

THE JAIPURIA COMMUNIQUE



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

Key Highlights :-

**Veer – Baal Divas, Movie
Screening and Quiz Event**

Techno-Business Hackathon

**Corporate Session on Customer
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Write us at: mrc.noida@jaipuria.ac.in

Cheers to a Bright New Year Ahead! 🎉🌟

Dear Reader,

As we bid farewell to a year filled with learning, growth, and cherished moments, we eagerly welcome the promise of a brand-new chapter. On behalf of the **Media Relations Committee**, we extend our heartfelt gratitude for your continued support and engagement.

May this year bring you opportunities that inspire, moments that delight, and accomplishments that make you proud. Together, let's make 2025 a year of innovation, connection, and success!

Wishing you and your loved ones a prosperous, joyous, and fulfilling New Year.



Veer – Baal Divas, Movie Screening and Quiz Event

The Ek Bharat Shrestha Bharat (EBSB) Committee organized the **Veer-Baal Divas Movie Screening and Quiz Event on December 26, 2024**, with the goal of promoting unity and cultural preservation. The event was hosted by **Nishtha Srivastava and Harshita Sharma** and organized by **Harshit Sharma and Vishal Mahatha**. It was designed to engage students in exploring India's diverse yet unified cultural heritage and to reflect on the values of courage and sacrifice.

The event began with the screening of **Chaar Sahibzaade**, an animated movie that showcases the historical significance of the Chaar Sahibzadas, the sons of Guru Gobind Singh Ji. The film highlights their unparalleled courage, sacrifice, and resilience, inspiring participants to stand for justice and truth. It also sheds light on the significance of December 26, making the event both educational and inspiring.

Following the movie, a quiz competition was held, where participants formed teams of two. A total of 12 teams competed, testing their knowledge based on the movie's themes and historical context. The quiz was carefully judged by **Prof. Piyush Mishra**, who evaluated the responses to declare the winners. After a fierce contest, **Team Misfits** of Jaipuria emerged as the winners, while **Team Do Veer** secured the runner-up position.

The event successfully met its objective of encouraging students to understand and appreciate the importance of unity and the preservation of India's cultural heritage. It also provided a fun and interactive platform for students to engage with history and reflect on values that unite the nation. Special thanks to Prof. Mishra for his insightful feedback and to the hosts for keeping the event dynamic and engaging.



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01/07

Techno-Business Hackathon

A Triumph of Innovation and Collaboration

On **21st December 2024**, Jaipuria Institute of Management, Noida, hosted the highly anticipated **Techno-Business Hackathon 2024**, uniting 21 teams from premier institutions like **IIT Roorkee, IIT Hyderabad, UPES, VIT Vellore, and leading NCR colleges.**

The event, organized by the Admissions Committee, began with an Inauguration Speech by **Prof. Vranda Jain**, Admissions Chairperson, alongside Admissions Head **Mr. Ratnesh Pratap Singh** and the Admissions team. A workshop on "Careers after MBA" inspired participants to think beyond the competition, followed by rounds where teams pitched innovative startup ideas to judging panels comprising faculty and industry experts.

After a rigorous evaluation, the winners were:

- **Winner: Care Coders, Amity University, Noida (₹25,000)**
- **1st Runner-Up: Team If, GLA University, Mathura (₹12,000)**
- **2nd Runner-Up: Team Picapool, IIT Hyderabad (₹8,000)**

The event concluded with a Prize Distribution Ceremony celebrating the participants' creativity and entrepreneurial spirit. Techno-Business Hackathon 2024 showcased Jaipuria's commitment to fostering innovation, collaboration, and leadership among aspiring managers and innovators.



Corporate Session on Customer Relationship Management

20th December, 2025

Ms. Shalini Kumar, a seasoned leader with over 30 years of experience in Customer Relationship Management, BPO, and Loyalty Marketing, brought her vast expertise to an insightful session. With a career spanning industries such as hospitality, BFSI, telecom, and IT services, Ms. Kumar shared practical strategies for driving customer loyalty and improving CRM outcomes.

