



**JAIPURIA**  
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

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# NEWSLETTER

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## Director's Message "Remembering the Mahatma"

**Just One Point**  
*Dr.SK Mahapatra*

Human life charts a course based on the choices we make. Mohandas Karamchand Gandhi, chose to study law in England and as a Barrister chose to practice in South Africa. He was successful as a lawyer and quickly earned fame and money. But one incident during his travel by train happened which prima facie, was a case to sue a railway conductor for denying him to travel in first class compartment in spite of having a valid ticket because of his race but, a deeper analysis presented him another choice. The choice was to fight for others in the society who are facing racial discrimination and injustice. He chose to fight the bigger cause, against racial discrimination and for equality, rights and dignity of all human beings irrespective of caste creed and colour of skin. He succeeded to a great extent and the British Government in South Africa as well as people in England started recognising and respecting Gandhiji for his uprightness and ability to mobilise the masses against discriminatory laws. "Hate thy sin, not the sinner", practiced by Gandhi drew him universal admiration. Because of his success in South Africa, he was invited by the leaders of Indian National Congress to India to guide the struggle against the exploitative rule of the British in India. Arriving in India, and travelling across the country, Gandhi realised that there is disconnect between the leadership of Congress and other Political Parties or Social Institutions with the masses of India who are mostly poor and illiterate. He felt it was more urgent and important to fight against discrimination within the Indian Society, than to fight for freedom from British Rule. He made a choice. He chose to give up his lifestyle as a rich lawyer and adopt the life style of the poorest of the poor. He gave up his lucrative legal practice and took to weaving with a manually operated 'Charkha' to maintain his economic freedom. He became one of the masses and one with the masses. He became the bridge between the leadership of Indian Freedom Movement and the millions of poor people of India. He realised that the poor bothers not about who is the ruler, but about how are they ruled. He gave the slogan of 'Su-raj' or good governance as a priority over 'Swaraj' or 'Independence'. He sanitised the mass movements against communalism and casteism by practicing universal moral principles in his own life in a simple manner and addressing the untouchables of the society as 'harijan' or 'dearest to almighty'.

The transformation of Mohandas Gandhi to Mahatma Gandhi happened because of the choices he made in his life. We all have choices to make in our life

## "Connections" - 3<sup>rd</sup> Alumni Meet October 06, 2018

Alumni of Jaipuria Group of Educational Institutions took a walk down the corridors of nostalgia during the third **Alumni Meet 2018** organized by the Jaipuria Group at Hyatt Regency Hotel, New Delhi. The programme was inaugurated by Shri Shishir Jaipuria, Chairman, Jaipuria Group. Directors of the Institutions, Principals of the schools, advisors, Deans, members of the Faculty, and various other dignitaries, along with the alumni of the group, were present at the event.

Around 400 alumni ranging across various batches and various institutions of the group attended the annual Meet – **Connections**. In his inaugural address, the Chairman extolled the achievements of the Alumni in all walks of life and expressed his feeling of pride that the Alumni of Jaipuria group were holding positions of responsibility in various Government organizations, PSUs, Private sector, and Academic Institutions. The Special Guest for the occasion was **Dr. Himanshu Rai, Professor at IIM Lucknow** and he, in his address, congratulated the management of Jaipuria Group of Educational Institutions for successfully organizing the annual Meet and appreciated the zeal of the alumni to assemble on the occasion from different parts of the country and from outside the country as well..

A few alumni from different institutions and schools of the Group also shared their experience. The experience sharing became very emotional when the alumni started to recollect their memories of their student lives - the memories to cherish. **Ms. Ranjeet Kaur, currently working with Amadeus India Pvt. Ltd. as the Business Development Officer, represented the Alumni of Jaipuria School of Business (JSB) at the Meet 2018.** She thanked the Chairman, the Director of JSB and the members of Faculty for having mentored and steered her and other students in the right direction. Dr. SK Mahapatra, Director, JSB congratulated all the Alumni of JSB and wished them success in all their future endeavours. Great bonhomie was observed everywhere with old students reliving their old memories with their batch mates, seniors and juniors. Many of the current students were also seen interacting with their pass out seniors and learning from their experiences. The Meet reached its crescendo when famous Bollywood singer Abhijeet Bhattacharya took to the stage and enthralled everyone with mesmerizing numbers.

MDP

October 12, 2018

### "Contract Labour Management"

A Workshop on "Contract Labour Management – Issues & Implications" was organised by the Management Development Centre at the Centre for Leadership Excellence of JSB.

