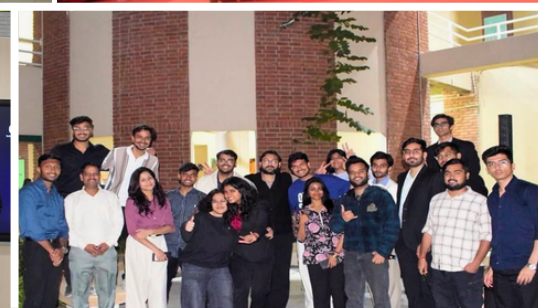


THE JAIPURIA COMMUNIQUE

Wednesday, 6th March, 2026

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





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Entrepreneurship Week (E-Week) 2025

Entrepreneurship Week (E-Week) 2025 was successfully organized by the **Centre for Entrepreneurship & Innovation (CEI)** at **Jaipuria Institute of Management, Noida** from **17–19 December 2025**. The three-day event aimed to foster entrepreneurial thinking, encourage innovation, and provide students with practical exposure to the entrepreneurial ecosystem through competitions, expert sessions, and interactive activities.

The event commenced with an inauguration ceremony held at Audi 2, marked by the traditional lighting of the lamp symbolizing knowledge and new beginnings. The flagship competition, Build-O-Brand, witnessed participation from 11 teams who were challenged to conceptualize and present unique brand ideas. The event was judged by Ms. Naman Jain, Founder of ThinkCloudly. Later, Blitzomania, a quiz-based competition judged by **Mr. Garvit Tiwari, Founder of InfraMantra**, tested participants' entrepreneurial awareness and quick thinking. The day concluded with a bonfire evening organized by the Sukoon Committee, encouraging student engagement and camaraderie.

Day 2 featured Pitchverse, where participants pitched innovative business ideas before **Ms. Priyanka Magu, CEO of Rozgar.com**, who provided valuable insights on idea validation and market relevance. Another session, Unlocking Capital, conducted by **Mr. Manoj Kumar Sharma, Ex-Executive at Indian Bank**, focused on funding opportunities and financial decision-making.

The final day brought vibrant energy to the campus with entrepreneurial stalls and inspiring founder interactions with **Mr. Deepak Goel, CEO of Digitally Next**; **Ms. Geetika Gupta, CEO of MOPP Foods**; **Mr. Ryan Sethi, Founder of Checkoutify**; **Mr. Sanjeev Antal, CEO of Portador**; and **Mr. Ankit Aditya Pradhan, Founder and Director of Realty Assistant**.

E-Week 2025 concluded with a prize distribution and felicitation ceremony, celebrating innovation, creativity, and entrepreneurial spirit among students.



HR Farewell Ceremony – IPSA Club

On **3rd February 2026**, the **IPSA HR Club** organized a heartfelt farewell ceremony to honour its graduating seniors and student leaders. The event was graced by the esteemed presence of **Chairperson Dr. Poornima Madan** and **Dr. Rohan Bhalla, Dean of Student Affairs**, along with respected HR faculty members **Dr. Abdul Qadir, Dr. Shalini Srivastava, Dr. Jeeta Sarkar, Dr. Pallavi Srivastava, and Dr. Sovanjeet Mishra**. Their gracious presence and encouraging words added great value to the occasion and made it truly meaningful and memorable for everyone present.

The ceremony was organized to bid farewell to the club's dedicated leaders, including President Sanskriti Madahar, Vice President Akriti Raina, and Senior Coordinators Ayushi Singh and Anurag Gaur. In recognition of their hard work, leadership, and valuable contributions to the club, the seniors were felicitated by the esteemed faculty members. Their journey with the club has been marked by dedication, teamwork, and impactful initiatives that helped strengthen the activities and vision of the IPSA HR Club.

The programme featured heartfelt speeches, words of appreciation, and reflections on the experiences and memories shared within the club. Members expressed gratitude for the guidance, support, and inspiration they received from the outgoing leaders. A cake-cutting ceremony added a joyful and celebratory moment to the event, symbolising the bond and camaraderie developed over the years.

