

THE JBS NEWSLETTER

VOLUME 1

3RD EDITION

JULY - DECEMBER 2025

SAMBANDH'25



**EXCLUSIVE
 EXCLUSIVE
 EXCLUSIVE**

W

**HAT IS
 JBS NEWSLETTER?**

A newsletter is a communication tool used to share important information with a specific audience. In a college environment, it highlights academic updates, events, achievements, and key announcements in an organized and engaging manner.

It acts as a bridge between students, faculty, and the institution by keeping everyone informed and connected. Through features such as articles, interviews, and announcements, a newsletter encourages active participation, recognizes contributions, and promotes collaboration across different departments and student groups.

**NEWSLETTER
 2025**

This college newsletter aims to reflect the vibrant campus life while delivering relevant updates in a clear and concise format, encouraging participation and a sense of belonging within the college community.



NEWSLETTER



2025



NEWSLETTER



2025

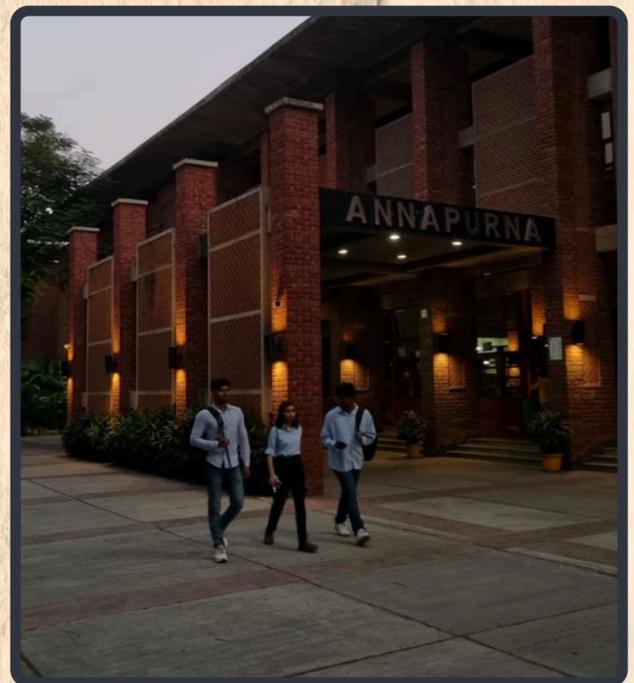
THE JBS NEWSLETTER

SAMBANDH



As we step into the third year of our college newsletter, we celebrate growth, creativity, and the power of collective expression.

What began as a small initiative has grown into a platform of voices, ideas, and impact. As we complete three meaningful years, we celebrate every reader, contributor, and milestone that shaped our journey.



Purpose-driven content ~ Community-led storytelling ~ Evolving with time

— **SINCE 2023** —
Informing. Inspiring. Impacting.

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

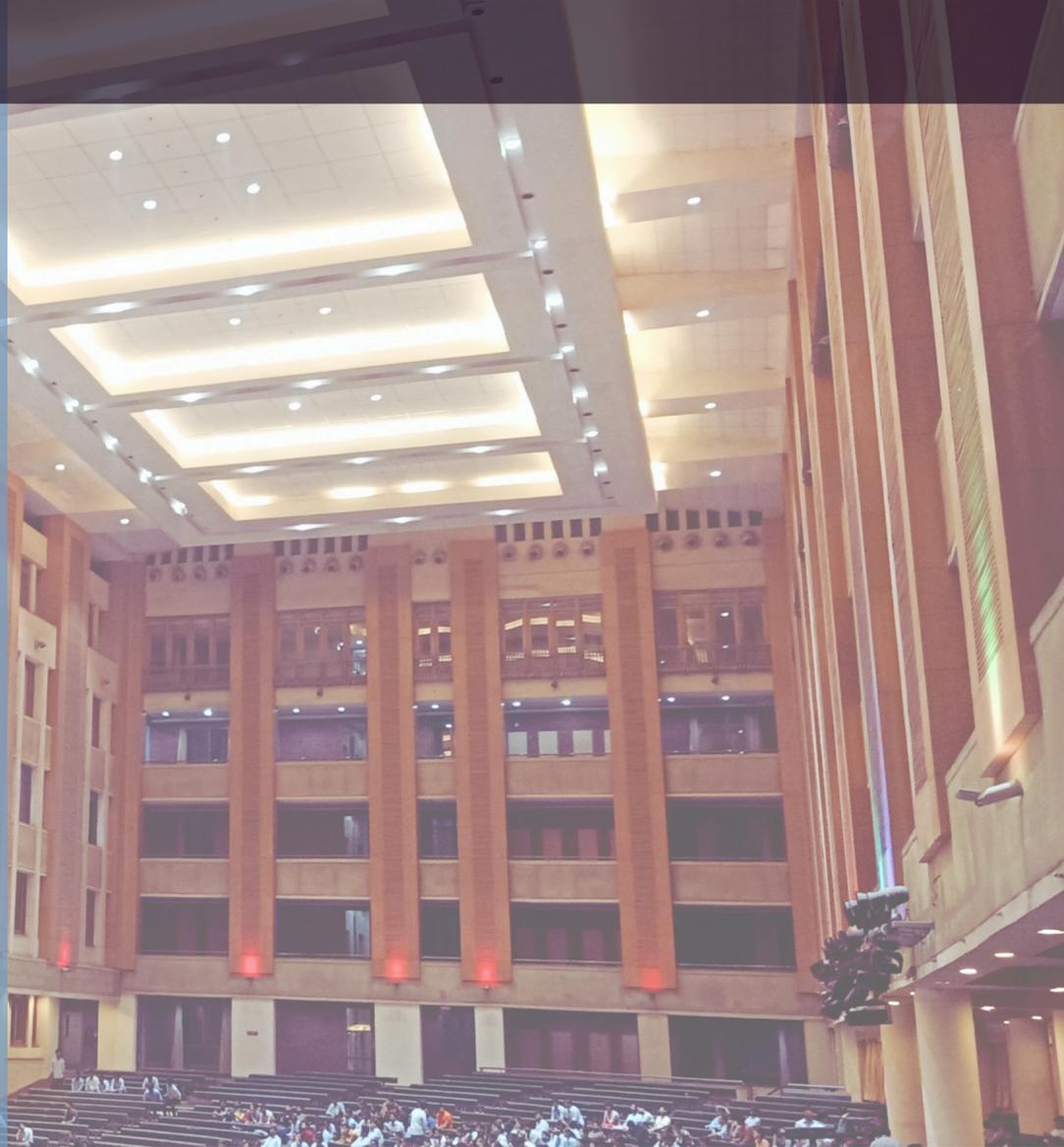
experts to provide students with hands-on, real-world experience. These developments ensure that our students gain both academic knowledge and essential life skills, positioning them to excel in a competitive global environment.

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. Our vision is not just to widen our reach, but also make 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.

Anubha Vashisht
Director, Jaypee Business School.

MESSAGE FROM EDITOR IN CHIEF



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

SHRIRAM ANIL PURANKAR
Editor in Chief



MEET THE TEAM

CONTENT TEAM



Vaishnavi Garg
Content Head



Sanvee Agarwal
Content Team



Sukhad Agarwal
Content Team

DIGITAL TEAM



Kamil Ahmad Khan
Digital Head



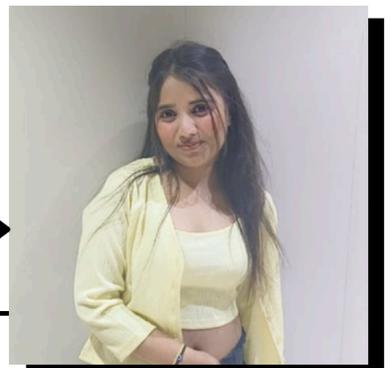
Siddhi Agarwal
Digital Team



Bhawna Yadav
Digital Team



Gauri Singh
Digital Team



Vanshika Bhatia
Digital Team





JAYPEE BUSINESS SCHOOL

EVENT HIGHLIGHTS

JULY 2025 -- DECEMBER 2025

ADDRESS ON ACCA JOURNEY AND GLOBAL CAREER OPPORTUNITIES

Date : 16 July , 2025



On July 16, 2025, Jaypee Business School hosted an informative and engaging session for BBA and B.Com students as part of the Undergraduate Orientation Programme 2025. The session, coordinated by Dr. Bhawna Agarwal, Dr. Richa Chauhan, and Dr. Nikhil Yadav, aimed to familiarize students with the ACCA qualification and highlight its growing significance in the global business and finance landscape.

The address was delivered by Mr. Dhruv Rajvanshi, Business Relationship Manager at ACCA, who offered valuable insights into the ACCA pathway and its international recognition. Drawing on his professional experience, he explained how ACCA develops strong technical expertise, ethical awareness, and practical skills, enabling students to pursue diverse global careers in areas such as finance, audit, taxation, and consulting. He also guided students on effectively pursuing ACCA alongside their undergraduate studies, emphasizing the importance of adaptability, continuous learning, and early career planning in today's dynamic professional environment.

The session concluded with an interactive discussion, during which students actively engaged with the speaker by raising queries about eligibility, career prospects, and global opportunities associated with ACCA. The interaction not only broadened students' perspectives on internationally aligned professional qualifications but also reinforced the institution's commitment to providing holistic exposure and industry-relevant guidance at the very start of their academic journey.

ADDRESS TO BBA AND B.COM STUDENTS WITH THE INSIGHTS ON FUTURE OF CAS IN THE ORIENTATION PROGRAM 2025 OF UNDERGRADUATES OF JBS

Date : 17th July 2025

Program Coordinators : Dr. Bhawna Agarwal, Dr. Richa Chauhan, and Dr. Nikhil Yadav



An expert address on the future of Chartered Accountancy was conducted for newly admitted BBA and B.Com students during the Orientation Program 2025 at Jaypee Business School (JBS) on 17 July 2025, from 10:00 to 11:00 AM. The session was coordinated by Dr. Bhawna Agarwal, Dr. Richa Chauhan, and Dr. Nikhil Yadav.

The session was delivered by distinguished professionals CA. Pawan Chauhan, Chairman of ICAI-GBN Branch (CIRC), and CA. Vimal Kumar, Vice Chairman of ICAI-Noida Branch. The speakers shared valuable insights on the evolving role of Chartered Accountants in a dynamic global business environment.

They emphasized the importance of a strong foundation in commerce and management, along with the need for analytical thinking, ethical values, leadership skills, and continuous learning. Students were encouraged to actively engage with professional platforms such as ICAI for mentorship, networking, and industry exposure to prepare for global career opportunities.

The session successfully inspired and guided nearly 200 students, helping them gain clarity on professional pathways and motivating them to build a strong and future-ready career foundation.

BBA ORIENTATION 2025

Date : 17 July 2025

Program Coordinators : Dr. Shivangi Saxena



.....

The BBA Orientation 2025 was organized by The Consultancy Club, Jaypee Business School (JBS), on 17 July 2025, under the coordination of Dr. Shivangi Saxena. The program aimed to welcome the new BBA batch and familiarize students with the academic structure, institutional culture, and professional expectations of the program.

The orientation provided an overview of the BBA curriculum, evaluation methods, academic regulations, and institutional resources. Students were also introduced to student-led initiatives, industry exposure, live projects, case competitions, and consulting activities that support holistic managerial development.

Interactive sessions emphasized the importance of professional mindset, teamwork, leadership, communication skills, ethical values, and adaptability. With 100 participants, the program successfully created a positive and engaging learning environment, laying a strong foundation for the BBA 2025 batch to pursue academic and professional excellence.

Orientation of Finanza 2025

DATE: 25 JULY 2025

PROGRAMME COORDINATED
DR. ARSHI BARIN

On July 25, 2025, Jaypee Business School successfully conducted the Orientation of Finanza, the Finance Club of JBS, for the newly admitted BBA Batch of 2026. Thoughtfully coordinated by Dr. Arshi Barin, the session aimed to introduce students to the club's vision, objectives, and activities, while creating an engaging, approachable, and motivating environment for learning finance.



The orientation began with the felicitation of Anubha Vashisht, followed by a motivating address encouraging students to actively participate in clubs and student-led initiatives. The Finanza core team then introduced the club through relatable, everyday financial concepts such as cash, banking, taxation, and cryptocurrency, making finance feel practical and accessible. An interactive Finance Pictionary activity further energized the session, promoting teamwork, creativity, and spontaneous thinking. The distribution of small prizes added a fun element, reinforcing the idea that finance.

The session concluded with an open Q&A segment, where students enthusiastically asked questions about career opportunities, investment strategies, and ways to leverage the club's resources for learning and growth. Dr. Arshi Barin and the Finanza core team provided practical guidance and shared personal experiences, inspiring students to take initiative and explore finance in innovative ways.

