JAIPURIA
INSTITUTE OF MANAGEMENT
LUCKNOW NOIDA JAIPUR INDORE

THE JAIPURIA COMMUNIQUE

The official campus newsletter of
Jaipuria Institute of Management, Noida

- Induction-cum-Orientation Programme of PGDM Batches of 2020-22
  - Day 1 : Inaugural Session, Session with Dean Academics
  - Day 2 : Virtual Campus Tour, Session on "Cyber Security Issues", Session on "Life Lessons from Sports"
  - Day 3 : Program introduction by program chairs, Session with Dean Student Affairs, Ice-breaking by HR/OB faculty
  - Day 4 : Interaction with IT Cell, Faculty introduction, Alumni Interaction, Corporate talk
  - Day 5 : Session on “Role of Media in Nation building”, Talent Hunt
- Session on Action Plan for Enhancing Personal Effectiveness

HIGHLIGHTS

INDUCTION-CUM-ORIENTATION PROGRAMME OF PGDM BATCHES OF 2020-22

DAY-1

The one-week virtual Induction Program for the batch of 2020-22 for all the three courses PGDM, PGDM (Marketing), PGDM (Service Management) commenced on **4th August 2020.** Day one comprised of 2 sessions. Session 1 was from 11:30 am to 1 pm.

Session-1: Inaugural Session

The welcome address was delivered by **Dr. D. N. Pandey,** Director, Jaipuria Noida. He highlighted the importance of the induction program and explained its agenda. It was a well-planned event to educate the new entrants about the environment, and connect them with the people in it. The incumbents learnt about the institutional policies, processes, practices, culture and values. It was attended by 250 students and faculty members of Noida campus.

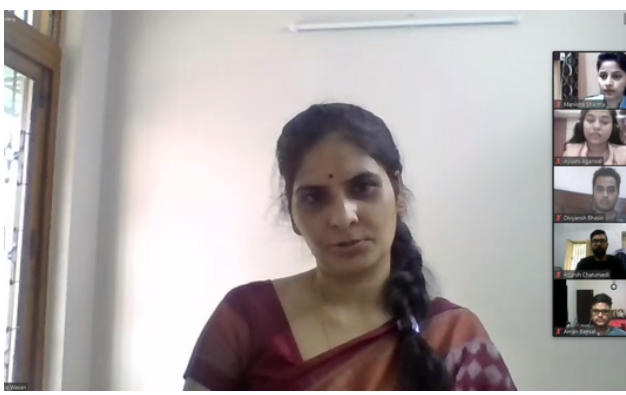
There were two Guest Speakers for the event. The session was moderator by **Dr. Pratibha Wasan** (Dean Academics). The speakers were welcomed by Dr. Wasan, with green certificates.

The keynote address was delivered by **Dr. Sandeep Srivastava,** Partner PwC, Middle East and Head Financial Service Risk and Regulation. The students were mesmerized by the address. He stressed on the need of physical activity in this pandemic times to cope with the change and to become mentally strong. He emphasized on the importance of developing skills and knowledge. Leadership plays a very important role and one should focus inculcating this characteristic which depends on empathy and group activity. He also advocated the importance of planning and how it can be imbibed in our daily decision making activities.

The Chief Guest, **Mr. Neeraj Bahl,** MD and CEO BSH Household Appliances, emphasized on learning new things and importance of adaptability to change. He highlighted the need for effective communication and team work. He shared real life experiences and also advocated the need for digital marketing as its scope has widened during the pandemic, citing various examples. The session concluded with constructive question answer round.

Session-2: Session with Dean Academics

The session started at 2:30pm and was conducted by Dean Academics, **Dr. Pratibha Wasan.** It was attended by over 200 participants. In the 90 mins session, Dr. Wasn effectively covered wide areas from online classes to the choice of specialization. It was participative, interactive session designed for the new students to draw their attention towards exploring their academic interests and activities, reducing competition and making them work for excellence, promote bonding within them. The session was aimed to provide the students with an in-depth understanding of academic structure of Jaipuria Noida. The session was very interactive and it helped the new batch of students adjust and feel comfortable in the new environment, inculcated in them the ethos and culture of the institution, emphasized on the need to build bonds with other students, and expose them to a sense of larger purpose and self-exploration. All the doubts and concerns of the students were addressed at the end of the session.



