



KRUPANIDHI
DEGREE COLLEGE

QUARTERLY
NEWSLETTER

KRUPA-COMMUNIQUE



DECEMBER 2023
| VOLUME 1 |
ISSUE 3

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KARAPURANADAR

EDITORIAL

Dear Readers.

Welcome to the third edition of our college newsletter! The ever-changing world of academics makes it more and more clear that technology plays a critical part in determining our kids' futures and that skill development is essential.

In the modern age of rapid advancement and invention, technology serves as more than simply a tool. The newest technology is transforming every sector of the economy, from virtual reality to blockchain, artificial intelligence to 3D printing. It is crucial that, as students getting ready to start our careers, we embrace these developments and give ourselves the tools we need to succeed in the digital world.

Furthermore, upgrading one's abilities involves more than just picking up the newest hardware or software; it also entails honing critical thinking, problem-solving, and adaptability - skills that are crucial for success in the twenty-first century. By keeping our abilities up to date, we not only increase our knowledge base but also foster a lifelong learning mentality, which is a tremendous advantage in the quickly evolving world of today.

Thankfully, our college is dedicated to giving us lots of opportunity to improve our skills and understands how important it is to keep up with the most recent technological advancements. Through workshops, seminars, or practical training sessions, we may expand our knowledge and become proficient in state-of-the-art technology thanks to the resources that are available to us.

As we go out on this path of skill development and self-improvement, let us keep in mind that knowledge is a limitless quest. Let's welcome innovation with open arms and take advantage of any chance to develop. Let's work together to create a future where our combined potential is unbounded.

So let's embrace the revolutionary potential of technology and rise to the challenge, dear pupils. Let's arm ourselves with the know-how required to prosper in the digital era and become authorities in the sectors in which we operate. We have the power to influence the future, and we can make our goals come true if we have the correct resources and attitude.

Cheers to an infinitely promising future propelled by our unwavering dedication to excellence and our love of learning. Together, let's go out on this adventure and expand the realm of what is conceivable.

Warm regards,

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Volume 1, Issue 3

For the month of December 2023

Total no. of pages: 44 (Including cover)

For Feedback & Queries, mail us at newsletterkdc@gmail.com

ATTAINING SUCCESS IN STUDIES BY ADOPTING 'FOCUS' AS A CRITERIA

PROF. SHYJAN P M

DEAN
KDC



In recent times, many students find it hard to concentrate on their studies in the challenging, fast-paced, distracting environment of today. But maintaining 'focus' is a must for long-term objectives, personal growth and academic performance. Control on oneself, demonstrative methodology, and a dedication to lifelong learning approach are necessary for developing focus in the classroom. Here are some of the tips for the young aspirants for enhancing concentration and fostering an atmosphere that supports academic success.

Focus on the Worth of Concentration

Students can effortlessly acquire materials required for their subjects, remember them, and apply it in real-world situations when they concentrate on their studies. A lack of focus results in losing of opportunities, poor productivity, and vain attempts. It is significant to understand that education comprises more than just passing exams or tests; it also involves developing ones credence and the factors that will enhance a person's future prospects. The following are some of the methods for increasing your concentration.

Set up Specific Objectives.

Setting clear, measurable and tangible goals helps in maintaining motivation and focus. Instead of expressing, "I want to do well in accounts," for instance, try saying, "I want to score 90% in the upcoming accounts exam." Having specific goals gives one a feeling of direction and prevents distractions.

Set up a Specific Study Area.

A quiet, noise-free work space reduces interruptions. Keep all required supplies, including books, stationery, and a water bottle, close at hand and pick a bright space with comfortable seats. Create a clear settings like the couch/bed that are meant for relaxation when studying.

Set up Your own Modus operandi.

The secret to developing attention is having your own modus operandi/consistency. Create a daily schedule that allots certain times for leisure, exercise, breaks, and learning. Maintaining a unique pattern improves productivity by teaching the brain to remain focused during study sessions and unwind during breaks.

Minimize the possibilities of Distractions

In today's world the common sources of distraction include social media, digital devices, and noisy environments. Use programs that block distracting websites, turn off notifications, and let family members or roommates know when you're surfing or studying. You can focus your potential on studying by establishing a space free from distractions.

Focus on time- management.

Use strategies such as the Pomodoro method, which consists of 25 minutes of concentrated study time followed by a 5-minute break, to divide your study sessions into manageable portions. This method keeps the mind alert and fresh while preventing burnout.

Take care of Your Mental and Physical Health

A healthy body is a habitat to a healthy mind. For optimum cognitive performance, a balanced diet, regular exercise, and enough sleep are necessary. Furthermore, mindfulness or spiritual practices can help concentrate by lowering tension and increasing concentration.

Adopt Active Learning Strategies

There is a saying that an empty mind is a devil's workshop. Wandering thoughts are frequently the result of improper reading. By taking notes, putting forth queries, explaining ideas to others, or working through practicing problems/sums, you can actively engage with the content. These techniques improve recall and foster deeper understanding of subjects.

Reward yourself and practice self-motivation.

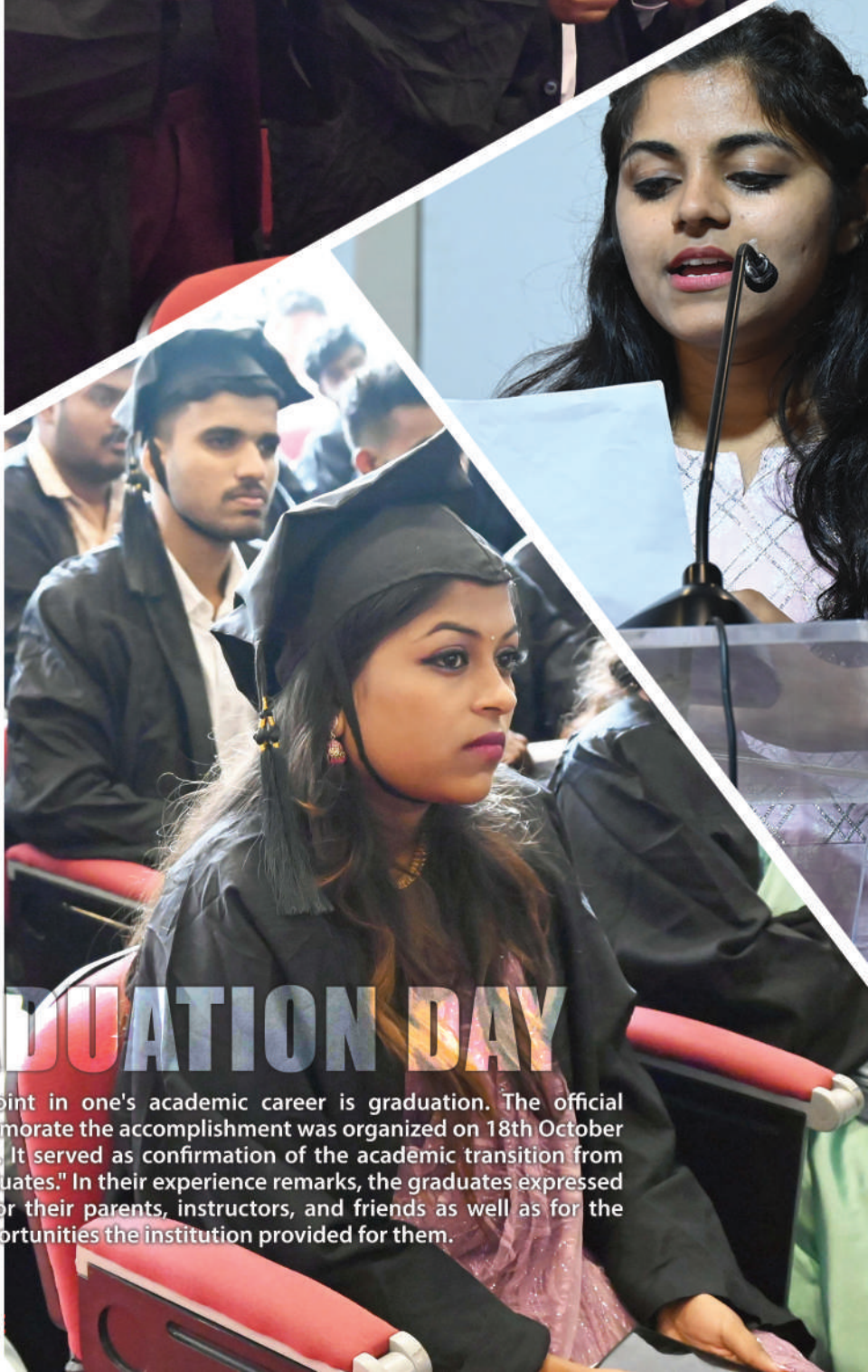
Motivation is what boosts concentration. Regularly remind yourself of your objectives and the advantages of education. Reward your little accomplishments, like finishing a chapter or passing an exam, with a favourite food or a quick break.

