

THE JAIPURIA COMMUNIQUE



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

Key Highlights :-

**Colours of Inclusion: Painting
a Brighter Tomorrow**

The Boardroom Battle

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at Lucknow Campus**

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Colours of Inclusion: Painting a Brighter Tomorrow

In an engaging and creative initiative, **Dr. Jeeta Sarkar** led a unique **Face Painting Session on 10th March, 2025** in the classroom, emphasizing the themes of Diversity & Inclusion. The activity encouraged students to explore artistic expressions while fostering conversations about unity, respect, and belonging in a diverse environment.

Students formed groups and painted symbolic designs on each other's faces, representing various aspects of culture, equality, and acceptance. The session was not just about colors and creativity but also about breaking barriers and understanding differences. Each artwork carried a powerful message, reinforcing the idea that true learning extends beyond textbooks and lectures.

This interactive exercise not only strengthened peer collaboration but also highlighted the importance of inclusivity in professional and personal spaces. The enthusiasm among students and faculty made the session a memorable and thought-provoking experience.

Such activities serve as a reminder that education is not confined to academic subjects but also involves learning about people, perspectives, and values that shape a harmonious society. With more such initiatives, the institution continues to nurture holistic growth, ensuring that students step into the world with knowledge, empathy, and an open mind.



The Boardroom Battle

The Corporate Crisis Challenge & The Great Corporate Trial was held on March 24, 2025, at AUDI-1. The event tested participants on their ability to navigate corporate crises, defend business decisions, and engage in high-stakes debates. With intense competition, strategic thinking, and persuasive arguments, the event delivered an exhilarating experience.

Round 1: Crisis Communication Challenge: Teams faced real-world corporate dilemmas such as financial fraud, product tampering, and supply chain scandals. They were judged on clarity, crisis management strategy, stakeholder consideration, tone, and defensive reasoning. Team Brainiacs emerged as the highest scorer with 45 points.

Round 2: The Great Corporate Trial. Teams debated major corporate lawsuits, including Adani vs. Hindenburg Report, Tesla's Autopilot Controversy, and Reliance Jio vs. Airtel & Vodafone. The courtroom-style battle assessed their legal and ethical understanding, argument strength, counter-argument skills, and persuasion. Team Alone won with 37 points, while Team Brainiacs secured 1st runner-up with 36 points.

The event concluded with **Team Alone** winning ₹3500 and **Team Brainiacs** securing ₹2500. Judged by **Dr. Rohan Bhalla**, the competition lasted two hours, pushing participants to their limits in a thrilling test of business acumen and strategic reasoning.



Two-Day Visit to PAN International Relations Committees Meeting in Lucknow Campus

The two-day event from 17th to 18th March 2025 provided an excellent platform to discuss and strategize key aspects of internationalization and foster global partnerships. The meeting commenced with a formal inaugural session by the **Director of Lucknow campus, Dr. Kavita Pathak and Prof. Ojha – Vice President Academics**. The meet brought together Chairs & Co Chairs from IRC teams across various campuses. The session highlighted the importance of collaboration, innovation, and global engagement in shaping the future of international relations for the institution. The opening remarks set a positive and motivated tone for the discussions that followed. The first key discussion revolved around key challenges in internationalization and possible solutions for developing strategies for forging global partnerships. The importance of building long-term trust with international partners. Streamlining administrative processes for exchange programs. The final session involved brainstorming ideas for designing the IRC calendar for the upcoming academic year.

Day 2 had a Webinar by **Dr. Anirban Som, Chair International Relations, IIM Trichy** on the topic 'Best Practices in Managing International Relations.' and another webinar by **Ms. Sultana Khan**, founder of UnTechEd and a foreign collaborations specialist, on the topic 'Developing strategies for global partnerships.'

The two-day PAN IRC meeting was a fruitful and enriching experience. It provided an excellent opportunity to exchange ideas, address challenges, and collaborate on strategies for promoting internationalization. The insights gained and the connections made during the event will significantly contribute to strengthening the **International Relations Committee's** initiatives in the coming months.



CSR Zero Plastic Chase – A Thrilling Hunt for Sustainability

In a bid to promote sustainability and instill eco-consciousness, **DISHA – The CSR Committee** successfully hosted "Zero Plastic Chase" on 21st March 2025. This high-energy treasure hunt was not just about solving clues but about embracing the mission of zero plastic usage. The event turned awareness into action with teams racing across the campus, tackling thought-provoking challenges, and deciphering clues centered around environmental responsibility. From the first clue to the final revelation, participants were pushed to think critically about the impact of plastic pollution and how small, mindful choices can lead to a greener future.

