

THE JAIPURIA COMMUNIQUE

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

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MAJOR HIGHLIGHTS

FACULTY DEVELOPMENT PROGRAM



Jaipuria Institute of Management organized a Faculty Development Program on September 3 2022. The title of the workshop was "Creating and Sustaining Happiness". The event, organized by the Admission Committee, witnessed 30+ faculty members from various esteemed institutions. Some major Institutes included Maharaja Surajmal Institute, Deshbandhu College, Ramanujan College and many more. The workshop was addressed by **Prof. Swati Agarwal**, **Prof. Abhijit Nair** and **Prof. AK Puri**. The event included some fun activities along with meditation headed by Prof. AK Puri. It was concluded with a gift and Greeting Card for all faculty members on the occasion of Teacher's Day.

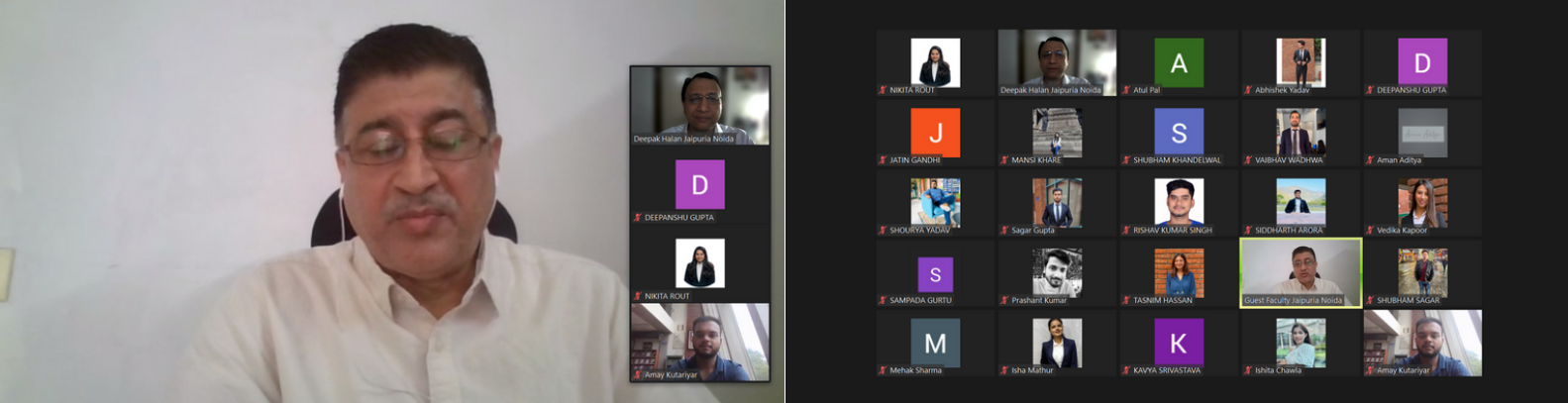
STUDENT DEVELOPMENT PROGRAM



The Admission Committee Of Jaipuria Institute of Management, Noida successfully organized an event for Ramanujan College, University of Delhi. The event was coordinated by President, Sandeepan Kirti and Vice President, Kamna Srivastava. The program was held on 14th September 2022 in which 63 students of Ramanujan College were enthusiastically involved. During the event, three Professors engaged in an interactive discussion regarding a variety of current issues. **Prof. Shivani Bali** emphasized on how technology is helping in the growth of the modern business sector in her talk on 'Emerging technology: Transforming the future of the world'. **Prof. Kumar Ashish** and **Prof. Joy Patra** gave an overview regarding the aspects of entrepreneurship and the guidance to achieve certain characteristics for becoming a successful entrepreneur. Students were given the 'Statement Sheet' to analyze their behavioral characteristics as entrepreneurs. The students who visited the campus were given a college tour with the help of Junior and Senior coordinators which was followed by the lunch and distribution of participation certificates.

MAJOR HIGHLIGHTS

EXPERIENTIAL LEARNING FROM B2B MARKETING AT A MNC



A guest session was organised on 19th Sept on the topic, "Experiential learning from B2B Marketing at a MNC". The guest, **Mr Sunil Dhar**, Director of Sales, ABB India ltd, global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future, was welcomed by **Dr. Deepak Halan** (faculty for the B2B Marketing course) and felicitated with a green certificate as a token of appreciation.

Mr Sunil Dhar - an industry veteran with more than 30 years experience is part of Energy Industry Division with Special focus on Power & Water Business and has been responsible for Large Key accounts for Thermal, Hydro & Oil and Gas Customers Pan India. A gold medalist from NIT Surathkal, his core areas of expertise include: sales, customer relationship management and key account management. Mr Dhar talked about various B2B Marketing tools and techniques being used at ABB, the importance of a diverse set of life skills in B2B Marketing and stories of how some major deals were won, apart from many other insights and anecdotes. The talk concluded with a number of questions from students.

