



SAMBANDH'25

— THE JBS NEWSLETTER —

2nd Edition

**NOT
To be
MISSED**

THE JBS TIMES

SAMBANDIH TURNS → TWO



A lively mix of highlights, insights, and splash of entertainment that keeps you hooked.



WHAT'S NEW?



Insights
about
college



Specially
Curated
entertainment
zone



Words of
wisdom to
keep on
track

MESSAGE FROM CEO



Dear Students, Faculty Members, and Stakeholders,

It is my privilege to share this message in the second edition of the Jaypee Business School Newsletter. Each edition is a reflection of our institution's continued growth, achievements, and commitment to academic excellence.

We are pleased to note that this year has witnessed an encouraging increase in student enrollments. This growth is a testament to the credibility of our programs and the trust we have earned in delivering high-quality business education.

To further enhance the learning experience, we have introduced advanced laboratories, strengthened digital platforms, and expanded co-curricular opportunities through the establishment of new clubs and societies. We have also significantly boosted our international collaborations, which include implementing Harvard case studies into our curriculum and forging stronger connections with industry

experts to provide students with hands-on, real-world experience. These developments ensure that our students gain both academic knowledge and essential life skills, positioning them to excel in a competitive global environment.

Above all, we remain dedicated to fostering inclusivity on campus. We believe that diversity enriches the learning process and prepares our students to lead with empathy, responsibility, and innovation.

As we continue this journey of transformation, I extend my gratitude to our faculty, staff, and students for their unwavering contributions. Together, let us uphold the values of integrity, innovation, and inclusiveness that define Jaypee Business School.

Warm regards,

Manu Bhaskar

CEO, Jaypee Business School

MESSAGE FROM DIRECTOR

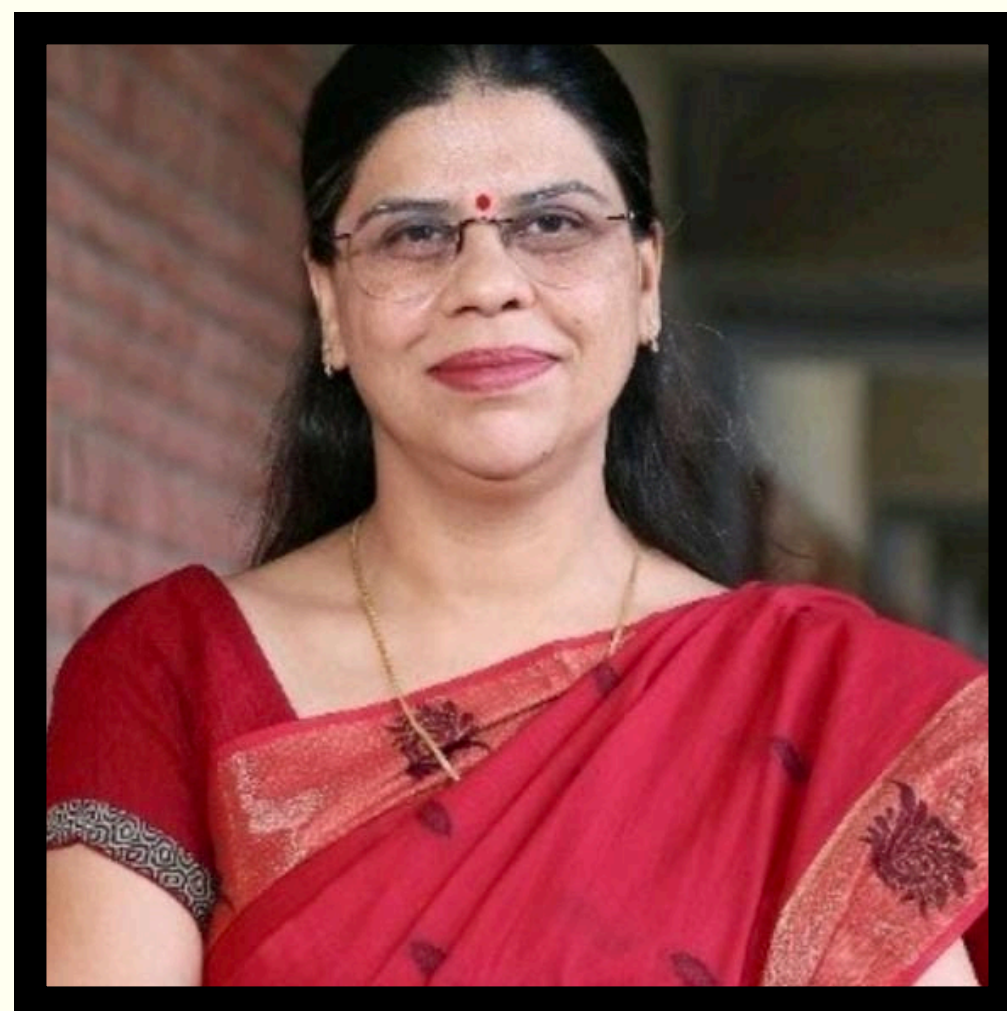
Dear JBS Family,

It is a true delight to reach out to you through the second edition of our Jaypee Business School Newsletter. Each edition is more than just an update — it is a story of our collective growth, new opportunities, and shared aspirations.

This year, our corridors feel even more alive, as we welcome a growing number of students into the JBS community. Each new learner brings fresh energy, new perspectives, and unique talents that make our campus more vibrant and dynamic than ever before.

To match this enthusiasm, we've introduced new labs, student clubs, and activity forums that go beyond academics, giving students more avenues to innovate, collaborate, and lead. Whether it's exploring new technologies, joining a cultural club, or working on real-world projects, the opportunities to learn and grow are expanding every day.

One of the proudest milestones we celebrated recently was the launch of



JlIT Online on 1st September. With our 100% online MBA and BBA programs, we are carrying the legacy of JlIT into the digital era — making world-class education accessible anytime, anywhere. This doesn't just widen our reach, it also makes our community more connected, and future-ready.

But what excites me the most is the spirit of inclusivity that continues to grow at JBS. Here, every student is encouraged to bring their whole self to the table — their ideas, their strengths, their dreams. Together, we are creating a culture where diversity is celebrated.

As we step into this new phase of growth, I invite each of you to embrace change, seek opportunities, and contribute to the vibrant ecosystem that makes JBS unique.

With pride and warm wishes,
Director, Jaypee Business School

MESSAGE FROM EDITOR IN CHIEF



As I sit down to pen my thoughts for this second edition of our newsletter, I am once again filled with a sense of pride, gratitude, and joy. The journey of bringing out the very first edition was truly rewarding.

The overwhelming response and appreciation we received from students, faculty, and alumni affirmed that this newsletter had become more than just pages of information—it had become a bridge connecting us all, a space that reflected the vibrant spirit of Jaypee Business School.

Building on the success of that first milestone, this edition has been envisioned with a fresh perspective. While we continue to highlight the progress, initiatives, and achievements of JBS, we also wanted this newsletter to be more closely woven into the everyday lives of our students. That is why the second edition goes beyond being a formal publication—it is designed as a student's companion.

Inside these pages, you will discover not only insightful articles and reflections but also interactive fun games, light-hearted segments, and a dedicated entertainment column. This section celebrates student creativity, talents, and accomplishments—because at the heart of JBS are its students, whose energy and passion make this institution truly special.

This edition is a tribute to that very spirit. It carries with it stories of growth, laughter, and inspiration—reminders that while academic excellence is our foundation, the experiences, friendships, and creative pursuits along the way are what make this journey unforgettable.

I hope that as you flip through these pages, you find both joy and value, and that this newsletter continues to be a source of pride, learning, and celebration for the entire JBS family.

MEET THE TEAM



REAH VAISHNAVI ANUSHKA SHRUTI NAVYA SIYA KAMIL

STRESS MANAGEMENT

Date: 4th, 5th, 7th, 17th April 2025

Programme Coordinators:
Dr. Shivangi Saxena Dr. Shriram Purankar

This counseling session on Stress Management for Students aims to provide practical strategies and psychological insights to help students recognize, understand, and effectively manage stress in their academic and personal lives. With increasing academic pressures, social expectations, and personal challenges, students often struggle to maintain emotional balance and mental well-being.

This session explored the common causes and symptoms of stress, introduce evidence-based coping mechanisms such as time management, mindfulness, and relaxation techniques, and encourage open discussions to destigmatize mental health concerns. By the end of the session, students will be equipped with tools to handle stress more constructively and enhance their overall well-being and academic performance.



Did you know?

Which of the following is not considered an effective stress management technique?

- a) Deep breathing and meditation
- b) Regular physical exercise
- c) Time management and prioritization
- d) Ignoring stress until it goes away

UNLOCKING SUCCESS WITH GROWTH PLANNING

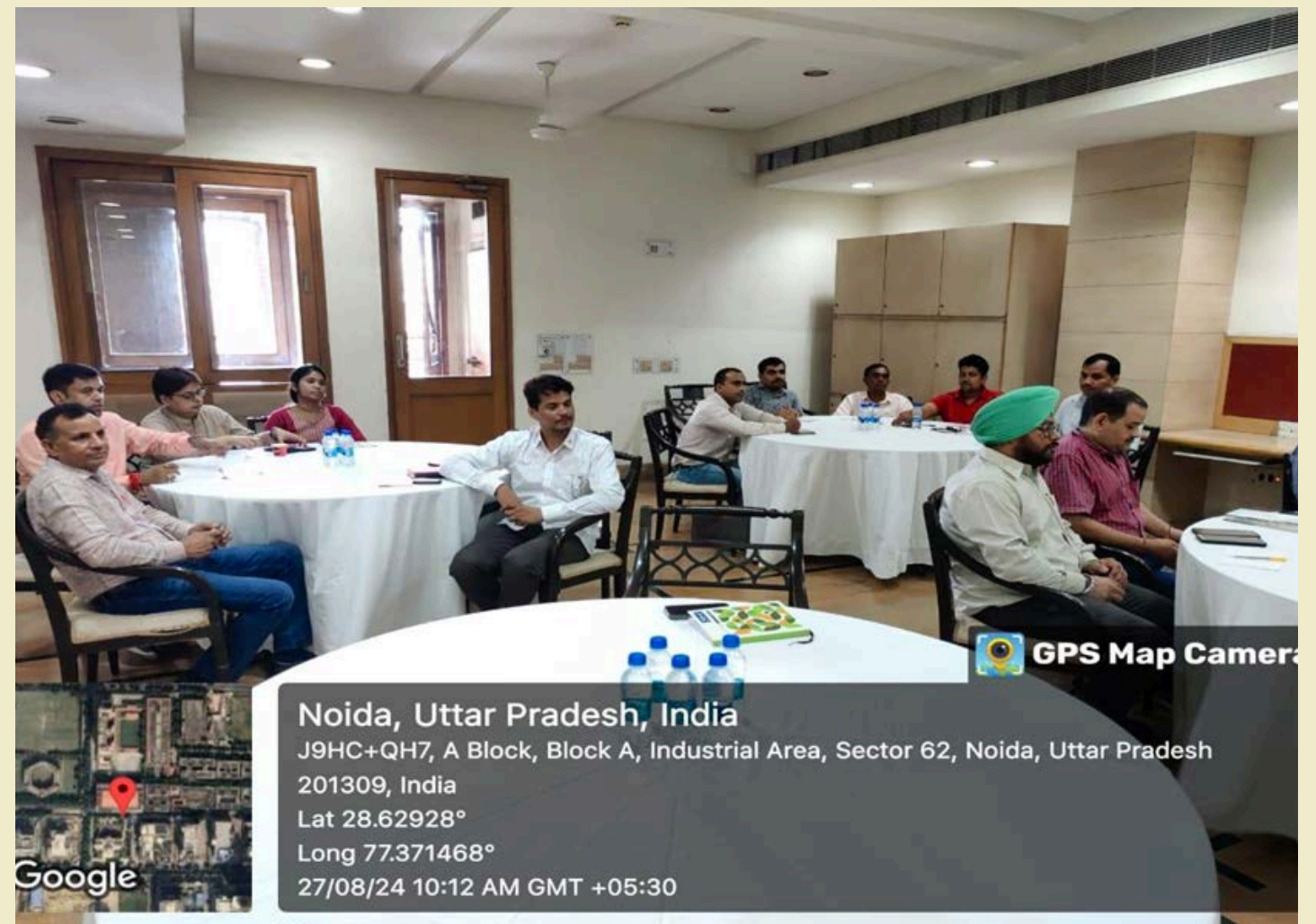
Date: 27th August 2024 - 2nd September 2024

Programme Coordinators:
Dr. Shivangi Saxena

A Staff Development Program on “Unlocking Success with Growth Planning” was conducted to provide participants with strategic insights and practical tools for effective growth planning. The program aimed to enhance their ability to set achievable goals, make informed decisions, and drive sustainable development in both personal and professional spheres.

Sessions covered the fundamentals of growth planning, financial management, and strategic goal-setting, along with practical tools such as SWOT and PESTLE analyses. Real-world case studies were shared to illustrate best practices, emphasizing the importance of leadership, collaboration, and innovation in driving growth. Participants also discussed common challenges in planning and strategies to overcome them, including methods for monitoring and adapting plans.

Overall, the program successfully combined theoretical knowledge with practical application, equipping participants with actionable strategies and analytical skills to implement growth plans effectively and contribute meaningfully to personal and organizational success.



Did you know?

People who set specific growth plans are up to 42% more likely to achieve their goals compared to those who just “hope” to improve. This comes from studies on goal-setting and implementation intentions: writing clear, actionable steps actually rewires your brain to spot opportunities and stick to the plan.

