

# THE JAIPURIA COMMUNIQUE

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

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# MAJOR HIGHLIGHTS

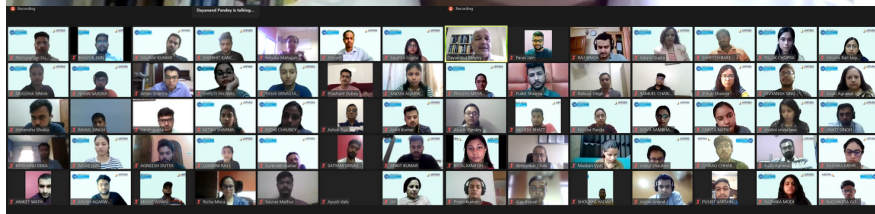
## INDUCTION CUM ORIENTATION PROGRAMME (BATCH 2021-23) DAY 1

The 10-day virtual induction program for the batch of 2021-23 for all three courses PGDM, PGDM Marketing, and PGDM Service Management commenced on 26th July 2021.

### Session 1: Interaction with Director, Dr. D. N. Pandey

A brief introduction about Director, **Dr. D.N Pandey** was given by **Ms Sakshi Gupta**, Assistant Manager Student Affairs then the Director of the Institute, welcomed the students with open arms.

He discussed the smooth functioning of the Institute in these difficult times. He shared certain experiences to emphasize certain caution points in the coming two years for the students. The Director emphasized hard work, humility, punctuality and regularity for the budding managers.



### Session 2: Interaction with Deans

**Dr. Swati Agarwal , Dean Academics** - The Session was to give clarity about the pedagogy, Mentoring , Individual Development Plan and Discipline. She briefed about the strength of the PGDM programmes and narrated students to make the best use of college resources and mechanisms and, encouraged them to suggest and participate in the academic processes and design.

**Dr. Deepankar Chakrabarti, Dean Research** -It was a fruitful session for young researchers and budding scholars as Dr Chakrabarti shares specific techniques that are adopted in the research process to collect, assemble and evaluate data. He discussed how students can be part of it and how such studies help them in developing an analytical mindset.

**Dr. Rahuul Singh, Dean Student Affairs** - He introduced the Student Affairs Committee, the main objectives and gave an overview of the kind of activities that the students can look forward to. He encouraged students to participate in extracurricular activities to hone their leadership skills, team skills and overall personality. He also shared the Blueprint of the upcoming future events.

**Dr. Poonam Sharma, Dean IRC** - She gave an overview of International exchange programs and other opportunities for students looking for international exposure. She outlined the importance of undergoing such programs and motivated students to undertake them as and when they are announced.



# MAJOR HIGHLIGHTS

## Session 3: Virtual Campus Tour

Session started with introduction about campus and its facilities with a short video presentation by **Dr. V. K. Tomar**, Dean – Administration. Dr. Tomar welcomed the students and described how state of the art facilities are awaiting the incoming batch. He informed about shortly opening of world class cafeteria in addition to changes made during last one year including replacement of all old ACs at all major points. He also described various COVID-19 Safety protocols to the students.

**Mr. Sanjeev Vashisht** briefly introduced the accounts department and how all transactions can be done online itself.

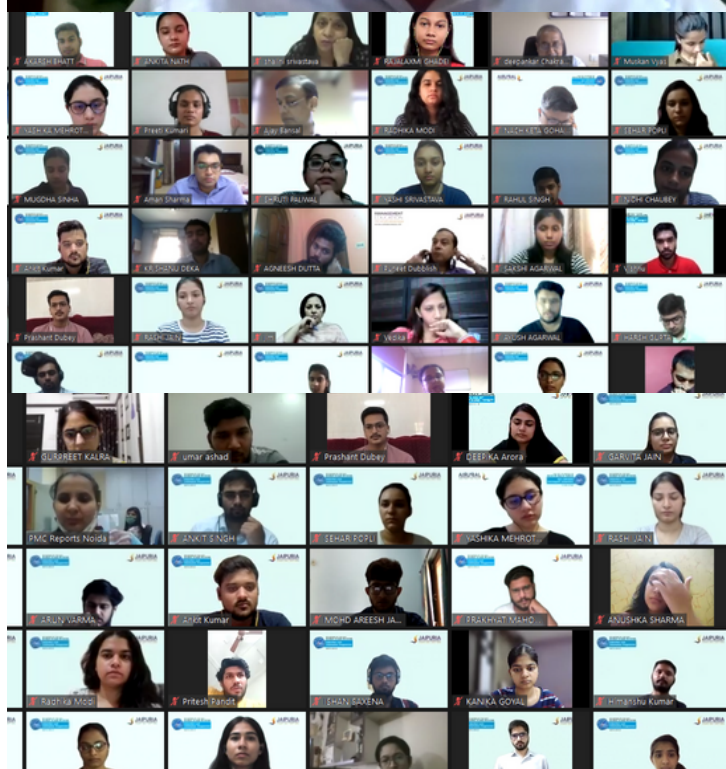
**Mr. Jitender Sharma** conducted a detailed session on library facilities and how the learning has shifted from physical to online mode. He briefed the students about various online facilities created by Jaipuria Institute of Management Noida library in addition to its already strong physical resources. Students will get the best of resources be they are studying from home or from the campus.

He briefed students what are the new online databases that have been taken up by the institute and the new international databases like Statista, Proquest, World E-library and EPWRF Foundation Time Series database additions to the institute library which can be accessed both from the campus and from anywhere in the world.

He also briefed students about DSpace digital library created by the institute library and how easily previous year batches projects reports, question papers etc. can be accessed by the users in addition to articles, case studies, institute’s publications and other facilities.

He assured them that all training PPTs will be shared with the students as soon as their official email IDs are made available to the library.

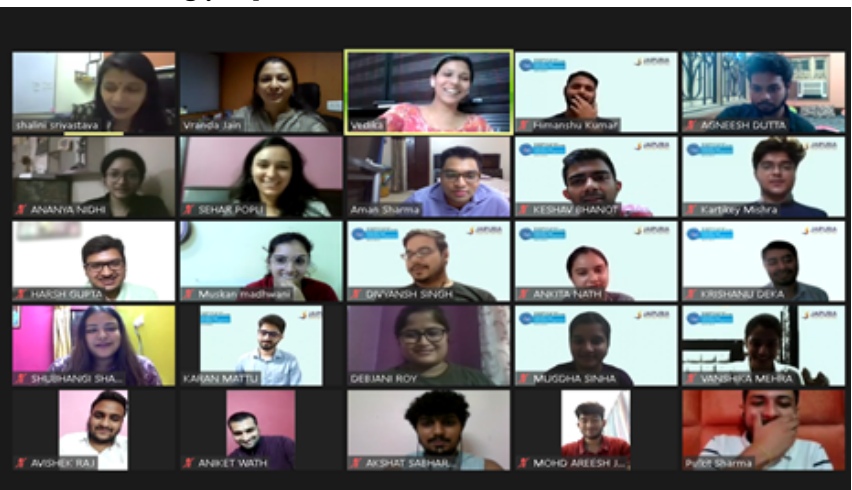
Students posted number of queries, requesting access of digital library and sharing of presentation after the session and which were accordingly replied to.



## Session 4: Ice breaking Session

In order to familiarize the newly joined-in students of PGDM- 2021-23 batch with their classmates and to make them feel level-headed, **Dr. Shalini Srivastava** and **Dr. Vranda Jain** conducted an Icebreaking Session with the students on 26th June 2021 during 02.00-03.30 pm.

The session started with a chit chat with students. Thereafter students were assigned groups and sent to break out rooms, in which they had to discuss and know each other. Some activities and questions based on their interaction were taken up. Group members introduced each other creatively before the entire class. This let each one of students know each other reasonably. After this, the students were invited to showcase their hidden talents of singing, mimicry etc. Some riddles on presence of mind were taken up. The students appreciated the session.



# MAJOR HIGHLIGHTS

In order to “break the ice” and thus get familiar with each other, a virtual ice-breaking session with the students of PGDM Sec. B of 2021-23 batch took place during the Orientation-cum-Induction Program on 26th July 2021, 02.00-03.30 pm. The faculty members **Dr. Abdul Qadir** and **Dr. Puneet Dublsh** amicably felicitated an interaction between the newly joined students. This interaction helped the students to remove their anxieties and get familiar with their peers and new friends. Activity named “Here We Go” held in breakout rooms that further extended to main room as well. Further, students were encouraged to share their hidden talents and play a musical round with lot of fun activities based on ACT-REACT Situations. Students felt very relaxed and light-hearted after this session and were seen motivated to enjoy the rest of the orientation days.

A virtual icebreaker activity was designed to welcome the fresher at Jaipuria Institute of Management, Noida on 26th July 2021 from 2 to 3: 30 PM . It started with introduction of the students which made them comfortably interact with each other and **Dr. Rahuul Singh** was the facilitator of this icebreaking session.

It helped the students to know each other in a better way. Students came forward to share their experiences both best and worst and it gave them a new perspective in life. Small cases were discussed which made them mull and think about beautiful things in life and how one has overcome various challenges in life and emerged as winner.

Take Away: A sense of togetherness, warmth and respect for the fellow students. Students realized the importance of happiness and how can this transform your attitude. Concept of Principle of pain and pleasure given by Sigmund Freud was taught in the easiest and most beautiful manner. The audience asked questions to clarify their doubts pertaining to the concepts applications in achieving a successful career path.

