



Lord Sri Krishna International Educational Trust (R)

## SRI KRISHNA DEGREE COLLEGE

#2 (P), ITI LAYOUT, Bsk 3<sup>rd</sup> Stage, Bengaluru -560085

DEPARTMENT OF BBA

### MIND MARATHON

"LOOK UP, AIM HIGH"

*"Education is not the learning  
of facts, but the training of  
The mind to think."*

**- ALBERT EINSTEIN**

MIND MARATHON

ANNUAL

E-MAGAZINE

2022-23

VOL-4



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# Sri Krishna International Educational Trust



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Sri Krishna Degree College offers world-class education by nurturing human values, ethics and by imparting knowledge.



Sri Krishna Degree College, founded by Kempegowda awardee Dr. M Rukmangada Naidu under Sri Krishna International Educational Trust is a college affiliated to Bangalore Central University, NAAC Accredited and ISO Certified. The institution has been catering to all sections of society on need-based quality education. Sri Krishna Degree College which offers courses B.Com, B.B.A., B.C.A. and M.Com. In Commerce and management, Computer Application streams, has clarity on student's future, both in their career and life. The College has been effectively practicing outcome based education.

Located in the heart of Bangalore, the Garden City of India, Sri Krishna Degree College is about 8 km s from the Central Railway Station.

The institution has well-qualified, experienced & dedicated faculty and staff members.

Sri Krishna Degree College has the most advanced Computer Labs for practical training, spacious classrooms with good furniture and AV aids, Wi-Fi campus and

24x7 internet facilities in the departments. The Institution has Extension Activities like NSS, Youth Red Cross. Sri Krishna Degree College attempts to create a stimulating teaching learning environment which equips students with the knowledge and skills required to face the challenges of the globalized environment. At the same time, it is committed to instilling a deep sense of social responsibility and self-discipline in its students. It also strives to cultivate a warm, cordial and mutually supportive relationship with all its stake holders.

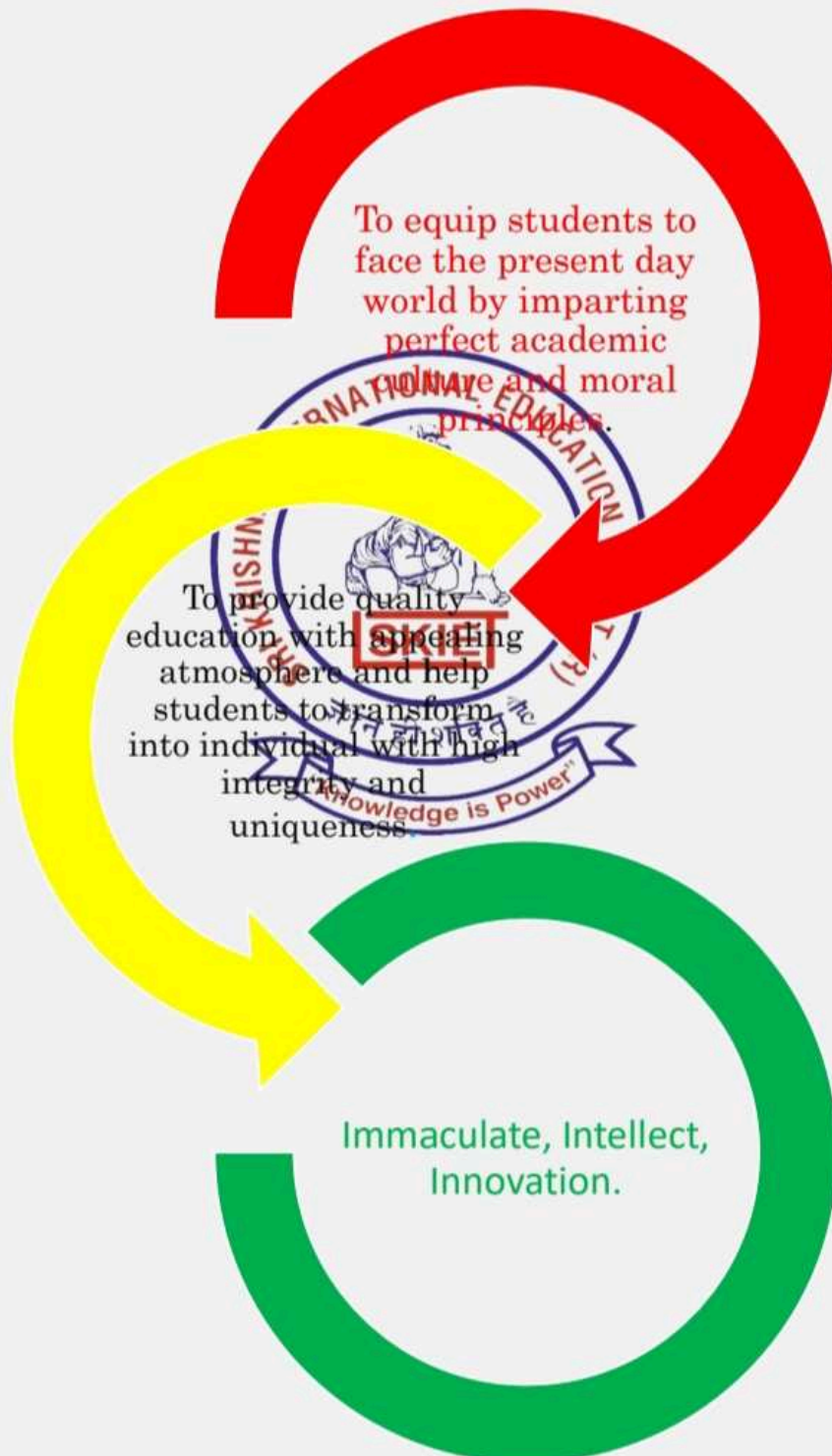
#### Our Institutions:

- Sri Krishna International School [State Board - Recognized by the government of Karnataka and ICSE Board - Affiliated to Indian Certificate of Secondary Education, New Delhi]
- Sri Krishna Pre-University College [State PU Board - Recognized by the government of Karnataka]
- Sri Krishna Management College [Bangalore University-M.B.A.]
- Sri Krishna PU and Degree Evening College.



## Vision & Mission

Excellence, Integrity, Leadership, Learning.



## College Management

Sri Krishna Degree College has been playing a valuable role in its concern for student's future, both in their career and life.

### Message from chairman



**Dr. M Rukmangada Naidu**  
Founder Chairman

Our goal is to change the world through education. It may sound idealistic, but this is our mission. It is what motivates the work of everyone at The Shri Krishna Academy from faculty and staff, to students and alumni, to our parents and supporters. The system will also help youth and mankind make their own ethics to be followed in life. Our Institution has been the outcome of perseverance of the goal of establishment for imparting primary and higher education. SKIES is committed to its vision of creating ethically and professionally strong and superior manpower to suit the needs of the society.