ORIENTATION ACTIVITY: ICEBREAKER & CLUB INTRODUCTION

DATE: 28 JULY 2025

**PROGRAMME COORDINATED
DR. SHRIRAM A. PURANKAR**

On July 28, 2025, Jaypee Business School successfully organized an orientation activity titled “Icebreaker & Club Introduction” for the MBA 2025–27 batch under the Economics & Business Hub. The session was thoughtfully coordinated by Dr. Shriram A. Purankar and ably supported by Dr. Neetima Agarwal, with the objective of providing a warm and engaging start to the students’ postgraduate management journey.

The program was carefully designed to help students smoothly transition into the academic and social environment of the institution. A series of interactive icebreaker activities were conducted to encourage open communication, teamwork, and mutual interaction among the newly admitted students. These activities helped break initial hesitation, promoted confidence, and enabled students to connect with peers from diverse academic and cultural backgrounds. Additionally, the session allowed faculty members to gain early insights into the students’ personalities, communication styles, and group dynamics, which is valuable for future academic engagement.

The second segment of the session focused on introducing the Economics & Business Hub, where students were briefed about the club’s vision, objectives, structure, and planned activities for the academic year.



SIMULATION WORKSHOP ON BUSINESS BASICS FOR IIHS STUDENTS

Date: 28–29 July 2025

On July 28 and 29, 2025, Jaypee Business School hosted a two-day Simulation Workshop on Business Basics for students of Indirapuram Institute of Higher Studies. Coordinated by Dr. Bhawna Agarwal, Dr. Sapna Yadav, Dr. Shivangi Saxena, and Dr. Gaurav Dawar, the initiative aimed to offer participants an experiential introduction to business education while promoting JBS's M.Com and MBA programs.

The workshop utilized interactive business simulation tools to place students in the shoes of corporate decision-makers. By simulating real-world departmental interdependencies, the students gained a holistic view of how marketing, finance, and operations must align to achieve organizational goals.

The workshop commenced with an address by Prof. Anubha Vashisht, Director, JBS, who introduced students to the academic vision and learning culture of IIIT and JBS. This was followed by sessions outlining the structure of existing and newly launched programs, highlighting JBS's future focused approach to management education. A guided campus tour provided participants with a firsthand view of the institution's infrastructure and student spaces. The concluding sessions featured an in-depth orientation regarding the advanced curricula and career trajectories offered by JBS's M.Com and MBA programs.



LECTURE ON CRAFTING AN EFFECTIVE RESUME

Date: 29 July 2025

**Programme Coordinator :
Dr. Mitushi Singh**

The Department of Management at Jaypee Business School hosted a two-hour workshop on “Crafting Your Resume” led by Dr. Mitushi Singh. The session focused on transforming resumes into strategic marketing tools by prioritizing ATS optimization, professional branding, and the use of quantifiable achievements. Under Dr. Singh’s guidance, students learned to align their profiles with industry standards to gain a competitive edge in the modern recruitment landscape.



On July 29, 2025, the Department of Management at Jaypee Business School conducted a two-hour lecture on “Crafting Your Resume” under the expert guidance of Dr. Mitushi Singh. The session highlighted the resume as a strategic professional document that communicates an individual’s skills, experiences, and potential to prospective employers. Students were guided through the essential components of an effective resume, with an emphasis on clarity, structure, and relevance. Beyond basic formatting, Dr. Singh introduced the STAR (Situation, Task, Action, Result) method to help students transform passive job descriptions into impact-driven achievement statements.

The lecture also focused on the technical necessity of ATS (Applicant Tracking System) optimization, teaching students how to integrate industry-specific keywords to ensure their profiles survive digital screening. By aligning their resumes with specific job roles and industry expectations, participants learned to present their profiles with greater purpose and professional branding. By the end of the session, students gained practical insights into drafting concise.

WORKSHOP ON STRESS MANAGEMENT AND PSYCHOMETRIC ASSESSMENT

Date: 29 July 2025

The school's focus on ethics, sustainability, and responsible management further shapes students into socially conscious leaders. It encourages students to evaluate business decisions not only from a profitability perspective but also through social and environmental impact. Through projects, discussions, and real-world case analysis, learners develop a balanced understanding of growth with responsibility. This holistic orientation ensures that graduates are equipped to lead organizations with integrity, accountability, and long-term vision in an increasingly complex global economy.

Furthermore, students are exposed to contemporary global challenges such as climate change, corporate governance, and inclusive growth, enabling them to think beyond conventional business models. Classroom debates and collaborative assignments promote critical thinking and ethical reasoning in complex managerial situations. The institution also encourages participation in social initiatives and community-driven projects to instill empathy and civic responsibility. It reinforces the importance of balancing profitability with purpose.



By integrating sustainability principles into core subjects, the curriculum ensures that ethical considerations become a natural part of strategic decision-making. This forward-looking approach prepares students to build resilient organizations that create value for stakeholders while contributing positively to society. Ultimately, the school nurtures leaders who are not only competent professionals but also responsible change-makers. In essence, the institution shapes individuals who lead with integrity, foresight, and a deep sense of responsibility toward society.

SESSION ON SPIRITUALITY AND MINDFULNESS FOR FUTURE MANAGERS

Date: 30 July 2025

Jaypee Business School offers a highly vibrant and intellectually enriching campus environment. Alongside strong academic rigor, students benefit from extensive experiential learning through clubs, simulations, and international immersion programs. JBS successfully blends theoretical foundations with practical exposure, fostering leadership development, global outlook, and comprehensive professional preparedness within a dynamic learning ecosystem.

The institution emphasizes case-based learning, industry interaction, and real-time problem solving to ensure students develop strong analytical and decision-making abilities. Regular workshops, guest lectures by industry leaders, and corporate engagement initiatives bridge the gap between classroom knowledge and business realities. The collaborative culture at JBS encourages teamwork, innovation, and entrepreneurial thinking among students.

Additionally, structured mentorship programs and networking opportunities help students refine their career goals and build meaningful professional connections.

The school's focus on ethics, sustainability, and responsible management further shapes students into socially conscious leaders.



The school's focus on ethics, sustainability, and responsible management further shapes students into socially conscious leaders. It encourages students to evaluate business decisions not only from a profitability perspective but also through social and environmental impact. Through projects, discussions, and real-world case analysis, learners develop a balanced understanding of growth with responsibility.

LECTURE ON INTRODUCTION TO THE CORPORATE WORLD AND FINANCE

Date: 31 July 2025



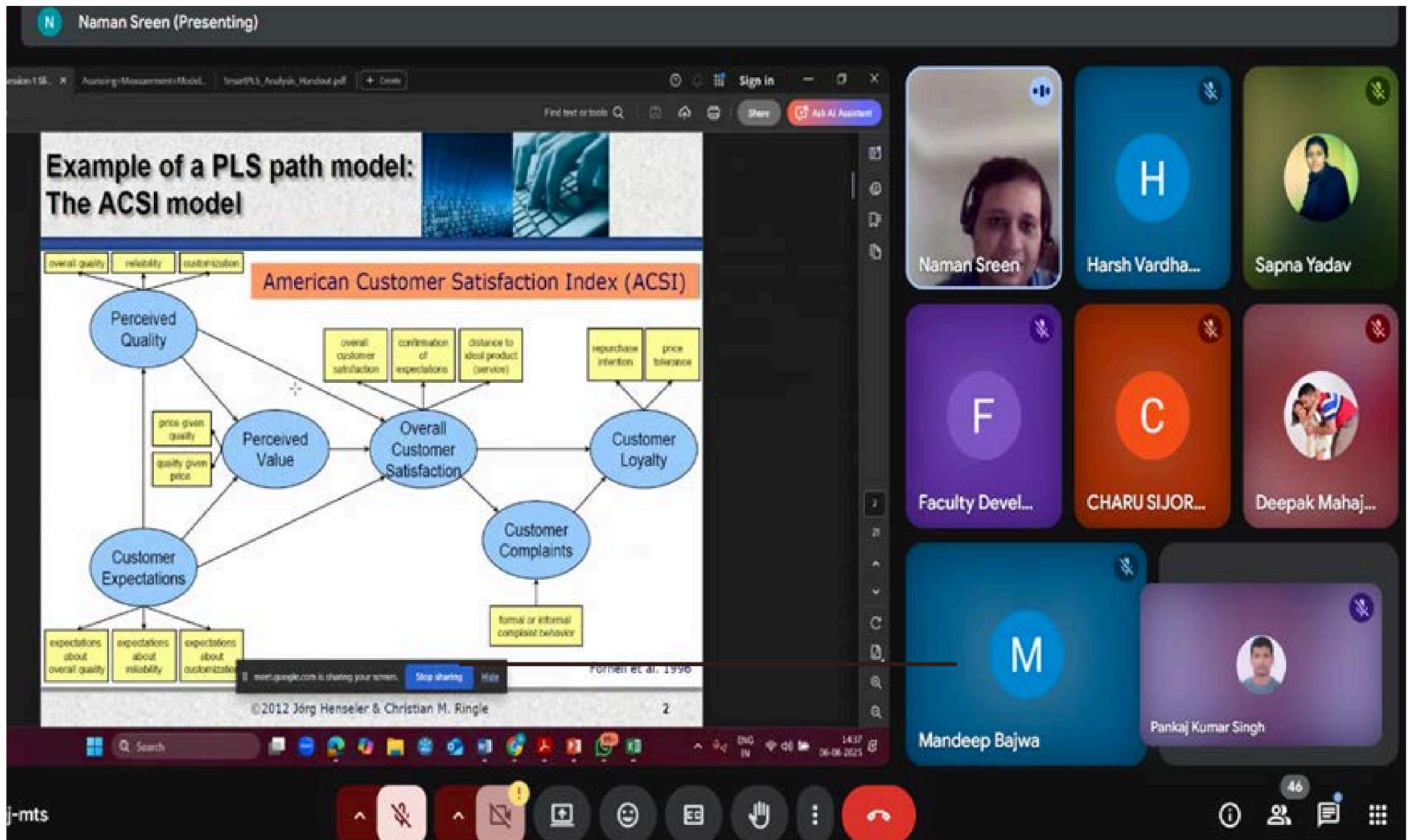
The Department of Management at Jaypee Business School conducted an insightful lecture titled “Introduction to the Corporate World and Finance” under the guidance of Dr. Mitushi Singh. The one-hour session introduced students to the foundational role of finance in organizational functioning, emphasizing how financial planning, investment decisions, and risk management shape business outcomes. Key aspects of corporate finance including capital budgeting, funding strategies, and performance evaluation were discussed to highlight how managers balance profitability with liquidity in real world scenarios. The lecture also shed light on the role of financial markets and institutions in supporting business operations in an increasingly globalized economy.

Furthermore, the session explored the evolving transition from traditional profit-maximization to sustainable value creation, urging students to consider environmental, social, and governance (ESG) factors in financial decision-making. Dr. Singh emphasized that modern financial leadership requires a blend of analytical rigor and ethical foresight, particularly when navigating the volatility of global markets. By connecting these micro-level management tasks to macro-level economic trends, the lecture provided the MBA batch with a holistic perspective on their future roles. This final bridge between theory and practice ensured that students left the hall not just with financial knowledge, but with the strategic mindset necessary to drive.

ENHANCING RESEARCH CAPABILITIES FOR ACADEMIC CAREER PROGRESSION

Date: 4th-8th August 2025

Coordinated By: Dr. Sapna Yadav and Dr. Richa Chauhan



A Faculty Development Programme (FDP) titled “Enhancing Research Capabilities for Academic Career Progression” was conducted from 4–8 August 2025 (22.5 hours) by the JBS Department, coordinated by Dr. Sapna Yadav and Dr. Richa Chauhan, in⁵ collaboration with NITTTR Chandigarh.

The FDP featured expert sessions led by Dr. Harsh Vardhan Samalia and other distinguished resource persons from NITTTR.

Over five days, participants were trained in research design, sampling, SPSS-based factor analysis, regression analysis, systematic literature review, bibliometric tools, structural equation modelling, qualitative research methods. The programme aimed to strengthen academic research skills and support faculty career progression by enhancing participants’ ability to conduct, analyze, and guide quality research. With 28 participants, the FDP successfully improved research competence, analytical skills, and confidence in using advanced research tools.

