



JAIPURIA INSTITUTE
OF MANAGEMENT

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

Accredited by NAAC with
Grade 'A'



2022 MERCATO THE FIESTA

Saturday 17th December 2022

Timings - 9:00 am to 8:30 pm



Indian
Idol

SALMAN ALI

INDIAN IDOL FAME



About Jaipuria Institute of Management

Jaipuria Institute of Management, Indirapuram, Ghaziabad accredited by NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC) with Grade A, It was set up by Seth Anandram Jaipuria Education Society in 2001. It has sprawling campus within Delhi-NCR. JIM has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies. The Institute started a full time 2 years master degree program in Business Administration (MBA), in the year 2001. In the year 2020, after understanding the changing paradigm of the business market, the Institute decided to offer MBA in Business Analytics to the students, preparing them for the job market for the subsequent years. In the year 2022, the Institute has started a new program on MBA (Banking and Financial Services). These programs are duly approved by AICTE, Ministry of HRD (Govt. of India) and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (U.P). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society run various reputed schools and colleges in the country. Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business leaders, Skilled Managers & Entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development programme, foster research and disseminates knowledge through publication of books, journals and magazines for the development of society at large.





Distinguished Leadership
in Higher Education
Ardorcomm
2021-22



Outstanding Teaching Excellence Award
Ardorcomm
2021-22



Outstanding B-School promoting industry academia interface
Elets Technomedia
2021-22



Iconic Leader of the Year
Elets Technomedia
2021-22



1st Rank in U.P. and 4th Rank
Best Skill Development & Education
World 2021-22



75th Rank in Business School Private (National Rank)
IIRF 2022 Best Business School
2021-22



10th Rank in B-School Private Delhi NCR, The Week (Hansa Research)
2021-22



38th Rank in Top B-School (Overall Ranking), Chronicle 2022
2021-22



29th Rank in Region wise Private North, BW Business World
2021-22



06th Rank in Top B-School of Eminence, GHRDC
2021-22



79th Rank in Top 100 Selection Process India's best B-Schools, Business Today - MDRA
2021-22



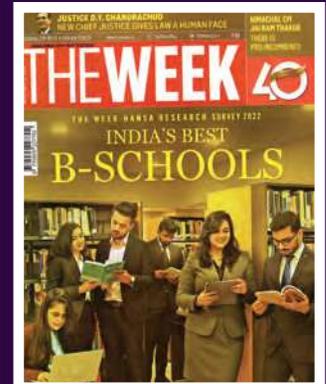
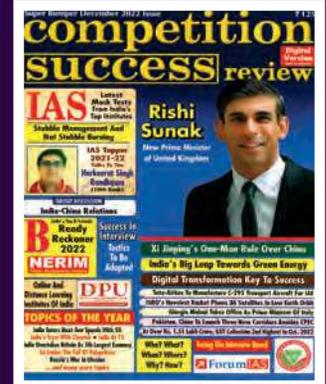
78th Rank in Top 100 Selection Process by Business Today
2021



RANKED 81 IN TOP 100 MANAGEMENT INSTITUTE OVERALL
Ranking Times Annual B-School Ranking
2021



RANKED 107th in Top B-School in Overall by Business World
2021





2022 MERCATO

THE FIESTA

Saturday 17th December 2022



Mercato – The Fiesta, is a fair organized, supervised and conducted by the Institute. In this mega event, the Institute is amalgamating the two flagship events SPARDHA: The Management Fest and ALUMNI MEET. In the event of SPARDHA, students of Undergraduate and Post Graduate of DELHI/NCR participate in various management and cultural activities like- Business Plan, Business Quiz, Poster Making Competition, Nukkad Natak, Face Off (Dance Competition), Fashion Show, Debate and Battle of Bands. This initiative of students and institute in large not only the biggest event in the JIM calendar.

