

THE JAIPURIA COMMUNIQUE

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

- **Initiate IT 3.0 Event by CEI**
- **Knowledge-sharing session (for Faculty and Research Scholars)**
- **Ignovation 5.0 Competition by CEI**

MAJOR HIGHLIGHTS

INITIATE IT 3.0

August 21, 2023



The Centre for Entrepreneurship and Incubation (E Cell) of Jaipuria Institute of Management, Noida, organized an "Initiate it 3.0" competition on Monday, August 21, 2023, in which competitors were supposed to find the weaknesses in the market leader ZOMATO and create a cutting-edge rival that not only addresses those weaknesses but also raises the bar for the sector. The event CEO was **Mr. Akshit Agarwal** and the technical work was done by his team of 11 members. There were a total of 13 teams and each one had to present his/her idea before the judges.

Competition Overview: Participants were required to identify the loopholes in the established company ZOMATO and create a competitor for the same, where this new company would cover the loopholes and be a competitor of ZOMATO.

Competition Sections:

Research Analysis: Participants were required to meticulously study Zomato's business model, services, and user experiences to identify areas for improvement. **Innovation and Strategy:** Armed with insights, participants devised a comprehensive business plan for their new venture. This plan would outline the innovative features, user-centric design, security measures, and competitive pricing that would set their startup apart.

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Logo Design: In parallel, participants crafted a visually appealing logo that encapsulated the essence of their business idea. The logo reflected the startup's core values, uniqueness, and connection to the business concept.

Pitch Presentation: In a 5-minute pitch, participants presented their innovative business idea, highlighting the gaps they intend to fill and the ways they plan to exceed industry standards, and explaining the new logo they designed.

Evaluation: identification of loopholes in ZOMATO innovation and strategy for new business ideas

Relevance of the Logo: The logo should resonate with the business concept, symbolizing its core values and objectives.

Tagline: The tagline should succinctly convey the startup's value proposition, giving a glimpse into what it offers.

The winner of *Initiate It 3.0* was Team Brainiacs, consisting of **Rajat Aggarwal**, **Devyani Srivastava**, and **Sayantani Maity**, with a prize of ₹ 5000/-, and the 1st runner-up was **Ameesha Mathur** with a prize of ₹ 3000/-, while the 2nd runner-up was Team Thinking Minds, consisting of **Apoorv Jha**, **Nishant Kumar**, and **Prateek Godhwani**. Jury members **Prof. Vardha Sardana** and **Prof. Jeeta Sarkar** awarded the prize to the winners.

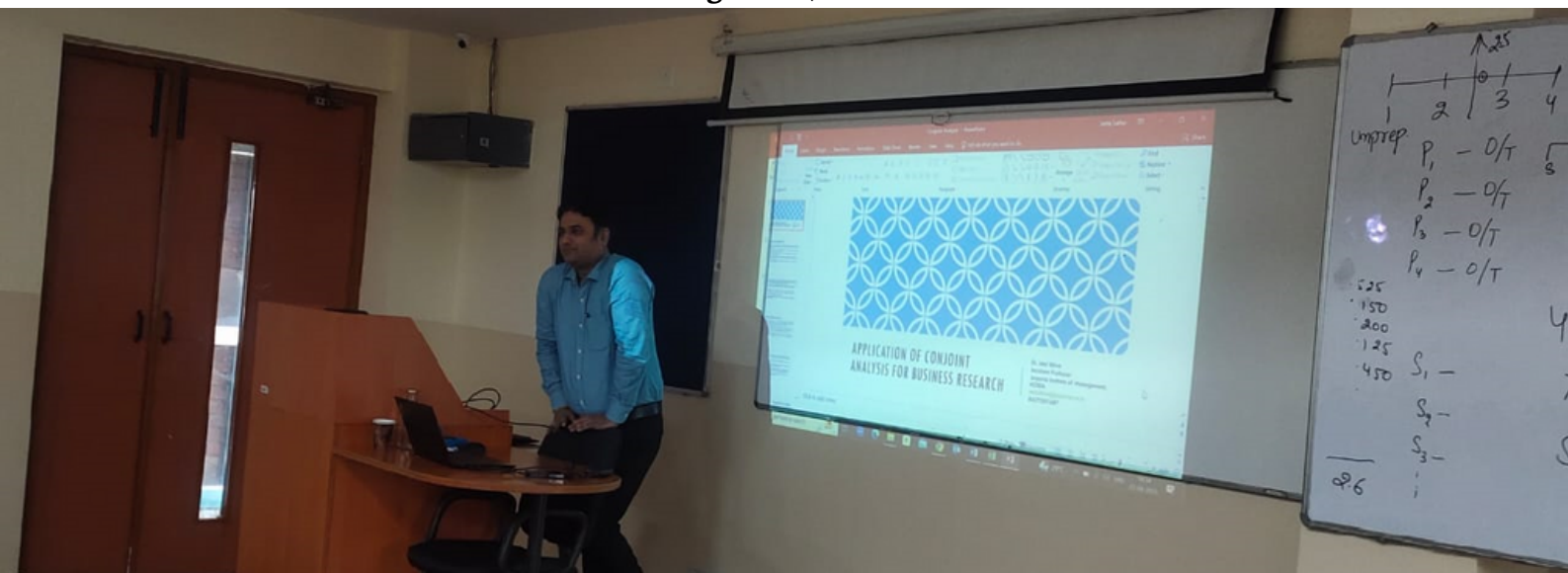
Competitions like these are a way for businesses or entrepreneurs to encourage innovation and creativity by challenging participants to think critically about existing market leaders and develop solutions that can disrupt or improve upon the current market landscape. It's an exciting way to foster entrepreneurial spirit and drive advancements in various industries. It was a fun event with lots of learning.



