



JAIPURIA INSTITUTE OF MANAGEMENT

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

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

Great
Place
To
Work[®]

Certified
JUNE 2023 - JUNE 2024
INDIA



Accredited by NAAC with
Grade 'A'



23 | DECEMBER
2023

Time - 8:30 AM Onwards

Venue : Jaipuria Institute of Management
Ghaziabad Campus

OPPORTUNITY
TO
WIN PRIZE
MONEY

UPTO ₹15 LAKHS
IN ALL CATEGORIES

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REGISTRATION



STARBOY
LOC

Dilli Se Hu... Fame

EHSAN
ASGAR

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.





A wards &
R ecognition





2023 MERCATO

THE FIESTA

Saturday 23rd December 2023



Mercato – The Fiesta, is a fair organized, supervised and conducted by the Institute. In this mega event, 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 is the biggest event in the JIM calendar.

The event is scheduled to be held on Saturday 23rd December 2023 from 8:30 am onwards in Jaipuria Institute of Management, Indirapuram, Ghaziabad.

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

The event shall witness the mesmerizing and breath – taking performance by the Renowned Singers StarBoy LOC and Ehsan Asgar.

Come Join & Participate...





2023
MERCATO
THE FIESTA

— ❧ —
Saturday 23rd December 2023

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E vents & R ules

NUKKAD NATAK: "AAWAHAN"

2023
MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Cash Prizes for the event

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

Registration Fees : ₹ 300 per team

Themes of the Event

- Theme 1: Challenges of Transgenders
- Theme 2: Entrepreneurship
- Theme 3: College life in Offline / Online Mode
- Theme 4: Female Infanticide
- Theme 5: Child Marriage
- Theme 6: Dowry
- Theme 7: Environment Conservation
- Theme 8: Terrorism
- Theme 9: Drug Abuse
- Theme 10: Domestic Violence
- Theme 11: Hunger and Poverty/ Illiteracy
- Theme 12: Women Empowerment

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Rules of the Event

1. 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.
2. 5 minutes will be given for stage setting and clearance. Therefore, each team has to vacate the stage according to the time allotted.
3. Team size: Minimum 8 members and Maximum of 15 members including those handling musical props.
4. Usage of abusive language is strictly prohibited and may lead to disqualification.
5. Judges' collective decisions will be final and binding.
6. Use of any sort of hazardous element/prop is strictly prohibited.
7. Performance should be confined within the allotted area, as defined by the organizers.
8. No technical support will be provided.
9. No props are allowed except Gugal. Teams can use banners and posters. Teams are allowed to use musical props such as Dholak, Flute or any other musical instrument of their choice, but usage of mikes, lights, or other electrical instruments is not allowed.
10. The language of the play may be Hindi or English.

Coordinators : Ms. Surbhi (9999432532) | Dr. Divya (7300518309) | Dr. Himanshu (9717249585)

BUSINESS PLAN “PITCH”

2023
MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Cash Prizes for the event

First : ₹ 7500
Second : ₹ 5100
Third : ₹ 3100

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

- 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



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Coordinators : Dr. Nidhi (98183 05602) | CS PujaShree (9311005623)

BUSINESS QUIZ "QUIZOPHILE"

2023
MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Cash Prizes for the event

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

Registration Fees : ₹ 200 per team

General Guidelines:

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

Round 1: Qualifying Round

1. Each team will be asked 5 questions.
2. For correct answer 10 marks will be given.
3. 15 seconds are allowed for answering each question.

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4. No passing
5. Top 12 teams will be selected for next round

Round 2: Audio- Visual Round

1. Teams will be shown clips and will have to answer.
2. Each team will be asked 2 audio-visual questions.
3. 10 marks for correct answer and minus 5 for wrong answer.
4. No passing
5. 30 seconds are allowed for answering each question.

Top 6 teams will qualify for the final round on the basis of Total Marks of round 1&2 .

Final Round

Buzzer Round

1. Five questions will be asked & the team who presses the buzzer first will answer first.
2. 10 marks for the correct answer.
3. Minus 5 marks for the wrong answer or if the team doesn't answer after pressing the buzzer.
4. No forwarding
5. 30 seconds are allowed for answering each question.

Rapid Fire Round

1. 2 minutes for each team to answer 5 questions.
2. Each question carries 10 marks.
3. 5 marks will be deducted for each wrong answer.
4. The question will not be forwarded to next team

Coordinator : Dr. Namita Nigam (9044330468)

POSTER MAKING “COLOURS OF LIFE”

2023
MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Prizes for the event

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

Registration Fee: ₹ 100 per team consisting of individual student

Category

Event will take place in two categories as follows:

- Junior Group** : From 8th class to 12th class
Timings: 3:00 pm to 5:00 pm
- Senior Group** : Undergraduates and above
Timings: 11:00 am to 1:30 pm

Theme of poster making (Junior Group) : Climate Change

Theme of poster making (Senior Group) : Green Economy

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General Guidelines:

- Three 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
- Each participant need to mention his/her name and affiliation (school name/ institute name) behind the poster.
- Students should not use any patches, stickers, etc. on the poster
- For poster making, only A3 size sheet will be provided. Participants need to bring stationery and colours their own. Only crayons and sketches are allowed for Poster making. The usage of water colors is strictly prohibited.
- Time allocated is 45 minutes.



