

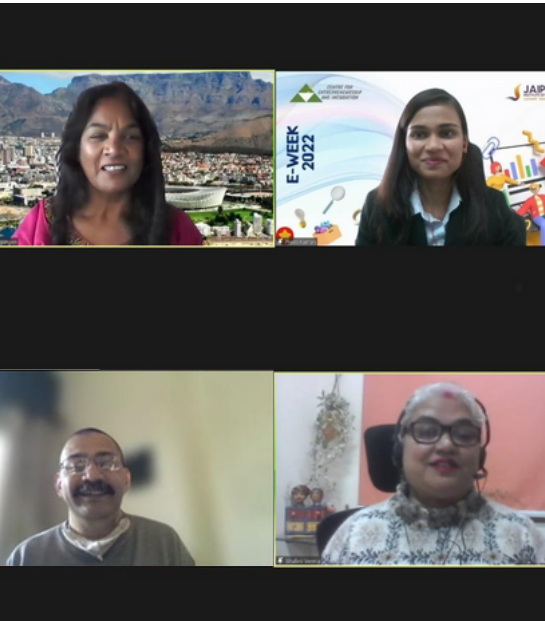
THE JAIPURIA COMMUNIQUE

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

- **CEI E-Week**
 - CEI E-Week Opening Ceremony
 - Session on Intellectual Property Rights
 - Business Model Canvas- You
 - Productzen
 - Shark Tank CEI
 - Entrepreneurs Meet
 - Closing Ceremony of E-week 2022
- Guest Talk on Emotional Intelligence
- Guest Talk on Mindfulness
- Mark-A-Thon
- Quarterly JIMNAA Meeting by ARC-Noida

MAJOR HIGHLIGHTS

CEI E-WEEK OPENING CEREMONY



"Creating the future is the best way to forecast it."

Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida, assembled on **February 17th, 2022**, to carry out one of the committee's most important and much-awaited event, E-week 2022, which began with the Opening Ceremony.

The celebration began with a brief introduction to CEI and E-week by the Anchors Preeti Kumari and Arpita Jain, followed by the lighting of the lamps, which is a holy culture of the institute. Following that, Director **Dr. D.N Pandey** was invited to share his thoughts on the committee, and he wished good luck to all the members for a successful event. He also announced a MoU with IIT- Kanpur.

Prof. Joy Patra, chairperson of the Centre for Entrepreneurship and Incubation, was invited to express his perspective where he enlivened the gathering with his motivational words.

Finally, Chief Guest **Charmaine Gangen**, who is a Global Entrepreneurship Education Consultant, Global Mentor, and International Guest Faculty was invited to express her thoughts, and she shared her journey and what all an entrepreneur should keep in mind before getting into this field, which was quite inspiring to the audience, and she answered many questions from the audience very well.

At last **Dr. Shalini Verma** was invited to give the vote of thanks to our Chief Guest. During the event, President Tanushree Seth and Vice-Presidents Sarthak Agrawal and Ashish Mishra seamlessly supervised the proceedings along with the Junior Coordinators.

SESSION ON INTELLECTUAL PROPERTY RIGHTS

Session on Intellectual Property rights was organized by the Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida. The guest for the session was **Md. Atiqullah**, Assistant Controller of Patent and Design at Indian Patent Office, New Delhi. The event started with the felicitation of the green certificate to the guest.

The guest explained the process of patenting and filing of new entrepreneurial ideas, technological ventures for prior approval of copyrights and patents. Sir explained how to file patents, and why the filing of IPRs is important. The purpose of the event was to make the budding entrepreneurs aware of all the procedures. He explained the basic forms that must be fulfilled for getting patent ideas approved. The vote of thanks was given by **Dr. Kumar Aashish**.

Invention means

Product or Process (Apparatus/ Devices/ Process/ Method)

- 1) a **new** (novel)
- 2) involving an **inventive step** (non-obviousness)
- 3) capable of **industrial application**.

