



# JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

August Issue

## NEWSLETTER

Vol.2 Issue 5/Sep 06, 2017



### Director's Message Goal In Life

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

Life's journey is like a rudderless ship in deep waters, without a Goal. The ship sways to the move of the waves travelling knots of miles but remains in the sea not knowing where the shore to anchor is. The purpose of sailing is not to explore the sea but the shore. The ship's destiny is not the sea but the shore. We need to know the shore to anchor to attain our Destiny. Some people naively assume that they are prisoners of fate and take their Destiny for granted. But the wise sets a goal and achieves it by planning, plotting and putting relentless efforts to successfully chase the goal. It is often seen that when a person sets a goal and goes all out to achieve it, eventually attains success. Paulo Coelho's immortal lines in 'The Alchemist' echoes loud how the whole universe stands to conspire in favour of those who set clear Goals and commit to achieve their Goals. India achieved Independence in 1947 and not in 1857 because the second movement for independence was a planned movement with clear goals of Fundamental Rights for all Indians, articulated by the Indian National Congress in its Karachi Resolution in 1931. The 1857 revolution was a rudderless ship and it failed despite having much more firepower and costing many more lives.

At an individual level, the book of history has more examples of Greats who wrote their destiny by setting clear Goals and many contrasting stories on account of failure to set and chase clear Goals.

### Independence Day Celebration

August 15, 2017

Jaipuria School of Business celebrated **71st Independence Day** in the campus to remember the sacrifices made by our freedom fighters and to take a PLEDGE for developing a New India.

Dr S K Mahapatra, unfurled the National Flag in the presence of faculty, staff and students. National Anthem was sung in chorus with patriotic fervor by all present.

In his Independence Day address the Director urged students to rise above the parochial issues and work relentlessly to realize the dreams and vision of a self-reliant, economically strong new India.. He commented that political freedom was achieved at the stroke of midnight but real freedom i.e. "SURAJ" which means freedom from poverty, illiteracy and social discrimination is yet to be achieved and it is the earnest duty of this generation to work towards realization of these ideals as articulated by Mahatma Gandhi.

### The HR Roundtable

August 2, 2017

Jaipuria School of Business organized **The HR Round Table** at its campus in collaboration with People & Management Magazine. The event had eminent Corporate Leaders and HR professionals debate four contemporary challenges facing HR Managers. **(More on Page 3...)**

### Sankalp se Siddhi

August 9, 2017

### Commemorating 75<sup>th</sup> Anniversary of Quit India Movement

Jaipuria School of Business, Indirapuram pledged for **A NEW INDIA** to commemorate **75th anniversary of Quit India Movement**. The Director and the Deans led the faculty, staff and students in taking a PLEDGE for NEW INDIA. The students and faculty resolved to carry on a weeklong program to express oneness with the freedom fighter and to rededicate the young generation for building a New India. The House is committed to work for **Clean India, Corruption-free India, Poverty -free India, Communalism - free India and Casteism-free India** as enshrined in the pledge.



### Change Makers in Action

August 12, 2017

The Centre for Change and Development, Jaipuria School of Business (JSB) organized a Role Play on the theme 'Change Makers in Action' to commemorate 75 years of Quit India Movement and 70 years of Independence on **August 12, 2017**. The PGDM students presented skits on various burning issues plaguing Indian society such as drug abuse, unemployment, girls' education.



### Leadership Talk

August 10, 2017

#### Leading Life with Bhagwad Gita – By Sri Vinod Malhotra



The students of JSB were privileged to listen to a discourse by distinguished Civil Servant, Celebrated Author and a member of the Board of Governors of JSB - **Shri Vinod Malhotra**, in an interactive session on "**Leading Life with Bhagwad Gita**".

In his interactive address, Sri Malhotra explained the true meaning of "**YOGA**". He explained how the internal nature should be aligned with the **NATURE** which is essentially our living environment. The ratio of fundamental constituents inside the human body and outside the human body in Mother Nature, is supposed to be equal and any variation between internal nature and external nature would cause stress and destruction unless taken care of to restore the balance. He explained that the **principles of fairness, justice and equanimity** are signature elements of Mother Nature. He spoke about the necessity of expressing one's views with confidence and how confidence rests upon concentration, by giving a live demonstration during the interaction. He concluded his session with a parting advice to the students - to be "**conscientious**". Elaborating the meaning of this powerful word, he advised students to be '**diligent**' – thorough in whatever they do, to have '**perseverance**' – keep working at until done with and, to have '**self-discipline**'.

