

JAN – MAY, 2026

1ST EDITION

VOLUME 2

Newsletter **SAMBANDH'26**



**CAPTURING THE STORIES,
SUCSESSES, AND SPIRIT OF
THE JBS COMMUNITY**

WHAT IS JBS NEWSLETTER ?

A newsletter is a communication tool that shares important information with a specific audience. In a college, it highlights academic updates, events, achievements, and announcements. Through articles, interviews, and reports, it keeps students and faculty informed while encouraging engagement and participation across the campus community.



**CONNECT
CELEBRATE
INSPIRE**

THE PULSE OF CAMPUS LIFE

Every semester at JBS is marked by new ideas, meaningful experiences, and achievements that shape our journey. Sambandh '26 brings these moments together, celebrating the people, events, and stories that define our campus culture. It serves as a platform to reflect on our growth, share our successes, and strengthen the bond that unites the JBS community





SAMBANDH



THREE YEARS, COUNTLESS STORIES

From classrooms and competitions to leadership journeys and lifelong friendships, Sambandh has chronicled the moments that define the JBS experience.

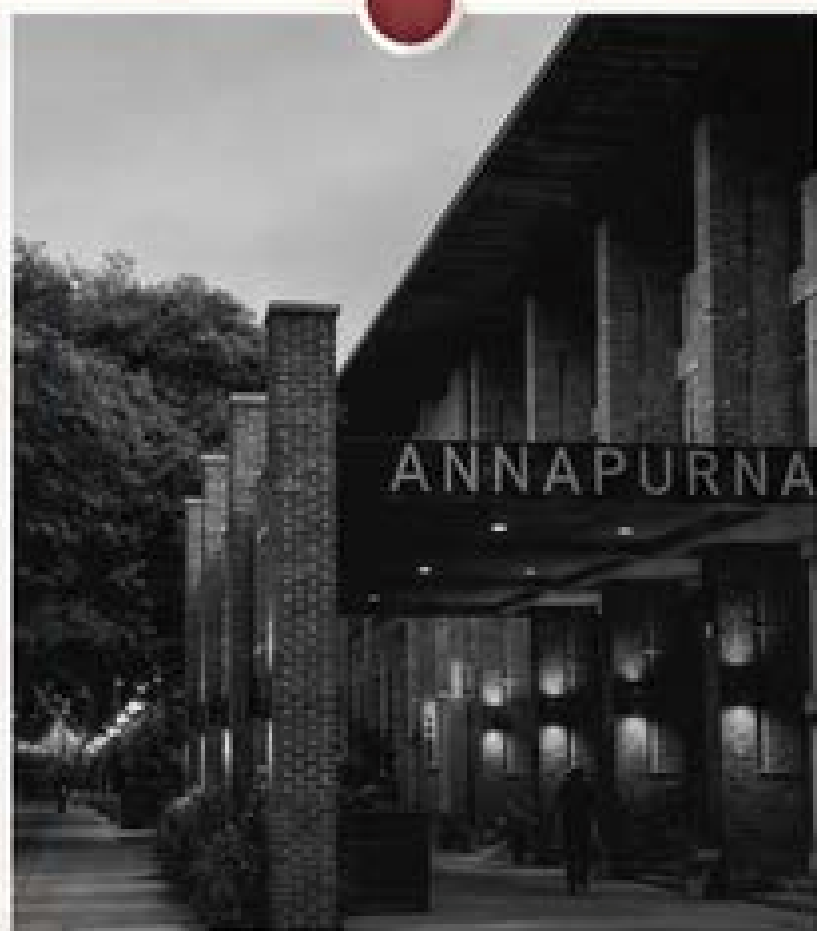
As we enter another year, we remain dedicated to showcasing the voices, ideas, and achievements that make our community unique.

A LEGACY OF VOICES :

From campus milestones to student success stories, Sambandh has chronicled the spirit of JBS. This year, we celebrate growth, creativity, and connection. Every edition brings together the people, ideas, and achievements that make JBS unique. Three years on, our story is only getting stronger. From campus milestones to student success stories, Sambandh has chronicled the spirit of JBS. This year, we celebrate growth, creativity, and connection. Every edition brings together the people, ideas,



Moments That Defines Our Campus



A Journey of Voices and Vision



MESSAGE FROM CEO



Dear Students, Faculty Members,
and Stakeholders,

It is my privilege to share this message in the first edition, volume 2 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.

MANU BHASKAR
CEO, JAYPEE BUSINESS SCHOOL

MESSAGE FROM DIRECTOR



Dear JBS Family,

It is a true delight to reach out to you through the first edition, volume 2 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.

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.

ANUBHA VASHISHT
DIRECTOR, JAYPEE BUSINESS SCHOOL.

MESSAGE FROM EDITOR IN CHIEF



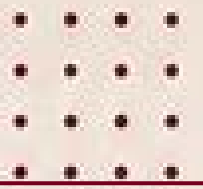
As I sit down to pen my thoughts for the first edition, volume 2 of our newsletter, I am once again filled with a sense of pride, gratitude, and joy. Each edition has been a journey of its own. The second edition, volume 1 brought an overwhelming response from students, faculty, and alumni alike, affirming that this newsletter had become more than just pages of information—it had become a bridge connecting us all, a space that reflects the vibrant spirit of Jaypee Business School. The second edition, volume 2 went a step further, becoming a true student's companion, with insightful articles, interactive games, lighthearted segments, and a dedicated entertainment column.

This fourth edition is a tribute to that very spirit—and it grows richer still, with several new additions designed to make the newsletter more immersive, reflective, and fun. Readers will find a curated set of black & white campus photographs capturing the quieter, timeless moments of JBS life, alongside a feature on emerging tech and market trends that highlights new and growing fields with promising career opportunities. We've also added a nostalgic segment on student hangout spots and the memories tied to them, a College Mood Meter to take a fun, informal pulse-check of campus sentiment, an Interview Question of the Week to help students sharpen their interview readiness, a Campus Bucket List of experiences every JBS student should try before graduating, and a Student Opinion column giving voice to student perspectives on campus life and beyond.

Through these pages, readers can expect a blend of the informative and the personal: practical insights into where industries are headed, a dose of nostalgia and belonging through photography and hangout stories, moments of reflection through the mood meter and student opinions, and useful, actionable takeaways like interview prep and campus experiences worth having. It's a newsletter meant to be read for information, but also to be felt—a reminder that while academic excellence remains 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

Dedicated minds | Creative hearts |
Shared goals



MEET THE TEAM



**VAISHNAVI
GARG**

CONTENT HEAD



**KAMIL
KHAN**

CREATIVE HEAD



**SUKHAD
AGARWAL**

CONTENT TEAM



**GAURI
SINGH**

CREATIVE TEAM



**SANVEE
AGARWAL**

CONTENT TEAM



**PRIYAL
GARG**

CREATIVE TEAM



**SIDDHI
AGARWAL**

CREATIVE TEAM



CESIM BUSINESS SIMULATIONS LAB TRAINING SESSION FOR MBA

Date : 9th Jan, 2026

Duration: 10:00 – 12:30 PM

The CESIM Business Simulation Lab Training was conducted on 9th January 2026 for MBA students in the Lab from 10:00 AM to 12:30 PM with the objective of providing practical exposure to business operations and managerial decision-making. The session was designed to help students experience real-world business scenarios through an interactive and engaging learning environment.

During the training, students were introduced to the CESIM Business Simulation platform, where they managed virtual companies and worked in teams to make strategic business decisions. Participants analyzed market conditions and made decisions related to pricing, marketing strategies, production planning, financial management, and research & development activities. The impact of these decisions was reflected through simulation-generated market outcomes and financial performance reports, enabling students to understand business dynamics and competition.

SUMMARY

The session encouraged active participation, teamwork, analytical thinking, leadership, and problem-solving skills. It helped students bridge the gap between theoretical concepts learned in the classroom and their practical application in business .



Noida, Uttar Pradesh, India 🇮🇳
Classroom, Block C, Jaypee Institute Of Information
Technology, A Block, Block A, Industrial Area,
Sector 62, Noida, Uttar Pradesh, 201309, India

LECTURE ON BUILDING CORPORATE GRADE HR ANALYTICS SKILLS

Date : 10th January 2026

Duration : 10:00 AM - 01:00 PM (3 HRS)

The Department of Management organized a lecture on “Building Corporate Grade HR Analytics Skills” by Dr. Alok Gupta, with Dr. Mitushi Singh serving as the Faculty In-Charge. The session was conducted to equip MBA students with a comprehensive understanding of HR analytics and its growing significance in today’s corporate environment. The primary objective was to introduce students to data-driven approaches in human resource management and help them develop analytical skills that are increasingly valued by organizations.

During the lecture, students were exposed to corporate-grade HR analytics concepts, tools, and techniques used for workforce planning, performance evaluation, and strategic decision-making. Dr. Gupta highlighted the importance of leveraging HR data to make informed decisions, improve organizational effectiveness, and address workforce challenges. The session also provided practical insights into how HR analytics is applied in real-world business scenarios, enabling students to understand current industry expectations and trends.

The activity successfully bridged the gap between academic learning and industry practices by familiarizing students with modern analytical approaches used in HR functions.



SUMMARY

Participants gained valuable knowledge about the role of HR analytics in organizations, learned the fundamentals of interpreting HR data, and developed an appreciation for evidence-based decision-making. Overall, the lecture enhanced students’ analytical capabilities, strengthened their employability skills, and prepared them to meet the evolving demands of the corporate HR landscape.

SESSION ON YUVA AI BY NASSCOM

Date : 19th January 2026

Duration : 02:00 PM - 03:00 PM (1 HR)

The Session on YUVA AI by NASSCOM was conducted on 19 January 2026 by the Department of Management under the guidance of Dr. Mitushi Singh. The session was delivered by Atul Kumar Garg, Strategic Business Leader, Entrepreneurship Mentor, and Digital Strategy Expert.

The primary objective of the session was to provide participants with a clear understanding of Artificial Intelligence (AI), its applications, and its increasing importance in today's digital economy. It also introduced students to the NASSCOM YUVA AI initiative and explained how AI is creating new career opportunities.

The session focused on bridging the gap between academic learning and industry expectations by helping students understand future-ready skills required in the evolving job market. Special emphasis was placed on ethical and responsible use of AI, innovation, and continuous learning.

Through this session, students gained knowledge about the fundamentals of AI, real-world industry applications, emerging technology trends, career opportunities, and the importance of upskilling to improve employability and contribute to building an AI-enabled workforce.



SUMMARY

The YUVA AI session by NASSCOM, conducted on 19 January 2026 under Dr. Mitushi Singh's guidance and led by Atul Kumar Garg, introduced students to AI fundamentals, industry applications, ethical practices, and emerging career opportunities. It emphasized future-ready skills, continuous upskilling, innovation, and bridging the gap between academic learning and industry requirements.

SESSION ON GLOBAL FINANCE

Date : 19th January 2026

The session was delivered by Mr. Sagar Bajaj, an accomplished finance professional, educator, and distinguished alumnus of Jaypee Business School (Batch 2010–2012). He holds an MBA in Finance and is a US CPA. Currently, he serves as a Global Tax Expert and is the Founder and Academic Head of Board360, along with being the Founder and Director of AT&F International CPA Firm. With more than 15 years of experience in international finance, taxation, and professional education, he has mentored over 500 students and guided them toward successful global career opportunities in finance and accounting. His professional expertise and practical industry exposure provided students with valuable insights into international career pathways.

The session aimed to provide students of MBA (Finance), BBA (Finance), B.Com, and M.Com programmes with a clear understanding of global finance and accounting careers. It focused on international certifications such as CPA, structured career pathways, and placement opportunities in multinational companies and Big 4 firms. The discussion also highlighted the skills and competencies required to meet global industry expectations and emphasized preparing students for successful international careers in finance and accounting.



DID YOU KNOW?

Finance professionals with globally recognized qualifications and international expertise are increasingly sought after by multinational companies, making continuous learning and professional certification key to building a successful global career.

IPL BIDDING COMPETITION

Date : 3rd February 2026

The IPL Bidding Competition was organized by Finanza at the JBS Auditorium on 3rd February 2026 to develop strategic thinking, financial understanding, and decision-making skills among students through a simulated IPL auction experience.

The event was open to students from JIIT and JBS and encouraged teamwork, analytical thinking, negotiation, and resource allocation.

The competition was conducted in two rounds. The first round, "Test Your Knowledge," was a written quiz that assessed participants' knowledge of cricket,

IPL history, player statistics, and bidding strategies. Based on performance, top teams qualified for the next round.

The second round, "Test Your Nerves," featured a live IPL-style auction where five



DID YOU KNOW?

The event successfully combined learning with competition and provided practical exposure to market dynamics and real-world decision-making. A total of 42 teams comprising 168 participants participated, with teams from



Session on Ivey Case Study “ANANDAM MANUFACTURING COMPANY: ANALYSIS OF FINANCIAL STATEMENTS”

Date : 4th February 2026

An academic session under the Anandam Initiative was conducted on 4 February 2026 to provide students with practical exposure to Financial Statement Analysis (FSA) and its role in business decision-making. The session was attended by 75 students and aimed to strengthen their understanding of financial analysis through experiential learning.

The session was conducted by Prof. Meena Bhatia, Indian Institute of Management (IIM), Sambalpur, an expert in Financial Management, Accounting, and Business Analytics. She guided students through a practical case study of Anandam Manufacturing Company, helping them understand how financial information supports managerial and lending decisions.

During the session, students explored various financial analysis tools including Common Size (Vertical) Analysis, Trend (Horizontal) Analysis, Ratio Analysis (Liquidity, Solvency, Efficiency, and Profitability), and Cash Flow Statement Interpretation. These techniques helped students evaluate the financial performance and operational efficiency of the company.

Through the case discussion, students identified key observations such as increasing dependence on current assets and liabilities, rising borrowings and finance costs, declining liquidity and solvency, slower inventory and receivable turnover, and reduced profitability. The speaker also explained the reasons behind the bank's rejection of the company's loan proposal, emphasizing the importance of financial health, repayment capacity, and overall business performance in credit decisions.

Students were encouraged to suggest managerial improvements including better working capital management, faster inventory movement, improved receivable recovery, expense control, and maintaining a balanced debt-equity structure.

Overall, the session effectively connected theoretical concepts with real-world financial decision-making and enhanced students' analytical, problem-solving, and business evaluation skills.



DID YOU KNOW?

Financial Statement Analysis (FSA) is a powerful tool used by managers, investors, lenders, and other stakeholders to assess a company's financial health and performance. By applying techniques such as ratio analysis, trend analysis, common-size analysis, and cash flow interpretation, stakeholders can evaluate profitability, liquidity, efficiency, and solvency.

PODCAST MASTERS: VOICES, IDEAS, IMPACT

Date : 4th February 2026

Duration : 02:30 PM – 04:30 PM (2 HRS)

On February 4, 2026, Jaypee Business School organized Podcast Masters for MBA first-year students, an engaging competition designed to strengthen communication, analytical thinking, and content creation skills. Coordinated by Dr. Gaurav Dawar, Dr. Shradha Kabra, and Dr. Sujata Kapoor, the event challenged students to transform business concepts into compelling podcast conversations.

Working in teams of two, participants conceptualized, scripted, and presented short podcast episodes on contemporary themes spanning HR, Marketing, Finance, and emerging business technologies. The entries were evaluated on originality, clarity, depth of analysis, articulation, teamwork, and presentation style. Many teams enriched their discussions with industry examples, case studies, and expert-style insights, showcasing both creativity and business acumen.

The competition provided students with a platform to apply classroom learning in a dynamic format while developing essential skills in public speaking, storytelling, and digital communication. The event concluded with feedback from the judging panel and the announcement of winners, encouraging effective communication among the students.



SUMMARY

Podcast Masters, held on February 4, 2026, at Jaypee Business School, encouraged MBA first-year students to develop communication, analytical, and content creation skills through podcast-based presentations. Working in teams, participants explored contemporary business topics, demonstrating creativity, teamwork, and business insight while enhancing public speaking, storytelling, and digital communication abilities.

EXPERT SESSION ON EXTERNAL COMMERCIAL BORROWINGS

Date : 20th February 2026

Duration : 10:00 AM – 12:00 PM (2 HRS)

On February 20, 2026, Jaypee Business School organized an expert session on External Commercial Borrowings (ECB), FEMA Regulations, Treasury Management, and Corporate Finance Strategy for MBA, B.Com, and M.Com students. Coordinated by Dr. Arshi Barin and Professor Sunil Bhatia, the session aimed to provide students with practical insights into global financing mechanisms and the regulatory framework governing ECBs in India.

The session was delivered by Atul Kumar Chaturvedi, former Executive Director at Oil and Natural Gas Corporation, whose extensive experience in corporate finance and international business brought real-world perspectives to the discussion. Students gained an understanding of FEMA regulations, international borrowing strategies, risk management, hedging practices, and capital restructuring decisions. As emphasized during the interaction, “Access to capital is not just about funding growth—it is about funding it wisely.”

The session offered valuable exposure to the strategic and regulatory dimensions of global corporate finance, helping students connect classroom concepts with contemporary financial decision-making in large organizations.



SUMMARY

On February 20, 2026, Jaypee Business School conducted an expert session on External Commercial Borrowings, FEMA regulations, treasury management, and corporate finance strategy. Led by Atul Kumar Chaturvedi, the session provided practical insights into global financing, risk management, hedging, and capital restructuring, helping students connect academic concepts with real-world financial decision-making.

BIZNEZ BAITHAK BUSINESS PLAN COMPETITION

Date : 21st February, 2026

Duration: 3 Hours

Business Baithak 2026 was the flagship strategic pitching competition organized by the Economics & Business Hub of Jaypee Institute of Information Technology in collaboration with Nirmalaya – “Fragrance of God.”

