

THE JAIPURIA COMMUNIQUE



The official campus
newsletter of
Jaipuria Institute of
Management,
Noida

Key Highlights :-

Ek Bharat Shreshtha Bharat
Sports Triumph Challenge – Tug
of War and Pithu

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Ek Bharat Shreshtha Bharat Sports Triumph Challenge – Tug of War and Pithu

On August 29, 2024, the Front Lawn of Jaipuria Institute of Management buzzed with energy as the Ek Bharat Shrestha Bharat Committee, under the leadership of Harsh Bidaria, organized a dynamic celebration of National Sports Day. The event, aligned with the Ek Bharat Shrestha Bharat initiative, featured traditional Indian games, including Pithu and Tug of War, designed to evoke childhood nostalgia and foster unity among students.

A total of 30 teams, each comprising 5 members, actively participated in the games, bringing together 150 enthusiastic participants. To ensure diversity, each team included at least 2 female members. The competitive spirit was high, with thrilling matches that highlighted teamwork and strategic prowess.

After a series of exhilarating rounds, Sec-C, led by captain Devansh Mathur, emerged as the winner. The event, which had a single winning team, showcased impressive sportsmanship and team dynamics.

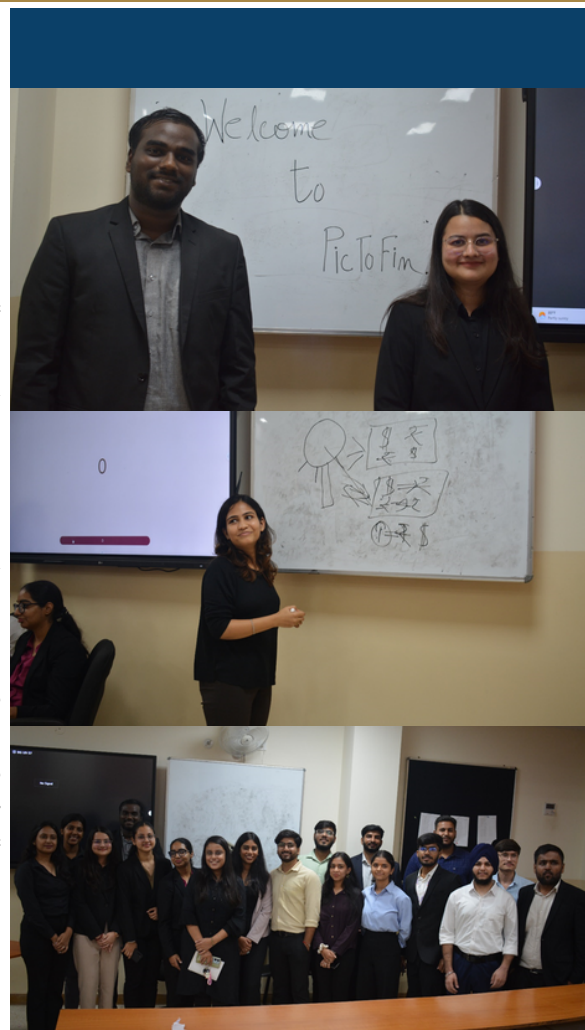
The day was more than just a competition; it was a celebration of traditional sports and cultural unity. The organizing committee expresses heartfelt gratitude to Chirag Sharma (President) and Harsh Gupta (Vice President) for their crucial support in making the event a success. The EBSB Sports Day left a profound impact, reinforcing the essence of 'Ek Bharat Shrestha Bharat' and strengthening student camaraderie.

PICTOFIN

On August 28, 2024, Haryana, the finance club, hosted an innovative event named PictoFin, blending creativity with finance. The event kicked off at 3:00 PM and involved 19 teams, each comprising three members, entailed a unique challenge of describing words through drawings. In the first round, known as Pictionary, a team member drew a word picked randomly from a chit, using symbols and illustrations, while their teammates had 1 minute and 10 seconds to guess the word. Based on the quickest correct guesses, two teams advanced to the second round.

The second round introduced an unexpected twist: a group discussion on the topic "Budget 2024: Biggest Mistake or Masterstroke." This round, which lasted 11 minutes, required the selected teams to debate the topic, with their performance evaluated by **Prof. Aastha Gupta**, who also provided constructive feedback.

The competition concluded with Sonali Baid securing the first position and a prize of ₹1500, while Vishesh Nayyar achieved second place, earning Rs 1000. The event's success was attributed to the guidance of President Shivam Kumar and Vice President Pranjal Chauhan, along with the collaborative efforts of the junior coordinators and participants. The MRC club documented every moment of PictoFin, ensuring that the event's vibrant atmosphere and memorable moments will be cherished in the future.



