

THE JAIPURIA COMMUNIQUE

*The official campus newsletter of
Jaipuria Institute of Management, Noida*

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HIGHLIGHTS

WEBINAR ON SUSTAINABLE CUSTOMER RELATIONSHIPS

With a view of imparting insightful knowledge among the students and focusing on the importance of building customer loyalty and customer satisfaction, International Relations Committee of Jaipuria Noida organized a Webinar- “Sustainable Customer Relationship: Explore the Unexplored”, for its PGDM students on the 25th of June, 2020, with international guest speaker Dr. Bruno Roque Cignacco, fellow lecturer at Higher Education Academy (HEA-UK) and an international business consultant, speaker, lecturer, and best-selling author.

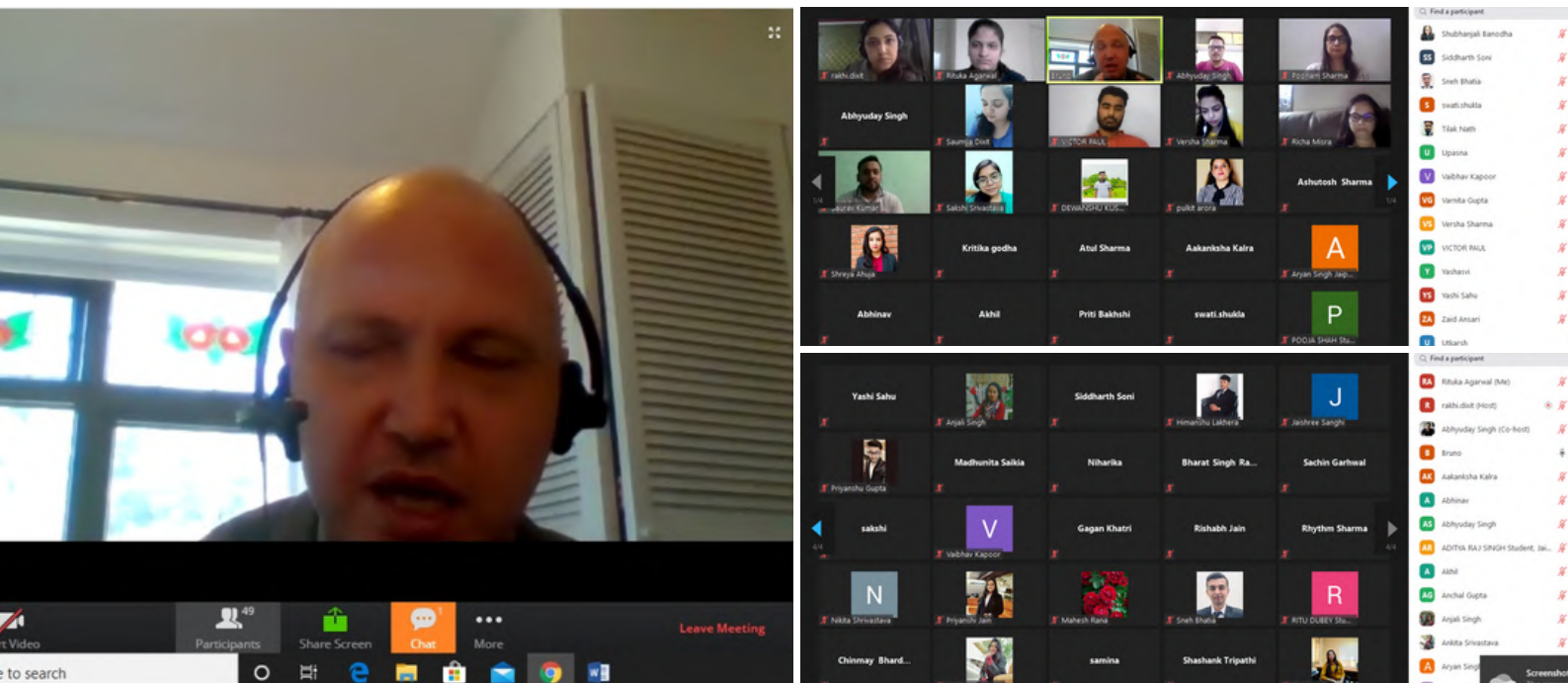
Dr. Poonam Sharma, Dean International Relations Office formally thanked Dr. Bruno for joining this webinar and gracing the event organized by the Institute and knowledge on the subject matter.

Initially, Dr. Bruno started off with introducing everyone with the concept of sustainability and how it has different connotations, with respect to customer relationship, sustainability implies that companies should have a long-term approach and that they shouldn't rely on just one transaction to benefit in the long term but should rather focus on maintaining a positive relation with the customer.

He explained how companies should have an approach towards serving customers and not just selling products by enlightening everyone with one of his own examples as well, wherein a bad experience of his in a top brand coffee chain led him to resort to try other coffee serving competitor brands and which eventually turned out to be a more delightful experience for him. He also emphasized that companies should be focused on the community and the environment as well along with the customers by being socially responsible.

After having covered all the points, Dr. Bruno then welcomed a few questions to be answered and answered them very patiently covering every ground possible for explanation. With this, Dr. Bruno wrapped up his session and thanked the institute for inviting him for the session which he thoroughly enjoyed.

This was followed by a vote of thanks to Dr. Bruno from Dr. Poonam Sharma and the core committee members for gracing the audience with his presence and giving them an insightful session which truly added value to everyone's perception towards sustainability.



HIGHLIGHTS

WEBINAR ON FUTURE OF FINANCE: POST COVID-19

Alumni Relations Committee of Jaipuria Noida organized a webinar on **“Future of finance: Post COVID-19”** for the PGDM 2019-21 batch on 27 June 2020, 5PM – 6PM. The program saw more than 60 participations including students, faculty members and alumni panelists from Jaipuria Noida.

The webinar was started by the warm welcome and a brief introduction of alumni panelists and moderator by **Mrs. Rakhi Dixit** – Assistant Manager Alumni Relations Office. The discussion started gracefully by the esteemed alumni panelists who are key resource person for alumni association of Jaipuria, Noida.

The session was delivered by the following alumni panelists:

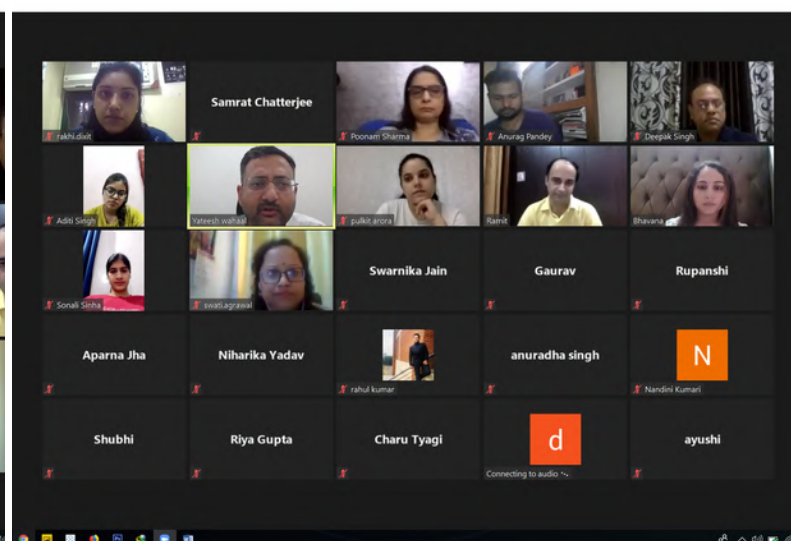
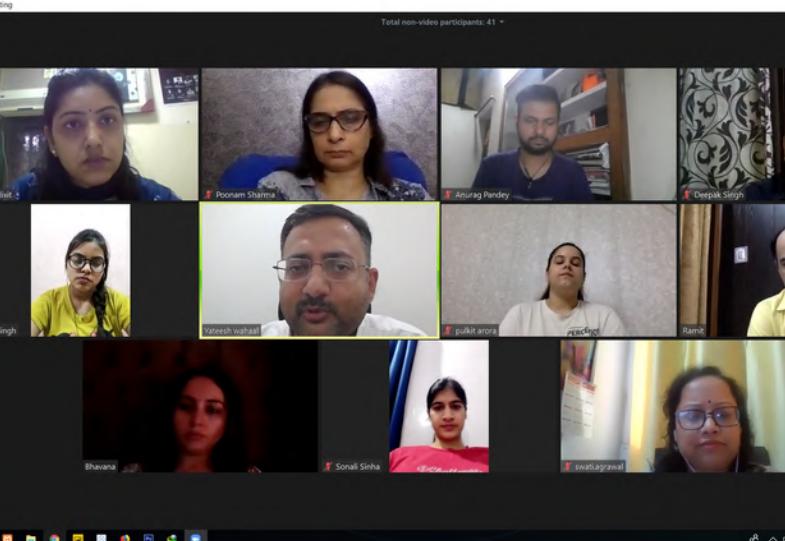
- **Mr. Yateesh Wahaal** (Batch 2005-07) Director at Nayati healthcare and president of JIMNAA.
- **Mrs. Bhavana Tandon** (Batch 2012-14) Credit Manager at Axis Bank.
- **Mr. Ramit Makkar** (Batch 2004-06) Managing Partner at Goodhope Financial Services LLP.

