JAIPURIA
INSTITUTE OF MANAGEMENT
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THE JAIPURIA COMMUNIQUE

The official campus newsletter of
Jaipuria Institute of Management, Noida

- Regional Chapter Launch (Analytical Society of India- Jaipuria Partnership)
- Brand Hunt
- Guest Talk in Service Management
- Industrial visit tour of PGDM 1st year students
- 5 Days Research FDP program

MAJOR HIGHLIGHTS

REGIONAL CHAPTER LAUNCH (ASI – JAIPURIA PARTNERSHIP)
MASTERCLASS ON "DEMYSTIFYING ARITIFICAL INTELLIGENCE

Analytics Society of India (ASI) launched its Regional Chapter in Noida at Jaipuria Institute of Management Noida on 28th March 2023. The program was mentored by Data Centre and Analytics Lab, a Centre of Excellence in Analytics at the Indian Institute of Management Bangalore (IIMB).

Chair of Excellence and Head of Data Analytics Lab at IIM Bangalore, **Prof U Dinesh Kumar** was invited as the Guest of Honour to commemorate the launch event. A highly engaging Masterclass on "Demystifying Artificial Intelligence" was delivered by him. He gave many insightful examples and showed interesting videos. Prof. Dinesh Kumar also offered books authored by him to students who were taking an active interest during the session. The students hope for similar interactive sessions in the future.

MAJOR HIGHLIGHTS

REGIONAL CHAPTER LAUNCH (ASI – JAIPURIA PARTNERSHIP)
WORKSHOP ON "DATA VIZUALIZATION AND STORYTELLING

This was followed by a 2-day workshop on "Data Visualization and Storytelling" from 29th march -30th March '23. The participants were from industry and academia. The resource person, **Ms Sharada Sringeswara**, Author & Faculty, IIM Bangalore, demonstrated how to make compelling and easy-to-understand visuals through a series of use cases.

Everyone is familiar with the age-old adage that if you must explain a joke after you tell it, then the joke will be a flop. The same principle holds when you put data in front of a live audience, whether with a table, a graph, or a chart. Effective Visualizations can help us make sense of the data.

In her highly engaging session, Ms Sharada explained that through a structured approach, one needs to pick one or two narratives, find the data that supports them, and build a plot that presents concepts in a form that a person can easily understand. Using Tableau as the data visualization software, she demonstrated how to build and communicate insights through three essential elements: narrative, visuals, and data. Through the numerous real-world examples shared by her, the key lessons that improved the data storytelling revolved around understanding the context, choosing an effective visual, identifying and eliminating clutter, focusing attention, and telling an impactful story. These lessons were made concrete through diverse use cases, and participants got hands-on practice. Overall it was well paced and highly informative workshop.

MAJOR HIGHLIGHTS

BRAND HUNT

"Talent wins games, but Teamwork wins Championships"

INVICTUS: The Marketing Club of Jaipuria Institute of Management, Noida organized BRAND HUNT on 11th March 2023. The event was an extended version of Treasure Hunt where students were required to reach their final destination through the help of clues. But, there was a twist of Marketing along with the whole hustle of hunting the clues. A total of 6 teams participated in the event and they ran around the whole campus to find their clues. Along with this teams were also required to brainstorm to find the answers to the questions which worked as hurdles between the hunt. The team named "Brainy Fools" was declared the winner along with team "The Scavengers" as the first runner-up. Both the teams were awarded cash prizes and all the other teams were appreciated for their hard work and enthusiasm. All the participants were filled with adrenaline and played with full vigour which made the event successful.

GUEST TALK IN SERVICE MANAGEMENT

A guest talk was organised on 28th March 2023: "A discussion on retail services in India, based on experiential learning" for students of the Service Management course by **Dr Deepak Halan**. Our guest, **Mr Nitin Malik**, DGM -Institution Expansion, Reliance Retail, talked about Managing service productivity, revenue management in services and also covered sustainability aspects. Mr Malik who has played 2 different roles, in his journey so far - the first in the FMCG sector, while the second in e-commerce development and retention, provided students with useful insights into what it takes to begin and sustain a career in the retail industry.

MAJOR HIGHLIGHTS

## INDUSTRIAL VISIT TOUR OF PGDM 1ST YEAR STUDENTS

An industrial visit tour of our PGDM 1st year students was organised at Haldiram's one of the most advanced manufacturing facilities in Noida on 29th March 2023. Students were exposed to many concepts such as assembly line, production runs, quality control, vendor selection, capacity management, Human Resource Management, etc. which they learned theoretically to date.
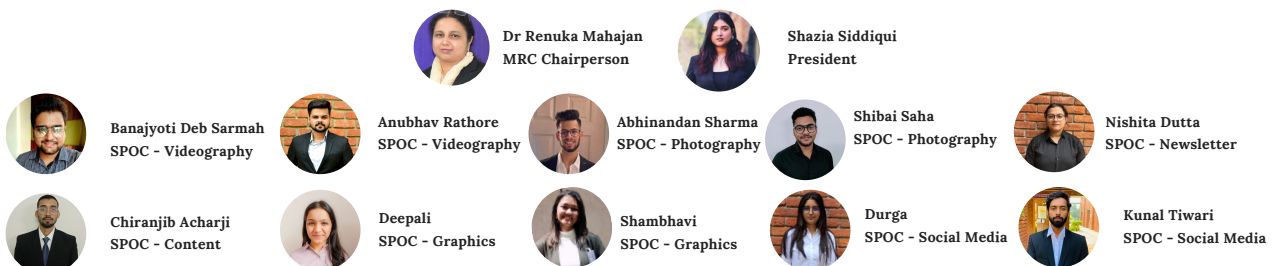
The entire Haldiram staff from Sr. Vice-President (Operations) **Mr N S Papola** to Operations Managers actively helped in settling the so many queries of our students. They were presented a small token of appreciation from our faculty coordinator **Dr. Ankur Chauhan** and Staff Member **Mr. Ashish Thukral** on behalf of Jaipuria Noida for allowing our students to learn in their factory setup. Students now have a better understanding of how the manufacturing of products takes place. Haldiram's team also presented their different products to our students as a gift hamper. Overall students learned and enjoyed this industrial visit.