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WAR CHRONICLES

On 21st August 2024, the International Relations Committee hosted the “War Chronicles” treasure hunt, where 12 teams competed using their knowledge and problem-solving skills to crack challenging clues. Guided by hosts Vishesh Nayar and Karika Gupta, teams navigated through warzones, with each clue bringing them closer to victory.

The event, organized under the leadership of Mansi Jain, President of the International Relations Committee, was seamlessly executed, with strong support from Vice Presidents Somi, Prashant Singh, and Saumya Khandelwal. Their efforts ensured a memorable experience for participants.

Teams faced seven riddles that led them to hidden boxes containing vital war information, with junior coordinators ensuring fair play. After a 20-minute hunt, the top three teams advanced to the final challenge—arranging historical events in chronological order within a 3-minute time frame.

The event ended with the winning teams earning ₹2500 and ₹1500, but the true prize was the immersive learning experience. “War Chronicles” successfully brought history to life, showcasing the organizers' dedication and leaving participants eager for future events.



Industrial Visit to Maruti Rub Plast Pvt. Ltd.

An industrial visit to a manufacturing facility was organized for a group of PGDM Term IV students on 29th Aug '24. The objective of the visit was to provide industry exposure to students, which enhanced their learnings in manufacturing operations and supply chain management. The student group, accompanied by Faculty **Dr. Keshav Kr Sharma**, visited Maruti Rub Plast Pvt. Ltd.'s production facility at Surajpur, Greater Noida, Uttar Pradesh.

The company is a leading manufacturer of warp-knitted Geogrids and other Geosynthetic products used in the infrastructure and construction sector. Students got exposure to the factory layout, machines, and equipment, including state-of-the-art automated Technical Textile Machines. Students received a detailed briefing about the various manufacturing processes involved in the production of geogrids and other products. Through interaction with the factory general manager and other staff, students learned and developed a deeper understanding of quality management, procurement, logistics, and waste management practices used in the industry.





SIP Presentations Before Faculty Panel PGDM Batch 23-25

Jaipuria Institute of Management, Noida organised SIP Presentations for the batch 2023-25 before the Faculty Panel on 23rd August, 2024. There were total 21 Faculty Panels with two members each and presentations by students were held over two sessions (10.00 AM -1.00 PM & 2.00 PM to 5.00 PM). Students presented their SIP work highlighting their SIP organisation & industry, role & responsibility undertaken, job description, analysis, learnings, contributions, achievements and challenges faced. The inputs given by the two-member Faculty Panel provided additional insights to students. The event also provided an opportunity to students to demonstrate and sharpen their presentation skills along with other behavioural competencies which enhanced their placement preparedness.

Ecolgnite: Innovating for a Greener Future

Jaipuria Institute of Management Noida hosted "Ecolgnite: Innovating for a Greener Future," organized by Team CEI under Event CEO Hrishav Tiwary. The event focused on promoting sustainable innovation aligned with the United Nations Sustainable Development Goals (SDGs).

Mr. Neelabh Pathak, Program Manager at IIT Kanpur and Incubation Manager at C3i Hub, served as the guest judge. A visionary in green technologies and sustainability, Mr. Pathak shared valuable insights with participants, encouraging the integration of SDGs into their start-up ideas. Key highlights included innovative pitches where participants presented ideas aimed at making the world more sustainable. Mr. Pathak provided expert feedback, helping teams refine and scale their concepts. The event concluded with a competitive pitch session, where teams were judged on creativity, feasibility, and SDG alignment.

Winning teams will advance to the grand finale in Jaipur for a chance to win cash prizes and seed money for their prototypes. Ecolgnite was a great success, fostering a culture of sustainability and innovation among Jaipuria Noida's aspiring entrepreneurs.





Initiate It 4.0

Jaipuria Institute of Management Noida recently hosted "Initiate It 4.0," an engaging event organized by Team CEI under Event CEO Krati Mishra. The initiative aimed to develop entrepreneurial skills among students by providing a platform for pitching innovative startup ideas.

The primary objective of the event was for each team to analyze market loopholes in Zepto, propose a startup concept that addresses these issues, and design a unique logo and brand identity for the new venture. Teams presented their ideas during a 10-minute pitch, followed by a 5-minute Q&A session, where they discussed Zepto's weaknesses and their solutions, while also showcasing their logo designs.