SESSION ON PREVIOUS YEAR QUESTION PAPERS & QUANTITATIVE APTITUDE FOR MBA ASPIRANTS

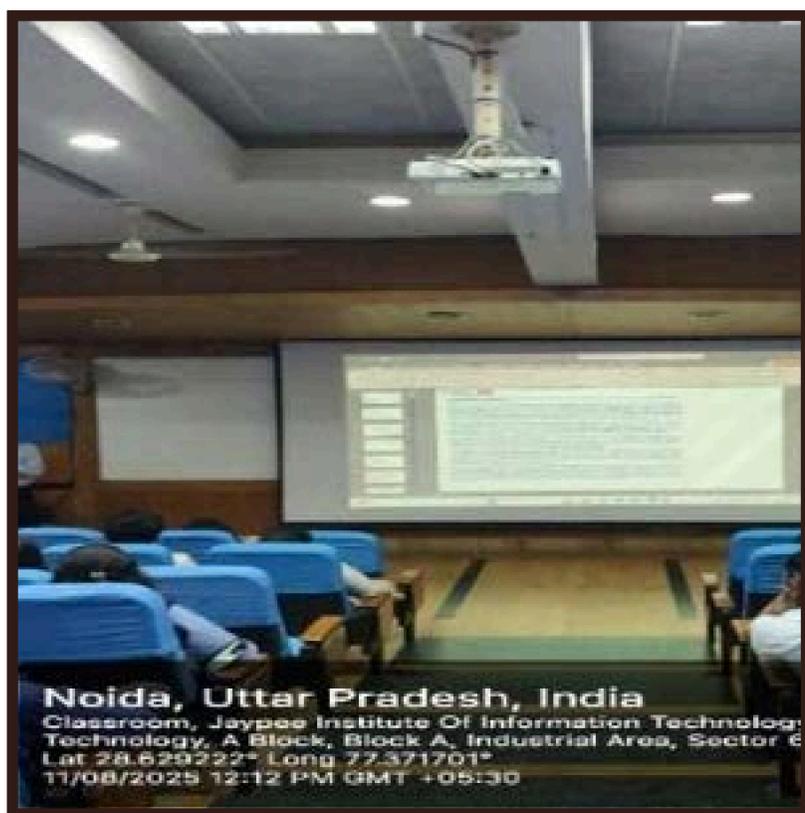
Date : 11 August 2025

Program Coordinators : Dr. Garima Srivastav

On August 11, 2025, Jaypee Business School organized an insightful session for BBA 5th semester students on Previous Year Question Papers and Quantitative Aptitude Preparation for Higher Education (MBA). Coordinated by Dr. Garima Srivastav, the session aimed to guide students on structured preparation strategies for MBA entrance examinations.



The session was led by Ramanuj Mishra, an experienced corporate trainer and academic mentor, who emphasized the importance of early preparation, disciplined study routines, and regular practice using previous year question papers. Key focus areas included understanding exam patterns, identifying high-scoring sections, improving time management, and strengthening core quantitative concepts. Students were also guided on building a competitive MBA profile through academics, entrance scores.

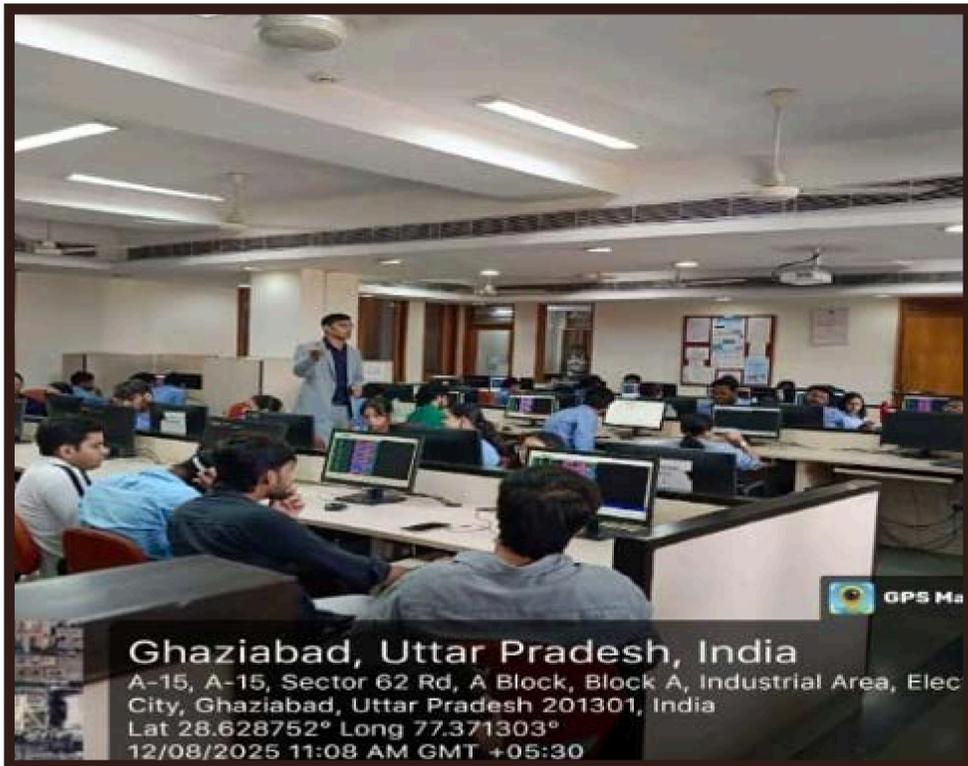


The session provided students with clear insights into evaluating MBA institutions on parameters such as academic reputation, return on investment (ROI), placement records, and the strength of alumni networks. The discussion reinforced the significance of consistent practice, strategic planning, and informed decision-making in achieving success in competitive entrance examinations. Overall, the session enabled students to align their MBA preparation with long-term academic objectives and career aspirations.

NSMART LAB TRAINING SESSION FOR MBA AND BBA STUDENTS

Date : 12 August 2025

Program Coordinators : Dr. Nikhil Yadav, Dr. Gaurav Dawar, and Prof. Sunil Bhatia



The session was conducted by Paresh Ranka and Sajal Choudhary from NSE Academy, who brought valuable industry expertise and practical insights into the training. During the session, students actively participated in simulated trading activities on the NSE SMART platform. They learned to analyze real-time market movements, understand price fluctuations, create and manage virtual investment portfolios. In addition, the trainers introduced students to fundamental trading strategies and demonstrated the use of various market analysis tools.

On August 12, 2025, Jaypee Business School successfully conducted an NSMART Lab Training Session for students of BBA and MBA programs. The session was organized with the objective of providing students with practical exposure to the capital market operations. The training was coordinated by Dr. Nikhil Yadav, Dr. Gaurav Dawar, and Prof. Sunil Bhatia, whose guidance ensured the smooth execution of the session.



The training session proved to be highly beneficial in enabling students to develop a deeper understanding of market dynamics and the functioning of capital markets. Overall, the session contributed significantly to strengthening students' analytical abilities, financial awareness, and informed decision-making skills.

INDUSTRIAL VISIT TO MERCEDES-BENZ

T&T MOTORS PVT. LTD.

DATE: 26 AUGUST 2025

PROGRAMME COORDINATED

DR. MITUSHI SINGH

DR. NEETIMA AGARWAL

On August 26, 2025, MBA students from Jaypee Business School, JIIT Noida, had the opportunity to undertake an industrial visit to Mercedes-Benz T&T Motors Pvt. Ltd. as an integral part of their experiential learning curriculum. The visit was meticulously coordinated by Dr. Mitushi Singh and Dr. Neetima Agarwal and provided students with a firsthand, immersive experience of the operations, management practices, and organizational culture within the luxury automobile sector.



A key highlight of the visit was an interactive session with Mr. Himanshu Jaisinghani, Brand CEO, who shared valuable insights on strategic planning, business scalability, and leadership-driven sustainability in highly dynamic and competitive market environments. He elaborated on how global brands like Mercedes-Benz continuously innovate while maintaining operational excellence and a strong market presence. Students also had the opportunity to engage with Mr. Niraj Jha, Head of HR, who provided an in-depth understanding of organizational culture, talent management, continuous employee development, and the integration of HR practices to build a highly skilled, motivated, and future-ready workforce.

SEMINAR ON LEADERSHIP: FINDING AND REFLECTING ON YOUR STYLE

DATE: 27 AUGUST 2025

PROGRAMME COORDINATED
DR. GAURAV DAWAR



On August 27, 2025, Jaypee Business School organized an in-depth academic seminar for BBA students titled “Introduction to Leadership: Finding and Reflecting on Your Style.” The seminar was coordinated by Dr. Gaurav Dawar and delivered by Professor Christine Parkin Hughes, Associate Professor at the University of Exeter. The one-hour session introduced students to leadership as a dynamic, continuous, and evolving process that extends beyond formal authority, hierarchical power, or designated managerial roles. Leadership was explained as a practice rooted in influence, vision, adaptability, responsibility, and ethical awareness. Professor Hughes elaborated on major leadership theories and a wide range of leadership styles.

The seminar placed strong emphasis on essential leadership qualities such as integrity, empathy, emotional intelligence, accountability, self-awareness, ethical decision-making, and effective communication. Through structured discussions, interactive exchanges, and guided self-reflection exercises, students were encouraged to critically assess their personal values, behavioral patterns, strengths, and areas requiring improvement. The reflective process helped participants gain clarity about their emerging leadership identities and increased confidence in their leadership potential. Students were guided to recognize the importance of adaptability and responsibility in leadership roles.

YAKULT DANONE INDIA PVT. LTD., SONIPAT BY MBA (FIRST YEAR) STUDENTS 2025-27 BATCH

Date: 5th September 2025

Coordinated By by : Dr. Ashutosh Shukla and Dr. Sunil Kr. Yadav.



An industrial visit to Yakult Danone India Pvt. Ltd., Sonipat was organized on 5 September 2025 for MBA first-year students (2025–27 batch) by the JBS Department, coordinated by Dr. Ashutosh Shukla and Dr. Sunil Kr. Yadav.

During the visit, students were briefed by Mr. Shagun Rana (PR team) on the company's profile and were shown the complete production process, from manufacturing to packaging and marketing. Activities included a presentation on probiotics, observation of the production line, and an interactive Q&A session.

The visit provided practical insights into operations, marketing, sustainability, and quality practices, highlighting Yakult's focus on innovation, environmental responsibility, and women empowerment. Overall, the visit enhanced students' understanding of real-world business processes, with participation from 50 students.

FINANCIAL LITERACY FOR YOUNG CITIZENS: KONA KONA SHIKSHA

Date : 10-12 September , 2025

A seminar titled “Financial Literacy for Young Citizens: Kona Kona Shiksha” was held from 10–12 September 2025 by the Department of Humanities and Social Sciences, coordinated by Dr. Mukta Mani and Dr. Yogita Dwivedi. The sessions were conducted by Mr. Chandresh Kumar Gupta, a finance educator and securities market expert



The seminar aimed to enhance financial literacy among students by building awareness of money management, budgeting, savings, investments, insurance, credit, banking services, and digital finance. Students were also introduced to securities markets, mutual funds, and regulatory frameworks, with a focus on informed decision-making and long-term financial planning.

With 97 participants, the interactive sessions combined theory with real-life examples and discussions, helping students develop responsible financial habits, risk awareness, and confidence to manage personal finances effectively and contribute to economic growth.

 **Welcome to**
3-day Financial Literacy Workshop
Financial Literacy for Young Citizens:
Kona Kona Shiksha

 **Speaker:**
Mr. Chandresh Kumar Gupta
Finance Educator and Securities Market Expert

Date: 10th, 11th & 12th September

Organized by
Department of Humanities & Social Sciences,
Jaypee Institute of Information Technology (JIIT), Noida

 National Institute of Securities Markets
A Capacity Building Initiative of SEBI

Certificate of Excellence

This is to certify that
Vivek Singh

From Jaypee Institute of Information Technology participated in the Financial Literacy program “Kona Kona Shiksha”, a CSR initiative of Kotak Securities Ltd. organized by National Institute of Securities Markets (NISM) From 10-Sep-2025 to 12-Sep-2025, and scored 80.0 % in the subsequent Quiz.

Serial No : KKS1010003


Sanjeev Bajaj
General Manager, NISM

The seminar emphasized the importance of financial discipline and early planning in achieving personal and professional goals. Practical examples and case discussions enabled students to understand real-world financial scenarios and avoid common financial pitfalls. Participants actively engaged in discussions, raising queries related to investments, savings strategies, and digital transactions. The session also highlighted the role of financial awareness in promoting economic stability and individual empowerment.

FINALEAN START-UP & MINIMUM VIABLE PRODUCT / BUSINESS – BOOT CAMP / MENTORING SESSIONNNCIAL LITERACY QUIZ

Date : 17 September 2025

Program Coordinators : Dr. Garima Srivastav

The Lean Start-Up & Minimum Viable Product (MVP) Boot Camp / Mentoring Session was organized by the Department of JBS on 17 September 2025 at G-12, from 02:00 PM to 03:00 PM, under the coordination of Dr. Garima Srivastav. The session was conducted by Mr. Mohammad Sharib Siddiqui, Founder and CEO of Socially Connect, a digital marketing and growth strategist with extensive experience in brand building and performance marketing.

The session was designed for BBA 3rd-semester and MBA 3rd & 4th-semester students to introduce them to the Lean Start-Up methodology and the practical use of Minimum Viable Products (MVPs) for validating business ideas. Emphasis was placed on rapid experimentation, customer feedback, value proposition design, and cost-effective business model development.



Key discussions covered the build-measure-learn cycle, MVP design and testing, identification of customer needs, and recognition of market opportunities. Through a blend of boot camp learning and mentoring, students gained practical insights into entrepreneurship while also enhancing soft skills such as communication, collaboration, and leadership.

The session successfully bridged theory with real-world application, empowering students to transform innovative ideas into validated and scalable business models. Overall, the program proved to be insightful and impactful, fostering confidence, adaptability, and an entrepreneurial mindset among participants.

