

# THE JAIPURIA COMMUNIQUE

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

- Punarsangam 2022
- Guest Lecture-Latest Trends in Channel Management (B2B)

# MAJOR HIGHLIGHTS

## PUNARSANGHAM 2022



They called it an alumni reunion, but we knew, it was a homecoming!

The most awaited Punarsangam'22 was organised by Alumni Relation Committee on **April 9, 2022**, exclusively for the Noida Campus alumni at the place where their hearts reside - the campus itself! It was nothing less than a gala where not only we saw alumni shedding tears of joy but also, cherishing and reliving their golden old times.

The event started with the auspicious lamp lighting ceremony followed by the welcome address by respected director, **Dr. D.N. Pandey**, Dean Academics, **Dr. Swati Agarwal**, Alumni Relations chairperson **Dr Deepak Singh** along with the members of Alumni Association members. The audience was enlightened by the words of wisdom by Mr Yateesh Wahaal - President of Alumni Association. The event witnessed performances by the students on various musical tracks and dance forms namely salsa, bhangra, and Bollywood freestyle. There were games and an ice breaking session organised for engaging the alumni in a candid and fun way.

Every year, the Alumni Association give away Rs 10,000/- as the best summer internship award to the selected second year student, the award was bagged by Dr. Shivangi Tiwari. The Alumni Association members and the Alumni Relations Committee members too were felicitated for their commendable contribution in making the event successful and making ARC - Jaipuria, Noida stand tall.

Further, the event witnessed a video surprise from the students showcasing the memories of various alumni and a singing performance making the alumni go down on a memory lane.

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There was also a special mention for Ms Arushi Zibbu, Former Vice President of Alumni Relations Committee for the year 2018-20 for her endless contribution and efforts in making ARC shine throughout! Moving ahead, the event also witnessed the unveiling of 5th bi-annual edition of Alumni Newsletter by JIMNAA Members, which is a unique effort by Alumni Relations Committee of Noida campus.

This year, the event recorded presence of Noida alumni 280+ accompanied by their spouse & kids, which is an all-time high in last few years and they were even given various exciting titles like Mr and Ms Well Dressed, Million Dollar Smile, Mr & Ms College Romance, AK-47 of College etc. and the winners were presented amazon gift cards worth Rs 1000 each by Ms Rakhi Dixit.

Last but not the least, the alumni present enjoyed DJ night by dancing on various nostalgic musical tracks. The event concluded with audience enjoying some lip-smacking dishes and leaving the venue with a heart full of smile and contentment!

## GUEST LECTURE-LATEST TRENDS IN CHANNEL MANAGEMENT (B2B)

A guest session was organised on **22nd March** on the topic, "Latest Trends in Channel Management (B2B)". The guest, **Mr. Rajesh Khanna**, General Manager – Special Projects, Aditya Birla Group was welcomed by **Dr. Deepak Halan** (faculty for the B2B Marketing course) and felicitated with a green certificate as a token of appreciation.

Mr Khanna is an accomplished Senior Professional with 25 years of experience across geographies and industries specialized in providing a superior Customer Experience Ecosystem. Various concepts were communicated by him with the help of case study videos and disruptive trends. In addition to Go to market strategies, the major focus of the speaker was on new age digital channels, B2B Ecommerce and B2B Marketplaces. The lecture concluded with the guest sharing live case studies about channel management at some companies like Max Life, Idea Cellular, Grasim Industries etc where he has worked

There were a number of questions from students both during and towards the end of the talk.



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