

# THE JAIPURIA COMMUNIQUE

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

- JAIPURIA ANNUAL BOOK FAIR 2023
- MASTERING CUSTOMER RELATIONS - EFFECTIVE CRM STRATEGIES AND EMERGING TRENDS
- INVICTUS - THE MARKETING CLUB QUIZ SERIES
- EXPLORING THE "Impact of AI on Organizations"
- GRAVITY 2023

# MAJOR HIGHLIGHTS

## JAIPURIA ANNUAL BOOK FAIR 2023



Learning Resource Centre (LRC) of  
Jaipuria Institute of Management, Noida

*Welcomes you to*  
**Jaipuria Annual  
 Book Fair 2023**

December 01, 2023 | 10.00 AM to 05.00 PM | Front Lawns

Learning Resources Centre (LRC) of Jaipuria Institute of Management, Noida organized its 10th Annual Book Fair at its campus on 01st December 2023 at its front lawns. The Annual Book Fair date coincided with the beginning of December month and the onset of chilly winds with sunlight playing the hide-see game.

The Director of the institute, **Dr. Subhajyoti Ray** inaugurated the Annual Book Fair in the presence of faculty, staff, students volunteers, and exhibitors by cutting the ribbon of the exhibition gallery. He along with faculty and guests visited all the stalls, discussed with publishers and vendors, and recommended a good number of books.

Like all previous exhibitions held in past years, all leading publishers in the area of business and management including Harvard Business Press, Springer, Routledge, Cambridge University Press, Kogan Page, McGraw Hill, Pearson, Palgrave Macmillan, Wiley, Cengage, Prentice-Hall of India (PHI), Viva Books, Ane Books, CBS Publishers & Distributors, S. Chand & Sons, Penguin, Vitsata, Random House, Rupa, Penguin, Taxmann, Himalaya Publishing House, Surendra Publishing and many more displayed their latest collections.

In addition, many leading vendors of management books like Segment, Variety Books, Raghav Books, Technical Bureau, New Book Corner, Atharve Books, Radhey Books, Siemens Publishers & Distributors, Narosa, and so on displayed the latest books of over one hundred different publishers on this occasion.

# MAJOR HIGHLIGHTS



Throughout the day, visitors had a chance to go through the vast ocean of over ten thousand books spread over 32 stalls.

Besides textbooks in all areas of management, biographies, fiction, assessment, personality development, psychometrics, and general titles were also there in large numbers.

One added attraction of this year's book fair was the participation of a Binding Vendor who displayed different types of bindings including thesis and dissertation reports in addition to books, journals, and management bindings. Students in particular took more interest in this stall as they could use this vendor's services for their dissertations etc.



# MAJOR HIGHLIGHTS

Similarly, there was a large number of Children's books on display. Many faculty and students bought personal copies of the books for their wards and a few of them brought their families to visit the exhibition.

Faculty, staff, and students' enthusiasm was worth seeing and they kept visiting the fair despite their regular academic activities throughout the day, screening and scanning carefully a lot of books and recommending some good books after scrutiny for library purchase.

MRC Jaipuria, Noida, and Students Affair Committee students' volunteers helped the library team in the successful organization of the exhibition by helping in multiple ways. MRC, Noida team covered the entire event and provided the media links in time to the library.



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The library committee and library staff expresses their sincere thanks to the Institute's management and Director for allowing them to hold this exhibition and gratitude to all faculty, staff, and students for visiting the book fair and wholeheartedly participating and recommending a good number of books for library purchase.

The library team was highly satisfied with the fact that they would be buying books directly recommended by faculty, research scholars, and students and were hopeful that more and more students would be attracted to the library and its resources. This was an assurance that all books procured during the exhibition would be used and read by readers.

Special thanks to the whole library team for their efforts in making this event successful.

# MAJOR HIGHLIGHTS

## MASTERING CUSTOMER RELATIONS - EFFECTIVE CRM STRATEGIES AND EMERGING TRENDS: CURTAIN RAISER SESSION ON CRM

**DATE -2 DEC 2023, TIME- 6:30-8:00 PM**

### Introduction:

**Mr. Sanjay Pokhriyal**, CEO of Akkado Loyalty, opened the online session with insights into his professional journey, emphasizing the importance of learning CRM rather than simply earning it. He shed light on the CRM curriculum at Jaipuria Institute of Management, emphasizing the need to bridge the gap between academic knowledge and real-world corporate applications. Mr. Sanjay Pokhriyal's session provided a comprehensive overview of CRM strategies, emphasizing their practical applications and offering valuable insights into emerging trends in customer relations. **Dr. Deepak Halan** and **Prof. Anuja Shukla** were the organizers of the event.



