

THE JAIPURIA COMMUNIQUE

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

- **MASTERCHEF COMPETITION**
- **JAIPURIA PREMIER LEAGUE: BADMINTON TOURNAMENT**
- **14TH ANNUAL MARKETING CONCLAVE 2024 AT JAIPURIA NOIDA**

MAJOR HIGHLIGHTS

MASTERCHEF COMPETITION

The MasterChef event, hosted by the **Hostel Affairs Committee** on December 15th, 2023, proved to be a delightful and successful occasion. With 12 teams, each comprising 5 students, the challenge was unique—participants had to prepare two dishes and one beverage without the use of fire. Adding to the complexity, each team was given three mandatory ingredients to use in their dishes, fostering inventive culinary solutions.

Attendees immersed themselves in the diverse and creative culinary creations presented by the participating teams. The absence of fire in the cooking process not only posed a challenge but also added an intriguing twist, enhancing the overall appeal of the event.

The event's judging, overseen by **Prof. Sonali Singh** and **Ms. Supriya Massey** assessed teams on creativity, hygiene, presentation, quality, and taste. **Aroma Avengers** emerged as the MasterChef champions, with **Team Fanta Beer and Coco** securing the first runner-up position. Prof. Singh's judicious evaluation contributed an academic touch to the culinary competition.

The teams' creative dishes without fire wowed everyone, making it a memorable experience. The success of this event can be attributed to the dedicated efforts by Vice-Presidents **Ms. Aashruti Rawat** and **Ms. Shrishty Yadav** along with The Hostel Affairs Committee Team.



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JAIPURIA PREMIER LEAGUE: BADMINTON TOURNAMENT

The Events Committee of Jaipuria Institute of Management, Noida organized the JPL: Badminton Tournament from 4th January to 12th January. This 7-day event was showered with great enthusiasm from both first-year and second-year students. A total of 108 entries were received from the students to participate in the tournament in various categories like Men's Singles, Women's Singles, Men's Doubles, Women's Doubles, and Mixed Doubles.

The tournament commenced with the inauguration of the newly built Badminton Court in Noida Campus by Dr. Subhajyoti Ray, the Director, Jaipuria Noida, in the presence of the Dean of Administration, **Dr. V.K. Tomar**, and Dean of Student Affairs, **Dr. Rahul Singh**, through a ceremonial ribbon-cutting. The inaugural event featured an exciting match between Dr. Subhajyoti Ray and Dr. V.K. Tomar.



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JAIPURIA PREMIER LEAGUE: BADMINTON TOURNAMENT

The final matches were played on 12th January and kept everyone on their toes. The results were as follows:

Men's Singles

Winner- Sudhanshu Raj

Runner Up- Harsh Naula

Women's Singles

Winner- Mahima Prabhakar

Runner Up- Harshita Sharma

Men's Doubles

Winner- Sudhanshu Raj and Puspesh Parimal

Runner Up- Harsh Naula and Jyoti Prakash Sahoo

Women's Doubles

Winner- Mahima Prabhakar and Harshita Sharma

Runner Up- Sneha and Shrishti

Mixed Doubles

Winner- Mahima Prabhakar and Sudhanshu Raj

Runner Up- Harshita Sharma and Jyoti Prakash Sahoo

The entire tournament resonated with enthusiasm and cheers from all the student participants. This tournament brought out some amazing athletes from both juniors and seniors. The seamless coordination of the event is credited to **Jyoti Prakash Sahoo**, the Senior Coordinator of the Events Committee.

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JAIPURIA PREMIER LEAGUE: BADMINTON TOURNAMENT



MAJOR HIGHLIGHTS

14TH ANNUAL MARKETING CONCLAVE 2024

The 14th Annual Marketing Conclave at Jaipuria Institute Of Management Noida, organized by the **Marketing Club INVICTUS** under the aegis of the Marketing Area Jaipuria Institute of Management, Noida, was held on January 13th , 2024. The theme of the conclave was "**Marketing in the Metaverse**," exploring the intersection of marketing strategies and the emerging digital realm - the metaverse.

A co-host created using AI introduced the esteemed guests. **Prof. Abhishek Jain**, the Conclave Co-Chair welcomed all the panelists and provided valuable insights on the intricacies of introducing and positioning products within the dynamic landscape of the metaverse. **Prof. Anuja Shukla**, the Conclave Chair moderated the panel discussion, delving into various aspects of Marketing in the Metaverse. The panelists were industry veterans from diverse areas. **Mr Nihar Madkaiker** - Co-Founder, of iXR Labs provided insights into how XR (Extended Reality) is shaping the future of marketing and consumer engagement. **Dr. Ashish Karan** - Director, Cyber Security & Forensics, Government of India brought invaluable perspectives on the cyber security challenges and policy implications arising from the expanding Metaverse. **Mr Vatsalva Jain** - Vice President, Infogain - an eminent technology solutions provider, shared insights on the practical applications of technology in marketing and the evolving role of IT in the metaverse. **Mr Chaitanya Avasarala** - Director and founder, of Diagonal Consulting gave expert comments on how businesses need to navigate through the metaverse, shedding light on strategic considerations and industry trends.

