

# THE JAIPURIA COMMUNIQUE

The official campus  
newsletter of  
Jaipuria Institute of  
Management,  
Noida

Key Highlights :-

CSR Blanket Distribution Drive

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15th Annual Marketing  
Conclave 2025

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Faculty Development  
Program by IRC

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Student success stories

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From the Campus Corner

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Clicks from the week

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Upcoming Events for the  
Week

Write us at: [mrc.noida@jaipuria.ac.in](mailto:mrc.noida@jaipuria.ac.in)



## CSR Blanket Distribution Drive

On the nights of **9th and 10th January**, Disha, the **CSR Committee**, conducted a **Blanket Distribution Drive** to support underprivileged individuals braving the harsh winter. The drive aimed to provide warmth and comfort to those in dire need, such as ragpickers, roadside sleepers, and needy families.

A total of 45 blankets were distributed across several locations in Noida, including B Block, Electronic City Metro Station, and Sector 62. The initiative also extended to labor families within our college premises and covered key areas in Indirapuram and Vaishali.

The drive was met with heartfelt gratitude from the recipients, underscoring its significant impact. Observing the smiles and relief on their faces reaffirmed our commitment to serving society.

This initiative not only highlighted the importance of collective effort but also fostered a sense of compassion and responsibility among volunteers. The success of this drive motivates us to continue similar endeavours in the future to uplift the lives of the underprivileged.

Disha's Blanket Distribution Drive stands as a testament to the power of small actions in creating meaningful change, especially during challenging times.

## 15th Annual Marketing Conclave 2025

The **15th Annual Marketing Conclave** at Jaipuria Institute of Management, Noida, organized by the Marketing Club **INVICTUS**, was held on January 4, 2025, with the theme "Robots: An Integral Part of Futuristic Services Marketing." The event explored how service robots are transforming industries and redefining customer experiences.

An AI-powered robot welcomed attendees, followed by Saraswati Vandana. **Prof. Anuja Shukla**, Conclave Chair, welcomed the panelists, and **Prof. Aditi Dang**, Conclave Chair, delivered the inaugural address, highlighting robots' potential to enhance human capabilities while addressing ethical concerns. The Director, **Prof. Subhajyoti Ray**, shared his vision for emerging technologies.

The panel discussion was moderated by **Prof. Aditi Dang**, **Prof. Anuja Shukla**, and **Prof. Deepak Halan**.

- **Mr. Jerwin Prabu** (Bharati Robotics Services, Pune) discussed innovations in affordable robotics for India.
- **Ms. Shruti Kharbanda** (Founder, Invincible Robo League) emphasized fostering indigenous robotics under "Make in India."
- **Dr. Sridatta Chatterjee** (ARTPARK, Bengaluru) explored balancing innovation with societal implications.

Guest of Honour **Mr. Matthew Chavira** (CEO, Prophets of AI) captivated the audience with insights on humanoid robots like Sophia, emotional intelligence in robotics, and global advancements in AI.

The interactive Q&A session addressed AI's role in improving customer experience, ethical deployment, and workforce reskilling. Discussions also explored robotics' applications in healthcare, hospitality, and logistics.

The conclave ended with a vote of thanks by **Prof. Deepak Halan**, recognizing the efforts of faculty, panelists, and the INVICTUS club members, including **Sparsh Agarwal** and **Geetanjali Dwivedi**.

As a pre-conclave event, the movie Wall-E was screened on December 24, 2024. The conclave successfully positioned Jaipuria Institute of Management as a thought leader in emerging technologies and fostered industry-academia collaboration.



### EXPERT PANEL



MATTHEW CHAVIRA



JERWIN PRABU



SHRUTI KHARBANDA



DR. SRIDATTA CHATTERJEE



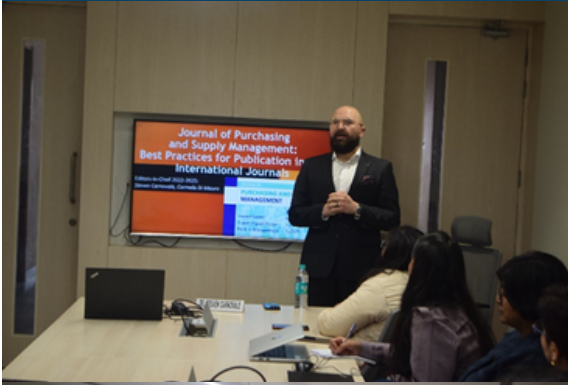
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## Faculty Development Program by IRC

On **8th January**, IRC organized the **Faculty Development Program**. The lecture was delivered by **Dr. Steven Carnovale**, Associate Professor at Florida Atlantic University, US. The lecture was titled "**Best Practices for Publication in Top International Journals**". It was a comprehensive session aimed at equipping researchers with the knowledge and tools necessary to contribute high-quality work to leading academic journals. The session specifically focused on advancing knowledge related to firms' external resource acquisition and supply management. The lecture offered valuable insights into critical topics, methodologies, and emerging trends. It was an insightful session that provided attendees with a robust understanding of the latest trends, challenges, and opportunities in supply management research.



## STUDENT SUCCESS STORIES

My name is Shruti Kalantri, and I'm from Renukoot, where I finished my undergraduate studies. I chose to get an MBA in order to improve my professional possibilities because I have a strong desire to succeed. An important stage was getting ready for the CAT and other entrance tests, and my efforts were rewarded when I was accepted to the Jaipuria Institute of Management in Noida.

I am thrilled to share a moment of immense pride and joy as I have secured a coveted placement at Ferrero India through campus placement at Jaipuria Institute of Management, Noida!

Ferrero India, a subsidiary of the globally renowned Ferrero Group, is known for its premium products, including Ferrero Rocher, Kinder Joy, and Nutella. Being a part of such a prestigious organization is a testament to my dedication, hard work, and unwavering commitment to excellence.

This remarkable achievement reflects the quality of talent nurtured at Jaipuria Institute of Management, Noida, and highlights our institution's focus on providing students with the best industry exposure and career opportunities. It also reinforces the strong industry connections and the dedication to bridging the gap between academia and the corporate world.

I extend my heartfelt gratitude to Jaipuria Institute of Management, Noida, my mentors, and peers for their continuous support and guidance throughout this journey. This achievement marks the beginning of an exciting chapter, and I look forward to growing and contributing at Ferrero India.



**Shruti  
Kalantri**

**Batch 2023-25  
Noida**

**FERRERO**



## From the Campus Corner .....

This cutting-edge campus exemplifies modern education, seamlessly blending architecture with nature to create an ideal learning environment.

Photo Credits : Radhika Aggarwal  
(PGDM 2023-25)

## Clicks from the week


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**Clicks from the week**



03/04

Write us at:  
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## Upcoming Events for the Week

- Republic Day Celebration:  
26th 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



Mrituanjay Shah  
Vice President



Poorvi Jamwal  
Vice President



Mayank Pethkar  
Vice President



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