UNDERSTANDING CXM - CEM REPORT ON VISIT TO BURGER KING



On 20th September, our class - the Service Management section along with our CEM faculty **Mr. Joy Patra**, visited Burger King at Noida Sec 63 to better understand CXM and also to get a holistic view of the importance of Customer Experience Management in any organization's daily functioning. Upon reaching Burger King everyone settled down into their respective groups and ordered. One thing to note was that even though the outlet was not too big still it was able to accommodate all the students as well as some other customers too. Even while being with their groups, when chairs were rearranged by the students and not in the manner followed by the outlet, none of us were asked to sit as per their seating arrangement or put the chairs back. The students were quietly chit-chatting in their groups and this gesture by the staff shows how discretion should be exercised by the employees. They realized that a big group has visited the outlet and upon further observation seemed to have understood that we were not being loud or troublesome and hence allowed the groupings. A small gesture it may seem, but led to a great experience for all of us. The orders were delivered well on time and the food also tasted well to everyone. The one major issue was the bad network reception at the outlet which increased the time for placing an order and subsequently deteriorated the ultimate experience. Providing a Wi-fi service should be on the to-do list of management if they tend to improve the dining experience for the customers. Another factor that can improve the service at the outlet is QR codes placed on each table which takes the customers to the app directly and maybe hot deals for the day etc. Another thing that I could notice while at the outlet was that every time the employee had to shout out the order number which is equally uncomfortable for them as well as the other customers present at the outlet. A pop-up notification setting should be enabled by Burger King to inform the particular customer on his mobile device that his/her order is ready at the counter. This should be enabled for the customers who do not use the app too as it helps the customer to get his order as soon as it is ready and also helps Burger King to get another customer's number which then could be used for further marketing and promotion. Overall the class had a wonderful experience and are looking forward to such outings which take them beyond the constraints of the four-walled classroom and enhance their knowledge through doing.














MAJOR HIGHLIGHTS

SIP INDUSTRY MENTOR MEET - 2022



On the 24th of September 2022, Jaipuria Institute of Management, NOIDA organized an event of high prominence- Summer Internship Programme (SIP) Industry Mentor Meet to show our appreciation for guiding our students during the internship period as well as engaging the Industry mentors towards crafting a more robust SIP for the forthcoming batch of students. The strategic intent was to identify mechanisms that lead to quality SIPs and are aimed at creative problem resolution for the given organization. Hence, the focus of this meet was primarily to share the experience of the corporate gurus about the just concluded SIP season, brainstorm for creating a more structured SIP, and seek more opportunities for PPOs/PPIs for the next cycle. The other agenda on the table was to understand the challenges faced during the SIP, expectations, feedback, suggestions and the vision for the future. The entire event was conceptualized and organized by CMC Team led by **Dr. Deepak Singh, Ms. Kanchan Rana, Mr. Narayan Samant, and Mr. RD Singh**. It was a sight to see where eminent industry experts from renowned organizations, across different industries, joined in on the beautiful rainy morning of Saturday to share their noteworthy feedback of the previous season and offer their valued suggestions on how to enrich Summer Internship Programme. The Institute was honored with the benign presence of the invited corporate - Yatra Online Limited, Hitachi, Geodis India Private Limited, Balani Infotech Pvt Ltd., Oxane Partners, Hippostores Technology (Dalmia Group), Bajaj Capital Ltd., Luminous Power Technologies Pvt. Ltd., Johnson controls, Hitachi India Pvt Ltd., Edvanta Technologies, to name a few. Ms. Nikita Raut, VP-CMC student coordinator led the committee constituted for this annual ceremony. On behalf of Jaipuria Institute of Management, NOIDA, she welcomed everyone as guests and participants. The event commenced with the ceremonious lamp lighting ceremony which was followed by opening remarks of Dr. Deepak Singh, Chairperson- CMC Noida. He warmly welcomed the guests and appreciated their support to the campus in nurturing future managers for the country. The agenda for the roundtable discussion forum was laid down by Ms. Kanchan Rana, Head-CMC. Discussions on how to make the internship process more structured and robust, sharing the expectations and feedback of the students placed at their respective organizations, providing recommendation & suggestions that could facilitate the restructuring of the entire SIP process were all included. Also, opportunity to offer a platform for faculty-industry association was brought to the table. The highlight of the ceremony was the felicitation of the 20 PPO-holders from the Noida campus. Ms. Kanchan Rana and Dr. Deepak Singh moderated the discussion, wherein the guests were presented with the agenda in a sequential manner. The guests shared their observations, experience and kind words of wisdom respectively. It was a session full of meaningful discussion, brainstorming, and ideation focused to achieve a common goal. The insightful session was followed by felicitation of the PPO holders to celebrate and acknowledge their journey of hard work. The event was a great success and the efforts of Team CMC were much appreciated by the guests. The event was concluded by a vote of thanks by the JCs of the CMC Team, followed by a group photograph. Everyone then proceeded to the business luncheon.

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SPOC - Newsletter |
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Ayush Agarwal
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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.