



AMITY UNIVERSITY

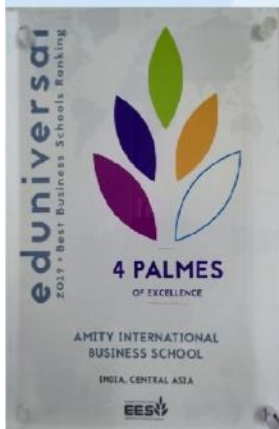
EXPLORE THE WORLD THROUGH OUR 3 CONTINENT,
INTERNATIONAL AND STUDY ABROAD PROGRAMMES

AMICARE

ANNUAL EDITION 2021

ISSUE: 40

**AMITY INTERFACE WITH CORPORATE,
ALUMNI, RESEARCHERS & ENTREPRENEURS**



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|  <p>RANKED 25TH AMONGST ALL GOVT. AND PRIVATE UNIVERSITIES IN THE COUNTRY</p>  <p>IN THE INDIA RANKINGS 2021</p> | <p>NATIONAL INTELLECTUAL PROPERTY AWARD 2020</p> <p>TOP INDIAN ACADEMIC INSTITUTION FOR PATENTS AND COMMERCIALIZATION</p>   |
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AMICARE



AMITY INTERFACE WITH CORPORATE, ALUMNI, RESEARCHERS & ENTREPRENEURS

Annual Edition 2021

ISSUE 40

AMICARE

The Newsletter

Inside this issue:

| | |
|---|-------|
| Ambassador Lecture Series | 3-4 |
| IEEE International Conferences held at Tashkent, UK and Dubai | 5-7 |
| Rankings and Honor | 8-9 |
| Interactive International Knowledge Workshop | 10 |
| Corporate Meets at Amity | 11 |
| 22nd Inter Amity Institutions Sport Meet ' Sangathan 2021 ' | 12 |
| INBUSH ERA 2021 | 13-17 |
| Virtual India Immersion Program | 18 |
| International Conferences & Seminars | 19-21 |
| Master Class Series with Global Academicians | 22 |
| Joint Information Webinar Series with Global Partner Universities | 23-24 |
| International Conferences & Seminars | 25-28 |
| Global Initiative Webinars | 29-36 |
| International Conferences & Seminars | 37 |
| Initiatives | 38-39 |
| Independence Day Celebrations | 40 |
| Noble Laureate Series | 41-42 |
| Interactive Admission Webinars | 43-45 |
| Interactive Webinars | 46-56 |

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

2021 has transformed us like never before. We pray for the wellbeing of everyone and are preparing to make 2022 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 2021 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 127 % 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 new added partnerships with most reputed Universities like Johns Hopkins Whiting School of Engineering & Columbia SPS in USA; Durham University & Bristol University in UK; Dalhousie University & University of Ottawa in Canada to name a few. This increases our global partnerships to more than 200 Universities across the world.

In terms of Mobility and exchanges, 2021-22 brought a number of opportunities for Amity students by way of virtual Study Abroad programs, virtual 3Continent Programs, virtual Internship Abroad in which the students got global exposure virtually due to COVID induced restrictions in international travel.

Our faculties are excelling every day with increasing interdisciplinary industry led teaching, research citations, indexed journals, copyrights & patents and funded projects from Going Global Partnerships Grant initiated by British Council that nurtured outcome-based collaborations with Universities including Northumbria, Essex and Oxford Brooks.

We are confident that together with you, we will fulfil 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 2022 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 2022.



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

H.E. Mr. Alex Ellis CMG, British High Commissioner interacts with Amity Students



Amity University organized interactive webinar session by H.E. Mr. Alex Ellis CMG, British High Commissioner to India on the

topic, 'UK/India – From Evolution to Transformation'. The session was part of the Ambassador Lecture Series. His Excellency, Mr. Alex Ellis started the session by suggesting a few big trends which are happening in the world and are likely to happen over the next generation, the first one being the shift of the world to India and the Indo-Pacific region, its rise or return as the Center of the World. He also highlighted the relationship between human beings and technology. He stated, "Technology is fast evolving and human beings are fast adapting to it." His Excellency spoke about the relationship between human beings and their natural environment which was highlighted during the UN Climate Change Conference in Glasgow. "Climate change is happening gradually already and it is impacting India as there is less rainfall, for a shorter period of time. There is a long-term goal of reducing the carbon intensity and greenhouse gas emissions as India produces a lot of coal hence it is difficult but attainable for sure.", commented H.E Mr. Ellis.



Speaking on UK and India relationship, he said, "India and United Kingdom share a historical relationship and there is a great flow of people between the two countries. Over 1.5 million people in the UK are of Indian heritage. It would be great to grow this further and take it forward. India provides the second largest population of the total student population of UK and this flow of students will only be in-



creasing in the coming years. He further remarked, "Indian health practitioners have contributed a lot in the UK, especially when it came to the Corona virus crisis, therefore healthcare is a very important part of our future partnership." Sharing his views on India's impact on the World he said, "India is going to have a huge impact on the world, economically, strategically and technologically."



Dr. Ashok Chauhan, Founder President, Amity Education Group, said that it was a pleasure and privilege for all of us to listen to His Excellency Mr. Alexander Alex Ellis his views on the subject. Amity is closely working on all areas for collaboration with the UK and are thrilled to announce that Amity will be partnering with the prestigious Harrows School, London and will be opening more schools

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,

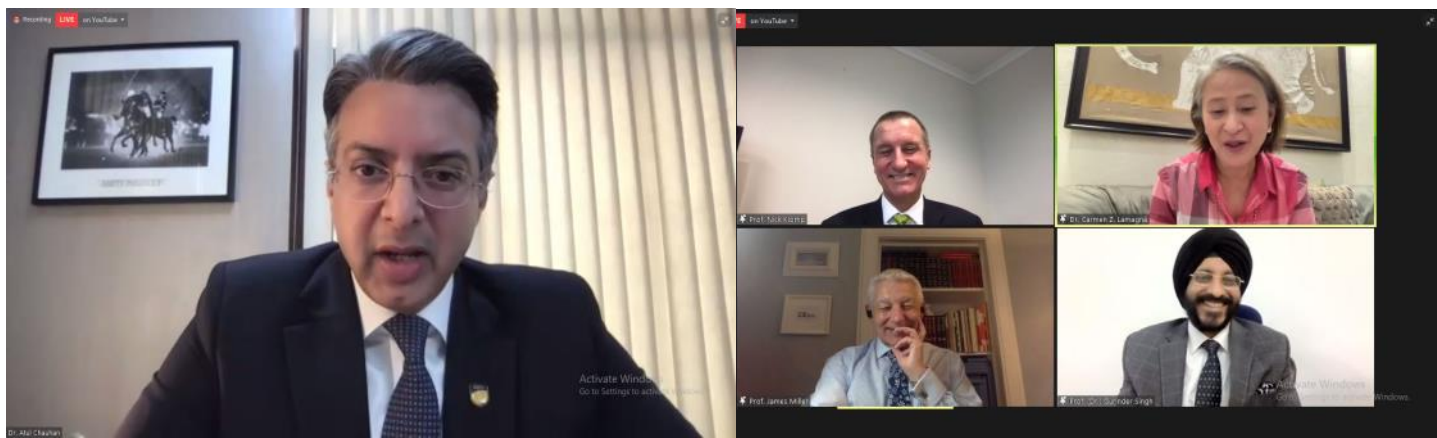
with investments pegged at about \$2.67 billion across sectors. Netherlands is India's top FDI destination. Due to this pandemic trade has reduced by 20-25 % and investment by 30% but many technological collaborations is going on with opportunities in health, water, renewable energy, agriculture, logistics,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



IEEE International Conference on Technological Advancements & Innovations



Amity University Greater Noida Campus in association with Amity University in Tashkent organized IEEE Sponsored International Conference on Technological Advancements & Innovations (ICTAI-2021) in hybrid mode at Amity Tashkent Campus, Uzbekistan.

