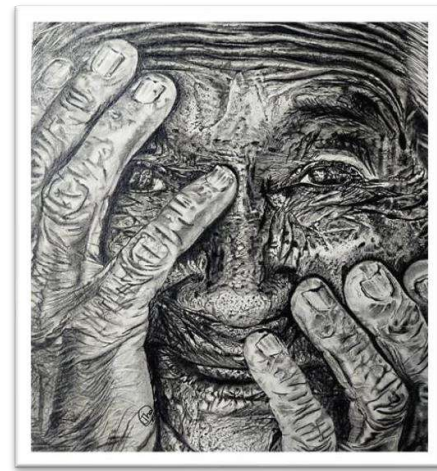
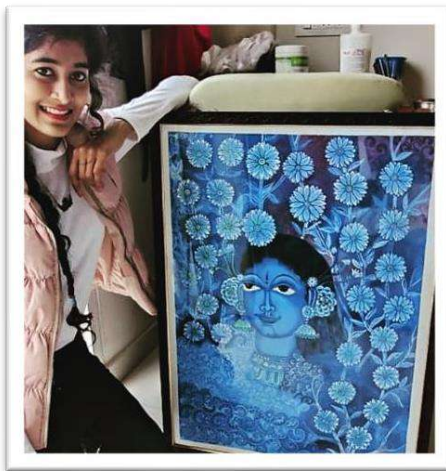
Art has an incredible ability to breathe life into the mundane, to transform the ordinary into something extraordinary. For me, this journey began with a simple yet powerful tool – the pencil. In the delicate strokes and subtle shades, I discovered a medium that allowed me to convey emotions, tell stories, and capture the essence of life. From the earliest memories of doodling in the margins of notebooks to the more intentional strokes on a blank canvas, my relationship with pencils has evolved over the years. Each line, a chapter; every shading, a layer of my experiences and emotions.

The sketches become a mirror, reflecting the beauty of the world as I perceive it. In the initial stages of my art journey, I found solace in the simplicity of black and white. Pencils allowed me to explore the interplay of light and shadow, to bring depth to two- dimensional surfaces.

Through my sketches, I found a way to freeze moments in time, preserving the fleeting beauty that surrounds us. Art, for me, is not just a visual representation; it is a language. Pencils are my chosen words, and the canvas is my narrative. The strokes tell tales of joy and sorrow, of triumphs and tribulations. Through my art, I aim not only to depict the world as it is but to evoke emotions and provoke thoughts.

“Art Puts Life with Pencils” is not just a title, it encapsulates the essence of my artistic exploration. Pencils, with their simplicity, have the power to infuse life into art. They bridge the gap between imagination and reality, between the intangible and the tangible. Through my sketches, I invite others to see the world through my eyes, to feel the emotions woven into every stroke.

In this ongoing journey, pencils remain my steadfast companions. They are not just tools but extensions of my thoughts and emotions. As I continue to sketch life, I am reminded that art, like life itself, is a continuous process of learning, exploring, and evolving. And with every stroke of the pencil, I add another layer to the canvas of my artistic odyssey.



