



JSB students at Valley of Words, Dehradun

Eight selected students from the Literary Club of JSB accompanied by Director – Dr SK Mahapatra and Prof Yusuf Mehdi attended the prestigious International Literature Festival at Dehradun from 23rd Nov – 25th Nov 2018. Over 500 literary people participated in this event and over 100 celebrity Authors and Poets addressed the assembly at this Literary Fest, which is organised every year under the title and banner of “Valley of Words”. The festival was inaugurated by **Hon’ble Governor of Uttarakhand, Smt. Baby Rani Maurya**. The students got an opportunity to listen to several prominent citizens, writers, poets and journalists who were present at the various talks and sessions which included Mr. Bibek DebRoy, Mr. Jairam Ramesh, Mr. Tarun Bhargava, Mr. Manish Tiwari, Mr. DP Tripathi, Anand Mohan Zutshi Gulzar Dehalvi - urdu poet, Mark Tully - Writer and BBC Journalist to name a few.

The students enjoyed this exposure and came back with a huge repertoire of knowledge.



Director’s Message
“Perseverance”

Just One Point
Dr.SK Mahapatra

The journey of a thousand miles begins with just one first step. The journey is completed by taking just one more step following each step. The Goal is never reached until it is reached, whether the distance between you and the Goalpost is one yard or one mile. The key word for achieving success in any effort is "Perseverance".

Many bright young men and women gifted with high IQ and EQ, and enormous talent, show a lot of promise during childhood but very few among them are heard about when they grow up in age. The best examples are seen in the arena of sports or theatre where the young talent gets more visibility in public. Hardly any of those make the grades during their later life but those who make it, make it real big like a Sachin Tendulkar or a Lata Mangeshkar, both recipients of Bharat Ratna award. In every field, the story is same. In contrast there are people who attained glory unparalleled like Gandhiji, Bernard Shaw and Einstein who started their life without any childhood promise, but as they grew in age, they rose in stature to extraordinary height. But one thing is common with all of them, they all had demonstrated "Perseverance". They pursued the goal and the path they believed in, relentlessly, without looking for rewards. They chased their goals and not success. Success came their way!

There is another secret of success. One can commence a journey any time in life though starting early is always better as the young body is more suited to take hardship in the way. However, there are umpteen examples of people starting a new journey late but achieving huge success. Bill Gates and Paul Allen the co-founders of Microsoft started together early in their life on a journey to build a personal computer for making life easier for people in office, in factories, in commercial centres, as well as at home. Their Company showed promise early but Paul Allen parted ways, sold his stake for billions and dropped out of their partnership after walking together with Gates for some distance. Bill Gates continued the journey and today he is among the most famous persons living in our planet. Without giving up his journey at Microsoft, Bill Gates expanded his goal and ran into Philanthropy pledging most of his wealth for uplifting the life of underprivileged people in the planet. Bill Gates is an epitome of "Perseverance".

Jack Ma, the founder of Alibaba started doing business without any background education in business, a little late in his life, giving up his career as a Teacher. His video speeches are all over the YouTube. A person of average intelligence, he failed many times in his school examinations but persisted until he passed with good grades to become a Teacher. He knew why he was failing and he used that knowledge well to become the best Teacher in the college. One day he gave up teaching to build an organisation with average people, and turned his organisation into an extraordinary company manned by ordinary people. In his own words, the graduates of Harvard would not join his ordinary company nor could he afford their expectations of pay. He could hire average people from ordinary colleges and motivated them to achieve extraordinary results.

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Management Development Programme November 29, 2018

A Workshop on Awareness on The Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act 2013 was organised by the **Management Development Centre** of JSB. Mr. YK Gupta, Principal Consultant, G5 HR Management Pvt. Ltd; and Ms. Neha Gupta, Managing Director G5 HR Management Pvt. Ltd were the resource persons for the said programme. **Mrs. Manjula Mishra, President, Laghu Udyog Bharti** and an established Entrepreneur inaugurated the programme attended by 29 participants representing various organizations including Corporates, Academics and NGOs.

The Director of JSB, Dr SK Mahapatra, welcoming the participants, stressed upon the need to take tough stand whenever required without fearing for repercussions. In her Inaugural address, the Chief Guest, Mrs. Manjula stressed on the need for women to stand up for their rights and protest against any acts of misconduct in their workplaces. She solicited unequivocal support of the men in this regard.

The initial session covered the Act, its preamble, its salient features, its implications and the various prevention and redressal mechanisms, which was thoroughly explained by Mr. YK Gupta through a detailed presentation. It was followed by a session by Ms. Neha Gupta on analysis of various situations leading to sexual harassment and the expected role of the stakeholders involved.

