

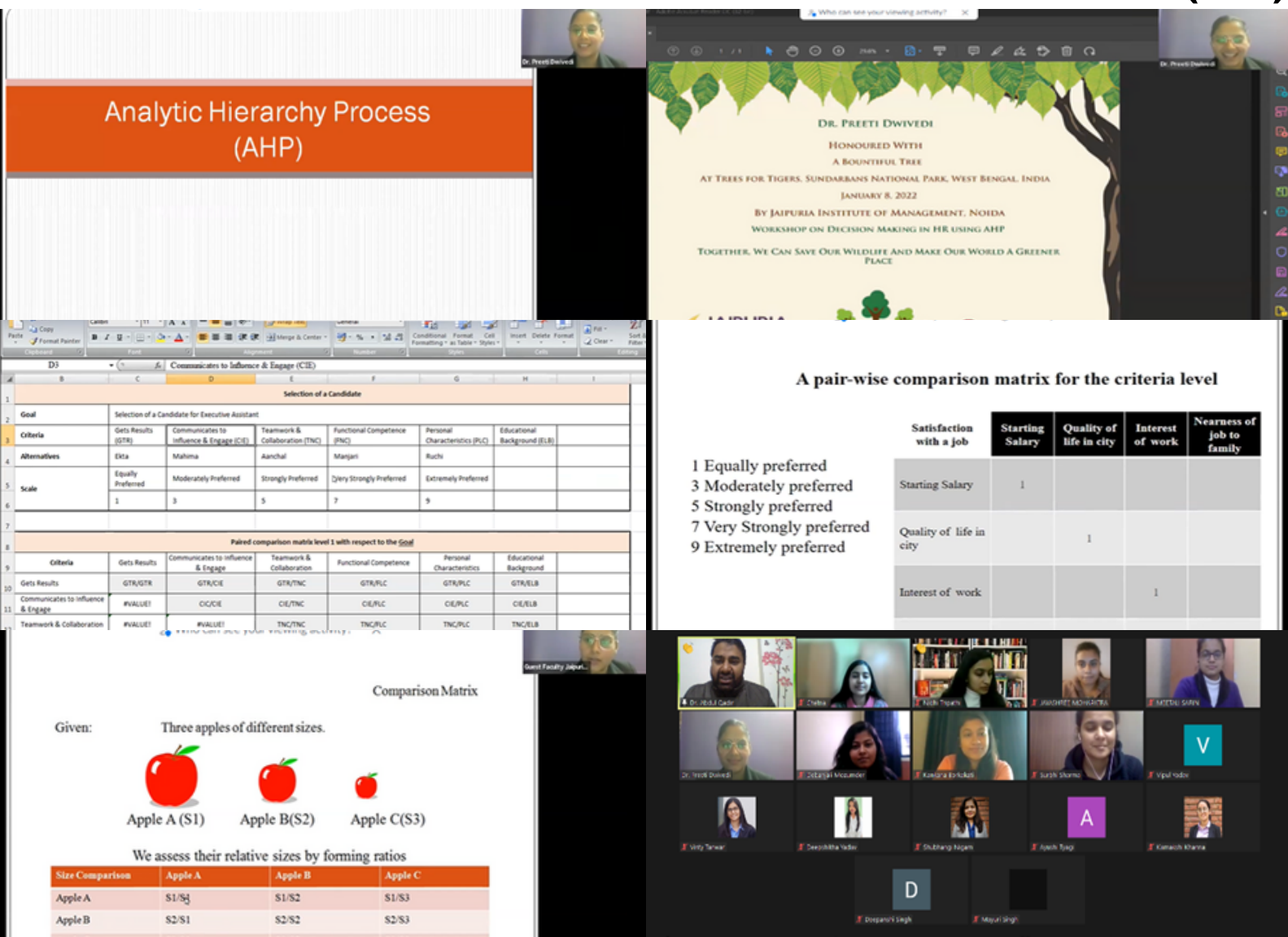
# THE JAIPURIA COMMUNIQUE

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

- Mini-Workshop on HR Analytics: Decision Making in HR Using Analytical Hierarchy Process (AHP)
- Guest Session on Employee Relations: Adapting to the New Normal
- Winter Clothes Distribution “Aao Pao”
- Guest Session on Loyalty (CRM)

# MAJOR HIGHLIGHTS

## MINI-WORKSHOP ON HR ANALYTICS: DECISION MAKING IN HR USING ANALYTICAL HIERARCHY PROCESS (AHP)



**Analytic Hierarchy Process (AHP)**

**Dr. Preeti Dwivedi**  
 HONoured WITH  
 A BOUNTIFUL TREE  
 AT TREES FOR TIGERS, SUNDARBANS NATIONAL PARK, WEST BENGAL, INDIA  
 JANUARY 8, 2022  
 BY JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA  
 WORKSHOP ON DECISION MAKING IN HR USING AHP  
 TOGETHER, WE CAN SAVE OUR WILDLIFE AND MAKE OUR WORLD A GREENER PLACE

**A pair-wise comparison matrix for the criteria level**

	Satisfaction with a job	Starting Salary	Quality of life in city	Interest of work	Nearness of job to family
Starting Salary		1			
Quality of life in city			1		
Interest of work				1	

**Comparison Matrix**

Given: Three apples of different sizes.