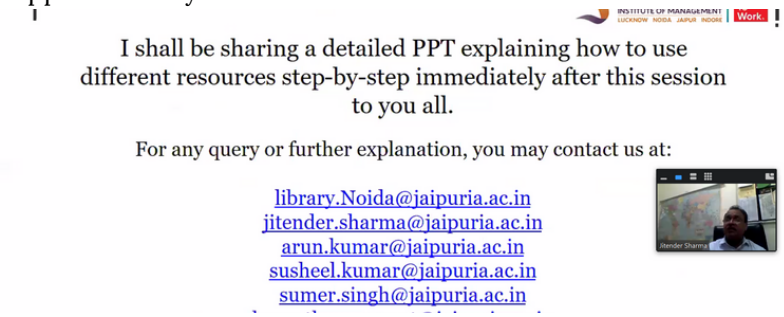
HIGHLIGHTS

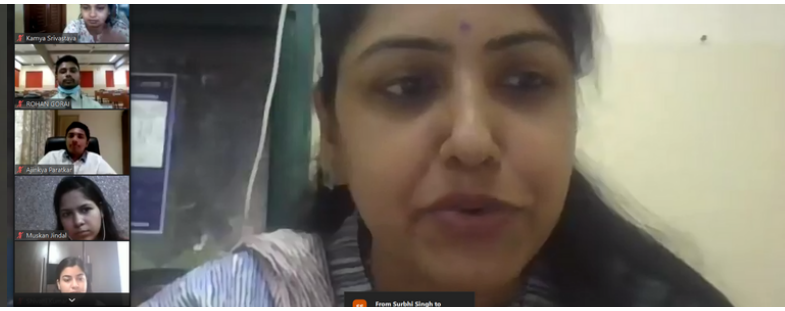
DAY-2

The Day 2 of 'Induction cum Orientation' Program for the new batch of 2020-22 for all the three courses PGDM, PGDM (Marketing), PGDM (Service Management) on **5th August 2020,** comprised of the following sessions.

Session-1: Virtual Campus Tour

The session was headed by **Dr. Vinod K Tomar,** CAO, Jaipuria Noida, where he spoke about his staff members who tirelessly work behind the scenes to ensure the smooth implementation of all the processes. The session was compered by **Ms. Supriya Massey.** It was a well-planned session to familiarize the new entrants about the environment and connect them with the people in it. Video recording of key student touch points along with a brief talk by task heads, e.g., Placement Cell, PMC, Accounts, library, IRC, Student Affairs Office, IT lab, Hostel etc. made the session very engaging for the students. The video showed how several additional initiatives are undertaken to maintain a high standard of cleanliness in the campus, during the ongoing pandemic. Also, at the end of the session recorded video of the students who have already arrived was very well appreciated by all the students.





Session-2: Session on "Cyber Security Issues"

Dr. Renuka Mahajan, welcomed **Mr. Anuj Agarwal,** Chairman, Centre for Research on Cyber Crime and Cyber Law, Advisor, National Institute of Criminology and Forensic Sciences, Digital Syllabus Review, Ministry of Home, Govt. of India to the session on cyber-security issues during the Induction cum Orientation Program, of First-Year 2020-22 batch with a green certificate. Since the classes are starting in online mode, to make this experience valuable, it was jointly visualized and decided by Dean and Programme Directors to reinforce common-sense security concepts among students. It was a highly valuable session with an extremely knowledgeable resource person who rightly guided young internet users, who are vulnerable to many kinds of malicious cyber-attacks. Mr. Anuj Agarwal is Google Ranked No.1 Public Speaker on Cyber Crime and Cyber Law. His session provided students with the right knowledge and tools to understand their role and responsibility in safeguarding their personally identifiable information, systems and company assets from data breaches which can dramatically improve their ability to react, stop and recover from threats. The session got over with constructive question-answer round.

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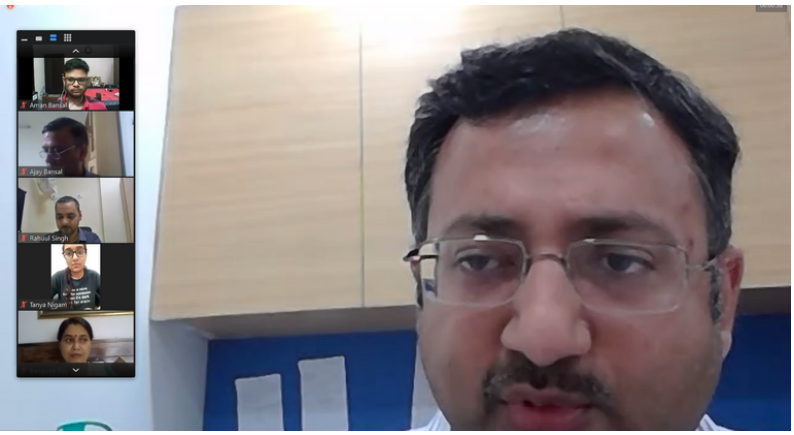
Session-3: Session on "Life Lessons from Sports"