IDEATHON

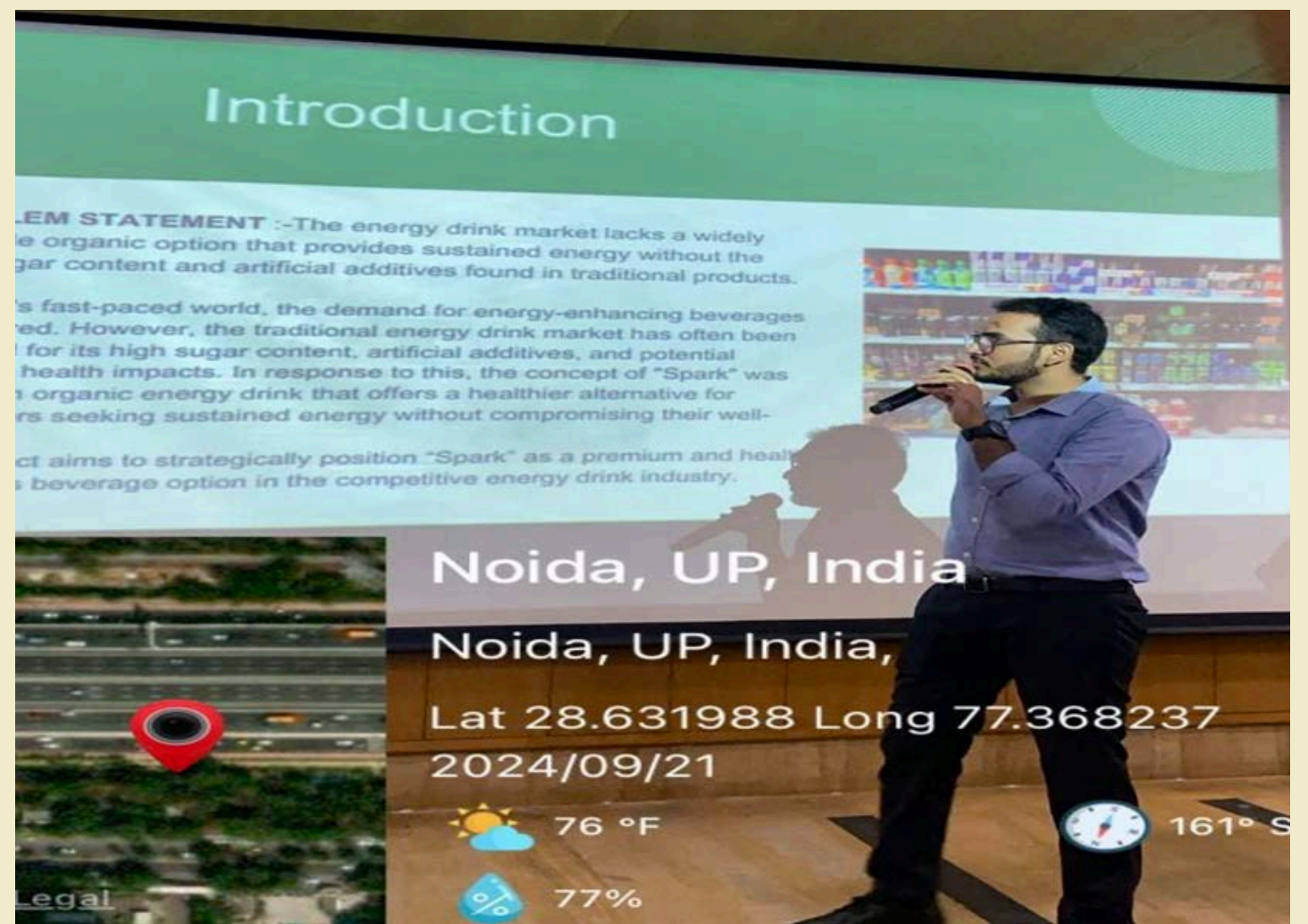
Date: Preliminary Round: 13/09/2024;
Final Round: 21/09/2024

Programme Coordinators:

Dr. Yogita Dwivedi, Dr. Arshi Barin,
Dr. Shivani Kapoor, Dr. Richa Chauhan

Ideathon was organized to foster creativity, innovation, and collaboration among students, providing a dynamic platform to pitch ideas and receive constructive feedback. The event encouraged participants to develop practical business solutions while refining their entrepreneurial skills. Students presented diverse, ground-breaking ideas addressing real-world challenges, including sustainability, technology-driven innovations, and social impact initiatives. The interactive format enabled attendees to actively engage in discussions, offering suggestions that strengthened the presented ideas and created a collaborative learning environment.

A key focus was on communication and pitching skills, as students learned to present their concepts clearly, structure feasible business models, and respond confidently to feedback. Teamwork and interdisciplinary collaboration were also emphasized, with participants from varied academic backgrounds coming together to exchange perspectives and enhance solution quality. By combining innovation, critical thinking, and collaborative learning, Ideathon inspired students to think beyond conventional boundaries and take the first steps toward impactful entrepreneurship.



Did you know?

The word Ideathon literally means "idea + marathon," and it's designed to squeeze months of brainstorming into a few hours or days. Unlike hackathons (which are more coding-focused), ideathons are about conceptual problem-solving—coming up with creative, practical, and scalable solutions under time pressure.

ROADMAP TO HIGHER STUDIES & SOLVING LAST YEAR'S ENTRANCE EXAM QUESTION PAPER

Date: 13th September 2024

**Programme Coordinators:
Dr Garima Srivastav**

The session was designed to offer BBA 3rd Semester students insights and guidance on competitive examinations, providing a clear roadmap to enhance their conceptual understanding and develop critical thinking skills. This, in turn, will aid them in making informed decisions about their higher studies and better future opportunities.

CAT/GMAT preparation should begin at least 6–12 months before the exam to ensure adequate time for concept clarity, practice, and mock tests. Consistency and dedication are crucial, as regular study and analysis of performance help in improving accuracy, speed, and confidence, ultimately enhancing the chances of securing a competitive score.



Did you know?

The CAT exam started in 1950 with just 300 candidates, and today, over 3 lakh students appear for it every year—making it one of India's toughest and most competitive exams!

EDITORS MEET ON WRITING QUALITY RESEARCH PAPERS

Date: 7th February 2025

Jaypee Business School (JBS), IIIT Sector-62, organized an online Editors' Meet on Writing Quality Research Papers on February 7, 2025. The session featured distinguished speakers including Prof. Brandon Randolph-Seng (Texas A&M University, Editor: Management Decision), Dr. Narendra Kumar Sahoo (Senior Scientist, CSIR Delhi, Editor: Journal of Scientific & Industrial Research), Dr. Neelam Rani (Associate Professor, IIM Shillong, Editor: IIMS Journal of Management Science), and Prof. Sumit Narula (Professor & Director, Amity University Gurgaon, Editor: Journal of Content, Community & Communication).

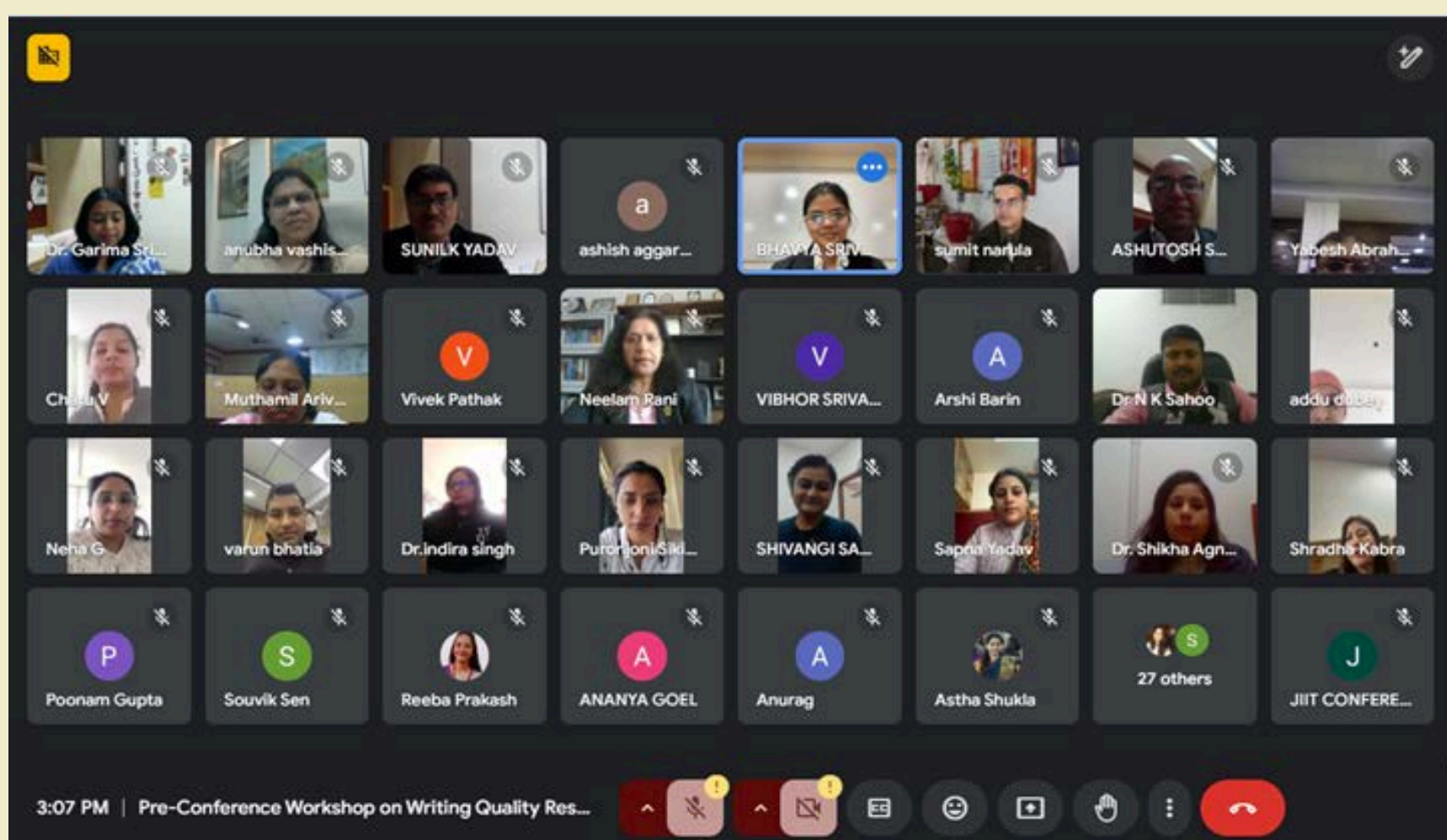
The workshop aimed to provide valuable insights into writing and publishing high-quality research papers. Prof. Brandon Randolph-Seng explained the key steps to successfully publishing in Q1 journals, emphasizing originality, rigorous methodology, clear presentation of results, and meticulous adherence to author guidelines.

Programme Coordinators:

Dr. Garima Srivastav, Dr. Sunil Kumar Yadav, Dr. Sapna Yadav, Dr. Ashutosh Shukla Srivastav

Dr. Neelam Rani highlighted the importance of a well-structured manuscript with originality, strong theoretical foundations, robust analysis, and ethical research practices, along with alignment to the journal's scope. Prof. Sumit Narula shared practical tips on identifying and verifying quality journals through indexing, impact factors, peer-review status, and editorial boards.

Dr. Narendra Kumar Sahoo elaborated on the submission requirements and ethical standards for publishing in the Journal of Scientific and Industrial Research, stressing clarity, scientific rigor, and proper formatting. The event concluded with an engaging Q&A session where participants' queries were addressed by the editors, making the workshop highly insightful and enriching for researchers and academicians.



Did you know?

Rejection rates are brutal – Top journals reject 70–90% of submissions, and in many cases, the reason isn't the research itself, but poor writing and presentation.

SIMULATION WORKSHOP ON BUSINESS BASICS FOR CHRIST UNIVERSITY STUDENTS

Date: 8th April 2025

Jaypee Business School (JBS) organized a Simulation Workshop on Business Basics for students of Christ University on April 8, 2025. The program commenced with Prof. Anubha Vashisht introducing JIIT and the vision of JBS, highlighting its focus on academic excellence and industry relevance. Prof. Bhawna Agarwal then explained the objectives of the workshop, which aimed at providing students with practical exposure to fundamental business concepts through interactive simulation-based learning.

Programme Coordinators:

**Dr. Bhawna Agarwal, Dr. Sapna Yadav,
Dr. Shivangi Saxena, Dr. Gaurav Dawar**

Dr. Neetima Agarwal presented details of existing and upcoming programs, while a guided campus tour by MBA students and Dr. Gaurav Dawar familiarized visitors with the facilities. The highlight was a hands-on simulation workshop in the lab led by Dr. Shivangi Saxena, PhD scholars, and MBA students, providing practical exposure to business concepts. The session promoted JBS's M.Com and MBA programs, and certificates were issued to all 31 participants.



Did you know?

Business simulations are one of the closest things to “practice runs” for the real corporate world. Research shows that simulations improve decision-making skills by 20–25% because students experience consequences of their choices (profit/loss, team dynamics, resource allocation) in a risk-free environment.

ICSSR SPONSORED NATIONAL SEMINAR

Date: 20th - 21st September 2024

Jaypee Business School, JIIT Noida, organized a two-day ICSSR Sponsored National Seminar on “Women Entrepreneurship: Driving Economic Empowerment in Atmanirbhar Bharat” on September 20–21, 2024. Sponsored by the Indian Council of Social Science Research, the seminar aimed to promote innovation, collaboration, and economic empowerment by encouraging women entrepreneurs to contribute meaningfully toward building an Atmanirbhar Bharat.

Programme Coordinators:

**Dr. Shivani Kapoor, Dr. Richa Chauhan,
Dr. Yogita Dwivedi, Dr. Arshi Barin**

The event featured addresses by university leaders and distinguished guests including Mrs. Sujata Rajan Seth (Founder, Manvi The Handmade), Mrs. Neena Dube Tiwari (Founder & CEO, Oil craft Naturals), Prof. (Dr.) Ankita Raj (Amity Institutions), Prof. (Dr.) Madhu Jasola (IILM University), and Dr. M. Shakeel (JMI). Across two days, 40 research papers were presented in parallel tracks, covering themes like digital empowerment, government initiatives, and entrepreneurial challenges.



Did you know?

Business simulations are one of the closest things to “practice runs” for the real corporate world. Research shows that simulations improve decision-making skills by 20–25% because students experience consequences of their choices (profit/loss, team dynamics, resource allocation) in a risk-free environment.

A TALK ON STRESS MANAGEMENT

Date: 1st April 2025

Jaypee Business School (JBS) organized a counseling session on “Stress Management” for MBA 1st Year students on April 8, 2025. The session was conducted by Ms. Amanjot Kaur, a professional counselor at JIIT with extensive experience in academic, defense, addiction rehabilitation, and career counseling. She introduced students to the causes, symptoms, and impacts of stress and shared practical coping strategies including time management, mindfulness, and relaxation techniques.

**Programme Coordinators:
Dr. Shriram Purankar, Dr. Shivangi Saxena**

The session also encouraged open conversations around mental health, equipping students with tools to manage stress and improve overall well-being. Students actively participated in interactive activities, making the session both engaging and insightful. The talk concluded with a Q&A round, allowing students to seek personalized guidance on managing academic and personal challenges effectively.



Did you know?

simply listening to a structured talk on stress management can lower your perceived stress levels by up to 15%. That's because talks often mix psychology, mindfulness, and practical tips—basically reminding your brain to step back, reframe situations, and regain control.

