

# THE JAIPURIA COMMUNIQUE

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

- Webinar on Capital Markets
- Explore the Unexplored- Season 1: Chapter 2
- Guest Session - BTA course Marketing (SM & MA)
- Guest Session DMEC - Social Media Strategy at an eCommerce Payment Gateway - Paytm
- EBSB Poster Making Competition

# MAJOR HIGHLIGHTS

## WEBINAR ON CAPITAL MARKETS

HIRANYA – FINANCE CLUB area of Jaipuria Noida on the **22nd of September, 2020** organised a webinar on “**CAPITAL MARKET**”. To deliberate upon this highly significant theme, a stimulating panel discussion led by the keynote speaker **Mr. Sanjay Ghakar**, VP Business Development, MCX, followed by the panellists **Mr. Shashank Gupta**, Manager SEBI was conducted. (**Prof.**) **Dr. AK Puri** moderated the panel efficiently. The session was organised by Finance club president Ms. Shelly Vaxhish and vice-president **Mr. Vasu Bhardwaj** under the guidance of **Prof. Ravi Agarwal** and Prof. AK Puri. The session got off the ground with welcome addresses by, Dr. Puri, followed by felicitation of guests with customary green certificate by **Ms. Shelly Vaxhish**. Mr. Shashank Gupta kick-started the discussion by talking about the stock market and provided knowledge on how an individual can make investments in the stock market.

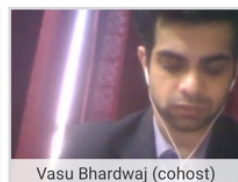
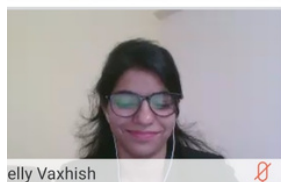
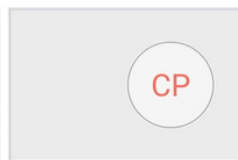
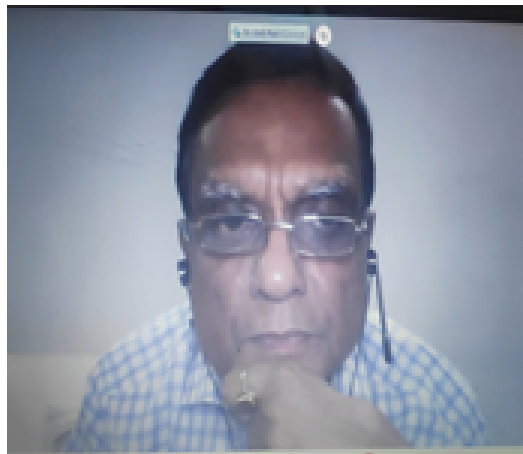
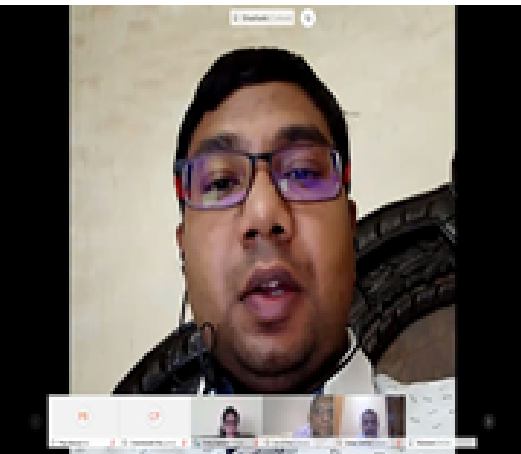
The penetrating discussion was then advanced on enlightening the attendees regarding the various kinds of segments in which they can invest. The panellist also provided knowledge on the capital market and talked about how one can make investments at the beginning of their career. He shared various insights on how inflation is good for the market and to what extent. The guest further talked about various market approaches like technical analysis and fundamental analysis. The webinar was taken forward by Mr. Sanjay Ghakar, who enriched the session with his perspicacious insight and valuable knowledge on Commodities market. He talked about the various concepts of commodities and also imparted knowledge on how a commodity placed an important role. He also talked about the price risks involved and also put light on the topic of hedging and the commodity derivative ecosystem. After the enlightening and informative session, the questions by the students were answered and the event was concluded by a vote of thanks by Ms. Shelly Vaxhish. The session was attended by 184 students.



