

THE JAIPURIA COMMUNIQUE

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

- Dr. Banasree Dey Memorial Annual Championship
- Coffee With Alumni (Brothers)
- Raas-Garba Night
- IPL Auction '21 Simulation
- CEM Guest Session

MAJOR HIGHLIGHTS

DR. BANASREE DEY MEMORIAL ANNUAL CHAMPIONSHIP



“As is a tale, so is a life: Not how long it is, but how good it is, is what matters”

Dr. Banasree Dey truly lived an inspirational life. She carried a very energetic aura and a positive persona. She contributed tremendously towards nurturing managerial talents among a generation of students at Jaipuria, Noida. Unfortunately, we lost her during the second wave of Covid-19.

In the loving memory of Late Dr. Banasree Dey, Jaipuria Institute of Management, Noida has started the Dr. Banasree Dey Memorial Annual Championship. This year INVICTUS conducted a Quiz Contest for all the students of the college (Noida Campus).

The director of the institute, Dr. D.N, Pandey conceptualized this annual event. The pillar of strength of the championship was **Dr. VK Tomar** and **Dr. Deepak Singh** who organized and executed the entire event.

The first round was organized on **24th September 2021**, in Audi 1, on the college campus. It was conducted on Kahoot under the supervision of Quiz Master Prof. Joy Patra. There were 40 teams that registered for the first round. Out of the 40 teams, the top 10 teams were selected based on the results of round one.

Round 2 was conducted on **29th September 2021**, in Audi 1 on the campus. The anchors of the event were Miss Vishnupriya Chopra and Miss Ashi Bansal. The event was blessed with the presence of Vice Chairman of Jaipuria Institute of Management, **Shri Shreevats Jaipuria Ji**, Director of the institute **Dr. D.N, Pandey**, and our special guest for the occasion, who is also the husband of our beloved faculty, **Mr. Prashant Deb**.

The 2nd Round was also conducted on Kahoot under the guidance of Quiz Master Prof. Joy Patra. In both the 1st and 2nd rounds separate questions were asked to the audience giving them a chance to flaunt their marketing knowledge. There were also short videos shared by the past directors, faculty members, and students remembering their fond memories with Dr. Banasree Dey.

The winners were decided based on the results on Kahoot. The results were as follows:

1st Prize- Team Titans- Shivangi Tiwari, Divyansh Basin, Ajinkya Paratkar.

2nd Prize- Maverick- Shourya Pratap Singh Chauhan, Anand Sharma, Surbhi Singh.

Post the declaration of results the President of Invictus, Kriti Gupta gave a Vote of Thanks acknowledging all those who supported the event. These included Vice Chairman, **Shri Shreevats Jaipuria Ji**, Director of the institute **Dr. D.N, Pandey**, **Mr. Prashant Deb**, **Dr. V.K. Tomar**, and **Dr. Deepak Singh**, Prof. Joy Patra, faculty and staff members of the college, Vice President of Invictus Niharika Srivastava, Team Invictus, the participants, and the audience.

With this, the curtain fell on the first episode of Dr. Banasree Dey Memorial Annual Championship 2021. We look forward to a bigger and more exciting episode of Dr. Banasree Dey Memorial Annual Championship 2022.

MAJOR HIGHLIGHTS

COFFEE WITH ALUMNI (BROTHERS)



Nobody is bothered about an institution more than its alumni- Narayan Murthy

Nostalgia is a tricky business. It makes us laugh and cry at the same time. We yearn to go back to our happy days, don't we? "Good conversations start with brainstorming; great conversations start with a cup of coffee"

What you leave behind is not what is engraved in stone monuments, but what is woven into the life of others. Our traditions become our legacy, the Alumni Relations Committee on **8th October** added another chapter to the legacy in making i.e., 'coffee with alumni'.

The Alumni Relations Committee of Jaipuria Institute of Management had a Coffee with Alumni event on October 8, 2021. (Brothers). **Mr. Prakash Srivastava** (Alumni 2006-08) and **Mr. Utkarsh Srivastava** (Alumni 2006-08) had a candid conversation with the faculty and students. The warm aura and the candid flow of the expressions were noteworthy. The lighting of the lamp signaled the commencement of the event. The batch 2006-08 was introduced by the anchors, who also awarded the Green certificate. Mr. V K Tomar, Dr. Swati Agrawal, and Dr. Poonam Sharma presented the awards to the graduates.

