

# THE JAIPURIA COMMUNIQUE

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

- JAIPURIA ANNUAL MANAGEMENT CONCLAVE (JAMC) 2024
- PUNARSANGAM 2024
- CERTIFICATION COURSE OF ADVANCED EXCEL FOR MARKETING
- IRC WEBINAR ON “A GUIDE TO POWER DRESSING AND PERSONALITY TRIUMPH”

# MAJOR HIGHLIGHTS

## JAMC 2024 FEBRUARY 17th

On February 17, 2024, Jaipuria Institute of Management, Noida, hosted the Jaipuria Annual Management Conclave (JAMC) themed on the '**Road to India@2047.**' **Ms. Urvashi Prasad**, Director of NITI Aayog, graced the occasion as the Chief Guest, while **Shri Sachit Jain**, Vice Chairman and Managing Director of Vardhman Special Steels Limited, graced the occasion as the Guest of Honour. **Shri Shreevats Jaipuria**, Vice Chairman of Jaipuria Group, shared his insights, and **Dr. Subhajyoti Ray**, Director of Jaipuria Institute of Management, Noida, also expressed his perspectives. The conclave witnessed active participation from faculty, staff, students, and esteemed guests.

A panel discussion also took place in the conclave, in which **Mr. Raghu Radhakrishnan** - CEO and Managing Director of Tmaxsoft, **Mr. Shitanshu Srivastava**- Director of S&P Global Sustainable 1, **Mr. Gokul Pandian** - Director of Ernst & Young (E&Y) and **Dr. Santosh George** - Transformation specialists were the panelists. **Mr. Shishir Sinha** - Senior Editor (Business Line- The Hindu) moderated the panel discussion.

During the conclave, the Chief Guest, Ms. Urvashi Prasad, stated that she does not see India as a country but as a combination of enriching states. She also mentioned that there are a lot of global headwinds and global challenges that came to light during the G20 Summit. Mr. Sachit Jain, the guest of honour, addressed the gathering by mentioning the vision of our PM, which emphasized India being a developed country. The major challenge for a leader is to create a happy environment where health is an important part, and we end up taking health for granted. We do say health is wealth, but do not focus on it. Mr. Shreevats Jaipuria talked about how education is going to move in 2047. He highlighted the key points, such as the ability to make connections with people from diverse fields, the ability to reinvent yourself, and the ability to make connections with other specializations that will hold currency in the market. Director, Jaipuria Institute of Management Noida, Dr. Subhajyoti Ray, concluded the inaugural session by thanking all the esteemed guests for their honourable presence.

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Next, we headed to a panel discussion with the esteemed panelists, Mr. Gokul Pandian, Mr. Raghu Radhakrishnan, Mr. Shitanshu Srivastava, and Dr. Santosh George. Mr. Gokul started the discussion by mentioning the steps that we have already taken and the steps that we need to take for our success on the road to India @2047. Mr. Raghu Radhakrishnan highlighted the importance of the digital ecosystem for faster and more inclusive growth. Mr. Shitanshu stressed that the desired change advocated by both the government and the United Nations can only materialize when each of us actively contributes to making a difference. Dr. Santosh George focused on the most important “P” of the 4 Ps and talked about the problem of malnutrition.

JAMC was indeed a successful event where the participants gained insights on the roles and responsibilities that we all share in making our journey on the road to India 2047 obstacle-free.



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## Punarsangam 2024

The 13th edition of the annual Alumni reunion event, **Punarsangam 2024**, was organized by the Alumni Relations Committee of Jaipuria Institute of Management, Noida, on Saturday, February 10, 2024. It brought alumni from various batches back to the campus to reunite, reconnect, and rejoice.

