



AMICARE



AMITY INTERFACE WITH CORPORATE, ALUMNI, RESEARCHERS & ENTREPRENEURS

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AMICARE

The Newsletter

Inside this issue:

Symposium Series on New Education Policy: Global Indians Towards world's growth	2-5
Virtual CEO Meet - Reimagining & Transforming the Era	6
Global Exposure to Students through International Lecture Series	7-13
Start Up Forums	14
E-HR Conclave	15
Teacher's Day	16
Industry Connect	17
Joint Information Series	18-20
E-FDP by La Trobe University	21
Independence Day	22
Day of Belongingness	23-24
Noble Laureate Lecture Series	25-26
Online Webinar for Admission Aspirants	27-29
Online CEO Forum	30
Ambassador Lecture Series	31
Webinar Series by Industry Captains, Global Academicians, Researchers	33-42

Our Patrons & Constant Guiding lights



Dr Ashok K Chauhan,
Founder President



Dr Atul Chauhan,
President and Chancellor



Dr Aseem Chauhan, Addl. President and Chancellor

OUTCOME! - OUTCOME! - OUTCOME! !

Just close your eyes and think, how much hard work, sincere work and dedicated work, you have done in your professional career till today. You will yourself come to the answer, that it was tremendous.

Now think, what has been the outcome of all your such painstaking efforts at the sacrifice of many aspects of your personal and professional life. You yourself would then know that every effort, however, painstaking, sincere and with hard work it was, it was not worth it without outcome. Still you have an opportunity at Amity to achieve, what is missed so far and this would give you a lot of mental peace, energy and vigor -

Dr. Ashok K Chauhan



FROM THE DESK OF GROUP VICE CHANCELLOR

2020 has transformed us like never before.

We pray for the wellbeing of everyone and are preparing to make 2021 as a year of growth with the positive energy of our 1,75,000 students, commitment & dedication of our faculty & staff and the blessings & good wishes of all our trusted friends, mentors, partners.

Undeterred by the global challenges, Amity strived forward in 2020 with full passion under the vision of Honorable Founder President, Dr. Ashok K Chauhan and dynamic leadership of Chancellors Dr. Atul Chauhan & Dr. Aseem Chauhan to transform & revolutionize education through Amity campuses in India and across the world including London, Dubai, New York, San Francisco, Singapore, Tashkent, Mauritius & Nairobi.

We are proud to share with you that Amity is today recognized as a leader amongst the top 3% of Universities worldwide, in top 6 in India in terms of employment, and the best in Internationalization in the region with its International Business School having been ranked amongst the top 6 with 119 % recommendations & votes by the Deans of leading Institutions across the globe who participated in the ranking undertaken by Eduniversal, the France based world renowned ranking agency.

Built on a very foundation, the last year witnessed many exciting International initiatives & activities with partnerships with most reputed Universities like Monash in Australia and Arizona, Northeastern, UC Berkeley & Thunderbird Business School in USA.

In terms of Mobility and exchanges, 2019-20 brought a number of opportunities for Amity students by way of Study Abroad programs, 3Continent Programs, Internship Abroad & Semester Exchange Programs and BRICS Scholarship in which the students travelled to Russia on all expense paid trip.

Collaborative research, conferences and events with reputed practitioners, International organizations & thought leaders from Harvard, MIT & Yale have been growing in geometric progression in sync with our focus to be a research & innovation driven University.

Our faculties are excelling every day with increasing interdisciplinary industry led teaching, research citations, indexed journals, copyrights & patents and funded projects from UN, USAID and UKIERI that nurtured outcome based collaborations with Universities including Bristol, Surrey, Northampton, Sheffield, Kent, Winchester & Ulster.

We are confident that together with you, we will fulfill our dreams of building Amity as a truly International brand with world class research, innovation, industry-academia linkages, international collaborations, and exemplary best practices & governance standards in which all of us will feel satisfied, proud, and blissful.

As we stand on the threshold of yet another passing year, let us seek the blessings of God Almighty that in 2021 we may share a most enriching association to ignite many minds, hearts & soul for a better world, a better economy & a better society.

Wishing you a Merry Christmas & Happy New Year 2021



Prof. (Dr.) Gurinder Singh
Group Vice Chancellor, Amity Universities

Symposium on "Global Indians: Towards World's Growth Story"



Amity University, a leading Research and Innovation Driven University is actively engaged in providing global exposure to its students and researchers. With this vision, Amity started a unique series of Global Indians who have created niche in their field and are located at different parts of the world. First of the series was concentrated on Global Indians in Europe and a Panel discussion was organized on the theme "Global Indians: Towards World's Growth Story".



Bhattacharya, Co-Founder & CEO, Advancity, Former Professor MIT Sloan and Professor, IUBH University, Germany.

Panelists were welcomed by **Dr. Atul Chauhan, Chancellor, Amity University; Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity University; Dr. S. Selvamurthy, President, Amity Science, Technology & Innovation Foundation; Prof. Bhawna Kumar, Vice President,**

Panelists of the session were **Baroness Verma, Member of Parliament, UK; Lord Rami Ranger CBE, Member of Parliament, UK & Founder, Sunmark Group UK; Mr. Jim Bligh, Director, Corporate Affairs UK & Ireland, Tata Consultancy Services; Ms. Lakshmi Kaul, Head, Confederation of Indian Industry (CII), UK and Prof. Ka-**



RBEF, Amity Education Group.



American Chamber participates in "Global Indians: Towards World's Growth Story"



It is very rare occasion when world's best of academics and industry come together to deliberate & share experiences. Continuing with the ongoing Symposium series of Global Indians who have created niche in their field, Amity University organized second Panel discussion on the theme "Global Indians: Towards World's Growth Story". In the session American International Chamber of Commerce, a premier institution of USA participated and enriched students, researchers, academicians with their rich experience and success stories.



Panelists of the session were **Mr. K.V. Kumar**, President & CEO, Executive Board, Indian American International Chamber of Commerce, Chairman, KMF Investment Group LLC; **Dr. Narasimhalu Neelagaru**, Vice Chairman of the Executive Board and Chairman of Finance Committee of the Indian American International Chamber of Commerce, Founder and Man-

aging Director of Quantum National Bank; **Prof. Samir Mitragotri**, Chairman, National Academic Advisory Board, Indian American International Chamber of Commerce, Hiller Professor of Bioengineering and Wyss Professor of Biologically Inspired Engineering, Harvard University; **Dr. Gurdeep Kaur Chawla**, President, California State Chapter, Director, Executive



Board and Chair Education & Government Relations

Committees, Indian American International Chamber of Commerce, Founder - Director at Indian Languages Services LLC; Founder-Promoter, Digitalonus, San Francisco; Entrepreneur & Venture Capitalist.



Panelists were welcomed by **Dr. Aseem Chauhan**, Chancellor, Amity

University; **Prof. (Dr.) Gurinder Singh**, Group Vice Chancellor, Amity University; **Dr. S. Selvamurthy**, President, Amity Science, Technology & Innovation Foundation; **Prof. S. Sitaraman**, Director, Amity New York; **Prof. Bhawna Kumar**, Vice President, RBEF, Amity Education Group, **Ms. Savita Arora**, Sr. Vice President, Amity New York.



Symposium on "New Education Policy: Its Implications for US Universities"



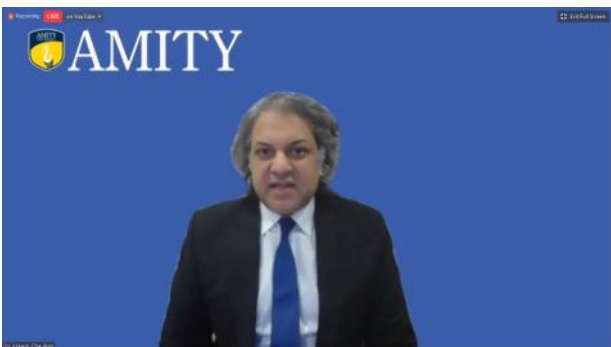
New Education Policy announced by Ministry of Education, Government of India has far reaching effect and has opened doors of opportunities for students to get best of higher education. Many Indian students every year goes to USA for higher studies. To deliberate on the impact of New Education Policy for US Universities, an interactive webinar was organized by Amity University wherein world renowned academicians and industry leaders participated and presented their views on the theme "New Education Policy: Its Implications for US Universities". The webinar was part of the Global Indian Symposium Series organized by Amity University.

Padma Bhushan Professor Jagdish N. Sheth, Charles H. Kell-

stadt Professor of Business, Goizueta Business School, Emory University; **Dr. Renu Khator**, Chancellor and President, University of Houston System, University of Houston; **Prof. Shyam Sunder**, James L. Frank Professor of Accounting, Economics & Finance, Yale School of Management were the part of panel for the webinar. **The session was moderated by Dr. Gurdeep Kaur Chawla**, President, California State Chapter, Director, Executive Board & Chair, Education & Government Relations Committees, Indian American International Chamber of Commerce; Founder- Director at Indian Languages



Services LLC; Founder-Promoter, Digitalonus, San Francisco; Entrepreneur & Venture Capitalist. **Co-Moderated by Prof. (Dr.) Gurinder Singh**, Group Vice Chancellor, Amity Universities



Panelists were welcomed by **Dr. Atul Chauhan, Chancellor & President, Amity University**; **Dr. Aseem**

Chauhan, Chancellor & Additional President, Amity University; **Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity University**; **Dr. S. Selvamurthy, President, Amity Science, Technology & Innovation Foundation**; **Prof. S. Sitarman, Director, Amity New York**; **Prof. Bhawna Kumar, Vice President, RBEF, Amity Education Group**, **Ms. Savita Arora, Sr. Vice President, Amity New York.**



Conference on Implementation for National Education Policy 2020



Amity University organized Two Day Virtual Conference on "Implementation of National Education Policy 2020 for Transforming India". Union Education Minister Shri Ramesh Pokhriyal 'Nishank'; Dr. D.P. Singh, Chairman University Grants Commission (UGC); Dr. Tej Partap, President, Association of Indian Universities (AIU) & Vice Chancellor Govind Ballabh Pant University of Agriculture and Technology, Pant Nagar; Dr. Ashok K Chauhan, Founder President, Amity Education Group; Dr. Atul Chauhan, Chancellor, Amity University & President, RBEF inaugurated the Conference.