IRRC (International Relations and Research Collaboration) Activities

Malaysia International Immersion Program

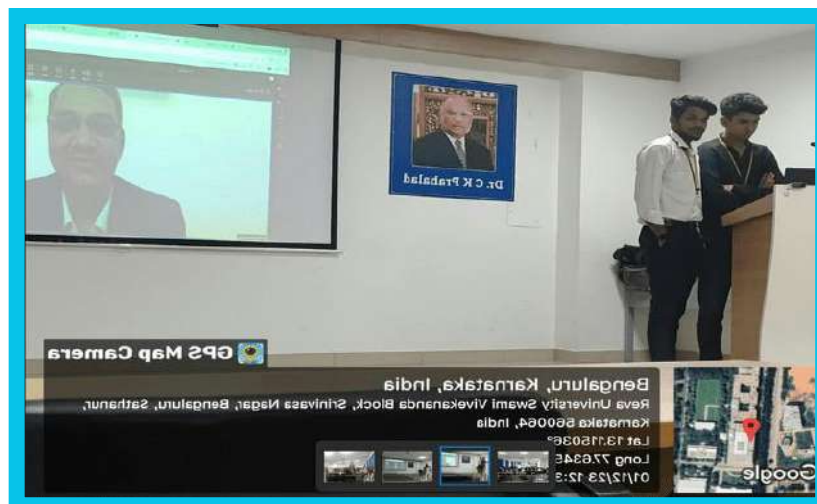
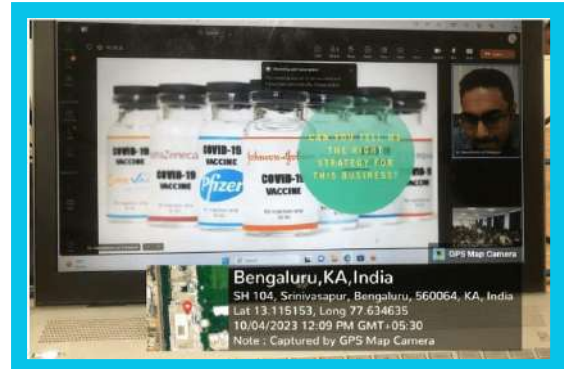
The International Immersion Program initiated by the School of Management Studies represents a pivotal step towards fostering global perspectives and enhancing the experiential learning of our students. The School of Management Studies recognizes the increasing importance of global exposure in the education of future business leaders. Malaysia International Immersion Program was organised from 22.11.2023 to 03.12.2023 designed to provide students with an immersive experience that goes beyond traditional classroom learning. The program aims to broaden students' cultural horizons develop global competencies and strengthen their ability to navigate the complexities of the international business environment.



INTERNATIONAL EXPERT TALK

Global expert talks offer a forum for experts and global leaders to exchange knowledge experiences and solutions to a number of pressing problems. These talks promote cross-cultural learning deepen our understanding of complicated problems and open the door to creative

solutions. We had organised five international expert talks for our BBA students on the different areas such as financing strategies cross cultural business climate change remote work practices in the digitised era and corporate governance. The primary aim of the Guest Lecture was to raise global awareness about multinational corporations' cross-cultural business requirements sustainable and equitable global economies as well as issues surrounding corporate governance and remote work practices that leverage technological advancements and shift work paradigms.



Research Activities

FACULTY DEVELOPMENT PROGRAMME:

The School of Management Studies REVA University had organized a seven-day Faculty Development programme on the topic. “Enhancing Research and Mentoring Skills in Academicians” from 13th Feb to 21st Feb 2023. The Seven Day workshop was a culmination of training on Research skills and also mentoring skills. It was 5 days offline and 2 days online session. The resource persons were Dr. Aditya Mohan Jadhav Dean of TAPMI, Bengaluru Dr. Muralidhara Ananda Murthy Global Academic Team, JMP, Dr. Pooja Goel, Professor and Ms. Supriti Sinha.



RESEARCH FORUM ‘SHODH’

REVA University has always been committed to fostering a culture of research and innovation among its academic community.

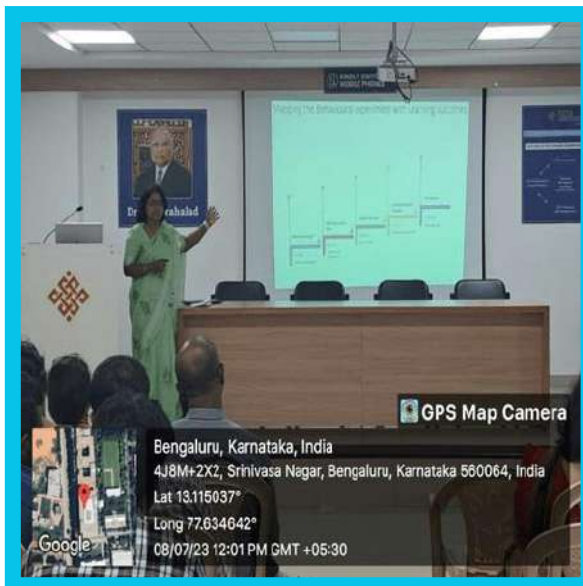
In line with this commitment, we at School of Management Studies had started a research forum named “SHODH” (which means research) dedicated to the BBA faculty and students. The inauguration of the "SHODH" Research Forum was held on Saturday July 8th from 11 a.m. to 12:30 pm in C.K.Prahlad Seminar Hall. This research forum will happen every month on the second Saturday and has been started with the following below given objectives.