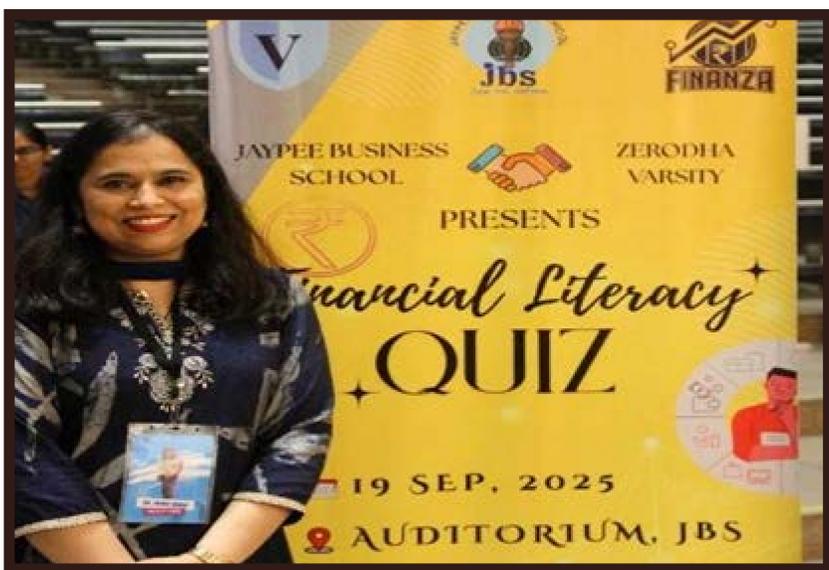


FINANCIAL LITERACY QUIZ

Date : 19 September 2025

Program Coordinators : Dr. Arshi Barin, Prof. Sunil Bhatia, and Dr. Nikhil Yadav

The Financial Literacy Quiz was organized by Finanza – The Finance Club of Jaypee Business School (JBS) on 19 September 2025, in collaboration with Zerodha Varsity, under the coordination of Dr. Arshi Barin, Prof. Sunil Bhatia, and Dr. Nikhil Yadav. The event aimed to promote financial literacy and awareness among college students by enhancing their understanding of money management, investments, wealth creation, and business principles through an interactive and competitive platform.



The inter-college quiz was open to students from IIIT, JBS, and other institutions, encouraging participation from diverse academic backgrounds. The quiz questions were designed around real-life financial scenarios, helping participants develop strategic thinking, confidence in financial decision-making, and awareness of Zerodha Varsity as a leading financial education platform.

The event commenced at 10:00 AM and was conducted in two rounds. The Preliminary Round was a written test assessing knowledge of finance, economics, and investments, after which the top six teams advanced to the Grand Finale, a buzzer-based round focused on financial markets and practical economic situations. Prof. Anubha Vashishth, Director, addressed the participants and awarded certificates to the winners.

A total of 124 teams (372 participants) from various colleges participated in the event. The first prize was won by a team from Jaypee Institute of Information Technology (IIIT), followed by Symbiosis Centre for Management Studies, Noida in second place, and another IIIT team securing third position. The quiz concluded successfully, offering a highly engaging learning experience and strengthening financial awareness among students.

LEAN SIX SIGMA GREEN BELT PROGRAMME

Date : 22 September - 26 September 2025

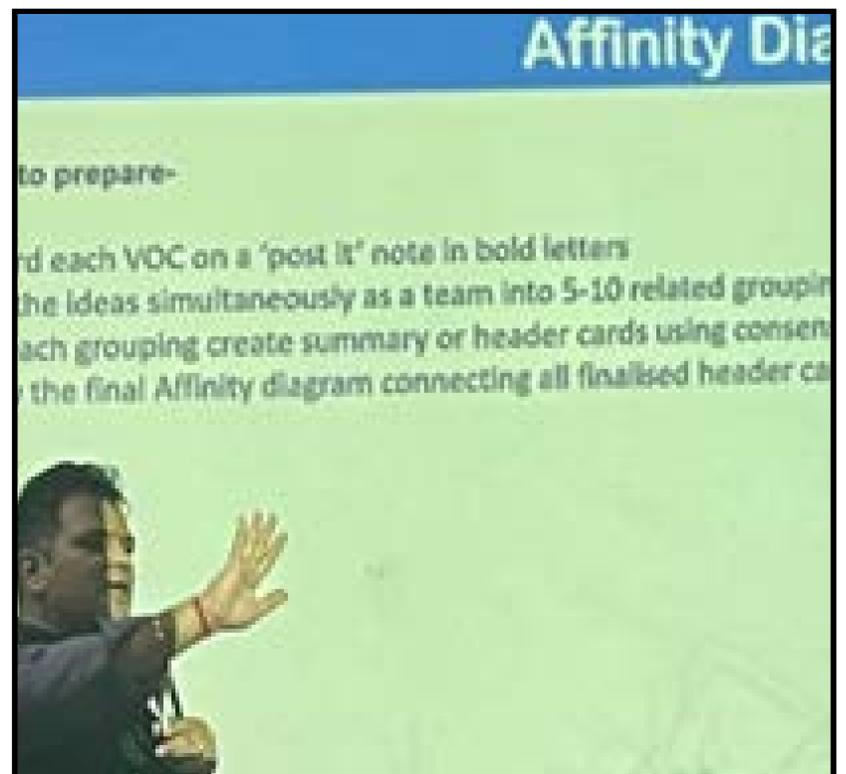
Program Coordinators : Dr. Sapna Yadav

Jaypee Business School (JBS) organized a Competency Development Program on Lean Six Sigma Green Belt from 22 to 26 September 2025, with a total duration of 32 hours, under the coordination of Dr. Sapna Yadav.

The program was conducted by industry experts Mr. Ankit Chandra, Senior Certified Trainer at KPMG with 13 years of experience, and Mr. Raj Kumar, Senior Consultant and Certified Lean Six Sigma Black Belt with over 15 years of expertise in operational and process excellence.

Over five days, participants were introduced to Lean Six Sigma fundamentals and the DMAIC methodology, Voice of Customer (VOC), CTQs, Kano Model, project charters, SIPOC, and process mapping. Hands-on training using Minitab and Power BI enabled students to analyze data, assess process capability, and improve performance.

Advanced tools such as VSM, 5-Why analysis, FMEA, Kanban, SPC charts, and RPA were also covered.



The program aimed to enhance students' competencies in business optimization, digital transformation, and continuous improvement. A total of 77 participants (76 students and 1 faculty member) actively attended the program, making it a valuable learning experience that bridged theory with real-world application.

INDUSTRIAL VISIT TO INDIA METEOROLOGICAL DEPARTMENT

DATE: 25 SEPTEMBER 2025

PROGRAMME COORDINATED
DR. PARUL SINGH AND DR.
VIKAS BHATNAGAR



On September 25, 2025, students and faculty from Jaypee Business School undertook an industrial visit to the India Meteorological Department (IMD), New Delhi. Coordinated by Dr. Parul Singh and Dr. Vikas Bhatnagar, the visit aimed to familiarize participants with the scientific and technological foundations of weather forecasting and climate monitoring.

A key highlight was an interaction with Mrutyunjay Mohapatra, Director General of Meteorology, who explained how data from satellites and observatories across India is collected, validated, and transmitted to central servers for accurate forecasting. The session emphasized the importance of historical data, duplicate data points, and monitoring parameters such as temperature, humidity, rainfall, and air quality.

Participants also gained clarity on concepts like the Air Quality Index, ozone classification, potential data transmission errors, and the practical application of weather forecasts across sectors such as aviation. The visit offered valuable insight into how data integrity, technology, and scientific precision underpin critical national forecasting systems.

INDUSTRIAL VISIT REPORT ON MOON BEVERAGES LTD. (COCA COLA)

Date : 30 October , 2025



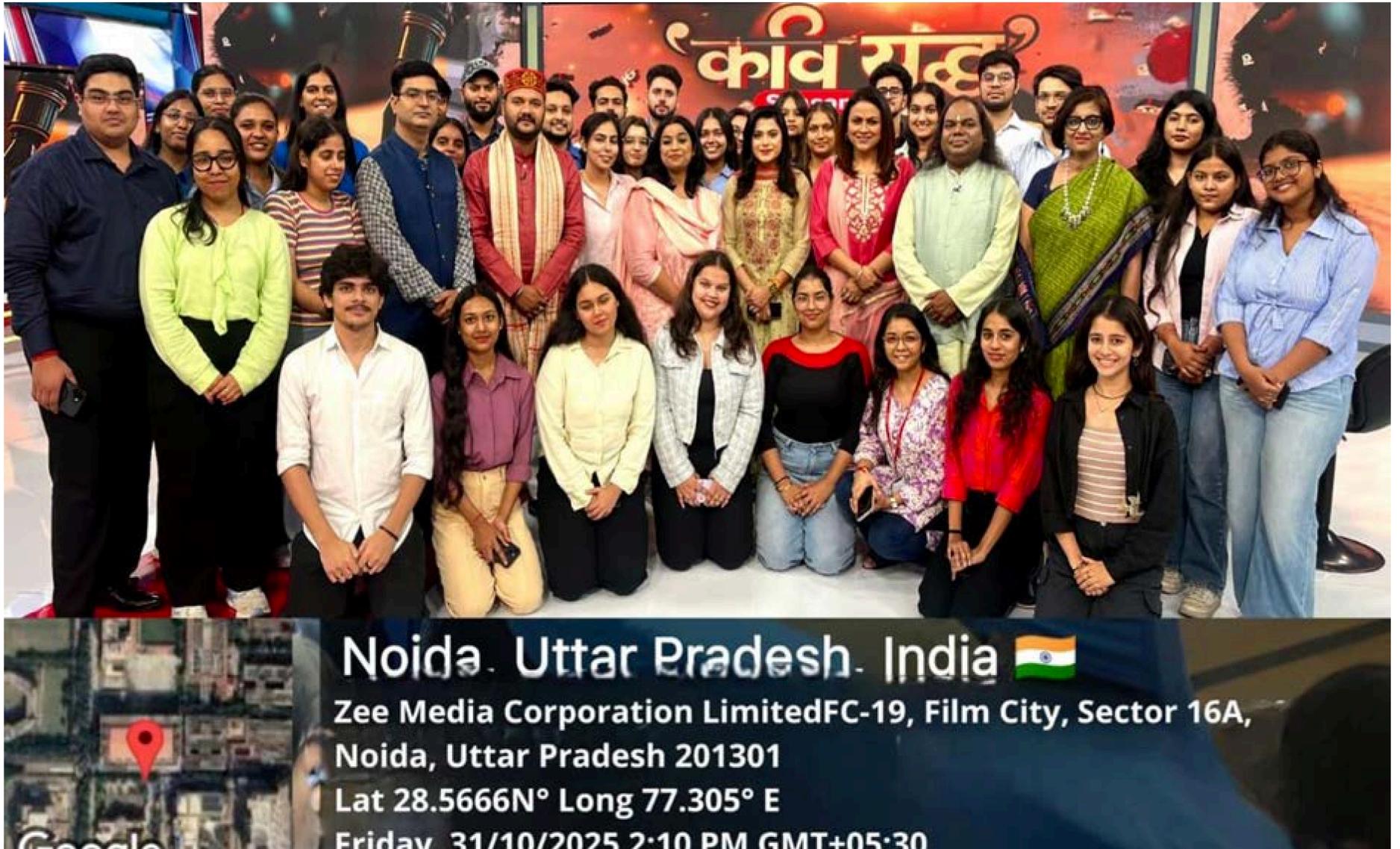
An industrial visit to Moon Beverages Ltd. (Coca-Cola) was conducted on 30 October 2025 at its Greater Noida plant by the JBS Department, coordinated by Dr. Garima Srivastav and Dr. Archana Shrivastava. The visit aimed to provide students with practical exposure to industrial operations and a real-world understanding of how managerial and production concepts are implemented within a large organization. Students observed modern production processes, quality control systems, and integrated supply chain management, from bottling and packaging to distribution. The visit also highlighted Coca-Cola's strong focus on innovation, sustainability, CSR initiatives, and workplace discipline.

Interaction with industry professionals enhanced students' awareness of corporate culture and career opportunities. Students gained firsthand insight into safety standards, operational efficiency, and technological integration within a large-scale manufacturing unit. The experience motivated students to align their academic learning with industry expectations and professional standards.

Overall, the industrial visit was a valuable learning experience that strengthened students' practical knowledge, teamwork, communication skills, and understanding of real-life business operations in a leading global beverage company.

ZEE NEWS KAVI YUDH: WHERE POETRY MEETS THE POWER OF MEDIA

Date: 31 October 2025



The students from Jaypee Business School attended the live recording of Zee News Kavi Yudh at Film City, Noida, coordinated by Dr. Garima Srivastav and Dr. Archana Shrivastava. Anchored by Ms. Sakshi Tiwari and featuring acclaimed poets, the session brought poetry to life by addressing social, political, and cultural themes in an engaging format. The visit offered students a behind-the-scenes look at content creation, anchoring, and production in a professional media environment. In addition to the literary exposure, the visit served as a practical lesson in public communication and studio management.