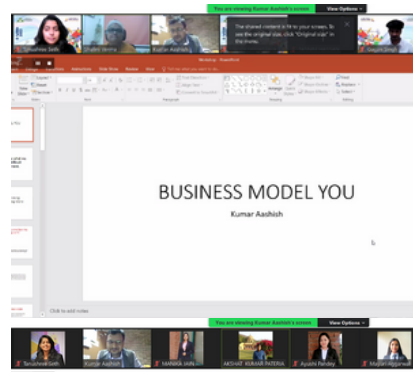


BUSINESS MODEL CANVAS- YOU

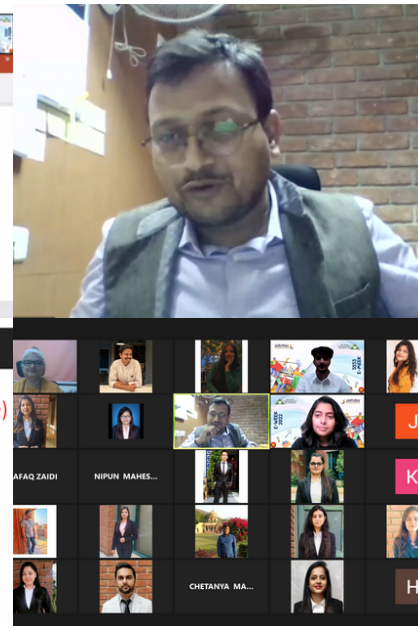
"Your entire lifestyle is predicated on a business model."
An interactive and insightful event, BMC- You was held on 18th February 2022. The event was organized by the Centre for Entrepreneurship and Incubation. It got off the ground by anchors with the welcome address. This was followed by the introduction of the keynote speakers. The speakers for the event were **Dr. Shalini Verma** and **Dr. Kumar Ashish**.

The discussion started by enlightening the attendees about Business Model Canvas and its major components which are customer segments, value proposition, customer relationships, channels, revenue streams, key resources, key activity, and key partners. **Dr. Kumar Ashish**, then, related the topic "Business Model YOU" with suitable examples. He also helped the participants learn about making their own business models.

Dr. Shalini Verma added value for the audience with her enriched explanation and the students actively participated with their questions and answers. The event was finally, concluded by a vote of thanks.



Key Resources (Who You Are/What You Have)



MAJOR HIGHLIGHTS

PRODUCTZEN

“You continuously compete with others, you become bitter, but if you continuously compete with yourself, you become better”.

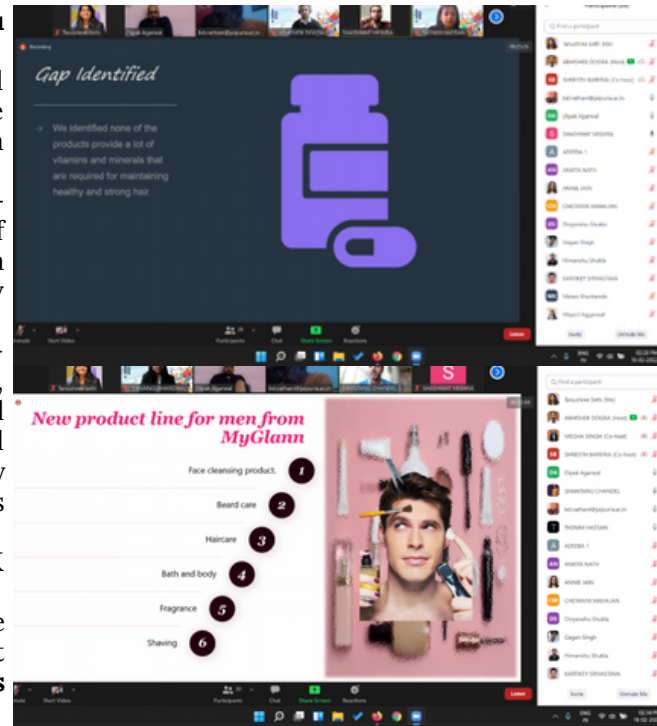
ProductZen, an entrepreneurial event organised under E-week arranged by the Centre for Entrepreneurship and Incubation in order to promote the spirits of entrepreneurship and creativity in the students of Jaipuria Institute of Management, Noida.