Focus on Overcoming Obstacles

No matter how hard you try, you will inevitably lose concentration. Determine the underlying problem, whether it is exhaustion, stress, or other distractions, and take proactive measures to fix it rather than giving up. Asking friends, mentors, or teachers for assistance can also yield insightful information and helpful support.

Concentrating on education is a continuous process. The world around us is filled with distractions, from social media notifications to the lure of Netflix binge-watching. Yet, with determination and the right strategies, you can harness your concentration and not only achieve your academic goals but life goals as well.





GRADUATION DAY

A major turning point in one's academic career is graduation. The official ceremony to commemorate the accomplishment was organized on 18th October 2023 at Athenaeum. It served as confirmation of the academic transition from undergrads to "Graduates." In their experience remarks, the graduates expressed their appreciation for their parents, instructors, and friends as well as for the opportunities the institution provided for them.



ORIENTIM '23





Fresher's Orientation Programme
18th - 24th August 2023

HOMEMADE E TASTE

SAPTADIPA DEY

DEPARTMENT OF HEALTH & FAMILY WELFARE
GOVT. OF WEST BENGAL



HEALTH HAS NEVER BEEN AN OPTION,
IT'S AN OBLIGATION.

Hello Dear Readers!

Hope you all are doing fine, HEALTH wise at the minimum. Legend says, "Food Safety is a responsibility to share"; so here I am, sharing my knowledge as a responsible Front Line Worker so that you all can save the knowledge, share the same and subscribe to the responsibility.

Food Safety & Standards Authority of India, popularly known as FSSAI has already published books, Pink books, Orange books and many more. These are for all the commoners who think they are very busy to flip through the pages of these books but actually are not. Because health has never been an option, it's an obligation. Nobody knows what their body is going through internally, frequent heart attacks, cardiac arrests are very common these days, and the immediate blame goes to Junk Food. It is not the junk food always; sometimes the adulterated foods under the garb of healthy looking fruits, veggies, and condiments, dairy can pose severe health threat. Let us take a few examples to learn about the importance of homemade foods and homemade test kits to check the food we are eating.

Example 1:

You are a mother. Your child loves that curry you prepare with coconut oil. Well, the shopkeeper says it's genuine, but mothers can never be sure, they are extra cautious and always seek the best for their family. So, you take a small glass vessel, pour a moderate amount of oil in it and freeze it for 30mins. If the oil solidifies entirely, so should your trust in the shopkeeper. And if it shows a layer of mineral oil floating on top of a solid layer, it's time to change the oil.

Example 2:

I am a Bengali, and in winters I can only accept "Koraishutir Kochuri" (Fried bread made with a filling of mashed Green Peas) for breakfast and the core ingredient of the filling is green peas. What if the green in peas is not natural but loads of artificial colour? Well, take little amount of green peas in a transparent glass, add water to it and mix well, let it stand for half an hour. A clear separation of colour in water indicates adulteration. Now that you have healthy fried bread, go for a good potato curry to go with it. Add some hing (asafoetida) as it is a natural flavor enhancer and helps a lot in digestion and works wonders for gut. Instead, some people feel uneasy upon consumption of hing, why? The answer is "Adulteration". Shake a little amount of Hing with water, if shaking gives clear solution, it is good for use, and if some soap stones and earthy matters settle at bottom, you should not settle down for this inferior hing quality.

Example 3:

Imagine after a long tiring day at work, you come back home and sit down with a piping hot cup of tea. The tea tastes horrible. It would definitely not add colours to your day because all the colours are in the tea leaves. Take a small amount of tea leaves on a piece of paper, add water droplets slowly. If the leaves release streaks of colour on paper, the tea leaves are adulterated with artificial color. Now, Coffee drinkers might feel happy about it but they are about to be CLAYED. If mixing a spoon of coffee powder with water results into clay particles at bottom, the coffee is not of good quality. And if the coffee doesn't float on top of water, you are just paying exorbitant amount for chicory powder under the name of coffee.

Example 4:

So one day you open the fridge door, take a milk carton and find it empty. You can take a spoon of detergent and mix it in water, because that's what we have been doing with adulterated milk. Take a glass of milk, heat it with constant stirring. If this forms a dense lather, you are consuming detergent. A good glass of milk should give a very thin layer of foam, so do not fall for the TV commercials which show dense foam of milk to be original.

For more information, pls visit <https://fssai.gov.in/> and find the DART book for information on homemade rapid tests to know if your food is adulterated. Be wise, choose real healthy.

SCHIZOPHRENIA FROM MY POV IN A NUTSHELL

PRITI SINGH
3RD SEMESTER BA

We feel this way because this is how it has been depicted in media. However, there might be some extreme cases that may appear to be slightly scary. Once we figure out that schizophrenia is a serious and severe mental condition, we tend not to talk about it. This may be because we either don't know what to say or think that what we say might offend others if it is not factual. Most of us are afraid that we may hurt others' feelings or sentiments, which is why I'll be discussing what schizophrenia is and what people think it is.

Schizophrenia, according to Wikipedia is a mental disorder characterized by continuous or relapsing episodes of psychosis. According to the Oxford Dictionary is a mental illness in which a person becomes unable to link thought, emotion and behaviour, leading to withdrawal from reality and personal relationships. Actually, schizophrenia is characterized by multiple or split personalities, violent behaviour, or a complete loss of touch with reality. While this may be partially true, schizophrenia is actually a complex neurological condition that affects a person's perception, thinking, and behaviour but does not necessarily involve multiple personalities. It can cause positive symptoms, such as hallucinations, delusions, and disordered thinking, as well as negative symptoms, such as lack of motivation and emotional expression.

