

# THE JAIPURIA COMMUNIQUE

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

- Europe Immersion Program
- Interactive Session with KEDGE Business School
- Leadership Meet 2023
- BIMTECH Field Visit
- Guest Lecture on Emotional Intelligence

# MAJOR HIGHLIGHTS

## EUROPE IMMERSION PROGRAM

**30TH JANUARY – 13TH FEBRUARY 2023**

The International Relations Office of Jaipuria Noida campus planned an immersion trip to Europe, offering a platform for global learning & international exposure to their students. It was held from 30th January 2023 to 13th February 2023.

Through this Europe immersion trip, students across pan-Jaipuria campuses came together. This immersion tour was arranged in collaboration with Vijigishu Education Pvt. Ltd. A total of 14 students participated (Ten students from the Noida campus and four students from the Lucknow campus) and experienced splendid tourism and learning exposure in Europe, through various Industrial visits, corporate guest talks, sessions at Kedge University, Paris & FOM University in Essen during these 14 days .

**DAY – 1: 31ST JANUARY 2023**

IntKedge University is a triple-accredited Business School that was established in 2013 and merged from two Grandes Ecoles: the Bordeaux Ecole de Management, which was established in 1874 in Bordeaux; and the EUROMED Management School in Marseille, which was established in 1872 in Marseille. Upon arrival in Paris, the students went there to learn about the different programmes that Kedge University offers, the majority of which are related to sustainability, as well as the careers that they can pursue, beginning with an introductory lecture on the Russia and Ukraine war effect on Europe's energy. After the lecture, students had a chance to ask questions and get a better feel for the campus and its resources. They learned about the campus's environment, how well it's structured for students to study, and the business cell. They were also introduced to a new concept called bubbles, where students can interact with one another in a quiet space, as they have to just book the room and do whatever they want to do in their time slot. Finally, here's a group shot with the dean to boost your spirits as you prepare to study more and do better in the future.



# MAJOR HIGHLIGHTS

## DAY – 2: 1ST FEBRUARY 2023

The students spent the entire day at Disneyland Paris, experiencing the wonder and magic that is Disney. This is the second Disney theme park to be established outside the United States. The park is filled with rides, shows, and parades, many of which are themed after well-known Disney characters and storylines. Shopping centres, dining establishments, and hotels are also part of this. Travellers and Disney lovers of all ages will find that Disneyland Paris is a wonderful place to spend a day or more having a good time. Disney's dedication to its guests is evident in the park's high number of repeat visitors (70 per cent) and in the innovative ways in which it personalises its attractions and services for each guest.



## DAY – 3: 2ND FEBRUARY 2023

The tour members took the three-hour trip from Paris to Brussels to check out the only Audi facility dedicated to producing electric vehicles ( e-tron ). There they got a firsthand look at their operations and heard all about the multiple assembly lines that go into creating a single automobile. They learned that when the suspension and body are finished, they will be joined, a procedure for which they have invented the word "marriage," and then proper testing will be carried out. Depending on demand, the six-month waiting period for a vehicle may be extended if customer demand increases.



## DAY – 4: 3RD FEBRUARY 2023

The students also visited the iconic Atomium, which was built in 1958 for the Brussels trade fair, and strolled around the city, sampling some of the world-renowned Belgian chocolates along the way. The Atomium stands at a lofty 102 metres (335 feet) in height, making it one of the tallest structures in all of Belgium. Its nine stainless steel-wrapped spheres have a combined diameter of 18 metres (59 feet) and are arranged in a unit cell that could stand in for an iron crystal at a magnification of 165 billion times.



# MAJOR HIGHLIGHTS

## DAY – 5: 4TH FEBRUARY 2023

The 4th of February was an eventful day in Amsterdam. To begin, students visited the Coster Diamond Factory, which opened in the year 1840, to learn about the cutting and polishing of diamonds and the grading systems used to categorise their quality.

They have 4C Diamond type though they give guidance on how there are different types of diamonds there the 4C's are:

1. Carat
2. Colour
3. Clarity
4. Cut

And partnering with different brands through which diamonds are to be sold, such as Omega, Mont blanc, Rado, Tissot.

After visiting the coster diamonds, students visited the cheese and clog factory, where they learned to make wooden shoes for the farmers so that their legs don't get hurt during the work in the farm with animals. The shoes were made for all ages with different colour designs and one can engrave their name also.

They also went to Zaans Village, where Zaanse Schans is a traditional Dutch village outside of Amsterdam that is well-known for its ancient windmills, traditional buildings, and pleasant ambience. Museums, workshops, and businesses in the village showcase local traditions like clog and cheese manufacturing for curious tourists. Zaanse Schans' windmills are a major tourist draw due to their history of multipurpose use (including milling grain, cutting wood, and extracting oil). The river and the surrounding area made for beautiful scenery in this village.