ProductZen was a battle in which all teams were given the startup-MyGlamm as a research reference. According to their understanding of the future market and customer needs, each team had to provide a presentation of a new innovative commercially, technically and financially viable product which could be added to the product line of the company.

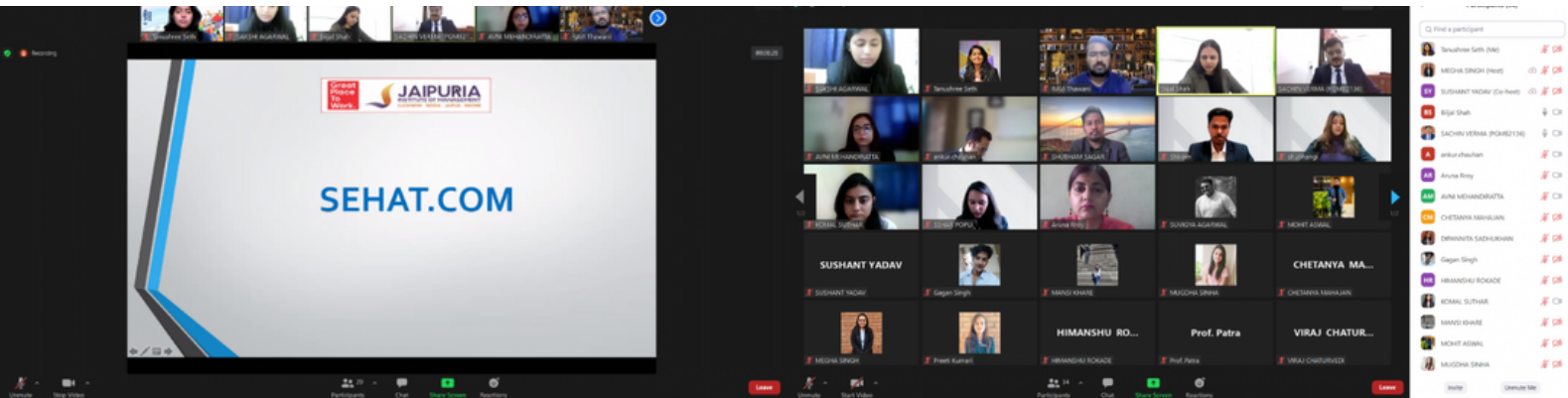
The event was coordinated by **Prof. Joy Patra** and two esteemed guests – **Prof. BD Nathani**, who has a varied experience of 30 years in sales, Marketing and Retail. He had been instrumental in most successful Product and Brand Launches like Lotto Sport Shoes, Woodland Shoes and Crocs etc. He was accompanied by **Mr. Deepak Agarwal**, an equity research partner and derivative strategist at Prudence Partners. He has an experience of over 25 years and still adding.

A total of 6 teams participated namely- GenZ, AMIGOS, BHOLAS, DHK PITCHERS, MOKSHA, THREE MARKETIERS.

All the teams presented various product lines that can be added but the two teams that stood out were **DHK pitchers** with a hair removal product line and went on to win the 1st prize of Rs. 3000 and **Three Marketers** with a product line of men intimate care and won a cash prize of Rs.1500



SHARK TANK CEI



“A true entrepreneur is a doer, not a dreamer.” - Noel Bushnell

Center of Entrepreneurship and Incubation (CEI) of Jaipuria Institute of Management, Noida organized the Shark Tank CEI on 19th February 2022 as a part of their E-Week. The event was inspired from a very popular reality show Shark Tank wherein aspiring entrepreneurs from around the world pitch their business ideas to a panel of investors and convince them to invest money in their idea in return of some equity in their company.

