



# JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

June Issue

## NEWSLETTER

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### LEADERSHIP CONCLAVE ON JUNE 21 & 22, AT AEROCITY, NEW DELHI



Jaipuria Group of Educational Institutions organised its **2nd Leadership Conclave** on 21st and 22nd of June, 2017 at Hotel AndaaZ, Aerocity, New Delhi.

It was a two-day event. All the Heads and the senior members of the Group's institutions and schools participated in the programme. The event witnessed several presentations and setting of goals for next year by the Group units. Jaipuria Group of Educational Institutions strongly believes in its vision of **Empower, Enthuse and Excel** and the units adhere to the same with an unified approach. The two-day conclave ended successfully after having highly inspiring sessions by Swami Prakashananda from Chinmaya Mission and Dr. Debashis Chatterjee, Director General of IMI.



### Faculty News

JSB congratulates Prof. Surabhi Singh, Associate Professor, Marketing & Data Analytics for publication of two of her papers in the following International Journals.

- Paper titled **"Digital Marketing in Online Education Services"** published in International Journal of Online Marketing (IJOM) Volume 7, Issue 3 in 2017.
- Paper titled **"Technological Innovations of Marketing in Digital India"** published in International Journal of Transformation in Operational & Marketing Management, Vol 3, No. 1.

### Director's Message Rain of Creativity – Welcome!

**Just One Point**  
Dr.S.K.Mahapatra

All of us would have noticed the Cycle of Nature moving through the six different seasons. Year after year, decades, centuries and millenniums have passed by but the six seasons keep appearing and reappearing on earth's surface, bringing something new in the air, compelling us to adapt to the new season. We adjust our life cycle and daily habits by tweaking something in our daily routine, our food, our clothes, our work etc., with the change of seasons. The most welcome change in the natural cycle occurs when the transition happens from summer to rain, especially in tropical countries like India. The monsoon showers come like blessings to cool the temperature of mother earth and we notice new creations all around in our environment, with fresh, tender green leaves sprouting almost everywhere wherever there is a little soil. The resplendent beauty of mother earth brings immense joy with relief to her children. The magic of the first shower entices children, adult and aged, to come out and dance in the open and feel the cool touch of rain drops. People go ecstatic to sight the rainbow when the sun rays get diffused by sprinkled rain in the distant sky. Birds come out of their nest, animals come out of their hiding, and every one joins the peacock in the rain dance to sing the glory of nature.

The nature renews itself with a complete overhaul, by becoming most creative at this change of season. Perhaps, our ancestors thought of the educational calendar in schools must coincide with the cycle of nature and ordain the rainy season to be the beginning of a new cycle of creativity in education.

The summer vacation is the longest in schools and the summer season is the incubator for developing new life with new learning, aspirations and ideas. While we spend most of our time indoors to avoid the sweltering heat under the Sun and take some rest, we get a chance to reflect and reset our goals and action plans for the year ahead.

The incubation period is over and the time has come for unleashing our caged potential into creativity unlimited. Let's rededicate ourselves to build at JSB, a culture of continuous innovation, creativity and excellence.

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**NEVER SAY GOODBYE:** The students of PGDM first year bade Farewell to the Graduating batch of 2015-17 on June 4, 2017. The PGDM Final year students shared their experiences at JSB with their juniors.



**HR Conclave on Innovative HR Practices**

An HR Conclave on “Innovative HR Practices” was organised for the senior business executives of Ginni Filaments Ltd. and Jaipuria Group of Educational Institutions on 17th June, 2017 at the JSB Centre for Leadership Excellence. Around 30 senior executives and members of the faculty from the company and institutions respectively participated in the programme. The training sessions in the conclave were conducted by Dr R.P. Singh, Former HR Head, J K Cements Ltd and Dr S. K. Mahapatra, Director, Jaipuria School of Business. It brought out the various innovative practices the HR community has been undertaking as per changing human resource needs and economic scenario.



**News from Group Schools!**

**Seth Anandram Jaipuria School at Vasundhara**

–62 out of 120 students have scored above 90% in XII  
 –116 distinctions, 10 students have scored perfect 100 in various subjects in Class XII.

–50 students have scored a Perfect 10 CGPA in CBSE Class X

**Seth Anandram Jaipuria School, Kanpur**

XII: Out of 125, 124 obtained first division with Toppers in Science and Commerce

X: 66 out of 158 scored above 90%. Top scorer 97.8%.

JSB takes immense pleasure in congratulating the 19 meritorious aspirants of Vasundhara School who have successfully cleared the JEE Advance -2017!!!

**CONGRATULATIONS to all on the Excellent Performance!!!!**

**Book Exhibition**

**June 3, 2017**

Jaipuria School of Business organised a Book Exhibition on 3rd June, 2017. The main purpose of the exhibition was to make the members of the faculty and staff aware of the latest editions in their respective specialisations and to recommend new editions of the books to the students. Various reputed publishers including Prentice Hall, Macmillan Publishers India, Oxford University Press, Pearson Education, Vikas Publisher, and S. Chand to name a few, participated in the event and displayed the latest editions of the text books and the reference books in different management

**International Yoga Day**

JSB celebrated International Yoga Day on June 21, 2017 with faculty and staff members.



The session was aimed at instilling the value of yoga in our day to day life for emotional and physical betterment

**Together we have fun!**

The institute celebrated personal valuable moments of its team on the 30<sup>th</sup> of June. After the gifting of bouquet and cake cutting ceremony, the hidden talents of its members as potential singers were on full display.



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