The session started at 4:00 pm and was moderated by **Ms. Harini Rana,** Sports Broadcaster & Content Creator and **Mr. Yateesh Wahal,** President, Jaipuria Alumni Association. The session got an overwhelming response not only from students but the faculty of pan Jaipuria group. The guest from the sports field, **Mr. Deep Dasgupta,** Former Indian Cricketer, Sportscaster, Coach, Sports Consultant & Columnist effectively shared life hacks with the impressionable minds about pivoting when '*the going gets tough*', planning the process in advance step-by-step, learning to use every failure as a stepping stone, and always giving in 100%. He emphasized that these are the most valuable lessons learnt outside the classroom. The session was effectively moderated by Ms. Harini. She made the session very interactive. Mr. Deep recalled many interesting incidences regarding the batting moments with teammate Rahul Dravid and a hilarious moment during his outing with Sachin Tendulkar, the legend of the game. The session helped the new batch of students in understanding the importance of success and failures in shaping one's career.

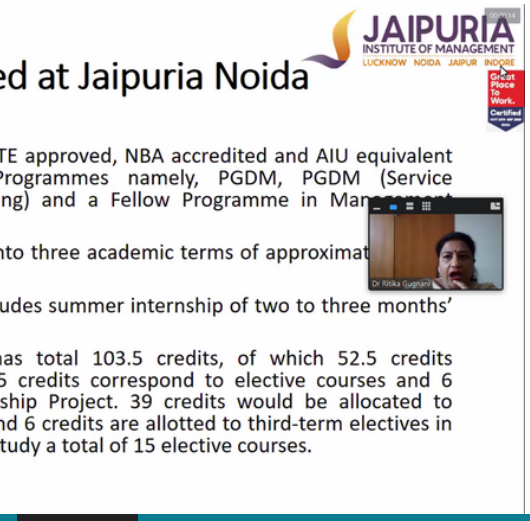


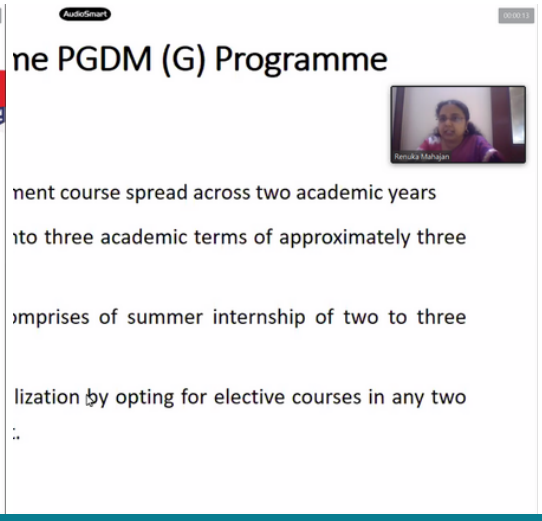
DAY-3

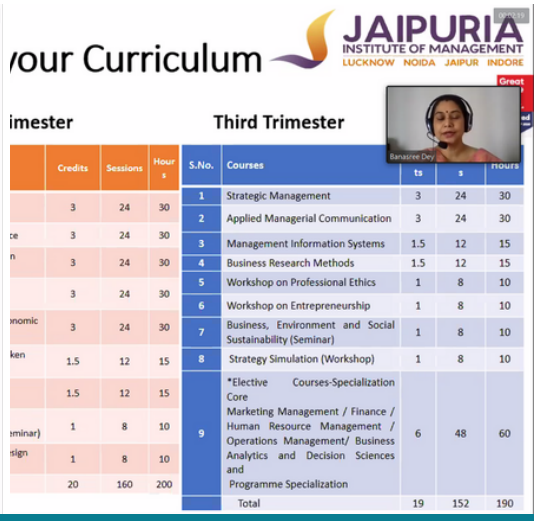
The Day 3 of 'Induction cum Orientation' Program for the new batch of 2020-22 for all the three courses PGDM, PGDM (Marketing), PGDM (Service Management) on **6th August 2020,** comprised of the following sessions.

Session-1: Program Introduction by Program Chairs

To get students of batch 2020-22 acquainted to the norms of the academics, an interaction with Program chairs of PGDM, PGDM(SM), PGDM(M) was organised on the third day of orientation where **Dr. Renuka Mahajan, Dr. Banasree Dey, and Dr. Ritika Gugnani** shared the Curriculum, assessment, grading, attendance criteria and related information of the respective programs. Students were also made aware about the choice of specializations available to them and the credit scores. The session helped the students to gain an idea of the pedagogy and subjects that they will be studying further through the course.





