

Identifying and Prioritizing Top Values

Prof. Nikhil Garg
Director

Identifying and prioritizing your top values is very important to determine the best direction for you and your life goals. This is an onerous task as you have to look deep inside yourself while making decisions where you have to choose between solutions that may satisfy different values. This is when you must know which value is more important to you. Some of life's decisions are really about determining what you value most.

This is a true story, dates back to the British rule in India.

The Pamban Bridge is situated in Tamil Nadu, India. At the entrance of the bridge you can see a picture of a weeping man holding some human body parts close to his chest.

This bridge was built during the British rule in India and it was constructed in such a way that the center portion of the bridge could be lifted with the help of huge wheels, so that ships could easily pass under the bridge. On the bridge, roads and rail tracks are laid for trains and other vehicles to pass...

A middle aged man was appointed to roll the wheels up and down when ships arrive. Once he saw

a train slowly approaching, while he was pulling back the bridge after a ship quietly passed beneath. He had to pull back quickly or else there would be a fatal accident and thousands would have died.

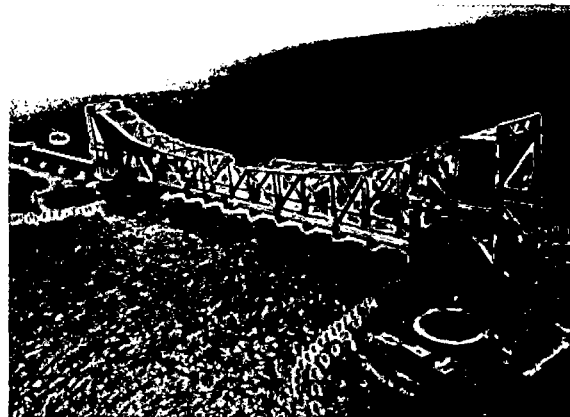
At that time his 9 year old son came with lunch. When he saw his father struggling with the wheels, he kept the lunch box down and started helping him to roll the wheels to put the bridge back. Suddenly his son's finger got caught inside the wheel and he started crying out. At this time if the father tries to save his son,

the bridge could not be put back on time. He had no other option but to ignore his son's cry. With all his strength he kept on rolling the wheels down the bridge. As the wheels rolled on, his son slowly started slipping away into the huge machine.

Tears rolled down his father's cheeks, but he ignored his son's cry. If he tried to save him, the train will surely fall into the sea and thousands of people will die. Slowly the boy's whole body fell into the machine and his father could hear his bones breaking one by one, until with a

loud sound, his head cracked.

The train with thousands of passengers slowly rolled on the rails, without knowing what had happened there.



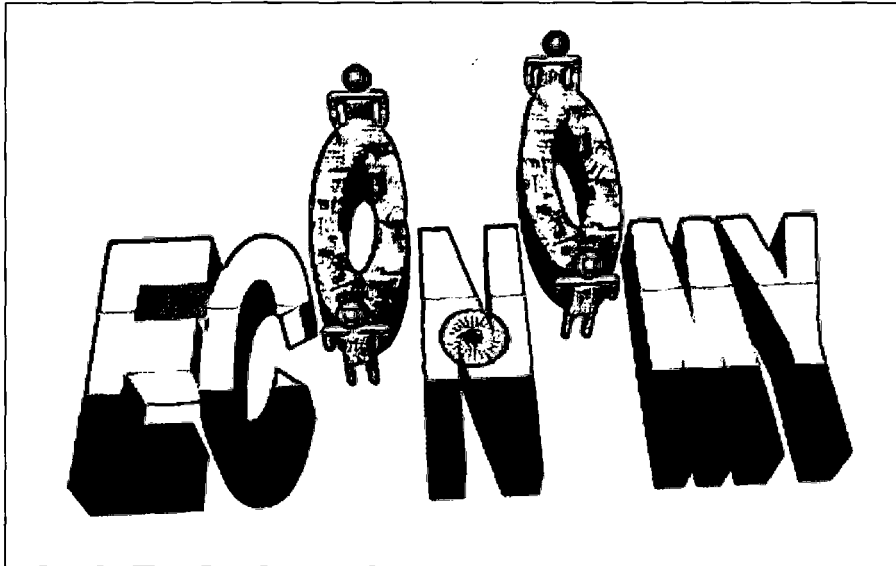
Though this man performed his duty honestly he lost his only loving son. With extreme lamentation, he pulled out his son's body parts from the machine and held it close to his chest and cried bitterly.