Lastly, students went on the famous canal cruise in Amsterdam. A sail around Amsterdam's canals is a common way to see the city's famous monuments from a new angle. There is a wide selection of tours available to tourists, from guided sightseeing tours to intimate candlelight dinner cruises on the water. Amsterdam's canals, constructed during the 17th-century Dutch Golden Period, are today recognised as a UNESCO World Heritage Site. Famous landmarks like the Anne Frank House, the Rijksmuseum, and the old merchant homes that line the canals may all be seen from the water. Enjoy the sights and sounds of historic Amsterdam on a leisurely canal trip.



# MAJOR HIGHLIGHTS

## DAY – 6: 5TH FEBRUARY 2023

The next day, students made their way from Amsterdam to Essen, Germany, and stopped by the Zollverein Coal Mine Industrial Complex, a UNESCO World Heritage Site. It was formerly a major contributor to Germany's industrialization as one of the world's largest coal mines. The area is now a vibrant cultural hub, complete with museums, galleries, restaurants, and performance venues. Visitors interested in the coal mine's past and its effect on the local area can take part in guided tours. Fans of modern architecture will appreciate the complex's Bauhaus-inspired design.



## DAY – 7: 6TH FEBRUARY 2023

Essen, Germany, is home to the private FOM University of Applied Sciences for Economics and Management. It has been around since 1993, and it's undergraduate and graduate courses cover business, management, and economics. Many of FOM University's programmes are tailored specifically to the needs of working professionals who want to expand their knowledge and expertise through hands-on experience. A large number of international students and professors with deep professional experience make this university an excellent choice. The German Council for Science and the Humanities has acknowledged FOM University as a top institution of higher learning in the field of applied science, where the students had a lecture on "European Fiscal Policy and its Impact on the European Union" under Lecturer Matthias Eschweiler. Also went to Zaans village known for its ancient windmills. Zaanse Schans' windmills are a major tourist draw due to their history of multipurpose use



# MAJOR HIGHLIGHTS

## DAY – 8: 7TH FEBRUARY 2023

Students went to the Frankfurt Stock Exchange, which is one of the largest stock exchanges in the world and is located in Frankfurt, Germany. Deutsche Boerse AG, a German corporation, formed and manages the exchange in 1585. Securities such as stocks, bonds, derivatives, and options are traded on the Frankfurt Stock Exchange. It is a major centre for international finance and the trading of German and European blue-chip stocks. The DAX index, which follows the progress of the exchange's 30 largest and most liquid companies, is also located there. There is no more important financial hub than the Frankfurt Stock Exchange, which is crucial to the German and European economies.

The Mercedes-Benz Museum in Stuttgart, Germany, is an auto museum devoted to the history of the Mercedes-Benz brand, which they visited later that day. The museum, which opened in 2006, is housed in a one-of-a-kind building resembling a double helix and was designed by UN Studio. More than 160 automobiles, from vintage models to cutting-edge Formula One racer, are on display at the museum to demonstrate Mercedes-Ingenuity Benz's and mechanical expertise. Displays are organised chronologically to provide guests with a full overview of the development of the automobile and the Mercedes-Benz name. The museum features not just automobiles, but also multimedia presentations, interactive exhibitions, and a café. The Mercedes-Benz Museum is an essential stop for auto buffs and those interested in the sector's past and present.



# MAJOR HIGHLIGHTS

## DAY – 9: 8TH FEBRUARY 2023

The Riegele family of Augsburg, Germany, has been brewing beer since 1386. Using age-old techniques to create gold-medal-winning beers, this brewery is among Germany's oldest. Breweries, malts, and speciality beers, all brewed with all-natural ingredients and in accordance with the German Purity Code of 1516, are produced by Riegele Brewery. After tasting the freshly brewed beer the students proceeded to move to Munich for the following two nights.



## DAY – 10: 9TH FEBRUARY 2023

Munich is the capital and largest city of the state of Bavaria in southern Germany. It is known for its rich history, beautiful architecture, and vibrant culture. where we took a guided tour of the city and had free time to explore on our own.

After that, we went to see MAN Truck & Bus, a business vehicle manufacturer with headquarters in Munich, Germany. The company develops a wide range of trucks, buses, and other heavy commercial vehicles for use in transportation, logistics, and construction industries. The MAN Truck & Bus department is headquartered in a massive building owned by the firm in Munich. The site includes a manufacturing plant, research and development centre, and corporate offices. The facility produces a range of trucks and buses, including the MAN Lion's City, one of the most popular urban buses in Europe. The primary goal of MAN's R&D facility is to enhance the functionality and efficiency of the company's wares via the application of novel technologies and approaches. The Munich, Germany, headquarters of MAN Truck & Bus is a vital hub of operations and a major player in the international commercial vehicle market.