The talk started with the reminiscence of nostalgic memories and anecdotes attached to their student life at Jaipuria. Then after this overload of sweetness came the fun-filled banging section of 'have or have not. Which was indeed hilarious. Mr. Tamar revealed their pranks and secrets. Alumni posed some amusing questions to the students. The students also inquired about some suggestions and advice that they may like to give. The meet was not just interesting because of their accolades but what made it more candid was that our guests shared a joyous bond with each other.

They were then given gift hampers and momentum, followed by cake cutting. They were also shown a nostalgic video in which they reminisced about their college days. As part of the green initiative, a plantation drive was held in front of the café. With high tea in the cafeteria, the lovely celebration drew to an end.

Like every good coffee, the session was filled with energy and adrenal rush by the end of which everyone has wide smiles on their faces and the sweet sadness of the ceremony coming to an end.

MAJOR HIGHLIGHTS

THE RAAS-GARBA NIGHT

“Navratri- The nine nights of festivity with dances and revelries.”

On **07th October 2021**, the Hostel Affairs Committee of Jaipuria Institute of Management, Noida organized “The Garba Night” and welcomed Goddess Durga with full enthusiasm on the auspicious occasion of Navratri. The campus was decorated with enchanting pandal set up with bright coloured string lights and startling crafted photo booth. Everyone has enlightened the pleasant evening with gorgeous ethnic wear and a traditional look. The traditional dress code “ghaghra choli” was followed by all the students.

The event began with the essence of the aarti ceremony by respected **Dr. Rahuul Singh, Dr. V.K Tomar, Ms. Sakshi Gupta, Mr. Rajat Kumar** (President of HAC) & **Ms. Pragati Garg** (Vice President of HAC).

The anchors Nisha Rajput & Tasnim Hassan elevate the event to the next level with some encouragement and invited Garba performers for rocking the floor. Ishan Saxena & Ankita Nath raised the event with their soulful voice. Music was in the air throughout the evening, it was fascinating to witness all students put up quite a magnificent performance and every performance was outstanding and kept the audience enthralled.

In the next moments, it was observed that students were dancing to Garba songs which filled the environment with more fun and entertainment. Once it begins, people fall into hypnotic sync, and it makes for a brilliant cultural extravaganza. The evening became an excellent example of the celebration of tradition with joy and fervor at its fullest. This event brought awareness among the students about the traditional customs while enjoying the Garba night.



MAJOR HIGHLIGHTS

IPL AUCTION '21 SIMULATION

The Events Committee of Jaipuria Institute of Management organized a fun, lively, and engrossing IPL Auction'21 on **6th October 2021**, under the guidance of the President of the committee, Rishabh Chaturvedi, and the Vice President, Ayushi Agarwal.

The event was one of a kind! While the setup with the round tables, podium, and banners, was no short of what an actual auction looks like, the participants and the audience shared the same amount of enthusiasm. The event lasted for four good hours but the zealous anchors, Rahul Lunawat and Sachin Verma with their undying energy kept the participants motivated and the crowd cheerful.

The event was kick-started with a dynamic dance performance and was followed by the enlistment of rules and regulations that were to be abided by in the auction.

There were a total of eight teams, all of which were sanctioned a budget of eighty crores and were expected to have a squad of eleven players each. The winning criterion was to calculate the average of the squad by taking out the sum average rating of the player's chosen.

Many times teams were seen in a heated bidding war with some other team, keeping the game interesting and the audience on its toes. The highest-paid player was Bhuvneshwar Kumar who was sold at twenty-one crores by Chennai Superkings.

After a nail-biting session of encasing great sportsmanship and smart play, it was the hour of final decision. **Dr. VK Tomar, Dr. Rahuul Singh, Ms. Sakshi** were invited to declare the winners.

It was a well-organized event which was not only refreshing and vivacious, but along with the gaiety it brought with itself, the event also ended up exhibiting the power of team efforts as well as team spirit! Dr. Rahuul Singh congratulated the students on the smooth and successful conduction and the joyful event then saw its dusk.