Faculty members including *Prof. Poonam Sharma, Prof. Deepak Singh and Prof. Swati Agrawal* were also present during the entire panel discussion.

Mr. Yateesh Waahal kick-started the webinar as moderator. Panel fitted well in the role of Lender, borrower and facilitator according to the knowledge and profession and the discussion started with some of the following points, namely, Which are the promising sectors, the difference between north and south portfolio of banking in terms of funding, are the private sector banks more focused on healthcare industry, Clients are not certain about repaying the loan, and banks are skeptical towards NBFC's.

Post session, few interesting questions were asked by the students, Mr. Yateesh responded that “there are no such new roles, students just need to upgrade their skills according to the changes that would happen after covid-19 and they should be open to all the sectors and not restrict to just one sector”. Mrs. Bhavana said that “It's good manner to polish your skills and students should keep upscaling the technical skills like excel as it is required by every companies. Mr. Ramit said that “right now more focus should be on profile and not on brand because if the profile is according to what you want then you will be happy to work and ultimately your package will also increase”.

At the end, Mr. Ramit Makkar shared that things are still moving in this brunt of pandemic, companies are still hiring at good packages. All the students were advised to keep upscaling themselves and try to diversify their field by developing holistic approach. Dr. Poonam Sharma – Chairperson - Alumni Relations Office, Jaipuria, Noida thanked all the panel members for enriching the students with the positive thoughts and perceptive facts.



MAJOR HIGHLIGHTS

CHANGEMAKER SERIES

Change is inevitable and it has become quintessential for us to be ready to accept and adapt to it. In sync with this fact, **Jaipuria Institute of Management** ideated a “**Changemaker Series**” wherein galaxy of speakers from industry were roped-in to be part of this series in webinar mode. The participants in this webinar were students of the first and second year along with faculty and staff members across four campuses.

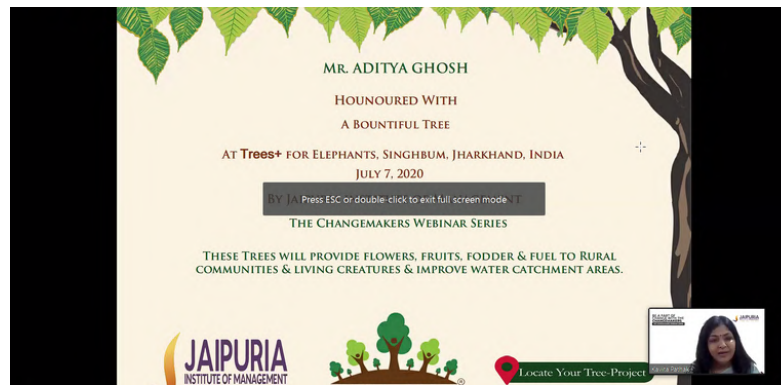
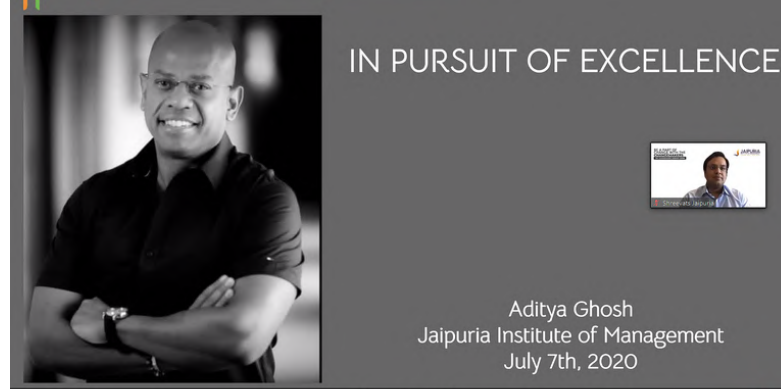
Episode-1 : To begin with, on **7th July 2020**, the first episode of “**Changemaker Series**” was held on Zoom and the Chief speaker for the same was **Mr. Aditya Ghosh**, Ex-President, Indigo, and member of the Board of Directors of Fabindia - India’s largest retail platform; and OYO, one of the world’s leading hospitality chains with presence across 80 countries. **Mr. Shreevats Jaipuria**, Vice-Chairman Jaipuria Institute Of Management moderated the session.

The session began with **Dr. Kavita Pathak**, Director Jaipuria Lucknow, welcoming and introducing the guest. Mr. Shreevats Jaipuria set the context for the discussion - “*In pursuit of excellence*”, by sharing his views on the ongoing pandemic and potential ways, the industry may recover from the same. Mr. Aditya Ghosh opened the discussion by sharing his views on the unprecedented crisis everyone is facing all through the globe, and described the four stages applicable to most kinds of crisis, namely, ‘*Acknowledgement*’, ‘*Containment*’, ‘*Survival*’ & ‘*Recovery*’. He referred the current situation as a learning experience for all the students caught between the social and humanitarian crisis and asked them to remember its impact, as it will last for a lifetime, keeping an eye for new opportunities.

As Mr. Shreevats shared his thoughts on the initial perception of the airline industry is a tough business by most of the people, Mr. Ghosh shared his journey from the beginning at Indigo airlines and talked about where it is now.

In the latter half of the session, Mr. Ghosh shared his views on the importance of understanding ‘*What customers want*’ and by citing many real examples from Indigo and Oyo, asked students to learn to differentiate between wants and needs & between challenges and risks.

Answering to the doubts of the students, Mr. Ghosh described failure, not as an enemy and emphasized that fear of failing and learning from that, are important parts of life. Adding to the conversation, Mr. Jaipuria quoted, “*Human beings have unlimited potential and thus they should try to stretch their limits as Mr. Aditya Ghosh did.*”



MAJOR HIGHLIGHTS

Mr. Ghosh also shared his mantra of fighting with the fear of failure and described a healthy dose of fear of losing an opportunity, sense of pride, sense of responsibility is what motivates him. Before concluding the session, he urged the students to, "Have ears to listen rather than simply hear and eyes to observe rather than simply see", and also recommended some books of fiction and non-fiction.

Dr. Kavita Pathak presented the vote of thanks, appreciating the guest to provide for such an enlightening and insightful session and felicitated him with the traditional green tree certificate and concluded the session.

Episode-2 :

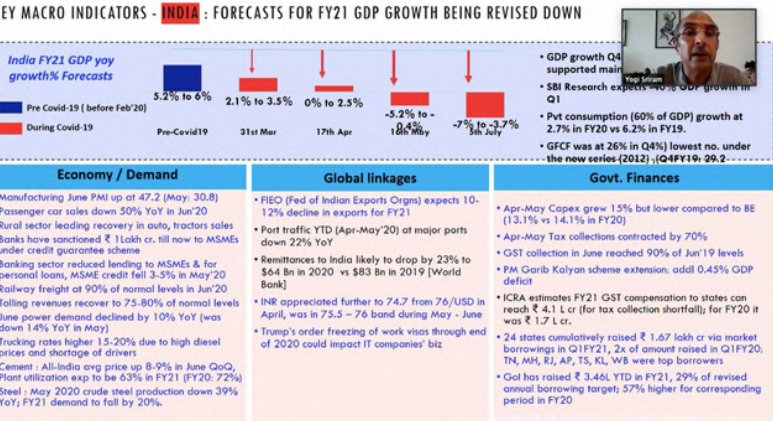
The virulent outbreak of the virus in the world has provoked us to probably wonder about how things will change in the market. Especially for the students, what could be the best approach in such overwhelming situations.

To address these scenarios, Jaipuria Institute of Management conducted an amazing and inspiring webinar session, under its Changemakers Series, steered by **Dr. Prabhat Pankaj**, Director, Jaipuria Jaipur, on Saturday, **11th July, 2020** for all the students of pan Jaipuria campuses.

