

# THE JAIPURIA COMMUNIQUE

The official campus newsletter of  
Jaipuria Institute of Management, Noida

Happy  
NEW YEAR  
-2023-

- BA area conclave on "Analytics 4.0: The Next Generation Technologies for Business Decision Making"
- TAPASAYA: Old Age Home Drive by CSR Team
- Blood Donation Camp: By CSR Team
- Christmas Celebration By CSR Team In Collaboration with Slum Swaraj
- PAN FDP on Mixed Method and Longitudinal Studies in OB/HR

# MAJOR HIGHLIGHTS

## TAPASAYA: OLD AGE HOME DRIVE BY CSR TEAM



“Parents are the most precious blessings of the lord, they are key to heaven. “

We can't even comprehend if our parents had kicked us out of their lives for any reason that we find annoying. We would have done things in childhood that would have irritated them, but if they had taken that step, we would have been the most privileged child with the darkest future. Thanks to them, love and gratitude to them that they blessed us with a beautiful childhood and care, they loved you selflessly. One must remember that parents are here to be loved and not taken for granted; understand their value before you lose them. Empathizing with the situation of these inhabitants, the DISHA - CSR Committee of Jaipuria Institute of Management, Noida organized an old age home drive, in which a team of 10 junior coordinators along with the President and Vice President of the CSR committee went to TAPASAYA, an Old age home in sector-45, Noida. The coordinators went there and interacted with them and asked about their life experiences and their backgrounds. Happiness was evident on their faces. The team arranged for their breakfast and spent quality time, giggling and offering them food, giving them a sense of comfort and belongingness. Post this, the students arranged games and everyone played together, sang together the songs of the '80s and 90s and danced with them, which built up an environment of joy and happiness. The drive ended by donating caps, pairs of socks, and room heaters which will help them from the chills of this extreme climate. The memories and the stories they have shared will remain with the students. Additionally taking precious blessings and life lessons from them which students will carry for a lifetime.

# MAJOR HIGHLIGHTS

## BLOOD DONATION CAMP: BY CSR TEAM



Today, the majority of medical care is dependent on a consistent supply of blood from donors, but many patients requiring transfusion do not have timely access to safe blood. Blood transfusions, which save millions of lives annually, must be readily available in all healthcare institutions to fulfil the immediate needs of trauma patients and other patients undergoing lifesaving operations. Blood donation is a straightforward operation that can be completed within one hour. Every year, our country requires an average of 5 billion units of blood, yet only 2.5 billion units are accessible.

As an obligation and concern for others in Noida, Jaipuria Institute of Management's CSR committee DISHA organized a blood donation drive on campus. Jaipurians truly believe that it's never too late to donate blood and help save a life. Because every few seconds, someone, somewhere, needs blood. In this drive, they successfully collected 57+ units of blood.

In this initiative, not only students but faculty and staff members also participated actively, encouraging everyone to contribute towards a noble cause. It was a successful event by the CSR team of Jaipuria Noida, where the students contributed their bit towards society.

