

THE JAIPURIA COMMUNIQUE

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

- Teachers' Day Celebration
- Janmashtami Celebration
- Data Analytics Webinar
- Campus Sutra by CEI
- Business Analytics Lab inauguration
- Happiness Distribution Drive by CSR

MAJOR HIGHLIGHTS

TEACHERS' DAY CELEBRATION

The best teachers in the world don't give you answers to your questions. Instead, they spark within you a desire to find the answers yourself.

There are innumerable ways to thank a teacher, but the best way is to give them the recognition and the importance they deserve. The anchors thanked the teachers for their various roles. The event had a kick start with a singing performance of Stuti Mehta.

The director, **Dr. D.N. Pandey**, took it forward and shared how teachers' day was special when his students wished him from different parts of the world sitting at different managerial positions in big firms.

He also touched upon how teachers have contributed to what he is now. He made everyone realize the importance of all the teachers in our lives and that we should always be in touch with them no matter where we are. They are our stepping stones to success.

The celebration proceeded with all the teachers cutting the cake, followed by an enthusiastic dancing and singing performance.

This was furthered by giving instructors a gesture of appreciation to the unsung Covid heroes. Teachers who embraced the offline-online-offline style were concerned that there would be a loss of studies, which is why the teacher's day was observed. The event concluded emotionally, with a video of the teacher training to transition to online mode and refusing to give so that pupils would not suffer any loss.



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JANMASHTAMI CELEBRATION

On 30th August 2021 the Cultural Committee has organized a Janmashtami celebration in Jaipuria Institute of Management. This marked the beginning of an offline event celebrating Krishna Janmashtami. The event unfolded with lighting the lamp and the pooja ceremony by **Ms. Sakshi Gupta**, Assistant Manager Student Affairs. Bright lamps, lights, chandlers, and aromatic candles filled the environment with spiritual positivity and fidelity.

This holy occasion brings people together, signifying unity and faith. The event was further taken forward by the highly enthusiastic and cheerful students Ms. Tanushree Seth and Mr. Rajat Kumar, with the zeal of the first offline event the Jaipuria family started the event with a stirring performance by Md. Faizan Kafil and Ms. Tanya Nigam.

The fragrance of flowers, the aroma of igniting camphor, and the tinkle of bells ameliorated the Institute's environment. The event won't be complete until you hear the story of Lord Krishna, students presented a beautiful yet entertaining skit which signifying Janmashtami's message of encouraging goodwill and discouraging bad will.

Despite this, the event remains incomplete, which was meticulously planned by organizing "HANDI FOD" with a twist, winning a game by trusting your partner, and following covid protocols made this competition stand different. In the following moments, everyone witnessed the students' energetic dancing with dhol. As a way to wrap up this fun event, the Institute organized a scrumptious dinner for the students.



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DATA ANALYTICS WEBINAR



On 27 August 2021, the International Relations Committee of Jaipuria Institute of Management, Noida organized a webinar on **Mystic World Of Data Science – The Next Industry Trend**. Mr. Vivek Singh, President of IRC kick-started the session by welcoming the panelists for the webinar, Prof. Leo Pass (Program Director master of Business analytics, Auckland Business school, NZ) and Mr. Harley Radford Basher (Data Analytics Specialist –Spark, NZ)

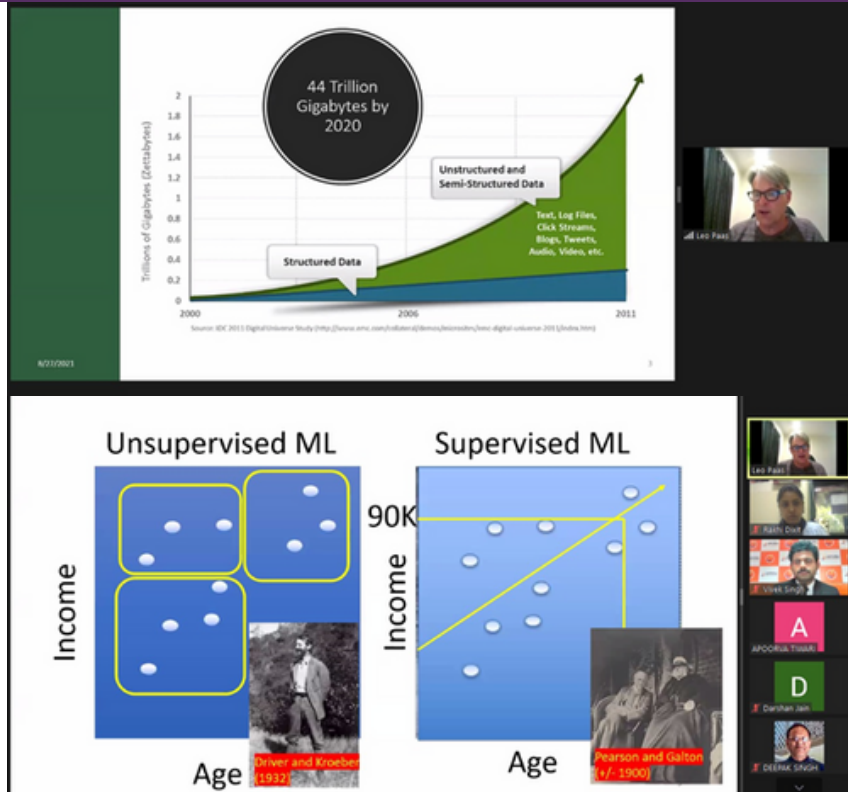
Dr. Poonam Sharma, Dean, IRC then came forward on the virtual platform to felicitate the panelist with the customary green certificate of Jaipuria Institute of Management as a token of appreciation and extended a heartfelt vote of thanks for embracing the session with their insightful words and delightful presence. After this, she also introduced the faculty members of Jaipuria Institute of Management to the panelists.