Coordinator : Dr. Anubha (8178444191)

FACE OFF “Dance to the Beats”

2023 MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Prizes for the event

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

Registration Fee: An entry fee of ₹ 200 per participant will be levied

RULES AND REGULATIONS

1. Face off organized during Mercato 2023, is an individual event.
2. A total of twenty entries will be allowed in the face-off.

ROUND 1:

1. Back-to-back 20 performances will take place.
2. The tracks are required to reach the organizing team 5 days before the main event.
3. Each individual will be given a time span of 1.5 minutes.

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4. Top 10 entries will be selected for the Finale round.
5. The decision of the judges will be final and binding.
6. Each entry will be responsible for its own makeup and costumes.
7. Each entry has to bring its own props in case if any.
8. Each participant will be given a tag number for unbiased judging.

ROUND 2:

1. Back-to-back 10 performances will place.
2. Each entry will be allowed a performance time of 1.5 minutes.
3. The tracks in this round will be random hip-hop tracks that are trending. These tracks will be decided by the organizing team.
4. Each entry will be responsible for its own makeup and costumes.
5. Each entry has to bring its own props in case if any.
6. Participation certificates will be given to all the participating teams.
7. Greenroom will be provided for changing purposes.
8. 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.

Coordinator : Ms. Sanandi (9650109730) | Ms. Kratika (8006916456)

DEBATE “THE WAR OF WORDS”

2023
MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Prize

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

Registration fee: INR 300 per team

Rules and guidelines

1. The team comprises two participants.
2. There can be more than one team from one institute/college.
3. There will be two rounds
4. Each round will be an elimination round

ROUND 1

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

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3. Each member will be given a maximum of 2-3 minutes to speak.
4. 5 teams will be selected from this round, based on their performance.

ROUND 2

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

Note:

The medium of expression will be English Impromptu questions might be asked to both the members of the team by the judges



Coordinator : Dr. Devi Archana Mohanty (99718 35720) | Dr. Govind Srivastava (9999692492)

BATTLE OF BANDS “Mash up”

2023
MERCATO

THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Prize

First : ₹ 5100
Second : ₹ 3100

Registration Fee : ₹500 Per Team

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 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.

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Coordinator : Dr Ashwani Varshney (9958077088) | Dr. Ajay Tripathi (9958222099)

FASHION SHOW "Fashion Fiesta"

2023
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THE FIESTA

Saturday 23rd December 2023

Come Join Participate

Prize

First : ₹ 11000

Second : ₹ 5100

Registration Fee : ₹ 1000 Per Team

RULES AND REGULATIONS

1. Fashion show organized during Mercato 2023, is a team event.
2. 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.
3. 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 15th December 2023.

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4. 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.
5. 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.
6. Each team will be responsible for its own makeup and costumes.
7. Teams have to bring their own props.
8. Celebrity judges will judge the teams based on the above parameters.
9. Participation certificates will be given to all the participating teams.
10. Greenroom will be provided for changing purposes.
11. The sound tracks required for the Fashion Show must be sent to the organizing team five days before the show.
12. Vulgarity is strongly prohibited.
13. Any form of obscenity will lead to debarring the team from the contest.
14. Use of any unfair means is strongly prohibited.
15. Decision of the judges will be final and binding.
16. The decision will be given immediately after the fashion show.

Coordinator : Ms. Sanandi Sachdeva (9650109730)

Past Merca to Event



Past Merca to Event



Events Details	Events Coordinators
NUKKAD NATAK "AAWAHAN"	Ms. Surbhi (9999432532) Dr. Divya (7300518309) Dr. Himanshu (9717249585)
BUSINESS PLAN "PITCH"	Dr. Nidhi (98183 05602) CS PujaShree (9311005623)
POSTER MAKING "COLOURS OF LIFE"	Dr. Anubha (8178444191)
BUSINESS QUIZ "QUIZOPHILE"	Dr. Namita Nigam (9044330468)
FACE OFF "DANCE TO THE BEASTS"	Ms. Sanandi Sachdeva (9650109730) Ms. Kratika (8006916456)
DEBATE "THE WAR OF WORDS"	Dr. Devi Archana Mohanty (99718 35720) Dr. Govind Srivastava (9999692492)
BATTLE OF BANDS "MASH UP"	Dr Ashwani Varshney (9958077088) Dr. Ajay Tripathi (9958222099)
FASHION SHOW "FASHION FIESTA"	Ms. Sanandi Sachdeva (9650109730)



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