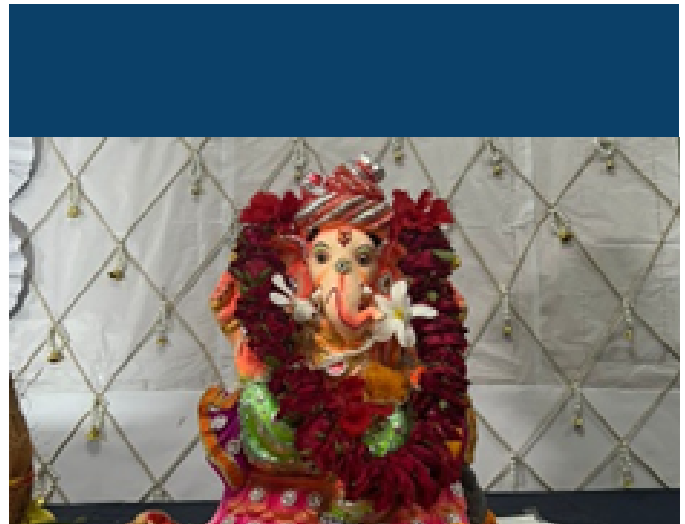
The judging panel, consisting of **Prof. Ayushi Kalra** and **Prof. Rohan Bhalla**, evaluated the teams based on their analysis of Zepto's weaknesses, the creativity and feasibility of their proposed solutions, market impact, and logo design. The event offered valuable insights into entrepreneurship, fostering creativity and problem-solving skills among participants.

"Initiate It 4.0" successfully provided students with the opportunity to hone their entrepreneurial abilities and showcase their innovative thinking in a competitive yet constructive environment.

Ganesh Chaturthi Celebrations

On September 7, 2024, the Hostel Affairs Committee hosted Ganesh Chaturthi celebrations in the newly renovated student lounge. The event was filled with cultural vibrancy. Rangoli competition, dance performances, and soulful singing was held in honour of the festival.

Under the leadership of Alope Jana from the Hostel Affairs Committee, the event was flawlessly organized, with significant support from Vice President Smriti Jain. Their dedication ensured a memorable experience for all students. The Rangoli competition, judged by Warden Ma'am **Ms. Rajkumari**, showcased stunning creativity. The team of Siddhirupa Sahoo and Srishti Gupta secured first place.



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Aditi Srivastava
Assistant Professor, GL Bajaj Institute of
Technology and Management
Batch (2016-18)



From The Alumni Corner

Reflecting on my journey from our esteemed alma mater to the professional world, I am excited to share the latest chapter of my career with you. After beginning at Tata Capital and spending 1.5 years immersed in the research industry, my passion for marketing led me to pursue a Doctorate in Marketing. Currently, I am serving as an Assistant Professor at GL Bajaj Institute of Technology and Management while advancing my doctoral studies.

My research is focused on how advertising influences perceptions of beauty, specifically how commercials emphasise the natural beauty of women. The beauty industry has undergone significant transformation, and its portrayal of beauty standards plays a pivotal role in shaping societal perceptions. I find great interest in studying how advertisements can strategically enhance female representation.

One of my key insights stems from Dove's campaign, which celebrates beauty in its natural form—imperfections and all. Their "Selfie-ads Campaign" features real women showcasing unfiltered beauty, and it has successfully challenged conventional beauty norms. This approach resonates deeply with my research on how advertising can influence societal perceptions.

As I continue my research, I aim to contribute to a more inclusive and detailed representation of beauty in society. I believe understanding these intricacies can benefit both academic discourse and the broader marketing field.



Get Your Chance

We invite you to capture and share moments from around the campus! Submit your best photos to showcase the vibrant spirit and life at Jaipuria. The best ones would be featured in the next issue of our newsletter!



05/07

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From the Campus Corner

Beneath the bright sun, the college stands alive with dreams. Glass walls reflect ambitions, while students walk past, hearts full of hope, ready to change the world.

Photo Credits : Mr.Mohd Faiz Khan (PGDM 2024-26)


Clicks from the week

Jaipuria Noida

App link **GET YOUR OWN PHOTOS**

from this event instantly using face recognition

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Clicks from the week



06/07

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Upcoming Events for the Week

- RUMMAGE treasure hunt (13/09/2024)
- Bollywood night (13/09/2024)
- Good Touch Bad Touch Drive CSR (12/09/2024)
- IRC Webinar (13/09/2024)

The Media Relations Committee (MRC) Noida is now live on Instagram. Follow us to get the latest updates on what's happening around the campus.

Do Follow and Stay Tuned !



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Dr. Renuka Mahajan
MRC Chairperson



Mrigank Joshi
MRC President



Mrituanjay Shah
Vice President



Poorvi Jamwal
Vice President



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