



# JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

January Issue

## NEWSLETTER

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### Founder's Day

January 16, 2018

#### Birth Anniversary of Dr. Rajaram Jaipuria

On the Founder's day, the members of the faculty, staff and all the students gathered in the Hall of Inspiration, JSB to pay tribute and to celebrate the birth anniversary of the reverend founder of Jaipuria Group of Educational Institutions, late Dr. Rajaram Jaipuria. The event started with all the attendees paying floral tribute to the visionary founder. Dean Academics, Dr. Timira Shukla shared the inspiring story of the founder with the students. The students performed a group dance on the theme "Colours of India" in which they portrayed the different parts and cultures of the country especially focussing on the concept of "Unity in Diversity". Everybody paid homage to the reverend founder and vowed to take forward his vision and mission.

### Director's Message

"Imagineering the New India of 2022"

### Just One Point

Dr. SK Mahapatra

New Year provides an occasion to think of new goals to pursue. The overarching vision of a New India in 2022 goes well beyond the time horizon of annual goal. It's not just about imagining a peaceful and prosperous India by 2022, but also achieving the goal.

77 years ago **Alcoa** (Aluminium Company of America) invented the term "Imagineering" to combine the effect of two words "Imagination" and "Engineering" for encouraging innovation in the company. Subsequently the word was trademarked and Walt Disney Company holds the patent for the word "Imagineering" today.

Vision 2022 calls for "Imagineering India". It's about implementing a vision of great India with meticulous designing, resourcing and execution. A day dream is visualization while the actor is not active like in deep sleep. But a Vision is like a dream that one sees while awake and that does not allow the dreamer to sleep. That's the difference between a day dream and a Vision. Let us all commit not to sleep until we achieve the vision of a New India in 2022 by meticulous Imagineering.

### Republic Day Celebration

January 26, 2018



Faculty, Staff and students at JSB celebrated the 69<sup>th</sup> Republic Day in the campus with a lot of fanfare. The Constitution of India came into effect on 26<sup>th</sup> of January in 1950. It came into force with a democratic government system.

On the occasion, Dean Academics, Dr. Timira Shukla unfurled the tricolour and through her address, urged the students to work towards building New India. Akriti Gupta, student of 1st year delivered a speech highlighting the contribution of the martyrs who laid their lives to fetch freedom for the Nation. All the attendees saluted the National Flag while singing the National Anthem.



The Hon'ble President of India, Shri Ram Nath Kovind released a Coffee Table book on 'Ram Darshan' during his visit to Chitrakoot on **January 8, 2018** in Madhya Pradesh's Satna district. He also inspected wall paintings – depicting various episodes of Ramayan – at 'Ram Darshan' temple. Madhya Pradesh Governor Shri OP Kohli, Uttar Pradesh Governor Shri Ram Naik, Union Minister Shri Ravishankar Prasad and Madhya Pradesh minister Shri Omprakash Dhurve were among others present at the occasion.

**Pre-launch of Manthan  
"Dr Rajaram Jaipuria Memorial Debate"**

**January 15, 2018**

The institute has been organising an Inter-college debate Competition every year under the title "Manthan". On 15<sup>th</sup> January, "Manthan 2018: Churn Your Mind" was formally launched with the students participating in debates on the topics related to the theme "Vision of India 2022". The theme this year is based on the Vision for New India given by Hon'ble Prime Minister of India and to explore the possibilities, "How India can be a Developed Nation by 2022" There will be two rounds – Preliminary and Final Round. The inter-college debate competition will be held on 9<sup>th</sup> and 10<sup>th</sup> February 2018.



**Student Seminar  
"Vision India 2022"**

**January 15 & 16, 2018**

Members of the Faculty, Staff and the students of JSB organized a two-day celebration on 15<sup>th</sup> and 16<sup>th</sup> January 2018 to pay tribute to and to commemorate the Birth Anniversary of the reverend founder of Jaipuria Group of Educational Institutions, Late Dr. Rajaram Jaipuria. Jaipuria School of Business strives hard to carry forward the standards set by the visionary and reverend founder.

In order to continue with the spirit of the founder, JSB organized student seminars on 15<sup>th</sup> January 2018 on "Vision India 2022". The students participated in seminars organized under the aegis of different CoE.



