



St. Joseph's College of Commerce
(Autonomous)

163 Brigade Road, Bengaluru, Karnataka - 560 025.

B.B.A.
BACHELOR OF BUSINESS ADMINISTRATION



Presents

CAMPUS CHRONICLES

“SHE MEANS BUSINESS”

March Edition - 2026

EDITOR'S NOTE: MORE THAN A CELEBRATION



March brings with it a familiar energy appreciation posts, panel discussions, flowers, and applause. But Women's Day has never been just about celebration. It is about conversation. It is about asking difficult questions, acknowledging uncomfortable truths, and recognizing that empowerment is not a one-day tribute it is an ongoing commitment.

The progress women have made, especially in the world of business, is undeniable. From boardrooms to start-ups, from policy making tables to innovation labs, women are not just participating they are leading. They are building companies, transforming industries, and redefining what leadership looks like. The narrative has shifted from "Can she?" to "Watch her."

For many young women preparing to step into the professional world, challenges remain real and pressing unequal representation, unconscious bias, pay gaps, balancing expectations, and the quiet pressure to constantly prove competence.

Ambition is often questioned. Confidence is sometimes mistaken for arrogance. Dreams are still negotiated against limitations.

This issue of Campus Chronicles “She Means Business” is not merely a tribute. It is a reminder. A reminder that awareness must translate into action. That confidence must be cultivated intentionally. That representation matters. That conversations today shape opportunities tomorrow.

We hope these pages spark something within you a thought, a question, a decision, a bold step forward.

Because Women’s Day is not just about celebrating how far we’ve come.

It’s about committing to how much further we can go.



THE REALITY CHECK: CHALLENGES WOMEN STILL FACE



Progress is undeniable, yet the road to true equity remains paved with subtle, systemic hurdles. More women are pursuing higher education, entering diverse industries, and building successful businesses. Yet beneath this progress lies a quieter reality—many women still face challenges that shape how they learn, work, and grow professionally. Acknowledging these challenges isn't about being discouraged; it's about identifying the friction points so we can navigate them with intent.

The Confidence Gap

Confidence plays a powerful role in professional growth, yet many women struggle with self-doubt even when they are highly capable. Internalized expectations often create a psychological barrier that keeps women from fully claiming their space.

- **Speaking Up in Meetings:** Research often shows that women are more likely to be interrupted or have their ideas "man-peated." This can lead to a hesitant approach where women wait for the perfect moment to speak, rather than jumping into the flow.
- **Imposter Syndrome:** the feeling of not truly belonging despite clear achievements. Many women believe they must constantly prove themselves, even when they are already qualified and capable. This internal pressure can make success feel like luck rather than the result of skill and effort.
- **The "Too Much" vs. "Too Quiet" Paradox:** Women often face a double bind. If they are assertive, they are labeled "too much" or aggressive; if they are collaborative and soft-spoken, they are seen as "too quiet" or lacking leadership potential. Navigating these conflicting expectations can make building confidence more complicated than it should be.

The Opportunity Gap

Beyond confidence, access to opportunities can also be uneven. Early career experiences often shape long-term success.

- **Unequal Access to Internships.** Many positions are shared informally through networks of friends, seniors, or referrals, which can sometimes unintentionally exclude women.
- **Leadership in Clubs & Orgs:** When leadership looks one-sided, it can discourage women from stepping forward or make their leadership feel more heavily scrutinized.
- **Networking Discomfort:** This discomfort may limit access to mentors, guidance, and opportunities that often come through connections rather than formal channels.

The Pay & Funding Gap

The final frontier of equity is financial, where the discrepancy between effort and reward is most visible.

- **The Gender Pay Gap:** women in many sectors earn less than men performing similar work. Over time, this gap can affect savings, career mobility, and long-term financial security.
- **Women-Led Start-ups & Funding:** Despite innovative ideas and strong business models, women founders often have to work harder to gain investor confidence and secure resources.
- **Early Negotiation:** Learning to confidently discuss salary, ask for raises, negotiate job offers, and advocate for fair funding can make a meaningful difference over time. The earlier women develop these skills, the more empowered they become to shape their own professional and financial futures.

Though these challenges are real, acknowledging them does not mean progress has stopped. Instead, it highlights the areas where change is still needed. With greater awareness, stronger support systems, and continued effort from both individuals and institutions, the path forward can become more equal—and more empowering—for the next generation of women



THE STUDENT VOICE

THE WOMAN BEHIND THE GLAM



My name is Afifa Durrani, and I am the founder of my own makeup studio based in Bangalore. What started as a simple passion for makeup slowly turned into something much bigger — a business built on creativity, confidence, and connection. I began by practicing on friends and family, posting my work on social media, and taking up small freelance bookings while managing college. Over time, with consistency and belief in my vision, I was able to open my own studio.

The journey, however, was not always easy. As a young woman entrepreneur, one of the biggest challenges I faced was being taken seriously. In the beauty industry, people often assume it is just a hobby and not a “real” business. I had to constantly prove my professionalism, pricing, and worth. Managing finances, client expectations, marketing, and academics together also required discipline and resilience.

There were moments of self-doubt, slow months, and times when balancing personal life and work felt overwhelming. But every happy client, every referral, and every message appreciating my work reminded me why I started.

Today, my studio is not just a workspace — it is a safe and empowering space where women come to feel confident and celebrated. My journey has taught me that being a woman entrepreneur means embracing both strength and sensitivity. With passion, patience, and faith, dreams truly do turn into reality.

AFIFA DURRANI

3 BBA D



SNAPSHOTS



***Interview
Insider
by JBC***



***Inside the
Algorithm
by ELI***



***Research
Roadmap
by Quest Club***





*Picture This
by Kaleido*



*Workshop on A
Glimpse into GST:
A framework that
shapes Modern
Businesses*



*One - Day National
Conference on Global
Sustainability: Business
Innovation & Policy
Initiatives towards Vikshit
Bharat*





*Capstone LEAP
Program – Train
the Trainer*



Pre-Virtuoso



Virtuoso 2026



COMIC CORNER



BRAIN TEASER & BEYOND

Test your knowledge of iconic women leaders shaping the business world. Use the hints and blanks to name them—perfect inspo for “She Means Business”!

Who Am I?

Fill in from 2-3 clues each (slightly tricky but famous).

1. - - - - -

(Shapewear billionaire, self-made from \$5K, Oprah fave)

2. - - - - -

(Tech CEO, grew video platform to billions, ex-Google exec)

3. - - - - -

(Dating app founder, women swipe first, youngest female billionaire)

4. - - - - -

(Car giant CEO, engineer mom, broke auto glass ceiling)

5. - - - - -

(PepsiCo leader, India roots, transformed snacks empire)

Send your answers to kaleidosjcc@gmail.com with your name, class & section. The winner will be featured in our next edition, plus get Kaleido shoutout!



B.B.A.
BACHELOR OF BUSINESS ADMINISTRATION



Kaleido is the editorial and media committee of the BBA department. It creates an outlet for writers as well as designers and encourages them to hone their skills.

Kaleido is perfect for those who want to explore different genres of literature and have an eye for creating content. It provides an opportunity where one can meet like-minded people who share the same interests as them. Kaleido holds the responsibility of covering all significant events, fests, seminars and other activities organised within the BBA department and drafting reports for the same. Kaleido is also known for the “Humans of BBA” initiative, apart from a plethora of other activities.

Student Coordinator: Joann Sarah George
Faculty Coordinator (HOD): Dr. Rathi David
