



PRAATIBIMB

Summer Edition | Issue no. 4 | Date : 21/07/2023

"Embrace this new beginning with open hearts and eager minds, for within it lies the potential to shape a future of endless possibilities and extraordinary achievements."

On behalf of the entire college community, I extend a warm and hearty **welcome** to the students of the incoming **batch 2023-2025**, and their seniors coming back from their **Summer Internship**. We are thrilled to have you join our prestigious institution and be a part of our thriving academic family. As we set our sights on the year ahead, our primary objective remains steadfast — **to nurture and empower every student to realize their full potential, academically and personally**. Last year was a success with a lot of achievements and lessons learned, with all of our graduating students securing lucrative job offers from leading companies across various industries. This accomplishment reflects the dedication and excellence of our faculty and the hard work of our talented students. We are committed to fostering a dynamic learning environment, enriched by cutting-edge research, state-of-the-art facilities, and holistic development opportunities and we expect to have another successful year where we all work together and carry our legacy of excellence, innovation, and compassion, making this academic year one of remarkable growth and success. Once again, welcome to our college, and let's embark on this transformative journey together!

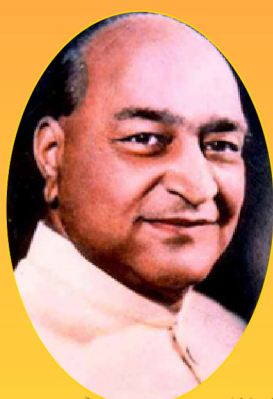


Dr. Richa Dahiya,
Dean, JKBS

THE JK LEGACY

Sir Padampat Singhanian was an **Indian industrialist and philanthropist** who played a significant role in the establishment and growth of the **JK Organization**. Born on 3 February 1905, in Kanpur, Uttar Pradesh, India, Padampat Singhanian belonged to the renowned Singhanian family. Under his leadership, the **JK Organization** grew into a diversified business conglomerate with interests in various sectors such as **textiles, cement, paper, automotive tires, and more**. The organization was founded by his father, Lala Kamlapat Singhanian, and Padampat Singhanian played a crucial role in expanding and modernizing its operations. One of the key contributions of **Sir Padampat Singhanian** was in the development of the **JK Cement** business. He established the first cement plant of the JK Organization in the early 1950s, and under his guidance, the company became one of India's leading cement manufacturers. He was known for his visionary approach, emphasis on quality, and commitment to technological advancements. Apart from his business endeavors, **Sir Padampat Singhanian** was also deeply involved in philanthropic activities. He believed in giving back to society and contributed significantly to education, healthcare, and social welfare initiatives. He established educational institutions, including schools and colleges, to promote quality education.

Sir Padampat Singhanian passed away on 18th November, 1979, leaving behind a legacy of entrepreneurship, innovation, and philanthropy. His contributions to the **JK Organization** and the industrial landscape of India continue to be recognized and celebrated. The JK Organization, under the leadership of subsequent generations of the Singhanian family, has expanded its operations globally and continues to be a prominent player in various industries.



Sir Padampat
Singhanian



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FACULTY DICTUM

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Brig. Dr. Ajay Mehta
Prof. Human Resources

A senior professional with almost **36 years** of unblemished service as an officer with **India Army**, **Brig. Dr. Ajay Mehta** is an experienced **Human Resources Specialist** with a demonstrated history of working in the higher education industry. He has done **MMS from Osmania University** and holds **PhD in Management**.

Leadership over the centuries have been evolving, moving deftly between the maze of theories, all only emphasizing one aspect, of how to lead.

Cataclysmic changes have taken in this last century, with pronounced technological developments being given disproportionate edge with the sinister efforts of marginalizing the role of a leader, who remains a person in flesh and bones, with a thinking mind and an emotional heart. Machines and technology are severely limited to their designed functions, while the human mind has infinite capacity to postulate, appreciate various human angles before a decision is taken, a unique quality which a machine seriously lacks.

Decisions are taken with heads and hearts working in close synthesis. Machines fail to empathize, a quintessential facet in decision making. While the emphasis has largely been on the leadership, which is a process, the man undertaking the process has not been given the due focus. History is replete with hair raising examples of superb bravery and sterling leadership, were a handful of brave men led by a fearless leader stood to grounds with undaunted bravery. It was not the brawn alone, but an exceptionally strong mind- calm and unruffled.