# MAJOR HIGHLIGHTS

MAN Lion's City is one of the most popular urban buses in Europe. The primary goal of MAN's R&D facility is to enhance the functionality and efficiency of the company's wares via the application of novel technologies and approaches. The Munich, Germany, headquarters of MAN Truck & Bus is a vital hub of operations and a major player in the international commercial vehicle market.

In Germany, the centre of the auto industry, the students were able to tour BMW World. The BMW brand and its products are featured at BMW Welt, a multi-purpose exhibition and event complex in Munich, Germany. Wolf D. Prix, an architect, was responsible for the facility's futuristic design, which debuted in 2007. BMW Welt is a museum that chronicles the history of the BMW brand as well as a showroom that showcases the latest BMW automobiles and motorcycles.



**DAY – 11: 10TH FEBRUARY 2023**

The Lindt Chocolate Factory is a well-known Swiss chocolate producer with headquarters in Kilchberg, a Zurich suburb. Lindt & Sprüngli, a Swiss chocolatier and confectionery company, purchased the plant from its founder, David Sprüngli-Schwarz, in 1845. Using only the finest ingredients and time-honoured Swiss chocolate-making methods, the factory churns out an array of premium chocolate goods, including bars, truffles, and seasonal specialties.





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## DAY – 12: 11TH FEBRUARY 2023

This day turned out to be a cold one because we had the day free and decided to visit Engelberg for Mt. Titlis where we enjoyed the snow, rode on the ice-flyer, and did a lot of snow activities like snow-sliding, etc. Later, the students moved to Luzern for the evening to enjoy the breathtaking views of the lake and mountains before returning to Zurich for the final night.



## DAY – 13: 12TH FEBRUARY 2023

From Zurich, the student group flew back to India.



# MAJOR HIGHLIGHTS

## INTERACTIVE SESSION WITH KEDGE BUSINESS SCHOOL

ON 20TH FEBRUARY 2023



With the notion of expansion and growth, our collaboration with Kedge Business School has taken a step further, keeping in mind the exposure of our beloved students to the world, and flying the sky high. An interactive session with the students of the Noida campus was organised on February 20, 2023, at 3 p.m., pitching the 1+1 dual degree programme offered by Kedge Business School – France, under the articulation agreement between Jaipuria & KEDGE. The session quickly started with a brief introduction of **Mr Prayag Raj Tripathi**.

Mr Prayag kicked off the session by explaining the courses, duration, fee structure, and campuses available for the students and was very interactive. The session became more interesting when Mr Prayag offered some gifts from KEDGE Business School to the students who answered the questions, related to foreign education awareness.

The students took part very enthusiastically, were happy, and are eager to join the programmes offered in the near future.

# MAJOR HIGHLIGHTS

## LEADERSHIP MEET



“Leadership is not about titles, positions or work hours. It’s about relationships”

On 8th February 2023, Jaipuria Institute of Management, Noida organized a Leadership Meet for the Student Excellence Council 2022-23 at **Rurban Resort - Muradnagar**. The event was focused on the motivation and development of the SEC’22 so that they continue to excel throughout their life.

The event started with the SEC President, **Devanhsu Diwakar**, introducing the guest and highlighting the achievements of Sec 2022 and he also laid out the future plan of action. The Dean of Academics, **Dr Tarun Dhingra** then delivered a speech on how learnings from mistakes are an integral part of life for any leader. He focused on how networking plays a major role in success and that a people’s leader is often a more successful leader than a process-oriented leader but one should maintain a balance between the two to reach the heights.

**Dr Subhajyoti Ray**, Director of Jaipuria Noida then shared his thoughts on some qualities which every leader must possess. He emphasized how a leader should be energetic, how they should energize their teammates, how the leader should always develop skills to keep an edge over others and that without execution, no leader can stay a leader forever.

Later that afternoon, the Dean Students Excellence council, **Dr Rahul Singh** delivered an inspiring speech on focus and its importance in leadership. He asserted that no task can be completed without focus in life and that good leaders need to have the focus to implement their thoughts and reach the goals they target the next morning followed by adventure sports activities.

