

THE JAIPURIA COMMUNIQUE

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

- Annual HR Conclave
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MAJOR HIGHLIGHTS

ANNUAL HR CONCLAVE



"Hire Character and Train Skill"- Peter Schutz

It is common knowledge that an HR's job is to hire people and develop them according to their job requirements but what is not deeply understood is that while hiring, HRs are placing their bets on the people they are hiring and not their strategies. Annual HR conclave conducted on **23rd October'21** was full of insights for the budding HR's on what to expect in the post pandemic scenario. **Prof.(Dr.) D.N. Pandey**, Director of Jaipuria, Noida was kind enough to bless the conclave with his presence and delivering the opening speech where he greeted and felicitated our speakers of the panel, **Ms. Seema Bangia**, vice president and CPO of (Mahindra agriculture), **Mr. Sandeep Tyagi** (Director HR for Samsung), **Mr. Manoj Kumar Sharma** (HR head and HR strategic leader, AAJ, enterprise), **Prof (Dr.) Mamta Mohapatra** (Professor HR, IMI Delhi), **Mr. Praseon Tripathi** (Dean Development, VP group HR, Jaipuria Institute of management) with the green certificate. After the welcome address, **Dr. Pragya Gupta** introduced the theme of the Conclave to the present audience.

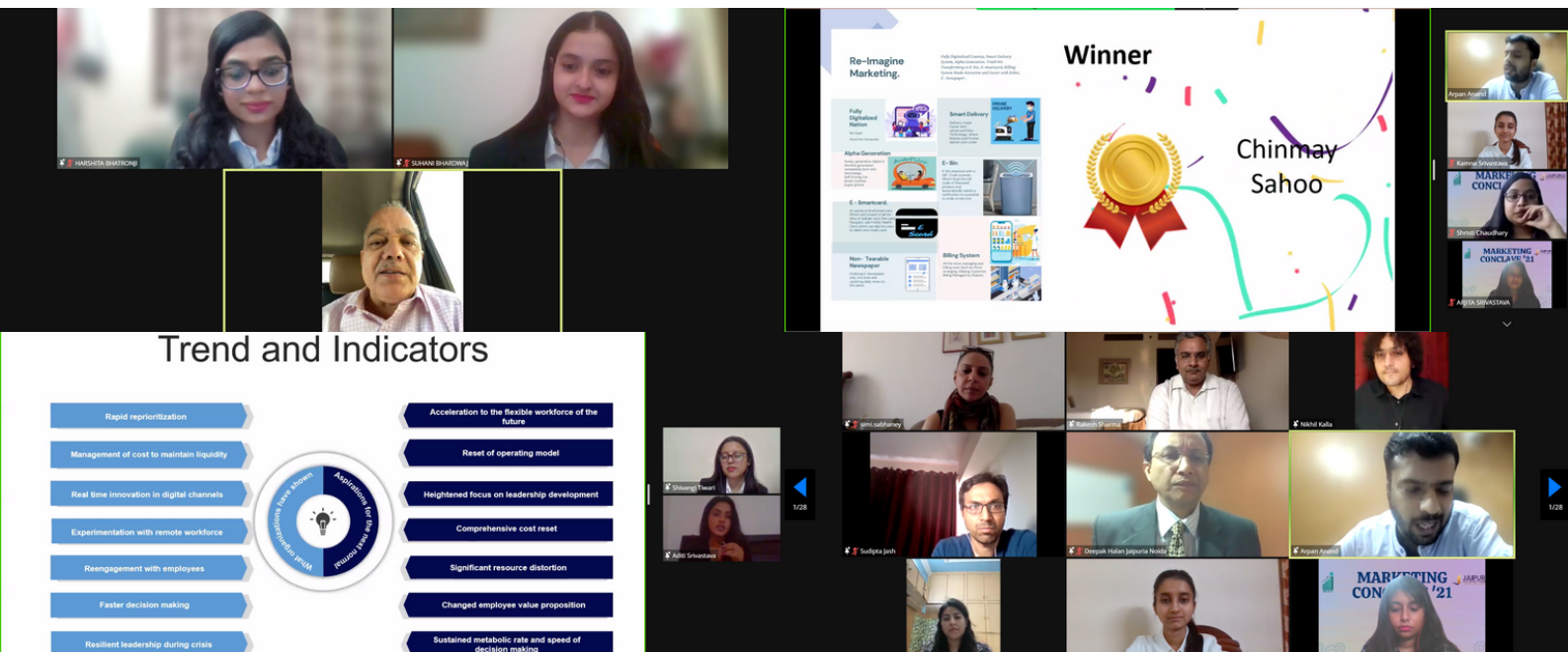
The panel discussion was conducted very systematically by **Dr. Abdul Qadir** (faculty moderator for the session), where each speaker gave their views on the topic. The theme of the conclave was majorly focused concerning the new order in the world of HR in these troublesome times. Some valuable perceptions about the gig workforce, importance of IOT and shift to everything digital were quite affectively discussed.

