

# THE JAIPURIA COMMUNIQUE

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

- Hyderabad Alumni Chapter Meet
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- Workshop on Intellectual Property Rights

# MAJOR HIGHLIGHTS

## HYDERABAD ALUMNI CHAPTER MEET

25th March 2023, Saturday @6:30 pm

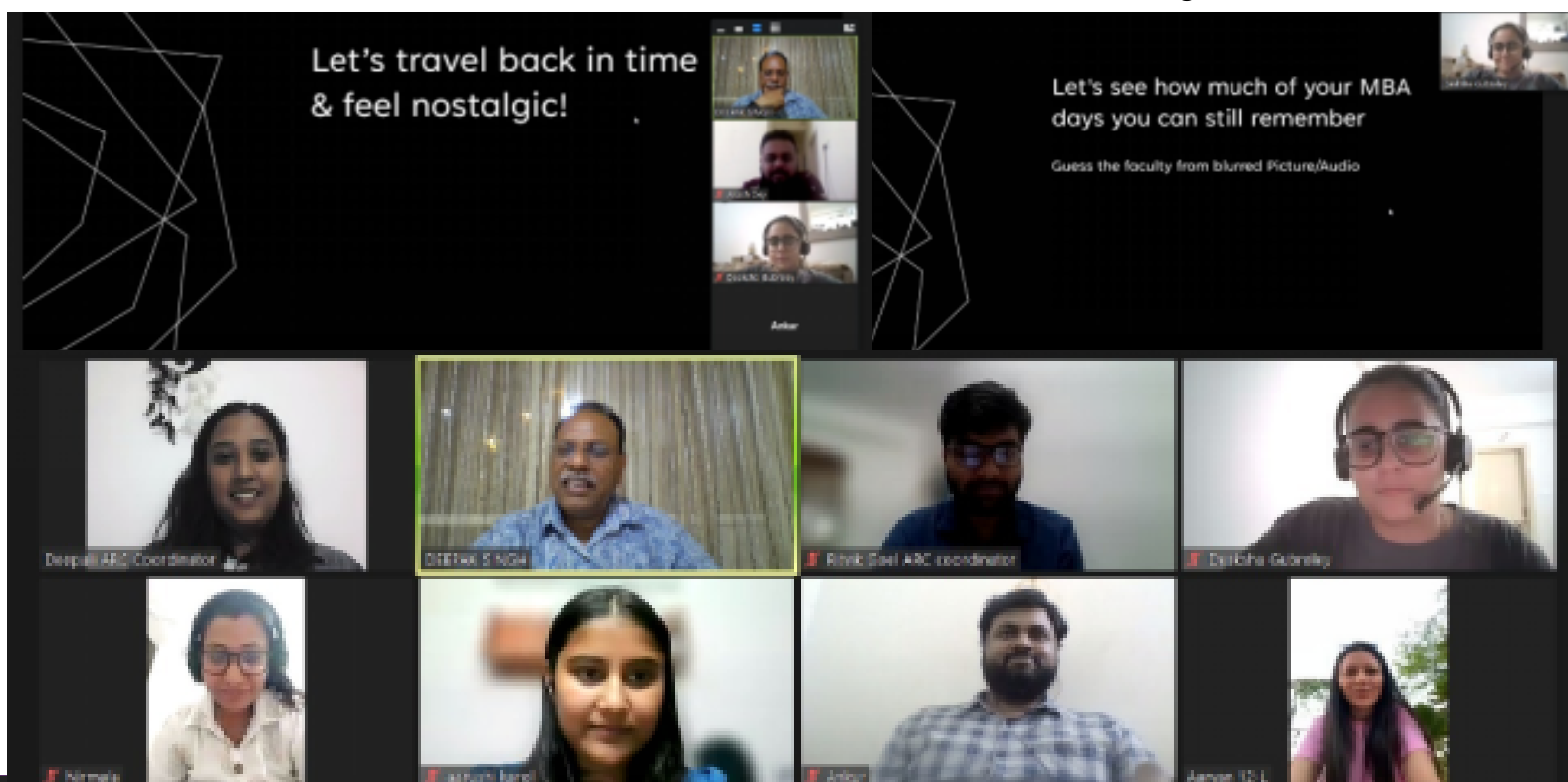
(via Zoom)

The Alumni Relations Committee of the Jaipuria Institute of Management recently held a virtual chapter meet for its alumni members at the Hyderabad location via Zoom. The event was graced by the presence of ARC members, who welcomed the alumni guests and engaged them in discussions on various topics.

Ms Nirmala, a sociopreneur, shared her inspiring story of how she built her business working in different segments one of which is mental health and well-being. She also announced that she would be presenting her idea to the President of India, next month. ARC chair **Dr Deepak** offered to associate her NGO with Jaipuria to make society a better place.

All the alumni present shared their experiences and memories of their time at Jaipuria. Ms Deeksha, who is now working with Microsoft, shared her experience of working with BMW as a client. Ms Shambhavi Singh spoke about her experience working on a business operation project at HCL. **Ms Kanchan Rana** shared the opportunities that are currently being offered to the students and elaborated on the infrastructural changes at Jaipuria, new programs, and new subjects offered by the Institute.

