

THE JAIPURIA COMMUNIQUE

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

- Modern History of India field trip
- Bonfire Night 2023
- Guest session in course Integrated Industry Analysis
- PUNARSANGAM 2023
- “Neki Ki Dewar”- Clothes & Blanket Distribution Drive
- Dean & Director Interaction
- Workshop on POSH

MAJOR HIGHLIGHTS

MODERN HISTORY OF INDIA FIELD TRIP



On 17th December 2022, a group of Jaipuria Noida students enrolled in the course Modern History of India, had the opportunity to participate in an experiential learning field trip to historical sites in Delhi. The trip included visits to museums and other monuments that played a significant role in India's history. The students began their journey at the museum, where they were able to explore the rich cultural heritage of India through a wide range of artefacts and artworks. From ancient sculptures and paintings to modern contemporary art, the sites provided a comprehensive overview of India's history and art. They were able to pay their respects at the memorial and understand the significance of the site.

The group also visited other monuments such as Qutub Minar and Humayun's Tomb, a UNESCO World Heritage Site and a symbol of Mughal India. The field trip provided the students with a unique and immersive experience of India's history. They were able to see firsthand the places and monuments that played a crucial role in shaping the country's past and present. The trip not only enhanced their understanding of the course material but also provided them with a deeper appreciation for the rich cultural heritage of India. Overall, the experiential learning field trip was a valuable addition to the Modern History of India course and provided the students with an unforgettable learning experience.

MAJOR HIGHLIGHTS

BONFIRE NIGHT 2023



"A warm escape from Delhi's cold."

The Hostel Affairs Committee of the Jaipuria Institute of Management, Noida, organised the Bonfire Night 2023 event on 6th January 2023, on the occasion of the New Year 2023. As the celebration got underway with the burning of wood, the students took part in activities to the beats of several different songs. There's something truly magical about it.

One of the simplest activities that can provide one with the greatest pleasure generally brings happy memories of gathering with friends around a crackling fire while enjoying some steaming soup, lively music, and some good dancing. As the event progressed, various types of games were played among the students, such as Antakshari, Dumb Charades, etc. Everyone enjoyed the mystic sound of music, which echoed on and on.

MAJOR HIGHLIGHTS

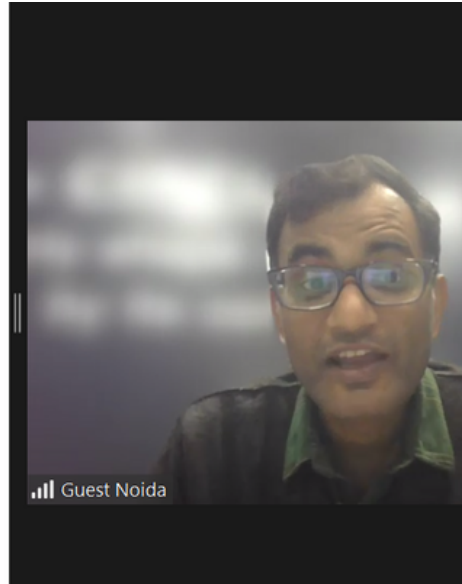
GUEST SESSION IN COURSE INTEGRATED INDUSTRY ANALYSIS

Comparative Statement Analysis

Helps compare particular financial statement with prior period statement

Parallel analysis of the financials...It helps evaluate the absolute numbers and contrast for any changes.

