



Director's Message

Just One Point

"The Millennials - Technology Driven Life & dawn of a New Civilization"

Dr. SK Mahapatra

The 21st Century began with a new promise for the Millennials - the children born in the third millennium of recorded human history since the birth of Jesus Christ. That promise was, the life of the millennials shall be largely governed by new technology that was emerging at a galloping pace during last two decades of the 2nd Millennium. Most of the millennials have had a technology assisted birth, and have been born at the exact date and time, which the doctors, parents or family astrologers have decided, aided by technology. Since their birth their initial nurturing has been inside a tech-powered incubator instead of lying beside the natural mother. The age and sex of the baby, and even the genes of choice would have been borrowed for some exceptional ones, with the help of technology. The millennial child has heard more lullabies from recorded tapes and learnt more about relatives from smart tablets and smart mobile phone screens using audio-video chat apps. They have grown familiar with video interviews and conferencing, as a natural way of growing up in life. Most of the millennial children have mastered the keyboard before they learnt to write longhand. Stories about the millennial child writing the first software code even before attaining age to enter school.

JSB received ASSOCHAM-APETA Award for being adjudged the Best Institution for Academic Excellence in India. The President of ASSOCHAM Gujarat Chapter, Mr. Jaxay Shah was present on the occasion.

Director of JSB, Dr SK Mahapatra received the award from **Shri Bhupendrasinh M Chudasam, Hon'ble Minister for Higher & Technical Education, Govt of Gujarat.**

The award was conferred jointly by ASSOCHAM and Education Post at the **2nd Asia Pacific Education & Technology Awards (APETA) and Summit -2019** held at Ahmedabad on 3rd Jan 2019.

common now-a-days and well chronicled in the internet webcast. It is unthinkable to see a millennial without a tablet or a smart phone, during day time or night, while in classroom or playground. If it is not there, then possibly he or she has a blue tooth or a smart watch around the wrist. The house of the millennial is full of gadgets, and these gadgets can talk to one another as per the wish and command of the millennial. We call this technology the Internet of Things or the IoT. The millennial speaks to Alexa and Google, who can understand the questions and answer most of the queries flipping thousands of pages of books in the internet, within seconds. Alexa has a special kind of intellectual capability called, "Artificial Intelligence or AI". Alexa can place orders for a Pizza, call a taxi or buy a movie ticket. Alexa has a brain to process queries and information, and take action too, clubbing AI with IoT. A department store can use AI and IoT to replenish its stocks in time and compete its accounting of sales in real time with accuracy. A chain of departmental stores can aggregate their accounts, real time within seconds using the cloud on the internet sky. It is called cloud computing. The millennial does not use cash in a physical wallet, but is more comfortable using e-wallets like a Paytm. The millennial reads e-books, uses a tab or a kindle to tap the world's largest library, and has access to all the good reads from anywhere and everywhere. The millennial would prefer to ride a driverless car, in absolute comfort and with assured safety on road, so that he could pay attention to many other interesting objects to view while driving or to catch up with some more important work using the time which would have been wasted on watching the lanes and the dashboard of the Car.

The millennial worker is a born entrepreneur in a gig economy. They value their freedom and would not like to bind themselves with the long-term employment contracts and commitments. The millennial works only for his/her joy and therefore writes his own employment contract. As per a McKinsey study, 25% of the global workforce is already part of the gig economy, and the number is only rising. The employee-employer relations have undergone a fundamental change from an unequal relationship to a relation at par. A single millennial would work for many employers at the same time in a common area of interest and draws intellectual as well as other logistical support for work from multiple independent workers through a vast network of freelancing netizens. There is only one factor of success for every millennial and that is being ahead of time in adapting to new technology. The millennial has a big appetite to learn on the go, throughout the life. In a year from now, the first set of millennials shall turn 20 years of age and enter the workforce of the World. This army of millennials shall redefine the way we have lived for hundreds of generations and rewrite the history of a new civilization. I welcome the Batch of 2019-21, to join the Jaipuria School of Business with the mission to lay the foundation and announce the Dawn of a New Civilization. **Welcome Millennials to the Technology Driven World.**

JSB CELEBRATES 70TH REPUBLIC DAY IN CAMPUS



Founder's Day Celebration

16th January 2019

The students, along with the members of the faculty and staff, of JSB celebrated the **Founder's Day** to commemorate the **birth anniversary of the founder of Jaipuria Group of Educational Institutions Late Sh. Rajaram Jaipuria** by paying floral tributes to the reverend Founder. The cultural committee of the institute organised some cultural activities to pay homage to the Founder showcasing how hard work and self-belief can help one achieve even the most difficult of goals



Republic Day in Campus

The Republic Day celebrations at JSB began with the unfurling of the National Flag followed by the the National Anthem. Thereafter, the students performed some cultural events including rendition of patriotic songs, and dance performances by **Ms. Anisha and Ms. Gumanshi**, students of first year at JSB. The Director, **Dr SK Mahapatra**, in his address on the occasion, explained to the students the importance of the Indian Constitution and highlighted how the Constitution provided equality to all the citizens of the country. He further urged the students, the youth, to work towards building New India. **Sarthak Mittal and Ayushi Gupta**, students of PGDM first year also presented their views on the occasion emphasising the role of youth in further strengthening the Nation



Industrial Visit

January 30, 2019

The first year students of JSB visited the production facility of **Yakult - Danone's** Sonapat Plant as a part of their industrial visit calendar. The students were exposed to the functioning of the plant and experienced fabrication and bundling processes.



