

THE JAIPURIA COMMUNIQUE

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

- 74th Republic Day and Basant Panchami Celebrations
- Hands-on social media projects
- Mini-workshop on HR Analytics: Decision Making in HR using Analytical Hierarchy Process (AHP)
- HR Club Event "Identity Crisis 2.0"
- Marketing Plan Presentations

MAJOR HIGHLIGHTS

74TH REPUBLIC DAY AND BASANT PANCHAMI CELEBRATIONS

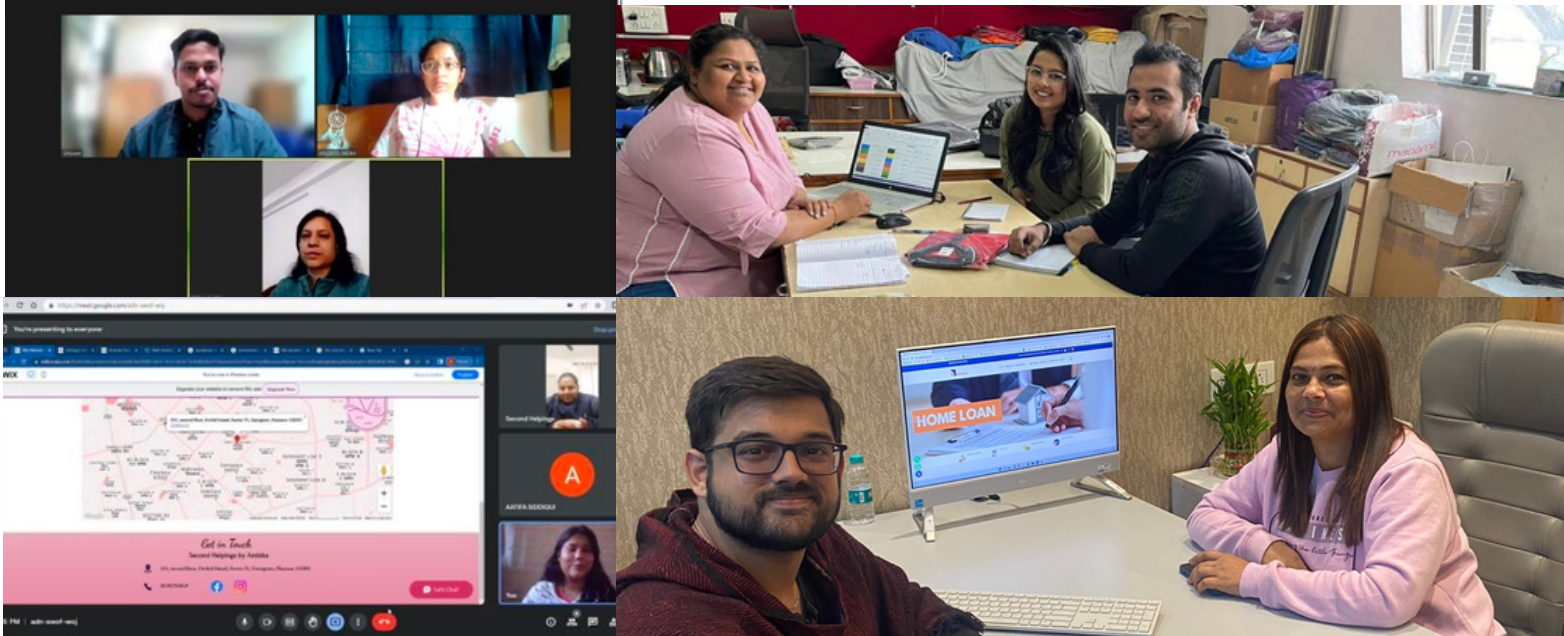


The Jaipuria Noida campus enthusiastically observed the 74th Republic Day to commemorate the day of the Indian Constitution. **Dr Subhajyoti Ray** (Director, Jaipuria Noida), led the flag-hoisting ceremony on the front lawns of the campus. It was followed by the rendition of the National Anthem. Dr Ray stressed in his speech that while people in our democratic nation of India are free to live their lives as they choose, they also have many rights and duties to their country. He said that if one has rights, one must also have corresponding responsibilities. Rights and responsibilities go hand in hand with everyone. He discussed the importance of duties, particularly given that India is currently the world's most populous nation. He highlighted how crucial it is for each of us to contribute to the development of the country.

