

THE JAIPURIA COMMUNIQUE

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

- Jaipuria Annual Management Conference-2022
- Jaipuria MUN Conference 2021-22
- Annual General Management Conclave
- Monopoly
- Virtual Annual Finance Conclave, 2022
- Guest Session on Evolution of Customer Relationship practices in B2B Marketing

MAJOR HIGHLIGHTS

JAIPURIA ANNUAL MANAGEMENT CONFERENCE-2022

“The Future can be better than you think”, So SMILE!!

On **22nd January 2022**, Jaipuria Institute of Management Noida organized its flagship event- Jaipuria Annual Management Conference. Whilst the world is still emerging from the wrath of the global crisis, we have seen that it is the proactive and innovative firms that have tremendous power to dictate outcomes. This laid the foundation for the theme for this conference, “S.M.I.L.E- Stimulating Million Initiatives for a Lucrative Eternity.”

The conference was organized by the JAMC Team-2022 that consisted of **Prof. Santosh Sood**(Chairperson), **Prof. Arpan Anand** (Convener), **Dr. A.K. Puri**(Co-Convener) **Dr. Renuka Mahajan** (Co-Convener), **Dr. Deepak Halan** (Co-Convener). The JAMC team was supported by Media Relations Committee, Abhivyakt-The Communications Club, and Invictus- The Marketing Club.

The conference hosted by Ms. Sakshi Agarwal (JC-Abhivyakt) and Mr. Mukund Hinduja (JC-Abhivyakt) started with virtual Saraswati Vandana and lamp lighting. This was followed by a welcome note by Prof. Arpan Anand, an address by

Dr. D.N Pandey (Director of JIM, Noida), and an opening address by **Shri Sharad Jaipuria** (Chairman).

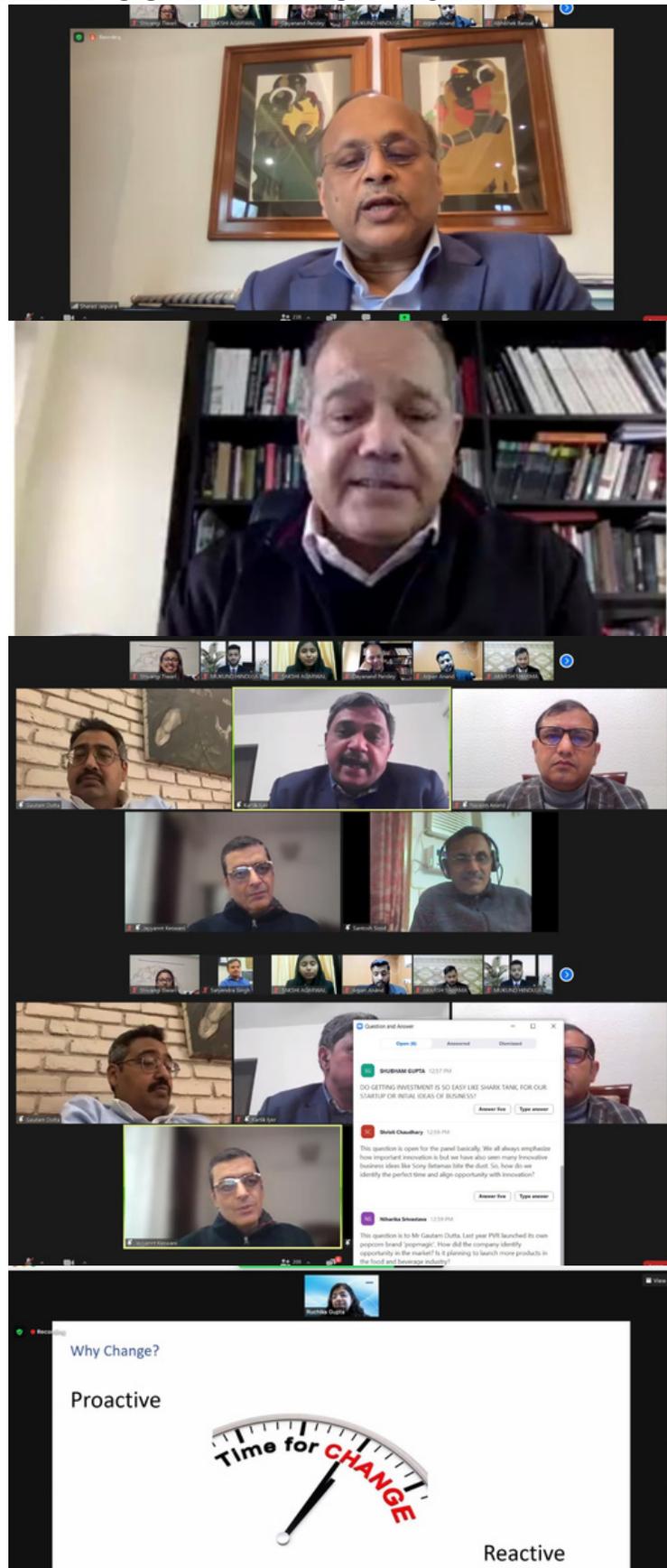
The Chief Guest for the conference was **Mr. Abhishek Bansal**, Executive Director, Pacific Group India and the Keynote Speaker for the conference was **Ms. Ruchika Gupta**, Chief Marketing Officer, Luminous Power Technologies. To deliberate upon this theme, a simulating panel discussion was organized. The esteemed speakers for the panel discussion included:

