

THE JAIPURIA COMMUNIQUE

Wednesday, 10 September, 2025

Write us @ : mrc.noida@jaipuria.ac.in





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Hiranya Club's Financial Showdown

On **September 3rd**, the campus buzzed with financial fervor as **Hiranya** – The Finance Club of Jaipuria Institute of Management, Noida, successfully hosted its flagship event, **"Dilwale Portfolio Le Jayenge,"** under the guidance of **Prof. Puneet Dubblish**. This highly anticipated competition brought together 21 enthusiastic teams from both first- and second-year students, all vying for exciting prizes of ₹2000 and ₹1000, along with certificates. The event blended financial knowledge, teamwork, and decision-making, offering participants both challenge and fun.

The contest unfolded across three gripping rounds. It began with a Finance Quiz, a fast-paced, time-bound test of financial knowledge, from which 6 top-performing teams advanced. The second round was an adventurous Treasure Hunt, where teams collaborated to crack financial clues across the campus.

The final surprise, Round 3 – Pictofin, was kept as a complete surprise until the very end, adding to the excitement. Only the top 3 fastest teams from the Treasure Hunt qualified for this round, where the team leader was handed a finance-related term that they needed to draw and act it for their teammates, who then had to guess the correct answer within the time limit.

After a fierce and exciting showdown, **"The Bottom Liners"** emerged as the champions, while **"Tees Maar Khan"** secured the runner-up position. The event was dynamically anchored by Vinayak and Shubhangi, whose energy kept the audience engaged throughout.

"Dilwale Portfolio Le Jayenge" turned out to be a resounding success, proving that finance can be both fun and insightful, while instilling values of knowledge, teamwork, and decision-making.



AI for Business Success – Insights from Mr. Amit Kasturia

On **Monday, 1st September 2025**, **IGNITIA** – The AI & Analytics Club of Jaipuria Institute of Management, Noida, hosted an expert session with **Mr. Amit Kasturia**, a seasoned Product Management leader and former VP of Product at **Dream11**. The talk focused on how AI acts as a strategic lever, how AI can transform companies by driving productivity and strengthening their economic moat.

Mr. Kasturia highlighted how AI is transforming critical areas such as Customer Insights, Operations, Finance, and Human Resources. He cited real-world examples: Toyota's use of predictive maintenance reduced downtime by over 30%, while AI-powered chatbots are revolutionising customer service by handling routine queries with speed and efficiency.

The audience was captivated as he explained the concept of building an "economic moat." By pairing unique data with AI, companies can create systems that competitors struggle to replicate. Spotify's recommendation engine, which grows smarter with every user interaction, stood out as a prime illustration of this deepening advantage.

In closing, **Mr. Kasturia** reminded the audience that AI is not here to replace humans but to enhance them. It isn't just a tool; it's a strategy. Companies that embrace this early will find themselves building momentum that others can't easily match. The session left participants energised and curious, offering a glimpse of how data and intelligence can unlock unprecedented success. With guidance from such industry leaders, **IGNITIA** continues to prepare students for the future of business.



01/05

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HYDERABAD CHAPTER ALUMNI MEET



Hyderabad Chapter Strengthens Bonds

The Hyderabad Chapter Alumni Meet, held on **August 30th** at the Radisson Blu, Banjara Hills, was a resounding success, creating an atmosphere of vibrant camaraderie and reconnection. The momentous evening brought together a diverse group of alumni from various batches and sister campuses, marking the first major cross-campus reunion of this scale in five years, with palpable energy underscoring the enthusiasm for this gathering.

The event's seamless execution was a credit to the proficient leadership of **Dr. Ritika Gugnani** and **Prof. Patra**, with strong support from **Ms. Shellja**, Vice President of the Alumni Relations Cell (ARC). Special recognition is due to **Ms. Sonali Mulay**, whose meticulous planning and coordination ensured the evening's success. Her personal welcome to each attendee established a warm and inclusive environment from the outset.

For junior alumni and recent graduates, the gathering was an invaluable networking forum. It provided a unique platform to connect with seasoned seniors and gain firsthand insights into Hyderabad's professional landscape, culture, and lifestyle opportunities. The open exchange of experiences and advice effectively bridged the gap between aspiration and achievement.

Ultimately, the Hyderabad Chapter Meet transcended a simple reunion; it was an evening dedicated to fostering connections, celebrating achievements, and reinforcing the powerful sense of community that defines the institution. It stood as a testament to the strength of the alumni network and the enduring spirit of Jaipuria, which continues to unite its members across cities and generations.

MRC Media Workshop: Creativity in Action Click. Create. Communicate

The Media Relations Committee (MRC) of Jaipuria Institute of Management, Noida, successfully conducted a Media Workshop on 8th September 2025 in Audi 1. The workshop brought together Junior Coordinators (JCs) along with participants from other committees, all eager to sharpen their media skills.

The session was opened by our Chairperson, Dr. Darshan Pandya, who welcomed the gathering and shared insightful thoughts on the importance of creating meaningful narratives that reflect the ethos of the institution. His words set the tone for an afternoon filled with learning and creativity. This was followed by a warm address from Sonal Ma'am, who encouraged students to explore new ways of expressing themselves through media.