INTERNATIONAL IMMERSION TRIP TO DUBAI AND ABU DHABI

Date: 24th - 28th September 2024

A five-day international immersion trip to Dubai and Abu Dhabi was organized from September 24 to 28, 2024, to provide students with global exposure through industrial visits, academic learning, and cultural experiences. The trip began with a city tour of Dubai, covering landmarks such as Dubai Mall, Dubai Fountain, and the Burj Khalifa precinct. Industrial visits formed a key part of the program, including sessions at Nakheel, a leading real estate developer, where students learned about large-scale property innovations, and Teleios Factory, where they observed advanced manufacturing techniques. The trip also included a visit to Abu Dhabi, with highlights like the Sheikh Zayed Grand Mosque. Overall, the immersion combined academics with cultural learning, enhancing students' international perspective.

**Programme Coordinators:
Prof. Sunil Bhatia, Dr. Shivani Kapoor**

The five-day international immersion trip to Dubai and Abu Dhabi, conducted from September 24 to 28, 2024, offered students a balanced mix of academics, industry exposure, and cultural experiences. A workshop at Rochester Institute of Technology (RIT) Dubai introduced students to global technology trends and their applications. Industrial visits to Nakheel and Teleios Factory further enhanced their understanding of real estate innovations and advanced manufacturing practices. The cultural itinerary included a desert safari, an Abu Dhabi city tour, and visits to Akshardham Temple and Ferrari World, showcasing both traditional and modern Emirati culture. Group dinners and sightseeing added opportunities for bonding, making the trip an enriching and memorable experience.



Did you know?

In Dubai, around 90% of the population is made up of expatriates, which means most businesses are run and staffed by people from all over the world—making it one of the most globally diverse business hubs!

DATA SCIENCE BOOTCAMP

Date: 23rd September - 4th October 2024

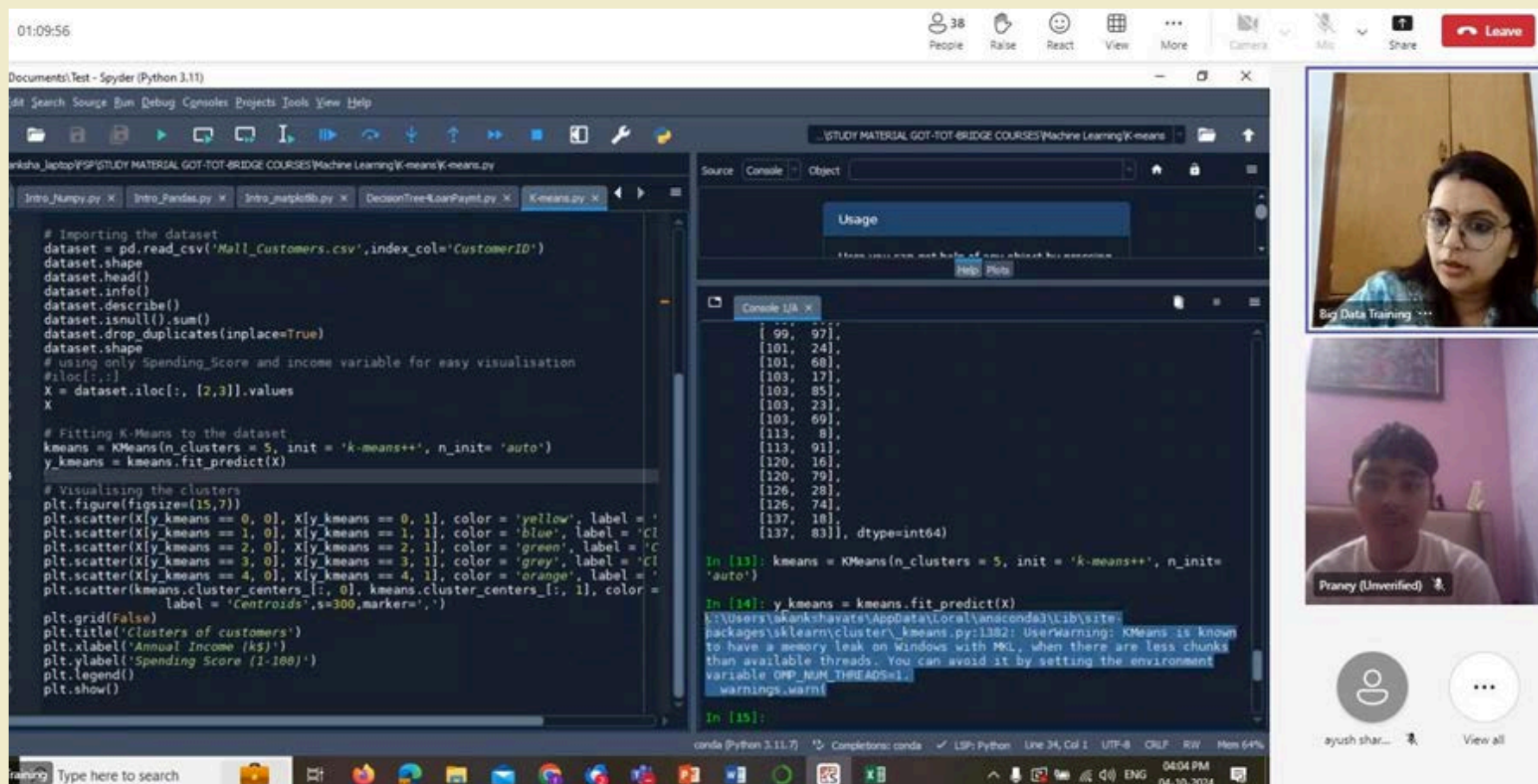
The Department of JBS organized a Data Science Bootcamp under the Future Skills PRIME project from September 23 to October 4, 2024. Spanning 40 hours, the program was coordinated by Dr. Sapna Yadav and Dr. Richa Chauhan with the aim of equipping students with industry-relevant technological skills. The sessions were delivered by Ms. Chandni, M.Tech in Computer Science and Engineering (University Gold Medalist), currently serving as a Project Engineer at CDAC Noida.

With extensive expertise in Big Data, Data Science, Artificial Intelligence, and Machine Learning, she has conducted numerous training programs for government organizations and academic institutions across India. The bootcamp provided participants with both theoretical knowledge and practical exposure, helping them understand emerging technologies and their real-world applications.

**Programme Coordinators:
Dr. Sapna Yadav and Dr. Richa Chauhan**

The Data Science Bootcamp covered a comprehensive set of topics, including an Introduction to Data Science and its Applications, Python basics, working with Python libraries, data visualization, and machine learning algorithms supported by case studies. Real-time case studies were also integrated to provide hands-on experience.

The primary objective was to equip participants with essential skills in data analysis, machine learning, and problem-solving, enabling them to leverage data for innovation and decision-making. A total of 70 participants attended the program, gaining both technical proficiency and analytical expertise, thereby enhancing their ability to apply data science concepts effectively in real-world contexts.



Did you know?

Did you know that over 90% of the world's data was generated in just the last two years—and data science helps make sense of this massive information explosion using tools like Python and machine learning!

ALUMNI INTERACTION SERIES: IMPACT OF AI ON THE WORKPLACE – CHALLENGES & OPPORTUNITIES

Date: 12th April 2024

On April 12, 2024, the Jaypee Business School (JBS) hosted an engaging panel discussion on “Impact of AI on the Workplace: Challenges & Opportunities.” The session featured prominent industry leaders including Ashish Verma (Varroc Engineering Ltd.), Kushagar Gujral (Ameriprise Financials), Ankita Agarwal (Emporium Digital), Harpreet Singh (Usha International), and Navneet Dubey (Fortune India).



Programme Coordinators:
Dr. Shriram A. Purankar

Coordinated by Dr. Shriram Purankar, the discussion explored how AI is shaping education by identifying skill gaps and guiding students’ career paths, enabling companies to reskill employees through AI-driven platforms, and supporting industries in advisory roles like chatbots and predictive analytics. Ethical concerns such as bias in AI systems were also addressed, with emphasis on data governance and fairness. Overall, the panel highlighted AI as a transformative yet collaborative tool that enhances productivity and creates new opportunities across sectors.



Did you know?

Which of the following is a major opportunity of AI in the workplace?

- a) Job displacement due to automation
- b) Enhanced efficiency and productivity
- c) Ethical concerns regarding bias in algorithms
- d) Resistance to adoption by employees

WORKSHOP ON “EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEURS /STARTUPS

27th February 2025

The objective of this workshop was to help students not only understand how to sell their ideas but also to learn how to convert those ideas into sustainable and growing businesses. It aimed to provide them with a clear picture of the sales process and the strategies required to move from an idea stage to a profitable venture.

The workshop shared practical tips, real-world examples, and proven strategies for identifying and reaching the right customers, designing strong marketing plans, and closing more sales effectively. Students also gained insights into how successful businesses attract and retain customers, build powerful brands, and sell products or services with impact.

Programme Coordinators:

Dr. Charu Sijoria , Dr Sunil Yadav, Dr. Arshi Barin



Did you know?

Q: Which of the following is not typically considered a type of risk in ERM?

- a) Strategic Risk
- b) Compliance Risk
- c) Personal Preference Risk
- d) Operational Risk

NUANCES OF INTERNATIONAL TRADING

27th February 2025

The lecture covered key aspects of India's export process. It highlighted major industries, government support, and challenges like regulatory compliance, logistics, and financial risks. The session explained shipping bills—essential export documents—and their types.

In addition, the session outlined the registration stages required to become an exporter in India. This included a step-by-step explanation of obtaining an Importer-Exporter Code (IEC), which serves as a mandatory license for engaging in international trade, along with other related registrations that help businesses participate in the global marketplace.



Did you know?

Before any business can start exporting from India, it must obtain an Importer-Exporter Code (IEC) from the Directorate General of Foreign Trade (DGFT)—without it, no goods can legally leave the country. Shipping bills, the most crucial export documents, come in different types depending on the nature of the goods and are mandatory for customs clearance.

Programme Coordinators: Dr. Shriram A Purankar

The discussion also emphasized the importance of registering with the Directorate General of Foreign Trade (DGFT). It provided participants with a practical understanding of export procedures, regulatory requirements, and strategic considerations that businesses must be aware of while expanding globally.

The session proved to be highly insightful, especially for those aiming to navigate the complexities of international trade more effectively.



SIMULATION WORKSHOP ON BUSINESS BASICS

28^h February 2025

Programme Coordinators:
Dr. Neetima Agarwal, Dr. Shivangi Saxena



The students' visit to Jaypee Institute of Information Technology (JIIT) was a perfect blend of inspiration, learning, and hands-on experience. The day began with Prof. Rajnish Misra sharing insights into JIIT's vision, followed by Prof. Bhawna Agarwal, who emphasized the workshop's objectives and the value of experiential learning.

An engaging presentation by Dr. Neetima Agarwal introduced students to Jaypee Business School's (JBS) programs and inspired them by sharing her own journey as a student, showcasing the impact of a strong educational foundation.

A guided campus tour led by MBA students offered a glimpse of JIIT's vibrant campus life, while the highlight of the day—an interactive business simulation workshop led by Dr. Shivangi Saxena, PhD scholars, and MBA students—allowed participants to apply classroom concepts in practical scenarios.

Organized under the guidance of Prof. Anubha Vashisht, the visit left students motivated and enriched by a truly transformative experience.



Did you know?

Business simulations are like virtual laboratories for management students—where they get to run companies, make strategic decisions, and immediately see the results of their choices. This hands-on approach combines finance, marketing, operations, and teamwork in a single activity, making learning both practical and engaging. No wonder top B-schools around the world use business simulations to prepare students for real-world challenges!

UNLOCKING THE POWER OF IT TOOLS IN BOOSTING PRODUCTIVITY

24 March 2025 - 29 March 2025

A Staff Development Program on “Unlocking the Power of IT Tools in Boosting Productivity” was conducted to equip participants with essential digital skills for academic and professional growth. The sessions focused on tech leadership, data management using Excel, document formatting in Word, collaborative work with Microsoft Office, and email ethics.

The program aimed to enhance efficiency, promote smart task management, and strengthen digital communication. Real-life examples and interactive discussions made the sessions highly engaging and insightful for all participants.

Programme Coordinators:
Dr. Shivangi Saxena



Did you know?

Mastering just a few IT tools —like Excel, Word, and professional email practices —can increase workplace productivity by up to 20–30%, making digital fluency one of the most valuable career skills in today’s knowledge economy.

AI-ENABLED SIMULATION FOR INTERACTIVE LEARNING & ASSESSMENTS

22 July 2024



Programme Coordinators:
Dr. Shivangi Saxena

Jaypee Business school organized a Live expert session on “AI-enabled Simulation for Interactive Learning & Assessments,” aimed at bridging the gap between theoretical concepts and real-world applications, fostering growth and competence. The speaker, Mr. Rohan Jugran discussed an immersive learning experience that enhances decision-making, strategic thinking, and teamwork.



These tools help participants apply theoretical knowledge to practical scenarios, improve communication skills, and familiarize themselves with AI-driven systems. Additionally, instructor-led features enable tailored guidance, progress tracking, and scenario customization, making simulations a powerful tool for skill development and real-world application.

The talk was very inspiring for the faculties with numerous examples from real life situations. Participants thoroughly enjoyed and learnt from the candid and detailed talk.

POSTER PERFORMANCE PARADE

2nd April 2025



Recommendations

- Students should aim to maintain a high CGPA to qualify for GMAT/TOEFL waivers offered by partner institutions like Wake Forest.
- Start the application process early, ideally 12–15 months in advance, to ensure timely completion of all requirements including documentation and financial planning.
- Craft a strong and compelling application letter and prepare thoroughly for interviews, as these are key evaluation criteria.
- Take advantage of expert guidance from EducationUSA centers, which offer credible, no-cost resources for every stage of the application and visa process.
- Research thoroughly to choose the right universities based on academic and personal goals and be mindful of varying application deadlines across institutions.



Did you know?

Q. AI-enabled simulations primarily help students by:
a) Memorizing theoretical concepts faster
b) Bridging the gap between theory and real-world application
c) Avoiding teamwork and collaboration
d) Replacing teachers completely
Answer: b) Bridging the gap between theory and real-world application

Programme Coordinators:

Dr. Charu Sijoria, Dr. Vishal gupta, Dr. Vikas Bhatnagar



The sessions were highly informative and practical for students considering higher education in the United States. Mr. John White's address gave students a direct pathway enhancing their understanding of the opportunities available for higher with relaxed admission criteria, leveraging the partnership between our college and Wake Forest. Ms. Singh's session offered a comprehensive roadmap—from university selection to visa processes—equipping students with the knowledge and confidence to begin their study abroad journey.