The legendary industry leader for the session was, honourable **Dr. Yogi Sriram**, Advisor to CEO & MD, Group HR, Larsen & Toubro who has been one of the longest-serving HR leaders in the country. He connected with the audience through much-forgotten theories on practice and passion. Emphasizing on the current situation, he stressed on the importance of versatility and the current market needs. He shared a comparative study of different economies and its impact on different sectors. He also focused on the new experience pandemic has forced upon the globe, that calls for a change and adapting to what is now called "New Normal" citing various instances of work from home culture and digitization of workspace.

The session concluded after Dr. Sriram guided the students in terms of corporate requirements & expectations of different sectors and industries, by answering to the long list of questions posed by the students. Following this, he was facilitated with the unique green-tree certificate as the audience gave a virtual round of applause.

Leading People in a New Normal



MAJOR HIGHLIGHTS OF THE WEEK

RE-ORIENTATION WEEK 2019-21 BATCH

Inaugural Session:

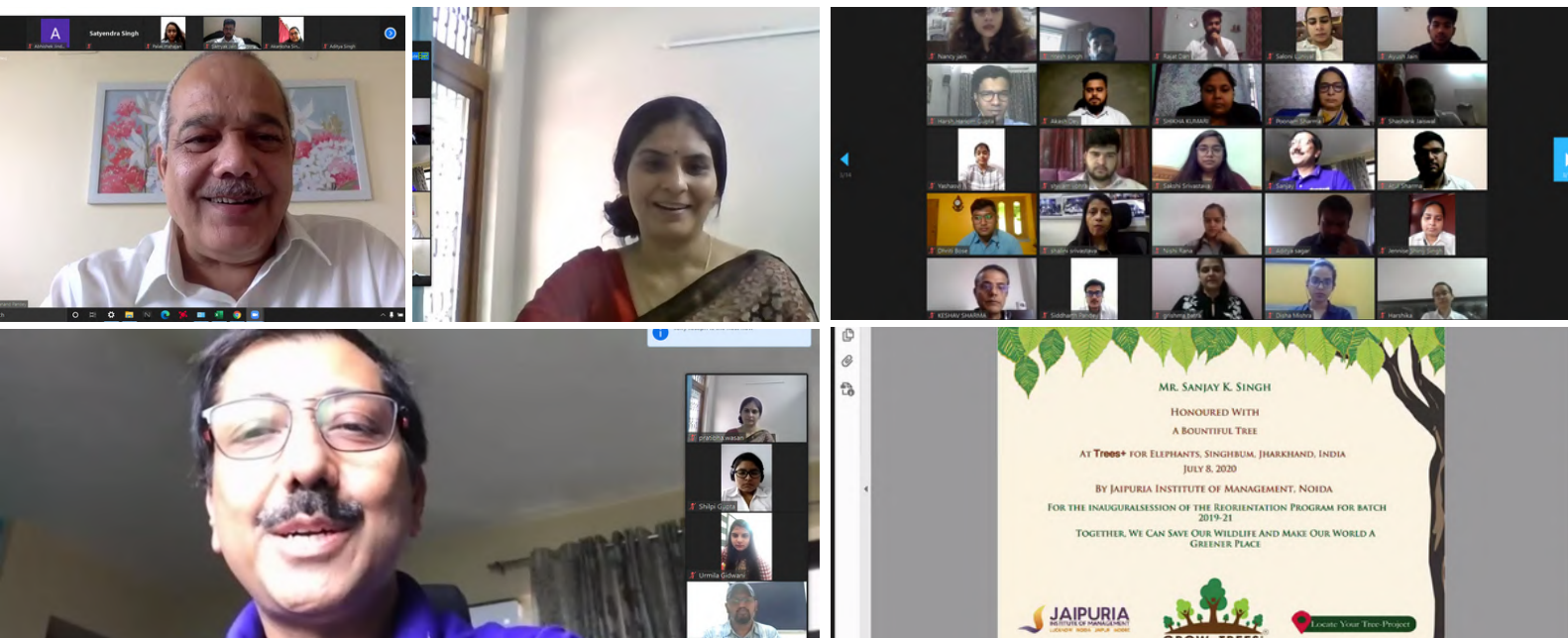
DAY-1

Jaipuria Noida, welcomed the second-year students of batch 2019-21 through online virtual mode on **8th July, 2020**, as Director **Dr. D.N. Pandey** and all the faculty members gave a warm welcome to all the students.

It was indeed a historic moment for the Noida Campus to conduct the event on a virtual platform and all the students were reminded of their first orientation address given by Dr. D.N. Pandey, where he vowed to convert the campus into a paperless one. One year down the road, due to the virtue of circumstances, the campus has been forced to implement the same.

The event commenced with **Dr. Pratibha Wasan**, Dean Academics, welcoming the second year students of 2019-21 batch. Being the moderator of the event, she invited Dr. Pandey to address the students. Dr. Pandey emphasized on the importance of academics and not to sideline education in the pursuit of placements. He pointed out, the need for students to maintain their calm in uncertain circumstances and keep their emotions under check as they will be shaping themselves to be the leaders of changing times in the near future. An important trait that students must most certainly avoid is complacency and arrogance which often drive away success, he cautioned. Dr. D.N. Pandey also talked about the importance of pursuing data science and to learn to analyze information.

He summarized his speech, by advising students to become cautious of their surroundings, adapt to change in circumstances, keep their emotions in check and avoid complacency and delay in action.



Thereafter, Dr. Wasan invited the esteemed chief guest, **Mr. Sanjay K. Singh**, Managing Director for Yamaha Motor Solutions - India, to commence the inaugural session. Mr. Sanjay talked about the beginning of his career and his agility that helped transition from one role to another leading him up the corporate ladder. *“Everything is within the reach of a human being”*, he mentioned as he told the participants about his eighteen years of long journey with the company.

He elaborated on the shift the students might experience as they are catapulted into the corporate life, from the guided world of academics. Mr. Singh pointed out that the era before, during and post Covid-19 will be responsible for changing the thought process of mankind in terms of wisdom and knowledge. He gave the students a reality check as he emphasized on the fact that the corporate have high expectations from freshers and it is essential to initiate the learning process in the present day and time. The learning may be in form of academics, industry as well as personal traits as it is important to be clear about the career one wants to pursue but should be open to new opportunities at the same time.

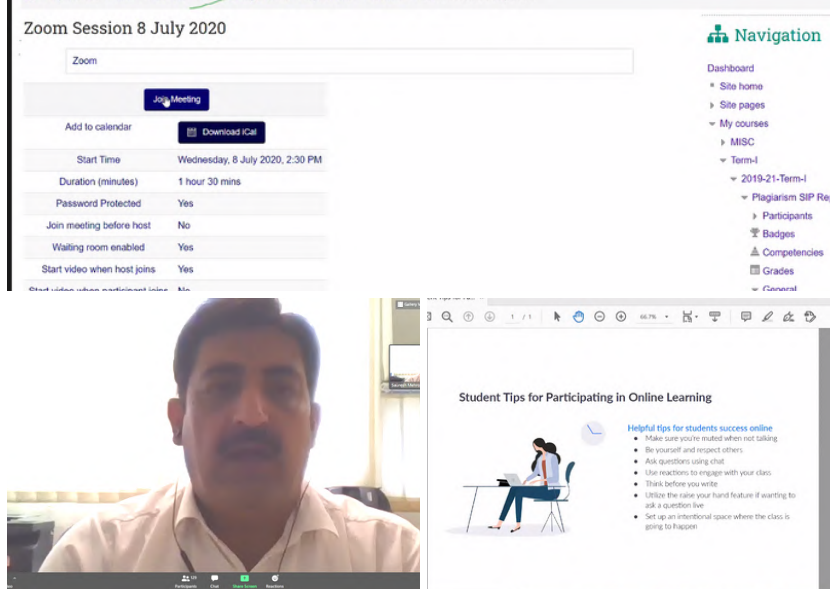
The session concluded with a very inquisitive question and answer session where both students and faculty members put forth relevant questions for the chief guest. The questions were skillfully answered by Mr. Sanjay to the extent possible and the participants had some key takeaways from this session.

MAJOR HIGHLIGHTS OF THE WEEK

Student Training on Digital Learning:

The second half of the day was scheduled to brief students about the shift from traditional classroom pedagogy to online mode of classes via zoom and moodle facilities. The **IT team** of Jaipuria Noida organized a student training session to discuss the new norms and classroom etiquettes to be followed by the students. **Mr. Sauresh** shared with the students, the various features available to them while attending an online class and the new moodle integration. He also emphasized on the security aspect of the classes by use of the accounts made available to students by the institute.

The day's events concluded as students familiarized themselves with the new mode of learning which they will soon be using to efficiently tackle the obstacle of this pandemic and emerge as leaders of tomorrow.