Now that we have a basic idea about what schizophrenia actually is, I think it's safe to dig deeper. Hallucinations have qualities of real perception without the presence of an external stimulus. This means that people with schizophrenia can sense things that may not be present physically. Yes, it does sound scary but honestly, this is not as bad for people dealing with them as they get used to hallucinations over time. Delusions are basically false beliefs. People with schizophrenia tend to have strong beliefs about things that may not actually be true or possible. For example, they could possibly have a belief that others can read their minds. They may also withdraw themselves from social activities and isolate themselves. They may lack motivation and find it difficult to do tasks that normally don't require much effort.

It's not that such people are creeps. Just because the media shows us to be that way does not mean that we actually are like that. We may not look different to the rest of the population. This is because we slowly but surely learn to manage ourselves. We may not look any different while we hallucinate or feel detached from reality. In fact, we may look just as normal as any other human being. I, personally, have learnt to deal with my symptoms. I am getting better at it by the day.

People may not know that I deal with schizophrenia unless and until I either have a full-blown psychotic episode in front of them or tell them myself. I do not in any sense mean to say that it is an easy illness to deal with. It is, in fact, one of the most difficult and severe mental disorders. I just mean to say that it may get easier for the person dealing with it just like other things. This, however, is not true in all cases. This illness is the reason behind most suicide cases. It is very difficult to live life as if it's a nightmare.

I see faceless eyes and hear voices giving me orders or commanding me. They comment on what I do and even on how I walk. I am one of those few lucky people to have been receiving treatment which helps me convince myself to an extent that what I see, hear or feel the touch of, is not necessarily real. But many people don't have this privilege of receiving treatment. Even with treatment, some find it tremendously difficult to deal with.

In conclusion, schizophrenia is quite a severe illness and is not at all easy to deal with. This does not mean that we are crazy or creepy. It simply means that we are different. What would the world be if everyone were alike? We do need variations, which is why this illness exists, among other reasons. Just because symptoms are not visible does not mean they are not real. So stop judging. If any of your loved ones is suffering from this illness, I suggest you check on them regularly because I'm pretty sure they won't open up as they believe they're a burden to you.

Wholeheartedly,
Priti

LIFE

LIVING THE YOUNG LIFE TO ITS FULLEST EMBRACING ADVENTURE AND OPPORTUNITY

SHRADDHA SANJAY PAWAR

3RD SEMESTER BBA AVIATION

Youth is often regarded as a time of limitless potential, where the world seems vast and full of opportunities. It's a time when dreams are big, energy is abundant, and every day promises new experiences. Yet with pressures from school, work, and life, it becomes easy to forget that one is young and meant to live life to the fullest. Living the young life to its fullest is not just about chasing fun and partying; it's about embracing adventure, discovering passions, fostering connections, and taking risks that shape who we become. The key to living fully is to seize the present while laying the foundation for a vibrant future.

One of the most important aspects of living a full young life is embracing adventure. This is the perfect time to take risks and explore new horizons, whether travelling to a foreign country, trying a new hobby, or taking on a challenge that pushes you outside your comfort zone. This is one reason many young people tend to delay taking more risks, the possibility of failure and being judged. Sometimes one realizes that these experiences define and develop us, teaching life lessons in the process, and helping increase resilience. Adventures or small- enable individuals to create memories while acquiring new skills that may open their visions into a whole new world. Whether backpacking in Europe or taking an impromptu road trip with friends, embracing adventure brings excitement and meaning to life.

The equally important pursuit of passion comes with the search for interests, hobbies, or careers that bring people something. This is when there is enough space for experimenting to find what they enjoy, what truly makes them tick. While playing the piano, writing, painting, or coding, working on your passions can help you uncover those things that bring you excitement and fulfilment. Being called to have everything figured out, young people are bound by the fact that this stage of life has more to do with discovery and experimentation. Those experiences and skills you develop today may not become a career in itself nor a clear path, but they will enrich your life and shape your future in unsuspected ways that you have never imagined. The energy you invest in your passions will give you confidence, creativity, and joy.

Building and nurturing relationships is another important thing about actually living the young life to the fullest. With most of the time spent on academics, working activities, and personal goals set at each level, these relationships make it truly distinctive while pursuing this period of youth life. Relationships may or can be developed with close friends, mentors, familial backgrounds, or a romantic nature but make a strong difference at those times that may form lifelong traits in whom you develop. You find opportunities for personal growth too, as you learn and understand others' perspectives on everything from how to do things or reasons you should not. By aligning time with the people who matter, whether at a weekend with friends or in deep conversations you have with a mentor, you build a support network that can sustain you very well throughout life.

However, past your relationships, you ensure there's care for your bodily and mental body. Young people are always energetic but never care for their selves. That means one is bound to end up either burnout or suffering some health problem. Good exercise, good nutrition, and proper rest help someone stay healthy to participate in life. Being a youth means you are always developing and changing, so a healthy good base will be important to successfully ride the waves of life's ups and downs.

Lastly, living the young life to its fullness means embracing the moment and letting go of unnecessary worries about tomorrow. It is easy to be caught up in the pressure of succeeding or fear not meeting expectations, but youth is the time to live in the moment, savouring experiences as they come. Instead of constantly looking ahead, take time to enjoy the now—whether it's laughing with friends, taking a walk in the park, or simply sitting quietly and reflecting. The memories you make today will be the ones you cherish tomorrow.

It is not about doing everything and ticking off all the boxes, but rather living a bold, passionate life; it's building meaningful relationships, taking care of yourself, and appreciating the beauty of the present. A life that's not only full of accomplishments but also full of meaning, adventure, and unforgettable memories by living with purpose and joy.



ORIENTIM '23





Fresher's Programme

INFLUENCER MARKETING

A DIGITAL EVOLUTION

ARUNIMA DEY
ASSISTANT PROFESSOR
KDC

Carryminati, Flying Beast, Technical Guruji, Bhuvan Bam, - In today's digital scenario, the "Influencer Culture" has been introduced by YouTubers and Instagrammers. In the digital transformative face, digital influencers are reconstructing the definition of content consumption and content engagement. Influencers are content creators who have stockpiled a substantial following on several social media platforms. In the current digital media landscape, the influencers are dynamic individuals to influence fashion, contemporary trends, and consumer behaviour. According to the digital media phenomena, "Influencer Culture" creates a potential impact on different aspects like lifestyle, finance, education, fashion, etc to the sizable online fan base who can be defined as "Followers". Additionally, celebrities as well as common folks are creating content for their followers to promote a product or a brand.

Over a decade, the influencer culture has taken a steady position in the media business. Platforms like Instagram, and YouTube are giving the platforms from Gen Z to all age groups to build the personal brand, collaborate with other brands and connect with followers. According to the number of online fan base or followers, influencers are categorised into four:

1. Micro Influencers Micro-influencers: 5,000 — 100,000
2. Mid-tier influencers: 100,000 — 500,000
3. Macro-influencers: 500,000 — 1M
4. Mega-influencers: 1M+

In this digital cultural genre, the definition of content creation has been focused on captivating the audience with aspirational lifestyles. Influencers share their lifestyles, experiences, statements, and opinions through different platforms to establish an online bond with their followers. Followers consider those contents an authentic source of information and aspire to achieve the same. However, Influencer culture gets the audience's attention if the content is legitimate and relatable. The digital audience is exposed to ample digital content. Providing the filtered version might torment the audience's appreciation and affect the relatability. This transparency builds trust among the fan base and the ability to connect with the digital community. The Digital Community acts as a catalyst to foster a sense of reliance on the authenticity that resonates in the media landscape.