- Panelists:
- **Mr. Gautam Dutta**, Chief Executive Officer, PVR India
 - **Mr. Kartik Iyer**, Chief Operating Officer (COO), Dentsu, India
 - **Mr. Naveen Anand**, Senior Director, Oriflame South Asia
 - **Mr. Jayyant Keswani**, Director Marketing, Trimble Buildings, Middle East and India

The esteemed panel of guests was felicitated with Green Certificate as per Jaipuria’s tradition by the hosts. Chief Guest Mr. Abhishek Bansal took over the virtual dais to address the conference. He talked about training one’s mind for the Worst Case Scenario. According to him, this helped in decision-making in a difficult situation. He went on to explain it by sharing his story of starting his first shopping mall. Following the powerful address by Mr. Abhishek, Keynote Speaker Ms. Ruchika Gupta addressed the conference talking about why change is important for any organization. She described the various proactive and reactive changes organizations had to go through, explaining it through the examples of Amazon, American Express, and many others.

Then Dr. Deepak Halan addressed the conference sharing his thoughts on the theme SMILE. After this, the panel discussion on the theme began. This was moderated by Prof. Santosh Sood. The panel shared their thoughts on navigating the new customer landscape using innovative marketing, deliberated whether the future of marketing will be utopian or dystopian, and discussed the big opportunities that big data has made available for the organizations. The panel discussion was followed by a Q&A session.

At last, Prof. Arpan Anand delivered a vote of thanks to all industry guests, esteemed professors, and an interactive student audience.



MAJOR HIGHLIGHTS

JAIPURIA MUN CONFERENCE 2021-22

“Model UN trains today's students to tomorrow's leaders. Students who do Model UN would one day change the world.”

With taking #communicationiscontagious with its 4th Edition of MUN, Jaipuria’s International Relations Committee opened its curtains to the two-day event of MUN in virtual mode dated on **15th January 2022** and **16th January 2022**. The students were welcomed from more than 14 education institutions who played the role of delegates from different countries assigned to them.

The event commenced with the welcome note from the President and event coordinator of IRC, Ms. Vaishali Kiran. Following the Jaipuria tradition, a green certificate was felicitated by **Dr. Poonam Sharma**, Dean International Relations to the Chief Guests and the Guests of Honours.

The Chief Guest **Ambassador Deepak Vohra**, Ambassador of India and Special Advisor to Prime Ministers in Africa and Autonomous Hill Councils in Ladakh, Special advisor South Sudan, Lesotho, and Guinea-Bosauu addressed the audience.

