

# THE JAIPURIA COMMUNIQUE

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

- Strategy Conclave, 2020
- Guest Session in Business Text Analysis Area
- Guest Session on Motivation: Self & Workplace in OB Course

# HIGHLIGHTS

## STRATEGY CONCLAVE, 2020

Organizations are continually experiencing disruptive situations ranging from minor incidents like equipment malfunctions and power failures to the fallout from natural catastrophes, political unrests and even pandemic like the one we are experiencing currently. All this may lead to immediate or long term damages to its smooth ongoing operations. There are several alarming instances of major companies, which failed to react to business disruptions and went out of business consequently. The executives are increasingly acknowledging the impact of disruptions on the company's long-term viability and the need to spot signs of disruptions and leverage opportunities arising out of it.

Strategy and GM area of Jaipuria Noida on **11th September, 2020** organized an intriguing strategy conclave on **"Managing Business Disruptions through Innovative Business Strategies"**. To deliberate upon the highly significant theme, a stimulating panel discussion by the keynote speaker **Mr. Yogesh Bellani**, CEO & Director, Fieldfresh Foods, and the other panelists **Dr. Nikhil Agarwal**, CEO IIT Kanpur FIRST, **Mr. Rajat Kotra**, Founder Advisor, KOUO and CEO & MD, Orbit TechSol, **Mr. Sandeep Sehgal**, Business Chief, India & SAARC, Panasonic India. The panel was moderated by **Dr. Deepak Pandit**.

The conclave kick-started with the introduction to the underlying theme by the conclave coordinator, **Dr. Pragya Gupta** followed by a welcome address by Director of Jaipuria, Noida **Dr. D.N. Pandey**. The key note speaker, Mr. Yogesh Bellani, judiciously set the tone of the event by talking about the immediate disruption emanating from COVID 19, faced by organizations as well as the world in general. His insightful contributions to the discussion ranged from his assertion of importance to adapt and remodel when called for, to his valuable recommendations to keep it simple and act upon the concept of "survive, revive and thrive" in adverse times.

The discussion was suitably intensified by the insightful propositions provided by the panelists. With the aid of their rich industry experiences, one of the panelists, Mr. Sandeep Sehgal perceptively brought on board the importance of relevancy and innovation not just in products but market approach as well. Mr. Rajat Kotra, enriched the session with his sagacious insights and interesting concepts like "artist v/s soldier" and Dr. Nikhil Agarwal with his vast knowledge in the area of entrepreneurial activity and incubation center at IIT Kanpur stressed on the importance of incremental innovation. The discussion was moderated by Dr. Deepak Pandit who suitably brought up his own experiential insights and postulations; such as revamping with time, demystifying and availing from technology, seizing opportunities of innovation, being relevant were declared to be constructive in managing business disruptions. Students were provided with thoughtful answers to their curiosities and this very engaging and interactive event was concluded with a vote of thanks by Dr. Pragya Gupta.



Mr. Yogesh Bellani



Mr. Nikhil Agarwal



Mr. Rajat Kotra



Mr. Sandeep Sehgal



**Rohan Gorai**  
 2020-22  
 Photographer/Media



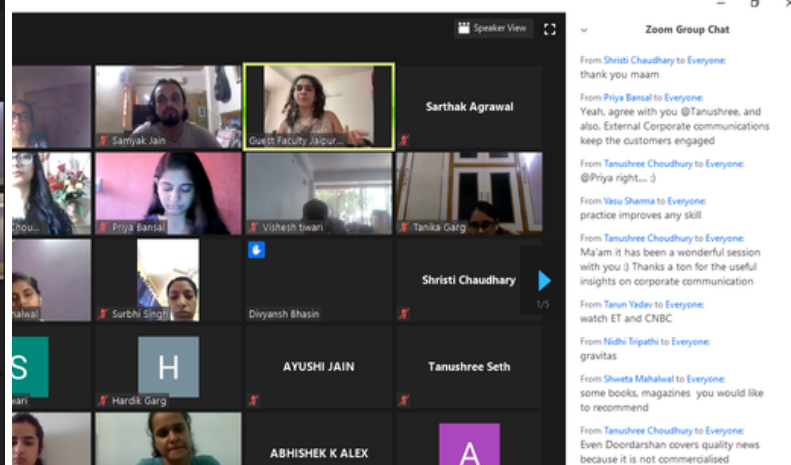
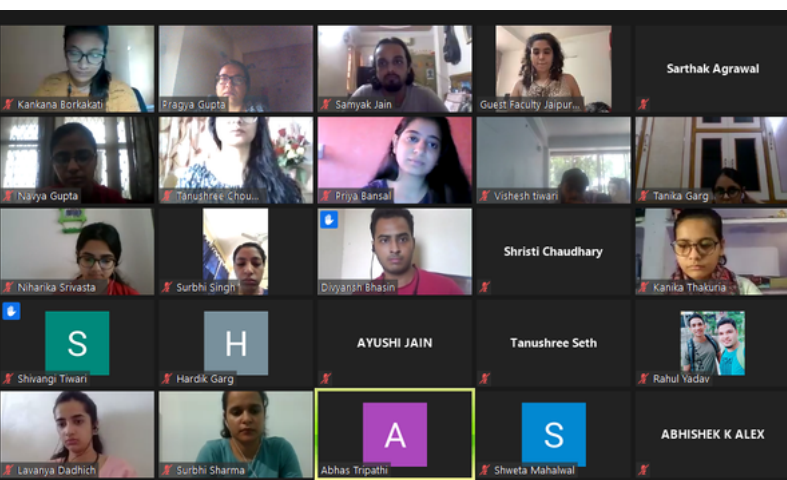
**Deepshikha Yadav**  
 2020-22  
 Content Writer