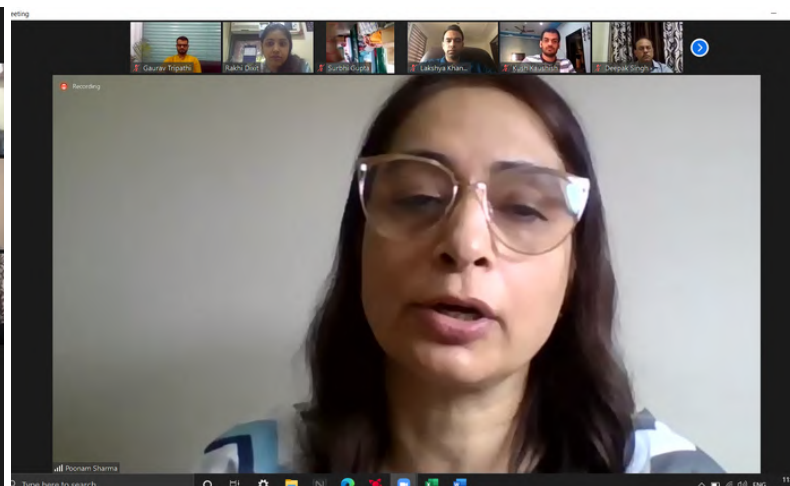
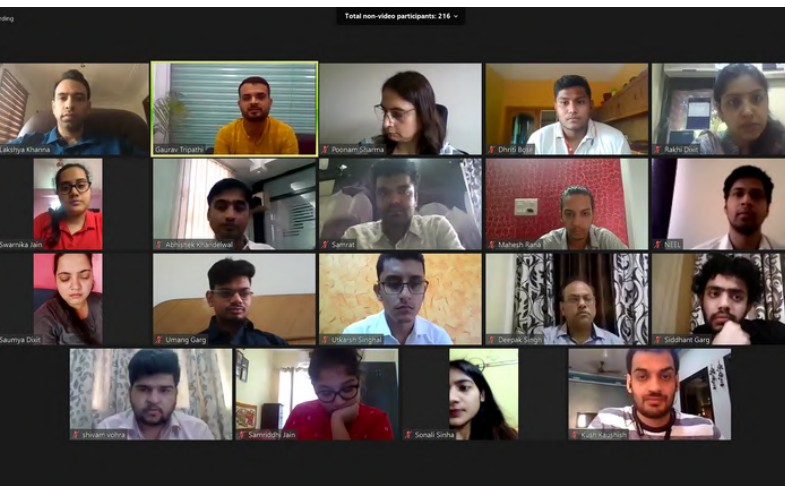
DAY-2

Alumni Talk:

The Re-Orientation week continued for the second day and it began with an interactive “**Alumni Talk Show**”, organised by the Alumni Relations Committee, Jaipuria Noida, on **9th July 2020** as many distinguished alumni were invited to discuss about the risks and opportunities of their respective sectors.

The inaugural ceremony was head started by **Dr. Poonam Sharma**, on the note that the immediate future is uncertain, and it is imperative to stay vigilant as while most of the companies have seen layoffs, others has shown their resilience and have worked for the betterment of their employees, citing the examples of amazon, and capegemini. She welcomed and introduced the alumni guests and commenced the session, which was graced by the presence of **Mr. Kush Kaushish** (Batch 2010-12) Assistant VP, Barclays, **Mr. Lakshya Khanna** (Batch 2008-10) Co-Founder and Director - Intellect Ads, a digital marketing company, **Mr. Gaurav Tripathi** (Batch 2007-09) Human Resource Professional with experience in Retail and Cash & Carry Industry and currently heads a pharmaceutical company Ozic Healthcare, and **Mr. Abhishek Khandelwal** (Batch 2007-09) Associate Vice President at Crystal Crop Protection Ltd.

Mr. Gaurav appreciated the efforts of ARC and sharing a story, urged the students to ‘Respond not react’ and discussed about the opportunities still available in the market and how certain recruitment processes has changed. He asked the students to be more agile, focus on digital transformation, and to make themselves acquainted with the ‘work from culture’.



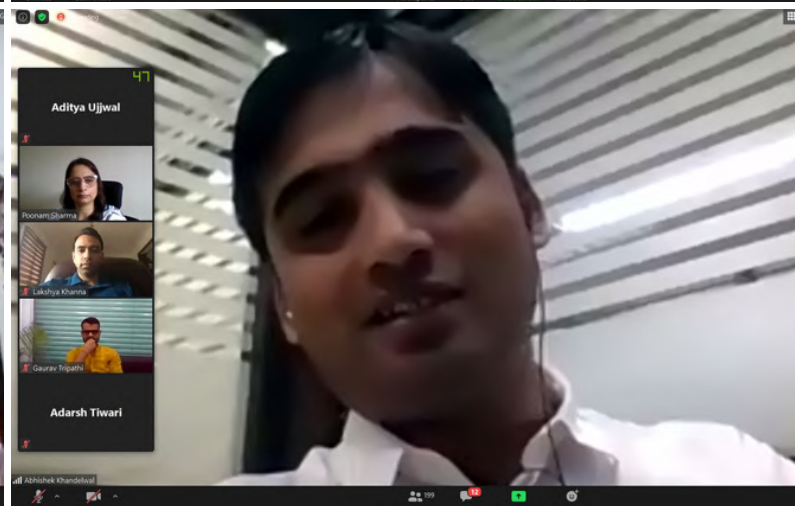
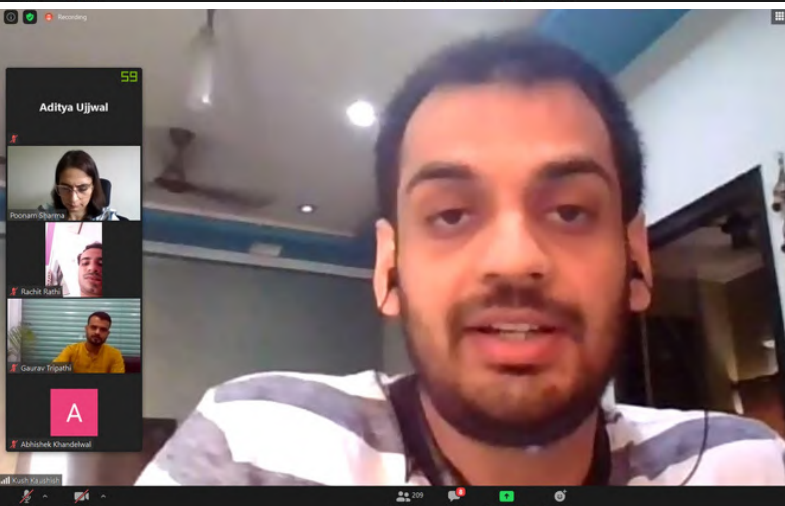
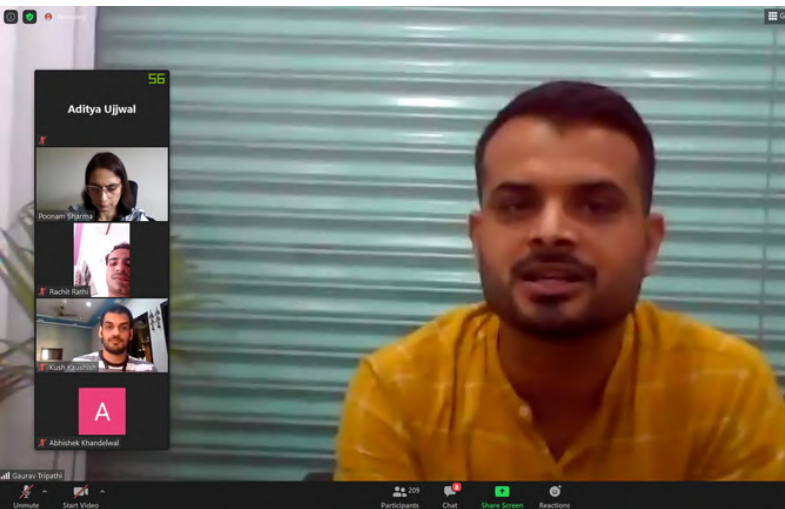
MAJOR HIGHLIGHTS OF THE WEEK

The session was taken over by **Mr. Lakshya**, who initiated by explaining the impact of covid on different sectors such as real estate, transportation, entertainment, luxury personal items and shed light on the importance of analytics by explaining the analytical research that people are more inclined towards necessary items, instead of luxury items during recent times. He shared the need to have managerial thinking and knowledge of organisational language by the students to take correct decisions.