As part of the Corporate Customer Relationship Management module, Ms. Kumar highlighted the importance of metrics like Customer Lifetime Value (CLV), Net Promoter Score (NPS), and ROI on loyalty initiatives. She presented a compelling case study on Sephora, showcasing AI-powered personalized product recommendations and augmented reality features to enhance customer experiences.

The session offered actionable insights into designing effective loyalty programs, emphasizing personalized communication at different customer lifecycle stages. Through real-world examples and a structured approach, Ms. Kumar provided students with practical tools to measure CRM success, recover from service failures, and implement innovative solutions in their future careers.



02/07

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The Campus Immersion Program

The **Campus Immersion Program** for Online PGDM students was successfully conducted on **20th and 21st December 2024 at Jaipuria Campus, Noida**, with 26 students from across India participating. The program aimed to bridge the gap between virtual learning and in-person engagement, fostering collaboration, professional growth, and networking opportunities. It included **Personal Development Programs (PDPs), team-building activities, and discussions on real-world business challenges.**

Day 1 began with an inaugural address by **Dr. Subhajyoti Ray, Director, Jaipuria Institute of Management, Noida**, followed by engaging sessions. The first session, **Unlocking the Power of Personality Development** by **Ms. Kiran Misra**, emphasized self-awareness and growth. The second session, **Engaging Management Games for Growth** by **Dr. Sovanajeet Mishra**, focused on leadership through interactive games. After a networking lunch, **Dr. Surender Kumar's** session on **Pathways to Joy: Unlocking the Secrets of Happiness** explored happiness and work-life balance. The day ended with **Dr. Abhijit Nair's** session on **Mastering the Art of Self-Branding**, followed by a bonfire and music to build camaraderie.

Day 2 opened with Unveiling the **Future: Exploring Artificial Intelligence** by **Dr. Md Khurram**, which offered insights into AI applications and industry trends. The following sessions, led by **Mr. Deepak Sharma**, centred on **Life Skill Development and** covered teamwork, leadership, and problem-solving.

The program concluded with a valedictory session by **Dr. Abhijit Nair**, which recognized students' active participation and summarized key takeaways. Overall, the program blended academic learning with real-world engagement, equipping students with essential tools for professional success.



Talking Tales

On December 20, 2024, **Rhetorica—The Communication Club** hosted an engaging and intellectually stimulating event named "Talking Tales." This competition, comprising two exciting rounds – **"Cryptic Chatter"** and **"Impromptu Image Challenge"** – captivated participants and audience alike.

In the first round, "Cryptic Chatter," six teams competed fiercely. One member from each team stepped forward to solve riddles individually within a seven-minute time limit. The challenge heightened as these members had to explain their answers to their teammates using gestures alone, without uttering a single word. The intensity and thrill of riddle-solving saw four teams advancing to the next round.

The second round, "Impromptu Image Challenge," required teams to create a cohesive and creative storyline based on a collage of four photos. With just one minute to brainstorm and three minutes to present, the teams showcased their creativity and coherence. **Prof. Sonali Mulay** evaluated their performances, focusing on creativity, coherence, and presentation.

Team Akhri Pasta emerged victorious with their compelling storytelling, while **Team Fantastic 2** secured the runner-up position with their creative flair. The event, filled with wit, creativity, and teamwork, was a grand success. The enthusiasm and energy of both participants and the audience made "Talking Tales" a memorable experience, celebrating problem-solving abilities, creativity, and communication skills.



Jaipuria Premier League (JPL)

The Jaipuria Premier League (JPL) 2024 brought cricket enthusiasts together from **December 20 to 23**, transforming the campus into a hub of energy and excitement. The tournament kicked off with the JPL Auction on December 18, where captains of six teams—Jaipuria Warriors, Rising Champions, The Strikers, The Eternals, Invincible Smashers, and The Hit Squad—strategically built their squads.

Champions Crowned

In an intense final, **Jaipuria Warriors** clinched the title, demonstrating exceptional teamwork and determination. **The Rising Champions** earned the runner-up position after a hard-fought battle.