British Government honored him greatly and in memory of this incident they placed the picture at the entrance of the bridge...

There are selfless people still; only thing is we need to identify them.

Smart Reforms, Smarter Indians

Dr Anindita
Asst. Professor
Jaipuria Group



Most of us (the deprived citizens of India) believe that everything would be all right in our country if we have enabling policy reforms. Seeing D Subbarao retiring and young, handsome and dynamic Raghuram Rajan taking his place- helped us to come out of the debris of negativity. Moreover, people are also waiting for a great change in government in 2014.

While this may be true, India's economic history tells us that this may be half the story. The other half is the horrible tale of how our companies, entrepreneurs, industrialists and investors misused the opportunities created by reforms, whenever they were unleashed.

The question to ask is not whether the current crisis will lead to a new set of reforms. It most likely, will. The question is whether the mindset of fraud and cunning in the conduct of business has been overpowered by the ethical and professional practices.

One of the measures to bring economy back on track may be to adopt measures to encourage exports and discourage imports. Tax holidays may be announced for setting up businesses in specific zones, either for export or for industrial development. Easy Loans may be made available through national financial institutions and state-level finance bodies for setting up businesses.

These reform measures were also taken in the past.

The history says that these reforms could have encouraged the businessmen to leverage the concessions offered by the government for setting up world-class exporting companies. Instead, a large number of promoters mushroomed to take advantage of the concessions. The business would be in tax exempt location and would take all the concessions that the government offered. After a while it would produce or sell nothing and become a sick unit because the intention was not to become a long term player. Many business owners simply set

minimization of tax outgo as the performance target. This means that each business set up a large number of subsidiaries to make use of micro limits, created 'small' businesses and diversified into small areas only to save tax. The seeds of this negative strategy of building businesses based on indentifying loopholes were sown in the early 1980s, borne of concessions that the government gave to enhance export.

Business owners continue to find new strategies, who would identify loopholes in the wider spectrum of activities – mergers, sell-off, acquisition, joint ventures etc. Indians are very smart at fudging of numbers, rules, tests and processes into the art form.

Many reforms provided the opportunity for a new breed of entrepreneurs to set up businesses. The primary enablers were free capital markets, dismantling of industrial licenses and permissions, and access to the global market. The opportunity was grabbed by the people who thrive on fraud to unlawfully exploit a range of public goods, from land and coal to spectrum.

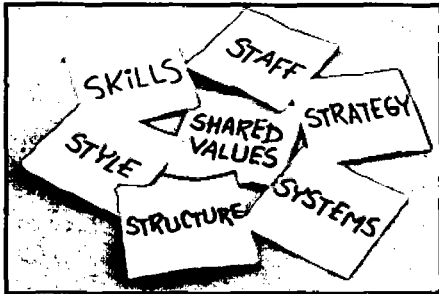
Now the million dollar or billion rupee question is how can the next set of reforms be any different in its outcome without correcting the underlying propensity for fraud, exploitation and misuse.

And the patience of the common people is also questionable as they are still hoping to have a new India!!! Their adaptation level is very weak. They must learn from the smart entrepreneurs, their adaptability skills in any environment (read reforms) and making the best use of it.

Designing Strategies for Reinforcing Values in Education

Veenam Goyal
Asst. Professor
Jaipuria Institute

"The role of a teacher is to create opportunities for invention rather than provide ready-made knowledge."



Today, Role of teacher is not merely of an instructors but he/she has to acquire the ethical as well as professional characteristics. The teacher's role and responsibility towards the national development is immense and to fulfill his/her obligations effectively towards the society. It is true that value based teaching is the need of the day. But this will become a reality only if teachers are value-oriented.