Honorable Minister Shri Pokhriyal in his inaugural address said that India's new National Education Policy (NEP) is based on concepts of equity, quality and accessibility. The minister also cited the country's diverse nature in terms of regional languages to stress the benefits of having primary education in a child's mother tongue. "The new education policy connects the past with the future and focuses on leading India to the top," Honorable Minister said. Quoting Swami Vivekananda, he said the country is resolved to achieve its objective in education. The minister told the audience, including vice chancellors of various universities and UGC officials, that the implementation of the policy is as crucial as the policy itself.

Inauguration was followed by Plenary Sessions. First Session was on **Improving Access, Equity and Affordability for Inclusiveness**

in Higher Education which was chaired by Prof. Nageshwar Rao, Vice Chancellor, IGNOU, New Delhi. Distinguished Speakers include Prof. Seyed Ehtesham Hasnain, Vice Chancellor, Jamia Hamdard, New Delhi, Prof. (Dr.) Jaspal Singh Sandhu, Vice Chancellor, Guru Nanak Dev University, Amritsar, Prof. Gurmeet Singh, Vice Chancellor, Pondicherry University, Prof. Shalini Bharat, Director / VC, Tata Institute of Social Sciences, Mumbai. Second Session was on **Holistic and Multi-Disciplinary Higher Education through Conducive Learning Environment** chaired by Dr. Rakesh Bhatnagar, Vice Chancellor, BHU, Varanasi. Speakers included Prof. (Dr.) Sandeep Sancheti, Vice Chancellor, SRM Institute of Science & Technology, Chennai, Dr. R K Shevgaonkar, Vice Chancellor, Bennett University, Greater Noida, Dr. Mahesh Verma, Vice Chancellor, GGSIPU, New Delhi, Dr. Mrs. Amita Dev, Vice Chancellor, Indira Gandhi Delhi Technical University for Women, Prof. C. Raj Kumar, Founding Vice Chancellor, OP Jindal Global University, Sonapat. Session 3 was based on **Reimagining Professional, Vocational and Teacher Education for Excellence** which was chaired by Prof. Aditya Shastri, Vice Chancellor, Banasthali Vidyapith, Rajasthan. Panelists were Prof. Ranbir Singh, Former Founder Vice Chancellor, NLU, New Delhi, Prof. Manoj Dhar, Vice Chancellor, University of Jammu, Prof. Bharat Bhaskar, Director, IIM Raipur, Prof. Ashok Aima, Vice Chancellor Central University of Jammu.

Second day also four session were organized. Session **Promoting Internationalisation for Transforming India as Global Education Hub** was moderated by Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity University which was chaired by Prof. (Dr.) Pankaj Mittal, Secretary General, AIU, New Delhi. Distinguished Speakers included Dr. Rajani Gupte, Vice Chancellor, Symbiosis International, Prof. I.V. Trivedi, Vice Chancellor, Govind Guru Tribal University, Dr. Narendra Singh Rathore, Vice Chancellor, Maharana Pratap University of Agriculture & Technology.

CEO Meet on "Reimagining & Transforming the Era Beyond COVID-19

Amity University organised Virtual CEO Meet on "Reimagining & Transforming the Era Beyond COVID-19 with Innovations, Ideas & Technology" wherein Industry Captains participated and encouraged students to think beyond this pandemic. The CEO Meet was divided into two sessions.



Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities while welcoming all the panellists said that it is rare occasion that industry wizards have assembled at one platform to guide students on the current industry scenario and describing that the coming year 2021 will usher into new horizon of opportunities, new hope and new energy. Prof. Singh said that good people always bring good fortune and this webinar will prove that fortune of our students are brighten by listening and adopting the good practices of each of the panellists.

During the first session Mr. Chandan Ohri, Managing Director Duco Consultancy, Auckland New Zealand; Ms. Mina Sekiguchi, Regional Head of Energy & Natural Resources, Co-Leader for Asia Pacific, KPMG AZSA LLC Japan; Mr. Angelo

George, CEO Bisleri International; Mr. Pradeep Tewari, Group CEO, FIEM Group of Companies deliberated on the Summit theme.



In Second Session of the CEO Meet Mr. Roop Singh, Chief Business Officer Bir-lasoft; Mr. Sumed Marwaha, Managing Director Unisys India; Mr. Aqeel Ahmed, Chief Operating Officer, Rategain; Mr. Arun Bansal, President Ericsson Europe & Latin America



Global Exposure to students through International Lectures Series

Amity University is committed to provide best of global education and industry exposure to its students. Every week CEO Series, International Lecture Series, Ambassador Lecture Series, Vice Chancellor Conclave is testimony to fact that Amity’s vision of providing global exposure to each and every student. Even during these pandemic times when the whole world is stand still and most of the activities are limited, Amity University has become the pioneer in India to not only adopting online education mode with zero wastage of any class since March 2020 but also giving similar global and industry experience by covering more than 30% of academic session through the best global academicians and industry captains.

Presenting the glimpse of the major sessions held under International Lecture Series

November 12, 2020 : INTERNATIONAL LECTURE SERIES by renowned academician from Kellogg School of Management, Northwestern University, USA



Exclusive session on "Pandemic as Opportunity: Innovation and Growth in Uncertain Times"

Prof. (Dr.) Mohanbir S. Sawhney, Professor, Kellogg School of Management; Director, Center for Research in Technology & Innovation; Associate Dean, Digital Innovation; McCormick Foundation Chair of Technology, Northwestern University (NU), Evanston, Illinois, United States

Session moderated by Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities



November 12, 2020
INTERNATIONAL LECTURE SERIES by renowned academician from University of Sydney

Session on "Blockchain Technologies - Impact on Business Models"

Speaker: Prof. Ravi Seethamraju, Associate Professor in the University of Sydney Business School, University of Sydney, Australia



Global Exposure to students through International Lectures Series

November 10, 2020

INTERNATIONAL LECTURE SERIES

World Renowned Speaker and Academician Lewis D Endlar from Keele Business School, Keele University, UK presented his talk on "Change, Technology & Strategy Beyond 2020"





November 09, 2020

INTERNATIONAL LECTURE SERIES

Prof. Raj Echambadi, Dunton Family Dean, D'Amore-McKim School of Business, Northeastern University, USA

Theme: "Building and Sustaining Innovative Organizations"

November 05, 2020

INTERNATIONAL LECTURE SERIES

Knowledge Workshop by Ivy League University

Prof. J P Kuehlwein, Adjunct Professor of Marketing at Columbia University's Business School & NYU's Stern School of Business, Co-Founder of Ueber-Brands, USA

Session on "Brand Elevation - How to Create Brands That People Are Willing to Pay Premium Prices For"



November 04, 2020:



International Lecture Series: Session on "Leveraging Technology" – Crowdsourcing Platforms as a New Way to Source Labour"

Speaker : Professor Birgitta Bergvall-Kärebom, Vice Chancellor, Luleå University of Technology, Sweden

Global Exposure to students through International Lectures Series



October 29, 2020

Interactive session on Body Language & Business Skill Development

Mr. René Deceuninck, CEO & Founder , The Oxford Institute of Body Language, Public Speaker, Coach & Trainer

October 27, 2020

INTERNATIONAL LECTURE SERIES

Technological Transformation: From Steam to Digits

Panelists: Mr. Dmitry Borovikov - CEO, Russky Technopark

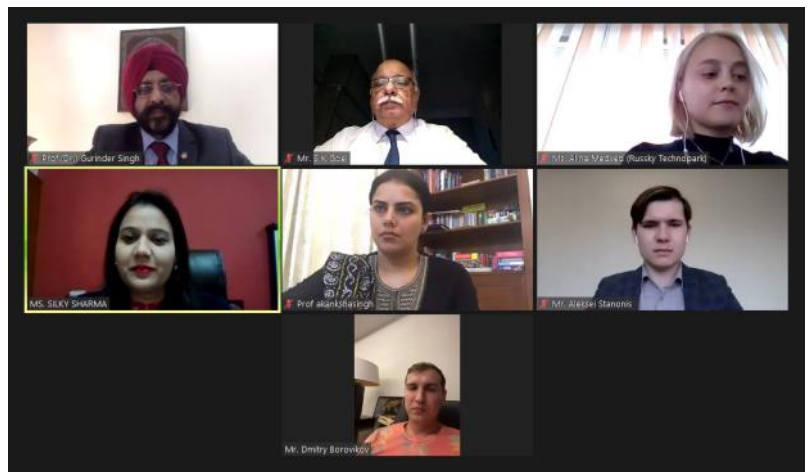
Mr. Aleksei Stanonis - SDG 9 Youth Envoy in Russia

Ms. Alina Medved, Russky, Technopark

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Wg. Cdr. S.K. Goel (Retd.), Vice President RBEF & Dy Dir International Affairs Division

Dr. Akanksha Singh, Director General, Industry Relations and Entrepreneurship Development, Amity University





October 21, 2020

INTERNATIONAL LECTURE SERIES

Internationalization of Firms: Current Perspectives

Prof. Fabio Verruck, Professor of International Business and Business Administration at University of Caxias do Sul (UCS), Brazil

October 15, 2020

INTERNATIONAL LECTURE SERIES

India UK Economic Partnership and Footprint of India in the UK

Ms. Lakshmi Kaul, Head & Representative – UK, Confederation of Indian Industry



Global Exposure to students through International Lectures Series



October 09, 2020

INTERNATIONAL LECTURE Session by Dean of UC Berkeley Global

"Bridging the Worlds of UX and Marketing: How to Optimise the Customer Journey Through Engaging User Experiences" by an eminent global academician

Dr. Frederick T. Wehrle, Associate Dean for Academic Affairs, UC Berkeley Global

October 27, 2020

Lecture by Dean of NYU's Schack Institute of Real Estate, USA

Topic: What's Next for the US & Global Economy and Real Estate Markets

Dr. D. Sam Chandan, Dean, NYU's Schack Institute of Real Estate, USA and Larry & Klara Silverstein Chair in Real Estate Development and Investment.





