

THE JAIPURIA COMMUNIQUE

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

- Jaipuria Annual Management Conference (JAMC) - 2021
- Individual Development Program (Batch 2020-22)
- CRM Guest Lecture
- 3rd National Conference on Covid-19 Pandemic: Management of Human Aspirations

MAJOR HIGHLIGHTS

JAIPURIA ANNUAL MANAGEMENT CONFERENCE (JAMC)-2021

"Victory comes from finding opportunities in problems."

On **16th January 2021**, Jaipuria Institute of Management, Noida organized the 10th edition of the Annual Management Conference with the theme *"Blessings in Disguise, Shining Sector during Covid"*. The hosts of the event were Shivangi Tiwari, Tanushree Seth, and Ritika Sharma who set the event in motion. The First session of the event began with an inaugural ceremony which was graced by the presence of Chief Guest **"Mr. TN Hari"** and guest of honor **"Dr. Deepak Taneja"**. They were felicitated with a token of appreciation through a green certificate presented by **Prof. BD Nathani**, Chairperson JAMC.

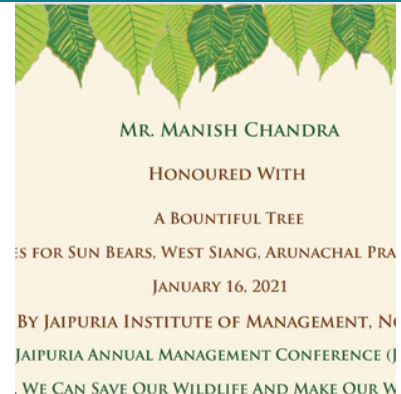
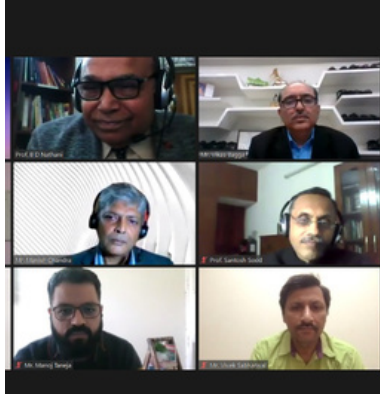
Dr. DN Pandey, the Director of Jaipuria Noida then addressed all the panelists and the attendees by saying a few words about the institute and its long-term objectives.

The first keynote speaker of the event was Mr. TN Hari who shared his experience of working in the famous e-retail company Big Basket and tales of how the company efficiently managed to work effectively even during the covid-19 pandemic. He talked about how the covid-19 pandemic impacted the livelihood of several people which led to humongous disruption in the economic activities leading to offices and factories being closed which further led to unemployment and reverse migration of the people and the workforce because of the non-availability of work. He also talked about how the use of technology and the internet has been adopted during the pandemic time which completely changed the lifestyle and works culture. Following this, he also talked about how his company "Big Basket" managed to work and deliver the daily essentials to the ultimate consumer during the lockdown phase as people resisted to move out to buy daily essentials due to fear of the spreading of the virus. He mentioned that the foundation of the company was strong, which was a key reason that helped the company to meet the demand of the consumers even during the pandemic. He also spoke about various phases and how the company planned to work during the pandemic that helped them to get more out of the less and the future scope of e-retail and e-commerce in a tremendously populated country like India.

Following this, Dr. Deepak Taneja, Head of Online Business-LG Electronics and the second keynote guest for the event shared his personal and past working experience and about how the Modern Trade Revolution took place in India which led to a shift of most of the businesses to online. He mentioned there was a fundamental change in the behavior of people due to covid-19 which give a boom to e-commerce and retail business as it was convenient for the customers to shop online rather than moving out to buy. Various statistical data were presented by him, like how the usage of online digital payments has been increased in the past years and its future scope. He concluded his part by mentioning that in the next 4-5 years, as we go forward, overall Business would be online.



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Then came forward, the second session of the already engaging event, where the hosts welcomed Prof. BD Nathani to grace the event with his words. Prof. BD Nathani expressed his heartfelt gratitude towards the management for furnishing him with the opportunity year after year for conducting JAMC. He also conveyed his earnest gratitude towards the guests for their benevolent presence in the event.

