

# THE JAIPURIA COMMUNIQUE

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

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# MAJOR HIGHLIGHTS

## GUEST LECTURE IN B2B MARKETING

A guest lecture was organized by **Prof. B.D Nathani** in B2B Marketing course for the trimester-6 students. The guest for the session was **Mr. Kaustav Basu**, who is presently working as General Manager - Reliance Retail managing B2B & B2C online fashion business. He has over 14 years of experience in E-commerce, Retail, Category Management, Business Development and Digital Marketing. Prior to Reliance Retail, he worked with Flipkart and Aditya Birla Group. He has done MBA in Marketing from Shobhit University and accomplished Advanced Management Program from IIM, Bangalore.

The session began with a brief introduction about the guest and his welcome with a green certificate.

In the session **Mr. Basu** talked about the pricing strategies for B2B deals. He talked about the competitive advantage that a company can gain as well as the competitive scope. Moving further, he explained the red ocean and blue ocean strategies. He made everyone aware of the value pricing model and its uses.

The session ended with a rich question and answer round which was gracefully handled by **Mr. Basu**.



## EMOTIONAL INTELLIGENCE - GUEST LECTURE

What is emotional intelligence, and what is it for. As a student we might ask these questions. We found the answer through our wonderful guest session in Emotional Intelligence course conducted by **Dr. Sandeep Gupta** on 6-Apr-2022. The session began with a brief introduction of the guest by one of the students Miss Debjani Roy. It was followed by felicitating the guest with a green certificate presented by the course instructor **Dr. Pragya Gupta**, programme director PGDM.

**Dr. Sandeep** touched upon the genesis of emotions, how a person accumulates thoughts and how his/her environment influences it. In an interactive session, he guided us on how can we use the tools of focus and energy in the right direction by regulation of our thoughts. He further deliberated on how a person who is an accumulation of thoughts is present at 25 places at a time, which invokes a mix of emotions in that person.

The guest enlightened us that through Yoga & Meditation we can regulate our emotions. Being in the present and taking the time to know yourself is the most important aspect of emotional intelligence. Because it's when you know yourself, humble yourself and keep a watch on the triggers around you and observe how you react to them. Things become clearer and with clarity we achieve peace.

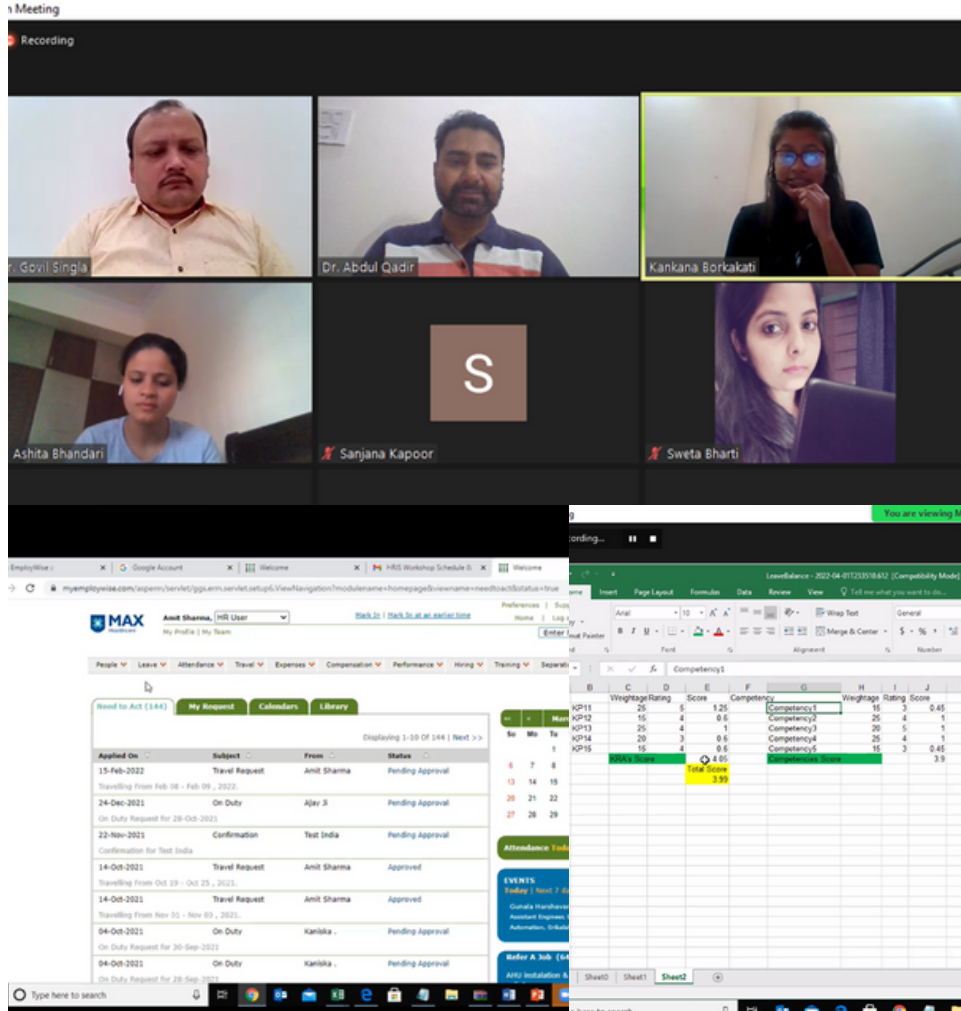
We as students will be grateful to **Dr. Sandeep Sir** and **Dr. Pragya Gupta** that they took time to make this wonderful session possible. The session was highly interactive and was a great source of learning for the students more such events should be organised in the college to maintain a better EQ of students.