### SANJAY POKHARIYAL

*Co-founder & CEO Akkado Loyalty*

Business leader with a passion for evolving a culture of innovation and revenues as well as smiles. Strategic thinker adept at bringing brands and creating an ecosystem of relevant & novel engagement, intuitive technology and cheerful human interface.

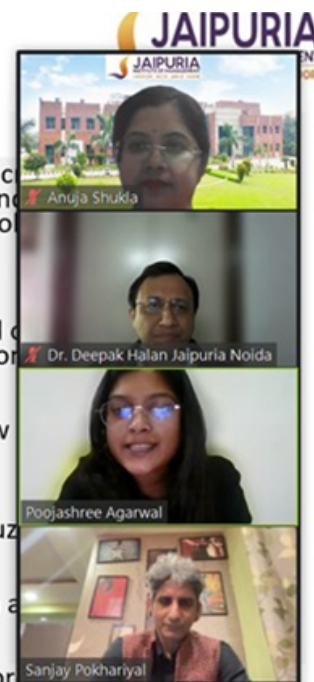
During a career spanning 25 years, held leadership positions in reputed Honda Motorcycles & Scooter India, DLF, Dentsu Aegis Network, Director

#### Key skills:

Brand strategy, loyalty marketing, CRM strategy, business planning, new story telling, team and client management.

#### Key career highlights:

1. Played a lead role in transforming customer experience for Maruti Suzuki spanning all touch points, distribution channels and business units
2. Established first ever CRM division for Dentsu Aegis Network in India and itself as a CRM and Loyalty marketing consultant
3. Devised engagement strategy framework for award winning loyalty programs Club, Samsung Shikhar, Apollo Accelerate & Merino Humrahi
4. Managed segment leading bike brands Honda Shine, Honda Unicorn and Honda Activa and played a key role in creating a distinct brand positioning for Honda 2-wheeleres in India



**Understanding CRM:** The discussion was on

- Customer insights are crucial, with a focus on hyperpersonalization.
- CRM is at the core, involving data, technology, customer service, segmentation, and insights.

**Creating a strategy:** The discussion was on

- CRM is not just a tool but a strategic approach.
- The strategy must include measurement metrics, an implementation roadmap, and continuous evaluation.

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**Real-world Application: Maruti Suzuki Case Study:** The discussion was on

- Highlighted the Transformation Customer Exp 2.0 strategy.
- Challenges included a dated brand image, cluttered showrooms, and poor digital engagement.
- Transformation 2.0 focused on the product portfolio, brand, and customer experience.

**Impact on Customer Experience:** The discussion was on

- Customer retention through multi-channel experiences.
- Integration of digital, physical, and people for synergy.
- Importance of defining a customer vision.

**CRM 2.0 Vision and Delivery:** The discussion was on

- The exponential increase in customer lifetime value.
- Explored propensity models, upselling, cross-selling, churn reduction, and loyalty improvement.

**Customer Journey Map:** The discussion was on

- Analyzed present scenarios, key differentiations, and strategic frameworks.
- Emphasized creating an ideal customer journey for each channel.
- Loyalty Programs and Customer Experience Enhancement:
- Examined Maruti Suzuki Rewards and identified negative gaps in the customer experience.
- Explored strategies to make customer experiences delightful, consistent, and connected.

**Customer Customization Experiences:** The discussion was on

- A unified ID for a single customer view.
- Introduction to SVOC (Sample, Variables, Outcome, Constraints) for customer customization.

**Best Practices and Emerging Trends:** The discussion was on

- Explored hyper-personalization, voice UI, social CRM, community LP, AR/VR, IoT, and dynamic rewards.

**SOLUS Proposition:** The discussion was on

- Introduced an AI platform with Systems of Engagement, Souls of Intelligence, Systems of Record, and genome matching for retailers.

**Customer acquisition and retention:** The discussion was on

- Explored the loyalty ladder module.

