

THE JAIPURIA COMMUNIQUE

The official campus
newsletter of
Jaipuria Institute of
Management,
Noida

Key Highlights :-

Good Touch Bad Touch
Sensitization Drive- "NAHI"

Guest Session on Strategic
Management Titled: "Brand
Marketing"

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Good Touch Bad Touch Sensitization Drive- "NAHI"

On 12th September, Disha, the CSR Committee organized a drive with Save The Girl NGO to raise awareness among 150+ children (ages 2 to 13) about "Good Touch and Bad Touch" at Pratibha International School. The event focused on teaching personal safety in a simple, interactive manner. The drive began with a skit that portrayed two students experiencing different types of touch – good touch from family and friends, and bad touch from strangers and classmates. The skit's key message was to encourage the children to say "Nahi" whenever they felt uncomfortable or experienced bad touch, empowering them to protect themselves.

Following the skit, **Prof. Rohan Bhalla, Prof. Varda Sardana, Prof. Poornima Madan and Prof. Vrandia Jain** conducted an educational session on personal safety zones. Using life-size posters of a boy and a girl, they explained boundaries and how to differentiate between safe and unsafe touch from family, friends, society, and strangers.

The session was highly interactive, with the children participating in discussions, singing songs, and dancing, making the learning experience fun and engaging. The event concluded with refreshments, allowing the children to relax and interact further.

Overall, the drive was successful in educating the children on personal safety in a positive and engaging way, ensuring they left feeling more confident in recognizing and responding to unsafe situations.



Guest Session on Strategic Management Titled: "Brand Marketing"

"A brand is a promise made. A great brand is a promise kept.": Bea Perez of Coca-Cola

On 12 September 2024, Jaipuria Institute of Management hosted a session titled "Brand Marketing," organized by CMC, Noida, delivered by **Mr. Puravansh Maitreya**, Marketing Head at LAVA. With prior experience at renowned brands like ZEEL and Deloitte Consulting, Mr. Maitreya is known for leading award-winning campaigns and executing successful go-to-market strategies, driving impressive ROI for global brands.

Mr. Maitreya began by exploring the concept of brand value, explaining that it represents the additional worth a brand brings to its products or services. He emphasized that brand value is shaped by the image a brand projects and the emotional or psychological associations it fosters in the minds of consumers. He cited Apple's sleek design and minimalist aesthetic as examples of how visual elements create strong brand associations.

Mr. Maitreya also highlighted the importance of a consistent brand message, which communicates a brand's core values, promises, and benefits through advertising, customer service, and public relations. He used examples like Thar, synonymous with adventure, and Coca-Cola and Pepsi, which target youthful audiences by positioning themselves as fun and cool. He stressed the need for companies to align their visual identity with their messaging to build trust and emotional connections. For instance, Domino's 30-minute delivery guarantee builds customer loyalty by adding value beyond the product. The session concluded with a Q&A segment, where attendees engaged with the speaker's insights.



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BOLLYWOOD NIGHT WITH DJ

On September 13, 2024, the Hostel Affairs Committee, hosted Bollywood night followed by a DJ. Students enthusiastically participated by dressing up like that favourite movie characters and enacting their iconic dialogues. Then event was full of fun, dance and music. The DJ night was on full vibrancy mode with everyone on their feet dancing.

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 event was, judged by **Supriya Massey** ma'am. Kunal Khandelwal and Somya Kumari won the 1st and 2nd place respectively.

Coffee with Alumni

On September 16, 2024, the Alumni Relations Committee at Jaipuria Institute of Management successfully hosted the 7th edition of the "Coffee with Alumni" event, featuring a special "Couple Edition." This unique version focused on fostering connections between alumni and current students, offering valuable insights not only from an academic standpoint but also beyond the classroom.

The event's highlight was an engaging conversation with alumni couple **Mr. Arjun Sharma** and **Mrs. Aastha Uniyal**, who shared their experiences at Jaipuria, reflecting on internships, campus life, and committee involvement. Their heartfelt discussions provided the audience with an inspiring blend of personal and professional advice.

Fun interactive games, such as a rapid-fire round and the headphones game, added a lighthearted touch to the session. The couple shared practical insights on managing friendships, time, and opportunities while balancing college life and preparing for the professional world. Their candid reflections on maintaining a healthy academic and personal life offered valuable takeaways for students.

The couple's invaluable perspectives gave students clarity on their future career prospects and helped them grasp the realities of life postgraduation. The event created a platform for students to ask questions and receive real-world advice, deepening their understanding of what to expect from the evolving professional landscape.

The event concluded on a sweet note with a cake-cutting ceremony and a delightful spread of snacks, leaving everyone with smiles, learning, and fond memories.





Student Excellence Council (SEC) Badge Ceremony 2024

The Student Excellence Council (SEC) Badge Ceremony at Jaipuria Institute of Management is a key annual event celebrating new student leaders. Senior faculty, including Director **Dr. Subhajyoti Ray** and Deans **Dr. Raahul Singh** and **Prof. Ritika Gugnani**, grace the occasion. The ceremony begins with a speech by the Director on the value of student leadership and the SEC's role.

