



**CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA

**ISSUE 004**  
OCTOBER 2023

# NEWSLETTER

BANGALORE BANNERGHATTA ROAD CAMPUS

MONTHLY





---

“

---

*The function of education is to teach one to think  
intensively and to think critically. Intelligence  
plus character - that is the goal of true  
education.”*

- MARTIN LUTHER KING JR.

---



# MAVERICKS: FAME AND FORTUNE

*3rd and 4th October 2023*

The preliminary rounds of Mavericks: Fame and Fortune tested the teams' strategic thinking and presentation skills through three dynamic challenges. The Presentation Round required teams to present unique cases to judges, showcasing their research and presentation prowess. In the On spotter Round, teams faced tough questions from judges and the intimidating paparazzi, while trying to convince the judge why they were the superior choice. Winners were determined through consultation between judges and the paparazzi. The Monopoly Round had teams using dice to assign 3 categories, i.e. actor, product, and timeline, to create a movie, teaser, and promotional campaign. The final round began with an introduction by the emcee, followed by an overview of the rounds and rules by the Events Committee Head. The panel of judges was introduced, creating an aura of prestige. The teams had limited time to present their movie concepts and faced questioning from the judges. Sponsors were involved, distributing coupons and organizing a trivia round. The sponsor introduction and video screening highlighted their support, and faculty members presented mementos to the judges. The event concluded with the announcement of the winners, who received trophies and cash prizes amid thunderous applause.





## INTERDISCIPLINARY ENGAGEMENT AND SOCIAL INNOVATIONS IN BUSINESS AND TOURISM (IN COLLABORATION WITH DIPONEGORO UNIVERSITY)



### ***International Conference 2023*** *5th and 6th October 2023*

The Department of Tourism Management at CHRIST (Deemed to be University) hosted an International Conference in collaboration with Diponegoro University on October 5th and 6th, 2023, on the theme "Interdisciplinary Engagement and Social Innovations in Business and Tourism." The conference explored the potential environmental impact of innovations and technological advancements for economic gain, with a particular focus on discussions related to the tourism and hospitality sectors.

The academic proceedings commenced on the morning of October 5th, 2023, with 62 research papers presented across four tracks.

The inaugural session of the conference was attended by the esteemed guests. Notable figures included Chief Guest Dr. Gopal Das, Associate Professor in Marketing at IIM Bangalore, and Keynote Speaker Dr. Mirwan Surya Peradhan from Diponegoro University, Indonesia.





After the panel discussion, technical sessions for the specialized tracks commenced, featuring research presentations by scholars from various institutions. Each session was led by distinguished academics from different universities and colleges. These sessions facilitated networking and the exchange of ideas. The technical sessions covered topics such as Sustainable Tourism, Innovations in Tourism, Tourism Psychology, and Online Presentation Tourism, among others.

On October 6th, the second day of the conference, a second panel discussion titled "Sustainable Behaviour and Practices: Improving our Quality of Life" took place, which was moderated by Dr. Shaheed Khan, Head of Research, Training, and Advocacy at Dharthi. This discussion revolved around sustainable practices for tourists, emphasizing 'Ownership' and 'Tokenism,' and featured personal experiences related to sustainable tourism from esteemed speakers.

The valedictory ceremony, held at 1:30 p.m., featured Dr. Fr. Thomas TV, Director of MBA Programs at the School of Business and Management, CHRIST (Deemed to be University), Bangalore, India, as the chief guest. Dr. Bindi Varghese delivered the concluding remarks and announced the next conference, "Diversity and Inclusion: The Future of Work in Business and Tourism Management," scheduled for January 24th and 25th, 2025.

## ***Mental Illness Awareness Week***

*5th October 2023*

Centre for Counselling and Health Services (CCHS) BGR campus in association with Psychology department celebrated the Mental Illness awareness week on 5th October 2023. The event was held in the quadrangle from 1 pm to 2 pm. It was carefully planned and organized by Counsellors and Peer Educators. It featured a diverse range of activities designed to foster understanding and support for mental health issues. These activities revolved around reducing the stigma associated with mental health, disseminating knowledge about common mental illness, offering guidance on mental health first aid, and delving into the importance of destigmatizing and promoting open conversations about mental well-being. Moreover, the event included activities and posters on recognizing the signs of mental distress, providing emotional support, and connecting individuals with appropriate resources for seeking professional help. This event served to reinforce the significance of compassion, empathy, and awareness in the realm of mental health.





