



JAIPURIA

SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

CREATIVITY UNLIMITED | FUTURE ACADEMICS | AHEAD OF TIMES

Book Launch - "Naukarshah Hi Nahi"

October 14th, 2019



JSB was witness to the inaugural function of the hindi edition "Naukarshah hi Nahi" of the original title "Not just a Civil Servant" authored by retired IAS Officer, **Shri Anil Swarup**. The glittering ceremony held at the auditorium of Seth Anandram Jaipuria School Vasundhara saw eminent journalist **Shri Prabhu Chawla**, Chairman of National Institute of Ooen Schooling (NIOS) **Shri CB Sharma**, and noted reporter **Shri Alok Joshi** discuss the experiences and the various challenges faced by people in administrative services at various departments of the government.

The discussion was highly informative and brought forth unknown facets of the administrative world of governance.

The Chairman of JGEI, **Shri Shishir Jaipuria** lauded **Shri Anil Swarup** for bringing out such an interesting book for enlightening people on the opportunities and challenges faced by an IAS officer. The author, **Shri Anil Swarup** shared the purpose behind writing such a book and encouraged everyone to do their bit for the growth of the nation even while facing impediments in the way.

JUST 1 POINT

Director's Message

Dr. SK Mahapatra

Value Identity

Human beings are the only living species on Earth with multiple identities. The first identity one gets is a name given by others after a child is born. As the child grows through childhood s/he acquires many more identities based on his conduct. Some identities are given by others on the basis of performance in various activities, in the form of adjectives and some identities come as formal recognition of specific skills or competence. As the child enters adulthood, and gets into a chosen occupation or vocation, s/he gets positional identities. Formal or informal, these different identities act as motivation to excel in one's chosen walk of life.

Almost all the identities of a human being are given by others as a formal or informal recognition. These identities are of two types, positional or value based. The positional identity usually gets reflected in a hierarchy whereas the value based identity is hierarchy agnostic. People command respect for holding high positions in social strata, or in any administrative hierarchy, and usually tend to lose that respect with loss of position but people who earn a value based identity, never lose their respect. However, some people who stay humble and build a parallel identity based on values continue to be respected, long after they are gone.

Abraham Lincoln held dear the value of equality among people irrespective of birth, and he is remembered for abolishing slavery. Nelson Mandela spent most of his life in Jail but his value identity, caused the end of apartheid. Anna Hazare, a retired driver of Indian Army with strong value-identity, could command the whole nation to rally against corruption unseating two Governments in Delhi in 2014. A century ago, a brown skin barrister in South Africa called MK Gandhi started building his identity as an apostle of peace and non-violent struggle against injustice and within three decades caused liberation of many colonies starting with Indian Independence, and freed the world from colonialism without violent war. Mahatma Gandhi never had any positional identity, and he chose to live the life of poorest of the poor. His life became his value identity. There are many examples of lesser known people with strong value identity, all around us like Kailash Satyarthi, Bindheswari Pathak or Anand Kumar of Super 30 fame.

The only identity we can choose ourselves is our Value Identity, and if only we become conscious of this great opportunity, we can choose the Values to pursue rest of our lives. Students, who graduated in 2019, may seize this opportunity and stand out as great leaders in future. It's worth giving a try. Find a good cause, and make it your life. I wish the Batch of 2017-19, great success ahead.

NEWSLETTER

Seminar on Artificial Intelligence in Finance: Functions and Roles of RBI October 14th, 2019

The Finance department of **Jaipuria School of Business** organised a Students' Seminar on **Artificial intelligence and RBI policy** on 04, October 2019.

Eight panelists (students) presented their views and the latest development in the field of their interest. The seminar was very knowledgeable and enriching as the session witnessed the interaction between participants, presenter and faculty members.

The session also included valuable insights from Dean and finance faculty members.

Dr Santosh and **Dr Ajay** concluded by encouraging students to take initiative to organize similar discussion session in the future.

"Management is, above all,
a practice where art,
science, and craft meet"

Henry Mintzberg

"The true measure of
the value of any
business leader and manager
is performance.

Brian Tracy

"Good management is
the art of making problems
so interesting and their
solutions so constructive that
everyone wants to get to
work and deal with them."