The event saw an overwhelming response from first-year students, with eight teams battling it out in a fast-paced yet meaningful chase. The energy was electric as teams strategized, collaborated, and navigated through campus, all while reinforcing the message of sustainable living. After an exhilarating competition, **Team Akatsuki**, the winning team, was awarded Rs. 2500, while Team **The Fierce**, the runner-up team, received Rs. 1500 for their commendable efforts.

More than just a game, Zero Plastic Chase was a testament to how engaging initiatives can drive impactful change, leaving every participant with a renewed commitment to reducing plastic waste and making sustainability a way of life. DISHA CSR remains committed to fostering sustainability through such interactive initiatives, encouraging students to adopt responsible habits for a greener future.



Analytical Clash: Decoding the Last Call !

IGNITIA, the Business Analytics Club, wrapped up the year with a high-stakes battle of strategy, speed, and intellect at Analytical Clash: Decoding the Last Call on 21st March 2025. Participants raced against time to crack business analytics puzzles, solve logo jigsaws, and outsmart rivals in a board game riddles challenge. Just when teams thought they had the upper hand, the final round, Uno Clash, shook things up with power cards like Skip, Reverse, and +4, keeping everyone on the edge of their seats.

The event was made even more special with the presence of **Dr. Shivani Bali, Chairperson of the BA Club**, and **Ex-president Divyam Ahuja**, bringing nostalgia and inspiration. After a fierce showdown, **Team Assh** emerged as the champion (won Rs. 5000), followed by **Team Dynamics** (won Rs. 3000) and **Team Playerssss** (won Rs. 2000), who displayed remarkable strategic thinking and problem-solving skills throughout the competition.

With thrilling twists, strategic gameplay, and electric energy, Analytical Clash was the perfect farewell to an incredible year. IGNITIA extends heartfelt gratitude to the **President, Khushi Kesarwani** and **Vice President Mohit Kapoor** for their leadership and dedication in making this event a grand success. A special thanks to the faculty, alumni, and participants who made this event unforgettable. The club now gears up for another year of innovation, competition, and analytical excellence!

Webinar on Global Perspective on Quality Control.

On 26th March 2025, the webinar was organized by the **International Relations Committee**, featuring **Mr. Utkarsh Varshney, Product Operations Analyst at Assurant**.

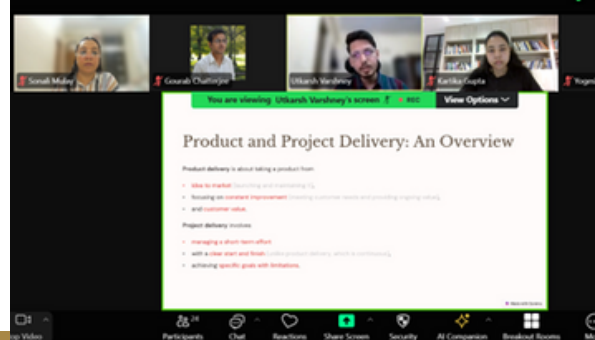
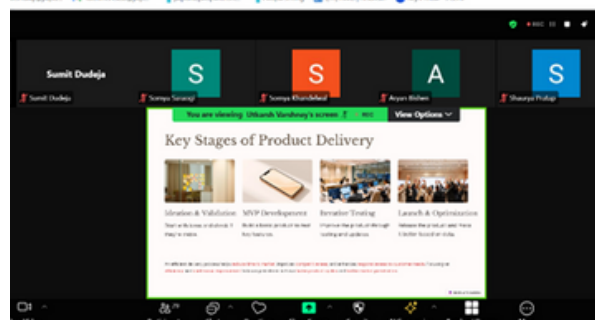
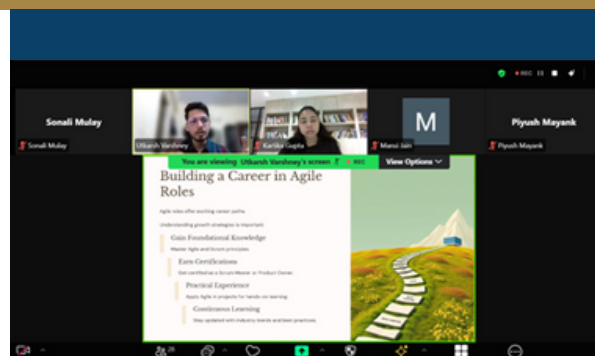
The webinar on "Global Perspective on Quality Control: Product/Project Delivery in Agile, Scaled Agile, and Waterfall Frameworks" was a highly insightful session tailored for MBA students, providing a comprehensive understanding of different project management frameworks and their relevance in today's dynamic business landscape.

