

THE JAIPURIA COMMUNIQUE



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

Key Highlights :-

Hiranya the Finance club presents
Seminar on Security Investment by
Prof. A.R. Tripathi

“Tark-Where Words Ignite the
Change” Debate

Corporate Session on Service
Recovery

Artificial Intelligence and
Changing Business Landscape
by Mr. Prabhjot Singh

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Hiranya the Finance club presents Seminar on Security Investment by Prof. A.R. Tripathi

The Finance Club of Jaipuria Institute of Management Noida recently hosted an enriching session delivered by Prof. A.R. Tripathi, a distinguished academic and expert in finance and commerce. He has held various esteemed positions, such as Professor of Commerce, Dean of Students Welfare, and Head & Dean of the Faculty of Commerce at Banaras Hindu University (BHU). His academic journey includes active roles in significant committees such as the Investment Committees of BHU, IIT BHU, and IGNOU, New Delhi. With decades of experience in teaching, research, and financial education, Prof. Tripathi has been an instrumental figure in promoting investor awareness and financial literacy.

During the session, Prof. Tripathi shared invaluable insights on the art of investing. He emphasized the importance of making informed decisions, avoiding impulsive trading, and understanding market trends. Highlighting the risks of speculative trading, he advised students to prioritize long-term goals and focus on investments backed by solid fundamentals.

The discussion on mutual funds provided clarity on how they work as an investment vehicle. Prof. Tripathi explained the types of mutual funds, their benefits in portfolio diversification, and the significance of choosing funds aligned with one's risk tolerance and financial objectives. He also underscored the role of Asset Management Companies (AMCs) and the importance of thorough research before investing.

A critical segment of the session was dedicated to the role and functions of SEBI (Securities and Exchange Board of India). Prof. Tripathi detailed how SEBI ensures market integrity, protects investor interests, and enforces regulations to foster transparency in the financial ecosystem. He also touched upon the importance of adhering to financial laws and staying vigilant against fraudulent schemes.

The session was a rich blend of theoretical knowledge and practical wisdom, leaving students with a deeper understanding of the financial world. The Finance Committee is proud to have provided this opportunity, reinforcing its commitment to fostering financial literacy and professional growth among students.

"Tark-Where Words Ignite the Change" Debate

The "Tark-Where words Ignite the Change" debate event, organized by the Ek Bharat Shrestha Bharat Committee, aimed to engage students in discussing and debate on current affairs while honing their logical thinking and public speaking skills. In this unique challenge, participants formed teams of 2 members to present their logical and deep knowledge from across the World, showcasing diverse perspectives on an overall domain.

Each team was encouraged to present creatively, with the flexibility to talk about their deep knowledge on a given topic. Their performance time was capped at 6 minutes, to evaluate the team and qualify for the second round, In the next round 4 teams competing each other for the final round, In the third and final rounds the time was capped at 8 minutes for both the finalist teams. The total no. of participants was 8 teams and each team contained 2 members so the total no. of participants was 16.

The distinguished judges for the event were Dr. Jeeta Sarkar, who assessed each team's ability to deliver impactful knowledge and respond confidently during the event.

Despite fierce competition among 8 teams, Team The Brainiacs ultimately stood out, demonstrating exceptional insight and confidence in their. Their teamwork and creativity won the judges' Favor, securing them the winning position. The runners-up, Team We-Bishaan, also impressed the judges with their strong content delivery and ability to tackle challenging questions with poise.

The "Tark-Where Words Ignite the Change" debate event succeeded in creating a platform where students could explore, present, and critically analyze current events while fostering team collaboration and communication skills. Special, thanks to our anchors, Nishtha Srivastava and Khushi Kumari, who kept the event dynamic and engaging. The EBSB Committee appreciates Dr. Jeeta Sarkar for their invaluable support and insightful feedback, which enriched the experience for all participants.



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Corporate Session on Service Recovery

Dr. Rishi Prakash Shukla, a Professor of Marketing at Jaipuria Institute of Management, Jaipur, conducted an enriching Corporate Customer Relationship Management session on 6th December 2024. With 15 years of academic experience, six patents, 20 research papers, and five books to his name, Dr. Shukla is a leader in marketing and neuromarketing technologies. He shared his expertise in service recovery through an engaging blend of videos, music, and practical exercises.

Using a case study on Quantum Park Hotels, A role-play activity further demonstrated strategies for managing service failures and conducting gap analyses. He emphasized critical concepts like customer satisfaction, profitability, and service failure strategies. The session also involved interactive role-play, helping participants learn how to handle challenging customer scenarios effectively.

