



# JAIPURIA

## SCHOOL OF BUSINESS

**EMPOWER • ENTHUSE • EXCEL**

**CREATIVITY UNLIMITED | FUTURE ACADEMICS | AHEAD OF TIMES**

### DR. RAJARAM JAIPURIA MEMORIAL LECTURE 2<sup>nd</sup> EDITION December 5<sup>th</sup>, 2020

Union Minister Nitin Gadkari delivered a motivating speech on the 'Role of Leadership in Turbulent Times' at the 2nd Dr. Rajaram Jaipuria Memorial Lecture held virtually on December 5, Saturday, at 5.30pm.

The lecture was organized by Jaipuria Group of Educational Institutions, and had a pertinent topic: Role of Leadership In Turbulent Times. Appearing virtually on the Facebook page and YouTube channel of Seth Anandram Jaipuria School, Gadkari stressed, in his speech, on the importance of strong and visionary leaders to show the way forward in times of crisis.

The increased relevance of decisive leadership in a world disrupted by the Covid-19 pandemic was apparent throughout the minister's speech, but the lecture had a much broader range, and the takeaways from it can be applicable to turbulent situations for people from all walks of life, be it politics, business, sports, or entertainment.

The event began with a soulful rendition of the invocation song by the Padma Shri award winning folk singer, Malini Awasthi. The song was followed by a welcome address by Shri Shishir Jaipuria, Chairman of Seth Anandram Jaipuria Educational Society (SAJES).

Feting Gadkari, the Chairman said, "Our nation is indeed blessed to have leaders like you when every citizen is concerned for his own self and his family, and is looking up to leaders for reprieve and protection. Your dynamic vision and decisive leadership...are leading our country towards "Atmanirbhar Bharat"

In his speech, the Chairman also reminisced about his father, Dr. Rajaram Jaipuria, an industrialist and educationist, in whose honour the memorial lecture has been conceptualized. He described Dr. Rajaram as a 'Karma yogi in every sense of the word'.

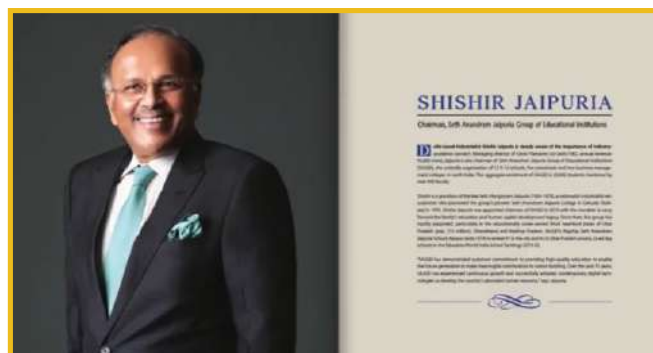
Citing instances of leadership and its role in turbulent times during his illustrious political career, Chief Guest Union Minister for Road Transport, Highways Shri Nitin Gadkari pointed out that leadership plays a key role not just in politics, but also in other fields of life, such as education, business, social work, and even religions. Good leaders take lessons from history. It is often said 'Old is Gold'. I say we should give the maxim its due. The inspiration and motivation that leaders derive come from history, education and reading the biographies of the great leaders that have come before."



### JUST 1 POINT

#### MR SHISHIR JAIPURIA

SELECTED AMONG THE 21 LEADERS TRANSFORMING  
INDIAN EDUCATION BY EDUCATION WORLD



Congratulations to Mr. Shishir Jaipuria, Chairman, Seth Anandram Jaipuria Group of Educational Institutions who has been selected among the 21 Leaders Transforming Indian Education, an unprecedented commemorative compendium by Education World that shares brief biographies of hitherto insufficiently appreciated edupreneurs driven by the spirit of enlightened self-interest and/or philanthropy, who have established excellent primary-secondary and higher education institutions which are setting new, globally benchmarked standards.

He further added, "Have vision, you can donate eyes, but you can't donate vision. The vision comes from books, history, educational institutions, family, work places. Positivity and self-confidence are the crux of decisive leadership. True leaders inspire team work and collective team spirit is very important. My learning comes from 3 Cs: cooperation, coordination and communication.