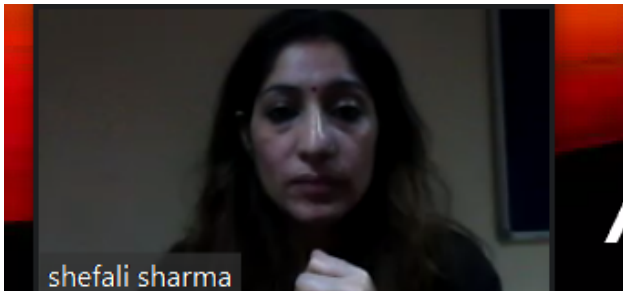


HIGHLIGHTS

Session-2: Session by Dean (Student Affairs)/Interaction with SEC

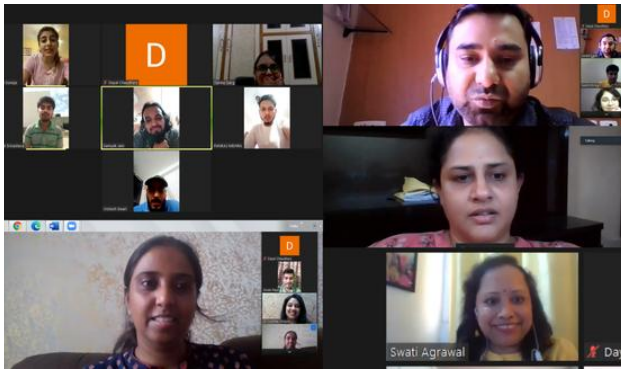
Emphasizing the importance of extra-curricular activities, **Dr. Abhijit Nair,** Dean Student Affairs and **Ms. Shefali Sharma** along with the entire Students Excellence Council introduced various clubs and committees of the institute as well as the events planned for the upcoming academic year with the 1st year students in the afternoon session. The session instigated as Dr. Nair shared his words of wisdom and explained how the extra-curricular activities helps in development of the students. The guest for the session **Mr. Sahil Sahore,** A ProsPreneur - Health Wealth & HappYness Expert, Co-Founder- L.I.F.E Studio sharing his journey urged the students to be ready for opportunities and to maintain a positive approach in life. A small video was also played showcasing the events organised by the SEC in the last academic year.

This was followed by Ms. Shefali Sharma sharing the presentation based upon the norms and operating procedure of **"Student Excellence Council"**, where the SEC badge-holders briefly introduced themselves and their committees. Before concluding the session and answering to the queries, the entire SEC also shared the various events planned for the new batch and urged them to participate more in the digital events.



Session-3: Ice-Breaking Session

The day 3 of the orientation concluded with a virtual ice-breaking session in which **Dr. Swati Agrawal & Dr. Puneet Dublish, Dr. Deepak Singh & Dr. Shalini Verma, Dr. Rahul Singh & Dr. Vinita Srivastava, Dr. Shalini Srivastava & Dr. Vranda Jain, Dr. Abdul Qadir & Dr. Nidhi Singh,** and **Dr. Surender Kumar & Prof. Sonali Singh** felicitated an interaction between the students of respective sections. This interaction helped the students to remove anxieties and get familiar with their peers as various activities were held in breakout rooms and thus gave a platform to the students to *"break the ice"* between them and get comfortable with each other.

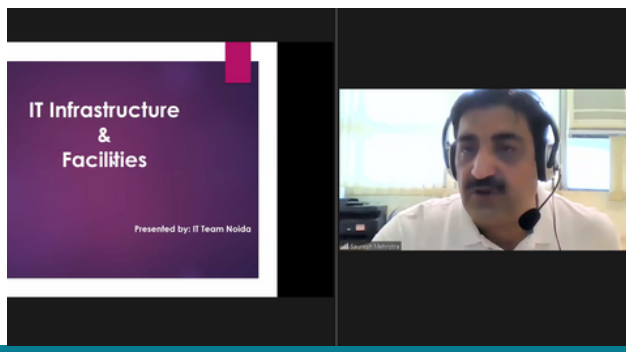


DAY-4

The Day 4 of 'Induction cum Orientation' Program for the new batch of 2020-22 for all the three courses PGDM, PGDM (Marketing), PGDM (Service Management) on **7th August 2020,** comprised of the following sessions.

Session-1: Interaction with IT Team

On day 4 of the orientation, **Mr. Sauresh Mehrotra,** GM-IT and **Mr. Satyendra Singh,** IT Head, Jaipuria Noida shared the basics of IT facilities available to the students to help them in a seamless digital learning experience. They explained to the students about the wifi facilities available on campus and hostels, followed by a brief guide to accessing the digital learning resources and the use of moodle platform to check their attendance, assignments and scheduled lectures with embedded zoom links to join the session of different course subjects.



HIGHLIGHTS

Session-2: Faculty Introduction

Later in the day, a virtual faculty interaction session was organized with the students of 2020-22 batch where the Area Chairs of different departments such as *Marketing*, *HR*, *Economics*, *Communication*, *Finance and Entrepreneurship* to the students introduced the other faculty members of the department and one by one everyone gave their brief introduction to the students and welcomed the students to the institute.