In response, the influencer culture faces unstructured challenges regarding authenticity and conviction. Influencers often deal with brand promotions and collaborations and highlight the features. In certain circumstances, the line between sterling content and sponsored or paid promotional content becomes blurred and casts doubt on ethical implications. To ensure transparency in influencer-brand collaborations, the social media platforms introduced guidelines to secure misleading advertising practices and maintain the integrity of influencer culture.

National and international brands are immensely focusing on influencer marketing. These brands are partnering with the influencers and connecting all the categories of people organically. Influencers seamlessly create content through social media posts, videos, and reels on product endorsement and brand collaborations. This can be an exceptional blend of entertainment and advertisement. In today's digital landscape, influencer marketing concentrates on effective strategies for brands and audiences. This can be considered another form of influential marketing to ensure the three T's - Trend, Target audience, and Timeliness.

Trend: Contemporary wave

Influencer Marketing's pivotal role is to follow the latest trends. Social Media is an evolving landscape. Consequently, consumer preferences are evolving as per social media trends and the brands must stay attuned to the trends that resonate with their target audience.

This alignment will increase the chances for brands to engage with consumers intensely. For example, during the rise of the sustainable movement, strong traction has been observed among eco-conscious influencers. Brands started targeting influencers who can collaborate with them and influence the audience toward sustainability. By leveraging trending products the brand can establish an impactful communication and dilute the misconceptions about the brands. Partnering with influencers thereby infusing trust among the consumers.

Target Audience: Resonance

Influencer marketing is dominated by two factors:

- Identifying the audience
- Understanding the needs of the targeted audience.

Influencer marketing is a diverse subject but each influencer caters to a specific community to run a successful campaign for a brand. They target a specific niche and demography as the success of the campaign is to cater to the precise market. Brands and influencers need to research the market and determine the target audience whom they want to reach. This research includes the demand for the product, audience preferences, demography and interests. After the detailed research, brands rigorously start looking for brands to collaborate with as per the followers' alignment and brands' target audience. With this, brands can ensure that the message resonates with the right people.

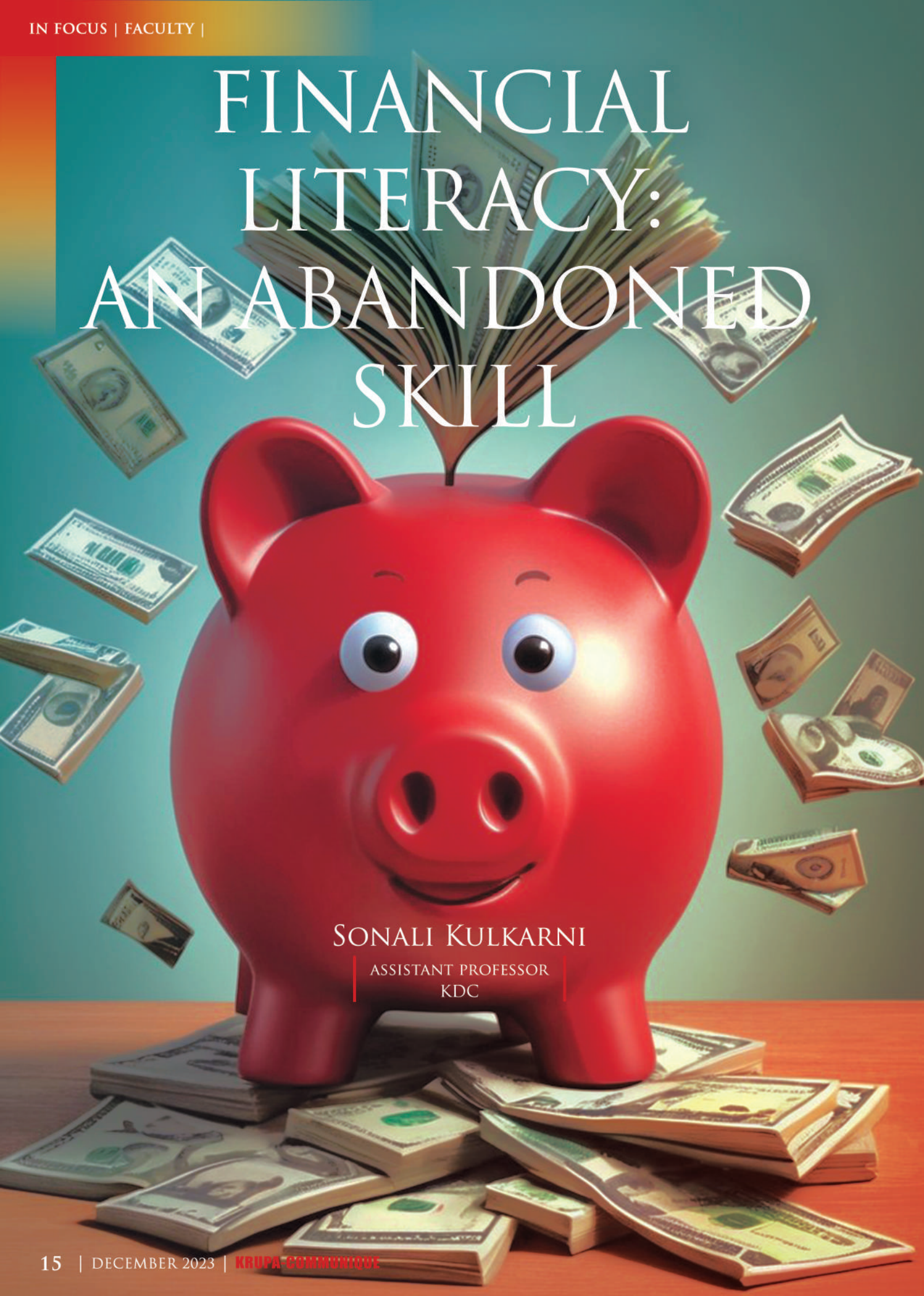
Timeliness: Seasonable

During major events like Film promotions, event promotions, or any latest occasions, the brands collaborate with the influencers related to the product. For example, during any major sports events, brands partner with sports influences or sports celebrities as a part of the timeliness factor. For generating buzz and capturing instant attention, timeliness plays a crucial role in influencer marketing. Timeliness helps the brands to identify the moment that aligns with the brand image and values. In the influencer landscape, timeliness describes a go-with-the-trend or "slaying" on time. It creates an early connection with brands to captivate the audience and establish long-term partnerships with mutual growth.

The future of influencer culture has emerged in the contemporary media market as it disrupted the traditional models of media communication and marketing. Even social media platforms are evolving and introducing new formats to maintain authenticity, and reliability and continuously influencing attitudes. To conduct successful influencer marketing, the three T's align with the current trends, resonate with the target audience, and capitalize on timely moments. In the evolving influencer landscape, brands can strengthen influencer marketing and engage the audience in the ever-changing dynamic digital world.