Towards the end of the panel, the esteemed panelists answered the questions of students and also announced the winners of Best 3 Question Contest wherein **Ms. Sanya**, **Ms. Shubhangi** & **Ms. Tanvi** were declared as winners.

It was a session committed towards giving the students of Jaipuria a sneak peek into the world of human resource. At the end of the event, **Prof. (Dr.) Shalini Srivastava**, Pan HR Area Chair & HR Area Chair, extended vote of thanks to all the esteemed panelists, Director Dr. DN Pandey, area colleagues and all the students who joined together for making it a very successful conclave.

MAJOR HIGHLIGHTS

MARKETING CONCLAVE



“What's Installed in the upcoming Decade: Re-imagine Marketing - Reform, Perform and Transform.”

Invictus - the Marketing Club of Jaipuria Noida on **13th October 2021** organised a marketing conclave on the topic “What's Installed in the upcoming Decade: Re-imagine Marketing - Reform, Perform and Transform.” To deliberate upon this considerably relevant theme, a simulating panel discussion was led by the keynote speaker **Ms. Ruchika Gupta**, Chief Marketing Officer- Luminous. The expert panel comprised of stalwarts - **Ms. Simi Sabhaney**, Chief Growth Officer- Dentsu, **Mr. Rakesh Sharma**, Senior Vice President-Patanjali, **Mr. Nikhil Kalla**, Global Pricing Manager- Ingersoll Rand, **Mr. Sudipta Jash**, Head International Business & Partnerships- PayU and **Dr. Deepak Halan**, Associate Professor and Area Chair Marketing- Jaipuria Institute of Management, Noida. The conclave was moderated by **Ms. Neha Kher**, Global Pricing Analyst- Honeywell, and was held on a virtual platform. The session was organised by Marketing Club under the guidance of Prof. Arpan Anand and distinguished Marketing faculties of Jaipuria Noida and coordinated by Ms. Kriti Gupta, President- Invictus & Ms. Niharika Srivastava, Vice President- Invictus.

The conclave was inaugurated with a virtual Saraswathi Vandana and lamp lighting, the welcome note, and felicitation of the esteemed guests with Green Certificates as per Jaipuria's tradition by the hosts Ms. Suhani Bhardwaj, JC-Abhivyakt, and Ms. Harshita Bhatronji, JC-Invictus. The welcome address was delivered by **Dr. D.N. Pandey**, Director-Jaipuria Institute of Management, Noida. The keynote speaker, Ms. Ruchika Gupta started by talking about Luminous and enlightened the audience about how Marketing is shaping in the upcoming decade, how it will impact consumer behaviour and how companies are required to shift their focal point towards developing an online presence. She also emphasized the future of online purchase behaviour.

The keynote speaker's address was followed by a student presentation on the topic “What's Installed in the upcoming Decade: Re-imagine Marketing - Reform, Perform and Transform”. It was presented by Ms. Shivangi Tiwari and Ms. Aditi Srivastava. In the presentation, they covered the major upcoming Marketing trends, challenges, marketing playbook of COVID-19 altered markets, new technological approach, and personalization of products and services in the upcoming decade, amongst other aspects.