**Shivam Mahendra**  
2020-22  
Content Writer



**Palash Sharma**  
2020-22  
Photographer/Media





# MAJOR HIGHLIGHTS

## EXPLORE THE UNEXPLORED- SEASON 1: CHAPTER 2

"We need authentic and holistic design thinking to design the new normal sustainability and redesign our lives," keeping this fresh approach towards life in mind, on **25th September 2020**, the International Relations Committee of Jaipuria Institute of Management invited **Prof. Dr. Hubert Rampersad**. Leading Dutch-American Guru, Global Innovation Evangelist and a Global Warrior Against Racism, to Share His Notions on "**Explore the Unexplored.**"

**"Authentic and Holistic Design Thinking is the creative process of empathising with yourself and the end-user"**  
 – Dr. Hubert Rampersad.

Session inaugurated with his ideas about these new norms. Dr. Hubert talked about the need to have a new system, a new way of thinking, a new way of innovation and new norms of sustainability. The problem in today's world is the absence of real empathy and integrity. Especially at this time of our life, we need to develop and implement innovative ideas and sustainability. Conventional innovation is not sustainable due to the lack of authenticity and not being holistic. He also shared the difference between normal business thinking and holistic design thinking and an approach in which personal innovation, personal disruption and personal integrity are embedded. He also acquainted the audience on how to implement and cultivate our innovation and strategy and shared the Design Thinking Code of Ethics to help design thinking professionals use their best ethical judgement. The purpose of this code is to teach confidence and trust in the design thinking profession, by establishing a profession-wide understanding of appropriate ethical behavior.

The QnA round saw many intriguing questions from the audience, one of them by renowned Ms. Veronika Pereseina revolved around the imbalance on the planet due to not valuing feminine qualities as much as masculine ones, while another attendee Mr. Jagdish Roy applauded the thoughts of the speaker.

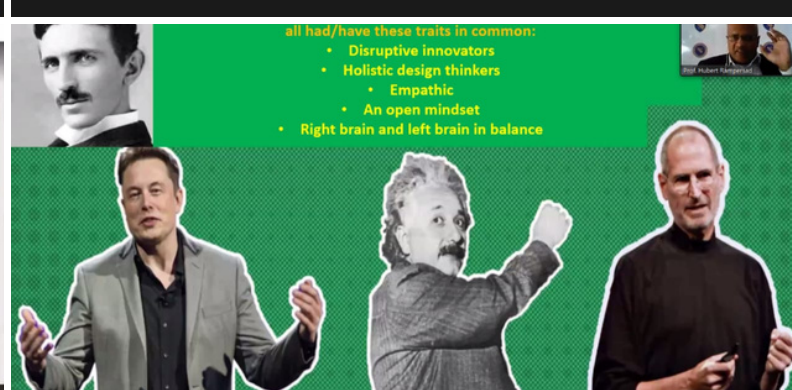
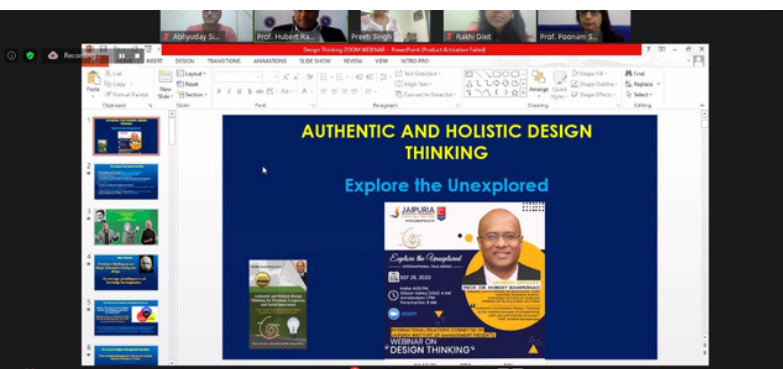
**Ms. Preeti Singh**, the session moderator, was quite interactive with the guest and helped throughout the session, keeping it engaging and interesting. The session ended with the promise of another insightful and enlightening session by Dr. Hubert Rampersad.



**Ayushi Tyagi**  
2020-22  
Content Writer



**Sachit Sinha**  
2020-22  
Photographer/Media



# HIGHLIGHTS OF THE WEEK

## GUEST SESSION - BTA COURSE MARKETING (SM & MA)

"Communication is a bridge of meaning. It involves a systematic and a continuous process of telling, listening and understanding."

~Louis Allen

Keeping in mind the above definition of communication a session was conducted on **17th September, 2020** by **Dr. Shalini Verma** where **Ms. Shruti Singh**; a renowned graphologist, and an independent consultant in graphology appeared as a guest speaker to highlight the "Importance of word selection in business writing". The session was so insightful for the students and Ms. Shruti made sure to keep it interactive and fun all the way till the end.