FINANCIAL LITERACY: AN ABANDONED SKILL

A vibrant red piggy bank is the central focus, standing on a wooden surface. A thick stack of US dollar bills is being pushed out of its top, fanning out like a bouquet. Numerous other dollar bills are scattered around the piggy bank, some lying flat and others slightly crumpled, creating a sense of abundance and financial focus. The background is a soft, teal-colored gradient.

SONALI KULKARNI

ASSISTANT PROFESSOR
KDC

According to 2022 report by the Asian Development Bank, less than a third of the Indian population is financially literate. Only 27% adults and 24% women met the minimum level of financial literacy, as defined by the RBI.

As a parent, as a mentor or teacher many times we teach young kids/adults about learning life skills such as critical thinking, problem-solving, communication, hygiene, cooking and many more. But one of the essential aspects in today's fancy world is to save money, to invest money. Money management is yet another life skill which is ignored by many of us.

I personally realized the importance of investment, importance of compounding interest very lately in my 30s because I had very limited exposure to savings which is restricted to banks, post-office schemes. Not necessary that everyone get good mentor or right knowledge at right age.

As a Professor in college, I interact with young minds on daily basis while teaching management subjects; I have realized one prominent issue that many young students are not aware about investment or simple basic things. They are clear that they have to earn money in future but they are not aware that they will have to grow their money also. This concept of "Let money work and grow" is still not cleared in their minds. Wealth creation, portfolio, stocks, mutual funds, bonds, tax saving schemes, Demat account, etc. such terms are beyond their thought process.

What is "FINANCIAL LITERACY"?

Financial Literacy is the ability to understand various financial skills like how to do investment, how to do budgeting? In short, learning and applying money management. Financial literacy is not only read and learn concept but it will be more powerful if we apply these in our daily life. The more you learn, read, understand, and apply, it will help you to increase your wealth, help to improve standard of living and fulfill all dreams.

Let us discuss few GenZ spending habits, fear of judgement, fear of old school image in front of their friends. Genz have thin wallets and expensive tastes. As they are constantly immersed in digital world, as they start spending, brands are trying to understand what these walking enigmatic want and their shopping habits. They are always looking for acknowledgement from virtual friends. Earning, spending, traveling, dating, online friendship are few more common features in young generation.

In today's world, everyone needs to learn new concept called "LOUD BUDGETING". It means saying no to expensive unnecessary things which will save money, control spending habits. For example, Rs. 20 coffee works better than instead of Rs. 1000 Starbucks coffee. Learn to say NO for expensive restaurants. Normalize of repeating clothes on special occasions, learn to be vocal and do not take decisions due to peer pressure or fear of judgement. Loud budgeting is very important step towards savings. Another aspect towards financial literacy is to be disciplined, consistent in savings. It helps to have solid and confident understanding of savings, budgeting, investing and money management. Having a financial plan helps to have sound, safe and secured retirement life. A ton of websites provide financial literacy tools for college students that help them to learn about financial planning and make more better money decisions. Young students learn to utilize

technology for their better future. They are blessed with enormous information on tip of finger. But still books and magazines are great to scabble about financial topics. Financial advisors or financial firms also offer financial education. Financial websites like Investopedia are powerful and agreeable resource for financial education. Inculcate habit of reading, install informative apps which will keep them updated with latest market news, such as ET news, in shorts. Follow influencers (financial advisors) on YouTube and understand basic terms of savings. There are user friendly effective apps to enhance the understanding of personal finance. These are as follows:



1. TRADING GAME:

This app provide real time data which makes live trading possible without taking any financial risks. It is virtual stock market.

2. INVESTMATE:

This app helps you to set goals, it provides courses, tips and quizzes on personal finance. This app is really useful for beginners who want to starts from basic.

3. MONEY MASTERS:

This app provides real world examples on finance, investing and economics. It also gives gamified lessons on personal finance, and also offers an opportunity to practice without losing real money.

4. YZER:

This app makes difficult concept easy with high visuals with less time. Gamers can win rewards as they learn about blockchain, financial market and more.

These above apps are few examples to learn about real market situation which are free of cost. Learning with the app give more like game feeling than reading textbook. Online platform provides many small pocket friendly courses on stock market, mutual fund investment specially for beginners.

In short, financial literacy helps in making better financial decisions. Financial security for the younger generation will lessen issues like stress, anxiety, and sadness. Therefore, everyone has to strive now to update their financial knowledge to have a stress-free future.

THREE FINANCE TIPS TO YOUNG INVESTORS

It is never too early to start saving. Savings gives you independence. Savings gives you peace of mind.

Diversify your investment. Don't put all in one. For example: Do not invest all fund in cryptocurrency or equity or fixed deposits.

You are young so can take some calculated risk.



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KEYNOTE SPEAKERS



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TOPIC: If Pictures Could Tell Stories



Mr. Sridhar S

Vice President
TATA Communications,
TOPIC: Getting ready for Corporate
world and preparing for futuristic
challenges

NATIONAL SPEAKERS



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Senior Manager
Research and Development, SteerLife India Pvt Ltd.

TOPIC: Pharmaceutical Research and Development: Current and Future Perspectives



Mr. Yajna Kammaje

Entrepreneur CEO
SONA Group of Industries

TOPIC: Preparedness for Entrepreneurship



Mr. Venu K Ravindran

Founder
Human Capital 365

TOPIC: Thought Process of Networking for International Business



Mr. Mahaboobulla Khan

Cofounder & Director
Modern Classroom learning

TOPIC: Journeys and Immersive Encounters



Ms. Riti Sinha

Director
SkillWyze Global

TOPIC: Building Psychological Safety in the Organization's of the Future



Ms. Akshatha M Patel

Business Attorney & Founder
Aarde Law Chambers, Bengaluru

TOPIC: Innovation, Future and IP

INTERNATIONAL SPEAKERS



Mr. Shivakumar R Goniwada

Associate Director (Architecture)
Accenture, Dubai, UAE

TOPIC: Designing Modern Cloud Systems



Dr. Salim Al-Shuaili

Senior Executive
Ministry of Transport, Communications and Information Technology –
Sultanate of Oman



Mr. Saptarshi Sarkhel

Manager
Valiant Universal, Dubai, UAE

TOPIC: AI as the Game Changer: Revolutionizing Global Business Development and Marketing.



Ms. Shreeja Nair

Head of Sales, Marketing & Business Development
City Exchange LLC, Dubai, UAE

| FROM THE CAMPUS |





THE LOST HEROES

CHITHRASREE M

5TH SEMESTER BA
KDC

Today, we are debating whether or not to stand up for the National anthem and National flag. But are you aware that most have sacrificed their lives protecting the National flag?

The national flag, it's a nation's flag which is more than just a piece of cloth. It is the most solemn, officially recognized by a nation's constitution or customs. The flag stands for the entire nation, its values, ambitions, aspirations, and sense of pride. Since the national flag is the most powerful emblem of patriotism, people have gone up their lives for it throughout the history of mankind to protect it.

There was a man who gave up his life protecting the national flag. "Kumaraswamy Mudaliar" was born in 1904 in a handloom weaving family in Tamilnadu and was actively participating in the freedom movement. Even though Tirupur Kumaran lived only for 27 years the way he died etched his name in the history.