INTERNATIONAL LECTURE SERIES

Social Business Creation Competition: A new way to teach social entrepreneurship through experiential learning and gamification methods

Speaker: Prof. (Dr.) Mai Thai from University of Montreal, Canada; Director of the Social Business Creation competition; Editor-in-Chief, Journal of Small Business & Entrepreneurship; Researcher, Mosaic – Creativity & Innovation Hub; Associate Professor, Department of Entrepreneurship and Innovation; HEC Montreal, University of Montreal, Canada

INTERNATIONAL LECTURE SERIES

Early Internationalizing Firms during the COVID-19 pandemic

Prof. (Dr.) Tamar Almor, Dean, School of Behavioral Science and Psychology, College of Management, Rishon Lezion, Israel



Global Exposure to students through International Lectures Series



Interactive & informative session by top New Zealand University on "Supply Chain Disruptions: Failing to Meet Standards Set Against the Impact of the COVID Pandemic"

Prof. Lincoln Wood, Associate Professor, Department of Management

Ms. Sarah Ewing, University of Otago, New Zealand

International Lecture Series - Master Class by Professor Richard Follett, Deputy Pro Vice Chancellor -- International and Associate Vice President at the University of Sussex, UK

Topic: "Brexit: Implications for the World in the Age of Trump"



INTERNATIONAL LECTURE SERIES

"Re-thinking how Covid-19 is impacting teaching and learning at Swiss institutions of higher education: Challenges, Solutions and New Perspectives



Speaker: Prof. (Dr.) Douglas MacKevett, Co-Head of MScBA Online Business and Marketing, Head of Digital Learning Services, Lucerne School of Business, Lucerne University of Applied Sciences and Arts, Switzerland

INTERNATIONAL LECTURE SERIES

"Managing Teams with emotions of anxiety ,fear and hope in context of COVID-19

Mr. Warren Harris, CEO - TATA TECHNOLOGIES



Global Exposure to students through International Lectures Series



International Webinar Series - Panel Discussion
 Shepreneurs: Leadership Challenges & Strategies
 EMINENT GLOBAL ACADEMICIANS ON PANEL: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities
 Professor Jan Thomas, Vice Chancellor, Massey University, New Zealand
 Professor Mamokgethi Phakeng, Vice Chancellor, University of Cape Town, South Africa
 Dr. Victoria V. Panova, Vice President, International Relations, Far Eastern Federal University, Russia
 Prof. Olha Ilyash, Vice Rector for Research and International Activity, International University of Finance, Ukraine

Panel Discussion: Education in Times of Covid: Opportunities and Challenges. Can Universities Help Shape the Post Covid-19

EMINENT GLOBAL ACADEMICIANS ON PANEL:

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Professor Iain Martin, Vice-Chancellor, Deakin University, Australia

Dr. Pavel Novgorodov, First Vice-Rector for Strategy and External Affairs, Novosibirsk State University of Economics and Management, Russia (NSUEM)

Dr. Carmen Z. Lamagna, Vice Chancellor, American International University, Bangladesh

Professor Chuan-Chin Chiao, Vice President for Academic Affairs, National Tsing Hua University, Taiwan



INTERNATIONAL LECTURE SERIES

Early-Stage Entrepreneurship and Innovation (Rising out of the Crisis)

Prof. Dr. Marc Gruber, Vice President for Innovation and Professor at the College of Management of Technology at EPFL, Chair of Entrepreneurship and Technology Commercialization (ENTC).



Global Exposure to students through International Lectures Series

International Webinar Series - Panel Discussion

Impact of Corona Virus on global economy. Can Skill development help in recovering post COVID-19



EMINENT GLOBAL ACADEMICIANS ON PANEL: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities
 Professor Nick Petford, Vice Chancellor, University of Northampton, UK
 Professor James A Miller, Deputy Vice Chancellor, Glasgow Caledonian University, UK
 Professor Helen O'Sullivan, Pro-Vice-Chancellor (Education), Keele University, UK

International Lecture Series: Talk by Professor of University of British Columbia

"Cities in a Post COVID-19 World: From Crisis & Recovery to Reinvention & Resilience"

Prof. Dr. Murali Chandrashekar, Vice Provost (International), University of British Columbia & Fred H. Siller Professor of Marketing and Behavioural Science at the, Sauder School of Business, University of British Columbia





INTERNATIONAL LECTURE SERIES

Talk by Professor of Yale University On the topic "How Consumers Think and Decide"

Prof. (Dr.) Ravi Dhar, Director, Center for Customer Insights, George Rogers Clark Professor of Management & Marketing, Yale School of Management; Yale University

INTERNATIONAL LECTURE SERIES

Session by Dr. Daniel Shin, Senior Lecturer in Product Design, School of Architecture Design and Built Environment, Nottingham Trent University, UK

On the topic "Sustainable Design' or Radical Innovation"



Nurturing an entrepreneurial ecosystem through Start Up Forums

Amity is always passionate about nurturing an entrepreneurial ecosystem and this spirit & drive has further been fueled by the Aatmanirbhar call of our Honorable Prime Minister and thus inspired, we continuously endeavor to undertake many initiatives to contribute to Start-up India through the Amity platform. To disseminate the vital objectives of nurturing entrepreneurship through the experience of industry wizards, Amity University has organized Start Up Forums for the benefit of Students



October 30, 2020 Start Up Forum on theme “Innovation: Startup Bid to Survive Covid-19”

- Panelists: Mr. Sirish Batchu, Managing Director Danlaw Technologies India Ltd;
 Mr. Sachid Madan, Chief Executive Fresh F&V and Frozen Food at ITC Limited;
 Mr. Pankaj Mathur, Co-founder & President CogniTensor Technology Pvt. Ltd;
 Mr. Vaibhav Pitale , Managing Director of India and southwest Asia Belimo Actuators India Pvt. Ltd;
 Ms. Jasmeet Kaur, CEO Uniglobe MKOV Travel & Unicash;
 Mr. Avelo Roy, MD, Kolkata Ventures, Director of ECE Engineering Pvt Ltd

October 21, 2020 Amity Start Up Forum

Innovation in Personalising your Career

Keynote Speaker: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Panelists: Mr. Gautam Sen Gupta, Director, Market Vision, Past President TiE Dubai;

Mr. Osman Sultan, Former Founding CEO of du UAE and Orange Egypt, Angel Investor;

Dr. Abed Baidas, Group Chairman & CEO, Identity Branding Forum, Talents of Endearment Dubai



E-HR Conclave 2020- Start Up Innovation Spirit of New India at Amity



It was the momentous day for Amity University when the globally renowned academicians, industry wizards, HR icons took part in the day long E-HR Conclave 2020-Start Up Innovation Spirit of New India. The inaugural Session saw the participation of Dr. Annurag Batra, Chairman & Editor-in-Chief, Business World; Prof. Iain Martin, Vice Chancellor & President, Deakin University, Australia; Mr. Naveen Munjal, Managing Director, Hero Electric Vehicles Pvt. Ltd; Prof. Muthupandian Ashok Kumar, Assistant Deputy Vice Chancellor International, University of Melbourne, Australia, Mr. Rajneesh Jain, CFO, Reliance Infocomm Ltd; Mr. Dimitry Borovikov, CEO, RU Tech-park, Russia; Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities as the panel-

ists. The theme of the inaugural session was “Developing Resilience for uncertain times: Startup Innovation spirit of New India”

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities while welcoming all the esteemed panelists for attending the E-HR Conclave 2020 and said that there is a need to create an ecosystem where top academicians and industry should come together. If both industry and academia comes together, it can create wonders for students, industry and overall economy of the country. There are pertinent queries in the minds



of youngsters who are studying in final years as to whether industry will absorb the talent pool in 2021, which companies will come to campus, what are the opportunities for Indian students for global placements which will be the outcome of this conclave.



Dr. Annurag Batra, Chairman & Editor-in-Chief, Business World in his keynote address said that people used last 6 months to reinvent themselves. For the first time Indian Entrepreneurs are thinking globally. Economy is now towards 3C Economy – Compassionate, Collaborative and Contactless. India has to also change its culture of celebrating only success. One has to see failure as an experience to build the future. Dr. Batra

further said that term VUCA is more appropriate in these Covid time. This is the time to build relations, believe in oneself and magic will certainly happen. Harder one work, more lucky he will be. One should do the work in his own unique way, one cannot make everyone in world happy but be happy for yourself. Dr. Batra affirmed that in next 24-36 months, India will take great leap, it is the time to show resilience. Dr. Batra said that China has started its ambition to grow in 60's and it took 50 years to build. India has began its ambition and its is sure that by 2040 India might overtake China economically.



Mr. Naveen Munjal, Managing Director, Hero Electric Vehicles Pvt. Ltd said no matter the world, company, individual had plans, one little virus has disrupted everyone. These are the times when we go back to our basics. One has to look for positivity during the adversity. During the lockdown, the positive change was seen in the environment, all vehicles were off road and animals were seen roaming freely in roads. Mr. Munjal said that when they started electric vehicles in India, very few takers were there but now the situation has changed completely. One should go forward in any situation; task will be difficult but have the mindset of learning. While working, always have passion which defines you.

Prof. Iain Martin, Vice Chancellor & President, Deakin University, Australia said that innovation always start with a good idea which can be converted and sustained is a feasible way. Prof. Martin said that Deakin has relationship with India for the past 25 years and partnership with Amity University is very strong. Deakin always look for partners in Australia and globally for making change in education system. Prof Martin said that innovation should be part of every University. Students from engineering, healthcare, teaching can bring innovative skills.

Online Teacher's Day Celebration at Amity University



Teacher's Day is a day to recognize teachers who are doing selfless service day and night by providing best of the education to students so that their students can become success stories. In these tiring time of Corona, the duty of a teacher increases manifold as they have to prepare their lectures and to teach through the technology which requires seamless internet and good computer system. It is the day to remember our Former President Dr. S. Radha Krishnan whose Birthday is celebrated as Teacher's Day all over India

Amity International Business School on the occasion of Teacher's Day organized a full day Online Celebration. Dr. Ashok K Chauhan, Founder President blessed the students and faculty members. Dr. Atul Chauhan, Chancellor, Amity University wishes all the faculty members on this occasion and called

them Corona Warriors who have given their best to provide world class education. Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities alongwith Prof. Bhawna Kumar, Vice President, RBEF, Amity Education Group, Head of the Departments and all faculty members took the Oath to provide best online mentoring besides taking regular classes.

Students of PG and UG Courses presented a cultural bonanza with their special performances to express gratitude towards faculty and Group Vice Chancellor Sir. It was followed by Discussion Session on New Education Policy announced by Government. During the session it was deliberated that how NEP can help Higher Education Institutions in India and can open new avenues for students to pursue their higher studies in India and abroad.



