

News Magazine of **Jaipuria Institute of Management, Noida**
For Restricted circulation only

VerBaIm

Volume 10 | Issue 2 (August - December 2013)



Chief Guest:
SHRI YASHWANT SINHA
MP (Lok Sabha) & Chairman,
Parliamentary Standing Committee on Finance

 **JAMC**
JAIPURIA ANNUAL MANAGEMENT CONFERENCE

3rd JAIPURIA ANNUAL MANAGEMENT CONFERENCE
JAMC-2013, NOIDA
RESURGENT INDIA:
THE PATH OF GLOBALISATION
DECEMBER 13-14, 2013

**ALSO IN
THIS ISSUE**

UDAAN - THE ANNUAL
MANAGEMENT FEST

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INDUSTRIAL
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CAMPUS
BUZZ



Dr. Rajiv R Thakur
Jaipuria, Noida

DIRECTOR'S MESSAGE

As this issue (August'13-December'13) of VerbaJIM unfolds itself into the New year, 2014, let me extend warm greetings to all Jaipurians and join you to wish 2014 to be the year of success and achievements contributing to contentment in life of all of us.

Reflecting back on what Jaipuria Noida achieved during the year 2013, we all derive greater satisfaction in witnessing that the institute not only continued doing its best in core areas of activities, for which Jaipuria Noida is well known, but also could set landmarks of achievements on many new fronts opened up during the year. Some of the highlights are as follows:

For the first time, during 2013, students from over 17 states joined courses at the campus justifying a legitimate national footprint to our institute.

Needless to mention that it paved the way for vibrant and richly diversified peer group learning.

“ At Jaipuria Noida, despite the multi-dimensional pressures of the turbulent environment around, ‘excellence’ is a continuous journey. A journey which aligns us together in pooling resources of the institute as well as the people to achieve superior levels of performance and adding value to even to the last member in the Jaipuria family. ”

Industry developed a greater level of confidence in the skills and capabilities in Jaipurians, as a result, started showing up for campus placements as early as in the month of October '13. Our students reciprocated well and didn't disappoint the recruiters. By the end of December'13 companies having diverse needs of the industry, picked up our students in larger numbers. The year created a path breaking trend and contributed to appreciable momentum in placement activities and in turn generated greater confidence in our students.

As far as teaching learning process is concerned, far reaching impacts could be made because of the initiatives taken up by our faculty and staff colleagues who devoted their heart and soul in reaching out to the last student and making them industry ready. The approach was to provide adequate subject knowledge along with outside class room interventions like mentoring and conducting sessions on general awareness, behavioural and communication skills etc. Industry oriented interventions ensured that students perform better in selections and conversions during placements.

Establishing of Centre for MDP and Consultancy was a landmark decision during the year. Conducting over 36 MDPs with PSUs and other private sector organizations within a short period after its inception, was a remarkable achievements made by the MDP Centre.

Commencement of the Ph. D. programme in association with MLSU, Udaipur was yet another highly satisfying achievement, with 10 scholars joining the first batch and with the course work already in progress.

Intensified efforts were made towards internationalization comprising of student and faculty exchange as well as visits by faculty from overseas Universities.

Publication of research papers and award winning Cases in conferences and Ivey publications by faculty members, awards and accolades won by our students in various events outside and initiatives taken in reaching out to the society outside campus boundaries truly established new landmarks in the annals of Jaipuria Noida.

Besides the eminent guests from across industries, media, academia and the government who graced the various successful conclaves and conferences, two significant luminaries in Shri Rajnath Singh ji and Shri Yashwant Sinha ji enthralled the audience with their charismatic presence and words of wisdom they shared. We as a Jaipuria Noida family of faculty, staff and students collectively share the proud moments of these accomplishments of the year 2013. Aspirations drive us as individuals and as professional to excel in life.

Similarly, excellence is an aspiration for institutions as well. Challenge nevertheless is firstly to define and discover 'excellence' which is purely contextual. Aligning individual and institutional aspirations towards 'excellence' is the second most important challenge. At Jaipuria Noida, despite the multi-dimensional pressures of the turbulent environment around, 'excellence' is a continuous journey. A journey which aligns us together in pooling resources of the institute as well as the people to achieve superior levels of performance and adding value to even to the last member in the Jaipuria family.

Year 2014 is going to be no different in these terms but we are determined to make it different in many other ways which will enable the Institute to scale up higher trajectory of growth and reach closer to a vision of becoming One among the Top 35 B schools in the country in next five years. Creating an environment conducive for Thought Leadership and Research, Industry (society) centered teaching-learning, establishing a Centre for entrepreneurship in its truest form to create entrepreneurs and promote innovation and skill development, Jaipuria Centre for Industry-Institute partnership and Internationalization are few of the identified areas on which we shall be focusing in the year 2014 and ahead. We feel confident that as a vibrant family with well focused purpose, we shall be making a great beginning in the new year and achieve new milestones in our continuous journey to excellence!



JAMC 2013



The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This quest for ensuring academic excellence led to instituting Jaipuria Annual Management Conference (JAMC) as an annual event at our campus. This year's conference was the 3rd in the series and was organised during December 13 -14, 2013. The theme of the conference was 'Resurgent India: The Path of Globalisation' which encompassed many relevant and critical sub-themes. The conference commenced with an unforgettable and grand opening ceremony where Shri Yashwant Sinha, MP (Lok Sabha) and Chairman, Parliamentary Standing Committee on Finance, was the distinguished Chief Guest. Mr. Sudhir Jalan, Past President, FICCI & Co-Chairman, Reiter India (P) Ltd, Chairman was the eminent Guest of Honour.



On the first day, i.e. December 13, 2013, the Conference was inaugurated with the ceremonial lighting of the lamp followed by Saraswati Vandana. The inaugural session was chaired by the Chairman, Shri Sharad Jaipuria. An introduction of the Conference was forwarded by the Director of the institute, Dr. Rajiv R. Thakur, who introduced the theme of the conference to the august gathering and explained the concept of Globalisation in the Indian context. Shri Sharad Jaipuria, Chair of the session, welcomed the guests and delved deeply into the theme of Resurgent India and implications of Globalisation for India. Dr. Pankaj Gupta, Director General, Jaipuria Institutes of Management shared his thoughts on the theme and discussed the ways to achieve excellence. Shri Sudhir Jalan, Guest of Honour, said that resurgence of the economy cannot be brought upon by a bureaucrat or a politician who may not be fair in setting things right beyond their immediate popularity goals. To achieve it, "Arithmetic of Politics has to be replaced with Geometry of Economics". Shri Yashwant Sinha, Chief Guest of the Conference, drew instances from his rich experience in the field of policy making. He motivated the audience by saying others would have faith in you only if you have self-confidence. He explained the technicalities of globalisation in layman terms and categorized globalisation into four categories- Financial Flows; Trade, Commerce and Tourism; Environment; Technology and Best Practices. He also stated that Indian Industry

withstood the onslaught successfully and flourished. He ended his speech by inspiring students to go out and face the world with great confidence and be a proud Indian. Mr. Shreevats Jaipuria, Vice Chairman, thanked all the august guests and invitees from industry, media and academia for their graceful presence during the conference.

The First Technical Session was themed upon Globalisation and India-Post 1991 experiences. Mr. Arun Kr. Jha, IES - Director General, NIESBUD, emphasized on the various facets of globalisation and its impact on the development of entrepreneurship within the country especially in context of MSMEs. Mr. Rajan Mathew - Director General, COAI, talked in length at the various opportunities that sprung up in this sector and Mr. Debasish Biswas- Country Head (India), CIMA, shared his insights on various global models of leading MNCs in the service industry. The Second Technical session was on 'Global MNCs in Emerging Economies'. It witnessed rich deliberations of highly accomplished panelists as Mr. Himanshu Mangalik- National Head- Corporate Media, Nestle India, Mr. Sanjay Goyal- CEO, bkoNNecT, Mr. S. C. Srivastava, Secretary General- National Labour Law Association and Mr. Naveen Luthra- Business Consultant, Getit Infoservices. They shared their thoughts on the trend of MNCs shifting focus from developed world to emerging economies and how political developments made its impact on globalization in particular to BRICS. The Third session saw some of the very eminent panelists gracing the dais such as Mr. Ashish Mazumdar, Chief General Manager, MMTC Ltd., Mr. Ramesh Vaswani, Director, Intex Technologies Ltd., Mr. Ronesh Puri, Managing Director, Executive Access and Mr. Rajiv Misra, DGM, BRG Group. The cumulative thought process echoed on the ecosystem of globalization, importance of human capital, impediments of working abroad and establishing an international firm and the future of Indian MNCs in global market place.



There were three tracks of Paper Presentations on the themes 'Indian Enterprise Competing Globally', 'Sunrise Indian Industries' and 'Globalization and Going Global: Problems & Challenges'. Scholars from Academia and

Industry presented their research output on the mentioned themes. To cherry-top the conference and add a cultural flavour to it, Kathak performance by Padma Bhushan Smt. Uma Sharma which enthralled the audience.

The second day began with the Fourth Technical session which centered on 'Sunrise Industries and Globalization'. Ms. Deepa Bhatia, Director (Sales)- Disney UTV, Mr. Kunal Banerji, Chief Talent Acquisition Officer- Jindal Steel & Power Ltd., Mr. Baldeep Singh, Director- Jabong.com and Mr. I V S Murlidhar, Sr. Vice President- Boxtrans Logistics were the esteemed panelists on dais. They deliberated upon globalization and its impact of sunrise industries as media and entertainment, e-commerce, infrastructure, logistics, etc. They also talked upon the evolving opportunities for the budding managers in these domains.

