

THE JAIPURIA COMMUNIQUE

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

- Coffee with Alumni
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- Faculty Exchange Program

MAJOR HIGHLIGHTS

COFFEE WITH ALUMNI



“A part of you has grown in me, together forever we shall be, never apart, maybe in distance, but not in heart,” says Jaipuria to its students. Nostalgia hits when alumni come back to the campus every time. Our traditions become our legacy, the Alumni Relations Committee (ARC) of Noida campus on 23rd September added another chapter to the legacy in making i.e., ‘Coffee with Alumni’ 5th edition Batchmates special. Our prestigious alumni from the 2010-12 batch were invited as the chief guest **Mr Raghavendra Singh** and **Mr. Kush Kaushish**.

A day without coffee is like something without something special. So is Jaipuria without its alumni. What you leave behind is not what is engraved in stone monuments, but what is woven into the life of others. They had a candid conversation with our students. The evening was filled with warmth and sweetness in the presence of all Jaipurians. The evening commenced with the lighting of the lamp and melodious Saraswati Vandana. The guests were introduced and presented with a ‘Green Certificate’ which certifies that a tree is planted in their name in the Sundarbans National Park and their progress can be tracked as well. They were asked a series of questions regarding their journey at Jaipuria and their journey in the Corporate world. A very intriguing Rapid-Fire round was conducted that made the audience know and connect with the guests better. ‘Never Have I Ever’ round was played with the guests in which a string of questions was asked that spilt their secrets and their mischiefs were revealed.

A memory lane video was played as a surprise for both the alumni guests, that embraced pictures from their college days and messages from their friends and professors at Jaipuria. The audience was fascinated by their conversation and asked numerous questions. Mr Kush Kaushish played the guitar, and everyone jammed together filling the evening with melody.

ARC leaders Nisha Rajput(President) and Aditya Kumar (Vice President) played important roles in making this event successful. They were presented with their badges by **Ms Rakhi Dixit** and **Prof. Arpan Anand**.

The unique gift hampers and mementoes were presented to the chief guests Mr Kush & Mr Raghavendra. They signed mugs that will be kept as souvenirs at the campus as a memory. The event came to an end with cake cutting ceremony and sweet memories were taken home by everyone.

MAJOR HIGHLIGHTS

LEARNING-CUM-GAP BRIDGING ACTIVITY



Operations Club at Jaipuria Institute of Management, Noida campus organized a well-designed learning cum theory-practice gap bridging activity through meticulous planning and execution by Club president, Mr Abhishek Bhardwaj and Vice-President, Mr Anukool Shukla. Firstly, the students were asked to appear in a quiz to check their understanding and interest levels in the operations area. Secondly, the 20 qualifying students were offered a combo of a Warehouse visit of AAJ enterprises and working lunch.

The student group along with **Dr Ankur Chauhan** visited the AAJ warehouse and learned about the third-party logistics (3PL) services offered by the company to its clients for achieving customer delight. The informative industry visit provided insights about the 3PL working of the firm i.e. providing services to versatile clients ranging from book publishers to personal care. The warehouse was divided into 4 departments i.e. Inward, Picking and Packing, Inventory and Dispatch. Students asked a lot of questions to warehouse manager **Mr Naveen Tomar** and his team cleared many of their doubts with practical input. AAJ team arranged snacks and tea for the students within the warehouse canteen during the visit. One of the best things about this activity was that it was well planned and well executed by students with on-time institutional support from Operations club faculty chair **Dr Surender Kumar** and staff members of the campus.

KNOWLEDGE SHARING SESSION

Jaipuria Noida organised its second knowledge-sharing session to provide an open forum where faculty can discuss their ongoing research work. **Dr Richa Misra** and **Dr Surender Kumar** presented their research work on themes related to electronic markets and the non-linear scholastic model respectively to all the faculty colleagues. The session offered an opportunity to get acquainted with and discuss the future scope of research conducted by Professors. The session was coordinated by the FPM scholar Ms Suchita, batch 2022. It was a great learning experience for all.



MAJOR HIGHLIGHTS

DR BANASREE DEY MEMORIAL ANNUAL QUIZ



Dr Banasree Dey will always be remembered as one of the most loved and humble faculty members of the Noida campus. She contributed immensely towards mentoring management students throughout her journey as an excellent marketing area faculty at Jaipuria Institute of Management.

We initiated the Dr Banasree Dey Memorial Annual Quiz Championship in the loving memory of Late. Dr. Banasree Dey last year. This year, with Director **Dr D.N. Pandey's** support, the quiz was held on a bigger scale with participation from other Jaipuria campuses too.