This experience demonstrated how storytelling and satire can be powerful tools for influence, reinforcing the importance of creative communication and narrative building for future managers in an era of digital engagement. Overall, the visit bridged the gap between traditional culture and modern media, highlighting the professional rigor behind India's vibrant broadcast industry. The students also gained firsthand knowledge of the logistical complexities involved in large-scale studio productions, from lighting and sound synchronization to audience management.

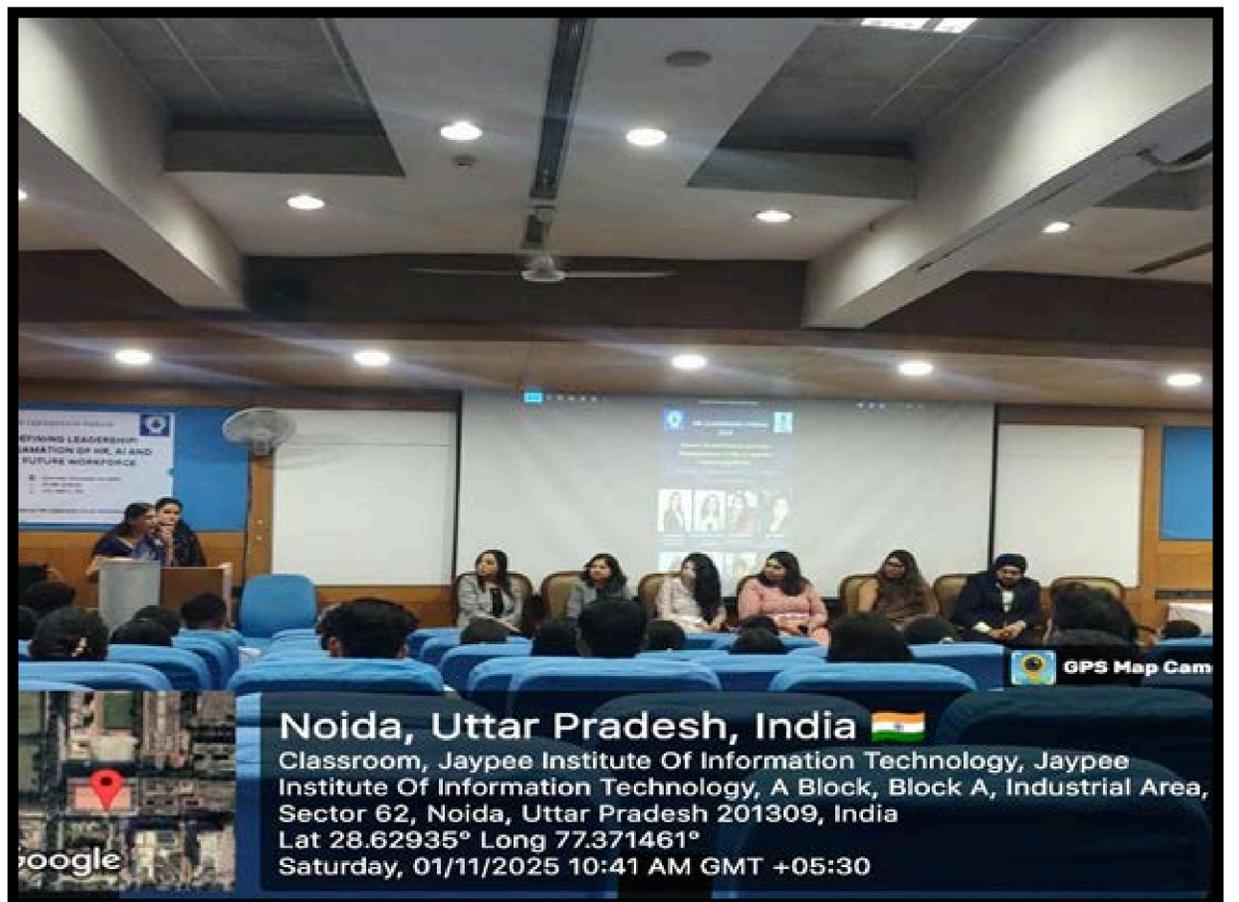
HR Leaders Panel Discussion on AI and the Future Workforce

Date: 01 November 2025

PROGRAMME COORDINATED
DR. NEETIMA AGARWAL AND
DR. SHRIRAM A. PURANKAR



On November 1, 2025, Jaypee Business School organized an engaging HR Leaders Panel Discussion titled “Redefining Leadership: Amalgamation of HR, AI, and the Future Workforce.” Coordinated by Dr. Neetima Agarwal and Dr. Shriram A. Purankar, the event brought together senior HR professionals to explore the growing impact of Artificial Intelligence (AI) on leadership.



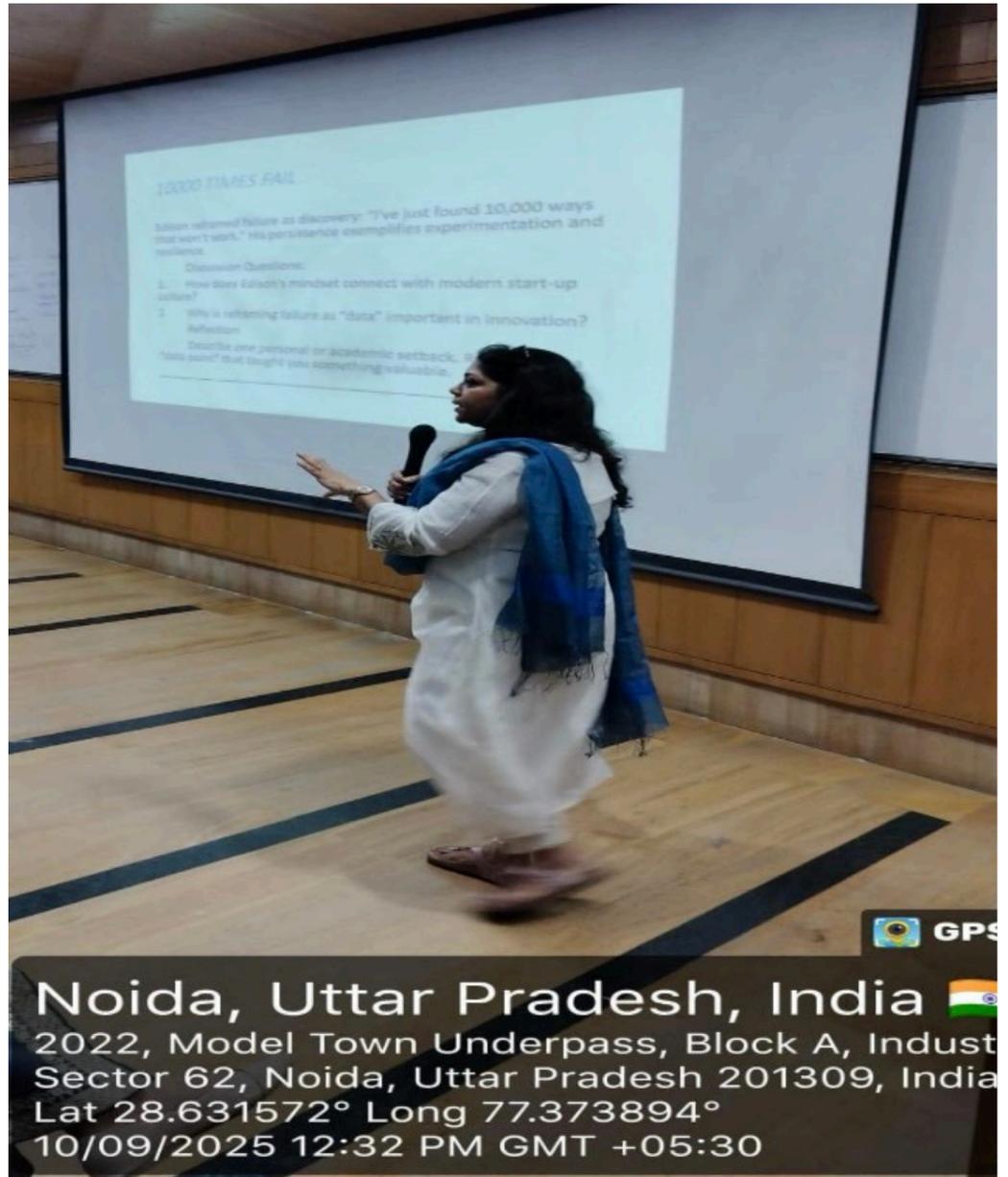
The panel explored the expanding use of artificial intelligence in education and employee reskilling, highlighting its growing application in advisory roles such as intelligent virtual assistants, analytics-driven insights, and decision-support systems. The discussion emphasized the importance of ethical data usage, transparency, and strong human oversight while integrating AI into organizational processes. The speakers reinforced the idea that AI should be viewed as a strategic enabler that enhances efficiency, supports informed decision-making, and augments human capabilities, rather than a threat to employment.

COUNSELLING SESSION ON MENTAL WELL BEING FOR STUDENTS

Date : 04 November , 2025

A workshop titled “Design Thinking for Students – The Vocabulary and Toolkit for a Growth Mindset” was conducted on 10 September 2025 by the JBS Department. The session was coordinated by Dr. Bhawna Agarwal and led by Ms. Shweta Khanna, Founder of Snowy Owl Education and Business Consulting.

The workshop focused on developing a growth mindset and introducing students to the core concepts and vocabulary of design thinking, including empathy, ideation, prototyping, and iteration. Through interactive discussions and group activities, students gained practical exposure to design thinking tools and frameworks applicable to academic, professional, and entrepreneurial contexts.



Overall, the workshop successfully enhanced students’ creative thinking, problem-solving skills, and innovative mindset, with participation from 65 students. The resource person emphasized the importance of adopting a learner-centric approach and encouraged students to embrace challenges as opportunities for growth. Real-world examples and case-based discussions helped participants relate theoretical concepts to practical situations, making the session both insightful and relatable.

Feedback received from the participants was overwhelmingly positive, with students appreciating the interactive format and practical relevance of the workshop. The session proved to be a valuable learning experience and aligned well with the institution’s objective of nurturing innovation-driven and future-ready learners. The JBS Department looks forward to organizing similar knowledge-enriching sessions in the future to further enhance student learning and professional development.

TALK/SEMINAR: BRAND YOURSELF

DATE: 06 NOVEMBER 2025

COORDINATED BY: DR.SHIVANGI SAXENA



.....

A talk titled “Brand Yourself” was conducted on 06 November 2025 by the JBS Department, coordinated by Dr. Shivangi Saxena. The session was delivered by Mr. Arnab Chatterjee, a senior leader, consultant, educationist, and executive coach with over 28 years of professional experience. The talk focused on helping students discover and communicate their personal brand by reflecting on their strengths, values, experiences, and career goals. Emphasis was placed on self-awareness, professional positioning, and effective communication using practical frameworks and real-world examples. With 43 participants, the session boosted students’ confidence in presenting their professional identity and understanding its role in career growth and leadership.

COUNSELLING SESSION ON MENTAL WELL BEING FOR STUDENTS

Date : 06 November, 2025



A Counselling Session on Mental Well-Being for Students was organized on 06 November 2025 by the JBS Department, under the coordination of Dr. Shivangi Saxena and Dr. Shriram Purankar. The session was conducted by Ms. Agamjot Kaur, a professional counsellor at JIIT Noida, who has extensive experience in the field of mental health counselling and student well-being.

The session focused on enhancing awareness about mental health, highlighting common causes of stress, anxiety, and depression, and emphasizing the importance of reducing stigma associated with mental illness. Students were encouraged to recognize early warning signs of emotional distress and were guided on the importance of seeking timely professional support. The discussion helped students understand the role of counselling in maintaining emotional balance and overall mental wellness. With the participation of 50 students, the session proved to be highly informative and impactful.

Students actively engaged in the discussion and shared their concerns openly. Practical strategies for managing stress and maintaining emotional stability were discussed. The session also emphasized the importance of self-care and maintaining a healthy work-life balance. Students gained confidence in addressing mental health issues and seeking help when required. Overall, the session successfully promoted awareness, empathy, and a positive approach toward mental well-being among students.

COUNSELLING SESSION ON MENTAL WELL BEING FOR STUDENTS

Date : 08 November, 2025

A Counselling Session on Mental Well-Being for Students was organized on 08 November 2025 by the JBS Department, under the coordination of Dr. Shivangi Saxena and Dr. Shriram Purankar. The session was conducted by Ms. Agamjot Kaur, a professional counsellor at JIIT Noida, who possesses extensive experience in the field of psychological counselling and student mental health support.

The session aimed to create awareness about mental health and emotional well-being among students. It focused on identifying common mental health concerns such as stress, anxiety, and depression, while also emphasizing the importance of recognizing early warning signs and seeking timely support. Students were encouraged to overcome the stigma associated with mental health issues and to view counselling as a positive step toward self-care and personal growth.