The Fifth Technical session on 'Going Global: Problems & Challenges' was among the most illustrated sessions as speakers came in from distinguished corporate houses and academe. Dr. Ajit Prasad, Professor- SP Jain, Mumbai and Dr. Sandeep Krishnamurthy, Dean- Bothell School of Management, Univ. of Washington, Mr. Yogesh Andlay, Managing Director- Nucleus Software Engineers Pvt. Ltd., were the eminent speakers. They discussed positive and negative sides of globalization and the major challenges of cross cultural sensitivities, communication, political-legal setup, etc. were also highlighted.

The Conference came to its logical close with the Valedictory session which was chaired by Mr. Shreevats Jaipuria, Vice Chairman-Jaipuria Institute of Management.



Mr. Ajay Shankar, IAS, Member Secretary-National Manufacturing Competitiveness Council (NMCC) was the honoured Chief Guest for the occasion. The session chair offered a floral welcome to the Chief Guest and introduced him to the audience present for the session. Expounding

further, Mr. Shreevats presented Mr. Shankar as an expert speaker on liberalization, branding Indian industries abroad and creating tax incentives to promote the globalisation of Indian firms. He also offered his opening remarks on the conference deliberations of the two days and invited Mr. Shankar to share his views as to how different sectors including manufacturing will lead to a resurgent India where the path to globalization can be used to our advantage. In order to track the progressive journey of the economy as well as the manufacturing sector of the country, Mr. Shankar took the audience through the economic history of the country.

The two-day conference not only offered students an insight into myriad and contrasting viewpoints of the speakers from different industries over resurging Indian economy through path of globalisation, but also instilled a spirit of debate and resolution within the audience. The session themes were discussed, debated and resolved with an astounding vivacity and enthusiasm by competent delegates ranging from all across the world, much to the cerebral celebration of the audience.



UDAAN-2013

Udaan, the Annual Management Fest of Jaipuria Institute of Management, Noida was held on 6-7 December 2013 and had a participation from 20 institutes of Delhi-NCR. The two days of UDAAN-13 provided participants a creative way of learning by engaging in competitions like Entrepreneurial Puzzle Game, Ad-Parade, Business Quiz, Equity Research Competition, Product Innovation, Business Plan Competition, Debate, Group Dance Competition, Cyber Gaming, Nukkad Natak and much more. It provided a platform for allowing innovative exchanges of ideas and thoughts among the young aspiring managers.

Day 1 (6th December 2013) started with the ceremonial lighting of lamp in the Inaugural Session, followed by Classical dance performance which left the audience spellbound. Mrs. Manjushree Roy, Assistant Director Media Divisions & International Corporate cell, Sports Authority of India was the Chief Guest. Dr. Poonam Sharma, Dean Student Affairs, introduced the theme of Udaan and cited its importance for aspiring managers and students in terms of event organization and participation. She took the audience down the memory lane by sharing the video of last year's fest and explaining the continuing legacy of Brand Udaan and Brand Jaipuria. Mrs. Manjushree enthralled the audience with enthusiasm and inspiration. She stressed on the mantra of 'Be Yourself!' and asked students to identify their strengths and further improve upon them. She also asked students to be keen observers, improve upon the soft skills and put emphasis to the way they dress and present themselves. Dr. Rajiv Thakur, Director of Jaipuria Institute of Management, Noida thanked the Chief Guest and reinstated the importance of holistic development of students which is an integral part of Institute culture. He appreciated students for event organization and explained how these activities help in putting classroom knowledge to practice

and honing the essential managerial skills. Professor Abdul Qadir expressed his gratitude to the Chief Guest, faculty members and student coordinators. The inaugural session was followed by various management competitions in Equity research, Business Quiz, Business Plan, Debate, Entrepreneurial puzzle, Treasure Hunt, etc. The day ended on a high note with War of Bands, each playing a different genre and pitch of music.

Day 2 (7th December 2013) started with special activities organized for underprivileged children. The CSR club, which took this initiative, raised funds and organized lots of fun-filled activities for the invited children, they made them dance, paint, sing and they also enjoyed with Hoola Hoops. Nukkad Natak left everyone teary-eyed by showcasing the plight of Indian women and provoked everyone to ensure gender biasness and injustice is stopped. The day focused more on bringing out creativity of participants through events like Face Painting, Rangoli, Collage-Making. The Radio Jockeys had all of Jaipuria Noida, hitched to their voices and the highlight of the event was the Judge for the Competition, Ms. Barsha Chhabaria from Radio Station, Salaam Namaste, she did a wonderful personality analysis of the participants from their voice quality and content. As the evening set in singing and dancing talent was tested. The evening sizzled with magnetic display of Indian traditional and formal wear by Fashion Show Participants. The fest ended with the most awaited performance from "Ms. Ankita Mishra" from Indian Idol 3 fame. Her melodious voice and performance had everyone on their feet.

Udaan-13 was sponsored by Amrapali group, Planet-M, Silver Leaf & Company, Vipul Motors, Axis bank and Gelato Roma. Salaam Namaste, HelloIntern and Worlds of Wonder were the Radio Partner, Youth Partner and Entertainment Partner respectively.



CONCLAVES/ CONFERENCES

HR CONCLAVE

The HR Club “IPSA” of the Institute had organized a day-long in-campus HR CONCLAVE on the theme “HR – Centre or Circumference” on Saturday, 24th August 2013. The conclave was inaugurated by the guests of honour, Mr. Gyanendra Singh, COO, Mancer Consulting Services and Mr. Prashant P. Srivastava, HR-Head Orient Electricals (CK Birla Group) in the presence of Dr. Rajiv R Thakur, Director, Jaipuria Institute of Management, Noida. In its first panel on the theme ‘HR as Strategic Business’, Dr. VP Singh, ED & Chief Pupil, Devyani International, opened the discussion and said that HR’s strategic role as business partner is more to do with economic value addition in the overall performance of the organisation.

The other panelist, Mr. Rohin Dhar, HR-Head, Amplifon India Pvt. Ltd., emphasized that HR professional should work upon their credibility deficit, which often make them accused for right reasons. The Panel 2 on the sub-theme involved stalwarts like Mr. Indranil Mitra, AGM-HR, NTPC & Mr. Rajeev Kakkar, GM-HR, JK Group. In the final and concluding panel Mr. NC Sharma (Director-HR, Country Inn & Suites), Ms. Parul Arora (Freelance Trainer & Academician and Ex. HR Lead, All e-Technologies) and Mr. Anshumal Dikshit (HR-Head, I-Gate Solutions) were shared their insights on performance driven compensation, employee engagement and various fancy designations which are being used currently in HR.





FINANCE CONCLAVE

The Finance Club of Jaipuria Institute of Management, Noida, “Hiranya”, organised a Finance Conclave on 14th September, 2013 on the topic “Infrastructure Financing in India”.

The conclave was inaugurated by Mr. T K Arun (Editor-Economic Times) and Mr. Anil Varshney (Vice President-BSES) along with the Dr. Pankaj Gupta (Director General-Jaipuria Institute of Management) and Dr. Rajiv R Thakur (Director). They talked about the major challenges in finance and encouraged students to have an open mind for understanding the undiscovered opportunities.

The sessions accommodated discussions of various aspects of Infrastructure financing by leading experts such as Mr. Subir Hazra (Vice President of Delhi International Airport), Mr. Manish Singla (Head of Corporate Finance of Azure Power), Mr. Uday Ravi (Vice President of Infotech), Mr. Puneet Kumar, IAS (Director Highway Ministry of Surface Transport, Government of India), Ms. Meenu Mishra (Advisor - Regulatory Services Yamuna Power limited), Mr. G C Tripathi (Professor - IMT, Ghaziabad) and Ms. Ranjana Mudholkar (Vice President Accounts - Lanco Infra). The conclave was a great learning experience for the students.

MARKETING CONCLAVE

The institute organised a Marketing Conclave on 26th October, 2013. An initiative taken by MARK, the Marketing Club at Jaipuria Noida with the theme “New Realities of Service Marketing: High Tech, High Touch and High Prop”. The conclave was attended by highly knowledgeable and experienced industry experts and academicians. The conclave was inaugurated by the Chief Guest, Mr. Rajan S Mathews (Director General, COAI) and Mr. Manish Dhawan (VP, Corporate Card, SBI card) and this was followed by the formal introduction of the theme by Dr. Goswami. Thereafter, Dr. Rajiv R Thakur, Director welcomed the guests and shared his thoughts on theme of the conclave.

The technical sessions involved eminent speakers like Mr. Kishore Chakraborti (VP, McCann Erickson), Mr. Subhrangshu Neogi (Director Brand and Corporate Communication, Religare) and Mr. Vivek Khattar, (IMRB) shared their views on various aspects of marketing. Prof. Goswami (Coordinator of the conclave) and Mr. Lakshya Khanna (Manager - Mind) an Alumnus of Jaipuria Noida spoke on technology in services marketing. In the final session Mr. Ravindra Pandey (Vice President - Gopaljee Foods Ltd.) shared his insights on some customer friendly examples on Tablet, Tata Sky, Women-friendly Scooty and many more. The students showed their interest and responded with great enthusiasm while putting up questions to the panelists and guests speakers.

JAIPURIA HIGHLIGHTS

AWARDS/ RANKING

Ranked 62nd among top 75 management school of India, 2013 by Outlook–October, 2013.

Ranked 5th among top B-school of Excellence and 37th among all national B-schools, by Competition Success Review-GHRDC B School ranking 2013 in October 2013.



Jaipuria signed MOU with PGCIL

A Memorandum of Understanding was signed between Jaipuria Institute Of Management, Noida and Power Grid Corporation of India Limited (PGCIL) for a period of 5 years effective from 28th October 2013.

The scope of work includes:

- 1) Management Development Programmes for Senior and Middle Level Executives in the areas like Leadership Development, Strategic Management, Innovation, Creativity and Competency Development of PGCIL Executives in the form of Advanced Management Programmes.
- 2) EXECUTIVE EDUCATION which accommodates Executive General Management Programmes, Short Term Certificate Programmes on Leadership, Operation, Finance, Strategy, Innovation, Marketing and Design and Delivery of other customized programmes.