Particulars	December 31, 2017	December 31, 2018	(+)/(−)	% (+)/(−)
Current Assets:				
Cash and Bank Balance	23,600	2,000	(-) 21,600	(-) 91.50
Debtors	41,800	38,000	(-) 3,800	(-) 9.10
Inventory	32,000	26,000	(-) 6,000	(-) 18.80
Other Current Assets (A)	6,400	2,600	(-) 3,800	(-) 59.40
(A)	1,03,800	68,000	(-) 35,200	(-) 33.90
Fixed Assets:				
Land and Building	54,000	34,000	(-) 20,000	(-) 37.00
Plant and Machinery	62,000	1,57,200	(+) 95,200	(+) 153.50
Furniture	5,800	9,600	(+) 3,800	(+) 65.50
(B)	1,21,800	2,00,800	(+) 79,000	(+) 64.90
Long Term Investment (C)	9,200	11,800	(+) 2,600	(+) 28.30
Total Assets (A+B+C)	2,34,800	2,81,200	(+) 46,400	(+) 19.80
Current Liabilities (D)	52,400	25,400	(-) 27,000	(-) 51.50
Long-Term Debt (E)	40,000	65,000	(+) 25,000	(+) 62.50
Owner's Equity:				
Equity Share Capital	80,000	1,20,000	(+) 40,000	(+) 50.00
Reserve and Surplus	62,400	70,800	(+) 8,400	(+) 13.50
(F)	1,42,400	1,90,800	(+) 48,400	(+) 34.00
Total Liabilities and Capital (D+F)	2,34,800	2,81,200	(+) 46,400	(+) 19.80



Cost Structure Analysis

An analysis of the expenses...also defined as relative proportion of all incurred costs within an organization



COST STRUCTURE of a company comprises of two types of costs- Fixed Cost and Variable Cost.

FIXED COSTS	VARIABLE COSTS
<ul style="list-style-type: none"> Fixed costs are those who remain constant up to a certain production level Examples : Rent, wages, direct labor, electricity bills, interest expenditure 	<ul style="list-style-type: none"> Variable costs are those that vary directly with the amount of production. Examples : direct materials consumed, per piece wages, commissions etc.

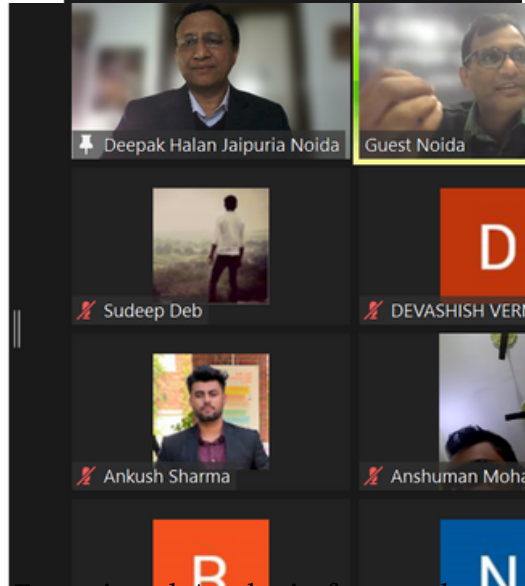
Fixed and variable costs may differ from industry to industry. A manufacturing unit may have different types of fixed and variable costs than a service provider.

IMPORTANCE	CLASSIFICATION				
<ul style="list-style-type: none"> The fixed and variable costs are associated with individual products (line) to ascertain their correct pricing. Proper cost allocation is essential to identify and calculate profits from each of the product and product line. Failure to correctly identify and allocate the costs may lead to over or under pricing. It also helps in finding out which products are most profitable and which are less profitable. This enables the business to take decision on effective allocation of resources. 	<table border="1"> <thead> <tr> <th>Cost Driven</th> <th>Value Driven</th> </tr> </thead> <tbody> <tr> <td>Here the main emphasis is on cost cut to keep control so as to beat the market competition. For eg : Airline Businesses</td> <td>Here the main emphasis is on maximizing the value to the customer. Cost cut is secondary issue for them. For eg : Luxury Hotels</td> </tr> </tbody> </table>	Cost Driven	Value Driven	Here the main emphasis is on cost cut to keep control so as to beat the market competition. For eg : Airline Businesses	Here the main emphasis is on maximizing the value to the customer. Cost cut is secondary issue for them. For eg : Luxury Hotels
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Here the main emphasis is on cost cut to keep control so as to beat the market competition. For eg : Airline Businesses	Here the main emphasis is on maximizing the value to the customer. Cost cut is secondary issue for them. For eg : Luxury Hotels				

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Helps evaluate the decision's effectiveness by helping decision maker weight its potential benefits and costs.