HIGHLIGHTS

Session-3: Alumni Interaction

Alumni Relations Committee along with CMC organised two virtual Alumni Interactions, on the day 4 of the orientation of batch 2020-22 on 7th August 2020, where many distinguished alumni of the institute were invited to share their thoughts with the students on the theme "**Breaking Barriers of Fear-Gearing up for tomorrow**".

Interaction-1:

The coronavirus pandemic has changed the way students live and learn. In this uncertain environment, it's important that the learning continues. None of us anticipated this situation at all, but now what is called a new trend will bring a different set of experiences in our lives. And with new experiences, we also need to embrace new challenges.

Jaipuria Noida had set up a small orientation program for the new batch of class 2020-22. Reaching out to the past graduates presently working in different sectors, to share their struggles in the current market situation and what mindset should be kept to find a way out of the labyrinth.

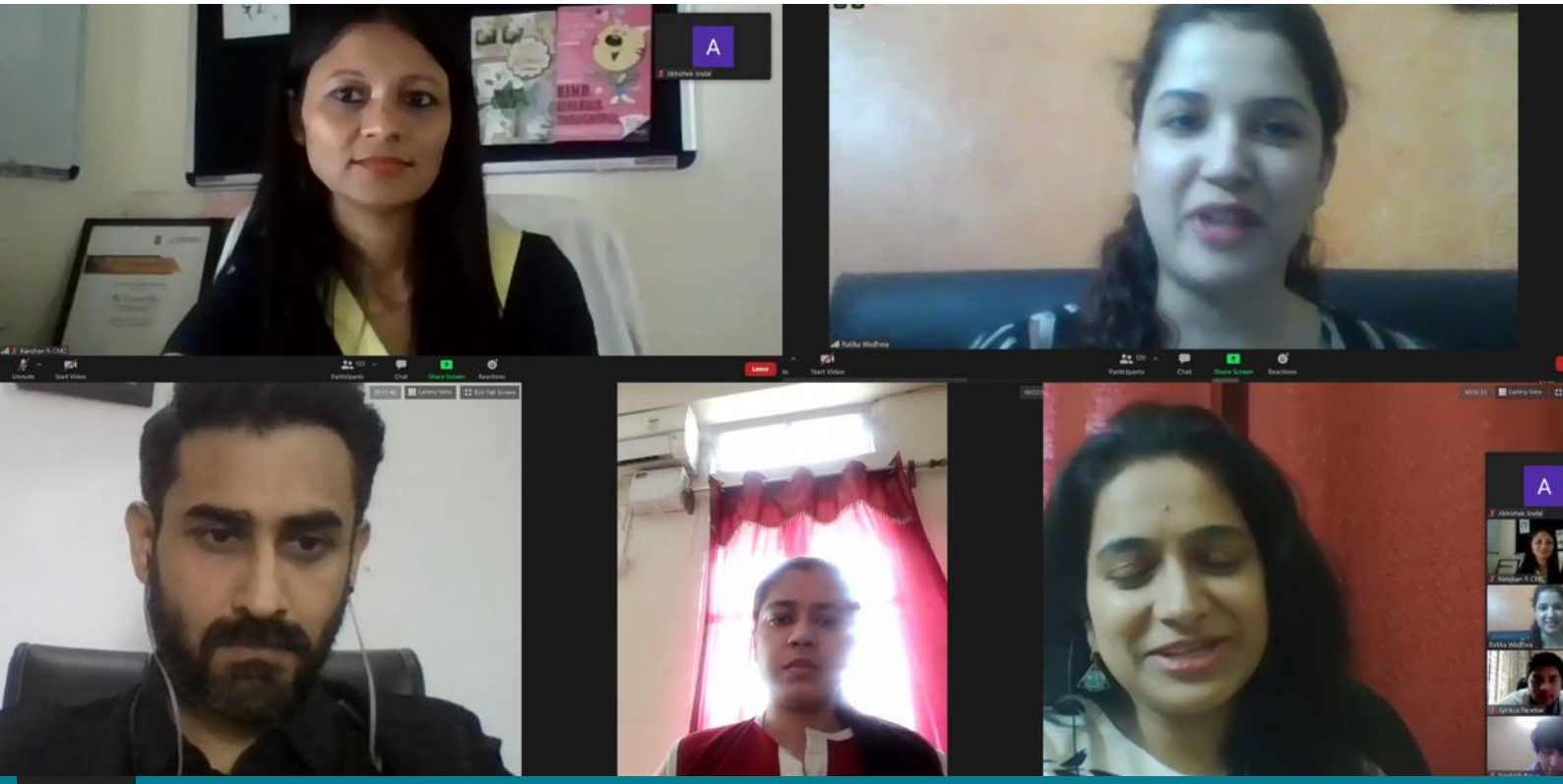
The program started with the customary green certificate presented to each of the alumni by **Ms. Kanchan Rana,** followed by a small formal introduction of the guests given by *Mr. Ayush Kaushik* (Vice President- ARC). The guest included, **Mr. Prakarsh Srivastava,** Sr. Manager – Healthcare Analytics, Axtria, Gurgaon (2006-08 Batch), **Ms. Ratika Wadhwa,** Sr. Manager, Neilsen, Delhi (2008-10 Batch), **Ms. Gariema Sharma,** Recruitment & Mktg. Advisor Westminster Univ. UK, Delhi (2009-11 Batch), and **Ms. Asha Kakoti,** Manager, PwC, Delhi (2010-12 Batch).