Under the guidance and supervision of **Chairperson Dr Poornima Madan**, the event was conducted smoothly and successfully. The ceremony concluded with warm wishes and encouragement for the seniors as they step into the next phase of their professional and personal journeys, leaving everyone with cherished memories.



Bollywood Olympics

Rhetorica—The Communication Club successfully organized “**Bollywood Olympics**” on Thursday, **5th February 2026**, from 4:30 PM to 6:00 PM in Room 310. The event was a high-energy, Bollywood-themed competition designed to enhance students’ communication, creativity, confidence, and performance skills in an engaging and entertaining format. It aimed to create an interactive platform where participants could improve public speaking, impromptu thinking, expressive abilities, and audience engagement through fun, performance-based activities.

The event featured three dynamic rounds, each focusing on different aspects of communication and creativity. Round 1: Dialogue The duel required teams to perform iconic Bollywood dialogues with dramatic, humorous, or creative twists, emphasizing voice modulation, facial expressions, stage presence, and originality. Round 2: Filmy Face-Off challenged teams to represent popular Bollywood characters and defend why their character was superior, encouraging persuasive speaking, confidence, quick thinking, and spontaneity. Round 3: Corporate Scene Remix involved reenacting classic Bollywood scenes in a corporate office setting, creatively blending workplace humor with famous dialogues, which received an enthusiastic response from the audience.

The event contributed significantly to participants’ skill development, including improved public speaking, enhanced confidence, stronger expressive and vocal skills, better teamwork, and sharper creative and impromptu thinking. It also offered valuable exposure to performance-based communication techniques in a lively, real-world context.

In conclusion, Bollywood Olympics successfully combined learning with entertainment, providing students with a unique opportunity to step outside their comfort zones and express themselves creatively. The event concluded with winner announcements based on cumulative scores and prize distribution, marking it as a memorable and impactful initiative by Rhetorica.



La Casa De Budget – 2026

The **Academic Programme Committee (APC)** proudly organized **La Casa De Budget – 2026** on **16th February 2026** at **Jaipuria Institute of Management, Noida**. The event was designed as a dynamic and intellectually stimulating competition that brought together some of the brightest strategic minds to participate in a simulated budget-making challenge reflecting real-world policymaking and financial decision-making scenarios.

The competition witnessed enthusiastic participation from several teams, each comprising three members, eager to demonstrate their analytical thinking, financial acumen, and strategic foresight. The event maintained a highly competitive yet engaging environment, encouraging participants to collaborate, analyze complex scenarios, and present well-structured fiscal strategies.

Unlike conventional competitions that rely primarily on theoretical knowledge, La Casa De Budget–2026 focused on evaluating practical decision-making abilities under constraints and uncertainties. Each round was carefully designed to test the teams’ capability to allocate resources efficiently, prioritize national and organizational needs, manage trade-offs, and respond effectively to unforeseen fiscal challenges introduced during the simulation. The participants displayed remarkable enthusiasm, creativity, and competitiveness, making the event a vibrant platform for the exchange of ideas and perspectives on fiscal planning and governance.

After a series of challenging rounds that tested budgeting and policy thinking, two teams were named the winners. Team Winning Gambit secured First Prize and received a cash prize of ₹2000 for their outstanding strategic performance and teamwork. Team Brainstorm Blazers claimed the Second Prize and received ₹1000 for their commendable effort. The event celebrated intellect, collaboration, and the spirit of healthy academic competition.





AdSparks: A Celebration of Creative Marketing

On **9th February**, **Invictus**, the marketing club of **Jaipuria Institute of Management, Noida**, successfully organized **AdSparks**, bringing together creativity, strategy, and marketing insight on one dynamic platform.

The event witnessed participation from 12 teams, with three members per team, and was conducted in two engaging rounds. Round 1 was an online quiz designed to test participants' knowledge of marketing concepts, brands, and business awareness. Based on accuracy and response speed, the top six teams qualified for the final round.

Round 2 challenged participants to think like brand innovators. Teams drew brand chits and were tasked with introducing a new product, service, segment, or product line for the assigned brand. After 20 minutes of preparation, teams presented their ideas through short skits, blending creativity with practical business thinking. The round was judged by the president and vice president of Invictus, Kashish Bhandari and Tanishk Dogra, who evaluated performances on creativity, clarity, communication, engagement, and practicality.