The evening for SEC members was more than memorable with the presence of **Mr Subrata Roy**, a corporate trainer and an experienced professional. The interaction with Mr Roy was refreshing and full of energy. Team Building games and Self Motivating games made the SEC realize how being selfless is the right key to succeeding. Later in the evening, SEC members enjoyed their time by dancing their hearts out in the DJ night and then shared stories near the BonFire. The cold weather and clear night sky only added beauty to a wonderful day for SEC members with their colleagues.

The whole SEC was more than thankful for the successful completion of the entire event.

# MAJOR HIGHLIGHTS

## BIMTECH FIELD VISIT



The Centre for Entrepreneurship and Incubation of the Jaipuria Institute of Management, Noida, organised a field trip to the **BIMTECH Incubation Centre**, also known as the Atal Incubation Centre BIMTECH, on February 25, 2023. The event's CEO was Piyush Kumar Nayak, and all junior coordinators laboured in the background to ensure its success. The purpose of the journey was to gain a better understanding of the ways in which the organisation contributes to the rapid development and achievement of early-stage and start-up businesses. The process of incubation is typically carried out by organisations that have prior experience in the commercial and technological spheres. Since the establishment of the Centre for Innovation and Entrepreneurship Development (CIED) in 2009, BIMTECH has been actively encouraging its students to pursue careers in entrepreneurship. The genesis in and of itself offered a solid basis upon which to build a robust network in preparation for entering the ecosystem of creativity. Collecting responses for the visit's methodology entailed using a Google form that was provided by the PMC office. Following the receipt of the responses, bus transportation was organised, coordination was established with the Chairman of the BIMTECH Incubation Centre, and a date and time for the visit were scheduled. During the tour, students found out that the centre offers many different kinds of classes in sequential order, beginning with Khoj, then moving on to Prarambh, then Gurukul, and ending with Udaan. They organise financing for new businesses under the aegis of Gurukul and Udaan. In addition to that, students gained knowledge regarding the many programmes run by the government to assist new businesses. Their understanding of the innovation and entrepreneurial environment was expanded as a result of the visit. Students were able to personally witness how an organisation can contribute to the expansion and success of early-stage companies. The individuals who worked at BIMTECH provided a warm greeting and were eager to respond to any questions that students had. The business development centre was equipped with cutting-edge features, making it an ideal setting for young companies to develop their skills and expand their operations. Summing up, the field trip to the BIMTECH Innovation Centre was a tremendously fruitful experience. It gave students the chance to witness personally how an organisation can contribute to the expansion and success of early-stage businesses, which was very helpful. The trip was informative, and it contributed a little bit of additional information. When students got back to their school, they took a test based on their experience at the BIMTECH Innovation Centre. This helped the students relive some of the most memorable parts of the trip. Students gave Amazon gift vouchers to the champions, as well as to the first and second runners-up in the competition.

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## GUEST LECTURE ON EMOTIONAL INTELLIGENCE



Jaipuria Institute of Management, Noida organized a guest lecture on Emotional Intelligence by **Ms Shruti Swaroop** on 23rd February 2023, who spoke about the importance of Mindfulness in enhancing emotional intelligence. The lecture was conducted under the supervision of **Dr Pragya Gupta**. Ms Swaroop who is the founder of Embrace consulting and also TEDx speaker, began by explaining what emotional intelligence is and why it is important in personal and professional life. She emphasized that emotional intelligence is the ability to identify, understand, and manage one's own emotions, as well as the emotions of others. She also talked about the concept of mindfulness, which she defined as the practice of being present at the moment, without judgment or distraction. She explained that mindfulness is a powerful tool that can help individuals improve their emotional intelligence by helping them become more self-aware, manage their emotions more effectively, and develop stronger relationships with others.

Throughout the lecture, Ms Swaroop engaged the audience with interactive exercises and examples from her own life, which made the lecture more engaging and relatable for the students. She also encouraged students to ask questions and share their own experiences with mindfulness and emotional intelligence. In conclusion, the guest lecture on Emotional Intelligence by Ms Shruti Swaroop was a valuable learning experience for the students of Jaipuria Institute of Management, Noida. Her insights and practical tips on mindfulness will help students improve their emotional intelligence and become more effective leaders in their personal and professional lives.



**Dr Renuka Mahajan**  
MRC Chairperson



**Shazia Siddiqui**  
President



**Banajyoti Deb Sarmah**  
SPOC - Videography



**Anubhav Rathore**  
SPOC - Videography



**Abhinandan Sharma**  
SPOC - Photography



**Shibai Saha**  
SPOC - Photography



**Nishita Dutta**  
SPOC - Newsletter



**Chiranjib Acharji**  
SPOC - Content



**Deepali**  
SPOC - Graphics



**Shambhavi**  
SPOC - Graphics



**Durga**  
SPOC - Social Media



**Kunal Tiwari**  
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.