



**JSB received award as the Best Management College for Placement in North India.** The award was conferred by Integrated Chambers of Commerce and Industry at its Education to Entrepreneurship summit on 28<sup>th</sup> February 2019. Director of JSB, Dr SK Mahapatra received the award along with Head – Training & Placement, Ms. Sweety Singh and Head-Admissions, Mr. Sushant Sinha.

**Visit by Indo-American Center Delegates February 25, 2019**

JSB entered a new chapter in its efforts to strengthen its efforts in forging association at global levels by hosting a visit of the delegates of Indo-American Center – North India office. The US Embassy was represented by Ms. Ayesha Gideon and Ms. Catherine Fische. A workshop on Cyber-security was held during the occasion which was conducted by Mr. Amit Malhotra and Mr. Sumit from Massmatics and anchored by Ms. Shalini Bhalla Goyal from the Indo-American Center who interacted with the students and informed them about the potential cyber threats lurking around us. The members representing Massmatic Cyber Forensic Organisation were also associated with Delhi and U.P. Police in solving cases of cyber attacks and shared a few real-life cases where people were duped and their information compromised by hackers.



**Director's Message**  
**"Integrity"**

**Just One Point**  
**Dr. SK Mahapatra**

There are many values and qualities that define the quality of leadership. The one that stands out is 'Integrity'. The Oxford Dictionary defines 'integrity' as the 'quality of being honest and having strong moral principles'. But the true meaning comes from the mathematical definition, given by Oxford, "The State of being whole and undivided". Integrity as a value is the indivisible whole personality and character of an Individual. This is easy to say, but how does one practice integrity? We need to look for examples to get closer to a holistic understanding of Integrity. Recently, there is a lot of debate about our armed forces and their integrity, which prompted me to discuss this wonderful concept called "Integrity".

In the Army, Navy or Air force, it is common to hear the word, "Integrity", as a mark of every member of the armed forces. The soldiers live or die for a great cause. They put their Nation before their Regiment and 'others before self' when it comes to saving a life, always. The concept of 'whole' as the Circle and self as a dot in the middle, but encompassing the interest of all that stays within the circle, is the concept of Integrity. The armed service personnel who defend our nation's unity and integrity are themselves as a collective known for their integrity, but can we say the same thing about all civilian people in the society. It is indeed rare to see people of integrity in the civil society.

Outside the Armed forces, in other walks of life, people like Mahatma Gandhi, Vinoba Bhave, Martin Luther King Jr, Nelson Mandela, Mother Teresa, Sarvapalli Radhakrishnan, Jamshedji Tata, Vikram Sarabhai, MS Swaminathan, Homi Bhabha, Dhyan Chand, Birju Maharaj, Lata Mangeshkar, APJ Abdul Kalam, Kailash Satyarthi, Sachin Tendulkar and a handful of others like them, bring before us images of leaders with highest standards of demonstrated integrity. Millions adore them for the life they have lived and the path on which they have walked.

Integrity is not just one word, it's a package containing the values of honesty, sincerity, trustworthiness, respect, competency, transparency, commitment, truthfulness, courage, self-less decision, sans prejudice, fairness, kindness, and much more. The practice part of Integrity is interesting. To practice Integrity, means to live by all these values & principles together. The test of Integrity is not taken by any external examiner, but an individual has to conduct the examination as well as take it, by himself or herself. This is called the Test of Conscience. Irrespective of our profession, each one of us has to take this test, day in and day out. In order to claim that one is a person of integrity, one has to pass the test of conscience. We act with integrity only when our words and actions match, and our thoughts & deeds are the same. We act with integrity, when we stand for what we think is right & we do right things. Integrity brings us self-respect, honour & peace in heart. We should aim for such a life that when we walk past any crowd, the thought that must cross their mind is, "Here goes a man of Integrity".



The Director of JSB, **Dr SK Mahapatra** received award as **"Visionary Leader of the Year"** conferred by Integrated Chambers of Commerce & Industry at an Educational Summit held on 28<sup>th</sup> February at the IIC, New Delhi.