Through interactive discussions, Ms. Kaur highlighted practical ways to deal with academic pressure, personal challenges, and emotional disturbances. The session also emphasized the role of professional guidance in maintaining mental wellness and improving overall quality of life.

With the participation of 50 students, the session proved to be highly informative and impactful. Students gained valuable insights into managing stress and maintaining emotional stability.



3-DAY WORKSHOP ON MARTECH AND AI-DRIVEN MARKETING

Date : 10–12 November 2025

Program Coordinators : Dr. Garima Srivastav and Dr. Archana Shrivastava

From November 10 to 12, 2025, Jaypee Business School conducted a three-day workshop on MarTech and AI-Driven Marketing, coordinated by Dr. Garima Srivastav and Dr. Archana Shrivastava and led by Ajay Chauhan. The workshop focused on how artificial intelligence and digital tools are transforming modern marketing practices across industries.



Students gained hands-on exposure to CRM platforms, SPSS, predictive analytics, content-generation tools, and marketing automation systems, while also exploring consumer behaviour and data-driven decision-making. The final session introduced Natural Language Processing (NLP) techniques for analyzing customer feedback and social media data. As emphasized during the workshop, “Marketing today is driven by data, not guesswork.”



The three-day workshop enhanced students’ analytical thinking and digital readiness by providing practical exposure to AI-driven and technology-enabled marketing tools.

Students gained a clearer understanding of how data and analytics shape modern marketing decisions, while applying theoretical concepts to real-world scenarios. Overall, the workshop equipped participants with essential skills to design effective, insight-driven marketing strategies.

ESG SESSION ON SUSTAINABLE BUSINESS PRACTICES

Date : 13 November 2025

On November 13, 2025, Jaypee Business School conducted an expert session on “ESG and Sustainable Business Practices” under the theme Campus to Corporate – Readiness, Responsibility, and Resilience in a Changing World.

Coordinated by Dr. Arshi Barin and Professor Sunil Bhatia, the session focused on building awareness around sustainability and ethical decision-making in modern organizations.



The session featured Deepak Jain, Founder of Vijayash Foundation and Chairman of the ESG Committee at the Noida Management Association, who highlighted the growing strategic importance of ESG in governance and long-term value creation.

Rachna Paliwal, Co-Owner of Nascent Kraft and alumna of the University of Warwick, shared insights on sustainable entrepreneurship, circular economy principles, and responsible business practices.

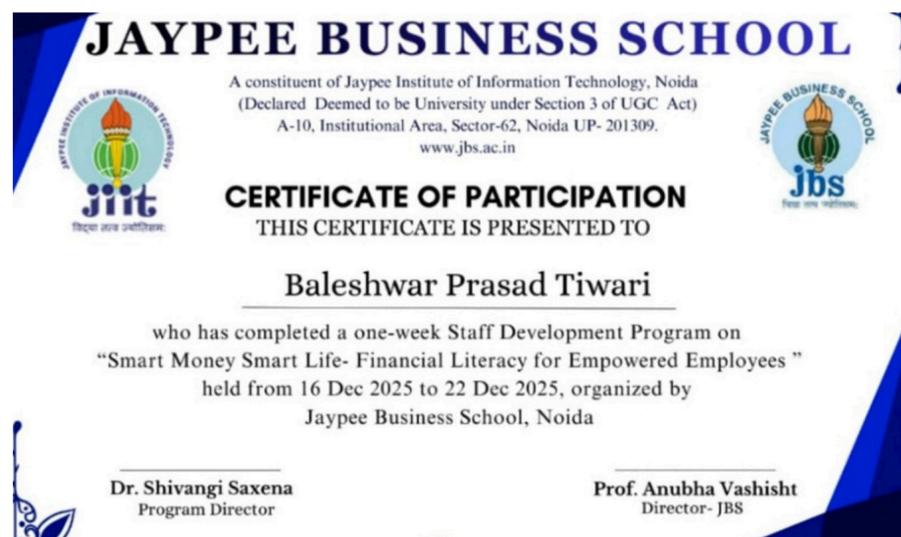
The interaction offered students a practical understanding of how ESG frameworks are integrated into corporate strategy, reporting, and operations, reinforcing sustainability, resilience, and responsibility as key pillars of future corporate readiness.

STAFF DEVELOPMENT PROGRAMME: SMART MONEY, SMART LIFE

Date : 16 - 22 December 2025

From 16 to 22 December 2025, Jaypee Business School organized a six-day Staff Development Programme titled “Smart Money, Smart Life – Financial Literacy for Empowered Employees,” coordinated by Dr. Shivangi Saxena.

The sessions focused on key financial aspects enabling participants to make informed and confident financial decisions. In addition, interactive discussions on emotional intelligence helped participants understand workplace dynamics, manage stress effectively, and maintain healthy professional relationships.



Sessions covered key areas such as smart investing, mutual funds, income tax planning, and retirement preparedness, equipping participants with practical financial decision making skills.

Participants appreciated the practical approach and real-life applicability of the sessions. The sessions helped enhance self-awareness and long-term financial planning skills.

Overall, the programme successfully reinforced the importance of financial literacy as an essential pillar for sustained professional growth.



MBA – AI AND DATA SCIENCE

IN COLLABORATION WITH SAS INSTITUTE INDIA PVT. LTD.

JBS Noida has entered into a strategic Memorandum of Understanding (MoU) with SAS Institute India Pvt. Ltd., a global leader in analytics and data-driven solutions, to offer a global academic MBA program in collaboration. This partnership is designed to bridge the gap between academic learning and industry expectations by integrating advanced analytics, real-world business applications, and industry best practices into the MBA curriculum. Through this collaboration, students gain exposure to cutting-edge tools, practical insights from industry experts, and a future-focused management education that prepares them to excel in today's data-driven business environment.

Growing Demand for AI & Data Science in Business

According to global industry reports, data-driven organizations are significantly more likely to acquire customers, retain them, and achieve profitability compared to their peers. AI and Data Science are now core to business functions such as marketing analytics, financial forecasting, supply chain optimization, and strategic planning. With enterprises across sectors investing heavily in analytics, automation, and intelligent decision systems, there is a rapidly growing demand for management professionals who can translate data insights into business strategy. An MBA in AI & Data Science prepares graduates to meet this demand by combining advanced analytical skills with strong managerial expertise.

Scope of the Program

An MBA in AI and Data Science is an emerging and highly sought-after specialization that blends business management with cutting-edge technology. This program aims to develop professionals who can apply AI and Data Science technologies to drive business innovation, growth, and strategic business decisions, while learning directly from SAS industry experts and certified trainers.

As a global leader in advanced analytics and AI solutions, SAS brings real-world business perspectives, practical use cases, and exposure to enterprise-level analytics tools that are widely used across industries. Graduates of this program are well-positioned for high-growth roles such as Business Analyst, Data Analyst, Analytics Consultant, AI Strategy Manager, Risk & Fraud Analyst, Marketing Analytics Manager, and Digital Transformation Leader. The SAS-integrated curriculum enables students to develop hands-on skills in data analysis, predictive modeling, AI-driven decision-making, and business intelligence, making them industry-ready from day one. This collaboration enhances employability by aligning academic learning with current industry practices, certifications, and applied projects.



Program Highlights

- SAS Global Certifications
- Hands-on Training on SAS Analytics Platform
- Industry-led learning powered by SAS
- Industry-Integrated Curriculum co-designed with SAS Institute India Pvt. Ltd.
- Advanced AI & Machine Learning Tools Exposure
- Application-Oriented Training
- Digital Badges for courses offered by SAS
- Global Academic Program
- Live Projects & Case Studies

Career Opportunities

Graduates are prepared for diverse and high-growth career roles at the intersection of business management and advanced analytics. With hands-on exposure to industry-standard SAS analytics tools and real-world business applications, students gain a strong advantage in analytics-driven organizations.

Charu Sijoria

FACULTY ARTICLE



Dr. Vikas Bhatnagar

**Faculty - Operations & Business Analytics,
& Program Director**

Jaypee Business School (JBS), Noida, has consistently demonstrated its commitment to academic excellence, innovation, and global relevance. In a rapidly evolving business environment shaped by technology, data, and international collaboration, JBS has taken significant strides to prepare students not just for today's challenges, but for leadership roles in the future. Two recent milestones the launch of the MBA in Artificial Intelligence & Data Science and the signing of MoUs with foreign universities for global immersion programs stand as strong testimonies to this vision.

The introduction of the MBA – AI & Data Science program marks a strategic leap in management education at JBS. Businesses across sectors are increasingly driven by data-backed decision-making, predictive analytics, and intelligent systems. Recognizing this shift, JBS has designed a future-oriented program that integrates core management principles with advanced concepts in AI, machine learning, business analytics, and data-driven strategy. The program is structured to equip students with both managerial insight and analytical capability, enabling them to translate data into actionable business intelligence. This initiative reinforces JBS's role as a forward-looking institution that aligns academic offerings with industry needs and emerging technologies.

Equally noteworthy is JBS's emphasis on global exposure and international collaboration. Through Memorandums of Understanding (MoUs) with reputed foreign universities, JBS has opened new avenues for students to participate in global immersion programs. These initiatives allow students to experience international academic environments, interact with global faculty, and gain insights into cross-cultural business practices. The immersion programs enhance students' perspectives, broaden their professional horizons, and instil confidence to engage with global business challenges.

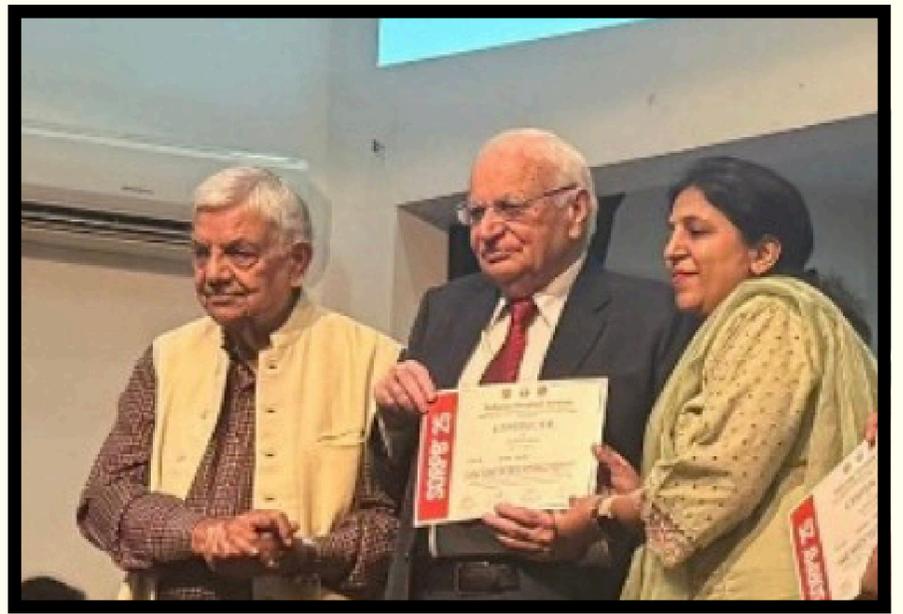
From an academic standpoint, these achievements significantly enrich the learning ecosystem at JBS. Faculty members are actively involved in curriculum design, industry interaction, and mentoring students to bridge the gap between theory and practice. The integration of analytics and AI into management education also encourages interdisciplinary learning, critical thinking, and problem-solving skills that are essential for modern managers. As Program Director of the BBA 2024 batch, I have witnessed how early exposure to analytics, technology, and global thinking positively influences students' aspirations and career readiness.

FACULTY ARTICLE

Dr. Divya Goel
Faculty - OB & HRM

I am delighted to share recent milestones that reflect both personal achievement and Jaypee Business School's continuing pursuit of academic excellence and intellectual leadership across disciplines. On 19th May 2025, I had the privilege of serving as a resource person at the Department of Business Administration, Mahatma Jyotiba Phule Rohilkhand University, Bareilly, where I conducted a workshop on "Research Report Writing with Special Reference to Plagiarism."

This workshop provided an engaging platform to interact with research scholars and faculty members, focusing on research ethics, structure of scientific reporting, and methods for maintaining academic integrity. It was heartening to witness the participants' enthusiasm for developing rigorous and ethical research practices, an aspect that lies at the core of JBS's academic philosophy.



In continuation of this academic journey, I am also humbled to share that my research received Best Paper Awards at two significant conferences in 2025. The first recognition came at the AICTE-sponsored Two-Day National Conference on "Social & Organizational Psychology and Behaviour" (SORPB'25) organized by Maharaja Surajmal Institute, Janakpuri, Delhi from 21st-22nd November 2025, where my paper was appreciated for its methodological rigour and contributions to the understanding of behavioural dynamics in organizations.

The second accolade was awarded at ASBIC 2025: International Conference on AI, Resilience, Innovation, Sustainability & Entrepreneurship organized by Asian School of Business, Noida from 31st October to 1st November 2025. Competing among papers from eminent scholars and researchers from around the globe, this recognition highlights the growing impact of research emerging from JBS on the international stage.