Ms Deepali, who started the meeting with a quote, requested the alumni members to walk down memory lane. The participants shared their fond memories of Jaipuria, including Ms Deeksha and her memory of being a naughty student, Mr Akash's excellent journey at Jaipuria with his friends, Ms Shambhavi's memory of scoring least in class and being mentees of Mr Singh, and Mr Ankur. The event also featured a special segment of fun-filled games and rapid-fire question rounds which were enjoyed by all. Overall, the event was a great success, and the alumni members expressed their gratitude for the opportunity to reconnect with their alma mater and fellow alumni. The event came to an end with a warm vote of thanks to all the guests and ARC members



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## REPORT ON DEMO DAY

The Centre of Entrepreneurship and Incubation (CEI) Committee of Jaipuria Institute of Management, Noida organized a Demo Day on 31st March 2023. The event inspired the budding entrepreneurs to showcase their business plans using chart paper and sketch pens. **Prof. Abhijeet Nair, Prof. Kumar Ashish and Prof. Neelabh Pathak** were the judges to evaluate the students. A total of 7 teams participated in the Demo Day where in each team consisting of either 2 or 3 members had to show the flowchart of their business idea.

This event was basically a continuation of the Business idea competition. They were given the freedom to interpret the word flowchart from their own perspective. There were teams who presented the business idea in a more operational way and on the other hand, there were teams who presented their idea with drawings and operations and financial parts as well. The teams were judged on the basis of their presentation skills, creativity and conciseness. Prof Neelabh Pathak suggested a few improvements for every pitch, considering his knowledge of real life. He suggested a more concise and asked to include more features for Team Talent Troupe. He also mentioned the complexities Team 2 States had with their business idea which included many middlemen, difficulties in getting restaurants with excessive food, difficulties in selecting the deserving poor society and more. He also mentioned the difficulties in getting help to Akash and Ayush which was their business idea.

The first position was secured by Team Talent Troupe and the members of the team were Vivek Jain, Akshiti Mittal and Subah Popli, who received a cash prize of Rs 7,000. 2nd position was secured by Team 2 States: Gopika M Nair and Yamini Purohit who received a cash prize of Rs. 5,000. The 3rd position was bagged by students participating from outside college, whose names were Yash Seth and Ayush Singh, from Team Beep. Students had innovative ideas like having an AI app for increasing our fashion sense, gauging the problem of starvation and wastage of food by creating an app where people who could afford it could buy food for others and making clothes using the extracts, and more. Overall, the event was a huge success and a great source of learning for all the participants as well as the audience.



# MAJOR HIGHLIGHTS

## BUSINESS PLAN COMPETITION REPORT

On March 31, 2023, the Centre for Entrepreneurship and Incubation held a Business Plan Competition. The competition featured 7 groups presenting their business ideas. The business plans were evaluated based on the following criteria:

- Viability of the Business Idea
- Market Analysis
- Marketing and Sales Strategy
- Operations Plan
- Financial Projections
- Management Team

There were 6 teams from Jaipuria, Noida and 1 Team from Noida International University. The competition was judged by **Prof. Kumar Aashish** and **Dr Ashok Kumar Puri**. Both judges have extensive experience in entrepreneurship and business development. Each group presented a unique and innovative business idea. The judges evaluated each group's business plan based on the evaluation criteria mentioned above. While each group had strengths and weaknesses, they all demonstrated great potential for success in their respective industries. The judges were impressed by the level of research, innovation, and creativity demonstrated by the participants. They also appreciated the participants' ability to identify and address key challenges facing their respective industries. Some of the common strengths of the business plans presented included a clear understanding of the target market, a well-defined marketing strategy, and a sound financial plan. The judges also noted that all of the groups had a strong management team in place. However, there were also some areas where the business plans could be improved. Some of the common weaknesses included a lack of focus on scalability and growth, weak competitive analysis, and a lack of contingency planning.

Overall, the competition was a great success, providing participants with valuable feedback and insights into their business plans. The Centre for Entrepreneurship and Incubation hopes to continue to support the growth and development of the participants' entrepreneurial ventures. In conclusion, the Business Plan Competition held on March 31, 2023, was a great success. The competition showcased the participants' creativity, innovation, and business acumen. The judges, Prof. Kumar Aashish and Dr. A K Puri provided valuable feedback to the participants and helped them identify areas where their business plans could be improved. The first place was secured by Team Talent Troupe, and the members of the team were Vivek Jain, Akshiti Mittal, and Subah Popli, who received a cash prize of Rs 7,000. The 2nd position was secured by group Two States, and the members are Gopika M. Nair and Yamini. They received a cash prize of Rs. 5,000. The 3rd position was bagged by students participating from outside college for a cash prize of Rs. 3,000; their names were Yash Seth and Ayush Singh, and their team was Beep. The Centre for Entrepreneurship and Incubation wishes all the participants the best of luck in their entrepreneurial journey.



# MAJOR HIGHLIGHTS

## WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS



The second event was an online workshop on “Intellectual Property Rights” organized on 31 March 2023 at Audi 1 in Jaipuria Institute of Management. The main objective of this event was to raise awareness about the importance of intellectual property rights (IPR) and its role in fostering innovation and creativity.

The event featured renowned speaker **Dr Suryamani Tripathi**. The total number of students who attended the workshop was 25 some attended virtually others in Audi 1.

The event covered various aspects of IPR such as patents, trademarks, copyrights, and trade secrets. The speakers highlighted the importance of protecting one's intellectual property and discussed the various legal remedies available to those whose rights are violated. They also discussed the role of IPR in promoting innovation and creativity and how it can help businesses stay competitive in the market.

In conclusion, the event was a great success in terms of achieving its objectives of raising awareness about the importance of intellectual property rights. The speaker provided valuable insights and the audience actively engaged in the discussions, making the event a productive and informative one. It is hoped that such events will continue to be organized in the future to promote the importance of IPR and foster innovation and creativity in various sectors.



**Dr Renuka Mahajan**  
MRC Chairperson



**Shazia Siddiqui**  
President



**Banajyoti Deb Sarmah**  
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**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.