The event was hosted by Ms. Avni Mehandiratta and Ms. Sakshi Aggarwal. **Dr. Ankur Chauhan**, who was also one of the event's investors, moderated the event. **Dr. Aruna Rroy** and **Ms. Biijal Shah** were the other two sharks. On the behalf of Jaipuria Institute of Management, Noida, a green certificate was presented to the guests. Dr. Ankur Chauhan presented a welcome note to the other two prominent investors and the participants at the start of the event.

A total of 7 teams participated in this event and all of them were allotted 7 minutes to pitch their business idea in front of the investors followed by a questions and answers session. The teams were Sehat.com , Daredevils, Chill karlein , Buildofy, Due Care , Two marketeers and Suvigya Motors. Each team presented their amazing business ideas and asked for an amount for investment in exchange of equity in their venture. After all the hustle to pitch the ideas, Chill karlein led by Mr. Shivam along with Ms. Shubhangi Sharma and Ms. Sehar Popli were declared the winners as they generated an investment of Rs. 40 Lakhs with 20% equity by Dr Ankur Chauhan. The runner up was Due Care led by Mr. Aryaman Jaisawal who generated an investment of Rs. 40 Lakhs with 40% equity by Ms. Biijal Shah.

At the end, both the sharks gave their insights and motivated all the participants for their respective ventures. Overall, the event was a huge success and a great source of learning for all the participants.

MAJOR HIGHLIGHTS

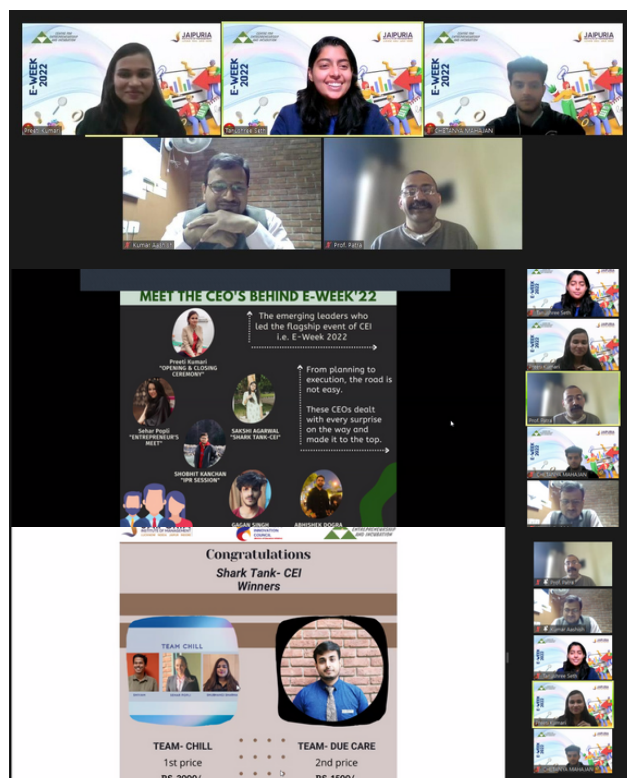
ENTREPRENEUR'S MEET

Centre for Entrepreneurship and Incubation organized Entrepreneur's meet on **19- Feb- 2022**. Many young and experienced entrepreneurs from many fields were assembled. **Ms. Sunitha Bhardwaj, Mr. Devashish Goyal, Mr. Tusshar Agarwal,** and **Ms. Anushka Sharma** were among the four guests on the panel. **Ms. Sehar Popli**, the event's host, welcomed everyone with the remark "success is not final, failure is not fatal, it is the willingness to persevere that matters." Following this, **Mr. Ankur Chauhan** thanked each panelist for taking time out of their hectic schedules to address the students. He introduced each panelist with some noteworthy accomplishment they had done in their lives. Ms. Sehar Popli then felicitated the green certificates to everyone on the panel. Every panelist was pleased with this effort and complimented the institute. The event was moderated by **Mr. Kumar Aashish**.