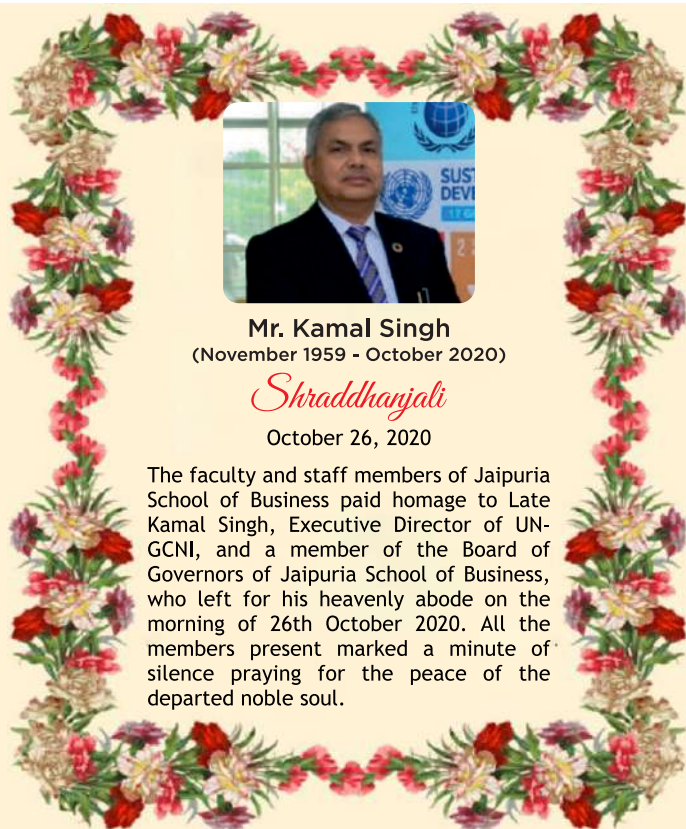
During the event, a Green Certificate was handed out to Gadkari by Yash Jaipuria, member of SAJES. The lecture concluded with a vote of thanks by Saket Jaipuria, Vice Chairman, Seth Anandram Jaipuria Group of Educational Institutions.

Thanking Gadkari, Saket Jaipuria said, "The purpose behind organizing this lecture-series is to draw attention to some important subjects of topical nature that have national or international significance. I am glad that the topic of the lecture today has generated considerable interest, and your words of wisdom will stimulate further discussion in different forums."

Livestreamed on Facebook and YouTube, the event was attended virtually by more than 10,000 people.

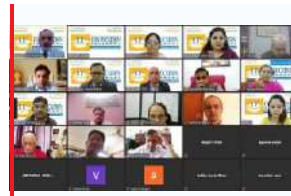
Nitin Gadkari is Minister for Road Transport & Highways, and Minister for MSMEs in the Government of India.

# NEWSLETTER



## 11<sup>th</sup> CONVOCATION

OCTOBER 31, 2020



Jaipuria School of Business held its first Virtual Convocation ceremony for its 11th Convocation with Mr. CP Gurnani, MD and CEO of Tech Mahindra as the Chief Guest. Mr. Saket Jaipuria, Vice Chairman of SAJES conferred the Diploma to Graduands on behalf of the Chairman Mr. Shishir Jaipuria.

Eighty eight students graduated at this year's Convocation. The Director Dr. Jitendra Kumar Mishra delivered the customary Progress Report of Jaipuria School of Business post last Convocation. Mr. Vinod Malhotra was the Guest of Honour for the event.

## PARISAMVAAD 2020

December 12, 2020

A virtual HR Conclave based on the theme - Digital Disruptions and HR Transformations: Implications for Employees.

Jaipuria School of Business in collaboration with Core HR IR Group held a Virtual HR Conclave- 'PARISAMVAAD'. The conclave centred on the theme of Digital Disruptions and HR Transformations: Implications for Employees.

'PARISAMVAAD 2020' was conducted with some of the most intellectual minds in the industry who shared their real-time experiences and learnings, which expanded the pot of knowledge and provided the most insightful learnings to the audience. More than 160 participants from the diversity were present in the Conclave.