Dr. Atul Chauhan, Chancellor, Amity University; **Prof. (Dr.) Gurinder Singh**, Group Vice Chancellor, Amity Universities welcomed all Panelists and Participants of the **ICTAI 2021** Conference. **Dr. Toshkulov Abduqodir Hamidovich**, Honorable Minister of Higher and Secondary Specialized Education of the Republic of Uzbekistan presented the Special address followed by special talk by **Mr. Pekos**



Oleg Andreyevich, Honorable First Deputy Minister for the Development of Information Technologies and Communications of the Republic of Uzbekistan.

Panel Discussion on the theme “Role of Technology in Driving Social Change” was organized during the conference. Panelists of the session included **Prof. Nick Klomp**, Vice-Chancellor, CQ University, Australia; **Dr. Carmen Z. Lamagna**, Vice-Chancellor, American International University-Bangladesh; **Prof James Miller**, Deputy Vice-Chancellor, Glasgow Caledonian University

It was followed by the inauguration of the International Hackathon and Career Exhibition which was organized in physical mode at Amity Tashkent Campus. Research Paper Presentations were held during the inaugural day of ICTAI 2021. **Prof. Syed Akhter Hossain**, Professor and Head, Department of Computer Science and Engineering, University of Liberal Arts Bangladesh; **Dr. Masoud Mohammadian**, Faculty of Science and Technology, School of IT and Systems, University of Canberra, Australia; **Dr. Panos Liatsis**, Professor, Electrical Engineering and Computer Science, Khalifa University, Abu Dhabi, UAE; **Dr. Ing. Mario José Diván**, Vice-Chair - IEEE R9 Argentina - Computational Intelligence Society and Full Professor, Economy School, Universidad Nacional de La Pampa, La Pampa – Argentina; **Prof. Yury Klochkov**, Head of the Academic Development Department, Peter the Great St. Petersburg Polytechnic University, St. Petersburg, Russia presented the keynote addresses



Dr. Sunil Kumar Khatri, Director of Campus, Amity University in Tashkent; Mr. Bobur Abdullaev, Acting Director of Administration, Amity University in Tashkent, Faculty Members, Students of Amity University in Tashkent; Amity University Greater Noida Campus participated in the ICTAI 2021 and Hackathon

IEEE International Conference on Intelligent Engineering & Management



Lord Rami Ranger addressing the gathering

Amity University, under the dynamic leadership of visionary Founder President Dr. Ashok K Chauhan and Chancellor Dr. Atul Chauhan, touched another milestone by organizing 3rd International Conference in association with IEEE (UK & Ireland) in virtual mode on Intelligent Engineering & Management ICIEM 2021 from April 28-30, 2021.

Conference was inaugurated by Lord Rami Ranger, House of Lords UK Parliament & Founder, Sun Mark Group UK; Prof. Mike Hinchey, Director, Lero—The Irish Software Engineering Research Centre & Past Chair IEEE (UK & Ireland Section); Prof. Mark E Smith, Vice Chancellor, University of Southampton, UK; Dr. Carmen Z. Lamagna, Vice-Chancellor, American International University-Bangladesh; Prof Nigel Wright, Deputy Vice-Chancellor-Research and Enterprise, Nottingham Trent University, UK; Ms. Harjeet Kaur Joshi, CMD The

Shipping Corporation of India Ltd; Mr. Pravin Hungund-Chief Technologist & Global Head Technovation Centre, Wipro Ltd.; Mr. G.K. Mishra, Group Vice President, Publicis Sapient; Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities.



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

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities while welcoming dignitaries said that technology has to play important role in current scenario including in medical care, logistics, transportation, education etc.

Intelligent engineering is required to meet these human challenges. Prof. Dr. Singh said that this conference is humble attempt to integrate Education 4.0 with Industry 4.0. Involving industry is important and whatever academicians or university is producing in terms of research is for industry only.

Lord Rami Ranger, House of Lords UK Parliament & Founder, Sun Mark Group UK in his keynote address while sharing his life experiences, Lord Ranger said that in life one need values which comprises of Self-respect, Work ethics, empathy for others, vision, commitments, hard work. One has to be best amongst rest and mediocracy means nothing. Competition is part of life and always strive to be best for one's own self-respect. One should always have positive attitude even if the situation is negative.



Prof. Mark E Smith, Vice Chancellor, University of Southampton

Prof. Mike Hinchey, Director, Lero – The Irish Software Engineering Research Centre & Past Chair IEEE (UK & Ireland Section) said that in present era how everyone become so dependent on Information technology Simple device like mobile is to our help every time. IT enabled devices are now in every field, medical, transportation, business, trade, education etc.

It was followed by research paper presentation on the Second Day of the Conference by researchers from

all over the world. Researcher from USA, UK, Germany, Norway, Slovakia, Hungary, Indonesia, Malaysia, Iran, Morocco, Nigeria, Bangladesh, Saudi Arabia, UAE, Pakistan etc. has contributed in the field of research and presented their paper. During the Valedictory Session on the final day of the Conference witnessed the Best Research Paper Award Ceremony. During the session Prof. Marc Gruber, Chair of ENTC, Swiss Federal Institute of Technology Lausanne, Switzerland presented the keynote address.



Prof Dr Gurinder Singh Group Vice Chancellor, Amity



Prof. Marc Gruber, Chair of ENTC, Swiss Federal Institute of Technology Lausanne, Switzerland



Professor Nigel Wright, Deputy Vice-Chancellor - Research and Enterprise, Nottingham Trent University

IEEE International Conference on Computation, Automation & Knowledge Management



Amity University in association with IEEE organised 2nd International Conference on Computation, Automation and Knowledge Management in virtual mode at Amity University Dubai Campus. In this IEEE Conference, all accepted & presented papers of the Conference by duly registered authors, will be submitted to IEEE Xplore Digital Library for Inclusion. ICCAKM - 2021 aimed to bring together the scholars, scientists and industrialists from all across the world to the wide spectrum of engineering and management fields onto a common platform. Amity Hackathon 2021 was also orga-

nized by Amity University Greater Noida Campus during the event.