Next, we proceeded with a panel discussion moderated by Ms. Neha Kher. The panelists Ms. Simi Sabhaney, Mr. Rakesh Sharma, Mr. Nikhil Kalla, Mr. Sudipta Jash, and Dr. Deepak Halan shared their valuable insights on how Marketing is changing and evolving and unanimously emphasized the pivotal role played by digital platforms as powerful marketing tools in the upcoming decade. After the panel discussion, Dr. Deepak Halan shared his concluding remarks wherein he also imagined how products would possibly be marketed in 2030. Following an engaging Q&A round where a number of interesting and diverse questions were answered, the results of the Poster Making Competition were announced by Prof. Arpan Anand. Finally, Ms. Niharika Srivastava delivered a vote of thanks to all the veteran industry guests, esteemed professors, and the interactive student audience.

MAJOR HIGHLIGHTS

SEC BADGE CEREMONY

The Badge Ceremony is the most awaited event as students receive acknowledgment for their extra-curricular excellence. It was conducted on **October 06, 2021**, at the Jaipuria Institute of Management, Noida for all the Student Excellence Council position holders.

The Chief Guest for the event was the Chairperson of various Clubs/ Committees. The Chief Guests addressed the students and shared their views on the importance of expressing one's individuality.

Junior Coordinators expressed their profound thoughts on the importance of various clubs/ committees, and the cake-cutting ceremony made the occasion the sweet one. A short inspirational movie clip was shown, emphasizing the role of an individual in making the world a better place.

Dean Student Affairs, **Dr. Rahuul Singh**, delivered the vote of thanks.



LEADERSHIP MEET



The leadership meeting was organized for all the SEC position holders as they help feel included, trusted, and that they are important team members, as well as giving them the opportunity to contribute to the success of the Institute.

It was conducted in the Rurban Village Resort in the "Enviro-Social" Environment, for two days. **Dr. D. N Pandey**, Director **Dr Swati Agarwal**, Dean Academics, **Dr Rahuul Singh**, Dean Student Affairs, **Dr. V. K Tomar** Dean Administration and Ms Sakshi Gupta were part of the programme.

Dr. Sudhansu Pathak, Head - HR and OD at JK Tyre & Industries Ltd, shared his experiences from the corporate world to all the SEC members to become better managers. It was an interactive session.

After the session Students, enjoyed the fun-filled activities at the lush green resort, which includes Urban adventures like Zorbing, Zipline, ATV, Wall climbing, and many more.

It was a rejuvenating experience even during the busy schedules.

MAJOR HIGHLIGHTS

LEADERSHIP CONCLAVE



Jaipuria Institute of Management had organized a Leadership Conclave on the theme **“Transforming Management Education for the Future”** on the **20th of October 2021**. The conclave was adorned with the presence of a variety of profound and highly perceptive speakers who shared their thought-provoking insights on the aforementioned theme.

The event got off the ground to unfold in its splendor with host Shivangi Tiwari's welcome note to all the distinguished panelists and speakers. Then **Mr. Shreevats Jaipuria**, Vice Chairman, Jaipuria Group of Institutions, was invited to the virtual podium to throw some light on the subject of discussion. He emphasized the need for management education to redefine itself and also highlighted that an amalgamation of the online and offline mediums cannot and should not see an end. The session continued with **Dr. DN Pandey**, Director, Jaipuria Institute of Management, Noida welcoming the keynote speaker **Professor C. Rajkumar**, Vice-Chancellor, O.P. Jindal Global University, Sonipat. Professor C. Rajkumar enriched the event with his percipient insights on how management institutes should promote academic freedom, a transparent admission process with no management quota, a culture of research and publication, diversity, corporate philanthropy in order to rethink and redesign the entire management education.

