

# THE JAIPURIA COMMUNIQUE

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

- Individual Development Plan (IDP-2)
- Pan-Campus Marketing Area FDP on Artificial Intelligence
- Guest Sessions on the topic "PLACING AND ONBOARDING NEW EMPLOYEES"
- Briefing sessions on specializations by Area Chairpersons

# MAJOR HIGHLIGHTS

## INDIVIDUAL DEVELOPMENT PLAN (IDP-2)



Individual Development Plan is a comprehensive assessment programme that offers an individual student an opportunity to discuss their progression plan one-on-one with the Industry expert and Faculty Mentor. While IDP-1 focuses on students' plan of career goals and assessment of their strengths, IDP-2 focuses on KASH assessment and mapping progression of their professional and personal goals together with summer placement preparedness in the first year of the curriculum. IDP-2 was organized this year for the students of Batch 2022-24 on 16th December 2022, to assess KASH and SIP placement preparedness, so as to support them fine-tune their future plans. The event was coordinated by the **Career Management Center (CMC)** of Jaipuria Institute of Management, Noida. Thirty-six panels, comprising Industry Experts and Faculty Mentors were constituted for this purpose. They undertook this rigorous exercise of gauging the state of preparedness and helping them design the road map for the students to increment their Employability Quotient. It was a one-on-one interaction with the students in face-to-face mode. The students were assessed and offered suggestions on the following parameters:

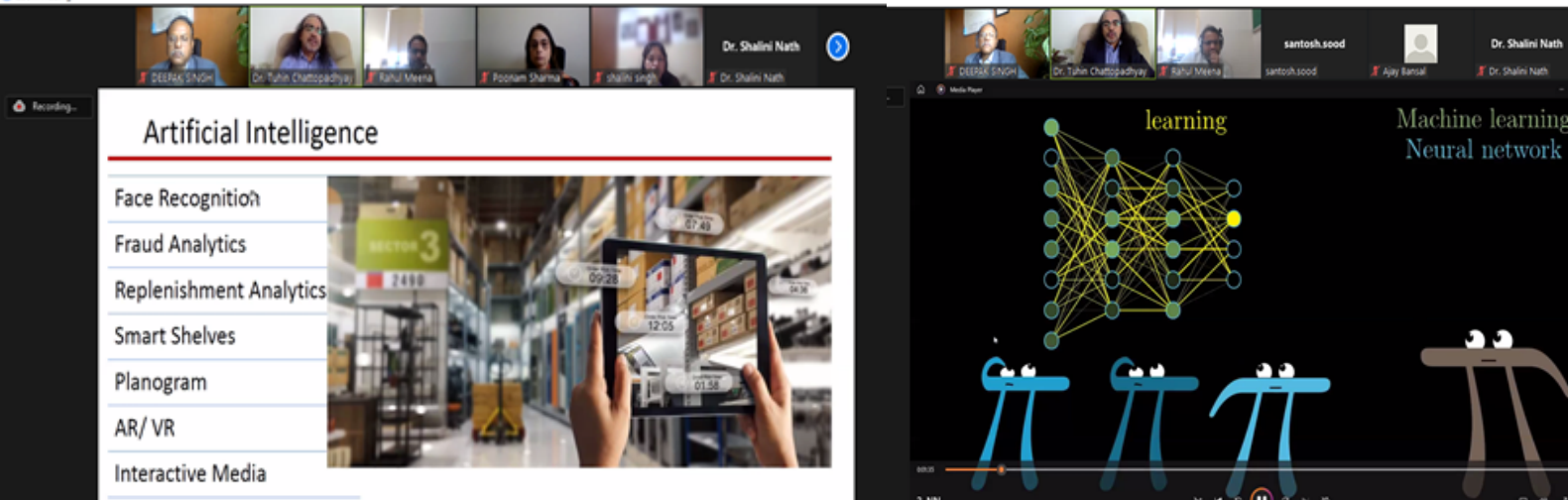
- Understanding of concepts and interlinkages in various management functions
- General Business Awareness
- Thrust/sectoral knowledge
- Analytical Skills
- Communication Skill
- Attitude

The feedback offered by the Corporate Guest and Faculty Mentor was recorded on Moodle and will form the basis of grooming through structured training and mentoring programme. The Industry expert offered the overall feedback of the mentee group observations of the IDP-2 session assessments, which will be shared with the mentees individually, in such a way that the students can understand their strengths, weaknesses and areas of improvement. The Industry mentor guided the students on career advancement as well. The students appreciated the corporate and organizing team of their value-increment exercise as they received a progression map to work upon for the summer placement season as well as a career beyond. The CMC student coordinators' team were briefed about the whole exercise, and they conducted a fine micro-planning and execution of their expected responsibilities to excellence.