Other areas such as consultancy services & the areas of management and leadership, Summer and Winter Internships for Jaipuria students, Research projects, Conferences (National & International), Case studies, International assignments etc. are the key areas of coordination highlighted in this MOU.



INTELLECTUAL CAPITAL

Research and Publication

Agarwal, S (2013). Are Contract workers the golden trap: a case of Maruti Suzuki Ltd., SMS Lucknow, 3(1). ISSN:2249-1066.

Goswami, S & Gupta, N (2013). A look at implications of changing store layout and design in India. Journal of Management Research (BVIMSR), 5(1).

Nath, V & Goswami, S (2013). Can Bharat Bazar sustain its growth? the story of an Indian Retail Giant. Emerald Emerging Markets Case Studies, 3(3), 1-11. ISSN: 2045-0621.

Jain, A; Srivastava, S and Sullivan, S (2013). Leader effectiveness in emerging markets: an empirical study of the managers in India, Journal of Technology Management in China, 8(2), 105 – 119. ISSN: 1746-8779.

Jain, M; Khalil, S; Johnston, W and Cheng, J (2013). The performance implications of power-trust relationship: the moderating role of commitment in the supplier-retailer relationship. Industrial marketing management. ISSN: 0019-8501.

Qadir, A (2013). 6 T's of an Effective Performance Management System, Samiksha, 6(1), 36-39.

Chauhan, S; Singh, A and Mahajan, P (2013).). Crafting student centric libraries in B-Schools: a case study of Jaipuria Institute of Management, Noida. In 'Rejuvenated Libraries for Empowered Users. Published by Digital Information Research Ltd, UK. pp.226-232.

Paper Presentation

Prof. Durgansh Sharma presented a paper entitled "Optimized Robust Image Watermarking" in the 4th International Conference on Emerging Trends in Engineering & Technology (IETET-2013) held at Geeta Institute of Management & Technology Kanipla, Kurukshetra (October 25-27, 2013)

Conference/Workshop attended

Prof. Shalini Srivastava attended the 3-day MDP programme on "Personal Growth through Emotional Intelligence" organised by IIM Lucknow at its Noida campus from 16th to 18th of September, 2013.

Prof. Durgansh Sharma attended a seminar on MATLAB & Simulink organised by MathWorks India on 24 September, 2013.

Prof. S. Goswami along with six students of PGDM (Marketing) attended a conference on 'Marketing Analytics Conference (MAC) 2013' at Le Meridian Hotel organised by Fortune Institute of Management, New Delhi.

SPECIALIST PROFICIENT

MDPs/FDPs

STRESS MANAGEMENT WORKSHOP

Jaipuria Institute of Management conducted Workshops on "Stress Management" for 130 BSF Jawans, Head Constables, Officers and Senior Officers at their 122nd Battalion Post at Jammu, 25th Battalion Chhawla, New Delhi, BSF Bangalore (Signals Training School) and at STC Jodhpur (Force Headquarters). Different activities like Yoga and Meditation, conducted by Dr. Bharti, Prof. B.D Singh conducted live case studies of BSF to highlight the importance of "Encouraging Good Stress and Eliminating the Bad", Dr. Bhavya Raj focused on various Stress Management Techniques and Relaxation Skills Training not only this she made the participants practice Meditation Techniques and also spoke about Better Lifestyle Management by improving Personal Habits.



MDP on LEADERSHIP SKILLS AT HHEC

Jaipuria Institute of Management conducted MDP on "Leadership Skills" for Office Managers, Assistant Managers and Deputy Managers of HHEC at Noida on 12th September, 2013. The MDP Sessions were attended by 17 participants from HHEC. Session 1 was conducted by Prof. B.D. Singh, Dean-MDP and Consultancy for Jaipuria Institutes of Management, who used experiential learning to imbibe the concept of Transformational Leadership, and different leadership styles. He also spoke about Ethics and Culture in PSU's and also shed light on Corporate Governance in PSU's. Another session was conducted by Prof. M.S Kumar, who spoke about Personality Styles of Leaders and how a Leader should understand self and be understood to others at the workplace, for more effective leadership. He also talked about creating a Performance-Enhancing Culture through exercises and relevant case studies.





MDP on DISASTER MANAGEMENT for IREDA

A one day Management Development Programme on "Disaster Management" was conducted for the Managers, Senior Managers and DGM's in different functions (Technical, Operations, HR, Administration, Engineering, Purchase Functions) of Indian Renewable Energy Development Agency (IREDA) at India Habitat Centre, Lodhi Road, New Delhi on 21st September 2013. Session 1 was conducted by Prof. B.D. Singh giving an overview on the Types of Disasters in India. Session 2 and 3 were conducted by Prof. B.N. Tiwary, Retired GM-Training & Development, IOCL Pipelines Division, NOIDA and he enumerated the Principles of Disaster Management and

Fire Prevention and Safety. The post-lunch sessions were conducted by Col (Retd.) Danvir Singh who highlighted the means for disaster response, mitigation and preparedness.



EXECUTIVE DEVELOPMENT PROGRAMME FOR NTPC PMI

Jaipuria Institute Of Management, Noida conducted an Executive Development Programme for NTPC PMI, NOIDA from 9th September 2013 to 8th October 2013, for 20 E1-Level Managers of NTPC from all the plants nationally, who have just been promoted as managers in their respective functions. Faculties involved in this event, Prof. B.D. Singh highlighted on transition to managers, leadership to manage business turbulence, performance management systems and also on how to develop teams and enhance performance. Dr. Niva Bhandari, Dr. Bhavya Raj,

Dr. Deepak Singh, Prof. Durgansh Sharma and Prof. Abdul Qadir were highlighted concepts of time management, strategic management, project management, conflict management and teamwork etc.

Prof. M S Kumar, Dr. Pankaj Gupta and Dr. Rajiv R Thakur, Dr. Shalini Srivastava and Dr. Vikas Nath talked about creative problem solving, decision making, communication competency, mentoring styles, risk-taking competencies, emotional intelligence, team building etc.



TRAINING ON LEADERSHIP TEAM-BUILDING AND MOTIVATION

The Institute conducted an Outbound Training (OBT) Programme for 20 E1-Level Managers of NTPC. Faculty, Mr. Amit Arora involving the participants in Fun-based Team Games, making them realize the concept of Leadership at the workplace. Activities like breaking the ice, human train, pass the ball, magic numbers was conducted. Mr. Arora also made the participants understand the importance of creative problem-solving



and decision-making, and motivation at the workplace. The participants were also indulged in other adventure activities and sports such as bridge slithering, repelling, river & valley crossing, and flying fox. The participants were also taken to Nainital where other team-building activities were used to inculcate the management concepts of leadership and working in teams.



MDP FOR STATE TRADING CORPORATION

JAIPURIA INSTITUTE OF MANAGEMENT conducted 2 MDP Sessions, on "RBI Regulations and FEMA Guidelines" and "Indian and International Contract Act" for the Senior Management in Finance Function (GM's/Assistant Directors / Directors) of STATE TRADING CORPORATION, at

Manesar on 23rd August 2013. The MDP Sessions were attended by 35 participants from STC. Both the sessions were conducted by Dr. Pratibha Wasan. She used Live Cases from STC and other PSU's in the trading sector to impart experiential learning to the participants.

MDP ON LEADERSHIP AND COMMUNICATION FOR PVR CINEMAS

Jaipuria Institute Of Management conducted a 2-day MDP on "Leadership And Communication" for 25 Cinema Managers (Unit Heads) of North India, for PVR Cinemas at Maple Hotel, New Delhi on 6th and 7th August 2013. In the session Prof. B D Singh highlighted the role of managers as leader.

The programme commenced with Prof. B D Singh highlighting the Role of Managers as Leaders Today and how the Unit Heads of PVR Cinemas should take higher responsibilities by Innovation, and utilizing Effective

Negotiation Skills. He also shared live cases to hone the leadership competencies of the Unit Heads of PVR Cinemas, not only this he also highlighted the concept of EMOTIONAL INTELLIGENCE. Prof. Ashok Advani, talked about the concepts of Non-Verbal Communication and the Communication at Workplace that includes Listening, Speaking and Persuading. Dr. Niva Bhandari used Live Videos and Management Games to teach the participants about Goal Setting, Time Management, Effective Delegation and Communication in Teams.



INTERNATIONAL INTERFACE



Ms. Ariane Curdy in the campus

A session on "Inter-Cultural Awareness" was scheduled on 27th September at 2.30 PM. Ms. Ariane Curdy, a management and organization development practitioner specialized in intercultural perspectives crucial to success in an increasingly complex work environment. Food and economic security expert by first profession, she brings more than two decades of international experience, and notably worked for the International Committee of the Red Cross (ICRC) in a large number of countries in Africa, Asia,

Central Asia, the Middle East, the Caucasus and in some Balkan States. She created her Switzerland based firm "Culture Relations" in 2001, and provides intercultural services for various institutions, governments, non-governmental organizations, as well as private companies throughout the world. She has been involved in the field of academia over the past decades and is a member of the International Humanitarian Studies Association. From 2008 till 2011, she was an elected member of the Swiss Commission for the UNESCO.



Mr. John Sparrowhawk

Mr. John Sparrowhawk from Royal Docks Business School of University of East London visited the campus on 6 November, 2013 and interacted with students and faculty.



Visit of Prof. Laurence Larghi

Prof. Laurence Larghi, Dean HEIG, V D, Switzerland visited the campus on 29 November, 2013 and also had interaction with students on the topic: "Summer University Programme at Switzerland".