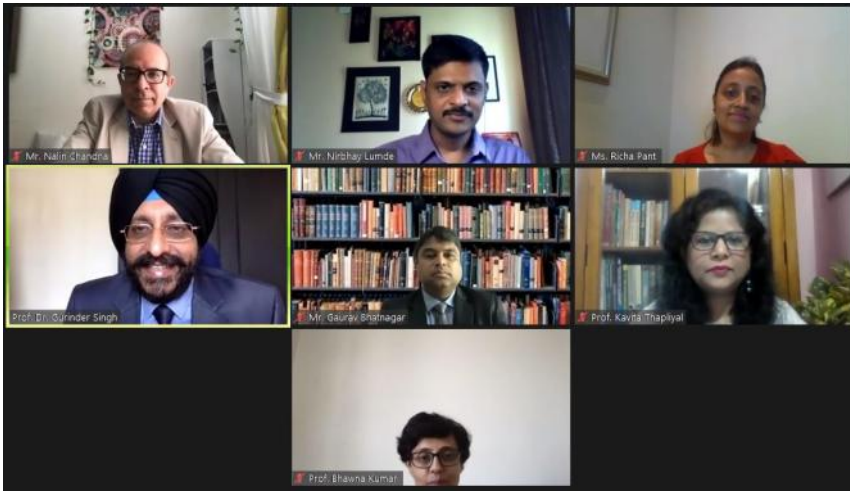
During the ceremony "Start up Centre" was inaugurated to complement the vision of Honourable Prime Minister Shri Narendra Modi ji on Atamnibhar Bharat. The newly launched centre is envisioned to host and facilitate Start-ups by Students and help them in making entrepreneurs of new young vibrant India. Prof. (Dr.) Gurinder Singh, Group Vice Chancellor spoke on the efforts done by Respected Founder President

Dr. Ashok K Chauhan to make India self sufficient. Prof. Dr. Singh emphasised on integrating the needs of Industry with the education and complete implementation of the concept of Education 4.0



Industry Connect to students through Industry Leaders Series

INDUSTRY LEADERS WEBINAR SERIES



October 02, 2020

“Nurturing Smiles through Corporate Social Responsibility”

Panelists: Ms. Richa Pant, Head- Corporate Social Responsibility & Sustainability, L&T Financial Services

Mr. Nirbhay Lumde, Director, CGI India

Mr. Nalin Chandna, CEO, Board Director, Author, TEDx Speaker, National Gas Company SAOG Muscat Oman

Amity - KPMG Career Webinar

Career Talks - Demystifying Consulting

Panelists: Mr. Rohin Nadir, National Head, Capability Development, KPMG India

Ms. Yogja Singh, Associate Director, Human Resources, Campus Relations Lead, KPMG India

Session was moderated by Group Vice Chancellor, Prof. (Dr.) Gurinder Singh



Industry Leaders Webinar Series: Sustainable Finance: Contemporary Issues, Strategies & Way Forward

Eminent Panelists: Dr Renard Siew , Sustainability & Climate Change Specialist, WEF Expert Network, Kuala Lumpur, Malaysia

Mr. Raymond Olumayowa Owa, Managing Partner; Environmental Expert/Climate change Researcher , Prigem Concepts Limited Abuja, London, NY and Paris

Mr. Jaywardhan Semwal, Vice President, India Finance Leader HPE

Mr. Yasir Ahmad Partner & Leader, Sustainability and Climate Change Services, PwC India

Mr. S Ravi, Former Chairman of Bombay Stock Exchange and Founder and Managing Partner, Ravi Rajan & Co



Joint Webinar Information Series with Partner Global Universities

Information Session for Various programs by Berkeley Global under Collaborative Arrangement with Amity University



Explore the wide basket of programs across various domains and get an opportunity to study along with the students of University of California-Berkeley, ranked 7th as per latest THE world Universities ranking 2021

Mr. Jorge Choy - Director of Business & Management programs, UC Berkley Global

Ms. Echo Xiao - Strategic Partnerships Manager, UC Berkley Global

Ms. Lauren Cooper - Senior International Student Advisor, UC Berkley Global

Ms. Bhavya Kondapaneni - India Regional Manager, UC Berkley Global

JOINT WEBINAR INFORMATION SERIES - Amity University & The University of Sheffield, U.K

Amity- Sheffield, Exciting Career Opportunities & Prospects in UK through the Global Pathway Program. Exclusive webinar by deans and experts from both universities. Get a chance to study at the world's high ranked university and explore the wide range of courses offered.

Panelists: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Dr Malcolm Butler, Vice-President and Director of Global Engagement, The University of Sheffield

Mr. Benjamin Short, Head of International and External Engagement (Faculty of Engineering), The University of Sheffield; Ms Katja Nieminen, Acting Head of Partnerships and Global Opportunities, The University of Sheffield; Ms. Alison Witham (Regional Manager- South Asia), The University of Sheffield; Ms. Samreen Khan Country Manager-India, The University of Sheffield; Ms. Claire Green, The University of Sheffield



Northeastern University – Amity: Making Higher Education Opportunities in USA simpler amidst COVID-19 and Beyond

Panelists: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Mr. Mallik Sundharam, Dean of the office of the Global Services and Associate Vice President for Enrollment Management, Northeastern University; Ms. Simmi Harding, Founder & CEO, Global Education Board, USA

Ms. Mariamma Thomas, Consultant - International Enrollment Management - South Asia, Middle East and Africa, Northeastern University;

Mr. Dean Wright, Consultant - International Enrollment Management, Bachelors Completion Program, Northeastern University



Joint Webinar Information Series with Partner Global Universities



JOINT WEBINAR INFORMATION SERIES - Amity University & University of Newcastle, Australia

Exciting Career Opportunities in Australia by University of Newcastle & Amity Joint Program offerings

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Prof. Tony Travaglione, Pro Vice Chancellor Business & Law, University of New Castle, Australia

Prof. Michael Seamer, Deputy Head-School, Teaching & Learning, Newcastle Business School, University of Newcastle, Australia

Prof. Paul Stolk, Lecturer, Newcastle Business School, University of Newcastle, Australia

Newcastle, Australia

Prof. Nimay Kalyani, Lecturer-Management and International Coordinator South Asia at the Faculty of Business and Law, University of Newcastle, Australia. Alumni of University of Newcastle, Australia

JOINT WEBINAR INFORMATION SERIES - Amity University & Monash University, Australia

Monash University, Australia & Amity University Providing Sustainable and Premium Higher Education Solutions through our Global Study Program.

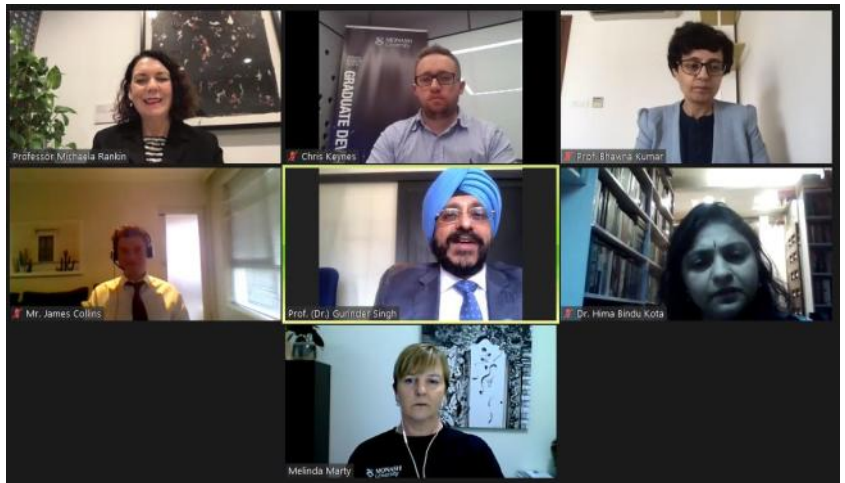
Panelists: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Professor Michaela Rankin, Deputy Dean (International) and Professor of Accounting at Monash Business School

Mr. James Collins - Student Recruitment Coordinator, Monash Business School

Mr. Chris Keynes - Manager Graduate Development, Monash Business School

Ms. Melinda Marty, Monash Business School



Exclusive Webinar by Experts from Durham University : Durham - Amity: Opportunities for Students



Panelists: Dr. Tim Blower, Associate Professor, Department of Bioscience, Durham University, UK

Dr. Gillian Campling, Associate Professor, Department of Bioscience, Durham University, UK

Joint Webinar Information Series with Partner Global Universities

JOINT WEBINAR INFORMATION SERIES - Amity University & Brunel University, London



"Brunel University, London & Amity - Plan your Studies in UK Post-COVID and Beyond"

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Dr. Sean P. Holmes, Vice Dean International for the College of Business, Arts and Social Sciences, Brunel University, London

Prof. Kenn Toft, Lecturer, Journalism, Brunel University, London

Ms. Victoria Edwards, International Partnerships Manager, Brunel University, London

Ms. Georgia Miller, Alumni, Brunel University, London

JOINT WEBINAR INFORMATION SERIES - Amity University & University of Queensland

The University of Queensland (Australia) & Amity - A Collaborative Pathway to a World Top 50 University"

Panelists: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Professor Aleksandar D. Rakić, Associate Dean (External Engagement) Faculty of Engineering, Architecture and Information Technology, The University of Queensland

Mr. Sagar Bahadur, Principal Adviser, Strategic Initiatives (India), The University of Queensland

Mr. Janardan Kewin, Marketing and Partner Relations (South Asia), The University of Queensland's Faculty of Business, Economics and Law



JOINT WEBINAR INFORMATION SERIES - Amity University & University of Birmingham



Higher Education Landscapes in UK - Opportunities to Join a Premium Russell Group University Through Amity's Global Study Programs

Panelists: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities

Dr. Richard Hood, School of Mechanical Engineering, University of Birmingham

Mr. Mark Pell, International Recruitment Division, College of Engineering & Physical Sciences, University of Birmingham

Prof. Bhawna Kumar, Vice President, RBEF, Amity Education Group

Prof. Dr. Abhay Bansal, Joint Head, Amity School of Engineering & Technology

E-FDP on Art & Science of Research Collaborations

Research is one of the most important pillars of growth, relevance and sustenance for teaching, learning and positive transformation; and its value & effectiveness is multifold when leveraged through International collaborations. With this objective in mind, Amity Online FDP Centre in association with Amity University and La Trobe University Australia jointly organized Faculty Development Program. The theme of this Joint E-FDP was

"The Art & Science of Research Collaborations" by global academicians from La Trobe University and Amity University sharing their immense knowledge & experience



Panelists from La Trobe University were

Dr. Geoff Dickson, Director of Research Partnerships, La Trobe Business School

Dr. Warwick Frost, Editor of the Routledge Advances in Events Research Book Series, Convenor of the International Tourism & Media Conference series & Professor of Management Sports & Tourism, La Trobe University