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KNOWLEDGE SHARING SESSION

August 23, 2023



A knowledge-sharing session was organised for faculty and research scholars at Jaipuria Noida on August 23, 2023. **Dr. Jeeta Sarkar** (HR-OB area) and **Dr. Atul Shiva** (Finance area) were the speakers at the seminar and shared their ongoing research work with the faculty and research scholars. Dr. Sarkar discussed the detailed steps of the scale development and validation process. She shared her work on developing the scale for "**Total Reward Satisfaction**". On the other hand, Dr. Atul's topic was "**Application of conjoint analysis in business research**". He shared the scope and relevance of the analysis in various fields of marketing, finance, and HR and said that it may help in making the best choice and combination of data. The session was coordinated by the dean's research office under the leadership of **Dr. Nidhi Singh**, Dean of Research, Jaipuria Noida campus.



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IGNOVATION 5.0 COMPETITION

August 23, 2023

The Centre for Entrepreneurship and Incubation of Jaipuria Institute of Management, Noida, organized an IGNOVATION 5.0 competition on Wednesday, August 23, 2023, in which 8 teams and 6 individuals presented their unique and innovative ideas.

The event CEO was **Ms Gargi Gupta** and the technical work was done by her team of 11 members.

The competition was judged by **Mr. Neelabh Pathak** (program management at Startup Incubation and Innovation Center, IIT Kanpur) **Dr. Riddhi Mahansari** (Researcher at Startup Incubation and Innovation Center, IIT Kanpur), and **Dr. Puneet Dubblish** (Area Chair of Finance). All judges had extensive experience in entrepreneurship and business development.

Evaluation Criteria: The Ignovation 5.0 was evaluated on the Innovative Idea (USP), based on the following:

- Problem-solving
- Scalability and Feasibility
- Presentation



Findings

The competition featured groups presenting unique and innovative business ideas, which were meticulously evaluated by a panel of judges. Despite variations in strengths and weaknesses, a common thread of remarkable potential ran through all the presentations, promising success in their respective industries. Judges were impressed by the depth of research, creativity, and participants' ability to address industry challenges. Common strengths included understanding the target market, well-defined marketing strategies, and solid financial plans, complemented by strong management teams. However, room for improvement was found in scalability planning, competitive analysis, and contingency measures. Overall, the competition was a resounding success, offering valuable feedback and insights with a commitment to further support participants' entrepreneurial endeavours from the Centre for Entrepreneurship and Incubation.

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In conclusion, the Ignovation 5.0 Competition was a great success. The competition showcased the participants' creativity, innovation, and business acumen. The judges, Mr. Neelabh Pathak, Dr. Riddhi Mahansaria, and Dr. Puneet Dubblish, provided valuable feedback to the participants and helped them identify areas where their business plans could be improved.

The Centre for Entrepreneurship and Incubation wishes all the participants the best of luck in their entrepreneurial journey



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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.