# MAJOR HIGHLIGHTS

## HRIS WORKSHOP

To take the classroom learning to the next level, a 05 session hands-on workshop in the HRIS course for the students of trimester six, was organized in the virtual mode on 12th March and 02-03 April, 2022. The resource person of the workshop was **Mr. Govil Singla**, Sr. HRIS Manager, Mynd Solutions, Gurugram (India) who has been associated with some top organizations at PAN India level such as ALSTOM TRANSPORT INDIA LTD., INTERGLOBE Group of Companies, School of Aircraft and Maintenance Engineering, SUKAM Power Systems, Safexpress Logistics, HONDA, Max Life Insurance Ltd., NISG e-Governance, PUMA, Daikin, and DLF Emporio Restaurants, to name a few. The workshop began with the formal introduction and welcoming of the guest by the workshop coordinator and HRIS course faculty, **Dr. Abdul Qadir**. **Mr. Govil Singla** was presented a green tree certificate wherein a bountiful tree at Trees for Tigers, Sundarbans National Park, West Bengal, India was planted in his name.



The workshop was further unfolded with an initial introduction to HRIS and its related session-wise coverage. The five sessions of the said workshop included modules like; Organization Structure, Talent Acquisition, Leave & Attendance, Onboarding, Employee Probation & Confirmation, PMS, Employee, Travel & Expenses, and Separation/Exit. The pedagogy adopted by the resource person for all these modules was configuration and hands-on demonstration of working of the HR functions and processes. Students were provided with their individual “User-ID Credentials” for the software, EmployWise to practice and learn hands-on. To keep the virtual mode engaging and purposeful, Mr. Govil kept the participants occupied with questions and proper explanations of those. To ensure the learning from the workshop, an exhaustive integrated project coupled with certification, individuals assignments were created, which will be evaluated based on a live demo by students and with viva voce.

Students felt extremely learned by this workshop before they join their second inning at the workplaces and endorsed that this workshop has added extremely good values to their learning journey. Towards the end, **Mr. Govil** also appreciated the student participants and their curiosity about learning on HRIS. **Dr. Abdul Qadir** shared his parting thoughts and proposed a vote of thanks to the resource person and students who made this workshop meaningful and a huge success.

# MAJOR HIGHLIGHTS

## CHOOSE FRANCE TOUR



The International Relations committee on March 28, 2022, organised ‘Choose France Tour’ in the college premises of Jaipuria Institute of Management, Noida. The event commenced at 10:30 AM with tika ceremony promoting Indian culture followed with lamp lightning ceremony. The guest invited to talk were **Dr. Fabien Chareix**, Attaché for Scientific and University Cooperation; **Ms. Margo Girard**, National Coordinator at Campus France India; **Ms. Shubhra Sharma**, Co-Manager at Campus France Delhi; **Mr. Rachit Dhawan**, Manager at Campus France Delhi; **Ms. Angel Vij**, Procedure EEF Officer; **Ms. Prerna Sarin**, Procedure EEF Officer; **Ms. Rajni Bachwani**, Scholarships Manager. All the guests were presented with green certificate to honour their presence. The delegates threw light on education system in France and what all future academic opportunities are available there, followed by word of wisdom by dean **Dr. DN Pandey**.

This session ended with a vote of thanks by Assistant Manager, **Ms. Rakhi Dixit**. Post first session, a lunch was organised for all the delegates and members in the college premises. The France fair was inaugurated at 1:00 PM, where the colleges from France had set up their stall to explain about the course structure, academic opportunities, scholarship criteria and other aspects required while taking admission students from pan India. Many students visited the campus to attend the fair and they got the opportunities to explore their chance to study in France. At around 3PM presentation started for France studies and how one can go there for higher studies what all is required for that what all benefits, scholarships, and fee waiver.

A detailed presentation was given by **Dr Poonam** to introduce brand Jaipuria, its legacy, courses, and placement records with a proposal to collaborate with the present delegates soon. The event resumed with placement opportunities available in France and how one can work towards learning French language. The event concluded with a band performance by the college. In all, the event was a great success and extremely fruitful for the ones who attended it.