My journey through these experiences reinforces the belief that meaningful research and knowledge dissemination are integral to shaping innovative and responsible business leaders.

I hope these achievements will motivate students at JBS to explore research with curiosity, uphold ethical standards, and pursue excellence in every academic endeavour.

Faculty Review



Shivani Kapoor :

Jaypee Business School offers a highly vibrant and intellectually enriching campus environment. Alongside strong academic rigor, students benefit from extensive experiential learning through clubs, simulations, and international immersion programs. JBS successfully blends theoretical foundations with practical exposure, fostering leadership development, global outlook, and comprehensive professional preparedness within a dynamic learning ecosystem.

Shivangi Saxena :

Delighted of being a part of an institution that believes management education shapes responsible leaders who can think critically, act ethically, and create meaningful impact on society. We, as faculty, focus on preparing leaders by providing academic excellence, industry engagement, and experiential learning to thrive in a dynamic global environment. I feel privileged to be part of a community that nurtures innovation, collaboration, and a strong commitment to excellence.



Parul Singh :

Being associated with Jaypee Business School is highly motivating. It is a great advantage for both faculty and students to be associated with such a strong academic environment that focuses on academic rigor, experiential learning, and ethical leadership. It is highly satisfying to teach because of the curiosity and eagerness of our students, and I feel proud to be associated with such an environment that encourages creativity, teamwork, and future-ready professionals.



Message From Alumini

Arshee Garg

A Journey of Growth Beyond the Classroom

My college journey has been one of the most important phases of my life, not only academically but also personally. When I entered college, I had limited clarity about my long-term goals and was mainly focused on completing my degree successfully. However, over time, I realized that college is not just about textbooks and exams; it is about developing skills, discovering interests, and preparing oneself for real-world challenges.

Academically, college taught me how to manage my time and take ownership of my learning. Unlike school, where guidance is constant, college required me to be self-disciplined and proactive. I learned how to plan my schedule, meet deadlines, and balance multiple subjects at once. This experience improved my organizational skills and made me more independent in handling tasks and responsibilities.

Apart from academics, I actively participated in extracurricular activities, which played a major role in shaping my personality. Being involved in college clubs and events helped me improve my communication and leadership skills. I learned how to work in teams, handle conflicts, and coordinate with people from different backgrounds. These experiences made me more adaptable and taught me the importance of collaboration and mutual respect.

One of the most valuable skills I developed during college is communication. Through presentations, group discussions, seminars, and event management, I became more confident in expressing my ideas clearly. Initially, I was hesitant to speak in front of others, but regular exposure helped me overcome my fear of public speaking. Today, I feel more comfortable sharing my opinions and participating in professional conversations.

Another important skill I learned is problem-solving and critical thinking. College assignments and projects required me to analyze situations, research information, and find practical solutions. This helped me develop a logical approach to challenges instead of reacting emotionally.

In addition, I gained basic digital and technical skills that are essential in today's world. I learned the importance of data analysis, content creation, and digital communication, which are highly relevant in modern professional environments. These skills have made me more confident in handling technology-based tasks.



Currently, I am focusing on improving my professional skills and preparing myself for future opportunities. I am exploring areas such as marketing, analytics, and business-related concepts to strengthen my career prospects. I am also working on improving my resume, communication style, and interview skills.

The skills I developed during my college years are helping me significantly in my current phase. Time management helps me balance learning with personal commitments. Communication skills enable me to network, present my ideas, and participate actively in discussions. Problem-solving skills help me approach challenges with confidence and clarity. Digital skills allow me to work efficiently and adapt to new tools quickly.

Overall, my college journey has been a journey of transformation. It has taught me not just what to study, but how to learn, how to grow, and how to believe in myself. The experiences, skills, and lessons I gained during these years have laid a strong foundation for my future. I now feel better prepared to face professional challenges and take responsibility for my personal and career growth with confidence and determination.

Arshee Garg

Message From Alumni

Navneet Dubey

Is retiring at 40 realistic or social media hype?

The idea of retiring at 40 sounds exciting. Social media is full of stories where people claim they quit their jobs early and now travel, relax, and enjoy life. But when you look closely, retiring at 40 is far more difficult than it appears online. It is not impossible, but for most people, it is highly unrealistic.

Retiring at 40 means one simple thing, you must fund your life for the next 40 years without a regular income, assuming you live till the age of 80. Your monthly expenses will not stop just because you stopped working. Food, rent, healthcare, family needs, and emergencies will continue. In fact, many costs rise with age. To manage this, you need a very large retirement fund, built with careful planning over many years.

To achieve this goal, you must start extremely early. Ideally, savings and investments should begin in your early 20s, or even earlier. Even then, it requires very high discipline, steady income growth, and smart investing. A small break, job loss, or wrong investment decision can push the plan off track. This is why for most people, retiring at 40 remains more of a dream than a practical goal.

In reality, it is healthier and more sensible to plan on working until at least 50 or 55 years of age. Work is not just about money. It also keeps you mentally active, socially connected, and physically engaged. Unless you have cracked a big business deal, built a successful company, inherited wealth, or created a strong passive income stream, stopping work completely at 40 can be risky. For many, it makes more sense to work as long as it feels meaningful and financially useful.

Living in reality means accepting that money needs time to grow. Rather than chasing an early retirement number, the focus should be on financial stability. This includes regular saving, controlled spending, and long-term investing. One of the most effective ways to build wealth is through SIPs (Systematic Investment Plans). SIPs allow you to invest small amounts regularly in mutual funds, benefit from compounding, and reduce the stress of trying to time the market.



Let us look at a simple example. Suppose you want Rs 1 lakh every month during retirement for the next 30 years. That is Rs 12 lakh per year. Using a conservative rule, you may need around 25 to 30 times your annual expenses as a retirement fund. This means a corpus you need will be roughly around Rs 3.6 crore to Rs 4 crore. This amount does not come easily. To build such a corpus, you may need to invest Rs 25,000 to Rs 40,000 per month for 25 to 30 years, in different asset classes, assuming reasonable market returns. Starting late makes this number even bigger.

So the conclusion is clear and eye-opening. Retiring at 40 is not a simple formula that works for everyone. For most people, it is more social media hype than reality. A better goal is financial freedom, not early retirement. Focus on saving well, investing wisely, staying healthy, and working as long as it adds value to your life. That approach is far more realistic, safer, and sustainable in the long run.

Navneet Dubey

Message From Alumini

Vrinda Goel

From Attendance Anxiety to Adulging Adventures

If you're reading this while pretending to take notes in class – congratulations, you've already mastered one of college's most essential life skills: multitasking.

I still remember my college days like they happened yesterday (even though my back pain suggests otherwise). Back then, life was beautifully simple: attendance anxiety in the morning, canteen cravings by afternoon, assignment panic at night – and somehow, we survived it all with laughter, friendships, and questionable sleep schedules.

What truly makes this journey special is the college itself. Beyond classrooms and corridors, this institution gives you something priceless – opportunities. Opportunities to explore, to participate, to lead, to fail safely, and to grow. From academic guidance and supportive faculty to clubs, events, placements, and exposure, the college quietly prepares you for the real world while cheering you on from the sidelines.

A big part of my growth came from the opportunities this college trusted me with. Serving as Secretary at Marketing Minds, Training & Placement Cell Representative, Student Committee Member of the Management Development Programme, and later as Creative Head at the National Service Scheme, shaped my confidence, leadership, and sense of responsibility. I'm truly grateful to the institution and faculty for creating a space where talent is encouraged, curiosity is welcomed, and students are constantly pushed to become better versions of themselves. Looking back, I realize how many doors opened simply because this college believed in us.



Here's a small spoiler alert from the future: nobody has it all figured out. Not even the people who look confident on LinkedIn.

Careers don't always move in straight lines. Sometimes they zigzag, sometimes they take U-turns, and sometimes they stop for snacks. There might be "What am I doing with my life?" moments, you may feel lost at times – that's normal. Growth rarely feels comfortable. But every small effort you make today is building something bigger than you realize.

And when life feels overwhelming, remember: you've already survived semesters, submissions, and surprise tests. You're stronger than you think. Wishing you deadlines met, dreams chased, and memories made.

With lots of nostalgia and encouragement,
Your Alumni

Vrinda Goel

SAMBANDH

STORY BEHIND THE NAME

Some names are decorative.

Some are symbolic.

And some are intentional.

Sambandh belongs to the third kind.

The name Sambandh is rooted in Sanskrit, where “Sam” means together and “Bandh” means to bind or connect. Historically, the word symbolized meaningful

relationships the bond between teacher and student in the ancient gurukul system, the connection between knowledge and wisdom, and the unity within a community



When our college chose the name Sambandh for its newsletter, it reflected this very philosophy. A college is not just classrooms and corridors; it is a network of relationships between students and faculty, seniors and juniors, ideas and opportunities.

Over time, the meaning of Sambandh has evolved. In today's fast-moving digital world, where communication is quick but often shallow, Sambandh stands for deeper connection. It represents collaboration, belonging, shared achievements, and collective growth. This newsletter is not just a compilation of events and updates. It is a bridge connecting batches, celebrating identities, and strengthening the emotional fabric of our institution.

Because when emotion meets identity, a strong connection is formed.

And that connection is Sambandh.

SKILL OF THE MONTH

WRITING COLD EMAILS THAT ACTUALLY GET REPLIES

• MICRO-PERSONALISATION

Most students write:

"I am very interested in your company."

Instead, write:

"I came across your recent post on sustainable supply chains and found your insights on vendor integration particularly interesting."

→ Shows effort.

→ Shows relevance.

→ Signals maturity.

Recruiters respond to effort

• THE VALUE ANGLE

Instead of saying:

"I am looking for an internship opportunity."

Say:

"As a BBA student specialising in marketing analytics, I've worked on campaign performance dashboards using Excel and would love to assist your team in data-backed decision-making."

This shifts the email from "I need" to "I can contribute"

• THE SOFT CLOSE

Avoid:

"Please let me know at the earliest."

Use:

"If you're open to a brief 10-minute conversation, I'd truly value your guidance."

This sounds respectful, not demanding.

I strongly believe that the moment you decide to step out of your comfort zone, you'll become a person who is more than ready to learn. Your potential is limitless.

SKILL OF THE MONTH

WRITING COLD EMAILS THAT ACTUALLY GET REPLIES

• THE 90-WORD RULE

Cold emails should ideally stay between 70–120 words.

Why?

- Busy professionals scan.
- Long emails reduce response probability.
- Precision signals clarity of thought.

• WHY THIS SKILL MATTERS

- Increases internship response rates
- Improves networking outcomes
- Builds executive communication tone
- Sets you apart from 90% of students

This is not about grammar.

It's about strategic communication.

• TRY THIS TODAY

Pick one:

- An alumnus
- A company HR
- A startup founder

Write a 100-word cold email using this structure.

Send it.

Because opportunities rarely come to inboxes.

They respond to the ones who write better emails.

strongly believe t
the moment you
etter at your ch
me, you'll beco
ore to learn.
own contributi

The Thinking Behind the Pages

1. What was the smallest moment that made you think, “Okay... this might actually work”?

It wasn't a big launch or a milestone. It was when someone outside the core team shared the newsletter without being asked and said, “This actually feels like us.”



2. What did you misunderstand about building this at the start—and how did that change you?

Clarity of thought. Trends will age, design will change, references will date, but clear thinking, honest questions, and grounded perspectives won't.

**VAISHNAVI GARG
(CONTENT HEAD)**

3. If you had to protect just one value of this project at all costs, what would it be?

Authenticity. The moment this starts sounding forced, performative, or “just another college initiative,” it loses its soul. As long as it stays honest and rooted in real student voices, it's worth protecting—no matter how big or small it becomes.

The Thinking Behind the Pages

1. What's one idea you rejected that still lives rent free in your head and why did it matter?

A deeply personal piece that was beautifully written but self-indulgent. I rejected it because it served the writer more than the reader



**KAMIL AHMAD KHAN
(DIGITAL HEAD)**



2. When you imagine this newsletter being read five years from now, what do you hope feels timeless about it?

Clarity of thought. Trends will age, design will change, references will date, but clear thinking, honest questions, and grounded perspectives won't.



3. What's one question you wish more writers asked themselves before hitting publish?

Why should anyone care besides me?

If a writer can't answer that in one sharp sentence, the piece isn't ready. Publishing is not therapy; it's communication.

THE STUDENT MIND

The Economics of Social Status in College

“We are all performers in search of an audience.”

Walk across campus on any random afternoon.

Someone is rushing to a society meeting.

Someone is posting a coffee picture with a laptop strategically placed.

Someone just updated their LinkedIn headline.

It looks casual. It isn't.

College is not just a place of learning it is a marketplace of identity.

And the currency? Social capital.

We trade in internships, networks, aesthetics, confidence. We measure value in followers, friend circles, event invites, productivity streaks. Psychologist Leon Festinger called it Social Comparison Theory, the instinct to evaluate ourselves by looking sideways. In college, there is always someone smarter, richer, fitter, more connected. **Comparison becomes background noise.**

But here's the twist: most of us aren't chasing superiority.

