Jaipuria Institute of Management Indore

JAI-UTSAV 2013

Report of Activities held during 9th to 16th February 2013-14

Objective: Branding and to promote Entrepreneurship

Days: 8 days

Number of Participants: 1000+

Reach: 100000+ in and around Indore

Leader: Dr. J P Upadhyay

Coordinators: Dr. Priti Bakhshi, Dr. Megha Jain, Mr. Rahul Bairagi

Co-Coordinators: All Faculty, Staff and Students

Our Director, Dr. J P Upadhyay gave the welcome and motivational speech and our Chief Guest Mr. Jagdish Verma, Chairman iLEAD Group and Director IMA shared his experience in the inaugural ceremony.

Dr. Jitendra Mishra gave the introduction of Jaipuria Group and Dr. Megha Jain shared about Jai Utsav.

The first days were filled with 26 Inter - Institute competitions in different segments like academics, sports, fashion, culture etc. All the events were full of fun, excitement, adventure and learning. Business plan, Sales Pitch, Business Simulation, Documentary, Skit, Photography, Brand Ankatshari, Role Plays, RJ, Adventurous game, Fashion Show, Dance, Business Quiz, Debate, Counter Strike, Volley Ball, Just a Minute, The Journalist etc. were some of the competitions that saw overwhelming response.

Our External Judges for the various competitions were Mr. Anurag Joshi, Mr S.Roy, Mr. Ambar Rai, Ms. Unnati Vyas, Mr. Vikas Nahar, Mr. Chayan, Mr. Shyam S Palod, Mr. Atul Jwala, Ms. Pallavi Bendre, Ms. Mansi Grover, Mr Mumtaz Khan, Mr Lucky Khan, Mr. Ayush, Mr. Gajendra Walde, etc.

Our Sponsors includes Raj Express, Big FM, Anil Publicity, EWDL, Brainmasters, Road Master, New Jain Book Stall, Rajasthani Collection, Central Mall, Mc Donalds, Barbarian, GoldGym, X Fun, Pearl, KFC, Okaaz and Red Moments.
During the 2 days, we saw participation from over 400 Students including students from Jaipuria Indore, Jaipur Jaipur, EMRC, IPS Academy, DAVV, Acropolis, Vaishnav, Vishisht, Medicaps, CH-IMC, etc.

Dr. Priti Bakhshi proposed the vote of thanks.

Presenting Glimpse of Activities Held On Day 1st (February 9, 2013)
Venue: CR3

Time: 11:00 a.m.

**Bollywood Quiz**

The event is related to the quiz where we test the mind of the student and there was management Tadka round which had questions related to the entrepreneur. The winners of this competition were Prateek shukla and Prateek shukla from Jaipuria institute of management Jaipur.
It was a normal Antakshari but instead of singing songs, teams were singing brand’s jingle and the other team continued by singing another jingle starting with the last letter of the previous brand’s jingle.

A frolic environment was created with the fun and humor that the contestants added while singing the jingles. It was an entertaining activity that led to enjoyment as well as learning of various brands.

The winners for the competition were the students of Jaipuria Institute of management Jaipur
Rango se Khelo provided a platform where one could run his/her imagination wild to share thoughts and ideas on the theme Innovating for India using India’s traditional form of art; rangoli. Splendid pieces of art became a part of this event. It was a tough time for the judges to pick one best among marvellous work done by all the participants.
Training for Village Women

The faculty, students and staff organized a workshop for village women on how to make paper bags. Sustainability is the need of the hour. With the increase in demand of paper bags against polythene bags, Jaipuria Indore found a great entrepreneurial opportunity wherein the skill sets of village women was enhanced in making of these bags.

Also, Jaipuria has taken the lead to connect these females with many lot retail outlets in Indore, who would give them bulk orders for the same. We hope we have contributed our bit and would be able to enhance the process by various small efforts.
The Debate competition provided students of various colleges of Indore a platform to come forward and express their views on some of the general issues of our society. It encouraged the students to come out of their comfort zone and speak up.

Theme for the debate was “Are Social Networking Sites Bringing People Together or distancing them”.

Equally powerful team standing for the motion that Social networking sites have distanced people stood against the team supporting the opposite motion. Unexpectedly a good number of students who are the most active communities on social sites held views that these sites are widening the emotional gap between people.

It was a tough debate; it was hard to break the wall of words created by each participant. Each of them strongly stood by their points supported with intelligent arguments.