Each of the alumni discussed the current conditions forcing their respective organizations to reconstruct their practices and approaches to adhere to the new normal, be it reducing the workforce or slashing down their employee's salaries.

While sharing their corporate journeys, the guests also mentioned about the future scope, thereby giving a little hope to the students as the things should turn normal two years down the lane and further discussed about the differences in the working of the organisations post and pre COVID era.

Throughout the entire program, they constantly pointed out at utilizing every second of the precious time the students have, in learning new skills, improving on to their current strengths and working on weaknesses.

Finally, key inputs and few advices on certain courses students can opt to expand their knowledge base were provided during the QnA round which cleared all the queries of the students. The engaging session was concluded with a vote of thanks given by the VP- Alumni Relations Committee.



HIGHLIGHTS

Interaction-2:

The interactive session was kickstarted by **Dr. Poonam Sharma,** Dean IRC, as she welcomed all the guests and the students and felicitated the guests by the customary green certificate, followed by giving a brief introduction of the guests and set the tone for the discussion. The guests included, **Mr. Prashant Shukla,** Microsoft Most Valuable Professional (MVP), DIYD365, Brisbane, Australia (Batch 2008-10), **Mr. Sheetal Kachroo,** Category management - Food, Electronics & Travel accessories and Toys Mumbai Duty Free Services, Mumbai (Batch 2008-10), **Mr. Lakshay Khanna,** Director at Intellect Ads, CMO with V3S Cars, Gurgaon (Batch 2008-10), and **Ms. Surbhi Dhaneshwari,** Growth Partner, Lit Read, Delhi (Batch 2011-13).

Mr. Prashant shedding light on the theme, talked about the importance of overall growth and the need for skill development. He urged the students to take interest in various clubs and committees of the campus as they will help them in improving their networking skills which has become a key requirement in the modern era. Concluding his part, he told students, “Live free and be the best version of yourselves.”

The session was carried forward by Mr. Sheetal who began by discussing the stats of current job opportunities due to the unprecedented crisis and asked students to devise a career plan. Citing Live examples of the Industry, he explained the importance of individual performance in the job market as top performers with high skill sets and an efficient mix of hard work and smart work will have good opportunities. He concluded by taking about the contribution of summer internships and live projects to placements.

Mr. Lakshya shared his corporate journey and lessons that he has learned from the time such as importance of hard work, curiosity, determination among many others. Talking about the theme of the interaction, he discussed the challenges faced by the industries such as as budget cuts, demand slowdown, etc. He also provided tips to the students to learn organizational languages such as google sheets, excel, word, powerpoint, etc.

The last speaker for the day, Ms. Surbhi appreciated the efforts of the institute for organising the session and while explaining her Career journey, took the audience back to her college life and experience. She talked about the importance of giving back to the society and while introducing her NGO briefly, urged students to try to associate themselves with NGOs to take part in social work. She urged the students to do what they believe in rather than comparing themselves with their peers.

After a round of QnA, *Ms. Saloni* gave a vote of thanks and applauded the efforts of the guests to take time out of their busy schedules and making it an insightful session.

HIGHLIGHTS

Session 4: Corporate Talk

On the evening of **7th August 2020,** an interactive and insightful virtual **"Corporate Talk"** was arranged by the CMC at Jaipuria Noida during the 4th day of orientation of batch of 2020-22. The guest for the session was **Mr. S V. Nathan,** Partner & Chief Talent Officer, Deloitte- South Asia. Mr. Nathan is an acclaimed thought leader and is voted as among the top voices on LinkedIn 2020.

Dr Deepak Singh, Chairperson-CMC extended a warm welcome to the guest, Director of the institute, faculty, staff members and students. Dr. Singh offered a brief introduction of Mr. Nathan who was then felicitated with the Green certificate by **Ms. Kanchan Rana.** The session was moderated by the Chairperson, CMC.