SUMMER UNIVERSITY PROGRAMME 2013 AT SWITZERLAND



Anurag Singh

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The night of 29th June 2013 was important for me as myself along with four students from my Institute were to fly to Switzerland to attend Summer University Programme 2013 organised by HEIG-VD, Yverdon-les-Bains, in south western canton of Vaud, in Switzerland. None of the team members gave a chance to others to wait for them, as all reached the IGI airport before the scheduled meeting time. The seven hour flight from New Delhi to Zurich was comfortable. Connecting flight for Lausanne was just after half an hour and from different terminal. There was a connecting metro, and series of escalators, immigration check, physical whisking and huge rush of tourists and long queue were all odds between our next flight but surprisingly we all went through this and where inside the aircraft well before many other co-passengers. Even I was surprised how we could do all this in such a short time. I was happy to see that Professor Lawrence Larghi herself had come to receive us. The airport had a connecting railway station and we boarded a train for Lausanne. Our lodging arrangement was in an upscale studio apartment and each one of us got their separate rooms, which were thoroughly furnished and comfortable. Initial two days were for settling down and we tried to make most of it. Went around the city and adjoining places like Ouchy, Montreux etc. and acquainted ourselves with the surroundings. A long boat ride in Lake Geneva was thrilling experience and everybody enjoyed it.

Lake Geneva falls between Switzerland and France, but we had better plan to invade France than by boat. The Programme started with the series of lectures followed by all brief self introductions by all the participants. There were all together 12 participants from India, 2 from China and 4 from Switzerland along with 2 Indian and 2 Swiss faculty supervisors. The programme coordinator was Prof. Lawrence Larghi who was Dean of the University. First week was dedicated to french language tutorial classes. Though effectively it helped a lot in breaking the ice and I noticed students mixing up with each other and many new groups and sub groups emerged. Programme had inbuilt sessions on managing cultural differences & intercultural awareness. Later we visited various companies in Switzerland, interviewed their employees on training, securities, quality and job satisfaction issues and prepared a project report based on interview. In between we visited many places of tourist interest. I made a quick dash to Geneva and realized that city rightly deserve the reputation it has earned- a truly an international city. We all went to Paris by high speed TGV train which cruises at an average speed of 279 km/hr, but two day stay was grossly insufficient time to cover all tourist destinations this magnificent city offers. Nevertheless we visited Eiffel tower, paid obeisance to Mona Lisa and Venus at Louvre museum and offered our prayers at Notre Dame Cathedral. The city has been the centre of political and cultural revolution for centuries and present lifestyle is truly cosmopolitan. On returning back to Lausanne, as just a day was left to return back to India, I went around the army museum, did some souvenirs shopping and paced its streets with my camera to capture few more of the beautiful city it is. During my trip we enjoyed Swiss hospitality on many occasions and learnt two most cherished things which are deeply embedded in Swiss culture, which is striving for quality and honoring and valuing time.



Geetika Goyal
Student (2012-14 Batch)
PGDM - PGFA1221

My heart feels overwhelmed when I reflect back to the memories of the country which is called “JANNAT”, the land of natural beauty. The lush green mountains, the magnificent lakes, the beauty of snow, the craziness for cleanliness, the helping nature of the residents; they are all synonyms of the captivating country which has added the most beautiful chapter of it in my life. Yes, I am talking about Switzerland.

It all started on 29th June, 2013 when we boarded our flight to Geneva, the first trip to Europe. We were given rest for two days to relax or rather gear ourselves up for the flight that was going to start soon. We began our journey by starting to learn French and the classes were named “the French survival kit”. It was astonishing to see how learning could be so much fun and practical. We were made to play “Lotop (Tambola)” to learn the French counting. Days were passing by, and we weren’t realizing it that we were creating memories.

Then we were ready to dive in for our main task; “The Company visits”. The visit to STRID (the recycling company), Nescafe (the multinational coffee giant), Swiss Army Arsenal and Museum and Creabeton (the cement and brick industry) and we got a chance to meet and interview the senior most managers from those

companies. A lot of value addition to our minds definitely took place which we shall remember for life.

The tough time on the weekdays was equally supported by the fun over the weekends. The drop in at alps, the barbeques arranged for us, the trip to Gruyere (place famous worldwide for its cheese) - where we tasted the typical Swiss food of Fondue and Raclette with wine and tea, the trekking to the mountains, the stop-over at cities like Bern, Lausanne, Luzern, Geneva, Yverdon-les-bains, the boat rides at Montreux.

On the last evening of the final day, when we were taken up the mountains and we got the real taste of travelling in buses of Switzerland. Everyone’s face had a little excitement that the tough time is over, yet that the saddest glimpse that the summer university has also finally come to a halt. The eyes full of moisture could count the total number of minutes left to leave the country and to give the final three traditional kisses to bid good bye to all.

I wish the stay was longer, I wish that I could stop time, I wish the summer university never ended. But life goes on, and I am sure this summer university experience has added an unforgettable and marvelous chapter to the sweetest memories of my life.



INDUSTRIAL INTERFACE



NAME OF GUEST SPEAKER	COMPANY/DESIGNATION	TOPIC
Mr. Somnath Mitra	Sr. Consultant, IBM India Pvt. Ltd.	Marketing of Services
Mr. Sujit Kumar	Founder of Rayk Labs and CoEthix	Sales Forecasting Techniques
Mr. Rohit Chadha	Vice President, Linsdstrom India Ltd	Consumer Lifestyle Products
Mr. N C Sharma	Director HR-Country Inn & Suites	Managing Capacity and Demand
Mr. Yateesh Wahaal	(Alumnus 2005-07 Batch), Director at Pegasus International Advisory Pvt. Ltd	International Marketing Research
Shri Avinash Chandra Chaturvedi	Executive Director, NTPC PMI, Noida	Emerging Issues in HR Today, For Management Graduates
Mr. Kaushik Chaterjee	Head Corporate Affairs, Gujarat Fertilizers.	Global /Export Pricing: Pricing Decisions for International Markets; Bidding; dealing with grey markets; dumping; challenge of getting paid
Mr. Subir Hazra	Associate Vice President & Head- Strategic Planning, Delhi International Airport Pvt. Limited	Strategy Formulation
B. D. Nathani	Disney Shoes	New Promotion Vistas in Luxury Retail
Mr. Lokesh Aroa	Knowlvers Pvt. Ltd	Regression Analysis
1. Dr. A. P. Ramanan 2. Mr. Pramod Uniyal 3. Mr. A. C. Bakshi	Institute of Rail Transport	Issues & Challenges in Transport & Logistics Sector in India
Ms. Ranjana Mudholkar	Former Vice President (Lanco Infratech)	Infrastructure Financing
Mr. Jitendra Kumar	Fund Manager, Accuracap Consultancy Services Pvt. Ltd	How to Read Profit and Loss Account and Balance Sheet with the perspective of Financial Analysis
Mr. Jitendra Kumar	Fund Manager, Accuracap Consultancy Services Pvt. Ltd	How to Read Profit and Loss Account and Balance Sheet with the perspective of Financial Analysis
Mr. Sujit Kumar	Head Sales & Business Development-Nippon Data and founder- CoEthix	Organisational Buying Behaviour
Ms. Meenakshi Davar	GM-HRD, Power Grid Corporation of India	Effective Seven (7) habits for Excellence in Career and Personal Lives
Ms. Pragya Gupta	Director - People Pyxis (Formerly with SAP Labs India)	PMS through HRIS in SAP
Mr. Rohit Agarwal	Corporate Leader at Shiksha.Com	Blue Ocean Strategies
Dr. Mohan Agarwal	Professor, Marketing, ECom and Supply Chain, Founder Head, AUE Case Center at American University in the Emirates	Evolving Role of Social Media for marketing and customer relationships



STUDENT INTERFACE

SPARDHA: THE SECOND NATIONAL INTER COLLEGE SPORTS MEET

Jaipuria Institute of Management, Noida has organised its Second National Inter College Sports Meet SPARDHA-2013 on 22nd and 23rd November, 2013. It was a two day event coordinated by the sports committee of Jaipuria, Noida.

The event was started with the march past by the teams participated from various management institutes lead by CISF band saluting the Chief Guest Shri Balwan Singh, Dronacharya Award winner. Shri Balwan Singh has



led the Indian Kabaddi team in World Championship and lifted the winner's trophy twice. He addressed all the participants and said "whatever we do in life be it studies, work or sports it has to be done with dedication". Dr. Rajiv R Thakur in his speech encouraged all the teams to keep their spirits high & to participate with the true spirit of sportsmanship. The games were then declared open and the white pigeons symbolizing determination, love and peace were released. The opening ceremony ended by singing of the National Anthem.



A total of 1029 students from 36 different Institutes from Delhi, NCR region and other parts of country participated in the meet. JSS - Noida campus, IMS Noida, BCIPS - Dwarka, ERA Business School, JRE Group of Institution, Radiant Institute of Management - Agra, Jaipuria - Jaipur and many more have participated in this event. Approximately 200 students from Jaipuria, Noida were involved in organizing the event.

Spardha-2013 includes several indoor and outdoor events. The new events which were included in this year's meet were Badminton (Singles and Doubles), Triple jump and NFS.

Another significant thing about the meet was the huge number of traditional sports like Volley Ball, Chess, Carom, Table-Tennis, Cyber Game, Kho-kho, Shot put, Longjump, triple jump, badminton, Race, Relay race etc were part of the event. The Chief Guest for the prize distribution ceremony was Mr. Sushil Rajput, Founder and Chairman of Noida College of Physical Education. He is International Kabaddi player and Manager of Bhartiya Kushti Wrestling team. Prof. Sonali Singh, Event Coordinator, then announced the teams who lifted the Championship (JSS, Noida) and Runner-Up (BCIPS) Trophies.