Kumaran had to drop out of school when he was in class 5. His family was unable to pay for his education, so he was forced to enter the family business to help out financially. Motivated by the ideas and beliefs of Gandhi, Kumaran started taking part in the protest that Gandhi had announced. He was one of the young participating revolutionaries. His family was very concerned about him, but he paid no attention to their advice. He was so involved that he founded 'Desha Bandhu Youth Association' to fight for Indian independence. He organized a countless number of protest. But one unfortunate day what his family feared for a long time came true.



On January 11, 1932, a patriotic march was organized and the people carried the Indian national flag which was banned at that time. The British started a lathi charge but Kumaran had refused to leave the premises. All the protestors were thrashed and Kumaran got caught in the beatings. The flag stayed off the ground when the young man collapsed. He was later found on the street, still clutching the Indian flag, preserving its dignity even in death. A martyr, Tirupur Kumaran is remembered in Tamil Nadu by the epithet 'Kodi Katha Kumaran' - The Kumaran who saved the flag. We have to salute this brave soldier who lost his life for our freedom.

You all know about Kittur Rani Chennamma, but what about Matangi Hazra? The forgotten freedom fighter. During the early stages of the Indian independence movement, Matangi Hazra was a well-known leader and activist. Hazra was also referred to as "Gandhi Buri" which denotes herself as an old woman and female version of Gandhi. Her participation encouraged many women to participate in the freedom movement. Hazra also participated in the Salt Satyagraha movement where she was arrested for breaking the Salt Act of 1932. She was instrumental in the creation of the 'All India Women's Conference'. Matangi Hazra became the first Indian woman to be arrested by the British government. She was fearless and determined. At the age of 72, she leads a group of people during the Quit India movement with our national flag high. Even though she was shot numerous times she kept on marching forward chanting "Vande Mataram". She died with the national flag held high and still flying.

There are many such fighters such as Kanakalatha Baruo, Mool mati Bismil Begum, Hazrat Mahal, Lakshmi Sehgal, Bhikaji Cama, Ashalata Sen, Tara Rani Srivastava, Kamla Devi Chattopadhyay and still many more. Our respect for our national flag and national anthem is demonstrated when we stand while it is being played or sung. Soldiers are dying on borders just to protect the national flag and the people of the nation. So at least don't you think we should stand in respect of it, for those who gave their life? Though these unsung heroes and heroines a lost in the books of history, we should remember them for their bravery and sacrifice.



**TIRUPUR
KUMARAN**



BHIKAJI CAMA



**MATANGINI
HAZRA**



KAMALADEVI



**TARA RANI
SRIVASTAVA**



**BEGUM HAZRAT
MAHAL**



**LAKSHMI
SAHGAL**



**KANAKLATA
BARUA**

COGNIVERSE '23





Psychology Fest - Department of Psychology
12th & 13th October 2023



KARWAN 20





Media Fest - Department of Journalism
6th December 2023



ISHITA PATHAK

1ST SEMESTER BA

Cracks of Gold

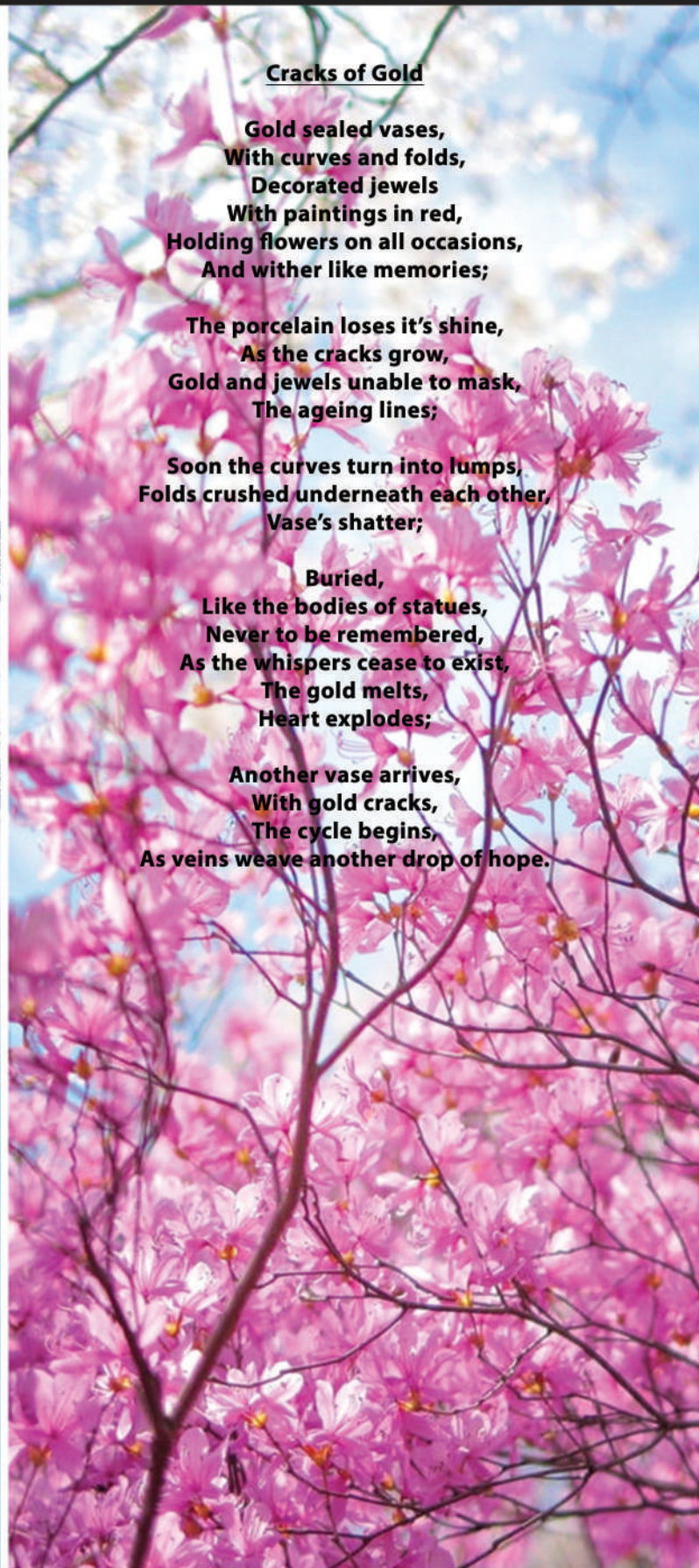
Gold sealed vases,
With curves and folds,
Decorated jewels
With paintings in red,
Holding flowers on all occasions,
And wither like memories;

The porcelain loses it's shine,
As the cracks grow,
Gold and jewels unable to mask,
The ageing lines;

Soon the curves turn into lumps,
Folds crushed underneath each other,
Vase's shatter;

Buried,
Like the bodies of statues,
Never to be remembered,
As the whispers cease to exist,
The gold melts,
Heart explodes;

Another vase arrives,
With gold cracks,
The cycle begins,
As veins weave another drop of hope.



Summers Sunshine & Winters call

Honey drips from the Sun,
As Earth blooms to life,
Ice has fallen to slumber,
In the arms of life;

Each blossom welcomes,
The season of life,
Life bids the frost goodbye,
Like a long-lost nostalgia;

The rays of the sun awaken,
The resting souls,
As frost leaves a sacred glory,
Centuries old!