The panelists, “**Mr. Manish Chandra**”, Head of Deployment Services (Telecom Infrastructure) Marketing, Nokia, “**Mr. Manoj Taneja**” Head of E-Commerce, CROCS India, “**Ms. Heena Manchanda**” Head of Sourcing (Footwear Category), TPC (Vishal Mega Mart), “**Mr. Vivek Sabharwal**” Head- PR & Events, Aero Club and “**Mr. Vikas Bagga**” Business Strategy Consultant & Mentor for Start-Ups were felicitated with the customary green certificate.

“**Prof. Santosh Sood**” was the moderator of the panel discussion who set forth the discussion in motion by his significant preliminary inputs on the subject matter. With the words of Winston Churchill “Never let a good crisis go to waste”, he spoke of how the e-commerce sector has availed itself with tremendous growth during a pandemic that has been economically, socially, and even politically devastating.

He then welcomed Ms. Heena Manchanda to share her valuable insights and she spoke of how e-commerce flourished during the lockdown as the customers were bereft of any other option. Sectors such as Pharmacy and Healthcare, FMCG, comfort apparels, and footwear to name a few, not only sustained themselves but also grabbed the chance of growth. She also talked about how the lockdown has made the customers an expert in rational spending.

Then, Mr. Manoj Taneja was called upon the virtual platform to speak a few words. He also spoke of how the reason people started to shop online took a shift from convenience to concerns of safety and how it led to people being habituated to shopping through online platforms. According to him, the companies which prior to the pandemic had initiated the incorporation of technological advances were majorly benefitted and the companies that weren't ready lost the golden opportunity of growth.

Following this, **Mr. Sumit Jain** was invited, who spoke of how a premium brand such as Birkenstock was lucratively benefitted as activities such as investment in digital marketing saw a tremendous increase. He spoke of how the organisations, such as his own which deals in open footwear category suitable for the WFH scenario and other companies manufacturing products aligning to the need of the hour enjoyed profits.

Then **Mr. Vivek Sabharwal** was called upon and he agreed that the pandemic in some or the other way is a blessing in disguise for some sectors. His company Woodland saw a growth of 15-20% sales from the online mode, especially during the covid era. He talked of how digital has taken the dominant side by experiencing more growth.

Mr. Vikas Bagga was the succeeding speaker who talked of E-commerce being the enabler that has somewhat changed the ecosystem of the market. Companies such as Big Basket, the sanitizer, bi-cycle industry, electronics industry providing gadgets like laptops, desktops, I-pads to name a few were among the ones who were capable of seizing opportunities for growth.

The panelists then had a discussion on how technology has a great role and about the future technology brings, where everybody agreed that the online and offline modes both are going to co-exist in the market.

The captivating discussion came to an end and after the questions of the students were attended, Prof. BD Nathani came forward to present a vote of thanks to all the guests, management, hosts, and the attendees for making the event a successful one.

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INDIVIDUAL DEVELOPMENT PROGRAM (BATCH 2020-22)

To nurture the training and development needs of PGDM first-year students, Jaipuria Institute of Management, Noida organized a Two-Day Individual Development Program (IDP-1) for the students of Batch 2020-22 during **14th & 15th January 2021**.