THE WINNER TEAMS WERE AS FOLLOWS:

Events	Boys	Girls
Volleyball	NIEC	JSS, Noida
Kho-kho	ITS, Mohan Nagar	BCIPS, Dwarka
Tug of War	NIEC	TIPS, Dwarka
Race - 100 mts.	USBT	RML
Relay Race - 4 x100 mts	FIMT	BCIPS, Dwarka
Longjump	USBT	RML
Triple jump	JSS	Jaipuria, Noida
Shot Put	Mewar Institute	JSS, Noida
Discus Throw	Jaipuria, Noida	RML
Table Tennis (Singles)	Jaipuria, Noida	Jaipuria, Jaipur
Table Tennis (Doubles)	TIPS, Dwarka	Jaipuria, Noida
Badminton (Singles)	JSS, Noida	BCIPS, Dwarka
Badminton (Doubles)	ITS, Mohan Nagar	JSS, Noida
Carom	IMM, New Delhi	BCIPS, Dwarka
Chess	JSS, Noida	DDU, Gorakhpur
Counter Strike	Jaipuria, Noida	
NFS	IMM	



In the points tally Jaipuria Institute of Management, Noida scored highest with a total of 45 points. Championship trophy was won by JSS, Noida who stood second in points

tally with 39 points. BCIPS lifted Runner-up trophy with 28 points. Jaipuria, Jaipur stood fourth in the list with 24 points.





TRAINING AND PLACEMENT ACTIVITIES

THE TRAINING AND DEVELOPMENT WING OF THE PLACEMENT CELL HAS STARTED INDIVIDUAL DEVELOPMENT PROGRAMME (IDP) FOR STUDENTS TO PREPARE THEM FOR CORPORATE WORLD.

The students are given important insights in to the Placement Policy, Recruiters Feedback, CV Preparation, Presentation & Communication Skills, Aptitude Testing, G.D practice sessions, Mock Interviews, Overview of SIP & Detailed discussion on SIP status of all students, Industry Sector-wise Skills Analysis. This is being conducted on a regular basis.

The Training & Development ensures the overall development of the students in terms of EQ, IQ, General Awareness, Communication, Interpersonal & Soft skills. The Training & Development department along with the external agency conducted sessions on Entrepreneurship, Personal Grooming & Dressing Mannerism Ethics & Accounting, Introduction of supply chain & experience, SAP awareness, Live Trading etc.

CENTRE FOR ENTREPRENEURSHIP AND FAMILY BUSINESS

BUSINESS PLAN WORKSHOP (PART 1) ON AUGUST 22, 2013

As a precursor to the workshop, the concept of entrepreneurship was introduced by Prof. Moid Ahmad, Coordinator, CEFB to the students which was followed by screening of a movie on the life of Dr. Subash Chandra, Chairman, Zee Group to sensitize the students.

In the subsequent session the classes were divided into groups and the 'Ideas from newspaper' exercise was conducted in respective classrooms and auditorium by the faculty members of CEFB. Subsequently, the students gathered in the auditorium for the interaction session with Entrepreneurs. Mr. Abhishek Sinha, Co-founder-Eko Financial Services and Mr. Bhavesh Manglani, Co-founder-Delhivery were the two visiting entrepreneurs. Mr. Sanjay Kapoor, Mentor, Entrepreneur and former consultant,

NEN was also present in the session along with the Director and other faculty members.

The post lunch session was conducted in respective classes with Prof. Moid Ahmad, Prof. Anurag Singh, Prof. Ritika Gu gnani and Mr. Sanjay Kapoor being the resource person. This session was an extended one long session which started by summarizing the learning and outcome of the 'ideas from newspaper' session which gave way to the 'Bad idea to good idea' exercise in the session. A brief interaction by visiting foreign students was held in the class. Finally the student groups gave presentations on their learning and outcome of both the exercises and the workshop was concluded.



BUSINESS PLAN WORKSHOP (PART 2) ON OCTOBER 28, 2013

The second part of the Business plan workshop was conducted effectively with support from CEFB faculty and NEN. It was held in continuation to the previous workshop held in August and focused on opportunity evaluation. The four sections of students were divided into two segment with two sections each. One segment was lead by Prof. Moid Ahmad along with Dr. Anurag Singh and Dr. Ritika Gujnani. The other segment was lead by Ms Kalpana Sinha along with Dr. Poonam Sharma and Dr Swati Agrawal. Initially the concept of opportunity evaluation was introduced by each of the faculty lead and then 'Seven domains framework' was discussed along with 'Chulha' case.

Subsequently, the students were divided into four sections and they were given the task of allying the seven domains framework on a business idea which can be implemented in the campus. They were also required to present their thoughts. The objective was to motivate the students to come up with good ideas for campus companies, which was achieved, as few good ideas came up from each section which will be taken up for further discussion and implementation.

CLUB ACTIVITIES

INAUGURATION OF MARKETING CLUB "MARK"

Jaipuria Institute of Management, Noida inaugurated their marketing club "Mark" on 2nd August, 2013. Mr Parichay Sharma from MTV SPLITSVILLA Season 6 was the chief guest for the occasion. On this day a calendar of activities, an official Facebook Fan page, brand name, logo and slogan of marketing club was unveiled by Mr Parichay Sharma, Chief Guest, Prof. Poonam Sharma, Associate Dean (SA) and Prof. Nimit Gupta, Faculty Coordinator .

Mark has also introduced student representatives to the students who were gathered in huge numbers for cheering and motivating their counterparts. Attraction of the day was Mr Parichay, who was involved in discussion with the students regarding marketing of reality shows. He was also instrumental in sharing his journey towards individual marketing and finally be a part of MTV SPLITSVILLA. He advised the students about 'How to Market self'.



ADVERTISEMENT KA SHAHENSHAH

There was an event "Advertisement Ka Shahenshah" organised by the MARK club of Jaipuria Institute Of Management, Noida on August 21, 2013. Event witnessed an eminent guest from advertising and media field Mr. T.V. Kumar. Overall, there were 5 teams participating in the event. There were three rounds conducted to show the advertising potential of the participants on the given

theme "wellness". First, was to show the online posted advertisement on facebook and likes on it. Second, was to show the video prepared on the advertisement. In the third round, participants had to prepare a news paper advertisement. The eminent guest Mr. T.V. Kumar was highly impressed by the efforts of the participants. He also addressed the students on the basics of advertising.



MY STORY SESSION ON SEPTEMBER 18, 2013

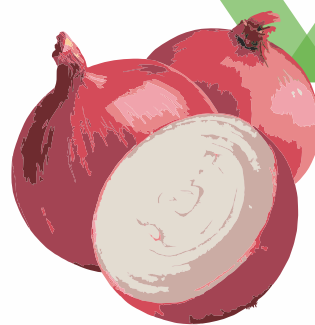
E-Cell focus has been to motivate students in the very first year of their PGDM course towards entrepreneurship. This year the focus is to invite companies who have just started and raised finances and are in their growth Stage so that the Punch line "We can" of E-cell can be emphasized. E-cell invited two start-up companies co-founders for this session. Mr. Prankur Rastogi of ROCKMYSALES. Rock My Sales was founded by 2 MBA batchmates and basketball teammates Priyank Johari & Varun Kohli with the vision of empowering small and medium scale businesses with Social Media. After having a well combined experience of over 10 clients from different industries which include Indian giants in BPO industry, Wellness industry, employee engagement & Social Software industry they decided to have their own Social Media Marketing Agency.

Mr. Priyank Johari (Co-Founder) is an MBA in Marketing and Finance from Amity Business School. He started the trend of customer engagement in his first company as an

employee. Soon he was given the responsibility of social media accounts of some major clients. In this job only he realized that this where he can start his own venture. Mr. Pankaj (co-founder www.langhar.com) a boy from village with extraordinary IQ who cracked IIT-JEE and ranked in top 0.1% candidates all over India. He founded two web 2.0 startups LeapEd, (an Education IT venture) and Radical Geeks (IT consulting and online marketing company). Mr. Sunil (co-founder www.langhar.com) has the unique trait of observing anything and everything. He really has the eye for designing. He has Designed over 33 websites in a year having over 0.25 million hits a year. Both the co-founders share their challenges, drivers of motivation in the current venture. According to them key to success is good team and perseverance. Langhar.com is able to raise some money with the help of venture capital. Their target is to penetrate NCR market in the current year.

DRAMA ON SOARING PRICES OF ONION

The dramatics sub-club conducted on August 26, 2013 under the aegis of the Communication Club of Jaipuria Institute of Management, Noida. The theme of their play was the soaring prices of onion and its future further. They beautifully presented the skit, taking into account the impact of the continuously rising prices of onion to the middle class families.



CSR Club paid homage to the Tragedy which took place on August 7, 2014 at Poonch Border (J&K). The candle march was organised on August 14, 2014 at 8:00pm to pay home-age and tribute to Martyrs.



AVOID POLYBAG; USE PAPERBAG!!! ON SEPTEMBER 22, 2013

CSR club of Jaipuria-Noida took immense step to curb the effect of harmful polybags. The members of the club took initiative to make paper bags out of waste newspapers. They made more than 200 paper bags and made it a point to distribute them and make people aware of the harmful effects of plastics as plastics doesn't decompose, they are threat to the environment. Delhi being so populated with so many shops in each locality, it is advisable to use paper bags to keep Delhi pollution free. This was the main motto of CSR team.

CSR's president - Kamal Deep took this initiative to make people aware about "AVOID POLYBAG; USE PAPERBAG". On 22nd September 2013, he and his team went to sector-62 B-Block market to sell the paper bags they themselves made. The event turned out to be successful as the team were able to distribute 200 and above paper bags to the residing shopkeepers. People visiting the market also bought the paper bags. With such enthusiasm and motive CSR team are sure to achieve their motive and enlighten JIM-Noida with their efforts.