ICCAKM 2021 was inaugurated by **Dr. Ashok K. Chauhan**, Founder President, Amity Group of Education; **Dr. Inderjit Singh Dhaliwal**, Former Member of Parliament, Singapore, Chairman of NTUitive, Nanyang Technological University, Singapore & Chief Executive Officer of Solstar International Pte Ltd; **Dr. Atul Chauhan**, Chancellor, Amity Universities; **Dr. Aseem Chauhan**, Chancellor, Ami-

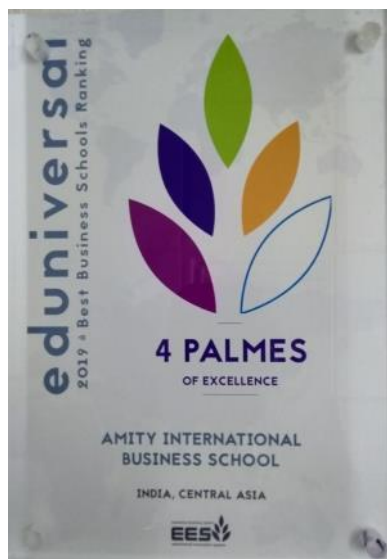


ty Universities; **Prof. (Dr.) Mike Hinchey**, Director - Lero-the Irish Software Engineering Research Centre & Past Chair IEEE (UK & Ireland section); **Prof. Mike Riley**, Pro Vice Chancellor, Liverpool John Moores University, UK; **Prof. (Dr.) Gurinder Singh**, Group Vice Chancellor, Amity Universities; **Dr. Vajahat Hussain**, CEO, Amity University Dubai; **Prof. N Ramachandran**, Pro VC, Amity University Dubai.

Panelists of the conference included **Prof. Philip Anthony Hamill**, Associate Provost, Abu Dhabi University; **Mr. Abed Baidas**, Group Chairman & CEO, Identity Branding Forum; **Arch. Ahmed Saffarini**, CEO of Engineer Adnan Saffarini Office (EAS); **Mr. Osman Sultan**, Founding CEO of du (Dubai UAE) and Mobinil Egypt.

During the Valedictory Ceremony, **Dr. Khaled Al Hashmi**, Director of Space Mission, Science & Technology, UAE Space Agency; **Prof. Robin Mason**, Pro-Vice Chancellor International, University of Birmingham UK; **Mr. Rajeev Gupta** Group CIO, Air One Aviation Group; **Prof. Vincenzo Piuri**; Director-elect Universita' degli Studi di Milano, Italy addressed the gathering.

4 Palms of Excellence to AIBS - "Ranking by Eduniversal" Ranked Top Business School with Significant International Influence



Amity International Business School has climbed up in the International Rankings by the Eduniversal, a French based world renowned Ranking Agency. This is the third year in a row that AIBS is honoured with ranking of 4 Palms of Excellence. Before that for consecutive 5 years AIBS was ranked with 3 Palms of Excellence.

Amity International Business School is ranked 6th across all B Schools of India and being recognized as amongst the best institutions worldwide with 4 Palms ranking with majority of Deans of various Business Schools voting for us.

AIBS got 127 % recommendations & votes by all the Deans of leading Institutions across the globe who recognize Amity International Business amongst the top brands of the world.

Since 2013, AIBS is constantly receiving top ranking from Eduniversal. In preceding years AIBS was honoured with 3 Palms of Excellence.

Official Selection of the Best Business Schools in India



5 PALMES OF EXCELLENCE

UNIVERSAL BUSINESS SCHOOL WITH STRONG GLOBAL INFLUENCE

RANK POSITION IN
PALMES' LEAGUE

DEANS' RECOMMENDATION
RATE 2021

| | | |
|--|---|-------|
| Indian Institute of Management Bangalore (IIM-B) | 1 | 304 % |
| Indian Institute of Management Ahmedabad (IIM-A) | 2 | 241 % |



4 PALMES OF EXCELLENCE

TOP BUSINESS SCHOOL WITH SIGNIFICANT INTERNATIONAL INFLUENCE

RANK POSITION IN
PALMES' LEAGUE

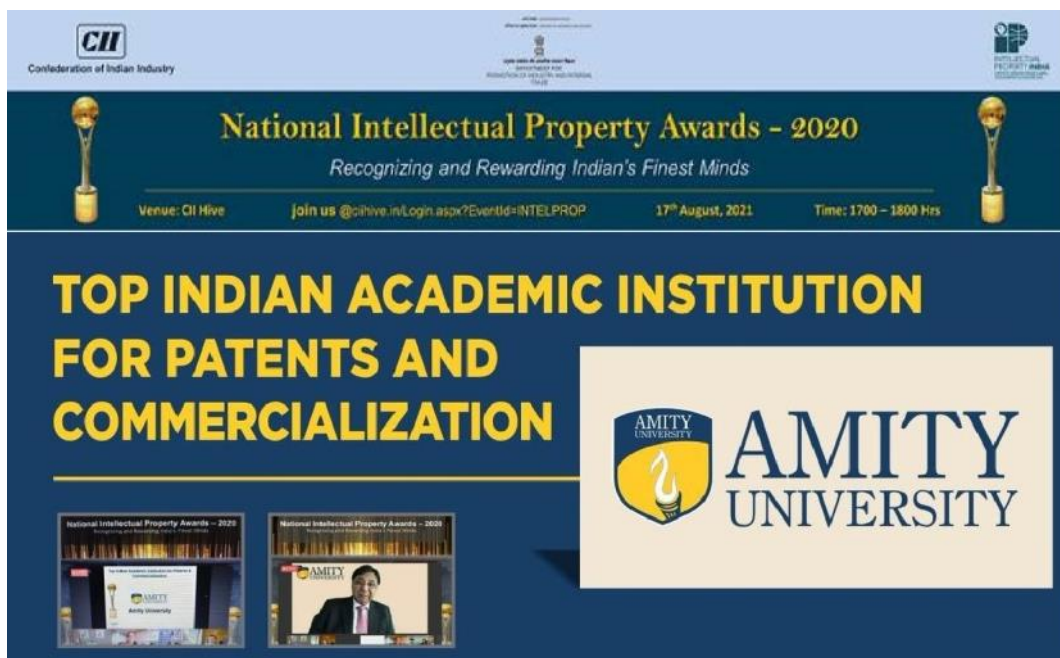
DEANS' RECOMMENDATION
RATE 2021

| | | |
|---|---|-------|
| Indian Institute of Management Calcutta (IIM-C) | 1 | 209 % |
| Indian School of Business (ISB) | 2 | 171 % |
| Indian Institute of Management Indore (IIM-I) | 3 | 133 % |
| Amity International Business School | 4 | 127 % |
| Indian Institute of Management Kozhikode (IIM-K) | 5 | 95 % |
| Indian Institute of Management Lucknow (IIM-L) | 6 | 89 % |
| Indian Institute of Technology Bombay (IITB) - Shailesh J. Mehta School of Management (SJMSM) | 6 | 89 % |
| Indian Institute of Technology (IIT) Delhi Department of Management Studies | 8 | 82 % |

The Eduniversal Ranking can be viewed at:

<https://eduniversal-ranking.com/business-school-university-ranking-in-india.html>

Amity receives Top Indian Academic Institution for Patents & Commercialization Award



India emerges as a Knowledge Superpower in which Amity is making immense contribution by generating new knowledge, securing the knowledge in the form of IPR and translating them into application to the society through industry and commercialization. These achievements have been recognized by conferring the National Award upon Amity University as the “Top Indian Academic Institution for Patents & Commercialization” during the ceremony to bestow National Intellectual Property Award – 2020 held on Aug 17, 2021, by Indian Intellectual Property Office under the Department for Promotion of Industry & Internal Trade

(DPIIT), Ministry of Commerce & Industry, Government of India.