We're chasing belonging.

The branded sneakers, the late night outings, the perfectly curated achievements they are signals. Subtle announcements that say, I matter here. I exist here.

Economist Thorstein Veblen described “conspicuous consumption” as displaying wealth for status. On campus, it transforms. We display busyness. We display relevance. We display being wanted.

And slowly, without realizing it, performance replaces presence.

Maybe the real rebellion is quiet confidence. Doing the work without broadcasting it. Building a life that feels solid even when no one is watching.

Because in a world obsessed with visibility, stability is underrated wealth.

Maybe the true measure of growth in college is not how visible we become, but how deeply we understand who we are beyond the spotlight. **It is in those quiet moments of self-reflection, discipline, and authenticity that real confidence is formed.**

Beyond Classrooms: A Student's Real Story

When I first stepped out of the train at New Delhi Railway Station, everything felt unfamiliar. Coming from another city with a single suitcase and big dreams, I arrived at JBS Noida, a constituent of JIIT Noida, ready to begin a new chapter of my life filled with excitement, uncertainty, and learning.

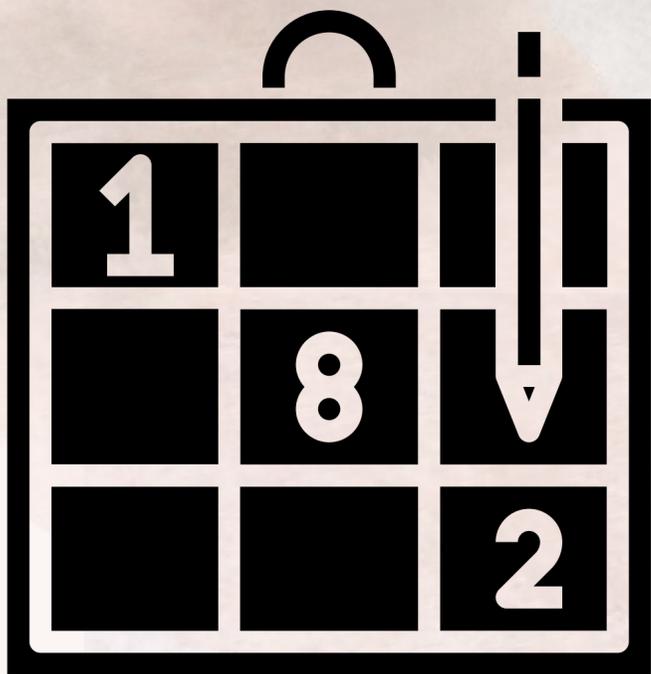
The initial days were the toughest. Finding a safe and affordable PG near college was a challenge. After visiting many places, I finally settled into a small shared room that slowly became my home. Adjusting to limited space, strict routines, and new surroundings tested my patience, but each struggle taught me resilience.

Food was another daily battle. The taste and routine were completely different from home, and I often missed home cooked meals. Over time, I learned to adapt by exploring mess options, cooking simple meals, and sharing food with friends.

Loneliness often crept in during the early weeks, but college life gradually brought comfort. Supportive classmates, helpful seniors, and engaging lectures helped me build strong friendships. Late night study sessions and shared moments turned strangers into family.

Looking back, I realize these struggles were stepping stones. They taught me independence, confidence, and gratitude. Today, as I walk through the campus, I feel proud of how far I have come. This journey away from home has shaped me into a stronger and more determined individual, proving that true growth begins beyond comfort.

-Sukhad Agarwal



SUDOKU

Challenge your mind. Find your logic.

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



CROSS WORD!

C O N V O C A T I O N Z D T C
H L O H C M G I M C P L N S Q
H L I C I O D U C H S E Y A T
O A T R E T N J O B M L H S S
O I A A S Y W N F E L X P S C
W R N E E Y J P C A A P I I H
V O I S M I S A B P N L H G O
N T M E I V L U A I Q G S N L
G I A R N P S L P G A G N M A
P D X Y A T U A W M R N R E R
S E E N R M A B N X A H E N S
P S W A N T H T Z V I C T T H
P F W I O E N V I K Y T N L I
Y T L U C A F I C O Q E I T P
P O H S K R O W T E N K A L Q

CLUES

Alumni

Assignment

Campus

Convocation

Editorial

Examination

Faculty

Internship

Orientation

Placement

Research

Scholarship

Seminar

Syllabus

Workshop

RIDDLES



I grow stronger when questioned and weaker when accepted blindly. What am I?

I separate intention from execution. What am I?

I punish excuses and reward ownership. What am I?

I decide outcomes long before actions begin. What am I?

2025

ACHIEVEMENTS



Rashi Gupta and Vaishnavi Garg, students of Jaypee Business School brought home the Winner (1st) position at Innovate & Elevate – National Business Plan Competition organized by Symbiosis Institute of Business Management (SIBM), Noida.

This accomplishment highlights their creativity, strategic thinking, and entrepreneurial skills.

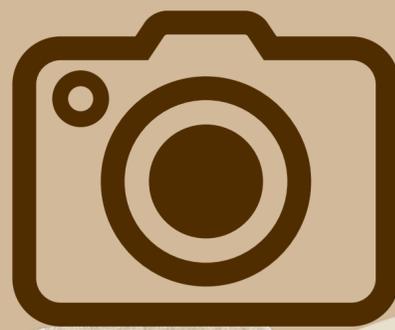
We take pride in celebrating this milestone and wish their continued success in future academic and professional pursuits.

Sukhad Agarwal secured 1st Prize in a Case Study Competition organized by The Consulting Club, IIIT Noida. The award was presented by Mr. Arnav Chatterjee, Industry Expert and Harvard Alumnus, during the “Brand Yourself” LinkedIn Workshop held on 6th November at IIIT Noida.

The event focused on personal branding and building a strong professional presence, providing valuable learning and competitive exposure to students.



Photo Gallery



GARV J
CHANDRA



GARV J
CHANDRA



GARV J
CHANDRA



GARV J
CHANDRA

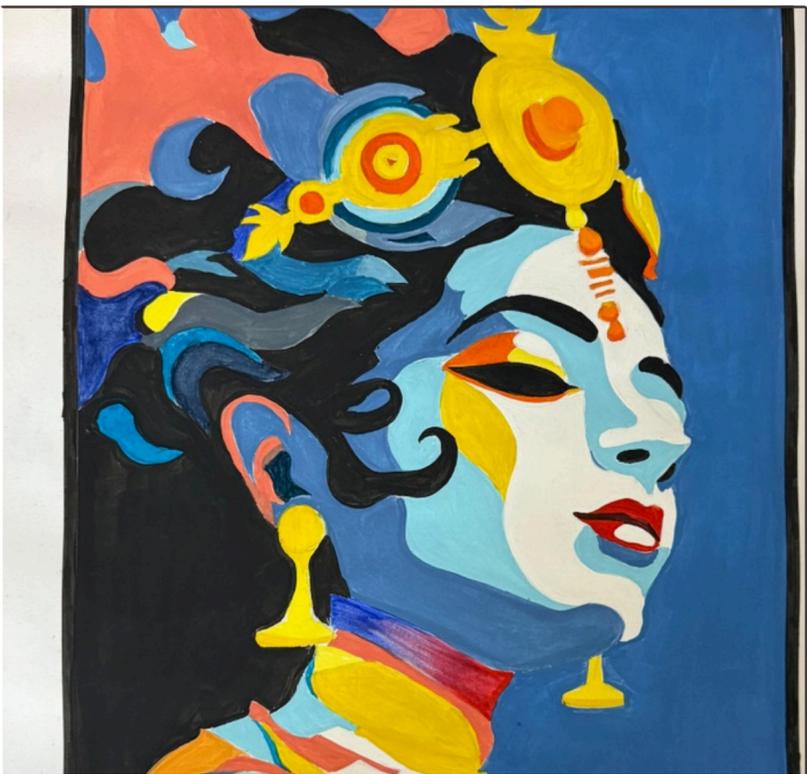
Photo Gallery



ANANYA
MOHAN



ANANYA
MOHAN

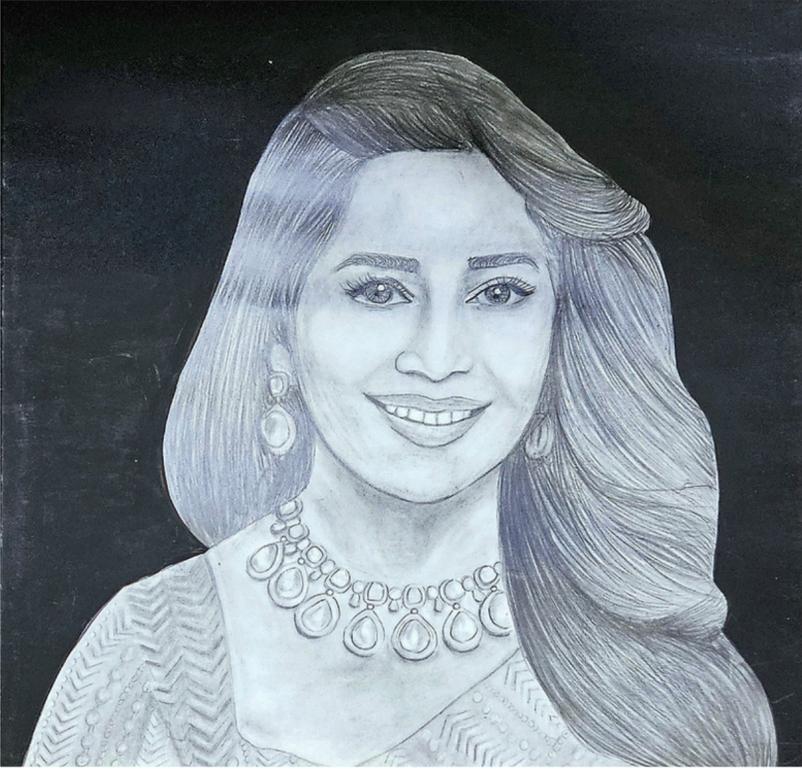
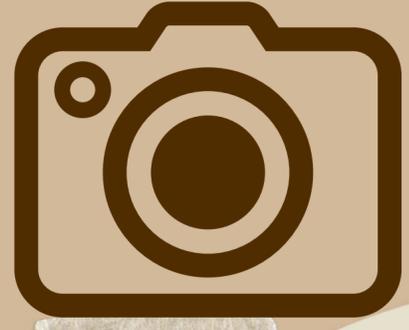


PRIYAL
GARG



ANANYA
MOHAN

Photo Gallery



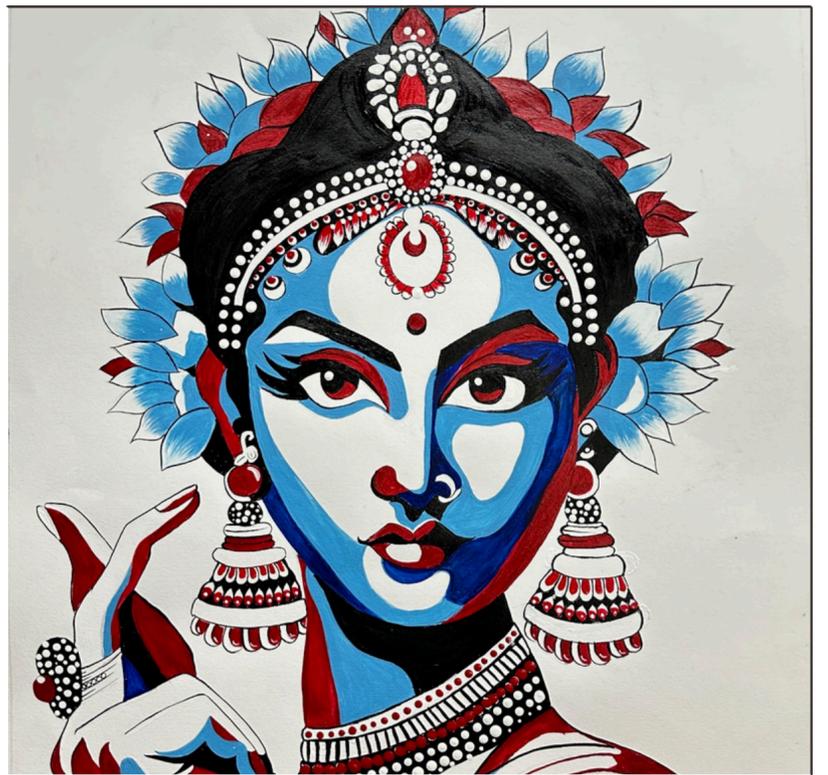
Stunning smile by
dhak dhak girl



Divine Swaroop
of Eternal
Tridev



बुद्धम् शरणम् गच्छामि



Mudra of
Conscious Power



Thank You

We sincerely thank all our readers, contributors, and supporters for being a part of this newsletter.

We hope this edition provided valuable insights and knowledge.

Stay connected for more updates in our upcoming issues.

**With gratitude,
Newsletter Committee**