



JSB CELEBRATES INTERNATIONAL YOGA DAY



International Yoga Day

June 25, 2018

"Yoga is an invaluable gift of India's ancient tradition. It embodies the unity of mind and body; thought and action; restraint and fulfilment; harmony between man and nature; a holistic approach to health and well-being" --- Narendra Modi at UNGA

Taking forward the vision of Honourable Prime Minister Shri Narendra Modi, JSB observed the 4th International Day of Yoga in its campus. Yoga is basically a group of physical, mental, and spiritual practices or disciplines which originated in ancient India. The idea of International Day of Yoga was first proposed by the current Prime Minister of India, Mr Narendra Modi during his speech at the United Nations General Assembly in 2014. Apprx 177 members of the Assembly co-sponsored the draft resolution titled "International Day of Yoga" and 21st June was declared as the International Day of Yoga. The first International Day of Yoga was observed all over the world on 21st June 2015.

Dr AV Singh, Executive Director, Health, Safety and Environment, Bajaj Group of Companies was the Chief Guest on the occasion. He is very passionate about yoga and also teaches yoga in a very simple way which can be easily practised by everybody daily. Dr Singh talked about the various benefits of Yoga that include physical fitness, mental stability and spiritual well-being. He also urged the participants to make yoga an integral part of their lives so that all may lead a healthy life. Regular practice of yoga de-stresses both the mind and the body. It also helps in getting rid of and preventing almost all the ailments. Yoga is without a doubt a panacea – a cure for all ills.

The session was attended by the members of the Faculty and Staff of JSB who also practised a few of the yoga *asanas* along with Dr AV Singh acting as Yoga Guru.

Director's Message

"Getting Future Ready"

Since the Dark Ages, our Planet Earth has been evolving, and for millions of years Mother Earth has been orbiting around the Sun, the eternal source of all Energy. The Sun, in turn is also a moving star in the solar system. The whole Universe is moving and shifting position all the time, every nanosecond! In physics or biological sciences, the evidence of Change is irrefutable. Charles Darwin in his seminal work, "The Origin of Species", enunciated the theory of evolution. We have to change to stay fit for survival and growth.

The era of Industry 4.0 has arrived. There will be more automation powered by artificial intelligence (AI) and robotics technology. Machines will take over many roles and jobs, which people are performing now especially in manufacturing, logistics and hospitality sectors. Millions of people will lose their jobs from places where they have been working for many years. These people will come to the job market and compete with freshers. They have the discipline and maturity. With retraining and re-skilling they will be tough competitors to freshers seeking new jobs. The good news is that there will be many new job roles created as well. History is witness to the evolution of jobs registering a net growth in numbers irrespective of massive migrations from one type of job to another with change and redundancy, affecting the job market in cycles. Those who will be proactive and prepared will always stand to benefit the most in such turbulent times in the Job market environment. Technical competency and Social skills will go hand in hand, in future. Having one to the exclusion or near exclusion of another will not be good enough to survive in future.

Time has come for continuous debates, seminars and symposia on the "Future of Work" and the "Future of Skills". Let the five Centres of Excellence at Jaipuria School of Business - the Centres for Change & Development, Diversity & Inclusion, Creativity & Innovation, Advanced Data Analytics and Leadership Excellence, take upon this mission in coming days and months. This will be the best way to get battle-ready for landing in coveted jobs and careers, and more importantly cope with changes required to retain the edge in future

Leadership Conclave

June 22-23, 2018

The 2-day **Annual Group Leadership Conclave** of the Jaipuria Group of Educational Institutions was held at Hotel Vivanta by Taj, Surajkund, Faridabad & was attended by the leadership team of all units. **Dr. Timira Shukla, Dean (Academics)** represented JSB. **(More on Page 2)**

Just One Point

Dr.SK Mahapatra

In the presence of Chairman and senior leadership of the Group, the heads of JGI and corporate HODs made presentations about the programs and challenges of their respective units for future. **Dr Himanshu Rai, Educationist and Professor IIM Lucknow** and **Ms. Abha Adams, School Development Consultant**, both Guest speakers at the conclave provided valuable inputs on development of education and modern day school practices providing a holistic developmental growth view to the audience. Shri Vinod Malhotra spoke on Happiness and emphasized upon its need for an all round



LEADERSHIP CONCLAVE HELD ON 22-23 JUNE 2018 AT VIVANTA BY TAJ, SURAJKUND

growth of a student. Chairman, **Shri Shishir Jaipuria** in his speech expressed satisfaction over the performance of different institutions but warned of the major challenges ahead for which proactive action is necessary. He expressed hope that the leadership team of each unit will help build a culture of change & take JGI to the next level through a structured Development Plan. He re-emphasized that transparency, good governance and quick response are critical to ensure that the Group achieves its common goal effectively.