Yakult is manufactured at an ISO 9001:2015 and HACCP certified factory in Sonapat, Haryana. The plant is designed as per international standards and special care is taken while designing to maintain the highest level of hygiene standards and deliver the best quality product to its consumers. The process of making Yakult is completely automated and there is no human touch at any point of time.

Long Service Awards

January 16, 2019

The 10-year Service Awards at JSB were presented to **Dr Anindita- Faculty, Mr. Trilok Chand - Admin, Mr. Shanti Swaroop - IT, and Mr. Sunil Kumar - Maint** for their service and contribution to the Institution building. The awards were given away by the Chairman of JGEI, **Shri Shishir Jaipuria** at the Founder's day ceremony held on 16th January in the campus.



SMT MAHUA SHANKAR DELIVERING A LECTURE- DEMONSTRATION AT JSB



SPIC Macay Programme

On the propitious occasion of the Founder's Day of JSB, the Institute organised a Kathak performance in association with SPIC MACAY. Renowned Kathak artist Ms. Mahua Shankar performed during the celebration along with her team that included renowned musicians namely Ustaad Akram Khan on Tabla; Ustaad Murad Ali Khan on Sarangi; Nupur Shankar Ji on Padhant, and Janaab Shuheb Hasan on Harmonium.



HR Conclave

January 31, 2019

The Director, Dr SK Mahapatra attended the 10th HR Mega Conclave – "From Engagement to Inspiration" organized by Delhi Management Association at Fortune Select Global, Gurgaon as special invitee. Esteemed Speakers from the leading corporates' representing the "Best Employers of India" shared their thoughts and experiences on the conclave theme.

The Conclave witnessed participation from not only HR professionals but across cross functional departments like Sales & Marketing, Fin & Accounts, Logistics & SCM, Academics and Planners.



STAR PLACEMENT: Ms. Riya Gangwar and Mr. Ajeet Singh (Batch 2017-19) congratulated by Director for getting placed in OYO Rooms & Axis Bank resp. Ms. Sweety Singh, Head – Corporate Relations & Placement accompanied the proud students.

Faculty & Staff News



Dr Timira Shukla, Dean (Academics) attended a talk on "India's Decade: Why the Rise of India is inevitable" by renowned Management Guru Dr. Jagdish N Sheth on 12th January at the Multi-purpose Hall of IIC, New Delhi

- JSB Librarian, Ms. Lalita Tyagi attended the Delnet Annual Lecture on "Transforming Human Resources in Libraries: Strategies for the future learning" held on 8th January 2019.

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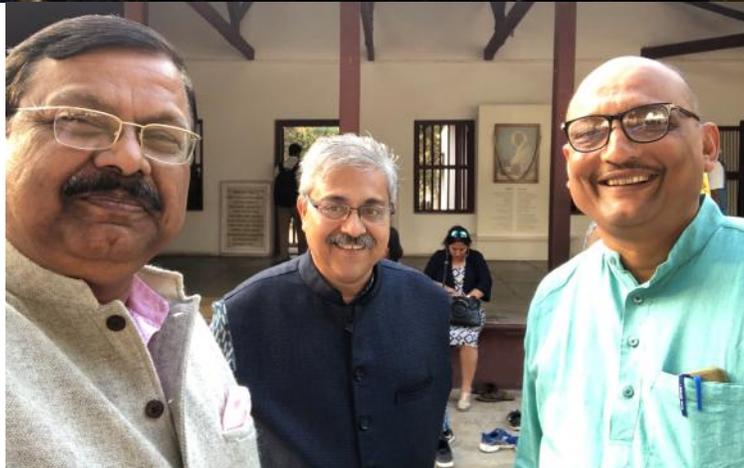
JSB Director, Dr SK Mahapatra along with Mrs. Manju Rana, Principal, SAJS Vasundhara addressed an event of SHE-Bank, a women empowerment programme organized by ANAADIH on 28th Jan 2019. The event was held at SAJS, Vasundhara.



Faculty News:

- Dr. Nitin Kr Saxena presented a research paper titled “Effect of Social Media Marketing on Consumers’ Behavioral and Emotional Response: Mediating Role of Brand Equity” at an International Conference organized by IMT Ghaziabad (6th-8th Jan 2019). The paper is under review for publication in SCOPUS/ABDC indexed journal
- Prof. Yusuf Mehdi presented a paper titled “A Patriarchal Colonisation in Mahesh Dattani’s Select Plays” in the National Conference on “Language and Literature: Transgressing Boundaries” organised by MRIIRS, Manav Rachna International University, Faridabad on 31st January 2019. The paper will be published in a SCOPUS indexed journal.
- Dr Tiimira Shukla, Prof & Dean (Academics) attended a Retail Conclave on Paradigm Shift in Retail industry: Will it lead to Convergence or Divergence on 24th January, 2019 held at JIM, Noida

GLIMPSES OF AHMEDABAD VISIT OF DIRECTOR, DR SK MAHAPATRA FOR INSTITUTIONAL DEVELOPMENT



Top: Director attended a talk by Lord Meghnad Desai organised at Ahmedabad Management Association.
 Bottom Left: With the Trustees at Sabarmati Ashram; Right: Contemplating future vision of JSB; at Harvard Stairs, IIM-A