The competition received an enthusiastic response with a total of 120 team registrations. Following the preliminary screening process, 40 teams were shortlisted, and finally 11 teams advanced to the final round.

Participants were evaluated on multiple business parameters including execution roadmap, scalability, growth potential, go-to-market (GTM) strategy, market understanding, and presentation and communication skills.



About the Judges

Ms. Shagun Mahajan, Founder of Brand Carving, brought extensive experience in public relations and personal branding, having worked with over 100 founders and leading organizations such as Google, Microsoft, Kazo, and Mamaearth. Mr. Bharat Bansal, Founder of Nirmalaya and Banbros Professionals



SESSION ON “AI CAPABILITIES FOR COMPETITIVE ADVANTAGE”

Date : 26th February 2026

Number of Attendees: 75 students

On 6th February 2026, JBS organized an academic session on “AI Capabilities for Competitive Advantage” from 10:00 AM to 12:00 PM under the coordination of Dr. Bhawna Agarwal. The session was conducted by Dr. Ivan Zupic, School of Creative Management, Goldsmiths, University of London.

The speaker introduced students to Artificial Intelligence (AI), Generative AI, and Large Language Models (LLMs), explaining their role in improving innovation, decision-making, and business performance. Students also learned about digital platforms, AI-enabled applications, and process automation.

The session highlighted the importance of leadership support, organizational readiness, data capabilities, and ethical AI adoption. Interactive discussions helped students understand how AI can create sustainable competitive advantage and drive digital transformation.

Objectives: To introduce AI concepts, explore business applications, understand competitive advantage through AI, and develop awareness of ethical issues in AI adoption.



DID YOU KNOW?

Artificial Intelligence is no longer just a technological innovation it is a strategic business capability. Organizations that effectively integrate AI, strong data capabilities, and ethical practices can enhance decision making, drive innovation, and gain a sustainable competitive advantage.

PODCAST SESSION WITH NEHARIKA SHARMA

DID YOU KNOW?

Podcasting is among the most influential forms of digital storytelling today, helping creators build communities, share expertise, and establish personal brands. Students explored these opportunities firsthand during an interactive session with content creator and entrepreneur Neharika Sharma.

Date : 27 February 2026

Venue: Recording Studio, IIIT Sector 128

Jaypee Business School hosted an interactive podcast session with Ms. Neharika Sharma, Founder of Hype by Neharika, on February 27, 2026. Coordinated by Dr. Shradha Kabra, the session offered students a behind-the-scenes look at the world of digital content creation, podcasting, and personal branding.

Drawing from her journey as a content creator and podcaster, Ms. Sharma shared insights into building an online presence, creating engaging content, and fostering meaningful audience connections. The discussion explored storytelling, content strategy, industry collaborations, and the evolving opportunities within the digital media landscape.

Through an engaging question-and-answer session, students gained practical perspectives on consistency, creativity, and career-building in the creator economy. The interaction highlighted how digital platforms can be leveraged not only for communication and influence but also for entrepreneurship and professional growth.



WOMEN EMPOWERMENT IN MODERN SOCIETY

Date : 9th March 2026

Venue : LT-4

A session on “Women Empowerment in Modern Society” was conducted on 09/03/2026 at LT-4 by the JBS Department. The session featured Dr. Meena Mishra, a Radiation Oncologist, mental health advocate, entrepreneur, and Managing Director of Meealantaas Private Limited, and Dr. Neeti Singh, a Scientist at the Ministry of Earth Sciences specializing in meteorology and climate studies.

The session aimed to raise awareness about women’s empowerment, leadership, mental well-being, and equal opportunities. Through their professional journeys, the speakers inspired students to recognize the importance of education, self-confidence, innovation, and resilience in achieving personal and professional success.

Key topics discussed included the significance of women’s empowerment, the role of education and mental health, leadership and entrepreneurship opportunities for women, the impact of technology and AI in healthcare and social development, and the need for gender equality in decision-making processes.

Students gained valuable insights into leadership, emotional intelligence, scientific research, healthcare innovation, environmental sciences, and social responsibility. The session encouraged them to develop confidence, pursue their goals fearlessly, and contribute positively to society.



SUMMARY

Overall, the session was highly informative and motivating, emphasizing that empowered women play a crucial role in building a progressive, inclusive, and sustainable society. The speakers’ experiences inspired students to embrace continuous learning, leadership, and social transformation. Recommendations included organizing more motivational sessions, promoting discussions on mental health and gender equality, and encouraging innovation and entrepreneurial opportunities for women students.

STATIONERY AND CLOTHES DONATION DRIVE 2026



**"NO ACT OF KINDNESS,
NO MATTER HOW
SMALL, IS EVER
WASTED"**

The Donation Drive served as a reminder that meaningful change begins with simple acts of generosity and a shared commitment to uplifting communities.

Date: 12–13 March 2026

Students of the M.Com program at Jaypee Business School organized a Stationery and Clothes Donation Drive on March 12–13, 2026, in collaboration with Nirman Welfare Foundation. Coordinated by Dr. Arshi Barin, the initiative aimed to promote social responsibility, community engagement, and sustainable consumption practices among students. The drive witnessed active participation from students and faculty members, who contributed stationery items, educational materials, and wearable clothing for distribution to underprivileged communities. Student volunteers supervised the collection, sorting, and packaging process, ensuring the donated items were prepared for efficient distribution through the Foundation's outreach programs. Beyond supporting communities in need, the initiative encouraged empathy, responsible citizenship, and environmental consciousness among participants. As the first structured student-led outreach activity by the M.Com batch, the drive established a meaningful foundation for future community and sustainability-focused initiatives at JBS.

STRATX 2026: THE INTER-COLLEGE SIMULATION COMPETITION

Date : 14th March 2026

On March 14, 2026, Jaypee Business School hosted StratX 2026, an inter-college business simulation competition designed to test students' strategic thinking and decision-making skills in a dynamic business environment. Coordinated by Prof. Sunil Bhatia, Dr. Yogita Dwivedi, and Dr. Arshi Barin, the event brought together teams from JIIT, JBS, and other institutions for a day of competitive, simulation-based learning.

Following an introductory briefing, participants competed in two strategy-focused simulation rounds conducted in the Business Lab. Teams were evaluated on key performance indicators such as profitability, market share, decision accuracy, and overall business performance, requiring them to apply concepts from finance, operations, management accounting, and strategy in real time.

With 20 participating teams and cash prizes worth ₹10,000, the competition fostered analytical thinking, teamwork, and business acumen while providing students with a valuable opportunity to experience the challenges of real-world decision-making in a competitive setting.



SUMMARY

StratX 2026, held on March 14, 2026, at Jaypee Business School, was an inter-college business simulation competition that challenged students' strategic thinking and decision-making abilities. Through simulation-based rounds, participants applied concepts from finance, operations, and strategy, enhancing analytical skills, teamwork, and business acumen while gaining practical exposure to real-world business challenges.

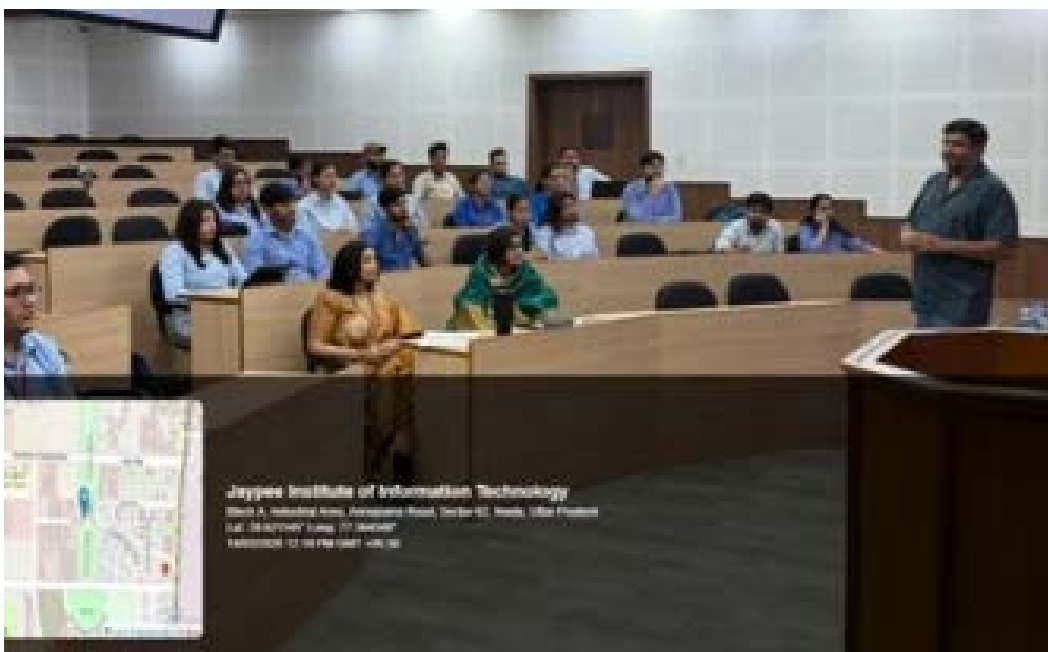
WEB ANALYTICS AND PERFORMANCE INTERPRETATION

Date : 14 March 2026

Duration : 09:00 AM – 12:00 PM

On March 14, 2026, Jaypee Business School organized a session on Web Analytics and Performance Interpretation for MBA Digital Marketing students. Coordinated by Dr. Garima Srivastav, Dr. Archana Shrivastava, and Dr. Ridhima Bhanot Sharma, the session was conducted by Mr. Jigar Rathore, a digital marketing professional with extensive experience across global brands including adidas, Philips, Pernod Ricard, and Ogilvy.

The session introduced students to key performance indicators (KPIs), Google Analytics, and the role of data in understanding consumer behaviour. Through practical examples, participants explored how web analytics can be used to interpret user interactions, measure campaign effectiveness, and transform insights into actionable marketing strategies.



SUMMARY

By connecting analytics with business decision-making, the session strengthened students' understanding of performance measurement, strategic planning, and data-driven marketing. The interaction also highlighted the growing importance of analytical skills in shaping successful careers in digital marketing and business analytics.

END-TO-END ADVERTISEMENT PRODUCTION: FROM IDEA TO FINAL CUT

Date: 7 April 2026

Jaypee Business School organized an industry-oriented workshop titled “End-to-End Advertisement Production: From Idea to Final Cut” for BBA and MBA students on April 7, 2026. Coordinated by Dr. Shradha Kabra, the session was conducted by Ms. Sapna Jain, Founder and Managing Director, and Mr. Devesh Pratap, Director, Wisdom Cine Arts.

The three-hour workshop provided students with a practical understanding of the complete advertisement production process from concept development to final delivery. Participants explored key stages of pre-production, production, and post-production, learning how brand briefs are transformed into compelling visual campaigns through scripting, storyboarding, filming, editing, and creative execution. Interactive activities and demonstrations offered valuable insights into professional media workflows. By blending creativity with industry practice, the workshop helped students appreciate the collaborative effort behind successful advertising campaigns while strengthening their understanding of content creation, visual storytelling, and marketing communication.



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THE FUTURE: AI + HUMAN MARKETERS

DID YOU KNOW?

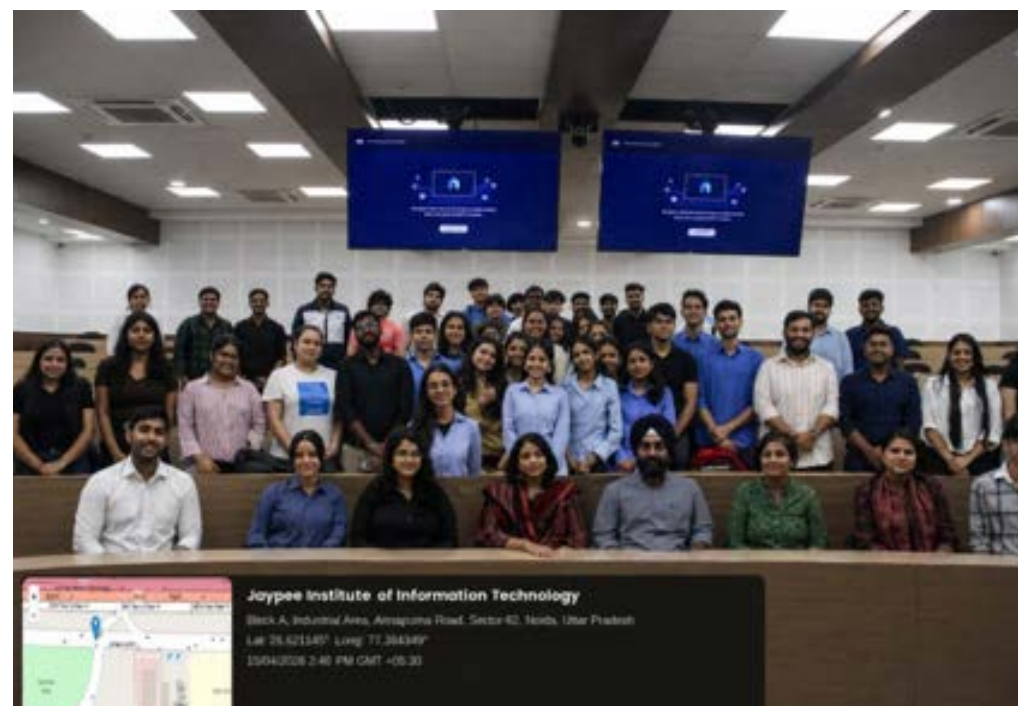
The discussion encouraged students to view AI not as a replacement for marketers but as a powerful collaborator. By combining technology with strategic thinking, the session offered valuable perspectives on the skills, mindset, and adaptability required to thrive in the future of marketing.

Date : 15 April 2026 Time: 02:00 PM – 04:00 PM

Venue: LT-1

On April 15, 2026, Jaypee Business School organized an engaging session titled “The Future: AI + Human Marketers” for students interested in the evolving landscape of digital marketing. Coordinated by Dr. Garima Srivastav and Dr. Archana Shrivastava, the session was delivered by Mr. Harshdeep Rapal, Co-founder and CEO of Legit AI, who shared insights from his entrepreneurial journey and experience in building AI-driven businesses.

The session explored how artificial intelligence is transforming marketing, from content creation and personalization to campaign optimization and customer engagement. Students were introduced to practical AI tools, Programmatic SEO, and emerging marketing frameworks, while also examining the balance between machine intelligence and human creativity. As emphasized during the interaction, “AI may automate tasks, but creativity, empathy, and judgment remain uniquely human advantages.”



Message from Alumni



Ritansh Mittal

About the Author

My name is Ritansh Mittal. I hold an MBA in Human Resource Management (Batch of 2022-2024) from Jaypee Institute of Information and Technology. I am actively involved in my family's cloth manufacturing business and currently manage two firms, Amit Textiles and Shree Shyam Garments, specializing in quality apparel manufacturing. Alongside strengthening our existing business, I am passionate about entrepreneurship and continuously exploring opportunities to expand into new industries and build ventures across different domains.

THE beauty wasn't just that I earned a degree. The beauty was finding the courage to become me. The classrooms are behind me, yet every lesson still stays. Some taught through books, some through unforgettable days. The laughter in the corridors, the endless chai and talks. The sleepless nights before exams, the dreams hidden in our walks. The friendships never graduated, they still stand by my side. Those memories became my strength, more than titles worn with pride. Business wasn't built in a day, it grew from every mistake I made. Confidence, patience, and people skills the finest investments my college days paid. Not every promise finds its destination, not every path opens the expected door. Sometimes the real opportunity waits where your own dreams ask for more. Today, I build instead of waiting, I create instead of complain. Because life taught me one beautiful truth

Message from Alumni



Samrat Sharma

About the Author

JBS alumni MBA batch 2015-2017 is an engineer-turned data journalist with 10+ years of experience across leading Indian media organisations. Specialised in economic policy analysis, geopolitics, financial systems, and risk assessment using data-driven research and visualisation. Experienced in investigative journalism, strategic storytelling, and translating complex datasets into clear insights for decision-makers. Skilled in editorial leadership, economic

How MBA Freshers Should Respond When AI Is Taking Entry-Level Jobs

For decades, an MBA was considered a reliable passport to the corporate world. Strong communication skills, business knowledge, and proficiency in PowerPoint and Excel were often enough to secure a place in leading organisations. However, the rise of artificial intelligence is fundamentally changing this equation. MBA freshers entering the workforce today are competing not only against other candidates, but also against machines capable of performing many entry-level tasks faster, cheaper, and often more accurately. In this new environment, MBA graduates need to rethink their career.

The Myth That AI Can Help You Do Any Job

A growing number of students believe that tools such as ChatGPT, Microsoft Copilot, Gemini, and Claude can help them perform virtually any corporate role. While these technologies are impressive, this belief can be dangerous. AI can generate reports, summarise documents, create presentations, analyse spreadsheets, and even draft business strategies. However, it cannot fully replace human judgment. More importantly, Those who do not often end up with polished-looking but shallow work.

Message from Alumni



About the Author

Shivalika Raj a JBS graduate (MBA Marketing, 2007-09 batch) is a communication expert, content strategist, and storyteller with over 16 years of experience in education, renewable energy, healthcare, technology, social impact, and defence. She has worked with organizations such as McKinsey, TCS, Delhi University, IMS Noida, Greenfuel, Phool.co, Orpat, and the Indian Navy, helping them communicate ideas that inform, inspire, and drive impact. Passionate about human connections and meaningful conversations, she believes strong relationships are key to lasting personal and professional success.