Dr. Vanessa Ratten, Associate Professor of Entrepreneurship & Innovation at La Trobe University

Panelists from Amity University were

Dr. W. Selvamurthy, President, Amity Science, Technology & Innovation Foundation

Prof. Bhawna Kumar, Vice President, RBEF, Amity Education Group

Dr. Hima Bindu Kota, Associate Professor, Amity International Business School, Amity University



74th Independence Day was celebrated at Amity University



74th Independence Day was celebrated at Amity University with great enthusiasm and Patriotic Fervor. Virtual ceremony began with the online Flag Hoisting by Founder President Dr. Ashok K. Chauhan; Chancellor Dr. Atul Chauhan, Prof. (Dr.) Gurinder Singh, Group Vice Chancellor; Lt. General Sikand, DG, Skill Development & Vocational Studies; Prof. Bhawna Kumar, Vice President, RBEF. The occasion was marked special by launching of many initiatives which included:

BRICS Centre of Excellence with support of Far Eastern Federal University (FEFU) Russia. Dr. Victoria Panova from FEFU was present during the virtual launch

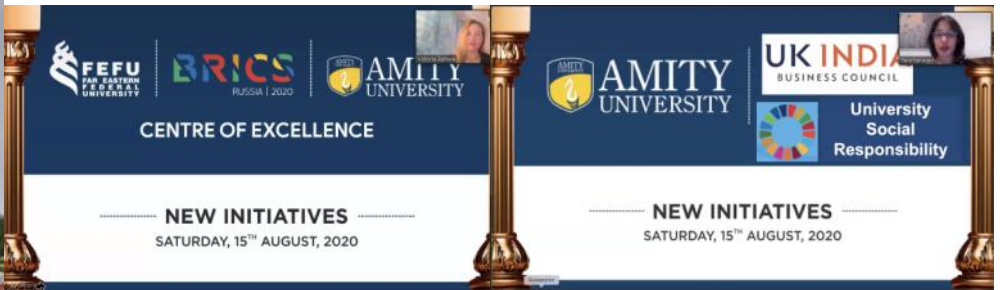
Initiative of University Social Responsibility by UK India Business Council was launched with the august presence of Ms. Tara Panjwani of UK India Business Council

For Strengthening Global Study Program through NAVITAS by launching AMITY NAVITAS Partnership to integrate Amity with its Global Consortium of University Partners

Initiatives like Centre for Robotics, & Machine Learning; Strengthening Management



Domain with Simulator Labs to facilitate Industry and International Collaborations in the area of Econometrics, Finance, HR, Marketing & Communications.



Sri Sri Ravi Shankar delivers discourse on “Day of Belongingness”



Blending modernity with tradition, Amity University Uttar Pradesh organized a discourse by Gurudev Sri Sri Ravi Shankar Ji to celebrate the ‘Day of Belongingness’ and a lecture by Dr. G. Satheesh Reddy, Chairman, Defence Research and Development Organisation and Secretary, Department of Defence R&D, Government of India on innovation during Covid.

‘Day of Belongingness’ is commemorated to celebrate the birthday of Dr. Atul Chauhan, Chancellor, Amity University.

In this webinar Dr. Ashok K Chauhan, Founder President, Amity Group; Dr. Atul Chauhan, Chancellor, Amity University; Dr. Aseem Chauhan, Chancellor, Amity University Haryana and Dr. Amita Chauhan, Chairperson, Amity Schools shared their thoughts on the Day of Belongingness.



Addressing the Amity Family **Gurudev Sri Sri Ravi Shankar Ji said that during this time of Coronavirus, the world needs to stand together. “Amity University is playing a great role in field of education. Through these online lectures Amity is bringing the youth together and helping them to engage. Youngsters today are going through a peculiar situation where a hero is misconnected with having aggression, pushing the youth to embrace this behavior. On the other hand, some of the youth get into depression. These two extreme emotions have rattled the students. Practicing meditation through spiritual medium can help**

relieve these two extremes of aggression and depression,” advised Gurudev Sri Sri Ravi Shankar Ji. He also shared how ancient sayings of Lord Krishna and Lord Buddha have come to our practical life of today. “Amity University has correctly used the theme of webinar that is day of belongingness as it’s a need of today’s time. We will have to make people embrace Gyaan and Dhyaan all across the world. Keep smiling, make your mind happy and be helpful towards people,” shared Gurudev Sri Sri Ravi Shankar Ji.

Dr. Ashok K Chauhan shared how Gurudev’s words were a blessing for the entire Amity family. “All people listening to you will see their life undergo a big change. With your words of wisdom Amity students will successful reach their path. To achieve anything in life you have to follow Behavioral science in your life,” said Dr. Chauhan.

Dr. (Mrs.) Amita Chauhan, Chairperson, Amity International Schools thanked Shri Shri Ravi Shankar ji for his enlightening words. “If you give respect and love, you will get it back for sure. Our teachers are giving a lot of time to students to keep them engaged and are also being one of the brave corona warriors,” said Mrs. Chauhan.

Directors and Heads of various Amity campuses of London, Tashkent, Singapore, New York, Amsterdam, Dubai and Abu Dabhi also conveyed their wishes on the ‘Day of Belongingness’. The webinar was attended by the entire Amity family, students, staff and their faculty members across all national and international campuses.



Amity Celebrates the “Day of Belongingness”



Amity International Business School and Amity University Greater Noida Campus under the dynamic leadership of Group Vice Chancellor, Prof. (Dr.) Gurinder Singh celebrated the Day of Belongingness by organising many online events to inculcate the feeling of belongingness towards one and all.

‘Day of Belongingness’ is commemorated to celebrate the birthday of Dr. Atul Chauhan, Chancellor, Amity University.

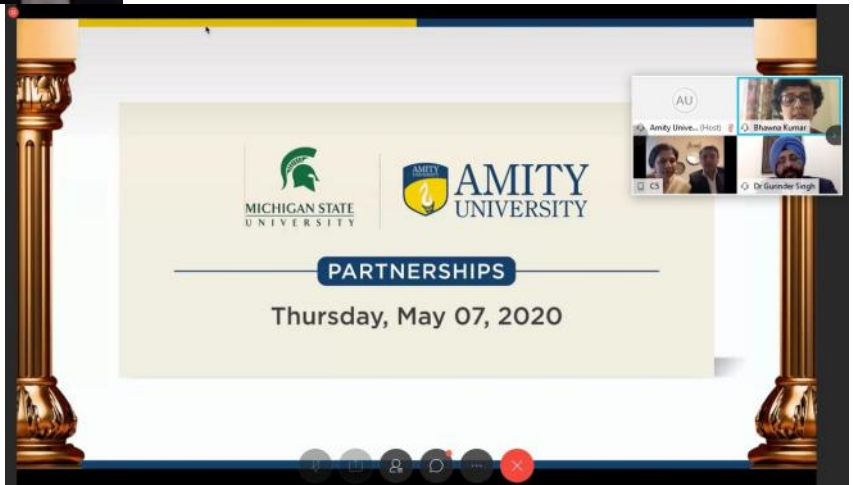
Day long grand finale of the following competitions were organised during the Day of Belongingness

Mockstock 2020 - Online Stock Investment Contest; **BrandQuest**; ; **Hackathon**; **Video Case Study Presentation**; **Case Study Competition**; **Slogan Writing Competition**: Theme: Gender Equality; **Poster Making Competition**; **Debate Competition**; **Book Review Competition**; **Quiz Competition**; **Virtual Singing**

The events provided a great opportunity to thousands of Amitians from India and across the globe to rejoice and further strengthen the bond of love and togetherness through the virtual platform this year as the world is grappling with social distancing amidst this growing pandemic. ‘

Dr. Atul Chauhan, Chancellor, Amity University, Ms. Pooja Chauhan, Vice Chairperson, Amity Humanity Foundation, Prof. (Dr) Gurinder Singh, Group Vice Chancellor, Amity Universities were present to witness the online events.

During the occasion dignitaries digitally unveiled the New Partnerships of Amity with the best of the Global



Universities. The following partnerships were unveiled:

Berkeley Global - University of California, Berkeley; **University of Wisconsin**, Madison; **Michigan State University**; **Far Eastern Federal University**, Russia; **Monash University**.

Dr. Atul Chauhan, Chancellor, Amity University shared his joy for all the love and support in celebrating the day of belongingness. “For us Amitians nothing is impossible is the message shared by our Founder to us. You have shown the feeling of belongingness and love for each other by coming online for this event. I have been truly blessed to have grown under the guidance of Dr. Chauhan. Caring for other people from your heart and loving them is the funda-

mental philosophy taught by Dr. Ashok Chauhan. The bedrock in which Amity is based is working as one team, caring for others and helping the society. I am also thankful and happy to see our alumni and their families have joined. Every day of our lives we will strive to make Amity better s a commitment that I also give along with the founder. The support that we give we give each other during this time is crisis is important. Over 100,000 people have been fed through Amity kitchens along with contributing a substantial amount to the PM Care Fund,” shared Dr. Atul Chauhan.

The winners of the different competitions were awarded certificates by Group Vice Chancellor, Prof. (Dr.) Gurinder Singh.

Webinar Session by Noble Laureate Shri Kailash Satyarthi



Amity University organized a Webinar Lecture by Nobel Laureate Shri Kailash Satyarthi on the topic of "Vision of a Compassionate Humanity and Protection of Child Rights".

A Global Champion for Education, Shri Satyarthi has been a member of a UNESCO body established with the goal of providing "Education for All". He is also the recipient of numerous awards and recognitions that include Robert F. Kennedy Human Rights Award, USA; the International Peace Prize, Germany; Golden Flag Award, Holland; La Hospitalit Award, Spain; Heroes Acting to End Modern Day Slavery, USA; Medal of the Italian Senate, Italy, and the Alfonso

Comin International Award, Spain to name a few. In 2014, Shri Kailash Satyarthi was awarded the Nobel Prize for Peace for his commitment to creating a compassionate humanity and for promoting peace and unity among people of the world.

Dr. Ashok K. Chauhan, Founder President, Amity University, Dr. (Mrs) Amita Chauhan, Chairperson, Amity International Schools; Dr. Atul Chauhan, Chancellor, Amity University; Dr. Aseem Chauhan, Chancellor, Amity University Haryana; Senior officials from Amity Group World Wide were present to witness the mesmerizing lecture session by Shri Kailash Satyarthi.



