



# JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

March Issue

## NEWSLETTER

Vol.2 Issue 12/Apr 10, 2018



### International Study Tour To Dubai

March 19-23, 2018

JSB gave five of its first year students an opportunity to go on an all expenses paid International Study Tour to Dubai. The criteria for eligibility were performance of the students in Term I & II. The aim of such an opportunity was first, to reward the students for their hard work in academics and secondly, to provide an international exposure to the deserving students.

The students got a wonderful learning opportunity on this tour. They visited the **fastest growing company in Dubai, Danube**, owned by an Indian **Mr. Rizwan Sajan**. They interacted with their store manager **Ms Aasma** and got to know about the marketing strategies, promotional strategies and the CSR activities undertaken by the company. They also visited the **Academic city in Dubai** where they saw the campuses of various international universities. The students also got the opportunity to visit the **Emirates Tower**, which is the **Innovation Hub and creativity centre in Dubai** set up by the Dubai Govt. to promote innovation among the youth. Further, the students interacted with the personnel at the Emirates NBD and learnt about the futuristic banking techniques. They also met **Mr. Pepper**, a robot which guides the customers at the Bank. The students got the chance to visit **Dubai Silicon Oasis Authority** where **Eng. Muammar Khaled Al Khateeri**, the Executive Vice President, **Silicon Park Project, Dubai** interacted and explained to the students the strategies and techniques they are using to make Dubai a smarter city.

Later, the students went to the **world's largest tourism and leisure project – The Global City**, where they experienced varied cultures at one place. In addition to the educative visits, the students also visited the architectural marvels like Burj Khalifa, Burj Al Arab, the Emirates Twin Towers, Dubai Frame, Miracle Gardens and many more. They enjoyed Dhow Cruise, Desert Safari, and view of Dubai from the 125<sup>th</sup> Floor of Burj Khalifa. This international exposure was a wonderful learning opportunity for the students and a chance to experience new culture. [\(More Photographs on Page 4...\)](#)

### Director's Message

#### The Value of Practice

"Practice makes a person perfect" (in skills), is a timeless proverb. The importance of this lesson is more pronounced today in India as the stories of widening skill gap have become the central issue of national debate on employability. Earlier, there were not enough jobs available in India. Now there are plenty of new jobs and existing vacancies but there are not enough skilled candidates available in India, although there is a huge mass of educated people sitting without jobs! This is an irony. Education without skills and skill without demonstrated competence, have no takers in the job market. Gone are those days when employers were hiring on the basis of education, then training the recruits before deploying people at work. Now the market is looking for people who are ready and raring to go as soon as they hear the first sound of the siren. Performance is expected from the moment a candidate joins a job, new or lateral, at any level. This can only be possible, where the last school or college one has attended, provides plenty of opportunity to students for practicing what they learn in the class room, especially the application of skills, core values, teamwork and leadership skills.

I am glad to see the Training & Placement Cell at Jaipuria School of Business, continuously collaborating with the Academic Faculty for bringing more and more live projects throughout the year and also collaborating with the prospective employers for fetching live projects during summer internships. The faculties leading the five Centres of Excellence are creating practice opportunities for students to inculcate values of good citizenship for sustaining success in future. Our Library is now rechristened as *Centre for Lifelong Learning* and our Alumni can retain membership of Library and avail benefit of all knowledge resources even after passing out. All the co-curricular, extracurricular programmes and events offered by JSB including the Conferences, Conclaves, Industry Visits, International Study Tour, and international experiential study abroad initiatives are with the purpose of creating opportunities for students to practice management in one form or the other. The success of students in getting a placement is an outcome of a process of practice, practice and more practice, utilizing every opportunity in hand.

### Just One Point

Dr.SK Mahapatra

### Book Review Competition

March 29, 2018

JSB proudly promotes book reading and encourages its students to read as many books as they want. To sustain the interest in books and inculcate the habit of reading among all its students, the Centre for Creativity and Innovation of JSB organized a Book Review Competition for the first year students.

The judges for the competition were **Ms. Piyali Dasgupta**, Education Consultant & Brand Curator; and **Prof. Yusuf Mehdi**, Assistant Professor, Business Comm. at JSB. The competition commenced with an address by Prof. Yusuf Mehdi, Chair, Centre for Creativity and Innovation, JSB. He formally welcomed the Guests and the students to the event and introduced the Book Review Competition.