The keynote speaker of the conclave was Mr. Virender Kumar Verma, Vice President Human Resource - TM and HR Digitalisation at Maruti Suzuki India Ltd.

Further, the conclave was divided into three panels each addressing a relevant topic of discussion to the audience.

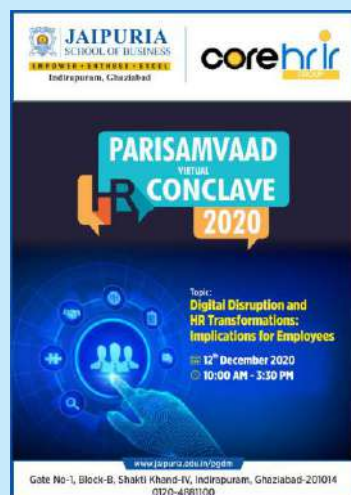
The topic for Panel 1 was "Navigating the future workplace: skills required for the jobs of the future". The speakers in this panel were Mr. Vinod Bidwaik VP HR @Alfa Laval, Ms. Saswati Sinha Head HR @Cheil India, Rohit Pandey CHRO Hurix Digital who moderated the session, Ms. Jayati Roy, Director HR @Barco, Mr. Atul Tiwary former HR Head @OYO Rooms. The panel discussed their views on how to prepare for a future job role that is impossible to predict. The discussion highlighted the attributes and skills which the future HR professionals would be expected to have in them and emphasized the importance of acquiring a gamut of skillsets.

The theme for the second Panel discussion, moderated by Mr. Vikas Dua, Chief HR Mentor of Attayn was "Training for development: Aims to progress career Growth". The panel included Subir Verma, Head HR IR @ Tata Power; Anil Gaur, Group Chief People Officer, @Uniparts India; Dr. Nitika Sharma, L&D Head @JK Cement Ltd; Prerna Rajan, VP & Business HR Head @Damco Solutions; Kalpesh Raichura, Co-founder @Connect Quotient. The panelists discussed about the need and importance of training and development of the workforce and identification of the nature of training required was cited as a critical factor for their proper development.

The concluding session of day for Panel discussion was based on "Employee happiness and well-being: Need for work life balance". The panelists of this session included Sahil Nayar, Senior Associate Director HR @ KPMG; Punit Puri CHRO @Tata Motors Finance, Kanisha Raina, Director HR @Fiserv; Saumya Badgayan, Head HR & Strategy @Goldstar and; Shagun Jaina, Divisional HR Manager @ ITC Ltd Hotels. Mr. Rajesh Kr Tripathi, CHRO, NSIC was the moderator of the session.

The speakers of the panel focused on the importance of having a healthy work-life balance for every employee and how companies can aid every employee in attaining the same. The panelists shared their experience as to how focussing on the work-life balance forms an integral part of employee engagement strategy which has also been found to have a profound impact in the long run.

Jaipuria School of Business was awarded Best Management Institute of India for Industry - Interface at the 13th National Education Award Ceremony organised by Centre for Education Growth & Research (CEGR), New Delhi.





## MDP ON INDIVIDUAL TRANSFORMATION AND TEAM EFFECTIVENESS

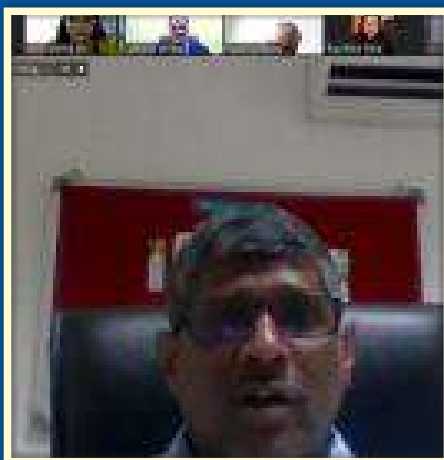
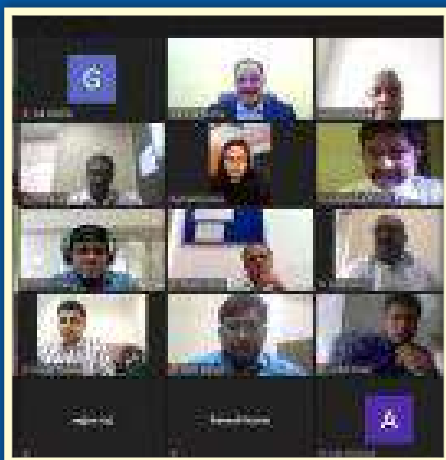
November 21 & 22, 2020