The Principle aim of the Institution is academic progress of the weaker and downtrodden sections of the society. We are giving special attention in developing the inter and inter-personal skills of students through soft skill, aptitude, personality, career and entrepreneurial development programs. I am happy to place on record my appreciation for the teaching faculty and also the administrative wing for the dedication and support.

## College Management

Sri Krishna Degree College has been playing a valuable role in its concern for student's future, both in their career and life.

### Message from chairman



**Jalajakshamma**  
Vice-Chairman

It is our mission to develop a positive brain compatible environment. We will work together as a team with the family, college, and community to encourage and motivate all students to reach their fullest potential. We are committed towards providing excellent higher education, to change the students as ideal graduates who will be highly competent in their chosen fields, ethical in behaviour, with an inquisitive mind, an appreciation for good values in life and commitment to serve the common good. Through fostering and advancing knowledge, SKIES seeks to make a specific contribution to the society.

As vice chairman of the college, I'm extremely proud of the rich tradition of providing practical, experience-based education that our institution has upheld since its founding. Our academic programs prepare our students to become leaders with the moral depth and intellectual intensity necessary to meet the challenges of a time of critical transition in society. We all want the best for your children, but we are not enough. The parents must play a key role in the education of your children. Your words of encouragement, your interest in your children's work, and your presence at college are vital! I would sincerely congratulate all my staff for supporting us in our endeavours.

## College Management

### Message from Academic Director's



**Prof. S P Manohar**

Academic's Director  
M.E., M.B.A.

"Education is the most powerful weapon which you can use to change the world." Your power to choose the direction of your life allows you to reinvent yourself, to change your future, and to powerfully influence the rest. Leadership and learning are indispensable to each other. The only person who is educated is, the one who know how to learn and change. You are the "Change" to yourself and your future. You are welcome to Sri Krishna Degree College, one of the most prestigious colleges for commerce management and computer applications education, which is affiliated to Bangalore Central University. The institution provides you the space to ignite your imagination and inspire you to love learning.

## College Management

## Message from Principal



**Dr. Ushakumari N**

Principal  
M.A., N.E.T., Ph.D.

Sri Krishna Degree College has steadily grown to its present status as one of the leading degree colleges of Bangalore. This is reflected in achieving the prestigious NAAC Accreditation, National and State awards in NSS Activities but above all in the perceptions of the society and the public that the institution strives to serve. The purpose of education is to teach our children to think and develop a capacity to reason out facts. Students should keep in mind the importance of planning and prioritizing their time and the effective use of it which are essential to achieve success. Students should always think and review-discover the cause and effect of every event, in which they are involved. Do not surrender or become a slave to youthful fancies and indulgences. Be steady in your studies. Learn to enjoy hard work - particularly your studies. Think wisely, think systematically. Be very serious and attentive in class.

# DEPARTMENT OF BBA REPORT 2022-23 ABOUT B.B.A DEPARTMENT

BBA courses offer prospect to obtain professional skills in the early on in one's career as an administrative professional. This undergraduate course offer a profound understanding and expansion of vital business skills such as leadership, communication skills, critical thinking and decision-making.

**DURATION: 3 YEARS**

➤ **AFFILIATION: BANGALORE CITY UNIVERSITY**

➤ **ELIGIBILITY: 10+2 OR PUC OR EQUIVALENT**

## • Advantage

**B.B.A. Stands for Bachelor of Business Administration.** The B.B.A. degree is designed to teach students the skills necessary to take up leadership roles in business and corporate world. The faculty members are well qualified, with a sizeable number of them with dual PG degrees and NET/SLET qualified and pursuing research in the ever-many expanding field of commerce and management. Several faculty members have authored text books and reference books. The Department regularly conducts competitions, workshops and seminars to keep the students abreast of the latest in the world of commerce. Its Business Lab initiative is one of its kinds among degree colleges in Bangalore.

### **B.B. A. SYNERGY CLUB ACTIVITIES 2020-2021**

In order to meet the challenging needs of corporate world environment, it is not just sufficient for a student of management to be sound theoretically but must also be exposed to the outer world in a dynamic way to face practical situation. Management club was started in the year 2013 to enrich and empower the students with academic and technical excellence. Two events conducted in each semester.

#### *Objectives*

- To expose students to meet the practical challenges in the current business scenario.
- To let the students, interact with business experts of industry.
- To encourage students to become event managers.
- To build self-confidence and Proactive approach.

# THE BACKBONE OF THE DEPARTMENT

SRI KRISHNA DEGREE COLLEGE

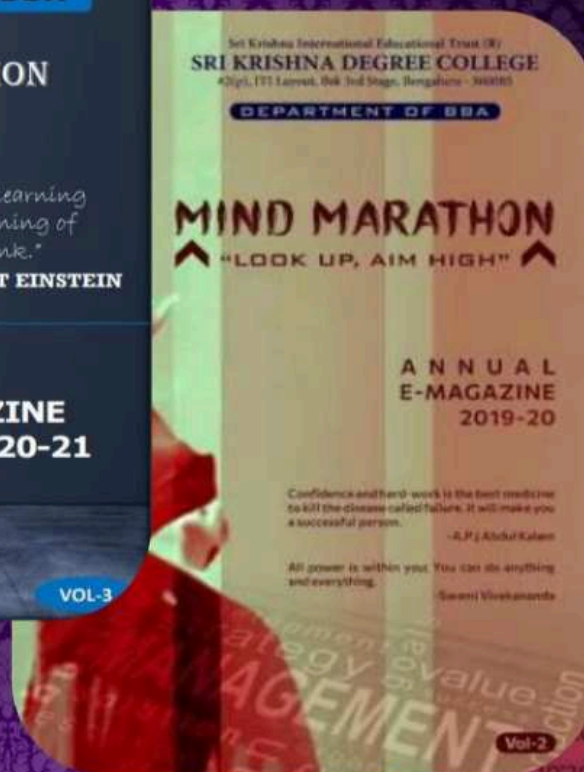
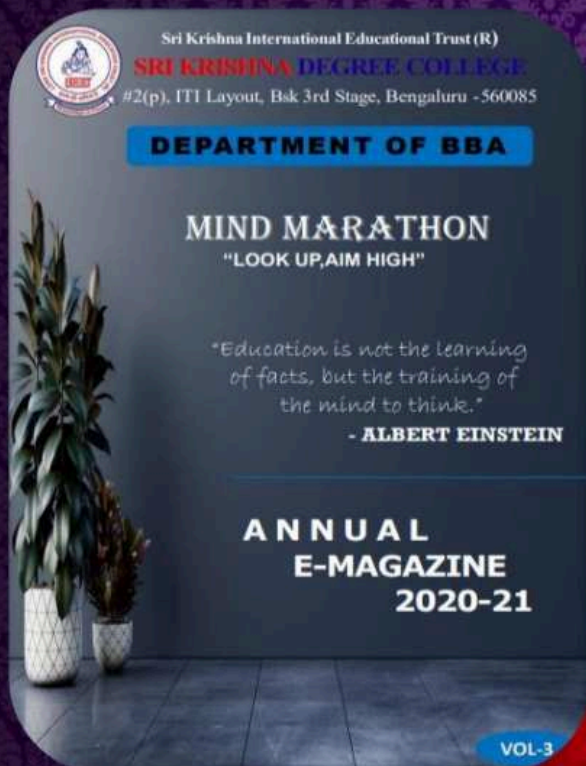
DEPARTMENT OF BBA SYNERGY CLUB PRESENTS