Building a career through relationships, not just résumés

If I were to look back at my professional journey and identify the single biggest factor that shaped it, it wouldn't be a degree, a certification, or even a perfectly crafted résumé.

It would be people!

For a long time, I believed what most students are taught: that careers are built on qualifications, hard work, and achievements. These things do matter, but I've learned that opportunities often come through relationships.

Not transactional relationships, not networking for the sake of networking, but genuine human connections.

After more than sixteen years as a content professional and communication expert working across renewable energy, education, healthcare, technology, defence welfare, and social impact, I can say that every important milestone in my career has been tied to a relationship.

And most of them began with a simple conversation.

The résumé opens the door. Relationships invite you in.

When we finish college, we spend hours perfecting our résumés, listing our achievements, internships, projects, and skills.

I did the same.

Message from Alumni

But no one tells you that a résumé only introduces you.

People decide whether they trust you, work with you again or recommend you. They remember how you made them feel long after they forget what was written on your résumé.

Some of the best projects I've worked on didn't come from job portals or cold applications. They came from people who remembered my work ethic, reliability, and commitment to quality.

Someone recommended my name. Someone trusted me. Someone opened a door for me.

Lessons I learnt from family

Growing up, I saw my family keep friendships and professional connections for decades. What stood out was that these relationships weren't based on convenience.

I remember how a single phone call could reconnect people who hadn't spoken in months. The bond stayed strong because it was built on years of trust and goodwill.

At the time, I didn't realise the same idea applies at work, too. Relationships grow from steady effort over time. You can't build them overnight just because you suddenly need help.

Being married to a defence officer has also given me a unique perspective on relationships. Frequent transfers mean frequent goodbyes. Just when friendships deepen, someone moves to another city.

A new posting arrives. A new beginning starts.

Initially, this felt difficult. But over time, I realised that distance does not weaken genuine connections. Some of the people I met during brief phases of life continue to be among my strongest supporters today.

A conversation from years ago can suddenly turn into a collaboration. A former acquaintance can become a mentor. A casual connection can become a lifelong friend.

Life often brings people back into our lives when we least expect it!

The unexpected lessons from writing

As a content writer, I have had the privilege of working with people from remarkably different backgrounds: corporate leaders, entrepreneurs, renewable energy experts, educators, healthcare professionals, and defence personnel.

Message from Alumni

I noticed that the most successful people often shared one thing in common. They valued people. Many leaders I met had impressive credentials. But when our conversations turned personal, they rarely talked about awards or titles. They spoke about mentors, colleagues, teachers, and friends. People who believed in them when they doubted themselves. That taught me an important lesson. Success might be personal, but growth always happens together.

The relationships that matter most

As professionals, we often focus on expanding our network. But I've learned that having deeper connections matters more than having lots of contacts. Having a thousand contacts means little if none of them truly know you. A few meaningful relationships can be much more valuable. The colleagues who support you during difficult projects, the mentor who offers honest feedback, the client who trusts your judgment, and the friend who reminds you of your strengths when you forget them yourself. These are the relationships that shape our careers. And often, our lives too.

What I would tell today's students

If I could give one piece of advice to students about to start their careers, it would be this:

“Invest in people, learn names, listen carefully, be genuinely curious, help without expecting immediate returns, stay connected, express gratitude, and most importantly, be someone others can trust.”

You might update your résumé every few years. But your relationships can last a lifetime.

Years from now, you probably won't remember every grade you got or every detail on your résumé. But you will remember the people who guided you, challenged you, supported you, and opened doors for you because careers aren't built alone. They grow through conversations, trust, kindness, and connections that get stronger over time.

Looking back, I see that the most valuable thing I've built isn't my portfolio. It's the community of people who have been part of my journey. And for that, I'll always be grateful!

India's Ethanol Revolution: Policy, Capacity, and the Road Ahead



Preetesh Singh
MBA Batch 2010-2012



About the Author

I work as a Specialist CASE and Alternate Powertrains for Nomura Research Institute Consulting and Solutions India Pvt. Ltd. I have been working on strategy and operational consulting projects for global automotive OEMs, suppliers, R&D organizations, and governments. Specialize in CASE and Alternate Powertrains and has spent over a decade on researching various topics related to Automotive Industry for the Indian and global markets. I have been instrumental in setting up the Policy Advocacy, ER&D and Alternate powertrain themes for NRI India



India's Ethanol Revolution:



India's ethanol blending programme has evolved into a key pillar of the country's energy transition. Ethanol blending in petrol increased from 1.5% in 2013–14 to 20% in 2025, driven by stable government policies, diversified feedstocks, and large investments in production capacity.

A major breakthrough came with the introduction of fixed pricing, replacing the earlier tender-based system. This provided price certainty, encouraged investment, and accelerated ethanol production.

Initially dependent on sugarcane, India expanded ethanol production to include maize, rice, and other grains, ensuring year-round supply and wider geographical participation. New grain-based, sugarcane-based, and dual-feed distilleries have significantly increased production capacity.

Beyond reducing crude oil imports, ethanol offers several advantages:

- Cleaner combustion and lower emissions
- Higher octane fuel, improving engine performance
- Reduced use of harmful fuel additives
- Better energy security through domestic production

The programme has also boosted farmer incomes and rural development, particularly in maize-producing states, by creating stable demand, employment, and agro-based industries.

However, challenges remain. Some ethanol plants face low capacity utilization due to procurement policy changes. Concerns also exist around food security, although improving agricultural productivity—especially maize yields—can help meet both food and fuel demand.

Looking ahead, flex-fuel vehicles, higher ethanol blends (E30, E85), and export opportunities could drive the next phase of growth. Supportive policies, stable procurement mechanisms, and continued investment will be essential.

India's ethanol programme demonstrates how coordinated policy, agriculture, and industry can strengthen energy security, reduce emissions, support farmers, and promote sustainable economic growth.

Preetesh Singh

Principal, Nomura Consulting and Solutions India Pvt. Ltd.

Preetesh Singh is a Principal at Nomura Consulting and Solutions India Pvt. Ltd.. He writes and speaks on topics related to energy transition, clean mobility, manufacturing, and emerging technologies in India.



The Psychology Behind Marketing: How Brands Influence Our Decisions Every Day



Keshav Arora
MBA Batch 2025-2027



About the Author

I started learning business at the age of 12 while helping at my father's business. Growing up in a farming family taught me the importance of markets, customer relationships, and trust.

After 12th, I pursued a BBA in Marketing and explored entrepreneurship through ventures like a breakfast business, mobile accessories, and a momo cart. My experience spans real estate, IT solutions, healthcare outreach, sustainable corporate gifting, and internships with brands like The Burger Co. and Royal Enfield.

I believe marketing is about understanding people, building trust, and creating lasting value. Passionate about marketing, branding, entrepreneurship, and business strategy, I'm always eager to learn, solve problems, and create meaningful customer experiences.



The Psychology Behind Marketing:



"Have you ever gone to the market to buy one thing but came back with three or four? If yes, then you have already experienced the power of marketing psychology." Most of us think that we buy products because we need them. But the truth is that many times our decisions are influenced by the way a brand presents its product. This is where marketing psychology plays an important role. In the old days, marketing was mainly about telling people that a product was available. Today, marketing is about understanding people. Good marketers first understand what customers think, what they need.

During my journey in marketing, I have worked with different industries such as healthcare, food franchises, IT solutions, real estate, and now the automobile industry. I have also learned business through my family's work in manufacturing and farming. One lesson has been the same everywhere: customers do not buy only because of the product. They buy because they trust the brand and the value it offers. This is why successful brands focus on building trust. They do not only sell products; they build relationships with customers. A good product may bring one sale, but trust brings customers back again and again. Marketing is also about small details. The colour of a logo, the design of a shop, the way a salesperson talks, the packaging of a product, and even the music inside a showroom can change how customers feel. These small things may look simple, but together they create a strong impression. As MBA students, we learn about strategies, market research, and business growth. But one lesson is more important than all of these: if you understand people, you can understand marketing. Products will change, technology will change, and markets will change, but human emotions and behaviour will always remain important. The next time you buy something, ask yourself one simple question: "Did I buy this product because I really needed it, or because the brand made me feel that I needed it?"



India's Credit Paradox:

Easy Money, Difficult Wealth



Jit chatterjee
MBA Batch 2025-2027



About the Author

I am an MBA candidate at Jaypee Business School with a keen interest in Financial Management, FinTech, and data-driven decision-making. Passionate about the intersection of finance and technology, I enjoy solving business problems through analytics, innovation, and strategic thinking.

My experience spans corporate finance, financial modeling, and AI-driven financial solutions, supported by hands-on exposure to Excel, SQL, RStudio, Tally ERP 9, and IBM SPSS.

Beyond academics, I enjoy connecting with people, exploring emerging technologies, and continuously learning.



India's Credit Paradox:



Easy Credit, Rising Financial Stress

"Access to money has never been easier in India yet financial stress continues to rise."

India's financial system has transformed dramatically with digital payments and instant credit. UPI and digital lending have made borrowing faster and more accessible than ever, while retail credit, credit cards, and personal loans continue to grow rapidly.

However, easier access to credit has not translated into stronger financial health. Household savings are declining, consumption is rising, and long-term wealth creation remains weak. The focus has shifted from building assets to financing lifestyles.

The rise of BNPL, EMI, and instant loans has changed spending behavior. Instead of evaluating the total cost, consumers often focus on affordable monthly installments, making expensive purchases seem easier. Behavioral biases like present bias, overconfidence, and digital nudges further encourage borrowing.

Not all debt is harmful. Productive debt such as education or business loans—can create future income. Consumption debt, used for discretionary spending, offers little long-term financial value. India's current credit growth is increasingly tilted toward consumption, raising concerns about future financial stability.

The Reserve Bank of India has already flagged rising stress in unsecured lending and increased risk weights for such loans, highlighting the need for caution.

The future of finance is not just about easier access to credit it is about responsible borrowing, financial literacy, and using debt to create assets rather than simply fund consumption.



The Human Advantage:

Why AI Can't Replace People Who Know People



Mayank Kaushik
MBA Batch 2025-2027



About the Author

I completed my schooling with a Science background and went on to earn a B.Tech in Computer Science and Engineering. To gain practical exposure to the corporate world, I worked in an IT company for six months where I developed valuable professional and analytical skills. Although I enjoyed the corporate experience, I always knew that my true passion was entrepreneurship. Coming from a business-oriented family, I have always aspired to strengthen my financial knowledge and expand our business in the international market. To achieve this goal, I am currently pursuing an MBA in Finance, believing that finance, strategy, and leadership are the foundations of building a globally successful business.



The Human Advantage:



Artificial Intelligence is transforming the business world by automating tasks such as writing emails, analysing data, creating presentations, and improving decision-making. While AI boosts efficiency and productivity, it cannot replace the human qualities that drive lasting business success.

The biggest strength humans bring is the ability to build relationships. Trust, empathy, communication, and emotional understanding are essential in sales, marketing, leadership, and customer engagement. People choose to work with those who understand their needs—not just those who offer the best technology or price.

Across industries, one lesson remains consistent: strong relationships create long-term value. While AI can support research, data analysis, and routine work, it cannot replicate genuine human connection or sound judgment.

The future belongs to professionals who combine AI skills with human skills. Communication, leadership, negotiation, teamwork, problem-solving, and relationship building will remain valuable in every industry.

Rather than fearing AI, we should learn to use it as a tool while strengthening the abilities that machines cannot imitate. Technology will continue to evolve, but business will always be built on trust, meaningful relationships, and human connection.



Faculty Article

Bridging Finance and Technology: A New Era of Learning at Jaypee Business School



Mr. Sunil Bhatia



Profile

Professor Sunil Bhatia is a distinguished finance professional and a Fellow Member of The Institute of Cost Accountants of India (FCMA) with over 40 years of rich professional experience, including 35 years in industry and 5 years in academia. He has held several senior leadership positions in leading public sector enterprises and brings extensive expertise in corporate finance, financial strategy, governance, and business leadership.

He served on the Board of Engineers India Limited (EIL), a premier global engineering consultancy and EPC company, as Director (Finance), where he played a pivotal role in driving the organization's financial strategy and corporate governance. Prior to this, he served as Executive Director & Chief Financial Officer (CFO) of Ramagundam Fertilizers & Chemicals Limited (RFCL), a joint venture promoted by Engineers India Limited and National Fertilizers Limited.



Bridging Finance and Technology:

The financial services industry is undergoing a fundamental transformation driven by rapid advances in technology. Digital payments, artificial intelligence, blockchain, data analytics, embedded finance and digital lending are reshaping the way financial institutions operate and serve customers. As fintech continue to grow, organizations are increasingly seeking professionals who possess both financial acumen and technological competence. Recognizing this shift, Jaypee Business School has taken a significant step by introducing the BBA with Specialization in FinTech in collaboration with NSE Academy Limited (NAL), a subsidiary of the National Stock Exchange (NSE), for the BBA (2026–30) batch. The FinTech programme is also being offered to the existing BBA (2024–28) and MBA (2025–27) batches, thereby extending this valuable learning opportunity to current students as well.

The programme has been designed to provide students with an industry-oriented learning experience that complements the business school curriculum. Four specialized FinTech courses will be delivered by experienced industry trainers from NSE Academy Limited. These courses expose students to digital payments and innovations, financial analytics, artificial intelligence and machine learning for finance, blockchain, digital financial markets and practical applications that are shaping the future of the financial sector. Upon successful completion of each course, students will receive an industry-recognized certificate from NSE Academy, enabling them to graduate with four additional professional certifications that enhance their academic profile.



Faculty Article

Business Simulation: Bridging Classroom Learning with Corporate Reality



Dr. Gaurav Dawar



Profile

Dr. Gaurav Dawar is a faculty member in Finance at Jaypee Business School, Jaypee Institute of Information Technology (JIIT), Noida, with over 15 years of teaching and research experience. He holds a Ph.D. from Delhi Technological University and specializes in corporate finance, business sustainability, and financial technology. His research has been published in leading Scopus, ABDC, and SSCI-indexed journals. Dr. Dawar is proficient in quantitative research methods, including PLS-SEM, panel data econometrics, and bibliometric analysis, and actively contributes to interdisciplinary research at the intersection of finance, technology, and sustainability.



Business Simulation:



In today's fast-changing business environment, organizations expect management graduates to think strategically, solve problems, and make informed decisions. While classroom learning builds theoretical knowledge, business simulation provides practical experience by recreating real-world business scenarios.

In a business simulation, students act as managers, making decisions related to pricing, marketing, finance, operations, production, and human resources. They experience how these decisions affect key business outcomes such as profitability, market share, cash flow, and return on investment.

One of the greatest benefits of business simulation is that it develops strategic thinking. Students learn that business functions are interconnected and that every decision has consequences across the organization. It also strengthens analytical skills by encouraging participants to interpret market data, evaluate financial performance, assess competition, and adapt strategies based on changing conditions.

Business simulation also promotes teamwork, leadership, communication, and problem-solving. Working in teams helps students build collaboration and decision-making skills while managing time and resolving conflicts.

In addition, simulations improve financial literacy by helping students understand financial statements, budgeting, resource allocation, and key performance indicators through practical application rather than theory alone.

By combining strategy, analysis, teamwork, and decision-making in a risk-free environment, business simulation prepares students to become industry-ready professionals. It transforms classroom concepts into real-world experience, equipping future managers with the confidence and skills needed to succeed in today's competitive business landscape.

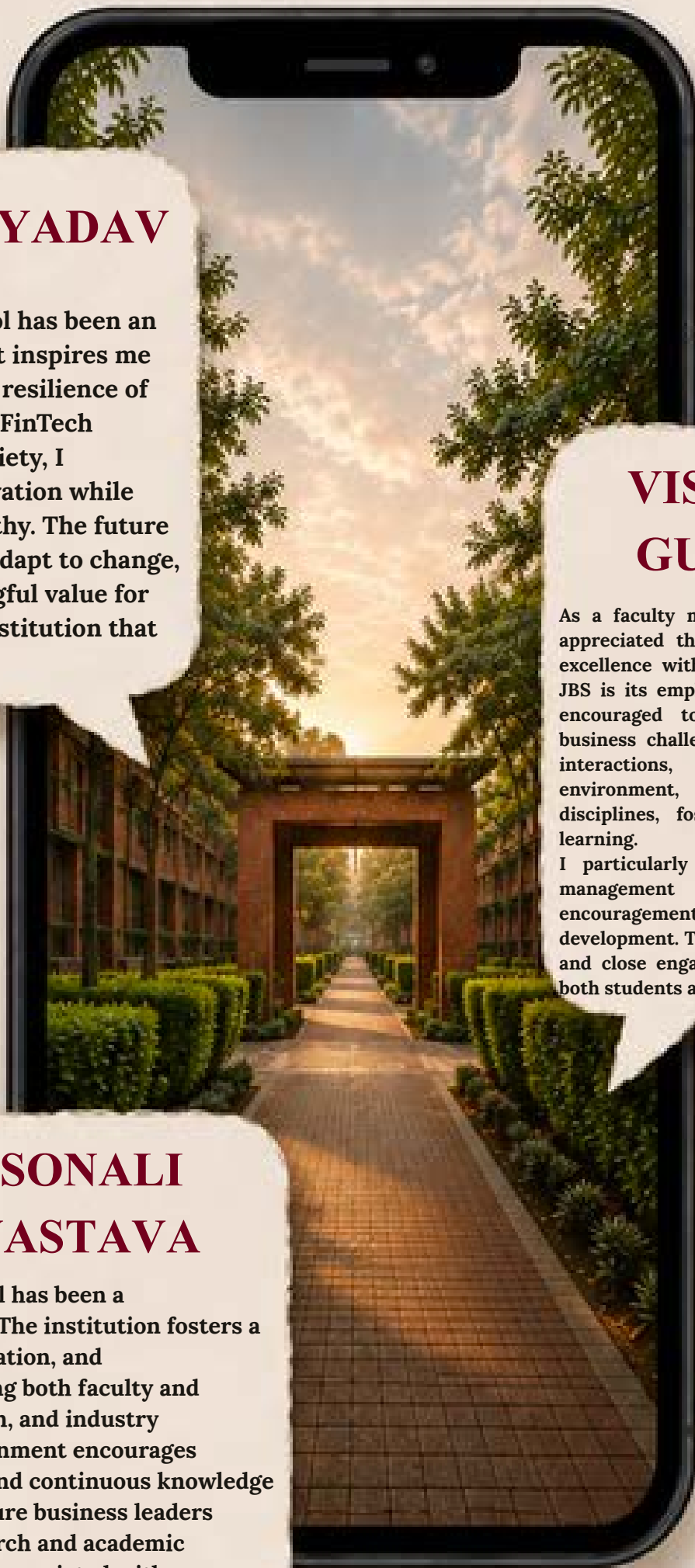


FACULTY REVIEW



NIKHIL YADAV

Being a part of Jaypee Business School has been an enriching and fulfilling journey. What inspires me the most is the curiosity, energy, and resilience of our students. As the worlds of AI and FinTech continue to reshape business and society, I encourage students to embrace innovation while staying grounded in ethics and empathy. The future belongs to those who keep learning, adapt to change, and use technology to create meaningful value for society. I am proud to be part of an institution that nurtures this mindset.



