

THE JAIPURIA COMMUNIQUE

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

- **Ignovation 4.0**
- **Expert Seminar for FPM Scholar**
- **Business Analytics Excel Quiz**
- **Health & Hygiene Drive**

MAJOR HIGHLIGHTS

IGNOVATION 4.0



“Innovation is the ability to see change as an opportunity – not a threat”. – Steve jobs.

The Centre of Entrepreneurship and Incubation (CEI) Committee of Jaipuria Institute of Management, Noida organized the Ignovation 4.0 on 26th September 2022. The event was inspired by the start-up ideas of Jaipurian students, where aspiring students share their business ideas with a panel and convince them with their ideas which were mainly related to societal issues.

Prof. Joy Patra was the moderator and judge of the event. **Mr. Ankit Saxena** from IIT Kanpur was the chief guest at the event of Ignovation 4.0. He visited the campus to share his valuable feedback and provide guidance to all the participants. On behalf of Jaipuria Institute of Management, Noida a token of the green certificate was presented to the guest Mr. Ankit Saxena as a sign of appreciation.

Participants presented a total of nine creative business concepts to the judges, and each one of them was given a time window of seven minutes. This was followed by a question-and-answer session. After that, the guest Ankit Saxena shared his feedback about each presentation. He shared tips to become a good entrepreneur and also on how to make effective presentations. It was further followed by the announcement of the winners. The 1st position was secured by Vansh Jain who received a voucher of 4000 Rs., 2nd position was secured by Ameesha Mathur, who received a voucher of Rs. 2000 and 3rd prize was bagged by Aditi and Shubham, who received a voucher of Rs. 1000. Prof Joy Patra proposed a vote of thanks to Gopika Nair and all the Junior coordinators who worked behind the scenes for the success of the event. Overall, the event was a huge success and a fantastic learning opportunity for all attendees and participants.

MAJOR HIGHLIGHTS

BUSINESS ANALYTICS EXCEL QUIZ



"Spreadsheets are corporate poetry; when constructed elegantly enough, they can be used to communicate sophisticated ideas to audiences who wouldn't otherwise be receptive to details." - Eric Seufert

Excel had become one of the major parts of everyone's life from performing complicated calculations to converting raw data into meaningful information. It is also important to understand that MS Excel helps in making tasks easier. The Business Analytics Club, Noida Campus organized this event to help our students understand the value of MS Excel in our young brains at Jaipuria Institute of Management, Noida. The quiz was the Business Analytics Club's first event since its formation, and it was a success thanks to the backing of Director **Dr. D.N. Pandey**.

The entire quiz was conducted on the Kahoot platform, there were three Rounds in the event, and Rounds 1 and 2 were the elimination round. In Round 1 there were 20 questions and at the end of it, the bottom 5 teams were got eliminated, then in the Semi-final round there were 10 questions and at the end of it again the bottom 5 teams get eliminated, and 10 teams ultimately made it to the finals. The chief guests for this event were **Dr. Renuka Mahajan** (Chairperson), **Ms. Aayushi Kalra** (Co-Chair), and **Dr. Shivani Bali** (Area Chair-Business Analytics).

The winners of this event were: **First Prize- Team CSK, First Runner up - Team Psycho, and Second Runner up - Team Uno**. Dr. Renuka Mahajan and Prof. Aayushi Kalra praised the efforts of the Business Analytics Club students, who worked tirelessly to make this event a success. We are grateful to **Dr. V.K. Tomar** (Dean-Admin), his admin team and **Dr. Rahul Singh** (Dean-Student Affairs) for their support. A special thanks to Dr. Shivani Bali for being a part of the event. A special thanks to all the staff members and students for making this event a successful one.

MAJOR HIGHLIGHTS

HEALTH & HYGIENE DRIVE



To experience all that life has to offer to its fullest extent, maintaining good health is essential. When a person chooses to live a healthy lifestyle, they ensure that their body continues to be healthy while also keeping their mind active and fresh. Keeping a good lifestyle would not only increase one's lifespan but also help the body and mind to regenerate. It is of the utmost significance to a person's happiness to maintain their health.

To contribute their part, DISHA CSR- Committee of Jaipuria Institute of Management, Noida successfully concluded their health and hygiene drive on 12th October 2022.