INVESTITURE CEREMONY 2020-21

PICK UP ACTION EVENT

ANNUAL E-MAGAZINE

MIND MARATHON VOLUME-2 RELEASE BY ACADEMIC DIRECTOR  
PROF.SP MANOHAR AND PRINCIPAL DR USHA KUMARI N ON 12/01/2021



SRI KRISHNA DEGREE COLLEGE  
LAYOUT B'LORE-85

INVESTITURE CEREMONY  
AND MARATHON  
E-MAGAZINE  
VOLUME-2 RELEASE  
SYNERGY CLUB EVENT  
PICK UP ACTION

ACADEMIC DIRECTOR, SKDC  
PROF. SP MANOHAR

PRINCIPAL, SKDC  
PROF. DR USHA KUMARI

ALL ARE CORDIALLY INVITED

# ELECTIONS OF STUDENT REPRESENTATIVES AND CLASS REPRESENTATIVES 2020-21





The election of class representatives is to bring the general academic concerns from each class and student representatives from final year BBA these students nominate themselves and are selected by majority vote by their peers to represent them each class has two representatives and department have student representatives for cultural, sports, intercollegiate fest, club activities, industrial visit.

# MR AND MISS FRESHER OF BBA DEPARTMENT





In the beginning of the academic year, fresher's start dreaming about fresher's day, which is celebrated every year in our college. The very purpose of fresher's day party is to welcome newcomers in a friendly atmosphere and avoid social evils, to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students eagerly look forward to this event at the beginning of every academic year. The stage is set for fresher's to showcase their talent and compete for the Mr and miss. Fresher's crown



# SRI KRISHNA DEGREE COLLEGE

ITI LAYOUT BSK III STAGE, BANGALORE – 560085

BBA DEPARTMENT TOPPERS/DISTINCTION HOLDERS 4<sup>TH</sup> SEMESTER

BBA

NOVEMBER 2022

OVERALL 97% RESULT



RUTH.R  
96%



CHAITHRA .P  
93%



JAYANTH.S  
92%



JAYANTHI. B  
91%



E. ALEKHYA  
91%



SANDHYA SHREE.S  
88%



CHANDANA. M  
88%



RAGA KEERTHANA  
KV 88%



YASHASWINI P.M  
87%



DIVYA .M  
87%



SHRAVANI NATRAJI  
87%



SUHAS H.V  
87%



AISHWARAYA. M  
87%



SHARATH.G  
86%



AKSHAYA. P  
86%



**SONY.S**  
85%



**AMRUTHA.N**  
83%



**MAHALAKSHMI.S**  
84%



**HARSHITHA. A**  
83%



**AKASH. R**  
82%



**LAKSHMI. P**  
82%



**KUSHAL E.K**  
82%



**BALU .B**  
82%



**NIKHIL M.S**  
81%



**AMRUTHA.M**  
81%



**CHAITHRA .D**  
85%

**DISTINCTION- 5**

**EXEMPLARY – 20**

**HEARTY CONGRATULATIONS TO ALL STUDENTS**

**MANAGEMENT, PRINCIPAL & STAFF**

Department of BBA  
Industrial Visit Report 2021-22  
Sula Vineyards, Channapatna , Karnataka  
On 16th November 2021



As an industrial visit provides an interface between educational and organizational fronts, it is considered as one of the most tactical methods of teaching. Visiting a company gives students a practical perspective on the world of work. It gives them exposure to current work practices in support of theoretical knowledge being taught at the institution.

With this opinion of sharpening the understanding of students, Sri Krishna Degree College Department of BBA organized an Industrial Visit for students on the 16th November 2021 to Sula Vineyards, Channapatna, and Karnataka

On 16th November 2021, 97 students visited the Industry along with three faculty members Mrs Deepa K HOD BBA, Mrs Sowmya, Mr Suresh and Ms Madhushree.

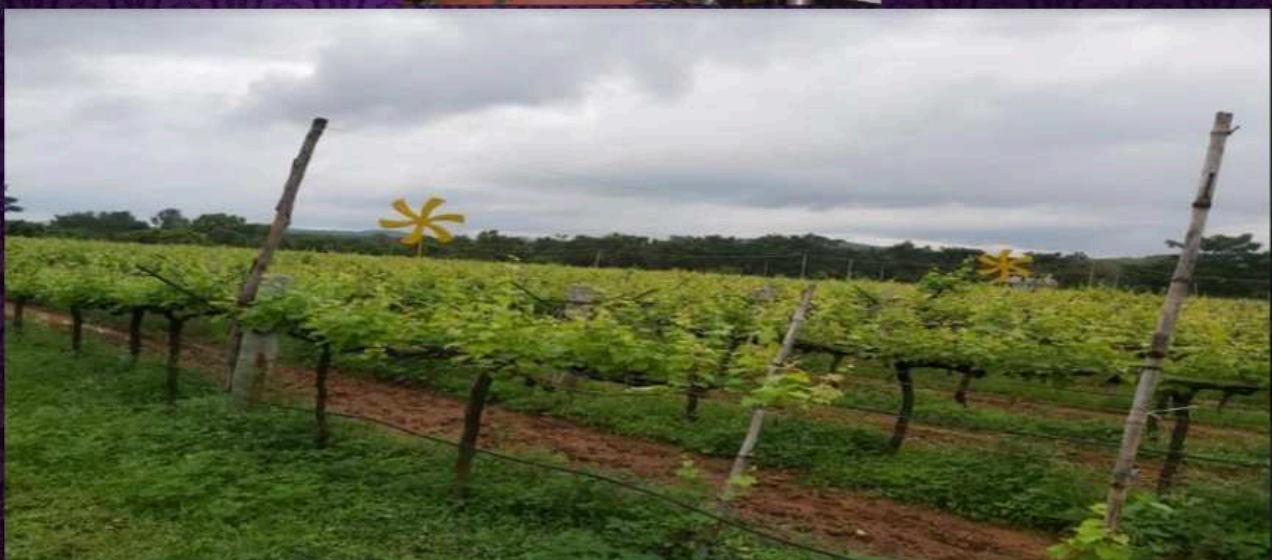
## Industry Profile:

Founded in 1998, it is a winery and vineyard that holds a market share of almost 70% in the Indian wine industry. The winery has admirably developed into a world-class winery with Little Italy and Soma (two restaurants), The Gift Shop, The Bottle Shop, and The Tasting Room in its premises. It welcomes visitors all-round the year to enjoy a tour, tastings, and be a part of fun events.