The winners for the competition were the student of Pawan, Ruchi, Arpit and Ekta From Jaipuria Institute of management Indore
Venue: IT lab

Time: 1:30 p.m.

Virtual War

Virtual War is a virtual game, a fun filled platform where contestants were judged upon their reasoning, quick decision making skills and how much of a team player they are!!! It was the best way to keep the GenY engaged through a computer application game and showcasing their entrepreneurial skills through it.

The winners were Arijit Roy, Mantu Das, Rahul mishra, Vikash Kumar, Pratham Inani from Jaipuria Institute of Management Indore.
Volleyball

Volley Ball was always a fun filled game for everyone and especially the students. Jaipuria Indore did organize a volley ball competition and many colleges participated like CHIMC, Jaipuria Institute of Management Jaipur, EMRC etc. Students participated with the whole zeal and were really happy participating in the e-week celebrations of Jaipuria Indore.
The activity was based on non-verbal communication. It was much like the game we played in our childhood days but with a management twist to it where the participants got a character to perform and the team mate identified the personality. After the hectic and busy schedule it worked as a catalyst for rejoicing and fun.

The winners of the competition were Priyanka Sharma and Ayush Sahu From Jaipuria Institute of management Indore

Workshop for Village Women: this was an attempt to create employment for village housewives. There was a workshop conducted in which they were taught to make paper bags from the used papers. These paper bags would be sold in HAAT. This was a platform created to help them establish their stand in the society and make them feel important. The theme of entrepreneurship and women empowerment was taken into consideration and hit upon.
Venue: Ground
Time: 11:00 a.m.

**JAM/ Minute to win it**

It was fun with the Tongue Twisters and one minute task oriented games which gave the participants an opportunity to test their spontaneity and presence of mind.

The winners were Arika Tulsiyan from CHIMC.
Venue: Auditorium

Time: 11:00 a.m.

**Best out of Waste**

The competition was all about being creative in your own senses. The Participants used their creativity to produce something useful from waste which was based on the theme of “Innovating for India for sustainable development”. Some of the creations were paper bags, paper jewellery box and origambalic work using paper and beautiful handicrafts.

The winners were Raja Solanki and team from Jaipuria
The Game as had been scheduled with the purpose of familiarizing the students with the real life business situation. The game gave hands on experience to the participants about the day to day situations faced by the managers in an organisation. Participants felt excited and dealt with situations which gave them the freedom to use their own intuitive and innovative senses. The winners were CHIMC Institute.
The Competition focused on the ability of the contestants to sell a product. The participants used novel ideas to sell their products to the guest and the audiences. One of the participants who were selling the hair oil demonstrated it by applying the same to his hair that was a bold step but a differentiating factor from others.

The winners of the competition were Amol Sharma and Sahil Panjwani from Jaipuria Institute of Management Indore
Venue: Cr3

Time: 11:00 a.m.

Dimag ki Batti Jalao

A great initiative to prepare the future managers for corporates, it is important to be aware of each and every happening in the business world and be a part of it. Dimag ki batti Jalao was a business quiz just not to test the knowledge but was also a step to make the budding managers well versed with the trends, changes and developments in the corporate world.

Enthusiastic and zealous participants added great value to the competition by showcasing their intelligence and eagerness to learn.

The winners for the competition were the student of Jaipuria Institute of management Jaipur
Jo dikhe woh bikke was an ad-mad show that provided the space to the creative minds to showcase their ability to innovate, ideate and make appealing advertisements that would communicate the uniqueness of their products. In the event some of the most brilliant concepts and ads came into light.
The event “Sapno se Hakkikat Tak” is a platform for the dreams to become reality; it was the stage where the upcoming entrepreneurs got the chance to give their vision of becoming an entrepreneur, ideas of innovation and the aim of doing something BIG a kick-start. It’s all about how a business plan gets a form in black and white, and sets its stone rolling. The competition had great business plans, pioneering ideas. The spirit of a true entrepreneur in the participants was visible in their efforts and concepts that they brought to the event.

The winners of the competition were Suraj Taneja and Ayush Agrawal from Daly College.
Venue: Farm

Time: 11:00 a.m.

**Villagers training**

At the inception of E-week every student of Jaipuria pledged to the wellness of society and well-being of every member of the society; villagers’ training was one such initiative by Jaipuria Institute of Management Indore.

The students of Jaipuria took a step ahead to train the villagers on the usage, importance of cow dung and how they can use it for their benefits and profitability. These people work hard but do not know the direction of their efforts and our aim was to give their struggle the right path.