The much-awaited event began with the lamp lighting ceremony, wherein esteemed dignitaries including Director **Dr. Subhajyoti Ray**, ARC Chairperson **Dr. Pragya Gupta**, co-Chairperson **Dr. Arpan Anand**, ARC coordinator **Ms. Sonali Mulay**, and the student office bearers of the Alumni Relations Committee, **Ms. Deepali and Mr. Ritvik**, lit the lamp and invoked the blessings of Goddess Saraswati. This ceremony symbolized enlightenment and auspicious beginnings for the gathering.

The cultural program featured a captivating performance by Ganesh Vandana, added a spiritual touch to the event. Following this, the Director of Jaipuria Institute of Management, Noida, and ARC Chair and co-chair, along with senior faculty members **Dr. Deepak Singh and Dr. Poonam Sharma**, delivered inspiring addresses, emphasizing the importance of alumni engagement and sharing insights about the institute's vision and development.

This was followed by the unveiling of the annual newsletter, the Alumni Newsletter, and Signpost 2024 by the dignitaries and key people present at the event. This newsletter showcased the achievements and milestones of the Institute and its alumni, thus fostering a sense of pride and connection among attendees. The Executive Members of JIMNAA, **Mr. Pankaj Rana, Mr. Varun Chaturvedi, Mr. Gaurav Tripathi, and Mr. Ramit Makkar**, were felicitated for their exemplary dedication and efforts towards the functioning of the Alumni Association. The annual SIP awards sponsored by JIMNAA were awarded to the winners of the best SIP for the year 2023-24, **Ms. Vanshika Bhattacharya and Mr. Karanjit Deb**.

The evening moved forward with fabulous cultural performances by Mr. Atul Aniket, Mr. Kushagra, and Mr. Madhav, who captivated the audience with their highly engaging performances.

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## Punarsangam 2024

Lively games and student dance performances kept the audience entertained and engaged throughout the evening. The meticulously curated cultural program finished off with a fantastic performance by a live band, led by second-year student Mr. Attharv Bhatt and his professional band members, who enthralled the audience with their lively singing and musical soiree.

The event concluded with a sumptuous dinner, providing attendees with an opportunity to network, reminisce, and forge new connections. Overall, Punarsangam 2024 served as a platform to celebrate achievements, reconnect with old friends, and strengthen ties with the alma mater, leaving a lasting impression on all participants.



# MAJOR HIGHLIGHTS

## Certification course of Advanced Excel for Marketing

The Marketing Area at Jaipuria, Noida, organized a certification course, Advanced Excel for Marketing, on February 10th, from 10 a.m. to 2 p.m. in the Business Analytics (BA) lab. This course was chosen given that several good firms often look for such skills before offering our students an internship or final placement. It covered various aspects, such as an introduction to advanced Excel functions for marketing, an overview of basic Excel functions and formulas relevant to marketing analysis, and hands-on exercises using marketing scenarios and datasets.

This course was taught in a hands-on manner to the first 60 first-year students who registered. The marketing area received an overwhelming 210 registrations for this course taught by **Mr. V. Shekhar Avasthy**, who is the founding partner of Facts 'n' Data, where he has devoted most of his time to experimenting with the development and deployment of statistical and mathematical models in marketing analytics, CRM, SCM, web analytics, forensics, etc. He brings with him over 25 years of experience in advanced analytics and marketing research. The course was overseen by **Dr. Deepak Halan (Area Chair, Marketing)**, who would like to thank **Dr. Subhajyoti Ray (Director)**, and the **IT, PMC, and admin teams** for the support offered towards this course.



# MAJOR HIGHLIGHTS

## IRC WEBINAR ON "A GUIDE TO POWER DRESSING AND PERSONALITY TRIUMPH"

The webinar, "A Guide to Power Dressing and Personality Triumph," was organized by the International Relations Committee on February 8th. The event featured **Ms. Tarveen Kaur, Founder and CEO of Personify Global Academy**, a renowned international image consultant and global speaker, as the keynote speaker. With over a decade of experience, Ms. Kaur shared her expertise in empowering individuals to recognize their limitless potential through power dressing and personality triumph. Ms. Tarveen Kaur was presented with a green certificate by **Ms. Sonali Mulay, ma'am**. The webinar, moderated by Kumari Somi, a first-year student and junior coordinator of IRC, provided participants with valuable insights into power dressing, personal image, and the keys to personality development.