MOVIE AND LITERARY EVENT (COMMUNICATION CLUB) ON SEPTEMBER 16, 2013

This event was held to capture the talent of our students to be creative and select clippings from movies based on a theme that captures moments that inspired and motivated us in some way. This was followed by a second and final round which was based on how the participants could bring forth their perception of success by delivering a short presentation on success by capturing snippets of success from a movie.

Taking into consideration the rigorous routine of our daily lives this event was a revelation to inspire us by revisiting the classic moments so wonderfully captured by the

participants. The event comprised of two rounds as earlier mentioned first a selection and elimination round open for both first and second year students. This round was to judge the participants critical judgemental ability to analyse and portray a short clipping for not more than 3-4 mins on motivation followed by a round of their literary skills to present their thoughts about the clipping within a time-frame of 5mins. Three students were finalized for the final round to display their skills once more in a more elaborate and longer process this time showing a clipping of 10 mins and speaking for 10 mins based on success.

JOURNEY AMONGST THE BOOKS (NOVEMBER 29, 2013)

A literary event for the Communication club held on 29th November 2013. The event was directed towards those who love reading books and novels or have at least read a book that has inspired them in some way or the other in the past.

After an exciting round of presentation by the 8 participants and had a close finish in terms of judging the winners for the event. The participants brought into light several anecdotes into picture from real life incident

based to fiction as well as love and affection to out of the box mouth watering food related books. The event comprehensively covered all dimensions and it can only be said that such events add to the creative and imaginative ability of students helping them to flourish and outshine in their future careers. The event was judged by Prof. Anurag Singh (Faculty Coordinator), Mr. Suresh K Chauhan (Librarian), and appointed second year student as judges. The event was coordinated by Shiladitya Chaterji (VP- Literary club).

DEBATE COMPETITION

IS THE FOOD SECURITY BILL THE NEED OF THE HOUR? ON AUGUST 30, 2013



Mr. Anoop Jairath, a C.A. by profession with work experience 25 years, was one of the judges. The other judge was Mr. R.C. Gupta. There were 24 participants in the debate, hailing from 10 management institutes in Delhi and the NCR, including 4 participants from Jaipuria Noida. The inauguration of the e-newsletter was also launched by the finance club- Hiranya- The Crunch. The publication included articles by students and columns by faculty members, touching on current affairs and many more relevant subjects. Prashant Tiwari (against the motion) from Apeejay Institute of Management bagged the winner's trophy. Yogesh Sood from JRE School of Business was the 1st runner -up, and Geetika Goel from Jaipuria Noida came in as the 2nd runner-up.

COLLAGE MAKING COMPETITION ON OCTOBER 30, 2013

The Gyan Sangam - A Library Team has organised a "Collage Making Competition ". The event started with great excitement and enthusiasm. Huge participation was witnessed as we received lot of entries but we finally

selected the first 10 teams (40 participants). The collages were very impressive and served the objectives of the event.





COUNTER STRIKE COMPETITION

IT and Operations (ITOPs) club organized CYBER GAMING (COUNTER STRIKE) on 31st October 2013. The event started in the afternoon at 3:15pm. There were 8 teams in total that participated in the event. It was a successful event with a healthy competition between the teams. Everybody was pretty excited about the event. At the end of the day the mixed team of senior and junior namely Dipesh Tekchandani, Sagar Thankappan, Deepak Sati, Jagpreet Singh, Anurag Kothari won the competition.

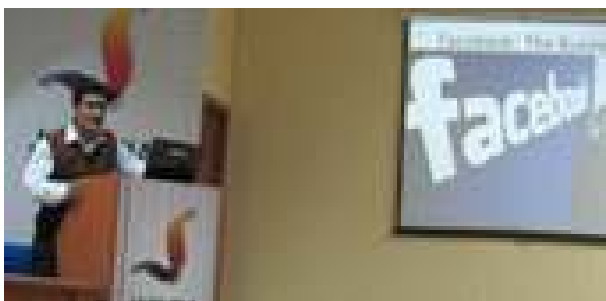


DIGITAL MANIA

On 18th November 2013, IT and Operations (ITOPs) club conducted "Digital Mania". The event started with an introductory speech by Shweta Sodhi, highlighting the club's goal of raising awareness, interest, and knowledge about Operations Management and world of technology among Jaipuria students within and beyond the classroom. The judging panel included esteemed faculty members Professor M.S. Kumar and Professor Durgansh Sharma.

One of the participants Mr. Soumyadeep Ghosh gave a very passionate presentation on the topic of "Windows Mobile Phone". He finally concluded his presentation by

highlighting major differences between various Mobile Phone Operating systems- Android, Blackberry, iPhone over the feature of Network connectivity. At the end he was asked questions from the audience regarding the security issue and how it is different from iOS. Mr. Kumares Khawas gave the presentation on the topic "Facebook- A Business". He provided a very insightful knowledge on how Facebook is actually generating revenue and can actually help us in promoting our business through various tools available on the Facebook. He talked about how Advertising helps in making money. He also explained the 3-step procedure for advertising on Facebook.





INDUSTRY TALK

EMPLOYABILITY SKILLS

The HR Club “IPSA” at Jaipuria Institute of Management, Noida organized an Industry Talk on the topic “Employability Skills” on Friday 8th November 2013. The esteemed speaker Ms. Tanvi Chaturvedi, Managing Partner - Mindsprouts Solutions and Certified Master Trainer & Business Psychologist enlightened the students and faculty by her captivating deliberation on the topic Employability Skills.

She started with the quote of Peter Hawkins - “To be employed is to be at risk, to be employable is to be secure”. She emphasized that it is more important to be distinguishable rather than be employed in today’s world. She shared some eye-opening research data that only 25% Indians are employable across various domain. She stressed defined employability skills as the skills required to getting, keeping, and doing well in an organization which are both technical and non-technical. Further she talked about 4Cs which is required by the 21st century employees as critical thinking & problem solving, collaboration, creativity and communication.



INTRA COLLEGE CRICKET TOURNAMENT FIXTURES

The Intra College cricket tournament is being organized by sports committee of Jaipuria Institute of Management, Noida. It was inaugurated on 12 September, 2013 at 5pm in cricket ground. It was inaugurated by Prof. Lalit Sharma by shaking hands with both the teams. All the coordinators and co-coordinators were present there to organize the event.



INTRA COLLEGE VOLLEYBALL TOURNAMENT

The Intra College volleyball tournament was organized by sports committee of Jaipuria Institute of Management, Noida. It was inaugurated on 19 September, 2013 at 5pm in college volleyball ground. The match was having great amount of audience and it was inaugurated by Dr. V K Tomar (CAO).



STUDENT BLOGS



TWO THEORIES OF LIFE

Short run – Long run theory - This theory of mine states that if you focus on short term goals your long term goals will be achieved, for example if you have to go to Noida Sector 58 from Noida Sector 62 at night, which is about 3 kms and you have a car to reach there. The car headlights won't go and show you the way directly from your starting point to your ending point. Like the road involves many turns and light might show you the way up to 100 meters, like that life has also many twists & turns and path is not always smooth. So you move in the direction which leads to the destination by believing on your headlights and which is showing you only 100 meters distance. So slowly and slowly after seeing and covering each 100 meters till you reach your destination in this case 3kms will lead you to your destination. Similarly in life you got to believe in something and measure and cover your short term goals (here that is covering 100 meters) as you move step by step attaining short term goals you will finally reach your ultimate destination i.e. your long term goal. So at last I can conclude by saying believe, focus and rely on short term objectives and move step by step and slowly and at last you will achieve your final goal.

HCL theory - The HCL theory stands for Health, Career and Love in a sequential manner. This means that in our lives

by KSHITIJ CHOPRA
PGDM (B) – 2013-15



we should focus on our health first then our career and then about love and fix our priorities accordingly. We all have heard that a healthy body leads to a healthy life. So health is very important, if you are physically fit you feel good about yourself and when you feel good you act well. when you have a good health, you should then focus on your career as a good body/physique/health and a good career will definitely bring more opportunities for you and you can get a good girl/boy. Everyone needs a life partner who is well settled and looks good. So, if you prioritize according to HCL you will have more chance of getting a good soul mate. The problem of youngsters is that they mostly follow the reverse funda and give priorities to love first, then career and finally to health and that is why many suffer. But according to me if you follow the HCL funda definitely it will help you. So set your priorities right as if you have a good health, a good career and a true soul mate. Adopt HCL theory which will keep you happy and successful.

FEMINISM

If Men are allowed to have passion and commitment for their work then why is a woman allowed to have that feeling for a man but not for her work. Why do we forget that a woman is the divine soul, violated, endlessly sacrificed yet always reborn whose only joy is to see her loved one happy. Doesn't she has the right to choose her life and live on her own terms. She has right to have her own vision. Doesn't she has the right to love herself like she loves others selflessly, She sacrifices her interests for her beloved she loves to lead but let her man lead her too aren't we supposed to be kind to her and respect her too. She is proud of being a woman the way we r proud of our manhood.

Man endures pain as an undeserved punishment, women accepts it as a natural heritage. Why do we men often commit a common crime of considering a woman's body as an instrument rather than an ornament? Why do we always try to impose our male chauvinism, why do we turmoil them why do we force ourselves on them. Can you

by ARKO DEBSHARMA
Student PGMF 1315



tell me why we always accuse each other by raping their mothers and sisters in a fight?

It is true that women have been the reason behind many great war such as Battle of Troy, Mahabharata, Ramayana etc. but it doesn't prove that men are innocent too we men are fool and had always been fool for love. If women didn't exist, all the money in the world would have no meaning. Women are very important in children's life they are influential and had always been since ages. Women are God's greatest mistake? is it true do you believe it.