Ms. Sweta Bharti, Vice President and Delegate Affairs of IRC, introduced **Dr. Rajan Sudesh**, Deputy Head and Senior Economic Affairs Officer at United Nations ESCAP South and South-West Asia Office, to the audience, followed by felicitation by the dean and Chief Guest **Dr. Meenakshi Sawhney**, Strategic Educator Evangelist, World Diplomatic Ambassador Brazil GGA, Green innovator USA, Founder LA Global Foundation and Women FIIT India Mission.

The entire panel of esteemed guests was given of vote of thanks.

Mr. Rahul Menon appreciated the efforts of Dr. Poonam Sharma and **Ms. Rakhi Dixit**, along with the entire team for supporting MUN. He shared how MUN teaches us humanitarian and urged the delegates to, ‘Debate not to win, debate to tell what is right.’

The secretary-general **Ms. Garima Rajpal** finally opened the MUN conference.

Post all the introduction the MUN Conference 2022 was begun, and the delegates were asked to join their respective simulation cum committees which were:

1. United Nations Human Rights Council (UNHRC)
2. United Nations General Assembly (UNGA)
3. All India Political Party Meet (AIPPM)
4. United Nations Children’s Fund (UNICEF)

United Nations Human Rights Council (UNHRC)- led by Chairperson Ms. Garima Rajpal covered the theme of “Supporting the Social Inclusion of Refugees with special emphasis on minorities and Women”.

United Nations General Assembly (UNGA)- Led by Ms. Lovisha Jindal covered the theme of “Discussing the current course of disarmament and emphasizing a new pathway to achieve it.”

All India Political Party Meet (AIPPM)- Head by Mr. Rahul Menon covered the theme of “Analysing the significance of the ‘Sedition law’ in the Indian democracy, in light of the recent developments”

United Nation Children’s Fund (UNICEF)- co-chaired by Mr. Ayaan Rizvi & Mr. Ohm Gupta the theme of “Deliberating upon the condition of Children in crisis with special emphasis upon their education and development”



MAJOR HIGHLIGHTS

On January 16, 2022, the 4th edition of the MUN Conference concluded with a closing ceremony. The event was hosted by Ms. Vaishali Kiran and Ms. Sweta Bharti, who welcomed Chief Guest **Ms. Meenakshi Sahani**, CEO and Founder of LA Global Foundation. Ms. Poonam Sharma (Dean – International Relations) presented her with a green certificate. Ms. Sahani then recognized the successful end of MUN. She stressed the relevance and importance of various committee topics, including economics, recession, sustainability, and how the new way of life has altered as a result of the establishment of a new global order. She went on to explain that as citizens, we should continually work to enhance relationships, emphasizing the importance of ethics and honesty.

All the participants represented different countries and were assigned simulation countries and represented themselves as international press. The participants put forward their views and expressed the benefit for the respective communities as discussed in their committee the discussion continued from Day 1 and was monitored by the delegates of the MUN committee. Active participation was shown by the delegates and healthy discussion was observed by the participants.

Mr. Rahul Menon was then summoned to the virtual stage to give a vote of gratitude to all the members who helped make the event a success, as well as to encourage everyone to learn more about MUN. He thanked all of the 100+ delegates and chief guests, then the whole IRC crew. 'Development is never positive or negative development is development'. he added. Ms. Garima Rajpal then delivered a vote of gratitude to the whole organizing team.

