

THE JAIPURIA COMMUNIQUE

Friday, 01st May, 2026

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





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MRC Dungeon 2026

The **Media Relations Committee (MRC)** successfully organized “**MRC Dungeon**,” a Stranger Things-themed inter-team event on **25th March 2026**. The event aimed to foster creativity, teamwork, and quick thinking among participants through an engaging and immersive format. It was graced by the esteemed presence of **Dr. Darshan Pandya, Chairperson of MRC, Dr. Rohan Bhalla, Dean (Student Affairs), and Dr. Ritika Gugnani, Dean (Academics)**, whose encouragement added great significance to the occasion.

A total of 15 teams, each comprising three members, participated in the competition. The event consisted of three dynamic rounds: Kya Bolti Emoji?, Mystery Montage, and the Upside Down Escape Challenge. The first round, Kya Bolti Emoji?, tested participants' pop culture knowledge and quick interpretation skills through emoji-based clues. The second round focused on creativity, where teams crafted engaging mystery stories using blindfolded photography. The final round combined a campus treasure hunt with an obstacle course, challenging both mental agility and physical coordination.

The event maintained high enthusiasm and participation throughout, with teams showcasing creativity, coordination, and competitive spirit. The well-structured format, innovative theme, and seamless coordination contributed significantly to its success.

The winning team, The Bottom Liners, comprising Varnika Fartiyal, Shreya Mittal, and Deepesh Yadav, delivered an outstanding performance. The first runner-up was Team 123, consisting of Ayush Tanwal, Nishant Prakash, and Kaniska Jain, while Team BAR, comprising Bhavya Sharma, Abhijeet Singh, and Rohit Joshi, secured the second runner-up position.

The event was conducted under the supervision of the President, Vice President, and dedicated junior coordinators, ensuring smooth and efficient execution.



Invictus Club's First Pitch Mantra

On **20th March**, **Invictus** – the **Marketing Club** of **Jaipuria Institute of Management**, successfully conducted **First Pitch Mantra**, marking the final event of the academic year. The event served as a platform to showcase participants' creativity, strategic thinking, and practical marketing skills in a competitive and engaging environment.

The competition witnessed participation from eight teams and was structured into two rounds. Round 1 was a crossword challenge consisting of 25 questions based on brands, taglines, and logos, designed to assess participants' marketing awareness and analytical abilities. The top six teams advanced to the next stage based on their performance and accuracy.

Round 2 required teams to deliver a sales pitch using guerrilla marketing strategies integrated with STP (Segmentation, Targeting, Positioning). Participants were challenged to market products with unconventional or opposite STPs, encouraging innovative and out-of-the-box thinking while demonstrating real-world application of marketing concepts.

The event was evaluated by **Dean of Student Affairs Dr. Rohan Bhalla** and **Chairperson of Marketing Dr. Aditi Dang**, who assessed teams on creativity, strategic approach, and presentation skills throughout the competition.

Team Teen Yaar emerged as the winners, securing ₹2000, while Team Bottom Liners were declared runners-up, receiving ₹1500.

Overall, Pitch Mantra concluded on a high note, reinforcing teamwork, innovation, and experiential learning among participants effectively.



01/05

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MRC Farewell 2026

The **Media Relations Committee** organized a heartfelt farewell on **27 March 2026** to celebrate the journey and contributions of its senior members. The event was conducted in the esteemed presence of **Dr. Rohan Bhalla, Dean Student Affairs**, and **Dr. Darshan Pandya, Chairperson of the Media Relations Committee**, whose encouraging words added warmth and significance to the occasion.

The farewell was organized for President **Divyansh Singh Chandel**, Vice Presidents- **Aashi Srivastava, Sonal Mehta, and Harshit Anand**, along with the senior coordinators, acknowledging their dedication and leadership throughout their tenure. The programme included heartfelt speeches, words of appreciation, fun activities, and a cake-cutting ceremony, creating memorable moments for everyone present.