SCOPE OF FINANCIAL MARKET AND CAREER OPPORTUNITIES

9th August 2025

Programme Coordinators:
Dr. Shivangi Saxena



Noida, UP, India



Did you know?

The global financial services industry is projected to reach over \$37 trillion by 2027, creating vast opportunities in areas like investment banking, fintech, portfolio management, and risk analysis—making finance one of the most dynamic career fields worldwide.

Scope of Financial Market and Career Opportunities session conducted aimed to provide a comprehensive understanding of the financial market's scope, its role in the global economy, and the array of career opportunities it offers, empowering individuals to make informed decisions about pursuing and advancing careers in the financial sector. The speakers discussed a dynamic scope of financial markets, including their structure, functions, and global significance,

while identifying diverse career opportunities available in finance, investment, and related fields.

This session aims to equip individuals with the knowledge and skills necessary to navigate and thrive in the financial sector by analyzing current trends, emerging technologies, and the evolving demands of the industry.



Noida, UP, India

SIMULATION WORKSHOP ON BUSINESS BASICS FOR HI-TECH INSTITUTE STUDENTS

4th March 2025

Students visited Jaypee Institute of Information Technology (JIIT) for an enriching academic experience. The day featured insightful addresses by Prof. Anubha Vashisht and Prof. Bhawna Agarwal, an inspiring presentation by Dr. Neetima Agarwal on JBS programs, a guided campus tour, and an interactive business simulation workshop led by Dr. Shivangi Saxena and MBA students. The visit successfully blended learning, inspiration, and hands-on exposure.

Programme Coordinators:

Dr. Bhawna Agarwal, Dr. Sapna Yadav, Dr. Shivangi Saxena and Dr. Gaurav Dawar



Did you know?

The JIIT visit gave students more than just a campus tour—it offered them a chance to step into the shoes of business leaders through an interactive simulation workshop. By blending theory with practice, the experience turned learning into a dynamic, real-world adventure.



CASE STUDY ANALYSIS – WORKSHOP

17th August 2025

Programme Coordinators:
Dr. Ridhima Bhanot Sharma

The objective of the Case Study Analysis Workshop conducted by Jaypee Business School for MBA students was to enhance their analytical, problem-solving, and decision-making skills by providing a structured framework to evaluate complex business scenarios. The workshop aimed to:

- Equip students with practical tools and techniques to analyze case studies effectively.
- Foster critical thinking and strategic reasoning by engaging students in real-world business dilemmas.
- Enhance their ability to identify key issues, evaluate alternatives, and propose actionable solutions in a collaborative learning environment

The initiative reflects Jaypee Business School's commitment to experiential learning and developing industry-ready professionals.



Did you know?

Case study analysis primarily helps students develop which of the following skills?

- a) Critical thinking and strategic reasoning
- b) Drawing and designing skills
- c) Memorization techniques
- d) Event management

Answer: a) Critical thinking and strategic reasoning



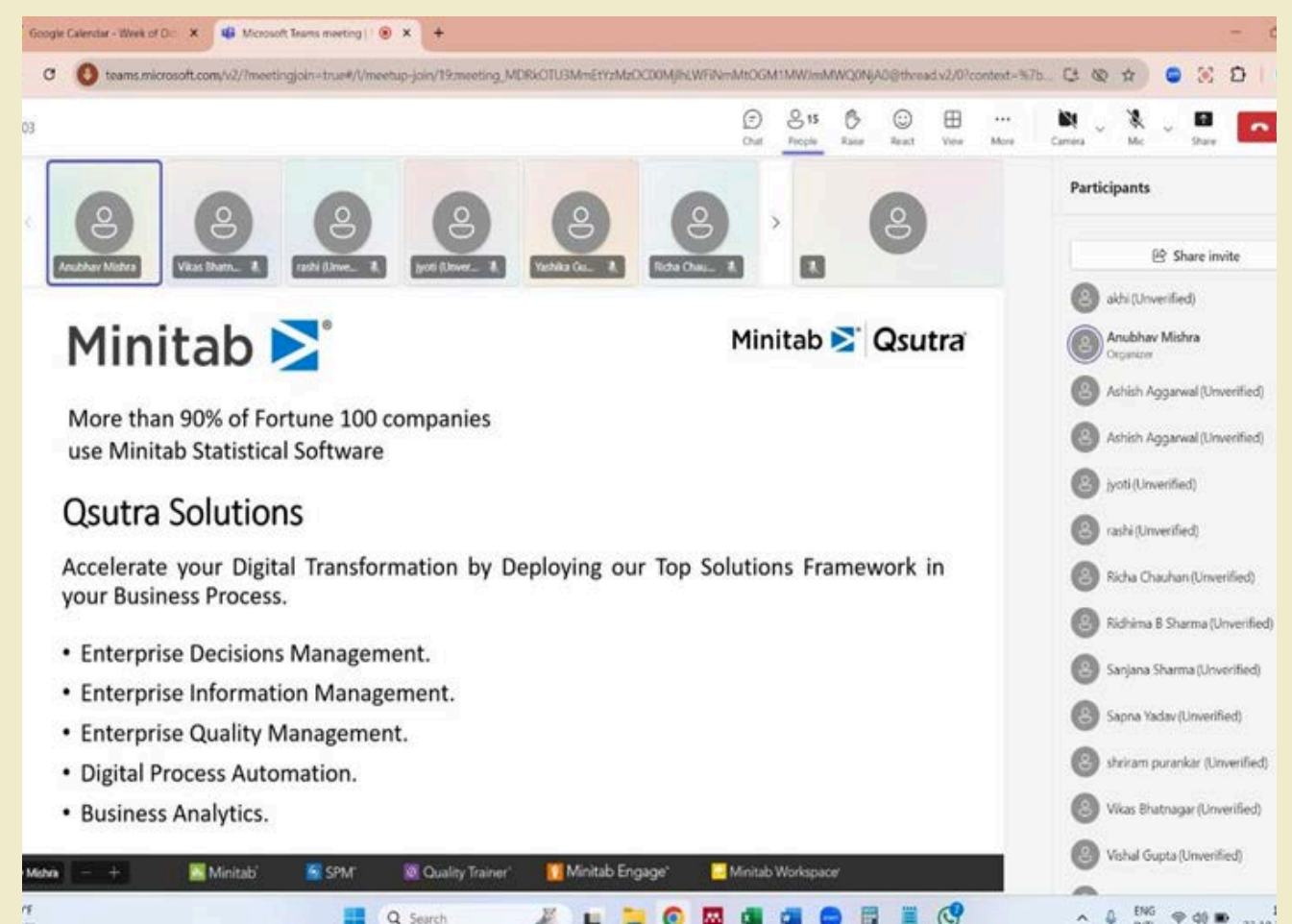
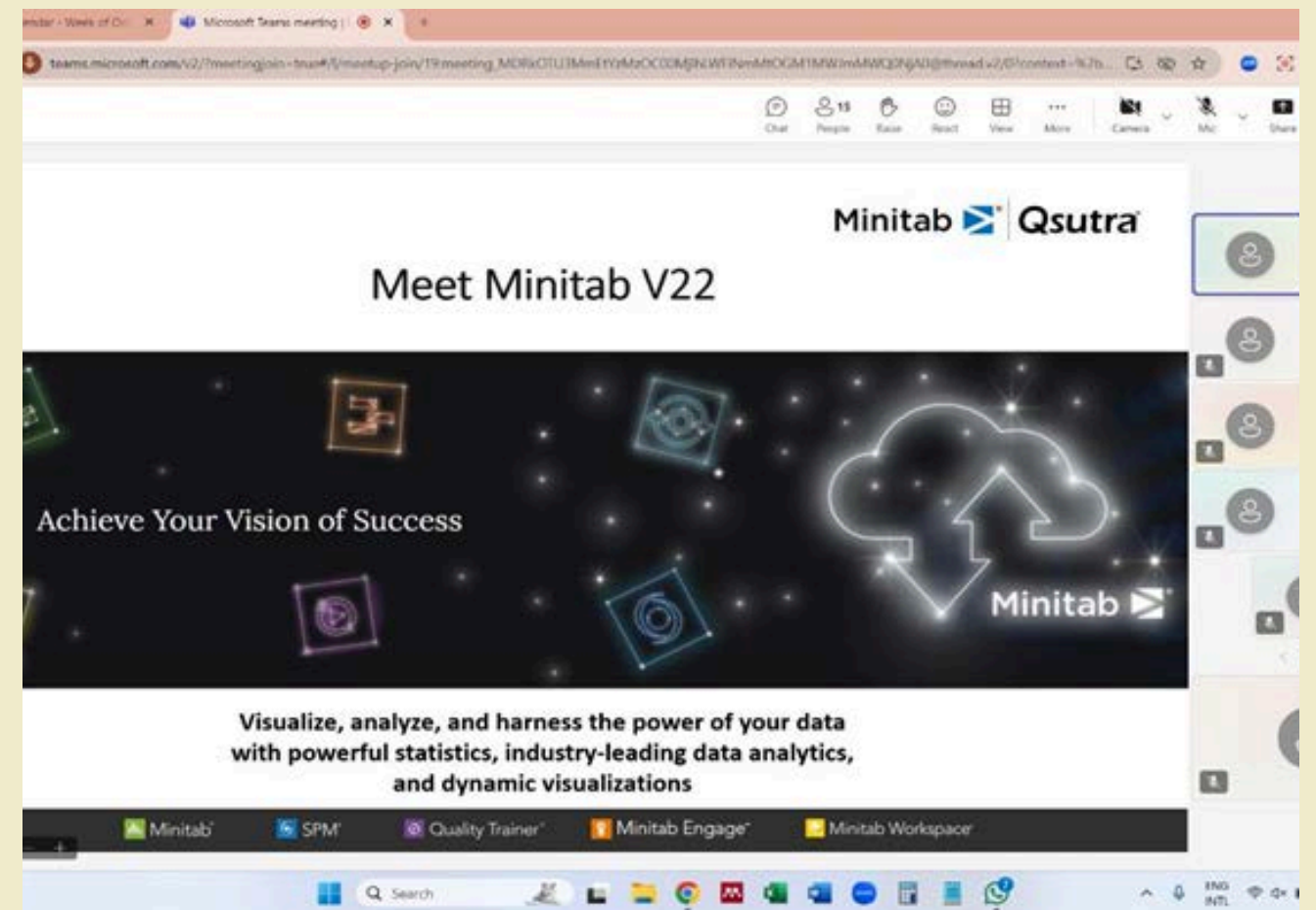
EXPERT TALK ON MINITAB: A POWERFUL STATISTICAL TOOL /JBS HOSTS SEMINAR ON MINITAB STATISTICAL SOFTWARE

23th October, 2024

Programme Coordinators:
Dr. Vikas Bhatnagar, Dr. Richa Chauhan.

On October 23, 2024, the JBS Department organized an insightful session titled "An Overview of Minitab, a Powerful Statistical Software." The talk, held from 4:00 PM to 5:00 PM, was led by Mr. Anubhav Mishra from Qsutra, an authorized Minitab partner in India. With extensive experience in both industrial and academic settings

Mr. Mishra introduced 20 faculty members and research scholars to the fundamental features of Minitab and demonstrated its application for data analysis using various statistical techniques. The session aimed to enhance participants' analytical skills and familiarize them with this widely used statistical tool.



Did you know?

Test Your Minitab IQ!

Q. What is the primary function of Minitab software?

- A. Graphic design
- B. Statistical analysis
- C. Web development
- D. Word processing

👉 Answer: B. Statistical analysis



JAYPEE BUSINESS SCHOOL OUTBOUND DEI ACTIVITY ENGAGES 335 PARTICIPANTS

24th October, 2024

On October 24, 2024, Jaypee Business School, coordinated by Dr. Neetima Agarwal, conducted an outbound activity on Diversity, Equity, and Inclusion attended by 335 participants. The session combined team-building exercises with lessons on empathy and inclusion, featuring activities like Human Chess, Human Ludo, Human Snakes and Ladders, and a Blindfolded Polygon Challenge.



Did you know?

Test Your DEI Knowledge!

Q1. What core value is most closely demonstrated by the "Blindfolded Polygon Challenge"?

- A) Speed
- B) Team Trust
- C) Competitiveness
- D) Independence

Answer: B) Team Trust

Programme Coordinators:
Dr. Neetima Agarwal



These interactive games emphasized collaboration, strategic thinking, adaptability, trust, and understanding diverse life experiences.

Overall, the event effectively highlighted the importance of embracing diversity, equity, and inclusion to enhance teamwork, resilience, and organizational cohesion.

INTRODUCTION TO ENTERPRISE RISK MANAGEMENT

Jaypee Business School Lecture: Introduction to Enterprise Risk Management

Programme Coordinators:
Dr. Shriram A Purankar

On October 25, 2024, Jaypee Business School hosted a lecture titled "Introduction to Enterprise Risk Management," coordinated by Dr. Shriram A Purankar. The speaker, Mr. Soubhagya Parija—former Chief Risk Officer at First Energy Corporation and the New York Power Authority—shared insights from his distinguished career in risk management, innovation, and leadership. The lecture traced the evolution of risk from ancient beliefs to its modern business context.

Mr. Parija introduced students to the fundamentals of Enterprise Risk Management (ERM), emphasizing the importance of identifying, evaluating, and responding to various organizational risks. He highlighted how a strong risk management culture not only protects organizations but also drives growth and innovation. The event was attended by 43 MBA students and 3 faculty members. No certificates were issued for participation.



Did you know?