# HIGHLIGHTS OF THE WEEK

## GUEST SESSION IN BUSINESS TEXT ANALYSIS COURSE BY MS. MALVIKA MUDGAL

**Ms. Malvika Mudgal**, Communications Specialist – APAC (Asia Pacific) CSR at food and agriculture major Cargill Foods, came to Jaipuria Noida for a highly engaging guest session in the course “**Business Text Analysis**” for the first year students. Ms. Mudgal began her session by talking about the relevance of corporate communications and how it helps an organization to connect with its extra-organizational audience by initiating a targeted communication. An organization must build a captivating story around its brand to create, foster and maintain a consistent brand image and identity. Besides this, effective corporate communication also comes into play when an organization seeks to take upon CSR initiatives or to establish good public and social media relations. Further she spoke about how good reputation management can help a company or brand gain trust and high consumer loyalty. A positive word of mouth helps businesses in retaining employees as well as consumers, which then leads to business expansion. She also reiterated importance of effective crisis communication that is designed to protect and defend a company or organization facing a public challenge to its reputation. Last, but certainly not the least, Ms. Mudgal emphasized on the power of compelling storytelling which forms one of the most important facets of corporate communication. She also enlightened us all about the ‘Power of 3’ rule, according to which, anything that comes in a set of three is more interesting, enjoyable and memorable to the general public. As her concluding remark, she gave a reference of Tiger Wood’s most popular 10,000 hours rule which says that in order to become an expert in any field, one needs to work for at least 10,000 hours at that endeavor.



## GUEST SESSION ON MOTIVATION: SELF & WORKPLACE IN OB COURSE

Continuing the legacy of bridging the gap between classroom learning and workplace practices in management courses at Jaipuria Noida, guest sessions on the theme Motivation: Self & Workplace, were organized on Zoom platform for the students of PGDM Sec. B & PGDM-SM of 2020-22 batch in the course of Organizational Behaviour on **08th and 10th September, 2020**.

**Dr. Priti Sambhalwal**, a passionate trainer, public speaker, columnist, a multi-tasking professional and currently Manager-HR with NTPC, was invited to deliver on this pertinent topic of high importance. After the introduction of the guest, faculty of the OB course, **Dr. Abdul Qadir** extended heartfelt welcome to Dr. Priti and presented her a green tree plant certificate wherein an elephant tree was planted in her name at the jungle of Singhbhum, Jharkhand.