Gifts were distributed as tokens of appreciation, symbolizing respect and admiration for the seniors' hard work and commitment. Juniors expressed their gratitude through personalized gestures that reflected the strong bond within the committee. The atmosphere was both emotional and celebratory, making it a truly beautiful event. Dr. Rohan Bhalla and Dr. Darshan Pandya appreciated the efforts of the team and encouraged juniors to carry forward the legacy with the same passion and creativity.

The farewell concluded on a delightful note with a treat, where everyone gathered to share food, laughter, and final goodbyes. The event beautifully captured the spirit of MRC, leaving behind cherished memories for all. Overall, the farewell stood as a perfect blend of gratitude, celebration, and togetherness, marking a memorable end to an incredible journey for the seniors and inspiring juniors for future endeavours ahead.

Plantation Drive on World Water Day

On **23rd March 2026**, the **Ek Bharat Shreshtha Bharat (EBSB)** Committee of **Jaipuria Institute of Management, Noida** organized a plantation drive to mark World Water Day. The initiative aimed to promote awareness about water conservation and encourage students to adopt environmentally responsible practices.

The event witnessed enthusiastic participation from students and committee members, reflecting a strong sense of unity and commitment. A total of 15 saplings were planted across the campus, symbolizing a collective effort towards sustainability and a greener future. The activity served as a small yet impactful step in highlighting the importance of preserving natural resources and maintaining ecological balance within the campus environment.

The drive was conducted in the presence of **Dr. Rohan Bhalla, Dean of Student Affairs and Chairperson of the committee**, and **Dr. Ritika Gugnani, Dean Academics**. Their presence and encouragement motivated students to actively engage in the initiative with dedication and enthusiasm. The President, Vice President, and junior coordinators also played a key role in ensuring the smooth planning and successful execution of the event.

The primary objective of the activity was to spread awareness about water conservation and instill a sense of environmental responsibility among students. Overall, the plantation drive was a meaningful and well-executed initiative that inspired everyone to contribute.



02/05

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STUDENT SUCCESS STORY

My name is Sonal Mehta, and I came to Noida with aspirations of pursuing my PGDM and building a strong foundation for my professional career. Over the past two years, this journey has been transformative, strengthening my academic knowledge and helping me grow personally through confidence, resilience, and leadership.

A key highlight was my summer internship at **Kotak Mahindra Bank** as a **Credit Intern** in the Working Capital Department, where I gained valuable industry exposure and practical insights into credit analysis and financial assessment, understanding real-world financial decision-making.

I am delighted to share that I have been placed at **ListenFirst Media** as an **Associate Consultant**, a fulfilling milestone marking an important step in my professional journey.

Beyond academics, I served as the Class Representative and received the Best Class Representative Award. Being **Vice President** of the **Media Relations Committee (MRC)** was a moment of pride, reflecting the institution's trust and giving me opportunities to lead, contribute, and grow through teamwork.

I feel fortunate to be guided by inspiring mentors such as **Prof. Ravi Agarwal**, **Dr. Ajay Bansal** and **Dr. Aditi Dang** Ma'am, whose encouragement motivated me to give my best. I am also grateful to **Dr. Radhika Bansal** for her boldness and confidence.

This journey has given me invaluable learning, experiences, and memories, shaping me into a confident individual ready for future challenges. I will always cherish these moments and remain committed to continuous learning, growth, and making meaningful contributions wherever I go in my career and life ahead.



Sonal Mehta
Batch 2024-26



LISTENFIRST



03/05

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From the Campus Corner

These corridors stretch quietly between purpose and pause, where the campus breathes in rhythm. The lights glow softly above, guiding footsteps that echo with thoughts yet to be spoken. Walls hold stories of late evenings, quick walks to class, and silent reflections before new beginnings. Here, movement feels gentle, almost intentional, as every step carries a sense of direction. It is more than just a passage leading from one room to another; it becomes a journey through effort, curiosity, and becoming. Because in spaces like these, even ordinary walks turn into memories that stay long after the day ends.

Photo Credits: Bhavya Gambhir
(PGDM 2025-27)

Clicks from the week

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Clicks from the week

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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



Vinayak S Nair
MRC President



Dushyant Tripathi
Vice President



Gokul Mittal
Vice President



Dharmendra Patel
Vice President