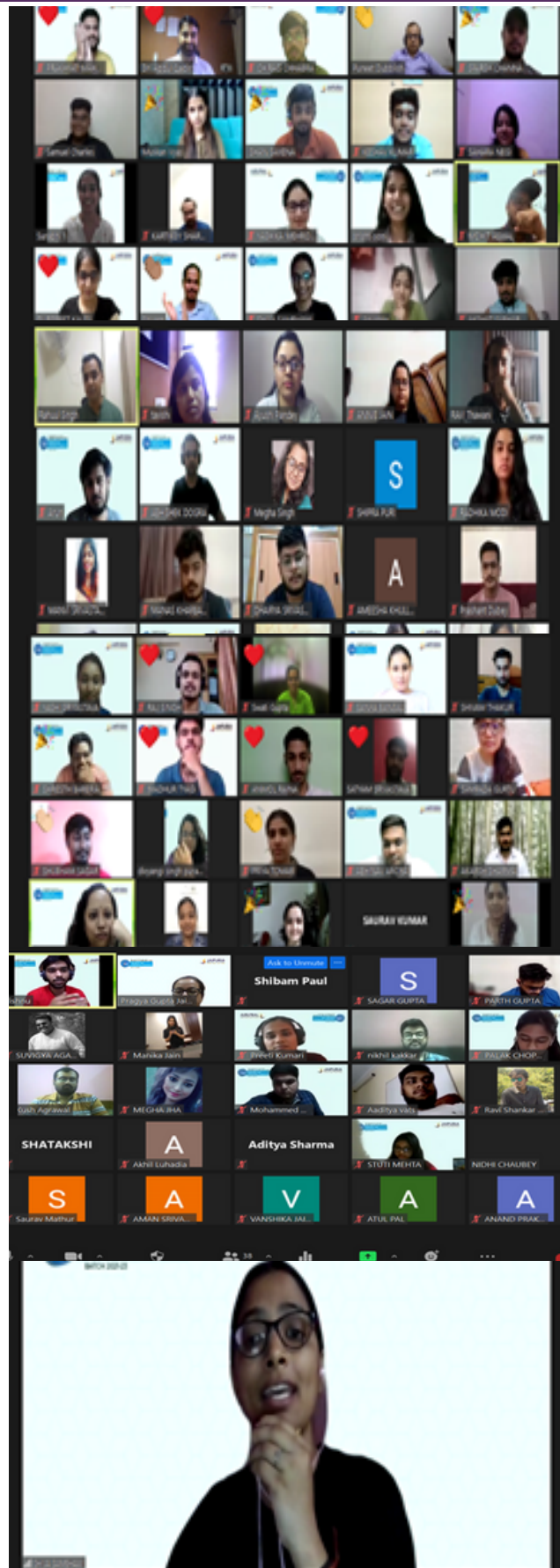
A virtual ice-breaking session was conducted on the first day of Induction cum Orientation Programme at Jaipuria Institute of Management, Noida on 26th July, 2021 from 2:00 to 3:30PM. **Dr. Swati Agarwal** and **Prof. Sonali Singh** welcomed the students and explained the zest of the session. It started with informal chit-chat between professors and students and helped students to become comfortable with professors and their peers.

Two activities were performed during the session. During the first activity, students were sent to break out rooms, where they conversed and tried to know each other better. After they returned to the main session, randomly one member of each group was chosen and asked to introduced the other members of the group. Through the second activity, the students were asked to present a metaphor which represents entire group. Students thoroughly enjoyed both the activities and were very happy about the session.

In order to familiarize the newly joined-in students of PGDM- section MB and SM of 2021-23 batch with their classmates and to make them feel energized, **Dr. Pragya Gupta** and **Dr. Radhika Bansal** conducted an Icebreaking Session on 26th July 2021 between 2:00 to 3.30 PM

In this session, the students were first given a small activity in which they were asked to collect some peculiar household items out of a list of 20 items. Students enjoyed themselves and many of them tried to collect many of the items and a winner was declared. Thereafter students were sent to break-out rooms with a unique photograph. They had to come up with a story on the basis of that picture and narrate it in front of everyone. It was a joyful activity in which some groups really narrated meaningful stories which showed that they were a bunch of smart people with creativity.

On the conclusion of the session, all the students appreciated the session, its objective and conduct, thereby feeling lighter, happier and in good mood.



# MAJOR HIGHLIGHTS

## INDUCTION CUM ORIENTATION PROGRAMME (BATCH 2021-23) DAY 2

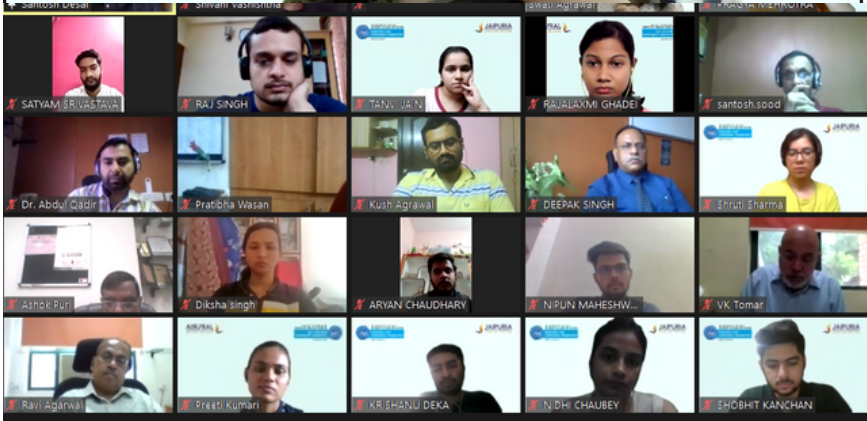
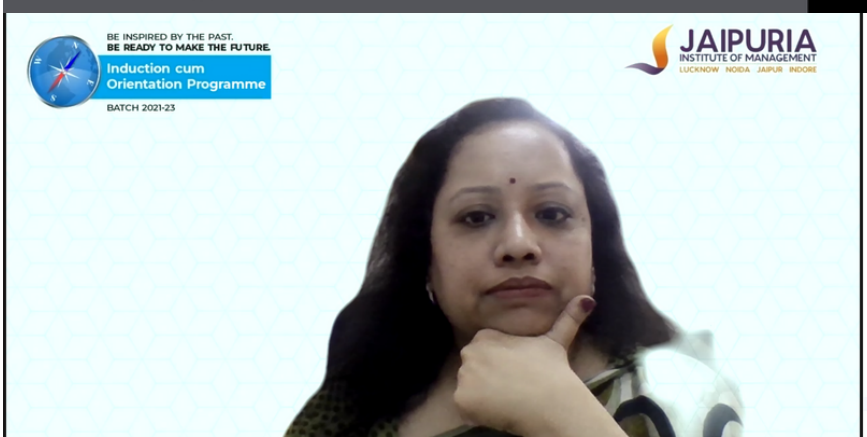
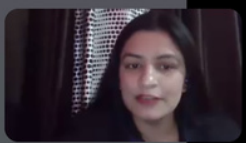
### Session 1: Inaugural Session

On July 27th July, 2021, Jaipuria Institute of Management, Noida organized the inaugural session for the students of the batch 2021-23 for the programs PGDM, PGDM –M and PGDM – SM. The Chief Guest for the session was, **Mr. Santosh Desai**, Managing Director and CEO of Future Brands Ltd. The session started with Ms Shivani introducing Mr Desai to the audience followed by presentation of the Green certificate to the chief guest by Dean Academics **Dr Swati Agrawal**.

Mr Desai started the session by touching upon briefly the change in economic situation due to the pandemic, highlighting how COVID has brought the world face to face with uncertainty and complexity. He told the students how the trajectory of change, which seemed to have slowed down, has actually speeded up as it has taught the world new ways of communication and doing business. He emphasized upon managing change in these challenging times.

Further moving on Mr Desai gave his valuable insights up on the value of ideation for the young minds newly entering into the management arena. Giving examples of online brands like Zomato and firms like Google and Amazon he explained the fundamental shift in the way business is being done in the current times. Emphasizing upon the relevance of creativity, he gave the audience food for thought by urging them to move away of from aspiring to being future managers to become future creators.

He also suggested the students to have the appetite for failure as the world is a completely new place now and would bring its own challenges in future. The session ended up with Mr Desai advising students to apply management disciplines learnt during the course of the program to real life scenarios and avoiding getting homogenized by the program. Lastly, he urged them to challenge successful people and to be inspired by the actions of the role models rather than their personalities. The queries of the students were responded to in a very satisfactory manner. The session was very insightful, and it ended with a lot of takeaways.

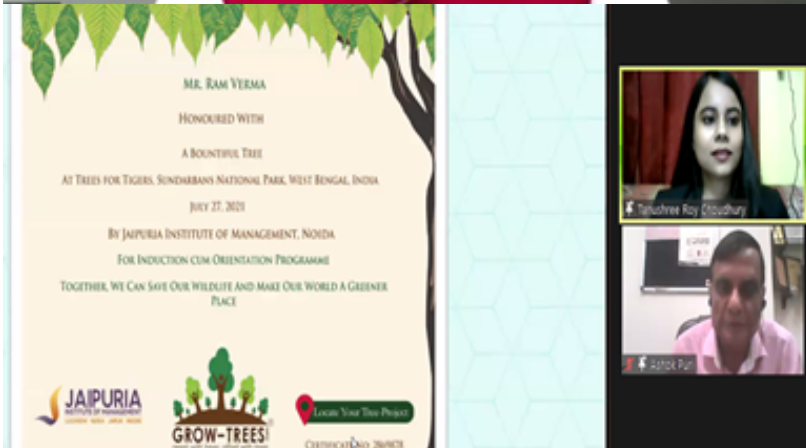


# MAJOR HIGHLIGHTS

## Session 2: NLP Session

On 27th July 2021, Jaipuria Institute of Management, Noida was fortunate to be endowed by an extremely motivating and inspirational NLP (Neuro Linguistic Programming) session taken by the honorable chief guest, **Mr. Ram Verma**, founder and CEO, Ram Verma NLP Training Systems. The thought-provoking session got off the ground by host, Tanushree Roy Choudhary welcoming the chief guest and the attendees with great zeal. **Dr. Ashok Puri** was called upon the virtual podium to welcome the chief guest and Mr. Ram Verma was felicitated with the customary green certificate as a token of appreciation.