The industrial visit helped our students gain hands-on practical knowledge on industrial processes and its core management concepts. They learned about key stages of the winemaking process using advanced machines. The students were glad to see how the white and red wines are prepared.

An executive at Sula Vineyard introduced students to the winemaking team who are tasked with checking the quality of grapes during the harvest season. They intricately check grape's taste as well as sugar and acid levels.

Students also visited the stockroom where the wine is stored in huge oak barrels.



## Department of Management SKDC Conducted

Seminar on the Topic: How to invest in Stock Market , for Bcom and BBA Final year students.

Date: 28/12/2021

Speaker: Speaker 1: Rahul Moghariya

Deputy Vice President at Tradebulls securities (P) Ltd

More than 12 years of experience. At present working as Deputy Vice President, with a demonstrated history of working in the investment management industry. Skilled in Capital Markets, Portfolio Management, Customer Service, Management, and Business Development. Strong professional with a PGDM - Finance focused in Finance and Financial Management Services from Master school of management.

Speaker 2: Nayeem Akthar

Sales Manager at Tradebulls securities (P) Ltd

More than 7 years of experience in the investment management industry.

Seminar helped in understanding the complete techniques to earn more profit in the stock market. In-depth technical knowledge of Trends & Patterns to identify stock price movements. Helps to become a good trader with full knowledge about the short term, mid-term Trading and Long term Investments.





Pre-Placement Training From 20/12/2021 to 22/12/2021  
Resource Person: Mr. Rajendra Kulkarni





The Training & Placement Cell conducts a special Pre-Placement Training program for students entering the Fifth semester to empower them for upcoming recruitment drives. The training is conducted for duration of Three days covering various aspects of employability skills. Thus, the training program empowers & enhances the students, helping them to get through their campus recruitment drives. The training also provides overall personality development and help students to fulfil their goals. Basically, training is designed to simulate the real-time scenarios of the industry which gives students hands-on experience for exponential learning. The training program is conducted on the below mentioned topics: Activity-based learning on various modules of the Aptitude Test. Sessions on Personality Development, Etiquette, Attitude, Resume Writing, Group Discussion & Personal Interviews. Post Employability Assessments.

## ADD ON COURSE "Advanced Digital Marketing"

Department of BBA For 1st, 2nd and 3rd Year BBA Introduced Certificate Skill Based Course in collaboration with NICT Computer Education "Advanced Digital Marketing" From 18th December 2021.

Impact of technological up-gradation and globalization on economy a rapid change has been occurred in education in India. Unlike in the past, students when they step out of Colleges are now expected to not only have knowledge but also be already skilled in different aspects. That is why the need to augment what gets taught in a College become important.

Today time has come for our students not only excellent in academic degree but also acquire inter-disciplinary skills. We want to create adequate opportunities for our students to acquire these skills within our campus by saving their time, money and energy. In future College will be offering a very wide range of course with practical utility.

Realizing this urgency of enhancing the skill, College is going to design and organize different short term courses, value added courses etc. Objective of value added courses to provide additional learner's centric graded skill oriented technical training which improves the employability skill of the students. The main objective of this courses is to reduce the gap between academic and industry.



**NICT**  
COMPUTER EDUCATION

**ADVANCED**  
**Digital Marketing**  
Strategies Focused on Increasing The Reach & Visibility of Your Business.

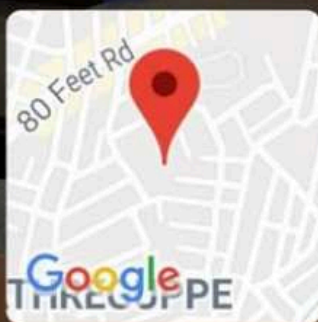
Special Delivery

## Student Presentation on “ Key Highlights of Union Budget 2022-23”

On 03/02/2022

Department of Management organized Student presentation on the topic “Key Highlights of Union Budget 2022-23” for 60 students of BBA I and II year on 3rd February 2022 from 10.30 am to 11.30 am .

Students presented Key points of interest in Budget 2022-23. The session was very informative.



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Bengaluru, Karnataka 560085, India

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SRI KRISHNA DEGREE COLLEGE  
DEPARTMENT OF BBA

Student seminar on Key  
Highlights of Union Budget  
2022-23

On 03/02/2022



**Bengaluru, Karnataka, India**

3788, 2nd Floor, 13 th Cross BSK 2nd Stage, Next to Muthoot Finance,  
Thyagaraja Nagar, Bengaluru, Karnataka 560070, India