JSB held a 2-day MDP on Individual Transformation and Team Effectiveness with Cadila Pharmaceuticals on 20th & 21st November 2020. This two-day intensive Programme was aimed to enhance Interpersonal Effectiveness and Team Building capabilities through a variety of ways: case discussion, roleplays, video discussions, and lectures.

**Day 1:** The day started with the welcome address by Dr. Jitendra Mishra, Director, JSB followed by remarks from Mr. Johnson Mathew, CHRO Cadila Pharmaceuticals & Mr. Nathaniel, Manager Learning & Development, Cadila Pharmaceuticals. The entire program was scheduled in different sessions. First session was on 'Happiness & Well Being'. This session was conducted by Shri Vinod Malhotra Ji, (Advisor Jaipuria Group of Educational Institutions) and Mr. Harish Sanduja, (Director Schools, Jaipuria Group of Educational Institutions). As the name of the session, the participants were engaged in various practices to increase happiness and build more

productive habits. Shri Vinod Malhotra Ji revealed misconceptions about happiness, annoying features of the mind that leads us to think the way we do, and the research that can help us change. He also shared some Management learning's from Bhagwat Gita. The session was interactive and more than forty officials from Cadila attended the session.

The second session of Day 1 was Personal Branding where Dr. Nitin Kr. Saxena (Associate Professor Marketing ) made the participants understand what a personal brand is and why it is important. He emphasized establishing an individual's brand which reflects who you are, what you believe in, and what you stand for. The focus was to define; personal impact and what you want to be known for inside and outside your organization. Participants were guided through the stages of developing their own personal branding statement.



**Day 2: Session 1:** Role of Individual in Team Cohesiveness: This session was conducted by Ms.KP Kanchana and Dr.Vartika Chaturvedi. This session helped participants to develop shared vision/understanding for a high-performing team, determining the critical elements and individual contributions that comprise this vision, and guiding plans or agreements to realize this vision in the organization. It also promoted practice on key skills needed to address the inevitable challenges that arise in teams, notably, appreciating individual differences, communicating collaboratively and managing conflict.

**Day 2 Session 2:** Conflict Resolution: Ms. Anjali Khanna (VP HR Jaipuria Group of Educational Institutions) the session explored different types of workplace conflict, the phases of conflict and possible dynamics of

conflict. This exploration was done with reference to communication skills and workplace behaviors sorted by a quiz submitted by participants. Participants learned how to conduct positive and constructive interactions with their colleagues and customers and how to de-escalate a conflict situation by choosing from a variety of resolution options.

The sessions were customized to align with the expectation of the participants through an interactive session with the participants. Throughout the program, the participants were catered to different flavors of management sciences. The collaboration between Academia and Corporate has dawned a new journey of learning and development

## EXPERT TALK ON

### TALENT ACQUISITION & RECRUITMENT

BY MR. VIMAL SINGH OF ACUITY KNOWLEDGE PARTNERS

OCTOBER 16, 2020

The students of JSB got an opportunity to attend a session by Mr. Vimal Singh of Acuity Knowledge Partners wherein he leads the Talent Acquisition Strategy, Employer Branding, and Campus hiring function for the North India Region, US, UK, and HK along with his team of professionals. He has previously worked with ATS services, DSC Limited, Gojavas (Logistics division of Jabong.com) and Moody's Analytics.

Mr. Vimal gave an insight into the nature of the Business of Acuity and its clients to the students and explained the process followed by Acuity in the talent acquisition area. He emphasized keeping oneself contemporary and learning new skills in today's competitive environment.