Awards were announced by respective committee Chairpersons and Executive Board members –

United Nations Children’s Fund (UNICEF)

- Best delegate: Indonesia
- Outstanding delegate: China
- High Commendation: Switzerland
- Special Mentions: Norway, Singapore, Argentina
- Honorable Mentions: Austria, Germany, ROK

United Nations General Assembly (UNGA)

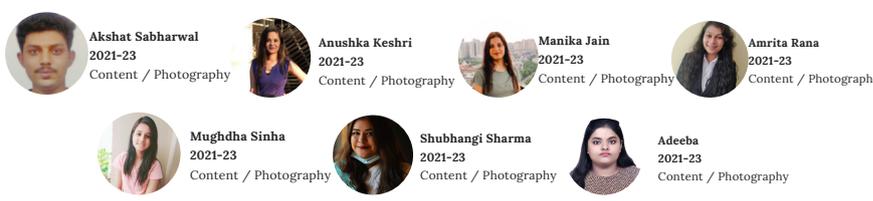
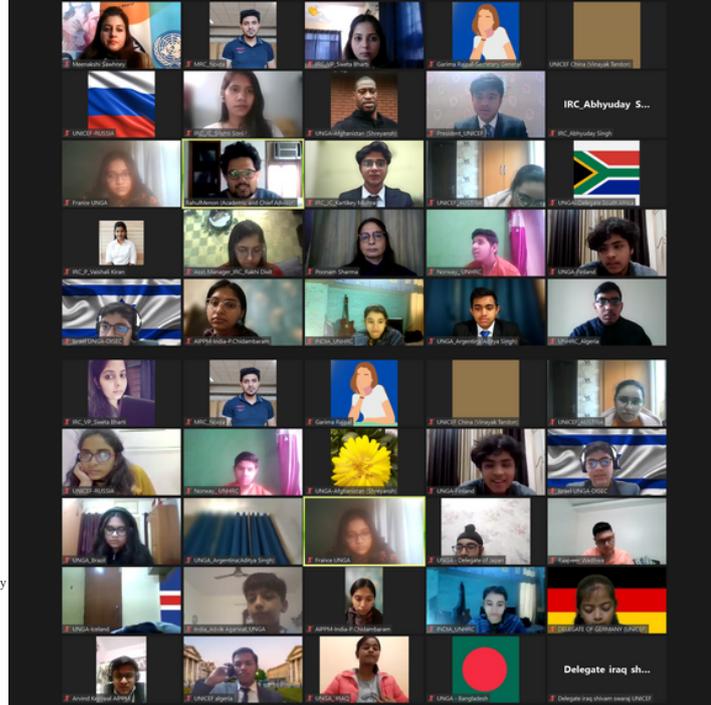
- Best delegate: Norway
- Outstanding delegate: China
- High Commendation: UK
- Special Mentions: Switzerland, France, USA, Japan, Russia, Israel, Mexico.

United Nations Human Rights Council (UNHRC)

- Best delegate: New Zealand
- Outstanding delegate: France and Germany
- High Commendation: China
- Special Mentions: Iceland, Chile, UK
- Honorable Mentions: Norway, Brazil, Spain

All India Political Party Meet (AIPPM)

- Best delegate: Subramaniam Swami
- High Commendation: Owaisi, Adhiranjan
- Special Mentions: Bhagwant Mann, Udhav Thackeray, Kapil Sibbal, Harsimrat Kaur



MAJOR HIGHLIGHTS

ANNUAL GENERAL MANAGEMENT CONCLAVE



Will the bubble burst?

The Annual General Management Conclave was held on the **15th of January** at the Jaipuria Institute of Management on the theme "India – the World Unicorn Leader, Will the Bubble Burst Soon?" Ms. Shivangi Tiwari and Ms. Tanushree Seth hosted the event. They added that 'India is consistently rising up in creating world-class unicorns, India currently ranks third with 81 unicorns, trailing only the United States and China.' With this, the Platform was shared with **Mr. Kumar Ashish** (assistant professor), who offered a welcoming remark to all of the guests and faculty. **Ms. Swati Adhikary** moderated the discussion and introduced the session's chief guest, **Ms. Preeti Das** (founder and CEO, Ignitech Solutions). Ms. Preeti Das then took over the session and described how unicorns may assist India's transition into the Developed Nations category. She discussed the significance of technology and data in today's corporate climate, as well as how Infosys was a startup with a clear goal that helped them expand efficiently and successfully. **Mr. Vikas Rajput** (Entrepreneurship Educator, Delhi NCR Business Schools), **Ms. Nandita Sethi** (Founder & MD the Entrepreneur Zone), **Mr. Sunil Agarwal** (Co-Founder & CEO Icareheal), and **Mr. Sunil Pathak** (Founder – Wealthhedge Financial Advisory) were each presented with a green certificate as a token of appreciation after Ms. Preeti Das's insightful words. All of the panel participants shared their firsthand expertise of start-ups and their operations, which aided the students. Mr. Kumar Ashish concluded the programme with a Mantra - **'Keep Learning, Keep Applying'** and a thank you message.