**CRM as a Profession:** The discussion was on

- Highlighted two entry points: CRM service providers and CRM service consumers.

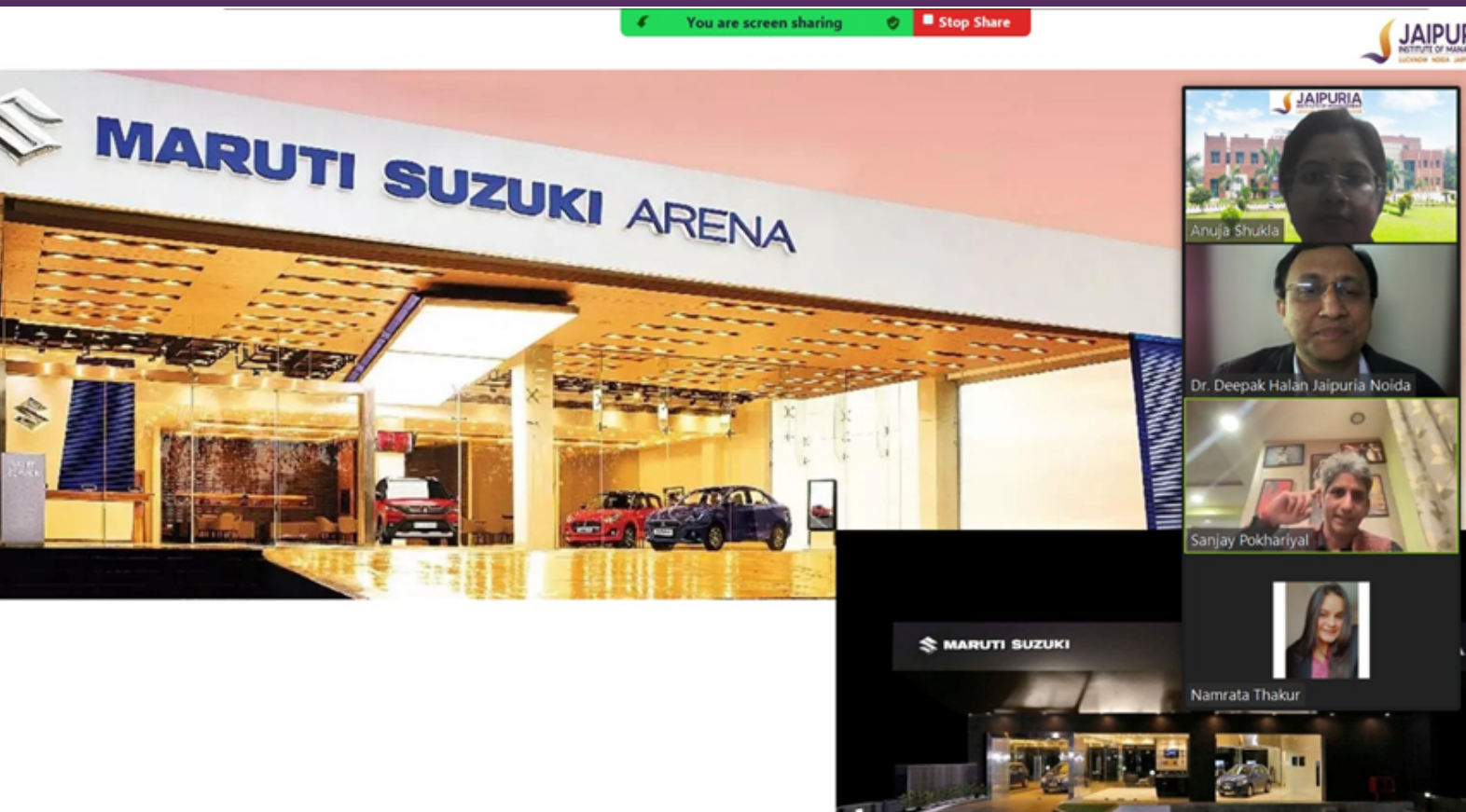
**Conclusion:**

He shared tips to become a CRM practitioner, including enrolling in loyalty programs, participating in feedback surveys, being an all-rounder, and fostering curiosity.