Then the webinar started with **Prof. Leo Pass**, who shared the insights on the topic Machine Learning : What is it and why is it relevant for business decisions, in which he emphasized that before anyone starts analyzing the data, it is important to know about the strategic goal of the company, and he also gave some examples of the company he works with and their strategic goals like Bnz and their goal is to enhance share of wallet etc., then he further elaborated on structured and unstructured data and machine learning algorithms which are of two types unsupervised, supervised and their application by giving the example of customer segmentation, Association rules, churn modeling etc., at the end he spoke about the AI technology in data science how nowadays AI is being used to understand and predict the behavior of the customers and how to deal with it and lastly he summed up his presentation by telling about the importance of combination of Algorithms and humarithmeticms, After this, **Mr. Harley** started with his presentation by sharing his experience of the industry and presenting on the topic on how to be an effective data person and what skills will help you stand out from your peers in your Data Career in which he talks about the importance of efficiency and effectiveness and having a goal oriented approach and strive to get some effective outcome which can be helpful for the organization, then he talked about eight skills he thinks are really necessary to stand out in the industry such as communication skills as it is really important to understand the need of the organization

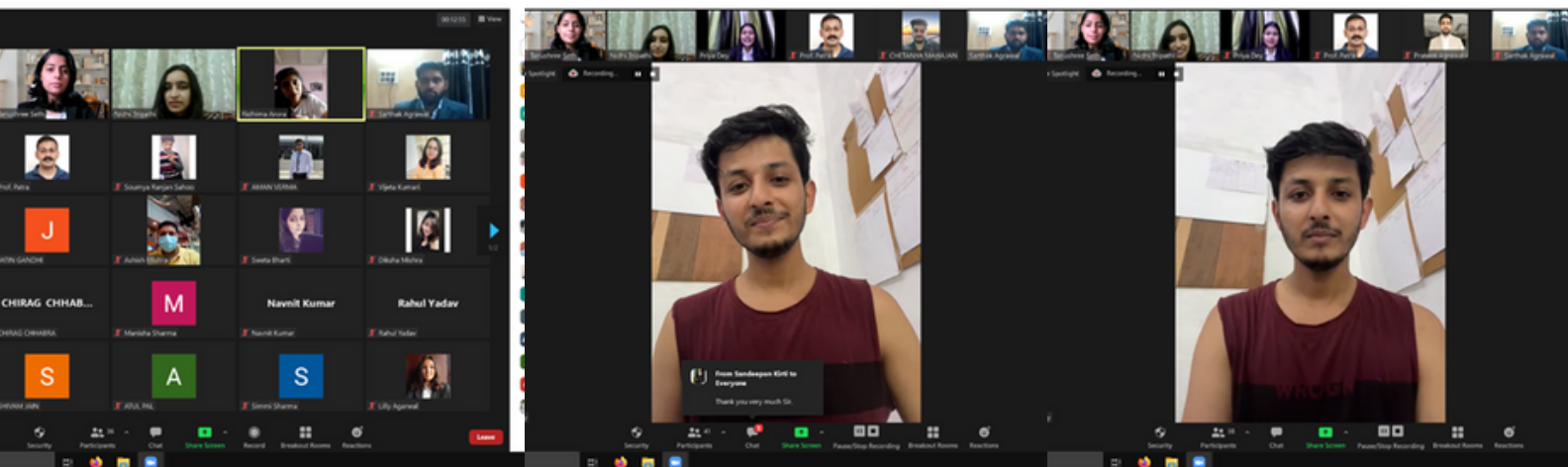
MAJOR HIGHLIGHTS

to build the model and come up with a solution another aspect he talked about was being able to write and speak clearly, the next skill he talked about was interpersonal skill where he emphasized being a team player and being able to collaborate with people around you and being a support for them and building relationships, another important skill he talked about was analytics skills as it is very important to examine things critically examine things in the data science industry and lastly he talked about technical skills and how one should always keep enhancing their skills and keep learning.