Mr. Ram Verma was then invited on the virtual stage to grace the session with his powerful presence and impactful words. He kick-started his speech by stating that he was going to guide the audience on how one can transform one's life. He laid emphasis on the well-known fact that "change is the only constant", and in order to move forward in life one must embrace it. He encouraged the attendees to develop and enhance their skill sets because if one wants to succeed, one has to take full responsibility of it. He went on to say that excuses never bestow rewards, but right actions, behavior and responses do! He enunciated that anything which is now a reality was once a thought, our thoughts are precious, and are capable of doing wonders for us. To the audience he illuminated the concept of the universe being a formless substance which is impacted by our own thoughts, and how whatever universe does for us, it does through us. He advised the attendees to think consistently about their goals and visualize their future as one's thoughts define one's actions and eventually one's destiny. He voiced that the moment we display our thoughts to the universe, it starts working for us, and the positive efforts and actions taken by us give out a signal to the universe that we are ready to receive the gift that has already been waiting for us in our doorsteps. With these influential words Mr. Ram Verma suggested the attendees to define their thoughts, take actions and create the kind of life they want to live. After the speech, certain queries of the students were answered, and the enlightening and highly satisfying session saw its conclusion with a heartfelt vote of thanks forwarded by Dr. AK Puri to the distinguished guest Mr. Ram Verma.

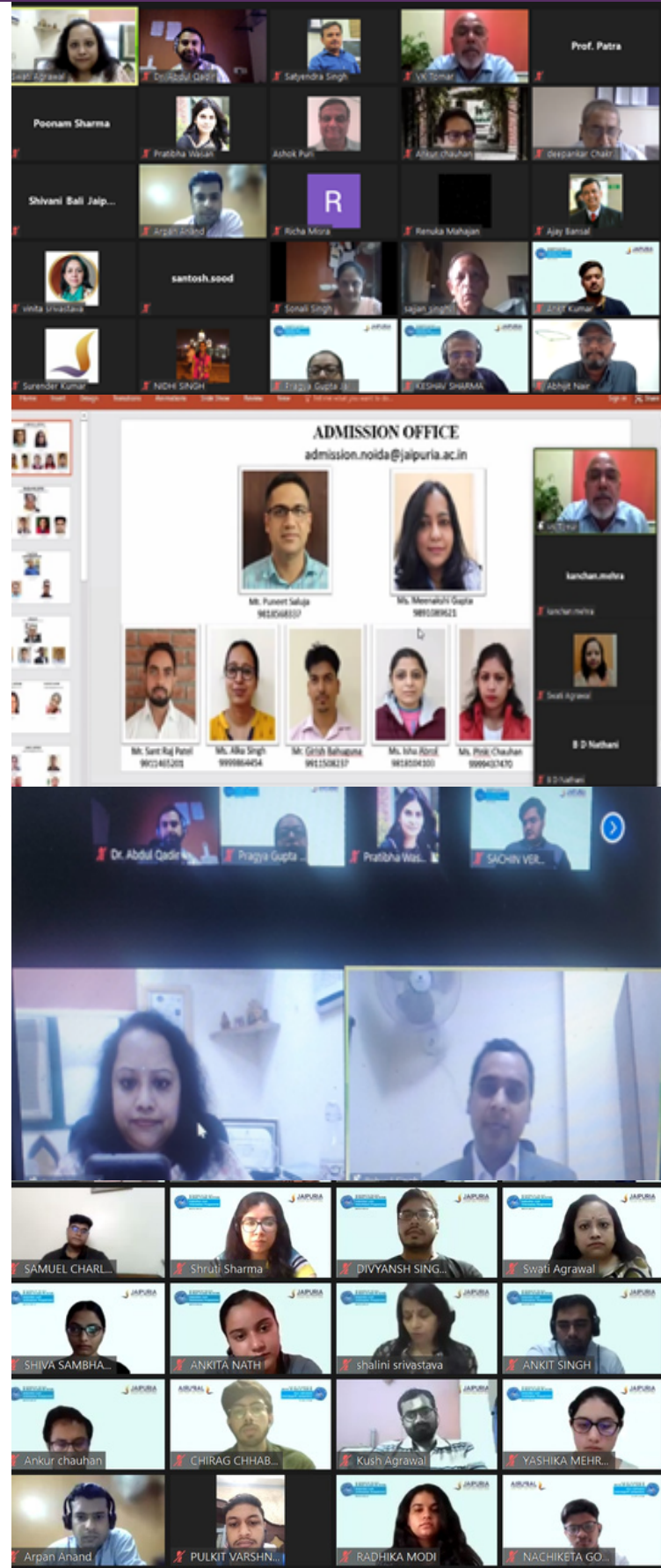


# MAJOR HIGHLIGHTS

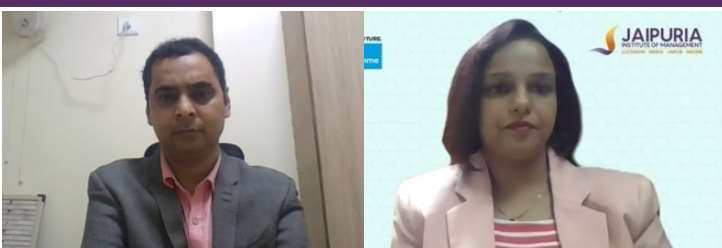
## Session 3: Faculty Introduction & Staff Introduction Session

On Day 2, Faculty and Staff introduction was held on **27th July, 21** to the batch of 2021-23 in the Orientation-cum-Induction program. The event was led by Dr Swati and all area chairs, Jaipuria Noida. Faculty introduced themselves to the Batch of 2021-23. Students appreciated the session as they could hear from their future Gurus with whom they will carve path to success. Followed this, **Dr. V.K. Tomar** Dean - Administration introduced all staff members to the students.

Dr. V. K. Tomar introduced the staff members to the students. Though many of them have already met the students during some other sessions but a formal introduction was done for each department during this Staff Introduction session. Session started with introduction of the most known department to the students i.e. the admission office as these staff members have already interacted with the students and Dr. Tomar told the students that they are the ones who convinced you about the institution and helped in your decision making to join Jaipuria Institute of Management, Noida. He assured them that you will realized over these two years that you have made the right choice. Next was the turn of Program Office who again were interacting with students a lot and all information about program, even orientation program is sent by the program office team only. Led by **Ms. Sonia Dhir**, Program office team has total five members. Then, Dr. Tomar introduced the IT department of the institute to the new batch though IT department is also handling the students in their Moodle registration and other IT related issues. After this, there was turn of the library team led by **Mr. Jitender Sharma** who had already taken a session yesterday with the new batch of students regarding library facilities and resources on offer for the students and how they can access entire library resources from their home. Library team consists of total five members. After this Dr. Tomar introduced Student Affairs Coordinator **Ms. Sakshi Gupta**, staff coordinator and Alumni and IRC coordinator **Ms. Rakhi Dixit**. Then, he briefed the administration team who works behind the curtains to make everything easy and accessible to all including faculty, staff and students. Next, he introduced Examination Office Further, he introduced accounts department led by **Mr. Sanjeev Vashisht** and said these will be the people who will be sending you notices and reminders for timely submission of fee thru Moodle. After this he introduced **Ms. Deepika Lal**, PA to the Director and finally all the three hostel wardens. He also introduced Students Counsellor and Medical support staff available at the campus and advised students that they can refer to them for any personal or professional needs or for any health related issue.

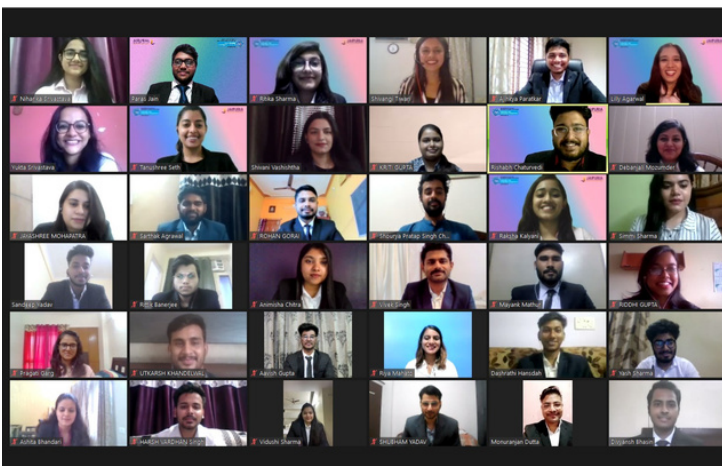


# MAJOR HIGHLIGHTS



**Session 4: By Dean, Student Affairs/Interaction with SEC**  
Jaipuria Student Affairs committee conducted an introductory session on Student Affairs. The session was to apprise the students about the Clubs & Committees of SEC (Student Excellence Council). A formal introduction of **Dr Rahuul Singh** and **Ms Sakshi Gupta** was given by SEC. The session started with an address by Dr Rahuul Singh on SAC. He spoke about the functioning, vitality and relevance of SAC. Details of the SAC Session: -

- Discussed about 21 clubs and committees both Academic and Non-Academic
  - A glimpse of all the committee and club's events and programs.
  - An overview of SEC Committee structure and members was put across.
  - SEC formation and importance was discussed.
  - All the committees and club's events were discussed along with the pictures.
  - An introduction of Talent Hunt was given to the students that would be conducted on 31 July 2021.
  - SEC Elections and SOP for the external events were also spoken about.
- The session was concluded by Dr Rahuul Singh and the overall session was quite pleasant and lively.