Thereafter, to make this occasion more engaging and special, an interesting quiz related to important facts and the significance of the Indian constitution was conducted by **Dr Deepak Singh** and **Dr Vinod Tomar** (Dean Administration), which saw enthusiastic participation from all present, including some foreign delegates, who were attending the ITEC MDP program at the campus. This was followed by a dance programme that aroused a sense of pride for everything our country has accomplished. Following this, Basant Panchami was celebrated with traditional fervour, where everyone present prayed to Goddess Saraswati for her blessings on an auspicious day.

MAJOR HIGHLIGHTS

HANDS-ON SOCIAL MEDIA PROJECTS



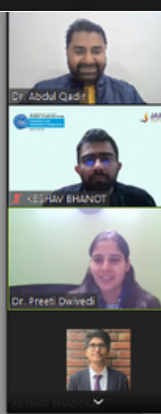
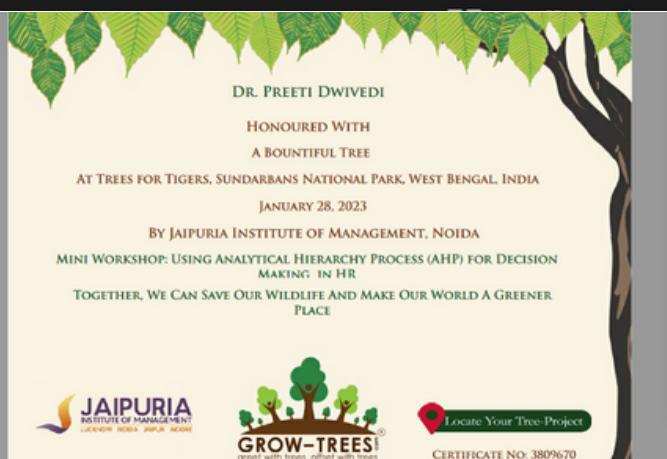
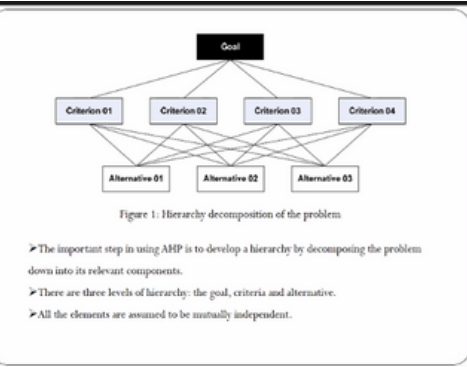
The course on Web and Social Media Analytics focuses on insights from both social media and real-world web data. For businesses of all sizes, social media promotion is an effective way to connect with prospects and clients. Effective social media analytics can help a business achieve extraordinary success by generating loyal brand supporters, leads, and even purchases. Several of these analytics solutions need real-time data to analyze but these tools will run only on professional pages and business accounts. However, most of our students have only personal accounts and limited opportunities to learn. Hence, the course faculty, **Dr Renuka Mahajan**, roped in a group of female entrepreneurs who have recently started their ventures. These all-female entrepreneurs were not able to promote via expensive promotional material, nor did they have the time or the required expertise, but they were quite interested in promoting their ventures on social media platforms. The students of this course worked for them for one month on live projects and added value to their respective clients. The goals were achieved after putting in the effort to understand their business, and customers and creating content that spoke to their needs. Students carefully planned their calendars for doing keyword optimization, website optimization, and planning various campaigns on social media for their promotion. The students started out with a mutually viable social media strategy with measurable goals. They helped their client understand various social media metrics to measure the effectiveness of their campaigns. With this pedagogy, students got hands-on learning and the confidence to plan and implement any organization's social media strategy in the future. The clients' own opinion of the one-month effort played a significant role in their internal assessment, conducted on 11th January 2023. The tasks that the students completed were simply evaluated in terms of their prominence on social media sites by these entrepreneurs. While the clients got social media promotion of their firm without any charges, students got a thorough understanding of available analytics tools and received constructive feedback and verbal & written appreciation.