He requested the panelists to discuss their experiences and their journey to become successful entrepreneurs. They also advised different investigation ways to students to find out how they may offer value and solve societal problems. Ms. Sunitha agreed that in order to be a great entrepreneur, one must have the highest level of ethics and not be afraid of failure. Ms. Anushka added that in order to be a successful entrepreneur, you must evolve through time and discover. Mr. Devashish advised that one must learn from everyone around, and that this is a never-ending process. Mr. Tusshar stated that being humble is equally crucial, as is excitement for problem solving. He also stated that he is continuously learning every day of his life. The session concluded with Mr. Ankur Chauhan's thanksgiving, in which he stated that "you can always start something new, and the greatest day to start is today."



CLOSING CEREMONY OF E WEEK 2022

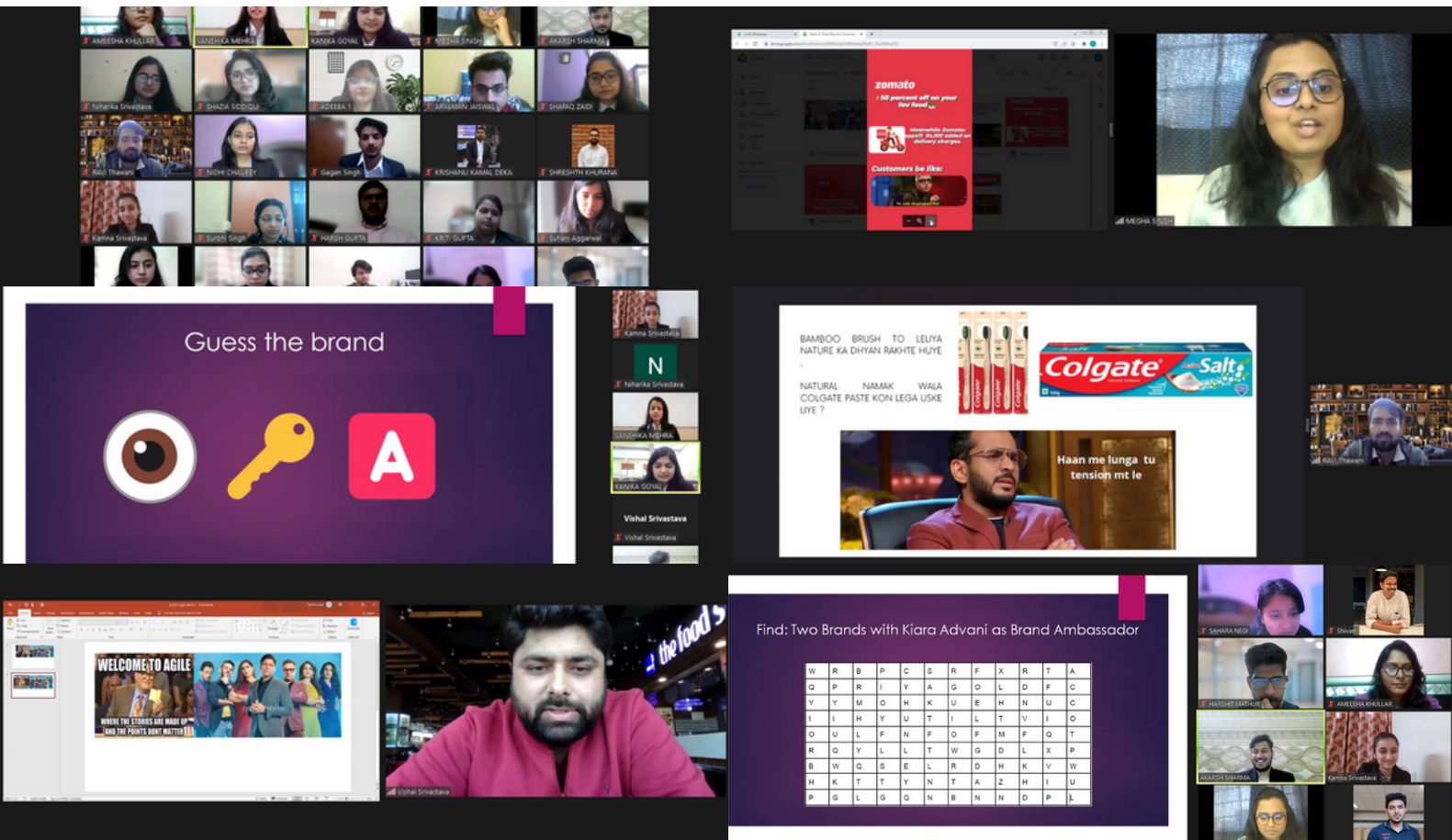


"Sunsets are proof that ending too can be beautiful" with this note, the host welcomed everyone to the closing ceremony of E-week on **19th February 2022**. It was a three-day event where young and rising entrepreneurs took part in various events and workshops conducted by the Centre for Entrepreneurship and incubation (CEI). The event started by playing a video that rolled back the memories of the committee. Then Professor **Joy Patra**, the chairperson of the Centre for Entrepreneurship and incubation was invited to share his overall experience about the events conducted in the E-week.

But before announcing the winners and runners-up of all the events, the host had a beautiful line for the participants "An entrepreneur is a person who knows he/she can fail but does not accept to fail before he actually fails, and when he fails, he learns from his errors and moves on." For the event Product Zen, the winner was team DHK Pitchers, and team Three Marketers were the runner-ups and for Shark Tank- CEI, the winner was team Chill and team Due care was the runner-up. Everyone congratulated and applauded for them. The CEI also awarded their coordinators with two titles. The best CEO title was given to **Abhishek Dogra** and the best anchor to **Preeti Kumari**. Each and everyone who worked and supported to make this event possible was thanked including the president, vice-presidents of the committee, the professors in charge, and all the participants.