The event was smoothly anchored by Aviral and Anshika, whose energetic hosting kept both participants and the audience engaged throughout. After a competitive and entertaining finale, Team Teen Yaar (Sakshi Gupta, Kartikey Singh, and Vivek Bhardwaj) emerged as the winners, securing a cash prize of ₹3000. Team Brandstormers (Gaurangi Katyal, Aditi Gupta, Dushyant, and Akarsh Kumar) finished as runners-up and were awarded ₹2000.

Overall, AdSparks was a highly engaging and creative event, successfully fostering innovation, teamwork, and real-world marketing thinking among participants.

AIT Thailand – Global immersion Program

The **International Relations Committee** organized a **Project-Based Global Immersion Program** at the **Asian Institute of Technology (AIT), Thailand**, from **3rd to 9th February 2026**, offering students a valuable international learning experience. The program combined academic learning with practical exposure, enabling participants to gain insights into global business practices.

Students attended engaging sessions on consumer behavior analytics and digital marketing, where they explored how AI-driven tools help organizations understand customer preferences and design effective marketing strategies. Through interactive discussions and real-world case studies, participants developed a better understanding of digital branding, strategic communication, and data-driven decision-making in a competitive global environment.

The program also included an industry visit, providing firsthand exposure to international corporate operations. This experience helped bridge the gap between classroom concepts and real-world business practices while giving students a glimpse of professional work culture and organizational processes. Beyond academics, the immersion program offered cultural learning opportunities. A cultural dinner cruise allowed students to experience Thailand's vibrant heritage while strengthening peer connections and networking with fellow participants. Additionally, sessions on AI applications in business, analytics, and digital transformation enhanced students' understanding of emerging technologies. Through case-based and project-based learning, students developed important skills such as analytical thinking, teamwork, and presentation abilities.

The program concluded with modules on design thinking and cross-cultural communication, highlighting the importance of innovation, adaptability, and global collaboration in today's business world. The certificate ceremony marked the successful completion of the program, leaving participants with valuable global insights, enhanced skills, and memorable international experiences.





Jamming Session

The jamming session organized by **SUKOON—The Wellbeing and Mindfulness Committee**—was conducted as a lively and engaging initiative aimed at promoting emotional expression, stress relief, and community bonding through music. The event offered students a refreshing break from academic routines and provided a platform to connect through melodies and shared musical experiences.

The session began on an energetic note with a melodious opening performance by the SUKOON Jamming Band, which created a warm and welcoming atmosphere for the audience. The performance encouraged students to actively participate and set a positive tone for the rest of the event. The program was successfully conducted under the leadership of Committee President Girish Singh Bhadauriya, with coordination by Rashi and Anas, whose smooth anchoring and structured flow kept the audience engaged throughout the session. **Dr. Rohan Bhalla, Chairperson of SUKOON**, also attended the event and appreciated the initiative, emphasizing the importance of creative platforms like music in supporting emotional balance and mental well-being among students.

The session witnessed enthusiastic participation from around 80–120 students, including several junior coordinators of the committee. Participants sang songs across a variety of genres, creating an inclusive, vibrant, and collaborative environment. This collective participation strengthened peer connections and reinforced SUKOON's objective of fostering mindfulness and togetherness on campus.

Spanning nearly two to three hours, the event concluded on a high note with positive feedback from attendees. Overall, the jamming session successfully blended music with mindfulness, leaving participants refreshed and further strengthening the sense of community within the Jaipuria campus.

The Liquidity Trap

"The Liquidity Trap: The Ultimate Econ x Marketing Strategic Showdown" was executed smoothly and proved to be an engaging and high-energy event. The relay-style market simulation format ensured seamless transitions between participants and maintained excitement throughout the session. The rock-paper-scissors duel at the center of the game created an energetic start, while the rule that the winner became the active trader and the loser rotated back kept the flow continuous without confusion or delays. Clear communication of rules beforehand helped participants focus on strategy and performance.