Dr. SP Verma, Head- MDP & Consulting, JSB; Mr. YK Gupta, Principal Consultant, HR Management Pvt. Ltd; Dr. MK Pandey, Advocate, Supreme Court and Mr. Pankaj Kumar, Former Labour Commissioner, UP were the resource persons for the said programme. **Mr. Rajiv Bansal, Divisional Chairman, Indian Industries Association** was the Chief Guest on the occasion. 18 participants ranging from senior and middle level HR professionals from the Corporates of Delhi / NCR region and outside locations such as Pune and Dehradun attended the workshop.

The valedictory address for the day's session was rendered by **Regional Labour Commissioner Shri Tej Bahadur**.



Expert Talk

October 15, 2018

The first year students at JSB attended a Guest Talk on "**Multi Commodity Exchange or MCX**" held at the Dr Rajaram Jaipuria Hall of Inspiration by **Mr. Vinit Kaler** who is currently a teaching faculty for MCX and has an experience of around 6 years in reputed trading companies.

The Guest Speaker, Mr. Kaler discussed about the basics of the Commodity Market and presented a differentiation between the functioning of the Commodity Market and the Stock Market. He also informed the audience about the fact that India is the 7<sup>th</sup> largest dealer in commodity market (close to Rs. 50,000 Cr as daily transactions) in the world. He, further, discussed about various aspects related to the Commodity Market including anticipating the risks involved.

The speaker highlighted the major differences between commodities, shares and derivatives and also discussed about the career opportunities in this field. The session concluded with the Question & Answer round wherein the students got many of their queries answered by the speaker.

Expert Talk

October 12, 2018



The first-year students at JSB attended a guest talk on "**Packaging - World's third largest industry**" by **Dr. Hari Mohan Kansal** at a session held at the campus. **Dr. Hari Mohan Kansal is a PhD, Chartered engineer, a fellow of the Institution of engineers and a life member of the HCHE.** He is a global Corporate leader, management consultant, mentor and distinguished educationist. Dr. Kansal has been a CEO and Director with multinational companies, during his more than three decades of illustrious career. He has also been Director with Jindal Group, and UFLEX.

He very beautifully explained packaging and its impact on the sales of the products. Packaging is an integral marketing strategy to glamorize a product while also emphasizing the sustainability. Further, the speaker discussed about the evolution of food packaging and the measures which could be taken to reduce wastage. He also emphasized the growing capacity and scope of green packaging since polythene, polyester and bi axial-oriented polypropylene (BOPP) are all non-biodegradable. The Speaker also discussed the **four 'R's – Reduce, Reuse, Recycle, and Rethink** - which are very important to create a clean and green environment.



Workshop on E-Com

October 26, 2018

The first year students at JSB attended a workshop on "**Scope and Future of E-Commerce in the Indian Market**" conducted by **Dr. Brijesh Kumar Gupta, founding Director, BRAANET Technologies Pvt. Ltd.** and **Mr. P. Rajguru, Director, IIEC, Bengaluru.**

The speakers explained about E-Commerce and emphasized on the resulting paradigm shift in the world of trading. E-commerce has transformed the way business is done in India. The speakers informed the students that the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. They further discussed that rapid growth of E-commerce in India is being driven by greater customer choice and considering



India's demographic dividend and rising internet accessibility, the sector is slated to scale greater heights.

In the end, the speakers discussed how the growth of the industry has been triggered by increasing internet and smartphone penetration and how to be prospering entrepreneurs. The session was very synergistic and illuminating.



### Intra College Sports Day

October 13, 2018

The Sports Club of JSB, under the aegis of the Centre for Creativity and Innovation held a one-day Intra-College Sports Event for the students. The objectives were to develop in them a sporting spirit and providing them avenue to display their physical prowess.

The outdoor sports events were conducted at the Institute's playground and the indoor events in the activity hall.

JSB always promotes the participation of girls in almost all the activities that take place in the Institute. Following the same spirit, the girl students also participated in all the games and proved their mettle.

The campus was full of life throughout the day with different games taking place all through. The whole campus was abuzz with excitement.

Later, during the closing ceremony, the Director, Dr. SK Mahapatra awarded the winners with gift hampers and certificates and congratulated all the participants for their enthusiastic participation in the sports event. He, further, urged all the students to keep working hard with the same spirit in extra-curricular activities and in academics as well.

It is noteworthy that the whole event was organized and conducted by the student members of the Sports Club under the supervision of Prof. Bhupender Singh and Prof. Yusuf Mehdi.