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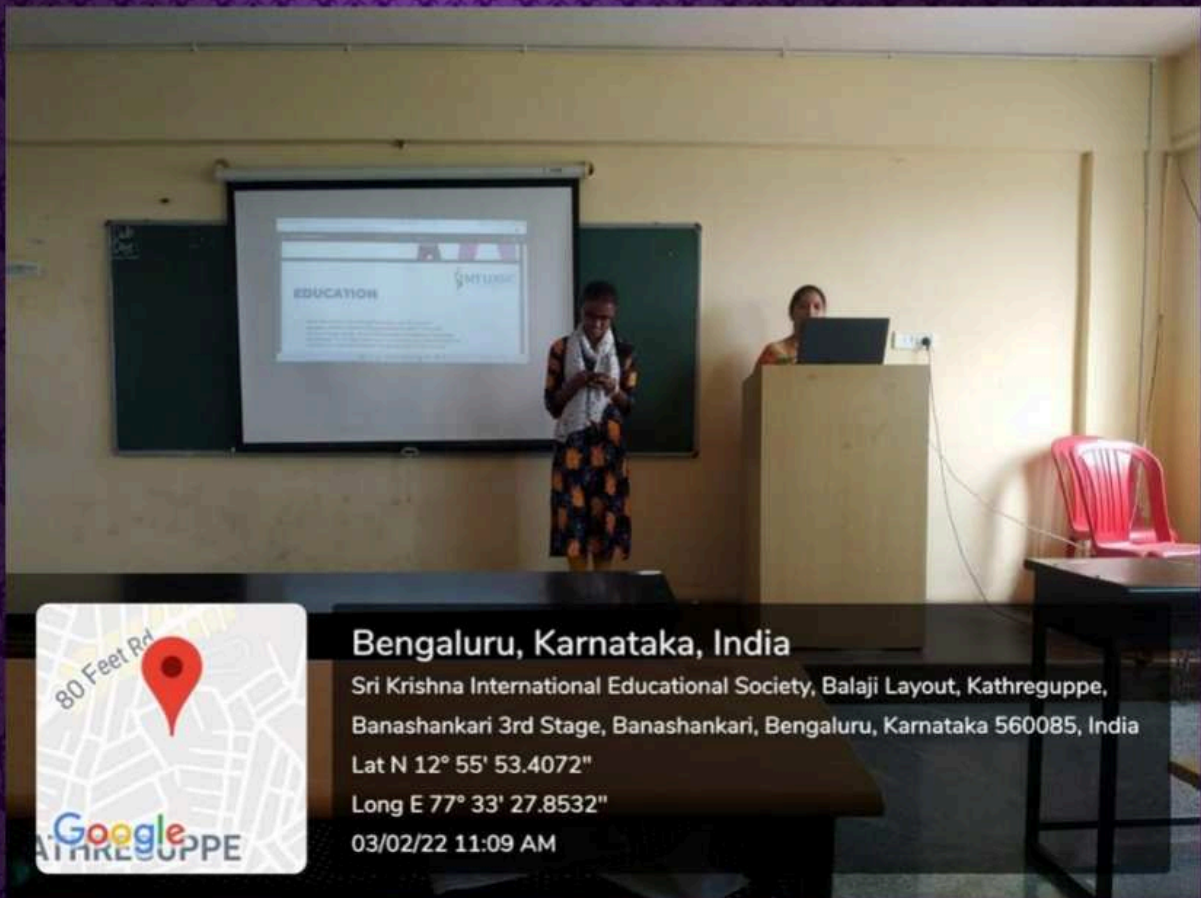
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# Case Study analysis vivavoce

Case study analysis vivavoce exam for 3rd semester BBA on 8th February 2022.

Educating aspirants leveraging their talent imparting knowledge to receptive brains, sharpening their skills to achieve their goals.

“A case study based curriculum is known to work for the development of key skills such as problem solving, decision making, analytical abilities – quantitative and/or qualitative, coping with ambiguities, individual study, time management, presentation skills, group working, communication and soft skills.”

As a part of this our SKDC Department of BBA organised Case Study viva voce exam for Students as a part of Business Skill Development prescribed by Bengaluru City University.

Academic examiners:

1. Dr Prem Knowles

Assistant Professor

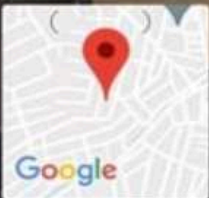
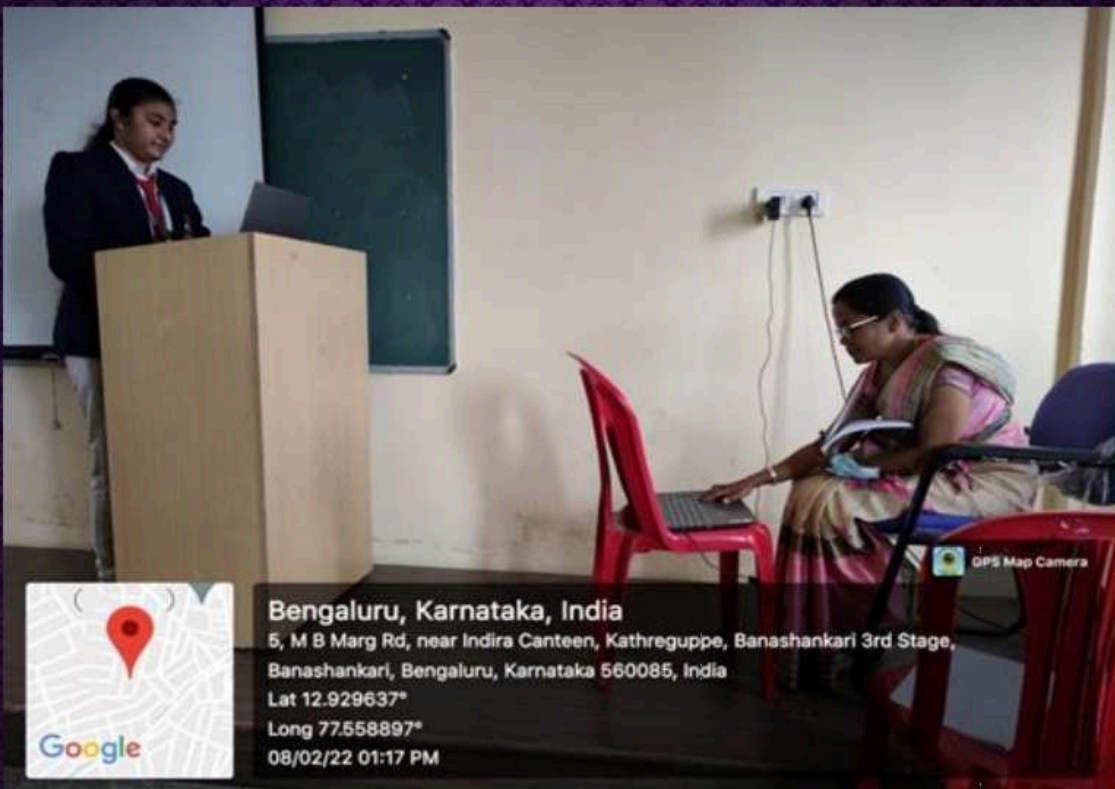
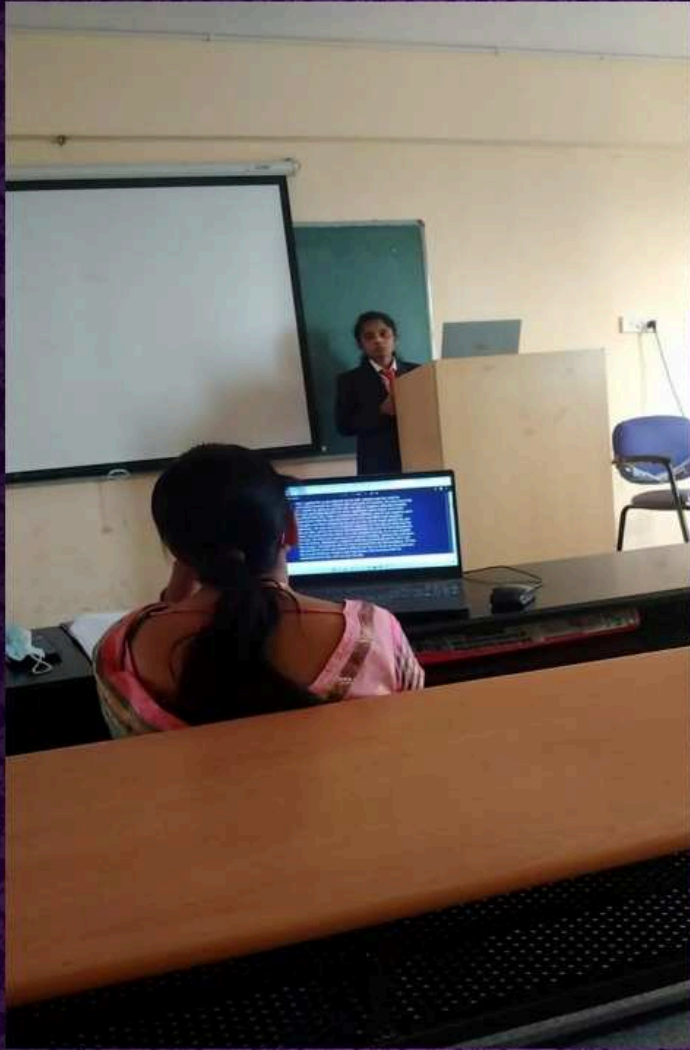
GIBS B SCHOOL

