

THE JAIPURIA COMMUNIQUE

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

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MAJOR HIGHLIGHTS

DESIGN DYNAMO- THE MARKETING CLUB LOGO MAKING COMPETITION

In a virtual realm where pixels met imagination, an exhilarating event unfolded as the Marketing Club, Invictus, hosted an online logo design competition. Participants from diverse backgrounds eagerly embraced the challenge to breathe new life into the identity of the club, showcasing their creative prowess and excitement for design.

The event spanned three dynamic days, during which participants immersed themselves in the world of branding, marketing, and artistic expression. The excitement was palpable as submissions poured in, each one telling a unique story about the vision and values of the club. Creativity had no bounds, with participants exploring innovative concepts, color schemes, and typography to redefine the visual identity of the Marketing Club.

The entire JCs and SCs students' team of Invictus invested considerable time and effort to make this competition effective. The judging process was meticulously overseen by the Chairperson of the Marketing Club, **Dr Deepak Halan**. In all 19 entries were received, which were evaluated not just on aesthetic appeal but also on how well they encapsulated the aspirations of the club. The chairperson paid special attention to the ability of each design to resonate with the target audience and convey a compelling narrative.

The winners were announced on 8th November by the chairperson. The winner was the logo designed by Mr. Preetam Mohanty.

Simple yet vibrant, it radiates teamwork and learning together with Invictus. The logo also conveys that a marketing team is at its best when it works well internally as well as externally with every other department, which is what holistic marketing is all about. The Invictus logo, designed by Ms. Arshiya Jain, was the runner-up.

The bulb conveys new ideas and innovation, while the various colors inside the bulb stand for the diverse activities organized by Invictus. The icons inside the bulb represent some key marketing aspects, such as targeting, marketing communication, and advertising.

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FUNDAMENTALS OF BUSINESS ANALYTICS QUIZ

NOVEMBER 09, 2023

On November 9, 2023, Club Ignitia hosted a brainstorming event for business analytics enthusiasts called the Fundamentals of Business Analytics Quiz. The quiz consisted of three rounds with 26 participating teams, and the difficulty level of the questions increased with each round. In the first round, six teams were eliminated, followed by ten teams in the second round. The winners were announced in the third round, with Team Data Drivers securing the first position, Team Initiators securing the second position, and Team Spectra securing the third position. The competition was fierce, and the teams displayed their knowledge of business analytics concepts and skills. The quiz covered a wide range of topics in business analytics and Excel. The event was a success in the presence of our guests, **Prof. Aayushi Kalra** and **Dr. Shivani Bali**, along with the supervision of our president, Mr. Divyam Ahuja, and vice president, Ms. Prachi Paresh. Club Ignitia plans to organize more events to promote business analytics and data-driven decision-making. The quiz was designed to test the participant's knowledge of the fundamental concepts of business analytics. The event was covered by the MRC club, which contributed to capturing all the competitors fighting for the fastest answers. Overall, the Fundamentals of Business Analytics Quiz was a successful event that brought together business analytics enthusiasts from all Jaipuria Institute of Management sections to compete and learn. We aim to create awareness about business analytics's growing popularity and importance in today's data-driven world.



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DIWALI MELA

NOVEMBER 09, 2023

The Disha CSR Committee orchestrated a triumphant Diwali Mela 2023 on November 9th at the picturesque Mid-Lawn venue. This lively celebration aimed to spotlight the diverse facets of Indian culture, tradition, and community bonds. This lively celebration aimed to spotlight the diverse facets of Indian culture, tradition, and community bonds.

Mehendi: Attendees immersed themselves in the exquisite art of henna decoration, infusing a touch of tradition into the festive atmosphere.

Engaging Activities: The event featured an array of exciting games and activities tailored for students and children from the NGO. This contributed to fostering an inclusive and joyous atmosphere.

Food Stalls: Culinary enthusiasts were treated to a delectable array of delights at the food stalls, catering to diverse taste buds with a range of mouthwatering options.

In conclusion, Diwali Mela 2023 surpassed expectations, successfully fostering a sense of community, promoting local businesses, and providing an engaging platform for cultural celebration. The event left attendees with cherished memories of a vibrant and culturally enriching Diwali celebration, embodying the spirit of unity and festivity.