World Environment Day

June 5, 2018

World Environment began in 1974 as an initiative by the UN and now has become a global platform for public outreach towards conservation of the Earth's Green cover. The purpose is to encourage awareness and action for the protection of our environment wherein thousands of trees are cut on daily basis in the name of expansion & development which in turn damages the environment around us. The day is also known as "People's Day" since by saving the environment we will actually be saving human lives.

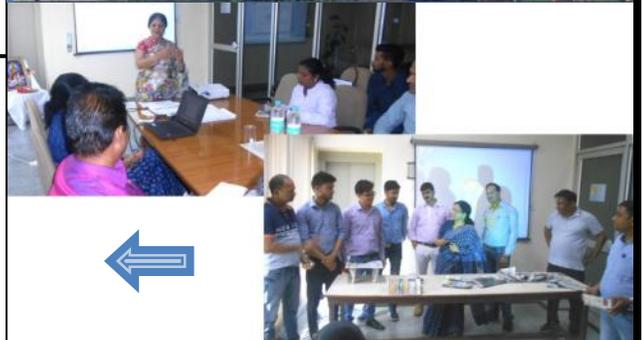
JSB always promotes protection of our environment and encourages its students to help make the earth greener and cleaner. It thus celebrated the Day by planting saplings around the campus. The students campaigned for this day by posting slogans on institute's social media platforms encouraging action towards saving the earth. They also initiated the



EDP at Ginni Filaments, Koshi

June 18, 2018

JSB Faculties **Dr. Timira Shukla, Dean (Academics) & Dr. Anindita, Asso. Prof**, conducted a training programme on 'Achieving Success through Effective Communication' at GFL, Kosi. The programme was inaugurated by Sh. B. K. Sharma, Unit Head and Sh. S. N. Sharma, V.P. (P&A) and through lamp lighting by Dr. Timira Shukla and Dr. Anindita. Sh. B. K. Sharma welcomed the resource Persons and briefed the purpose and theme of the programme.



RUKMINI DEVI CEGR SPRINGER NATURE
INTERNATIONAL MANAGEMENT CONCLAVE
 29th June, 2018 | Rukmini Devi Institute of Advanced Studies, Rohini

KEY SPEAKER
Dr. S. K. Mahapatra | Director
 Jaipuria School of Business, Ghaziabad

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SUPPORTING PARTNERS: IITM, SVKM's, TLUAC, etc.

Dr. Santosh Singhal receiving FDP certificate at SGGSCC



FACULTY NEWS

- Dr. SK Mahapatra, Director, gave a talk as a **Keynote Speaker** at the **International Management Conclave held on 29th June, 2018** organised by Rukmini Devi Institute of Advanced Studies Rohini in association with **CEGR and Springer Nature**.
- Dr Anindita, Associate Professor & Ms Sweety Singh, Placement Head attended 7th National Summit on Institutionalizing Academia-Industry Interface on June 11, 2018 at Le Meridien, New Delhi organised by **PHD Chamber of Commerce & Industry, New Delhi**.
- Dr. Nitin Kumar Saxena presented a paper titled "**Precursors of Green Marketing: An Exploratory Study**" at an International Conference on Contemporary Issues in Business Innovation, Technology & Social Sciences, Gautam Buddha University, Greater Noida, India. It was also published in a book *Management Research & Innovation* published by Bharti Publications, New Delhi.
- Dr Santosh Singhal attended a week long FDP organised by Sri Guru Gobind Singh College of Commerce on "Research Techniques for Cross Sectional Time Series & Panel Data". It was held on from June 8 to June 14 2018.
- Prof. Bhupender Singh enrolled in Ph.D. Programme in Computer Science at Invertis University, Bareilly. Research Area – **Artificial Intelligence and Artificial Neural Network**
- **JSB welcomes Dr. Parul Tyagi, Assistant Professor**, who joined core faculty team of the institute on June 15, 2018.



Snippets from Foundation Classes – Batch 2018-20

The Foundation Programme for the new PGDM Batch of 2018-20 commenced on 25th June 2018. The main purpose of conducting the foundation programme was first, to assess the competence and knowledge of the incoming students and secondly, to try to bring all the students at par by making the basic concepts of Management subjects clear. The new joinees are from different educational backgrounds and it was quite imperative to make them aware of the basics of the management subjects. More than 60 students reported for the classes on the first few days.