# Telesto Valedictory 2023-24

11-13 October 2023



The inauguration of Telesto commenced with a formal introduction by the emcees, followed by an inaugural dance performance presented by the Natyavriksha group. Subsequently, the dignitaries participated in the lamp-lighting ceremony, after which the guests were invited to the stage by the emcees. Dr. Manikandan MKM, the faculty coordinator of CUSBMA, delivered the welcome address, and Dr. Jyothi Kumar, the Dean, delivered a speech before the Telesto Trailer was presented.

The Chief Guest, Mrs. Mili Chandra, addressed the audience, and a music video was played to engage the gathering. Harsh Bhagchandani, the Student Representative of CUSBMA, introduced the Telesto event, which was followed by a Sponsorship Video and the introduction of Event Heads for the Business Quiz by Jitheshvar and for BMT by Mary. Vignesh Prabhakar introduced the theme of Telesto 2023, and the fest's trophies were unveiled by Chief Guest Mili Chandra, Dean Dr. Jyoti Kumar, and Head of the Department Dr. Rashmi Rai. This marked the conclusion of the inaugural ceremony of Telesto 2023, and Student Representative Abhiram Reddy delivered the vote of thanks.

The final day of Telesto Fest marked an exceptional culmination, blending intellect, entertainment, and celebration seamlessly. The day commenced with the eagerly awaited finale of the Business Quiz, expertly hosted by Vignesh Prabhakar. Six teams, each comprising sharp-minded participants, engaged in an intense competition that challenged their business acumen with six demanding questions per round.





After the spirited Business Quiz, participants were tasked with presenting innovative business models related to Co-Working Spaces. They had a strict time limit of 6 minutes for their presentations, followed by a 4-minute question session with the judges, putting their entrepreneurial skills and creativity to the test.

An enchanting intermission featured a captivating performance by Insolito, adding a cultural and entertaining touch to the event, enthraling the audience.

The event continued with the honorable chief guest's felicitation, warmly welcomed with great respect. Subsequently, Manikandan Sir and the Head of the Department delivered insightful speeches, sharing their wisdom and valuable insights.

The chief guest, an experienced professional in supply chain and AI, delivered an enlightening address, recounting their personal journey and offering profound insights, including details about the IBM Skills Build Program.

Following these enlightening speeches, the eagerly anticipated results for both the Business Quiz and the Co-Working Space context were announced, injecting an element of suspense and excitement into the day.

To conclude the event on a high note, an engaging after-movie showcasing the highlights and memorable moments from the three days of Telesto Fest was presented. It served as a nostalgic recap of the incredible experiences, valuable learning opportunities, and sheer fun shared during this remarkable festival, leaving everyone with a sense of fulfillment and satisfaction.







# TELESTO-2023





A snake plant (Sansevieria) with long, upright, variegated leaves is potted in a large, rounded, terracotta-colored pot. The pot is filled with white perlite. The background is a soft, out-of-focus indoor setting with a light-colored wall and a wooden floor.

# Writing with Fire

9th October 2023

A screening of the documentary "Writing With Fire" was arranged for the Discourses in Environmental Humanities students, which was subsequently succeeded by a conversation addressing the documentary's main highlights.