MAJOR HIGHLIGHTS

MINI-WORKSHOP ON HR ANALYTICS: DECISION MAKING IN HR USING ANALYTICAL HIERARCHY PROCESS (AHP)

-BY DR. PREETI DWIVEDI, ULTRATECH CEMENT PVT. LTD

SAT. 28 TH JANUARY 2023, 02.00-05.00 PM



Comparison Matrix

Given: Three apples of different sizes.

Apple A (S1) Apple B (S2) Apple C (S3)

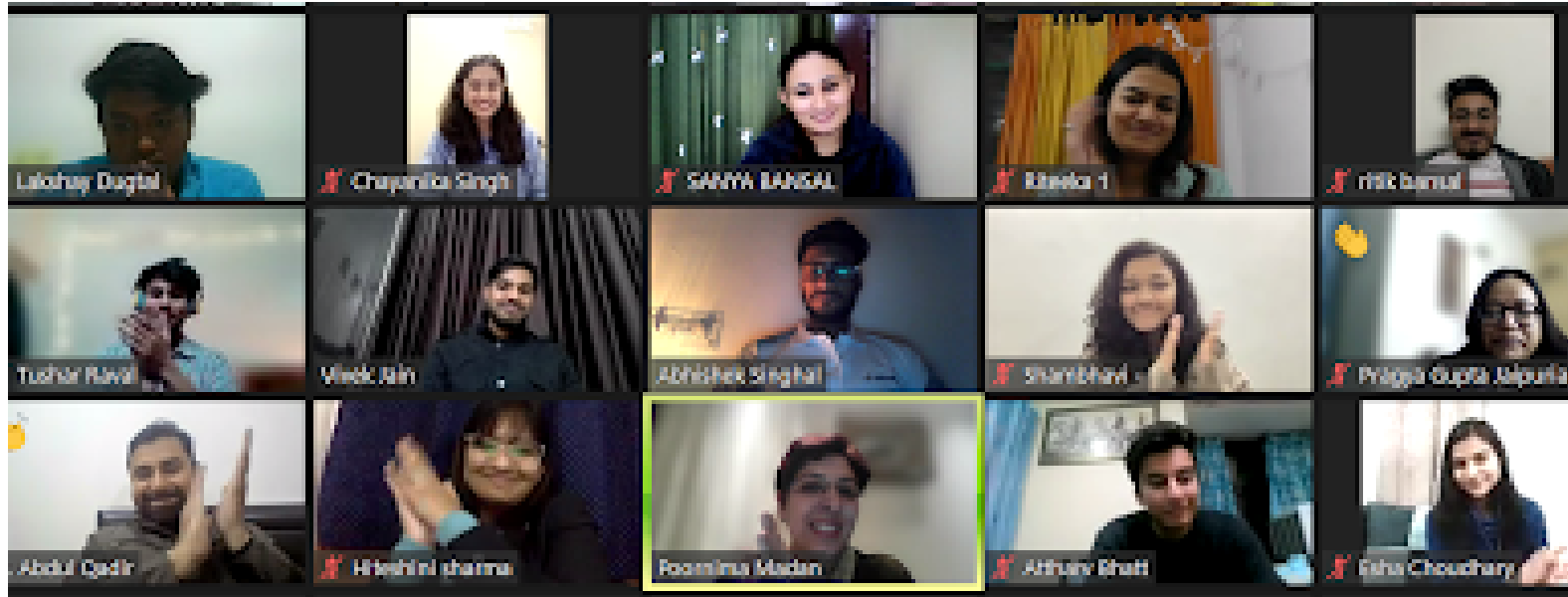
We assess their relative sizes by forming ratios

Size Comparison	Apple A	Apple B	Apple C
Apple A	S1/S1	S1/S2	S1/S3
Apple B	S2/S1	S2/S2	S2/S3
Apple C	S3/S1	S3/S2	S3/S3

