

THE JAIPURIA COMMUNIQUE

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

- **The Volleyball Tournament**
- **Guest session on Customer experience as a competitive advantage**
- **Media Conference with Lal Goel**
- **Jaipuria awareness drive in an adopted village: An Initiative by CSR Committee**
- **IRC Guest Session on Effective Personal Goal Setting**

MAJOR HIGHLIGHTS

THE VOLLEYBALL TOURNAMENT



Green fields, loud whistles, bright lights, enthusiastic players, two teams and one goal. Continuing the legacy of providing opportunities for holistic development and continuous growth, the Events Committee organized the 'Volleyball Tournament' for the students of Jaipuria Institute of Management, Noida. Sharing the field with numerous other players may not seem challenging, but it requires effective communication, discipline, strategy, and composure from every player there. On 31st August, the five-day tournament was initiated by **Dr V.K. Tomar**, Dean Administration and **Dr Rahul Singh**, Dean Student Affairs.

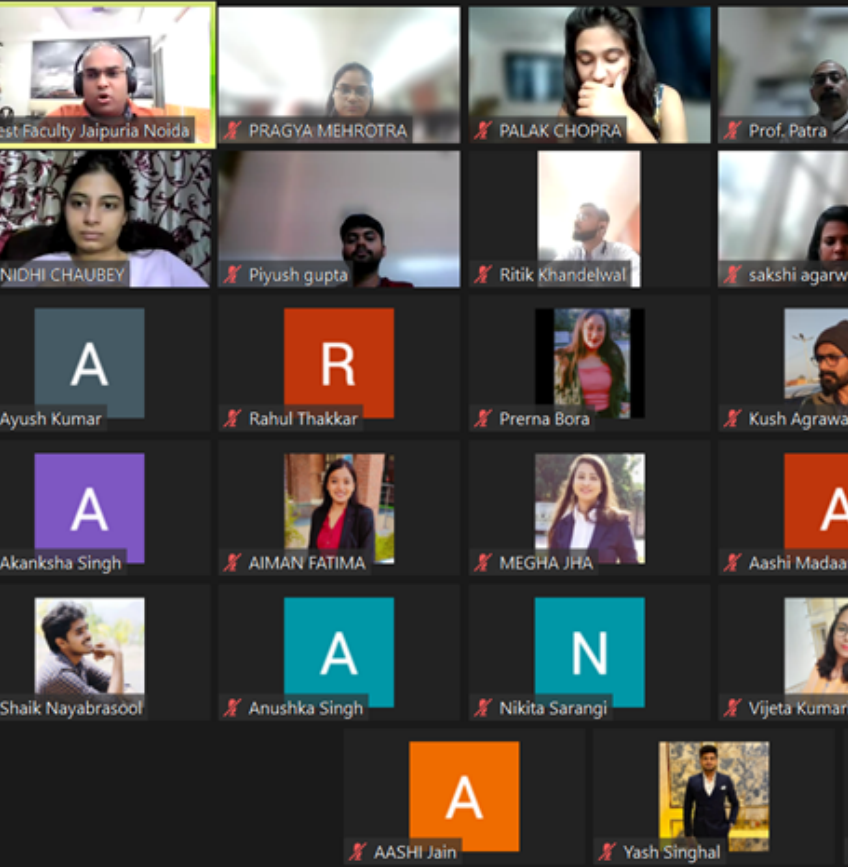
Throughout four days, eight teams were competing against each other with true sportsmanship. Not only do the athletes put in a lot of effort, but also had positive attitudes on maintaining their winning streaks. Volleyball is a true team sport, and at the end of every point, teammates come together and encourage each other.

On 8th September, the team Akatsuki, Sneak Attackers, Garudwar and Warriors played the semi-finals by standing out with their excellent performance in previous matches. On the same day, finals were played by the winners of semi-finals i.e., Garudwar and Akatsuki. To succeed in the final match, the team had to win at least two out of five matches, and Garudwar beat Akatsuki with score of 25-21 and 25-23. The Volleyball Tournament was concluded with the Award Ceremony by Dr V.K. Tomar and Dr Rahul Singh who honoured the winning team "Garudwar" and the runner up team "Akatsuki" with the medals.

Games are won by talent, but championships are won by teamwork and intelligence. Overall it was a great learning experience for the participants.

MAJOR HIGHLIGHTS

GUEST SESSION ON CUSTOMER EXPERIENCE AS A COMPETITIVE ADVANTAGE



In their Customer Experience course, students learn that the CUSTOMER IS THE KING and that one must go above and beyond to satisfy them. The same was reiterated in the guest session hosted on the given topic by **Mr. Rohit (Senior VP and Business head at THB)**. To properly serve customers, one must first understand their needs and availability. The discussion went around the OMNI-CHANNELS means of product distribution. To improve the consumer experience, it is imperative to be present across all channels. It was also explained how doing this can help retain 89% of customers. The Guest discussed how to provide customers with a memorable experience. Students were informed about the EMOTIONAL component that transforms positive customer interactions into memorable ones. He discussed tools to provide and measure seamless customer experiences like NPS, LOYALTY, and DATA ANALYTICS, using several real-life examples like AMAZON, CRED, BLINK IT, AIRTEL, etc. All these discussions brought focus on DATA PRIVACY, ARTIFICIAL INTELLIGENCE, and SECURITY as the technological implications of customer experience. They were given some practical examples on how to use CHATBOTS to deliver a seamless customer experience. The students enjoyed a wonderful learning and informative guest session that would be useful for their future career profiles.

