



**REPORT ON WORKSHOPS/SEMINARS CONDUCTED ON RESEARCH  
METHODOLOGY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT  
2018-19**

The theme for this year is '**SOCIAL MEDIA AND AUTOMATION FUTURE OF MARKETING**'. In the inaugural, the impacts of automotive reality and its importance were discussed. The director of the institute enlightened the gathering with her huge experience of marketing. The president of the club Ms. Nishtha Trivedi also addressed the gathering and set the agenda for the event.



The honourable guest for the event was **Mr. Aarohan Dev**, alumni of the institute, who is presently working with the Mindshare as a media planner.

The inauguration started off with the traditional lamp lighting by the guest along with the **Faculty Head of Marketing Club Professor Ajay Bansal**. Other Faculty members who graced the occasion were **Dr. Poonam Sharma, Col. A.K.Rajpal** and **Mr. Prasuon Tripathi** from corporate office.



The event further proceeded with an enlightening and interactive session by the guest Mr. Aarohan Dev. He established the session by asking a question -What digital marketing is and further explained about its different portals and highlighted the importance of influential marketing he explained that in influential marketing influential people are at focus rather than the target market as such people have influence over the potential buyers and instagram is its biggest platform further the discussion focused on virtual reality and augmented reality stating that the reluctant approach of the companies towards adapting it. He beautifully stated “disruption in traditional marketing is everywhere nowadays” and he captivated the audience by showing an advertisement of new Renault koleos concluding by stating that the virtual world is like a canvas which has no restrictions and it gives an experience which has an engagement much higher than the traditional marketing.



After the warm knowledge imparting session there was a quiz that was organized by the marketing club. It tested the students on different parameters, in the brain storming quiz there total 3 rounds written quiz followed by the second round where product names were given and their brands were supposed to be identified and in the last round logo identification round was there. All teams participated enthusiastically however in the end there can be only one winning team so Souvik Chandra and Nabasindu Paul won because winning isn't everything but wanting to win is. This marked the end of the inaugural ceremony thus ensuring that more promising and creative events are on its way.

To conclude we must say that "a dream doesn't become reality through magic; it takes Sweat Determination and Hard work" this event would not have been successful without the support and constant hard work of the coordinators, the faculty members, the staff and the students because in the end 'TEAM WORK makes the DREAM WORK'.

## **MENTOR-MENTEE DAY**

**(5th September 2017)**

On the auspicious day of 5th September 2017, Jaipuria Institute of Management celebrated its first ever Mentor's Day in the honor of the greatest mentor of India, Dr. Sarvepalli Radhakrishnan. The chief guest for this first of its kind celebration was the renowned author and teacher, Dr. Debashis Chatterjee, Director General of International Management Institute, New Delhi. Formerly he has served as the Director of Indian Institute of Management Kozhikode from 2009-2014. He has held teaching positions at IIM Calcutta and IIM Lucknow and was a Fulbright Fellow at Harvard University and MIT. In addition to that he has authored 17 books, the most recent being *Invincible Arjun* (2016).





Dr. Kavita Pathak, Our Honorable Director, welcomed the eminent guest with a customary bouquet along with greetings as it also happened to be Dr. Chatterjee's birthday. After a few opening words from the Honorable Director, the young minds were enticed and it was time for the Guest's Address. At the beginning, Dr. Debashis Chatterjee paid homage to our Respected Dean, Dr. Deepak Singh and Prof. A. K. Rajpal for their encouragement to the students in their years of teaching. He enlightened our minds on the concepts of ideal students and how their mentors can shape their destinies by quoting examples of Arjun and Karna. He further added few of the many qualities a mentor possesses like reflective action, transference of expertise and inciting freedom of learning. Dr. Chatterjee ended his address with a key learning that a person is nothing without the contribution of their parents, teachers and friends.



The Mentor's Day event also saw the launch of Mentor Coffee Diaries followed by faculty appreciation by our Honored Guest. With thunderous applause and a few parting words of gratitude from Dr. Vranda Jain, the Mentor's Day celebrations came to a warm and joyous end.