Noble Laureate Prof. Muhammad Yunus at Amity Webinar



At a time when showing care and concern for those at the bottom of the Pyramid has become absolutely essential and a new normal after Covid-19 lockdown, an insightful Webinar Lecture by Nobel Peace Laureate Prof. Muhammad Yunus was organized by Amity University on “Rebuilding a Better World-Social Business during COVID Times”.

Prof Muhammad Yunus in his webinar shared a great promise to rebuild a better world of peace, harmony and inclusive development and called the discussion on the topic timely and pertinent. “This crisis has also revealed some basic nature of the human beings. We worked all through history to come together to fight common enemy. Coronavirus is a common enemy at this point of time and we didn’t fight it together. Each nation acted individually ignoring even their neighbours and causing them harm with their actions. This is not a time to behave in a trivial way but to build coordinated efforts to fight together against this virus,” urged Prof. Yunus.



Talking about Life vs Livelihood, he shared that life is something that one cannot trade with. “Livelihood has options but life doesn’t. People should take up the responsibility of others who cannot take care of themselves and cater to their basic needs,” said Prof. Yunus. He asked for the need to create universal basic income. “We have the capacity to feed every single individual in the country by using Aadhaar. We just need to take up a few Aadhaar numbers and support them,” said Prof. Yunus.

He also urged people to not go back to the world that was there before the coronavirus crisis that stood at the finishing point of disaster. “Everyone has to take the decision of not going back to that position where global warming was ready to finish us. It was a ticking time bomb,” shared Prof. Yunus giving examples of the infamous Amazon and Australian forest fires. He asked for the creation of a system where the wealth is well-distributed.

He further averred that old walls of economy have crumbled and it’s a time to create your own pillars now. “It’s a slow opportunity, but if you play it right and people get into action, everything can happen. You have to create a process of rejuvenation of energy like we did before in history,” stated Prof. Yunus. He called for the world having a responsible leadership.

Dr. Ashok K Chauhan, Founder President, Amity Education Group shared how he was following Prof. Yunus and his works since 2006 and how his message was a very timely one and asked all the students and faculty members to follow his words and ideas. “Indian sub-continent will lead the world and show the path to make it a better place to live,” shared Dr. Chauhan.

Dr. Aseem Chauhan, Chancellor, AUH shared that Prof. Yunus is a true humanitarian and Amity will always be with him to take his thoughts and vision forward. He also shared how the university had adopted 5 villages under the Unnat Bharat Abhiyan in Rajasthan and was doing various social development programmes in the state. He further averred that if everyone followed works and thoughts of Prof Yunus, the world will be a better place to live. The webinar was well-attended by students and faculty members across the globe

Interactive Online Session for Admission Aspirants of 3 Continent and International Programs



In these testing times, students and their parents are mainly worried about getting admission in reputed universities and the course to be chosen which can enhance the prospects of getting jobs in multinational companies and/or getting global placements and exposure. Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities, a true visionary leader with the blessings and directions of Founder President, Dr. Ashok K Chauhan & Chancellors - Dr. Atul Chauhan, Dr. Aseem Chauhan has successfully started unique 3 Continent Programs & International Programs with the sole aim of providing best of the academic experience with real global exposure.

Today, Amity University has specially organized interactive online session for aspirants of Global Programs i.e. 3Continent Programs and International Programs. Hundreds of students and

their parents participated in this interactive webinar which not only focused on giving details about each of the global program but also answering all the queries which students face during this time.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor of Amity Universities, Prof. Bhawna Kumar, Vice President, RBEF, Maj. Gen (Retd.) Bhaskar Chakraborty, Director, Admissions were present during this interactive online session.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor of Amity Universities while giving significance and the need of starting unique 3 Continent and International Programs said that Why the Indians in India are not able to get salary which Indians at foreign countries receive? Why Indian Universities not able to create such an environment of research and global exposure which attracts global companies in same way as it is done in Europe or America or Australia? Citing an example of the power of International Programs, Prof. Singh said that one of our student who had successfully done this program was recruited by Microsoft at USA and is now currently pursuing MBA from Harvard fully sponsored by Microsoft.

Briefing about the 3 Continent Programs, Prof. (Dr.) Singh said that this is a unique program designed to create global leaders. Students in this program will pursue part of their course in India and then will proceed to spend a substantial portion of this program in UK & USA. Industry interaction, cultural awareness, foreign language training and experience in latest technological environment will allow each student to gain a deep insight of what it takes to be a truly global leader. The Courses are offered in Management (BBA, MBA), Engineering, Communication, Fashion and Biotechnology. These courses are offered at Amity Campuses in Noida, Greater Noida, Lucknow, Jaipur, Gurugram, Gwalior and Dubai.

Giving details of the International Programs, Prof. (Dr.) Singh said that Amity through its Global Transfer Pathway Programs gives a unique opportunity of pursuing a degree program wherein a part of the program is completed by the students at Amity and balance part from 1 years upto 2 years are pursued at the chosen foreign University campus with full status & enrolment with the university through a well structured method of credit mapping and their bi lateral recognition. On completion of the program, a globally recognized degree from the chosen foreign destination University is conferred. This unique system allows interested students to experience the richness of higher education from both countries India and UK/USA /Europe & Australia as the case may be.

To know more about Amity 3 Continent Programs and International Programs, please visit the websites mentioned below:

For 3 Continent Programs: <https://www.amity.edu/3continent/>

For International Programs: <https://www.amity.edu/international/>



WHY 3C PROGRAMS?

- Be a global explorer with an inter – disciplinary peer group mentored by faculty
- Study & Learn across 3 Continents
- Unique pedagogy and cross cultural exposure
- Interaction with leading faculty & industry leaders of different countries with exceptional experience & insights to share
- Visit diverse industries, Universities & organizations in different countries, attend interactive sessions & imbibe best practices
- Earn additional certifications



Interactive Online Session for Admission Aspirants of Programs of Amity International Business School



Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities addressing during the webinar

Business School, Prof. (Dr.) Singh, said that AIBS is the pioneer of International Business Education in India and is amongst the largest International Business Institution of Asia. AIBS has intensive engagement with international partner universities to enhance opportunities for global exposure for students. AIBS has been conferred the prestigious 4 Palmes award by Eduniversal and has been ranked number 1 in industry interface by Outlook Money. AIBS also got A+++ ranking as India's Best Business School by Business India. AIBS has partnership with more than 1000 companies and 167 foreign universities. Institute has unique International Exposure through internship aboard, study abroad and research fellowship programs. Special Mentor-Mentee program dedicated to nurturing the career profile and progression of every student. One third of the program is being

Amity International Business School has specially organized interactive online session for aspirants of Programs. Hundreds of students and their parents participated in this interactive webinar which not only focused on giving details about each of the unique program but also answering all the queries which students face during this time.

To present the industry overviews, industry captains were present during the webinar to guide the students while selecting best Management Programs. Mr. Rahul Garg, Partner, PwC India; Mr. Rajat Mittal, Vice President, Times Innovative Media Ltd guided the students with their rich industry experience.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor of Amity Universities and Director General, Amity International Business School, briefing about the salient features of Amity International



Mr. Rahul Garg, Partner, PwC India addressing during the webinar

delivered by Industry & Foreign experts as guest lecturers with weekly industry projects.

The Courses are offered in:

Post Graduate Programmes– MBA (International Business), MBA 3 Continent, MBA (International), MBA (International Business with Artificial Intelligence), MBA (AI & Consulting), MBA (Business Intelligence & Data Analytics), MBA (International Business) Evening

Under Graduate Programmes – BBA (International Business), BBA (3 Continent), BBA (International), BBA (International Business with Artificial Intelligence), BBA (AI), BBA (Business Intelligence & Data Analytics), BBA (IB) Evening, BBA+MBA (IB) Integrated

PhD. Programmes – Full Time PhD. Programme in Management, Part Time PhD. Programme in Management



Mr. Rajat Mittal, Vice President, Times Innovative Media Ltd addressing during the webinar

Amity University is constantly organizing webinars inviting Presidents, MDs, CEOs of top Global and Indian companies to encourage and enrich Amity students with their experiences.

To know more about Amity International Business School, please visit <https://www.amity.edu/aibs> or email at aibs@amity.edu

Interactive Online Session for Admission Aspirants of Programs of Amity University Greater Noida Campus



Amity University has specially organized interactive online session for aspirants of Programs at Amity Greater Noida Campus. Hundreds of students and their parents participated in this interactive webinar which not only focused on giving details about each of the unique program but also answering all the queries which students face during this time.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor of Amity Universities, Prof. Bhawna Kumar, Vice President, RBEF, Deans Brig. H.S. Dhanny, Prof. J.S. Jassi, Prof. A.K. Chaudhry and Directors and domain heads of programs were present during this interactive online session.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor of Amity Universities and Director General, Amity University Greater Noida Campus, briefed about the salient features of Amity Greater Noida Campus, Prof. (Dr.) Singh, said that this campus has partnership with more than 1000 companies and 167 foreign universities. Campus has active research oriented Centres of Excellence for best of global and practical exposure with hands on learning. Campus has unique International Exposure through internship abroad, study abroad and research fellowship programs. Special Mentor-Mentee program dedicated to nurturing the career profile and progression of every student. One third of the program is being delivered by Industry & Foreign experts as guest lecturers with weekly industry projects. Prof. (Dr.) Singh said that Amity Greater Noida Campus is also offering foundation course for those students whose medium of studies was Hindi Medium or are from State Boards wherein course in English, business communication is offered so that they can be well prepared for projects, internships, placement procedures etc.

The Courses are offered in:

Management – MBA. MBA (International Business), MBA 3 Continent, MBA (International), MBA (AI & Consulting), MBA (Business Intelligence & Data Analytics), MBA Executive Part Time, BBA, BBA (International Business), BBA (3 Continent), BBA (International)

Engineering – B.Tech Computer Science (With Specialization in Artificial Intelligence, Machine Learning & Data Analytics); B.Tech Electronics & Communication (With Specialization in IoT & Robotics); B.Tech Electrical & Electronics (With Specialization in Electric Mobility); B.Tech Mechanical (With Specialization in 3D Printing & Automation); B.Tech Civil (With Specialization in Construction Technology Management)

Option of 3 Continent and International Programs are available in All Engineering disciplines.