VISHAL GUPTA

As a faculty member at Jaypee Business School, I have always appreciated the institution's commitment to blending academic excellence with practical industry relevance. What distinguishes JBS is its emphasis on experiential learning, where students are encouraged to connect classroom concepts with real-world business challenges through case studies, live projects, industry interactions, and research. The collaborative academic environment, supported by experienced faculty from diverse disciplines, fosters innovation, critical thinking, and lifelong learning.

I particularly value the strong focus on technology-enabled management education, interdisciplinary learning, and the encouragement provided for research and professional development. The modern infrastructure, vibrant academic culture, and close engagement with industry create an ecosystem where both students and faculty can continuously grow.



DR. SONALI SRIVASTAVA

Being a part of Jaypee Business School has been a professionally rewarding experience. The institution fosters a culture of academic excellence, innovation, and interdisciplinary learning, empowering both faculty and students to excel in teaching, research, and industry engagement. The collaborative environment encourages critical thinking, ethical leadership, and continuous knowledge creation. It is inspiring to mentor future business leaders while contributing to impactful research and academic initiatives. I take great pride in being associated with an institution that nurtures creativity, global perspectives, and lifelong learning, preparing students to thrive in an ever-evolving business landscape.



Why Saying "Yes" to Opportunities Can Change Your Life



*Riddhi Agarwal
BBA batch 2024-27*



About the Author

I, Riddhi Agarwal has completed my schooling from St.Mary's Senior Secondary School, Rampur and I am a BBA student at Jaypee Institute of Information Technology, Noida eager to apply my academic knowledge and skills in a business environment. I am passionate about business analytics and consulting, and I am constantly seeking opportunities to expand my understanding. I have strong communication and analytical abilities, and i believe in continuous learning and collaboration to achieve meaningful outcomes.



Why Saying "Yes" to Opportunities Can Change Your Life



College is not just about attending classes and passing exams. It is a place where we learn new things, meet different people, and prepare for our future. During these years, we get many chances to learn and grow. One simple habit that can make a big difference is saying "yes" to new opportunities.

Many students avoid taking part in activities because they are afraid of making mistakes or think they are not good enough. But the truth is, no one is perfect in the beginning. Every new experience teaches us something valuable.

Opportunities can come in many ways. You may get a chance to join a college club, take part in a competition, attend a workshop, volunteer for an event, or apply for an internship. These activities may seem difficult at first, but they help us learn skills that we cannot get only from books.

When we say "yes" to these opportunities, we become more confident. We learn how to work in a team, solve problems, manage time, and communicate with others. These skills are useful not only in college but also in our future careers.

Taking part in different activities also helps us meet new people. We can make friends, learn from seniors, talk to teachers, and connect with professionals. Sometimes, one good connection can help us find an internship or even a job in the future.

It is okay if we do not succeed every time. We may lose a competition or not get selected for an internship. But every experience teaches us something new. Failure is not the end; it is a chance to improve and do better next time.

Today, companies look for more than just good marks. They want people who can work with others, take responsibility, and keep learning. Students who join different activities often have more confidence and practical experience. This gives them an advantage when they start their careers.

At the same time, saying "yes" does not mean accepting every opportunity. It means choosing the ones that match our interests and help us grow. Even one small step can make a big difference in our future.

College life goes by very quickly. The memories we make, the people we meet, and the experiences we have stay with us forever. So, whenever a new opportunity comes your way, do not let fear stop you. Be confident, give your best, and take the chance. You never know where one small "yes" can lead you. It might become the first step toward a brighter future.



The Rise of the Personal Brand : **Why Every Student Needs One**



Arushi Rawat
BBA batch 2024-27



About the Author

As a driven and enthusiastic BBA student, I'm passionate about exploring the world of business and making meaningful connections. With a strong foundation in business principles, I'm eager to dive into the industry and make a positive impact.



The Rise of the Personal Brand : Why Every Student Needs One



A few years ago, having a LinkedIn profile or an Instagram page felt like something only working professionals needed to worry about. As a student today, though, I have realised that this is no longer true. Whether we like it or not, most of us already have some kind of presence online, and the way we choose to present ourselves there is slowly starting to matter just as much as our resumes and report cards.

A few years ago, having a LinkedIn profile or an Instagram page felt like something only working professionals needed to worry about. As a student today, though, I have realised that this is no longer true. Whether we like it or not, most of us already have some kind of presence online, and the way we choose to present ourselves there is slowly starting to matter just as much as our resumes and report cards.

Take LinkedIn, for instance. It is easy to assume it is only meant for people already working, but that is far from the truth. Students who regularly share their projects, internships, certifications, or even the small lessons they pick up along the way tend to stand out when recruiters or professors look them up. Even something as simple as writing a short post about a workshop you attended can show initiative and genuine interest in your field, things that are hard to capture on a plain resume.

Instagram, on the other hand, is a platform most of us already use every day, often without thinking of it as anything more than a place to post pictures with friends. As someone who enjoys working on social media content and creating creatives for my college clubs, I've realised Instagram can be much more than a place to upload photos. It has become a space where I can showcase ideas, creativity, and the work I'm genuinely proud of. The same is true for anyone who loves photography, writing, design, or documenting their journey while learning a new skill or building a project. Done thoughtfully, it becomes a portfolio that feels personal rather than forced.

What makes personal branding especially important for students is that we are still figuring out who we are and what we want to do. Building a presence online does not mean pretending to have it all figured out. It means being consistent about sharing what genuinely interests us, so that over time, a clear picture of our strengths and interests starts to form, both for others and for ourselves.

Of course, this comes with responsibility too. Everything we post stays somewhere on the internet, and it is worth pausing before sharing something we may not want a future employer or mentor to see. A personal brand is not about creating a perfect image; it is about being authentic while still being mindful of the impression we leave behind.

In a world where opportunities increasingly come from being noticed and remembered, I believe every student, including myself, benefits from paying a little more attention to how we present ourselves online. It is not about chasing followers or likes, but about letting our work and our interests speak for us, long before we ever walk into an interview room.



The Rise of India's Startup Generation: Why Today's Students Are Tomorrow's Builders



Rashmi Gupta
BBA batch 2025-28



About the Author

Coming from a science (PCB) background, I discovered my passion in business, branding, and entrepreneurship. Through founder-led internships, business case competitions, and building ventures like Beyond The Brand and VELVÉRA, I've learned that the best way to understand business is by building it.

Passionate about marketing, strategy, and startups, I'm always eager to learn, create, and connect with people shaping the future of brands.



The Rise of the Personal Brand : Why Every Student Needs One



There're conversations happening in college canteens right now that probably wasn't happening five years ago. It's not about which company will hire you after graduation. It's about whether you even need to wait for graduation , start something of your own or What? And the numbers actually back this up. India now has over 2 lakh registered startups, up from just around 400 in 2014. That's not slow growth, that's basically an entire industry built from scratch in ten years. Over 117 of those are unicorns (companies worth more than a billion dollars), and more than half of new startups today are coming from smaller cities, not just the usual Bangalore and Delhi crowd.

But honestly, what's changed isn't just how many startups exist. It's who's actually building them. It's us. Why it's easier to start now ?

A few years ago, having an idea and actually being able to build it were two very different things. You needed money, you needed someone experienced to guide you, and you needed connections most 19 year olds simply didn't have.

That's changed a lot. Colleges that used to treat entrepreneurship as a random elective now build entire programs around it, with proper incubation centres that have already helped launch companies you've probably heard of, like Razorpay and RedBus. There are hundreds of these incubators across the country now, including in smaller towns, not just metro cities

Basically, if you have a real idea today, you don't have to wait for a "proper job" to test it out. Most of the support you'd need already exists while you're still in college..

The backup plan has flipped ?

For our parents' generation, starting a business was usually the backup plan, something you tried if the safe job didn't work out. For a lot of students today, it's kind of the opposite. The startup is the main plan. Placements are the backup.

Part of this is just that we're more okay with taking risks. But a bigger part of it, I think, is seeing it happen around us. When someone in your batch turns their college project into an actual funded company, starting up stops feeling like some far away dream and starts feeling like something a normal person your age can actually do.

What nobody really talks about?

It would be easy to make this sound like every student is about to build the next big thing. That's not true. Most of these startups won't survive, and that's okay, that's just how it works everywhere. Data say 90% of the startups fail in India. For every founder who gets funding, there are many more who quietly go back to placements after a year of trying and it not working out.

What's really changed is that nobody questions you for trying anymore. A decade ago, choosing to build something instead of taking a safe offer meant justifying it to your parents, your professors, basically everyone. Now, it barely needs an explanation.

That shift matters more than any funding number you'll read about. The real question isn't whether more students will start companies, because that's already happening. It's whether we're actually building something real, or just doing it because right now, it's the cool thing to do.



Ideas

begin with a
spark and
grow into
something
beautiful.



JBS

Student

CREATIVE

SHOWCASE

Where *imagination*
finds words,
stories take shape,
and *creativity*
comes to life.



The beauty wasn't just
that I earned a degree.
The beauty was finding
the courage to become
me. The classrooms are
behind me, yet every
lesson still stays.
Some laughed through
books, some through
unforgettable days.
The laughter in the
corridors, the endless
chats and talks.
The sleepless nights
before exams, the
dreams hidden in
our walks.



Your pen.
Your art.
Your voice.
Your story.
This is your
spotlight.

The Journey That Changed Me

When I first entered college, I was filled with excitement but also uncertainty. Everything was new the campus, the classrooms, the people, and the expectations. As someone who was naturally shy, I found it difficult to interact with others or participate in activities. I believed that if I simply attended classes and completed my assignments, my college life would be successful.

However, things began to change when one of my professors encouraged me to volunteer for a college event. Initially, I hesitated because I lacked confidence and feared making mistakes. Despite my doubts, I decided to step forward. That single decision turned out to be one of the most important moments of my college journey.

Preparing for the event wasn't easy. There were long meetings, tight deadlines, last-minute changes, and unexpected challenges. I had to communicate with people I had never met before, coordinate with teammates, and manage responsibilities that seemed overwhelming at first. There were moments when I felt like giving up, but every challenge taught me something valuable.

As the event came to an end, I realized how much I had grown. I had become more confident, learned the importance of teamwork, improved my communication skills, and discovered that mistakes are not failures they are opportunities to learn. More importantly, I made friends who supported and motivated me throughout the journey.

Looking back, I understand that college is much more than lectures, exams, and grades. It is a place where we discover ourselves, build meaningful relationships, and prepare for life beyond the classroom. Every experience, whether successful or challenging, contributes to our personal growth.

Today, whenever I see a new student feeling nervous or hesitant, I encourage them to participate, explore opportunities, and believe in themselves. You never know which small step might transform your life.

SUKHAD AGARWAL

BBA 2025-28

Journey of a Train Called Life

**Life and train, they both are same
With tracks of fate , no one to blame
You meet some faces, warm and kind
Share a moment, then leave them behind**

**Some gets off early, some stays along
The Train moves steady and strong
Challenges... Adventures wait at every turn
There are many lessons to live and some to learn
While others part ways and scenes have flown
You'll reach your stop ... all by your own**

**Life and Train
They both are same....**

SHORT SUMMARY

It's a Poem I wrote while I was traveling alone from Delhi to Lucknow (my hometown) I experienced meeting some new faces some kind people I interacted with some.. got to know about their lives then they left at their station and we never met again I wrote this poem while in the train only traveling and thinking how same Life is to the train

**Garv J Chandra
BBA 2024-27**

From Poster to Pitch: My First Brush with Marketing

I still remember this like it was yesterday first year, orientation week, and the Marketing Club decided to throw us straight into the deep end. No prep, no script, just: here's a brand, you have twenty minutes, make a poster and then perform a live act to sell it. We got Starbucks. Honestly, the first two minutes were just panic. Then somewhere in the middle of everyone talking at once, it hit me we don't need to sell coffee, we need to sell a feeling. That five-minute breather between classes. The barista getting your name wrong. That one corner table that basically becomes your second home. I remember saying this out loud and my team just went "okay yeah, let's do that." From there I kind of ended up taking the lead figuring out who says what, how the skit should flow, where the punchline lands. We built our act around two friends going to meet a third who was stressed about some academic deadline, and just telling him "let's chill out, let's grab a coffee." We walk into Starbucks, and I intentionally mispronounce "cappuccino" badly and right on cue, one of our teammates sitting in the audience jumps in and corrects me, like a random customer who just couldn't help himself. That got a genuine laugh. We grab our coffees, sit down, and close the act on a punchline the audience actually found unique I could tell from the reaction it landed exactly how we wanted it to. We ended up winning first prize, and we got a certificate too, which still feels a bit surreal to think about. But honestly, the certificate isn't really what I remember most. What I remember is the five of us, poster paint everywhere, laughing between takes, trusting each other.

PTO

From Poster to Pitch: My First Brush with Marketing

KEY LEARNINGS

That one afternoon taught me something I didn't fully get until much later that is marketing isn't really about the product, it's about finding that one moment people already relate to and building around it. I also realised that having an idea means nothing if your team can't perform it together coming up with the concept was the easy part; getting everyone aligned and confident enough to deliver it live was the real work. Even a small planted moment, like a "stranger" in the crowd correcting my pronunciation, showed me how much impact a well-placed detail can have on how an audience connects with a story. It's a lesson I still carry with me, especially now when I'm figuring out how to present things whether it's for my family's business or just pitching a small idea to someone. That's probably the moment I'd point to if someone asked me when I actually started liking marketing, not just studying it.

Sarthak Saxena
BBA 2024-27

The 7 Stages Of Love

Shubhang and Amaira were childhood best friends. They lived in the same neighborhood and spent every day together—laughing, playing, and making innocent promises that they would never forget each other. But life had different plans. When Amaira was five years old, her father's job transferred her to another city. On the day she left, she hugged Shubhang tightly and said, "Don't forget me. We'll meet again someday." Shubhang smiled and promised, "I won't forget you." But time moved on. Amaira carried him in her heart... while Shubhang slowly forgot. --- Years later, fate brought them together again at Crescent Valley University. Amaira had become outspoken, confident, and full of life—but inside, she carried a dream of becoming a fashion designer. Her strict mother forced her into B.Tech, where she was only an average student, yet she continued designing in secret because fashion was her life. Shubhang had become an introverted coding genius. Quiet, focused, and lost in his world of software, he avoided attention and preferred silence over people. Amaira trusted only Kiara and Kabir, and often spoke about her childhood friend Shubhang. Kiara would tease her, "What if he forgot you?" Amaira would smile softly, "Maybe he has... but I haven't." --- First Meeting. On the first day of college, Amaira accidentally spilled coffee on Shubhang's laptop. He didn't get angry—he simply walked away. But something about him felt familiar. That boy was Shubhang. And he didn't remember her. --- Slow Connection. They were placed in the same project group. Slowly, fashion and coding merged between them. He helped her build a website for her designs. She helped him see life beyond code. Rainy walks, shared umbrellas, late-night library work... everything slowly built an invisible bond. One day, Shubhang even asked, "Have we met before?" Amaira's heart stopped—but the moment slipped away. --- Misunderstanding.