In his address he highlighted the key areas of Recruitment Matrix, Change in expectations and Responsibilities of the Recruiters

The session was moderated by Ms. Vinita Arora, Hed - Training & Placements at Jaipuria School of Business. Mr. Salman, Head-CRC, Jaipuria Group of Educational Institutions was also present at the session and welcomed the speaker.

## EXPERT TALK ON

### MODERN MARKETING TAKES TRADITIONAL MARKETING'S PRINCIPLES

MR. SATYA PRAKASH UPADHYAYA, VICE PRESIDENT, CITI GROUP, AUSTRALIA

DECEMBER 11, 2020

Mr. Satya Prakash is an experienced people leader and practitioner strategically optimising and managing marketing processes, marketing automation capability and governance. Currently he is the Vice President at Citibank Australia and has over the past 15 years held Marketing Capability & Optimisation roles with Accenture Australia, The Star Entertainment Group, Tabcorp, NRMA, Bankwest, HSBC & AC Nielsen.

To understand the concept of Modern Marketing in details, the students of JSB, Indirapuram had the opportunity to listen to Mr. Satya Prakash Upadhyaya, Vice President, Citi Group, Australia.

The Key Discussion Points were centred upon Marketing being on the verge of a new era; it's about being continuous, connected and consistent across all touch-points; difference between success and failure is how the organization builds and leverages technology platforms with strategy and teams.

The Key learnings from the session were:-1) Obsess about customer needs; 2) Make experience innovation an everyday habit; 3) Unlock technology to focus on the customer to offer seamless experience; 4) Hyper-personalisation is the way forward in the era of data-driven marketing.

## FACULTY & OTHER NEWS

### Dr. Ajay K Patel

along with co-author Dr Santosh Kumar have published a Research paper on "Impact of Determinants of Profitability Ratios among Private, Public and Foreign Banks in India" in the December issue of International Journal of Financial management

### Dr. Ajay K Patel

was invited as a speaker in a Panel Discussion on the New Normal: Challenges of Managing Business, Life, Society and Sustainability in the Post COVID 19 Era that deliberated on Blended Learning and platforms available for e-learning. The virtual session was organised by NDIM on the 15th of October 2020

### Dr. Nitin Kr Saxena

got a Research paper accepted for presentation and publication on "Leveraging Analytics for Driving Online Traffic and Brand Preference" presented at an International Conference for the Springer Book Series.

### Dr. Vartika Chaturvedi

along with co-authors Prof KP Kanchana and Ms. Anjali Khanna got their Research paper on "Employee Apprehensions and AI-Challenges and Benefits - An Investigation" accepted for presentation and publication at a KIIT Conference. The paper will form a part of the publication by Springer Book Series.

### Dr. Vartika Chaturvedi

along with students Varun and Rooprekha, participated and were selected among the finalists (top 14 colleges) for an UGC Event for a Publication of a Case Study on Sustainable Management Education during Pandemic: Innovative Practices by Jaipuria School of Business

### Dr Nitin K Saxena

has joined the editorial board of Science Journal of Business and Management published by Science Publishing Group, USA.

<http://www.sciencepg.com/journal/editorialboard?journalid=175>

**Dr. Jitendra Kumar Mishra**

also attended the Executive Board Meeting and AGM of AIMA on 2nd November 2020.

**Dr. Timira Shukla**

was invited as a Panelist for discussion and deliberation on the topic- "Consumers after Covid -19 in 2021" on November 6, 2020 by Poddar Institute (Management & Technical campus).

**Dr. Jitendra Kumar Mishra**

has been appointed by the University Grants Commission as a Member of the Expert Committee to prepare Outcome based Curriculum Framework. He attended their first Expert Committee meeting on the 4th of December 2020

**Dr. Jitendra Kumar Mishra**

chaired and judged a Technical session in the Best Ph. D in Management of the AICTE sponsored International Management E-Conference on December 11, 2020

**Dr. Timira Shukla**

was invited as a co-chair for the technical session for the International Conference on "Futuristic Innovations in Technology and Engineering-2020" organised by ABES Engineering College on Dec. 11, 2020

**Dr. Jitendra Kumar Mishra**

was invited for Orientation session on National Innovation & Start-up Policy organised by Innovation Council , KM Mayawati Government Girls PG College (KMGGPGC), Gautam Budh Nagar, UP on 26th December 2020.

