

THE JAIPURIA COMMUNIQUE

*The official campus newsletter of
Jaipuria Institute of Management, Noida*

- BESS Workshop
- E-Week

HIGHLIGHT OF THE WEEK

BESS WORKSHOP

On **February 19, 2020** a workshop in the course of BESS was organized for first year students of **Marketing Management and Service Management**. The topic of the discussion was **“Economic Social and Environmental Sustainability Issues in Indian Corporate Sector”**. Guest speakers for the session were **Ms. Shilpa Naryal**, Head Sustainability, Intertek; **Ms. Veena Singh**, Project Head (North East), UNICEF and **Mr. Achyut Chandra**, Manager Innovation, HCL Technologies.

Ms. Shilpa deliberated on the need of becoming sustainable and how the corporates are working towards saving the earth. The three main pillars of sustainability: Economic, Social and Environmental were explained to the students with the relevant examples. She very well explained the linkage between sustainability and business operations.

Ms. Veena gave the insights of how North Eastern states are progressing towards sustainability by slowly eliminating the plastic from the environment and how natural resources are being conserved. Students gained knowledge about how bamboo is used in making utensils and replace the plastic utensils.

Mr. Achyut gave the insights of sustainability drivers, examples of F&B, Fashion, Hospitality; alternative business models and sustainable development goals (SDGs). He told that how companies are now investing in R&D. More companies are managing sustainability to improve processes, pursue growth, and add value to their companies rather than focusing on reputation alone. Examples of Carlsberg and Heineken from F&B were given. From fashion industry, examples of Zara and H&M were given. Information regarding SDGs were given so that we can be a part of the sustainability.

All the three speakers had an interactive session with students with few question answers and few videos. Students gained a lot of knowledge regarding environment and sustainability and also got to know how Block Chain and Artificial Intelligence can be used in protecting our environment and its resources.



MAJOR HIGHLIGHTS OF THE WEEK

E-WEEK

organized by: CEFB

Entrepreneurship is a full time job with no week offs. It can be compared to parenting and nurturing of a child. It may take away a few years of your life only to lead the most extraordinary life. Jaipuria, Noida organized its **Entrepreneurial week 2020, "Entrepreneurship during studies and beyond"** to reveal the hidden entrepreneur inside every student through various fun activities, games and workshops. The event commenced on **24th February 2020** and was inaugurated with an auspicious lamp lightening ceremony seeking blessings of Goddess Saraswati.

Mr. Vivek kumar, CEO at Venture Garage was the Chief Guest for the day and **Mr. Annu Grover**, CEO of Nurturing Green, was the Guest of Honor and panel moderator for the event. The guests were felicitated with the green certificate and mementos, thereafter sharing their valuable life experiences of entrepreneurship with the students.

Mr. Vivek also shared his experiences as he asked the young entrepreneurs in the audience to bear two things in mind., that is, knowing one's strengths and defining the market where one can emerge as a dominant market leader. Mr. Annu enlightened the audience with the story behind his startup idea and talked about challenges he faced of balancing personal and professional life, while maintaining a positive work flow.