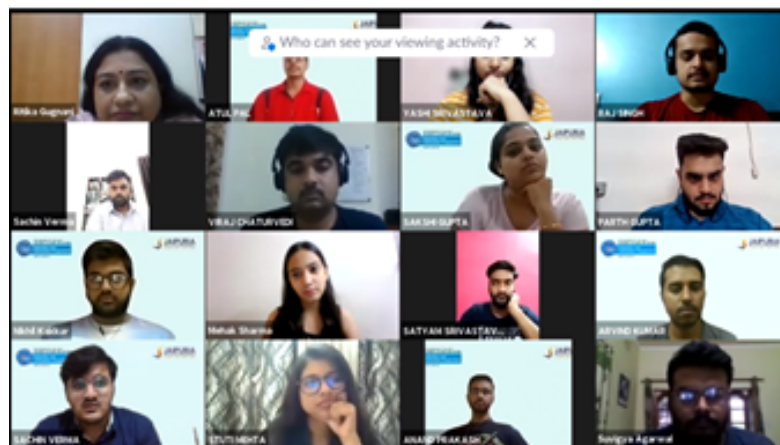
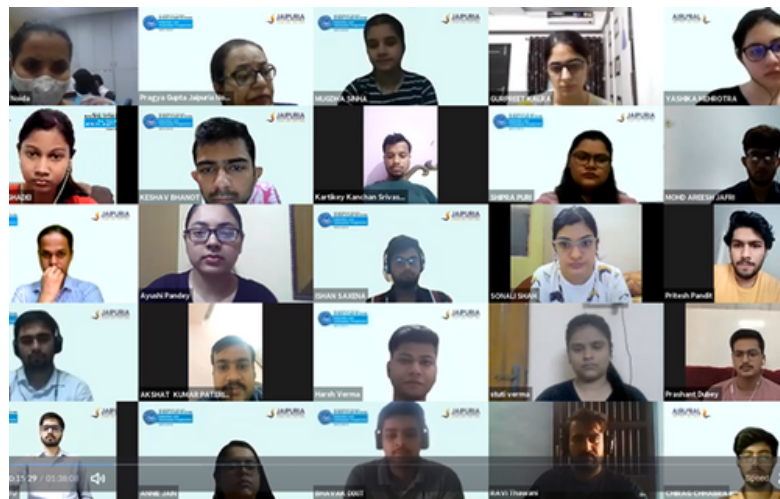


## INDUCTION CUM ORIENTATION PROGRAMME (BATCH 2021-23) DAY 3

### Session 1 : Program Introduction By Program Chairs

Students of PGDM program interacted with their Programme Director, **Dr. Pragya Gupta**. The Session was to brief students about Curriculum, Attendance rules Mentoring and Study Groups, Individual Development Plan and Dress Code and Discipline. Students were also briefed about Assessment Policy and Grading Systems followed at Jaipuria Institute of Management, Noida. Then Dr. Pragya explained the philosophy behind adopting study group and mentoring in the Institute and how study groups are expected to monitor its processes and ensure that its members do not follow dysfunctional group processes, such as social loafing. The Students were informed about unique initiative of conducting Individual Development Programme wherein a panel of Industry expert and faculty mentors interview students before and after SIP to identify their potential, strengths and weakness and based on these inputs will suggest area of improvement and possible career path.

Programme Director **Dr Ritika Gugnani** addressed PGDM(Marketing) 2021-23 batch, extending the warm welcome. She gave an overview of the Programme structure and other norms to be followed during their academic journey. The session started with students posing their queries and PD helping them to navigate the information. Students were briefed about the support system and contact points that should be reached during the academic journey. Students leaving their hesitation asked a lot of questions in the chat box. The session ended with a promise of meeting again.





# MAJOR HIGHLIGHTS

## Session 2: Session on Environmental Preservation and Enrichment

A brief introduction about the distinguished guest was given by Ms Sakshi Gupta, Assistant Manager Student Affairs.

It was a fruitful session, by renowned environmentalist **Mr. Rakesh Khatri**, also known as the Nest Man of India.

Small initiatives were discussed such as building tree canopies in the RWAs of East Delhi, installing recycled e-waste bins in residential areas, and establishing herbal nurseries in school complexes; environmental conservation is a major area of work for the organization.

The Foundation encourages children and the youth to take care for their environment; hence, Environmental Education became a theme in the NGO's ongoing goals. The aim of the organization is to build up a medium which is strong enough to invoke the curiosity of the younger generation to go about finding solutions to global problems themselves.



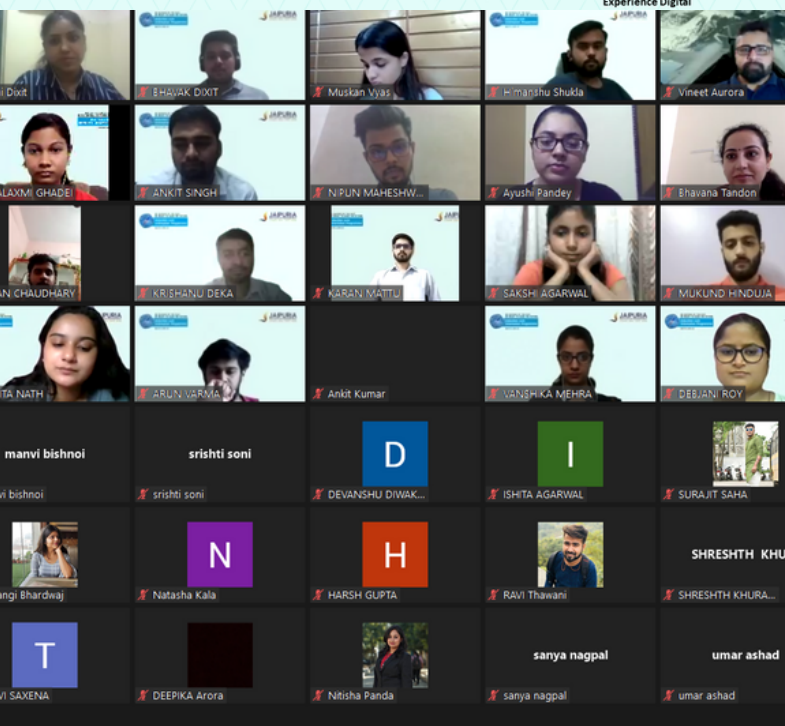
## Session 3: Alumni Interaction

On the evening of 27th July 2021, an interactive and insightful virtual “**Alumni Interaction**” session was conducted for the students of PGDM during the 3rd Day of Orientation of batch of 2021-23. The celebrated Alumni for the session were **Mr. Prashant Shukla**- Head of Business Applications at Experience Digital, Australia, **Ms. Neha Singh**- Product Manager at Equifax, Australia and **Mr. Madhur Billaeya**- CEO at Qualitic Services. Mr. Prashant is awarded twice as Microsoft’s Most Valuable Professional (MVP) Award in Business Application category for APAC region. Mr. Madhur being nominated as Youngest Entrepreneur of Delhi NCR.

**Dr Deepak Singh**, Member-Alumni Committee extended a warm welcome to the guests, faculty, staff members and students. Dr. Singh offered a brief introduction of Mr. Prashant, Ms Neha and Mr. Madhur who were then felicitated with the Green certificate by **Mr. Narayan Samant**. The session was moderated by Dr Singh who put up the pointers for guests based on the theme of session, “How to ensure Career readiness for management graduates”.

The entire insightful session was laced in the campus life and learnings as well as competencies required for being corporate ready during the pandemic times. While Mr. Prashant spoke about the need to be strong with academic learnings and application skills, Ms. Neha injected the right amount of learnings of cultural sensibilities and soft skills for a successful career. Mr. Madhur highlighted the role of passion to drive towards your goal and ability to blend the right amount of co-curricular and extra-curricular activities during campus life. The students were in rapt attention and forwarded a lot of queries to the guests who responded patiently to all.

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



# MAJOR HIGHLIGHTS

## INDUCTION CUM ORIENTATION PROGRAMME (BATCH 2021-23) DAY 4

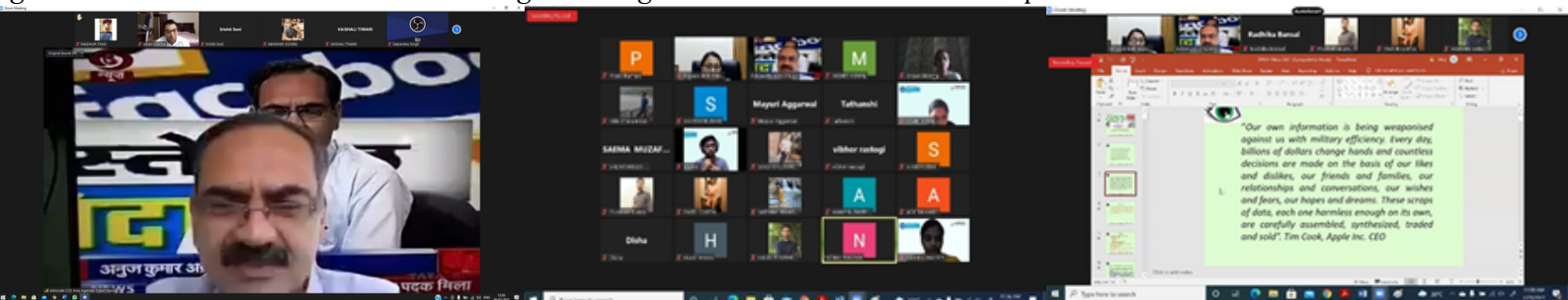
### Session 1: Session on Cyber Security Issues

On the morning of **July 29, 2021**, an interactive and insightful virtual “Distinguished Guest Talk on the topic Cyber Security Issues” was held at Jaipuria Noida during the 4th day of orientation of batch 2021-23. The guest for the session was **Mr. Anuj Agarwal**, Chairman of Centre for Research on Cyber Crime & Cyber Law. Mr. Agarwal is Ranked No.1 Cyber Expert by Google, he is a renowned Public Speaker on Cyber Law in India

**Dr Shivani Bali**, extended a warm welcome to the guest, faculty, staff members and students. Dr. Shivani offered a brief introduction of Mr. Agarwal who was then felicitated with the Green certificate.