### **Webinar Highlights:**

**Insights into Power Dressing:** Ms. Kaur provided a comprehensive overview of power dressing, emphasizing its impact on personal and professional development.

**Understanding Personal Image:** The speaker delved into the significance of personal image and its influence on various aspects of life.

**Keys to Personality Triumph:** Participants gained valuable insights into the keys to achieving personality triumph, combining authenticity and confidence.

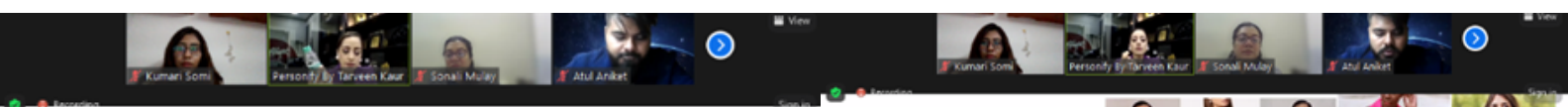
**Your Image Counts:** She talked about how our personal image, the way we present ourselves, matters a lot and influences different parts of our lives.

**Being Yourself is Powerful:** Ms. Kaur shared that being true to yourself and having confidence are like secret keys to being successful in your own way.

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Throughout the session, participants actively engaged with the content, posing thoughtful questions during the Q&A session. This interaction showcased the audience's keen interest in the topic and their desire to apply the learnings in their everyday lives. Ms. Kaur's expertise and the interactive nature of the session contributed to the overall success of the event.

The webinar concluded on a positive note, leaving participants inspired and equipped with practical knowledge on power dressing and personality triumph.

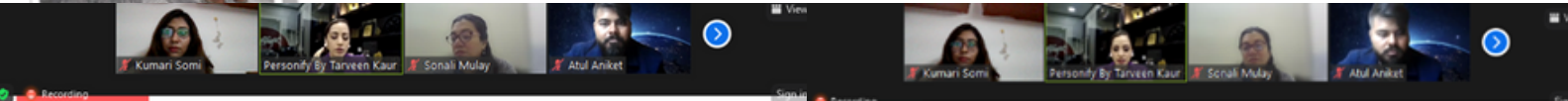


## Perception is Reality

Clothing + Communication Skills determine whether or not others

- ✓ Will comply with your request
- ✓ Trust you with information
- ✓ Give you access to decision-makers
- ✓ Pay you a certain salary or fee for contracted business hire you, or purchase your products and services

Pair Examples



### 4. Do I Dress As Per Occasion?

- For **casual occasions** like brunches or coffee dates with friends, opt for comfortable yet stylish outfits such as floral dresses, denim shorts paired with crop tops, and jumpsuits
- Choose classy cocktail dresses or exquisite floor-length gowns for **formal occasions** like weddings or black-tie celebrations
- Job interviews**, dress professionally in tailored suits or blouses paired with pencil skirts and keep it simple and minimalistic

### 2. Does It Suit My Body Shape?

- The best-dressed people are not the richest or the thinnest – they are the people who know the art of camouflage.
- So, know what your body “assets” are and highlight these. Identify your body “liabilities” and downplay those areas



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|---|--|--|--|
| <b>Dr Renuka Mahajan</b><br>MRC Chairperson | <b>Abhishek Singh Bhadauria</b><br>President | <b>Nishita Dutta</b><br>Vice President   | <b>Ankush Sharma</b><br>Vice President   |
| <b>Vani Kanodia</b><br>POC Newsletter       | <b>Kumari Somi</b><br>POC Newsletter         | <b>Mrituanjay Shah</b><br>POC Newsletter | <b>Mannan Mehrotra</b><br>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.