

MUMBAI DELHI DUBAI BANGALORE KERALA CHENNAI

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MAGAZINE

JK LAKSHMIPAT UNIVERSITY

A GURUKUL FOR EXPERIENTIAL LEARNING

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A GURUKUL FOR EXPERIENTIAL LEARNING

It is remarkable to chronicle the long strides JK Lakshmipat University has taken during the seven years since its inception. It has been possible only due to the corporate vision of the 125 year old JK Organisation and renowned academicians like its President & Vice Chancellor Dr. RL Raina, who is equally known for his corporate experience. No wonder then that, soon after the success of its two Centres for Entrepreneurship & Innovation and for Communication & Critical Thinking, Jaipur

By John Antony

based JKLU is pioneering two more Centres of Excellence, in Operations Excellence and Data Sciences. In a rapidly changing world, students of JKLU are thus empowered to learn experientially with the mentoring of cutting-edge professionals at these centres. The university has also launched a new groundbreaking Pinnacle MBA program with a world-class faculty and facilities.

When it comes to learning activities like cycling or swimming, no one has any doubt that these are best learned on a cycle and in water, respectively. Not best learned, but such experiential learning is the only way to learn these tasks. Yet, when it comes to education, especially professional higher education, even many academicians make the mistake that it is classroom learning that is the most important component.

It is in this situation that JK Lakshmipat University was founded at Jaipur in 2011 with an innovative focus on experiential learning or learning-by-doing. The force behind the new private university was the 125 year old JK Organisation led by Bharat Hari Singhania and home to companies like JK Lakshmi Cement, JK Papers, JK Tyre, Umang Dairies Ltd, Fenner India etc, and also having sister concerns like JK Technosoft, JK Cotton and Raymond group of companies.

The Board of Management at JK Lakshmipat University has three leaders from JK Organisation - Bharat Hari Singhania, Dr. RP Singhania, HP Singhania and Vinita Singhania all of them renowned industrialists managing different JK companies, with Bharat Hari Singhania who is President of JK Organisation as the university's Chancellor. Chief Financial Officer of JK Lakshmi Cement, SA Bidkar also represents JKO in the Board.

The rest of the Board of Management of JKLU, is packed with renowned academicians and corporate achievers. Renowned academician and former corporate consultant Dr. RL Raina runs the show as JKLU's President and Vice Chancellor. Former Dean of IIM, Lucknow, he has been an expert in experiential learning or learning-by-doing in management training.

Other members include Prof. MS Ananth, Former Director, IIT, Madras; Dr. Pritam Singh, Former Director General, IIM, Former Director, MDI &



IIML; Pratip Chaudhuri, Former Chairman, State Bank of India, Prof. Rajendra K Srivastava, Dean, Indian School of Business, Hyderabad and Former Provost and Deputy President (Academic Affairs), Singapore Management University; and Dr. Pramath Raj Sinha, Founder & Managing Director, Nine Dot Nine Mediaworx Pvt Ltd; apart from a Nominee Director of Rajasthan Government and JKLU's Registrar.

Now, there are different ways in which JKLU implements experiential learning across its pedagogy. But what comes across as unique and most innovative is how the university has started Centres of Excellence in select areas to execute experiential learning.

The first two of these Centres,- the Centre for Entrepreneurship & Innovation and the Centre for Communication & Critical Thinking,

have already been operational since the last few years and have been working very closely with the students, with impressive achievements to cite.

The Centre for Entrepreneurship & Innovation of JKLU ensures that smart student-led business ideas and promising ventures get the support and patronage they deserve and need. The Centre proactively builds a culture of mentorship and incubation that is so critical to entrepreneurial success.

The Centre provides a co- working space of entrepreneurs and encourage the young minds to innovate and think creatively, which can thus be implemented for the benefit of our society. Already, the Centre is proud to have been involved in helping build two student

ventures in the last two years.

One of them, Sizot, is a branding and marketing agency whose expertise extends over a wide gamut of services from website and content development, online marketing, social media & search marketing, media planning & buying to video & animation production and their deployment.

The second one, Act for Future, is a social entrepreneurship venture. It is an organization which works on education and environment welfare.

AFF's mission is to reduce ecological footprints and increase environmental & Human justice through systemic change brought about through partnerships, capacity building at the grassroots, advocacy, and research, and sustainable, scalable models on the ground.