Dependence on the financial statement and stated components...need to deliberate on financial wisdom to derive the firm's absolute costs



A guest session was organised on 11th January 2023 on conducting Functional Analysis for students of sections A & MA of the Integrated Industry Analysis course by **Dr Deepak Halan** and **Dr Poonam Sharma**. It was based on experiential learning of the guest speaker, **Mr Vikram Gupta** – Sr VP Research & Insights, Market Xcel Data Matrix Pvt. Ltd (a specialized market research agency that provides bespoke services to its clients). Mr Gupta, a market research expert with more than 20 years of experience having worked with global corporations including Deloitte, Samsung, Nielsen and Kantar has researched a wide range of sectors such as automotive, consumer durables, pharma and fashion. He supports clients on a broad range of strategic topics such as go-to-market strategy, communication strategy, consumer behaviour, emerging trends etc. Mr Gupta talked about the financial analysis of companies (Du Pont Analysis, Ratio Analysis, Cost Structure Analysis, Common Size Statement Analysis and Comparative Statement Analysis). He also touched upon marketing, operations and HR analysis.

MAJOR HIGHLIGHTS

PUNARSANGAM 2023



They referred to it as an alumni reunion, but we knew it was actually a homecoming! The Alumni Relations Committee (ARC) organized the most anticipated Punarsangam'23 on January 14, 2023, exclusively for the Noida Campus alumni at the place where their hearts reside - the campus itself! It was a gala event where not only alumni shed tears of happiness, but also cherished and relieved their golden years. The event began with an auspicious lamp-lighting ceremony, followed by a welcome address by the esteemed Director **Dr Subhajyoti Ray**. The event started with a beautiful performance by the students on Ganesh Vandana which filled the atmosphere with spiritual and positive energy. The chairperson of Alumni Relations, **Dr Deepak Singh**, addressed the guests about the achievements, new additions and initiatives taken by the management of Jaipuria Noida and the success stories of the precious alumni. **Mr Faizan Kafil**, an alumnus of the 2020-22 batch made the audience glued to the stage with his beautiful and heart-touching singing performance. The event featured performances by the students of ARC Noida, which made everyone groove to the beats. Many engaging games such as ice-breaking sessions such as "antakshari" between boys and girls, joke sessions and gift-passing games were organized to facilitate the alumni's candid and amusing participation. Mocktails and snacks were served in between to keep the guests refreshed. Another major highlight of the event was the felicitation of valued Alumni Association Members who are integral parts of JIMNAA (ALUMNI ASSOCIATION OF JAIPURIA, NOIDA) An address by **Mr Yateesh Wahaal**, the President of the Alumni Association followed by the unveiling of the Alumni Newsletter, which is an initiative of the Alumni Relations Committee and provides insights into the corporate world and valuable memories of the college shared by Noida alumni members.

Every year, JIMNAA appreciates and recognises the best two summer interns and awards cash prizes of Rs 10000/- and Rs 5000/- respectively, **Mr Aryaman Jaiswal** and **Ms Priyanshi Saxena** were declared winners and runners-up respectively and were awarded the prize money for their successful summer internships achievement. Members and coordinators of the Alumni Association and the ARC were also honoured for their contributions. In the end, behind-the-scenes videos were played showcasing the hard work and efforts made by the student coordinators of the ARC for making the event a success and elevating the stature of the ARC - Jaipuria, Noida. In addition, the event featured a soulful musical band performance by students which mesmerised the guests and was followed by a buffet dinner. The wonderful evening came to an end with the DJ and the alumni and students shaking their legs to the energetic songs and reliving their college life which surely transported them down memory lane. The alumni came together and reconnected with their classmates and former professors. The event provided an opportunity for all to reminisce about their time in business school, as well as catch up on the latest happenings in each other's lives. They also offer valuable networking opportunities and give alumni the chance to give back to their alma mater.