Talking about the new normal, **Mr. Kush** talked about the certain perks of work from home. Citing the inception story of Microsoft, he explained how innovation will make students stand out and will be a differentiating factor in terms of employability. To increase the chances of employability, he urged the students to do a course or learn a simple coding language course or to do anything that is relevant to the sector they want to pursue a career in.

The last panelist of the day, **Mr. Abhishek** discussed the important aspects of his academic career that contributed to employability factor. Providing insights into the corporate life, he shared the differences between the life at campus and corporate, in terms of expectations and pressure, requirements. He concluded the panel discussion by saying *“Be positive what is happening around, therefore, where is the problem there is an opportunity”*, advising the audience to introspect and know about themselves as it is crucial to have compassion and empathy to manage people.

The insightful and interactive session ended with a Q&A round followed by Ms. Sonali Sinha, a second-year student summarizing the important points of the discussion, and giving a vote of thanks to the panellists for the wonderful webinar session. The event was well managed by ARC Team including Ms. Rakhi Dixit, Ms. Sonali Sinha, Mr. Aayush Kaushik, Ms. Swarnika Jain Mr. Samrat Chatterjee, and Mr. Anurag Kr. Pandey.



MAJOR HIGHLIGHTS OF THE WEEK

Interaction with Career Management Centre (CMC)

A post-lunch session was conducted for the students of Batch 2019-21 on **July 9, 2020** during their Re-Orientation Programme on Interaction with Career Management Centre (CMC) at 2:00 PM.

The session was steered by Chairperson- CMC, **Dr. Deepak Singh**. He welcomed the students at the very onset to the new academic year and congratulated them for a successful summer internship during the challenging times of Covid-19. He further used this theme of '**Challenging Times**' to open the forum for discussions. A departure from the previous year, he first greeted the CMC members by a welcome note for each member.

Mr. Sandip Das, General Manager-CMC, was the first speaker of the session. He highlighted the opportunities that have sprung up during the new-normal, as shaped by the current challenging time. He offered a snap-shot of the achievements of the department for the previous year and showed his confidence for the forthcoming Placement season. His session evoked many queries from the students related to economy, sectoral performance, changing skills, and placement profiles.

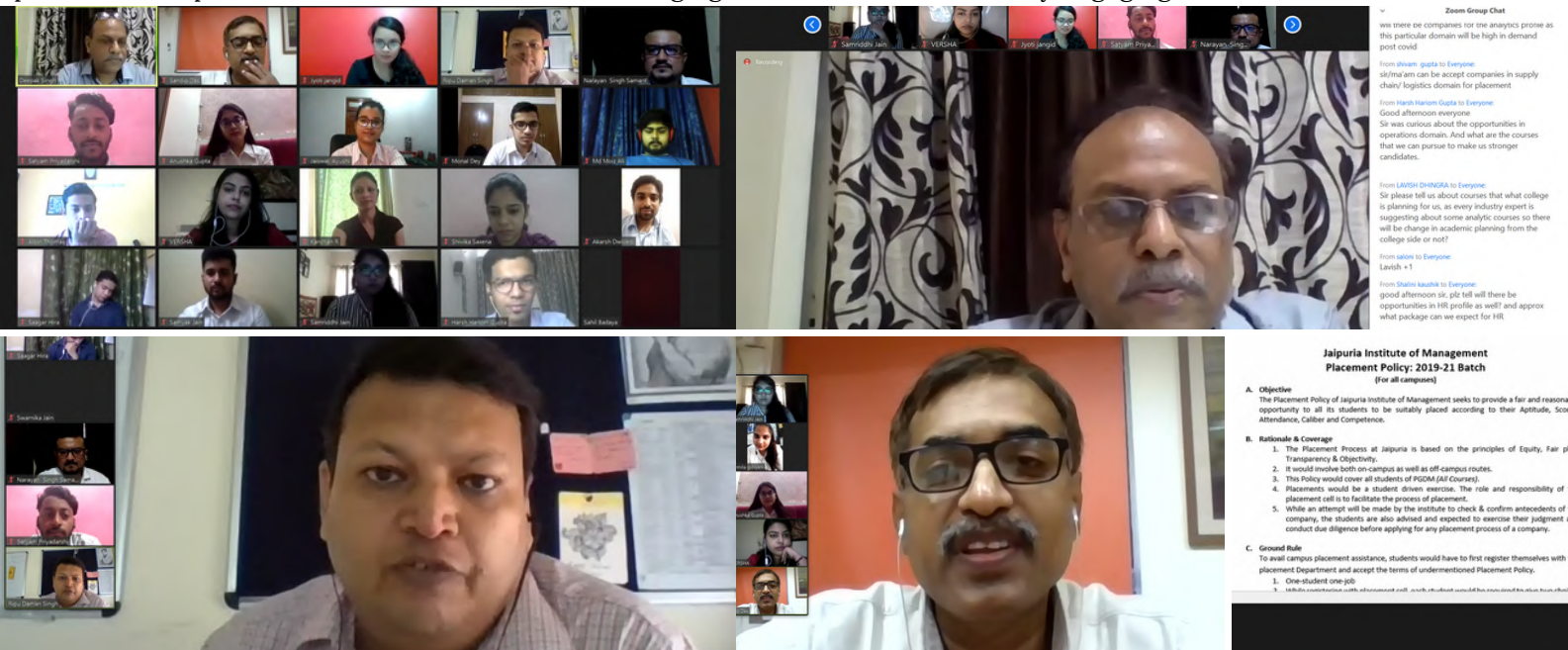
Ms. Kanchan Rana, Assistant General Manager- CMC was invited to share the Placement Policy 2020-21 with the students. She shared the screen with the students highlighting the important aspects of the policy and its role during the placement process of the students. The session held the rapt attention of the students who came forward to cognize the technical aspects of the process.

Moving forward, **Ms. Supriya**, the Training Head of the campus talked about the various interventions planned to train the students for the recruitment season. She enthused the students to embrace the new normal and take an active interest in training sessions that would be on a higher level as compared to the previous seasons.

Mr. R. D. Singh, Sr. Manager CMC underlined the role of student's participation in Business Competitions of the leading B-schools in external visibility of the institute as well as confidence-boosting of the individual. **Mr. Narayan Singh Samant**, Sr. Manager-CMC began with his signature style of galvanizing student thoughts on taking up Live Projects as a complementary skill-building process in each trimester.

The session ended with a vote of thanks by Dr. Deepak Singh who showed his gratitude to the entire CMC team for standing up to the occasion at all times for the students. He also thanked students for their genuine queries that not only helped CMC members understand the challenges from students' point of view but also facilitated understanding of other students.

The students showed their appreciation of the center's contribution to the students' career progression with an electronic push of the clap button at the end of the session, bringing the curtain down to a very engaging session.



MAJOR HIGHLIGHTS OF THE WEEK

DAY-3

SEC Activity Plan 2020-21 Discussion:

Apart from being vigorous in academics, it is imperative for students to take part in the extra co-curricular activities to hone their skills in the areas of team work, communication and decision making. On the same connotation, the third day of Re-orientation, on **10th July 2020** began with an “**Activity Plan Discussion**” session organised by the Students Excellence Council of Jaipuria Noida, under the guidance of **Dr. Abhijit Nair**, Dean Student Affairs and **Ms. Shefali Sharma**.

The stimulating session began with **Dr. Nair** addressing the audience and appreciating the efforts of the SEC council. Proposing some new games and events such as video podcasts, he explained the importance of participating in online events, in terms of placements, by giving an exposure of the digital world to the students.

Moving Forward, **Ms. Shefali Sharma** expressed her gratitude and commended the SEC for the successful organizing of their debut virtual event “Phoenix”. It helped in raising the morale of the entire SEC badge-holders. **Mr. Sreyash**, SEC-President, keeping the team spirit up, discussed the agenda of the session, following which, the respective Presidents or Vice-Presidents of each committee shared their anticipated events to be organised later through the academic year, most of them being virtual. Laying out a blue-print for the upcoming session, the event gave all the second-year students an opportunity to learn about the various activities and initiatives being planned by different academic and non-academic committees.

To conclude the session, Ms. Shefali Sharma invited the students to share their ideas regarding any new event with the SEC and Dr. Abhijit Nair. Ms. Deepali gave a vote of thanks and respected the unceasing support of Dr Nair and Ms. Sharma.

CEFB Discussion Forum:

To boost the spirit of Entrepreneurship among the second-year students, the Centre for Entrepreneurship & Family Businesses (CEFB) committee at Jaipuria Noida organized a virtual discussion forum followed by a quiz on the third day of the Re-Orientation programme. On the noon of **10th July 2020**, the event was kickstarted by **Dr. Deepak Pandit** and saw the valuable inputs from the entire CEFB veterans.