PTO

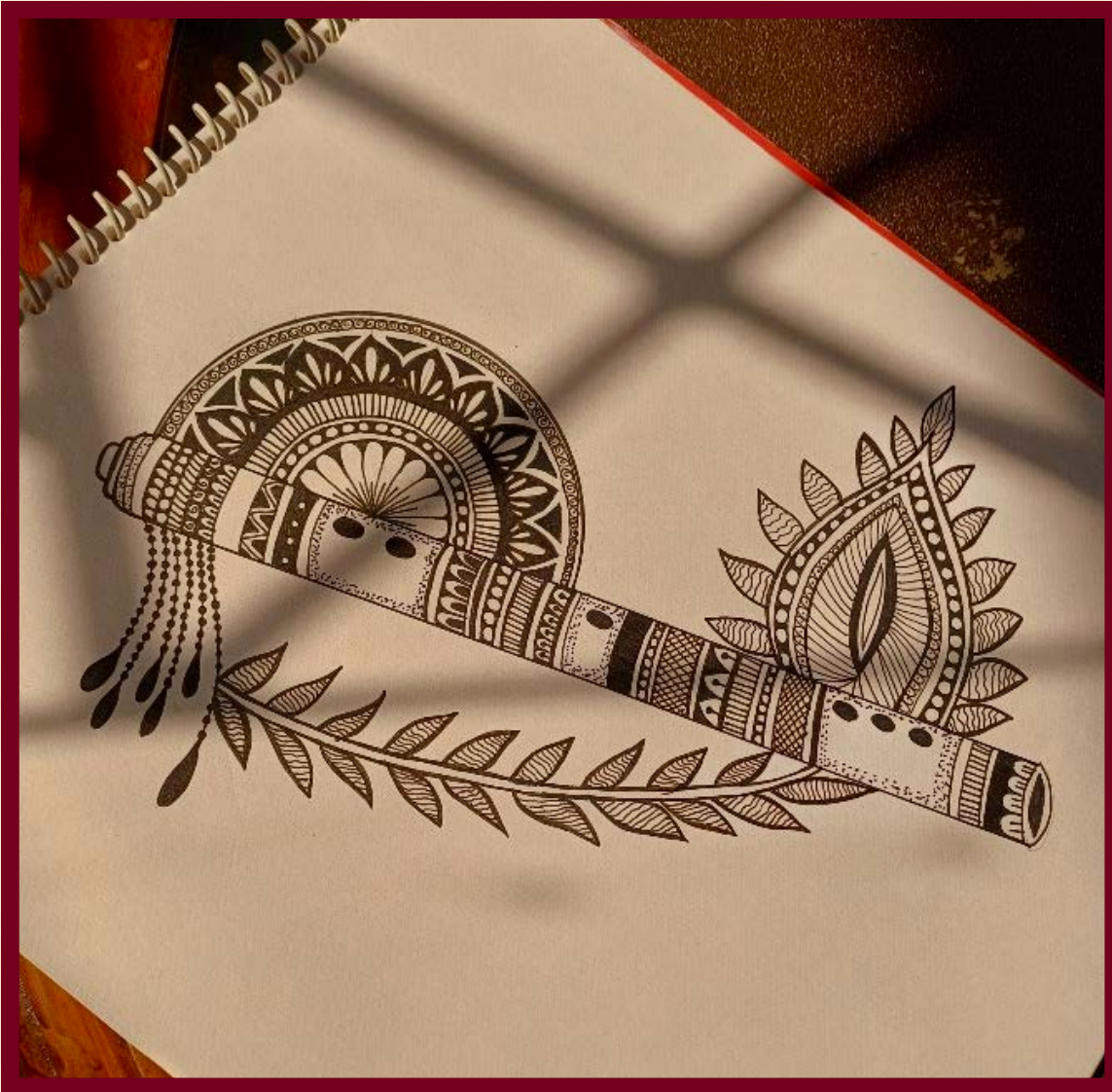
The 7 Stages Of Love

Then Anika appeared. Amaira believed Anika was Shubhang's girlfriend. Every interaction she saw made her distance herself emotionally. But the truth was different—Anika was his past, not his present. A relationship already ended, but never properly explained. The misunderstanding grew between them. --- Mussoorie Trip. On the college trip, everything became more intense. He gave her his hoodie. He noticed her health struggles and stayed close without saying much. Amaira, still believing she was losing him, kept pulling away. One night, he finally said, "I remember you... from before." Amaira froze. But fear, confusion, and timing stopped the truth from fully reaching her. --- The Truth Between Them. Later, everything came crashing emotionally. Amaira's health weakened due to stress and emotional pressure. Shubhang stayed by her side, holding her hand through the quiet moments. And finally, everything came out. "I remember you, Amaira... I remembered you from the start," he said softly. Tears filled her eyes. "I thought you forgot me..." Shubhang shook his head. "I never forgot you. I just didn't know how to come back to you." A soft song began playing in the background— 🎵 "Tum ho paas mere..." 🎵 It wasn't just music. It was memory. It was childhood. It was every unsaid feeling between them. Amaira closed her eyes for a moment, calmness finally replacing years of confusion. Not loss. Not fear. Just understanding. And Shubhang stayed there beside her— not as someone who came back late... but as someone who never truly left. --- Ending. Some love stories don't end in separation or goodbye. Some begin in childhood... get lost in time... and return when hearts are finally ready to understand them. Because in the end... the 7 stages of love were never about distance or misunderstanding. They were about finding your way back to the person you were always meant to remember.

Quote: "Some souls may lose their way in time, but true love always remembers the path back home."

Aarohi Joshi
BBA 2025-28

Ganesh ji Mandala, Flute Mandala



Flute (Krishna Flute) Mandala:

Handcrafted flute mandala inspired by divine melodies, symbolizing harmony, love, and inner peace. A blend of intricate patterns and spiritual elegance.

Ganesh ji Mandala

Intricately handcrafted Ganesh Ji Mandala artwork symbolizing wisdom, prosperity, and new beginnings. Every pattern is carefully drawn to reflect peace, devotion, and creativity.



Navya Vashistha
BBA 2023-26

Running Away

*I know running away from you was wrong
But it was the only option i thought i had left
Everytime i chose another road, another city, another version of myself,
I thought myself that this would finally be the one that led me away from you.*

*Yet somehow, every road I took carried your name
Maybe the world is smaller than I imagined.
Or maybe there are people you never truly leave.
Loving you was never a mistake.
Forgetting myself while loving you was.*

*I started measuring my happiness by your smile
and my place by your presence.
One day I looked in the mirror and realized
I knew everything about you, and almost nothing about myself.*

*So I became distant.
I became quiet.
I said things I never meant.
I pushed you away while secretly hoping you wouldn't let me go.
I did everything I could to make you hate me.
I made myself the villain in your story
because I thought it would make leaving easier.*

*But you never hated me.
You just kept leaving through every closed door,
every unanswered question, every goodbye.
You never explained.
And somehow, I never argued. Instead, I made leaving even harder.*

*Because the hardest thing I have ever done
wasn't running away from you*

*it was Running away
while still Loving you.*

Manini Bisht
BBA 2025-28

A Rainy Day

Welcome dear readers... i m so excited to tell u a story about a boy ryaan...a boy like us who woke up with stress in his mind regularly... because alot of times he felt lost and there's nothing in his life which he could control... he wanted to do a lot productive stuff but at the end of the day he was back at square 1. One fine day he woke up with the same anxiety and stress... it has been going on from a very long time... in the night when he was about to sleep he heard in a series that writing journals helps in understanding the problems of our own life... he was hopeless and had this negative thought process that whatever he'll try will not serve him anything. But with a heavy heart he started writing journals in the morning he began with writing how he feels when he first wake up... then he started writing first he started with the one thing at a time... he felt like everyone's going ahead and there's me who is here ... as he was writing he realised it's time to go to college... he went for a bath got ready and left the home for college. He reached college and in the lunch break he was sitting on a bench when he noticed one thing in most of the people who really looked confident it felt like they don't compare their things with others like there was a girl sorrouned by her friends she looked brave confident fearless because it was evident from her body language that she doesn't compare her lifestyle with others which he does all the time. Then he started thinking more deeply as few days back he was feeling really low as everyone around him was partying while he was sitting at home but there was a very meaningful example of his own sibling who used to stay alot at home but after few years as that phase passed his sibling got pleanty of chances to hang out. A single page of journal made him realise it wasn't his fate which was not in his favour but his thinking was the cause.

Ishita Aggarwal
MBA 2025-27

My Encounter With Life

As far as now, I have completed my 20-years journey of life, in this journey I came across many truths, hard and sad realities, helpless and weird aspects and I got the idea that how life works but still somewhere I was very confused regarding life, how should I live it? Why people value it so much if it is very disturbing and painful? I know a 20-year-old doesn't look good while talking about life and its meaning but an incident made me helpless to think about it. We all come across various incidents in our lives but only a few of them leaves an impact on us and that's why I am writing this experience of mine because it taught me few things regarding living a complete life. This is my first time writing anything so I would like to apologise if this writing lacks polish, depth and refinement. THE ACCIDENT I was happy and excited as this was the last day of my summer internship at an NGO in Agra, I completed all my tasks as an intern and went to the director's office regarding my certificate there I was told that I can get it the next day but if I could wait till 1 hour, I could get the same day, I decided to wait and went to a nearby café, after some time I was waiting for rickshaw to collect my certificate in NGO, at that time a car came beside me at a very high speed and crashed into a scooter, the car was in such speed that it went in air for few seconds and flipped in such manner that it turned in opposite direction from which it had been travelling, all this happened just 10 meter close from me, I was anxious after seeing that but still I went to help the person in the car and the man who got hit by it, unfortunately he got fractured and fortunately, the person in car was safe. I've just encountered the fundamental principle of life that it is uncertain, it could just as easily have been me lying there instead of them-my body battered and motionless on the scorching road under the 45-degree Celsius heat, surrounded by crowd. Some people might have tried to help me, while others would have stood there recording videos. And perhaps, I would have been desperately clinging to the hope of surviving. How, in the span of a single moment, the meaning of life can change. A life that seemed perfectly normal and joyful just moments earlier can suddenly become filled with pain and uncertainty—no one can ever predict when that will happen. Yet, caught up in the relentless rush of our daily lives, we often forget just how fragile and unpredictable life truly is. QUESTIONS THAT HAUNTED ME After witnessing all of that, I couldn't process what had happened. My mind simply refused to accept it. Few minutes later I was in rickshaw, every time I was recalling that moment, I became overwhelmed by all the possibilities of what could have happened to me. But what disturbed me even more was a different thought—that I might have died after living a meaningless life.

PTO

My Encounter With Life

*I could have died having spent more days in sorrow than in genuine happiness. I could have died without ever truly exploring my potential, without discovering what I was capable of or putting those abilities to meaningful use. I could have died having played it safe my entire life, never taking risks, never stepping beyond the boundaries of my comfort zone, and never truly living. That thought frightened me far more than death itself. I eventually reached the NGO and took a seat in the waiting area to collect my certificate. But no matter how hard I tried, I couldn't get the incident out of my mind. I was anxious, unsettled, and trapped in a strange dilemma. The very questions I had begun asking myself had become the source of my distress. I tried to calm myself and understand what this experience was trying to teach me. After collecting my certificate, I headed home. By then, night had fallen, and with a quieter mind, I began to reflect on everything that had happened. I carefully analysed the incident and searched for answers to the questions that had been haunting me. After hours of reflection, I arrived at three profound lessons—three principles that would not only define my understanding of that day but would also become the foundation upon which I choose to live the rest of my life. **THREE LESSONS THAT CHANGED ME LIVE JOYFULLY** My first lesson was that life is so uncertain that no one can predict when it might come to an end. That is precisely why we should live with joy, curiosity, and gratitude. Life is not free from suffering—in many ways, suffering is an inevitable part of being human. What truly matters is not whether we suffer, but how we respond to that suffering. There is no value in allowing negative emotions to dominate our lives. Grief, sorrow, fear, and despair are natural responses to difficult times, and we should never deny or suppress them. But life is far too short and far too precious to remain trapped by them. Instead, we must learn to acknowledge these emotions, understand them, and manage them with wisdom and courage. Every moment we are given deserves to be lived wholeheartedly, with resilience, hope, and the determination to find joy even in the face of adversity. **LIVE WITH PURPOSE** My second lesson was that life needs a meaningful purpose. Every person should have a cause, a dream, or a mission worth dedicating their life to. That purpose does not have to be extraordinary—it simply has to be meaningful and contribute positively to the lives of others or to the world around us. A clear sense of purpose gives us direction, strengthens us during difficult times, and provides a reason to keep moving forward. In contrast, A life without purpose can leave a person feeling lost and disconnected, making it difficult to contribute meaningfully to society.*

PTO

My Encounter With Life

EXPLORE YOUR POTENTIAL My third lesson was that I should strive to explore myself completely—to discover the full extent of my potential and every dimension of who I can become. I should never let fear stop me from pursuing what I am ambitious about or convince myself that something is beyond my abilities before I have even tried. None of us knows how much time we have. That uncertainty is exactly why we should embrace new experiences, challenge our limits, and keep discovering different aspects of ourselves. A life lived without exploration is a life that never fully realizes its own potential. For instance, I currently aspire to become an entrepreneur. Yet here I am, writing about one of the most profound experiences of my life. I never imagined I would write something this personal, but by doing so, I am exploring another side of myself and doing what I am ambitious of. Perhaps there are abilities, passions, and perspectives within me that I have not yet discovered. **FINAL THOUGHTS** I understand that some of my conclusions may be incomplete or even flawed, and I do not expect everyone to agree with them. Each person's perspective on life is shaped by their own experiences, values, and circumstances. These lessons are simply the reflections I arrived at after witnessing a single incident that deeply affected me. I also recognize that I still have so much to learn about life and the art of living. I do not present these thoughts as philosophy or universal truths. They are merely personal lessons born from one experience that changed the way I see the world. As I continue to grow, learn, and experience life, these beliefs may evolve, and I welcome that possibility. Thank you for reading this experience of mine.

Divyansh Dhangar
BBA 2025-28

Mera Ishq, Mera Neelkanth

Maana tha agar apna rishta Shiv-Parvati jaisa,

**Toh intezaar sirf Parvati ne nahi,
Shiv ne bhi kiya tha.**

**Unke punarjanm ki raah mein sadiyon tak baith kar,
Apne har ek saans ko unhi ke naam jiya tha.**

Bhari thi maang unki maine us Shiv ke hi saamne,

**Gawaah tha woh rishta,
gawaah tha woh paak pyaar.**

**Aaj main wahi Shiv ban ke baith gaya hoon bairaag mein,
Banke tera Neelkanth,
karta hua bas tera intezaar.**

**Tapasya agar unki thi,
toh yeh sabr mera bhi toh hai,**

**Us Shiv ki gawaahi ke saamne,
jhooth na tha kuch bhi.**

Ek din milkar rahega woh van-vasi apni Shakti se,

**Jise khud lage the sadiyon ke saal,
apni Parvati ko paane ke liye**

**Bhavya Jindal
BBA 2025-28**

Aakhri Dhuaan

**Wada tha sath marne ka, wo qasmein khayi thi,
Tujhe ardhangini banakar, maine apni jaan banayi thi.**

**Teri ek hansi se khilti thi ye murjhayi hui mitti meri,
Tujhe dekh kar dhal jaati thi, har dukh ki shaam ghaneri.**

**Jab chuta tha tere honton ko, main khud se riha ho jata tha,
Teri saans ki garm nishani mein, main rooh tak kho jata tha.**

**Magar tere jaane se ab wo rona-hasna sab toot gaya,
Jo dil tera aaina tha, wo pathar ban kar chhoot gaya.**

**Jab chuta tha tere hoto ko, khud ko khota paya tha,
Par ab is tute dil par, ek gehra sannata chaya hai.**

**Ab dhoondta hoon us cigarette ko, jo meri khatir jalti hai,
Banke dhuan is faza mein, wo dheere dheere dhalti hai.**

**Dimag ko mere ek pal ka, wo jhootha sukoon de jaati hai,
Phir mere hi dukh mein jalkar, wo mitti mein mil jaati hai.**

**Tu gayi toh kya, ab ye dhuan sath nibhata hai,
Jo kabhi tera tha, wo ab is raakh mein bikhar jata hai.**

**Bhavya Jindal
BBA 2025-28**

THE ULTIMATE CAMPUS BUCKET LIST



College is short, shockingly short. Somewhere between assignments and naps, it's easy to let it slide by without actually living it. So here it is: the unofficial, extremely necessary, campus bucket list. Cross these off before you graduate, or risk a very specific kind of FOMO that hits you five years down the line at a reunion.