Teaching emerged as an occupation when the life and society became complicated and when the quantum of knowledge increased to such an extent that a particular group of people called Teachers had to assume the role and responsibility of transmitting the same from the generation to another. Teaching is the epitome of all professions. Teacher should bear some qualities such as, tactfulness, eagerness, accountability, honesty, efficiency, responsibility and above all the code of ethics.

'A teacher in real sense is one who himself practices values and he should walk his talk to leave an everlasting impression in the minds of students.'

The teachers' comprehension should not extend only to transmitting information

from a prescribed textbook. A variety of teaching strategies can be used to provoke active learning in our youth. In developing some strategies, the criticality of the need for value inculcation and emphasis on ethical and moral education should form an integral part of each and every unit and activity. Small stories from epics, mythologies and history suitable to the stage and linked to the value inculcation, would generate interest amongst the young learners, and could familiarize them with the cultural revolution and heritage. This would also lead to understanding of the culture and heritage of different communities and gradually help in developing respect for religions, languages and culture practices which may be different from that being practiced and evolved in the learners' home surroundings. These are the times not only of universalizing elementary education but also of universalizing science education.

"Every teacher should have a set of values that are inculcated in the classroom. The values play a part in creating a positive environment where both the students and teacher feel comfortable. Teachers should turn the values into a set of rules that explain appropriate behavior to students"

The point emphasized is that the entire process of value education is a highly comprehensive and complex one that involves a wide range and variety of learning experiences. In order to achieve the objectives of value education, the institutes and the students should draw

from a variety of learning resources either independently or in combination. With this analysis and understanding in background the following are the strategies for integration of values in teaching;

- Biographies of great men
- Discussions of Dilemmas
- News, magazines and articles
- Framing value based sentences
- Composing value based songs and poems
- Role play / dramas, both of traditional folk and modern on value themes
- Team work
- Social forestry / community development activities
- Yoga, Meditation and prayer sessions
- Co-curricular / self government activities

At present there are so many disturbances in the social, global, environmental, cultural, aesthetic and recreational values of the people in the country. This is because it is missing from the very beginning in our youth. It takes the position that teachers must be entrusted with the role and responsibilities of inculcating values in the youths. The purpose here is to highlight the role of teachers in upbringing today's Generation Next by designing the strategies for reinforcing values in education.

Students with Ethics...

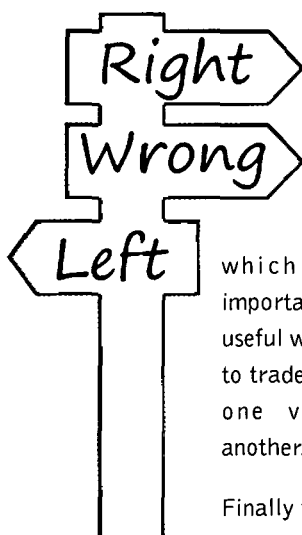
towards a new dawn...

By-Sweeta Sahoo
BBA II Year

The fabric of society is held together by the standards of morality that we maintain and practice. Values are our personal set of beliefs about what is important, unimportant, right, wrong, good and bad. Ethics are a kind of map in our minds of how things are or should be. Just as a map is not the territory, Morality, values and Ethics are only our perception of the principles of nature that govern our lives or the universe, not the principles themselves

When we talk about moral we mean a greater social element to values and tend to have a very broad acceptance. Morals are far more about good and bad than other values. We thus judge others more strongly on morals than values. A person can be described as immoral, yet there is no word for them not following values. Whereas ethics is a branch of knowledge with moral principles which governs or influence one's conduct.

Values stands for the rules by which we make decisions about right and wrong,



should and shouldn't, good and bad. They also tell us which are more and which are less important, which is useful when we have to trade off meeting one value over another.

Finally when we say

Ethics it goes as codified into a formal system or set of rules which are explicitly adopted by a group of people. Thus we have social ethics, cultural ethics and medical ethics etc. Ethics are thus internally defined and adopted, while morals tend to be externally imposed on other people.

Why a student should have all these?