It was important to make them aware that cow dung is a biodegradable organic matter that helps in preparing soil food; a natural fertilizer. This reduces the dependence on chemical fertilizers thus prevents soil erosions, water table contamination. A fertilizer produced by cow dung also increases the shelf lives of fruits and vegetables.

Beside these advantages, natural fertilizers are easier and cheaper to produce, thus very suitable to the economic conditions of a farmer of not a very rich background.

The people we interacted with were happy to know these facts and also eager to implement them in their farming practices. Jaipuria looking at the learning curiosity in the villagers decided to have more of such workshops that will be oriented towards practical implementation of various new methods of farming.
Abiding by the pledge, students of Jaipuria Indore organized Security Guard and House Keeping Workshop that would help them improve their performance and self-efficiency.

It is not only about doing and completing a task but one must feel dedicated towards ones job. For a security guard physically protecting the people is not enough but how he/she deals with people in terms of politeness and courtesy, following a proper dress code, ID card management, health and fitness also speaks a lot about the genuineness and sincerity of a security guard. The workshop was meant to make the guard conscious of their overt behavior as well as their personality.

In case of housekeeping staff it is important that they perfectly follow cleanliness terms and conditions, hostel maintenance must be taken care of, water facilities and proper sanitation should be looked after, sports facilities and canteen facilities must be properly handled and of course training for a benign staff behavior was an important aspect of this workshop.
Presenting Glimpse of Activities Held On Day 2nd (February 10, 2013)

Venue: Ground

Time: 11:00 a.m.

Kurukshetra

With Mental Excellence Physical Fitness is also a quintessential in today’s hardships. Keeping this in mind the institute organised a Dare Devil and Treasure Hunt which was all about adventure and physical spontaneity. The tasks included Sack race, pass the balloon and playing football with a knee. The event was just not about having fun but also learning how to manage time, developing presence of mind and dealing with hurdles that give an appearance without informing you.

The winners were the team of Acropolis who showcased mental as well as physical agility.
The Photography competition was divided into three parts. The first part included taking still pictures from the campus which depicted upcoming entrepreneurship in there captured pictures. The Second round consisted of moving out of the campus to a specific location of village Dakachiya and taking clicks on the indigenous entrepreneurs of the village. The third round of the competition was after eliminating the participants from the two rounds, they were given an on the spot topic to take snaps from the vicinity. The participants took some astonishing snaps which suited the theme perfectly.

It is always a pleasure to help develop the blooming talent thus in this E-Week, Jaipuria decided to be a support and help in getting the winners training under the best of the photographers of the city.
It was time to give voice to the inner talent through speaking it out. The RJ Hunt was a competition where the youth showcased their confidence to present themselves in front of the audiences; this was the first round of the competition. The selected RJs were then given a theme to speak on the spot which the judges of the competition decided for them. The theme was “Foreseeing future as the Gen Y takes over”. The future has mysteries in its lap, was what appeared from the thoughts of the RJs. Aditi Sharma and Pawan Kumar won laurels in the RJ Hunt.
The theme of this competition was “Youth, Ethics and Society”. Amongst the various participating colleges there was a stint of concern and awareness about the Ethical norms and the ill practices prevalent in the society. They not only highlighted sensitive issues but also portrayed a silver lining in the bleak sky, which was the responsive youth aware about their duties and responsibilities towards the nation.

This competition was judged by an experience theatre artist Mr. Amber Agrawal and An IT specialist Mrs.Pooja Kushwaha and Miss.Deepshika Chhavan.

The winners were Aditi Shrama from EMRC College.
It was time to unwind through your creativity. We emote through our faces and when colours are added to these emotions it is bliss. The face painting competition was about leaving ones inhibitions behind and using painting art to depict panorama of the theme “Nature and Water Life”. Some of the artists to depict the interlinking of each and every being painted the five elements of nature; earth, wind, water, fire, and air.

This competition was judged by Mr. Chayan and Mr. Vikash Rawat.

The winners were Ayush Sahu and Snehlata Kashyap from Jaipuria Institute of Management Indore.
Music is an art, which is indeed a means to feel the divinity of god for a soul. The singing competition came out to be a true “sangam of sur and taal”. Listening to the melodious voice of the participants was an impeccable experience. The serene aura and vibes took the crowd out of the hustle and bustle of their lives for those moments. All of us experienced the beauty and purity of music.

