

THE JAIPURIA COMMUNIQUE

The official campus
newsletter of
Jaipuria Institute of
Management,
Noida

Key Highlights :-

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Business Report Writing
Workshop

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Week

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Marketing Times

On March 7, 2025, **Invictus**, the **Marketing Club** of Jaipuria Institute of Management, hosted an exciting and intellectually stimulating event, "The Marketing Times." Designed to test participants' marketing knowledge and creativity, the competition unfolded in two engaging rounds.

The event began with an interactive quiz-based round. Each team was provided with placards, and marketing-related news headlines were displayed on the screen. A correct response earned them +15 points, while an incorrect one led to a -5 deduction. The next opportunity was then given to other teams, with correct answers fetching +10 points and incorrect ones resulting in a -5 penalty. After an intense battle, the top seven teams with the highest scores advanced to the next round.

In the second round, each of the qualifying teams was given a newspaper and tasked with designing a marketing-themed front page using Canva. The teams had to blend creativity, marketing insights, and design skills to create a visually appealing and content-rich front page. They then presented their work in front of the esteemed judge, **Prof. Vranda Jain**, showcasing their storytelling abilities and strategic thinking.

After a competitive final round, the winners were declared:

1st Place: The Manifesters (Prize: ₹3000)

2nd Place: The Marvels (Prize: ₹2000)

The event successfully challenged participants to think critically and creatively, reinforcing the importance of marketing awareness and design skills in today's fast-paced industry. "The Marketing Times" was a resounding success, leaving participants and spectators with valuable insights and an enhanced appreciation for the dynamic world of marketing.



Business Report Writing Workshop

The **Business Report Writing Workshop** was successfully organized at Jaipuria Institute of Management, Noida, on 6th March 2025 under the leadership of President Mrigank Joshi and Vice Presidents Poorvi Jamwal and Mayank Pethkar from the **Media Relations Committee (MRC)**.

The session was conducted by **Mr. Ambarish Pandey**, Special Correspondent at Zee Business, who shared his expertise on crafting compelling and impactful business reports. He provided a structured approach, highlighting key elements that enhance clarity, engagement, and relevance. He emphasized the importance of data-driven insights, logical structuring, concise language, and strong conclusions in business reports. Drawing from real-life industry case studies, he demonstrated how a well-crafted report can influence decision-making in the corporate world.

The workshop was highly interactive, with Mr. Pandey encouraging students to participate and engage in discussions. A Q&A session followed, where students posed insightful questions, fostering a dynamic exchange of ideas. Those with the most thought-provoking queries were recognized and rewarded, further motivating active participation.

A special note of appreciation goes to **Dr. Rahul Singh (Dean, Student Affairs)** and **Dr. Renuka Mahanian (Chairperson, MRC)** for their constant support in making this workshop a grand success.

This session not only enhanced students' theoretical understanding of business report writing but also provided them with practical insights into effective business communication. By equipping students with these essential skills, the workshop played a crucial role in preparing them for future corporate challenges.



01/05

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Awaaz aur Alfaaz

Awaaz and Alfaaz on 8th March 2025 **celebrated literature** with reflective discussions, poetry, narrations, art, delectable cuisine, and live book stalls. It began with **Dr. Vineet Aggarwal**, renowned podcaster, who shared inspiring leadership lessons from Hindu mythology and brought out the profound similarities between mythological figures and contemporary corporate leadership.

Mr. Laksh Maheshwari captivated the audience by tracing the mystic relationship between Sufi saints Amir Khusrau and Hazrat Nizamuddin Auliya and emphasizing the timeless strength of guidance and mentorship. His story evoked deep emotions and emphasized storytelling as an exercise in gratitude towards mentors.

Famous poet **Jayanti Ranganathan** conducted an inspiring session on poetry in which she urged the participants to celebrate honesty and simplicity in their work. Her poignant reading of a love poem beautifully expressed the reflective power of poetry and the essence of love for oneself.

Brigadier Sushil Tanwar, VSM, author of "Mukhbir," addressed the art of storytelling based on his rich military background. Brigadier Tanwar stressed perspective, emotional depth, and authenticity in weaving gripping stories and blending fact and fiction into a cohesive narrative.

Accompanying these enriching sessions were the captivating **art show "Chhaya aur Chitra,"** in which visual narrative through paintings and photographs resonated with the festival's theme of celebrating life through literature. Also contributing to the festive atmosphere were the mouth-watering food stalls and diversified book stalls, treating participants to gastronomic delights as much as literary delights.

Awaaz and Alfaaz left an abiding impression, testifying to literature's power to transform through words, yet also through life experiences, perceptions, and artistic interpretations that touch people profoundly.



SYNERGEX 2025

Jaipuria Institute of Management, Noida, successfully hosted **Synergex 2025**, an exciting two-day **inter-college sports meet** on February 28th and March 1st, 2025. The event brought together talented students from various colleges, competing in **cricket, volleyball, badminton, and chess**, fostering teamwork, sportsmanship, and competitive spirit.

