



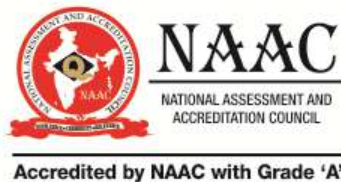
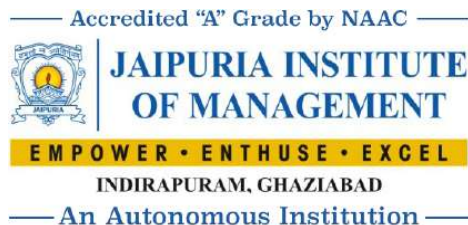
20

DECEMBER
2025

Time - 8:30 AM Onwards

9958077088, 9958222099

Venue : Jaipuria Institute of Management
Ghaziabad Campus
Block A Gate no-2, Shakti Khand IV, Indirapuram,
Ghaziabad - 201014



Simar Kaur

LIVE
PERFORMANCE

Voice Behind:

Laal Pari, Koka, Dil Chori, Loca,
Billionaire & Many more.....

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. The Institute provides full time 2 years master degree program in MBA (Dual Specialization), MBA(Business Analytics), and 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 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.



Knowledge Providers



AWARDS & RECOGNITION



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INSTITUTE PARTNERSHIP AND MOU





20

DECEMBER
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Time - 8:30 AM Onwards

Venue : Jaipuria Institute of Management
Ghaziabad Campus



Mercato – The Fiesta is a flagship cultural and management fair organized by the students and faculty of Jaipuria Institute of Management, Ghaziabad. This annual extravaganza brings together students from undergraduate and postgraduate institutes across Delhi NCR to participate in diverse events such as Business Plan, Baby Show, Poster Making, Nukkad Natak, Dance Face-Off, Fashion Show, Singing Competition, Battle of Bands, Startup Mela, and Hackathon.

This initiative is one of the most awaited and vibrant events in the Jaipuria calendar.

Mercato 2025 aims to ignite creativity and leadership while giving students real exposure to event management, teamwork, marketing, and branding. The fiesta provides a platform for young leaders to showcase innovation, confidence, and communication skills in a competitive yet collaborative environment.

The evening will feature a live performance by the sensational Simar Kaur, the voice behind Laal Pari, Koka, Dil Chori, Loca, and Billionaire.

Her electrifying performance will set the stage ablaze as Mercato 2025 celebrates youth, talent, and the spirit of festivity.

Come, Join & Celebrate the Energy of Mercato 2025!



20

DECEMBER
2025

Time - 8:30 AM Onwards

Venue : Jaipuria Institute of Management
Ghaziabad Campus

Events & Rules

NUKKAD NATAK: “AAWAHAN”



Come, Join & Participate...

Cash Prizes for the event

First : Rs. 5100/-

Second: Rs. 3100/-

Third : Rs. 2100/-

Registration Fees: Rs. 500 per team

Themes of the Event

Theme 01: Challenges of Transgenders

Theme 02: Challenges of Physically Handicapped
College Life in Offline/Online Mode.

Theme 03: Female Infanticide

Theme 04: Child Marriage

Theme 05: Dowry

Theme : Go Green Tourism

Theme 07: Drug Abuse

Theme 08: Domestic Violence

Theme 09: Hunger and Poverty

Theme 10: Women Empowerment

Theme 11: Gender Sensitization

Theme 12: Violence against Children

Theme 13: Entrepreneurship

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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 Gulaal. 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.

Faculty Coordinators

Dr. Kratika Singh : 8006916456 | Dr. Himanshu Sharma : 9717249585

Dr. Divya Pant : 7300518309 | Dr. Abhishek: 9910125829

SOLO DANCE COMPETITION

Come, Join & Participate...

Cash Prizes for the event

First : Rs. 3100/-

Second: Rs. 2100/-

Third : Rs. 1100/-

Registration Fees: An entry fee of Rs. 200/- per participant will be levied

RULES AND REGULATIONS

1. Face off organized during Mercato 2024, 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.
4. Top 10 entries will be selected for the Finale round.

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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.

Faculty Coordinators

Ms. Sanandi Sachdeva : 9650109730 | Dr. Muskan Bhatnagar : 8802305858

Dr. Abhishek: 9694412881

POSTER MAKING-JUNIOR GROUP



Come, Join & Participate...

Cash Prizes for the event

First : Rs. 3100/-

Second: Rs. 2100/-

Third : Rs. 1100/-

**Registration Fees: Rs. 100 per participant
(From Class 5th to 12th)**

Theme of poster making: Viksit Bharat

General rules:

1. Three prizes will be awarded in total.
2. Only teams that are officially registered may participate.
3. Each team must consist of one individual student.
4. The jury's decision is final and binding..
5. Mobile phones and electronic devices are not allowed during the competition.
6. Use of patches, stickers, or similar embellishments on posters is prohibited.
7. Participants must write their name and affiliation on the back of their poster.

8. Only A3-sized sheets will be supplied; participants need to bring their own colours and stationery.
9. Participants will have a total of 60 minutes to complete their poster.