MEDIA CONFERENCE WITH LAL GOEL

Dr Puneet Dubblish, Associate Professor, was invited as a Guest on a panel discussion on the topic “What is the Purpose of Education” in the Media Conference hosted by **Mr Lal Goel**, Chairman, Organ Donation India Foundation and Chief Editor Gyan on September 4, 2022. The other panel speakers included Prof **Dr Sudhir Sharan**, Former Visiting Professor IIM Lucknow & University of Texas Dallas, **Prof Dr Anand Mohan Agarwal**, Pro Vice Chancellor, United University Prayagraj and **Ms Brinda Shine**, Director – Synapze Consolidated Kollam. The event was live telecast on V4 News 24x7, V4 Stream, Malanadu TV India, NG News, Samvad Sarokar, Bharath Post News, ARU News, VL TV and YouTube. Dr Dubblish emphasized that education should lead to learning and not just knowledge. He pointed out that the focus of education should be more on the foundation and primary stage of a child's education journey. He concluded that education should lead to more job creators than job seekers.

2022
SEPTEMBER 4
SUNDAY
10.30AM IST

MEDIA CONFERENCE WITH LAL GOEL

WHAT IS THE PURPOSE OF EDUCATION?

Prof Dr Sudhir Sharan
Former Visiting Professor IIM, Lucknow & University of Texas at Dallas
Founder Dr Sharan Consulting California, USA
GUEST

Mr Lal Goel
Chairman, Organ Donation India Foundation & GYAN
CHIEF EDITOR

Prof Dr Anand Mohan Agarwal
Pro Vice Chancellor
United University Prayagraj
GUEST

Dr Puneet Dubblish
Associate Professor
Jaipuria Institute of Management Noida
GUEST

Ms Brinda Shine
Director
Synapze Consolidated Kollam
GUEST

Watch Live 10.30 am onwards

ORGAN, V4 NEWS 24X7, V4 Stream, MALANADU TV INDIA, NG News, SAMVAD SAROKAR, Bharath Post News, VL TV