The winners for the event were Ramanuj, Saurabh Mundra, Geet Malhotra and Divya Khandelwal.

The winners will get an opportunity bigger than the prizes, that are they will be interviewed on Big FM.
The Role Play Competition “Vastavik Darpan” served as a platform for students to promote and lay bare imaginative ideas in their work. Role plays motivated students to be effusive in an ingenious manner.

The role play themes peace, prosperity, love, sacrifice, dynamism, integration and/or historical events definitely had instilled values amongst students to be more sensitive and appreciative towards local art.

It was a pleasure to witness such marvellous performances; judges must have had a tough time choosing the best out of this talented lot of participants.
Dancing

Dance competition was an amazing show put up by the very talented participants from IPS Academy, Acropolis Institute of Management Studies and Research and Jaipuria Institute of Management Indore.

Contestants performed various dance forms with innovations and created forms of their own. There were hip-hop dancers, there were who tapped their feet to the tunes of fun bollywood songs, so there were participants who did Indian classical to the western rhythms and there were even contestants who demonstrated their talent in contemporary dance forms. It was a treat to eyes to see this plethora of creativity and talent.

Their efforts were rightly praised and awarded by the judges.
“Exploring your Aesthetic Senses”

The Fashion show was not only about dressing well and looking trendy but how well you present yourselves in all aspects. It was about being confident about you and presenting yourself in all new avatars.

The theme for fashion show was “Integration of tradition in fashion”. The youth proved that our tradition can never be a trend that is out of fashion. Fashion in India has its roots in its culture and tradition; all the participants looked fabulous, girls draped in sarees and boys looked handsome in kurta pyjamas and sherwanis.

The fashion show was judged by great personalities; Lucky Khan, owner of Angel Tattoo Studio Mr.Ayush Vyas, who has been Mr.Indore and Mumtaz Khan

The participants were judged on the basis of their confidence, the way they carry themselves and an overall personality.

A great show was put up by all the contestants, the judges were so impressed that they selected certain students whose profiles they decided to send to various directors of the Bollywood Industry.

Everybody showcased their talents and was just perfect, but as per the rules only one could be Ms. Eve and Mr. Eve.

Ms Shravanti Ivaturi was the queen of the evening and in boys Mr.Abhishek Suryavanshi stole the show.
The journalist was definitely an activity that must have led to a lot of brain knocking and enhancement of general awareness that students today must pay a lot of attention to. The task given to the participants were that they had to create news about an entrepreneur by merging the tit-bits given about him throughout a newspaper. Participants enjoyed it and said that they had learnt an innovative way to increase their appetite for current issues. The winners were Prateek Shukla from Jaipuria Institute of Management Jaipur.
Presenting Glimpse of Activities Held On Day 3rd (February 11, 2013)

“Encouraging the first Teachers of our society”

Under the assistance of NEN, Jaipuria Institute of Management took an initiative to reach out to the home-makers and the first teachers of the society. Indian women are characterised by there being very ingenious and resourceful. They really symbolise a true entrepreneurs who can manage crisis, use resource optimally and work efficiently under various constraints in the best possible way. In spite of being honed with their entrepreneur skills without joining any B-School Indian housewives do not get a chance to show case the talent, because of their engagements in their household work and other activities. Jaipuria Institute of Management in this direction tried to bring out the Skills and hidden talents of the housewives’ by visiting different townships of the city and assembling the home-makers there. All the housewives’ were made a part of the initiative wherein they were asked to take part in various activities and events which were held there. As expected the housewives’ demonstrated a lot of fervent participation in different activities like cookery competition, Mehendi competition, Best out of Waste competition to name a few. The efforts of the institute were appreciated and liked by every participant. The efforts of every participant was acknowledged by the institute and the winners of the events were felicitate, with a promise that all those participants who wish and are looking forward to set up their own business in the near future and those who already have one will be invited to the institute for a work- shop at Jaipuria Indore. This small step in this direction incorporated with it selves 15 societies with more than 500 participants. The whole event was partnered with Barbarian, X1 Game Zones, Pearls, Rajasthani collection and McDonalds.

Time: 12:30 p.m.

Venue: Different Societies
Jaipuria Indore reached out to the home makers today to encourage, support and give direction to the entrepreneurial spirit in them

We started with some direct promotions encouraging the society housewives to come and register for the various events and then the ladies started joining us, we began with the Mehndi competition in which we had an active participation from the ladies of the society with alot of creative designs following this immediately we launched three competitions simultaneously the cookery competition, the Best out of Waste Competition and the Salad Decoration competition.