The glory of eternal winter,
The lustre of transient summer,
Just like a weeping willow,
Under the sun.

Life

In the season of ice-
A warm beginning starts,
Carrying the dreams and hopes of
people and gods,
The chance to relive life again,
In this breathtaking world of mortal
existence;

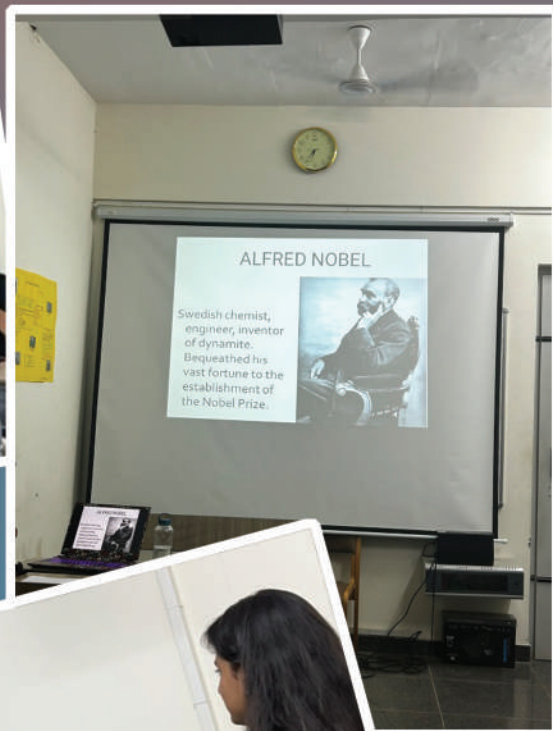
We'll grow older,
We'll grow wiser,
We'll grow all over again this year,
Let's learn,
Let's heal,
And wish each other good health,
As life tends to end before it starts.

BATTLE OF BOOKS '23



Department of Humanities

TRAVEL BLOG



GO

INDUSTRIAL VISIT



Department of BCA
CYBERVERSE FOUNDATION

INDUSTRIAL VISIT



EXCHANGE PROGRAMS AN AMALGAMATION OF HOPE AND HOPELESSNESS



MADHUSUDAN RAO

ASSISTANT PROFESSOR
KDC

Really? Exclaimed my Amma, when I brought her the news that I got selected to go to Japan on JENESYS (Japan East Asia Network of Exchange for Students and Youths) sponsored by the Japanese Embassy and AFS India. It all began in 2011 with a detailed application and a medical report submitted to the coordinating Organisation AFS Intercultural Programs, India followed by six rounds of language tests, Essays, interviews, and a home visit. As I moved from one round to the other, I had a sense of Hope and hopeless despair surround me all the time. For someone who excelled in academics yet got bullied in school for not being into sports, the notion of an exchange program was something not only exciting but liberating. This shy boy who was not nominated to be the captain of a House in his school for not having a 'masculine' voice according to some of his ignorant teachers was suddenly flying to Tokyo and experiencing the chilling winds of winter Japan in December 2011.

The city of Tokyo welcomed me and all the other exchange students from various countries for a three-day orientation followed by a host family stay in Okayama. I went to a school called Konko Junior and Senior Secondary School only to be fascinated by the meticulousness and civic behaviour of Japanese students and people in general, their mania for bowing, their hospitality and their strong patriarchal system astonished me like never before. As a sixteen-year-old, processing the new cultural setting was not only exciting but equally challenging. I guess, this is what exchange programs do, they throw you into a new lifestyle and demand a quick adaptation. This journey made me learn several aspects of life and how culture is beyond just ways of living.

Impact on different aspects like lifestyle, finance, education, fashion, etc to the stable. To understand a culture, one might read literature, or visit a place but living in a different cultural setting at the impressionable age of sixteen is what makes my journey unique. It was not about eating sushi, it was not about

using chopsticks, it was not about sightseeing, it was all about understanding the culture's hidden part, the iceberg below the water. What I mean is, that no culture can be understood from the tip of the iceberg. For instance, imagine a floating iceberg, all you can see is the tip of it but you must know that the larger part of the iceberg is hidden below. If you now think of an iceberg as a particular culture, all you can see at the tip is maybe food, clothing, cinema, art, popular culture etc. but a lot of nuanced cultural aspects would still be unexplored unless you try to go under the water to see the hidden part of the iceberg. For instance, a lot of my Japanese classmates used to say, the Taj Mahal, Aishwarya Rai, Cricket etc. when I told them that I was from India. That is all they knew about India, and similarly for me, all I knew then was only chopsticks, noodles, kimonos, Tea ceremonies, Buddha temples etc. of Japan, but these are only the tip of the iceberg. What about the hidden part? For instance, how do you tell a Japanese, why are Indians so inquisitive, about our religious diversity, our linguistic diversity? I remember trying to tell all of them in one of my presentations about how we Indians are so loud but that is not even considered rude and how we nod our heads for both Yes and No making it difficult for a foreigner to understand if we agreed or disagreed for something. To understand any culture, it becomes important to live in it for a considerable amount of time and what can be better for it than an Exchange program? This concept of looking at culture from both an insider and outsider's perspective impacted my personality to a large extent making me a culture enthusiast.

Apart from trying to understand cultures, I also had to deal with a lot of Stereotypes and Generalisations. It was so funny to know that a lot of my classmates in Japan thought that we all Indians go to Schools on Elephants! I had not stopped laughing. They also thought all the marriages in India were arranged, we draw water from the well and have a bath and every street has a snake charmer and many more such stereotypes and generalisations came my way some of which I used to make sure to clarify then and there. However, I must say Japanese people, being fellow Asians do have a good sense of Indian Culture, they knew about our Festivities and, some of them loved Rajanikanth and his movies.

What stood out for me was the education system in Japan. I was astonished to see that one has to even clear music, painting and dance period activities to be promoted to the next class. Nothing is neglected. The students are encouraged to clean their respective classrooms and keep the campus clean. I was asked to give several presentations, sing and talk in general about India which enhanced my exchange experience and changed me as a person. My host family consisted of Hisako, Hiroshi and their children. Their warmth and affection were unconditional and lasted even to this day.

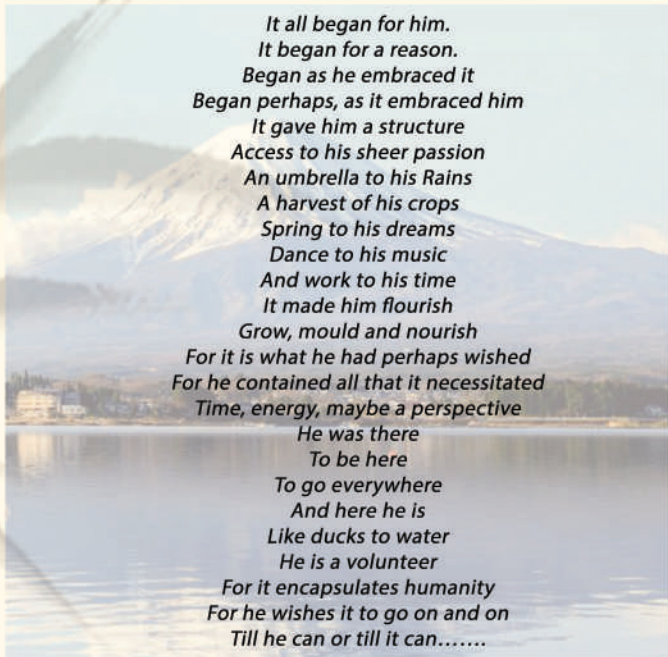
I came back from Japan and thought this life-changing opportunity must be available to all those talented ones and I started volunteering with AFS Intercultural Programs, India and went on to become

the President of Bangalore chapter. And soon I became a qualified ICL (Intercultural) Trainer and later a GCC (Global Competence Certificate) Facilitator. GCC is a program on 21st C skills offered by AFS and the University of Pennsylvania, USA.