2. Ms Rekha B

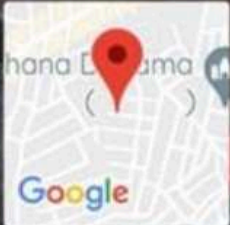
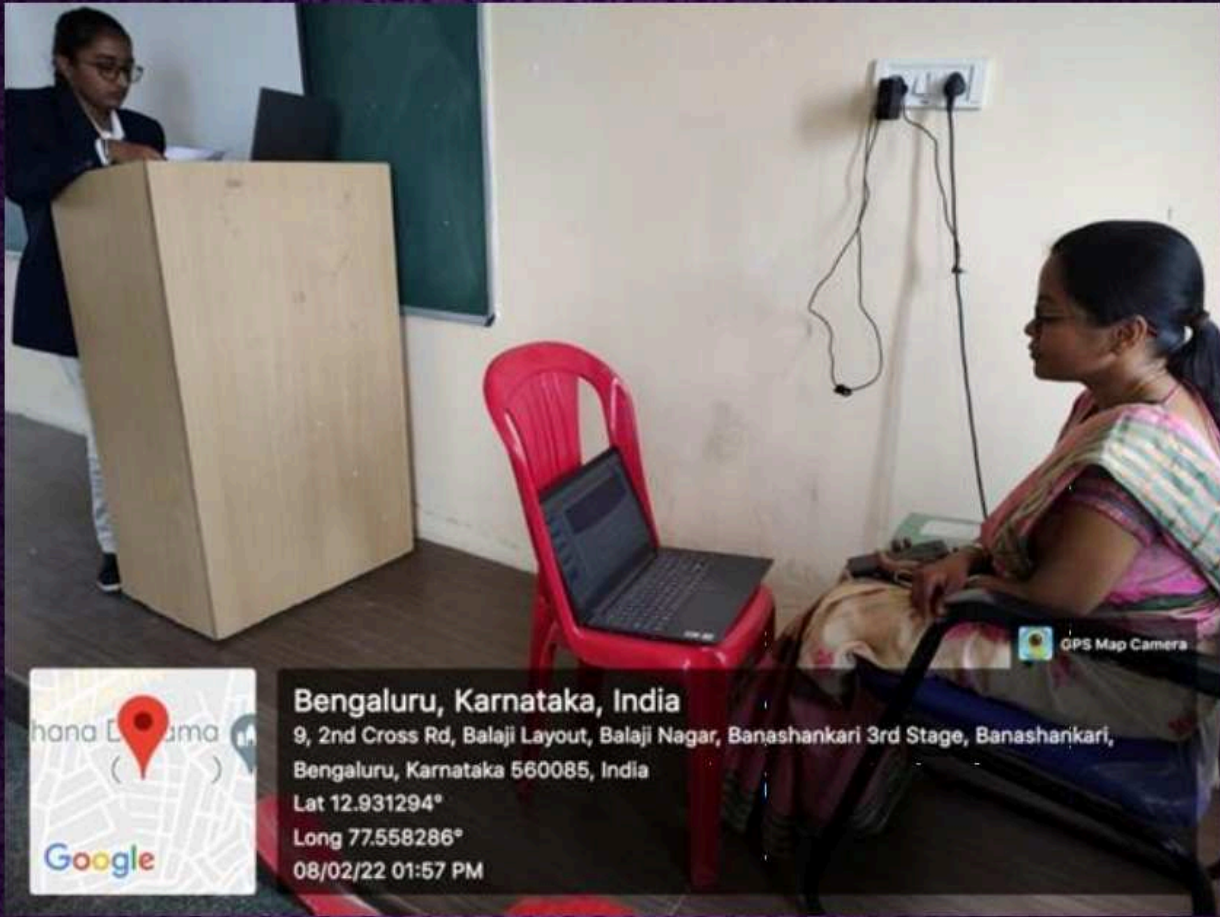
Assistant Professor

GIBS B SCHOOL





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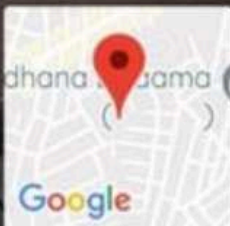
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# Field study viva voce

Field Study analysis vivavoce exam for 5th semester BBA

Educating aspirants leveraging their talent imparting knowledge to receptive brains, sharpening their skills to achieve their goals.

“As a part of Curriculum Business skill development student underwent for field study and prepared the report and attended VIVA Voce Examination prescribed by Bengaluru City University.

Academic examiner:

Mrs Parimala Kulkarni

Assistant Professor

BMS College for Women

Basavanagudi

Bengaluru





## SYNERGY CLUB EVENT I: Treasure Hunt event on 12th November 2021

INVESTITURE CEREMONY  
MIND MARATHON  
E-MAGAZINE  
VOLUME-3 RELEASE  
**SYNERGY CLUB EVENT**  
**>TREASURE HUNT**

Treasure Hunts Event help students to develop new skills and strengthen and reinforce other skills such as leadership, communication, and problem solving. This is of equal benefit to employees and employers combined. As we all know, being able to commutate and cooperate is essential to the success of any company. Being able to practice this skill in a more relaxed and fun environment is a great way to highlight how important good communication is to succeeding in business.