The participants were given one hour to come up with their creations and boy was it awesome to see the things they came up with dishes like Bread Rasmalai, Paneer rabadi, Golden rocks, Kachori Chat, Khandvi, cocolotes and many more delicious delights and recipes and some outstanding creative arts in the best out of waste and Salad decoration competitions too.

The participants ranged from and Mrs. Maheshwari a 70 year old who came up with an awesome pillow cover made up of more than 100 bits and pieces of cloth material to a 7 year old girl named Army who came up with her salad creation in the Indian Tricolour.

The winners were awarded by our faculty members and also oriented about why we came up the idea of the event to giving them the opportunity of showcasing their talents and how they can use these talents to transform themselves from home makers to job creators for the nation.

The Event ended with the entrepreneurship pledge led by Ms. Megha and a group snap with everyone.

**Mentorship of Homemakers**

The creativity, capability of homemakers is no more hidden from the society. These home makers have also started realizing their potential in their respective fields. After we were done with a no. of creative exercises with these energetic ladies, they all started sharing their concerns related to the field in which they want to pursue their own venture. A lady for instance is a retired IT Officer, wanted to learn how she can still make better use of her expertise and earn for herself, a lady who is already into the business of imitation accessories wanted to learn how she could expand her business given her constraints. All the females increasingly felt the need of guidance for their entrepreneurial dreams and Jaipuria Indore has promised to soon conduct training cum workshop session so as to cater to their individual needs in running a business.
Jaipuria Institute of Management Indore

Celebrating E week 2013-14

Presenting Glimpse of Activities Held On Day 4ths (February 12, 2013)

“A day in the village” (Village Haat)

Jaipuria Institute of Management dedicated one full day to the villagers of Dakachiya and nearby villages. It was a day where we came to know about the village life and the lively hearts which are there in the village. The events planned were for the people of all the age group it had the seniors taking lead into it with the children also being active participants, and waiting for their turn to come.

It was for the first time that the senior citizens had a musical chair competition which showed the delight of the senior citizens. With this various other competitions were also held for them. The women of the villages also enjoyed some games during the workshop which was organised for them regarding Cleanliness in there vicinity and some techniques of self defence with this they also shared their ideas about being independent and starting their own business. The ladies there came to a coconscious to take help from the students and faculty of the college in starting their ventures. For the children the college organised some games which included Jalebi Race, Musical Chair, Drawing Competition and Mehndi Competition. The children participated wholeheartedly in the same and more than 200 children became a part of the competition and were their enjoying the same. The hawkers and small vendors were also given training to keep their shops clean and provide hyginable eatables to the people. The efforts of the college were appreciated by all and promised to follow it.
Haat derives its connotation from traditional way of doing business, but what Jaipuria students did was commendable. Students persuaded small entrepreneurs from more than 7 villages to open a stall in the innovative Haat organized at Dakachiya Venue. They then helped them to make the haat achieve global standards by incorporating small changes and considering customer as a global customer. The small vendors were also shown through laptops, how their kind of product is getting sold at world platform.

This initiative saw more than 100 stalls in the haat and even to cheer up and encourage the participants, medals and prizes were distributed to better sellers, good ad hygienic stalls so as to encourage others to follow the same.
The E Week at Village saw a gathering of more than 75 Elders. When asked, many of them shared their concerns for their villages. They all agreed that their villages require a huge renovation in terms of thoughts as well as actions for bringing out a bright new picture of villages.

Jaipuria Indore promised to start another evening school shortly at the village premise itself, where in it will train people at all age groups viz. kids, females, elders, farmers and many other entrepreneurs. The trainings shall also include learning computers, hygiene and health, knowledge about schemes and benefits available for villagers from Govt.of India, creating new entrepreneurial opportunities and many more.
Since the day promised huge gathering of more than 2000 villagers in Jaipuria Haat, Jaipuria students ensured giving maximum benefits to the society. A health check up camp was scheduled for villagers where in the need for hygiene and self care was reiterated.
Rejuvenating the elderly @ E Week at Village

The E Week at Village was marking its presence for all the generations of society. The elderly, the learned and experienced this time found rejuvenating themselves, when they contested for Chair Race, the game being old but was put across in a new manner. The confidence of elders brought a new energy, enthusiasm in not only them but in each one watching across as well. True! If the elders have got such a vast energy, youth shall definitely excel under their vision and guidance.
School Girls Creativity @ E Week at Village