1. Presentation of working papers by External and Internal Researchers
2. Research Deliberations by invited delegates and participants

3. Idea generation and designing research methodology

This forum will be a focused group discussion to motivate and develop a research culture among students' researchers and academicians. This forum will be open to all external and internal research scholar's faculty and students.

The SHODH Research Forum at REVA University had the privilege of hosting a guest lecture on the topic "Management of Employability Skill Gap in the context of Higher Educational Institutions". The lecture was delivered by Dr. M. Anto Juliet Associate Professor of Mount Carmel College Bangalore who is a renowned expert in the field of higher education and employability skills.



On 12th August 2023 we conducted the second session of our Research forum 'SHODH'. A Guest Lecture on the Topic: "Bridging the Gap: Research in the Practical World –Perspectives from Industry and Academia" for the students and faculty members of the research forum. The guest lecture titled "Bridging the Gap: Research in the Practical World – Perspectives from Industry and Academia" was a highly anticipated event hosted by School of Management Studies REVA University. The lecture featured Prof. Wilma an eminent figure in the field of Human Resource who brought a wealth of knowledge and experience to share with the audience. The Guest talk commenced with welcoming the participants and the resource person by Prof Maria Boaler and then followed by an initial address by Director Dr. Nitu Ghosh School of Management Studies. Dr. Nitu Ghosh emphasized that this forum discussions. should result

in collaborative research outcomes of Academia and Industry. The event was coordinated by Prof Maria Boaler.



INTERNATIONAL CONFERENCE:

We at School of Management Studies REVA University organized the 2 Day International conference on “Diversity- Equity-Inclusion-Way forward for Sustainable Business & Management Practices from 22nd and 23rd September 2023.

The conference began with the inauguration ceremony on 22nd September 2023 which was held at the Chanakya auditorium. The inauguration ceremony was graced by Chancellor REVA University Dr. P Shyama Raju Vice Chancellor REVA University Dr.M. Dhananjaya the Chief guest Dr. Rajendra K. Bandi Dean Administration and Professor IIM Bangalore Guest of honour Mr. Satheesh Srivoru Vice president Global Business Operations Accenture and Dean of School of Commerce and Management Studies Dr. Shubha. A and other Deans Directors and faculty.

Dr. Nitu Ghosh Director the School of Management Studies welcomed the dignitaries and participants. The conference preparations started with the call for abstracts; 92 abstracts were

received out of which 88 were accepted and 4 papers were rejected as they were not as per the guidelines.

Selected research papers have been compiled and edited in the form of Conference Proceedings with ISBN .The conference had an editorial review committee which conducted a quality peer-review process for all the manuscripts submitted and selected only the papers which fulfilled the criteria in terms of quality no plagiarism and the paper which was written according to the aim and scope of this Conference. Even the papers selected will be getting further opportunity to be published in good journals.

In total 450 candidates registered for the Conference out of which external participants that is faculty from various colleges and industry executives were nearly 65 and the rest 325 were students and 30 were faculty from School of Management Studies REVA University There were nearly 11 speakers from Academics and various Institutions and also from Industry. We also received sponsorship from 4 companies. It's been a pleasure to see so many students actively participating in coordination and also presenting papers which was indeed commendable. We further want to motivate and strengthen the research & innovation spirit of the students. The event brought together research scholars faculty members students corporate executives and expert resource persons nationally and internationally to discuss on diversity-equity and inclusivity.





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