## **Finance Conclave 2017**

**September 9<sup>th</sup> 2017**

The subject “finance” as a whole encompasses different aspects and fields of finances. It is infeasible for a professor to teach such a diverse subject in the classroom. Hence, these conclaves are of immense importance for scholars to acquire the industry knowledge. The program started with lighting of lamp and a floral welcome of the guests by Dr. Pratibha Wasan and Dr. Deepak Singh. Dr. Puneet Dubish gave the welcome address. The theme of conclave was “Financial Inclusion: Role of Small and Payment Banks”.

Mr. Tarun Agarwal , Chief Operating Officer – Davinata Technologies India Pvt. Ltd, formerly SYP & National Head – Digital Payments, Channel, Products, Innovation & Agri Business , RBL Bank ,was the Chief Guest and Mr. Dhruv Dhanraj , Head B2B Sales and Value Chain Alliances, Airtel Payment Bank, was the Guest of Honour.





Mr. Tarun edified that the whole finance world revolves around four words: Savings, Credit, Remittances and Insurance. And every other financial term is either an extension or related to the mentioned keywords. Demonetization was a step of Government of India towards making India a cashless economy but the problem lies in the business models of most of the banks and financial institution. They focus more on building new products rather focusing on consumer wants. Hence, the unbanked consumer resists its employment in their everyday life. But then, there is no escape from advancement and so the future lies in Financial Technology “FINTECH” and not the banking sector.

Mr. Dhruv started with explaining about the life cycle of financial inclusion. Many in our land have bank accounts but there is a difference in having an account and using it. There is a majority of bank account holders who are underbanked due to lack of awareness and resistance to use these services because the products are not designed keeping in mind their needs. There is also a social stigma attached that adds to resistance of usage. There is a strong need to figure out the divinity attached to the business model.



The second part of conclave was a panel discussion where in Mr. Bharat Venishetti, Director-Finance, Snapdeal, Mr. Piyush Singh , Senior Product Manager, Spice Digital, Mr. Ashok K Pandey, Deputy Vice President, Fino Payment Bank along with Mr. Dhanraj (Chairperson of the session) discussed on the theme more extensively.



Mr. Piyush Singh focused upon that the convergence of finance and technology, famously known as “FINTECH” is not immediate need of the hour. The payment banks must offer affordable services to the target segment who are most vulnerable to fraud.

Credits are very important for rural population and so financial inclusion must guide them in the right direction. The mantra “RURAL ECONOMY WORKS ON PAPER” was highly stressed upon. In the discussion, it was brought to the notice by Mr. Ashok Pandey, that consumer must be well informed. Economies are dropping and differentiated products are gaining market share because of a lot of competition in this sector. So financial inclusion can be another independence moment because the target market has huge appetite but there is only the needs for digestive products. Disruption is good, but not at the cost of compromising the hard earned finances of people. Mr. Bharat quoted an example of positive disruption and explained

how MICRO ATM has become a very efficient tool for carrying out banking transactions with the use of just Aadhar Card Number.

The discussion summed up in 4 key common points to be focused on to increase the financial inclusion in economy. Those were:

Getting infrastructure

Maintaining unit level of profitability

Unlearn being Indians

Being aware

At the end of the technical session, the house was made open for the question and answer round. The conclave concluded with a summary of panel discussion and vote of thanks by Dr. Nidhi Singh.

### **GUEST TALK BY INTERNATIONAL DELEGATES**

The journey of a thousand miles begins with a single step. These words mean a lot to an institution which wants to make a mark on the international corporate world. On 8th September 2017, Jaipuria Institute of management officially inaugurated the 2017-19 batch of the International Relations Committee. Gracing the panel on this occasion were Mark Johnston - Director - Business Development and Sushruta Metikurke - Regional Manager – South Asia, International from Wellington Institute of Technology (WelTec) and Whitireia New Zealand.



The inaugural ceremony started off with the traditional lighting of lamp by our guests of honor and a warm welcome by IRC President, Ritika Pandit.