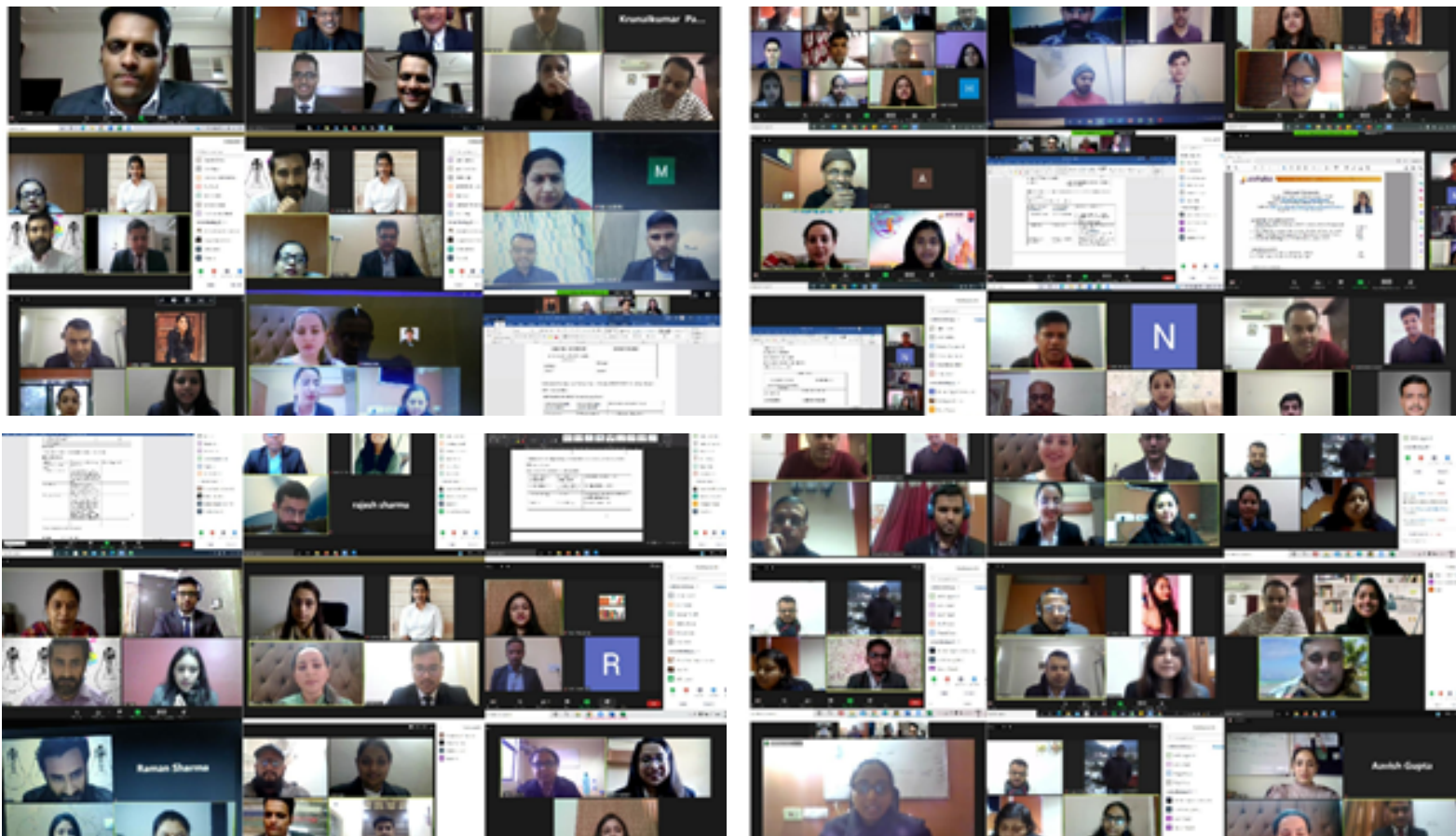
Individual Development Programme (IDP-1) is an exercise focused on identifying and tracking the development needs of students and making them corporate-ready professionals. The expected outcome of this exercise is a self-developmental plan focused on Summer Internships, choice of specializations, and Final placements. This intensive career mapping exercise is conducted one-on-one with the mentees and their respective mentors along with the corporate on the panel. It aligns the institute's training and development initiatives with the career goals and aspirations of students.

This year, the 32-strong Assessment Panels consisted of an Alumni as Industry Expert and the Faculty mentors, who as a team of experts, interact with students individually and help them chart out a customized development prescription.

This year IDP-1 was conducted on a virtual platform wherein students of Batch 2020-22 engaged in a very intensive interaction with panel members highlighting their inputs on an Individual Assessment Form and co-creating a self-development prescription with the panelists. The corporate panelists were from diverse sectors representing reputed organizations like Future Group, Mahindra Group, Axis Bank, Moody's Analytics, Kohler India, Axtia India, Piramal Capital, Bluedart Ltd. To name a few. The students received individualized inputs for aligning their career aspirations with a recipe of future preparedness thus supporting their long-term goals.

The outcome of this mega-exercise was a self-developmental plan for individual students, based on the inputs of the mentees and follow-up interaction with the panel members. The same would be tabled again during the IDP-2 for a follow-up and re-calibration of the intended outcome towards their Final placements in the second year, post SIP.