A student is a mirror to a society, it reflects what we have taught and what have we given them as education. When they are not properly groomed with good values i.e. sense of good and bad they often tend to select wrong option thus diminishing the culture of the society. Similarly ethics is also important as it gives a broad sense of thinking before doing.

Students lacking in these fall into traps of wrong deeds such as drinking, smoking, drugs intake, bribing, disrespecting elders... and many more resulting into an endless list. Just making rules and rules can never carve a good student, as to follow rules also they should have willingness, which comes from sense of moral, values, and ethics. As the saying goes, 'Rules are rules only for fools', to lie this we need to load our students with ethics, values as they give a broader sense to decide how to act to a situation without letting down our culture and civilization.



Our students lack in ethics and values is evident in the threatening case like "Delhi Rape Case" and the "JNU case" which showed the brutality and the animal nature of humans. Valueless and ethics less people are a serious threat to us and upcoming generation. The word trust and believe has started to lose its meaning due to the intervention of people who are without any ethics and values. A person with good values and ethics can only be a teacher to the society. Students without values and ethics when not stopped, grow up to run a society thus destroying the whole system.

Students must be taught to,

"Live one day at a time, emphasizing on ETHICS than RULES".

Thus it is necessary to teach our student about values and ethics, and not only rules making ourselves and society fool.

Hence we should always remember that,

"A Man without Ethics Is a Beast Left Upon The Society."

Value of Ethics in Corporate Management

Juhi Verma
BBA II Year

Ethics, in simple words mean principle or code of conduct that govern transactions in business.

We live in an era of cut throat competition and competition breeds enmity. This enmity reflects in business operations, code of conduct. Business houses with deeper pockets crush small operators and markets are monopolized. In such a scenario certain standards are required to govern how organizations go about their business operations, these standards are called ethics.

If we trace the origin of business ethics we start with a period where profit maximization was seen as the only purpose of existence for a business. There was no consideration whatsoever for non-economic values, be it the people that work with the organization or the society that allow the business to flourish.

Nowadays almost all organizations lay due emphasis on their responsibilities towards the society and the nature and they call it by different names like corporate social responsibility, corporate governance or social responsibility charter. The World's Most Ethical

Companies are leaders of their respective industries when it comes to key ethical criteria such as tone from the top, employee well-being, CSR, compliance programs and other important areas. Ethical behavior and corporate social responsibility can bring significant benefits to a company. This is also emphasized in Companies Act 2013.

The corporate world is abuzz with companies who have superbly excelled in their businesses just by maintaining strong ethical character apart from having strong business acumen.

The Tata Steel and Wipro have success stories written largely on the foundation of ethics.

The steel major and the IT giant is the only two Indian companies that has featured in Ethisphere Institute's 2012 list of "world's most ethical companies."

The excellence enablers at these two companies are - A Stakeholder Approach, Public Policy, Long Standing Legacy of Conducting Business on a Strong Foundation of Values Where Integrity and Transparency have been top priorities, Code Of Conduct, People Development Architecture, Employee Happiness, Wellness Workplace Programme, Customer Satisfaction, Expansion Programme, New Product Solutions, Partnership In Value Chain, Improvement And Innovation In Resource Conservation, Environmental Product Declaration, Operational Excellence, ECO Efficiency, Material Efficiency, Energy Efficiency etc.



Their constant endeavor is to keep raising the bar for themselves and to do so collaboratively with their key stakeholders – employees, customers, suppliers, investors.

The Satyam Story – flip side of the same coin showcasing the result of the unethical behavior. After manipulating the firm's document for several years, the former Chairman and Chief Executive of Satyam Computers, Mr Ramalinga Raju, was arrested for committing scam, following unethical practices and forgery. He showed greater profits and committed fraud of Rs. 700 crores leaving the investors in doldrums.

Most recently passed Companies Act 2013 is expected to be a game changer for India Inc and will improve anti-corruption and anti-bribery practices. These and many other developments in the fraud space in India are expected to change the dynamics of how companies will operate in India. Organizations will be compelled to rethink their business strategies and evaluate stringent measures to de-risk themselves by institutionalizing a holistic framework that fosters transparency, promotes an ethical culture and sustains profitability in the long run. And aforesaid companies have shown the brighter results.