The students were introduced to the basic concepts of the subjects that they would be studying in the next two years through various activity based sessions which engaged the students and helped grasp the nuances in a fluid manner.

Students of Batch 2017-19 share their experience of the 8-week Summer Internship Programme undertaken by them in June-July, 2018



Aakriti Gupta
Company: Honda Cars

"I believe that quality internships are essential to develop key skills"

I enjoyed my internship thoroughly this summer at Honda Cars India Ltd. and now have a very valuable experience under my belt. I know this will help me while looking for jobs and needing references. I was dreading it in the beginning, as I had to wake up at 5:30 in the morning for my bus reached at the pick-up point at around 7 AM but now I am so happy that I had to do it. I really learnt a lot about the corporate life and the way one manages his/her life in the corporate.

We all know that practical experience is the best, and internships give students that hands-on experience they need. I feel that quality internships are essential to develop key skills.



Yoshita
Company: Honda Cars

"This SIP Programme has provided me with lot of opportunities and learning"

Honda Cars is such a big and esteemed brand. It is a dream of many to be a part of this organization and I feel very lucky to have got the opportunity to undergo Summer training at Honda. At first, I thought it was going to be very tough as I never had any experience of working with such a big brand but then it was found to be very easy and simple. I felt lucky to have Mr. Ashutosh Agarwal as my industry mentor. He guided me at every stage. Although, the work load was a bit high but then I have had a very good learning from that work. I had a very good team and everyone was very supportive which made every task very easy.

Skills such as multitasking, communicating effectively, learning to deal with diversity, and dealing with deadlines are major essentials in the industry. Internships are also a great way to network with people in the industry. I learnt the work culture at Honda. I have learnt that stressing over little things will not get me anywhere. I have also learnt to work well as a team and that without my team mates nothing worthwhile can be achieved.

The working environment was superb. This SIP Programme has really provided me with lot of opportunities and learning. I learnt about many things, such as Corporate culture, Leadership Skills and Team work. At last I would like to say that it was indeed a good experience working with Honda. It gave a good boost to my confidence and it helped me in developing and improving my skills.



Aakriti Chaturvedi
Company: Tommy Hilfiger



Riya Gangwar
Company: Ginni Filaments Ltd

"I have started taking constructive criticism well which earlier I dreaded"

My internship at Tommy Hilfiger started on 1st May 2018 and lasted for 8 weeks wherein I got the opportunity to work with a great team. I was assigned to take care of the customer service along with the store operations. My supervisor briefed me about my assignment.

In these eight weeks I have discovered about myself and came to know about my actual strengths and weaknesses. This experience has prepared me in a number of ways - office etiquettes, working within deadlines and networking with different departments I learnt how to control the emotional quotient. I have started taking constructive criticism well which earlier I dreaded. It's a common notion that spoon-feeding is the only way of learning but working independently has proved to be my real learning.

An intern's life is a little tough too as we get a very short span of time to make lasting impressions. However, it was a very wonderful experience for me as I gained ample knowledge about the retail industry and learned the nitty gritty of the same and made a number of friends. Overall it was a rewarding experience for me..

"The SIP has provided me a platform to leverage my potential in a constructive way"

I am privileged to be one of the students who got an opportunity to do my training at Ginni Filaments Ltd. My involvement in the project has been very challenging and has provided me a platform to leverage my potential in the most constructive way.

Ginni Filaments is one of India's leading Textile companies offering complete non-woven, spinning and cosmetics' products that encompass every sphere of life. In a short span of time, Ginni has set an example by having a steady and confident journey towards growth and success.

During the training period, I surveyed the compensation system at Ginni Filaments; did a comparative analysis of compensation among Ginni and its competitors; came out with data-based restructuring suggestions for reducing the attrition rate in the organization; and also emphasized on how compensation is correlated to job satisfaction



Tarni Bhartary
Company: Adani Wilmer



Sakshi Dwivedi
Company: Prabhudas Lilladher

"It was a difficult and challenging period for me, but as an intern, I learnt a lot"

I did my Summer internship at Prabhudas Lilladher Pvt. Ltd. from 2nd May to 30th June 2018. My experience here was quite good. Actually, it was a difficult and challenging period for me but yes, as an intern, I learnt a lot.

I have learnt that one should always keep oneself up-to-date about the competitors and the requirements of the potential customers in the financial market since clients never stick to a single organization but join those which are more reliable & which offer systematic and effective services. Some of the points that I have learnt during my internship & which are very important are: 1) Understanding customers' future financial

"The best part was to see and understand how the customers are influenced and convinced to buy the products"

I worked with Adani Wilmar Private Limited as Market Researcher (Intern) from the 12th May to 17th June 2018. My project title was "Market Penetration of Fortune VIVO". My responsibility was to study the market for Fortune VIVO Oil, and to understand the market penetration of the competitors like Saffola, Sundrop, and Oleev Active.