MAJOR HIGHLIGHTS

“NEKI KI DEWAR”- CLOTHES & BLANKET DISTRIBUTION DRIVE



"Happiness doesn't result from what we get, but from what we give."

Wrapped in jackets and mufflers, most of us don't even have any idea about how millions of individuals and families living under impoverished circumstances are making arrangements for their basic needs to survive. Affording thick blankets and mufflers is not a possibility for many people. Thus, after understanding their needs, Disha CSR organised "Neki ki dewar" on 15th January 2023, at slums opposite Indrapuram Public School and Near Delta 1 and Jagat Farm Greater Noida. Here the CSR team undertook a few quick steps in meeting the daily winter needs of natives living in marginalised communities. In their planned blanket and old clothes distribution drive, they distributed many blankets and old clothes.

Students at the Disha CSR committee were planning blanket and old clothes distributions throughout Noida and Greater Noida. The pleasure of fulfilling the basic requirements of people carries a different feeling that can't be explained in words. Homeless people mostly reside in slum areas, where they construct shacks and wooden houses with available materials. They don't have clothes to cover their bodies, and they spend their winter without a blanket. And that's the reason behind the death of thousands of people every year in the winter season. Without access to adequate shelter and warm clothing, their struggles only become 100 times worse. The blanket drive is the least that the students could do. There cannot be greater satisfaction than saving someone's life. So, in each shack, the student volunteers gave blankets and warm clothes to manage bitterly cold winter. They gave blankets and hope to the people who were homeless. The CSR team at the Jaipuria Institute of Management regularly donates warm clothes and blankets to poor and socially backward people who are suffering from the cold wave. During this initiative, more than 160 plus families were helped.

MAJOR HIGHLIGHTS

DEAN AND DIRECTOR INTERACTION



A formal interaction of the Dean (Academics) & Director, Noida campus was scheduled with students of batch 2022-24 on the 16th, 17th & 19th of January 2023.

The interaction started with the introductory speech by Dean (Academics) Prof. Tarun Dhingra while introducing the Director of the Noida campus, Prof. Ray, to the students. While taking over the dais, an academic progress address given by the Director focused on the overall performance and achievements of the students in the programme. He also discussed the current status of the programme and the progress made towards its goals and objectives. He highlighted the chances of making notable achievements for individual students or groups of students, such as high grades, participation in competitions, or successful internships. Additionally, he also addressed the challenges that students generally face and the initiatives and solutions to address them. He also discussed the resources and support available to them to help them succeed academically, such as tutorials and access to their mentors and faculty members.

He shared useful information about the job market and career opportunities for business management graduates, as well as the success of recent alumni, in order to provide students with a sense of the real-world applications of their education.









In summary, his address on their academic progress provided an insightful overview of the current status and achievements of the programme, while also highlighting how to address prevalent challenges and the support available to students to help them succeed. It also provided an outlook on the job market and the real-world applications of PGDM/MBA education.

MAJOR HIGHLIGHTS

WORKSHOP ON POSH



On January 16, 2023, **Mrs Preeti Pahwa**, Co-Founder & Partner in eMinds Legal Corporate, conducted a workshop on the Prevention of Sexual Harassment of Women at Workplace Laws (POSH) in the course “Managing Human Resources”. The guest was welcomed with a green certificate by the course faculty, **Dr Pragya Gupta**. Ms Preeti successfully sensitized students regarding various aspects of POSH and how the term not only covers the umbrella aspect of sexual harassment. It also provided very integral information about different organizations that work under different dynamics to support the cause of POSH. It also provided valuable insight regarding certain domains of what harassment can be and how such situations are to be dealt with when faced with. Also, proper briefs regarding several acts and legal obligations that support the same trajectory were also informed through the seminar conducted. Students also were educated about the decorum through which these organizations work and act in order to bring necessary justice to the victims.

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|---|---|---|---|---|---|---|-------------------------------------|---|-----------------------------|
|  | Anushka Keshari
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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.