New SEC members, starting with President Yashraj Singh Chandel, receive their badges from respective Chairpersons. The event concludes with a Vote of Thanks by the SEC President, followed by group photographs and a celebratory gathering. An SEC revelation video shoot, coordinated with the MRC Team, captures the highlights of the ceremony.

Annual Joint Leadership Meet Indore-Noida 2024 MANTHAN

The Student Excellence Council (SEC) Leadership from Jaipuria Noida journeyed to Pachmarhi for the Annual Joint Leadership Meet 2024, arriving on August 29th after a 15-hour trip. Greeted by the scenic beauty and pleasant weather, we settled into our hotel and proceeded to the presentation hall. Each cohort presented their themes and answered questions from a panel that included **Dr. Deepankar Chakrabarti**, Director of Jaipuria Indore; **Dr. Raahul Singh**, Dean of Student Affairs at Jaipuria Noida; and **Prof. Rekha Attri**, Dean of Student Affairs at Jaipuria Indore. The day concluded with an inspiring speech from Dr. Deepankar.

On August 30th, guided by Dean Administration **Mr. Rahul Bairagi**, we explored Shri Panch Pandav Caves, Bee Falls, and other local attractions, enjoyed water sports at Boat Club Lake, and ended with a DJ night and dinner. On August 31st, we thanked Jaipuria Indore for their exceptional hospitality and organization, reflecting on a memorable blend of learning and camaraderie.





Workshop on Logistics Management

To enhance the placement preparedness of students for careers in the logistics industry, a workshop on 'Logistics Management' was conducted on 14th Sept '24 (Saturday, 2:00–5:30 pm) on campus. The workshop sessions were delivered by **Dr. Ashish Negi**, Senior Director of Service Logistics at DHL Supply Chain India Pvt. Ltd.

Dr. Negi provided the students with an overview of the logistics industry, its structure, present status, and the issues and challenges it faces. He also discussed the policy framework of the Government of India and major logistics projects undertaken in the country. Furthermore, Dr. Negi elaborated on logistics networks, various entities and players, including 3PL/4PL services, service level agreements, and gave an overview of logistics parks, distribution centers (DCs), warehousing, multi-modal terminals, and transportation. He discussed in detail the growth potential, career opportunities, and job profiles for PGDM students.

Students interacted with the industry expert and clarified their doubts regarding the logistics industry and various job profiles. The workshop concluded with a vote of thanks by Dr. Keshav Kr Sharma.

STUDENT SUCCESS STORIES

Reflecting on my journey at Jaipuria Institute of Management, Noida, I feel immense gratitude and accomplishment. Currently pursuing my PGDM in Finance and Business Analytics, I recently achieved a significant milestone by securing a pre-placement offer from BNY Mellon and successfully clearing an interview with BlackRock on the same day.

This success is a result of the comprehensive training and support provided by Jaipuria, especially the Career Management Cell (CMC). The emphasis on practical learning, mock interviews, and industry insights was crucial in preparing me for these opportunities.

The path wasn't always easy, but the guidance from my mentor and faculty helped me navigate challenges and build the confidence needed to succeed in the competitive fields of finance and analytics.

These achievements wouldn't have been possible without the strong foundation laid by Jaipuria. As I move forward, I am confident that the lessons and experiences from this journey will continue to guide me in my career.



Vivek Kumar Singh

Batch 2023-25

Noida

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From The Alumni Corner



Arko Debsharma



It is an honour to be selected by Jaipuria Institute of Management to share my experiences with future managers. In today's rapidly evolving professional landscape, adaptability is essential. The path to your dream role or compensation may not be immediate, but it's important to avoid dwelling on setbacks. Instead, focus on positioning yourself for success by refining your Unique Selling Proposition (USP). Remember, everyone is replaceable, so always bring unique value to your team.

I began my career as a Business Development Executive in the Consumer Durables sector, but my drive for growth led me to explore different industries. I transitioned from Consumer Durables to Advertising, and later to IT Consulting. This journey across industries taught me that building strong relationships with colleagues and mentors is crucial for personal and professional growth.

These early career years are a time to embrace discomfort, learning, and change. Shifting your mindset opens up opportunities for growth and development.

Your career is a continuous journey of growth and adaptation. Each experience enhances your skill set, broadens your industry understanding, and prepares you to face new challenges. By leveraging your adaptability and transforming setbacks into opportunities, you can achieve your ultimate career goals.



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!

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From the Campus Corner

The photo captures a beautiful sunset over Noida, Uttar Pradesh. The sky is ablaze with orange and pink hues, while the city below is bathed in golden light.

Photo Credits : Mr. Yagya Sachdeva(PGDM 2024-26)




Clicks from the week

Jaipuria Noida

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Clicks from the week



06/07

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Upcoming Events for the Week

- **The Art of Mind Control Workshop by DC&GR (20/09/2024)**

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 !



@SHUTTERBUGS_MRC_N



Dr. Renuka Mahajan
MRC Chairperson



Mrigank Joshi
MRC President



Mrituanjay Shah
Vice President



Poorvi Jamwal
Vice President



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