### Advertainment – A Marketing Ideation Competition

JSB organized **Marketing Idea competition- Advertainment** on October 31, 2018 at the Centre of Creativity and Innovation. The event was inaugurated by Dr. SK Mahapatra, Director wherein he urged the participants to unleash their creativity. **Prof. Maninder Singh, the keynote speaker** set the ball rolling by highlighting the move from finite products & infinite customers' era to the present era 'Marketing 4.0' where the customers are finite. The participating team were given product ideas for which the team had to design a logo, tagline and enact a script within an hour.

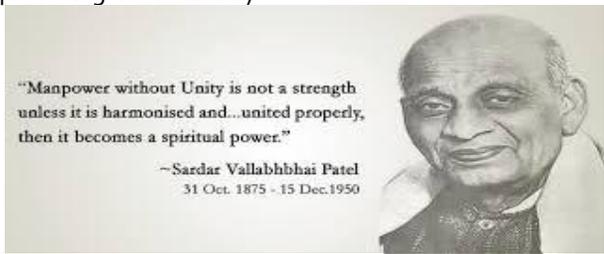
The competitive event was designed to drive home the significance of positioning and how the brand mantra is an important enabler for marketing mix.

### National Unity Day

October 31, 2018



The PGDM students at JSB, along with the members of the faculty and staff, observed **National Unity Day (Rashtriya Ekta Diwas)** on the occasion of birthday of Sardar Vallabhbhai Patel. The day was introduced by the Govt and was inaugurated by Prime Minister Shri Narendra Modi in 2014 to pay tribute to Sardar Patel on his birthday who was instrumental in keeping India united and was also one of the founding leaders of the Republic of India. On the occasion, the final year students delivered speeches on the importance of the day and about the life and contribution of the Iron Man of India. The day also coincides with the Vigilance Awareness Week, wherein Sardar Patel had a lot to contribute since he constantly fought against corruption. The students, in their speeches, highlighted Sardar Patel's contribution towards uniting India and making it corruption free. Sardar Patel is an inspiration for all and the students, on the National Unity Day, pledged to always stay united and fight against the evils prevailing in the society.



## Faculty News

1. Dr. Timira Shukla's paper titled "SPSS and Other Advanced Tools" was published as a Book Chapter in the book 'Research Methodology' by CEGR which was released on 6<sup>th</sup> October 2018.
2. Prof. Yusuf Mehdi's paper titled "A Patriarchal Colonization in Mahesh Dattani's Select Plays" has been accepted to be presented in the National Conference on "Language and Literature: Transgressing Boundaries" being organized by Manav Rachna International University, Faridabad on 31<sup>st</sup> January 2019.
3. One of the research papers by Dr Parul Tyagi 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 the December issue. IITM Journal of Management and IT (Interdisciplinary Tenets) is a biannual publication of the Institute of Information Technology and Management with ISSN (Print) – 0976-8629, ISSN (Online) – 2349-9826 available on [www.iitmipujournal.org](http://www.iitmipujournal.org). The Journal is listed with Google Scholar, Ebsco Discovery, [indianjournals.com](http://indianjournals.com) & CNKI Scholar (China National Knowledge Infrastructure Scholar).
4. Dr SK Mahapatra attended the 14<sup>th</sup> **FICCI Higher Education Summit** held on 30<sup>th</sup> and 31<sup>st</sup> October at the Vigyan Bhavan, New Delhi.

## Udgaar Quiz by ISKCON Youth Forum October 14, 2018

The results of Udgaar Quiz conducted by the Youth Forum of ISKCON were declared on 14<sup>th</sup> of October. Students of JSB Krishna and Shreya secured 1<sup>st</sup> and 2<sup>nd</sup> positions respectively and received their prizes at a ceremony held at the Indira Gandhi National stadium.



## Guest Talk

October 31, 2018

The Centre for Creativity and Innovation, JSB, organised a Session for its students at the campus. The session was conducted by **Mr Pinakie Kansdabanik, Dean – Academy of Convention Trade fair, Event Research and Management (ACTERM), India Exposition Center & Mart, Greater Noida**. The objective was to familiarize the students with the new Industry called MICE that is coming up very fast. MICE Industry deals with event management, convention Trade Fair management, and Event Research. ACTERM is India's first and the only Academy with the kind of curriculum that aims at providing professional education and first-hand experience to the students who would want to pursue a career in the event management industry. MICE Industry is very different from the normal event management companies. It deals with managing very high-profile and grand level Meetings, Conferences, Exhibitions, Expositions, and Concerts in a very systematic way. Mr Pinaki also discussed with the students the career opportunities in the industry and the growth path. The Industry is coming up very fast and has already become a multi-crore Industry. The session was very informative and the students got a lot of queries answered by the Guest Speaker. The session concluded with the felicitation of the Speaker by the Dean, Dr Timira Shukla.

## GLIMPSES OF ALUMNI MEET 2018