TO DO LIST

-  **Attend at least one cultural fest.** Because the energy of a live crowd, a stage, and zero syllabus in sight is a feeling no lecture hall will ever recreate. Go dance badly, cheer loudly, and let your voice go hoarse by intermission.
-  **Join a club, any club.** Whether it's dance, debate, marketing, or something wildly niche you didn't know existed, a club is where random acquaintances turn into your actual college core group. Don't just attend, show up enough that people know your name.
-  **Watch the sunrise from campus.** There's something almost illegal about how good campus looks at 5:45 AM, empty, golden, and completely yours. Do it once with people who won't complain about waking up early, and you'll understand why everyone who's done it never stops bringing it up.
-  **Pull an all-nighter in the library before an exam.** The library at 2 AM, three energy drinks deep, surrounded by people just as doomed as you, is a rite of passage. It's miserable in the moment and hilarious in hindsight, which is exactly why it belongs on this list.
-  **Get featured on the college newsletter or Instagram page.** Get spotted, get tagged, get featured, whether it's the newsletter, the college Instagram, or a club's highlight reel. It's a tiny, ridiculous flex, and also proof that you actually showed up and did things worth capturing.
-  **Eat your way through the entire cafeteria menu.** Every single item on that cafeteria menu, no skipping the weird ones. Future you, sitting in a cubicle somewhere craving hostel-style Maggi, will thank present

WHERE WE BELONG:

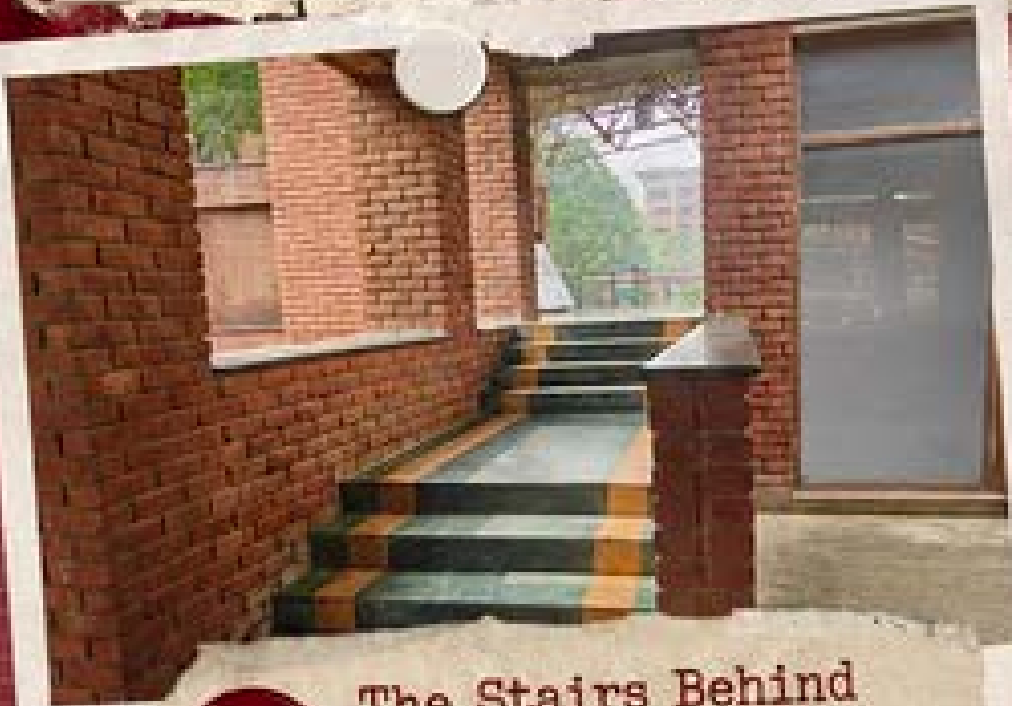
THE HANGOUT HALL OF FAME

Ask any batch what actually made college feel like college, and it's rarely the syllabus. It's the corners of campus where the real plot happens: the venting, the bonding, the group project group therapy.

This term, three spots have unofficially claimed VIP status on our campus map, and honestly, they've earned it.



1 The LRC Conference Room - Playing Grown-Up for an Hour



2 The Stairs Behind the OAT - Pre-Exam Group Therapy



3 The Cafeteria - Where It All Began

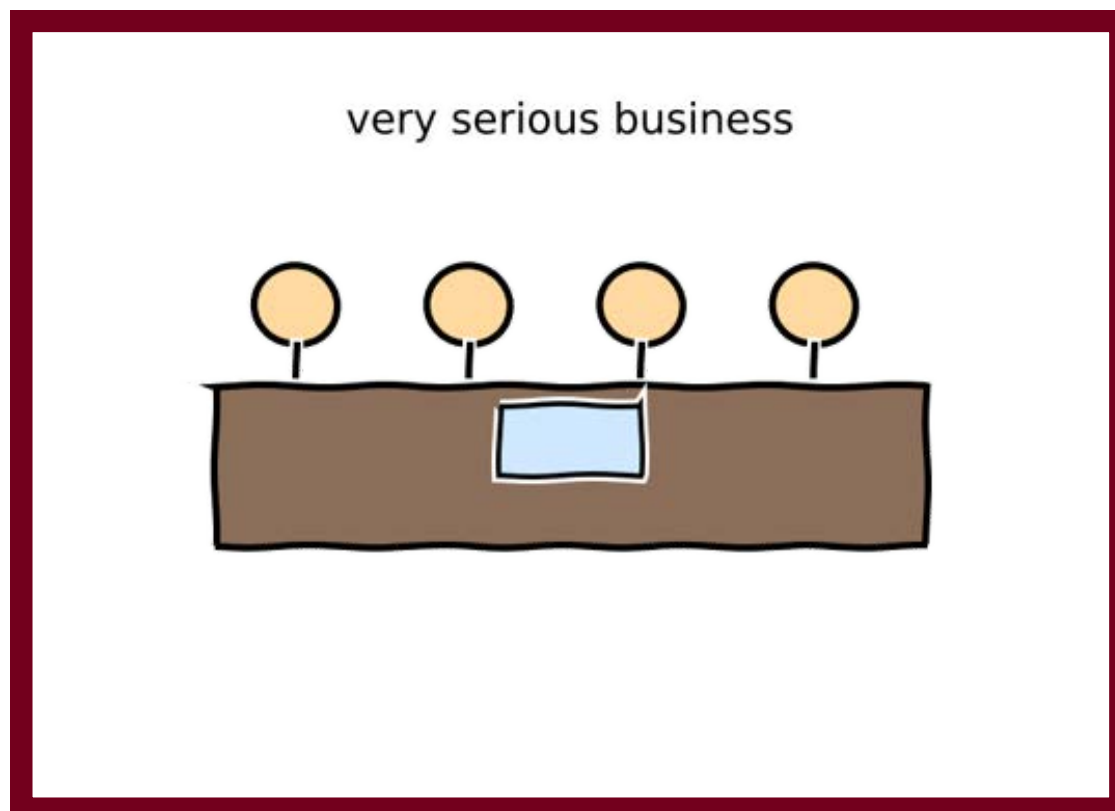
Good coffee.
Better company.
Best memories.

Different corners.
Same stories.
That's where we belong.



1

The LRC Conference Room Playing Grown-Up for an Hour



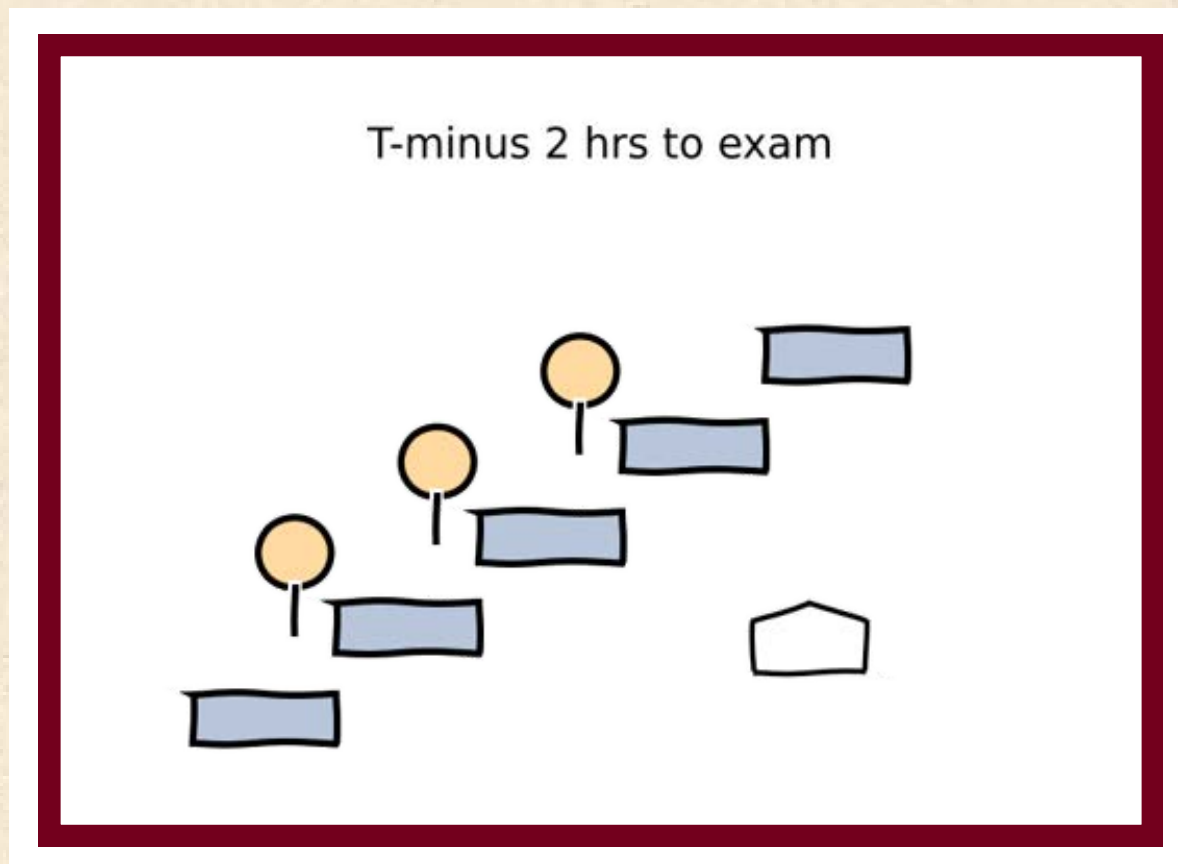
Nothing, and we mean nothing, makes you feel more like a Fortune 500 executive than booking the LRC conference room for a "quick" project sync that quietly turns into a two-hour brainstorm. The oval table, the swivel chairs, the whiteboard nobody actually ends up using, it all radiates boardroom energy.

You sit a little straighter in that room. You say "let's circle back on this" completely unironically. For one glorious hour, a group project stops feeling like an assignment and starts feeling like an actual business meeting, minus the salary, plus infinitely more chaos.

**"10/10 ROLEPLAY, 10/10 DIAGRAMS
THAT NEVER MAKE IT PAST THE
STICKY NOTES."**



The Stairs Behind the OAT Pre-Exam Group Therapy



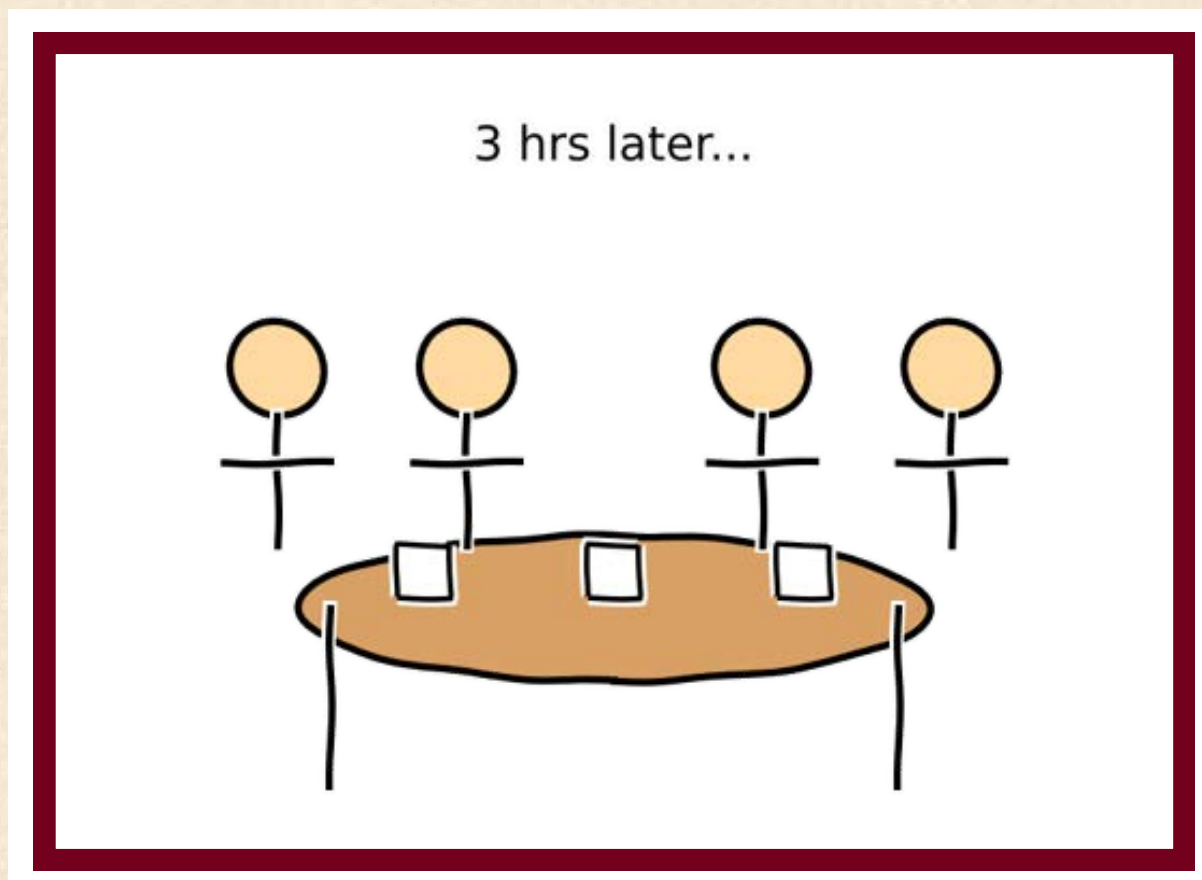
There's a very particular kind of stress that only an exam morning can produce, and there is exactly one place on campus engineered to absorb it: the staircase behind the OAT. No group chat coordination required, everyone just ends up there. Notes get passed around, formulas get panic-recited, and somehow, in between all the chaos, everyone leaves calmer than they arrived.

It's less a staircase and more a support group with slightly better lighting and significantly worse seating. Someone is always revising out loud. Someone is always consoling someone else. And by the time the bell rings, everyone is, against all odds, smiling.

**"IT'S NOT A STAIRCASE, IT'S GROUP
THERAPY WITH A SYLLABUS."**

3

The Cafeteria Where It All Began



The first time our friend group ever sat down together, it was here, right after we'd all just met. What was meant to be a quick tea break somehow turned into hours of shared stories, oversharing, and getting-to-know-you chaos nobody saw coming. Nobody checked the time. Nobody wanted to be the one to leave first. Before we knew it, the light outside had changed and so had our friend group, from strangers to a group chat that has not stopped buzzing since.

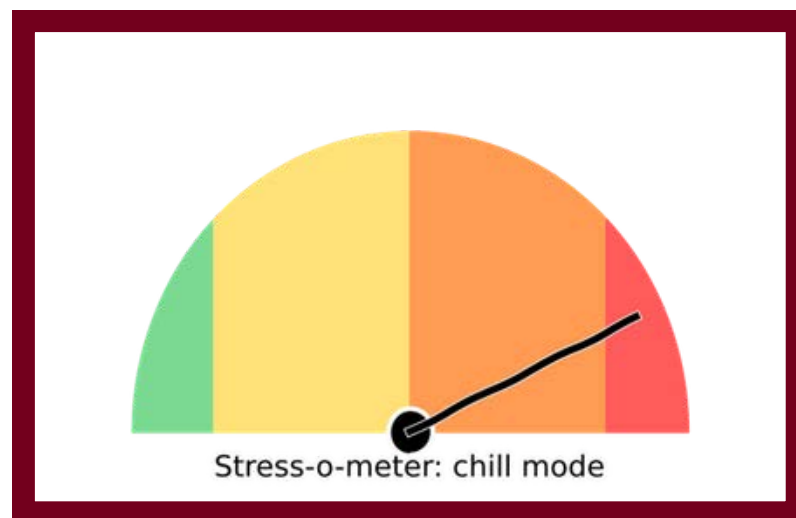
**"WE WALKED IN AS STRANGERS AND
WALKED OUT WITH A GROUP CHAT."**

That's the cafeteria's actual superpower: it turns awkward small talk into inside jokes faster than you can finish your Maggi. Every batch has one table that becomes The table. Ours just happens to still be occupied, most days, by us.

THE COLLEGE MOOD METER

We went around campus with our unofficial, extremely scientific survey (read: we asked a lot of people a lot of questions) to check the pulse of the semester so far. Here's the tea, served hot and slightly biased by nostalgia for vacation.

Stress Level This Month: Refreshingly Low



Good news first: campus stress is sitting comfortably in the green zone this month. Makes sense, really, we're only a few weeks out of vacation, the tans haven't faded, the motivation is (mostly) still intact, and assignments haven't yet arrived in that signature end-of-month avalanche. Enjoy it while it lasts, because we all know how this graph is going to look by the next issue.

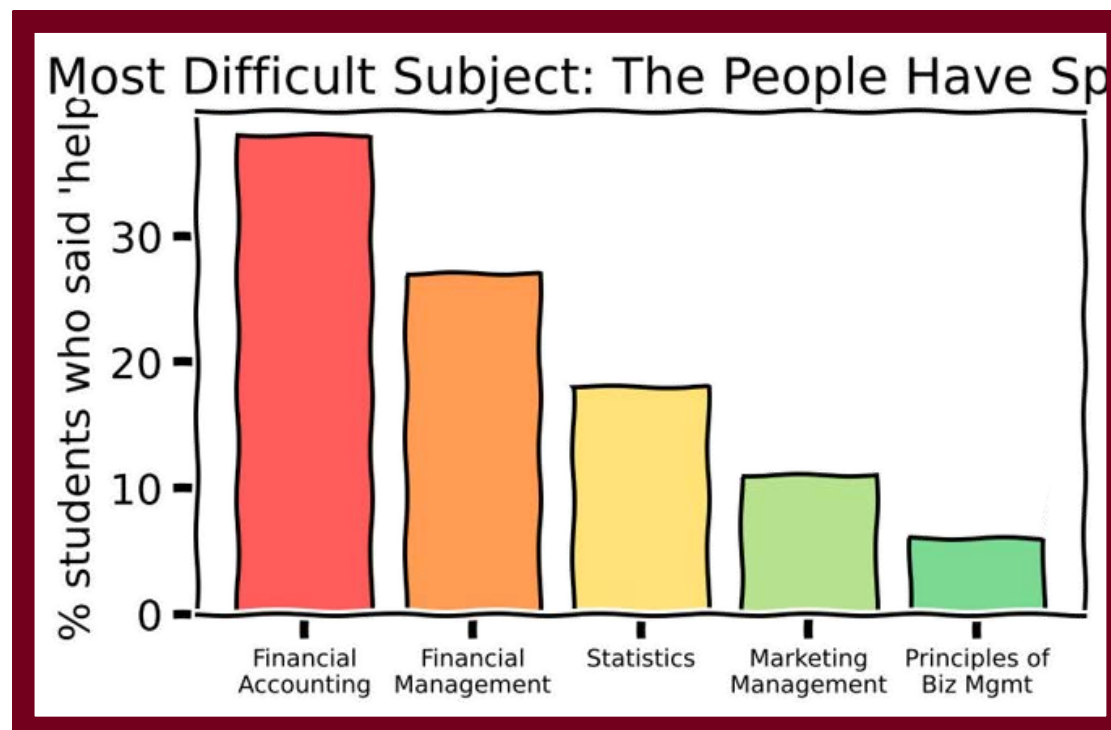
Favourite Event: The Induction Program

No contest here. The Induction Program swept the polls, and it's not hard to see why. For our juniors, it was the first real chance to meet their batch, wander through every club stall, and figure out exactly what kind of college experience they wanted to build for themselves. Cluster fever, club stall chaos, and a hundred first impressions later, everyone walked away with a slightly clearer picture of where they belong on campus.