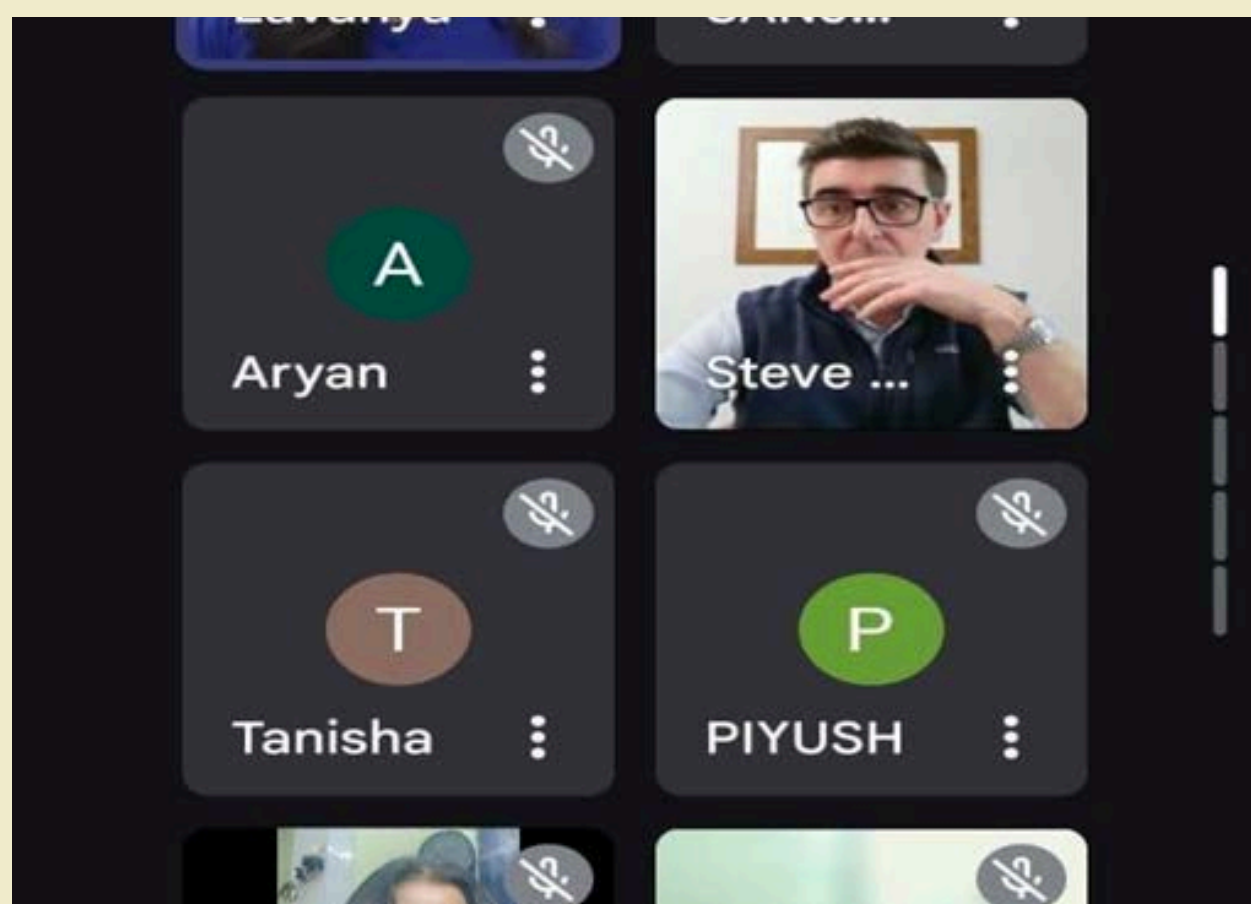
Quiz Corner:

Q: Which framework is widely used for ERM implementation?

- a) SWOT
- b) PESTLE
- c) COSO
- d) DMAIC

Answer: c) COSO

MANAGEMENT CONSULTING WORKSHOP: “CONSULTING TOOLS AND TIPS” – EVENT HIGHLIGHTS



Programme Coordinators: Dr. Shivangi Saxena

Jaypee Business School hosted a Management Consulting Workshop, “Consulting Tools and Tips,” from November 8 to 19, 2024. Coordinated by Dr. Shivangi Saxena, the workshop featured industry experts from leading firms such as Accenture, Bain & Company, Deloitte, and Topp Holdings. Over 125 participants attended daily sessions covering essential consulting frameworks (SWOT, Porter’s Five Forces, PESTEL, Blue Ocean Strategy), resume building, Lean Startup, and the use of AI in consulting. The workshop emphasized practical skills in problem-solving, time management, and strategic thinking, preparing participants for careers in consulting and business management. Certificates were awarded to all attendees.



Did you know?

Consultants frequently use frameworks like SWOT, Porter’s Five Forces, and the 3Cs (Company, Competitors, Customers) to analyze businesses effectively and deliver actionable solutions.

Quiz Corner – Are You Consulting-Ready?

NATIONAL WORKSHOP ON DIGITAL MARKETING AT JBS

Programme Coordinators:
Dr. Archana Shrivastava, Dr. Garima Srivastav

Jaypee Business School, JIIT Noida, organized a two-day national-level “Workshop on Digital Marketing” on November 13 and 23, 2024. Led by Mr. Devansh Gill, a Branding and Communication Strategist, and coordinated by Dr. Archana Shrivastava and Dr. Garima Srivastav, the workshop was held on campus with 13 internal student participants. The sessions covered key topics such as brand building,

social media marketing, SEO, paid campaigns, consumer behavior, and performance metrics. The workshop aimed to equip students with practical digital marketing skills to enhance brand visibility and support business goals. The event was financially supported by the institute, with a total expenditure of Rs. 9,000.



Did you know?

Test Your Digital Marketing IQ

- q. What is a "bounce rate" in website analytics?
- a) The percentage of visitors who revisit the site
 - b) The percentage of visitors who leave the site after viewing only one page
 - c) The rate at which new followers join social media
 - d) The cost per ad impression

👉 Answer: b) The percentage of visitors who leave the site after viewing only one page



2ND SPECIAL SEMINAR ON CAREER BUILDING GOALS, AND FUTURE ENDEAVORS BY WASHINGTON UNIVERSITY OF SCIENCE AND TECHNOLOGY (WUST), VIRGINIA, USA

Programme Coordinators:
Dr. Archana Shrivastava, Dr. Garima Srivastav

Jaypee Business School hosted the 2nd Special Seminar on “Career Building Goals and Future Endeavors” in collaboration with Washington University of Science and Technology (WUST), Virginia, USA, on April 17, 2025. The seminar, led by Mr. Soureen Dutta Roy, Director of Global Marketing and International Relations at WUST, focused on guiding students through the process of pursuing higher education abroad.



Key topics included the rising trend of Indian students studying overseas, the competitive advantages of international admissions, and the importance of building a holistic profile beyond academics. Mr. Roy highlighted the flexibility of multiple intake options at universities like WUST, the significance of English proficiency exams, and the personal growth gained from global exposure. The event was coordinated by Dr. Garima Srivastav and Dr. Archana Shrivastava.



ETHICS AND COMPLIANCE IN BUSINESS

Programme Coordinators:
Prof. Sunil Bhatia and Dr. Arshi Barin

Jaypee Business School held a seminar titled "Ethics and Compliance in Business" on November 18, 2024, featuring Mr. Pranav Kumar, a seasoned expert in compliance management and corporate consulting. Attended by 80 participants, the session emphasized the critical role of ethics and regulatory compliance in building trust, ensuring sustainability, and supporting long-term business growth.

Mr. Kumar discussed how integrating ethical practices and compliance into corporate culture helps organizations avoid legal risks, strengthen their reputation, and maintain accountability. The event was coordinated by Prof. Sunil Bhatia and Dr. Arshi Barin.



Did you know?

Companies with strong ethical cultures outperform others by up to 200% in long-term financial performance.

Are You Ethically Aware?

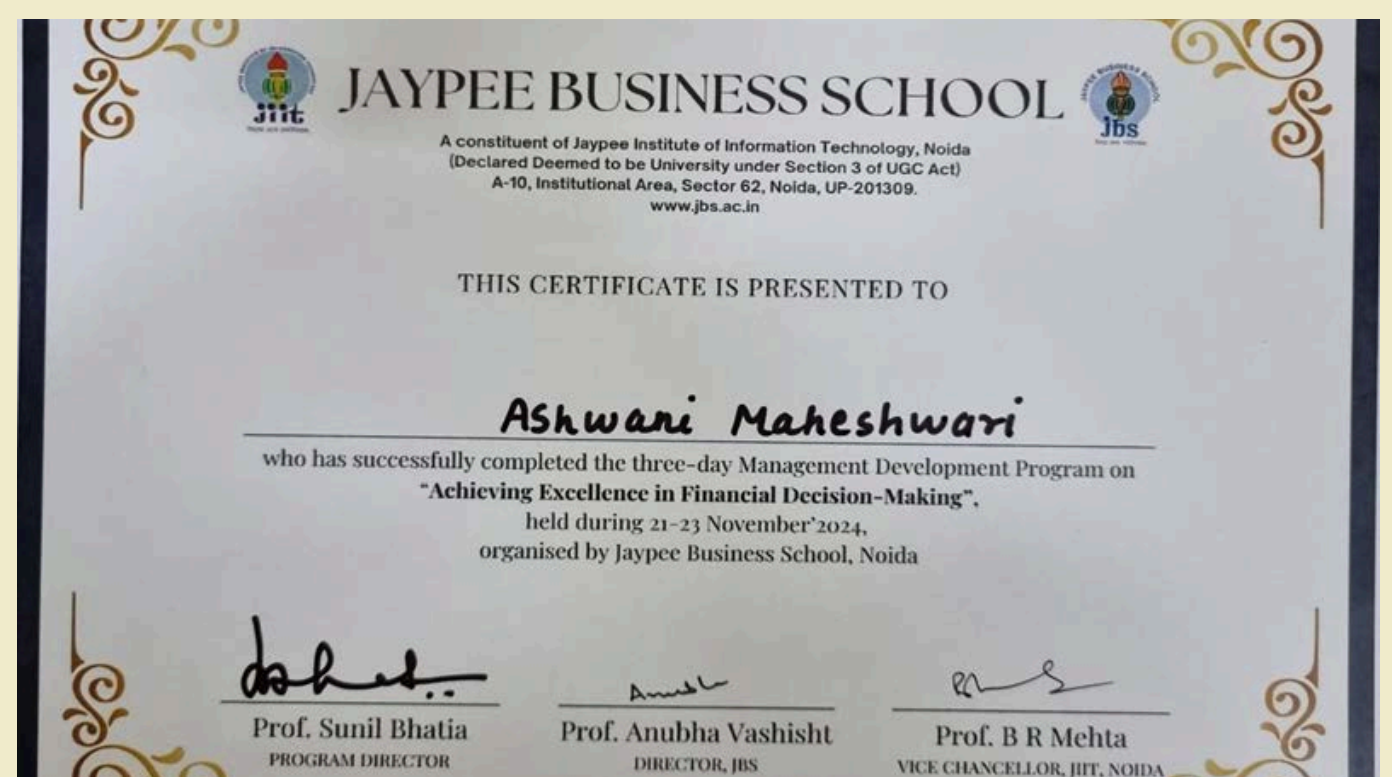
JAYPEE BUSINESS SCHOOL SUCCESSFULLY CONDUCTS MDP ON “ACHIEVING EXCELLENCE IN FINANCIAL DECISION-MAKING”

Programme Coordinators:

Prof. Sunil Bhatia, Dr. Shivani Kapoor, Dr. Nikhil Yadav

Jaypee Business School organized a three-day national Management Development Program (MDP) titled “Achieving Excellence in Financial Decision-Making” from November 21–23, 2024. Coordinated by Prof. Sunil Bhatia, Dr. Shivani Kapoor, and Dr. Nikhil Yadav, the MDP aimed to enhance participants’ financial literacy, analytical abilities, and decision-making skills through a mix of lectures, interactive activities, simulations, and practical sessions.

Key topics included financial statement analysis, resource allocation, project appraisal, contract management, project financing, advanced Excel for finance, and stress management. Sessions were led by experienced faculty and industry experts, providing hands-on learning and real-world insights. Sixteen internal participants attended the program, which concluded with certificate distribution and a group photograph.



Did you know?

Quiz Centre:

Q: What is a key goal of financial decision-making in businesses?

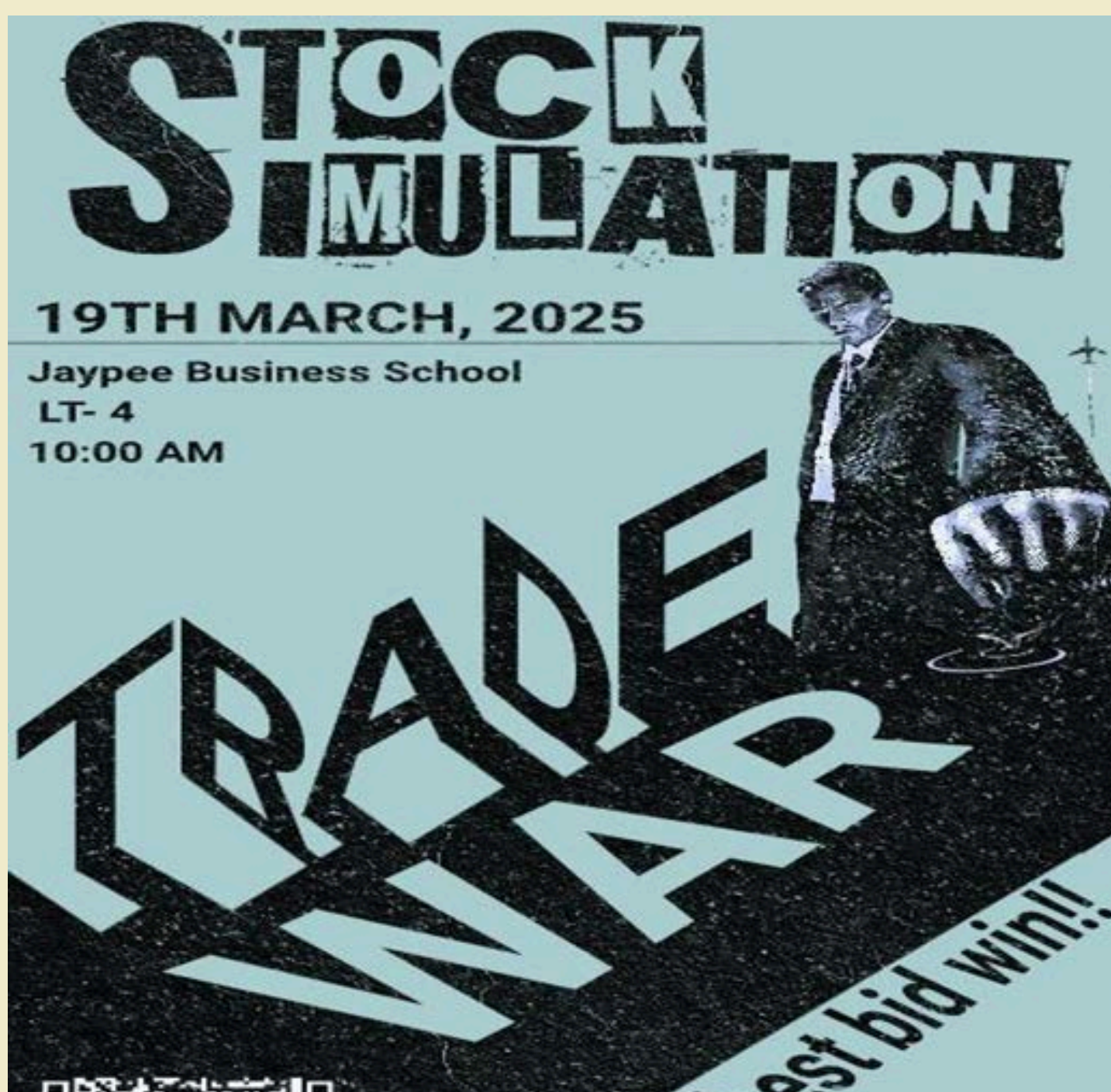
- a) Increase employee bonuses
- b) Reduce operational hours
- c) Maximize shareholder wealth
- d) Decrease product quality to save costs

Answer: c) Maximize shareholder wealth

NATIONAL WORKSHOP ON DIGITAL MARKETING AT JBS

Programme Coordinators:
Dr. Arshi Barin

Jaypee Business School held “TRADE WARS (Stock Simulation)” on March 19, 2025, to give students hands-on experience with stock market trading and investment strategies in a risk-free, simulated environment. Open to all JIIT and JBS students, the event aimed to boost financial literacy and strategic thinking. Nine teams (40 participants) competed by managing virtual portfolios using the Front Page App, with Team Brainstorm winning and Team Red Bull as runner-up. Certificates were awarded to the top teams. The event was coordinated by Dr. Arshi Barin.