- ✓ Entrepreneurship is no more the bastion of a few business families
- ✓ Flipkart, Ola, Oyo, BYJU's, Paytm, Nyka and many more- started by firstgen business entrepreneurs
- ✓ Corporates have a baggage to maintain BAU and very difficult to cannibalize, so look to compete and/or coopt
- ✓ Lucrative career option for young people entering the workforce

- ❑ IPO's happened in 2021- some great, some fizzled – Nyka, Zomato and Paytm
- ❑ 2022 will attract investment for Tech start ups. Online gaming/gambling will be one big area. Media & Entertainment another.
- ❑ However, 2022 will be rationalized as compared to 2021 since post pandemic, 2021 was a correction year on pent up demand



Akshat Sabharwal
2021-23
Content / Photography

MAJOR HIGHLIGHTS

MONOPOLY

And Solddddd.....

"If you're competitive, emotional, and you're great at something, the money will follow."

On **15th January 2022**, the Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida, organized MONOPOLY's ideation event. The event was inaugurated by welcoming the Chief Guest, **Prof. Joy Patra**, CEI Mentor, and Esteemed Faculty of Jaipuria Institute of Management Noida.

The main objective of the competition was to encourage students to consider the value of an investment in ventures and foster a spirit of innovation and creativity. Investment Planning and decision-making were the other aspects of this team event. 11 Participant Teams had to play and bid on different ventures according to shown Net worth and Profit on cards. The initial amount given to each team was imaginary 150 crores rupees, and the units used this money to buy companies in the First Stage. Two stages in this game were Buying Stage and the Acquisition stage.

The students played the game, keeping in mind the marketing strategy, financial viability, and market opportunity. They bought and sold companies according to their analysis. Teams with the highest "Net worth (of the owned companies) plus remaining cash left" amount became winners of the event.