The award was presented by Hon'ble Shri Piyush Goyal, Minister of Commerce and Industry, Consumer Affairs, Food & Public Distribution and Textiles, Government of India. Dr. Ashok K. Chauhan, Hon'ble Founder President, Amity Education Group and Dr. Atul Chauhan, Chancellor, Amity University Uttar Pradesh received this Prestigious National Award.

Conferring the Award, Hon'ble Minister Shri Piyush Goyal mentioned technology & ideas are the twin engines of growth, IPR is the fuel that powers them, and this award not only recognizes the innovative ideas of individuals & institutions but also serves as an inspiration for others. He emphasized on bringing IP revolution for inclusive progress in the Nation and strengthening IPR laws, creating an appropriate IPR ecosystem. He also announced that in the past, 80% fee reduction for filing of IPRs was available to all government owned or aided institutions but now, the Minister finds the similar concession should also be available to the recognized private institutions irrespective of whether such institute is in India or outside India.

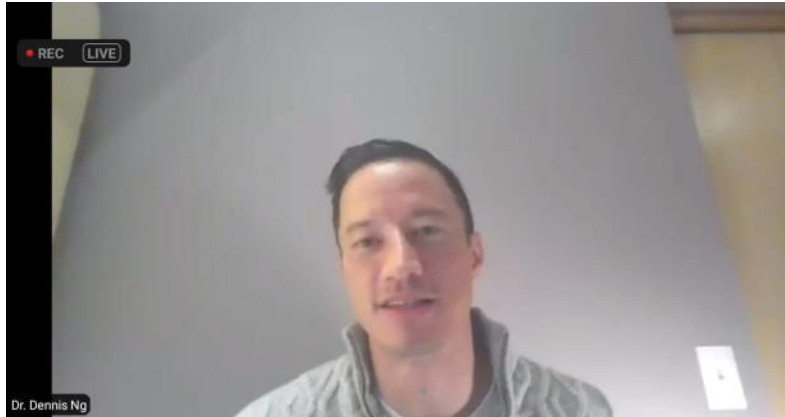
Hon'ble Minister said we have improved India's ranking in Global Innovation Index to 48th in 2020 (+33 ranks from 81st in 2015-16). The Minister said now, we must all work in a mission mode to achieve the ambitious target of being in the top 25 nations of Global Innovation Index.

The Minister made a clarion call to all academia particularly Amity University led by Dr. Ashok K. Chauhan, Hon'ble Founder President, Amity Education Group to play an important role and look at online and possibly a hybrid online and offline programmes to train the youth for better understanding about IPR, copyright, trademarks and patents. He mentioned to target at creation of awareness and basic training to one million students across universities & schools in India, in the next 12 months, as a part to our 'Azadi ka Amrit Mahotsav' programme. Hon'ble Minister announced that 75 scholarships to students in IPR laws and asked Founder President Dr. Ashok K Chauhan to consider giving another 75 scholarships to students in the IPR laws courses particularly for students belonging to weaker section.

Accepting the Award, Dr. Ashok K Chauhan, Hon'ble Founder President, Amity Education Group mentioned that this programme of recognizing the contribution of research and innovation organization is a great step to lead India to the Global Superpower, a mission of our Hon'ble Prime Minister.

Further, Dr Chauhan mentioned that Science, Technology, Engineering and Innovation is an important tool to achieve this goal and he emphatically mentioned that he has great faith and confidence in the creativity, innovativeness and brilliance of the Indian youth. Having such a great number of Indian youth and brilliant students and researchers, India can definitely rank at No. 1 globally in the area of Science, Technology, Engineering, Research and Innovation. He expressed his gratitude to Hon'ble Minister for conferring the Award to Amity and assured that Amity would contribute towards Nation Building and mission of 'Atmanirbhar Bharat'

Interactive International Knowledge Workshop on Bitcoin and the Evolution of Payments



Amity University organized Online Interactive International Knowledge Workshop on the contemporary topic of Bitcoin and the Evolution of Payments by Prof. Dennis Ng, Professor in the Department of Economics, University of Winnipeg, Canada on October 28, 2021.

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities welcomed the speaker and said that students will benefit from this interactive workshop as Bitcoin and online payment will define the future of the World Economy. Through this lecture, students will get insight into the purpose, usage and limitations of new age currency and payment systems.

Prof. Dennis Ng, Professor in the Department of Economics, University of Winnipeg, Canada said that he is very excited to interact with the students and faculty of Amity University and is happy that students are eager to learn about the cryptocurrency system. Prof. Dennis said that the evolution of Bitcoin and cryptocurrency has changed the complete ecosystem of the financial world

Prof. Bhawna Kumar, Vice President, RBEF; Dr. Namita Sahay, Professor, Finance, Amity International Business Schools, Faculty members and Students of AIBS and Amity Greater Noida Campus attended this interactive session.



Amity organizes Industry Panel Discussion on "Challenges and Opportunities in the Post-COVID-19 World"



Amity University organized Special online Industry Panel Discussion on the theme- "Challenges and Opportunities in the Post-COVID-19 World". The session was moderated by Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities.

Panelists of the session were: Mr. Sudipta Ghosh, Data & Analytics Leader, PwC India; Mr. Apoorve Aggarwal, Head Service Management Practice, Tata Consultancy Services; Dr. Nagma Abbasi, Founder and CEO @ NextGen Life Sciences Pvt. Ltd.; Mr. Gautam Duggal, Global Director - Talent & Learning - People & Capa-

bility, MasterCard; Mr. Amit Sharma, Co-Founder & CEO at Trinamix Inc; Mr. Manish Tripathi, Bollywood Fashion Designer and Social Entrepreneur; Owner of Brands- Naveli Couture, AntarDesi, DesignMeln, Designcircle, The Odra Foundation and Designer Masks

Amity International Business School organizes Corporate Meet 2021



Amity International Business School organized 6th International Business Meet on the theme “Moving beyond 2021: Recovering, Rebuilding and Reforming Indian Business ecosystem for Global opportunities “

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities welcomed all the panelists of the IB Meet and said that post Covid there are plenty of opportunities in the Indian Business ecosystem and students with their acquired skill sets can benefit from it.

Panelists of the session were: Mr. Guru Sawle, Entrepreneur & Financial Advisor, Edward Jones; Mr. Richard Rekhy, Board Member – KPMG Dubai, Former Chief Executive Officer -KPMG, India; Dr. Ajay Sahai, Director General, Federation of Indian Export Organization; Dr. Joshua K. Ault, Thunderbird School of Global Management at Arizona State University.

Amity organizes Corporate Meet



Industry-Academia interface is very important for the career building of students. Constant upgradation of course content as per Industry requirements is core for a B-School. Amity International Business School has a strong Industry Advisory Board which not only mentors and guides students but also conducts sessions through which 30% of the course is completed.

To felicitate the country's top Industry Leaders for their constant mentoring of AIBS Students, Amity International Business School organized "Corporate Meet". Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities welcome each of the industry mentors present during the meet.