### SYNERGY CLUB EVENT II: Team Building event on 26th July 2022

Team building is the process of creating a team that cohesively works together towards a common goal. The importance and main purpose of team building is to create a strong team through forming bonds and connections. Creating these bonds through team building is very beneficial to businesses and organizations. The benefits of team building include increased communication, planning skills, employee motivation, and employee collaboration.

Fun activities that help people see each other in a different light allow them to connect in a different setting. People on your team are asked to think about the implications of these activities at their workplace.

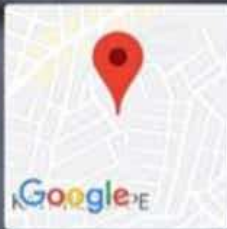
One of the most powerful reasons for team building is to get results. Through a series of planned team building events that are fun and motivational, teams build skills like communication, planning, problem-solving, and conflict resolution. These team building activity ideas help to facilitate long-term team building through fostering genuine connections, deeper discussions, and processing.

A close-knit team will ensure productivity and a good work environment. Here are 12 reasons to start team building: motivate your team members and bring them closer together, even in the virtual workplace!

1. Networking, socializing, and getting to know each other better
2. Teamwork and boosting team performance
3. Competition and bragging rights
4. Celebration, team spirit, fun, and motivation
5. Collaboration and the fostering of innovation and creativity
6. Communication and working better together
7. Enhance company culture
8. Create something to look forward to
9. Show employees appreciation
10. Build bridges across departments
11. Unlock leadership potential

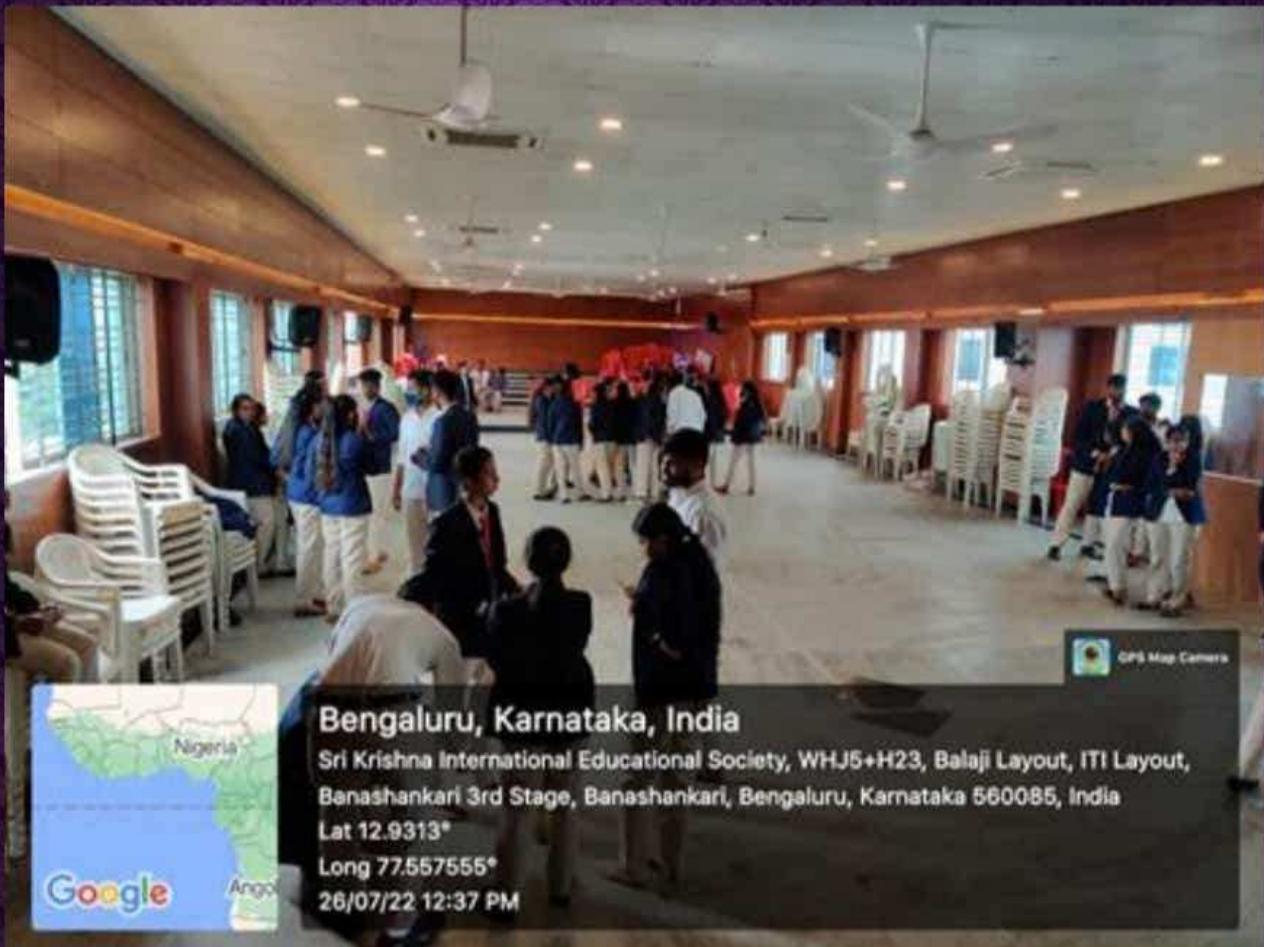


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### Bengaluru, Karnataka, India

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### Bengaluru, Karnataka, India

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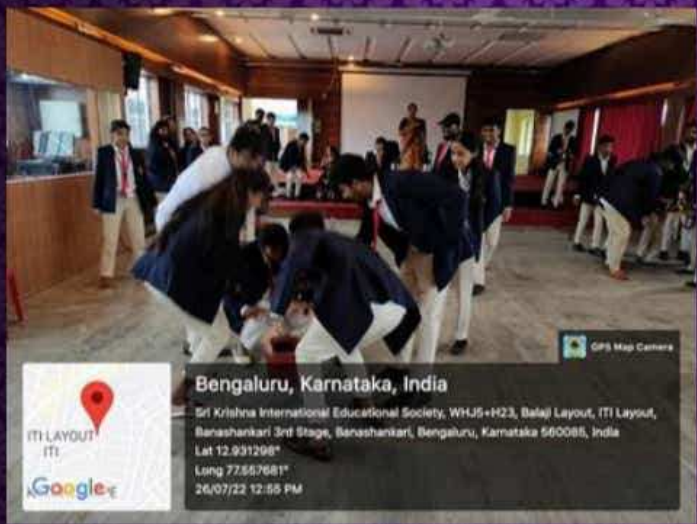
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**Bengaluru, Karnataka, India**