This brings us to ruminate the importance of working on the **Leader** more than his styles. An evolved leader, is one who is mentally at peace, emotionally stable and composed. For too long we have rolled out reams gloating over the **Intelligence Quotient (IQ)**, and **Physical Quotient (PQ)**, of a leader. Santa Clara University and the Tom Peters group have emphasized the importance of qualities like **Honesty, Competency, Inspiring, Intelligence, Fair and Broad minded** etc. **Emotional Quotient (EQ)** and **Spiritual /Social Quotient (SQ)**, have obviously been considered less essential, or assumed to be incorporated in the qualities above.

Educational institutes are busy deliberating on the young minds how to manage wealth, businesses etc. The important link of managing your mind is missing. **Confucius** said "**Wars are won or lost in the minds of the warring factions; weapons only kill the mentally dead.**" highlighting the importance of mental tenacity. A Leader strong at heart and head can exhort his team to do wonders. Elton Mayo, in his Hawthorne studies amply highlighted this fact years ago. This is only possible, if a leader has a balanced and composed mind. It will not only improve self-awareness, but will also result in enhancing understanding and social relationships with others.



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Mind, Ego, and Intellect are important facets of the human body. **Sri Sri Ravi Shankar ji** says that *“It is not the mind which is inside the body, but the other way round. The body is like a wick of the candle and the mind is the glow.”* This revelation supports the fact that mind which is a traffic of thoughts must be controlled well for good decision making. In a ruffled, restless scattered mind, cluttered with emotions and impressions, he says, deeper realizations cannot happen.

A meditative mind experiences freedom from negative emotions, experiences instantaneous energy, profound peace at mental and emotional levels. **Meditation (Dhyana)** is the elixir for a fatigued mind. It helps in balancing the various energies flowing inside the body. **Skillful breathing (Pranayama)**, brings instant relief to the stirred-up emotions, placates a restive mind, besides **Energizing (Raising the Sattva)** inside the body.

Hence, while studying the handling of business affairs is essential, a tacit handling of mind in unison with breath, will enhance the decision-making ability, with minimum influence of situations and emotions. Such leaders will maintain an unnerving calm, essential in crisis, The age-old adage of Army rings loud and clear **“It’s the man behind the gun that matters, and not the gun per-se”**. Training young leaders to handle mind with same professional ease, as well, will result in a win- win situation for all.



Decoding Business Dynamics

Prof. Suvodip Sen
Associate Professor



The book written by our esteemed professor, compiles a range of research articles covering various business topics, such as **Finance, Human Resource Learning and Development, IT Management, Visual Communication, and the Application of Visual Communication**. It also investigates the symbolic interaction theory and its relevance to **Consumer Behavior**. The book delves deeper into the need for work-based learning strategies in organizations to address the skills gaps among new graduates and early career workers. Organizational culture has a greater impact on their professional development than socio-cultural factors. **The book emphasizes the importance of managers, mentors, and coaches allowing recent graduates to assess their strengths, weaknesses, and current positions.** It also explores the role of symbolic interaction theory in simplifying decision-making processes through effective communication. Furthermore, the book examines the symbolic significance of consumer goods and consumption patterns, including the categories of iconic, role-acquiring, related, and expressive consumption. The influence of technology as the primary driving force behind business evolution is not overlooked. The book includes reflection studies on **Business Analytics (BA)** and **Enterprise Resource Planning (ERP)**, aiming to understand the integration of these systems.



PRAVIBIMB

CLUB ACTIVITIES

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JK Business School's **360°HR club, MineField**, orchestrated a mesmerizing activity that set hearts racing and ignited a spark of enthusiasm within our **PG and UG** students. Blindfolds adorned, they fearlessly embarked on a thrilling journey, navigating a **maze of obstacles** with unwavering trust in their partners. A symphony of **teamwork** resonated through the air, as each step showcased their impeccable **coordination** and unwavering determination. This captivating experience left an indelible mark, illuminating the essence of **unity, trust, and shared goals**. The resounding applause celebrated their triumphs and the resilience that blossomed amidst challenges. Oh, the pride that swelled within us as we witnessed their unwavering commitment to forging unbreakable team dynamics. MineField's captivating tapestry of connection emphasized the power of communication, support, and collective vision. In this immersive adventure, our students discovered the transformative potential that lies within the fusion of minds and hearts. The memories of laughter, cheers, and shared victories still echo within our halls, a testament to the limitless horizons that unfold when individuals come together as a harmonious force.



In a dazzling display of celebration and nostalgia, **JK Business School** bid farewell to the remarkable Batch of **BBA 2020-2023** with an unforgettable **Farewell party**. Laughter filled the air as memories were woven, creating an indelible tapestry of joy that will be cherished for years to come. The **Govind Hari Hall** at JKBS Campus came alive with vibrant energy, as heartfelt speeches and lively dances set the stage for a night to remember.