Communication – B.A. Journalism & Mass Comm and 3 Continent B.A. Journalism & Mass Comm

Fashion Technology – B.Des. Fashion Design and 3C B.Des Fashion Design

Commerce – B.Com (Hons)

Economics – B.A. (Hons) Business Economics

Travel & Tourism – B.A. (Hons.) Tourism Administration

Film & Drama – B.A. Film & Television Production

To know more about Amity University Greater Noida Programs, please visit website <https://www.amity.edu/greaternoida> or email at admissions@gn.amity.edu

Online CEO Forum on Innovation Strategies in Leadership during & post COVID 19



Mr. Kishore Jayaraman, President, Rolls-Royce, India & South Asia addressing during the webinar

that the knowledge and experience of both the speakers will help our students tremendously. Prof. Singh said that we have updated our entire syllabus to sync with Education 4.0 incorporating all the industry inputs.

Mr. Sameer Gupta, CMD, Jackson Group said that Lehman Brothers crisis of 2010 was the financial crisis but this COVID 19 crisis is both financial and infrastructural crisis. Stocks have fallen around 35% globally. But this crisis has given lots of learning. Our employees have shown that they are fully aligned with company policies. During last couple of weeks we have strengthened our communication and governance policies. Mr. Gupta talked about 5 steps taken by Jackson Group during these times:

Integrity; Customer Centric; Innovation; Teamwork; Care. Mr Gupta said that due to current situation, first quarter might be washed out and will have to reduce revenues. We are keeping our fixed cost low and variable cost high; target of zero debt over next two years; working out on contingency plan for our stakeholders; figuring out area of wastages.

Mr. Gupta also shared insight on Post Covid scenario and said that post covid, health will be the most important area; supply chain will going to diversify; world will move for more self sufficiency . Mr. Gupta also talked about learning from COVID and said that :

When things are not going good – accept it; There will be situation in life to slowdown – reprioritize in life; Internal teams are oceans of knowledge; Don't take success for granted; future proof your business; Manage your business today and tomorrow

Mr. Kishore Jayaraman, President, Rolls-Royce, India & South Asia said that leadership in the VUCA World comes with its unique challenges. Physical and mental health of employees is the most important thing. Generate productivity even while working from home. What will happen in next two weeks, no one knows; all flights are grounded, countries are closed; it is tough time for revenue generation. Mr. Jayaraman said that change is what we cannot control and it will be there. Revenues are down, cost is not going away; companies which will survive from this will be successful. We are reinventing and forecasting on daily basis. In 2020, there will be lots of challenges. At the end of it we have lots of lessons to be learned; who we will be, our companies will be and our civilization will be.

Replying to the query of students on financial health of the companies post this crisis, Mr. Sameer Gupta said that pay cuts will be reality but India Inc. has assured that basic needs will be taken care of. Employees will be more duty bound and less demanding. Consumption will grow; India will bounce back by 3rd quarter with lots of international funding.

Mr. Kishore Jayaraman said that if revenue is not there and cost increases, there will be impact which depends of company to company and country to country. Post Covid people will react differently, so marketing strategies will be different and value for customers will be more focused. There will be immediate surge in needs of the people for next 12-18 months.

It was the important day in the lives of Amity Students when they got the opportunity to interact with two industry icons – Mr. Kishore Jayaraman, President, Rolls-Royce, India & South Asia and Mr. Sameer Gupta, CMD, Jackson Group - during the Online CEO Forum on “*Innovation Strategies in Leadership during and post COVID*” organized by Amity International Business School and Amity Greater Noida Campus.

Dr. Atul Chauhan, Chancellor, Amity University, Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities, Deans, Directors, faculty and Students of Amity University participated in this Online CEO Forum.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities welcomed both the industry luminaries and said



Mr. Sameer Gupta, CMD, Jackson Group addressing during the webinar

Interactive talk by His Excellency Marten van den Berg, Ambassador of Netherlands



It was a momentous day for the students and faculty members of Amity University when His Excellency Marten van den Berg, Ambassador of Netherlands presented an online interactive talk under the Ambassador Lecture Series. His Excellency spoke on the topic Economic Impact of COVID 19 in relation to India and the Netherlands.

Dr. Atul Chauhan, Chancellor, Amity University, Prof. (Dr.) Gurinder Singh, Group Vice Chancellor Amity Universities along with Vice Presidents, Deans, Head of Institutions, Faculty Members were present in this online interactive lecture session.

Presenting his talk, His Excellency said that globalization is in retreat for the first time since World War-II. COVID 19 is impacting supply side, demand side and financial sector. COVID 19 crisis is striking the system and includes International Demand shocks, international & domestic supply chain disruptions, bankruptcies, postponed investments, bank crisis, layoffs, store closures etc. It is impacting every country and all sectors.

His Excellency said that world has seen many pandemics earlier also. Neither Cholera in 19th Century, Spanish Flu in 20th Century put brakes in the globalization, but this time picture is different. There is contraction in global economy wherein kind of recovery is still unclear. It is impacting all countries and all sectors. Speaking on Indian scenario, His Excellency said that India is already facing difficulties. India is moving towards zero growth, increase in unemployment, rise in poverty. According to Moody's



forecast for emerging economies real GDP growth of India is projected to 0.2% in 2020 and 6.2% in 2021. Government of India has already started many initiatives for protecting people with health, income and livelihood. Policies of protecting big & small firms and financial institutions is being implemented. He briefed about the opportunities for policies – fast track changes in public policies, accelerate globalization through e-commerce & digital trade, fast track sustainability & climate policies.

Speaking about India and Netherland relations, His Excellency said that The Netherlands has emerged as the third largest foreign direct investor in India during 2017-18,

with investments pegged at about \$2.67 billion across sectors. Netherlands is India's top FDI destination. Due to this pandemic trade has reduced by 20-25 % and investment by 30% but many technological collaborations is going on with opportunities in health, water, renewable energy, agriculture, logistics, co-creation of online platforms.

Dr. Atul Chauhan, Chancellor, Amity University said that historically India and Netherlands enjoys very deep and cordial relations. From the very day of Independence, India and Netherlands are moving ahead in strengthening political, cultural and business relations with each other. Dr. Chauhan said that Amity has a school in Netherlands and added that Amity is the first school to re-open on the first day itself after the removal of lockdown from the Netherlands.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor Amity Universities said that it is a great opportunity for students to learn from the experience of His Excellency and to know deep India and Netherlands relation. Amity is also having deep relations with Netherlands with opening of the School





NEW DELHI | THURSDAY | APRIL 30, 2020

Endless possibilities

Even in these times of uncertainty and despair, the light of education should be kept aglow, says GURINDER SINGH

COVID-19, a pandemic that has crippled the world is being tipped as greater than the Great Depression during the 1930s. The fall out of this novel Coronavirus would have far greater economic consequences than imagined. Several economists are expecting the global economy not to revive before the fourth quarter of this financial year. The Coronavirus cases have now crossed more than one million worldwide with more than 59,000 deaths.

However, even in these times of uncertainty and despair, the light of education and enlightenment should be kept aglow. India is known worldwide for its education system and its education players have stepped up to tackle these unprecedented times.

Technology has come to rescue during these dark times. According to a KPMG and Google report, online education is on an uptrend with the number of users to reach 9.6 million in 2021 from 1.6 million in 2016, which by any standards is a humongous jump. With the new concept of social distancing, including students and corporate executives confined to their homes, users for online education are set to increase, including universities like Amity

University that use technology to facilitate education. Online education has become the preferred educational partner, it is catering to over 1,00,000 students live remotely across its campuses around India and across the globe. These measures are being undertaken as a precaution against the spread of Coronavirus and to safeguard the health of students and faculty members. All classes are being held live online as per the existing timetable using the Learning Management System and Virtual Classroom system of the university. The faculty members are meeting online for taking several strategic initiatives like conducting interesting webinars for the academic community and the industry. Faculty Development Programmes to increase the research quotient and improve the project writing abilities have been conducted. Several such initiatives are in the pipeline for the coming weeks. All steps have been taken to complete the academic session as planned and preparations are in place to lay the foundations for the process of online examinations.

Amity's Mentor-Mentee is also being conducted online where faculty members are in constant touch with students and are providing

counselling to students. Furthering its initiative of using research for the betterment of the society, a 'Research Network on Novel Viruses' has been created. This network comprises of the leading scientists in the field of Virology at Amity and also from around the globe.

Here are some of the ways to use this time effectively:

Ask the industry/company for any remote work: In case your summer internship is cancelled, explore the opportunity of working remotely, as there would be definitely some jobs where this could be feasible.

Be an entrepreneur: You can start your own project; may be a website, a blog or any online social event that you have always been passionate about but never found time to give wings to your dreams. You might be surprised with the endless possibilities.

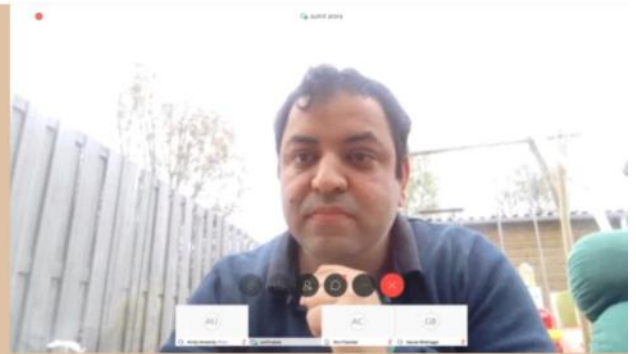
Read, read and read: If you have been unable to get an internship where you can work remotely, take this opportunity to read.

(The author is the Group Vice Chancellor, Amity University.)

