



JAIPURIA SCHOOL OF BUSINESS

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JAIPURIA SCHOOL OF BUSINESS CELEBRATES ITS 7TH ANNUAL CONVOCATION



Convocation 2016

Jaipuria School of Business, Indirapuram celebrated its 7th Annual Convocation on the 8th of October 2016 at its Indirapuram campus. The Chief Guest for the occasion was *His Excellency Ambassador Lalit Mansingh, former Foreign Secretary of India, Indian Ambassador to United States and Indian High Commissioner to the United Kingdom.*

Shri Shishir Jaipuria, Chairman, conferred Diplomas upon graduating students and gave away medals to outstanding performers. He encouraged students to opt for entrepreneurship as a career opportunity.

The Director, in his report, touched upon the various achievements made by Jaipuria School of Business since its inception in 2008. He also congratulated the graduating students and wished them good luck for carving out their unique identity in the society as leaders and managers who make a difference.

The Chief Guest lauded the Jaipuria family's contribution to education and expressed deep appreciation for the academic infrastructure and ambience at the Jaipuria School of Business and other group Institutions. He congratulated the graduating students for their success and grooming at the Jaipuria School of Business.

The Chief Guest in his Keynote address gave a deep insight into the making of the Foreign Policy and answered many unanswered issues lingering in minds of Business Management students on the importance of foreign policy for business development and how business is a key driver of foreign policy across the world. He touched upon some of the nuances of the current foreign policies of India which he said are incomplete without a place for commerce and business in it. He praised Jaipuria School of Business for developing strong foundation for future business leaders

Director's Message

Just One Point

Dr.S.K.Mahapatra

The Principle of Trusteeship

October comes every year as reminder of the messages of two great leaders of modern India, Mahatma Gandhi and Lal Bahadur Shastri. Both were famous for the simple life they lived and high ideals they preached and practiced. One of the fundamental beliefs they held was their commitment to trusteeship as a principle to wield their power for other people. One who understands the true meaning of trusteeship, as a trustee always uses his/her power for others and, not over others. The Mahatma believed that every human being born on this earth is a trustee of some power vested in by the Supreme Power ie, God.

Thus the wealthy people are trustees of wealth, the well read people are trustees of knowledge, the old and experienced people are trustees of wisdom, the religious people are trustees of faith and even ordinary workers in the farm or factory are trustees of labour. In a way all people are trustees. We all need to understand that the power individually vested in us by birth, education, occupation or otherwise, have to be held as a Trust for benefit of all people, society and also for all living and non-living environment that sustains life on Earth. Acceptance of principle of trusteeship makes one equal with others and, brings simplicity, humility and compassion as associated virtues. Practicing trusteeship melts ones Ego, Arrogance and Toxicity. Such people always use their power carefully and thoughtfully for benefit of others and without any self interest. They eventually attain great stature in Society and become universally admired leaders in any field they chose to work.

No one can live forever and posterity forget millions of people soon after they are gone. Only those who live as Trustees of Power for the benefit of others continue to be remembered as their work inspire many generations long after they are gone.

All of us have this opportunity and choice to live as a Trustee or just a selfish beneficiary of some Trustees' compassion.

Leadership Talk

Mr. Salil Bhatia, Professor of Marketing and Coordinator International Affairs, Sharda University on October 3, 2016 and delivered an interactive talk on "Brand Management".

Listening to the erudite faculty with vast experience as a practitioner brought in new perspectives to students. They received great insightful inputs on various attributes of branding, their positioning, creating brand awareness and equity. "Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business", he said. The event was organized under Centre for Change & Development

Faculty Development Programme

Dr. Sukhmayya Swain, who is the Vertical Business Interface as Vice President Eastern Region of Axis Bank, visited the campus on October 26, 2016 and delivered a talk on – Indian Banking Sector – Challenges and Opportunities.

The Indian Banking Sector is undergoing a revolution in the current economic environment and event was organised by the Centre for Change and Development, at the most appropriate moment to bring an insiders' perspective from a senior leader in the Banking Industry. He gave a good insight into the RBI concerns over rising NPAs and the coming mechanism for dealing with such crisis.



An initiative to bring smiles

The students of JSB celebrated the cheerful occasion of Dussehra with a Dandiya Fest held at the campus.

To share the festive mood and spirit of joy with the underprivileged ones, the students distributed gifts to the local slum dwellers and their kids in the nearby areas. The event was held under the Centre for Diversity & Inclusiveness

Leadership Talk

Dr Praveen Srivastava visited the campus on 15th Oct 16. The students got a chance to interact with a corporate honcho in the field of Operations management, Sales and Strategic management and as a Corporate Trainer. He shared his experience in identifying one's strength to tap the right job in the market. Right Skill for the Right Job is extremely important in today's world to make the best out of the opportunities available to the students today in this highly competitive scenario. The event was organized under Centre for Creativity & Innovation.



Jaipuria School of Business

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