MAJOR HIGHLIGHTS

5 DAY RESEARCH FDP PROGRAM
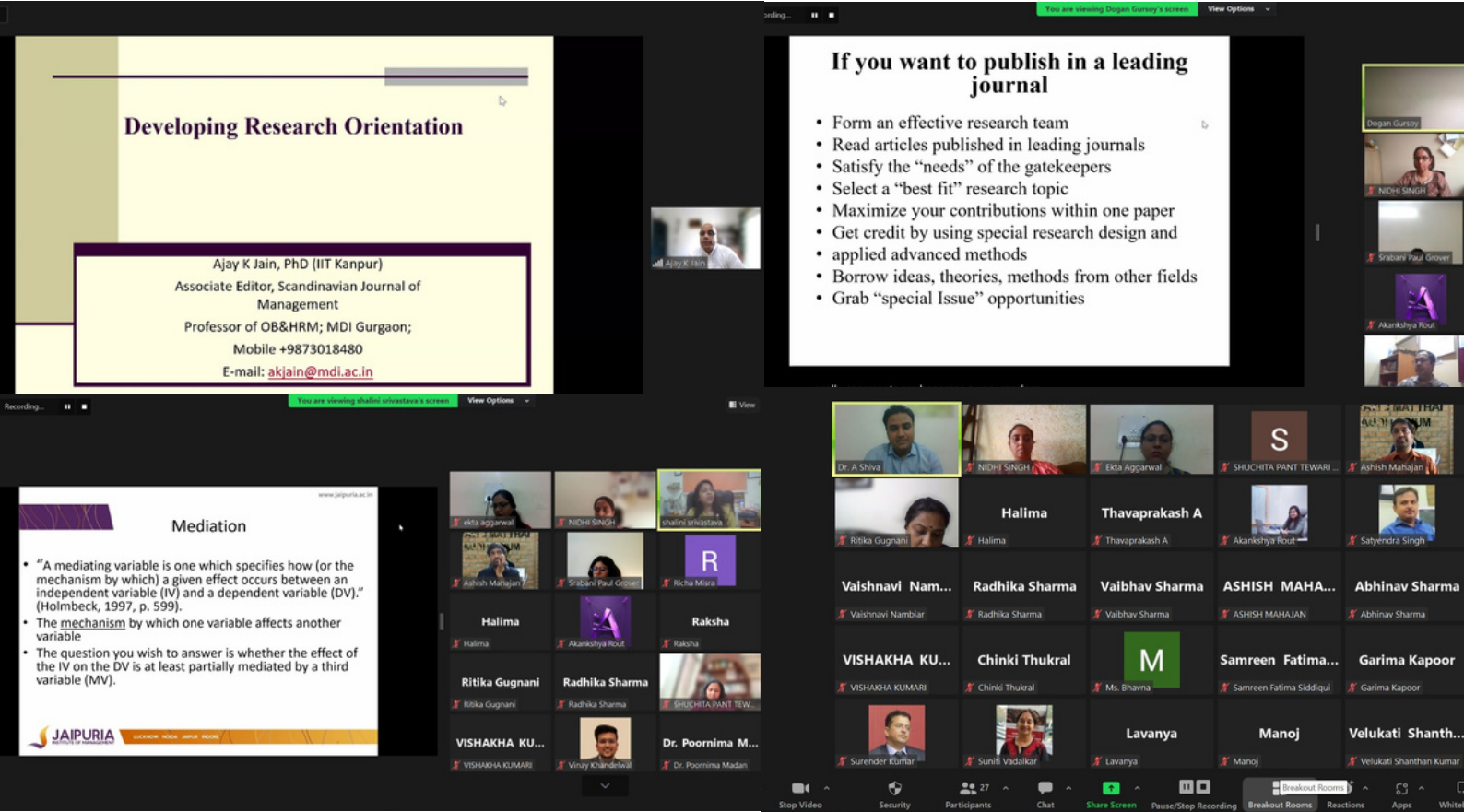
Jaipuria Noida has organized a 5-day online FDP program on 'Efficient Methods for Writing Research Papers, Developing Theories, and Analyzing Data' for academicians and research scholars from 15th March 2023. This FDP was intended to assist academics and researchers in thinking of novel methods to integrate research insights. A total of 75 participants registered for the workshop from more than 20 national and international colleges. The learned experts **Dr Ajay Jain**, **Dr Dogan Gursoy**, **Dr Atul Shiva** and our internal experts **Dr Shalini**, **Dr Richa** and **Dr Sonali** from the Noida campus delivered several sessions and discussed the complexities of research and multi-dimensional approaches that may be useful in both learning and research. Techniques like EFA, CFA, moderated mediation, PLS-SEM, and segmentation analysis using FIMIX criteria were taught to various participants. It was a highly engaging and educational session for participants.

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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.