The entire quiz was conducted on Kahoot platform under the high-energy supervision of Quiz Master **Prof. Joy Patra**. The first round was conducted on 11th September via online mode and 10 teams qualified for the semi-finals. The semi-finals were held on 28th September wherein there were 7 teams, pan Jaipuria, who paved their way through the semis and showcased their intelligence and agility in the fastest finger first round. The semis consisted of 3 rounds with 10 questions per round. 5 teams ultimately made it to the finals held on 29th Sept.

The grand finale started with a vibrant dance performance on Saraswati Vandana and consisted of 3 rounds:

- Pass the question round
- Visual round, and
- Questions with a hint round.

The chief guest **Mr Varun Chaturvedi**, an alumnus of the Noida campus batch 2011-13 and student of Dr Banasree Dey, was present virtually via a video message, due to a last-minute development.

The winners decided on basis of consolidated scores of all three rounds were:

- First prize - **The Risk Takers**
- 1st runner-up - **Sector 9**
- 2nd runner-up (joint winners) - **House of Dragon and Cash Cows**

The faculty management team for the event consisted of **Dr Vinita Srivastava & Dr Rajesh Sharma** (Invictus faculty in-charge). **Dr Deepak Halan** (Area Chair, Marketing) appreciated the efforts put in by students of Marketing Club, Invictus, who worked round the clock 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 Deepak Singh, Dr Abhijit Nair** and **Dr Ritika Gugnani** for gracing the grand finale and all faculty & staff members and the students in the audience for making the event vibrant and exciting and a big success in terms of keeping Dr Banasree Dey's memory alive.

MAJOR HIGHLIGHTS

GARBA NIGHT



"Nine nights of festivity, blessings, auspiciousness, and divinity." This grand festival of nine days is filled with joy, excitement, and worshipping goddesses. A traditional dance from the western Indian state of Gujarat is performed during Navratri. The Hostel Affairs Committee (HAC) of Jaipuria Institute of Management organised "The Garba Night" for hostellers and SEC members. The campus was decorated with a stunning pandal made of colourful strings, a handmade selfie point, and a welcoming poster.

The event began with the essence of the aarti ceremony and the lighting of diyas by respected **Dr V.K. Tomar**, **Dr Rahul Singh**, and **Ms Rajkumari**. Everyone in their ethnic attire and a traditional appearance. added to the lovely ambience. The most trending dandiya songs were played, followed by a traditional group dance and singing performance that elevated the event to the next level. This was followed by a couple of dance competitions. All of the performances were outstanding and captivated the audience. A musical chair contest and some fun Navratri quizzes were organised. The dance competition's results were then revealed.

Gopika and Sristi were the winning pair dance team, and Anushka and Siddharth were the first runner-ups. The musical chair was won by Tushar Raval. The following moment, everyone enjoyed dancing to the beats of disco dandiya to traditional Garba, which made it a brilliant cultural extravaganza. Delicious and appetising food was arranged by HAC for hostellers and SEC members. The whole event was elegant and phenomenal. This tradition is directed at the goddess and is also a manifestation of gratitude. Navratri celebrations would be incomplete without Garba night.












MAJOR HIGHLIGHTS

FACULTY EXCHANGE PROGRAM



Jaipuria Institute of Management, Noida under its Faculty Exchange Program organized a session on the 'Use of YouTube Ads and YouTube shorts'. **Dr Romi Sainy** from Jaipuria, Indore, who has over seventeen years of experience in academics, training, and research in the fields of marketing, retail, & consumer behaviour, graced us with her presence. The discussion centred on the dos and don'ts of using YouTube shorts and YouTube ads, as well as their significance. She furthermore discussed search engine optimization for generating more website traffic and other digital marketing tools.

She educated the students on various aspects of digital marketing . She also discussed how digital marketing could increase the overall value. She discusses the tools can be used to optimize the social media and search engine for the brand. Dr Sainy told the students that digital marketing is essential in the current era and that everyone must have a thorough understanding of it. The discussion was then followed by student participation. Students asked numerous questions about the topic, which she answered comprehensively. They were offered practical knowledge regarding the use of YouTube Shorts and YouTube Ads. The students had a wonderful learning experience and a session with an informative faculty will be beneficial to their future profiles.

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|---|---|---|---|---|---|---|---|-----------------------------|
|  | Anushka Keshari
SPOC - Content |  | Dr Renuka Mahajan
MRC Chairperson |  | Shivam
President |  | Shazia Siddiqui
Vice President | |
| |  | Manika Jain
SPOC - Content |  | Mohit Aswal
SPOC - Photography |  | Krishanu Deka
SPOC - Photography |  | Adeeba
SPOC - Newsletter |
| |  | Komal Suthar
SPOC - Graphics |  | Arjita Srivastava
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.