The discussion covered challenges, ethical considerations, shifts in consumer behaviour, and the integration of cutting-edge technologies apart from other aspects. Insights were drawn from diverse perspectives, creating a comprehensive thought process.

MAJOR HIGHLIGHTS

14TH ANNUAL MARKETING CONCLAVE 2024

The panel discussion also delved into the challenges posed by the need for the integration of marketing strategies in the metaverse. The session also delved into issues related to technological complexities, changing consumer expectations, and the need for adaptive marketing approaches. The attendees – students and faculty, got an opportunity to ask several questions and the interesting answers provided additional depth to the entire discussion. **Prof. Deepak Halan**, Area Chair Marketing delivered the vote of thanks wherein he talked about how the metaverse which was perceived as science fiction a few years back is a reality today. It has emerged as a brand-building tool not only in advanced economies but in emerging economies too like India. Prof Halan expressed gratitude to **Dr Subhajyoti Ray**, Director, Jaipuria Noida, for the kind support offered and to the panelists who brought a wealth of knowledge and diverse perspectives. He went on to appreciate the efforts and initiatives of Prof Anuja Shukla, Prof Abhishek Jain, and all the students in the organizing team who worked hard to make this event a success.

The conclave provided an effective platform for industry experts, educators, and students to exchange insights and explore the future of marketing in the metaverse. All Noida campus faculty, staff, and students also got an opportunity to experience the metaverse via a pre-conclave online session that was organized by Prof Shukla.

14th ANNUAL MARKETING CONCLAVE 2024 ON **MARKETING IN METAVERSE**

Panel Discussion



Nihar Madkaiker,
Co-Founder - IXR Labs



Chaitanya Avasarala,
Director & Founder,
Diagonal Consulting



Dr. Ashish Karan,
Director,
Cyber Security & Forensics,
Government of India



Vatsalya Jain,
Vice President, Infogain



A screenshot of a Zoom meeting grid showing participants in a virtual session. The grid includes: Nihar Madkaiker, Co-Found...; Dr. Deepak Halan Jaip...; Prof. Abhishek Jain; Prof. Anuja Shukla; Navya Bansal; Shivansh Srivastava; Vatsalya Jain, VP Infog...; Chaitanya Avasarala, D...; and Dr. Ashish Karan, Direc...

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14TH ANNUAL MARKETING CONCLAVE 2024

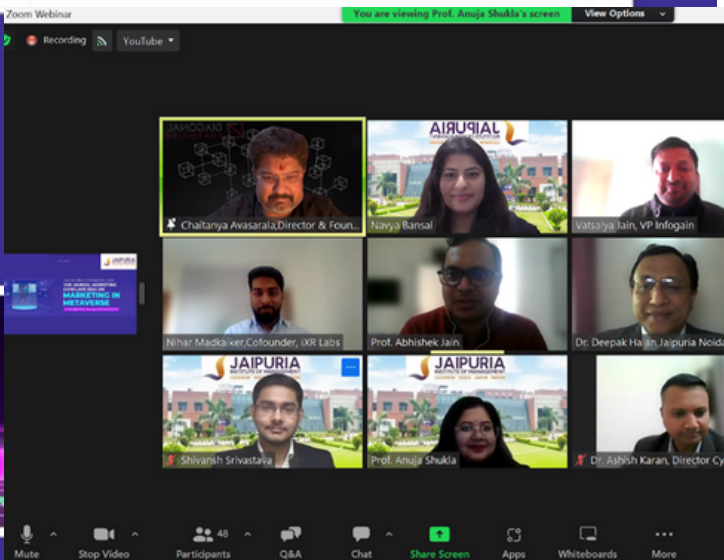
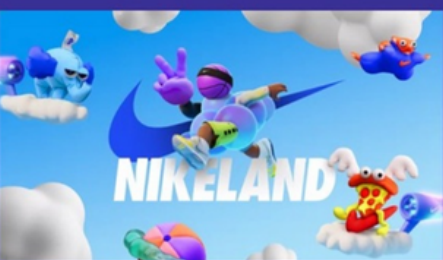
Jaipuria Institute of Management, Noida
 14th ANNUAL MARKETING
 CONCLAVE 2024 ON
**MARKETING IN
 METAVERSE**
 13 JANUARY 2024 | Saturday | 11:00 AM to 1:00 PM

Introduction to theme



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Introduction to theme



Dr Renuka Mahajan
MRC Chairperson



Abhishek Singh Bhaduria
President



Nishita Dutta
Vice President



Ankush Sharma
Vice President



Vani Kanodia
POC Newsletter



Kumari Somi
POC Newsletter



Mrituanjay Shah
POC Newsletter



Mannan Mehrotra
POC Newsletter

This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.