"Induction week: the only time meeting fifty strangers in one day feels like a good idea."

THE COLLEGE MOOD METER

Most Difficult Subject: The People Have Spoken



Financial Accounting takes the crown this month, and takes it by a landslide. Ledgers, journal entries, and the eternal mystery of why the trial balance refuses to balance have earned it a very firm first place on the difficulty chart. Financial Management follows at a respectable distance, with Statistics, Marketing Management, and Principles of Business Management rounding out a comparatively peaceful bottom half.

“Debit what comes in, credit what goes out, cry where necessary.”

Passport, Please: Hidden India

Forget the postcard version of India for a second. These three places don't just look good in photos, they come with stories strange enough that you'll want to tell them long after the trip ends.

1 - Hampi, Karnataka — The Place Where the Gods Played Jenga and Never Cleaned Up

Picture a landscape scattered with giant boulders balanced so improbably on top of each other that they look staged, except nobody staged them, this is just how Hampi has looked for millions of years.

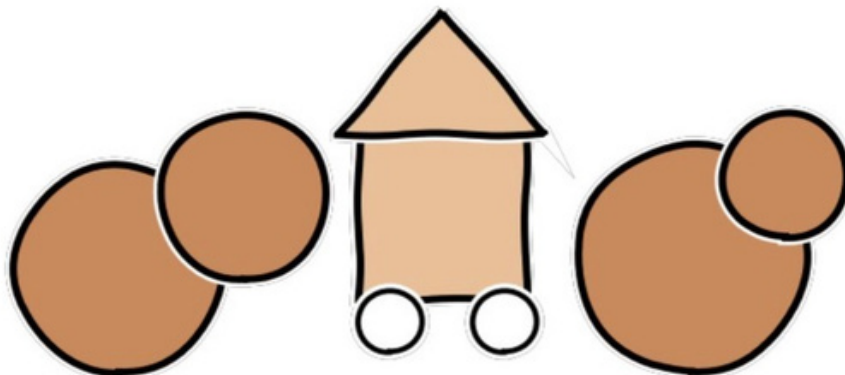
Somewhere in the middle of this surreal boulder field sits the ruined capital of the once-mighty Vijayanagara Empire, one of the richest kingdoms in Indian history, reduced now to elegant stone skeletons of temples, market streets, and royal enclosures.

The showstopper is the stone chariot at Vittala Temple, carved from a single block of granite and so precisely detailed that even its wheels were designed to rotate.

Nearby, musical pillars are said to produce different notes when tapped, a 16th-century sound system nobody's quite finished explaining.

Climb Matanga Hill at sunrise for a view that makes the whole boulder-Jenga theory feel completely believable, and don't skip the local coracle ride across the Tungabhadra river.

Hampi: boulders + ruins



PTO

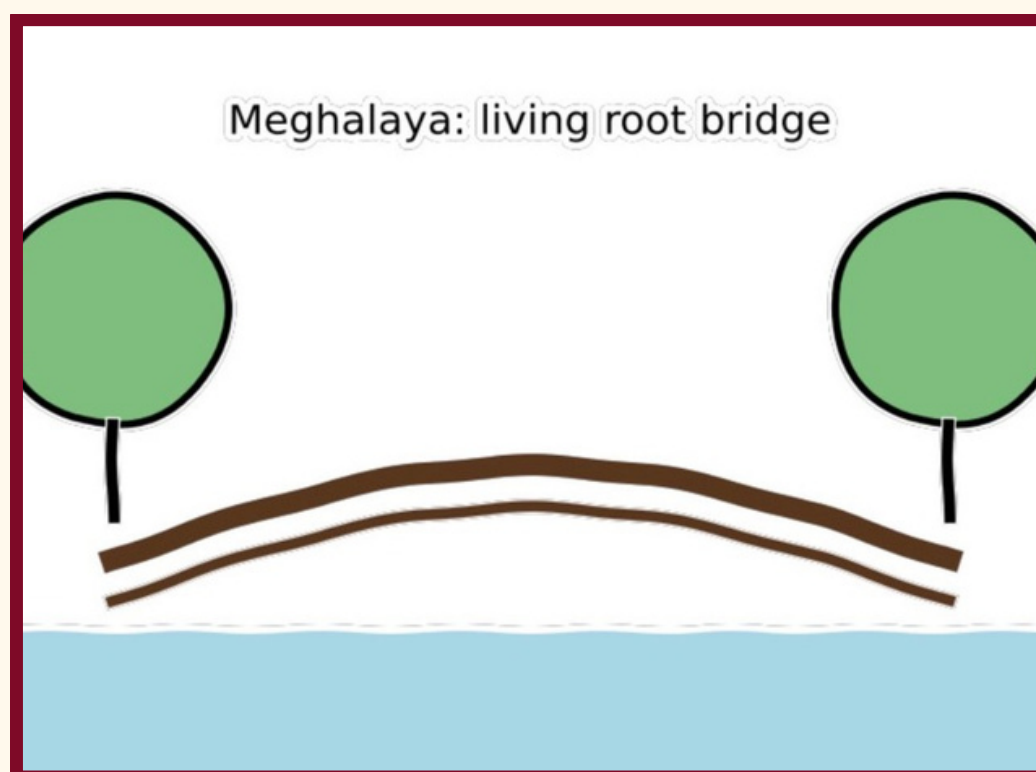
2 - Meghalaya's Living Root Bridges Architecture That Takes Longer to Build Than a Human Lifetime

In the rain-soaked hills around Cherrapunji and Mawlynnong, the Khasi and Jaintia communities figured out something most engineers still haven't: instead of building a bridge that decays, grow one that gets stronger with time.

Over fifteen to thirty years, the aerial roots of the rubber fig tree are patiently guided across rivers using betel nut trunks as scaffolding, until they knit themselves into a living, load-bearing bridge that can outlast the person who planted it by well over a century.

The most famous of these, the double-decker root bridge near Nongriat, is reached only after a steep trek down thousands of stone steps, which somehow makes the payoff even better.

These bridges don't just cross rivers, they're a multi-generational relationship between people and trees, engineered with nothing but patience. Pair the trek with a visit to Mawlynnong, routinely called Asia's cleanest village, for the full slow-travel effect.



PTO

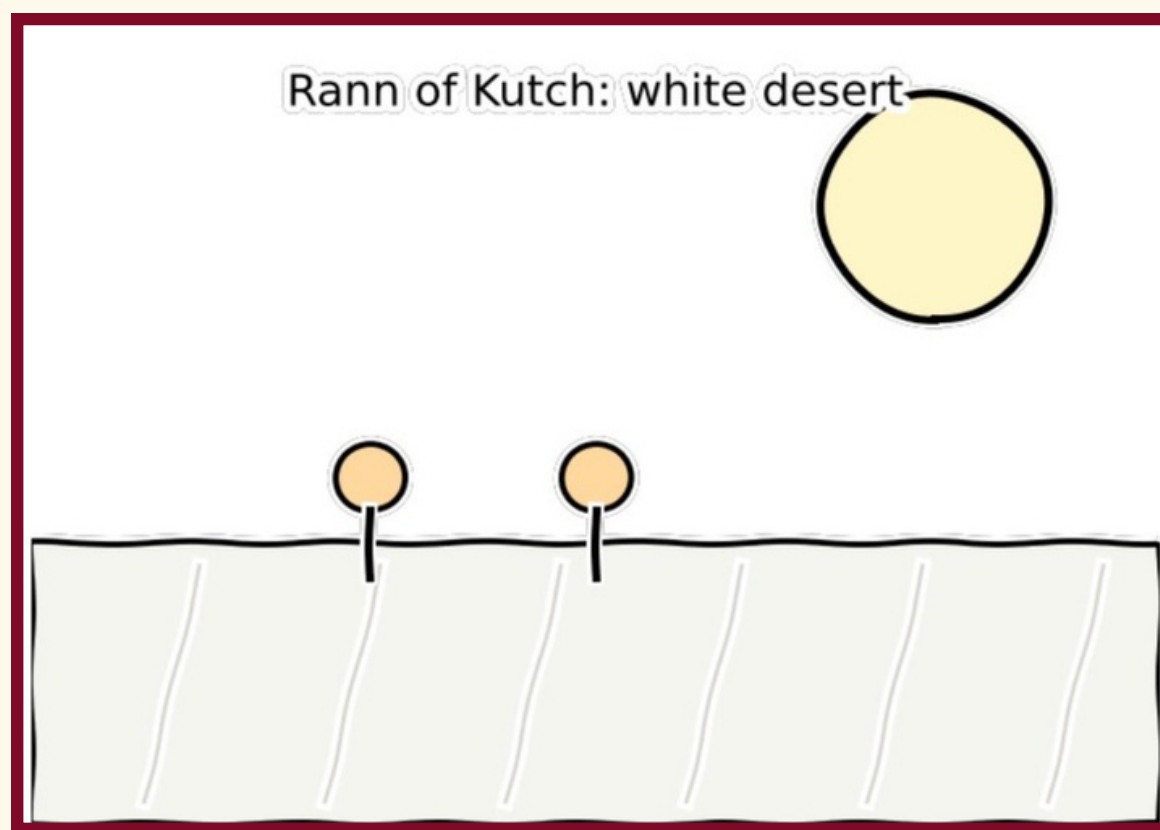
3 - The Rann of Kutch, Gujarat — A Desert That Turns Into a Mirror

For most of the year, the Great Rann of Kutch is a cracked, sun-baked expanse near the India-Pakistan border. But come winter, under a full moon, the salt flats stretch out into a blinding white horizon that seems to dissolve the line between land and sky entirely.

During the Rann Utsav festival, the desert briefly transforms into a canvas of tents, folk music, and moonlit silence.

The white isn't sand, it's crystallised salt, left behind when a shallow sea retreated centuries ago, and it's harvested by local communities even today. Walk out far enough after dark and the ground practically glows under moonlight, a strange, quiet, almost lunar experience that photographs never quite manage to capture.

Stick around for the region's handicrafts, Kutchi embroidery and mirror-work that easily rival anything you'd find in a big city boutique, minus the price tag.



Emerging Technologies & Growing Markets: **The Industries Defining the Future**

"The jobs of tomorrow may not even exist today—but the skills you develop now will determine how prepared you are for them." The world is changing at an unprecedented pace. Over the past decade, technological innovation, digital transformation, and globalization have reshaped the way businesses operate. Artificial Intelligence is assisting professionals in everyday tasks, online platforms are redefining shopping experiences, and sustainable solutions are becoming central to business strategies. As industries evolve, so do the opportunities available for students and young professionals.

For management students, this transformation presents an exciting challenge. Success is no longer limited to understanding finance, marketing, or human resources alone. The leaders of tomorrow will be those who combine business knowledge with technology, creativity, critical thinking, and adaptability.

Let's explore some of the fastest-growing industries that are expected to shape the global economy over the next decade.



PTO

Emerging Technologies & Growing Markets: **The Industries Defining the Future**

Artificial Intelligence & Generative AI

Artificial Intelligence has become one of the most influential technologies of the 21st century. From virtual assistants and recommendation systems to automated customer support and predictive analytics, AI is changing how organizations make decisions and interact with customers.

Generative AI tools are helping businesses write reports, create marketing campaigns, analyze large datasets, generate software code, and improve productivity. Companies across healthcare, banking, education, retail, manufacturing, and consulting are investing heavily in AI-driven solutions.

For management students, opportunities extend beyond technical roles. Businesses need professionals who can identify AI opportunities, manage AI-based projects, develop business strategies, and ensure ethical implementation of AI technologies.

Career Opportunities

- AI Product Manager
- AI Business Consultant
- AI Strategy Analyst
- Business Transformation Manager
- Innovation Consultant

Emerging Technologies & Growing Markets: **The Industries Defining the Future**

Business Analytics & Data Science

Every online purchase, social media interaction, customer review, and financial transaction generates valuable data. Organizations collect this information to understand customer behavior, forecast demand, improve efficiency, and make better business decisions.

Business Analytics bridges the gap between raw data and strategic decision-making. Professionals in this field transform complex data into meaningful insights that help organizations grow.

Students with knowledge of Excel, SQL, Power BI, Tableau, and basic Python have a significant advantage in today's job market.

Career Opportunities

- Business Analyst
- Data Analyst
- Business Intelligence Analyst
- Analytics Consultant
- Market Research Analyst

Emerging Technologies & Growing Markets: **The Industries Defining the Future**

Product Management

Behind every successful product lies a team that understands customer needs, market trends, and business goals. Product Managers coordinate between engineering, marketing, sales, and design teams to build products that solve real-world problems.

Whether it's launching a mobile application, improving an online shopping platform, or designing financial software, Product Managers play a crucial role throughout the product lifecycle.

This field combines leadership, creativity, communication, analytical thinking, and strategic planning.

FinTech: The Future of Finance

Financial Technology, commonly known as FinTech, has transformed the banking and financial services industry. Digital wallets, UPI payments, online investment platforms, robo-advisors, cryptocurrency, blockchain technology, and digital lending platforms have changed how people manage money.

India has emerged as one of the world's fastest-growing digital payment ecosystems, creating exciting opportunities for management graduates interested in finance and technology.

Career Opportunities

- Financial Analyst
- Product Associate
- Business Development Manager
- Risk & Compliance Analyst



CABBAGES
AND KINGS

CABBAGES AND KINGS

Comic Strip

CABBAGES AND KINGS

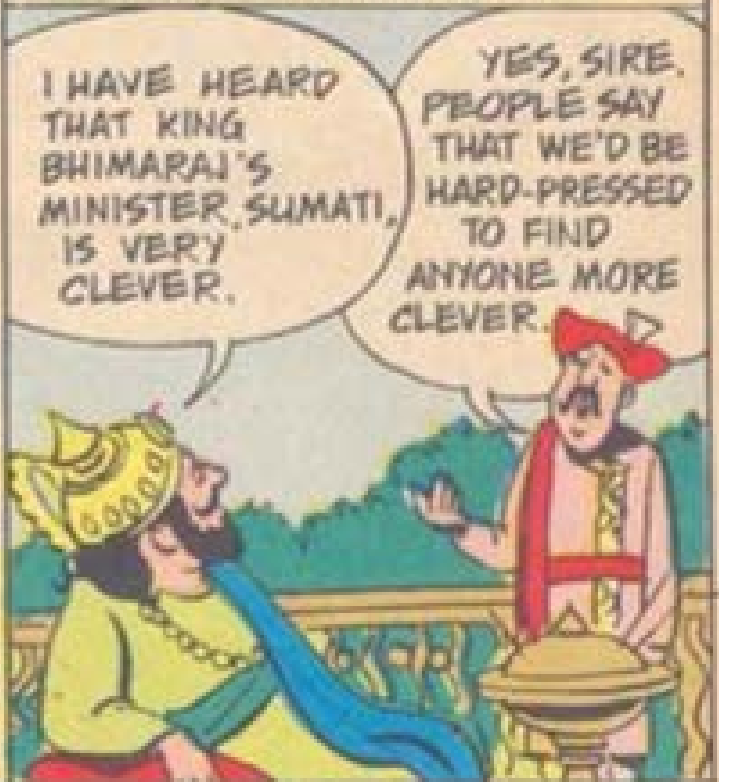


Comic Strip

THE WITTIEST AND CLEVEREST MINISTER IN KING BHIMARAJ'S COURT WAS SUMATI. HIS FAME HAD SPREAD FAR AND WIDE...



...EVEN TO INDRAPUR, A RIVAL KINGDOM, FAR UP NORTH.



HA! I REFUSE TO BELIEVE THAT! WE'LL TEST HIM... NOW LISTEN, HERE'S WHAT WE'LL DO...



MANY WEEKS LATER AT MANGALAPURA, KING BHIMARAJ'S KINGDOM—

YOUR MAJESTY, I BRING YOU GREETINGS FROM KING JAYARAJ OF INDRAPUR!



THANK YOU. WHAT CAN WE DO FOR HIM?



HE'S HEARD OF THE SUCCULENT CABBAGES AND RADISHES YOU HAVE HERE IN MANGALAPURA...



THAT'S TRUE—OUR VEGETABLES ARE RATHER GOOD!



KING JAYARAJ WOULD LIKE VERY MUCH TO TASTE SOME!



HMM... WE'LL SEE WHAT WE CAN DO.



LATER, KING BHIMARAJ CALLED SUMATI TO HIS PRIVATE CHAMBERS.

SUMATI, WE'RE IN TROUBLE. I CAN'T ALLOW JAYARAJ TO GET THE BETTER OF ME.