Individual Awards

- Man of the Series: **Rajat Choudhary** for outstanding all-round performance.
- Best Women Player: **Chhavi Goyal** for inspiring contributions.
- Best Batsman: **Nakul Bhardwaj** for his consistent, explosive batting.
- Best Bowler: **Deepak** for his precision and wicket-taking skills.

JPL was more than a tournament; it was a celebration of teamwork, perseverance, and community spirit. The cheers, strategic brilliance, and shared experiences made it an unforgettable event.

JPL 2024 leaves behind a legacy of inspiration, showcasing the magic of passion and purpose on the cricket field.



HAC- CHRISTMAS CARNIVAL

On **November 25th, 2024**, the Hostel Affairs Committee hosted a vibrant and joyous **Christmas party** that brought the festive spirit alive. The evening began with an enchanting performance by singer Hoeny, who captivated everyone with his melodious voice and set the tone for the celebrations. Following his performance, DJ took over, turning the event into a lively dance party filled with energy and excitement. A cozy bonfire was set up, creating a warm and inviting ambiance where everyone gathered to share laughter and stories.

Under the leadership of **Aloke 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.



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Animesh Trivedi
Batch (2012-14)

From The Alumni Corner

I started my journey for PGDM on 26th June 2012. I still remember the day when we all gathered at the auditorium for our orientation. Everyone was filled with so much enthusiasm and energy, and yes, these were the most crucial two years of my life, as I learned so much and enjoyed so much. I believe that these two years changed my overall perspective towards life and I realized the same when I started working because Jaipuria gave me immense time and support to conquer my fears through presentations, public speaking platforms, and involving myself in various committees. What I miss the most is our annual fest Udaan (now called Gravity). I still remember when I participated in Mystique Street in my first year and got an opportunity to take care of the disciplinary committee in my second year during the fest. I still go through the videos and photos of our lovely campus to get the vibes of a 24-year-old boy standing in front of the gate on the first day of orientation, looking at the campus with confidence. It's been 11 years now, but I still feel the same. That is what Jaipuria Noida is for me.

STUDENT SUCCESS STORIES

Getting Placed at BlackRock: A Dream Realized

Securing a position at BlackRock, a global leader in investment management, is truly a dream come true for me. My aspiration to join this esteemed organization began last year when I coordinated BlackRock's placement process as the Junior Coordinator of CMC. Experiencing their recruitment process and attending the Pre-Placement Talk (PPT) deepened my understanding of how closely my values, interests, and career aspirations align with the company.

Today, as the Vice-President of CMC, I am responsible for facilitating placements for 420 students in my batch. This leadership role has been transformative, refining my communication, team-building, and conflict-resolution skills. From designing mock Group Discussions and Personal Interviews to engaging with industry leaders, these experiences have prepared me both as a placement facilitator and as a candidate.

Academically, my specialization in Finance and Business Analytics, supported by my background in Statistics, provided the strong analytical foundation essential for navigating BlackRock's rigorous recruitment process.

I owe my success to the unwavering support of my mentors, faculty members, and the Placement Cell team, whose guidance has been invaluable throughout this journey.

To aspiring juniors, my advice is simple: develop a strong grasp of your core subjects, academic projects, and especially your Summer Internship Project. Innovate and bring unique insights to your SIP reports, as this can enhance your profile significantly. Regularly practice aptitude tests and participate in employability activities to build confidence and readiness for placements.

Joining BlackRock marks the start of an exciting new chapter in my life, reaffirming the power of clarity, passion, and perseverance in achieving one's dreams.



Deepika Bisht

Batch 2023-25

Noida

BlackRock



From the Campus Corner

The red-brick building of Jaipuria Institute of Management stood tall under the serene sky, its lush greenery whispering promises of growth and new beginnings.

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Clicks from the week



06/07

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Upcoming Events for the Week

- 15th Annual Marketing Conclave, 4th January, 2025

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



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Vice President



Poorvi Jamwal
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Mayank Pethkar
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