

THE JAIPURIA COMMUNIQUE

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

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MAJOR HIGHLIGHTS

DAY 1 INTERACTION WITH DEANS AND PROGRAMME DIRECTORS



The 10-day Induction-cum-Orientation program for the batch of 2022-24 for all three courses PGDM, PGDM (Marketing), and PGDM (Service Management) commenced on 27th July 2022 with the registration process. All of the programme directors—**Dr. Pragya Gupta, PD (PGDM), Dr Shivani Bali, PD (PGDM-SM), Dr Ritika Gugnani, PD (PGDM-M)**—as well as **Dr Swati Agarwal, Dean of Academics**, addressed the students and extended a warm welcome. They described the standards to be followed throughout their academic journey while providing a general summary of the Programme's Objectives. Students were briefed about the support system and contact points that should be reached during the academic journey. In this session, the Institute's vision and mission were articulated.

Dr Swati Agarwal, Dean (Academics) explained the institutional pedagogy and invited students to voice their expectations. She also stressed the importance of students' active involvement in all academic and non-academic activities. She briefed about the strength of the PGDM programmes, urged students to make the best use of college resources and encouraged them to suggest and participate in the academic processes.

Dr Nidhi Singh, Dean (Research) explained the importance of research to young minds. Dr Singh shared specific techniques adopted in the research process to collect, assemble and evaluate data in order to transform a student into a researcher or scholar. She described how to develop an analytical attitude while using strategies to broaden their networks and skill sets.

Dr Rahul Singh, Dean (Student Affairs), explained that the Institute aims at the overall development of its students and encouraged them to hone their extracurricular skills along with their academics. He introduced the activities entailed under the Student Affairs Committee while giving an overview of the kind of activities that the students can look forward to. He mentioned some of the annual student activities like Gravity, and Sports Meet, as examples of student-driven activities held in the Institute.

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Dr. Poonam Sharma, Dean (International Relations Committee) 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.

Dr. V. K. Tomar, Dean (Administration) gave his insights to students about the infrastructure, hospitality, and student-centric facilities. He also explained the formalities and rules related to hostel and mess facilities.

Students were asked to put their questions forward which were well answered by all Deans and Program Directors. This was followed by an announcement of meeting again in formal specific sessions separately.

Registration of new students continued till 05:00 pm post lunch by PMC team members. It was followed by a Rendezvous session with Director, **Prof (Dr) D N Pandey**. The Dean of Academics gave a brief introduction of the Institute's Director, Dr. D.N. Pandey followed by Director's welcome address.

MUSICAL NIGHT WITH MR. BOBBY CASH

Beginnings are always viewed as a reason to rejoice and to create a positive atmosphere in preparation for the future. **On July 27, 2022**, Jaipuria Institute of Management, Noida hosted a musical night to welcome the class of 2024. Nothing could have been better to ease students' concerns and show them that these two years will not only be about earning a placement offer but also an opportunity to create millions of memories at moments when they must have been apprehensive about their new trip. Music has the power to uplift one.

The Director of the Jaipuria Institute of Management, Noida, **Dr D.N. Pandey**, gave a powerful speech to open the evening. He enlightened the students on practical skills that go beyond what is taught in textbooks. He talked about developing relationships that go beyond simple business dealings and establishing credibility. Dr. Pandey also stated the significance of being inquisitive and challenging the status quo. He emphasized leadership skills, which doesn't imply having followers, rather it entails being able to influence, inspire, and have an impact everywhere and anywhere. He also discussed the need for all to be responsible and accountable. A Sanskrit shloka that reads, "Knowledge is the greatest eye, Truth is the greatest triumph, Attachment is the greatest agony, and Sacrifice is the greatest happiness" served as the epilogue to his inspiring lecture.

The speech was followed by a Q&A round with the students who were curious about the placement opportunities at the campus.

Dr Rahul Singh, Dean, Student Affairs was called upon the stage to introduce the artist for the event, **Mr Bobby Cash**. He is India's first international country music artist who charted singles in Australia, and also the only Indian music artist to be featured in a documentary film by ABC television. He set the stage on fire by playing hit numbers like Falling in love with you and Train train train. It was indeed a magical night, It was observed that students started mingling with each other while enjoying the beats of the music. It was their first memory in the long string of memories they will be taking with them for the rest of their lives.



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DAY 2 INAUGURAL SESSION

The Chief Guest for the inaugural session was **Dr Cedwyn Fernandes**, Pro Vice-Chancellor & Director, Middlesex University, Dubai. The esteemed guest was welcomed by **Dr D. N. Pandey**, Director, Jaipuria Noida, who presented the guest with a green certificate. Dr. Pandey highlighted the importance of the induction program for the fresh batch of PGDM students. and invited Dr Fernandes to talk on the topic “Who Wants to be a Manager? An international perspective’.