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Faculty Coordinators

Dr. Anubha : 8178444191 | Dr. Kirti Khanna : 8929977753

POSTER MAKING-SENIOR GROUP



Come, Join & Participate...

Cash Prizes for the event

First : Rs. 3100/-

Second: Rs. 2100/-

Third : Rs. 1100/-

**Registration Fees: Rs. 100 per participant
(From Graduation)**

Theme of poster making: Make in India

General rules:

1. Three prizes will be awarded in total.
2. Only teams that are officially registered may participate.
3. Each team must consist of one individual student.
4. The jury's decision is final and binding..
5. Mobile phones and electronic devices are not allowed during the competition.
6. Use of patches, stickers, or similar embellishments on posters is prohibited.
7. Participants must write their name and affiliation on the back of their poster.

8. Only A3-sized sheets will be supplied; participants need to bring their own colours and stationery.
9. Participants will have a total of 60 minutes to complete their poster.



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Faculty Coordinators

Dr. Anubha : 8178444191 | Dr. Kirti Khanna : 8929977753



BABY SHOW

Come, Join & Participate...

Cash Prizes for the event

First : Rs. 3100/-

Second: Rs. 2100/-

Third : Rs. 1100/-

Registration Fees: Rs. 200 per participant

Rules of the Event

1. The competition is open to children under the age of 5. Parents are required to submit proof of age at the time of registration.
2. Each participant must be accompanied by one parent on stage. The child, along with the parent, will perform a talent showcase. The time limit for each performance is 2 minutes.
3. **Judgment Criteria:**
 - Attire (appropriate and well-coordinated outfit)
 - Activeness/Smartness (child's energy and responsiveness)
 - Photogenic (natural charm and camera presence)
 - Talent Presentation (creativity and performance)
 - Confidence (child's comfort and poise on stage)

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4. Contestants must arrive at the venue at least one hour before the start of the event.
5. Pre-registration is mandatory to ensure smooth management. On-the-spot registrations may be considered if space allows.
6. All performances and attire should be age-appropriate and respectful to the audience.
7. Parents are encouraged to assist their child but should not take over the performance. The focus should remain on the child.
8. Any props required for the performance must be approved in advance to ensure safety and suitability.
9. A panel of qualified judges will make decisions based on the listed criteria. The decision of the judges will be final.
10. There will be a photography session after the event, and parents are encouraged to participate with their children for memorable snapshots.
11. Health and safety precautions will be strictly followed. Parents should ensure their child's comfort and well-being during the event.

Information required for registration: -

- Name of the Participant.
- Date of Birth with a copy of the valid birth certificate.
- Father/Mother's Name
- Contact Number of both the parents
- Participant's photo

Faculty Coordinators

Dr. Smita Agarwal : 9810217969 | Ms. Sarika Malhotra : 9810501034

SINGING COMPETITION

Come, Join & Participate...

(Only for college students above 16 years age)
Cash Prizes for the event

1. Participation:

A total of 20 participants will be competing.
Each participant must pay a participation fee of Rs. 200.

2. Competition Structure:

ROUND 1:

- All 20 participants will perform.
- Each participant will have a maximum of 2 minutes to sing a song.
- Out of the 20 participants, 6 will be selected for round 2.

Round 2:

The 6 chosen participants will perform again.
Each participant will have 2 minutes for their performance.

3 winners will be chosen after this round.

3. Prizes

First : Rs. 3100/-

Second: Rs. 2100/-

Third : Rs. 1100/-

4. Judging Criteria:

- Participants will be judged on vocal quality, song selection, stage presence, and overall performance.

- The decision of the judges will be final and abiding.
- The participants do not hold the right to ask about the marking allocated to them from the management committee.

5. General Rules:

- Song choice is at the participant's discretion but must be appropriate for a general audience.
- Use of pre-recorded background music is allowed, but the vocal performance must be live.
- Time limits are strictly enforced; exceeding the 2-2 minute limit may result in penalties.
- Any inappropriate behavior, offensive language or violation of rules may result in disqualification.
- Participants must bring their own instruments if required.
- Time for stage or instrument setup is 2-3 minutes

6. Registration

Participants must register and pay the fee on the link that will be shared with them beforehand.

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Faculty Coordinators

Dr. Ruby Bhatia : 9818095092 | Dr. Aditi Sarawagi : 8840551279

Dr. Kratika : 8006916456

GROUP DANCE COMPETITION



Come, Join & Participate...

Cash Prizes for the event

First : Rs. 3100/-

Second: Rs. 2100/-

Third : Rs. 1100/-

Registration Fees: 200 per individual student (Junior or Senior)

General Guidelines

1. Three prizes will be awarded in total.
2. Only teams that are officially registered may participate.
3. Each team should consist of 4-10 participants.
4. The duration of the performance is a maximum of 6-7 minutes. Dance styles are open to the teams' choice; however, they must be specified during registration.
5. Time for stage setting is a maximum of 2-3 minutes.