The event commenced with an enlightening address by the Director, Dr. SK Mahapatra, who urged the students to take initiatives and take accountability for what they do in their lives.

The first seminar on "Vision India 2022: Impact of Cultural Diversity on Future of Workplace" saw a lively discussion among Sudha Kumari, Riya Gangwar, Yoshita Singh, and Aakriti Gupta from first year.

The second seminar on "Impact of Digital Finance on Indian Economy: Perspectives, Prospects, and Challenges" witnessed discussion and deliberation on effects of using digitization in financial transactions in the country. The students from 1<sup>st</sup> Year namely Rishabh Sharma, Sunaina Arora, Shivangi Gupta, Santosh Kumar, and Akriti Gupta discussed the various issues and roadblocks in achieving digitization. In the third seminar, First Year students viz., Sakshi Dwivedi, Ruchi Singh, Garvita Verma and Sudha Kumari deliberated on the topic "Role of Youth in Nation Building: Challenges and Opportunities".



**Faculty News**

- Dr. SK Mahapatra, Director, JSB was invited to preside over a **National Seminar on "Teaching, learning, and Evaluation"** sponsored by NAAC and organised by DAV Centenary College, Faridabad on **January 25, 2018**.
- Dr. Timira Shukla, Dean Academics, JSB was the Session co-chair for the technical session at the **International Conference on "Measure, Manage and Facilitate Change to Harness Organizational Potential"** by Prestige Institute of Management, Gwalior in collaboration with Indian Economic Association during **6<sup>th</sup> to 8<sup>th</sup> January, 2018**. She also presented a paper on Factors inhibiting Women Entrepreneurs: An Empirical Study in Urban India' to be published in the proceedings of the above mentioned the International Conference
- Ms. Anjali Khanna, Vice President HR conducted an **Orientation programme** for all HR personnel across all institutions under Jaipuria Group on **18<sup>th</sup> of January** at the Corporate Office.



First Year students of JSB went for a Live Project at **Baggry's India Ltd** for a week starting 22<sup>nd</sup> Jan., 2018. Baggry's India Limited is one of the leading brands in the health foods and Breakfast Cereal Category and has been in the market for the last 25 years. The company has been a pioneer in introducing various health and nutrition products like Oats, Muesli, Oats for India, Veggie Masala Oats, Wheat Bran, oat bran, etc. in the Indian market.

The project title was "Big Days with Baggry's" and it involved promoting Baggry's product range, boosting store sales, achieving target and collecting consumer feedback.

The students of JSB also got an opportunity to work in a Live Project at **Modi Naturals** where they got an exposure to the real corporate world while working with the company during the **Modi Big Day Sales** from 23<sup>rd</sup> January 2018 to 28<sup>th</sup> January 2018. The title of the project was "Understanding of Modern Retail: Consumer buying patterns, product placement & merchandising".

A student Vivek Jha of 1st Year got the opportunity to participate in a Live Project at ITC Ltd. The Live project was from 22<sup>nd</sup> Jan., to 31<sup>st</sup> Jan. The student was given the responsibility to review the beat route and the inventory related to Classmate, ITC's range of spiral bound notebooks. The student was exposed to the varied market locations where the products were being sold. He had to interact with the vendors and see that the products of ITC were properly shelved and displayed at the outlets. It was a wonderful learning experience for the student.



### My India by 2022

Vision is a stepping stone of an action to be executed in the near future or late future. A clear vision helps you pursue dreams, achieve goals and opens mind to the endless possibilities of the future.

Vision India 2022 focuses on a new India where the poor do not want anything by way of charity, but seek opportunity to chart out their own course because Indians today are not waiting for governmental sops. They only want opportunities to be created for them, so that they can work for their livelihood and prosperity.

India derives about 17% of the Gross Domestic Product (GDP) from agriculture and considering the volatility in farm output due to vagaries of nature often resulting in lower production, the new crop insurance scheme approved by the government is expected to help small and marginal farmers in a big way. Since around 60–70% of Indian population depends upon Agriculture sector, agriculture, for the development of the country, should be made employment-oriented to make it attractive to the new generation cultivators as agriculture, manufacturing and service sectors were the backbone of the country's economy.

