



## Excellence in Learning Leadership

BS MARKETING INITIATIVE

# MOULDING THE INDIA OF TOMORROW

> *Team Marksmen's Prestigious Education Brands lauded education stalwarts honing India's massive pool of human capital for the challenges on the morrow*

For all the talk of India's much vaunted demographic dividend, the simple truth is that it will come to nought if they were not equipped with the tools, frameworks, and skills needed to navigate the challenges of the world we live in. This is why our educational institutions play a key role in crafting the intellectual and social capital needed to realise the full potential of young India.

Team Marksmen's Prestigious Education Brands recognised those dedicated to fostering well-rounded individuals, thanks to the blend of academic rigor and creative exploration that ignites students' passions. It's this holistic approach to education that truly sets the prestigious institutions apart, moulding not just scholars, but future leaders and innovators.



# BRIDGING THE ACADEMIA AND INDUSTRY GAP

> *JAIN Online's Comprehensive Approach to Impart Career-Ready Education sets them apart as a progressive, future-ready institution*

In today's fast-paced and rapidly changing job market, aligning academic education with industry needs has become paramount for students to achieve career success. JAIN Online recognizes this and has developed a dynamic learning model that bridges this gap between academia and industry, offering students not only strong theoretical foundations but also practical, industry-aligned skills.

Promoted by the JAIN Group through JAIN (Deemed-to-be University), JAIN Online is a leader in online education, offering a range of industry-aligned UG and PG programs. With over 40 electives and global accreditations from ACCA, CMA, IoA and CPA, its specialized MBA pathways cater to careers in HR, Finance, Marketing, IT and Healthcare. Standout programs include International Finance (ACCA, UK), Business Intelligence and Analytics (IoA, UK) and Strategic Finance (CPA, US + CMA, US), providing globally recognized credentials alongside specialized skills. Access to 20,000+ LinkedIn Learning courses further enriches learners' expertise, keeping them aligned with evolving global standards.

At JAIN Online, creating a relevant, industry-aligned curriculum requires a structured, multi-step process. This begins with the Departmental Industry Cell, which conducts assessments to identify the skills essential for each program, ensuring that the curriculum aligns closely with industry standards. The curriculum then goes through review by the Programme Assessment Committee (PAC) and then the Board of Study (BoS), both of which include industry professionals to validate that the content reflects real-world job market requirements. Through this rigorous process, our curriculum is consistently updated, providing students with the skills and knowledge that are in demand in today's job market. This approach aligns each curriculum stage with practical workplace expectations and is forward looking.

Staying ahead to evolving industry skills is essential to our strategy. We utilize LinkedIn Insights and data collaborated by our university's Industry Interaction Cell to identify the most sought-after skills across sectors. By compiling and analyzing this data, we pinpoint the skills needed for success in today's workforce. This information is then passed to the academic departments which helps in updating the courses. This cycle guarantees that each program offers learners the skills

employers value the most.

In each of our programs, we emphasize direct engagement with industry professionals. In every course, learners benefit from 4-5 sessions led by industry experts, who bring their expertise and fresh, real-world perspectives straight into the classroom. This practical insight helps students understand how theoretical concepts apply in real-world settings.

Our cutting-edge research centers are crucial in enhancing the academic programs offered. Research conducted at these centers is regularly shared with academic departments to enrich the curriculum with new discoveries and innovative practices.

TD-PCL (Transdisciplinary Project Centric Learning) is a unique pedagogical tool developed by JAIN (Deemed-to-be University). This compulsory course for every program help enrich every course in online programs through the success stories developed in the form of real-life case studies. This course helps in bridging the gap between theory and practice by taking every learner from classroom learning through research insights to practical applications. Learners are encouraged to connect their theoretical understanding with real-world challenges so that they develop deep insights of their field. This also helps in enriching the curriculum by providing useful insights from real life experiences.

Our commitment to providing top-tier educational resources includes collaborations with LinkedIn Learning and other international online platforms. Through these platforms, learners and faculty access courses developed by the top 100 universities worldwide and more than 60 leading global companies. These resources bring global expertise into our learning environment which allows learners to broaden their knowledge base with courses and modules aligned with international best practices.

To bring real-world perspectives into the classroom, JAIN Online has employed "Professors of Practice" across multiple disciplines. These professionals, who have considerable experience in their respective fields, introduce learners to real-life industry challenges and teach them how to apply their knowledge in practical settings. This approach is to prepare learners for the real-world scenarios they might encounter in



their careers and equip them for a smooth transition into the workforce.