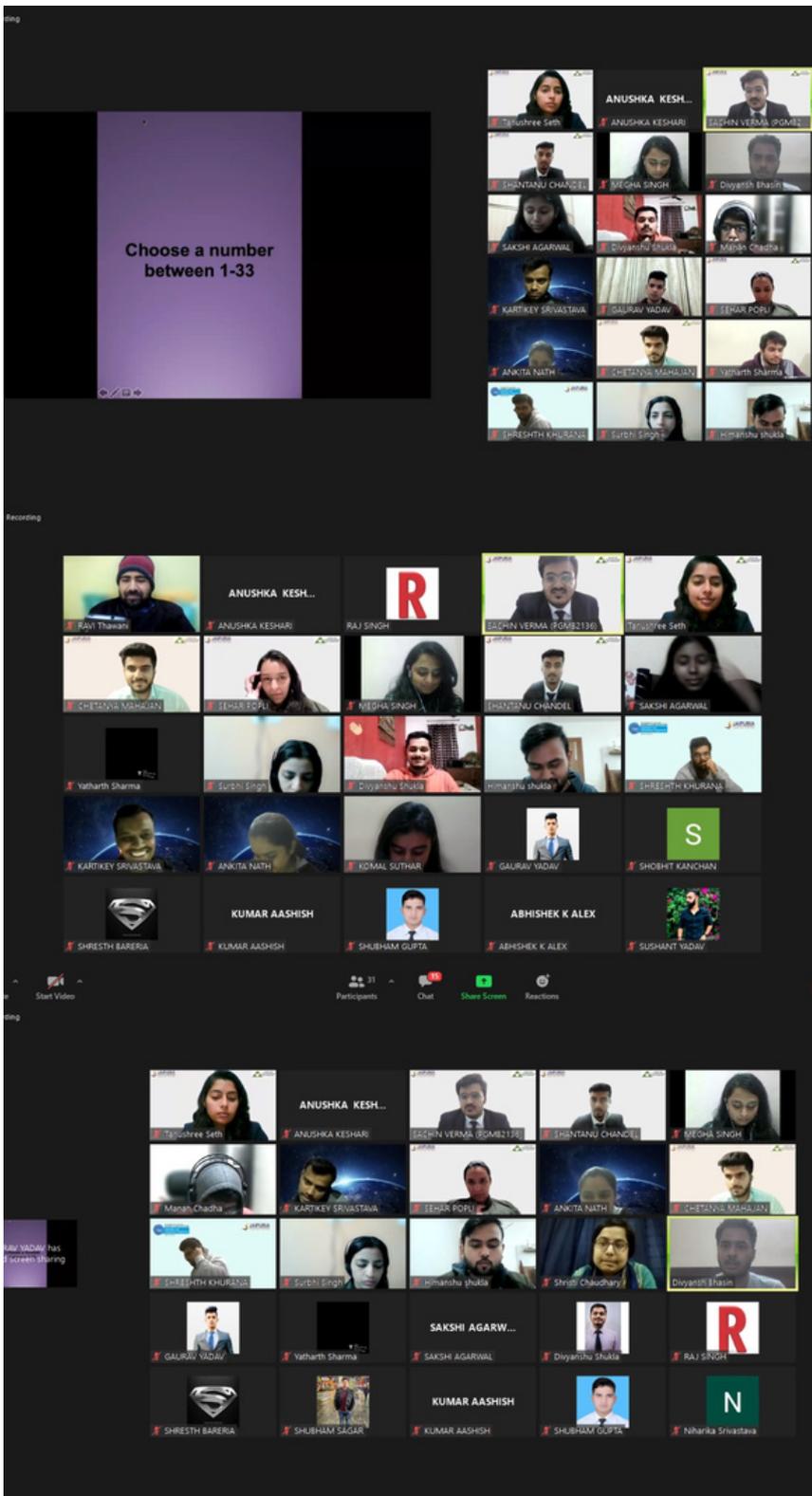
During the event, Anchors Sachin Verma and Shantanu Chandel seamlessly hosted the event; Junior Coordinators of CEI helped in the Technical part. Apart from the Participant Teams, even the attendees were highly impressed with the business exercise of bidding in the game.

Prof. Joy Patra and **Prof. Kumar Aashish** illuminated the event with their presence. CEI President Tanushree Seth gave the vote of thanks to everyone.

While it was hard to choose the winners, to maintain the sanctity of a competition, Judges announced the names of winners who received cash prizes and certificates-

First Winner: Team Capegemeni – **Himanshu Shukla and Kartikey Shrivastava**

Second Winner: Team Mafias – **Divyanshu Shukla, Shresth Khurana, and Ankita Nath.**



 Anushka Keshri
2021-23
Content / Photography

MAJOR HIGHLIGHTS

VIRTUAL ANNUAL FINANCE CONCLAVE, 2022

Jaipuria Institute of Management, Noida organized its virtual Annual Finance Conclave on the topic, “Fintech and Cryptocurrency: The financial game-changer” on Saturday 8th 2022. The conclave welcomed our esteemed keynote speakers. Mr. Rahul Mehra, Vice president, J P Morgan and Mr. Rohit Bhageria, Founding Member, Volopay on the occasion. The session began with the introduction of the guest by the anchors Ms. Komal Singh and Ms. Animisha Chitra after which, Director of the Institute, Dr. D. N Pandey shared his views on the topic and welcomed our guests with green certificates as a token of gratitude.