Amidst the festivities, the crowning moments arrived, unveiling the winners of the competition held during the farewell party. **Shreya** was crowned as the radiant "**Miss Farewell**," while **Devesh** claimed the title of the charismatic "**Mr. Farewell**." **Harsh** was honored as the remarkable "**Student of the Year**." Their talents and accomplishments shone brightly, leaving an everlasting imprint on the memories of this grand celebration.

Yet, the farewell party was more than just accolades and competitions. It was a poignant farewell to an extraordinary batch of students who have left an indelible mark on JK Business School. The bonds forged, the laughter shared, and the collective experiences created an unbreakable tapestry of friendship and growth that will forever remain etched in our hearts.

As we bid adieu to the Batch of BBA 2020-2023, we applaud their remarkable achievements and wish them boundless success in their future endeavors. The farewell party was a testament to the incredible individuals they have become and a reminder of the cherished moments that defined their time at JK Business School.



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LESSONS FROM LEADERS

Students at JK Business School had the privilege of attending a session with **Mr. Amit Malik, Head of Sports Social Impact Initiatives at the Abhinav Bindra Foundation**. Mr. Malik shared invaluable insights on **ethical values**, the significance of sports in character development, and the lessons we can learn from children. He emphasized the importance of ethical conduct, including integrity, respect, and fairness, and how these values shape successful individuals both in sports and in society. Mr. Malik highlighted the **transformative power of sports**, stating that they instill discipline, teamwork, perseverance, and resilience. He also stressed the wisdom and purity that children possess, urging adults to embrace their **curiosity, fearlessness, and open-mindedness**. The session left a lasting impact on the students, inspiring them to incorporate these principles into their lives and pursue their passions with integrity and resilience.



JK Business School hosted an exceptional session with **Mr. Vivek Pradhan, Senior Sales Capability Manager at Nestle India**. The topic of discussion was **"Soft Skills and English Proficiency For Better Communication,"** and it left a lasting impression on the students. Mr. Pradhan shared valuable insights on developing soft skills to enhance communication and attain clarity of thought for a stress-free life. **Courage, confidence, and choices** were highlighted as pivotal aspects of personal growth. He introduced the concept of **"Whats Important Now" (W.I.N.)**, emphasizing the significance of focusing on the present moment rather than dwelling on the past or worrying about the future. The session also touched upon the art of achieving **financial stability** and the importance of learning to say "No" when necessary. Students actively engaged in the session by posing thoughtful questions, which Mr. Pradhan expertly answered with wisdom garnered from his experience. The event proved to be a remarkable opportunity for students at JK Business School to gain practical insights and valuable guidance for their personal and professional journeys.



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Do not let it all go.

Do not let the stars inside you get crushed by the resentments in your way. You might be in your most wary times that you don't even know that your pocket carries a rocket and your mind's nothing less than a galaxy. You might not know that your eyes are as deep as the ocean and as shiny as the quasar.

You must be barely aware of how your veins carry stardust and how important it is because that's how it was before the earth was created. Now, you may not know but just like the universe we're suffused with invisible stuff.

The hard time is not the only thing you keep up with. It's absolutely a part of you but there's a lot more to see, lot more to feel and lot more to do.

Every significant thing starts with something weird, something absurd. Just never let go or escape because the beginning is hard and baffling.

After all, we're the universe some of us, either all devised and some of us still waiting for the Big Bang.



Ayushi
BCA 2022-25



Mausmi Rajhansh
PGDM 2022-24

Ek din sab theek hoga,

Ek din tum har darr se jeet jaoge aur har dard tumse haar jayega.
Ek din sab theek hoga.

Ek din tum hasoge, uss hasi mae, koi gam nahi hoga
ya rooge toh unn aansoon mae tum toot nai rahe hoge.

Ek din tum hoge, tumhari khushiyan hogi aur sab theek hoga.

Ek din tumhe kisi se jeetna nahi padega,
na hi kisi se haarne ka afsos hoga.

Bss jo hoga wo sahi hoga.

Ek din sb theek hoga...

Ek din tum uss sham mae hoge, wo sham jiski talash thi tumhae,
wo sham jo kiston mae paya h tumne, wo sham saara tumhara hoga.

Tum adhure nai hoge, naa hi poore hone ki kisi ki zarurat hogi,
jese bhi hoge bss khush hoge.

Ek din tum hoge aur wo din tumhara hoga.

Ek din tum apni saari galtiyan maaf kar doge, aur khud ko gale lga loge.
Wo raat ka Chand, wo subhe ki roshni, wo sab tumhe dekh rhe honge,
aur tum unki aorr.

Aur uss din bss uss din sab theek hoga.

Ek din sab theek hogha.