Everything about women is a riddle & everything about them is solution. I am supposed to have a PH.D on the subject women but the truth is I have flunked more often than not. I'm fond of them, I admire them but like all men I don't understand them. 'Women' is a slave name 'Feminism' will give them freedom to seek some other identity I respect them and love them because a man is incomplete without a woman.



ALUMNUS – A LIFETIME ATTACHMENT

Ms. Avipsha Das (2007-09 Batch)

Ms Avipsha Das is presently working as a Senior Executive at All E Technologies. She delivered a session for HR students on 20th September, 2013. The theme of the session was “expectations from HR Fresher”. She had beautifully described the adequate skill set as the main expectation which includes attitude and knowledge as main drivers. She had also discussed the myths of HR profession which was well taken by the students. She was instrumental in giving various tips to the students in the context of resume building and interview facing. Overall the session was enjoyed by one and all.

Alumni Guest Series

The Alumni were invited for an interaction session with the students to help them understand the company, profile and the business in a better way. These interactions were very useful and motivating for the students as they could understand the work culture and company expectations better.

- Ms. Pallavi Sinha (2010-12 Batch), Analyst, Deloitte Consulting (Interacted on October 10, 2013)
- Ms. Vartika Bharti (2008-10 Batch), Human Recourses, Mancor Consulting (Interacted on October 24, 2013)

Mr. Varun Chaturvedi (2011-13 Batch), Relationship Manager, Indiabulls

Mr. Chaturvedi was invited on 9th Nov, 2013 for a brief interaction with the students who will be facing the placement process from India bulls. He was invited for an interaction session with the students to help them understand the company, profile and the business in a better way. His inter actions were very useful and motivating for the students as they could understand the work culture and company expectations better. Overall it was a nice session where students gained knowledge from the industry expert.



REMEMBERING...



It was very difficult for me to understand whatever I was getting during PGDM; will it help me in my professional life? But now I would like to take this opportunity to write that this course has made my support for my professional growth and as a result the Organization's growth.

To support my statement, I would like to give some of my real life examples that will show how the PGDM course is supporting me for my professional growth.

Regarding this I would like to give special thanks to Mr. Nimit Gupta who gave me an opportunity to attend an International Conference on marketing which was conducted by AIMA. From there I came to know the concept and power of being ON TIME. I implemented this concept in my personal and professional life and I can see and feel the result as a WOW factor in my work.

I am very much influenced by Prof. Poonam's words, "You are not working, if you are not networking." Based on this statement I have initiated the concept of "Networking Chart" in my organisation. This is a chart that provides all kind of information to a particular group of people, So that they could make a network and grow by the help of each other.

I can still remember the concepts of CRM, which was taught by Prof. Banashree Dey. I got the statement like if you want to have a strong relationship with your clients then make them feel that "I care for you". For this I provide

the kind of environment to our participants that make them so comfortable with us and can express their views in a manner that guides us and give ideas to improve ourselves.

There is salutation to Prof. Durgansh Sharma who has trained me for MS Office in a way that has made my presentation skill dynamic and creative and because of that I'm providing training on advanced MS Word and PowerPoint in my organization. Some of my popular presentations are "Professional use of MS Word", Time Saving Tech Tips" and "How to Make and Give Dynamic Presentation".

This is the methodology and pedagogy of JIM, Noida that has made me a trainer in the very short span of time (Within the seven month of joining) and I think with this achievement that I have started the journey of teaching and training, what I always wish to be. These examples are strong enough to prove the relevance of PGDM and for this I have to thank JIM, Noida for providing such kind of exposure that has shaped my thoughts and has changed my attitude. This has resulted in my personal and professional growth which is contributing in my Organization's growth. Thanks JIM, Noida and JIM Family.

by MRITUNJAY KUMAR
PGDM – Marketing
2011-13 batch

CAMPUS BUZZ

Events@Jaipuria

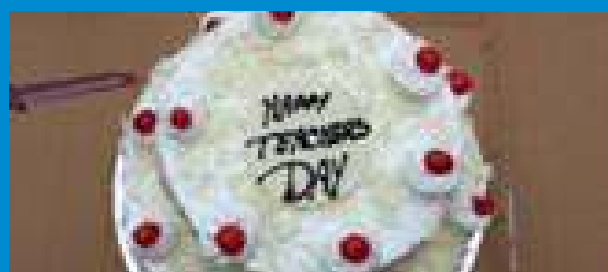
INDEPENDENCE DAY CELEBRATION

Jaipuria Institute of Management, Noida celebrated Independence Day with colours of patriotism, enthusiasm and pride. The national flag was unfurled by Dr. Rajiv R Thakur, followed by rendition of the National Anthem and cultural events which infused colours of fun and frolic.



TEACHER'S DAY

The Teacher's Day was celebrated at Jaipuria Institute of Management, Noida on September 05, 2013 with the professors taking part in a get-together in the amphitheatre of the Institute. The students of I and II year had arranged a Teachers' Day cake for the occasion. The Director, Dr. Thakur along with his colleagues cut the cake and shared it with the students. The enthusiastic students presented flowers and cards to the professors. Navarun, a student of first year, recited a poem on the theme of Teachers' significance in the life of a student. Dr. Thakur appreciated the gesture by the students, enlightened the students on the origination of the day's celebration and thanked all gathered. The excited professors showered their blessings on the students and the celebration ended on a very positive note.





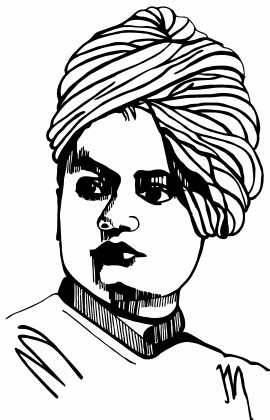
DANCE IS AN EXPRESSION OF OUR WAY OF LIFE



Jaipuria Institute of Management, Noida in association with Spic Macay, organised the famous Folk Dance "PURULIA CHHAU" on 21st November, 2013. The world renowned Purulia Folk Dancer Shri Chinibas Mahato Ji & Group performed the amazing dance with high energy. The accompanying musicians stood on one side of the stage and played musical instruments including the Dhol, Dhamsa, big kettle drums and Shehnai. The elaborate masks, the dazzling costumes, the rhythmic drum beatings and shehnai, characterize the Chhau Dance. A distinctive feature of this dance is the acrobatic use of the body and the intricately crafted masks worn by the dancers. Powerful movements, immense concentration and release of energy are the other features of this dance. Chhau Dance depicts the triumph of good over destructive evil.

SANTA WORKSHOP

Santa Workshop is an initiative taken by NAVIKARNA - E-CELL of Jaipuria, Noida in association with D-Positive Foundation. In this workshop donation is collected from different individuals in terms of money and gifts. These gifts, through D-Positive Foundation were distributed to people serving our society.



ART OF LIVING - LIFE HISTORY OF SWAMI VIVEKANANDA

In a four days (November 25-28, 2013) workshop on "The life history of Swami Vivekananda", Maharaj Pranab Shashtri shared his knowledge about the phases of Vivekananda's life. Shashtriji described Swami's parents namely Bishwanath Dutta and Bhubneshwari Devi. He talked about the Master of Vivekananda, Sri Ramakrishna Paramhansa. From the beginning till his last breath, Swamiji remained Sanyasi. After gaining huge success on "The World of Parliament" in Chicago, he became the first monk who preached Hinduism in abroad. His inspirations of being fearless, always motivated youth. Concentration and dedication were the main pillars of success of Swamiji. On the basis of his creation of 'Ramkrishna Mission', he is known as "The Greatest Manager" in the world.

CELEBRITY ENDORSEMENT

On 2nd December 2013 marketing club of Jaipuria Institute of Management, Noida organised a panel discussion among students titled "Celebrity Endorsement: myth or reality". This discussion was attended by students ranging from both junior and senior batch. The panellists for the discussion were 4 students from the junior batch of 2013-15 (namely Bajul Gogoi, Sweetie Ratawa, Prabhat Kr. Tripathi and Arko Debsharma) whereas the moderator was Mr. Animesh Trivedi from 2012-14 batch.



SPIC MACAY-PERFORMANCE OF TEEJAN BAI JI

Jaipuria Institute of Management, Noida in association with Spic Macay, organised the famous 'Pandavani' performance by Padam Shree, Padam Bhushan and Sangeet Natak Academy award winner "Teejan Bai Ji" at Amphitheater on 3rd December, 2013 along with her other colleagues who depicted the Pandavani with an enthusiasm & spirit.





FESTIVALS@JAIPURIA

EID CELEBRATION ON AUGUST 9, 2013

Eid ul-Fitr is the time for celebration and marks the happiness or festivity for the men and women who follow the doctrines of Islam. Eid celebrations at the Jaipuria Noida hostels opened up with gathering of the students early in the morning in the common room to perform the Eid prayer. After which they greeted each other. Special dishes were prepared on this day to mark the joyful event. All the hostellers enjoyed the taste of Vermicelli kheer cooked in the mess especially on this occasion.

JANMASHTAMI CELEBRATION ON AUGUST 28, 2013

Janmashtami, an annual commemoration of the birth of Lord Krishna, was celebrated at Jaipuria Institute of Management, Noida on 28th August 2013. The members of Festival Committee organised this event, major highlights of the events were kirtan, story session and cultural dances. "JHULA" for Krishan ji was the centre of attraction of whole event. Students along with the faculty members sought blessings and left enchanted and mesmerized.

GANESH CHATURTHI

Jaipuria Institute of Management, Noida celebrated the festival of 'Ganesh Chaturthi' on September 7, 2013 at 11:00 am in the hall above the hostel mess area. It started by conducting Aarti of the holy deity, followed by Chalisa of Ganesh Ji. All the students present were in full traditional dresses (boys in kurta and girls in ethnic suits). Two members of staff Ms Kanchan and Mr. Narayan represented the staff and faculty as it was an off day for the institute and no other staff and faculty were available. The Hostel committee members were present along with the warden of girls hostel and festival committee members. The celebration was attended by almost 60 students, staff members and guards of girls hostel. Everyone appreciated the celebration and especially the decoration done by the organizers. The event lasted for almost two hours which included few cultural programs also.