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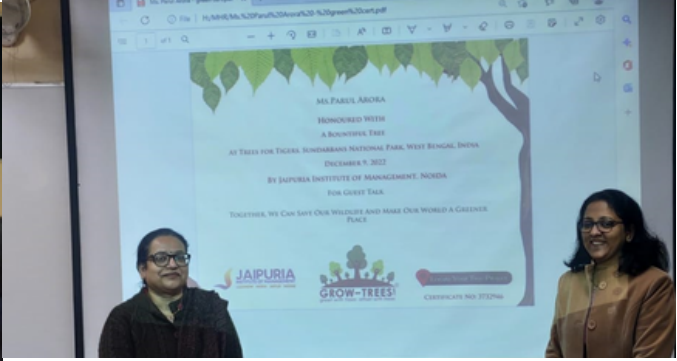
## PAN-CAMPUS MARKETING AREA FDP ON ARTIFICIAL INTELLIGENCE



A Pan-campus Marketing Area FDP was organized on December 17, 2022, on “**Artificial Intelligence: The Fundamentals and Applications in Marketing**”. This FDP was steered by **Dr Tuhin Chattopadhyay**, Founder & CEO of Tuhin AI Advisory, who is a celebrated technology thought leader among both the academic and corporate fraternity. He is also the recipient of numerous prestigious awards and hailed as India's Top 10 Data Scientists by Analytics India Magazine. The FDP sessions were crafted around two distinct sub-themes with focused outcomes of exposure of the participants to newer domains of AI interventions in marketing practices as well as the development of a specialized course on AI and ML. The first session deliberations were weaved around topics such as understanding Artificial Intelligence, ML and Deep Learning, fundamentals of Neural Networks, common Neural Architectures, and AI Accelerators. The second session took the deliberations to the applications of AI in Marketing. The topics deliberated included conversational Commerce, Digital Marketing- Customer Journey Orchestration, Consumer Attention, Persuasion & Retention- Micro-Segmentation for Micro-Marketing, Programmatic Advertising Search, Budget Optimization, Personalized Recommendation, Content Generation, Automated Image Recognition, Craft personalized customer experience and Retail. This FDP takes the Area a step closer to launching a much-sought-after new course in Marketing on AI and ML. The area colleagues were quite appreciative of the advanced learning that shall help bring this learning to the class and scale up the pedagogical interventions during the teaching-learning process. Also, it shall motivate colleagues for research and extension activities in this domain. The Area would like to acknowledge and thank the support and guidance of **Dr Kavita Pathak** and **Dr Pandey** for organizing this high-impact FDP.

# MAJOR HIGHLIGHTS

## GUEST SESSIONS ON THE TOPIC “PLACING AND ONBOARDING NEW EMPLOYEES” BY-MS. PARUL ARORA,



A guest lecture by **Ms Parul Arora**, Talent Acquisition Lead, Innodata Inc. was organized on the topic of “**Placing and Onboarding new employee**”. The guest was introduced by Ms Mansi Chauhan and was felicitated by the MHR course faculty **Dr Pragya Gupta** on December 09, 2022. The session taken by the guest was interactive and full of information. Ms Arora mentioned that the purpose of onboarding is to orient new hires to their position, the company's values, and the benefits it offers. Additionally, it motivates workers to be dedicated to the success of the business and aids in the retention of new hires by making them feel like a part of the team. Employee onboarding is a lengthy process that can take up to a year. This period of time is used to give new hires the training, information, and tools they need to succeed in their new roles, improving employee engagement, job satisfaction, and new hire retention. Companies with more involved workers do better than those with less engaged workers leading to multiple advantages. Therefore, having a good onboarding strategy aids in developing motivated workers who can enhance organizational success, corporate culture, and productivity.

## BY-MR. TILAK RAJ



On December 13, 2022, a guest lecture by **Mr Tilak Raj**, Head, HR- DS Foods was organized on the topic of “**Placing and Onboarding new employees**” for the MHR course. After the introduction, the guest was felicitated by the MHR course faculty, **Dr Pragya Gupta**. Mr Tilak largely focused his discussion on the importance of onboarding in acclimating new employees to the company's expectations, culture, and perks. He said that the employees feel more vested in the company's success and are more likely to remain employed as a result of a warm welcome. High-quality employee onboarding solutions can help managers who are short on time get their new workers up to speed quickly. It is important to note that the time it takes to properly onboard new staff can be as much as a full year. Employees who feel a strong sense of belonging to the firm as a result of their onboarding experience are more likely to stay with the company for the long haul. Spending effort on onboarding and training new workers has been shown to increase loyalty and, in turn, job security. The lecture was received with admiration by the students and they also thought it was quite relevant.



# MAJOR HIGHLIGHTS

## BRIEFING SESSIONS ON SPECIALIZATIONS BY AREA CHAIRPERSONS



As the batch of 2022-2024 moves forward in the academic year, they need to make decisions about their area specializations. And to make them more comfortable in understanding the subjects Jaipuria Institute of Management, Noida organized many sessions on 14th December 2022, where the Area Chairpersons briefed the students about different specializations offered by the college and courses under them. Business Analytics was briefed by **Dr Shivani Bali**, Human Resources Management was led by **Prof Shalini Srivastava**, Marketing was discussed by **Dr Tarun Dhingra**, Operations Management was led by **Dr Ankur Chauhan** and Finance domain was briefed by **Prof Puneet Dubblish**. All of these sessions were a great success and were of great help to the students.



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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.