The session began with an introduction to Agile, Scaled Agile (SAFe), and Waterfall frameworks. Agile, emphasizing flexibility and iterative development, was highlighted as a vital approach for modern businesses to adapt to changing requirements. The core values and principles of the Agile Manifesto were discussed, along with an overview of the Scrum framework, detailing its roles, events, and artifacts.

Next, the webinar explored the product/software development life cycle (SDLC/PDLC), outlining the various stages and the involvement of key stakeholders. Roles such as product owners, Scrum masters, project managers, software developers, and QA testers were discussed in detail, emphasizing their contributions to successful product and project delivery.

The significance of different roles in product and project execution was a major highlight. Attendees gained clarity on the responsibilities of product managers, Scrum masters, business analysts, and technical roles like QA testers and developers. This understanding aids students in aligning their career aspirations with industry demands.

The session concluded with a discussion on career paths and certifications, including CSPO and SAFe PO/PM. This webinar provided a solid foundation for understanding project management frameworks and prepared students to excel in agile-driven and dynamic business environments.



03/07

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AD-A-Maza

The **Marketing Club** of Jaipuria Institute of Management, Noida, **Invictus**, successfully organized AD-A-Maza on 26th March 2025. This dynamic and engaging event challenged participants' creativity and marketing acumen through two exciting rounds.

The competition began with **Round 1**, where each team was given a random product with unique and peculiar features. Their task was to create a 15-30 second ad reel, incorporating a catchy ad jingle to market the product. The round was judged by **Dr. Varda Sardana**, who evaluated teams based on creativity, engagement, and marketing effectiveness. After an impressive showcase of ideas, six teams out of the total 12 participating teams advanced to the next round.

Round 2 amped up the competition with a treasure hunt spread across the campus. Teams had to locate hidden clues, click pictures at each location, and create a collage to be posted on Instagram before rushing back to Audi 1. The first team to complete this challenge successfully emerged as the winner.

After an intense and thrilling contest, the top two teams were:

- **Team Spaceship** (Winners: Shubham Srivastav, Tushar Sharma, Vikas) – ₹3000
- **Team Aakhri Pasta** (Runners-up: Naman Saxena, Sanchi Ganda, Shreya Gaur) – ₹2000

The event was a grand success, blending marketing, creativity, and strategic thinking into an engaging and competitive format. The enthusiasm and innovation displayed by all participants made AD-A-Maza a truly memorable experience for everyone involved.

Finance Conclave 2025: Navigating the Future of Stock Markets

The **Finance Conclave 2025** was successfully held at Jaipuria Institute of Management, Noida, on 22nd March 2025, bringing together industry experts to explore evolving financial trends, investment strategies, and technological advancements. The event began with a Lamp Lighting Ceremony and Saraswati Vandana, followed by a welcome address by **Dr. Ritika Gugnani (Dean Academics)**. **Dr. Puneet Dubblish, Area Chair – Finance**, introduced the theme, emphasizing the significance of market trends, investor psychology, and technological disruptions in financial decision-making.

A panel discussion on "Navigating the Future of Stock Markets" was moderated by **Prof. Varda Sardana**, featuring eminent speakers.

- **Mr. Anurag Shangari, Bulls Eye Investment**
- **Mr. Harish Goel, Evalueserve**
- **Ms. Neha Lakhwara, Agility Ventures**
- **Mr. Sidharth Goel, Quantum Investing**

Key takeaways were

- Fintech innovations, robo-advisors, and AI-driven algorithms are transforming market predictions and investment strategies.
- Investor biases and emotions influence trading patterns and market dynamics.
- Hedging techniques and risk assessment tools are crucial for navigating market volatility.