The whole insightful session was laced with short incidences which the guest has shared with the students. The guest highlighted on the awareness towards cybercrimes and cyber laws through these incidences. The session was very interactive as students were deeply interested in the topic because of their own dependency on the internet which has increased significantly these days.

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



## INDUCTION CUM ORIENTATION PROGRAMME (BATCH 2021-23) DAY 5

### Session 1: Session on Social Entrepreneurship

Centre of Entrepreneurship and Incubation (CEI), Jaipuria Noida conducted an event named “**A session on social entrepreneurship**” on the occasion of orientation session for the batch of 2021-23. The guest of the session was Ms. Deepa Krishnan (Social Entrepreneur) from Mumbai, Maharashtra

**Ms. Deepa Krishnan** is the founder of the Magic Tours of India which provides training and employment for students from the slum in Mumbai and Delhi.

The company is currently the largest guided tours company in the inbound tourism sector, doing heritage walks, food trails, craft and textile tours, etc. and also work in partnership with non-profits and our tours bring incomes to marginalized segments of society.

The event started with a short introduction of the club and the events conducted by the club in the previous academic year followed by the introduction of the guest and the faculties of the Jaipuria Institute of Management, Noida. Along with them, the office bearers and faculty of CEI panel were also introduced.

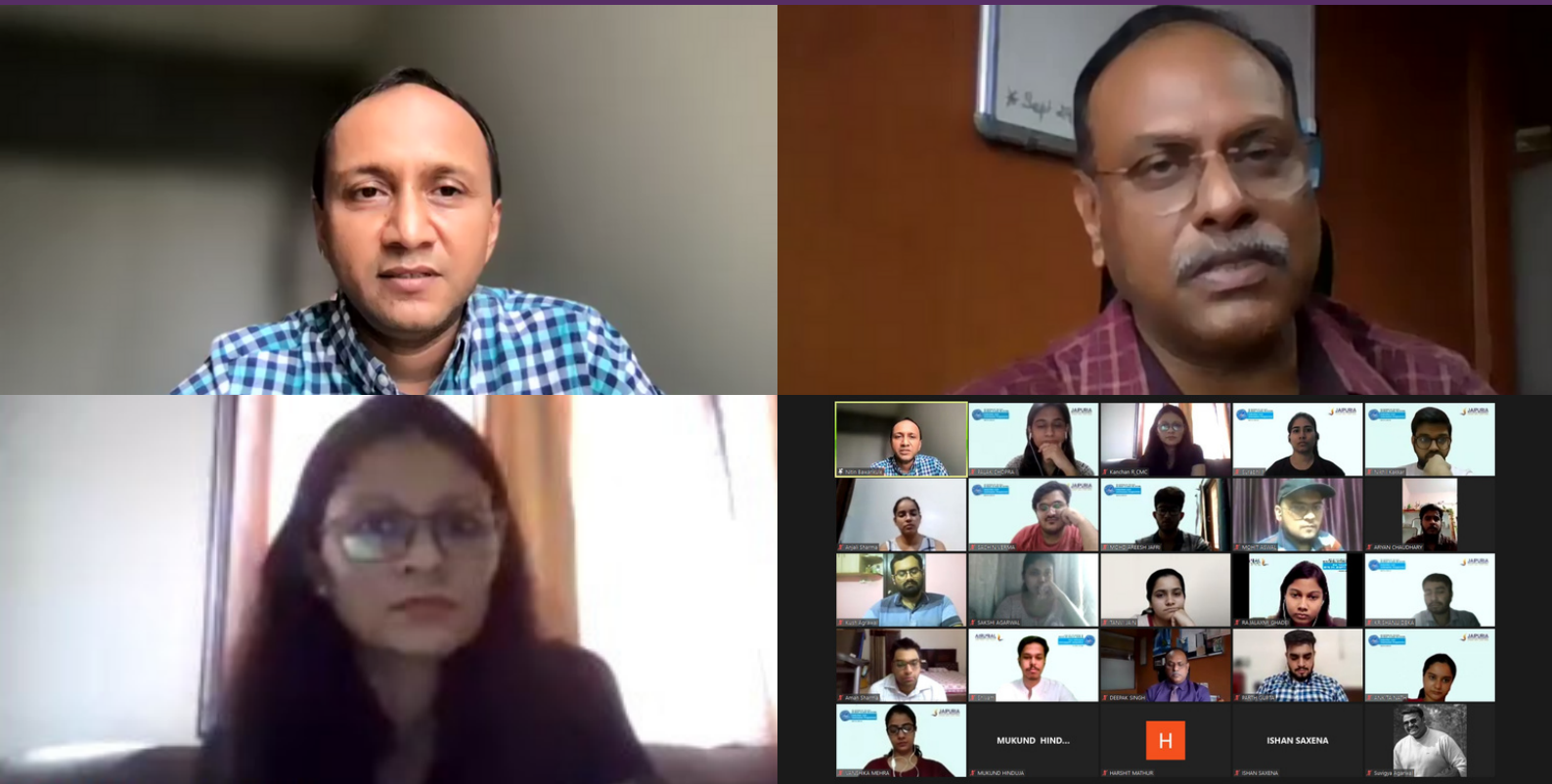
The insights given by the guest was really informative and inspiring, she talked about her company Mumbai Magic and also made us visit the website of the company and talked about the functions along with the tours available too.

The speech was followed by a question-and-answer round asked by the audience and the speech was ended by the vote of thanks proposed by **Dr Shalini Verma** for the guest. It was really a great and inspiring session for the audience.

There was a pre-planned quiz also based on the topic of ‘Social Entrepreneurship’, held after the speech of the guest, with the vouchers of Rs. 500, Rs. 300 & Rs. 200 for the winning freshers attaining the position of 1st, 2nd & 3rd respectively. The quiz was actively participated by the audience. They enjoyed it thoroughly. **Mr. Atul Pal** got the first position, **Mr. Eishan Gupta** got the second position, and the third position was grabbed by **Ms. Nidhi Chaubey**.



# MAJOR HIGHLIGHTS



## Session 2 : Corporate Talk

On the afternoon of July 30, 2021, an interactive and insightful virtual “Distinguished Corporate Talk” was arranged by the CMC at Jaipuria Noida during the 5th day of orientation of batch of 2021-23. The guest for the session was

**Mr. Nitin Bawankule**, President- Ad Sales, Star TV. Mr. Bawankule is an acclaimed thought leader and is rated as among the top voices on Media Sales sector.

**Dr. Deepak Singh**, Chairperson-CMC extended a warm welcome to the guest, faculty, staff members and students. Dr. Singh offered a brief introduction of Mr. Nitin who was then felicitated with the Green certificate by **Ms. Kanchan Rana**. The session was moderated by the Chairperson, CMC. He shared the 5 epiphanies from leading executives research conducted by IBM Institute for Business Value and opened the discussions on the theme, “Corporate expectations from Fresh Management Graduates”.

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 with his journey from IIM-B to GE, Whirlpool, Motorola, Dell India and Google Cloud India. He shared the need to re-imagine, re-energize and re-create the competencies desired by the corporates that are struggling to stay afloat post pandemic. He shared the importance to expand ones domain of thoughts by 10X to survive in the corporate world that has witnessed new business models in recent past. His main focus was in resilience of the workforce, innovation, trust building with the stakeholders, enterprise agility and crisis management. This sparked 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. 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. 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.