Apple A (S1) Apple B (S2) Apple C (S3)

We assess their relative sizes by forming ratios

Size Comparison	Apple A	Apple B	Apple C
Apple A	S1/S1	S1/S2	S1/S3
Apple B	S2/S1	S2/S2	S2/S3
Apple C	S3/S1	S3/S2	S3/S3

A mini-workshop for the HR specializing students of 2020-22 batch in the HR Analytics was organized on **Saturday 8th January 2022**. **Dr. Preeti Dwivedi**, Market Intelligence & Business Analyst, Ultartech Cement Pvt. Ltd. was invited as the resource person for the three-hour-long workshop, themed at “**Decision making in HR using Analytical Hierarchy Process (AHP)**”. The session began with the introduction of the guest by the class representative Ms. Kamakshi Khanna after which, **Dr. Abdul Qadir**, faculty of the HR Analytics course presented a green tree certificate to the guest, wherein a tree for tigers was planted in the name of Dr. Preeti Dwivedi at Sundarbans National Park, Wes Bengal, India.

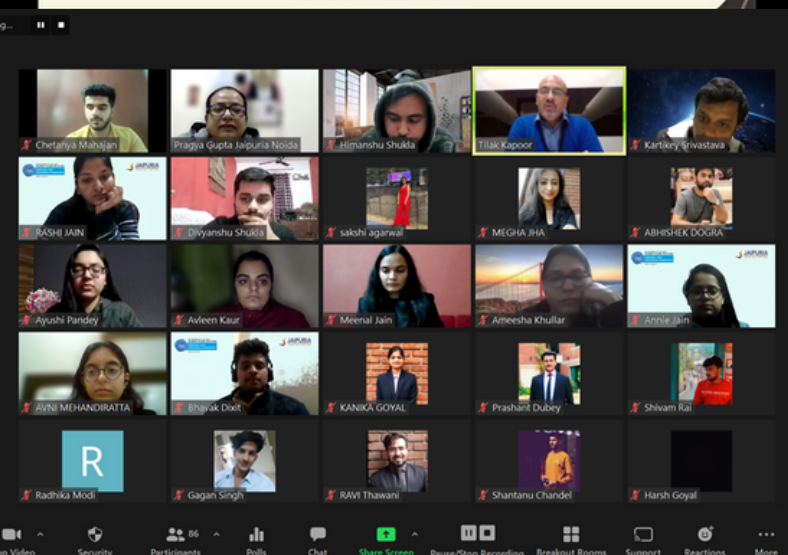
The workshop unfolded with the initial introductory discourse, wherein the different views and understanding about Analytical Hierarchy Process (AHP) for optimizing business solutions in general, were exchanged between the resource person and the students. After introducing the basic tenet of AHP, Dr. Preeti explained the use of AHP in the domain of HR. She beautifully described the purpose, scope, and usage of the AHP technique under Prescriptive HR analytics for decision-making in HR with lots of examples as a multi-criteria decision tool. After the backdrop of the AHP, the students solved a problem titled “Employee Selection”. They learned to structure the problem, using the multi-criteria, and finally solved the problem. They added a very handy technique in the kitty of HR analytics for decision-making in HR.

At the end of the workshop, Dr. Abdul Qadir gave a vote of thanks to the resource person Dr. Preeti while students showed genuine appreciation to the guest for the learning they received from the workshop and wished to connect with her for advancing their learning in the gamut of HR Analytics.



# MAJOR HIGHLIGHTS

## GUEST SESSION ON EMPLOYEE RELATIONS: ADAPTING TO THE NEW NORMAL



On **January 6, 2022**, a guest session was organized on the topic, “**Employee Relations: Adapting to the New Normal**” by **Mr. Tilak Raj**, HR Head for Confectionery Business, DS Group. The guest was welcomed by Dr. Pragya Gupta and felicitated by a green certificate as a token of appreciation.

Mr. Tilak began the session by introducing the brand, DS Group, a confectionary business that enjoys a rich heritage and consumer trust of over 90 years. He then explained how DS Group is keeping up the guiding fundamentals of ‘Quality and Innovation’ and how the company has successful brands like Pass Pass, Pulse, Chingles, Rajnigandha Pearls, etc. He thereafter explained Covid-19 and how it affected the employee's health and wellbeing. He talked about how benefits changed during pandemic times, how operations were handled & how organization dealt with it.