MAJOR HIGHLIGHTS

CEM GUEST SESSION

Under the guidance of **Prof. Joy Patra**, the Guest session of Customer Experience Management (CEM) was conducted by **Ms. Shalini Rao**, Member of the Board and Chief Marketing Officer, Bangalore International Airport Limited. She is an expert in Brand Building, Customer Experience, and Digital Transformation. Ms. Shalini is responsible for branding, communication, and reputation management at BIAL. Ms. Shalini is a Director on the Board of KIAF (A Foundation set up to undertake CSR activities of BIAL) and Bangalore Airport Hotel Limited (Subsidiary of BIAL).

The topics covered by Ms. Shalini Rao during the session were: -

- Understanding Customer Touchpoint
- Enhancing Customer Experience
- o Self-Bag Drop
- o ATRS (Automated Tray Retrieval for faster luggage Screening)
- o Virtual Help Desk
- o Queue Management System
- o The Quad by BLR
- o App-based Taxis

These were some steps taken by Kempegowda International Airport to enhance the experience of their customers at the Airport.

After Pandemic the Kempegowda International Airport started the Biometric based boarding process which was a major program started by them, that allowed end-to-end contactless boarding for the passengers, by leveraging technology at every possible touchpoint right from the entering the airport to the seat in the aircraft.

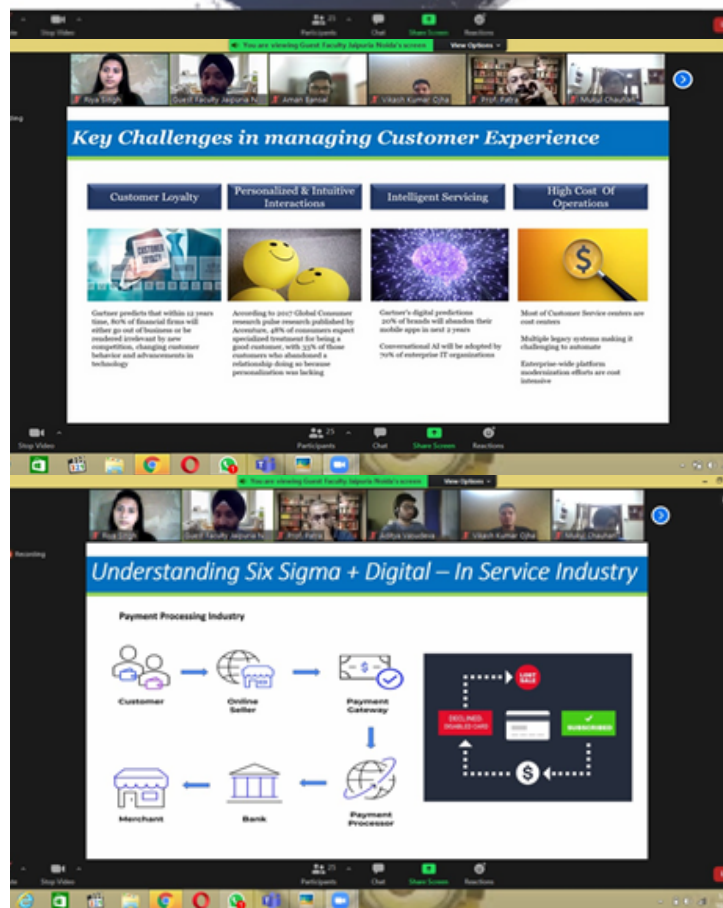
The Question asked during the session were: -

Why there is a need to have CX when the customer does not have an alternative option for travel abroad, he will come to the airport even if it provides poor CX.

What more does a customer wants/what are you working on now? As you have covered every touchpoint that a customer goes through while traveling through an airport.

During Pandemic Aviation Industry is not doing so well, but they still invested too much in making the Airport fully digital, which incurred capital expenditure. How difficult was this for the company to execute this idea?

Overall it was a very engaging session which was truly enjoyed by the students.



Dr. Vranda Jain
MRC Chairperson



Ms. Sakshi Gupta
MRC Coordinator



Dashrathi Hansdah
President



Paras Jain
Vice President



Ayushi Tyagi
Sr. SPOC - Content



Deepshikha Yadav
Sr. SPOC - Content



Mayank Malik
Sr. SPOC-Photo



Sanchit Sinha
Sr. SPOC - Video



Tushar Goyal
Sr. SPOC - Graphics



Rhedem Suryavanshi
Sr. SPOC - Media



Soumya Sahoo
Sr. SPOC - Media

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