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Mr. Sumit Arora,
Chief Commercial Officer,
PXP Financial Ltd, Netherlands

Things that we don't learn in MBA -
my journey from School years to CCO position
at a multinational company based in Europe



Mr Kinjal Chaudhary,
Senior Partner, D360ONE Consultants LLP,
Previous-Senior Vice President
Human Resources at Paytm

New Trends in the world of work

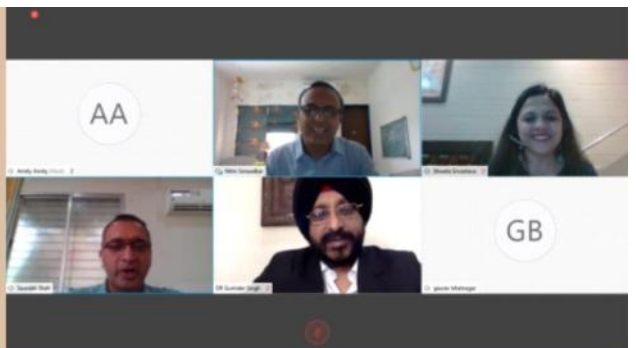


Mr. Nitin Sonwalkar,
Human Resource Specialist at SopraSteria (Pune)

Ms. Shweta Srivastava,
Head of Digital at Philips (South Delhi)

Mr Saurabh Shah,
Head-Human Resource at Capita(Pune)

Challenges in the new VUCA world.
Be prepared, to make best of ODDS



Ms. Shaila Sam,
United Nations Environment program,
Communication Consultant- UNEP-India Office

Mr. Aman Dhall-
Head of Communications, Policy Bazaar.com

Communications in Crisis



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Dr. Sharmila Chatterjee
Academic Head, Enterprise Management Track & Senior Lecturer
MIT Sloan School of Management

B2B Relationship Calculus: Quantifying the Impact of Soft-Service Facets on Customer Satisfaction



Quantifying Relational Value in B2B

Amity University, May 12 2020



Sharmila C. Chatterjee
Academic Head Enterprise Management Track
Senior Lecturer Management Science

Mr. Koustav Dhar,
Zoom Air, Airlines

How Covid-19 is grounding Aviation Sector



Dr. Barbara Howell,
Associate Dean Global Engagement-
Coventry University

Challenges in education sector and Role of Technology



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Kishore Jayaraman,
Rolls Royce, President,
Rolls-Royce, India & South Asia

CEO Session “Innovation Strategies
in Leadership” during and post COVID



Sameer Gupta,
Jackson Group, CMD



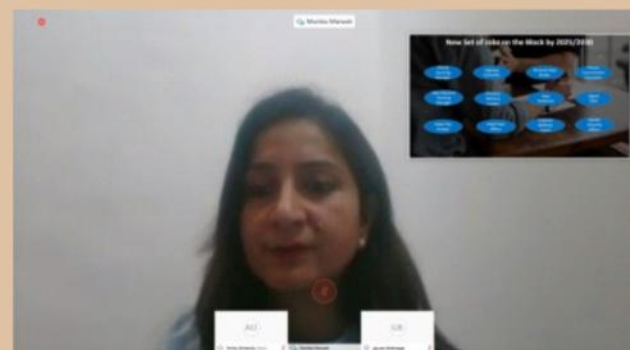
Dr. Arun Elias,
Associate Dean (International and Accreditation)
at the Wellington School of Business and Government,
Victoria University of Wellington, New Zealand

Stakeholder Management: A Systems Approach



Ms. Monika Marwah,
NCR Corporation Ltd.

Covid-19 and the world of work



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**Professor Nora Colton,
Pro-Vice-Provost,
University College London**

**Globalization in an Era of
Uncertainty**



**Prof. John Reast
Pro. Vice Chancellor-
International
Northumbria University**

**Relationship Marketing - Impact of
COVID-19**



**Dr. Oliver Quick
Reader in Law
University of Bristol Law
School**

**Medical Manslaughter: A Criminal
Combination**



**Kok-Leong Ong - Associate
Professor, Accounting and
Data Analytics,
La Trobe University**

Using Data Analytics in Public Health



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Mr .Deepak Kaul , CEO and Partner, Leading Edge Consultancy, Dubai

A Business Session on - Managing FMCG post COVID 19

Silver Lining:

- *Y2K..... Indian IT Sector
- *Covid 19
 - India could become Health Destination
 - Top Class hospitals
 - Top class Doctors and Nurses
 - Vibrant Pharmaceutical industry.
 - Better Environment
- * Manufacturing Moving out of China,
- * Boost to IT Sector.
- * Break some of the old ways of working.

THE NEW NORMAL WILL BE BETTER THAN THE OLD NORMAL.

leading edge
DK
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Dr. Carlos M. Rodriguez Director, Center for the Study of Innovation Management, CSIM, Delaware State University, USA

The Design of Analytics: When Behavioral Economics Makes Sense of Emotions in Product Design

Dr. Carlos M. Rodriguez

How the user feels?
Misery
My Dad's Story
Dream for My child

Mr. Joydeep Roy, Global Leader & Partner India at PWC

Coming back to work

Mr. Joydeep Roy

Dr. Rohit Verma Provost/ Chief Academic Officer VinUniversity & Professor Cornell University

Impact of COVID-19 on the Hospitality Sector

Dr. Rohit Verma

HOSPITALITY BY CLASS & ECONOMY

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Mr. Aman Jain,
Senior Consultant, EY

Interface of Public Policy and Business Strategy - Case Example of Energy Sector



Dr. D K Bakshi,
Chief Mentor and CEO, Global Talent Company Limited, Singapore ; Former Head and CHO Luxor Parker; Secretary General, India – Thai Business Association, ED India Thai Chamber of Commerce

Impact of Covid'19 on the Financial Sector



Mr. Arun Karna,
Managing Director & CEO at AT&T Global Network Services India Private Ltd.

How will the Industry overcome the loss-Covid-19



Robinder Singh,
Indorama Ventures PCL, Bangkok, Senior Vice President Regulatory Affairs and Business Development

Business as unusual



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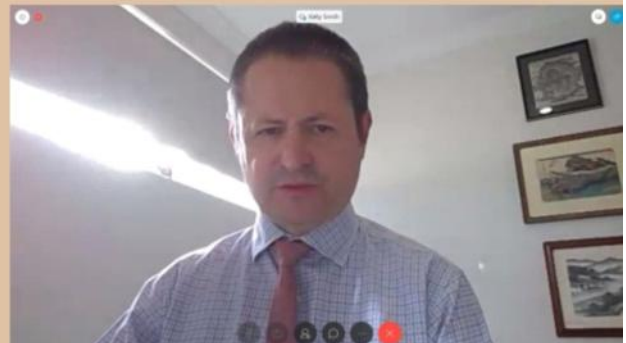
Ms. Maria Pressentin,
 Heading Learning & Organizational Development,
 The Ken Blanchard Company, Singapore

Self-leadership & influencing without authority



Prof. Kelly Smith,
 Dean International,
 Murdoch University, Australia

Impact of Covid-19- Australian Perspective



Yukti Arora,
 Management Consultant, Risk Advisory Services

Megha Vasishta,
 Consultant, Ernst & Young

Cyber security during COVID Work from Home protocols for Corporate; Internet & Social Media usage for students and Online payments and precautions and preventions of fraud



Mr. Govind Singh Negi,
 Senior Director – Talent Engagement,
 3 Pillar Global

Impact of Covid-19 on IT Industry



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**Dr. Craig Deed,
Associate Professor,
ASSC College of Arts, Social
Sciences & Commerce
La Trobe University**

**Thinking inside the box: understanding
how contemporary classrooms work**



**Dr. Anne Southall,
ASSC College of Arts, Social
Sciences & Commerce
La Trobe University**

**Out of Trauma – Working with
Vulnerable Students**



**Mr. Rajneesh Jain,
CFO, Reliance Jio**

**Taking India Forward – Opportunities
through Digitization in e-commerce,
Education and Healthcare**



**Prof. Kamal Bhattacharya,
Professor of IT Management IUBH
International University, Germany
& Co-Founder & CEO, Mojochat
LLC**

**The Art of a Conversation and the Role of
AI in developing 21st Century
Skills**



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**Mr. Deepak Gupta,
Sr. Director & Head – HR,
SS&C Technologies**

**Human Resource Management
Market Business Strategy**



**Mr. Mayank Jain,
Head – Marketing,
Monte Carlo Fashions**

**Marketing Strategies and
Technology impact on Business.
How to turn the current scenario into
a positive outcome for the business**



**Mr. Shailesh Prakash,
Chief Information Officer &
Vice President of Digital
Product Development,
Washington Post**

**IT and Technology Management. The role of AI,
Machine Learning and Big Data. Challenges vs
opportunities and the path ahead**



**Mr. Pavan K. Gupta,
CEO,
Muthoot Housing Finance
Company Ltd. Mumbai**

Impact of Covid-19 on Finance Sector



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**Mr. Akash Srivastava,
Vice President,
Schindler India**

Leadership under test', which is all about how leaders will have to re-calibrate and find their silver lining to deal with this COVID situation



**Mr. Arvind Kumar,
CEO,
Dukes India**

Opportunities don't happen ,you create them & they are always outside your comfort zone



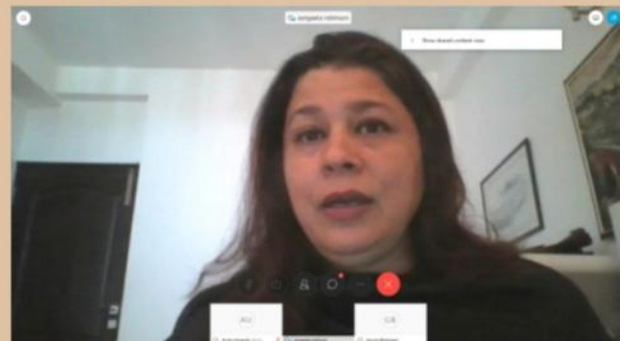
Mr. Anoop Chaturvedi,
Hewlett Packard Enterprise,
Country Manager @ Hewlett Packard Enterprise

Management & Technical Innovations for IPR



Sangeeta Robinson,
AVP Sustainability & Inclusion,
PVR Limited

Sustainability; its relevance today



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GLOBALLY**



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**HIGHEST US AND UK
ACCREDITATION**



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5,100+ Campus Placements for 2018-19 batch... and counting

Extensive student interaction with 1,500+ corporate leaders and 50 global gurus till now

Students selected for higher studies in Stanford, MIT, Purdue, Oxford, Cambridge...

5-week Study Abroad Programme at Amity Campuses in London, Dubai, New York and Singapore (at no additional Tuition Fee in select courses/campuses)

25,000 Scholarships awarded to meritorious students

On-campus Incubator has helped launch over 100 student start-up companies

Over 4,000 students studying at Amity, have secured 90%+ in class XII boards

Networking opportunities with 120,000 alumni across 60 disciplines globally

Strict admission process wherein only 1 seat is filled out of every 15 applications received on an average

Flexible Credit System enables students to choose from a basket of credit courses and select their own major

Faculty have filed over 1,200 patents – more patents filed than any other individual Indian University/Institute

Application based learning beyond classrooms at the 300 hi-tech labs and learning studios

Students involved in hi-end research, leading to filing over 100 patents by them in the last years

World-class campuses with extensive sports facilities and amenities like Domino's, Cafe Coffee Day and L'Oréal salon

The information mentioned is of Amity University U.P.

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- OVERSEAS:** - London - Dubai - New York - San Francisco - Singapore - Mauritius - Sharjah - Abu Dhabi - South Africa - Nairobi - Amsterdam - Tashkent

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