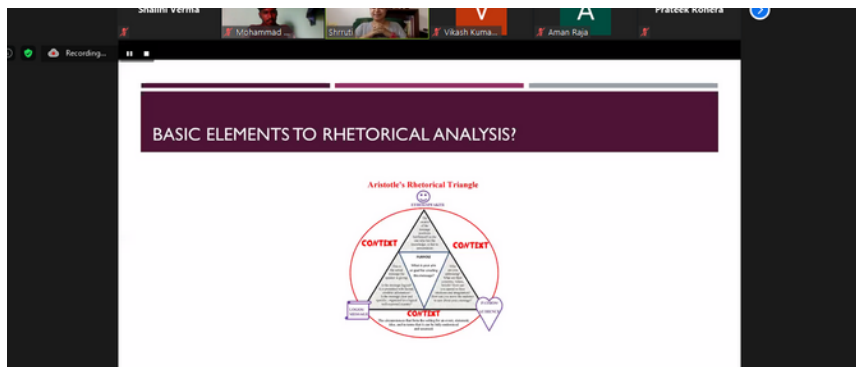
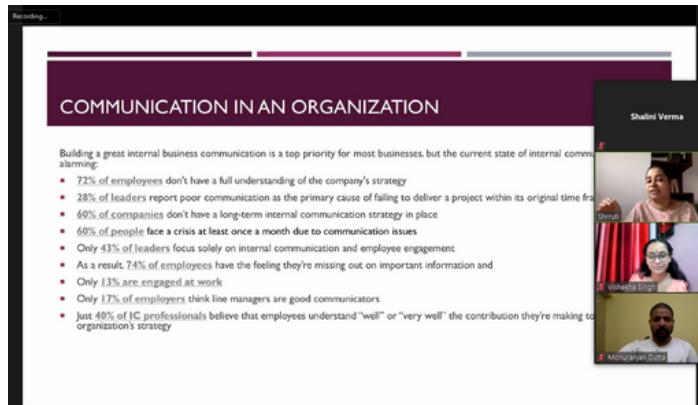
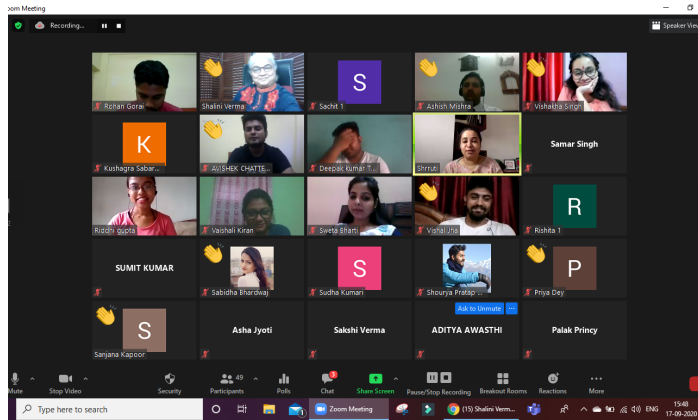
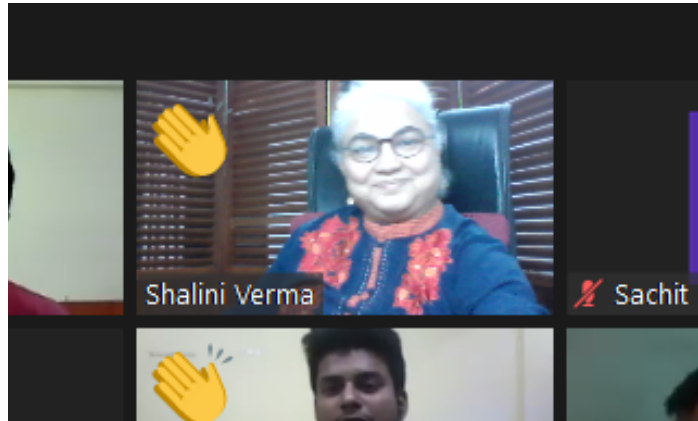
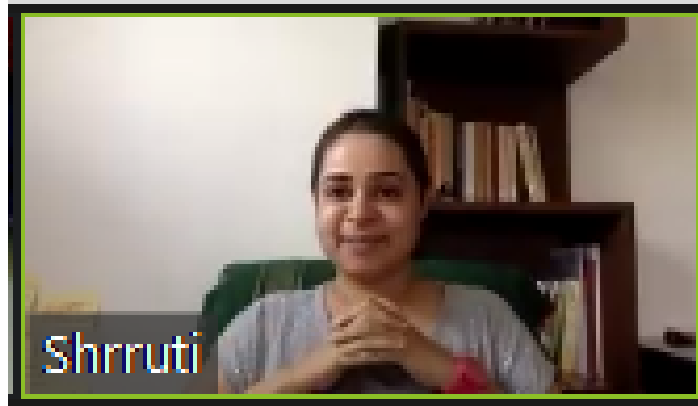
The session started with an idea of ARISTOTLE's Golden Triangle which set the basis of the whole discussion and ended with handwriting analysis of few students. In between topics such as "Reading = Thinking", "Writing", "Rhetoric" was discussed along with some practical exercises to make students understand what they might not have paid attention to.