In 2013, I had the opportunity to participate in a Volunteer Exchange Program in the Philippines. I was hosted in Dapitan and awarded the certificate of completion in Metro Manila. The European Federation for Intercultural Learning (EFIL) conducted its Annual Peace Camp in Kuala Lumpur, Malaysia in 2019 and had me as their Lead Trainer on Peace Education along with other co-trainers from different parts of the world. In 2022, the US Department of State organised its first ever short-term exchange Program ALEX (American Leadership Experience) and I was lucky to be selected as the Cohort trainer for students from Ghana and Indonesia in Washington DC. The program consisted of several Civic Education Workshops followed by a host family stay. I was hosted in Manteca, California. All these exposures to different cultural settings cultivated 21st-century skills like Communication, Collaboration, Creativity and Critical thinking ability in me. These exchange programs made me empathetic, culturally sensitive, woke and more than anything a social scientist apart from being a Global citizen. Today, I can happily say I've families in Japan, the Philippines and the US which is the beauty of exchange programs as they diminish our differences and show how similar we are as human beings.

If at all the world needs anything today, it is PEACE. What better than exchange programs for youths to understand each other's cultures and break boundaries? I leave you all with this piece of advice, look for some opportunity of an exchange program. Look for international opportunities. There are several organisations including AFS, Red Cross, EISSEC, FLEX, YES many more. Follow them on social media and see what the world has to offer!

Happy exploration.



*It all began for him.
It began for a reason.
Began as he embraced it
Began perhaps, as it embraced him
It gave him a structure
Access to his sheer passion
An umbrella to his Rains
A harvest of his crops
Spring to his dreams
Dance to his music
And work to his time
It made him flourish
Grow, mould and nourish
For it is what he had perhaps wished
For he contained all that it necessitated
Time, energy, maybe a perspective
He was there
To be here
To go everywhere
And here he is
Like ducks to water
He is a volunteer
For it encapsulates humanity
For he wishes it to go on and on
Till he can or till it can.....*



INDUSTRIAL VISIT



Department of Humanities
VIDHANA SOUDHA

INDUSTRIAL VISIT

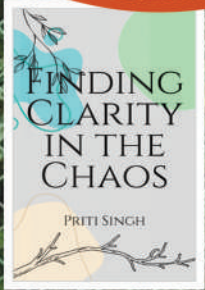


Department of Management
Bangalore International Airport Limited



STUDENT ACHIEVEMENTS

2023/07/24 11:30



KARNATAKA

Awards, Recognitions & Publications

SPORTS



KRUPANIDHI CRICKET LEAGUE

- WHERE ANTIQUITY MEETS HISTORY -

KARAPURANADAR UTHAMACHOLAPURAM

G MANI MEGALA

3RD SEMESTER BA

I recently visited an ancient temple dedicated to Lord Shiva, and it truly captivated me with its serene atmosphere and rich history.

My trip to Karapuranathar Temple was remarkable and left a deep impression on me. I had read about its historical importance and the beauty and tranquillity of the temple, which made me eager to experience it firsthand. Located in a quiet village near Salem, I could feel a sense of calm as I approached.

The first sight that greeted me was the towering gopuram, intricately carved and adorned with detailed sculptures of gods, animals, and mythological figures. I spent several minutes admiring the carvings, each seemed to narrate stories from a distant past. It's remarkable that this temple is over 1,200 years old, making it one of the oldest temples in the world.

As I walked through the entrance, I noticed a statue of Avvai Patti, a renowned Tamil poet from the 12th century during the Chola dynasty. I learned that this temple uniquely houses her statue at the main entrance, making it the only one in the world with such a feature. Visitors are said to offer their prayers to Avvai Patti before entering the temple.

Inside, the temple was a haven of tranquillity. With only a few visitors around, I had the opportunity to savor the peacefulness. The pillar sculptures depicting various kings and devotees of Lord Shiva were truly mesmerizing. One story shared by the priests particularly resonated with me. It involved three kings: Chola, Chera, and Pandya. There was a king named Pari Vallal who wished for his daughters to marry, but conflicts arose between him and the other kings, making it difficult for suitable matches to be found. His daughters, Sangavi and Angavi, faced a grim future until Avvai Patti intervened. She called the three kings to the temple and proposed a test: if a dead tree near the Ganesh idol blossomed with new

leaves, they would agree to the marriages. Through her prayers and songs to Lord Shiva, the leaves miraculously began to sprout, leading the kings to agree to the unions and bless the daughters. Listening to this story sparked my curiosity about the temple's history.

The locals were warm and welcoming; one elderly man shared additional tales, stating that many believe their prayers in this sacred space can dispel fears and bring peace.

He also described how the locations where the three kings stayed became associated with their names: the Chola king's place is known as Uthamacholapuram, the Pandya king's as Verrapandi, and the Chera king's as Sevarayan, which later evolved into Salem.

As I admired the intricate pillar sculptures, I became intrigued about the tilted head of Lord Shiva.

I approached the elderly man to inquire, and he explained that a boy named Gunasekaran had devoted himself to worshipping Shiva. He wished to place a garland on the deity but couldn't reach high enough. With tears in his eyes, he prayed fervently, and out of compassion, Lord Shiva tilted his head so the boy could adorn him with the garland. This story filled me with joy and further heightened my sense of peace within the temple.

The best time to visit is early in the morning, just as the sun begins to rise, casting a warm, golden glow over the temple. During the annual Maha Shivaratri festival, the temple buzzes with thousands of devotees, creating a vibrant and communal atmosphere.

When I finally departed from Karapuranathar Temple, I felt a profound sense of calm and happiness, carrying that inner peace with me. It was truly a special visit that I will cherish for a long time.



FROM THE EDITOR'S DESK

*A journey starts with books and dreams,
Through countless hours and sleepless seams.
The classrooms echo with hopes anew,
A future shaped by what we pursue.*

*Lessons learned and friendships made,
In every challenge, we're unafraid.
College is more than just a grade—
It's the spark where knowledge is laid.*

*In halls of learning, bright minds grow,
A place where seeds of knowledge sow.
Through lectures, tests, and endless nights,
We chase our dreams, and reach new heights.*

*The world outside, so vast and wide,
Becomes a path we'll boldly ride.
With books in hand and hearts aglow,
We shape the future, let it show.*

*The friendships formed, the lessons taught,
In every struggle, wisdom's sought.
The classroom walls may someday fade,
But what we've learned will never trade.*

*With every challenge, we evolve,
Each question asked, a problem solved.
College is where we start to see,
The endless possibilities we can be.*



Congratulations!

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QUARTERLY NEWSLETTER | VOLUME 1 | ISSUE 3 | DECEMBER 2023
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