Both these ventures mirror JKLU's belief in the power of entrepreneurship to change lives, societies, and countries. Their success has given the Centre additional impetus to generate awareness about entrepreneurship among students and for nurturing entrepreneurial

competencies among them.

The second Centre for Excellence from JKLU is the Centre for Communication and Critical Thinking (CCCT). It is a space that helps in creating a cadre of professionals that are gearing up to be problem solvers of tomorrow. It is one of the many innovations in technical and management education at the University and plays an important part in the learning journey of JKLU students.

The Centre has already made a mark in meeting the objectives the university had entrusted it with. These

include, helping students to identify, construct, evaluate and articulate arguments persuasively; helping students to communicate effectively and with structure, both written and verbal; helping students to understand the connection,

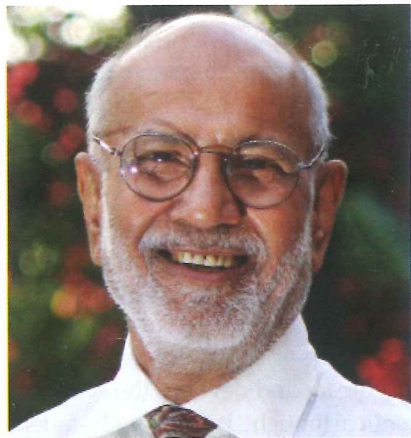
relevance and importance of ideas and appreciate different perspectives; and helping students to reflect on the justification of one's own beliefs and values.

Like in the best Western universities, especially in the US, the Centre uses the constructs of liberal arts, scientific temper, written expression and interpersonal communication to inculcate and develop the ability for critical thought. It works with students alongside their programme through credit courses, workshops, one-on-one sessions and consultations to specific needs.

JKLU's CCCT is all set to scale greater heights in the coming years, as the need for critical thinking and problem solving is rising at an unprecedented scale. In a world so interlinked with technology today, companies as well as communities need individuals who can think beyond the machines and standardized processes.

The future-ready professionals of tomorrow should be able to analyse situations from multiple perspectives and get to the real root of any problem





Dr. Pritam Singh



Mr. Pratip Chaudhuri



Prof. Rajendra K Srivastava

- they should be able to think critically, solve problems creatively and communicate their thoughts effectively. JKLU has set up CCCT on the belief that as businesses, economies and societies are becoming more and more complex, the need for people who ask the right questions instead of looking for the right answers is also increasing.

This approach of furthering experiential learning through Centres of Excellence is gathering pace at JKLU. During its latest and 6th convocation, the university announced the launch of two more Centres of Excellence - the Centre for Operations Excellence and the Centre for Data Sciences. The selection of these domains prove that JKLU has the pulse of the industry at its fingertips,

thanks to the patronage of JK Organisation. Indeed, these two new areas are where most of the sunrise jobs are being created.

JKLU's new Centre for Operations Excellence will be a multi-disciplinary centre with capabilities in supply chain, manufacturing and service operations. The Centre will be led by Dr. Yugal Nauhria, Associate Professor at JKLU, who brings versatile experience of consulting with clients in leading organisations including KPMG and McKinsey as well as line management experience from organisations like Ola and Flipkart. The centre will initially offer expertise in four different areas viz. powerful diagnostics, capability building workshops, operations excellence assessment and benchmarking and

facilitation for global awards such as Deming Grand Prize and TPM Excellence Award.

JKLU's new Centre for Data Sciences reflects the university's focus on emerging areas which are impacting business and jobs across sectors. The Centre will be led by Dr. Alok Kumar, Associate Professor at JKLU, who has rich professional experience in Data Science Consulting, Data Products, Big Data Implementation, Big Data Visualization, Data Management and Maintenance including as Data Science Consultant at UGhent, Belgium. The centre has competencies in Data Cataloging, Capability Building for Data-Driven Culture, Analytics Solutions and data science approaches in areas such as fraud analytics, sensor analytics, business intelligence,