A Panel Discussion on the theme “Internship- Challenges & Opportunities” was organized. Ms. Gauri Awasthi, Co-Founder, Managing Partner, Digital Edify & The Artisan Street; Mr. P Rajguru Regional Manager TÜV SÜD South Asia Pvt. Ltd.; Mr. Mohan Kumar, Practice Head, Wipro; Ms. Shipra Midha, Strategy Projects, Tesco Business Services; Ms. Sherin Ali, Sr. Group Manager-CSR, WNS Global Services (P) Ltd, Mr. Rahul Mathur, GM, Ramada Hotels were the panelists.

22nd Inter Amity Institutions Sport Meet 'Sangathan 2021'



To promote healthy competition, camaraderie and team spirit amongst the students, which immensely contribute towards their holistic development, Amity started with its **22nd Inter Amity Institutions Sport Meet 'Sangathan 2021'** which also marks the commemoration of Founder's Day, celebrating the birthday of Dr. Ashok K Chauhan, Founder President, Amity Group of Institutions.

Keeping the pandemic in view, Sangathan this year was celebrated in the hybrid mode with thousands of students, faculty from over 11 campuses in India and 17 campuses abroad, participated on the online mode.

The event commenced with an impressive and well-coordinated March Past by marching contingents from Amity University Uttar Pradesh, Atulasha (School for underprivileged boys) and Amity Dog Training Academy. The perfectly synchronized students in the contingents evinced confidence, determination, fortitude reminding the audience of the soldiers marching ahead to prove their mettle and take the world head one.

During the occasion, Sangathan 2021 souvenir was released.

While addressing online **Dr. Ashok K Chauhan, Founder President, Amity Education Group** stated Amity always encourages students to follow their passion and fulfill their dreams.

At present, all of us together are trying to make the country super power and take it to the first place in the world. Dr. Chauhan said Amity develops qualities like determination, self-confidence, values, dedication and humanity in the students so that our students will become global citizens and do welfare for the society.

Encouraging the winners of the sports meet, **Dr. Atul Chauhan**, President, RBEF & Chancellor AUUP said "Sangathan is not just a program or a game, but it is a symbol of our unity, which encourages our youth. He said that unity plays an important role in family, society or country which is helpful for development. Dr. Chauhan called upon bringing positive change to the country which is the responsibility of all, and asked students to be humble and make the world a better place for all".

The ceremony witnessed the felicitation of students, faculty and staff members for their exemplary display of sportsmanship and skills by way of awarding gold, silver and bronze medals of 150 each. During the valediction of Sangathan- 2021, a colorful cultural programme was organized where in students of Amity presented mesmerizing performances scintillating dance performance, band performance and medley of inspirational songs. Also present on the occasion were

Dr. (Mrs.) Amita Chauhan, Chairperson, Amity International Schools; **Mrs. Pooja Chauhan**, Chairperson, Amity School of Film and Drama and Vice Chairperson, Amity Humanity Foundation, **Mr. Abhay Chauhan**, **Mrs. Mehtab Chauhan**, **Dr. W Selvamurthy**- President, Amity Science, Technology and Innovation Foundation, **Prof. (Dr.) Gurinder Singh**, Group Vice Chancellor, Amity Universities, heads of Amity Institutes, deans, faculty members and thousands of students watching this stupendous function in hybrid mode.



Virtual 21st Edition of INBUSH ERA WORLD SUMMIT



It was a summit which created history. A Summit which is organized for past 21 years and each year it touches new milestones, creating a niche among other B School conferences. This 21st edition of INBUSH ERA World Summit was to be remembered in many counts.

Organised Virtually, this Management Conference witnessed the **1500 research papers** received; out of which 200 research papers presentations by academicians & researchers across the world.

Participation of 500 Dignitaries including CEO, Heads of MNCs, Vice Chancellors, Ambassadors and Leading Academicians from across the world; **Over 100 participating Institutes PAN India**; **80 Amity Excellence Awards** for achievements in Industry, Media, Export Promotion & Fostering Bilateral Relations, Release of 6 Books, 8 Scopus indexed journals and books.

Separate Session for Research Paper & Case Study presentations were organized as under:

- International Virtual Case Conference 2021;

- IEEE International Conference on Innovative Practices in Technology and Management (ICIPTM-2021);

- International Virtual Case Conference 2021;

- Creating Innovative Organizations by cultivating culture of happiness;

- Global Case Competition Submission - 2021 In Association with PHD Chambers of Commerce and Industry

During the occasion **Lord Karan Bilimoria, Chancellor, University of Birmingham** was honoured with the **Amity Lifetime Achievement Award**.



Asia's Foremost International Business, Engineering & A.I. Summit



Amity International Business School (AIBS) started its annual prestigious and Mega-International Research Conference – 21st INBUSH ERA World Summit, from 17th to 19th February, 2021 on the theme “EMBRACING & LEADING CHANGE: CHALLENGES & STRATEGIES TO REINVENT AND INNOVATE” on Virtual mode at Amity University, Uttar Pradesh, Noida Campus .



INBUSH ERA 2021 was inaugurated by **Lord Karan Bilimoria**, Chancellor, University of Birmingham, UK, **Prof. Nick Petford**, Vice Chancellor, University of Northampton, UK, **Mr. Mohan Murti**, Head & Chief Representative for Continental Europe, Reliance Industries Limited (EUROPE OFFICE); **Dr. Ashok K. Chauhan**, Founder President, Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities) & Chairman, AKC Group of Companies; **Dr. Atul Chauhan**, Chancellor, Amity University, UP, President, Ritnand Balved Education Foundation & CEO, AKC Group of Companies; **Prof. (Dr.) Gurinder Singh**, Amity Group Vice Chancellor, Amity Universities, Director General – AIBS & Amity University Greater Noida.

Inauguration of INBUSH ERA 2021 was preceded with the Pre-Inaugural Session themed on Creating Innovative Organizations by Integrating Change Management & Cultivating Culture of Happiness. **Prof. Soumitra Dutta**, Founding Dean of Cornell Business School, USA; **Ms. Audrey Witters**, Managing Director, Online & Entrepreneurship Programs, Executive Education, Stanford Graduate School of Business; **Mr. John Pritchard**, Chair, Russell Group Directors of Strategy and Planning, Director Strategic Planning, Durham University, UK; **Prof Bruce McKenzie**, Vice Chancellor, Lincoln University, New Zealand; **Mr. Satinder Singh Rekhi**, Managing Director, R SYSTEMS; **Mr. Akhilesh Argal**, CEO, Rajya Anand Sansthan, India's First Ministry of Happiness, MP, India.



During the session **Prof Bruce McKenzie**, Vice Chancellor, Lincoln University, New Zealand was presented with Amity Global Academic Excellence Award.

Inaugural Session was followed by **Panel Discussion with the theme Post COVID Workplace and Partnerships focusing on UK and Europe**. The session was Co-Chaired by Conference Chairman Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities and Dr. W. Selvamurthy, President, Amity Science, Technology

and Innovation Foundation (ASTIF) & Chancellor, Amity University Chhattisgarh, Chair Professor for Life Sciences.

The esteemed panelists of the session were **Professor Trevor McMillan**, Vice Chancellor, Keele University, UK; **Professor Iwan Davies**, President & Vice-Chancellor, Bangor University, UK; **Professor Paul Bartholomew**, Vice-Chancellor, Ulster University, UK, Northern Ireland; **Mr. Mukul Dhyani**, Senior Vice President, Business Head Continental Europe, Tech Mahindra, Germany; **Ms. Seema Bhardwaj**, Director India, Germany Trade and Invest, Germany; **Ms. Lakshmi Lalita Mohan**, Head and Representative, CII Germany; **Dr. Andy Packham**, Chief Architect and Sr. Vice President- Microsoft Ecosystem Unit, HCL Technologies, UK.