School Girls, the future of India Next! Jaipuria students could not stop finding themselves mesmerized when they found little school going girls bringing across the paper the creative ideas of themselves on “Mera Gaaon, kal ki tasveer.” This unique drawing competition surfaced many a lot creative hands and it brought a great deal of confidence and accomplishment seeing these young girls shaping India of tomorrow.
Mehandi is another form of creativity and it was a great surprise finding more than 50 young school girls competing for mehandi. Their attractive designs in a very short time was a clear indication of their huge pool of talent, which if given right direction, for sure would take the villages of India Next into an altogether new horizon!
The Village Awareness Rally@ E Week at Village

A massive grand Rally for public awareness on self safety, hygiene, importance of education, save girl child and girl’s education, female entrepreneurs, regular health check-ups and Entrepreneurship. There were more than 300 participants in the rally and the outreach of rally was immense. The rally could find more than 2000 villagers observing the cause.
School Activity

An event dedicated to the budding entrepreneurs, focussing on how they can be moulded, identifying their skills and potential and trying to give it a right direction.

We started our day pledging for the social welfare, bright future of our nation and elimination of evils from the society. Jaipuria Institute of Management Indore took the initiative and visited a number of schools to interact with young stars of nation. Activities like quizzes, sessions on what actually entrepreneurship is and what can they do from now itself to prepare themselves for the future and role plays were performed to enlighten the students on the reality of life emphasizing on how the stress level that children at such young cannot handle an thus how can they deal with it.

Students of 11th and 12th were made to play journalist, where they had to collect as much information as they could about an entrepreneur from the newspaper provided to them. The only intention was to get them familiar with the corporate world and instil in them the appetite for current awareness.

It was a great event and very fruitful since we were addressing that lot of students who at such young age had big ambitions and visions to soar high in the sky.
Entrepreneurship with Generation Y_Feb 14, 2013

On the 14th of February, the E-Week being conducted at the Jaipuria Institute of Management, Indore centred on the theme of ‘Youth and Entrepreneurship’. The objective of the day was to celebrate the two major assets which youth bring into an entrepreneurial venture: their energy and passion. The students of Jaipuria showcased their energy and enthusiasm as they ‘wowed’ shoppers at two of Indore’s major malls, Treasure Island and Central.

At Treasure Island—the most popular mall of Indore, shoppers were caught pleasantly surprised with this sudden burst of a flash mob dance performed by the students. The shoppers stood around the performing students, applauding and taking pictures and videos with their mobile phones and cameras.

A student Jipson of Jaipuria Indore, acting as the anchor, then addressed the shoppers with a short talk on youth and how they are an asset to the nation and potential entrepreneurs. A short video was shown on entrepreneurship, followed by a quiz. Audience members comprising of the shoppers who correctly answered the anchor’s questions were given prizes on the spot.
This was followed by a thought-provoking skit performed by the students which mesmerised the audience and the appreciation of the skit was evident with the applause at the end of the skit.

With the help of chart papers, a large space was created on a screen in the mall by the students with the logo and name of Jaipuria Indore prominently displayed. This space, aptly named, ‘Voice of the Youth’, was created to allow the youth and others present at the mall to express their thoughts and ideas by writing on the screen with the help of marker pens. The ‘Voice of Youth’ screen was filled with inspirational writings about what the youth felt they stood for: most wrote that they are the future of India.

As with Treasure Island, the students drew the attention and appreciation of a large audience of shoppers at Central Mall with their similar performance.

Overall, the students of Jaipuria Indore made this event a success by drawing the attention of some 4000 shoppers of two major malls of the city with whom, they shared ideas on youth and entrepreneurship. Specifically, what really made this event a success was the enthusiasm, dedication and team spirit of the students. The students lived up to the theme of the event by showcasing their energy and passion which would make them the designers of India’s future as well as successful entrepreneurs.
TIME TO BE ACCOUNTABLE (Corporate Social Responsibility@ E Week)

The Societal Concepts are changing at an increasingly fast rate from being focused only towards the Corporate Responsibility; it now focuses on its Social Responsibilities, which indeed is important for the sustenance of any corporate in today’s time. Being aware and appreciative of this very concept Jaipuria Institute of Management Indore along with Kirloskar Brothers under took an initiative to clean a place. This was executed at Dewas Tekari which is a temple of great importance in this area. Students and the Kirloskar staff joined hands together to carry out the mission, who included the cleaning of the place which was divided and teams took charge of the area allotted to them. 5KM area was cleaned and the waste was separated into two kinds of waste Degradable and Non-Degradable and was disposed accordingly. The initiative was taken under the banner of NEN as this is a very important part of any corporate and needs to be taken care of by any Enterprise.