# MAJOR HIGHLIGHTS

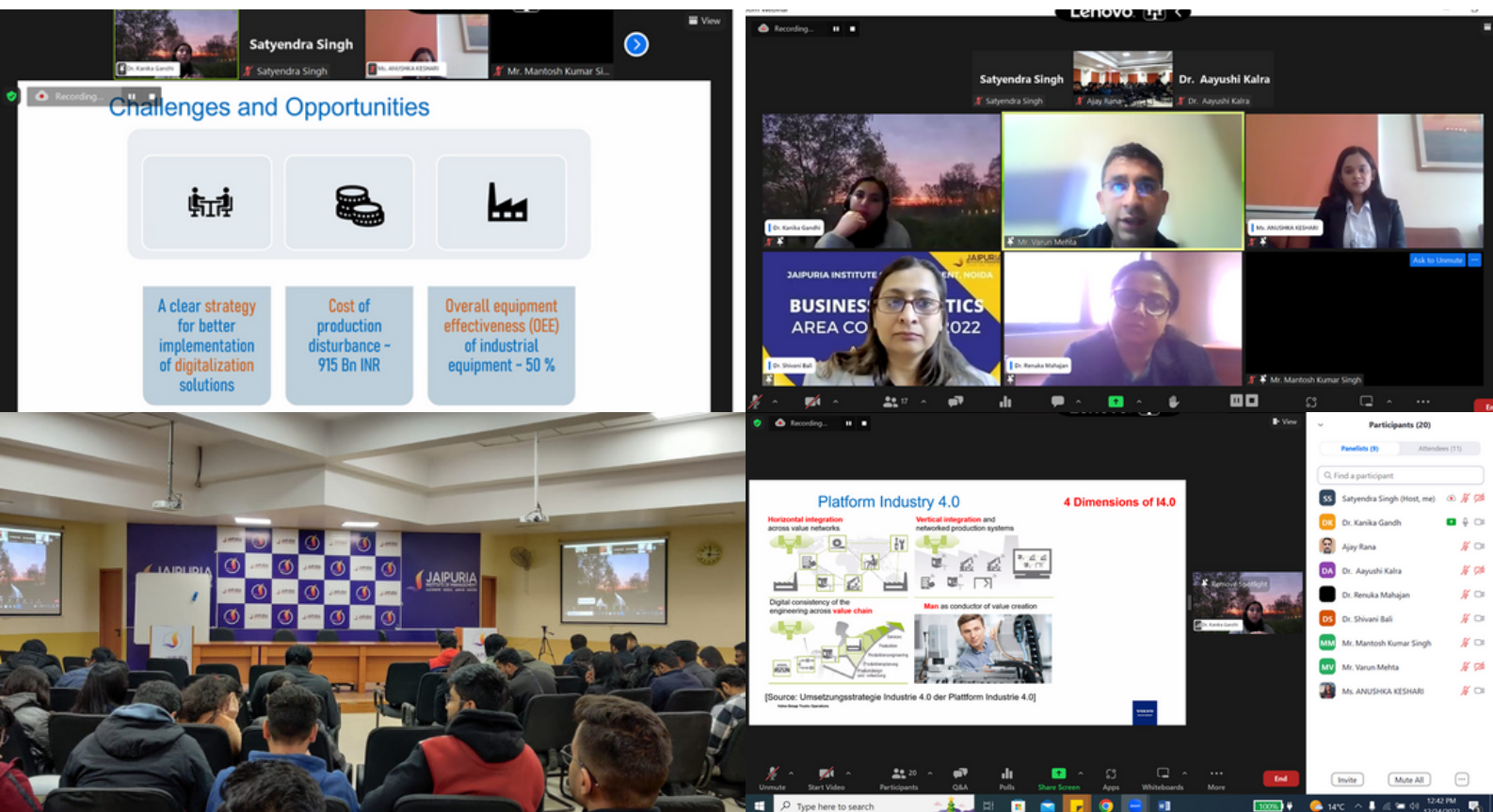
## CHRISTMAS CELEBRATION BY CSR TEAM IN COLLABORATION WITH SLUM SWARAJ



"Mankind is a great, immense family... This is proved by what we feel in our hearts at Christmas". As per the famous quote, "Christmas is most truly Christmas when we celebrate it by giving the light of love to those who need it most". It is built upon a beautiful and intentional paradox; that the birth of the homeless should be celebrated in every home. It's not how much we give that matters, but how much love we put into it. Empathizing with their situation, DISHA - the CSR Committee of the Jaipuria Institute of Management, Noida. organised a Christmas celebration drive, in which a team of 15 junior coordinators went to the Slum Swaraj Foundation in Sector 62, opposite NIOS, Noida. The coordinators engaged in conversation with the children, while the rest of the team organised a variety of fun activities for them to participate in and spent significant time enjoying Christmas with them. They organised a few games, and everyone joined in, playing and dancing. Then the students ate some snacks with them. They gave out stationery to the kids because they didn't have any. They tried to make an impact on the lives of several children who fall under the purview of this Foundation. The coordinators truly realised that acts of kindness can have a huge benefit to your happiness, health, and sense of well-being, as well as those of the people you help. The visit was concluded by spending a lovely day and having fun celebrating this momentous occasion with the children. These experiences will always be cherished and the students committed to working assiduously over time for the advancement of these groups in society.