GARBA NIGHT ON OCTOBER 10, 2013

The students of Jaipuria Institute of Management Noida rejoiced in the spirit of navratri with enthusiastic Garba moves. The night was a beautiful mix of various elements of Indian culture such as traditional clothing, dance and music. Prof. Ashok Advani, Prof. Niva Bhandari and Mr. V.K. Tomar celebrated the occasion with students and shared the grace of goddess Durga. The exuberance and piousness of the Garba night enthralled everyone present in the event.



TOKEN OF LIGHT / DEEPUTSAV

The festival committee and Navikarna, the E-cell of the institute, celebrated the 'Token of light' event and the Diwali night together on October 30, 2013. It was a token of love with lights for DeePositive Foundation. In the celebration more than 3000 lamps were lighted by the teachers and students. For "In the joy of others lies our own." This celebration gave hostellers who were missing their homes a chance to celebrate the festival with friends at the campus.



CHRISTMAS CELEBRATION

On the eve of Christmas the festival committee of the institute celebrated the festival of Christmas in the presence of Director, faculty, staff and students in the central lawn of the institute. Christmas tree was lit, cake was cut and the students sang and danced. Mr. Ranvijay Singh, DSP, CO-Indirapuram was the chief guest of the occasion.



KEY LUMINOSITY

WRITING A FIELD BASED CASE

Case writing is a passion which should originate from one's encounter with a problem requiring deep analysis and with no fixed solutions. It is worth writing a case which can illuminate the readers with relevant issues in the real life context. Cases should not only be written as an aid for the students in making them learn the application of theories and concepts but, should also be developed as an instrument of enlightening the corporate world with some of the interesting, pressing and contemporary issues surrounding the business world of today. I, as a case author, particularly enjoy field based case studies and hence, would restrict to my opinion on such cases only.

Alike other research studies, to take up a field based case writing one needs to do a pilot testing of the case under consideration for writing. Sharing the case with the experts is one way which can help a writer conclude on, whether the case highlights the issues challenging enough to be spend time on in developing it any further.

Data availability for development of the case should also be factored in deciding on whether to pursue the case for writing or not. A related and most critical factor would be the support from the case lead since he/she would be the one with the major chunk of information needed to be brought out in the case. Therefore, one needs to ensure before going any further, that the case lead is fully willing and is institutionally authorized to extend full support to the case writer in terms of sharing information and providing necessary authorizations in the publication stage of the case.

The next step would be to discuss in detail, with the case lead on the case, its context, issues and the possible solutions. This initial collection of information should serve as the basis for setting up the case narrative. It is important that this information be collected with the help

of a face to face conversation and not in an interview set up with the case lead. The writer needs to keep a free thinking mind during the conversation in order to make meaningful assessment of the situation and pose useful questions to the case lead.

Using this preliminary information, the narrative can be built over. It should be specially taken care that the narrative is interesting, creative and challenging to the reader. It must arouse in its reader a sense of urgency to solve the case problem. Usually deciding on the right narrative is an iterative process even though it derives from the real life sequence of events. This could be in order to make it more interesting or may also be due to a need for anonymity of the case lead/ organization.

Once the narrative is finalized, the author should now start putting the information together with a logical flow. During the process the author may feel the need for more information since he/she is now better involved with the case. Turning back again to the case lead for this information would be a necessity. More involved the writer is with the case situation; more appealing would be the narrative. The narrative must end with highlighting the case problem requiring an urgent need for attention. It should urge the readers for a careful identification of the main issue amidst a clear but a complex set up of sub issues.

Once the case is narrated well, the writer must now think of possible solutions that the case can have. Interaction with the experts, both industry as well as academics, should be sought for developing alternative solutions for the case problem. In light of these possible solutions, the writer must ensure that the case is not deficient of any information required for analysis.



By DR. PRATIBHA WASAN
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MAGIC OF TEAM WORK & TEAM LEADERSHIP

New Delhi was playing host for the 2010 Commonwealth games. The countdown for the games had already begun. However, the preparations for the games were nowhere in line with the magnitude and prestige attached to them. To add to the woes, the pedestrian bridge to the Jawaharlal Nehru Stadium (the main venue for the opening ceremony) collapsed soon after construction and days before games were to begin, leaving several workers injured and many questions unanswered.

The contract job of construction, of course, was with company specializing in the area having expertise, technology and other resources. Yet, under the circumstances and after such a dismal performance, they could not be again entrusted with the job.

Finally, as a last hope, SOS was sent to the Indian army and in record 5½ days' time they constructed the required bridge and handed it over for the next day's opening ceremony. This effort not only served the purpose, but also managed to salvage the country's image. The bridge was built in the World War style of Bailey bridge. Commanding officers from three engineers' regiment, along with one hundred soldiers worked round the clock (in shifts) to successfully complete this 260-feet long bridge in a record time.

This was a case of real team work. However, not all teams perform like this. So what do you think makes army successful where other teams fail? In this case, the organization which was earlier entrusted to do the job was

INDIAN ARMY- A BENCHMARK

By DR. RANJANA MITTAL
DGM & Sr. Trainer NTPC



not in the position to render this kind of service in spite of having specialization and technology. There are certainly some characteristics which differentiate an army unit (Team) from other teams.

Some of the key Leadership aspects - style, behaviours and focus areas that an Army Commander (Team leader) display are summarised here:

STYLE: High Task focus with equally high focus on people orientation (a very Rare style).

Shared Vision & common Objective—Nation First, then fellow army men and at the end self.

Culture creation: Culture of unmatched 'CAN DO' attitude, discipline, obedience, mutual respect, social interaction which focuses on high mental-physical fitness.

Communication: High degree of precise, clear, open, regular & motivating communication – using both formal & informal channels.

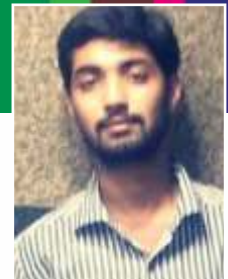
Effective Team composition: Leader has great wisdom in selecting Right person for the right job

(So what do you think needs to be done to inculcate same degree of effectiveness in any other team and to develop leaders like these army commanders??)

Author: Dr. Ranjana Mittal, DGM & Sr. Trainer NTPC (The article is drawn from her commendable book- Leadership: personal effectiveness & team building). She can be reached at - ranjana.mittal@gmail.com

LEARN & SHARE

FACTS ABOUT NOIDA



By ANEESH KUMAR SRIVASTAVA
Student PGMF 1208

Came into existence on 17th April 1976, the NEW OKHLA INDUSTRIAL DEVELOPEMENT aka NOIDA, has seen a tremendous growth since its inception. Created in the Gautam Budh Nagar District of UTTAR PRADESH, NOIDA today has become the hub of corporates, entertainers and most importantly the home for many dual income group nuclear families.

Today, NOIDA is a land having 5 shopping malls, 7 hospitals, 8 premium schools, and number of colleges offering education of for graduate and under graduate, hub for various corporate offices and cluster of dual income receiving nuclear families.

From personal to professional, social to cultural NOIDA has seen a significant change. At one side the size of disposable income is increasing while joint family structure has decreased to that of nuclear. The true picture of "Rising India" can be seen here.

With more than 10 builders operating in this region, advocates the fact that this region has a very high

potential market. The rental value has been increased by 8 -10% every year. This shows that there are people with high disposable income in NOIDA, who have a pocket even for a premium price.

The lifestyle of people residing in Noida has also changed, people are observing change not only in the their purchase pattern but also in their eating habits, which has given rise to number of restaurants offering various cuisines and shopping malls offeing brands from around the world.

As per the report from Economic Times, that says- "Due to the continuation in power of government and existing co-operation between Delhi and neighbouring states, execution long term commitments and materialization of proposed programmes and policies is visible in near future".

It is evident that Noida is still a child to grow, who would surprise us with its growth in future, by adding more feathers to it's cap.



EDITOR'S DESK

Dear Readers,

This issue of Verbajim focuses particularly on student centricity, business engagement and knowledge exchange. Jaipuria Institute of Management has achieved the distinction having carried out FDPs, MDPs and extensive management training programmes for top management executives all across the country.

The JAMC 2013, themed on 'Resurgent India: The Path of Globalisation' was presided over by Shri Yashwant Sinha, MP (Lok Sabha) as Chief Guest. The conference saw the gathering of avid management leaders, industry experts, teachers and researchers. The 'Udaan' - two day annual management fest of the institute took a step ahead by providing innovative thoughts and ideas among the young aspiring managers.

Conclaves on key areas such as HR, Finance and Marketing were organized in which industry experts shared their insights and motivated students to have serious thinking on management, industry and business related aspects. The institute had also scheduled student driven activities on regular basis which offered them exposure of leadership, planning, organisation, coordination, team work, reporting and budgeting etc. The second national sports meet - Spardha had given them to excel in physical activities as well, the sports meet achieved a higher level in which over thousand students were participated from 36 institutions across the country.

As assured in the last issue Alumni segment - Alumnus channel is being strengthened and hope that in upcoming issues of verbajim this segment would get tuned to feature best and quality articles from our Alumni.

As always, we are keenly looking forward to your valuable feedback and suggestions.

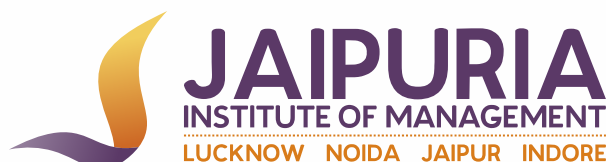
Enjoy reading!

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Published by:



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