NO, YOU CAN'T, YOUR MAJESTY.

BUT HE WILL - HE WANTS TO EAT SOME OF OUR CABBAGES AND RADISHES!

OH!

HOW CAN WE SEND THEM TO HIM WHEN IT TAKES THREE MONTHS TO REACH INDRAPUR?

THEY'LL ROT BY THE TIME THEY REACH!

I AGREE IT'S A PROBLEM, SIRE, BUT NOT IMPOSSIBLE.

WELL, YOU BETTER THINK OF SOMETHING, SUMATI... AND QUICKLY.

THE NEXT DAY -

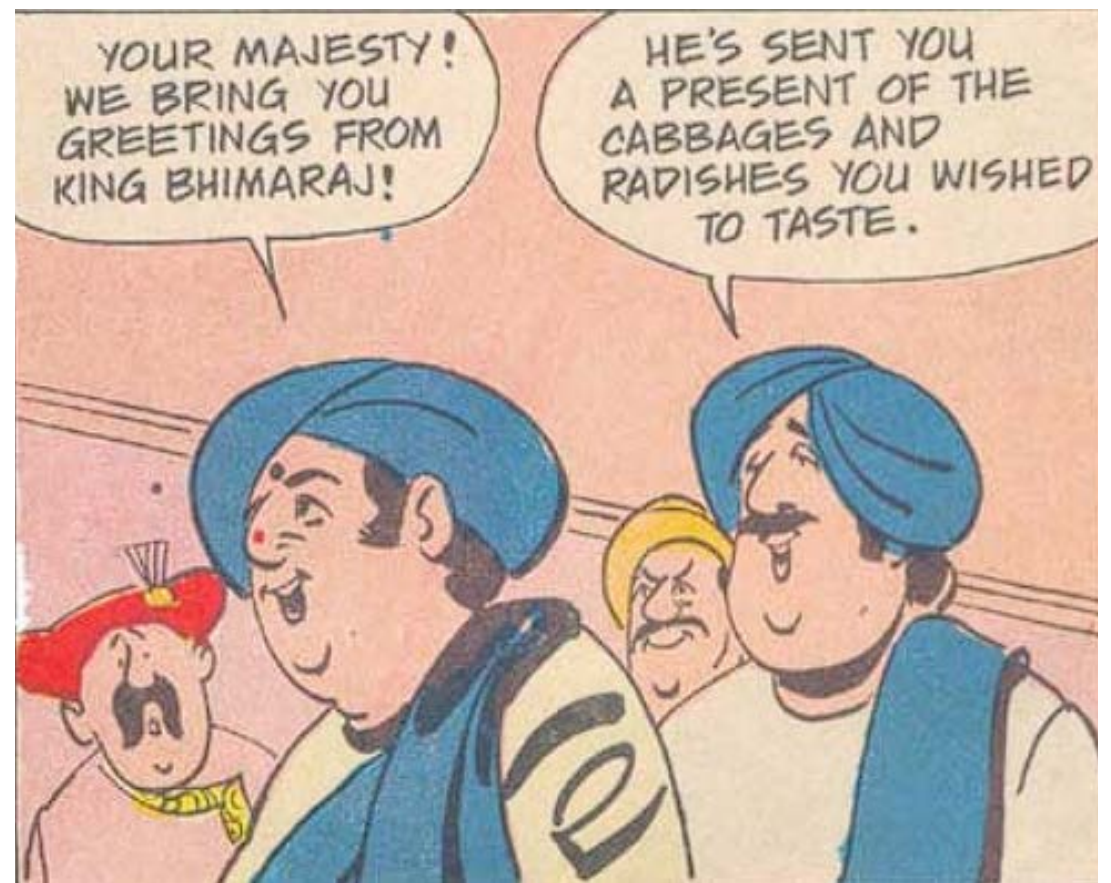
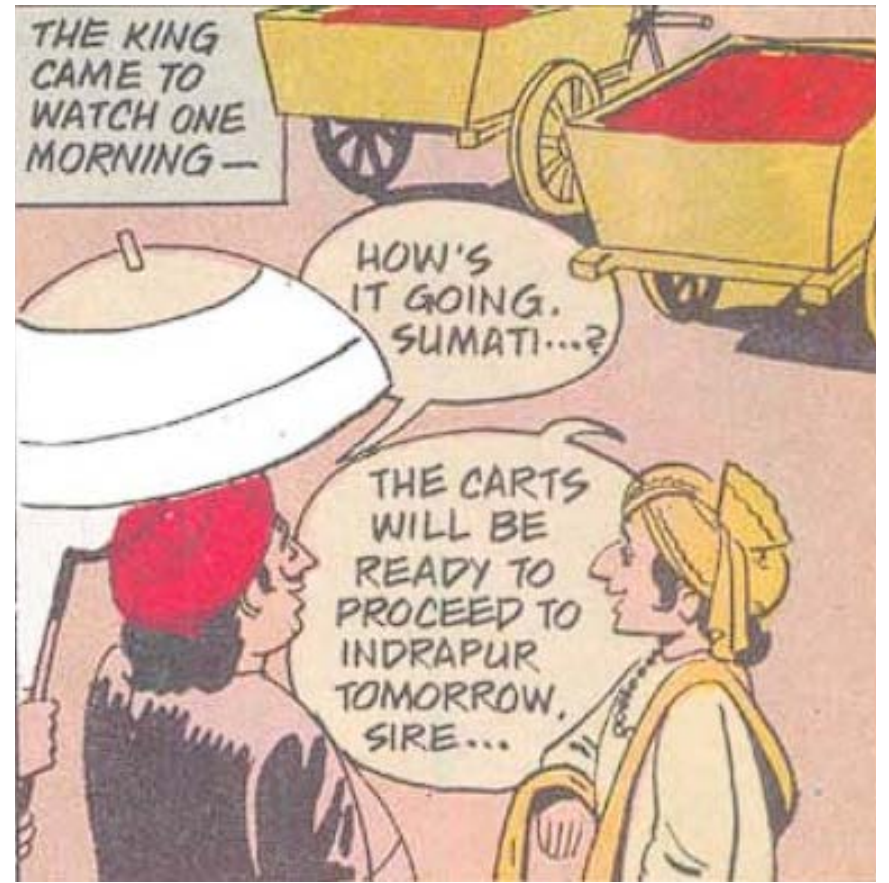
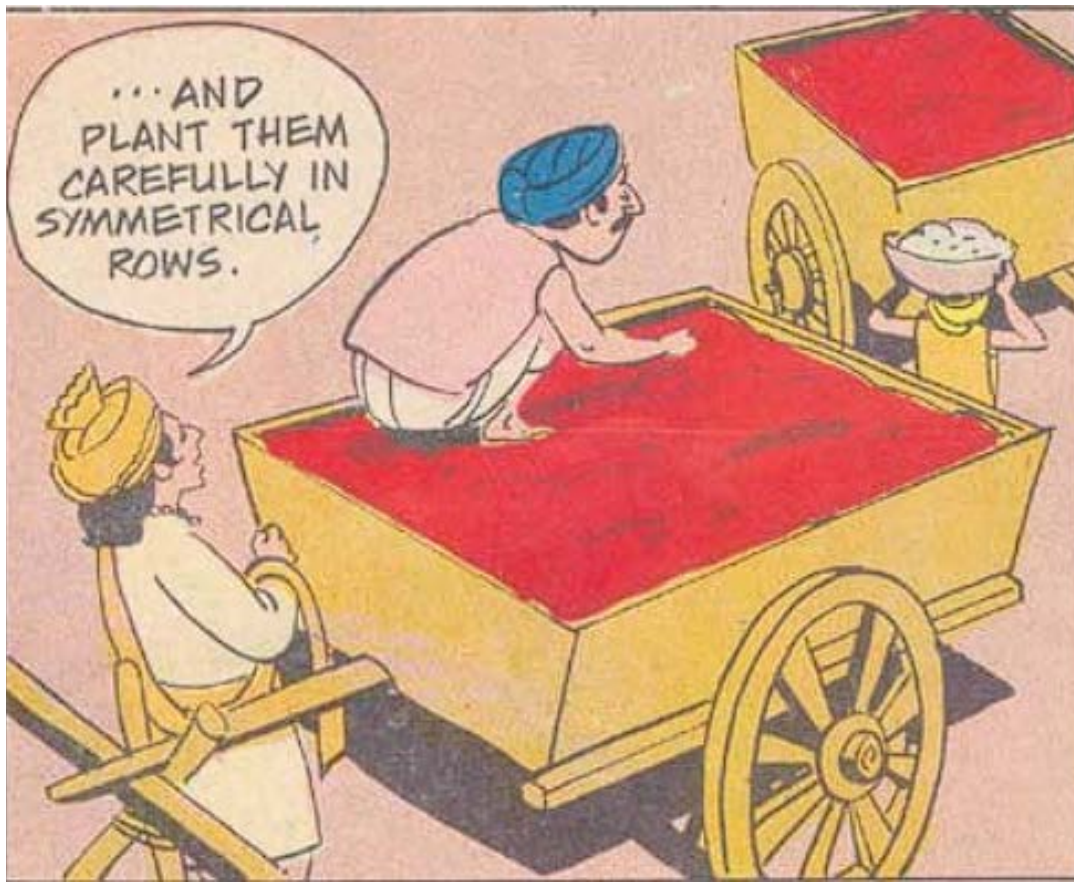
THERE'S A WAY OUT, SIRE. BUT I WILL NEED TWO CARTS, FOUR BULLOCKS AND FOUR TRUSTED MEN.

YOU'LL HAVE THEM, SUMATI.

SO SUMATI GOT BUSY -

FILL THESE CARTS WITH RICH SOIL MIXED WITH MANURE...

NOW BRING THE BEST QUALITY CABBAGE AND RADISH SEEDS.





Back to college



WORD SEARCH PUZZLE

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



GLUE
TEACHER
SCISSORS
HOMEWORK

RULER
PENCIL
ERASER
BACKPACK

EXAM
MARKER
TEXTBOOK
CLASSMATE

SUDOKU

INSTRUCTIONS

Use the numbers 1 to 9 to complete the Sudoku.
Only use each number once in each row, column and grid.

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



CERTIFICATE
OF ACHIEVEMENT

PRESENTED TO

JBS Student

for outstanding performance
and remarkable contribution.

Principal
DIRECTOR



dedication
and work
passion...
turn
into
excellence.



JBS

Excellence

SHOWCASE

2026

CELEBRATING ACHIEVEMENTS.
INSPIRING TOMORROW.

CERTIFICATE
OF ACHIEVEMENT

PRESENTED TO

JBS Student

In recognition of your
exceptional achievement
and dedication.

Principal
DIRECTOR



ACHIEVE



INSPIRE



LEAD

Great things
are done by a
series of small
things brought
together.



SIDDHANT GARG

2506090041 | MBA 2ND YEAR

Title of the Research Paper

How Changes in tourism flow, development policies and socio-economic situations affect tourism in Jaipur

Inter college Organizer-
TIJER

RESULT- Impact factor of 8.57



Brief Description of your Achievement

My research paper is titled 'How Changes in Tourism Flow, Development Policies, and Socio-Economic Situations Affect Tourism in Jaipur.' The main objective of this study was to understand how factors such as government development policies, changes in tourist arrivals, and socio-economic conditions influence the growth of tourism in Jaipur. I analyzed these factors to identify their impact on the tourism industry and suggested ways to promote sustainable tourism development. My Learning and Experience: Working on this research paper enhanced my research and analytical skills. I learned how to collect and analyze data, review research articles, and present findings in a structured academic format. It also improved my critical thinking, report writing, and time management skills. Through this experience, I gained a better understanding of the tourism sector, the importance of policy-making, and how socio-economic factors shape tourism growth. Publishing the paper gave me confidence in conducting academic research and presenting evidence-based conclusions.

VARSHA GUPTA

2506090058 | MBA 2ND YEAR



Title of the Competition

Podcast Masters Competition

Inter college JBS

**RANK
3RD POSITION**

Brief Description - It is a podcast competition about academic topic of your choice

AKASH HUDDA

2407090012 | BBA 2024-2027



Title of the Competition

1st position in Ghaziabad Zone of zerodha varsity quiz

STATE LEVEL

**RANK
3RD POSITION**

Brief Description - Secured 1st position in the Ghaziabad zone of Zerodha Varsity quiz Delhi Edition 2026

DRISHTI CHAUHAN

24070900 | BBA 2024-2027



Title of the Competition

Certificate of Achievement

Inter college JBS

RANK
Second runner up

Brief Description - Received a Certificate of Achievement from Jaypee Business School for participating in and being recognized for remarkable performance in the Business Plan Competition - Biznez Baithak, organized by the Economics and Business Hub in collaboration with Nirmalaya on 21 February 2026. The achievement reflects innovation, entrepreneurial thinking, business strategy, and presentation skills.

AKASH HUDDA

2407090012 | BBA 2024-2027



Title of the Competition

6th position in Grand Finale

Organizing Body
ZERODHA VARSITY

STATE LEVEL

RANK 6th

Brief Description - After Getting 1st Position In Ghaziabad Zone We Got Qualified In The Grand Finale Of Zerodha Varsity Quiz Delhi Edition 2026. It Included All The Winner From Each Zone From Delhi Ncr. Including All Zones Of Delhi Gurgaon Noida Ghazibad Etc. There We Got 6th Place.

ASTHA SINGH

2407090126 | BBA 2024-27



**Title of the
Competition**

**Zerodha varsity
quiz**

Intra college

Organizer-

ZERODHA

RESULT- 1st RANK

Intra college

RESULT

1ST RANK

Organizer-

ZERODHA



BHOOMI JAISWAL

2507090294
| BBA 2ND YEAR | 2025-2028

**Title of the
Competition**

**Certificate of
Participation**

Organizer
**MMV Western
dance club of
JIITZERODHA**

Intra college



Brief Description of your Achievement

Performed in the cultural program in the 9th International Conference on "Recent Advances in Mathematical Sciences and its Application (RAMSA - 2026)" organised by the Department of Mathematics , JIIT NOIDA 62 during 19-21, 2026

ANUSHKA TOMAR | SHRUTI MEHRA

FORMER NEWSLETTER HEADS



**Title of the
Competition**

CorpClavve 2.0

Organizer

**Maharaja Agrasen
College, DU**

**Secured
1st position**



A Win Beyond the Classroom!

A big congratulations to Anushka Tomar and Shruti Mehra , former Newsletter Heads, for securing 1st position in the Case Study Competition at CorpClavve 2.0 at Maharaja Agrasen College, DU, along with a 5,000 cash prize

From excelling in extracurriculars to making their mark academically, this one is definitely worth celebrating.

SHOULD ATTENDANCE RULES CHANGE ?

PRERNA KAKKAR

Yes, please. It is very hectic for many students, especially those who commute from far away. They often miss their first class due to travel delays, which affects their attendance and, in some cases, even leads to them being debarred from a subject. A more flexible attendance policy would better reflect the challenges faced by commuting students.

GAURI SINGH

Yes, Mandatory 75% attendance requirements can create unnecessary pressure on students and should be made more flexible to accommodate different learning needs and genuine personal circumstances.

SUKHAD AGARWAL

Yes, but only for genuine cases. The 75% attendance rule helps maintain discipline, but the policy should be more flexible for students representing the college in official events, facing genuine medical issues, or dealing with unavoidable travel delays. A balanced attendance policy would ensure both academic responsibility and fairness.

PRIYAL GARG

Yes. Attendance policies should recognize students representing the college in approved clubs, competitions, and events. Granting attendance benefits for such participation prevents unfair penalties and encourages holistic development.

BHAVYA JINDAL

Yes, College just focus on attendance instead of studies and extra knowledge which is necessary for our future. Classes should be made in a more welcoming and fun oriented way

HARSH SARSWAT

Yes, change should happen because There is pressure on the student to do 75% and for this, children come from far away, so there should be some new rules for them.

SOHAIB REYAZ

Yes, It should be changed under some circumstances of the student depending on the case.

SANVEE AGARWAL

No it shouldn't change it keeps students in check of their seriousness towards studying and helps them track their progress.

SIDDHI AGARWAL

No, because of this 70% criteria the student maintain punctuality and sincerity towards their respective course.



INTERVIEW QUESTION OF THE WEEK



Why should we
hire you?



Why do interviewers ask this?

This question helps interviewers understand what makes you stand out from other candidates. They want to know how your skills, attitude, and potential align with the role and how you can contribute to the organization.



IDEAL ANSWER



I believe you should hire me because I am a quick learner, highly motivated, and eager to grow. While I may be at the beginning of my professional journey, I bring a strong willingness to learn, adapt, and take on new challenges.



Through my academic projects, internships, and extracurricular activities, I have developed communication, teamwork, problem-solving, and time management skills. I enjoy working collaboratively and always strive to give my best in every task.



I am someone who takes responsibility, learns from feedback, and is committed to continuous improvement. If given this opportunity, I will work with dedication, contribute positively to the team, and make the most of every learning experience.



PRO TIPS



Highlight your strengths with confidence, but avoid sounding overconfident.



Support your answer with examples from internships, projects, or college activities.



Show enthusiasm for learning and contributing to the organization.



End on a positive and confident note.

“



REMEMBER:

Employers don't just
hire experience they
hire potential,
attitude, and the
willingness to learn.

A watercolor illustration of a light green circular shape on a pale yellow background. The circle is decorated with delicate pink cherry blossom branches at the top-left, top-right, and bottom edges. The branches feature buds and open flowers with soft pink petals and yellow centers. The text "Thank You" is written in a dark green, elegant cursive script across the center of the circle, with a subtle pink shadow effect.

*Thank
You*