# MAJOR HIGHLIGHTS

## BA AREA CONCLAVE ON "ANALYTICS 4.0: THE NEXT GENERATION TECHNOLOGIES FOR BUSINESS DECISION MAKING"



The Business Analytics area of Jaipuria Noida successfully organized their online conclave on the theme "Analytics 4.0: The Next Generation Technologies for Business Decision Making" on December 24, 2022. The participants were from a combination of fields related to business analytics with high experience and exposure. The speakers for the conclave were:

1. Mr Varun Mehta, Director, Industry Solutions, Amazon Web Services Australia
2. Mr Mantosh Kumar Singh, Business Head (North Zone), eKart Business, Flipkart
3. Dr Kanika Gandhi Panwar, Sr. Maintenance Engineer, Research and Training Development, Volvo Group Trucks, Sweden

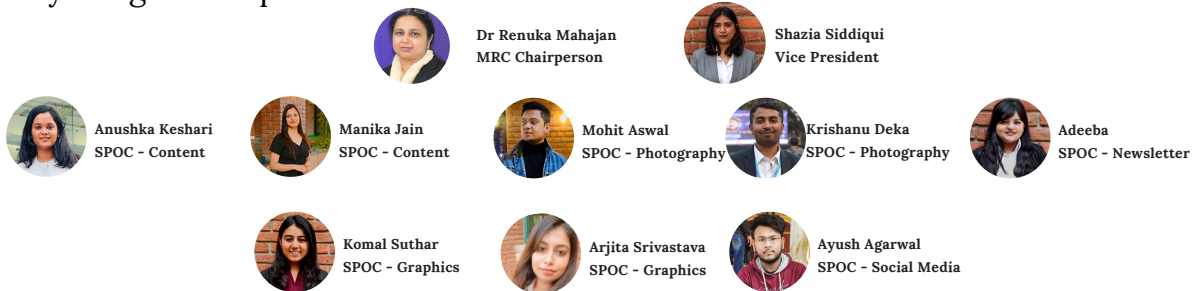
The speakers discussed how businesses have been using Analytics 4.0 to create better processes and make smarter decisions. There were stimulating discussions on how organizations can make a big impact through big data. They explained the business potential of analytics by using different companies as examples and detailing how Analytics 4.0 is a better version of previous analytical methods, transforming the abundance of data, to make more effective and impactful decisions in this high-tech world of the Internet of Things, Big Data and Artificial Intelligence. The speaker spoke with great relevance and specificity. They also discussed the challenges of using analytics to get long-term benefits. The event was appreciated by all the attendees.

# MAJOR HIGHLIGHTS

## PAN FDP ON "MIXED METHOD AND LONGITUDINAL STUDIES" IN OB/HR



The Pan OB/HR Area at Jaipuria Institute of Management, led by Prof Shalini Srivastav organized a two-day FDP on "Mixed Method and Longitudinal Studies in OB/HR". The FDP was conducted by **Prof. Amandeep Dhir**, a renowned Professor of Research Methods at the University of Agder, Norway. The two-day long program primarily focused on some very interesting and relevant topics such as innovations in methods and theory, and types of longitudinal studies. Some contemporary OB/HR themes were also discussed. Overall, it was a great experience and all the Area colleagues got extremely insightful inputs.



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