# MAJOR HIGHLIGHTS

## INDUCTION CUM ORIENTATION PROGRAMME (BATCH 2021-23) DAY 6

### Session 1: Talent Hunt

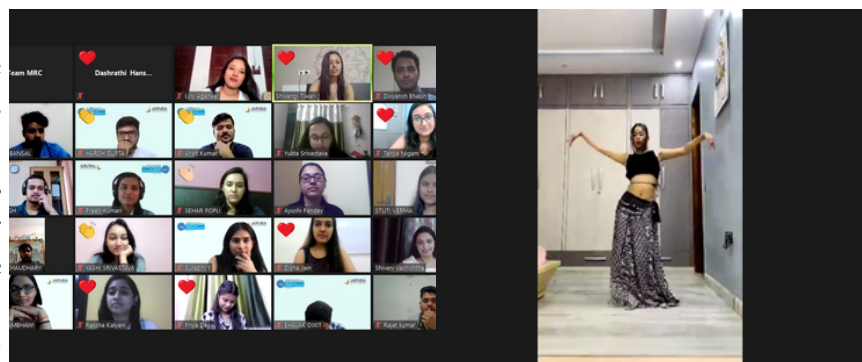
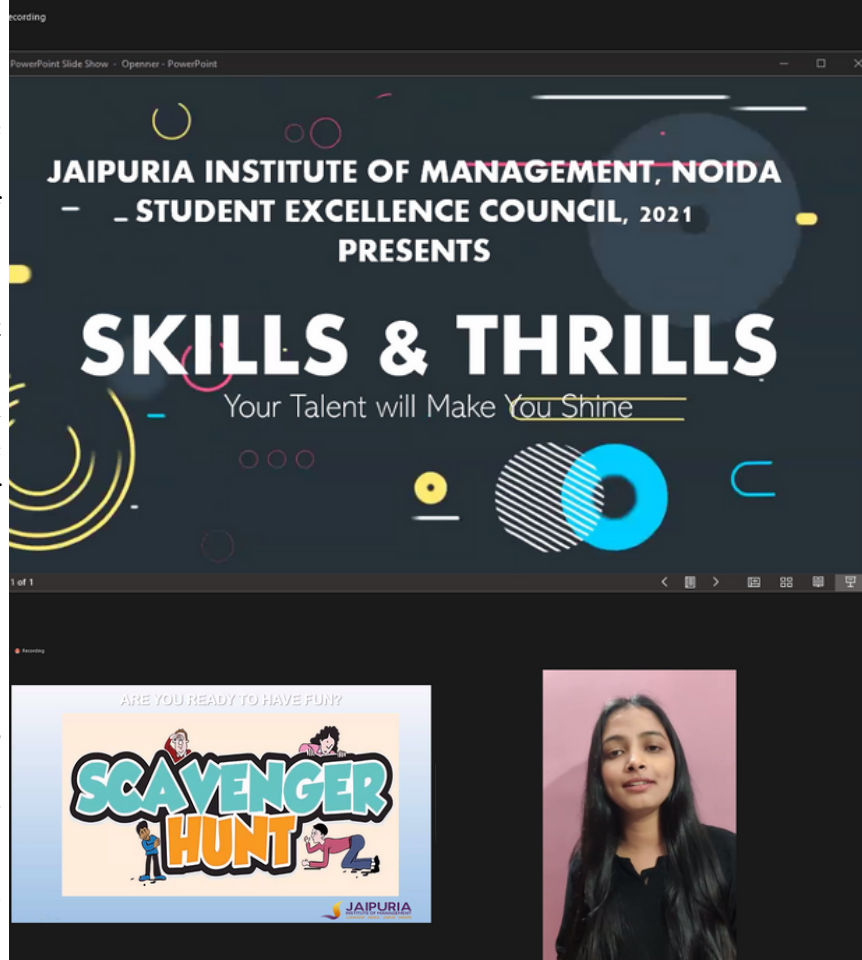
Jaipuria Institute of Management, Noida had organised a **Talent Hunt** on **31 July 2021** to bring out the hidden potentials and aptitude of the students, especially of the newcomers. The main reason behind holding these competitions is to nurture the intrinsic qualities of students and remove the fear of stage among students, which helps in personality development.

The competition this year was unique in the sense that it was organized wholly on a virtual platform wherein students were required to create short videos around their display of a particular talent that they were passionate about and send in their participation for evaluation by the judges.

All the participants exhibited their talent in various activities. The event entries that were received centred around multifarious talents like Dance, Singing, Drawing, and different unique talents.

The Talent Hunt was divided into different categories, the first category was "**Unique Talent**", where participants display their unique talent, the winner for this category was **Komal Suthar**. In addition, students were challenged to guess the movie through a fun game. The next category for the competition was "Singing". The competitors gave out a variety of songs. They came up with such melodious voices which in the run attracted the audience as such. From the audience's side, there was a great support. The winner for this category was **Ankita Nath**. Following this activity, students participated in a Scavenger Hunt in which certain items had to be found as quickly as possible. As the first runner up, Anaya Nidhi finished just behind Amrita Rana in the winner's circle. The final part of the competition was "Dancing". The vivacious dancers set the floor on fire with their energetic performances. The fun-filled extravaganza offered classical, traditional, and western. All the participants were very energetic and performed their dance forms enthusiastically. Despite the difficulty of choosing a winner, **Sampada Gutru** was chosen to maintain the spirit of the competition.

Students participated in many events and received much praise from faculty members and students. The event was of great admiration and worth appreciating.



# MAJOR HIGHLIGHTS

## RE-ORIENTATION PROGRAMME (BATCH 2020-22) DAY 1

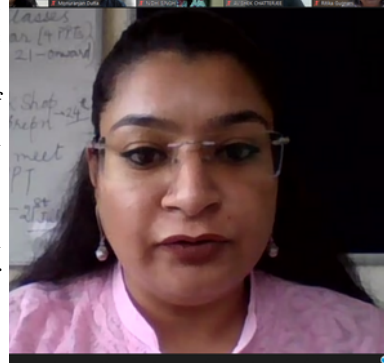
### Session 1: Interaction with Director

On **28th July 2021**, Jaipuria Institute of Management, Noida had the reorientation program for Batch 20-22, a 07-day learner centric program having rigorous interaction of the students with the Industry and Academic Vigour.

The session was moderated by **Ms. Aditi Rajput**, Deputy Manager CMC, Jaipuria Institute of Management, Noida, who warmly welcomed the audience and talked about the importance of reorientation program. She then welcomed

**Dr. D.N. Pandey**, the Hon'ble Director Jaipuria Institute of Management, Noida. Dr. Pandey shared his insightful thoughts with the students on future of work, value based ethical behaviour. Dr. Pandey also motivated the students to create their own world, he emphasized that one should idealize the idea and not the person associated with that idea, his words of wisdom instilled the importance of positive attitude and humbleness in the students.

A vote of thanks was proposed by **Dr. Deepak Singh**, Chair-CMC Noida for an insightful session by the Director that would motivate the students for setting a higher goals in their career pursuit.



### Session 2 : Interaction with Dean Academics & Programme Directors

The second session for the opening ceremony started with the address of Dean- Academics and Programme Directors of the 3 Programmes. The Moderator, **Ms Aditi**, warmly welcomed the Academic Leadership to address the students – Dean Academics, **Dr. Swati Agarwal** shared her valuable insights on the VUCA world and explained the challenges of the same. She emphasized the need to stretch the boundaries of performance during the current times for achieving their dreams. The moderator then requested Program Director – PGDM, **Dr. Nidhi Singh**, for her address, she set the tone of the session and provided a sense of direction to the students. She thoughtfully defined the fine balance of academics and placements during the second year tenure of students at the campus. Thereafter, Program Director – PGDM Service Management – **Dr. Shivani Bali**, addressed the students, she also emphasised on having a sense of responsibility and ownership of one's own actions and behaviour. Moving on with the session, the Program Director – PGDM – Marketing, **Dr. Ritika Gugnani** shared her valuable thoughts, in her address she extended her compassion and support towards the students and motivated the students to adhere to the timelines and schedules of the academia

# MAJOR HIGHLIGHTS

## Session 3: Session on Personality Development

Post Lunch, there was a Personality Development session for the students in two batches – The session was delivered by **Ms. Aditi Rajput** – Deputy Manager, CMC. The first session was organized for PGDM students and the second session was organized for students of PGDM – SM and PGDM – M. It encompassed discussions on the role of soft skills during the recruitment and career progression. Towards the end, the session moves into the question-and-answer round, and the trainer effectively dispelled all the doubts of the students.



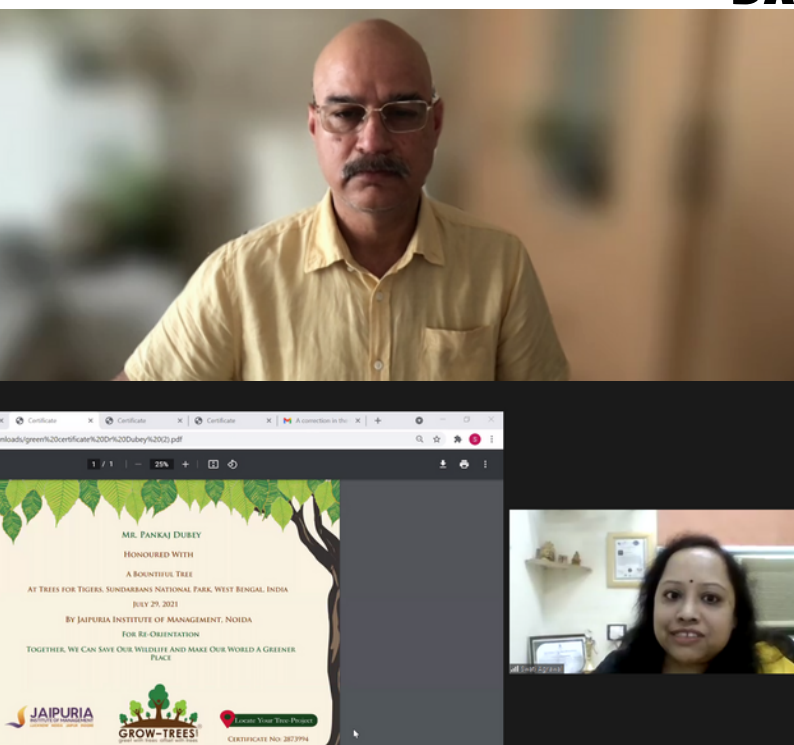
## RE-ORIENTATION PROGRAMME (BATCH 2020-22) DAY 2

### Session 1: Inaugural Session

On day 2 of the re-orientation program for batch 2020-22, Jaipuria Institute of Management, Noida conducted its inaugural session on the theme - Inspired by Past to Build the Future. The chief guest of the session was **Shri Pankaj Dubey**, CEO & MD, Power Global Energy Services.