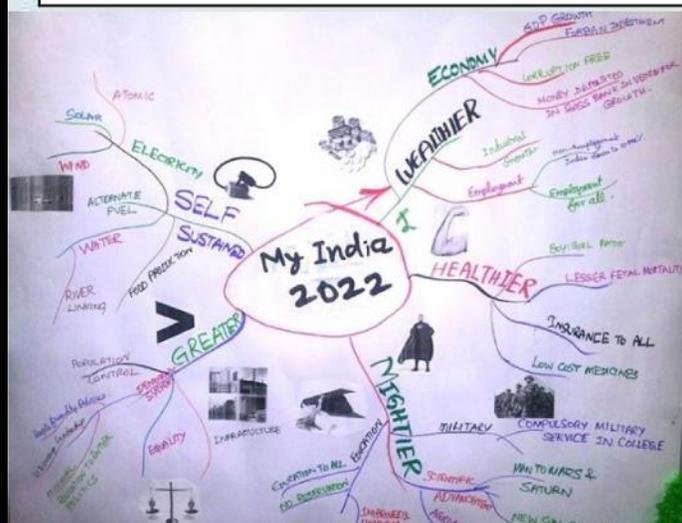
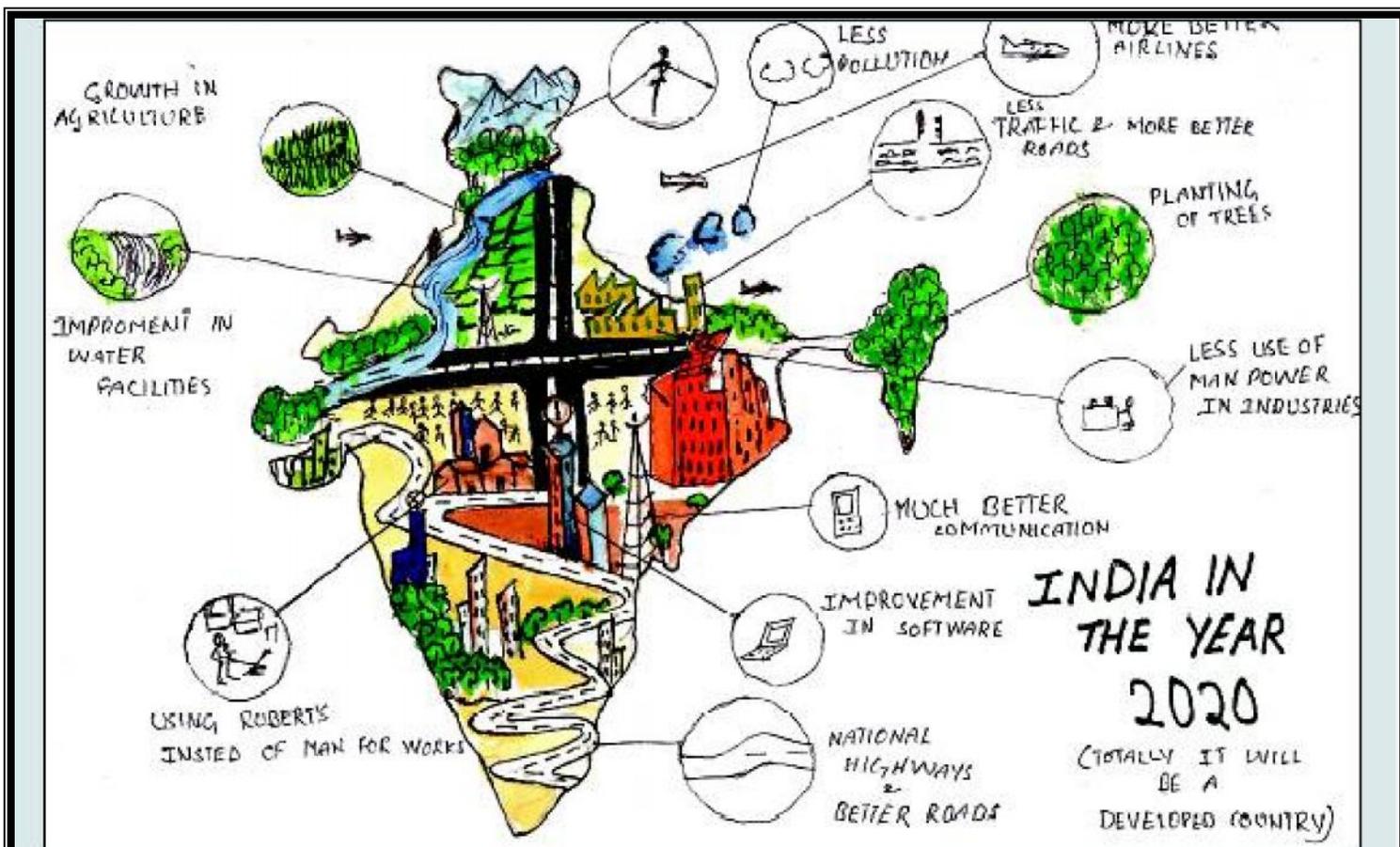
The next sector is the development of rural India by not making them 'hi-tech' but making them sustainable by providing basic amenities and patronizing them to resort for 'natural' measures i.e. by harnessing bio-fuels, solar energy, water-harvesting technology. These will reduce their total dependence on the government. The strength of the poor and aspirations of the middle class can take India to new heights.