The overall process was learning in itself and students realized the importance of maintaining cleanliness and the need of protecting our environment so that we can hand it over to the future generations.
Jaipuria Institute of Management Indore

Celebrating E week 2013-14

Presenting Glimpse of Activities Held On Day 8th (February 16, 2013)

Indore, February 16, 2013: Jaipuria Institute of Management, Indore organized its very first HR Conclave on “Grooming HR managers for the future” at the Institute campus at Dakachiya, Indore.

The event began with the lightening of lamp by our esteemed guests, faculty members and students representative, followed by goddess Saraswati vandana. Addressing the gathering, Director of the Institute, Dr J P Upadhyay delivered the welcome speech in which he gave a warm welcome to the speakers of the conclave and spoke on how future HR managers can be groomed and developed to face the corporate world. He expressed thanks and congratulations to the members of HR Club, faculty co-ordinators for their valuable contribution. Sharing his rich experience, he said “The Human Resource Management profession has undergone substantial change over the last three decades. The traditional function of HRM has been on an evolution to a more strategic role even though the strategic functions have not been completely adopted in the field. In India, HRM is still viewed from the point of view of its line/support functions and administrative tasks. This has led to an experiment where some key functions of HR have either been replaced with a new technology or outsourced to a vendor who can provide high quality services at a lower cost. This is seen as the emerging trend in business today. Here in, lies the criticalities of understanding the strategic role of HR that actually guides the direction of business.”

He shared about significance of HR at national and organization level. He shared one of the incident, wherein barrack obama after being elected as the president of America during his speech discussed various agendas, and during his speech one of the agenda flagged was emigration as it is a driver of competitiveness, as it would attract a huge pool of talent, and so nations like America and various others are working are on talent of youth.

Advantage for India, is the demographic advantage that is driver which going to catalpas India in the next stage. HR is a National competitive edge. He said that LPG and VUCA have come up as a challenge for the organizations in today’s time. At organization level, the era of LPG- liberalization, privatization and globalization has been prevailing, but now the rule of game has changed, that is the survival of competitive organization. As a Consequence of LPG, now days the organizations are working in an environment abbreviated “VUCA”- volatile, uncertainty, complex, ambiguous, which is another for HR professionals. To compete with the VUCA, Innovation and creativity is the key to success. Traditionally organization used to gain Competitive Advantage over competitor by technology, capital, location advantage etc but now traditional drivers are losing strength, so here human resource has a major role to play.

Another thing he shared was a Mc Kinsey survey which included various CEOs as a part of it, which inferred that is in the era of melt down, the 2nd most important element is talent attraction and retention.

He said HR Policies determine the climate of organization. Recruitment, talent management are various HR functions that play a major role. The Challenges for Human Resource is upgrading from functional to strategic level and to quantify the HR function. Grooming the manpower and the leader is another challenge, which has to start from an individual level to make it reach to national level via organizational level.
The key-note speaker for the day was Dr. P.K. Gupta, Chairman, Board of Studies in Management, Devi Ahilya Vishwavidyalaya, Indore. He said he believes not in giving speech but in having a dialogue to make the session more informative. He emphasized on “Human Resource Management is important in the academic and professional fields because of the role it plays in enhancing organizational performance. HR function is required for facing competition successfully rather just fulfilling the legal and mandatory requirements. The role of HR is action-oriented, individual–oriented and future-oriented. Hence, it becomes impertinent for the HR professionals to ensure that their core functions are creating value for the company.” He said HR function is centric to all other functions- marketing, finance, and production. HR function always talks about investments and not about returns. HR role helps in grooming every individual. No hr will lead to dictatorship. He talked about Personnel management, Home maker (i.e.) HR and the strategic partner in an organization. He said in the acronym HR, H stands for human touch and harmony, whereas R stands for responsibility and responsiveness, which is to be fulfilled by every individual employee, keeping the human touch alive. He said HR is no doubt a people oriented profession, going back to the basics, central to people management is concern for pay and benefits of employee. He said the scope of HR is indeed very vast and wide. It includes all activities starting from manpower planning till employee leaves the organization. Redefining and redesigning of jobs and planning training programmes. An HR manager has to inculcate the culture in the organization, which needs the clear mission and vision, to be understood by the employee. He said Safe and healthy workplace promotes continuous development of every individual and thus the HR professionals. Transparency and various HR practises like 360 degree appraisal system, feedback system, open house discussion, to motivate employees. Giving a feel of delight to the employees is another way to groom HR professionals. He discussed stages of life cycle (start-up, growth, maturity, and decline) and the various HR functions linked to each stage and its impact.