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DREAM RUN OF MID AND SMALL CAP COMPANIES IN 2023

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<https://epaper.sangbadpratidin.in/epaper/m/777071/652c4e4a458c6>

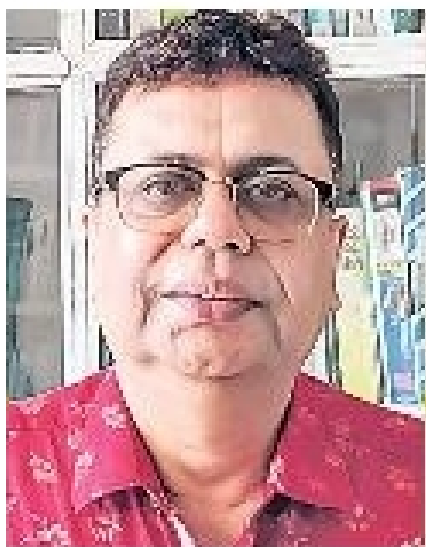
Dr. Santanu K Ganguli

Professor of Finance (Jaipuria, Noida)

THE GIST OF THE PUBLISHED ARTICLE

It was business as usual in the stock market until early March 2023. Nifty produced a return of 13% in the last 10 years on average. Mid-cap and small-cap firms' returns were 18.5% and 16.3%, respectively. Between the April and March 2023 periods, mid-cap and small-cap indices rose by 40% and 46%, respectively—a meteoric rise by any standard. In such markets, retail investors may burn their fingers by taking exposure to overpriced stocks. To avoid a large loss in such markets, investors should consider the following before investing in a company's shares:

- 1) The share price increase of the company is commensurate with its revenue and profit growth.
- 2) The PE ratio of the company is in sync with other similar companies.



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INTERNATIONAL RELATIONS COMMITTEE

REPORT ON MUN TRAINING SESSION (CONDUCTED ON 6TH NOVEMBER 2023)

On November 6, 2023, a training session conducted by the International Relations Committee on Model United Nations (MUN) proved to be an enlightening experience for participants. The MUN training session was conducted by ImpleMentors, a company run by Mr. Rahul Menon. The session was attended by IRC coordinators and the students who were interested in participating in the MUN. The session was led by Ms. Garima Ragpal and Mr. Ishpreet, which provided invaluable insights into the art of effective participation in MUNs. She shared practical tips on projecting confidence, articulating thoughts, and presenting oneself convincingly in the dynamic MUN environment. Her guidance extended beyond the immediate context of MUNs, emphasizing the enduring benefits for students' future endeavors.

Participants gained a deeper understanding of the traits essential for successful participation in MUNs, including effective communication, diplomacy, critical thinking, and research skills. Garima ma'am underscored the significance of these qualities not only in MUN settings but also in shaping well-rounded individuals capable of navigating the complexities of the global stage. Mr. Ishpreet made a significant contribution to the session by sharing his insights on personality development through personal experiences. He emphasized the transformative impact of active participation in MUNs, highlighting its role in fostering encouragement and preparedness for future endeavors. His valuable perspective added depth to the session's focus on holistic development.

As students embark on their MUN journey, they carry with them not only the tools to excel in simulated diplomatic scenarios but also the foundations for future success in a globalized world.

Mr. Vivek Jain, the President of the IRC, expressed gratitude during the vote of thanks, acknowledging the collective efforts of implementers and the IRC team. He eagerly anticipates student participation in the upcoming Model United Nations (MUN) scheduled for January 2024.

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DUBAI-ABU DHABI IMMERSION PROGRAM

1st-5th NOVEMBER 2023

MRC Noida organized an international immersion program in Dubai-Abu-Dhabi for the students of Pan Jaipuria campuses. Students proceeded towards the journey on 1st November and boarded the flight with full excitement and enthusiasm.

The Dubai immersion project provided students from all four campuses of Jaipuria with an amazing opportunity to participate. Vijigishu Education Pvt. Ltd. was responsible for organizing this immersion tour. Over the course of the five days of the tour, seven students participated. These students were drawn from two campuses: one was from Jaipur, and the other six were from Noida.