Day 1 Highlights

The tournament began with thrilling cricket matches at NH-58 Bypass, Ghaziabad, from 7 AM to 6 PM, where teams exhibited remarkable skills. Simultaneously, badminton matches were held at Amrapali Village, Indirapuram, featuring singles and doubles categories. The volleyball tournament, conducted at the Front Lawn, saw energetic participation, with teams battling for supremacy.

Day 2 Highlights

The competition intensified on the second day as cricket matches led to an exhilarating final. Badminton players fought for championship titles, while chess, held at Manthan Hall, tested players' strategic abilities.

Winners

- **Badminton:** Sharda University emerged victorious, while JSS Noida and G.L. Bajaj won in different categories.
- **Chess:** Hansraj College claimed first place, with FORE School of Management as runner-up.
- **Volleyball:** Jamia Millia Islamia triumphed, with JSS Noida as runner-up.
- **Cricket:** G.L. Bajaj secured first place, while JIM, Noida, finished second.

Synergex 2025 successfully promoted sportsmanship, competition, and camaraderie among students. The event provided a platform to showcase talent and build connections, leaving participants with unforgettable memories and reinforcing the spirit of unity and healthy competition.



02/05

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Unlocking the Power of Words

The **Media Relations Committee (MRC)** of Jaipuria Institute of Management, Noida, successfully organized a **Content Writing Workshop** on March 4, 2025. The session featured **Prakash Priyadarshi, Deputy News Editor at ET NOW**, attracting aspiring writers and content enthusiasts eager to refine their storytelling skills.

With 14 years of experience in print and electronic media, Mr. Priyadarshi shared valuable insights into journalism, corporate affairs, and government policy reporting. As a PIB-accredited journalist, covering key ministries like Finance and Corporate Affairs, he explained how impactful content shapes public discourse and industry narratives.

The workshop focused on structuring compelling narratives, the importance of research, and crafting engaging headlines. Mr. Priyadarshi emphasized clarity, credibility, and creativity, illustrating key points with real-life examples. He also discussed covering international summits and decoding policy decisions, offering students a fresh perspective on content creation.

The session featured interactive exercises and a Q&A round, allowing students to engage directly with the expert and receive personalized feedback. The workshop served as an excellent platform for young minds to explore storytelling techniques and content strategy, bridging the gap between academic learning and industry expectations.

The event concluded with a vote of thanks to Mr. Priyadarshi for his valuable insights and guidance. MRC's initiative reaffirmed its commitment to nurturing talent and equipping students with essential media and communication skills, preparing them for future challenges in the digital era.



Student Success Stories

From Resilience to Reality: My PGDM Journey

When I began my PGDM journey, I had no idea how much it would transform me. Life back then was completely different from what it is today. This journey has been filled with challenges, but each one has played a crucial role in shaping me into the person I am today. I immersed myself in every opportunity, balancing academics, club responsibilities, and internships, often stretching beyond my comfort zone.

Becoming The Vice President of Invictus - The Marketing Club was a defining moment in this journey. It wasn't just about leading a club; it was about fostering teamwork, organizing impactful events, and learning the true essence of time management. Whether it was managing high-pressure events or working with my team to drive creativity, every experience strengthened my adaptability and problem-solving skills.

This relentless pursuit of growth and perseverance finally led me to one of my biggest achievements—a **Pre-Placement Offer (PPO) from ICICI Bank**. It started as an internship transformed into an opportunity to step into the corporate world with confidence. One of the toughest yet most rewarding phases was my summer internship. Moving to a completely new place where I had never been before, adjusting to unfamiliar surroundings, and dealing with the scorching June heat—especially when not a single PG had an AC—tested my resilience in ways I had never imagined. But instead of backing down, I embraced the challenge. I learned to adapt to any environment, work through discomfort, and stay focused on my goals.

To those just beginning their journey—embrace every challenge, step out of your comfort zone, and never hesitate to take ownership. Success is not just about personal milestones but about growing alongside those around you. These two years have changed my life, and I look forward to applying all that I have learned to make a meaningful impact in the corporate world.



Srishti Gupta

**Batch 2023-25
Noida**



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03/05

From the Campus Corner

Night falls, and Jim Boys Hostel in Noida glows. Warm light spills from brick-clad windows, a beacon against the darkness. Intricate brickwork meets soft foliage, a blend of structure and nature. A sliver of moon watches over the quiet hum of student life. Even in the stillness, the spirit of learning endures.

Photo Credits : Ms. Aashi Srivastava
(PGDM 2024-26)


Clicks from the week

Jaipuria Noida

App link **GET YOUR OWN PHOTOS**

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04/05



SPEAKERS:



Anurag Shangari
Head Portfolio Manager,
Bulls Eye Investment



Harish Goel
Director -
Investment Research and
Financial Services,
Evalueserve



Neha Lakhwara
Co-Founder and CEO,
Agility Ventures



Sidharth Goel
Founder,
Quantum Investing

Upcoming Events for the Week

- Finance Conclave : 22 March 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



05/05

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