**Placement Readiness Enhancement** February 8, 2019  
By **"Winning Mantra"**

The Placement Readiness Enhancement Programme (PREP) for the students of Batch 2018-20 was kickstarted at the campus with the inaugural session on the 8th of February. The 10-session programme will be conducted by experts from The Winning Mantra with focus on helping students improve their life skills and imbibe managerial skills to face the corporate realm.

The Director, in his inaugural address, talked about the importance of grooming and urged the students to make full use of the programme to develop and improve their knowledge and skills. The inaugural session was conducted by Mr. Pramod Joshi and Mr. Arvind Kumar, co-founders of the The Winning Mantra.



**Workshop - Immersive Learning** February 26, 2019

JSB held a session on "Immersive Learning" using simulation and gaming for its students in campus. The session was conducted by **Mr. Mohsin Memon, CEO, Chief Game Designer and TEDx Speaker** who used an application which runs on Android. The aim of the session was to develop Leadership and Management skills in the students using Gamification.

The students, through this workshop learnt how to manage resources efficiently, the importance of team management in achieving goals, involvement, proper planning and analysis of a project, performance of every individual in a project and having an open communication.



**Industry-cum-Placement Visit** February 7, 2019

Students of JSB led by **Ms. Sweety Singh, Head of Training and Placements** visited **Gold Plus Glass Industry Limited, Roorkee Plant**. The purpose of the visit was to make students aware of the glass industry as well as to provide them an opportunity to work with Gold Plus as summer interns.

Gold Plus Glass Industry Ltd. is the first 100% Indian owned company that manufactures float glass in country and specializes in manufacturing, processing & trading of the glass. The Company has also been awarded the ISO 9001:2008 certification for its operations.

The session included an Industrial round followed by interaction with **Mr. Sunil Kumar, HR Head** and **Mr. Subhash Tyagi, Chairman**, who shared with the students some tips to excel in their career. **All the students who went for the trip were selected for summer training at the company.** The visit was very informative and fruitful.



### Expert Talk

February 11, 2019



Mr. Sandeep Bisht from **Spark Minda**-HR, delivered a Talk on "HR Relations" and on topics involving KRAs, KPAs, growth opportunities, Employee Satisfaction, and work culture to the JSB students at its campus. Mr. Bisht is an MBA in HR and a certified trainer in training and development, has an experience of over 7 years. He talked about the disruptions and challenges being faced by the HR Industry and how one can cope up with these changes. He briefed the students about 'Spark Minda' and explained strategies and policies of the company. He also familiarized the students with the company's recruitment process of the company.

### Elocution Contest

February 18, 2019

The students of JSB coordinated and organized an elocution competition on *How the managerial skills can be implemented and utilised for the development of the society and the nation at large* under the aegis of "Youth Speaks" at the campus. The programme was juried by Dr. SP Verma, Professor & Head-MDC and Dr. Nitin Kumar Saxena, Associate Professor, Marketing.

The objective of the event was to provide an open platform to the students where they could practise expressing their views openly and improve their articulation and non-verbal skills. The event witnessed participation in large numbers wherein students chose specific competencies to focus upon as essentials of Managerial skills. The first prize was won by Abhishek Chand while Akansha Chauhan bagged the second prize. The Director of JSB gave away the winning prizes.



### Workshop on Econometrics

February 01, 2019

The Finance department of JSB organised a one-day simulation based workshop on 'Basic Econometrics using Excel' in the campus. The resource person of the session was **Dr Tarun Kr Soni, Consultant, Commodity Derivatives Division Department of Economic Affairs, Ministry of Finance, New Delhi**. He covered the areas on Methodology of Econometrics, Types of data, Correlation, Single Equation Linear Regression, Multiple Regression and Hypothesis Testing using Excel. Through this session, the students learnt to design Hypothesis; to extract and arrange data on Excel from various sources viz. RBI handbook of Statistics and use it for further insight; to independently calculate statistical parameters such as correlation regression and hypothesis testing on Excel; to interpret the meaning of the calculated statistical indicators and to choose a statistical method for solving practical problems.