Did you know?

India increased tariffs on 28 U.S. products in 2019* as a retaliatory measure after the U.S. withdrew India's preferential trade status under the GSP (Generalized System of Preferences). This was one of India's major strategic responses in a global trade conflict.

WORKSHOP ON " GENERATIVE AI AND PROMPT ENGINEERING" AT JBS



Programme Coordinators:
Dr. Vikas Bhatnagar and Dr. Charu Sijoria

Jaypee Business School organized a two-day workshop on "Generative AI and Prompt Engineering" from December 2–3, 2024. Led by Prof. Tarun Kumar Singhal, an expert in Information Technology from FORE School of Management, the workshop covered the fundamentals of generative AI, prompt engineering, AI tools and techniques, real-world use cases, and creating effective prompts for academic content.

Eight participants attended the interactive sessions, which focused on practical applications of AI in content creation and academic work. The event was coordinated by Dr. Vikas Bhatnagar and Dr. Charu Sijoria.



Did you know?

Q: Which of the following is an example of a Generative AI tool?

- a) Google Sheets
- b) DALL·E
- c) WhatsApp
- d) MS Paint

👉 Answer: b) DALL·E

INTERNATIONAL CONFERENCE ON “REDEFINING BUSINESS ECOSYSTEM THROUGH SUSTAINABLE PRACTICES IN THE DIGITAL ERA”

The international conference titled “Redefining Business Ecosystem Through Sustainable Practices in the Digital Era” was held from 19th to 21st February 2025 at Jaypee Business School, JIIT Noida. Chaired by Prof. Anubha Vashisht and supported by a team of experienced convenors, the event brought together over 120 researchers and experts from India and abroad to discuss sustainable transformation in business amid digital innovation.

Covering seven thematic tracks—including marketing, finance, operations, HR, technology, general management, and interdisciplinary studies—the conference featured 124 research presentations and keynote speeches from distinguished leaders highlighting the integration of sustainability with digitalization, AI’s impact, and ethical challenges in green business. The hybrid format fostered rich academic and industry dialogue on agile, sustainable business models shaping the future global ecosystem.



Did you know?

Over 90% of CEOs believe sustainability is critical to success, but only 48% have integrated it into their operations and strategy.

FACULTY ARTICLE

I am delighted to share that I recently served as a Session Chair and presented my paper, “Online Reviews and Airlines Booking Intention: A Text Analytics Approach,” at the 1st International Conference of the International Association of Technology and Management (IATM) and the 25th Global Conference on Flexible Systems Management (GLOFIT 25).

This opportunity was not only a personal milestone but also a proud moment for JBS, as it showcased our institution’s academic excellence on an international platform. My research, which applied text analytics to study how online reviews influence airline booking intentions, highlights the importance of connecting theoretical frameworks with practical business challenges.

What makes this recognition meaningful is the larger message it sends: the work we do at JBS is globally relevant and respected. I hope this achievement inspires fellow students to engage in research, push boundaries, and carry forward the reputation of our institution.



This accomplishment is a source of immense pride for me personally and for our entire community at JBS. More importantly, it represents a glimpse into the future for our students. It reinforces the idea that the work we do here is not confined to classrooms or textbooks—our research and learning directly address real-world challenges and are recognized on global platforms. This achievement bridges the gap between theory and practice, proving that the skills and knowledge you gain at JBS hold tangible value in today’s competitive world.

My success is not meant to stand alone but to serve as a role model for what is possible. With commitment, focus, and hard work, every student has the potential to reach international recognition and become a meaningful contributor to their field. I am confident that this dedication to research and global engagement will inspire the next generation of JBS graduates to aim higher, achieve more, and lead with confidence.

— Dr. Charu

FACULTY ARTICLE

I am proud to share a truly significant milestone for Jaypee Business School (JBS). As an Associate Member of the Academic Council at Excellanz Education, I had the honor of attending and contributing to the Excellanz Convocation Ceremony 2025, held on April 13th at Atlantis – The Palm, Dubai.

Excellanz Education, with its presence across the UK, Canada, and GCC, is a transnational institution dedicated to reshaping the future of global learning. My association with such a prestigious body is more than a personal accomplishment—it is an international recognition of the academic values and excellence that JBS represents.

For our students, this partnership is particularly meaningful. It creates new pathways for collaborative research, cross-border academic exchange, and global exposure. Most importantly, it reinforces that JBS is not just preparing students for local opportunities but is equipping them to compete and thrive on a truly international stage.

This engagement strengthens our mission of positioning JBS as a hub for innovation, leadership, and world-class education.



This achievement is not just a personal milestone—it is a powerful message for you, our future leaders at JBS. It demonstrates that your education here is not limited to classrooms but is truly global in scope, giving you access to opportunities shaped by international collaborations, research networks, and innovative teaching methods.

Through such engagements, JBS is preparing you to thrive in a rapidly changing world of business and management. The exposure you gain today will ensure that you are not only academically strong but also adaptable, culturally aware, and equipped to think beyond traditional boundaries.

I am confident that these global connections will empower you with the skills, confidence, and perspective required to excel in your careers. Together, we will continue to strengthen JBS as a platform where students transform into future-ready leaders capable of making an impact both locally and globally.

— Dr. Richa Chauhan

Faculty Review

Prof. Sunil Bhatia: At Jaypee Business School, we firmly believe that management education is not just about acquiring knowledge—it is about shaping leaders who can drive change, inspire teams, and create value in a dynamic global environment. We take pride in watching our students evolve into future-ready professionals who are capable of leading organizations with vision, responsibility, and impact.



Dr. Arshi Barin: I am delighted to see the evolution of our newsletter into a meaningful chronicle of campus life. This edition beautifully captures the dedication and talents of our students while fostering a sense of community. It stands as a testimony to their hard work, teamwork, and innovative ideas.



Dr. Neetima Aggarwal: Returning to JBS as a faculty member is a humbling, full-circle experience. The college's growth has been remarkable, and the intellectual curiosity of the students makes every day a rewarding experience. I am incredibly proud to be part of this community and to contribute to its legacy of excellence.





MESSAGE FROM ALUMINI ANANT PRAKASH SRIVASTAVA

“

STAY INSPIRED. NEVER
STOP CREATING.

If someone were to ask me what's the one skill that's made the biggest difference in my life, I'd say without a doubt it's the ability to communicate well with people. Not just talking, but genuinely connecting. Listening, responding, collaborating, Understanding people and their perspectives.

I've always believed that no matter what field you're in, your ability to work with people, your interpersonal skills can make a big difference. So, early on in college, I made a decision that I would actively work on this skill.

Now, textbooks are great. Lectures are important. But when it comes to building people skills, I knew I had to step out of the classroom. So I did. I showed up to events, even the ones I had no clue about. I joined hubs, participated, volunteered, and eventually found myself in roles of responsibility. I served as the Chairperson for Marketing Mind, the Pillar Head at NSS, the Content Head at JIIC, and later moved from Head to Senior Advisor in the JBS Social Media Team

Each of these roles was different but they all taught me something new about working with people. From managing deadlines to resolving conflicts, brainstorming ideas to pulling off last-minute event

it was like an ongoing crash course in real-world communication. And to be honest, I didn't even realize how much I was learning until I stepped into a job where I needed all of those skills the most.

Today, I work with a global team spread across continents and time zones. And every single day, I draw from the experiences I had here, at Jaypee Business School, in those hubs, during those sleepless nights planning events or writing content or just coordinating between ten different teams.

I'm genuinely grateful for the culture our college nurtured and provided where students weren't just allowed, but encouraged, to explore, lead, experiment, and most importantly, fail and learn. It gave me the kind of exposure I didn't even know I needed at the time.

Looking back, I realize that people skills don't come from reading about leadership or communication. They come from living it, every time you raise your hand to volunteer, take a lead, or simply have a tough conversation. And I'm glad I chose to step out of my comfort bubble and do it all. Head to Senior Advisor in the JBS Social Media Team.



MESSAGE FROM ALUMINI

**DIVYANSHI AGARWAL,
BBA (BATCH OF 2025)**

“

THE BEST JOURNEYS
SHAPE MORE THAN YOUR
DESTINATION

It is truly a great honour to be an alumnus of the Jaypee Institute of Information Technology, Noida. I graduated with a Bachelor of Business Administration (BBA) in 2025 and am currently serving as the Accounts Head at Vercha Jewellers, Delhi. Looking back, my three-year journey as a day scholar was nothing short of transformative- it was a blend of academic excellence, personal growth, and countless cherished memories that continue to stay with me.

JIIT gave me much more than a degree; it gave me a strong foundation of professionalism, confidence, and values that guide me in my career today. The campus was not just a place of learning, but a space where I discovered myself, explored my interests, and built friendships that will last a lifetime.

During my time at JIIT, I made it a point to balance academics with extracurricular involvement. I actively participated in a variety of university hubs such as the National Service Scheme (NSS), the Jaypee Innovation and Incubation Center (JIIC), Kalakriti, Yoga Prahari, and the Newsletter Team. These experiences allowed me to explore different dimensions of my personality — from creativity and leadership to teamwork and social responsibility. Alongside these commitments, I ensured consistent academic performance, securing a CGPA of 9.0, which I take immense pride in.

One of the highlights of my academic journey was the practical, updated, and application-oriented teaching approach of the faculty. Their guidance, mentorship, and constant encouragement played a crucial role in shaping both my knowledge and outlook. The supportive environment they created ensured that every student felt motivated to reach their potential.

Outside the classroom, life at JIIT was equally vibrant and memorable. From evening games that brought friends together, to refreshing summer swims that offered a break from the hustle, and the buzzing library atmosphere during exam season — every moment on campus carried its own charm. Though I wasn't a hosteller, the warmth, inclusivity, and camaraderie of the campus often made me feel like I belonged to a larger family.

When I reflect on my journey, I realise that JIIT was not just about education, but about holistic development-shaping me into a confident professional ready to face the world. I deeply cherish every experience, every friendship, and every lesson learned, and I will always carry with me the energy, enthusiasm, and spirit of campus life.



MESSAGE FROM ALUMINI

**KRISHNA MAHESHWARI,
BBA (BATCH OF 2025)**

“

AT JIIT, I DIDN'T JUST EARN A
DEGREE — I BUILT A JOURNEY
WORTH CHERISHING.

it is a great privilege to be an alumnus of Jaypee Institute of Information Technology, Noida. I completed my BBA in 2025 and am currently pursuing the Chartered Financial Analyst (CFA) program. My three years at JIIT were immensely enriching academically, professionally, and personally. As a hosteller, the campus truly became a second home, offering countless unforgettable moments and lifelong friendships.

Alongside academics, I actively participated in various university hubs such as the National Service Scheme (NSS), Jaypee Badminton Team, Marketing Minds, and the Newsletter Team

These involvements strengthened my leadership and interpersonal skills. Despite my engagements, I was proud to maintain a CGPA of 8.8, supported by the faculty's practical, industry-relevant teaching approach.

What I cherish the most are the evening sports, exam-time library sessions, late-night hostel discussions, and the exceptional mess food. JIIT gave me not just an education, but memories and values I will carry forever.

Wish I Knew

Here's what our senior students wish they had known back in college—so you don't have to learn the hard way.

Hey there! As a senior reflecting on my college experience, there's some advice, I wish, I had received during my freshman year that, I want to share with you.

First off, get involved and explore! While, I participated in a few activities, I now realize I missed out on so many experiences by not seeking more opportunities. It's not just about managing your time; it's about embracing incredible chances to expand your horizons.

I encourage you to step out of your comfort zone and engage with different activities. Whether it's joining groups that align with your interests or trying something completely new, each experience will offer valuable insights and personal growth.

I've seen some of my friends who didn't get involved in any clubs or activities, and they really regret it now. I wish that doesn't happen to you! Take that leap of faith! Discover your passions and immerse yourself in diverse experiences. They will not only enhance your personal development but also complement your academic journey. Trust me, when you look back on your college years, you'll be grateful for every moment you embraced! Enjoy your time!

- Kamil Ahmad Khan

Make friends, connect, live life as it is my want no others want So be Fun, Explore, not sit idle like nerd and even nerd in college is nothing, I think so for some.

- Vibhav Aggarwal

Wish I Knew

Looking back I would say, maybe if i had not been intimidated by the distractions..I guess i would have done better academically.

- Harsh Sagar

If I could tell my college self one thing, it'd be: Don't stress about having it all figured out. Life isn't a straight line, and it's totally okay to explore, make mistakes, and change your mind. And don't let FOMO or pressure rush your journey. Your pace is your power.

- Shreya Samanta

From me one piece of advice is for freshers is that wherever you travel travel in groups not alone as if you go alone you fall prey to the seniors and they take your ragging till and to hell and to take the attendance criteria very seriously and don't miss out on the attendance

- Daksh Kapoor

If things i would have know earlier - then its definitely would be " Not Everyone's Your Friend" as in start when you have bigger group, we easily assume that these full 3 yrs we would stay together, which is a big myth, as by time people would either don't match the vibe or may leave you for someone else so ya you need to be strong and bold to accept it that this wont be same and stick around whom you can feel you could trust

- khaltik Garg

THE DORM STORIES

STORIES SHARED BY STUDENTS BASED ON THEIR IIIT EXPERIENCES

DO YOU HAVE A PERSONAL STORY, EXPERIENCE, OR MOMENT FROM YOUR COLLEGE JOURNEY THAT YOU'RE COMFORTABLE SHARING WITH THE COMMUNITY?