Paul Hawken



Students attend AICTE Event "KAISE KARENGE"

October 21st, 2019

Students of batch 2019 along with Dr. Vartika Chaturvedi and Professor KP Kanchana attended a theatre play, "Kaise Kareng" held at the AICTE auditorium in Vasant Kunj. The play's original and fresh light-hearted concept on multiple personality disorder makes it stand unique in the entertainment field. The cast of the play included Darsheel Safary (from the National Award Winning Film Taare Zameen Par)





Sharing the Gift of Joy

October 24th, 2019

On the occasion of Diwali, the festival of lights and happiness, Centre for Change and Development, JSB, led by Dr. Nitin Kr. Saxena along with all faculty, staff, and students took a social initiative to celebrate Diwali with more than a hundred underprivileged children based in and around the NCR. The students distributed food packets to the children and had fun with them. The noble act helped bring smiles to these not-so-privileged children's faces and helped magnify the essence of celebration of this great event.

CSR 2019

October 10th, 2019

Dr Timira Shukla , Dean (Academics), chaired a technical session on the inaugural day at the 2-day International Conference on Corporate Social Responsibility and Sustainable Development organised by Society for Education & Research Development. The event was held at the premises of Sharda University.



National Unity Day celebrated at JSB

October 31st, 2019

National Unity Day is celebrated every year on 31st October to commemorate the birth anniversary of Sardar Vallabhbhai Patel. It is also known as Rashtriya Ekta Diwas.

It was celebrated for the first time in 2014 with the aim to pay tribute to the 'Iron man of India' who is recognized as the real unifier of India for his colossal contribution to integrate and make India an united (Ek Bharat) and an independent nation.

On the occasion of Sardar Patel's 144th birth anniversary, Faculty and staff members along with students of JSB administered a national unity pledge.



Round Table@ SHRM

October 11th, 2019

The rate at which business environment is changing due to globalization and digitization, it has become imperative to keep updating HR courses to reflect these changes so that students can be productive on the job from day one. There is a need for new skills development and teaching methodologies that involve work related approaches. It is agreed by all that greater academia and industry interaction is vital for making the HR curriculum relevant. At the same time the challenge remains that unless research fulfills some industry need or requirement it remains purely theoretical and cannot be used to improve systems and processes thereby possibly becoming irrelevant to the practicing professional.



To shed further light on this challenge and others, SHRM brought across esteemed thought leaders of academia to join in a spirited and stimulating discussion on "The Future of HR: Aligning HR Academics to contemporary HR practices" to examine current practices and throw up exciting new idea that will benefit the generation of students on the cusp of joining the corporate world. Dr SK Mahapatra, Director attended this Round Table discussion as a panel speaker at an event held at the Taj Palace on 11th October 2019.

News from Centre for Life Long Learning

Ms Lalita Tyagi, Librarian, JSB attended the Annual DelNet Lecture and Indo-US dialogue on Emerging Challenges in Library Services at a programme held on October 7, 2019

Ojas - the in-house biennial publication of Jaipuria School of Business is now indexed on J-Gate, the e-journal database

News from Centre for Life Long Learning

Ms Lalita Tyagi, Librarian, JSB attended the Annual DelNet Lecture and Indo-US dialogue on Emerging Challenges in Library Services at a programme held on October 7, 2019

Ojas - the in-house biennial publication of Jaipuria School of Business is now indexed on J-Gate, the e-journal database

JSB celebrations on the eve of Diwali



The faculty and staff members of JSB put forward a brilliant performance in the form of a cultural programme on the occasion of Dhanteras and on the eve of Diwali in the campus. The Director, Dean of Academics, Director-Schools and senior members from the Leadership team were present at the function.

The junior members of the staff also created a beautiful rangoli on the occasion. The Director gave away gifts on behalf of the Management to all faculty and staff members.

INTER-COLLEGE DEBATE COMPETITION

We are pleased to inform you that Jaipuria School of Business, Indirapuram, Ghaziabad is organizing the next edition of Manthan - Manthan 2019, an inter-college Debate competition on Saturday, November 09, 2019 at its campus.

The competition is designed for undergraduate students of any stream to provide a unique platform to showcase and share their ability to think, analyze and speak on contemporary topics related to National and global perspective.

Venue : Dr. Rajaram Jaipuria Hall of Inspiration,
Jaipuria School of Business, Indirapuram, Ghaziabad

Team Prizes:

Champion's Trophy	Cash Prize: Rs. 10000/-&Trophy
Runner up	Cash Prize: Rs. 5,000/-&Trophy