MAJOR HIGHLIGHTS

MARK – A – THON



Invictus- Marketing Club held an online quiz and branding event Mark-A-Thon on **February 26, 2022**. The event was held in 2 rounds, a quiz competition and a Meme making competition. The event was hosted by **Ms. Vanshika Mehra** and **Ms. Kanika Goyal**. Ms. Kanika extended a warm welcome to the audience with a message of and motivated them to showcase their vast reservoir of knowledge with confidence. For the sake of energizing and engrossing the audience, both the hosts posed a few generic marketing questions.

The event advanced with Ms. Vanshika explaining the rules and regulations for round 1 after a few introductory questions. Invictus coordinators and participants were assigned to three breakout rooms after the rules and regulations briefing was completed, and each breakout session included an equal number of participants. During the first round of the event, participants were shown a variety of crosswords and images linked to marketing and asked to guess the solution to a total of fifteen (15) specific questions. After 15 questions, two participants from each of the three breakout rooms who had accumulated the most points at the end of the first round were advanced to the second round. The 6 finalists of were given two Brands each and a Trend- Shark Tank.

The finalists were then instructed to develop a shark tank-themed meme within 15 minutes of returning to the main room with the rest of the competitors.

The second round was judged by **Mr. Vishal Srivastava**, who holds an inbound experience in Branding, and evaluated the submissions on the basis of clarity, inventiveness, originality, and presenting abilities. Furthering Jaipuria’s tradition for encouraging sustainability, Ms. Vanshika felicitated Mr. Vishal Srivastava with a Green Certificate, which he accepted with respect and praised as a noteworthy gesture. During this time, the audience was kept engaged and were having a good time playing the quiz game during round 2. Upon completion of 15 minutes deadline, the finalists presented their memes, skilfully handled Judge Q&A round after which the guest declared the winners of the competition who were -

Runner up – **Ms. Megha Singh**
 Winner – **Ms. Sakshi Agarwal**

With this the event was marked successful with an ending quote by Ms. Vanshika “Winning is not everything participating is”.