Ethics in Education

Khushboo Upadhyay
BBA II year

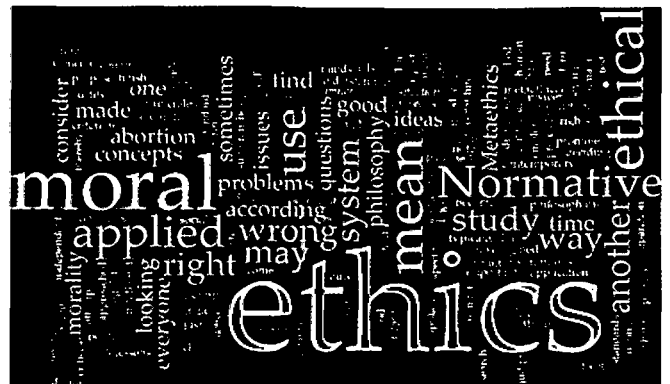
Ethics are well founded standards that make the actions right and wrong. It helps categorize different values such as integrity, discipline, and honesty among others and apply them in daily lives. Ethics influences behavior and allows an individual to make the better choices. While the importance of ethics can't be ignored in any walk of life, it's imperative that they are practiced in the field of education. Ethics in education are essential as they help run the system smoothly. It sets the standards of what's acceptable and what's not hence protecting the interest of both educators and the learners.

Ethics has been given a lot of importance over the years and institutions are designing the courses that help students to understand the morals and values. It is applicable on both instructor as well as students,

while it's the teachers job to make the students understands the difference of ethical and unethical behavior.

Teachers play a very important role in a student's life. They not only impart education but also develop the personality of the students.

Ethics in education that are applicable on teachers require them to show patience to every student despite their learning abilities. They should treat every student equally and do justice while taking an action. It's important that an instructor understands that every student is different and shouldn't be evaluated on the same basis. Ethics in education doesn't allow teachers to hold grudges and to intentionally treat



students unfairly.

At the same time ethics in education requires a student to respect the instructor as well as every elder person and abide by the rules set by them. Students should acquire academic integrity and responsibility as well as practice self discipline.

Ethics in education helps regulate the education system and ensures that this practice positively contributes towards human welfare.

Human Resource (HR) Club Activity: SYNERGY An Experience of a student...

The JAIPURIA INSTITUTE (BBA/BCA) conducts weekly activity. On every Wednesday the students of Jaipuria Institute are motivated to participate in the activities for their overall development.

The students have a great time participating and enjoying these activities. These activities, along with being interesting, are knowledgeable too.

The Human Resource (HR) club conducted an activity SYNERGY. This activity was planned, organised and co-ordinated by the HR club members.

It was divided into 2 phases.

In the first phase, a story was narrated, in which the description of scenery was given. Then all the students were asked to draw the scenery on the basis of what they had heard and what they could recollect. The students could then crosscheck it with the actual diagram.

This activity basically intended to check the listening skills of the students.

The second phase was the cherry on the cake. The mentor had given a list containing the names of 6-7 items, to each team, the day before. The teams

had to prepare a skit and those items were to be used meticulously in one form or the other. The time limit for each skit was for 5-7 minutes.

All the teams had prepared well and were very excited for their performances. All the teams gave their best.

It was pleasure performing and watching the teams performThe plays were full of joy, comedy, and enthusiasm.

At the same time, it was very helpful for the student to develop team workmanship and boost-up their self confidence ...and remove stage fear...

Rise and Fall of a Castle in the Air

By Pallavi Srivastava
BBA III Year

This is a tale of a company which had a meteoric rise and then a drastic downfall within a short span of just 10 years. One of India's most high profile airlines few years back, is now in shambles. It is really interesting to ponder that in same market scenario, one of the competitors of Kingfisher is flying high and high. Yes, Indigo Airline is the most profitable private airlines in India. What makes one company succeed, while another, in the same operating environment, falter? The answer lies in the difference between their discipline, ethics and grandeur

One of the reasons is Kingfisher's Mr. Vijay Mallya's flamboyant nature.