The session was very interactive and the students gained the hands-on experience which is going to help them in research projects



### Industry Visit to Spark Minda

February 6, 2019

The students at JSB visited **Spark Minda's Noida Plant** to see the functioning and the manufacturing process of the unit. **Spark Minda** is one of the leading manufacturers of automotive components and deals majorly in **Mechanotronics, Electronics, and Interior Setup**. The students got the opportunity to interact with **Mr. Sandeep Bisht**, from their HR and **Mr. Munendra Kumar** from Marketing who explained the manufacturing processes and the strategies followed by the company to keep the employees productive and motivated. Passion for excellence, nurturing talent, competency, respect and humility are some of the core values of the company. The students saw for themselves the manufacturing of the Original Equipment at the plant and learnt about the distribution system of the company. It was interesting to note that the company promotes women empowerment and women representation in the workforce at the plant is 30%. In addition to this, the company also employs physically disabled people. The visit was indeed very informative and interesting

## Alumni Speak

February 21, 2019

Mr. Arpit Singhal, an alumnus of JSB and founder of 'Box of Expressions' - a start-up and an Event Management Company, interacted with the students. Mr. Singhal started his career with a start-up and then after a couple of years got the opportunity to work with Microsoft Corporation. Having an entrepreneurial bend of mind, Mr. Singhal constantly kept trying for his own venture and eventually started B.O.E (Box of Expressions). During his interaction, he discussed about the scope and opportunities in the Event Management Industry, which is indeed a very fast growing industry. The industry has changed tremendously over the last few years with the changing attitude of people towards event management and advancements in technology. Through this session the students learnt the Scope of Industry, the various career opportunities available, the range of activities covered under event management by different companies, the skill set required to excel in this industry. One of the most important traits that is a must in this industry is "Creativity and innovation". The students also learnt the need to be capable of improving their Time Management and Stress handling skills



## Global Immersion Programme

February 12, 2019

Top 10 students of JSB, accompanied by Head – Training & Placement, Ms. Sweety Singh will undertake an institute-sponsored trip to Singapore during end of March. The trip is a part of the Institute's scheme to hold such experiential learning programmes to broaden the horizon of a student's learning to a global level so that they can handle 'glocal' issues more effectively. In this regard, JSB has roped in intraversity.org that has facilitated the logistics arrangement and is responsible for the overseas association and visits by the JSB students at Singapore. The students will undertake case studies and immersion programmes – both entrepreneurial and cultural for international start-ups coupled with industry visits for a better understanding the global business ecosystem. Additionally they will also present a report on "How Singapore became a smart city". An orientation programme was held in this regard at the campus and students were briefed about the culture and various do's and don'ts during the visit.



## Faculty & Staff News

- Dr. Ajay K Patel, Associate Professor has joined the core faculty team of JSB on 1<sup>st</sup> March 2019.
- Dr. Anindita has become a **Certified Trainer** in Business communication Skills, Soft skills and Motivation skills. She is now equipped to train the aspiring trainers.
- A research paper titled "*Impact of Demographic Variables on Green Marketing: Customer Awareness and Environmental Sustainability*" by Dr Timira Shukla with Dr. Nitin K Saxena as co-author was accepted for presentation in an International Conference on Business Sustainability organized by JIMS Kalkaji on 23rd Feb 2019.
- The same paper has also been published in a book titled "*Business sustainability in the 21st century: Managing People, Planet and Profit*" published by Bloomsbury (ISBN: 978-93-88912-91-4)
- Dr. SK Mahapatra attended a programme of Profit Leadership organised by Noida Management Association on 9<sup>th</sup> February 2019.



- Dr SK Mahapatra became an Executive Member of the CEGR and attended their Executive Committee Meeting on 17<sup>th</sup> February 2019.



- A **training programme cum workshop** was held at the campus of JSB on 18<sup>th</sup> February, 2019 on uploading of data and certificates onto the NAD server. The resource person for the programme was from NSDL and he trained JSB staff on the procedure and access of the digital certificates in the server. The AICTE, in its circular issued last year, had mandated uploading of student mark-sheets and certificates onto the digital platform for easy access without the need for institute verification in every case.