The entire insightful session was laced in a unique storytelling form where the guest, shared with the students, various short stories based on real life lessons. He started the session on the theme, ***"Covid-19: Prism of Change"***. He shared the famous example of the bridge of Choluteca in Honduras which though is a signature marvel of engineering but lost relevance due to change in the course of the river on which it was build. This sparkled a memorable life-long learning for students where the constant upskilling is the mandate for progress.

He then gave an honest insight of his corporate journey and shared instances where he made mistakes and went on to be rewarded making them as building blocks of successes. He thereby encouraged the students, who packed full capacity in audience, to become more adaptable, more on doing side and thinking beyond the immediate perspective, due to the rapidly changing world. He advised the students to always use the T-Shape approach i.e. to have knowledge of many things but be a Master of one Skill, and to always do what they like and take interest in what they are doing.

The discussion then shifted towards to maintaining positive outlook in tough times and how to learn from failures instead of getting demotivated by them as Mr. Nathan explained that thinking Ability & Being Oneself are the most important things since we are living in the best and worst of times at the same time.

He emphasized the impact of the current unprecedented crisis on the importance of having friends and the need to engage in conversation with them as one may not get to meet them. Urging students to listen to the "unheard", Mr. Nathan concluded his wonderful session on the connotation, "Be like Bamboo, so that a strong wind can't hamper you". The questions on consultancy industry, life philosophy and appreciation for the memorable session flooded the chat box which never stopped ringing during the 75-minute of mesmerizing session by the guest.

Dr. Singh, proposed the vote of thanks on behalf of student community and the entire Jaipuria family. He requested the guest to make himself available for sharing similar insights with the students at other platforms too in future.

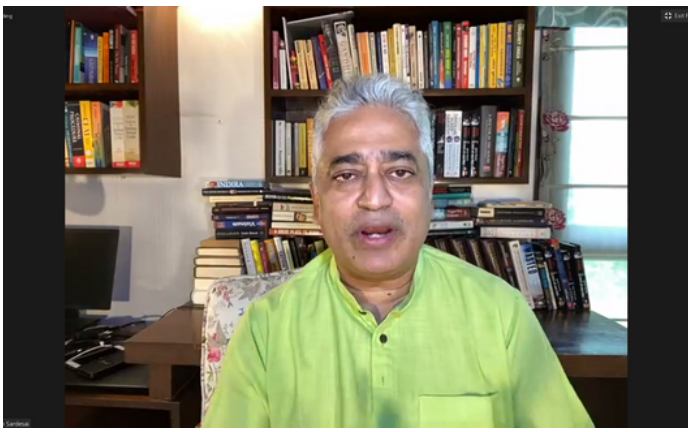
HIGHLIGHTS

DAY-5

The Day 5 of 'Induction cum Orientation' Program for the new batch of 2020-22 for all the three courses PGDM, PGDM (Marketing), PGDM (Service Management) on **8th August 2020,** comprised of the following sessions.

Session-1: Session on "Role of Media in Nation Building"

A virtual candid conversation with **Padam Shri Rajdeep Sardesai,** Consulting Editor, India Today Group was organized on 8th Aug, 2020 on the theme 'Role of media in nation building'. Dean (Academics) **Dr. Pratibha Wasan** presented customary green certificate to the guest and **Dr. D.N. Pandey,** Director Jaipuria Noida moderated the session.



Shri Rajdeep Sardesai ji very nicely articulated how there is structural functional change in role of media in the present context. He also emphasized that media must not deviate from the basic role of addressing people related issues. He elaborated how India is different from other countries. On a question that what is the way out for media houses to get least affected by corporate interest, Shri Rajdeep ji spoke about the possibility of supporting media through crowd funding also through foundations and CSR funds.

Shri Rajdeep ji also cited how a journalist job is to ask relevant questions and should always bring about issues which are for people and society. He also brought light on the dependence of media houses on advertisement revenue.

His arguments on role of media in nation building were strong as he discussed the need for bringing grass root related issues and questioning on the same from various stakeholders. He concluded the session by advising students to stay determined and work hard and to let their passion drive their career.

Session-2: Talent Hunt

An interactive and joyful session was organized by the ***Students Excellence Council*** at Jaipuria Noida for the students of 2020-22 batch where various interesting events, such as "*Talent Hunt*", "*Academic Quiz*", and "*Treasure Hunt*" were organized later through the day. The students participated and appreciated the efforts of the SEC and **Dr. Abhijit Nair,** and **Ms. Shefali Sharma** for organizing such a jubilant session.

The students came in good numbers highly energetic in their engagement and participation. They showcased their talent in instrumental music, fashion with newspaper, singing, dancing, drawing and poetry.