All programs at JAIN Online include mandatory internships or apprenticeships. Each learner is accompanied by a faculty advisor and an industry mentor, providing them with structured support throughout their hands-on experience.

We at JAIN Online encourage faculty members to involve learners in funded research projects, often in collaboration with industry or research organizations. This exposure to research work not only broadens learners' understanding of their subject but also helps them develop project management and analytical skills. By engaging in meaningful, industry-aligned projects, our students gain experience that distinguishes them in the job market.

Recognizing that every student has unique strengths and areas for growth, JAIN Online has implemented a personalized mentoring program for all learners. Through continuous assessments, faculty members track each student's progress against industry benchmarks and identify any skill gaps. Learners can take additional courses or earn micro-credentials tailored to bridging these gaps, ensuring they are prepared for current job market demands.

Faculty members at JAIN Online use a specially developed



course-builder to create state-of-the-art industry-relevant courses. This tool allows developers to design courses that reflect the latest trends, which can be accessed by JAIN learners and even external learners. The course-builder's flexibility keeps our offerings contemporary and adaptable

True learning comes from collaborations, so JAIN Online has established various industry collaborations and industry-sponsored labs that allow learners to gain practical experience. These labs bring an essential practice-oriented approach and help learners apply their theoretical knowledge in a controlled, real-world environment

This comprehensive approach—blending real-world insights, hands-on experience and ongoing industry collaboration—gives JAIN Online a distinct advantage in modern education and helps us stay true to our commitment to developing a skilled workforce fully prepared to tackle the challenges of tomorrow.



# REVOLUTIONISING THE CUSTOMER EXPERIENCE

## DRIVING GROWTH THROUGH CUSTOMER DELIGHT

> *By embracing a customer-first strategy, a select few organisations have designed customer experiences that deliver delight and drive loyalty*

Among the many changes sparked by tech advances, perhaps the most notable evolution has been that seen in the nature of the customer experience (CX). It isn't uncommon to see customers navigate fluid, hypercompetitive, and always-on environments across multiple. This then ends up creating multiple moments of truth, where customers can leave either delighted, or dismayed by the experience served up.

Craft a powerful customer experience, and you'll have created brand advocates who create more value than any marketing campaign ever could, as these authentic ambassadors elevate your brand from a service to a shared story. A few masterful champions of CX have epitomised this philosophy to the fullest, understanding the impact that providing a positive experience can have on their bottom line—the customer experience value.



## BUILDING A CUSTOMER-CENTRIC CULTURE IS A LONG TERM STRATEGY

> *Sanjay Tiwari, Head - Retail, Group Ops, Reinsurance & CX Transformation, HDFC Life, outlines how great CX calls for a shift in mindset, culture, and behaviour*

Organisations define their business strategies based on several factors like product, technology, or competition. However, today, the most successful and advantageous organisations are those that place high importance on customer experience (CX). This is because companies that place a high priority on customer-centricity are more likely to succeed in the long run with a huge base of loyal customers.

The truth is there is no shortcut to

building a customer-centric organisation. The journey is long-term, challenging and an essential process that goes beyond policies or procedures. It demands a firm approach of keeping the customer at the heart of every decision where personalisation, proactive communication, human touch and most importantly empathy play a critical role. To achieve a high level of customer experience, there must be a shift in mindset, culture, and behaviour.

Fostering a customer-first culture is difficult and is often faced with resistance as employees must be motivated to embrace the principles of CX. Leaders play a crucial role by setting the tone and direction for the entire organisation. Organisations must empower employees to make decisions, provide on-going training, nurture them and ensure they are rewarded and recognised.

At HDFC Life, customer-centricity is our core value and is embedded in everything we do. Through various endeavors we try to fulfill our customer promise which is 'Life, Made Simple'. We achieve this by simplifying our products and journeys via robust tech support, offering DIY services, building personalisation, offering omni-channel experience, proactive communication, and empowering our people. We also reinforce the value of customer-centricity through initiatives like Anubhooti, where leaders lead by



example by experiencing real life customer interactions and solving the pain points identified. Through these initiatives, personalisation is orchestrated and human touch is brought to the forefront. This helps foster a better understanding of customer needs and results in improved customer retention and loyalty.

## CX CONVERSATIONS



Our key takeaway from past experiences is that customer centricity must always guide us. Prioritizing efficiency over customer experience taught us that delivering exceptional service should always come first. Since then, our focus has been on providing outstanding service while balancing efficiency.

**RUPINDER SINGH**  
National Business Head and CX- Tata Pravesh, Tata Steel Ltd.



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