ABOUT CHEF

# Flavourscape

*19th October 2023*

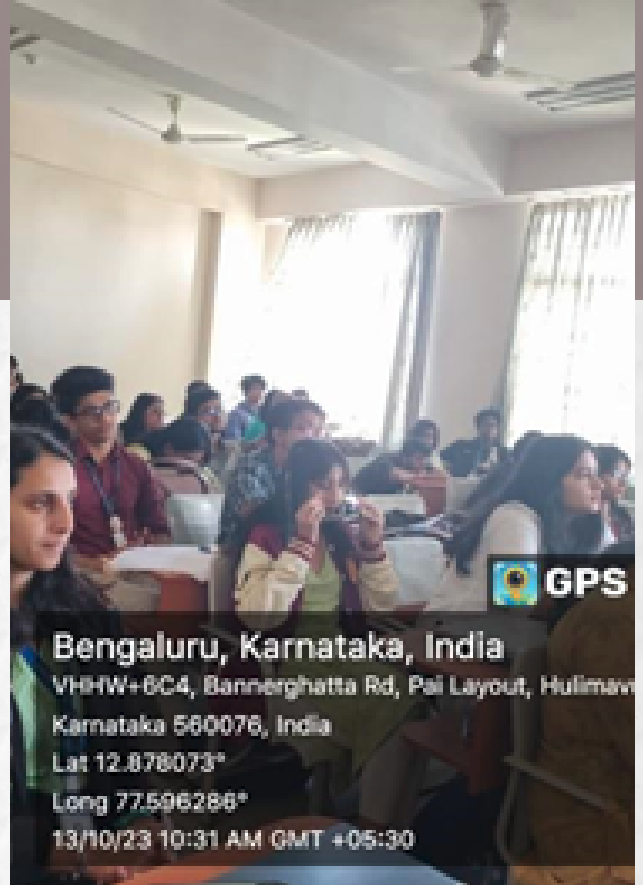
The event primarily emphasized the role of food psychology in promoting healthy eating and effective plating. Emphasizing the sensory aspects of eating, such as taste, texture, and aroma, can lead to more nutritious and gratifying meals. Recognizing the importance of moderation and the need to consume each ingredient in limited quantities is vital. Opting for the right types of food is crucial to prevent excessive snacking. The distinguished judges also provided valuable insights on how social media has led people to believe that honey and jaggery are healthier substitutes for sugar, whereas, in reality, they can be just as detrimental. They also advised on how products like digestive biscuits and flavored yogurts are often marketed as sugar-free, while the actual sugar content is concealed.





## Sports and exercise psychology

**13th October 2023**



The session on "Sports and Exercise Psychology" offered an in-depth exploration of the diverse realm of sports and exercise psychology. It commenced with an introduction to the distinguished speaker and an explanation of the field's significance. The seminar delved into a wide array of topics within this domain, including athlete-coach interactions, gender dynamics, considerations for different age groups, injury rehabilitation, self-regulation, and mental skills training. Participants received insights into how to motivate exercise and the educational pathways to becoming a sports psychologist in both India and the UK. The event also highlighted the growth prospects in this discipline, dispelled common misconceptions, and shared the speaker's personal experiences. Furthermore, it introduced educational institutions like Loughborough University and volunteer opportunities, making it a comprehensive resource for those interested in sports and exercise psychology. The session concluded with a question and answer segment, during which the speaker addressed the students' individual concerns about the field of sports psychology.

# Student Seminar-Unravelling Unconventional Sectors and Strategies

6th – 7th October, 2023



The Student Seminar, themed "Exploring Unconventional Sectors and Strategies," kicked off on October 6th with 38 research papers submitted by participants. They were tasked with presenting their formal research works within a 10-minute timeframe, followed by a 5-minute Q&A session. The inauguration of the event began with a traditional lamp-lighting ceremony and an introduction of the Chief Guest, who later addressed the audience. Dr. Aneesh MR, the faculty Coordinator of the Rconomics department, played a pivotal role in organizing the seminar and honoured the Chief Guest. The ceremony also included introductions to the seminar events and a vote of thanks delivered by Pramati Sri, the Joint Secretary of the Research Wing. Dr. Aneesh MR shared nostalgic insights into the establishment of the research wing and highlighted the increasing student participation as a motivating factor for future seminars.

Throughout the sessions, a diverse range of topics was explored, covering nutrient-based subsidies, behavioral economics, black money in the Indian market, private equity pooling, Digital Financial Inclusion, and the impact of the 4th Industrial Revolution on job creation in India. The valedictory ceremony featured Mr. Purujit A., the Chief Guest, who emphasized the importance of research in creating an impact and provided valuable insights using examples from the US Stock Exchange and the Yield Curve with original data. These collective events contributed to a successful and intellectually enriching Student Seminar.





CHRIST (Deemed to be University)  
Bangalore Bannerghatta Road Campus  
Bannerghatta Main Road, Hulimavu, Bangalore, Karnataka 560076  
☎ 080 4655 1333 📠 080 4655 1400 ✉ mail@christuniversity.in