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6. Props, if needed, should be carried by the teams themselves, and it is the sole responsibility of the team to take care of their belongings. The team members must bring their own costumes; those who are willing to change here must inform us in advance.
7. Teams must submit their music tracks/files well in advance to the coordinators. You are also advised to carry one copy in a pen drive to avoid any last-minute hassle.
8. The Costumes and Make-ups should be appropriate for a College audience.
9. Performances should avoid vulgarity, indecent gestures and prohibited items like fire, water, colour, glass, etc. It is the individual responsibility of the team to ensure safety, especially with lifts or acrobatic moves, if any, during the performance

Judging Criteria:

The performances would be judged upon the choreography, technical skills, innovative themes, synchronisation, creativity, energy and artistic expressions. The jury's decision is final and binding

Faculty Coordinators

Dr. Ruby Bhatia : 9818095092 | Ms. Abhilasha S Upadhyay : 9999106185

Dr. Abhishek : 9910125829

BATTLE OF BANDS “Mash up”



Come, Join & Participate...

Prize

Rs. 5100/-

Registration Fees: Rs. 500 per team

Rules and regulations

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

5. Explicit or offensive lyrics/gestures/misconduct will guarantee immediate disqualification from the competition and will lead to immediate expulsion from the stage.
6. 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.
7. Decisions of the judges will be final under all circumstances.
8. Max 10 Minutes will be given to each band to perform and 5 minutes for set up.



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Faculty Coordinators

Dr. Ashwani Varshney : 9958077088 | Dr. Ajay Tripathi : 9958222099

Dr. Abhinav Sharma : 9643029261

FASHION SHOW “Fashion Fiesta”



Come, Join & Participate...

Prize

First : Rs. 11,000/-

Second: Rs. 5,100/-

Registration Fees: Rs. 1000 per team

Rules and regulations

1. Fashion show organized during Mercato 2024, 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 5th December 2024. The theme should be only for the attire and must not look like a play/ skit.
4. Each team will get 10 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 10 minutes.

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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. THE DECISION OF THE JUDGES WILL BE FINAL. None of the team will hold any right to question the final judgement. The parameters scoring will also be discreet.
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. A Total of five teams will be participating, the registration will be Rs 1000 per team.
10. The winning team out of the five teams participating in the Ramp Walk Competition will win a prize money of Rs 11000, 1st position and Rs. 5100, 2nd position. The Prize money will only be given to one winning team.
11. Participation certificates will be given to all the participating teams.
12. Greenroom will be provided for changing purposes.
13. The sound tracks required for the Fashion Show must be sent to the organizing team five days before the show.
14. Vulgarity is strongly prohibited.
15. Any form of obscenity will lead to debarring the team from the contest.
16. Use of any unfair means is strongly prohibited.
17. Decision of the judges will be final and binding.
18. The decision will be given immediately after the fashion show.

Faculty Coordinators

Ms. Sanandi Sachdeva : 96501 09730 | Dr. Ashwani Varshney : 9958077088

BUSINESS PLAN “Pitch”



Come, Join & Participate...

Cash Prizes for the event

First : Rs. 5100/-

Second: Rs. 3100/-

Third : Rs. 2100/-

Registration Fees: Rs. 500 per team

Rules and regulations

1. Business plans may be submitted by individuals or by teams.
2. Maximum of 3 persons per team can participate.
3. Maximum of 2 teams can participate from the same institute.
4. Participants are required to present their plan in form of power point presentation.
5. 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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6. Time given for presentation is 15 minutes per team.
7. In case of larger number of proposals, short listing will be done by the jury members.
8. 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 ventureJury decision will be considered as final



Faculty Coordinators

Dr. Namita Nigam : 9044330468 | Dr. Devi Archana Mohanty : 9971835720

Dr. Smita Agarwal : 9810217969

EVENTS

HACKATHON

Come, Join & Participate...

Prize
Rs. 11,000/-

Registration Fees: Rs. 500 per team

Team Formation

- Each team must consist of 2-4 participants.
- Participation is open for the students pursuing BTECH, and/ BCA course.
- A participant can join only one team.

Rules and Regulations

1. Teams will participate on-campus at Jaipuria Institute of Management, Indirapuram, Ghaziabad.
2. Theme will be provided on the day of the competition.
3. Teams must bring their own laptops, chargers, etc. Internet connectivity will be provided by the Institute.

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4. Duration: 4-6 hours of coding/solution-building followed by the presentation of 15-20 minutes before a panel of judges. The exact time limit for building and presenting the prototype will be announced on the event day. Late submissions will not be evaluated.
5. Any pre-written code or model can be reused only if it is open-source and properly credited. Any programming language and / or No-code platform can be used for the solution.
6. The decision of judges will be final and binding.
7. Any form of unethical practice, plagiarism, obscenity, or offensive content will result in immediate disqualification. All participants must maintain decorum and discipline throughout the event.
8. The ownership of the idea/code will remain with the participants, but the organizers may showcase it for academic or promotional purposes.

Judging Criteria:

Teams will be evaluated on criteria like- Innovation & Creativity, Technical Implementation, Business Relevance, Presentation & Communication, Team Coordination

Faculty Coordinators

Dr. Ajay Tripathi : 9958222099 | Dr. Smita Agarwal : 9810217969

Past Mercato Event



Past Mercato Event



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