A book review is a form of literary criticism in which a book is analysed based on content, style, and merit. Reviewing a book develops the critical thinking which is very important for would-be managers and leaders. This time, the students have been assigned literary books for review. Literary books are very rich in language. These books, in addition to being entertaining, help improve vocabulary and make the readers aware of the social and cultural developments which have taken place till now. By reading literary books, the students will understand the contemporary society in a better way and would also get awareness about the progress that the society has made so far. The Director congratulated the students for participating in the competition and for



presenting their views about the all-time popular books many of which have won prizes like Nobel Prize, Man Booker Prize, Booker Prize, and Pulitzer Prize. The Director urged the students to continue reading different books to broaden their perspectives and become aware of the world they are living in.

Participation in the competition was overwhelming and the students came up with many new ideas about the books they reviewed. Amidst tough competition, Ms. Aanchal Walyan secured the third prize for her review of the book "The Mine" written by Arnab Ray. The second prize was bagged by Ms. Sadia Anjum who reviewed the book "The Adventures of the Huckleberry Finn" by Mark Twain. The first prize was bagged by Ms. Monalisa who reviewed the book "Lord of the Flies" by William Golding. The winners were awarded cash prizes.

### Participation in Reality Show

March 7, 2018

The students of JSB participated in a TV show on Financial Investments titled 'Dhan Ki Baat', a telecast by Zee Business. They were accompanied by **Dr. Santosh Singhal**, Associate Professor (Finance) and **Ms. Sweety Singh**, Head, Corporate relations. The show was held at Zee Business studio at Film city, Noida.

The discussion at the show was on "NRI Investment in India". The Guest Speaker for the episode was **Mr. Hiten Jain**, NRI Product Manager at IIFL (India Infoline Group), who talked about how NRIs can invest in the Indian stock market. The students asked very relevant questions and acquired a lot of information from the Guest speaker



### International Happiness Day

March 20, 2018

The UN General Assembly, in 2011, adopted a resolution which recognised happiness as the 'fundamental human goal', and established March 20<sup>th</sup> as the Annual Happiness day.

In the spirit of the resolution, the students of JSB celebrated International Happiness Day under the aegis of the Centre for Diversity and Inclusiveness. The entire event was organised by the students of first year, coordinated by **Ms. Akriti Chaturvedi** and **Ms. Pragati Singh**. The programme commenced with a short speech on Happiness Day by Ms. Akriti Chaturvedi. The Director, Dr. SK Mahapatra, shared his views on happiness. Through sharing of some anecdotes, he emphasized that one should enjoy the small moments of happiness while working towards his/her goal. He urged the students to be happy and to make others happy by their good deeds.

Ms Pragati Singh, later, conducted an interactive session on the occasion. All the students shared their meanings of happiness. Then everybody danced to the tune of happy notes.

### Celebrating Happiness Day At Jaipuria School of Business



### Expert Talk

March 31, 2018

A talk on 'Industrial Relations' was delivered by **Dr. Sonam Jain, Visiting Faculty, IR & OB** at ICFAI Dehradun to the students of first year. Prior to joining Academics; Dr Jain worked as an Assistant Manager at HDFC ERGO GIC, Delhi for three years. Industrial Relations is a multidisciplinary field that studies the employment relationships and the guest speaker delineated the basic nuances of this aspect of Human Resources. She outlined various guidelines for resolving the conflicts and disputes arising in an organisation between the workers and the management.



### International Women's Day "A Talk on Value System"

March 10, 2018

March 8th is celebrated as an International Women's Day across the world with a lot of fanfare to commemorate, acknowledge and appreciate the achievements of women. JSB too celebrated the occasion in a special way on 10th March, 2018. The event was attended by the employees across the Jaipuria Group. A special talk on "Value System" was conducted by **Dr. Uma Jain, founder CEO and Principal Consultant of Saharh** on the occasion.



The celebration started with a video highlighting the contribution of women in various fields though mostly downplayed by the world. It was followed by an address by Ms. Anjali Khanna, VP, HR, JGI where she talked about the achievements of women all around the world.

Dr. Uma Jain, the Keynote Speaker for the occasion delved deep into the nuances of Value system and discussed why forming value base is important. She urged the audience to recognize the importance of values and to try to imbibe these values into their lives. The talk was indeed so much engrossing and informative that she left the audience thinking with her observations and theories.