The post lunch session saw the participants actively involved in designing and implementation of various campaigns and initiatives against sexual harassment.

National Education Day

November 12, 2018



National Education Day is an annual observance in India to commemorate the **birth anniversary** of a great educationist **Maulana Abul Kalam Azad** who was born on 11th November and became the **first Education Minister of Independent India**.

Just One Point ...contd from Page 1

Today Alibaba is as famous as Amazon and Jack Ma is as famous as Jeff Bezos, the founder of Amazon. The history of Amazon and life story of Jeff Bezos, are also a reflection of "Perseverance".

Colonel Sanders, the founder of McDonald, started his business at an age most people would relax as retired old men. He had failed many times in his life but never gave up, and finally when he succeeded, his success was like no one had ever achieved in restaurant business. The magic word that helped Sanders to keep going is "Perseverance". Whether one is young or old, one should never give up just because of a few setbacks here and there in life or career. No one can stop a committed person from achieving his/her goals, if the later continues to practice "Perseverance". One should never rest until the body finally rests.



CXO Talk

November 15, 2018

JSB invited eminent professionals from diverse fields including an NGO, and distinguished members of the Delhi Management Association. for an interactive Panel Discussion on 'Envisioning Change'. The Director, Dr. SK Mahapatra welcomed the dignitaries and panelists and set the tone for discussion. Mr. Rajan Pandhi, Director- DMA welcomed the panelists and other elite members of DMA.

Dr PLN Raju, Veteran Coach & Mentor, Mr. Sanjay Verma, Chief People Officer & Global HR Head, Uniparts Group, Saurabh Jain, Founder & CEO- Benepik and Mr. Munish Pandhi, Vice President Health and Public Services- Accenture were some of the stalwarts present who shared their views on the theme and implored students to break free from the shackles of the past as uncertainty with its manifestations presents many opportunities to grow. The students, in turn, shared their anxieties and queries on how to thrive and grow in the midst of change during the Q&A session.

The students at JSB along with the members of the faculty and staff, celebrated this day at the campus with a programme specifically dedicated to this day. The programme commenced with the Director, Dr. SK Mahapatra's address wherein he extolled the contribution of **Maulana Azad** towards the Freedom Movement and towards the cause of Education in India. The students later participated in an 'Elocution Competition' organized on the occasion to talk about the "Significance of education and how education can bring about various positive changes in a country".

The participation was enthusiastic and their views on the theme were well articulated

The Brahmakumaris on "7-Billion Acts of Goodness"



Motivational Talk

November 21, 2018

JSB joined the '7-Billion Acts of Goodness' campaign initiated by **The Brahmakumaris** through a session held in the campus on Value Education & Behaviour. The session was held by **Sister Suniana of The Brahmakumaris** who is a senior faculty from ORC Manesar. The ORC, known as Om Shanti Retreat Centre, is a unique learning center of the Brahma Kumaris that provides higher education in the art of living as well as training.

Earlier, Dr SK Mahapatra, Director, JSB attended a lecture by Sister Shivani at their ORC centre at Manesar on 11th November.

Sister Suniana greeted the students with "Om Shanti" and explained the power of the mantra. She explained the mission of the BrahmaKumaris and briefed the students about "7 Billion Acts of Goodness" which states that every individual must faithfully perform a good deed to make this world a better place to live. She emphasized that an act of goodness should be performed without any expectation of getting a reward.

JSB hosts a ISTD-CXO Talk

November 24, 2018

Thirty senior professional from Corporate, Academics and Defence sectors assembled in the campus of JSB for a knowledge-sharing session on "Developing Creativity and Innovation Skills for New Age Learning". **Ms Seema Sinha, Chairperson of ISTD** Noida Chapter chaired the session. Dr. Babu Lal, Ex- Executive Director, HRDI (BHEL), Noida delivered the Keynote address. He talked about Goal orientation, discussed about characteristics of new age economy and stressed upon how New age learning should be the harbinger of creativity and passion in one's life.

Dr. Timira Shukla – Dean (Academics) delivered the Welcome Address. Among the stalwarts Brig Akhil Dixit (Retd), Life Member; Grp Capt Vinod Kumar VSM (Retd); Wg Cdr Prashant Singh (Retd), Hon. Secy.; Dr PUB Rao, Life Member; Dr Mamta Mahapatra, Senior Faculty, AIPS, Life Member; Mr Ali Sajid Husain, Senior Manager (CSR), IOC, Life Member; and faculties of JSB were present in the session.