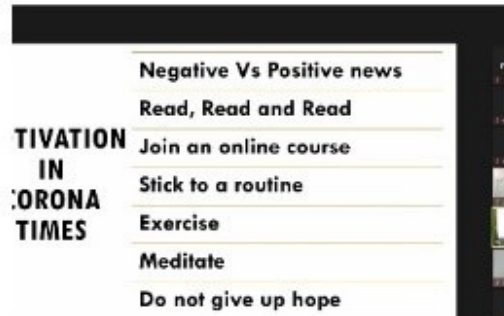
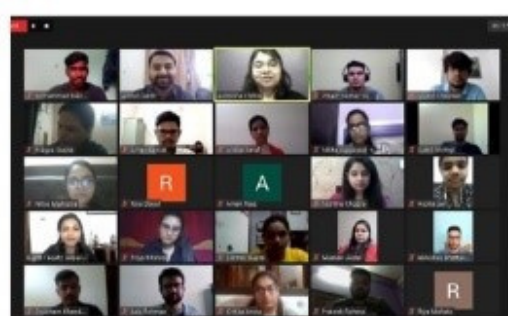
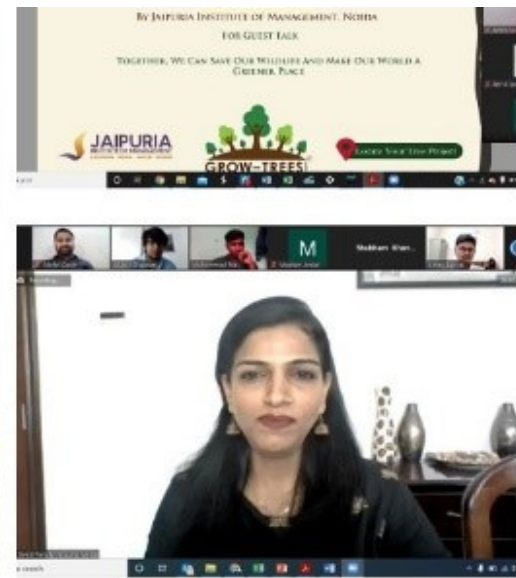
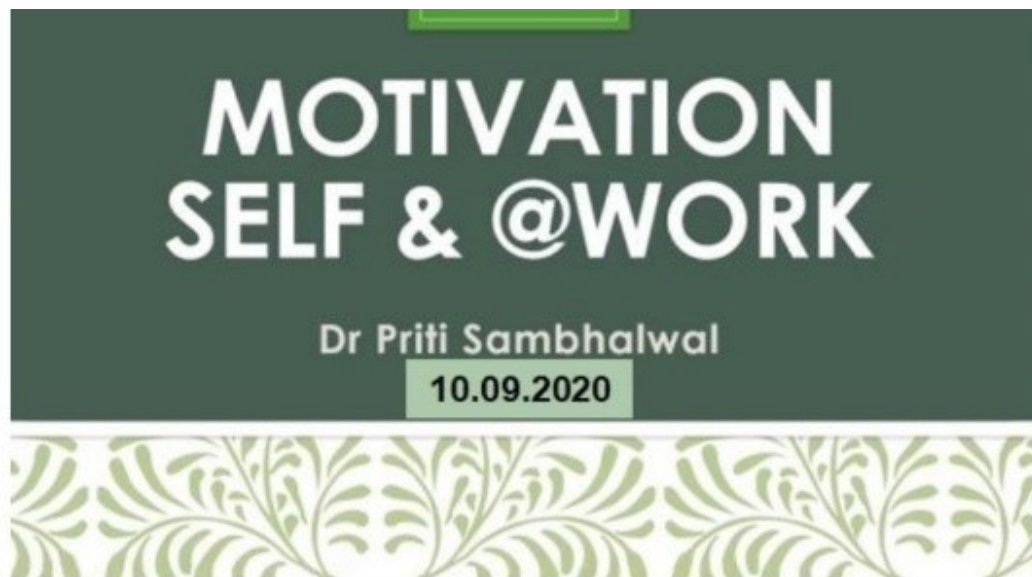
Dr. Priti opened the session with stimulating questions on motivation to students and conducted a quick warm-up exercise wherein students were asked to write five words which are the source of motivations in their life and further asked them to narrow down the list to one and strengthen to work towards that goal in life. She showed lot of videos to engage the participants and asked the students to reflect on the learning from those videos.

Touching upon Maslow’s, Frederick-Herzberg’s, McGregor’s, McClelland’s and Vroom’s Expectancy theories, she beautifully explained the practical side of those well-established theories, at workplace.

# HIGHLIGHTS OF THE WEEK

Touching upon motivation at personal level and workplace and especially during COVID-19, she suggested that all of us should start on this journey by believing in the fact that “Life begins at the end of your comfort zone”. In order to stay motivated in life she advised that we must: Simplify to focus your energy, Break down larger goals into smaller steps, Manage your expectations, Surround yourself with supportive people, Ask for help and offer it, Practice gratitude,, Get enough rest and finally Celebrate achievements. To emerge strong, be motivated and get going, especially during COVID-19, she advocated that we must understand the negative and positive news, Read-Read-&-Read, Join online courses, Stick to a routine, Meditate and Do not give up, during adverse life situations.

Managing the time well, towards the end, she inspired her audience by motivating them to believe in themselves and work hard towards their goals as “there is no short-cut to success”. During and towards the end of the session, students asked many questions to her and she convincingly answered their queries. In the end, all the students of both the sections returned extremely happy, inspired and highly motivated towards their goals in life. Dr. Abdul Qadir extended vote of thanks to Dr. Priti Sambhalwal for taking out time from her busy schedule to guide, motivate and enrich his students on the extremely important topic.



**Prof. Abdul Qadir**  
MRC Chairperson



**Ms. Shefali Sharma**  
MRC Coordinator



**Dayal Chaudhary**  
President



**Abhishek Jindal**  
Vice President



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**Akash Dey**  
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**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.