Mr. Mehra started the informative session by presenting an overview on cryptocurrency and blockchain. He discussed various aspects like why it has grabbed the spot of being the next frontier in the finance industry and how exactly is finance technology and strategy been going hand in hand building a new era of blockchain. He gave an introduction of Bitcoin, the first cryptocurrency. Previously it was only attracted by niche crowd of mathematicians and intellects, but soon it gained the attention of enthusiasts interested in data. Blockchain was simply explained as ‘Chain of Blocks’. These blocks are further maintained in ‘HASH’. It has a Secure Hash Algorithm (SHA), an irreversible one-way function.

The conclave was further enlightened by the guest of honor of the session, Mr. Bhageria. He talked about the current scenarios created by crypto, shifting from coins and notes to E-money and digital money. The major difference between the two being E-money is Account based belonging to a particular person or entity whereas Digital money is token based. It can be programmed and settled 24 Hrs 365 days. It removes the role of middle man. He mentioned that fintech has led to these digital currencies, wallets, wealth tech, issuance. Stating the example if Zerodha, No.1 stock brokerage platform which functions with 0% brokerage giving high competition to ICICI and HDFC banks is through the power of fintech. Buy now Pay later-ZEST Money India is competing with credit cards. Mr. Bhageria stated that Fintech is taking up the functions of banks and it has become the need of an hour for the banks also to find ways to work together giving example of Razorpay providing complimentary services of fintech and banking system.

The session led to an interactive question and answer round, with the audience putting their questions for the speakers.

Taking the conclave further, A panel discussion on the topic was organised in the next session. The anchors welcomed our esteemed panel members, Mr. Aman Sanduja, Founder, Moving Startup, Mr. CA Mayur Zanwar, Co-Founder of Truscholar.io, Ms. Surbhi Jain, Deputy Managing Editor, Seeking Alpha, Mr. Balaji Venkateshwar, CEO, Cyberversity and Mr. Vamsi Reddy, Blockchain Consultant, Cryptocurrency Investor, by presenting them with green certificates as a token of gratitude by the institute.

The session moderator was Dr. Ashok Puri, Professor, Finance, who started the panel discussion with an example of modern-day technology of ordering of grocery and simultaneous payment options. He invited guests to shares his views to take the discussion further. Ms. Surbhi Jain started with her insights and knowledge on cryptocurrency stating it as a new era in the financial system. It brings in efficiency and effectiveness in the payment system removing third-party risk related to data theft. She introduced the words like encryption and decryption of coins in blockchain that ensure safety of data. Advantages cited by her were ease in cross border transactions, safe and secure with transparency and 24/7 transaction availability with no cost involved. She cited examples of cryptocurrency like Bitcoin, Ethereum dominating the crypto market. As a warning she mentioned that it should be taken as an asset rather than transaction medium until and unless we regulate it. RBI being reluctant towards crypto makes it a risky territory from the point of view of investment.

Then Mr. Vamsi Reddy was invited to give his insights on banning the cryptocurrency by RBI Governor, student investment area, volatility aspects of investment and role of government as they are not responsible for any mishappening attached with cryptocurrency. Next, Mr. Mayur Zanwar talked about use of crypto in various other sector like hospital, agriculture, manufacturing, extensive use of blockchain in supply chain management, land transactions accompanied with financial payments and shared that healthcare sector will be most beneficial.

Next, Mr. Aman Sanduja has been asked about his business and his view on cryptocurrency. He discussed about its acceptance will increase over the time and blockchain will help in reducing the time in showcasing in your identity as it will contain all your information. He further discussed that consumption economy is at the center which is dominated by the customers and investing should start with investing in knowledge rather than assets. He further shared that cryptocurrency will help in cross border transactions with no minimum transaction value. He also mentioned about his platform ‘Moving’ which is social exchange platform for people to interact and gain information on blockchain.

Finally, Mr. Balaji Venkateshwar threw light on cyber security issues related to cryptocurrency. He shared his views on change of payment system, statistics data of cyber cell as number of frauds reported were more than ₹4000cr worth of fraud, breakages in cryptocurrency in to get to the connector, huge capital, resource, and man power requirement to break into cryptocurrency and other aspects.