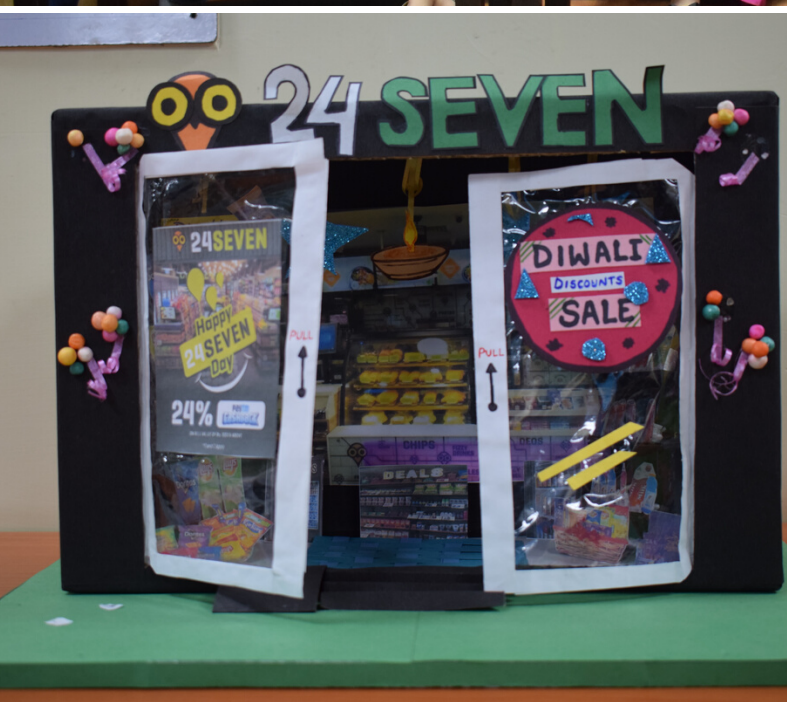
The major challenge as faced by entrepreneurs pertains to financing of young startups at ideation stage which requires the flag bearer to instill faith in the investors and financiers. **Mr. Varun**, thus motivated the audience to be self-confident in order to gain trust of others too.



MAJOR HIGHLIGHTS OF THE WEEK

The panel discussion resumed after a short tea break as, **Ms Sneha Motwani**, Co- founder at Decadenz, **Mr. Pavan Verma**, CEO Redian Software, **Mr. Rohan Mishra**, Founder of Speak Out solution, **Mr. Aditya Arora**, CEO Food Network Pvt Ltd and **Mr. Sahil Mittal**, Account Executive at Fiserv India Pvt Ltd joined in on the discussion and **Mr. Annu Grover** took over as the panel moderator. The discussion revolved around the theme of balancing work pressure, academics and personal obligations. Students were motivated to not give up on their ideas, instead work upon them with good strategies and time management.

Towards the second half, a **design thinking workshop** was organized for students by Ms. Preeti, an alumna of Jaipuria. 6 teams participated in the event, which was followed by an **Entrepreneur Premier League** on the second day. It included activities like **bricolage** and **ad selfie**, were organized as the students took part in the games with an entrepreneurial approach. The rules were simple as the teams were asked to make a product out of available resources and then make a video of 30 sec and a meme and then presenting it to the panelists. A **poster making competition** was also conducted in which participants were asked to make posters on the respective themes they had registered themselves.



MAJOR HIGHLIGHTS OF THE WEEK

The third day saw **prize distribution ceremony** followed by **startup-visit** to *Nurturing Green*. The guests for the same comprised, **Mr. Sidharth Vij**, CEO Shoe connect and **Ms. Vijay Talwar**, Regional manager NEN. Mr. Siddharth talked about working on one's idea, whether how small it is, and further emphasized that one need not to listen to anyone else until they make it happen. He also shared with the students that they need a co-founder to understand and help them. Ms. Vijaya took the session further by explaining how one need not to wait for a right moment work on their project as there are many who would do the funding, but relatively less people to take the risk of a startup. The five selected entries from ignovotion were, Albin , Tarun , Shubhi , Anurag, Saloni. The winners included,

Design Thinking-

Winning team- **Anubhava & Ritvik** won a cash prize of Rs.2600, **Deepali Kasaudhan** won Rs.2100 being the first runner up.

EPL-

Team of **Shubhi Mittal, Kartik and Anshul Dave** won the first prize and received a cash prize of Rs.6000. **Aashi Tyagi** won second prize and got Rs.4000.

Poster Making-

Carbon Footprint - **Avni Parmar**, Entrepreneurial Mindset - **Samrat & Pulkit**, & Mandala Art - **Tanisha Agarwal**



Ankita Rajput
2019-21
Content Writer



Abhishek Jindal
2019-21
Content Writer



Dayal Chaudhary
2019-21
Photographer



Mahesh Rana
2019-21
Photographer



Dr. Pragya Gupta
MRC Chairperson



Rishabh Bhushan
President



Anshuman Sharma
Vice President



Aanchal Kalra
Sr. Coordinator



Akash Nigam
Sr. Coordinator

This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.

WRITE TO US AT: MRC.NOIDA@JAIPURIA.AC.IN