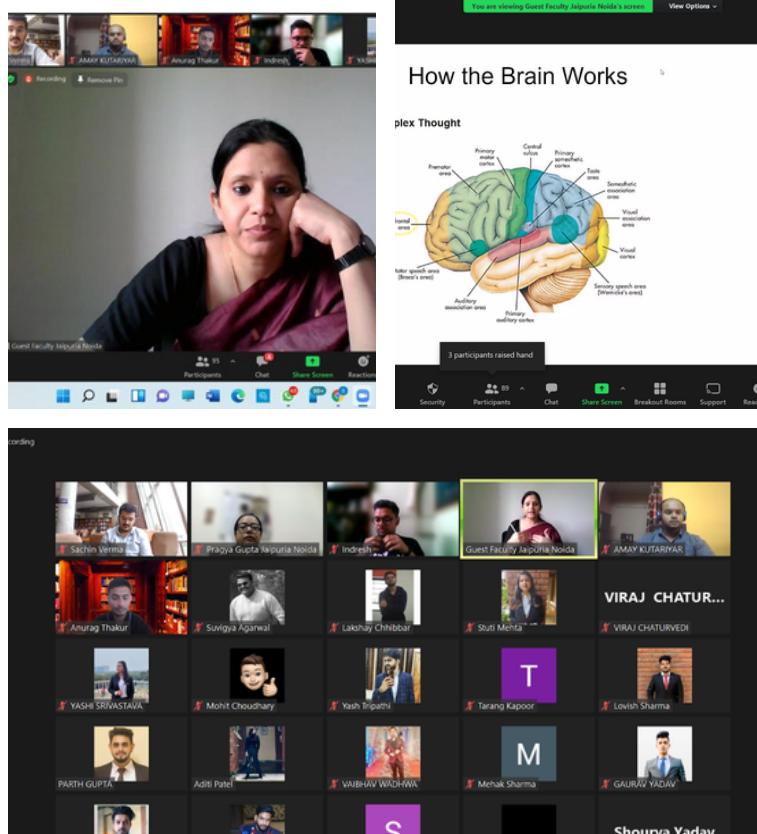
MAJOR HIGHLIGHTS

GUEST TALK ON EMOTIONAL INTELLIGENCE

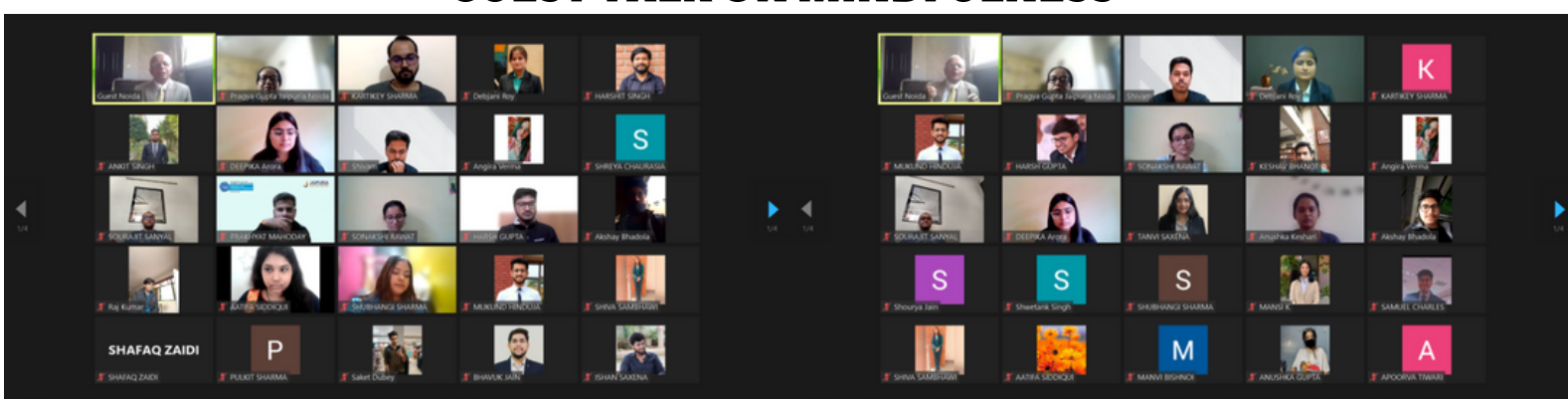
“An insightful virtual Guest talk was held on 23rd February for students of PGDM Marketing of batch 2021-23 on the topic- “Mindfulness”. The speaker for the session was **Ms. Shruti Swaroop**, Founder and Managing Consultant of Embrace Consulting. She had two decades of experience as Human Resource. **Ms. Shruti** is a TedX speaker, a TOSB and IWD2020, 2021 accredited speaker.