The event is scheduled to be held on Saturday 17th December 2022 from 9 am to 8:30 pm onwards in Jaipuria Institute of Management, Indirapuram, Ghaziabad.

“Mercato” – The Fiesta is aiming at creating an aspiration value for every student at JIM and helping the MBA students to develop critical thinking, communication, leadership, selling, marketing, branding and motivational skills.

No event is complete without entertainment. In the event, the Institute has arranged an Indian Idol fame singer Salman Ali and his group to make the event more impactful and mesmerized.

Come Join & Participate...

NUKKAD NATAK: "AAWAHAN"

Come Join Participate

2022
MERCATO

THE FIESTA

Saturday 17th December 2022



Cash Prizes for the event

First	:	₹ 3100
Second	:	₹ 2100
Third	:	₹ 1100

Registration Fees : ₹ 300 per team

Themes of the Event

Theme 01	:	Challenges of Trans genders
Theme 02	:	Challenges of Physically Handicapped
Theme 03	:	College life in Offline / Online Mode
Theme 04	:	Female Infanticide
Theme 05	:	Child Marriage
Theme 06	:	Dowry
Theme 07	:	Say No to Plastic / Go Green
Theme 08	:	Terrorism
Theme 09	:	Drug Abuse
Theme 10	:	Domestic Violence
Theme 11	:	Hunger and Poverty/ Illiteracy
Theme 12	:	Women Empowerment

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Rules of the Event

- Duration of the play should not exceed 15 minutes. The warning bell will be rung after 12 minutes. Teams will be disqualified if they exceed the time limit.
- 5 minutes will be given for stage setting and clearance. Therefore, each team has to vacate the stage according to the time allotted.
- Team size: Minimum 8 members and Maximum of 12 members including those handling musical props.
- Usage of abusive language is strictly prohibited and may lead to disqualification.
- Judges' collective decision will be final and binding.
- Use of any sort of hazardous element/prop is strictly prohibited.
- Performance should be confined within the allotted area, as defined by the organizers.
- No technical support will be provided.
- No props are allowed except Gulal. Teams can use banners and posters. Teams are allowed to use musical props as Dholak, Flute or any other music instrument of their choice, but usage of mikes, lights, or other electrical instruments is not allowed.
- The language of the play may be Hindi or English.

Coordinators : Dr. Aakanksha Kishore (8373901267) | Ms. Surbhi Kansal (9999432532)

BUSINESS PLAN “PITCH”

Come Join Participate

Cash Prizes for the event

First	:	₹ 5100
Second	:	₹ 3100
Third	:	₹ 2100

Registration Fees : ₹ 500 per team

Rules and guidelines

- Business plans may be submitted by individuals or by teams.
- Maximum of 3 persons per team can participate. Maximum of 2 teams can participate from the same institute.
- Participants are required to present their plan in form of power point presentation.
- Teams should be mailing the presentation on business idea on mail two days before attending competition and name of the file will be: **“College / Institute / University name_ Business Plan_ Team Name”**

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- Time given for presentation is 20 minutes per team.
- In case of larger number of proposals, short listing will be done by the jury members.
- Final-round submission will be judged according to the following criteria:
 - Is the business idea financially feasible and innovative?
 - Quality of products, services and/or solutions
 - Market opportunities and competition
 - Identification of the target customer/ beneficiary (Marketing plan)
 - Display of any prototype or Minimum Viable Product if possible
 - Current and projected financials, broad break-up of application of funds,
 - Overall attractiveness of the venture
 - Jury decision will be considered as final



Coordinators : Dr. Nidhi Mathur (9818305602)

BUSINESS QUIZ "QUIZOPHILE"

Come Join Participate

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Cash Prizes for the event

First : ₹ 3100

Registration Fees : ₹ 200 per team

General Guidelines:

- Only registered teams are eligible.
- A team shall consist of maximum 2 students.
- Jury decision will be final.
- Use of mobile or other electronic device is not allowed.