### Leadership Talk

August 25, 2017



**Mr. Apurva Chamaria, Vice- President & Head - Corporate Marketing, HCL Technologies** addressed the students on Marketing Blue-Print for a 21st Century Organization. He explained to the students now Authenticity, Commitment and Dedication can create and reinforce TRUST in this world of Increasing distractions where the average attention span of an individual is only about 8-9 seconds. The interactive session dealt with the issues of how agile marketing is the future and micro-strategies, big insights and rapid iterations are important building blocks for the networked economy.

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### Sharing Happiness

- Jaipuria School of Business has been selected as the winner of the "**Best Management Institute in North India for Placement 2017**" by the World Education and Skill Conclave (WESC). The award ceremony will be held on **7<sup>th</sup> September at IIC, Delhi**.
- **Dr. Timira Shukla**, Professor (Marketing) and Dean-Academics, has been selected for the coveted **National Excellence Award for Research 2017** by the same conclave (WESC).
- The Advisory Committee of JSB awarded **Souvik Banerjee**, student of Batch 2016-18 with a **Certificate for the Best Summer Internship Project Report for 2017**. The SIP reports were shortlisted based from among the reports submitted by the students after completing their 8 week internship. **The Institute wishes all the winner the very best!!!**

### Nukkad Natak

August 30, 2017



The Centre for Change and Development, JSB organized a **Nukkad Natak** on the '**Farmer's Right to Live in Dignity**' to commemorate 75 years of Quit India Movement and 70 years of Independence on **August 30, 2017** at Indirapuram Habitat Centre, Ghaziabad. The objective was to spread awareness about social issues plaguing the nation

### Social Outreach Initiative

August 22, 2017

#### BHIM App Awareness Programme

The Centre for Leadership Excellence conducted an awareness campaign for promoting **BHIM app** by educating the small time vendors operating in Indirapuram locality. Dr. Santosh Singhal and Prof Bhupender Singh, both faculties of JSB guided the students in this campaign.

The **BHIM App (Bharat Interface for Money)**, an easy-to-use application for cashless transaction and a government initiative for **DIGITAL INDIA**, is developed by National Payments Corporation of India (NPCI) and named after Dr. Bhimrao Ambedkar. It is an e-payment platform and supports all Indian banks and allows the use to transfer money between the bank accounts of any two parties.



Dr SK Mahapatra welcoming Ms. Kim Franzen of "Change Express" in presence of Mrs. Linda Brady Hawke, CEO, LBA



Ms. Kim Franzen of "Change Express" initiating discussion on HR Vision 2022



The Discussion Round on HR Vision 2022

Mrs. Linda Brady Hawke anchoring the Panel discussions on HR challenges at the HR Round Table 2017



The HR Round Table 2017

**The HR Round Table**

**August 2, 2017**

The HR Roundtable, held on August 2, 2017 debated four challenges facing the HR community today - HR Technology, Employee Engagement, Health & Wellness and Executive Education. Ms.Linda Brady Hawke, CEO of LBA conducted this event. Ms.Kim Frazen, Cofounder, Change Express, initiated the discussions with a collective exercise for developing a HR Vision for India in 2022.. Distinguished Corporate leaders participated in the debate with the four themes. Mr.Sunil Srivastava, CEO Getvisitapps.com, Ms.Sunanda Rao, HR Consultant, Mr.Vijay Sethi, HR Head, Tata Housing. NCR and Mr.Debiprasad Das, Cofounder Talocity Infosolutions and veteran CHRO moderated the round table talks on each theme respectively.

Dr.SP Verma, former Executive Director of Indian Society of Training & Development, Mr.Bhupendra Kaushal, Vice President & Head-HR of leading Textile company Ginni Filaments Ltd, Mr. Uttam Lal, AGM-HR NTPC, Mr.Amit Pandey, Director ATS, Mr.Jayant Kumar, General Manager-HR, Holistik.com, Ms. Anju Sabarwal, CEO People Bridges, Ms.Rashi Jaiswal, Senior Manager-HR of Steag Energy and many others joined the discussions.

The students occupied the second row of the Round Table, keenly observing the discussion by the Corporate leaders in the front row and got an opportunity to join the deliberations especially in the Q&A round.



Dr SK Mahapatra made a presentation on Jaipuria School of Business and its offerings for the Corporate and called upon the delegates and panelists to partner the B-School in a win-win relationship.