"It is only our political system that gives the required support to farmers, scientists, engineers, doctors, teachers, advocates and other professionals alike to enable this nation to achieve success in the green revolution, white revolution, the space mission, defence mission, science and technology mission, and infrastructure development mission. India's youth should not keep themselves away from politics but enter it to inspire, guide and lead to make this nation great in all disciplines. These ignited minds will sing the song of youth and lead the nation towards sustainable development. I strongly believe that the youth of my nation, by entering politics, will build a brand of integrity, honesty, value system, courage, commitment and responsibility with accountability around them and practice development politics." (Shri APJ Abdul Kalam, Ex President of India)

The key to building a New India is in abandoning the casual "chalta hai (anything will do) attitude and thinking of badal sakta hai (we can change).

Source: Modi's 4<sup>th</sup> Independent Day Speech - Indian Express; A Manifesto for Change, APJ Abdul Kalam and V Ponraj, Harper Collins India; TVP Editorial by Aniruddha Naik; Google.com

### Madhuri Pahuja, PGDM 1<sup>st</sup> Year



### Vision of New India

Sunaina Arora, PGDM 1<sup>st</sup> Year

During his fourth Independence Day speech, the Prime Minister of India, Mr. Modi urged the fellow citizens to come forward to build a new India by 2022. Outlining his vision, the Prime Minister explored the strengths of the Indian society and the successful journey of independent India in the last 70 years. Now, India's nation builders have chosen to undertake the **economic, political and social** transitions simultaneously that has never been attempted in the history of human development. By successfully completing these three transitions, India will emerge as a model for the rest of the world. 'Swachh', 'Swastha', 'Shikshit', 'Sampann', 'Saksham', and 'Surakshit'- 5 S are the ultimate goals of the 'Vision 2022' which are intended to be achieved in the span of five coming years, i.e. 2017-2022 (popularly known as 'Sankalpa se Siddhi').

It means making India, an India free from- Poverty, Dirt & Squalor, Corruption, Terrorism, Casteism and Communalism; which would require a number of challenges to be met like- Unemployment, Infrastructural bottlenecks, Health & Education, Defense & Security, Climate Changes and many of the social problems that our nation and the countrymen have been facing over the years.

Our PM has chosen 2022 as the target year as it marks the completion of 75years of independence. India's journey towards freedom has never been easy, and has required a strong leadership, like Mahatma Gandhi. Similarly, keeping in mind the end goal to accomplish the objective of new India, India needs a solid political initiative, as well as solid political citizenry who are committed to the ideals of the constitution.

"Every nation has a message to deliver, a mission to fulfill, a destiny to reach. The mission of India has been to guide humanity."

Source: NITI Ayog Vision 2022

We are delighted to announce **SCINTILLA 2K18** on 17th February 2018, an **Annual Fest of Jaipuria School of Business, Indrapuram, NCR-Ghaziabad**. This grand cultural event "Youth Euphoria" provides a platform for our budding Young talents to showcase their prowesses. A potpourri of various events to enthuse, enthrall & engage the students from different streams and colleges, SCINTILLA 2K18 provides an arena for competition as well as collaboration.

Link for Registration: <http://jaipuria.edu.in/pqdm/scintilla/index.html>