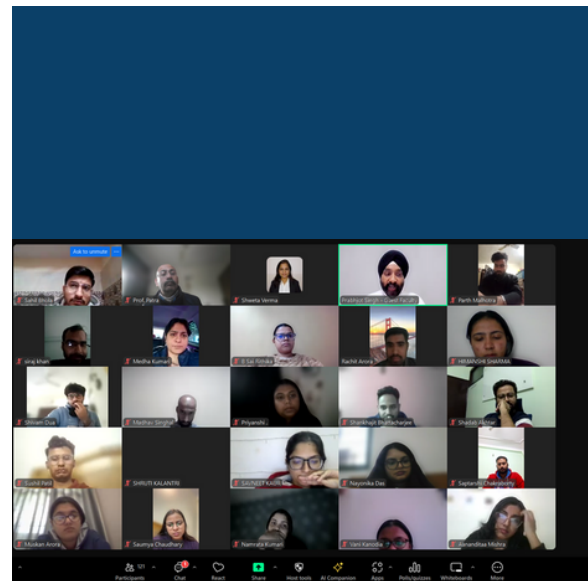
Dr. Shukla's approachable teaching style and innovative methods provided a perfect balance of theory and practice, making the session insightful and enjoyable. Students walked away with practical knowledge and tools to enhance CRM strategies in real-world scenarios. The session was an inspiring mix of strategy and engagement, leaving us equipped with actionable ideas and an improved understanding of CRM best practices.



Session Summary : Artificial Intelligence and Changing Business Landscape by Mr. Prabhjot Singh

Mr. Prabhjot Singh, the Vice President of Operations, Lean Digital Transformation, and Process Excellence at Genpact, delivered an insightful session on the transformative power of Artificial Intelligence (AI). With over 20 years of experience in quality management, digital transformation, and operations service delivery across industries like banking, financial services, healthcare, and insurance, Mr. Singh holds the prestigious title of Certified Lean Six Sigma Master Black Belt. His proven expertise in leading high-impact projects has driven significant cost reductions, revenue growth, and enhanced customer retention and satisfaction.

During the session, Mr. Singh covered key AI technologies, including Generative AI, Natural Language Processing (NLP), Generative Adversarial Networks (GANs), Deep Learning, and Autoregressive Models. He elaborated on practical applications of AI across industries such as retail, banking, and insurance, demonstrating how AI improves decision-making, efficiency, and value creation. The session also addressed critical challenges organizations face in adopting AI, including resource constraints, data availability, technical complexities, ethical concerns, and change management. Mr Singh provided actionable solutions, emphasizing strategies like upskilling, balanced datasets, human-in-the-loop frameworks, and robust cybersecurity defences.



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02/05



Arko Debsharma
Batch (2014-16)
Inside Sales Manager (APAC & MEA)
Emudhra Limited

From The Alumni Corner

Mastering adaptability is crucial in today's dynamic professional landscape. The path to your dream role or desired compensation may not be immediate, but it's vital to focus on strategic self-improvement instead of setbacks. By identifying and refining your Unique Selling Proposition (USP), you can stand out and consistently add value to your team in an environment where everyone is replaceable. Adapting to a new workplace is not just about navigating change but also about fostering positive relationships. Building a network of mentors and allies can significantly enhance your professional growth. These transitional years should be viewed as opportunities for learning and embracing discomfort, as this mindset fosters personal and professional development.

Reflecting on my journey, I started as a Business Development Executive in the Consumer Durables sector. My ambition for growth drove me to transition across industries, from Consumer Durables to Advertising and later to IT Consulting. These diverse experiences enriched my skill set and broadened my understanding of various industries.

Your career is a continuous journey of growth and adaptation. Each role and industry shift brings new insights and skills, preparing you for future opportunities. Embrace challenges, nurture your adaptability, and turn setbacks into stepping stones toward your ultimate career goals.

STUDENT SUCCESS STORIES

Running away from finance take me to the financial destination – BlackRock

From a science and computer science background to a Mass Communication graduate from Makhn Lal Chaturvedi University, my journey to securing a placement at BlackRock Aladdin Data Domain has been one of determination, perseverance, and unwavering support from my family, friends, and faculty.

Currently pursuing an MBA in Finance and Marketing with Analytics as an open elective, I honed my strategic and analytical skills during my internship with Voltas Beko, where I analyzed websites, drew actionable conclusions, and created impactful content to drive business growth. This experience sharpened my ability to learn and adapt, laying the foundation for my professional aspirations.

When BlackRock floated its opportunity, self-doubt crept in. I feared my finance and analytics knowledge wasn't enough to compete. However, encouragement from faculty and friends pushed me to trust myself. Over 15 intense days, I dived deep into financial concepts and BlackRock's analytics-driven services.

The selection process was rigorous—aptitude tests, a technical round, and HR interviews. I prepared a tailored introduction emphasizing my analytical mindset while steering discussions toward my strengths.

With hard work and a focused approach, I converted a daunting challenge into an extraordinary achievement, proving the power of perseverance and self-belief.



Jsleen Kaur

Batch 2023-25

Noida

BlackRock
INVESTMENT INSTITUTE

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From the Campus Corner

Serene moments captured on campus- a glimpse of tranquility amidst the greenery

Photo Credits : Niranjana Nair
(PGDM 2024-26)


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04/05


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The News Room

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Upcoming Events for the Week

The Newsroom

19 December, 2024

The Media Relations Committee (MRC) Noida is now live on Instagram. Follow us to get the latest updates on what's happening around the campus.

Do Follow and Stay Tuned !



@SHUTTERBUGS_MRC_N



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Dr. Renuka Mahajan
MRC Chairperson



Mrigank Joshi
MRC President



Mrituanjay Shah
Vice President



Poorvi Jamwal
Vice President



Mayank Pethkar
Vice President



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