



Industrial Visit to Yakult India Ltd
Dec 10 2019



The first year students of JSB, visited the factory of **Yakult Danone India Pvt. Ltd., Sonapat** along with two faculty members, **Dr. Nitin Kr. Saxena** and **Dr. Vartika Chaturvedi**. The objective of this industrial visit was to familiarize the students with the production, processing, packaging and marketing aspects at Yakult Danone India (P) Limited. The HR manager, Mr. Avdesh, gave a brief presentation on the establishment of Yakult and its marketing strategies.

He also shared the organizational structure and the culture of the plant. The visit was a fruitful experience for the students as they learned the processing stages and the latest technology in producing processed products. It also provided them an opportunity to familiarize themselves with the industry environment. All the queries resulting in the minds of the students related to aspects of sales, policies of employee well-being were resolved.

Prior to visiting the factory, the students were enlightened about the company they were to visit, their products and their market positioning

Students participated with enough zeal to make the visit interactive & gained maximum knowledge during the visit. The students were given cookies and a bottle of Yakult (65 ml) as a welcome gesture.

The, visit was very informative, educational and enriching for the students

Just One Point

Stress Management

(Source: brainline.org)

Managing stress is all about taking charge: taking charge of your thoughts, your emotions, your schedule, your environment, and the way you deal with problems. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun – plus the resilience to hold up under pressure and meet challenges head on.

Stress management starts with identifying the sources of stress in your life. This isn't as easy as it sounds. Your true sources of stress aren't always obvious, and it's all too easy to overlook your own stress-inducing thoughts, feelings, and behaviours. Sure, you may know that you're constantly worried about work deadlines. But maybe it's your procrastination, rather than the actual job demands, that leads to deadline stress.

To identify your true sources of stress, look closely at your habits, attitude, and excuses. Until you accept responsibility for the role you play in creating or maintaining it, your stress level will remain outside your control. A stress journal can help you identify the regular stressors in your life and the way you deal with them. Each time you feel stressed; keep track of it in your journal. As you keep a daily log, you will begin to see patterns and common themes. Write down: 1) What caused your stress (make a guess if you're unsure); 2) How you felt, both physically and emotionally; 3) How you acted in response; 4) What you did to make yourself feel better. Think about the ways you currently manage and cope with stress in your life. Your stress journal can help you identify them.

Unfortunately, many people cope with stress in ways that compound the problem. If your methods of coping with stress aren't contributing to your greater emotional and physical health, it's time to find healthier ones. There are many healthy ways to manage and cope with stress, but they all require change. You can either change the situation or change your reaction. When deciding which option to choose, it's helpful to think of the four As: avoid, alter, adapt, or accept. Since everyone has a unique response to stress, there is no "one size fits all" solution to managing it. No single method works for everyone or in every situation, so experiment with different techniques and strategies. Focus on what makes you feel calm and in control. You can control your stress levels with relaxation techniques that evoke the body's relaxation response, a state of restfulness that is the opposite of the stress response. You can also increase your resistance to stress by strengthening your physical health. Regularly practicing these techniques will build your physical and emotional resilience, heal your body, and boost your overall feelings of joy and equanimity.

Students @ Comic-con

Three students of first year participated in an International event "Comic-con" Fest held in Delhi from 20th-22nd December 2019. The event was organised by Comic Con India.



The Cultural Club of JSB organized a **Debate Competition on 18th December 2019**. The objective of this event was to help students to develop their speaking skills, to learn to work in a team, and also to polish their critical thinking. The topic of the debate was "The encounter killing of the four persons accused of brutality against **Dr. Priyanka Reddy** is the right thing to do". The volunteers coordinated well and the event was a great success.

Prior to the debate session, faculty mentors were deputed to guide the students on the structure of the debate and following the system of "six thinking hats". **Six Hats** is a good decision making technique and method for group discussions and individual **thinking**. Combined with the parallel **thinking** process, this technique helps groups think more effectively. This methodology was founded and developed by Edward de Bono, the father of lateral thinking.

The debate was open to selected number of students and they presented their views and countered their opponents' view through some logical yet hard-hitting facts. Some of the students were high on the emotional count too. Overall, it was a well designed event and the students were enthusiastic and eager to be a part of the audience to encourage the speakers.



Students Win ADMAD Show @ IMS, Gzb

JSB students of Batch 2019-21 participated in the AD-MAD Competition held at Inter College fest at IMS Ghaziabad on December 18, 2019 and **won first prize**. The role-play for the advertisement was enacted in front of all the students and faculty. The Director of JSB appreciated the participants and appreciated their efforts by giving them token gifts.



Later the students reenacted their piece in front of all students and faculty at the Leadership Hall.



Faculty News

- Dr. Nitin Saxena: Research Paper on "Brand Image of Durable Products: A Factorial Analysis" was published in Indian Journal of Psychometry and Education (UGC approved) in Dec'19.
- Dr. Nitin Saxena & Dr. Vartika Chaturvedi attended a seminar on "Teaching with Cases" at Ahmedabad organised by IIMA in association with Harvard Business Publishing from December 6 – 7, 2019 along with Dr. Vartika Chaturvedi
- Dr. Santosh Kumar attended a MDP on Applied Econometrics using Time Series and E-views on 20th and 21st December 2019.
- Dr. Santosh along with Dr Ajay K Patel published Research Paper on "An analysis of Co integration of Nifty 50 Index, Dollar/ INR price and Crude Oil price", in Journal of Advanced Research in Dynamical and Control Systems (JARDCS), vol 11, issue-12, pp-151-158
- Dr. Ajay K Patel and Dr Parul Tyagi attended a workshop on 7th December 2019 on "Case Master Development" by BIMTECH
- Dr. Ajay Patel completed a 5-day FDP (23-27th Dec) on AI & ML organised by Inderprastha Engineering College, Ghaziabad