Dr Deepak Pandit welcomed the guests, **Ms Vijaya Talwar (NEN)** & **Mr Vivek Kumar (Founder- Venture Garage)** and shared the recent developments in the entrepreneurship cell of the institute. He also urged the female students of the batch to develop an entrepreneurial mindset while discussing gender disparity in the domain.

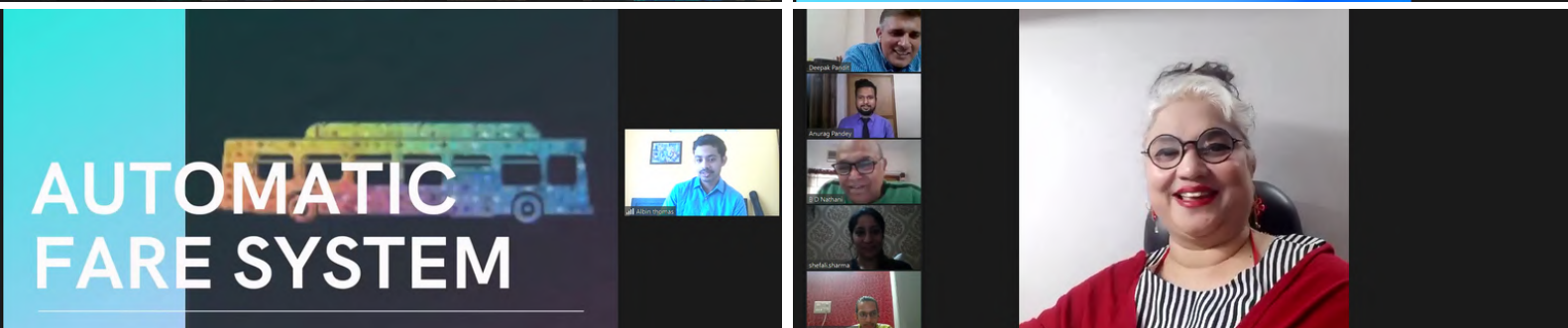
While speaking about the achievements of the E-cell since its inception, **Ms. Shefali Sharma** introduced the “**Start-up Lab**” initiative to the students, describing it a collaborative effort of the institute with NEN Wadhvani foundation, to mentor the students who want to pursue entrepreneurship. **Ms. Vijaya Talwar** discussed the importance of the same in terms of empowering the entrepreneurs by nurturing through this initiative as she extended her support to CEI for ‘Start-up Labs’. The event went forward with the discussion about the Entrepreneurial Internship Programme (EIP) in which two of the second-year students, **Tarun Badoria** and **Albin Thomas** did an internship under the mentorship of Mr Vivek Kumar. Both the students shared their experiences about the internship as learning and nurturing opportunity, followed by presenting their respective start-up ideas of “**Neon Store**” & “**Travel Easy**” with the audience.



MAJOR HIGHLIGHTS OF THE WEEK



Acknowledging the efforts of contributions towards the CEFB committee, certificates were awarded to the following students, Ankit , Aditya, Rajat, Yash , Atul , Anurag, Albin and Tarun by Ms. Shefali Sharma. **Prof. B.D. Nathani** shared his words of wisdom while discussing the scope of entrepreneurship describing it as a need in the unprecedented times of pandemic, adding to the thoughts of Mr Vivek Kumar about how pandemic has given rise to the entrepreneurship and the funding given to the start-ups. **Mr. Kumar** urged the students to have a Technological focus and gave his insights on the importance of teaming with complimentary skills as it helps in dominating a respective sector in terms of attracting investors. **Dr. Shalini Verma** while appreciating the hard work and resilience of the CEFB coordinators gave a vote of thanks, following which a link to an Entrepreneurship Quiz was shared with the audience. Prof. Nathani announced the winners of the quiz and with the illumination of the screen with the virtual claps of the audience, the astute event came to an end.



MAJOR HIGHLIGHTS OF THE WEEK

DAY-4

Corporate Talk:

A corporate talk session was organized by CMC at Jaipuria Noida during the 4th day of reorientation on **11th July 2020**. The session was graced with the presence of various industry experts belonging from different sectors and industries, to coach the students of 19-21 Batch about the industry trends, expectations and the requirements of the job market for respective specializations such as Finance, Human Resources, Operations, Marketing and Business Analytics.

FINANCE AREA

The session for the finance students began with the welcoming of the corporate guests, Director Dr. D.N. Pandey, and faculty & staff members, by **Dr. A.K. Puri**. The industry experts included, **Mr. Amit Dhamija**, Director, Alvarez and Marshal, **CA Harish Goel**, AVP, Evalueserve, and **Mr Rahul Sharma**, AVP, RBL bank.

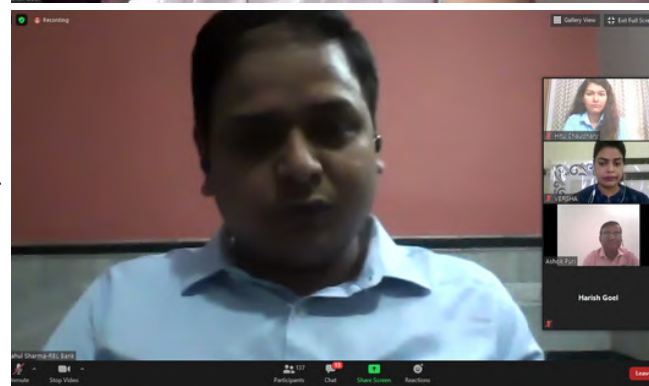
He then invited **Prof. Ravi Agarwal**, Faculty in Finance Area to offer 'Green Certificate' to the guest Mr. Harish Goel. **Dr. Puneet Dubblish**, Area Chair- Finance was then invited to offer 'Green Certificate' to the other guest Mr. Amit Dhamija and Mr. Rahul Sharma. The Chair set the tone for the session by a few emerging trends in different sectors in light of challenging times of COVID-19.

Mr. Harish Goel reflected on his professional background and commented that while looking back at the industry he could say with certainty that depression occurs every decade. He expressed that today's scenario does not seem great in terms of employment and business growth but assured that these downturns are not a new occurrence as they pass quickly unfolding for things to get back to the normal again. He then addressed students' concerns regarding job and future career prospects. The key takeaways from Mr. Goel's speech were that while looking for job prospects, one should narrow down the type of industry they work back on developing skills.

The next speaker **Mr. Rahul Sharma**, explained the importance of the preparation done by students for their career, and how students should consider different options in such difficult times. The major takeaway from his talk was that the main reason behind opting for finance should never be the fear of sales. Mr. Rahul also mentioned the quality of candidates he looks forward to when he visits campus for recruitment and Stressed the importance of having a right attitude as cutting differentiator.

Mr. Amit Dhamija gave his sights about Investment Banking Business. He also mentioned that while preparing for the placement season one should be thoroughly prepared with the domain knowledge which are considered as the building blocks for any career path. He pointed out that one must not compare their salaries or the company they are working in with their peers. Everyone should focus on learning the best out of each job and get the skill set to do better.

Finally, this highly engaging session came to an end by Dr. Puri summarizing the key takeaways from all the speakers note. The students came up with their apprehensions and their queries were taken up jointly by the speakers. The vote of thanks was then proposed by **Anushka Gupta**, the CMC coordinator.