Mr. PK Pandey from HDFC ltd. was another esteemed speaker who spoke on “Talent management and employer of choice”. He talked about HR when he joined his first organization and changes that took over time and has evolved as a scientific mechanism, which is remarkable. Adding on he said every work is made big and interesting by HR roles. He said within every individual there lies HR skills, which needs to be nurtured. He emphasized more on the human touch of HR as the significant element. Management education is playing a vital role in grooming of the future HR professionals. Recruitment of efficient skilled employees is the initial challenge that he sees in HR and then the retention of the same as the next. Third dimension he added was mentoring and reverses mentoring. To learn what is new and appropriate and to unlearn what is obsolete is another aspect that is important of HR.

Mr. Saket Sharma from Ranbaxy ltd. delivered on “technology and its integration in HR processes”. He came up interesting concepts in context to “Human Resource”. Evolution to e-volution of HR role, which started from a time keeper, then came the industrial relations, welfare officers, and then came the newer role of HR that came into existence in the early 70s was recruiter, training coordinator, HR generalist, core HR and so on.

Technology as kept on integrating with the evolving HR roles are attendance systems, salary software, financial software link to salary software, Employee monitoring in software, learning management systems e-PMS

Virtual HR – internet portals. TECHNOLOGY is not enough to HR roles and functions. It’s merely a support system to HR functions. Technology will never be able to replace or fulfil the human element. He focused that what lies to the core of HR roles is the human sensitivity, which is a key driver and must not be ignored. Concluding he said whether its HRD, HCM or HRM, all these takes care of only one entity that is human and the human behaviour.

Mr.VK Gupta elaborated on how technology and new trends in HR emerged and what it has been earlier and what is it today.
The day continued with the second session that was on HR-the homemakers of the workplace.

Col. Varshney, Axay Dube and Bhakti Badve dealt with this topic. The themes covered under this were Issues in Work Life Balance, Inclusive culture building and managing multi-generation workforce and changing role of HR as the binding force in an organization.

Col. Varshney defined life as a see-saw, and focused on balancing life and your expectations like it. Furthermore, he added example of Jack Welch regarding balance in life and work and its consequences. He defined work as a search of daily means, Life as happiness of doing what you really want to do, and the true purpose of life. For balancing multiple responsibilities he suggested to be in self determined state of well being and to set a goal. He shared many examples of poor work life and its consequences in different arena of life and said that Right now we need an urgent response to our productivity problem. In the hustle and bustle of life don’t get carried away take out some time for you to enjoy what nature has bestowed on us. He also focused on developing a hobby so that you can have something to do and learn.

Mr. Axay Dube talked on the topic “Inclusive culture building and managing multi-generation workforce”. He started with his learning as a student as a teacher and as a corporate with that he continued talking about the role of HR as it is shifting from hardcore,” it is oxygen, presence is not experienced but absence is unavoidable”. Change is constant in life and there comes a paradigm shift with it. Go at your workplace with Hand, head and heart. He shared example of Mr. Narayanan Murti to portrait the organizational culture in Infosys and real life example that we should clap when our game is over as we will get a chance to start again new game. Work climate defines the culture and it is decided by the doorman at the gate to the top man in the cabin.

Five keys to built work culture:

- Mission key: purpose, direction, relevance.
- People key: Pay respect and equality to every individual, Informality and flexibility.
- Development key: spent time on yourself, Take challenges, invention, create support system, personal development.
- Community key: As we are social animal so we should never hesitate
- Me key: self identity, you create your own worth.

Ms Bhakti Badve she talked on the topic “New trends in HR- Opportunities and challenges” covering her experiences in industry. Furthermore she talked about incentives, motivation, fair pay benefits. How to built productivity and punctuality within employees?

The speakers summed up the session by saying “HR’s role may be evolving from purely personnel related to strategic business. However, its role as a home maker, nourishing the organization, continues. HR is the binding, value building, culture making and capability developing source of an organization.HR creates an environment suitable for the employees to work dedicatedly for their organization and also is a link between the employer and the employee.”