Dr Fernandes began his session by highlighting the importance of a manager as a key differentiator in raising the profitability index of organizations in despairing times. He took the example of Emirates Airlines as a profitable venture even during the pandemic when most Airlines were showing a decline. Among all the important attributes, he placed utmost importance on the evolving style of managing people as it requires personal learning and change in the managers. He emphasized that becoming a manager is an ongoing journey that is specifically complex in the global context owing to multiple facets like cultural, political, economic, technology, etc. The session was attended by 350 plus students and faculty members of the Noida campus who really enjoyed the highly interactive session.

SESSION BY KEYNOTE SPEAKER

Dr Adarsh Mishra – CHRO and Board Member at Panasonic India, was invited as a keynote speaker on Day 2 of the Induction cum Orientation Program. The session was in webinar mode. **Dr Shivani Bali**, Programme Director, PGDM (Service Management) introduced the guest to the gathering. After that, **Dr D.N. Pandey**, Director of Jaipuria Institute of Management, Noida presented and honoured the guest with a green certificate. Dr Mishra addressed the students on the topic “Career Planning and Employability”. The session was very insightful; the speaker highlighted certain areas where students should work to make themselves ready for future employability. Students appreciated the session and interacted with the guest by asking questions. Finally, the session ended with a vote of thanks delivered by **Dr Ritika Gugnani**, Programme Director PGDM (Marketing).



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INTRODUCTION WITH FACULTY AND STAFF

The second half of day 2 witnessed the interaction of faculty and staff members with newly joined students. The faculty and staff members introduced themselves and highlighted the importance of their discipline to make the best use of their two years at the Noida campus.



SESSION BY DEAN – STUDENT AFFAIRS / INTERACTION WITH SEC

Student Excellence Council introduced the clubs and committees to the new batch of 2022. The event was initiated by **Dr Rahul Singh**, Dean, Student Affairs, as he highlighted the importance of various clubs and committees along with academics. It was followed by a presentation from **Mr Devanshu Diwakar**, President, SEC along with the respective position holders, who emphasized the roles and responsibilities of their committees and the additional scope they provide to its members. All clubs and committees presented their leadership roles & associated responsibilities. The session was attended by the new batch with great interest and enthusiasm. The session was closed on a pleasant note for the opportunity for the new batch to think of joining as Junior Coordinators in various Clubs/Committee.



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SESSION ON "WHAT IS PROFESSIONAL MANAGEMENT EDUCATION" BY DR. S.R. SINGHVI



Prof. S.R. Singhvi, Marketing Educator and Former Distinguished Adjunct Professor, conducted a session on "What is professional management education" for the students of PGDM-M. He helped the students to understand the difference between education and learning and also encourage students to focus on Understanding than remembering, questioning than accepting and reflecting than reading. The session was highly interactive and enlightening for the students.

DAY 3

PROGRAM INTRODUCTION BY PROGRAM DIRECTOR (PGDM) AND ASSESSMENT POLICY BY CONTROLLER OF EXAMINATION

To get the students of batch 2022-24 acquainted to the norms of the academics, an interaction with Program chairs of PGDM, PGDM(SM), PGDM(M) was organized on the third day of orientation wherein **Dr. Pragya Gupta**, **Dr. Shivani Bali**, and **Dr. Ritika Gugnani** with support of PMC staff shared the Program Curriculum, rules & regulations, attendance criteria and related information of the respective programs. Students were also made aware about the choice of specializations available to them and the credit scores. Controller of Examinations, **Dr. Abdul Qadir** joined the programme directors in the respective sessions to apprise the students about the assessment policy, grading system and rule and regulations pertaining to end term & reappear examinations. The session helped the students to gain an idea of the pedagogy and subjects that they will be studying further through the programme.



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SESSION ON ENVIRONMENTAL PRESERVATION WITH PADMASHREE MRS. JAMUNA TUDU

“Bhagwaan ne mujhe bache nahi diye kyunki woh jaante the ki mere liye mere pedh hi mere bache hai.” – Padmashree Mrs. Jamuna Tudu

Mrs Jamuna Tudu, a 37-year-old woman, is a climate and environmental activist residing in the village, of Markham, in Jharkhand's Purbi Singhbhum district. Jaipuria Institute of Management, Noida had the privilege of hosting her as a guest speaker for the new batch of 2022-24.