In his address, Mark Johnston enlightened the students about the significance of international opportunities that come their way. He also said that students need to understand that they are Global citizens and such international relations are two-way in nature. He added on a happy note that they are in the process of developing a partnership with Jaipuria Institute of Management. Sushruta Metikurke addressed the students on how cultural differences affect Indian students abroad. It was his 3rd interaction with the students of Jaipuria. He emphasized on the fact that learning is not only academic but also about the people of the land and that studying should always be about expanding the mind, both socially and academically.

### **Importance of Communication in Organisations (21st September 2017)**

Jaipuria Institute Of Management (Noida) had Organised A Guest Lecture on **“Importance Of Communication In Organisations”** for the students of PGDM– Ist Year on 20th September, 2017. The Speaker for the session was Ms. Akanksha Sahay, who is presently working with Qintiles IMS as an analyst. Mansi Bhatia, introduced the speaker and the topic of the session to the students and Swati Gupta honored her with a floral welcome.



During the session, the students were explained about the importance of business communication in an organisation, Following were the topics emphasized upon

- Communication with bosses, peers and subordinates
- Grapevine and how it works in the organisation
- Relevant Examples from the corporate world/speaker’s experience

The speaker emphasized that communication is an important part of one’s life. One starts communicating when one is in his mother’s womb, and after that he/she “EVOLVES”. The lecture was also attended by Prof A.K. Rajpal, faculty of Business Communication. He gave a

vote of thanks to her. The speaker created an impression in everyone's mind by giving various examples of real life incidents, which everyone liked and appreciated. In summation, the lecture was highly informative and moving.

### **The Art of Living's Youth Empowerment & Skills Workshop (YES! +)**

It's been our pleasure that over the last two years. The Art of Living's Youth Empowerment & Skills Workshop (YES! +) has been regularly conducted in our campus. The latest been conducted by Mr. Rahul Joshi and Mr. Lokesh Pandey from October 12<sup>th</sup> -16<sup>th</sup> 2017. 30 Students participated in the workshop.

The feedback received from students after the workshop was very positive. Students learned various stress management techniques and various other important life skills to help them cope effectively with their personal and professional lives. Their energy level, focus and inner potential were nurtured through the several process during the workshop.

YES! + works on confidence building, increasing concentration, helps students to handle their emotions, how to manage their times in a better way and getting rid of substance addiction.

I convey my sincere gratitude to the Faculty Mr. Rahul Joshi and Mr. Lokesh Pandey, YES! + organizing team and Art of Living for organizing this workshop in our college and facilitating the students in stress-management and empowering them. We acknowledge and appreciate the work this organization has taken up in the society and encourage them to pursue more of such workshops in our college.

Branding Logistics session by  
Deloitte Consulting India Pvt. Ltd.  
9-08-2017

"THE AURA A BIG COMPANY SPEAKS FOR ITSELF"

There is no need for describing the aura of one of the big fours, Deloitte that visited Jaipuria Institute of Management, Noida, today. They came here for a branding session with the aspiring students. Gracing the dais were Bindu Bandanpudi (Senior Manager, BTS), Sakshi Arya (Talent Acquisition) and Shweta Mishra (Tax Senior), who also took an interactive session with the Finance Batch of 2016-18. Their floral felicitation was done by Professor Nidhi Singh. The session began with a video where they showed how Deloitte focusses on their people on helping them grow as an individual along with the organization. Their motto "Community is indeed our business" as they represent the culture of the organization in a simple diagram "Clients—People—Community", which shows how people are their core and how they efficiently render to their clients and also give it back to the society. Further, the new recruitment process was explained and they told about that they will be looking for Finance

students for Tax Profile and the probable date of arrival for recruitment is in September, queries were resolved as they arose.



They came here with a pleasant surprise, as two of our students worked as part of their SIP with Deloitte, they performed so well that they got their PPO(Pre Placement Offer) today in midst of the session. Sakshi Arya extended the job offer to Sonam Marwaha and Pranith Gembali, which was accepted cheerfully by the two and the crowd cheered for them.



Closing the session they gave away some goodies to 4 students for being most attractive a gracious memento was presented to them by the Vice President of Placement Committee, Jitendra Kumar.