The session was organized by **Dr. Pragya Gupta** for the course on “Emotional Intelligence” in Term III. Followed by the introduction of the keynote speaker and felicitating the guest with traditional green certificate the highly engaging session began.

Ms. Swaroop started with the discussion about Emotional Intelligence and Mindfulness. She truly enriched the session by discussing how do you know you are triggered? **Ms. Shruti** provided useful insights to the students regarding the functioning of brain. She made the students understand the importance of living in present and not to think about future and past, rather enjoy every moment of their life. After the Enlightened and informative session, the questions were answered, and the session was concluded with a vote of thanks by **Dr. Pragya**.



GUEST TALK ON MINDFULNESS



On **25th February 2022** Jaipuria Institute of Management organised a guest lecture for its PGDM batch of 2023 in the course - Emotional Intelligence. The session was conducted by **Mr. Hrishikesh Saran** Expert in Conflict Management, Ethics and Values, former Chief Commissioner of Customs, Central Excise & Service Tax for West Bengal, Sikkim, Andaman and Nicobar Islands and 7 North East States Senior retired bureaucrat. The session began with a brief introduction of the guest by one of the students Miss Debjani Roy. It was followed by felicitating the guest with a green certificate presented by the course instructor **Dr. Pragya Gupta**, programme director PGDM.

During the session Mr. Saran talked about how mindfulness is different from concentration and how it brings more peace in a person’s life if practiced daily he quoted some beautiful examples of Kabir and Buddha and how their teachings can put a remarkable impact in the lives of students the sessions was followed with a question and answer period where the students asked one to one question related to their person life and emotional difficulties they face in life which was answered by the guest in the best possible way.

The session was highly interactive and was a great source of learning for the students more such events should be organised in the college to maintain a better EQ of students.

MAJOR HIGHLIGHTS

QUARTERLY JIMNAA MEETING BY ARC-NOIDA



The Quarterly JIMNAA meeting was held on **19th Feb. 2022**. ARC coordinator **Mr Aditya** quick started the proceedings by introducing the agenda among the esteemed alumni guests, faculty members & ARC Noida team. The upcoming alumni chapter meets (Hyderabad & UAE) along with the Annual Alumni reunion “Punarsangham” was put forward to further discuss progress & planning. The FUTURE ROADMAP of the Alumni Relations Committee was also presented by **Mr Aditya**. Discussions started with the proposed dates/calling status/alumni responses, regarding chapter meets. The suggestions were welcomed from all regarding increased alumni connect & engaging alumni members in a fruitful manner during chapter meets & Punarsangam. A proposal for the new chapter meet was also shared for the Chandigarh location. Other discussions regarding the criteria of Alumni achievers awards, student excellence award & Best SIP award were carried forward. An award for the first year coordinators for their contribution to the ARC-Noida was discussed to motivate them. Discussion for the upcoming newsletter of ARC also took place. In the end, parameters for different awards have also been discussed.

Everyone participated in the discussions with full of energy and enthusiasm. The ceremony ended with a heartfelt vote of thanks bidding adieu to the JIMNAA members by **Ms Rakhi** and **Prof. Arpan**. Everyone then proceeded for the photo session and lunch in the cafeteria.



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



Shivam Mahendra
Sr. SPOC - Photo



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.