MAJOR HIGHLIGHTS

JAIPURIA AWARENESS DRIVE IN AN ADOPTED VILLAGE: AN INITIATIVE BY DISHA: CSR COMMITTEE



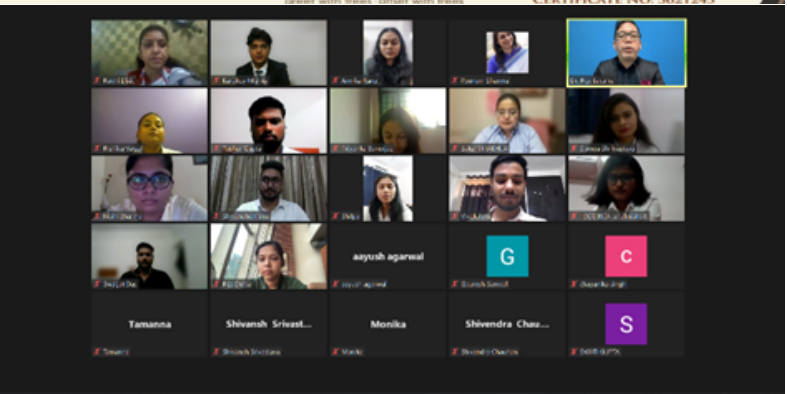
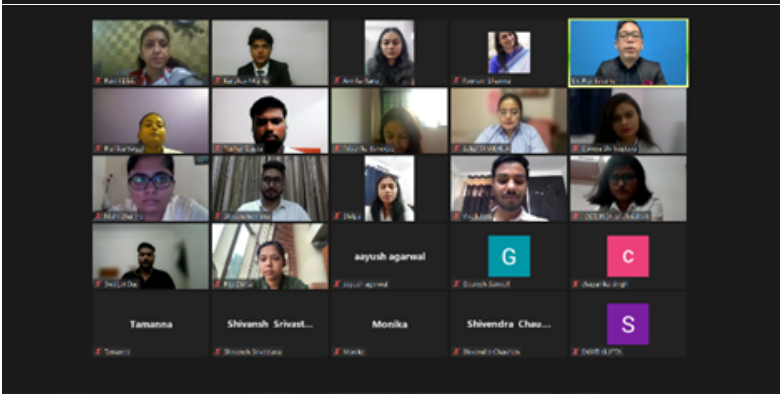
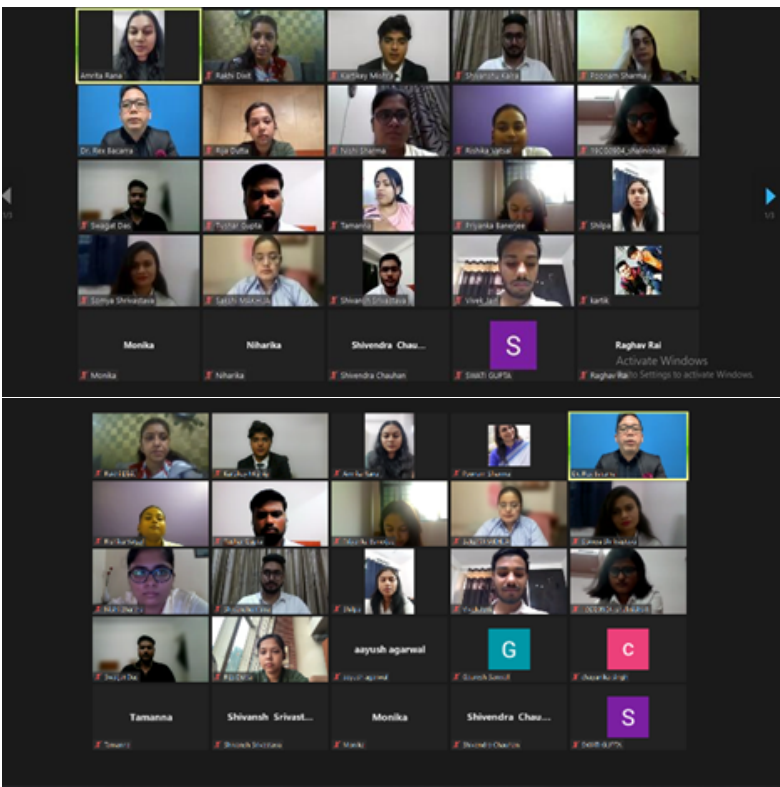
As rightly said Teachers are the role models of our society. Since the dawn of time, teachers have been acclaimed for their selfless service all around the world. They have been regarded as makers of a nation. As is often said, a child's formative years shape the type of person he or she will become as an adult, and teachers play a major role in this.

On this occasion, the DISHA: CSR Committee of Jaipuria Institute of Management Noida conducted an awareness drive in the adopted village. It was undertaken at H.L Public School in the Bishanupura area in Noida. This was the first drive coordinated with junior coordinators of the committee. The motto behind the drive was to teach the students the importance of people who served the nation. The day was planned by showing the students the movie I AM KALAM, and was followed by a Quiz about the respected person of the country who immensely contributed to the nation. A Drawing Competition to sketch the Missile man APJ Abdul Kalam or their favourite freedom fighter. The winners of the quiz and sketch competition received goodies and gifts.

Overall the drive was successful as the CSR members were able to create awareness about the people who contributed to our country's development. They were able to showcase the life history of Abdul Kalam to the children. The drive ended with distribution of sweets, snacks, goodies and stationery items. The event was well managed and successful with the help of the whole team comprising **Harshit Singh** (President), **Rishav Kumar Singh** (Vice President), **Priyanshi Saxena** (Vice President) and Junior Coordinators. The CSR Team brought cheer to the children's faces, who represent our nation's future.

MAJOR HIGHLIGHTS

IRC GUEST SESSION ON EFFECTIVE PERSONAL GOAL SETTING



On September 2, 2022, the International Relations Committee (IRC) at Jaipuria Institute of Management, Noida organized a webinar on Effective Personal Goal-Setting in the Corporate Journey. It was a huge honour to connect with **Dr Rex Bacarra** PhD in Management and Philosophy, writer, speaker and teacher (Curtin University, Dubai).

The session started with the introduction of the Jaipuria Institute of Management, followed by the introduction of the Guest by Amrita Rana (Vice President, International Relations Committee). The speaker discussed about setting small and achievable goals and ways to accomplish them. He emphasized that one needs to be persistent all the way through to the end. He related the session to his own life, and how he managed his life after losing his mother and having limited financial resources. He never gave up in his life even after getting betrayed by his friends who stole his money. Even after these incidents, he continued to work for his objectives. For setting up the goal, one should be aware of the need for the goal. One should also know about their strengths and weaknesses and bifurcate the work into four emphasis areas or quadrants i.e., Urgent & important, important but not urgent, not important but urgent and neither important nor urgent. He asked the audience to always set a deadline for themselves and then start working upon it with persistence and not step back until it is achieved. The goals one set for themselves must be specific, measurable achievable, relevant and time-bound, which is called the SMART technique of setting goals. **Dr Poonam Sharma** proposed the vote of gratitude to conclude the session, thanking Dr Rex Bacarra for his amazing insights and discussing potential future cooperation. The webinar was very beneficial to the students and will undoubtedly benefit them in their future endeavours.

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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.