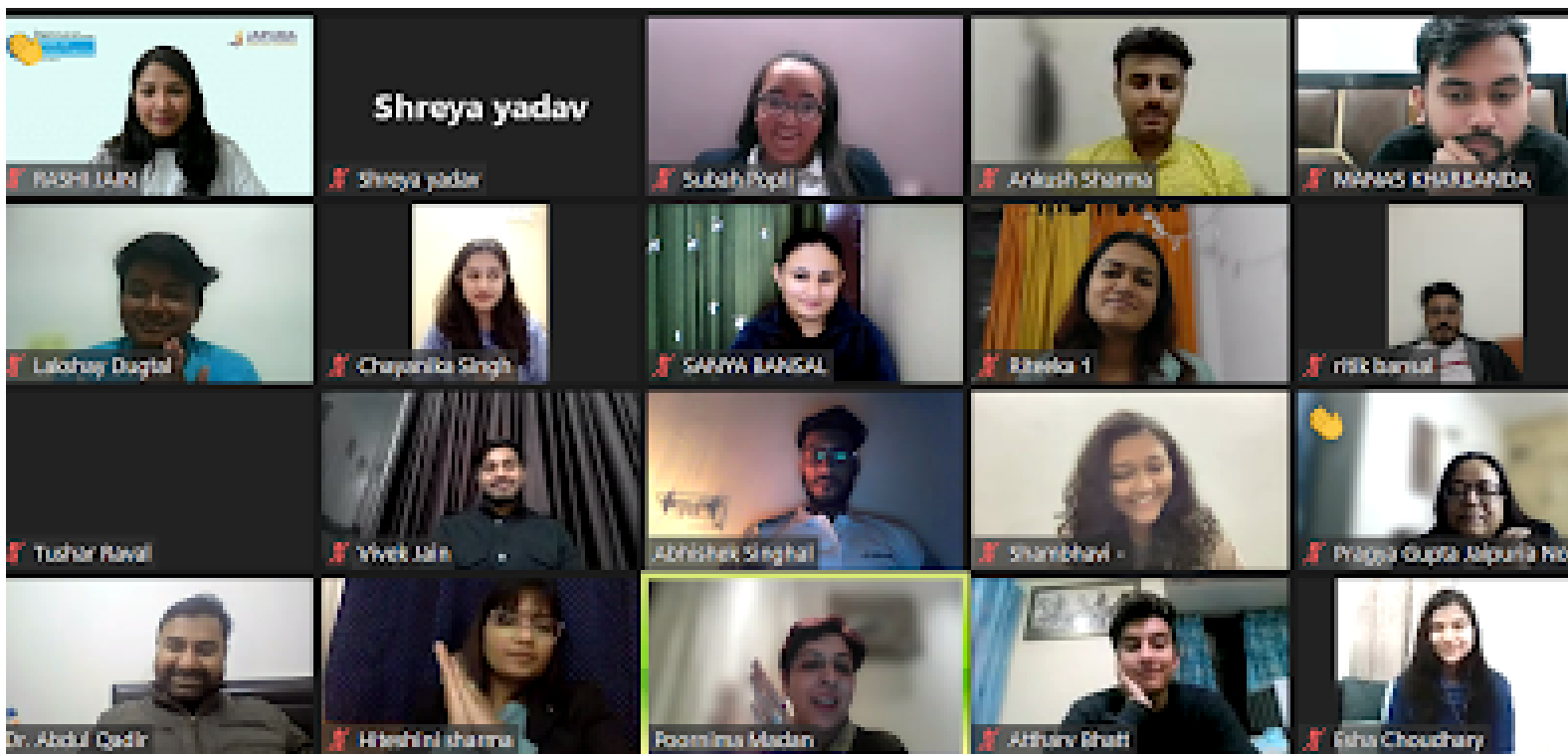
A mini-workshop for the HR specializing students of the 2021-23 batch in HR Analytics was organized on 28th January 2023. **Dr Preeti Dwivedi**, an AHP Expert and also a Market Intelligence and Business Analyst at Ultratech Cement Pvt. Ltd. was the resource person for the three-hour-long workshop, themed “Decision making in HR using Analytical Hierarchy Process (AHP)”. The session began with the introduction of the guest by the class representative **Mr Keshav Bhanot** and **Dr Abdul Qadir**, faculty of the HR Analytics course, welcoming the guest. Dr Qadir presented her with a green tree certificate. The workshop unfolded with the introductory discourse, wherein the different views and understanding of the Analytical Hierarchy Process (AHP) for optimizing business solutions in general, were presented by the resource person to the students. After introducing the basic tenets of AHP, Dr Preeti explained the use of AHP in the domain of HR. She described the purpose, scope and usage of the AHP technique under Prescriptive HR Analytics for decision-making in HR, giving many examples of multi-criteria decision tools. After giving the background of the AHP, the students solved a problem titled “Employee Selection”. They learned the step-by-step solutions to the problem using AHP, such as structuring the problem, defining the multi-criteria, and finally solving the problem. It added a very handy technique to the toolkit of HR analytics students for decision-making in HR. Dr Preeti also shared various roles and opportunities where being an AHP Expert can give a lot of leverage to HR students such as HR Consultant, and AHP Experts cutting across all the business functions. At the end of the workshop, Dr Abdul Qadir proposed a vote of thanks to the resource person Dr Preeti while students showed genuine appreciation to the guest for the learning they received from the workshop and wished to connect with her for advancing their learning in the gamut of HR Analytics.