As an introverted person who could be best described as an avg skinny 'wannabe cool' guy, i wanna say that for someone who has been shy his entire school life not really making an impact as such(nor a relationship) .. this feeling of being in a completely new world is just truly overwhelming. I remember telling myself as my first year was about to start, that i will try my best to express myself, my thoughts, honestly just 'try to be myself' and on my first day, introduction was going on in my batch.. so our mentor told us to do the intro with a 'thing'(could be a poem, dance, song, stand-up, anything) . So, i thought that's it.. if i missed this, maybe i could never do it. And there i went... sang in front around 30 students and our sweet mentor, it was absolutely horrendous totally out of any godforsaken rhythm. BUT, i was so happy that i could do that. As days passed i realised literally what could people say huh.. that i was bad.. that's ok. but i don't want to be a nobody. So imo.. the best time to redefine ourselves is this.. these 4 years which we are never getting back. So.. yeah maybe this was a start.. and frankly the friends(enemies too) we make, the experiences we share, the moments we live together ..i think they'll probably last for life. So, let's be truly ourselves and enjoy it till the last.

Harsh Sagar

B.Tech. 2024-2028

Internships are wild. Not in the "I'm thriving" way - more in the "I made eye contact with my manager and forgot how to breathe" way. You enter with dreams: dressing cute, learning Important Corporate Things™ becoming That Intern who gets offered a job and casually sips cold brew while crushing deadlines. Fast forward: you're thinking how to leave the office before 5pm, your Wi-Fi gave up at the exact moment your senior asked for input, and you're Googling "what does synergy mean" under the table. The coffee tastes like regret, the tasks come at 4:55 PM sharp, and the AC is set to Himalayan Winter. But somewhere between awkward Teams calls, printer trauma, and your third mini breakdown in the washroom -something shifts. You level up. You start believing in yourself, even if your imposter syndrome still tags along. You learn to keep showing up, keep asking questions, and slowly, you become someone capable, confident, and so ready for whatever comes next. It's messy, but it's magic.

Shreya samanta

BBA 2023-2026

I have a personal story that once I proposed my crush her name was aakriti her batch was bba-2 with a flower in my class during the valentine week and she told me if I would dance with her holding her she would accept my proposal if I had the audacity to do that with the whole class watching us sitting in front of us so I refused I couldn't do that I got nervous and I just found the flower which I gave to her rolling on the ground torn and broken after just 10 minutes

Daksh Kapoor

BBA 24-27

The Experience from My college journey was " Life Changing" like this was the first offline batch after 10th that we were experiencing, as this journey has all ups and down - Starting with big groups, craze for all hubs, Parties, late light sessions, Bunking Class, late night hostel fights, matches etc ; as this was just a next level experience and as the sem keep on going the spark of all this moments came to an end and today all of this is just a memory...

Khaltik Gigoo

BBA 2022-2025

"We > Googolee AI", unique wide right corner. Announcement or awareness is part of every day lifestyle from newspaper to online news and even air news as long as I remember. Googole Humans spent entire time to tell us how to safety and innovate ideas with their unique AI model, but I just thought a AI, normal AI maybe which gives some suggestions like what should we do in life nowadays as well as normal human knows that. But It is different like a more intelligent-genius like professor. Design means more to me stickers which showcase the laptop like it is stunning from a brand new edition just but to be honest it was old laptop while applying sticker it makes like new contrast, perspective and specially mood by seeing it.

Vibhav Aggarwal

BBA 23-26

THE DORM STORIES

STORIES SHARED BY STUDENTS BASED ON THEIR JIIT EXPERIENCES

WHAT'S YOUR GO-TO SPOT FOR LATE-NIGHT SNACKS, SECRET "KHAZANA," OR FAVORITE PLACE TO SNEAK OUT FOR CRAVINGS DURING COLLEGE?

Well it was hudson in ithum.. but that is not open anymore.. so Shipra ig

Harsh Sagar

B.Tech. 2024-2028

IFor a late-night snack, i always prefer noodle soup , its healthy (sometimes) with some veggies and a hearty soup.

Shreya samanta

BBA 2023-2026

My favourite go-to spot for late night snacks was the canteen and our auditorium was my favourite place to sneak out

Daksh Kapoor

BBA 24-27

if you personally ask me - after every end class we have pandey chai or ram bhaiya as a chai spot or you can call out symbi coffee wala, and you ask me as a hosteller it was punjabi angithi and Chacha soya chaap- i still remember when mess had that paani wali dal it was a ritual to order from this 2 outlets, Bistro was out of syllabus " craziest" as idk but at least 40-50 order in a month in last sem.

Khaltik Gigoo

BBA 2022-2025

Well.. It is not a secret khazana, not a treasure hunt but the food hunger makes.Favorite food is aloo patha with some pickles and dahi to wash out spice if needed.

Vibhav Aggarwal

BBA 23-26

WHICH MOVIES OR SHOWS DO YOU BELIEVE EVERY COLLEGE STUDENT SHOULD WATCH AT LEAST ONCE?

The perks of being a wallflower. Absolutely gem of a movie..just awesome.

Harsh Sagar

B.Tech. 2024-2028

"The Intern" reminds you how valuable mentors and relationships are in your career journey and "Legally Blonde" she's underestimated, judged, and written off... and then she casually slays law school with confidence, kindness, and killer fashion sense. It's not just about proving others wrong - it's about proving yourself right.

Shreya samanta

BBA 2023-2026

My favourite go-to spot for late night snacks was the canteen and our auditorium was my favourite place to sneak out

Daksh Kapoor

BBA 24-27

if you personally ask me - after every end class we have pandey chai or ram bhaiya as a chai spot or you can call out symbi coffee wala, and you ask me as a hosteller it was punjabi angithi and Chacha soya chaap- i still remember when mess had that paani wali dal it was a ritual to order from this 2 outlets, Bistro was out of syllabus " craziest" as idk but at least 40-50 order in a month in last sem.

Khaltik Gigoo

BBA 2022-2025

THE DORM STORIES

LOOKING BACK, WHAT'S ONE THING YOU WISH YOU KNEW EARLIER—ABOUT COLLEGE, LIFE, OR ANYTHING ELSE?

Hey there! As a senior reflecting on my college experience, there's some advice, I wish, I had received during my freshman year that, I want to share with you.

First off, get involved and explore!

While, I participated in a few activities,

I now realize I missed out on so many experiences by not seeking more opportunities. It's not just about managing your time; it's about embracing incredible chances to expand your horizons.

I encourage you to step out of your comfort zone and engage with different activities. Whether it's joining groups that align with your interests or trying something completely new, each experience will offer valuable insights and personal growth.

I've seen some of my friends who didn't get involved in any clubs or activities, and they really regret it now. I wish that doesn't happen to you! Take that leap of faith! Discover your passions and immerse yourself in diverse experiences. They will not only enhance your personal development but also complement your academic journey. Trust me, when you look back on your college years, you'll be grateful for every moment you embraced!

Enjoy your time!

Kamil Ahmad Khan

BBA 2024-2027

Looking back I would say, maybe if i had not been intimidated by the distractions..I guess i would have done better academically.

Harsh Sagar

B.Tech. 2024-2028

If I could tell my college self one thing, it'd be: Don't stress about having it all figured out. Life isn't a straight line, and it's totally okay to explore, make mistakes, and change your mind. And don't let FOMO or pressure rush your journey. Your pace is your power.

Shreya samanta

BBA 2023-2026

From me one piece of advice is for freshers is that wherever you travel travel in groups not alone as if you go alone you fall prey to the seniors and they take your ragging till and to hell and to take the attendance criteria very seriously and don't miss out on the attendance

Daksh Kapoor

BBA 24-27

if things i would have know earlier - then its definitely would be " Not Everyone's Your Friend" as in start when you have bigger group, we easily assume that these full 3 yrs we would stay together, which is a big myth, as by time people would either don't match the vibe or may leave you for someone else so ya you need to be strong and bold to accept it that this wont be same and stick around whom you can feel you could trust .Last but not least " Scared of doing mistakes" - as i joined many Hubs, mainly i left them because i made mistakes and thought i shouldnt be here as rest of them are better are me, which was utterly wrong as mistake would have made be better than yesterday and i think if I would have tried after making mistake, maybe i would've surpassed the ones who were better than me, but now that i have realized these all and so much learned from journey, i can proudly say i can begin a newer and brighter journey of my life, once again.....

Khaltik Gigoo

BBA 2022-2025

Make friends, connect, live life as it is my want no others want So be Fun, Explore, not sit idle like nerd and even nerd in college is nothing I think so for some.

Vibhav Aggarwal

BBA 23-26

Student Article

From Unemployment to Opportunity: Why the Creator Economy Could Be Our Answer

Introduction

Unemployment is no longer just a headline—it's a reality knocking on the doors of India's youth. In July 2025, India's unemployment rate rose to 5.6%, and for people our age (15–29), it's much worse—18% in cities and 13.7% in rural areas. Even premier institutes like IIT Bombay reported that 25% of students from the 2023–24 batch didn't get placed in campus placements despite an average package of ₹23.5 LPA. If this is the story at IITs, you can imagine what the rest of the market looks like.

So the question is simple: If jobs aren't enough, where do we go from here?

The Rise of the Creator Economy

This is where the creator economy steps in. Over 80 million Indians today identify as content creators, and the number is growing faster than traditional job opportunities. Globally, the creator economy is already valued at over \$250 billion, and India has just announced a \$1 billion fund plus a new Indian Institute of Creative Technologies in Mumbai to support creators and help them access global markets. For students and fresh graduates, this isn't just about posting reels—it's about building a portfolio, a personal brand, and income streams that don't rely on placements.

The Barriers Nobody Talks About

Of course, it's not all rosy. Content creation takes time, consistency, editing, designing, scripting, thumbnails, captions—the list never ends. Most people drop out not because they lack talent, but because the process is overwhelming and expensive.

The Solution

That's where Insturix, a deep-tech startup by me (Nimit Jain), comes into play. Insturix is building an AI-powered ecosystem that automates the toughest parts of content creation:

- Editron (AI video editing: cuts, stitch, transitions, captions, animations, sound effects)
- Clickatron (AI thumbnails for higher CTR)
- ThinkForge (script and idea generation)
- Alyzitron (smart video analysis and engagement insights)
- Musitron (AI-generated background music)
- Meditron (connecting creators with businesses for brand deals)

In short, it makes content creation as simple as having an idea.

Why This Matters to Us

At JIIT, we're surrounded by bright, ambitious people. But the truth is, not everyone will walk out with their dream job on Day 1 of placements. That doesn't mean we wait—it means we build.

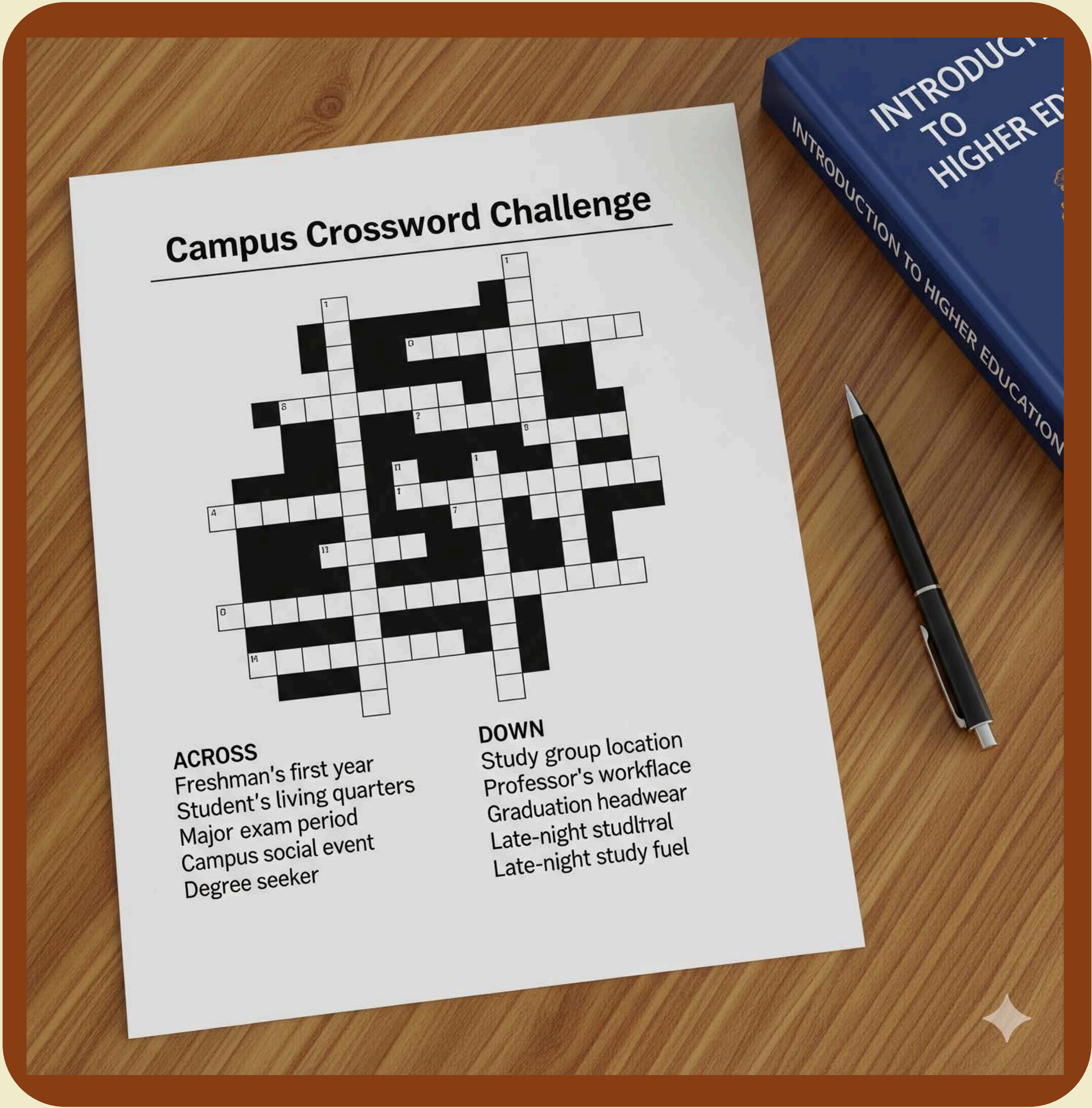
The creator economy isn't just about entertainment; it's a way to solve unemployment by giving each of us the chance to create our own opportunities. With platforms like Insturix, students and graduates can focus on creativity while AI handles the rest.