The conclave had two sub-themes to have discussions on. The first set of panelists was then welcomed by the moderator of the panel, Dr. DN Pandey to have a discourse on **Challenges and Reforms in India**. Dr. DN Pandey invited the eminent panelists to speak one by one on the subject. **Dr. Subir Verma**, Director, and Dean, Nirma Institute of Management, Ahmedabad talked about the laudable New Education Policy and then went on to speak on the importance of inculcating an environment of research and publications and engineering the pedagogy and curriculum with a futuristic approach.

Dr. Rajesh Chakraborty, Director, MDI Gurugram was the second speaker who stated the significance of helping students develop creativity and flexibility for skill enhancement so that they can become competent to work in an alien environment. **Dr. Nilesh Khare**, Dean, Jagran Lake City Business School, Bhopal made a point of being realistic and accepting the recent state of business schools and having the confidence that they can change for better in the future. **Dr. Mayank Dhaundiyal**, Dean, Jindal Global Business School, Sonipat talked on the urgency of expanding the attention beyond management theories and including experiential teaching and training to increase the employability quotient of students. The first sub-theme was then concluded as Dr. DN Pandey forwarded a vote of thanks to all the panel members.

The second set of panelists was then welcomed by the moderator, **Dr. Devi Singh**, Distinguished Professor Jaipuria Noida, Former Director, IIM Lucknow to have a discussion on the subject of **Governance and Inclusive Leadership**. **Dr. Vishal Talwar**, Director, IMT Ghaziabad, was the one to kick start the discussion, where he stated the significance of striving and making efforts for establishing a pipeline of leadership and promoting diversity, transparency, excellence, and inclusion for sustenance. The next speaker **Dr. Bhimaraya Metri**, Director, IIM Nagpur, emphasized the urgency of advancing towards digital innovation. He also stated that a leader is the one who thinks the unthinkable, achieves the unachievable, and sees the unseeable. **Dr. Vivek Suneja**, Dean, FMS, University of Delhi put forward his thoughts on how most of the business schools have become placement centers and are not producing leaders. He also highlighted the importance of developing interdisciplinary courses for a holistic curriculum. The last speaker of the session, **Dr. Harivansh Chaturvedi**, Director, BIMTECH, spoke on the importance of promoting a robust governance system in order to foster an environment of innovation and valuable learning.

Closure of this insightful and enriched Leadership Conclave was made with the Vote of Thanks to all Panelists and Moderators by **Dr. Swati Agrawal**, Dean, Academics, Jaipuria Institute of Management, Noida.

MAJOR HIGHLIGHTS

SPORTS SPREE



Events Committee of Jaipuria Institute of Management, Noida, has organised two day Sports Spree in the lush green Campus on **21st and 22nd October 2021**.

The Sports Spree was unfurled by the opening match between **Dr. D.N.Pandey**, Director, and Mr. Rahul Bisht. In the Table Tennis tournament, 34 students participated and it was a knockout round. The event was graced by **Dr. Ajay Bansal** and he smashed the ball on the table playing against a student Ms. Tanushree Seth. After the exciting and heating knockout rounds, the final round was played between Mr. Shwetank Singh and Mr. Ayush Manral where Shwetank won the match by 15-4, 15-6 score. The winners of the Table Tennis match were awarded trophies by **Mr. Prasoon Tripathi, Ms. Sakshi Gupta, and Dr. VK Tomar**.

On the next day, the ground was set to witness some great smashes of the Volleyball Match. Dr. VK Tomar took the command in the tournament being the umpire of the game. The volleyball Game had 8 teams zealous participation from 1st Year and 2nd Year students. The final match of Volleyball was played between Jaipuria Blockers and Nag-Shakti and this was a nail-biting game, finally, Jaipuria Blockers won the game. The sports activities almost came to an end with full enthusiasm. The entire set of tournaments was well organized by the Team Events Committee led by Mr. Rishabh Chaturvedi (President) and Ms. Ayushi Agarwal (Vice President).



Dr. Vranda Jain
MRC Chairperson



Ms. Sakshi Gupta
MRC Coordinator



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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.