**Dr. Timira Shukla**

was invited as a Session Chair for International Web conference on 30th December 2020 on the theme "Innovative Business Strategies in Digital Era" by Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

**Dr. Timira Shukla**

was invited as Reviewer for the paper of Inderscience Publication-International Journal of Public Sector Performance Management (IJPSPM)

**Dr. Jitendra Kumar Mishra**

has been invited to join the Editorial Board of the ARISCOM Journal of Management.

Ojas, the Research Publication of JSB has been accepted to be indexed in Directory of Research Journals Indexing. OJAS is already listed in the J-Gate and International Copernicus Index (ICI)

## INDUSTRIAL VISIT TO YAKULT

OCTOBER 16, 2020

Jaipuria School of Business, Ghaziabad organised a Virtual Industrial Visit to Yakult Danone, a JV of International companies on 30th Nov 2020.

PGDM 1st year students participated in this virtual tour. The hosts from the organisation - Mr Aadish Jain and Mr Tushar shared extensive knowledge about the manufacturer of ProBiotic Beverages, Yakult. He updated the students about the organisation and its structure. He shared that they bottle the probiotic drink in eco friendly bottles of 65 ml containing 65 million LBA bacteria for a single person. These bottles need to be stored at 10 degrees celsius or less.

Earlier Yakult targeted Tier A and B cities but now they have started focusing on tier C cities also.

The session was very interesting and students had lots of queries to which Mr. Aadish answered very patiently. The tour was coordinated by Prof Timira Shukla (Dean Academics) and Prof. K P Kanchana.



## GUEST LECTURE ON CAREER PROSPECTS IN MARKETING

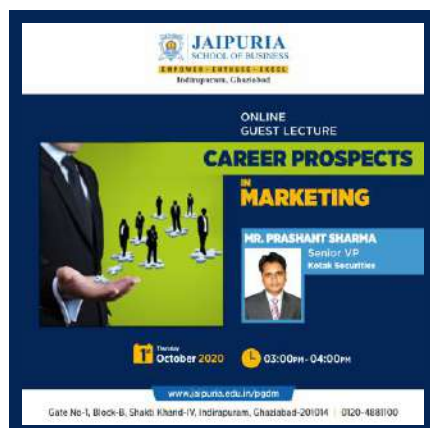
October 1, 2020

Guest Speaker: Mr. Prashant Sharma  
Designation: Sr. Vice President & Regional Head- North  
Company: Kotak Securities  
Day/Date: Thursday, October 1, 2020



Dr. Jitendra Kumar Mishra, Director Jaipuria School of Business welcomed Mr. Prashant Sharma and elaborated on the importance of cross-functional linkages in management. He spoke about how the marketing of financial services is an emerging area.

Mr. Prashant Sharma spoke eloquently about career prospects and the scope of marketing in financial organizations and his journey in the telecom, insurance, and banking sectors. A veteran in the Marketing of Financial Products, he started by explaining the difference between sales and marketing and the skill sets required to emerge as a winner in the field of marketing. He further emphasized that marketers need to be creative and innovative to be successful in their careers



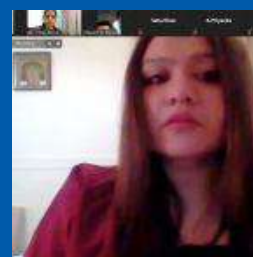


## GUEST SESSION WITH MS. NEHA KHANNA, AVP TALENT ACQUISITION, LIDO LEARNING

November 20, 2020

The students of Jaipuria School of Business got the opportunity to attend a session by Ms. Neha Khanna of Lido Learning who shared tips and suggestions on Preparing for Placements to the budding Future Managers. The speaker highlighted the essentials for success in today's world which are Authenticity, Research, Adaptability & Drive. She shared the various qualities and traits that the Recruiters look for in a candidate. The speaker also shared suggestions on the preparations that one needs to be make before appearing for an interview.