The students of JSB hosted the event, interacted with the leaders in campus and benefitted from this uniquely designed opportunity.

Workshop

November 26, 2018

The Faculty of Finance of JSB organised a workshop on stock market activities titled "Stock Mind 7 Games" which offered an opportunity to the first year students to participate in a National level 'Stock Games' competition organised by ICICI Direct.

The workshop was organized by the Finance department of JSB for the First Year students to give them practical exposure to the Stock Market. The session was conducted in association with ICICI Direct, facilitated by Mr. Akash Bhasin, Regional Manager at ICICI Securities Ltd.

Mr. Bhasin explained to the students about the stock market, its functioning and the various investment options available. They were involved in a virtual game related to investments to make them understand the operational aspect better. Each of the participants was given virtual money which they were to invest in stocks, mutual funds or shares to get maximum return. The Virtual Game provided the students with practical learning and exposure besides making them learn the techniques of investing in the share market; analyzing the current condition of the market; and anticipating & calculating the risk.

The final results of the Virtual Game will be declared in a month's time and the winners will be selected on the basis of returns earned through virtual investments.



Faculty News

1. Dr. Nitin Saxena, Asso Prof was awarded the **"Best Professor in Marketing Analytics"** by ICBM-AMP Academic Excellence Award 2018.



2. Dr. Nitin Saxena's Research paper Titled **"Influence of Social Media Marketing on Brand Equity and Customer Response: A Study of E-Commerce players in India"** selected in PAN IIT International Conference 2018 held on November 30, 2018 at IIT Roorkee
3. A Research paper by Dr Parul Tyagi, Asst Prof titled **"Comparing the Volatility of Returns in Indian and Chinese Information Technology Sector"** has been selected for publication in IITM Journal of Management and IT for December Issue.
4. Prof Bhupender Singh, Asso Prof received certification for a NPTEL MOOC E-Business course. He ranked amongst the "Top 1% Certified Candidates at National Level" securing 2nd position..
5. Prof. Bhupender Singh also attended a National Conference on **Skilling in Higher Education** on 28th November 2018 by Panasonic in association with CMAI Association of India Communication Multimedia and Infrastructure, TEMA and National Technical Education Empowerment Committee - Approved by AICTE.
6. Dr. SK Mahapatra, Director, JSB attended a conference organized by AICTE to bridge gap between industry and academia and discuss strategies for improving the industry-institute interaction on 20th November at the AICTE auditorium, Vasant Kunj.
7. A Faculty Mentorship session was held at JSB on 27th November by Dr. Rajiv Gupta - an IIT Alumnus, who has held faculty position for a long time at State University of New York at Buffalo, USA. Currently he is associated with BITS, Pilani and mentors their faculty.
8. Dr. SK Mahapatra, Director, JSB attended UN Global Compact meeting on Renewable Energy at the GAIL India, Noida office with legendary Manager Mr. Udesch Kohli in chair.
9. Dr. SK Mahapatra, Director delivered a talk at the 2nd National Seminar on "Gap Between Industry and Academia" held at ITS Ghaziabad on 30th November.



"Joy of Sharing is a Joy Forever"

November 5, 2018

The youth of India must acquire the habit of sharing and giving. There are moments in life when one starts realizing the true meaning of life and its impact on others. One such feeling is the 'joy of giving'. As quoted by Late Dr. Rajaram Jaipuria, the founder of the Jaipuria Group of Institutions – "We make a living by what we get, but we make a life by what we give", we realize that gaining or acquiring some 'gain' gives less pleasure than 'parting with and giving it to someone who really needs it'. Appreciation for the talent of the underprivileged is the Best Gift, one can offer them. The students of JSB along with the members of the Faculty and staff, celebrated Diwali in a special way with the children at the **Lal Bahadur Shashtri Sudarshan Bal Bhawan, Vasundhara, Ghaziabad**. The visit to the Bal Bhawan was organized by the Cultural Club under the aegis of the **Centre of Creativity and Innovation, JSB** in an attempt to make the students realize and experience the joy of sharing and appreciation as a better way to celebrate the festive season of Deepavali with the kids at the Bal Bhawan. The children were full of talent and did not hesitate to showcase what they were good at. Some were good at dancing while some fascinated the audience with their melodious voices. The performances were very captivating especially dialogue delivery by a kid which made almost everybody very emotional. The highlight, however, was the group performance by the children on a patriotic song. The energy and the enthusiasm of the kids were remarkable. The students of JSB interacted with the kids and distributed presents and sweets to celebrate their talent. It was an incredible experience to see those children, who have next to nothing, smile in the face of adversity.