Parallel **IEEE International Conference on Innovation Practices in Technology & Management**; **International Virtual Case Conference**; **Virtual International Research Conference, Creating Innovative Organizations by Cultivating Culture of Happiness** were also held as part of the INBUSH ERA.

Meeting of Minds during thought provoking Plenary Sessions



21st Annual Research Conference & Business Summit “INBUSH ERA World Summit” witnessed meeting of best minds of Academicians, diplomats and corporates who shared their experiences and motivate the budding managers of Amity.

Day 2 witnessed Session focused on Australia with theme Comprehensive Strategic Partnership—The Road Ahead. His

Excellence Barry O’Farell AO, High Commissioner of Australia to India; Prof. Nick Klomp, Vice Chancellor & President, CQ University Australia, Prof. Pascale Quester, Vice Chancellor & President, Swinburne University of Technology, Prof. Ian Martin, Vice Chancellor, Deakin University, Prof. Carolyn Evans, Vice Chancellor, Griffith University, Prof. Tony Travaglione, Deputy Vice Chancellor, Global Engagement & Partnerships, University of New Newcastle deliberated on the theme topic.

Second session was held with focus on Russia & North East with theme – “**Technology & Knowledge based Entrepreneurship - a New Normal for Global Business Model**”. H.E. Mr. Nikolay Rishatovich Kudashev, Ambassador Extraordinary and Plenipotentiary, Russian Federation was conferred with Amity Gold Medal for Fostering International Diplomatic Relations with India. Panelists of the session included **Dr. Pavel Novgorodov**, Rector, Novosibirsk State University of Economics and Management, Russia; **Dr. V Panova**, Vice President International Relations, Far Eastern Federal University, Russia; **Mr. Dimitry Borovikov**, CEO, RU TECHPARK,



Russia; **Dr. Rohit Verma**, Founding Provost (Rector), Vin University, Vietnam and Professor Cornell University, USA.

Third Session focused on Women Empowerment and the Panelists were **Ms. Kanika Tekriwal**, CEO & Founder, Jetset Go Airlines; **Ms. Shilpa Sharma**, Co-Founder, Jaypore; **Dr. Maja (Maya) Zelihic**, Fullbright Specialist, Professor, Department Chair, Advanced Management Studies, Forbes School of Business and Technology; **Ms Anna Schebsdat**, President of Columbia Business School’s UAE Alumni Chapter, Board Member on Columbia Alumni Association UAE; **Ms. Lakshmi Kaul**, Head and Representative CII, UK; **Dr. Mar-**



ta Drozdowska, Vice-Rector, University of Business in Wroclaw, Poland; **Dr. Aneeta Madhok**, Managing Director, Open Spaces Consulting; **Ms. Jaya Sharma**, Chairperson Selection Committee at Delhi & District Cricket Association - India and Former Cricketer. Fourth Session was on Italy & Spain with theme Reinvent, Innovate & Adapt: Forging New Strategies for Transformational Growth. Panelists included **H.E. Shri Sanjay Verma**, Ambassador of India to Spain; **Sir John Martin Thomas**, Founder & CEO Indo European Sustainable Development (IESD), Milan, Italy and Chairman: ZT



Solar Energy India Pvt. Ltd.; **Mr. Stefano Pelle**, Founder and Director of SP Associates Management Consultants and former Ferrero India MD; **Ms. Samanta Judez**, Managing Director, DDB, Spain. Last Session of the day focused on USA with theme US - India Navigating Challenges. Session was chaired by Dr. Aseem Chauhan, Chancellor, Amity University. Panelists were Chancellor Karen M. Whitney, Chancellor, University of Illinois at Springfield, and Vice President, University of Illinois; **Prof. Kevin Lane Keller**, E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College; **Dr. Mrinal Mugdh**, Provost and Senior Vice Chancellor at Auburn University at Montgomery; **Mr. Larry C. Farrell**, Founder and CEO, The Farrell Company Worldwide Spirit of Enterprise Network; **Prof. Marva Allen**, Founder Wordeee.com and CEO Hue Man Books; **Prof. Katepelli Sreenivasan**, Dean Emeritus, Tandon School of Engineering, NYU; **Prof. Amir Reza**, Dean, Babson Academy & Global Education, Babson College.

Amity honours Industry Luminaries, Diplomats & Academicians



AMITY LIFETIME ACHIEVEMENT AWARD




Lord Karan Bilimoria
Chancellor, University of Birmingham, UK

Industry wizards, diplomats and world fame academicians were recognized for their contributions in respective fields during INBUSH ERA.

Lord Karan Bilimoria, Chancellor, University of Birmingham, UK was honoured with the **Amity Lifetime Achievement Award**. **“Gold Medal for Fostering Diplomatic Relations with India”** were conferred to **H.E. Barry O’Farrell AO**, High Commissioner of Australia; **H.E. Mr. Nikolay Rishatovich Kudashev**, Ambassador Extraordinary and Plenipotentiary of the Russian Federation; **H.E. Vincenzo de Luca**, Ambassador of Italy presso Ministero degli Affari Esteri e della Cooperazione Internazionale-Rome, Latium, Italy.

Amity Global Excellence Award for fostering UK & India Academic Cooperation were presented to **Prof. Jo Purves**, Pro Vice-Chancellor Academic Partnerships, University of Salford, UK; **Prof. Cillian Ryan**, Pro Vice Chancellor International, Nottingham Trent University, UK.

Amity

Global Innovation Award was presented to **Prof. Marc Gruber**, Vice President, Innovation, EPFL, Switzerland.; **Ms. Lakshmi Kaul**, Head and Representative CII, UK; **Prof. Paul Inman**, Pro Vice Chancellor International, University of Reading, UK.

“Amity Global Academic Excellence Awards” were conferred upon **Prof Bruce McKenzie**, Vice Chancellor, Lincoln University, New Zealand; **Prof. Kamal Bhattacharya**, IUBH Germany; **Dr. Barbara Howell**, Associate Dean Global Engagement, Coventry University, UK; **Prof. (Dr). Leila Choukroune**, Professor of Intl. Law, University of Portsmouth, UK; **Prof. Mamokgethi Phakeng**, VC, University of Cape Town, South Africa; **Dr. Marta Drozdowska**, Vice-Rector, University of Business in Wroclaw, Poland; **Dr. Maja (Maya) Zelihic**, Fullbright Specialist, Professor, Department Chair, Advanced Management Studies, Forbes School of Business and Technology; **Dr. Mohamed Ibrahim Bin Abdul Mutalib**, Vice Chancellor, Universiti Teknologi Petronas Malaysia; **Chancellor Karen M. Whitney**, Chancellor, University of Illinois at Springfield and Interim Vice President, University of Illinois; **Dr. Katepalli Sreenivasan**, Dean Emeritus, Tandon School of Engineering, NYU; **Dr. Mrinal Mugdh Varma**, Provost and Senior Vice Chancellor at Auburn University at Montgomery; **Prof. Ravi Dhar**, Director of the Centre for Customer Insights; George Rogers Clark Professor of Management and Marketing at Yale School of Management, Yale School of Management, USA; **Prof. Sharmila Chatterjee**, Academic Head, Enterprise Management Track and Senior Lecturer, MIT Sloan, US. **Amity Global Excellence Award** were given **Dr. Andy Packham**, Chief Architect and Senior Vice President- Microsoft Ecosystem Unit, HCL Technologies, UK. Amity Excellence Award for Outstanding Sportswoman was presented to **Ms. Jaya Sharma**, Chairperson Selection Committee at Delhi & District Cricket Association - India and Former Cricketer.