They showcased all of this live as well as through pre-recorded videos that were taken from them a few days back. Interspersed with highly engaging conversations, questions, queries, quizzes and also a little breakout room exercise which was about treasure hunt at their respective homes.

Very well planned and executed by a brilliantly vocal and enthusiastic SEC team of second year students the "Talent Hunt" event was lapped with love, care and energy by the audience as well as participants with vigor.

The promise of a physical appearance at campus looming large and expectations of the same writ high on their faces the students left the event with awesome memories and the hope for a better tomorrow.

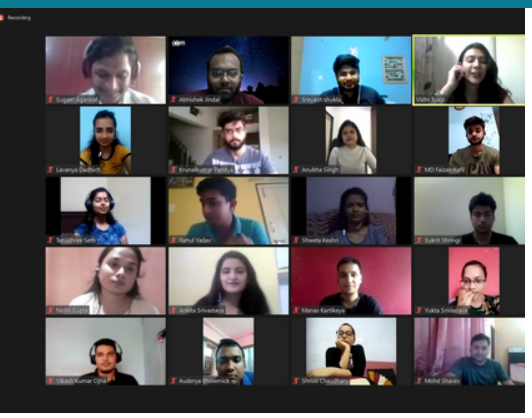
The winners from the first year batch were announced and were rewarded with exciting cash prizes and certificates. They included:

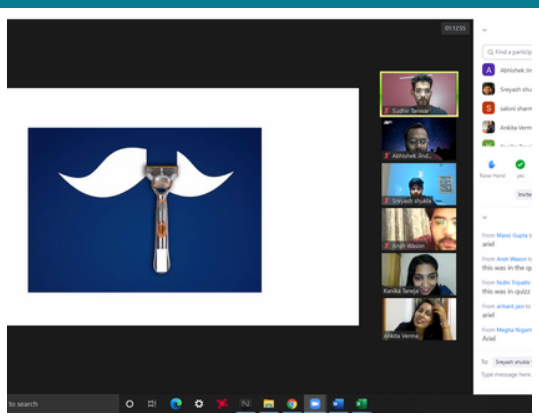
Talent Hunt:
1st: Vanshika Sharma
2nd: Vishaka Singh
3rd: Tanya Nigam

Treasure Hunt:
1st: Raksha Kalyani
2nd: Avtash

Academic Quiz:
1st: Kartik Sudan
2nd: Hardik Garg
3rd: Lunamoni Gogoi

OTHER HIGHLIGHTS OF THE WEEK





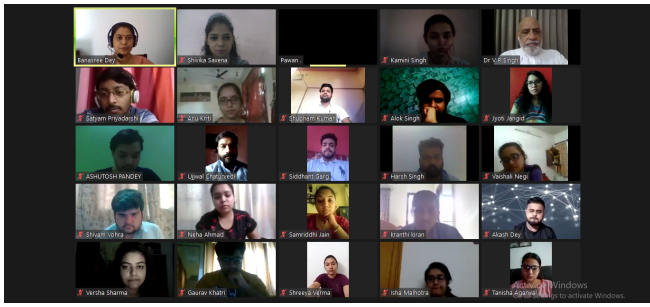
SESSION ON ACTION PLAN FOR ENHANCING PERSONAL EFFECTIVENESS

To address personality traits of different students and effective methods to improve upon the same, Jaipuria Noida, held a workshop under the guidance of **Dr. V.P. Singh** on **6th August, 2020,** on Action Plan for Enhancing Personal Effectiveness. This was held as a follow up session based on the psychometric test scores that students attempted and thereby personality traits were revealed for each individual based on the test scores.

The session discussed at length, the concept of Johari Window and the impact of non-verbal communication using one's body language that has a major impact on the recruiter's mind-set. It plays an important role in the selection of a candidate for a particular job profile where students are required to display the required traits associated with the job.

The session was conducted, by dividing the students into breakout rooms of 20 students each, for discussion on improving upon the traits of self-disclosure and openness to feedback. A healthy discussion amongst the students was followed where they tried to break the ice with one another, simultaneously coming up with solutions to tackle the traits where they lack based on the previous test scores.

The session concluded with students being picked at random by the moderator **Dr. Banasree Dey,** sharing the views, opinions and suggestions on their group's behalf to improve upon their characteristics where one might lack. It was indeed a fruitful session, to improve ones' chances of becoming effective and differentiation themselves from the rest of the crowd in the eyes of the recruiter.



Prof. Abdul Qadir
MRC Chairperson

Ms. Shefali Sharma
MRC Coordinator

Dayal Chaudhary
President

Abhishek Jindal
Vice President

Shivika Saxena
Sr. SPOC-Content

Akash Dey
Sr. SPOC-Media

Aditya Ujjwal
Sr. SPOC-Videography

This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.