# MAJOR HIGHLIGHTS

## WORKSHOP ON PROTOTYPE



A prototype is a functional, not final version of a product or service that businesses can use for testing, to solicit feedback, and to introduce to investors before officially launching to a wider market.

On April 8, 2022, the Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida organized a “Workshop on Prototype”. **Mr. Ankit Saxena**, Senior Manager Projects at IIT Kanpur's Start-up Incubation and Innovation Centre, was invited as the workshop's presenter.

The aim of the workshop was to educate students about the benefits of using a prototype while designing any product. Following that, **Mr. Ankit Saxena** offered several prototype-building advices which included knowing the reasons behind the testing, design of the prototype keeping the users in mind, and so on.

The guest quoted various examples like- Warsha, a household wastewater recycling solution, Cultech Wave Pvt LTD, India's first Archaeological Excavation simulation kit to dig and discover replicas/artifacts which began with the Indus Valley Archaeology kit, DIY monument models and museum merchandise. All these operational examples were discussed with the students to learn about the basics of prototyping.

Overall, it was a great interactive event. At last, all the CEI faculty members, specifically the chairperson **Prof. Joy Patra** was thanked for his presence and efforts in organising this event.

# MAJOR HIGHLIGHTS

## DESPEDIDA - FAREWELL FOR CLASS OF 2022



The farewell themed “**Despedida – good times beyond**” for the 2020-22 batch was held on the 2nd of April. The evening for flawlessly set up to bid the perfect goodbye to our talented and forever encouraging batch. The dawning of the event was done by lighting of the lamp by Dr. Deepak Sharma, Ms. Aditi Rajput, Ms. Kanchan Rana, Mr. Arpan Anand, Ms. Tavishi Tewari, Mr. Divyansh Bhasin, Ms. Shivani Vashishtha, Ms. Shivangi Tiwari, Ms. Niharika Srivastava, Mr. Saransh Agarwal and Ms. Ashi Bansal. Post this, the juniors had a dhol entertainment planned for the seniors which began from the front gate to the entry tunnel. The event then started with beautiful memories being shared among juniors and seniors. Right when everyone started feeling nostalgic, a beautiful music performance was done as a dedication to the pleasant times every senior spent in Jaipuria, Noida. To the already mesmerising performance, sharing a few old pictures of the seniors from varied events, added the element of merriment to the evening. The seniors guessed the events the pictures were taken from. This joyful atmosphere was further steered to an energetic dance performance followed by a romantic salsa performance. The evening would have been incomplete without handing some really amazing titles which were fitting to the personalities of the receivers to the core. Several title were awarded to the students including Mr. well dressed to **Mr. Aman Verma** and Ms. well dressed to **Ms. Aditi Srivastava**. Post the title distribution the evening took over a gala mode where everyone danced their hearts out. The evening was concluded with a delicious dinner.

# MAJOR HIGHLIGHTS

## HOW TO PLAN FOR A STARTUP- LEGAL AND ETHICAL STEPS

On 29th March 2022, the Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida organized an event on what kind of legal processes an entrepreneur may face in registering his/her start-up and also other ethical steps. The workshop was called “HOW TO PLAN FOR A STARTUP- LEGAL AND ETHICAL STEPS” by our special guest, **Dr. Shinu Vig**, who is a Company Secretary and Associate Professor at Symbiosis Centre for Management Studies, Noida. The main objective of the workshop was to make the students aware of the legal issues which startups face in the beginning. The students learned about intellectual property rights and their importance in the start-up environment.



The students were introduced to the basics of legal needs and the difference between patents, trademarks, and copyrights. Patents are for an invention only whereas trademarks are for logo and color whereas copyrights are for software-based product development. The workshop was conducted in two parts. In the first part, she covered various topics in the workshop such as understanding start-ups, the government eligibility criteria for recognition as a startup, requirements to start a business, legal requirements for a startup, different forms of structures i.e., sole proprietorship, one person company, partnership, LLP and, Company. Moving forward, she explained the important forms required to be filled like SPICe (Simplified Proforma for incorporating a company Electronically) which includes Name reservation, incorporation of a company, allotment of DIN, etc. She explained the different kinds of business licensing.

In the second part, she explained intellectual property with the example of Mama earth. The guest quoted that IP is important to protect a business and invention from competitors, to avoid the risk of being exposed to assertions of infringement by competitors and other third parties. Students got to know about the SIPP (scheme for start-ups' Intellectual Property Protection) which provides information on protecting and promoting IPRs to start-ups in other countries on a pro bono basis.

She introduced students to the official website of the ministry of corporate affairs where they could register their start-up and search for IP rights to avoid any kind of fine or lawsuit.

It was a very insightful session and the students learned a lot.



**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



**Shivam Mahendra**  
Sr. SPOC - Photo



**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.