Amity Global Innovation Award




Prof. Marc Gruber
Vice President for Innovation at EPFL, Switzerland



Amity Global Academic Excellence Award




Prof. Mamokgethi Phakeng
Vice Chancellor, University of Cape Town, South Africa




MEMORABLE KEYNOTE ADDRESS




Prof. Nick Petford
Vice Chancellor, University of Northampton, UK



MEMORABLE SPECIAL ADDRESS

Prof. Mike Hinchey
Director, Lero – The Irish Software Engineering Research Centre & Past Chair IEEE (UK & Ireland Section)

INBUSH ERA World Summit 2021 culminates with a promise to embrace & lead the change with strategies to reinvent & Innovate



The third and the final day of INBUSH ERA 2021 witnessed some historical and momentous events which would widen the horizons of Amity University in the long-run. During the valedictory session of INBUSH ERA 2021 several eminent personalities from India and abroad on embracing & leading change.

Discussions and deliberations were made on the theme of the INBUSH ERA – “**EMBRACING & LEADING CHANGE: CHALLENGES & STRATEGIES TO REINVENT AND INNOVATE**” .” During the valedictory session, several leaders from discrete domains talked about the qualities which an ideal leader must possess and the values which they must abide by in any circumstance.

Dr. Mukesh Aghi, President & Chief Executive Officer of the US- India Strategic Partnership Forum; **Dr. Mai Thi**, Director, Social Business Creation, HEC Montreal, Canada; **Dr. Sridevi V. Sarma**, Chair Doctor of Engineering Program, Vice Dean Graduate Education and Associate Director, Institute for Computational Medicine, Johns Hopkins University, USA; **Mr. Rajat Sharma**, Chairman and Editor-in-Chief, India TV; **Dr. Aseem Chauhan**, Chancellor, Amity University, Rajasthan, Additional President, RBEF; **Prof. (Dr.) Gurinder Singh**, Group Vice Chancellor, Amity Universities were present during the Valedictory Session.



land Parliament. Amity Media Excellence Award was presented to **Mr. Rajat Sharma**, Chairman and Editor-in-Chief, India TV

During the occasion Partnership between Amity - HEC Montreal Canada was announced. Followed by Amity & Johns Hopkins University USA collaboration for Doctor of Engineering Program.



Virtual India Immersion Program commences at Amity



A five-day Virtual India Immersion Program (IIP) being organized by International Affairs Division of Amity University, is a unique program meant for overseas participant students and faculty, tailored with the purpose of providing an insight into India and the Indian way of life, focusing on a three-way orientation for the student's i.e academic, cultural & industrial perspective. This program has been designed and open to all students of any field with an objective of providing a concise but concentrated exposure on various aspects of India and how India functional, whether it is business, economy, science or law.



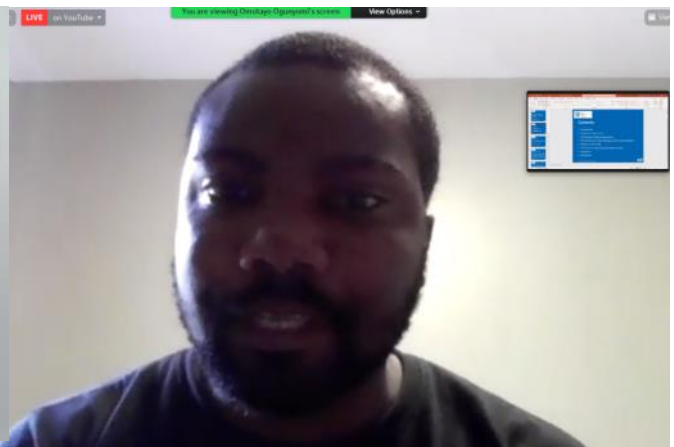
The current 2021 session of IIP, began with an enthralling Inauguration boosting eleven students from University of Sheffield, University of Roehampton, and Keele University, across various disciplines.

This unique programme will familiarize international students with topics such as Cross Cultural Management and Setting Goals, Yoga & Lifestyle for Holistic Healthcare, The Happiness Design, Communication across Cultures, Psychology & Covid, Why India Matters to the World, Celebrating Global Citizenship by Engaging the Youth in International Development and many more by eminent scientists, academics and experts from Industry and Universities. During the program, a virtual tour will also be organized by Mother Dairy to provide an insight of Indian Milk Industry, including a cultural evening by

students of Amity University.

During the inauguration, **Dr Atul Chauhan, Chancellor, Amity University**, through his encouraging words of wisdom and excellence, instilled immense inquisitiveness amongst global explorers, touring India, and called upon them to take as much learning as they can through this unique programme.

Sharing his thoughts, **Dr. Prof. (Dr.) Gurinder Singh Group Vice Chancellor, Amity Universities** said "a new dynamics in quality education is being created through their programme at the global footprint. It is an effort to take Amity to the world and getting the world to Amity".



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".



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. Kamal Bhattacharya, Co-Founder & CEO, Advancity, Former Pro-**

fessor 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, 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.



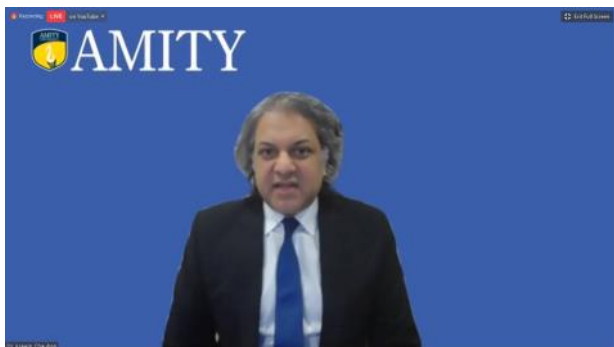
Symposium on "New Education Policy: Its Implications for US Universities"



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.

Kellstadt 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 Lan-



guages 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.



Master Class Series with Global Universities

To provide the best of academic and experiential learning to students, Amity University initiated a unique Master Class Series with world renowned academicians, researchers of Global Universities. Master Classes will add value to curriculum by lectures taken by international academicians and industry professionals



Prof. Gurinder Singh



Professor Andrew Thomas

MasterClass with Prof. Andrew Head of Aberystwyth Business School on the topic “How the new age technologies (AI, blockchain etc.) have impacted the present-day operations management to include manufacturing, supply chain, logistics and managing of projects.”

Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities, Prof. Sunil K Khatri, Director of Campus, Amity University In Tashkent, Mr. Bobur Abdullaev, Director of administration, Amity University In Tashkent were present during the Master Class Session



Amity Tashkent



IT-Support



Master Class with Dr. Bidit Lal Dey, College of Business, Arts and Social Sciences, Brunel Business School, Brunel University London, UK on the topic “The world we expect in year 2050 (technological and environmental impact): A supply chain perspective.”