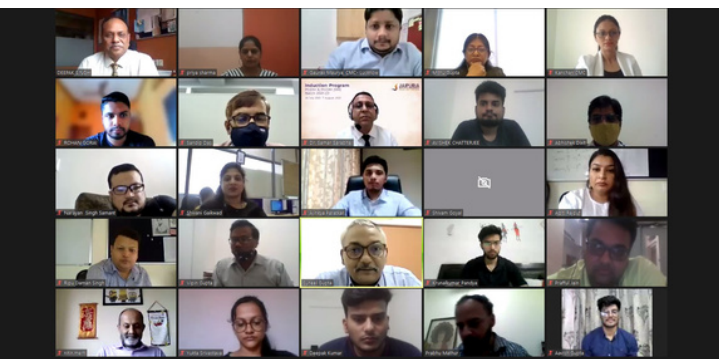
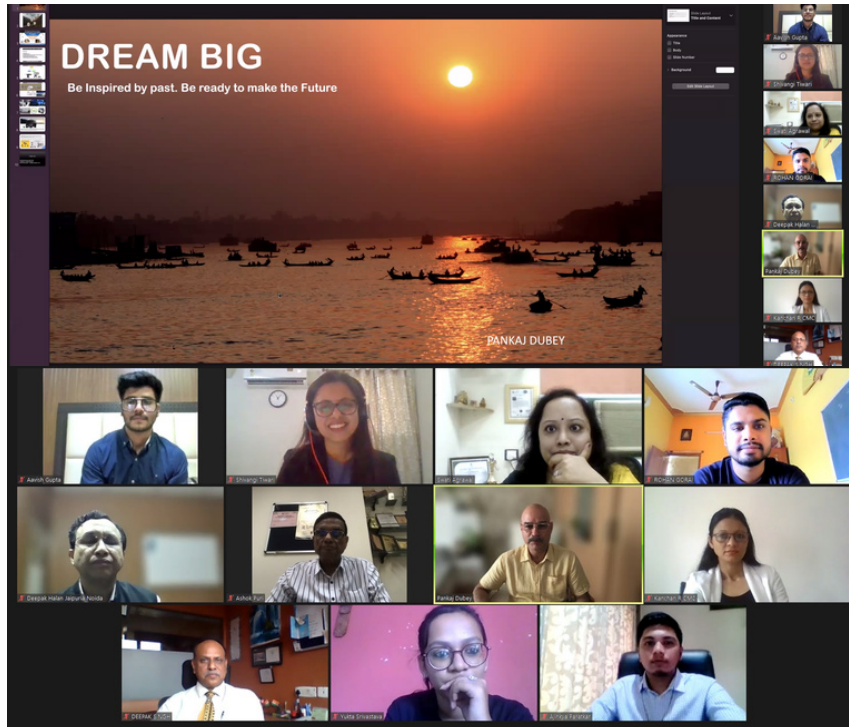
The session started with a brief introduction of Shri Dubey to the audience followed by presentation of Green certificate by **Dr Swati Agrawal**, Dean Academics, Jaipuria Institute of Management Noida.

Mr Dubey addressed the students of second year, sharing his own life experiences and motivating them for excelling in life by dreaming for their goals by setting up timelines for achieving them. He encouraged the students to be fearless and full of optimism towards life. He explained the importance of accepting change in life in shaping the future and how relevant it is to keep innovating for newer experiences in life. Also, that one needs to plan innovations.



# MAJOR HIGHLIGHTS

He further explained to the students that shaping future depends upon the type of thoughts generated within. Thoughts lead to future actions therefore it is important to be mindful of ones thoughts as one's destiny depends upon his / her thoughts. He further told them to plan and choose one's words carefully as they arise from thoughts and one's future depends upon one's thoughts. He quoted the examples of failures faced by brands like Dominos and International Airlines in India as they lacked knowledge of Indian culture and later became successful after learning lessons from their failures. Lastly he encourage the students to believe in themselves and put hundred percent efforts in their tasks. Mr Dubey ended up the session by singing a song for the students, kuch toh log kahenge...to give them a message that they need not worry about the world in achieving their dreams. The session ended with question answer session between the guest and the audience. It was a motivating session and gave students various takeaways.



## Session 2: Interaction with CMC

A post-lunch session was conducted for the students of Batch 2020-22 on July 29, 2021 during their Re-Orientation Programme on Interaction with Career Management Centre (CMC) at 3:00 PM. The session was steered by Chairperson- CMC, **Dr. Deepak Singh** and **Ms. Kanchan Rana**. 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 then welcomed the Pan Jaipuria CMC team including **Mr. Amit Attry**, **Mr. Sandip Das**, **Ms. Mithu Gupta**, **Mr. Ritesh**, **Dr Suneel Gupta**, **Dr Samar Sarabhai**, **Dr. Nitin Mehr** and staff colleagues from all 4 campuses, CMC student coordinators and audience. He further used this theme of 'Staying Relevant during Challenging Times' to open the forum for discussions. He first greeted the CMC members by a welcome note for each member and requested CMC Chairs to introduce the colleagues from other campuses. Mr. Amit Attry spoke about the opportunities during the times of challenges. 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. His patient and insightful response helped students understand the current scenario and the response management plan of the center.

### Marketing & Sales Area

**Marketing Profiles (New Field)**

- Digital Marketing – TTND/Logic Serve
- Inside Sales – HCL
- International Marketing – Natara / Zyus
- Market Research – M&M / GD Research
- Product Management/ Specialists – Canara HSBC CSC Insurance

**Major Brands Offering the Above Roles**

- HCL – 5.80 LPA
- Markens and Markers – 4.5 LPA
- Global Data Research – 4.5 LPA
- Tata Power – 4.50 LPA
- To The New Digital – 5.00 LPA
- Logic Serve Digital – 6.00 LPA
- Canara/HSBC CSC Insurance – 6.00 LPA

**Sales Profiles (Existing)**

- Channel Sales – MARICO/Adani/Dabur
- Business Development – Praxsy / Ecotical
- Corporate Sales – Nandini.com/ OYO/ No Paper
- Institutional Sales – IIC/Hierate
- Financial Product Sales – ICICI Bank/NSFC Bank
- Direct Sales – Aditya Birla Capital / Airtel

**Major Brands Offering the Above Roles**

- ICICI Bank – 6.54 LPA
- Aditya Birla Capital – 7.00 LPA
- MARICO – 5.50 LPA
- Dabur – 6.00 LPA
- Toothal – 10.00 LPA
- Adani Patents – 4.00 LPA
- Bergal Palata – 5.00 LPA
- Praxsy – 6.00 LPA

### Companies Offering Higher Grade & Salary

<p><b>Jaipuria Institute of Management</b></p> <ul style="list-style-type: none"> <li>Ekart (Flipkart) – MT Role</li> <li>ICICI Bank – DM 2</li> <li>Bandhan Bank – Considered as Tier 1 (Higher package)</li> <li>Deloitte – Advisory, Consulting, Tax Consultant, HR</li> <li>IDFC Bank – Management Trainee Role</li> <li>Reliance Industries</li> <li>TATA Power</li> <li>Signify(Philips Lighting)</li> <li>Hindustan Unilever Ltd</li> <li>Dabur</li> <li>HCL</li> <li>Better.com</li> <li>GEP Worldwide</li> <li>AMUL</li> <li>Hubilo Virtual</li> </ul>	<p>&gt;</p> <p><b>Other B Schools</b></p> <ul style="list-style-type: none"> <li>Ekart (Flipkart) – Executive Role</li> <li>ICICI Bank – DM 1 (Lower grade &amp; Package)</li> <li>Bandhan Bank – Considered as Tier 2 (Lower package)</li> <li>Deloitte – Tax Consultant Role</li> <li>IDFC Bank – Executive Trainee Role</li> <li>Reliance Industries (Visits Few Colleges)</li> <li>TATA Power (Visits Few Colleges)</li> <li>Signify(Philips Lighting) (Visits Few Colleges)</li> <li>Hindustan Unilever Ltd (Visits Few Colleges)</li> <li>Dabur (Visits Few Colleges)</li> <li>HCL (Visits Few Colleges)</li> <li>Better.com (Visits Few Colleges)</li> <li>GEP Worldwide (Visits Few Colleges)</li> <li>AMUL (Visits Few Colleges)</li> <li>Hubilo Virtual (Visits Few Colleges)</li> </ul>
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# MAJOR HIGHLIGHTS

Ms. Kanchan Rana, Assistant General Manager- CMC was invited to share the Placement Information of the current season with the students. Mr. Das joined in detailing the placement performance for the year and the way ahead. The session held the rapt attention of the students who came forward to cognize the technical aspects of the process. Ms Kanchan 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.

The session ended with a vote of thanks by Dr. Deepak Singh who showed his gratitude to the entire CMC team of all the 4 campuses 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.

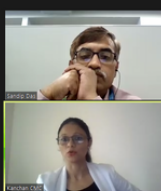
The students showed their appreciation of the center's contribution to the students' career progression with an electronic push of the clap button at the end of the session, bringing the curtain down to a very engaging session.

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### Organizations that visits limited Institutes

S. No	Company Name	About the Company	Sector	Profile	CTC
1	Hindustan Unilever Ltd	An Indian consumer goods company headquartered in Mumbai, India. It is a subsidiary of Unilever	FMCG/Consumer Durable	Executive Trainee Operations, Executive Trainee HR	70000 for 9 months, then 800000
2	Signify (Philips Lighting)	Signify the world leader in lighting	FMCG/Consumer Durable	Sales Trainee	680000
3	Ekart - Flipkart	Ekart logistics or Ekart courier is an Indian courier delivery service company. A subsidiary of electronics commerce company Flipkart Pvt. Ltd.	Logistics	Human Resource Business Partner Role - Sr.LMO And HR Associate	855000
4	TATA Power	The core business of the company is to generate, transmit and distribute electricity.	Manufacturing	Executive Trainee Marketing, Executive Trainee HR	INR 6.06 Lakhs per annum + other benefits such as Housing, Higher Education Support + Mediclaim + Other benefits
5	Reliance Industries	Reliance owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications.	Manufacturing	Area Sales Representative	666000
6	Adani Wilmar	The company has the largest range of edible oils, Basmati Rice, Pulses, Soya Chunks, Besan, Fortune Chalk, fresh Aata	FMCG/Consumer Durable	Area Sales Representative	600000
7	MotherSumi Infotech	It is a digital transformation company specialized in data, analytics, IOT, and other cloud-based applications	IT/ITES	MT - Marketing, Analytics, Finance and HR electives	700000
8	GEP Worldwide	A leading provider of innovative supply chain software, a global supply chain and operations consulting powerhouse.	Supply Chain Software	Analyst	550000
9	ICICI Bank (DM Level 2)	ICICI Bank Limited is a privately owned Indian development finance institution	Banking	Relationship Manager, Accounts Manager	654053