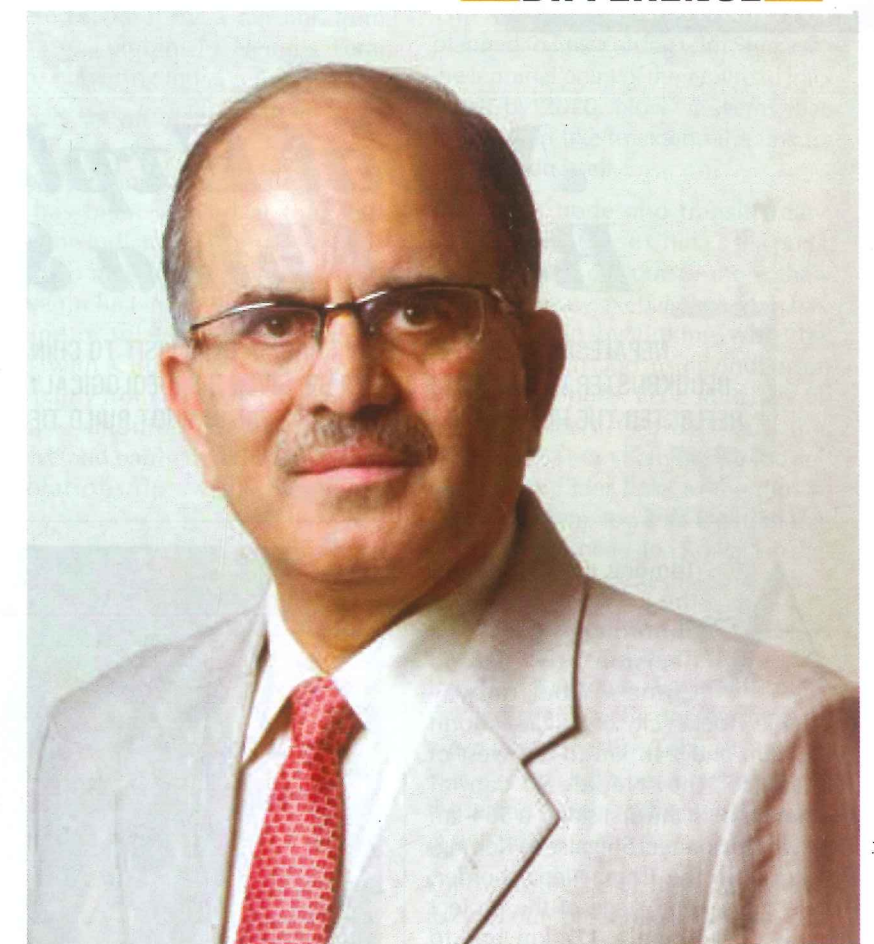


Prof. M.S Ananth

resource optimization, investment modelling, marketing analytics, big data technologies, predictive analytics, machine learning, IoT streaming analysis and many more.

Yet another way in which JKLU has been pioneering the experiential learning program is new innovative courses that breaks new ground even at the national or international stage. One such is the new Pinnacle MBA from the university.

The Pinnacle MBA is a unique, full time residential degree programme that is reimagining management education, by providing the students with a platform to learn-by-doing. Architected by a group of distinguished professionals and academicians, including Dr. Pramath Raj Sinha, founding Dean of Indian School of



Dr. RL Raina

Business Hyderabad and JKLU Pro Vice-Chancellor Asheesh Gupta, a former consultant at McKinsey & Company who subsequently led the establishment of McKinsey's experiential learning capabilities in Asia, this programme is designed to help students think critically, solve problems creatively, adapt and learn quickly, work well in teams and communicate effectively.

Pinnacle MBA will provide one-of-a-kind environment to apply the knowledge gained in the classroom to a real-life business as students will be required to undertake a two-year experiential project, where they will go through the entire process, from ideation to execution, of a start-up journey. Additionally, the curriculum brings in perspectives of multi-disciplinary courses delivered by

experts and practitioners. Students will learn from management studies, liberal arts and also focus on their own development as an individual. Unique to this programme, the students will also gain business understanding of key technologies like Artificial intelligence, Internet of Things and Automation, so that they can confidently approach the future.

Since the students will interact with some of the best experts, faculty and mentors, learn in an environment with state-of-the-art facilities and be a part of a unique reimagined management curriculum, the total cost of the programme is INR 15,00,000. However, JKLU is awarding all students joining the first batch of the programme a Pinnacle Scholarship of up to 50% of this cost.



Dr. Pramath Raj Sinha



Asheesh Gupta