Kingfisher Airline was established in 2003. The airline started commercial operations on May 9, 2005 with a fleet of airbuses. Once it was the largest Indian airline company and had operated more than hundred flights everyday. It provided both domestic as well as international services. It had around 72 networks of destinations, within the region and abroad. Kingfisher was the first largest Indian airline to have in-flight entertainment systems on every seat even on domestic flights.

Once this Airlines was one of the six largest airlines in all over world with given five star rating by Skytrax, a United Kingdom-based consultancy which runs an airline and airport review and ranking site.

However due to a severe financial crisis

faced by the airline at the beginning of 2012, it had the lowest market share since April 2012.

The airline had shut down its operations when on 20 October 2012 the DGCA suspended its flying license. This suspension had been due to failure to give an effective response to the show-cause notice issued by DGCA.

Declining reasons of airlines

Kingfisher was gifted to Mr. Sidhartha Mallya by his father Vijay Mallya on his birthday with a near zero experience in running a company and the later CEOs appointed by Mr. Mallya couldn't bring any significant results too. His over indulgence in petty things like parties and Kingfisher Calendar also lead to inadequacies in his finances. IPL is also one of the reasons for Kingfisher downfall because it is known that most of the revenue was diverted to IPL from Kingfisher airlines, resulting which they defaulted in Loans and became an NPA (non performing asset) to its leading bankers like SBI.

Kingfisher's ignominious decline stems from a number of factors, such as poor management, excessive debt, and increased competition in the Indian domestic sector like war between Kingfisher and domestic competitors like Jet Airways, Spice Jet, and IndiGo.

The most glaring example of Kingfisher's poor management was its decision to merge with Air Deccan, a

low-fare carrier. Air Deccan's cost structure increased drastically after it was incorporated into Kingfisher, preventing it from operating profitably.

The airline owes money to everyone from airport operators, fuel companies, vendors, caterers, and the list goes on and on and on. It had even failed to remit to the government and airport operators taxes and levies which it collects on their behalf on its tickets. Virtually every vendor have the airline on "cash up front" terms, as its cheques regularly bounced like rubber.

Conclusion

Some companies just fail to learn—either from the examples that its peers may have set for the industry, or from its own past mistakes. India still has hope from Mr Mallya and the like that they will refrain from over indulgence and concentrate on their fragile business as on September 14, 2013 the Karnataka high court has granted four weeks time to the defunct Kingfisher Airlines Ltd (KFA) for submitting its plans/proposals for reviving the company.

It's time Mallyas should become responsible and start this company from scratch instead of parties and Kingfisher Calendar and IPL and should take inspiration from Indigo airlines who proudly claim themselves as Low cost airline and exceeding the customers delight in every way they can.

Events@Jaipuria Institute

Teachers' Day

5TH September 2013, a day that is a complete tribute to the teachers all around India. India is the place where many occasions are celebrated and teachers' day is one of them. Our college celebrated this event with great enthusiasm and vigour.

The event took place in JI Auditorium which was organized by the students. The auditorium was beautifully decorated by flowers. The event started with a beautiful presentation by the students of batch 2010-2013 the ex students who came specially to dedicate their love for their teachers. The 2nd year presented a movie based on the memorable moments of the teachers. 3rd and 2nd year performed a dance and 1st year cracked some jokes to make teachers laugh. Some



beautiful songs were also sung by the students of 1st year for their teachers. There were few games organized by the 3rd year which made the whole event enjoyable, the winners were awarded gifts also. The whole event became memorable and joyful for the teachers and they were overwhelmed by it.