Round 1: Regular Question Round

- Each team will be asked 3 questions each.
- For correct answer 10 marks will be given.
- 30 seconds are allowed for answering each question.
- No negative marking.

Round 2: Audio- Visual Round

- Teams will be shown clips and will have to answer.
- Each team will be asked 2 audio-visual questions.
- 10 marks for correct answer and minus 5 for wrong answer.
- No passing
- 30 seconds are allowed for answering each question.
- To qualify for the next round a team must earn at least 25 Marks in total in 1 and 2 round

Round 3: Buzzer Round

- Five questions will be asked & the team who presses the buzzer first will answer first.
- 10 marks for the correct answer.
- Minus 5 marks for the wrong answer or if the team doesn't answer after pressing the buzzer.
- No forwarding
- 30 seconds are allowed for answering each question.

Round 4 : Rapid Fire Round

- 2 minutes for each team to answer 5 questions.
- Each question carries 10 marks.
- 5 marks will be deducted for each wrong answer.
- The question will not be forwarded to next team

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Coordinator : Dr. Anubha (8178444191)

POSTER MAKING “COLOURS OF LIFE”

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Come Join Participate

Prizes for the event

First : ₹ 2100
Second : ₹ 1100

Registration Fees : ₹ 100 per team

Category

- Competition will take place in two categories as mentioned
- First Category is devoted to School children (up to 12th class)
- Second Category : Higher Studies (Undergraduates and Above)

Theme of poster making

Sustainability

General Guidelines

- Two prizes will be announced in each category.
- Only registered teams are eligible.
- A team shall consist of only one student.
- Jury decision will be final.
- Use of mobile or another electronic device is not allowed
- Writings or words in the poster are required to use English language
- Students should not use any patches, stickers, etc. on the poster
- All the material for poster making will be provided.
- Time allocated is 45 minutes.



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Coordinator : Dr. Anubha (8178444191)

FACE OFF

Come Join Participate

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Saturday 17th December 2022



Rules and Regulations

- Face off organized during Mercato 2022, is an individual event.
- A total of twenty entries will be allowed in the face-off.
- An entry fee of ₹200 per participant will be levied.

ROUND 1:

- Back-to-back 20 performances will take place.
- The tracks are required to reach the organizing team 5 days before the main event.
- Each individual will be given a time span of 1.5 minutes.
- Top 10 entries will be selected for the Finale round.
- The decision of the judges will be final and binding.
- Each entry will be responsible for its own makeup and costumes.
- Each entry has to bring its own props in case if any.
- Each participant will be given a tag number for unbiased judging.

ROUND 2:

- Back-to-back 10 performances will place.
- Each entry will be allowed a performance time of 1.5 minutes.
- The tracks in this round will be random hip-hop tracks that are trending. These tracks will be decided by the organizing team.
- **Top three entries will be given a cash prize of Rs 3100, Rs 2100, and Rs 1100 respectively.**
- Each entry will be responsible for its own makeup and costumes.
- Each entry has to bring its own props in case if any.
- Participation certificates will be given to all the participating teams.
- Greenroom will be provided for changing purposes.
- Each participant will be given a tag number for unbiased judging.

General Rules:

- Vulgarity is strongly prohibited.
- Any form of obscenity will lead to debarring the entry from the contest.
- Use of any unfair means is strongly prohibited.
- Decision of the judges will be final and binding.

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Coordinator : Ms. Sanandi (9650109730) | Dr. Ajay Tripathi (9958222099)

DEBATE “THE WAR OF WORDS”

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Prize

First	:	₹3100
Second	:	₹2100
Third	:	₹1100

Registration fee: INR 300 per team

Rules and guidelines

- The team comprises two
- There can be more than one team from one institute/college.
- There will be two rounds
- Each round will be an elimination round

ROUND 1

- The topic for the debate will be given one day
- First round will consist of round table debate; where in each member of the team is required to put forth his view.