Through a variety of corporate guest lectures and industrial excursions, these students were able to take advantage of Dubai's wonderful tourism and educational opportunities.

Day 1

RIT Global Innovation Hub for the session: On day 1, students attended a lecture on innovative projects at RIT Global Innovation, a platform developed by the Rochester Institute of Technology (RIT) that fosters creativity, entrepreneurship, and collaboration among students, faculty, and industry partners. It serves as a hub for innovative projects, research, and technology development, connecting diverse minds to solve real-world problems. Through this initiative, RIT aims to empower students with the skills and resources needed to drive global innovation and make a meaningful impact on society.

Dhow Cruise: Later in day 1, students had a chance to board the Dhow cruise. It is a traditional Arabian sailing vessel that offers a unique and picturesque way to explore coastal regions, especially in the Persian Gulf. Dhow cruises often combine cultural elements, showcasing traditional music, dance performances, and authentic cuisine.

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Day 2

Dubai guided city tour: A City tour was organized for students. The tour includes photo stops at the luxurious Burj Al Arab Hotel, the awe-inspiring Palm Jumeirah with Hotel Atlantis, the futuristic Dubai Frame, the opulent Sheikh Palace, and the innovative Future of Museum. Each stop offers a unique glimpse into Dubai's architectural marvels and cultural heritage, allowing students to capture memorable moments in this world-renowned Future of Museum.

Visit ACE Cranes in Ras Al Khaimah – ACE Cranes in Ras Al Khaimah is a leading provider of crane services and solutions. Students attended the lecture on Safety and cutting-edge technology; and how they play a crucial role in supporting the region's infrastructure and development projects, ensuring seamless operations and timely completion of tasks.

Specializing in lifting equipment, they offer a wide range of cranes for various industries, including construction, manufacturing, and logistics.

Day 3

Dubai Mall – Day 3 started with a visit to Dubai Mall. It is one of the world's largest and most extravagant shopping and entertainment destinations, located in the heart of Downtown Dubai. Boasting over 1,200 retail outlets, including high-end fashion brands and international retailers, it offers a diverse shopping experience. Apart from shopping, visitors can explore its entertainment attractions, including an Olympic-sized ice rink, an indoor waterfall, a vast indoor aquarium, and a variety of restaurants and cafes.

The mall is also adjacent to the iconic Burj Khalifa and provides stunning views of the Dubai Fountain, making it a must-visit destination for tourists and locals alike.

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Desert Safari with BBQ Dinner: A Desert Safari was a thrilling and adventurous experience for students. Visitors embark on a desert expedition in 4x4 vehicles, experiencing exhilarating activities like dune bashing and sandboarding. After the adventurous rides, students were treated to a traditional Arabic-style BBQ dinner served in a desert camp. The evening included cultural performances like belly dancing and tanoura shows under the starlit desert sky.

Day 4

Abu Dhabi City Tour: On day 4, students traveled to Abu Dhabi. The Abu Dhabi City Tour provided a comprehensive exploration of the UAE's capital. Students visited iconic landmarks such as the Sheikh Zayed Grand Mosque, the opulent Emirates Palace, and the heritage-rich Qasr Al Hosn. The tour included stops at bustling markets like the Dates Market and a drive along the Corniche, offering scenic views. Students also got a glimpse of Abu Dhabi's modern architecture, like the Etihad Towers and the luxurious Yas Island. With expert guides, students gained insights into the city's culture, history, and contemporary developments, making it a captivating and educational experience.

Students opted for Ferrari World and Yas Mall. Ferrari World Abu Dhabi is a renowned theme park located on Yas Island, UAE, dedicated to the iconic Ferrari brand. It offers thrilling rides, including the world's fastest roller coaster. Adjacent to it is Yas Mall, one of the largest shopping malls in the region, featuring a wide array of international and luxury brands and entertainment.

All students were excited at their return and personally thanked the International Relations Committee of the Noida campus for organizing such an experiential and fun-filled trip for them.

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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.