St. Joseph's College of Commerce
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Kaleido

Presents

CAMPUS CHRONICLES

The Economics of Christmas: Markets, Money & Merriment

December Edition - 2025

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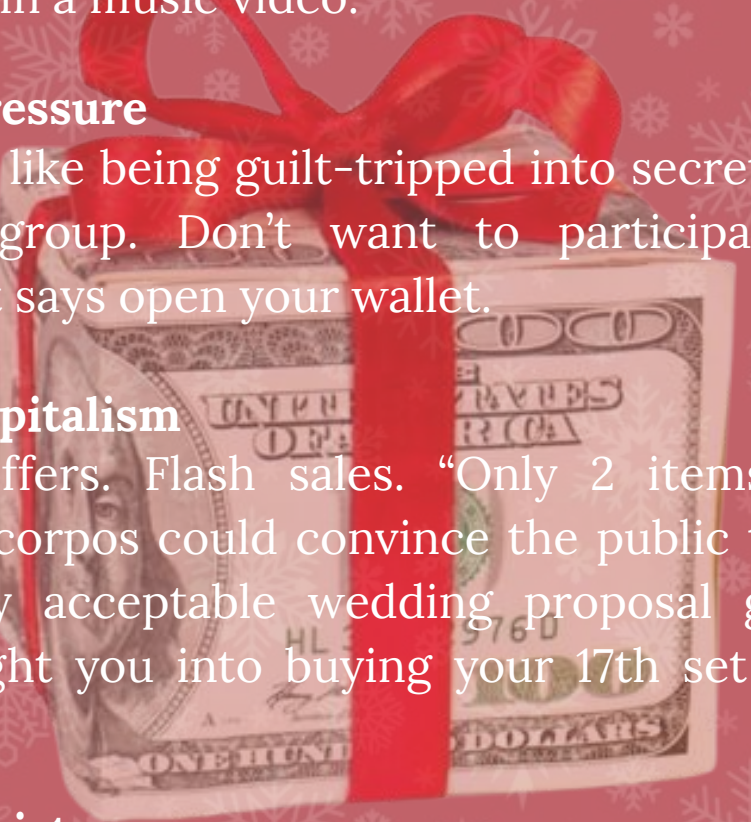
Top 4 Reasons why Christmas Spending Surges (a.k.a. Why We All Go Broke in December)

1. Apparently Happiness = Buying Stuff

Every December, humans collectively decide that the only way to show love is by... spending money we don't have. Suddenly a coffee mug becomes "the perfect gift" and we're swiping our cards like we're in a music video.

2. Festive Peer Pressure

There's nothing like being guilt-tripped into secret Santa for the fourth friend group. Don't want to participate? Too bad. Christmas spirit says open your wallet.



3. The Gifts of Capitalism

Limited-time offers. Flash sales. "Only 2 items left". Sound familiar? If big corpos could convince the public that diamonds were THE only acceptable wedding proposal gift, they can definitely gaslight you into buying your 17th set of "christmas stockings"

4. Because its Christmas

Look. It's the one day off the year, where you get to unwind and spoil yourself, your friends and your family. Don't think too much about it. Money comes and goes, and so does christmas. But that really nice jacket from H&M that your uncle gets you for christmas? That stays a while.

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When Discounts Dress Up in Christmas Colours

December feels like discount season. Every store has banners showing “Holiday Sale” and every website has a timer counting down like it is a rocket launch. Some deals are real, but many depend on how the offer is presented.

The Discount Is Only On Paper

A common strategy is increasing the price before December and then adding a big discount tag. It looks exciting, but the real difference is small. People focus on the discount percentage, not the math.

Urgency Pushes Quick Decisions

Messages like “Only 2 left” or “Sale ends tonight” make people buy faster. Even if there is enough stock in the warehouse, the pressure creates FOMO. The festive mood already makes shopping easier, so the urgency looks convincing.

There are genuine offers too, not everything is a trick. There are genuine deals during Christmas, especially when brands clear old stock and compete online. Festive discounts are a mix of real offers and smart marketing. The fun is in enjoying the sales while knowing which ones are actually worth it.

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Understanding 'Holiday Inflation':Why Prices Go Up When The Lights Come On

Every December, the prices of normal things suddenly start looking expensive. The same box of chocolates that felt like a casual treat in October somehow becomes a "premium Christmas gift" in December. This is not random, but the direct result of how the market reacts to festivals and emotions.