At the end of the webinar, a Q and A session were held where the participants were able to put forth their queries which were answered by the panelists, and then the event was concluded by **Prof. Shubha Johari**, chairperson, IRC who extended a vote of thanks to the panelists and also invited them for the International youth conference in February at Jaipuria Institute Of Management, Jaipur. **Ms. Rakhi Dixit** – Asst. Manager, IRC, also thanked all the panelists for joining and making the event successful.



CAMPUS SUTRA BY CEI



Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida celebrated World Entrepreneur's Day on 21st August 2021 with a blast. CEI organized the entrepreneurial talk event named "Start-up Sutra- The Entrepreneur's Day". There were 45 participants.

It was a talk series with the Entrepreneurs. For this day, two successful entrepreneurs have been invited namely **Ms. Ridhima Arora**, a conscious Capitalist and the founder of Namhya Foods, and **Mr. Anubhav Dubey**, Founder of Chai Sutta Bar.

The event started with the discussion about the journey of Ms. Ridhima Arora which was followed by the questions and answers. The event was engaging and the audience showed keen interest in asking her about various events in her life and some life mantras to become an entrepreneur.

This was followed by a video of Mr. Anubhav Dubey of Josh Talks to understand his life journey. Mr. Dubey wanted everyone to ask as many queries as possible. The audience was curious to know about his successful start-up and the key points to build something like it. He explained that the only mantra which he followed and would suggest everyone was to take calculated risk.

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BUSINESS ANALYTICS LAB INAUGURATION

Jaipuria NOIDA is proud to announce the opening of a state-of-art Business Analytics Lab. The Lab was inaugurated on August 25, 2021, by Director **Dr. D.N. Pandey** and **Mr. V. Shekhar Avasthy**, CEO, Facts 'N' Data.

The 30-seater Business Analytics Lab was formally dedicated to students and faculty for teaching-learning and research. The Lab is equipped with high-end computing resources and the latest software like SAS ML/AI Suite, Power BI Pro, Tableau, Atlas. Ti, Smart PLS, Oracle CrystalBall, Matlab, Lingo, EViews, and a host of other open-source application software.

While speaking on the occasion, the Chief Guest, Mr. Avasthy, acknowledged that the Lab is one of its kind amongst business schools in the NCR. He urged the students to benefit from the infrastructure to develop new-age skills in Machine Learning and Artificial Intelligence to enhance their employability.

In his short address, Dr. Pandey reiterated that this Lab would act as a platform for conceptualizing, building, and germinating ideas and innovations.

In his vote of thanks, **Dr. Deepankar Chakrabarti**, Professor, placed on records the contributions made by the faculty colleagues and the IT Team of **Mr. Sauresh Mehrotra**, **Mr. Satyendra Singh**, **Mr. Ajay Rana**, and **Mr. Parvindra Singh** in setting up the lab.



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HAPPINESS DISTRIBUTION DRIVE BY CSR

The Corporate Social Responsibility Committee of Jaipuria Institute of Management, Noida had organized a "**Happiness Distribution Drive**" on 75th Indian Independence Day.

The drive was successfully conducted under the supervision of **Dr. Radhika Bansal**, President Shourya Chauhan, Vice President Ritika Sharma, Vice President Vidushi Sharma, and all the senior coordinators of the CSR Committee. The drive was conducted at Lal Bahadur Shastri Sudarshan Bal Ashram located in the Ghaziabad area where Ms. Anupam takes care of all the young children deprived of necessities.

On this auspicious day, the kids danced sang songs out of joy with us and a small cultural event was also conducted for them. We have also distributed the Milk packets & Medicines, which were handed over to the management of the ashram. This will surely help them to fulfill their basic needs. The enthusiasm of children was very well seen while distributing stationery items as well chocolates that made their smiles brighter & our hearts warm.

At last, the drive was successfully completed with happy cheering smiles on the faces of little kids who are going to be the future young generation of India.

Jai Hind!



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