This two-day mega-exercise was conceptualized and executed by the CMC student coordinators led by Ms. Jyoti and Mr. Saagar under the guidance of **Dr. Deepak Singh, Ms. Kanchan Rana, Mr. Narayan Samant, Ms. Supriya Massey, and Mr. RD Singh.**

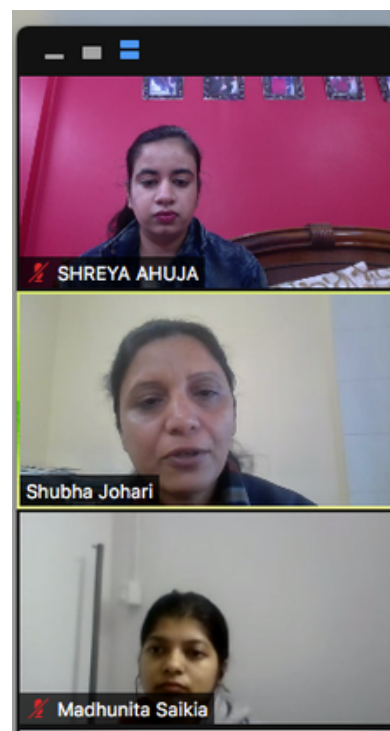


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CRM GUEST LECTURE

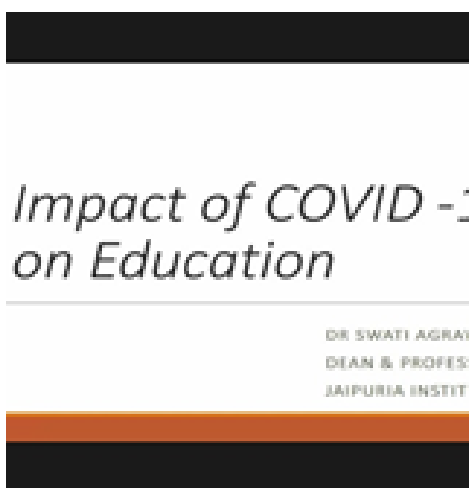
We had the pleasure of having **Dr. Shubha Johri**, join us for the guest session on “Operation CRM”. As a faculty exchange program and guest talk – **12th January 2021**. The session started with a brief introduction about ma'am and her past experiences with major corporate giants holding close to 18 yrs. of experience.

Starting off her discussions, Dr. Shubha Johri discussed one good and one bad experience that one has with service companies. Putting forward her bad experience with Axis Bank where her documents were not handled properly as she wanted to apply for a new debit card. Her documents were lying haphazardly somewhere in open. She also discussed the fact that all level of employees doesn't have the access or the companies don't have the resources to make them aware about the recent happening with their clients, as this is important to make people aware as the client expects that the company is aware of its issues. Moving forward Dr. Shubha Johri discussed the various CRM techniques operation in the market. Some being cloud-based other being organization-based. Since a lot of institutions did not have the resources to imply an organization-based CRM they prefer sharing them on the cloud itself. One of the prominent ones being the sales force. Further, the difference in operation and Analytical CRM was discussed and why Automation is important for any organization. Then Dr. Shubha Johri highlighted three types of Automation used in any organization i.e. Salesforce Automation, Marketing Automation, and Customer service Automation. In Marketing Automation we covered a few topics like running and Evaluating the campaigns, optimizing user experience, Generating leads, Nurturing, and Identifying Qualified leads. Last but not least Ma'am shared some used Scenarios which highlighted the importance of the integration of all the three verticals of CRM i.e. Marketing, Customer service, and sales force department. All good things come to an end, like this session. In the end, Prof. Joy Patra facilitated the guest with a green certificate.



3RD NATIONAL CONFERENCE ON COVID-19 PANDEMIC: MANAGEMENT OF HUMAN ASPIRATIONS

Dr. Swati Agrawal was invited to grace the occasion as a Key Note Speaker for one of the technical sessions on **28th December 2020** in the Third National Conference on “COVID-19 PANDEMIC: MANAGEMENT OF HUMAN ASPIRATIONS” on, December 28th – 29th 2020 at STEP-HBTI. She delivered an online session for academicians, practitioners, and other participants on the Impact of COVID-19 on Education and shared insights on challenges and opportunities in online teaching-learning. The session was appreciated by participants with a key take away of the need for blended learning using the best of both online and face to face learning in the future.



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MRC Chairperson



Ms. Shefali Sharma
MRC Coordinator



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President



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Vice President



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