Mr. Kapoor further threw light upon their wellbeing framework which includes three main components. These are, Social, Physical and Emotional. This gave students an insight into how the company is taking care of its employees' wellbeing and health by making a framework and working accordingly. Agility is also important in the human resource department to get increased efficiency and productivity. Agility also consists of five components, Mental, People, Change, Self-Awareness, and Result Agility. People with high learning agility seek for and learn from new situations, then apply what they've learned to excel in the next new circumstance. When they don't know what to do, learning agility can help them figure it out.

The seminar drew to a close with students asking questions. **Dr. Pragya Gupta**, Program Director (PGDM- G), and faculty of the MHR course gave a vote of thanks.



# MAJOR HIGHLIGHTS

## WINTER CLOTHES DISTRIBUTION "AAO PAAO"



Heading towards merciless winter this year, our volunteers at Jaipuria Institute of Management, Noida has distributed high quality thick woollen blankets in slum or underdeveloped areas of Noida region to make the poverty-stricken people survive even in the harsher winters. The considerable volume of the blanket and old clothes distribution took place in two different locations of Noida in Slum Area Near Eros Mall, Indrapuram Ghaziabad, Slum Area Behind Indrapuram Public School, Ghaziabad. Wrapped in jackets and mufflers, most of us don't even have any idea about how millions of individuals and families living under reduced circumstances are making the arrangements of basic requirements to survive. Affording thick blankets and mufflers is not a possibility for many people.

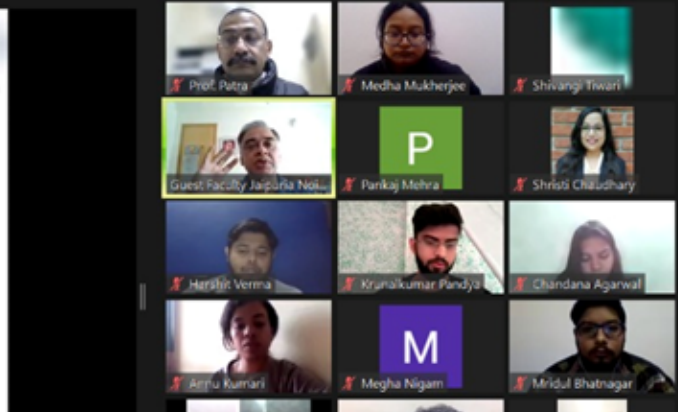
The corporate social responsibility committee DISHA is giving shout to all the students and faculty members for their support in "Aao Pao" drive. We urge all students & faculty to donate a minimum of one used winter wear garments considering the fact that these garments will help someone to keep slum Area's people warm during brutal weather an initiative taken by the CSR committee to distribute woolen clothes CSR drive was successfully conducted under the supervision of the **Dr. Radhika Bansal**, President Shourya Chauhan, Vice President Ritika Sharma & Vidushi Sharma, along with Junior coordinator. We have planned to collect gently used garments at our campus which are further distributed to the slum areas on **5 Jan 2022**. JCs and SCs will be divided into teams of 5 or 6 the students will put up the stalls in the selected slums and sell the clothes for Rs.1 to Rs 5. This was a win-win deal for both parties. No free distribution hence the self-respect of the receiver won't be hurt plus & we learned the business strategies and selling techniques. At the same time, the fund generated will be further utilized for the welfare of the people in need for further drives.

"Old clothes still can warm many people"  
 This Winter- Donate!



# MAJOR HIGHLIGHTS

## GUEST SESSION ON LOYALTY (CRM)



The guest session was extremely helpful for the students as it gave various insights for enhancing the knowledge of students on the topic “Loyalty”. Sir spoke about the 7 Ts of Loyalty about how it affects Team, Tactical interventions, Technology, Taka, Targeted communication, Tracking, Training, Technology, etc. which are immensely important for understanding any business and applying various strategies on the basis of this in order to maintain the loyalty of the customers across all the sectors. Also he spoke about the various mediums through which customers interact with the company and what are the different measures a company needs to undertake in order to improve in these areas. He also gave insights on various options for a program wherein affinity, rewards, partnership, appreciation, and rebate play a key role.

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|--|--|---|--|
| <br><b>Dr. Vranda Jain</b><br>MRC Chairperson     | <br><b>Ms. Sakshi Gupta</b><br>MRC Coordinator    | <br><b>Dashrathi Hansdah</b><br>President        | <br><b>Paras Jain</b><br>Vice President       |
| <br><b>Ayushi Tyagi</b><br>Sr. SPOC - Content      | <br><b>Deepshikha Yadav</b><br>Sr. SPOC - Content | <br><b>Mayank Malik</b><br>Sr. SPOC - Photo      | <br><b>Shivam Mahendra</b><br>Sr. SPOC - Photo |
| <br><b>Rhedem Suryavanshi</b><br>Sr. SPOC - Media | <br><b>Soumya Sahoo</b><br>Sr. SPOC - Media       | <br><b>Tushar Goyal</b><br>Sr. SPOC - Graphics |  |

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