The session was relevant and apt considering the fact that the Placement season has started and students eagerly and enthusiastically participated in the session



## GUEST SESSION ON MARKETING DURING COVID TIMES - MR. GAURAV PHULL

November 27, 2020

The onset of Pandemic since the beginning of the current year has led to drastic changes in the way the Businesses were being done until then. The pandemic brought along with it uncertainties of economic performance and the need to change or devise new models for sustenance. To understand these changing scenario, JSB held a session with a Senior Management personnel from one of the leading Brands and manufacturer of tyres CEAT SPECIALTY - the off-highway tyres division of CEAT. Mr. Gaurav Phull who is the Head of Marketing at the organisation. interacted with the students and shared his experience and tips on thriving under the changed circumstances.

With over 15 years of illustrious experience in leading brands in India and Global markets, Mr. Phull has played a pivotal role in various business verticals at CEAT before taking up the current role with CEAT Specialty.

An alumnus of Delhi University, Mr. Phull completed his MBA in marketing from IMI, Delhi. He has been part of CEAT for over a decade, leaving CEAT for a brief period to serve as a Business Head at Safexpress Pvt. Ltd. He rejoined CEAT Tyres in 2014 as Category Head. He worked extensively in the commercial tyres marketing side, in the stint with CEAT.

Dr. Jitendra Mishra, Director welcomed Mr. Gaurav Phull and elaborated on how Covid has transformed the marketing landscape. He further thanked him for sparing his valuable time despite his busy work schedule.

Mr. Gaurav elucidated on changes in the business models and consumer behavior in the tyre category , especially the tractor tyres. He highlighted the following:

- Farmers currently spending more than 3 hours per day online

- Rural ecosystem- Pre-covid and current

- Transition from Traditional influencers to Digital influencers

- Significance of collaboration with agri apps

- Brand message integration in the Digital Entertainment space

- Importance of social listening

-Brands need to be agile

He also advised the students to do pilots whenever in doubt. He stated that Learning helps; never shy away from trying; to Map customer touch-points for better reach; Leverage 'Moment Marketing' eg., CEAT as a strategic partner in IPL and to be open to all types of feedback.



## SPECIAL DRIVE ON RAISING SOCIAL AWARENESS ON HYGIENE AND SOCIAL DISTANCING BY JSB IN ASSOCIATION WITH HINDUSTAN UNILEVER LTD OCTOBER 9, 2020

A foot operated contactless Handwash dispenser cum cleaning machine was installed at the premises of JSB today.

The Director of the Institute, Dr. Jitendra Kumar Mishra inaugurated the launching of the drive through a ribbon cutting ceremony in presence of Dr. Timira Shukla, Dean Academics and Mr. Salman Head - CRC among other members of the JSB family. Mr. Arpit Mehta, Territory Sales Officer - Haryana & Himachal Pradesh, Mr. Puneet Mathur - Territory Sales Officer, Delhi / NCR and Ms. Pragati Singh - City Coordinator from Hindustan Unilever were present on the occasion. Ms. Pragati Singh is an alumnus of JSB.



## SESSION ON POWER OF DANCE TO COPE WITH STRESS BY MS. SWAGATA SEN December 4, 2020

Jaipuria School of Business, Indirapuram, under the pillar of Bhavna (Socio-Emotional Learning), held a session on "Power of Dance to cope up with stress" on the 4th of December 2020.

The speaker of the session was Mrs. Swagata Sen Pillai, an Educationist, Communication Expert, and a Bharatanatyam Exponent. She talked extensively about how an Art form helps us to de-stress ourselves. She said that it connects us with nature, works on our nervous system, soothes it, and helps in releasing endorphins that make us feel relaxed, happy, and de-stressed. She also said that any difficult subject if connected /turned into a rhythm makes it easy to grasp. The Artform of "Dance " helps in building up our stamina, concentration, and harmony. Today in this fast-moving life it is important to learn one art form or the other.

It was a wonderful session. Students participated very enthusiastically and interacted with the speaker through various queries.