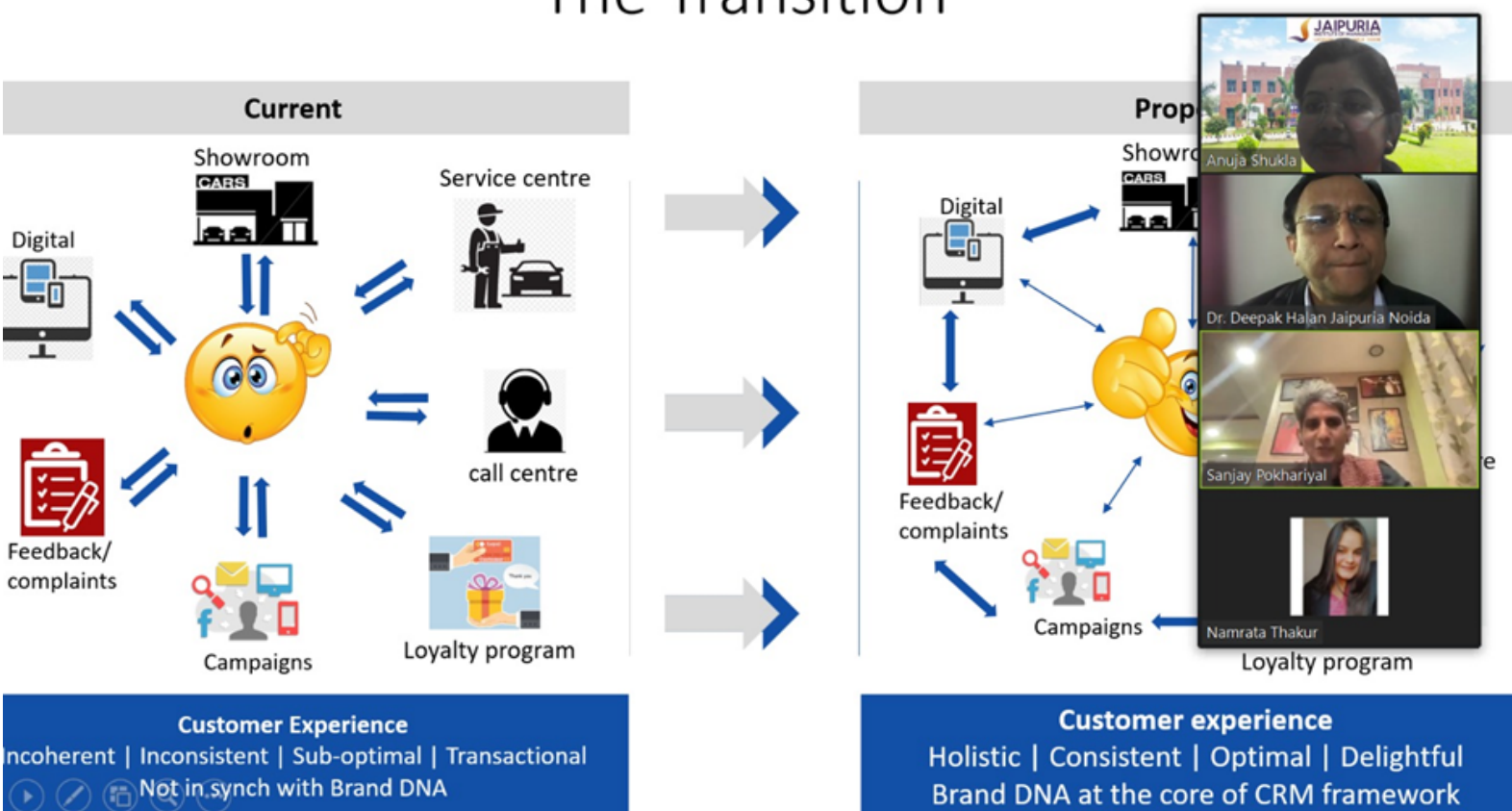
**Q and A Session:**

The session concluded with an engaging Q&A segment, providing attendees with an opportunity to seek clarification and delve deeper into CRM concepts.

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## The Transition





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## INVICTUS -THE MARKETING CLUB PRESENTS QUIZ SERIES: UNLEASH YOUR KNOWLEDGE!