The talk was followed by address by the Chief Guest and Guests of honour.



The Chairman, Sh. Shishir Jaipuria, in his address, appreciated the contribution of all the women and congratulated them on the special occasion. Shri Vinod Malhotra, Member BoG and Director CRC, SAJS expressed his regard for women and put forward some interesting perspectives on their role in our day to day life.

The event concluded with a Vote of Thanks proposed by Ms. Kavita Mathur. The female students of JSB were also invited on the occasion and they partook the proceedings of the event. All the female present walked away with a token of appreciation on the occasion.



### Board of Governors' Meeting

March 17, 2018

The **Annual meeting of the Board of Governors'** of JSB was held on 17th March 2018. Mr. Manoj Misra, CMD, CCI Ltd, Ms. Miriam Carter, Director OP Jindal Community College, Mr. RS Sharma, Director BVPL, Mr. Vinod Malhotra, Director CRC SAJS, Mr. Suresh Singhvi, Director (Finance) Ginni Filaments Ltd attended the meeting chaired by Shri Shishir Jaipuria. Dr SK Mahapatra, Director JSB and Dr Timira Shukla, Dean Academics, JSB were also present.

The members congratulated JSB on its attaining 100% placement for the second consecutive year and expressed satisfaction at its steady progress. The course of action for the upcoming academic year was also discussed.

### Holi Celebration

March 1, 2018

A small get together and celebration was arranged in JSB on the eve of Holi. The Director, members of the faculty and staff, and the members of Corporate office all got together to celebrate the festival of colours in the Activity centre.

A couple of games were organised on the occasion and the winners were duly applauded and awarded. Everybody was in a festive mood and shared greetings and wishes with each other with *Gulal and Sweets* served on the occasion.



## Annual Management Convention

March 23, 2018

Selected students of JSB accompanied by faculty Dr Anindita attended the Annual Management Convention on "Rise of India on Global Horizon" organised by Delhi Management Association (DMA). The event was held at India Habitat Centre at Lodhi Road, New Delhi.

The Convention was addressed by Shri Suresh Prabhu, Minister of Commerce & Industry, Govt of India and attended by Shri. Ved Prakash-Chairman, MMTC Limited, Dr. Anoop Kumar Mittal - CMD, NBCC (India) Limited and many other dignitaries. During the technical sessions, students raised several interesting questions which were answered by the panelists.



## Faculty Achievements

- ❖ Ms. Sweety Singh, Head – CRC & Training & Placement has been nominated for Career Champion Awards 2018 to be presented by Global Talent Track in collaboration with NASSCOM.
- ❖ Prof. Yusuf Mehdi published one Research paper titled "The Translation Approach to English Language Teaching: Opportunities and Challenges" in Literary Endeavour Journal, a peer-reviewed International Journal of English Literature and Language indexed in SCOPUS.
- ❖ Prof. Yusuf Mehdi published one Research Paper titled "Mahesh Dattani: A True Champion of the Marginalised with reference to the Play Tara" in the International Journal of Creative Research Thoughts (IJCRT), an International peer-reviewed open access UGC approved journal.
- ❖ Paper Presentation at an International Conference on Science, Spirituality and Organization organised by Department of Applied Science and Engineering, IIT Roorkee on March 16&17, 2018.  
Paper Title: Self-quest and Spiritual survival: A Study of the Heroes in Eliot's Plays  
Authors: Dr Anindita, Dr.Radha Yadav  
Paper Title: Role of Spirituality in the life of Millennial  
Authors: Dr RadhaYadav, Dr Anindita, Ms Riya Gangwar (student 2017-19)

1

### The International Study Tour to Dubai

2

Left to Right (Number-wise):



1. With Eng Muammar Khaled M Khateeri, Executive Vice President, Silicon Park Project, Dubai

2. Students witnessing the Model of the Silicon Park Project

3. With Member of the Innovative Youth Hub

4. Students in front of The Global City, the Global village with seasonal cultural extravaganza

5. At the Miracle Gardens, one of the architectural wonders in Dubai

6. At the outlet of Milano, a Danube venture, one of the fastest growing company in Dubai owned by an Indian

7. In front of the World's first 3D printed building

3



4



5



6



7