I got ample opportunities to interact with the potential customers and made them aware about the product for which I was doing the market study i.e. Fortune VIVO Oil. While studying the market penetration of VIVO Oil I observed how promoters deal with the customers. The best part was to see and understand how the customers are influenced and convinced to buy the products. The interaction with the customers taught me a lot of things which might not be directly related to the product but are very helpful in making me a better management trainee or executive.

My experience with Adani Wilmar was great as I have learnt many

goals/needs; 2) Acquiring proper knowledge of the financial products; 3) Maintaining good relations with the clients; 4) Focusing on USP of the products and 5) Always being practical. I also learnt how to deal with and how to survive in the corporate world. I now understand that share market is a very wide area and two months was a very less time to know much about it but I would like to thank my institution for giving me this opportunity to join such an organization where I could still learn a lot about the share market. During those two months, I observed how the company worked; what strategies they followed and what type of products they regularly introduced to get better position in the financial market.

Last but not the least; I would like to say that during this internship, I experienced many positive changes in me which will be beneficial for me in future. It was not the task like winning or losing something, it was about everyday hard work and about taking the challenges head on and fulfilling the expectations of the employer. I firmly believe that it is not the end; in fact the real journey begins from here.

things viz. their marketing strategies; how market works, customer buying behavior, demand and supply fluctuation, inventory management and interacting with customers.



Ruchi Singh
Company: Kantar IMRB

"I got a platform where I got the opportunity to interact with the brand icons of the industry"

I got the opportunity to do my Summer Internship at Kantar IMRB (formerly IMRB International) which is a market research, survey and business consultancy firm headquartered in Mumbai, with operations in over 15 countries. IMRB is a part of the Kantar Group, WPP's research, insights, and consultancy network. IMRB provides market research and insights across South Asia, the Middle East and North Africa with specialist divisions in quantitative, qualitative, media, retail, industrial, customer satisfaction, business to business and social and rural research.

My internship at KANTAR IMRB started on 1st May, 2018 and concluded on 30th June, 2018. I underwent my training at its Kalkaji Office, New Delhi. My industry mentor during the internship was Mr. Sumeet Kumar who is a Senior Executive (Data Acquisition) at Kantar IMRB. My experience during internship has been very positive as I learnt about the vast area of market research which will eventually be beneficial for me since 'Marketing' is my chosen specialization.

On the first day itself, I was briefed by my industry mentor about the projects that I had to complete during this 2-month internship. I was informed about my role and the working hours during the internship. My role was as that of a Research Interviewer and I had to collect information related to various projects. The environment of the company was very professional and one thing which I found remarkable is that the company was genuinely interested and concerned about the level of job satisfaction of its employees.

During my internship, I learnt different behavioral aspects of customers in different situations which were very relevant for my research study which I had to do as my assignment; I got a platform where I got an opportunity to interact with the brand icons of the industry and recorded their reviews. Apart from these interactions, I also got a chance to explore the corporate world as much as I could during these 2 months.

It was a challenge for me to get into such a big organization and acquire my place for the internship. Now, the training program is over and I realize that I have learnt a lot of things during this internship program. As an intern it was a challenge for me but now I feel like I have been trained properly to compete in this corporate world and ready for new challenges. As we all know that learning never has its boundaries, so, there are still lots of things that I have to learn during my master's program and brush up my skills for future growth. This summer training program is just a first step into the corporate world; major part starts from here as a professional. I am thankful to our institution for giving such a wonderful learning opportunity to me.

Upcoming Major Events at Jaipuria School of Business

- **A Directors' Conclave** will be held at the institute campus on **28th July 2018** for discussion and deliberations on **"Outcome-based Learning"**. The event is likely to be attended by more than 30 Directors/ Principals of undergraduate and professional / technical colleges in / around Delhi-NCR.
- **JSB is also** is organizing a **National Conference** on **"Perspectives and Approaches for Employable Skill Development in New India"**, on **11th August 2018** at **Nehru Memorial & Museum Library Auditorium, Teen Murti Bhawan, New Delhi**. The **Association of Skill Training Providers (ASTP)** is the Knowledge Partner of JSB in this event.
A publication comprising of articles / research papers on **"Bench marks and Best Practices in Employable Skill Development in India"** will also be released during the event.

ABOUT THE CONFERENCE

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For details please visit www.jaipuriaapgdconf.com