The event concluded with the felicitation of the panelists for their contributions, followed by a vote of thanks by **Dr. Atul Shiva**. The conclave provided students with invaluable industry insights, bridging academic learning with real-world financial expertise.



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Vasu Bhardwaj
Batch 2019-21

Deloitte.

Navigating Challenges: My Corporate Journey with Jaipuria

The story of my corporate journey started with a very hard phase of the pandemic, but the **Jaipuria Institute of Management** had a huge role in kickstarting my voyage into the white-collar world, which I can never deny.

I started my journey with the profile of Account Receivables in a Hyderabad-based company **IKS Health**, under the US healthcare sector. I got this opportunity from the college during the days of the pandemic when looking out for a job and securing them was one of the most dreadful and challenging parts of the economy, given the recession that followed after the lockdown.

The pedagogy followed in Jaipuria, to create a simulation on how the corporate culture works, by our various faculties, acted as a boon and helped me in dealing with various everyday scenarios that I faced in my job. In comparison with other colleagues, I was able to act more proactively, given the corporate exposure I received in my college days, and got rewarded for performing consistently well in rewards and recognition ceremonies. This experience also helped in looking out for better opportunities outside of my organization, so that I could facilitate the growth in my career.

The placement cell of the college trained us, ensuring we can grab opportunities, which helped me in securing my placement at **Deloitte**. It's been almost 2 years since my graduation and I'm still thankful for all the exposure that I got from Jaipuria.

From Dreams to Reality – Riding the HR Wave: My Journey to Sterling Holidays

Whenever someone asks me about my PGDM journey, I always describe it as a rollercoaster ride. When I decided to pursue PGDM, my goals were clear—excel academically and secure a great placement. However, I never anticipated how Jaipuria would transform my life.

Bobby Unser once said, "Success is where preparation and opportunity meet." Preparation for placements doesn't start in a day; it begins the moment you step into college. Every lecture, interaction, and challenge shapes you for that critical moment. The key is to be thorough with your concepts, research the company and JD meticulously, and understand what the role demands. Keeping a GD journal and writing on different topics enhances critical thinking and articulation, essential for group discussions. When it comes to interviews, be authentic—your true self will always make the best impression.

Frequent visits to mentors for guidance, discussions with professors, and seeking clarity from the CMC make all the difference. With the right strategy and mindset, nothing can stop you from securing placements in your first shot. Whenever you feel low, talk to people around you —don't hold yourself back — solutions often come from the most unexpected conversations.

My own journey has been nothing short of extraordinary. From being a **Program Topper** to leading as the **President** of the **Placement Committee (CMC)** and now securing a role at **Sterling Holiday Resorts Ltd** as an **Associate Manager - HR**, each milestone has been a testament to perseverance and growth. There were multiple moments of self-doubt and demotivation, but the incredible people around me ensured that I never succumbed to negativity. They pushed me to become the best version of myself, and for that, I am truly grateful.

I owe my success to my family and my friends—Poorvi, Arya, Vedant, Aryan, and Vivek—who stood by me unwaveringly. My mentor, **Prof. Arpan Anand**, whose constant support and belief in me helped me achieve what once seemed impossible. A special thanks to my CMC family—**Ms. Kanchan Rana, Ms. Supriya Massey, Mr. Narayan Samant, and Mr. Javed**— who played a crucial role in guiding me throughout this journey. And to **Dr. Jeeta Sarkar**—thank you for calling me Boss Lady when I doubted myself, being the force that reminded me that even in the stormiest times, I had the strength to sail.

To my loving juniors, I have just one piece of advice—never let success make you complacent or failure make you doubt yourself. Persistence is key. The hustle, the challenges, and the rigorous journey are all worth it when you see the best version of yourself emerge.

As I step into this new phase of my career, I am both nervous and excited. But I embrace it wholeheartedly because it's not just about the first job—it's about building a career that exceeds even our own expectations. Keep pushing forward and be unstoppable!



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05/07

From the Campus Corner

Success on the field and in the classroom both require strategy, teamwork, and a never-give-up attitude.

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(PGDM 2024-26)




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06/07



Upcoming Events for the Week

- Student Excellence Council Elections: 8th April 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 !



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Dr. Renuka Mahajan
MRC Chairperson



Mrigank Joshi
MRC President



Mritunanjay Shah
Vice President



Poorvi Jamwal
Vice President



Mayank Pethkar
Vice President



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