

# THE JAIPURIA COMMUNIQUE

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

- **Kalakaars Event**
  - ☐ **SkillBox Digital Competition**
  - ☐ **Vaad Vivad - The Debate Competition**
  - ☐ **Rise to Shine Competition**
- **Guest Session on Consumer Psychology And Services Marketing**
- **Genpact Guest Session**

# MAJOR HIGHLIGHTS

## KALAKAARS EVENT 2022

The Kalakaars event was organized by the Student Excellence Council of Jaipuria Institute of Management, Noida on **6th August 2022** during Induction-cum-Orientation program for the batch 2022-24.

The events and engagement activities like theatre, digital art, photography, standup/ poetry, instruments, singing, dancing, and debate competition were conducted in 3 segments in both virtual and physical modes.

The students of the batch 2022-24 were the participants, full of talent and enthusiasm. Their beautiful performances and the active participation amazed everyone. The different categories of the event are mentioned below.

## SKILLBOX COMPETITION

The SkillBox event was organized on an online platform in which the participants shared their digital submissions (Photograph and Graphic Design). The entries were judged by **Mr. Tushar Goyal**, Digital Marketing Manager at Castler and an alumnus of the Jaipuria Institute of Management (Class of 2022). The participations were judged on four criteria Creativity, Quality, Composition and Originality. The winners were Ms. Ameesha Mathur for graphics design and Ms. Rajshri Prasad for Photography.



## VAAD VIVAD- THE DEBATE COMPETITION



As part of the Talent Hunt 2022 in run-up to the Introduction cum Orientation Programme a Debate Competition was organized on the theme, "75 years of Independence and Challenges ahead: Is India ready to be a global power?"

The debate was formally opened with a welcome address by **Dr. Rahul Singh (Dean, Student Affairs)** who emphasized the fact that students shall actively participate in co-curricular activities for their overall academic growth. The participants for the debate were from PGDM 1st Trimester. All 11 students participated in the Debate Competition. The participants were divided into two groups who are speaking for the motion and against the motion. The students exhaustively spoke for and against the motion from both groups. The judges for the debate were **Dr. V K Tomar (Dean, Administration)** Jaipuria, Noida and **Prof. Kaushal Singh (Distinguished Professor and JNU alumni)**. Dr V K Tomar also called upon the Importance of Debate Competitions like this to improve the intellectual learning of the students.

# MAJOR HIGHLIGHTS

## RISE TO SHINE COMPETITION

Numerous cultural events, such as dance, music, theatre, and stand-up/poetry, were featured at this event. The event had four judges. **Mr Faizan Kafil**, Tax Consultant at Deloitte, **Mr Samyak Jain**, Associate Solution Advisor at Deloitte were the alumnus of Jaipuria Institute of Management, Noida (Class of 2022). **Mr Dhruv Dikshit**, a professional dancer & choreographer, and the Founder of Contagious Crew. Lastly, we had a literature enthusiast and remarkable journalist **Mr Syed Mohammad Sadique**, a phenomenal Hindi & Urdu poet.

In terms of the performances, dancing is a means of expressing one's thoughts and feelings, and the competitors spared no effort to display their beauty and ideas via their dance acts. Whether it was a group performance or a solo, they rocked the floor with their moves.

Music gives a soul to the universe and wings to the mind, and that's what was portrayed by the participants on the stage. Their amazing performances were captivating and made the audience's mood light. The event was followed by some wonderful skits and drama performances based on environmental awareness issues or social issues which are casually ignored by society and some humorous acts which the students related with them.

Poetry is when an emotion has found its thoughts and the thought has found words. The participants presented their own written poetry which was remarkable.

The results announcement was one of the most anticipated parts of the competition. Aditi Shriya won the Solo Dance category, while Srishti Biswas & Simran Sidhu took first place in the Group Dance category, Chitra Singh won the Solo Singing category, Atharv Bhatt won the Instrumental Category, Vedant Mohindru won the Poetry category, and the Mimers Group won the Theatre category. DJ Night marked the event's conclusion.



# MAJOR HIGHLIGHTS

## GUEST SESSION ON CONSUMER PSYCHOLOGY AND SERVICES MARKETING

The Marketing Area hosted a guest talk "Consumer psychology and services marketing" on 9th Aug, by **Dr Vijay Pujari** - Senior Lecturer (Marketing) at Middlesex University Dubai. **Prof Arpan Anand** welcomed Dr Pujari with a green certificate as a token of appreciation. Dr Pujari discussed various brand strategies to complete in market as well as consumer perception of brands, since inception and it was an insightful and interactive session. He was invited by **Dr Pandey** and has over 20 years of experience in industry and academia and currently teaches International Marketing, Communication Persuasion and Media Strategy, and Consumer Psychology. Dr Pujari has authored and co-authored several books and conference papers. Many of his research papers have been published in reputed journals like the Journal of Marketing Management, Journal of Financial Services Marketing, International Journal of Management and several others.



## GENPACT GUEST SESSION

On 10th August 2022, a guest session was conducted for students with Finance as major specialization. The Guests from Genpact were namely **Mr. Praveen Kumar Jain**, **Mr. Ravi Rajoria**, Vice Presidents from the Finance verticals & **Ms. Vishruta Mattu**, one of the HRL leads for the Finance verticals. They discussed students' skill and aptitude regarding their career choices in finance as well as groomed students with their insights. The insightful session was attended by students from pan campuses.



**Dr Renuka Mahajan**  
MRC Chairperson



**Shivam**  
President



**Shazia Siddiqui**  
Vice President



**Anushka Keshari**  
SPOC - Content



**Mohit Aswal**  
SPOC - Photography



**Adeeba**  
SPOC - Newsletter



**Komal Suthar**  
SPOC - Graphics



**Ayush Agarwal**  
SPOC - Social 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.