Her life journey as an activist is not just inspirational but also fraught with difficulties. Jamuna Tudu since the mere age of 18, has been fighting to preserve Jharkhand's forests and prevented the destruction of fifty hectares of forest. She also rallied ten thousand women and inspired them to conserve forests and fauna. The jungle mafia, which surrounded her village with excessive deforestation, was a massive concern. Jamuna informed her village's women about the situation, and they promised to conserve the jungles that surrounded them. The women formed committees to develop and explore strategies for reducing deforestation while incorporating their traditions and beliefs into eco-friendly activities. They also picked up weapons and fought the mafia to protect the forest. The ladies supported one another and demonstrated how powerful and heroic women can be.

She also experienced the worst horror. While on their way to a neighbouring town, she and her husband, **Mr Mansingh Tudu**, were attacked with sharp stones. After receiving a blow to the head, he collapsed in a pool of blood. She figured he'd pass away. She states that following that experience, fear has no more meaning for her. Since then, Jamuna (now popularly known as Lady Tarzan) and her club of ten thousand forest protectors from three hundred towns have conducted night patrols, halted felling in over fifty hectares, and aided reforestation efforts, all while initiating rites such as tying a protective thread to trees every year on the occasion of Raksha Bandhan to always protect the trees thereby, forming a deep and personal bond with the forests.

After listening to her life story, not only the students but also the faculty members present were left dumbstruck and teary-eyed. The students also got the opportunity to ask her a few questions which she happily answered. **Dr Rahul Singh** gave a few inspiring remarks to the Padmashree recipient before the event came to an end. The positivity and concern for the environment among students were visible in their interaction with her. An enthralling session, indeed.



MAJOR HIGHLIGHTS

INTERACTION WITH STUDENT EXCELLENCE COUNCIL

The new batch of 2022 was introduced to the clubs and committees by the Student Excellence Council. **Dr Rahul Singh**, Dean (Student Affairs), and SEC Coordinator, **Mr Piyush Mishra** presided over the session. Dr Rahul highlighted the importance of various clubs and committees along with academics. It was followed by a presentation from **Mr Devanshu Diwakar**, President, SEC, and the holders of the relevant positions, who highlighted the functions and accountability of their respective committees. Each club and committee presented its executive team and the tasks and responsibilities that go along with them. The session ended on a positive tone, giving the new batch the chance to consider participating as junior coordinators in several clubs and committees.



ALUMNI INTERACTION

Alumni Relations Committee organized an Alumni interaction session with batch 2022-24 as part of the orientation program. The event was honoured with the presence of esteemed Panel Members:

- **Vineet Aurora**, Group Product Manager, Ingram Micro
- **Nitika Agarwal**, Associate Account Director, Times Network (BCCL Group)
- **Varun Arora**, Head Government & Healthcare Channel, Kohler Co.
- **Yateesh Wahaal**, Director, Nayati Healthcare & Research Pvt. Ltd.

The session chairs, **Dr Deepak Singh**- CMC Chair, **Prof. Arpan Anand** ARC Co-Chair, **Ms Kanchan Rana** - Head CMC and **Mr Narayan Samant**, CMC welcomed the industry stalwarts with green certificates. The guests graced the students by sharing their experience on the theme of "Embracing Change: Campus to Corporate". They shared their journey of transitioning from a student at Jaipuria to a successful individual in the corporate world. They shared pearls of wisdom and tips related to time and stress management, the importance of emotional and mental well being and work-life balance. The event was supported by **Ms Aditi Rajput** and **Ms Rakhi Dixit** and ended with a question/answer session with students.



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TEAM BUILDING ACTIVITY

Dr Subrat Kumar, CEO- People labs Pvt Ltd. conducted a session on outbound team building activity for 2022-2024 students of Jaipuria Institute of Management, Noida. The interactive session taken by Dr Subrat Kumar shed a light on the importance of communication, networking and relationships while fulfilling certain team tasks. Also, the motivational session activities helped students for exploring creativity and leadership skills.



FIRST KNOWLEDGE-SHARING SESSION

Jaipuria Institute of Management, Noida organized its first knowledge-sharing session on July 26th, 2022. **Dr Deepak Halan** and **Dr Nidhi Singh** presented their research work in the sessions. Dr Halan shared his work on e-retailer adaptation using the content analysis method. He shared that panic buying is one of the most important factors influencing e-retailers' choices. His work was appreciated by the faculty colleagues. Similarly, Dr Singh discussed her views on behavioural biases and investors' aggressive choices. Her work on the serial mediation model was quite appreciated by her colleagues. She discussed the role of cultural values and biases in investors' financial decision-making. Various suggestions have been made to the presentations for future research directions and for the improvement of ongoing papers.



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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.