MAJOR HIGHLIGHTS

HR CLUB EVENT "IDENTITY CRISIS 2.0"



A very interesting and entertaining online event took place at the Jaipuria, Noida, on 13th January 2023. The event, "Identity Crisis," was organised by the HR club, IPSA. The judges were **Prof. Poornima Madan**, **Prof. Pragya Gupta**, and **Prof. Abdul Qadir**. All the participants were supposed to choose a character from any movie, series, cartoon, or comic and make a hilarious resume of that character, then pretend to be that character for the final interview. All the participants were amazing and hilarious, indeed. The audience witnessed the interview of their favourite characters such as Jethalal, Shinchin, Gabbar, Batman, Baburao, and many others, which was so much fun. The participants just nailed the characters. **Mr Attharva Bhatt**, who played the character of Batman, was declared the winner, and the runner-up was **Ms Shambhavi**, who played the character of Shinchin.

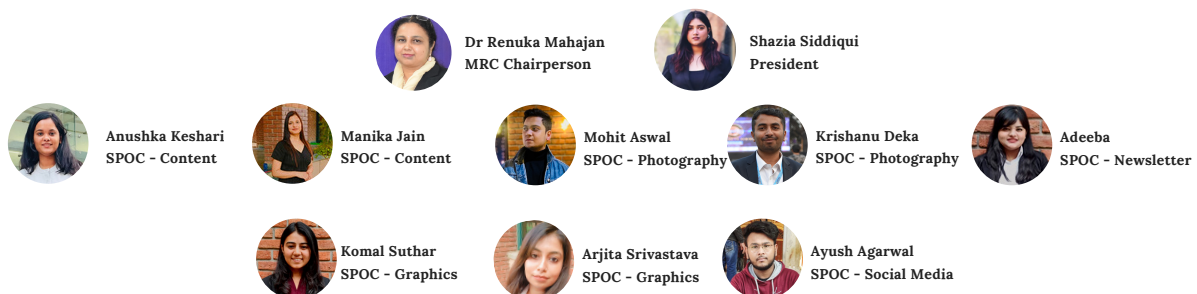


MAJOR HIGHLIGHTS

MARKETING PLAN PRESENTATIONS



Marketing plan presentations of section A PGDM students were completed on 20th January 2023. **Mr Vineet Aurora**, Group Business Manager, Ingram Micro was invited as an industry expert by the course faculty **Dr Poonam Sharma**. He assessed the students and spent a good time giving them relevant feedback. These presentations were in lieu of the end-term examinations. The session was enjoyed by one and all.



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