Closing Note

The future isn't about standing in long placement queues—it's about building something of our own. From dorm rooms to hostel corridors, ideas can turn into careers. And the creator economy, powered by tools like Insturix, might just be the key to turning the unemployment crisis into an opportunity for our generation.

- NIMIT

GAME ZONE



Across
DIPLOMA, GRANT, DORM, DOCTORATE, SEMESTER, PRESIDENT, FINAL
Down
VARSITY, MAJOR, AUDITORIUM, SOPHOMORE, BREAK, STUDY

SUDOKU

1	6	8				9		2
			3		1			
	3		6	2				
		9				1		6
		1				3	7	
	4	3	5					9
			8		2	6		
			9		5		2	3
2		6		3		7		

RIDDLES

I'M NOT ALIVE, BUT I CAN DIE; I'M NOT SOLID, BUT I
CAN MELT. WHAT AM I?

WHAT COMES ONCE IN A MINUTE, TWICE IN A MOMENT,
BUT NEVER IN A THOUSAND YEARS?

YOU SEE A BOAT FILLED WITH PEOPLE. IT HAS NOT
SUNK, BUT WHEN YOU LOOK AGAIN YOU DON'T SEE A
SINGLE PERSON ON THE BOAT. WHY?

I'M NOT ALIVE, BUT I CAN GROW; I DON'T HAVE LUNGS,
BUT I NEED AIR; I DON'T HAVE A MOUTH, BUT WATER
KILLS ME. WHAT AM I?

1. Ice, 2. The letter "M" 3. All the people were
married, so there are no "single" people. 4. A fire.

BROKE & BOUGIE

YOUR GUIDE TO LATE-NIGHT BITES THAT WON'T BREAK THE BANK

FOR A LATE-NIGHT SNACK, I ALWAYS PREFER NOODLE SOUP , ITS
HEALTHY (SOMETIMES) WITH SOME VEGGIES AND A HEARTY SOUP.

MY FAVOURITE GO-TO SPOT FOR LATE NIGHT SNACKS WAS THE
CANTEEN AND OUR AUDITORIUM WAS MY FAVOURITE PLACE TO
SNEAK OUT

MY GO TO SPOT FOR LATE NIGHT SNACKS IS HUDSON IN ITHUM.

WELL.. IT IS NOT A SECRET KHAZANA, NOT A TREASURE HUNT BUT
THE FOOD HUNGER MAKES. FAVORITE FOOD IS ALOO PARATHA
WITH SOME PICKLES AND DAHI TO WASH OUT SPICE IF NEEDED.

SANDWICH KING IS THE BEST FOR LAST NIGHT
CRAVINGS. IT'S MY FAVORITE SPOT.

One Minute Read

Unscripted & Unforgettable

They say the first year of college is just the beginning; the prologue to a story we've been waiting to write since our school days. We've all dreamt of it, haven't we? That big leap into freedom, late-night adventures, endless laughter with new friends, trying things we've never dared to before, and living life the way the movies promised.

That's exactly what I thought, too.

Walking into college on my very first day, I felt like I was stepping into a film set. The colors were brighter, the people louder, and everything screamed possibility. I joined not one but two clubs, found myself on stage within weeks, and even bagged awards for Best Dancer and Best Anchor early on. It felt like I was living the college fantasy everyone talks about.

But here's the thing about fantasies: they don't show you the shadows.

Because soon enough, I met the other side of college life. The one where you question if you really belong. The one where you're surrounded by hundreds of people yet feel strangely alone.

The one where the pressure to do more, be more, achieve more feels like an uninvited companion sitting on your shoulder every single day. There were moments I completely lost it, moments I wanted to run back to the comfort of my old world, and moments when I didn't recognize myself anymore.

And that's when I realized something profound: college isn't just about freedom; it's about finding yourself amidst chaos. For me, what anchored me through this storm was dance. Joining VAMUnique, our dance society, was more than just a decision; it was my escape. It gave me a space to breathe, to express, to fail, and to rise again. It gave me people, my people. People who turned ordinary days into memories I will hold onto forever. And to the seniors who shaped me, especially Astha Agha ma'am (everyone's favorite, including mine).

Now, as I stand at the end of my first year, looking back, I see a whirlwind of laughter, tears, bunks and practices, unexpected friendships, and unfiltered growth. Did I get everything right? Not even close. Did I get through it? Absolutely. And in that lies the magic of this journey.

The first year wasn't perfect, but maybe that's what made it unforgettable.

~ Shakti Sidhu

One Minute Read



The Whispers

When I am alone with my thoughts,
I often ask myself what's right and what's not.
But as the world grows even more diabolical,
What's correct today may tomorrow be wrong.
Yet even as my hope begins to fade,
the whispers of the wind still speak to me,
In a language firm and strong:
“Oh dear child! Your world will go on for long,
If you lose your light now, there will be no wind to push you
along.”
I never understand what they mean to say,
Yet their words always bring back something I dropped far
away.
For their voice might bring thunder, might bring rain,
Might kill a whole city or lift a single grain.
But I trust the winds more than I trust the human mind,
And I follow their ways more times than I can recall.
“But oh dear winds! Why do you not stay?
Why do you have nothing to say, yet so much to convey?”
Perhaps I am cast under some spell,
For I look around and find nothing left to spare.
Yet when you come and whisper your words,
I see a glimmer, a light, then a torch
And you guide me forward
When I know not how...

~Yukti Goyal



One Minute Read

The Roar of the Bharat

Dear Pakistan

25 April. 26 lives. The reign of terrorism shook the paradise on earth once again with its evil claws coming from none other than its very own neighbour, Pakistan, as the saying goes, “Your enemy is never an outsider, but your very own family or neighbour”. Not being your first time, but with the extent and severity of your ‘proxy’ terrorism, you have shown that evil knows no bounds.

What shook me more listening to the news and watching the grievous faces of the families who lost their loved ones, is that though never promoted, terrorist agencies often work independently, but nations where they are funded by the State, are the real masked players. The show that you put in front of the World of not favouring “any kind of terrorist activity”, was well-received by your audience this time, when the world got to know the extents of the proxy terrorism and India got to know how severely it can affect its people without any warning.

What bad did the 26 people do? What was their fault? Probably in their middle ages, struggling to make a living and trying to enjoy some quality time with their family, only to have their lives ended to suffice the gunshot of the evil who knows no reason. Terrorism, knows no reason and has no religion. What good did you derive from taking up their lives? Do you still believe you are not at fault? If yes, which it most probably will be, because evil runs deeper through, then, my friend, you have a long way to recovery.

However, as the saying goes, “Jab ghee seedhi ungli se na nikle, to ungli tedhi karni padti hai”, my dear friend, please not be forgotten that you messed with the wrong players....As god does everything for a reason and Raavan has to be born so that Ram ji can put an end to his evil deeds, your evil is slowly rising from the dead to be returned to how it should be, dead. Even though we are a nation that believes in Ahimsa, you shouldn't forget that this is the land of the voracious Chandrashekhar Azad and Rani Lakshmi Bai who don't pay back in the same coin without interest. Unflinched in the face of death and obstacles, compared to what they fought back in their time, fighting your weak stem of terrorism would be a child's play for them.

With over 36 terrorist attacks faced since independence, that too, only in Kashmir, India has broken its silence now. On the dawn of 6th May, 2025, Prime Minister Narendra Modi launched Operation Sindoor, dedicated to putting an end to the terrorist camps. The success of the operation is what should fear you, Pakistan. If this significant operation was the answer to your proxy terrorism, then fear to think what else can be done if your behaviour continues. The ceasefire was not a relaxation. It was a lesson to teach you that if we want, we can cross any limits of extremism and borders in the Line of Control. If the lion inside us is provoked, its roar will be so loud that it will shake upon the whole of your world.

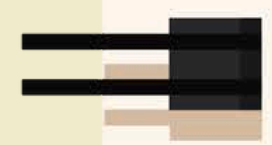
I will end my letter by posing an open-ended question, the simplest you can imagine- How do you go to sleep knowing that one day your action will be returned to you and your family who is right now sleeping peacefully will one day won't be able to wake up when your actions finally reach your doorstep? How can you go to your place of worship every day and listen to the preacher preaching sermons when you have the guilt (or so is difficult to say) of taking an innocent life? And do you dream of your child doing the same someday?

Yours thoughtfully

~ Disha Adhikari

BUCKET LIST

Make the most of your campus days—here's a bucket list to check off before you toss that graduation cap!



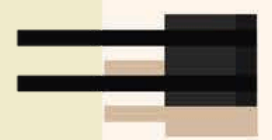
1. Pull an all-nighter... not for exams, but for deep 3AM life talks and Maggi.



2. Learn one new thing not on the syllabus -just for the joy of it.



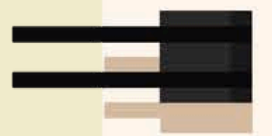
3. Volunteer for one college event - shine behind the scenes.



4. Face a fear of yours. - speak on stage, sing with people.



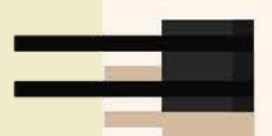
5. Spend a day in the library - not studying, just flipping random books.



6. Surprise a teacher or staff member with a heartfelt thank-you note.



7. Learn one life skill - cooking, driving, budgeting, or first aid.



8. Learn a new language!



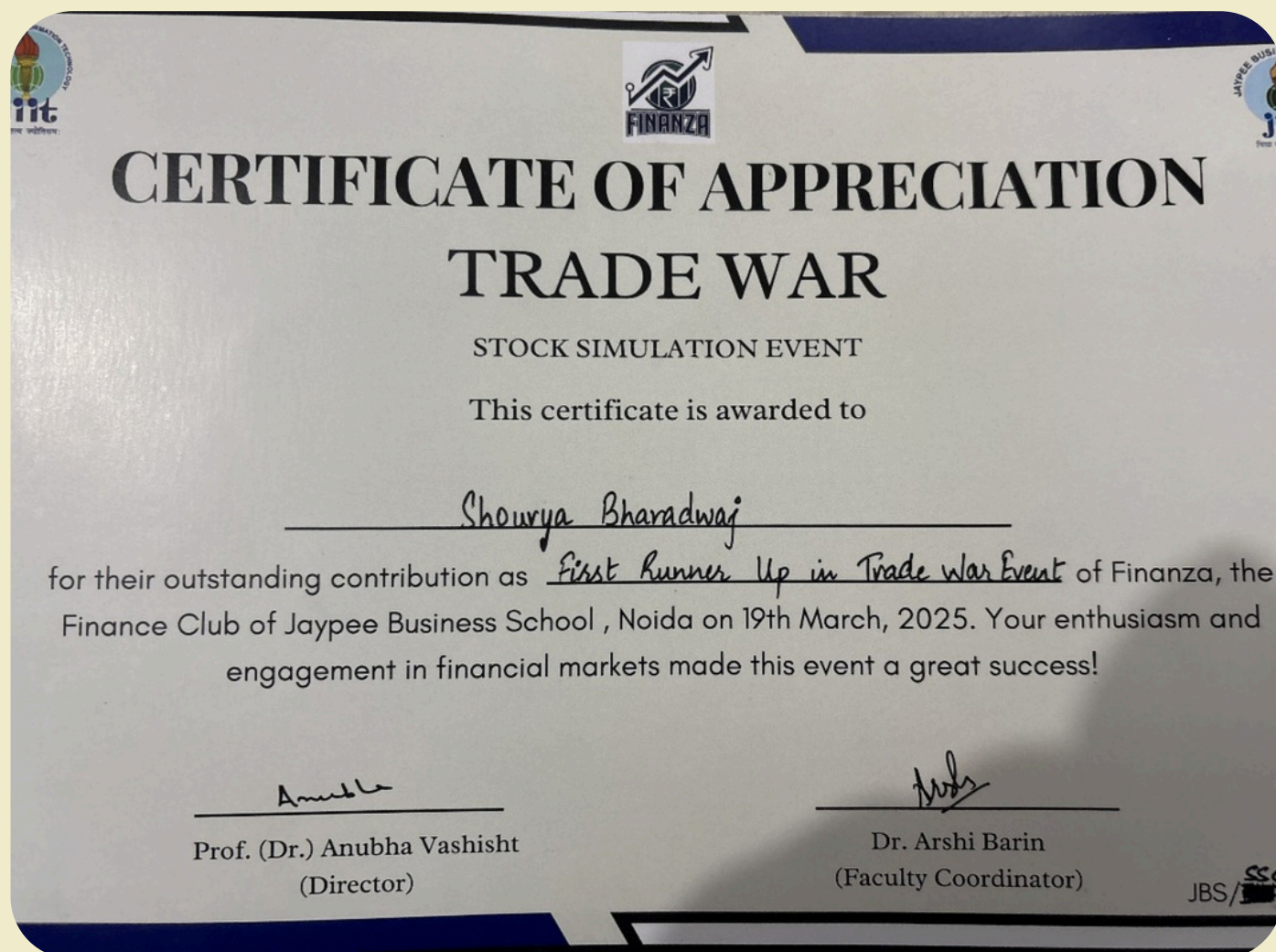
9. Try every dish from the canteen at least once - even the weird ones.



10. Plan a spontaneous day trip with your friends - zero agenda, pure vibes.



ACHIEVEMENTS



Event: Trade Wars
Name: Shourya
Bhardwaj
Course: BBA
Position: 2nd

Event: Annual JBS
Business Fest
Name: Saksham
Shankdhar
Course: BBA
Position: 1st



ACHIEVEMENTS



Event: Green
Olympiad for Youth
Name: Khaltik Gigoo
Course: BBA
Position: 1st

Event: Green
Olympiad for Youth
Name: Anurag
Sharma
Course: BBA
Position: 1st



ACHIEVEMENTS



Event: Symudhyam
Name: Arjun
Aggarwal
Course: BBA
Position: Wineer

Event: Body Building
Name: Karan kabir
Ahuja
Course: BBA
Position: 1st



ACHIEVEMENTS



Event: Trade Wars
Name: Arjun
Aggarwal
Course: BBA
Position: 1st

Event: RBI Quiz
Name: Arjun
Aggarwal
Course: BBA



PHOTO GALLERY

~ Shakti Sidhu



~ Radhika Aggarwal

PHOTO GALLERY

~ Shruti Mehra



~Anushka Tomar