MAJOR HIGHLIGHTS OF THE WEEK

HUMAN RESOURCES AREA

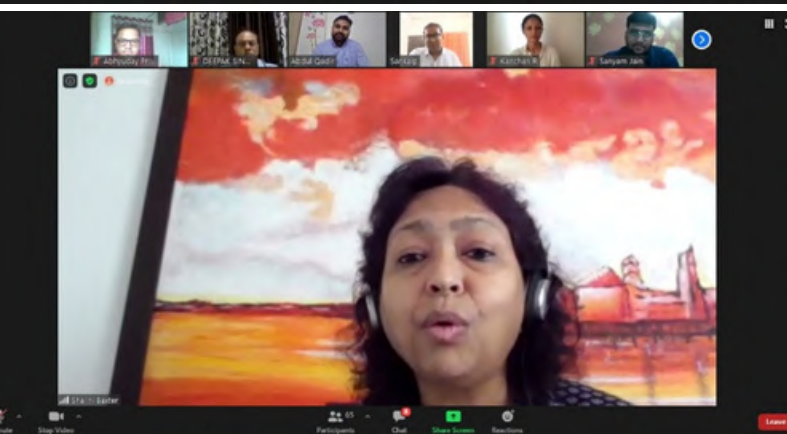
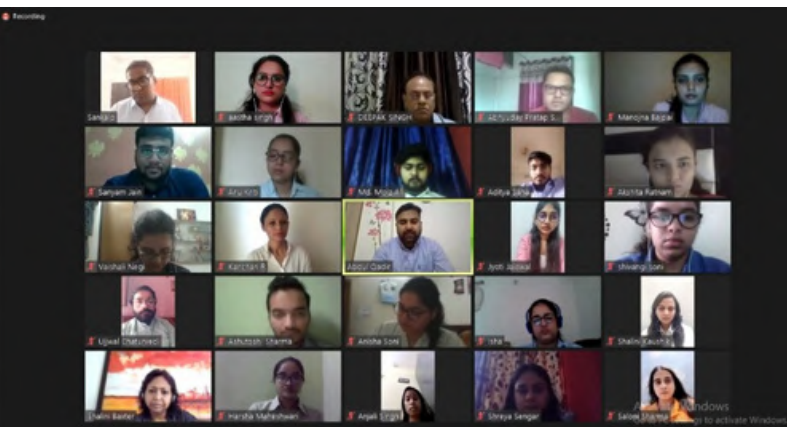
The session was steered by the Faculty Chair, **Prof. Abdul Qadir**. The session started with the introduction of the guest by **Aastha Singh**, the student coordinator of the session. Prof. Abdul Qadir welcomed the corporate guests, faculty and staff members and the students at the very onset to the session. **Ms. Kanchan Rana** offered Green Certificate to the guests.

Mr. Sankalp Singh, Senior Manager- Talent Acquisition, Abbott Healthcare Limited, shared his insights about the impact of COVID-19 on the HR domain across the various sectors. He discussed about many aspects of HR activities like Training & Development, Career progression, digitization, HR Analytics, Project Management, and career risk management. The session started with a wonderful anecdote by Mr. Sankalp as to how he is ensuring business continuity while caring for their employees and customers. He also explained the new trends that are going to emerge in talent acquisition, hiring experience, and employee engagement.

The next speaker was **Ms. Shalini Nagaar**, Director - HR, Baxter International Inc. She was quite emphatic on the emerging opportunities that are knocking the doors of the young managers. The old order is giving place to new, and her mantra of success to embrace the change as it comes. She stressed upon cross-functional dependence to synergize the activities and network. As job landscape has modified completely, all of us need to come out of our traditional shells and adopt to the new normal. We need to challenge ourselves to be accustomed to the current scenario. Analytics is the latest buzzing word in town and has penetrated all profiles including HR.

After this engaging session, there was a healthy set of Q&A round from the student audience. The questions were taken up and answered by both of the panelists. Ms. Shalini Naagar repeatedly told the significance of channelizing energies optimally during COVID. She defined the challenges that the HRs are facing of lately. The constant importance of thinking about customer experience, both internal and external is the priority of all the HR managers nowadays.

Finally, the session chair Prof. Abdul Qadir summarized the session takeaways for the audience which was followed by proposing the vote of thanks by Aastha Singh, CMC Coordinator for the event. Dr. Deepak Singh requested the guests for another opportunity of discussions with the cohort of students on specific sectors in near future. The institute stands grateful to Ms. Shalini Naagar and Mr. Sankalp Singh for an enriching session.



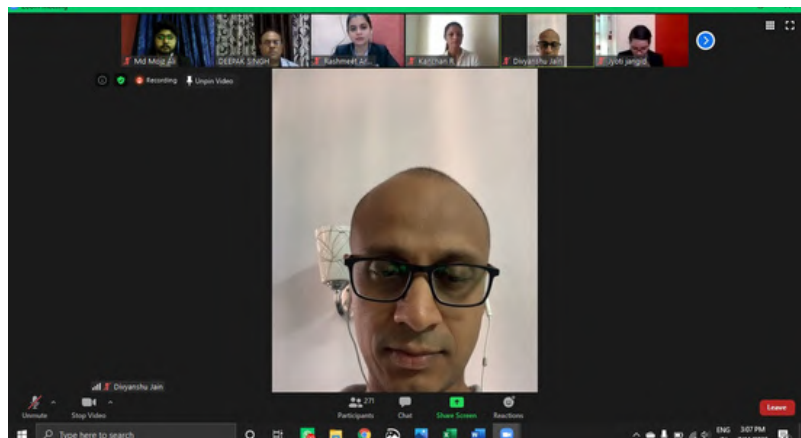
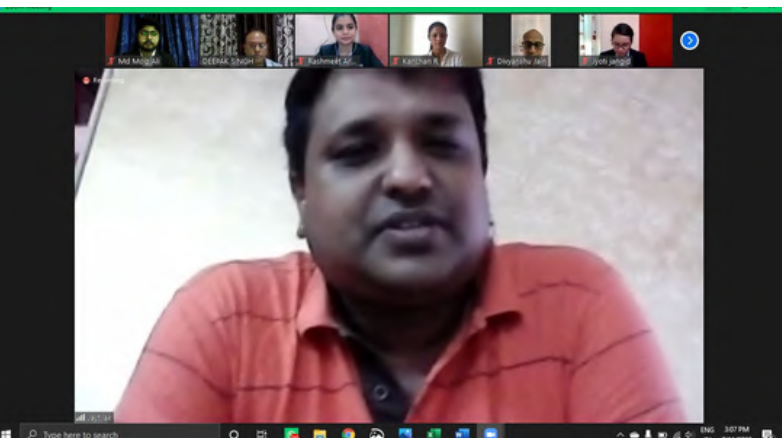
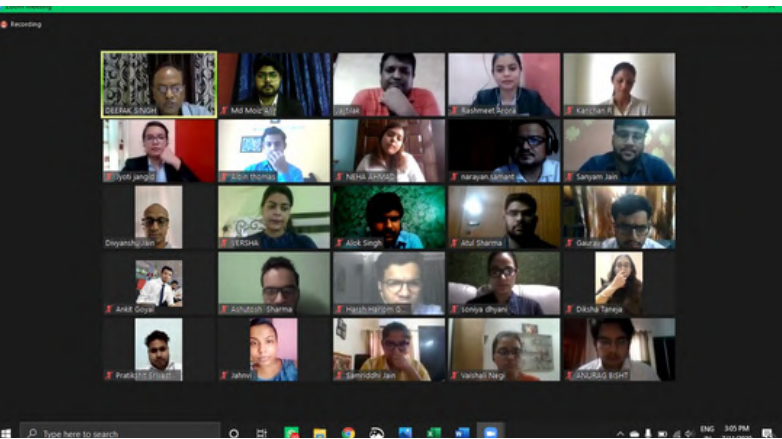
MAJOR HIGHLIGHTS OF THE WEEK

MARKETING AREA

The session was steered by the Faculty Chair, **Dr. Deepak Singh**. The session started with the introduction of the Guests by **Rashmeet Arora**, the student coordinator of the session. Dr Deepak Singh welcomed the corporate guests, faculty and staff members and the students at the very onset to the session. **Ms. Kanchan Rana** offered Green Certificate to the Guests and then Faculty Chair brought in the discussions of new normal during the challenging times of COVID-19.

After the introduction, **Mr. Jaytilak Majumdar**, Head Electronics, and Consumer Durables at Havells India Ltd, shared his insights about the impact of Covid-19 on the various sectors like Consumer Durables, Advertising, and Paints. He spoke broadly on the following four aspects of the post COVID era:

- Companies are now trying to create a hybrid model with presence in both- an online plus offline business platforms.
- Homemakers would play a fair share to endorse consumer durables.
- Disruptions in a business would bring out new ideas and Innovations like mini-packs.
- Developing an entrepreneur mindset would be a call of the day.



Mr. Divyanshu Jain, Cluster Marketing Manager, Asia Pacific Region, Tetra Pak, was the next speaker who spoke about the packaged food and beverage industry and share twin perspectives- industry and student community. Talking about the industry perspective he shared the following implications:

- Sunshine sectors include healthcare and personal care segments including hygiene and daily used products will do well, as health is now a top priority for major segments of society and people realize it due to current pandemic.
- Discretionary categories like cars will be struggling for some more time.
- Brand sentiments are going to become stronger among consumers.
- Channel of distribution will see further disruptions.

After the engaging session, there was a healthy set of Question- Answer session from the student audience and the following topics were further probed and replied by the esteemed panelists.

Finally, the session chair Dr. Deepak Singh summarized the session takeaways for the audience which was followed by proposing the vote of thanks by Moiz Ali, CMC Coordinator for the event.