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**Bengaluru, Karnataka, India**

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**Bengaluru, Karnataka, India**  
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**Bengaluru, Karnataka, India**  
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# Inter college sports activities



  **BENGALURU CITY UNIVERSITY**  
ಬೆಂಗಳೂರು ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

 BCU/DPE-IU-2021-22 / 011

**CERTIFICATE OF PARTICIPATION** 481

This is to certify that Mr./Ms. HARSHAR ..... Father's Name RAMAKRISHNA H C

Mother's Name PUSHPA ..... was a member of Bengaluru City University BASEBALL MEN ..... team during the year 2021 - 2022

Participated in the All India Inter University competition held at SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE

From 14th To 18th March 2022

  
Director of Physical Education  
Bengaluru City University

  
Vice Chancellor  
Bengaluru City University



2. Chetan G from 2nd Year BBA SKDC on participated and won 3rd prize Bengaluru City University Inter Collegiate Best Physique Men Competition 2021-22, held at SheshadriPuram College by Department of Physical Education and sports Bengaluru City University



SESHADRIPURAM EDUCATIONAL TRUST  
**SESHADRIPURAM COLLEGE**  
Seshadripuram, Bengaluru-560 020  
Affiliated to Bengaluru City University | NAAC Accredited 'A' Grade  
Department of Physical Education and Sports  
**BENGALURU CITY UNIVERSITY  
INTER COLLEGIATE**  
**BEST PHYSIQUE MEN  
COMPETITION 2021-22**  
Date : 23rd February 2022, Wednesday. Venue : Seshadripuram Campus

**MR. BENGALURU CITY UNIVERSITY**





# Co -curricular

## Intercollegiate Fest Achievement:

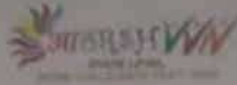
Shylaja S from final year BBA won 3rd Place in the Event Best Manager held and VVN Degree College State level intercollegiate fest.





# V.V.N. DEGREE COLLEGE

W. V. Venkataswamy Memorial Trust, Bangalore-560 075  
W. V. Venkataswamy Memorial Trust, Bangalore-560 075  
W. V. Venkataswamy Memorial Trust, Bangalore-560 075



## CERTIFICATE OF APPRECIATION

pleasidly presented to

Mr /Ms Shylaja S  
of Shri Krishna Degree College has  
participated and secured 1st Prize in  
Best Manager held during the State  
Level Inter-Collegiate Fest "AAKARSHVVN 2022"  
organized by Vokkalai Vidyalakshana Degree College  
on 26th and 27th August, 2022.

*Sandhya B C*

SMT. SANDHYA B C  
Trust Sec. Bangalore

*G Venudopal*

PROF. G VENUCOPAL  
Principal

Toppers and best outgoing student

Topper

**DEPARTMENT OF BBA**

**TOPPER 2019-2022**

**GAYATHRI A**



NAME: GAYATHRI A

CLASS: FINAL YEAR BBA

REG. NO: B1910411

SUBJECT: STRATEGIC MANAGEMENT

MARKS OBTAINED: 100/100

PERCENTAGE: 93%

**OVERALL 91%**  
**Best Out going student**



Co-curricular Achievement:

Sports achievement:

Harsha R BBA 1st Year represented from Bengaluru City University for All India Inter University Men Baseball Competition 2021-22 at Savitribai Phule Pune University, Pune held from 14th to 18th March 2022.

# Drawings and articles from students







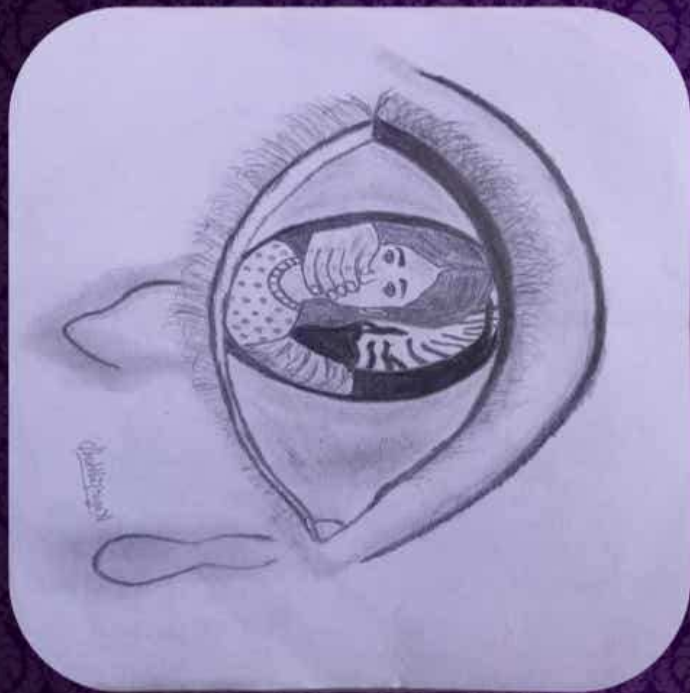
THERE IS NOTHING TRUER  
IN THIS WORLD THAN THE  
LOVE OF A GOOD DOG...

ShaktiBaya A



No one will ever  
love you as much  
as your mother...

ShaktiBaya

















10/10/22



Art By  
Dhanush.V



ಅನಂಜನನು  
ಕರ್ತವಿನ್ಯ  
ಮೂಡು ೨೨

Art by :-  
Dhanush.V



Art by  
Dhanush.V



## ARTICLE BY BBA STUDENT



### ARTICLE 370

On 5th August 2019, President of India in the exercise of the powers conferred by Clause (1) of Article 370 of the Constitution had issued the Constitution (Application to Jammu and Kashmir) Order, 2019. Through this, Government of India has made modifications in Article 370 itself (not revoked it).

the recommendation of the J&K Constituent Assembly.

## WAY FORWARD

A 10-year strategy for education, employment and employability should be deployed for uplifting Kashmir. The Gandhian path of non-violence and peace should be adopted to solve the legitimacy crisis in Kashmir.

In this context, Atal Bihari Vajpayee's version of Kashmiriyat, Insanity, Jamhooriyat (inclusivity culture of Kashmir, humanitarianism and democracy) for Kashmir solution, should become a cornerstone of the forces of reconciliation in the State.

THANK YOU SO MUCH