

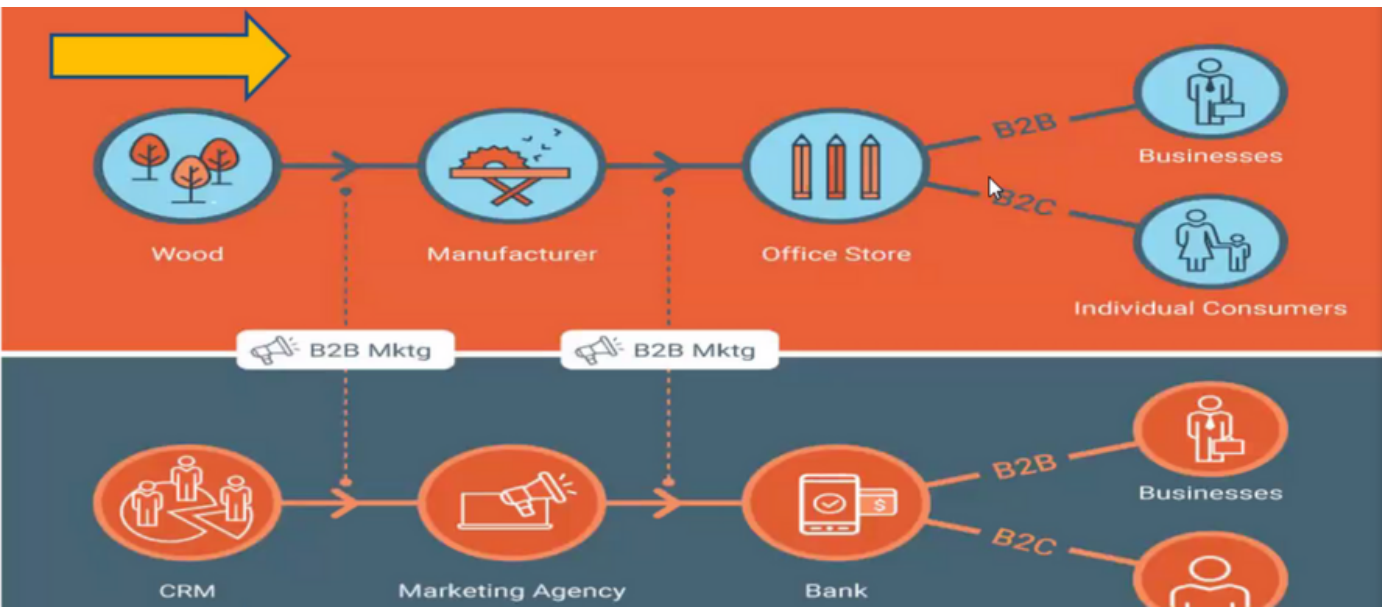
THE JAIPURIA COMMUNIQUE

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

- Guest session - Latest Trends in Channel Management (B2B)
- IRC Networking with French Embassy

MAJOR HIGHLIGHTS

GUEST SESSION - LATEST TRENDS IN CHANNEL MANAGEMENT (B2B)



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A guest session was organised on **22nd March** on the topic, “Latest Trends in Channel Management (B2B)”. The guest, **Mr. Rajesh Khanna**, General Manager – Special Projects, Aditya Birla Group was welcomed by **Dr. Deepak Halan** (faculty for the B2B Marketing course) and felicitated with a green certificate as a token of appreciation.

Mr Khanna is an accomplished Senior Professional with 25 years of experience across geographies and industries specialized in providing a superior Customer Experience Ecosystem. Various concepts were communicated by him with the help of case study videos and disruptive trends. In addition to Go to market strategies, the major focus of the speaker was on new age digital channels, B2B Ecommerce and B2B Marketplaces. The lecture concluded with the guest sharing live case studies about channel management at some companies like Max Life, Idea Cellular, Grasim Industries etc where he has worked.

There were a number of questions from students both during and towards the end of the talk.

MAJOR HIGHLIGHTS

NETWORKING INITIATIVE BY IRC-NOIDA



Professor **Dr. Poonam Sharma** visited the inaugural ceremony of Bonjour India 2022 , exhibition by French Embassy, where she got the opportunity to interact with H.E French Ambassador **Mr. Emmanuel Lenain** at the wonderful occasion. This artistic, cultural, educational and social initiative is an Indo-French moment put together by French cooperation network in India.

She further discussed about the Choose France Tour being organized at Noida campus and highlighted her discussion with **Ms Margo Girard** - Head of Campus France India & **Dr Fabian Chareix** - Attaché Science & Higher Education regarding academic collaborations with the French counterparts during CFT. **Mr Nicolas Gherardi** - Deputy Counsellor for education, science & culture in Embassy of France, welcomed her proposal.



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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.