A key highlight of the event was the dual-deck concept featuring Blue Chips (low risk, steady gains) and Unicorns (high risk, high reward). This element encouraged participants to carefully evaluate risk and reward while making strategic decisions, effectively integrating economic and marketing concepts into the gameplay. The incumbent advantage rule further enhanced competitiveness, as players aimed to maintain their position at the table and outperform challengers.

The event was well managed logistically, with all materials arranged in advance to ensure a smooth experience. It was successfully conducted within the estimated budget of ₹5,700, which covered prizes, snacks, and required materials. Strong team coordination, efficient time management, and active audience engagement contributed to the overall success of the event.

Overall, the event proceeded without major interruptions and maintained high energy levels among participants. By combining strategy, competition, and entertainment, The Liquidity Trap effectively achieved its objective of creating an interactive platform that blended learning with fun in a well-organized and engaging format.



8th Model United Nations

On **22nd November 2025**, the **International Relations Committee (IRC)** at **Jaipuria Institute of Management, Noida**, hosted the **8th Model United Nations**, a flagship academic simulation aimed at cultivating global awareness and diplomatic skills among students. The event commenced with the traditional lamp-lighting ceremony led by the **Chief Guest, Former Ambassador of India Mr. Anil Wadhwa**, along with faculty members **Dr. Poonam Sharma, Dr. Sonali Mulay, Dr. Poornima Madan, and Dr. Pallavi Srivastava**, as well as IRC President Ms. Kartika Gupta. As a gesture of honour, Ambassador Wadhwa was presented with a ceremonial shawl and formally welcomed as the Guest of Honour, marking a dignified opening to the proceedings.

The inauguration began with a welcome address by **Dr. Poonam Sharma**, who introduced the Ambassador, the participating delegates, and the faculty, officially opening the 8th edition of the MUN. This was followed by a thought-provoking keynote speech by Amb. Anil Wadhwa on the theme **"Managing Migration: Economic Opportunity vs Human Rights Challenges."** His address offered students deep insights into contemporary global dynamics. Subsequently, **Dr. Poornima Madan** acknowledged the dedication of the coordinators and volunteers, after which IRC President Ms. Kartika Gupta delivered her remarks and ceremonially declared the conference open.

This year's MUN witnessed enthusiastic participation from around 20 colleges, whose delegates engaged across four committees: IMF (held online with participants from India, Canada, Indonesia, the UK, Saudi Arabia, and others), International Press, UNHCR, and Lok Sabha. These committees were chaired by Harsh Malhotra, Jivansh Malhotra, Nimansh Endlay, and Aditya Surma, respectively. Delegates took part in rigorous debates, moderated and unmoderated caucuses, policy discussions, and resolution drafting throughout the day.

The event concluded with a closing ceremony where delegates were awarded certificates, recognition titles, and return gifts. Breakfast, lunch, and high tea were provided, ensuring a comfortable and enriching experience for all participants. The success of the 8th MUN stood as a testament to the coordinated efforts of the IRC junior and senior coordinators, the leadership team, and the unwavering support of the faculty members.



Neki Ki Dewar - Winter Clothes Distribution Drive

Disha - The CSR Committee successfully conducted **"Neki Ki Dewar - A Winter Clothes Distribution Drive"** on **11 January 2026** at the slum area of Indirapuram (Makanpur). The drive was organized with the objective of supporting underprivileged individuals during the peak winter season by providing them with warm clothing and immediate relief from harsh weather conditions.

This initiative witnessed strong participation and wholehearted contributions from the faculty, staff, and students, reflecting a shared commitment towards social responsibility and community welfare. Through their generous donations and collective efforts, the committee successfully distributed 227 winter clothes to individuals and families in need.

The distribution activity was carried out in an organized and dignified manner, ensuring that the clothing reached the beneficiaries efficiently and respectfully. The most impactful highlight of the drive was the visible happiness, gratitude, and relief among the recipients. Their smiles and heartfelt appreciation reflected the true essence of compassion and the meaningful difference that small acts of kindness can create.

Overall, the drive was a significant success, strengthening the spirit of empathy, unity, and humanitarian service. Disha - The CSR Committee remains committed to continuing such impactful initiatives for the betterment of society.