Every week, from Monday to Friday, Invictus, the Marketing Club, unveils a brand-new question on their social media page via Instagram. The questions are related to the hottest trends and news in the marketing world. These questions will challenge student's knowledge levels and compel them to navigate the ever-evolving landscape of marketing. One of the key objectives of this quiz series is to make students go through a business newspaper every day on a continuous, long-term basis. This is expected to help in their placement as well as personality development. The quiz is open to all students, regardless of their major. Students can answer as many questions as they can throughout the week. Consistency pays off, and every correct answer brings the individual one step closer to the coveted title of "Quiz Master."

At the end of each week, Invictus will crown the Quiz Master of the Week! The winner is determined not only by the correctness of their answers but also by their dedication and participation throughout the week. Apart from the honor and recognition, our weekly winners will receive exciting prizes that will further fuel their passion for keeping abreast of the latest news.



# MAJOR HIGHLIGHTS

## EXPLORING THE "IMPACT OF AI ON ORGANIZATIONS"

The International Relations Committee orchestrated a thought-provoking webinar on November 29, exploring the "Impact of AI on Organizations." **Dr. Oliver Dupouet**, a Distinguished Professor of the Operations Research and Information Systems Department, took the virtual stage as the key speaker. His wealth of knowledge and experience in the field added a significant dimension to the discussion, providing attendees with profound insights into the intricacies of AI and its implications for modern organizations.

Guiding the conversation with finesse was **Dr. Shivani Bali**, the accomplished moderator from Jaipuria Institute of Management, Noida Campus. A green certificate was presented to Dr. Oliver Dupouet by **Dr. Poonam Sharma**, the Area Chair of the International Relations Committee.

The webinar's central theme, focusing on the multifaceted impact of AI, resonated with the participants. Dr. Dupouet's comprehensive presentation covered technological advancements and strategic considerations, offering attendees a holistic perspective on the subject matter.

Audience engagement played a pivotal role in the success of the webinar. Participants actively participated in the Q&A session, posing insightful questions and contributing to the vibrant exchange of ideas. This interactive element elevated the overall experience, transforming the event into a collaborative learning space.

In conclusion, the webinar left a lasting impression on the audience, expanding their understanding of the complex interplay between AI and organizations. The expertise of Dr. Oliver Dupouet, coupled with the adept moderation of Dr. Shivani Bali, made the session both informative and engaging. The webinar rightfully demonstrated the committee's commitment to recognizing and fostering intellectual contributions in the academic sphere.

# MAJOR HIGHLIGHTS

## GRAVITY 2023: A VIBRANT SHOWCASE OF TALENT, INNOVATION, AND ENTERTAINMENT



Jaipuria Noida recently hosted Gravity 2023: Masquerade, an annual extravaganza symbolizing the fusion of talent, creativity, and innovation. Held on the 24th and 25th of November, this grand two-day event left an indelible mark on all attendees. With over 2000 participants from diverse B-schools, the event was a spirited convergence of talents, infusing the atmosphere with an electrifying energy. Across a spectrum of competitions, performers took the stage and captivated the audience with their exceptional skills.

The **'Melange' Solo Singing** Competition echoed with melodious voices, while **'Euphoria'** showcased dancers narrating tales through movements, exhibiting grace and creativity in 3 to 5-minute performances.

The **'Step Up'** Group Dance Competition turned the stage into a canvas for synchronized brilliance and innovation, enchanting the audience with diverse dance forms in 5- to 7-minute displays. Simultaneously, the **'Nukkad Natak'** Street Play Competition highlighted societal truths through impactful storytelling in Hindi.

Participants in the **'Case Study Competition'** showcased analytical prowess, impressing judges with innovative solutions to real-world scenarios. **'Madvertise'** tested teams' marketing skills in selling damaged products with unique pitches, while **'Stock Simulation'** and **'BGMI Battle'** brought thrilling online challenges to test trading and gaming skills. Adding zest to the evenings, the event featured **Gaurav Kapoor's comedy show** on the 24th night, drawing hearty laughter from the audience. The festivities concluded on the 25th night with **Akhil Sachdeva's** mesmerizing concert, leaving everyone spellbound with his soulful performance.



# MAJOR HIGHLIGHTS



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**Dr Renuka Mahajan**  
MRC Chairperson



**Abhishek Singh Bhadauria**  
President



**Nishita Dutta**  
Vice President



**Ankush Sharma**  
Vice President



**Vani Kanodia**  
POC Newsletter



**Kumari Somi**  
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**Mrituanjay Shah**  
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**Mannan Mehrotra**  
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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.