Orientation Programme

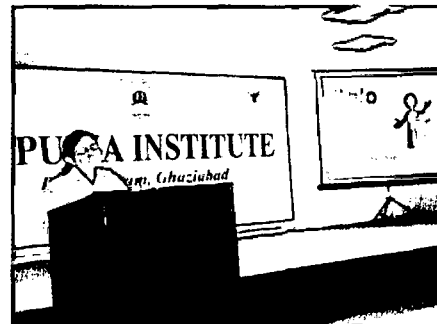
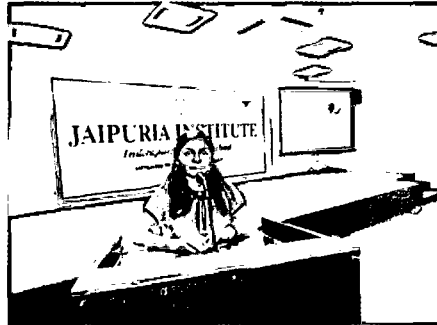
Jaipuria Institute, organized an Orientation Programme for the new batch of BBA & BCA on August 29, 2013. The programme began with the lighting of ceremonial lamp by the Chief Guest Dr. Shankar Goenka, CEO of WOW Factors India, the Guest of Honour Dr. Ashraf M. Rizvi, Director of Jaipuria Institute of Management Studies, Ghaziabad and Prof. Nikhil Garg, Director of Jaipuria Institute, Ghaziabad followed by Saraswati Vandana. Prof. Nikhil Garg, in his welcome speech welcomed all the guests, the parents & students. He asked the students to utilize these coming three years to hone their skills. The Chief Guest, Dr. Shankar Goenka shared his personal memoirs and gave a very motivational and inspiring speech.



He shared the fact that only 4% people in India are skilled in comparison to 96% in Japan & 92% in Korea. He urged the students to develop skills so that they can get good placements. The guest of honour Dr. Rizvi asked the current young generation who is always in a state of confusion to clear their stand and set goals for themselves for a successful life. Dr. Anindita proposed a Vote of Thanks. Dr. Tazyn Rahman introduced the rules and regulations of the institute to the parents & the students.

Bolo to Jane (extempore)

Jaipuria Institute organised our weekly co-curricular activity Bolo To Jane competition for students on 11th of September 2013. It is an extempore competition with some funny as well as some serious topics. In this students were required to come on stage and pick out one chit from the bowl and speak on that particular topic written on that chit. Students were helped by the faculties so that they can be confident in speaking skills and helped in removing stage fear. The whole programme was hosted by students through which faculties also judge their managing skills. The winner of this competition was Ayan Bose of BBA I Year



Guest Lecture

On August 31, 2013 BBA and BCA had a guest lecture by Ms. Vaani Gandha (Management Consultant and an entrepreneur) on "Content is the king". The speaker introduced the value of Content to the audience. She also talked about the advantages of creating environment in organizations that



encourage learning from others and capture the importance of the Content and knowledge. The guest lecture ended with a small motivational exercise "We win" (How to win in this world). The speakers also emphasized on corporate environment and present scenario across the world.

Career Launcher in Jaipuria



Jaipuria had a Guest lecture from the faculty of Career Launcher on Tuesday 24th of September. It was a matter of pride that they chose this institute to start their special classes for the students who want to give competitive examination like CAT and MAT. Mr. Nikhil Singh and Mr. Vikram Jain were the guest speakers who came here to make all the students aware about the importance of Time Management. They enlightened the students on the ways where with little efforts in the right direction, they can achieve their goals. It was a treat listening to their ideas and facts.

Industrial visit to Ginni Filaments

To have a real industry exposure the students of BBA III year visited Ginni Filaments in Kosi Kalan, Mathura. It is a textile industry where they got the information about the processing of cotton from yarn to fabric.

They saw various machines where the different processes were undertaken. They came to know about the different costing methods. The students were very interactive with the personnel there. They were overwhelmed by the sprawling campus and the way the work was being carried out.

Industrial visit to Moon Beverages

Students of BBA II year were taken on an Industrial Trip to Moon Beverages, a Coca Cola Bottling Plant in Sahibabad, Ghaziabad. It was a very learning experience for the students.

Compilation Collage making competition

It was an IT activity where students participated in great numbers. The topic for the event was **India Shining-Mission Possible, Mission Impossible**. The students had to prepare a collage in soft copy on the topics and make a presentation on the stage. The event came out to be successful as the students gave nice presentation on many current topics and their research was really commendable. First prize was shared by two groups, one by Prateek Kr. Yadav, and group and other by Tanmay Kandpal and Group. Altogether 15 group participated.