MAJOR HIGHLIGHTS OF THE WEEK

OPERATIONS AREA

The session was steered by the Faculty Chair, **Dr. Keshav Sharma**. The session started with the introduction of the Guests by **Victor Paul**, the student coordinator of the session. **Dr. Keshav Sharma** welcomed the corporate guests, faculty and staff members and the students at the very onset to the session. **Mr. Ripu Daman Singh** from CMC offered Green Certificate to the Guests and then brought in the discussions of new normal during the challenging times of COVID-19.

Mr. Shiv Rawat, National HR, DTDC discussed about many buzz words in the industry these day like, Data Analytics and focused on the importance of Emotional Quotient in the today's recruitment drives. He also talked about importance of clarity of concepts and a deep understanding of the internship and certification courses.

The major takeaways from the panelist member are as follows:

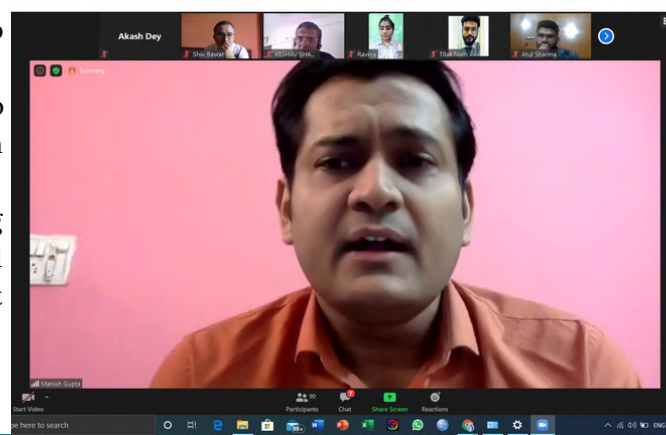
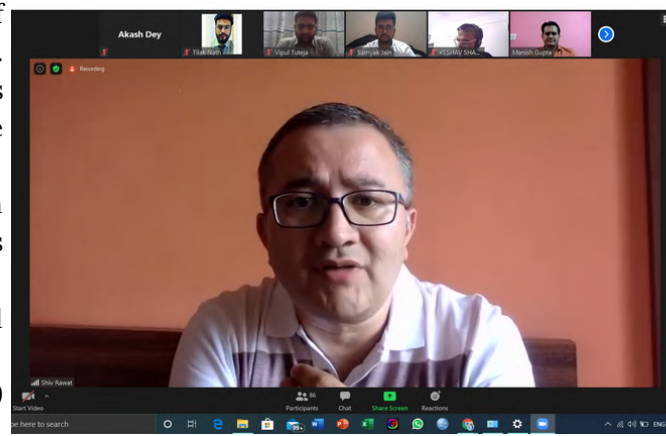
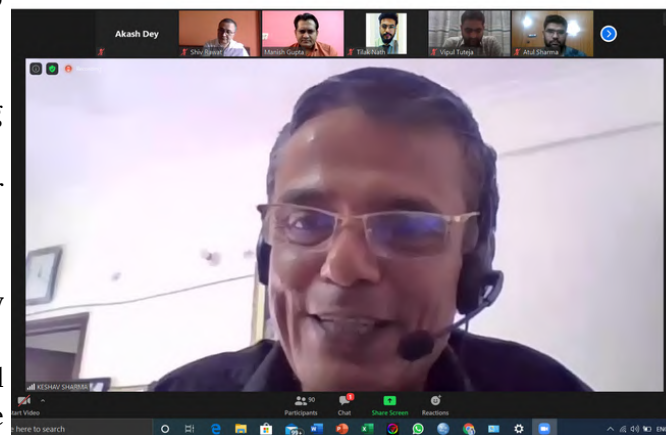
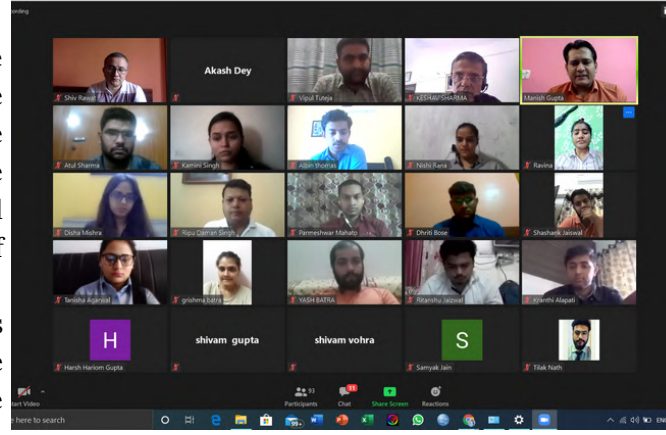
- Re designing, innovation and industrial automation are the emerging trends.
- Focus on the concept of ACB, i.e, Analyze, Challenge and Build your own brand.
- Have an in-depth knowledge of certifications and internships.
- Develop skills such as confidence, emotional quotient and an ability to deliver ideas clearly.

Mr. Manish Gupta, Head of Supply Chain and Logistics Paytm Mall explained role of data in the industry. He also drew light on the disruptions in the supply chain industry. He shared the impact of current challenges on the emerging trends in the supply chain domain. He stressed upon the need for acquiring digital literacy and analytics expertise at a young stage of career. The Major takeaways for the students were:

- There has been a shift from the traditional third-party supply chain model to a new model of partnering with organizations such as Zomato and Swiggy for swift delivery.
- E-commerce especially startups are emerging post-COVID in all sectors.
- Data Analytics and Digital skills are essential in the post COVID-19 scenario for managerial decision-making.
- Immense opportunity of jobs for freshers with clear basics, ability to innovate and strong communication skills.

Different relevant questions were brought on the floor for discussion to answer disruptions in the field of Supply chain and or new technology in the same in the post pandemic industry.

Finally, Dr. Keshav proposed a vote of thanks to all speakers for gracing the event with valuable thought and sharing their experience, and appreciated the great support of Mr. Ripu and very responsible student coordination by Mr. Victor and Ms. Surbhi for this successful event.



MAJOR HIGHLIGHTS OF THE WEEK

BUSINESS ANALYTICS AREA

The session for students of Business Analytics began by the welcoming and a brief introduction of the guests followed by the customary felicitation by green certificates by **Mr. Narayan Samanth**.

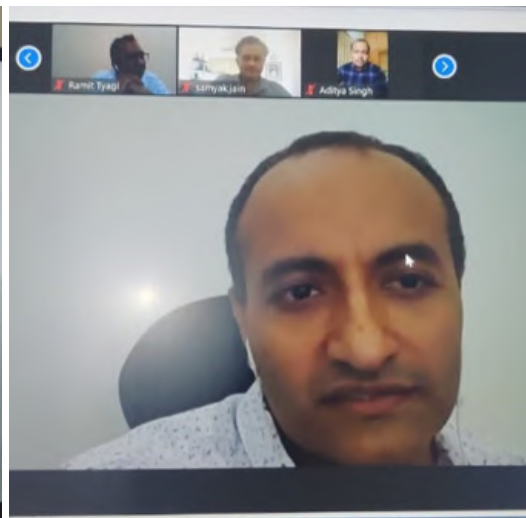
The first speaker was **Mr. Samyak Jain**, Vice President – Analytics Consulting, Tiger Analytics. Mr. Jain instigated the insightful session by explaining how Everything is driven out of data lately and with the shift to digitalization of business world, shared the following expectations of the corporates from the students.

- Ability to process the data using tools like SAS, python or R
- Domain knowledge
- Visualization – providing right kind of information to the customers
- Story-telling

Following, **Mr. Ramit Tyagi**, AVP-Digital & Analytics, Genpact Digital talked about the Prescriptive, Predictive and Descriptive analysis of data, which is required for decision making irrespective of what all tools one use. He also urged the students to develop Soft Skills that are equally important for communicating ideas and story- telling.

Adding to the panel discussion, **Mr Tarun Minocha**, Director-Digital Engagement & Analytics, United Health Group discussed the basics of Value based analytics and imparted his knowledge on the subject matter that Digital adoption has resulted in huge generation of data. Providing guidance to the students aiming to pursue a career in Business Analytics, Mr. Minocha shared the following points-

- Data usage should be driven and skillable
- Transparency is required ensuring modeling bias
- Blockchain, AI and ML – demand on its peak
- Data cleaning and Pre-processing is 80% of the task and are the basic foundation
- Making sense out of data and linking it with business is important



To conclude the session, queries from students were answered and **Prof. Surender Kumar** gave vote of thanks and once again appreciated the efforts of the eminent corporate guests.



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.