Can one know about a person just by looking into their handwriting? It was discussed at large followed by the guest explaining the context "Business of Business communication" relating the actual world to a battleground as one need to collaborate with the people, aligned towards a common direction. Poor communication leads to failure in achieving the actual impact, Ms. Shruti cited while discussing the importance of communication in business environment and how critical thinking works as a survival tool to solve problems.

Communication has always been important whether we talk about an individual or an organization. The flow of communication should be smooth and effective in order for it to be a success. The right choice of words and a good gesture can do wonders for anyone.

"The most important thing in communication is hearing what isn't said."

~ Dr. Peter F. Drucker



**Parag Jain**  
2020-22

Graphic Designer

# HIGHLIGHTS OF THE WEEK

## GUEST SESSION DMEC - SOCIAL MEDIA STRATEGY AT AN ECOMMERCE PAYMENT GATEWAY - PAYTM

On 22nd September, 2020 a guest talk was delivered in the course of DMEC. The students had the privilege of interacting with **Ms. Priyanka Patra**, Manager Social Media Content and **Mr. Vatsal Gupta** Manager Social Media Marketing Paytm. The session began with the students being introduced to the concept of 'Moment Marketing' that is when companies use current events around the world that are quite popular in their content design to promote their product/service.

Two case studies of Paytm were shared :

Where the use of trending "Rasode Mein kaun Tha" was used to warn people about fraud KYC and also another instance where the Paytm handle changed its name to Binod.

Amul's example were also cited in the session how creatively Amul created it's posters that it doesn't even require any content. We were told how being innovative and making campaign relatable and eye catching can help you gain traffic and engage audience. And how Paytm has leveraged a consistent 'Brand Style'.

It was definitely a very engaging session, especially for those aspiring for a career in Digital Marketing.





# HIGHLIGHTS OF THE WEEK

## EBSB POSTER MAKING COMPETITION

Ek Bharat Shreshtha Bharat at Jaipuria Noida organized a “Poster Making Competition” from **12th September to 19th September 2020** for the first-year students on the topic: **“Zero Festival of Music”**. Ziro Festival of Music is an outdoor music festival held in Ziro Valley in the northeast Indian state of Arunachal Pradesh. It is a festival that showcases the talent of independent artists across World.

In this competition first year students got the opportunity to showcase their talent and creative skills by participating in poster making. There was a good amount of participation showcased by first year students. In the starting of the competition, interested first year students were invited to participate by giving their posters for the nomination in the competition. Many posters submitted by the participants were handmade using pastel colors, crayons and sketches and some participants used digital art which made the posters more creative and innovative.

The esteem judge of the session was **Dr. Shalini Verma**, Chairperson of EBSB Club. The judge evaluated on the basis of certain criterias in which the poster was required to be made within the compliance of the theme which is “Zero Festival of Music” and if the poster was interesting, useful and informative then some points were given to it.

At the end, Mr. Kartikey Jagwani, President of EBSB Club and Mr. Atul Sharma, Vice President of EBSB Club announced the name of the winners of the poster making competition:

First Winner: **Khushboo Sharma**

First Runner Up: **Anjali Sonawat**

Every participant had put forward their amazing efforts in showcasing the real Arunachal Pradesh in a poster. Both the winners are awarded with a cash prize and achievement certificates for their contribution in the competition. Both the winners brilliantly present the topic in just a piece of paper with their colorful ideas and creativity.



Prof. Abdul Qadir  
MRC Chairperson



Ms. Shefali Sharma  
MRC Coordinator



Dayal Chaudhary  
President



Abhishek Jindal  
Vice President



Shivika Saxena  
Sr. SPOC-Content



Akash Dey  
Sr. SPOC-Media



Aditya Ujjwal  
Sr. SPOC-Videography

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