The technical training was led by Harshit, who guided participants through three engaging segments. The first was video editing, covering everything from basic cuts and transitions to advanced filters and effects. The second focused on reel making, where participants learned about scripting, music selection, and strategies to boost engagement on social platforms. The final segment was on photography, where Harshit introduced the "exposure triangle" of aperture, shutter speed, and ISO, along with tips on framing and storytelling through visuals. JCs even took up a fun challenge to capture a creative shot.

The workshop ended with an interactive Q&A and the distribution of certificates, celebrating the enthusiasm of all participants.

Overall, the workshop blended technical know-how with hands-on practice, leaving students more confident to represent their committees in the digital space.



02/05

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Avisha Jain
Batch 2020–22
Manager



From The Alumni Corner

I am delighted to share my professional journey that began with **Merkle Sokrati (Dentsu) in Pune**, where I worked as an **Associate Manager**. It was a transformative year that gave me the opportunity to collaborate with leading clients across industries. The exposure helped me sharpen my analytical mindset, strengthen client management skills, and understand the importance of delivering measurable impact in digital marketing. Managing multiple accounts under pressure taught me adaptability, ownership, and the value of collaboration.

Currently, I am working with **Publicis Groupe, Gurgaon** as a **Manager**. This role has opened up newer opportunities to work with global clients and lead projects with greater responsibility. Transitioning into a managerial role has been fulfilling, as it has allowed me to not only drive business results but also mentor and support my team members.

Looking back, my PGDM journey started during the uncertainty of the COVID-19 pandemic. Despite the challenges, those two years became a blessing in disguise. I built friendships that turned into lifelong bonds and received the right guidance to grow both personally and professionally. Getting placed at Merkle Sokrati during this phase was a turning point that gave me the confidence to step into the corporate world.

Jaipuria played a vital role in shaping my career path. The learning, mentorship, and encouragement I received laid a strong foundation that continues to guide me. A special thanks to **Dr. Ajay Bansal Sir** for his constant support.

To my juniors: stay consistent, keep learning, and value networking—success will follow.

Student Success Story

I After a journey filled with learning, guidance, and valuable experiences, I am grateful to share the success of being placed at **BlackRock**. This milestone reflects not just my efforts, but also the constant support, mentorship, and opportunities provided by my institute throughout my MBA journey.

From the very beginning, I tried to make the most of every opportunity that came my way. One thing I have always believed in is getting things done—giving my hundred percent, staying consistent, and focusing on progress rather than perfection. Becoming a part of the Placement Cell was an early milestone that taught me self-resilience, teamwork, and accountability. Later, my experience with SEEDS, where I had the chance to represent the institute in Dubai, broadened my horizons and gave me a global perspective. These experiences shaped my mindset of concentrating on growth, staying adaptable, and preparing for the future with confidence.

I am thankful to all the faculty members who have guided and supported me at every step of this journey. In particular, I would like to express my heartfelt gratitude to Prof. Arpan Anand, Prof. Deepak Singh, and my mentor Prof. Vranda Jain for their encouragement, wisdom, and for constantly pushing me to be industry-ready—not only for today's requirements but also for the trends and challenges that lie ahead. Equally, I am deeply grateful to my family, whose love, encouragement, and unwavering support have been my biggest strength.

My Summer Internship at Axis Bank in the Trade and Forex department added a practical dimension to my learning. It gave me the chance to apply classroom knowledge in real-world scenarios and strengthened my understanding of financial systems.

This placement at BlackRock is not the end but a new beginning. I look forward to contributing meaningfully, staying curious, and continuing to grow both personally and professionally.



Vishakha Soni
Batch 2024–26

BlackRock



From the Campus Corner

Evenings on the field are more than just about the game—they're about energy, friendship, and unwinding after long hours of lectures. This ground becomes the stage where stress turns into sweat, and bonds grow stronger with every kick and run. Under the fading glow of the sky, students find balance between discipline and freedom, between academics and recreation. It's not just a playground—it's a space where teamwork is learned, laughter is shared, and memories are created. Every sunset here leaves behind stories of effort, joy, and togetherness, making campus life complete.

Photo Credits: Miss Nandini Chauhan
(PGDM 2025-27)

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Jaipuria Noida

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Clicks from the week




**Dr. Banasree Dey
Memorial Quiz
Prelims Round**
**First Prize
Rs.3,000**
**Second Prize
Rs.2,000**
**Third Prize
Rs.1,000**

**11TH
SEP
2025**
3:30 PM
 Venue : AUDI-1

BUSINESS QUIZ

CONTACT US
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 Akansha Sharma: 8126879967


Upcoming Events-

Dr Banasree Dey Memorial Quiz

**The Media Relations Committee
(MRC) Noida is now live on
Instagram by the name of
Shutterbugs. Follow us to get the
latest updates on what's happening
around the campus.**

Do Follow and Stay Tuned !



@SHUTTERBUGS_MRC_N



Meet The Team



Dr. Darshan Pandya
MRC Chairperson



Divyansh Singh Chandel
MRC President



Harshit Anand
Vice President



Sonal Mehta
Vice President



Aashi Srivastava
Vice President



05/05

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