- Each member will be given a maximum of 2-3 minutes to speak.
- 5 teams will be selected from this round, based on their performance.

ROUND 2

- The selected 5 teams will debate on the topic which will be given on the spot
- Teams will make five minutes opening speeches, followed by a rebuttal of three minutes and closing arguments of two

Note:

- The medium of expression will be English
- There will be impromptu questioning to both the members of the team by the judges



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Coordinator : Dr. Devi Archana Mohanty (9971835720)

BATTLE OF BANDS

Come Join Participate

Registration Fee : ₹1000
Prize Money : ₹11,000

Rules and regulations

- Songs of any language and genre is welcome in the competition.
- Bands are required to bring their own instruments/gears/add-ons. Only drum kit will be provided (Excluding Kick Pedals)
- Minimum 3 band members are required to be eligible for participation.
- All bands must register online prior to commencement of the competition. However, there will only be limited number of bands competing. The selection will be on first-come first-serve basis. Also, registration is subjected to being closed at the fulfilment of vacancies.
- Explicit or offensive lyrics/gestures/misconduct will guarantee immediate disqualification from

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the competition and will lead to immediate expulsion from the stage.

- Depending upon circumstances, some rules or decisions may be imposed by the judges during the competition and all participating bands shall have to follow the same.
- Decisions of the judges will be final under all circumstances.
- Max 10 Minutes will be given to each band to perform.



Coordinator : Dr. Ajay Tripathi (9958222099)

FASHION SHOW

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Saturday 17th December 2022



Rules and Regulations

- Fashion show organized during Mercato 2022, is a team event.
- A team comprising 10-15 individuals can participate. The team members can go up to 20 individuals, as per the requirement of the team. No more than 20 member will be allowed.
- The fashion show will be based upon a theme, the team is free to decide its own theme in order to showcase their creativity. The theme shall be communicated on or before 5th December 2022.
- Each team will get 10-15 minutes to take up the stage formations and perform their fashion show act. Negative marking will be there if any team exceeds the limit of 15 minutes.
- The teams will be judged upon the parameters of confidence, walk, formations, stance, costumes, and the relevance of the theme portrayed with the theme given.

- Each team will be responsible for its own makeup and costumes.
- Teams have to bring their own props.
- Celebrity judges will judge the teams based on the above parameters.
- **A Total of five teams will be participating, the registration will be ₹500 per team.**
- **The winning team out of the five teams participating in the Ramp Walk Competition will win a prize money of ₹5100. The Prize money will only be given to one winning team.**
- Participation certificates will be given to all the participating teams.
- Greenroom will be provided for changing purposes.
- The sound tracks required for the Fashion Show must be sent to the organizing team five days before the show.
- Vulgarity is strongly prohibited.
- Any form of obscenity will lead to debarring the team from the contest.
- Use of any unfair means is strongly prohibited.
- Decision of the judges will be final and binding.
- The decision will be given immediately after the fashion show.

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Coordinator : Ms. Sanandi Sachdeva (9650109730)



Past Mercato Event





Past Mercato Event



Events Details	Events Coordinators
Nukkad Natak:"Aawahan"	Dr. Aakankasha Kishore (8373901267) Ms. Surbhi Kansal (9999432532)
Business Plan "Pitch"	Dr. Nidhi Mathur (9818305602)
Business Quiz "Quizophile"	Dr. Anubha (8178444191)
Poster Making "Colours of Life"	Dr. Anubha (8178444191)
Face off	Ms. Sanandi Sachdeva (9650109730) Dr. Ajay Tripathi (9958222099)
Debate "The War of Words"	Dr. Devi Archana Mohanty (9971835720)
Battle of Bands	Dr. Ajay Tripathi (9958222099)
Fashion Show	Ms. Sanandi Sachdeva (9650109730)



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Certified
MAY-2022-MAY-2023
INDIA

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