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After the valuable points and knowledge shared by the members, questions by the audience were taken up by the members where the first question was

1. What are the governments concerns related to cryptocurrency, and it was taken up by Mr. Venkateshwar. He answered it by citing the example of usage of cryptocurrency by terrorist, almost a parallel economy is being run and it is misused. Lack of trust due to increased hack of cryptocurrency. Government wants to prevent the hack to safeguard the people of nations. It is hard for them to track the money which is being floated easily.
2. Mr. Zanwar shared his insights on regulations related to crypto that is can be stored as an asset rather than as currency and Government is skeptical related to taxation of income generated from trading in cryptocurrency. It is difficult for Government to track the ownership of cryptocurrency.
3. Next question was related to environmental aspect related to mining of cryptocurrencies. This question was again taken up by Mr. Venkateshwar. He answered in a general manner which is easy to understand, it contained the use of CPU which is being used by everyone which contains malwares and it should be switched when not in use. Heat generation is high when not in use because it indicates a compromise is made which means it has been attacked.
4. The next question was that is it easy for Indians to adapt to technology like cryptocurrency and from India it means rural India and this question was taken up by Mr. Sanduja. He answered that it takes time for people to adapt to new things like people didn't like online shopping or OTT platforms. Utilities will increase once it has come into use. A great line was cited by him that "People don't buy features the buy benefits".
5. The next question was that should people start investing or hold for a while. He answered that be patient and don't invest by selling your house, it should not be considered as a speculative exercise but a great and innovative opportunity to increase your wealth.
6. The last question for the day was what is crypto index. It was taken up by Mr. Sanduja and he answered citing the example of widely known index Nifty which contains 50 stocks under it. It is just a bucket of stocks to determine the market direction and judge the overall market. It defines sentiments.

In the end the vote of thanks was given by Dr. Nidhi Singh to the panel members for giving insights about the most awaited burgeoning topic Fintech and Cryptocurrency: The financial game-changer.

GUEST SESSION ON EVOLUTION OF CUSTOMER RELATIONSHIP PRACTICES IN B2B MARKETING

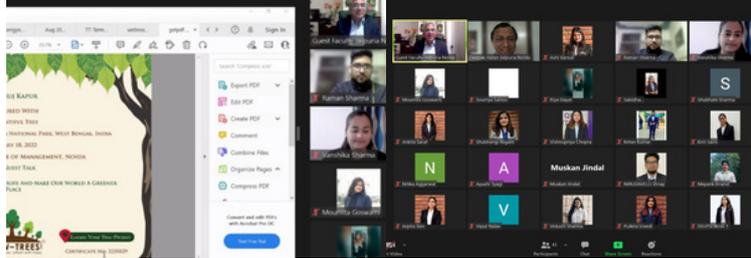
A guest session was organised on 18th January on the topic, "Evolution of Customer Relationship practices in B2B Marketing". The guest, **Mr. Anuj Kapur**, Senior Director & Head of Commercial - Asia Pacific, Iron Mountain, a US enterprise information management services company headquartered in Boston, was welcomed by **Dr. Deepak Halan** (faculty for the CRM course) and felicitated with a green certificate as a token of appreciation.



Mr. Kapur comes with 25 years of experience having worked with IT & Telecom companies like HCL, Motorola, Samsung, Alcatel Lucent, and Ericsson and is an alumnus of Delhi University (FMS).

Mr. Kapur talked about how much things have changed since the time when sales officers used to note down appointments, updates, etc in their little black books to now, when at a single click, a Sales Head can get insights 24x7 into activities of each Sales Officer, of each territory, etc.

The talk concluded with a number of questions from 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		Shivam Mahendra Sr. SPOC - Photo
	Rhemdem Suryavanshi Sr. SPOC - Media		Soumya Sahoo Sr. SPOC - Media		Tushar Goyal Sr. SPOC - Graphics		

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