December Creates A Demand Spike

December changes how people shop. Throughout the year, we think twice before buying a premium candle. In December, the candle becomes a "thoughtful gift" that must be purchased immediately. When millions of people are doing the same thing at the same time, demand rises faster than supply can handle.

The Supply Chain Gets Stressed

Christmas isn't created in December. Factories start producing festive goods months earlier, and cargo ships carry them across the world long before the first mall decoration goes up. But even with early preparation, one delay in shipping or shortage in materials can push costs upward. Add customs, seasonal labour charges, and logistics stress to the mix, and you get holiday inflation wrapped in shiny packaging and a bow.

Festive Energy Makes Prices Feel Worth It

In December, even a regular product feels special. People are happy to spend because the festival gives emotional value to the purchase. So even if prices are higher, customers accept them easily. So while prices do go up in December, it is really just the cost of the celebration we all look forward to. A little awareness lets us enjoy Christmas and still stay smart with money.

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The Supply Chain Behind Christmas, and why Santa Is Basically an Overworked Logistics Manager

Christmas doesn't magically appear out of thin air, Santa is just a really smart capitalist. Factories across the world start cranking out Christmas stuff in June while we're still recovering from exams and pretending we'll "fix our sleep schedule." Meanwhile, cargo ships are crawling across oceans with all our gifts. Santa cannot mess around with Reindeer transport, that's just a novelty. One delay and suddenly the whole world is crying because GTA 6 can't reach the shelves in time. Honestly, Santa's sleigh has nothing on the wonders of global shipping.

And then December hits, thus begins supply-chain Hunger Games. Warehouses are stacked with mountains of "predicted bestsellers," hoping we'll actually buy them. Delivery workers are sprinting through cities like they're on a mission to save Christmas (God bless Zepto), and stores are panicking over stock like it's the end of civilization. Behind all the cute lights and carols, the real Christmas spirit is just stressed-out managers, broken barcode scanners, and one giant logistical meltdown wrapped in shiny paper.

Anyway, Thanks Santa

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THE STUDENT VOICE

Sugar Delight by Diya Jain

Sugar Delight started as a small idea in my kitchen and slowly turned into something real because people genuinely liked what I made. It's a completely eggless home bakery that I run on my own. Every order, every box, every reel, every reply. Most of my orders actually come through word of mouth, and the rest come through Instagram or WhatsApp. On most days, I get at least two orders. During festivals and birthdays, the workload shoots up, and that's when I occasionally take help at home for packing, but the baking part is always mine.

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My interest in baking started when I was a teenager. No one in my family bakes, so I learnt everything through trial, error, and a lot of late-night practice. I do it because it's the one thing that feels natural to me. Creating desserts that make people feel happy and cared for.

Right now, Sugar Delight is growing steadily. I've handled bulk party orders, birthday menus, and seasonal menus, but Christmas is always the craziest. I make special hampers, plum cakes, brownies, cookies, and promote them through Instagram stories and reels, which helps reach new people fast.

And yes, I definitely see myself pursuing this further, hopefully turning Sugar Delight into a cosy, premium café one day.

sugardelight_cake

Diya Jain
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SNAPSHOTS

The Human Code: Moral Compass for Success – A Seminar conducted by the BBA Department

The Power of Business Operations – A Guest Lecture conducted by the BBA Department

Pitch Point 2.0 – Signing of MOU between SJCC , Thellion, and Manartha solutions

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Pitch Point 2.0 – Signing of MOU between students and Manartha varsity.

Financially Wired: From Breaks to Breakthroughs – A Seminar conducted by the BBA Department

Muti-Player Business Simulation Workshop for 3rd year students

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PitchPoint 2.0

PitchPoint 2.0

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COMIC CORNER

Prism brings the Christmas Cheer

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BRAIN TEASERS AND BEYOND

Unjumble the Christmas magic—see how many festive words you can crack!
Send in your answers to kaleidosjcc@gmail.com
The winner will be featured on our next edition.

Congratulations to **Bhavik Jagdish Rane** from 1 BBA B, the winner of our Guess the Logo challenge from the September edition of Campus Chronicles!

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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