Devansh Mathur
Batch 2023–25



FROM THE ALUMNI CORNER

My journey at **Jaipuria Institute of Management, Noida** has been a truly enriching experience marked by academic learning, extracurricular involvement, and personal growth. The institute provided me with a strong foundation in management education while also encouraging holistic development beyond the classroom.

As an MBA student specializing in marketing and HR, I gained practical exposure through case studies, presentations, live projects, and industry interactions. These experiences helped sharpen my analytical thinking, communication skills, and strategic mindset, preparing me to face real-world business challenges with confidence.

Beyond academics, I actively participated in sports activities, which played a significant role in my overall development. Sports at Jaipuria taught me the importance of discipline, teamwork, resilience, and leadership under pressure—qualities that are equally valuable in professional environments.

I was also an active member of the Marketing Club, where I had the opportunity to contribute to branding activities, market analysis, and event planning. Being part of the club allowed me to apply theoretical marketing concepts to practical situations, enhance my creativity, and strengthen my ability to collaborate effectively within teams.

In addition, my involvement in CSR initiatives organized by the institute gave me a deeper understanding of social responsibility and ethical leadership. The guidance from faculty members and peer learning eventually led me to begin my professional career with **SBI Life Insurance**, where I continue to apply the skills and values gained during my MBA.

Jaipuria Institute of Management, Noida, has shaped me into a confident and responsible management professional ready for future challenges.

STUDENT SUCCESS STORY

Ashutosh Srivastava, a PGDM (SM) student at **Jaipuria Institute of Management**, began his management journey with the objective of developing strong leadership capabilities and gaining practical business exposure. His time at Jaipuria has been a transformative phase marked by continuous learning, professional growth, and active involvement in both academic and co-curricular activities.

The academic curriculum at Jaipuria, supported by case studies, presentations, and industry-oriented assignments, helped him build a strong foundation in marketing and business management. Courses related to sales, marketing strategy, and business development enhanced his analytical thinking, problem-solving ability, and decision-making skills, preparing him to face real-world corporate challenges with confidence.

Beyond academics, Ashutosh demonstrated strong leadership and involvement in campus life. He served as the Class Representative of PGDM–SM, acting as a vital link between students and faculty and ensuring smooth academic coordination. In addition, he actively contributed to multiple student committees, including the Discipline and Grievances Committee, Media Relations Committee, and Academic Programme Committee. Through these roles, he participated in organizing major institutional events, coordinating with sponsors, managing communications, and supporting various student initiatives. These experiences strengthened his leadership, teamwork, and organizational abilities while teaching him the value of responsibility and collaboration.

As part of his industry exposure, Ashutosh also completed his summer internship at Patanjali Foods Limited, gaining valuable practical insight into the corporate environment.

Building upon these academic and practical experiences, Ashutosh has successfully secured his final placement at **Pensol Lubricants Limited**. This achievement marks the beginning of his professional journey in the corporate sector and reflects the dedication, perseverance, and learning he gained during his time at Jaipuria.

Ashutosh expresses his sincere gratitude to the faculty members, mentors, and placement team for their continuous guidance and encouragement. His journey at Jaipuria has reinforced the belief that dedication, active participation, and a willingness to learn are key drivers of long-term success.



Ashutosh
Srivastava
Batch 2024–26



06/08

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



From the Campus Corner

As the day of lectures and assignments comes to an end, the campus settles into a peaceful rhythm under a sky painted with soft hues of peach and lavender. A delicate crescent moon appears above the red-brick building, quietly watching over the campus. Students walk along the pathways, some laughing with friends, others reflecting on the day that has passed. The evening breeze, swaying palm trees, and fading sunlight create a moment of calm after a busy day.

In these simple yet beautiful moments, college life feels special—where friendships grow, ideas take shape, and every sunset gently reminds us that our dreams and journeys are just beginning.

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Meet The Team



Dr. Darshan Pandya
MRC Chairperson



Divyansh Singh Chandel
MRC President



Sonal Mehta
Vice President



Aashi Srivastava
Vice President



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mrc.noida@jaipuria.ac.in**