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### IT/Analytics/Operations Area

IT/Business Analytics

- Market Analytics – MotherSumi Infotech
- Industrial Research – Brickworks Rating
- IT Infra Pre Sales / PMO – HCL
- Analyst – Knowledge Services – GEP Worldwide
- Business Analyst – Newgen / Leena Analytics/ Euromentor

Major Brands Offering the Above Roles

- MotherSumi Infotech – 7.00 LPA
- Brickworks Ratings – 5.00 LPA
- HCL – 5.80 LPA
- GEP Worldwide – 5.5 LPA
- Newgen Software – 7.5 LPA
- Leena Analytics – 10 LPA

Operations Area

- Retail Operations – Landmark/ABRL/JUNCO/Disothalon/METRO
- Territory Sales Lead – TIDCO/ Students
- Station Manager – Delhivery
- MT – Operations – Uflex
- Operations Executive – Patient Care – Zenonno
- Transaction Advisory – Financial Operations – Special Situation Advisors

Major Brands Offering the Above Roles

- Uflex – 5.30 LPA
- Delhivery – 5.00 LPA
- Zenonno – 4.5 LPA
- Special Situation Advisors – 5 LPA

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## RE-ORIENTATION PROGRAMME (BATCH 2020-22) DAY 3

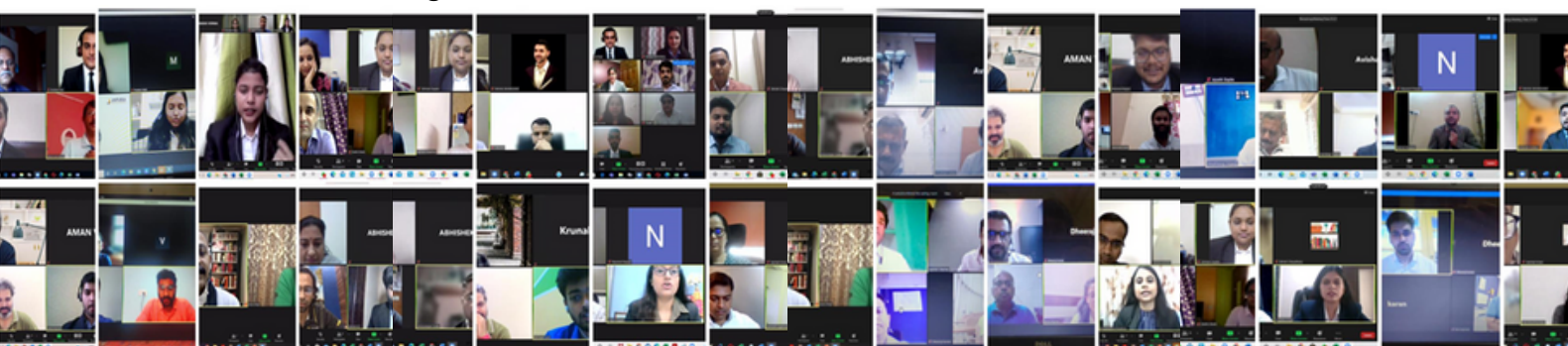
### Session 1: SIP Pitch

An extensive exercise of Summer Internship Pitch was organized for the students of Batch 2020-22 during the third day of Re-orientation Programme. The main objective of this exercise (SIP Pitch) is to assess the ability of the mentees to present their SIP work and its relatedness with the corporate practices in a professional manner. This exercise is gaining more currency as the recruitment process shifts to online/ hybrid mode. The expected time of SIP Pitch was 5 minutes per mentee, followed by a feedback.

A strong 34 panels were formed which consisted of faculty mentors and corporates from leading companies as EY India, Barclays India, Kohlar India, Snapdeal, Yatra.com, Axis Bank, Tata Consumers Ltd., Capgemini, Blue Star Ltd. IndusInd Bank, Ananda Dairy, Radio Mirchi, Gartner India, V3 Car, Fern N Petals, One Big Family, to name a few

The students presented their SIP Pitch which was offered a return feedback by the panel members on the parameters of content, analytical skills, screen etiquette, communication ability, and ability to articulate. The written assessment was also done by Corporate panellist and faculty mentor separately. The Assessment sheet was shared with the respective mentor and the CMC trainers. The feedback from faculty mentor and corporate panellists will be used for training purpose.

The industry panellists greatly appreciated this initiative and the students were quite happy to receive the inputs on the progress and outcome of their internship. The day-long exercise came to a happy end with the completion of this mammoth event as a learning experience for second year students. It marked a stepping stone for their next round of internship evaluation exercise, due in coming weeks.





# MAJOR HIGHLIGHTS

## RE-ORIENTATION PROGRAMME (BATCH 2020-22) DAY 4

**Session : Fireside Chat on “Current Industry trends and job opportunities for MBA in Marketing; Finance; HR; Operations; Business Analytics”**

**Corporate Guests:**

Mr. Sandipan Chaudhary, Blue Star, Ms. Shilpa Malik, JK Paper, Ms. Komal Behal HDFC Bank, Ms. Dolly Sharma, Metlife. Ms. Shweta Sodhi, Moody's Mr. Sanchit Tiwari, Deloitte, Mr. Isha Kirti, Blue Star Mr. Anubhav Agarwal, Hindware, Ms. Parveena Poojari, DHL Mr. Manish Gupta, Upscalio, Mr. Pranjal Srivastava, Adobe.

**Moderators:**

Prof. Arpan Anand & Dr. Deepak Singh, Prof. Ravi Agarwal &

Mr. RD Singh, Dr. Pragya Gupta & Ms. Kanchan Rana, Dr. Ankur Chauhan & Ms Aditi Rajput, Dr. Shivani Bali & Dr. Narayan Samant

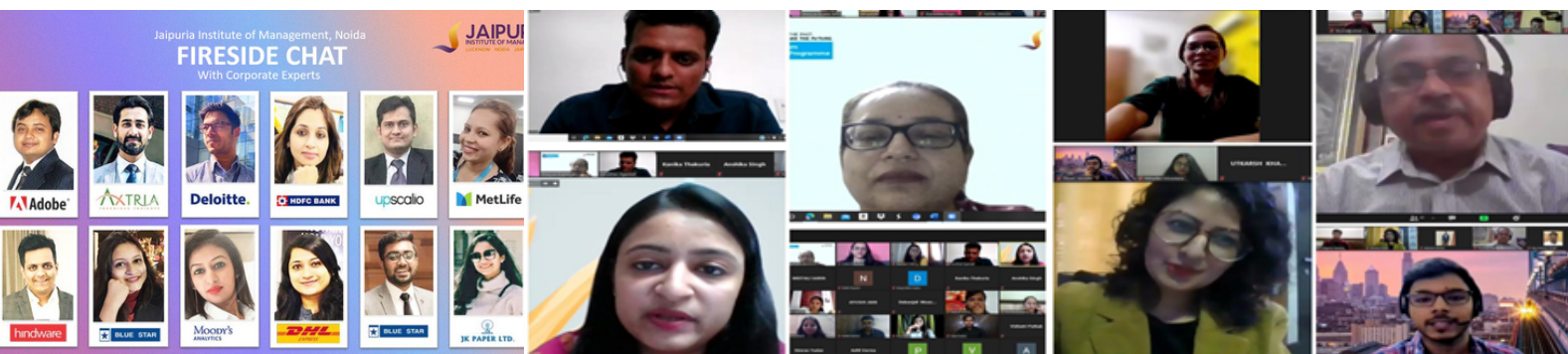
Five “Fireside Chat” sessions were conducted for the students of Batch 2020-22 on July 31, 2021 during their Re-Orientation Programme on the theme, “Current Industry trends and job opportunities for MBA in Marketing; Finance; HR; Operations; Business Analytics”.

The domain specific sessions were steered by the respective panel of Moderators who welcomed the corporate guests, faculty and staff members and the students at the very onset to the session. Faculty Chair brought in the discussions of new normal during the challenging times of Covid-19 and its impact on the business models. The main objective of this Fireside Chat sessions were to bring forth the expectations of corporate from fresh management graduates. As the corporate priorities shift and top executives gear to fetch in talents that possess competencies to manage crisis, enterprise agility, workforce resilience and innovations to name a few. The students are expected to be sensitive of these changes beyond the regular curriculum.

The opening pointers therefore were quite clear on educating the young graduates for the upcoming placement season where the guests were expected to touch upon on followings with insights of pre and post covid pandemic impact:

- Industry Overview and Major Players in the Industry
- Latest Trends of the Industry and Domain
- Job Profiles in: Sales/Marketing/Operations/HR/BA
- Skill sets required for Job profiles
- Campus Selection Process – Aptitude, GD, Interview or any other
- How to prepare for the Process
- Q&A

Finally, the session chairs Singh summarized the session takeaways for the audience which was followed by proposing the vote of thanks. The chairs requested the guests for another opportunity of discussions with the cohort of students on specific sectors in near future.



Dr. Vranda Jain  
MRC Chairperson



Ms. Sakshi Gupta  
MRC Coordinator



Dashrathi Hansdah  
President



Paras Jain  
Vice President



Ayushi Tyagi  
Sr. SPOC - Content



Deepshikha Yadav  
Sr. SPOC - Content



Mayank Malik  
Sr. SPOC-Photo



Sanchit Sinha  
Sr. SPOC - Video



Tushar Goyal  
Sr. SPOC - Graphics



Rhedem Suryavanshi  
Sr. SPOC - Media



Soumya Sahoo  
Sr. SPOC - Media

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