It was a four-hour drive and was conducted in a slum near Kalla Pathar Indirapuram by a team of 15 volunteers of DISHA. The committee tried to focus on the basic health products which are essential to maintain a lifestyle for them. The products distributed ranged from sanitary napkins, shampoo, antiseptic lotion, soap, toothpaste, medical kit, and many more essential items. With this drive, volunteers were able to serve 300+ unprivileged people needed of basic necessities. There was also an initiative from the volunteers to educate the women in the slum about the importance of using sanitary napkins and also proper usage and disposal of them so that there is no health hazard to them from the external environment also.

The drive had a motive to bridge the gap between helping hands and needy people. The committee started collecting the products in campus, starting mid-September and was successfully able to collect enough donations for distribution.

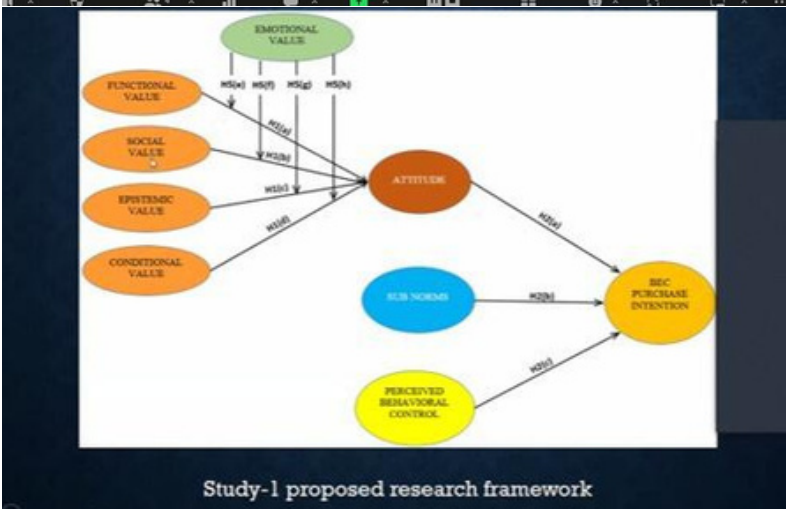
Overall, it was a successful drive, as was evident from the smiling faces of the children and the ladies in the slum.

MAJOR HIGHLIGHTS

EXPERT SEMINAR FOR FPM SCHOLAR

BACKGROUND OF THE RESEARCH

- High value products require substantive processing involving consumer understanding, interpreting large amount of data specific to the product. Affect states, i.e., anticipated emotions, anticipatory emotions and the mood states, play an important role in substantive processing (Bower, 1991, Forgas, 1992).
- Considering the menace of air pollution, a promising method for motivating consumer behavior change is via utilizing the spillover effect, where engagement in a pro-environmental behavior (PEB) increases the likelihood of engaging in other PEBs (Lanzini & Thegersen, 2014).



BACKGROUND OF THE RESEARCH

Source study	Behavioral Theory	Constructs	Findings	Methodology
(Axsen et al., 2012)	Lifestyle theory (Giddins 1991)	Lifestyle practices, Liminality, Attitude	Results demonstrate the relevance of consumer lifestyles and societal transitions towards adopting pro-environmental technologies.	Factor, cluster analysis
(Bockarjova and Steg, 2014)	Protection Motivation Theory (Rogers 1985)	Threat, Coping Appraisal, Protection Motivation Decision	Individual and collective perceptions of environmental risk, BEC green performance, and vulnerability influence adoption intentions	Regression analysis
(Barbarossa et al., 2015)	Self-congruity theory (Sirgy 1986)	Green self-identity, environmental consequences, Green moral obligation	Green self-identity influences adoption intentions directly and indirectly via the consumer's moral obligations and awareness of the environmental consequences of using conventional cars.	CB-SEM
(Degirmenci and Bretnar, 2017)	TPB (Ajzen 1991)	Environmental performance, price value, range confidence	Environmental performance, range confidence, and price value influence purchase intentions in the decreasing order.	Survey post Experiment, PLS-SEM
		Values: Monetary, Performance, ...	BEC performance, convenience features, and price BEC adoption	PLS-SEM

An Expert Seminar was conducted on 6th October 2022 at Noida campus where the FPM scholar, **Mr. Abhinav Sharma** under the supervision of **Dr. Deepak Singh** (Guide) & **Dr. Richa Misra** (Co-Guide) presented his research proposal in the area of Marketing. **Dr. Rekha Attri** (Associate Professor, Indore Campus) assessed the research proposal and progress of the scholar with appreciative feedback. Dr. Attri shared her valued insights and time to enrich the research eco-system at the campus.

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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.