Master Class with Professor Samir Dani Deputy Director, Professor of Operations Management, Keele Business School, Keele University, UK on the topic “The world we expect in year 2050 (technological and environmental impact): A supply chain perspective.”



Prof. Dr.-Ing. Günther Starke

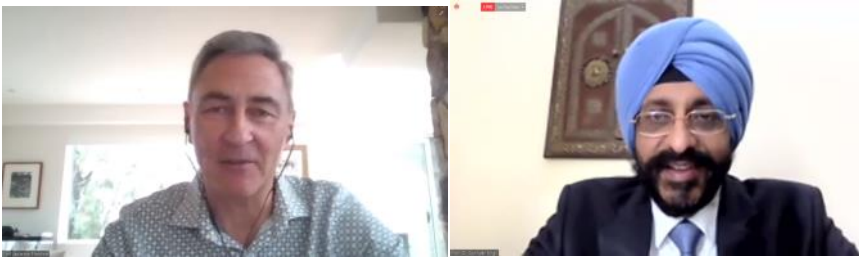


Amity University In Tashkent(T Support)

Master Class with Prof. Dr.-Ing. Günther Starke, Research Director, European Center for Mechantronics, FH Aachen University, Germany on the topic “Automation & Industry 4.0 and Opportunities in Emerging Technologies at Germany.” Director, faculty Members and students from Amity University in Tashkent participated in this Master Class

Joint Webinar Information Series with Partner Global Universities

Information Session for Various programs by University of Canberra, Australia under Collaborative Arrangement with Amity University



Associate Vice-President (Students, Partnerships and International), University of Canberra, Australia,

Mr. Aditya Vaddiparthi, Business Development Manager – South Asia & MENA

JOINT WEBINAR INFORMATION SERIES - Amity University & The University of Western Australia

University of Western Australia , 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
 Prof Peter Robertson, Dean, UWA Business School
 Prof Vincent Chong, Director, Postgraduate Programs, UWA Business school

Prof Anu Rammohan, Associate Dean International, University of Western Australia

JOINT WEBINAR INFORMATION SERIES - University of Birmingham & Amity Partnership : Building Your Global Career



Panelists: Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities
 Prof. Mark Saunders - Director of Global Engagement, Birmingham Business School
 Prof. Ian Jefferson, Professor in Civil Engineering & EPS Deputy Head of College
 Dr. Scott Taylor, Director of Admissions, Birmingham Business School
 Mr. Andy Hammond, Partnership & Student Recruitment Manager, Birmingham Business School
 Mr. Mark Pell, International Recruitment Manager, University of Birmingham

Joint Webinar Information Series with Partner Global Universities



JOINT WEBINAR INFORMATION SERIES - Amity University & University of Portsmouth, UK

Exciting Career Opportunities in UK by University of Portsmouth & Amity Joint Program offerings

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

Prof. Chris Chang, Dy. Vice Chancellor(Global Engagement and Student Life)

Dr. Eszter Somogyi, Associate Head of Global Engagement and Education Partnerships (Department of Psychology)

Dr. Mike Rayner, Associate Head of Global Engagement and Education Partnerships (School for Sport, Health and Exercise Science)

Ms. Chanchaljeet Beasley, India Regional Advisor, University of Portsmouth, UK

JOINT WEBINAR INFORMATION SERIES - Amity University & Keele University, UK

Keele University, UK & Amity University Providing career opportunities through our Global Study Program.

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

Prof. Elaine Ferneley, Director, Keele Business School

Prof. Samir Dani, Deputy Director, Keele Business School

Ms. Jacqui McIntosh, International Recruitment and Partnership Officer, Keele University



JOINT WEBINAR INFORMATION SERIES - "Discover more on exciting postgraduate opportunities in UK through Amity-Sussex Pathway"

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

Prof. Ricard Follet, Deputy Vice Chancellor, International, Sussex University , UK

Prof. Leo Cutting, Senior International Officer, Sussex University , UK



Conference on Implementation for National Education Policy



Amity University organized Two Day Virtual Conference on "Implementation of National Education Policy 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.

World Doctorate Day celebrated at Amity University



With a view to inspire the research community around the globe to the noble objectives of scientific research, the World Doctorates Day is celebrated each year on August 25th. This year the honour of hosting the World Doctorates Day 2021 was given to Research and Innovation-Driven Amity University Haryana, Gurugram. The day also marked the hosting of the 9th International Conference on Issues and Challenges in Doctoral Research.

A galaxy of eminent speakers who shared their thoughts at the World Doctorates Day today included Nobel laureate of Peace Shri Kailash Satyarthi, Nobel Laureate of Peace Prof Muhammad Yunus, Distinguished National Scientist Padma Vibhushan Dr RA Mashelkar,

Distinguished Educationist Padma Shri JS Rajput. The President of the Association of Indian Universities Dr G Thiruvassagam was the distinguished guest of honour and India's Father of PARAM Supercomputer Dr Vijay Bhatkar was the Chief Guest at the Inaugural Function that was graced by Chancellor of AUH Dr Aseem Chauhan.

Inaugurating the World Doctorates Day 2021 Celebrations Padma Bhushan Dr Vijay Bhatkar said "We in India are in a highly opportune time to play a major role in fostering a new era of scientific explorations and technological advancements that shall not only meet and greet the current challenges but also help in achieving the Sus-



tainable Development Goals SDGs for the global community".

The renowned scientist and former Director-General of CSIR Padma Vibhushan Dr RA Mashekar in his address said "World Doctorates Day celebrates the achievement of human mind in terms of ability to create new ideas and new knowledge. The research they carry out should solve the current and future challenges.

Addressing the august gathering of global research community at World Doctorates Day today, the Nobel Peace Laureate Sri Kailash Satyarthi emphasised on imbibing a deep love for research and its unrelentless pursuit to dig deep into the treasure that lies hidden in the depth of knowledge.

Addressing the august gathering Nobel Peace Laureate Prof. Dr. Muhammad Yunus said "This is a good time for the research students because the pandemic has raised so many questions which we don't have answers of. This

Padma Shri Prof J S Rajput, India, Chair UNESCO inspired the researchers said, "When we talk about research, first thing comes to our mind is knowledge. People who are engaged in creating knowledge, generating knowledge, new knowledge and this knowledge is being investigated for its possible utility in the interest of others.

Dr Aseem Chauhan, Chancellor, Amity University Haryana emphasized that better quality of the faculty members and research are important parameter which can change the landscape of higher education in Indian Universities. Amity University ecosystem for research and innovation focuses on consortia research and interdisciplinary research clusters that foster peer review and make research relevant for national missions and global challenges.

A pledge was also administered at the inaugural function of the World Doctorates Day to uphold high ethical standard, integrity and quality of doctoral research and to advance sustainable development and social progress in the world.



International Conference on Resilience & Reinvention of Business in the VUCA World



Amity Business School, Amity University, Madhya Pradesh organized an International Conference on Resilience & Reinvention of Business in the VUCA World. While giving the opening remarks, Hon'ble Vice Chancellor Lt. Gen. VK Sharma (AVSM) Retd. urged the industry leaders to be more proactive and prepared during the VUCA times so that the organizations can achieve sustainability during long run. He also said that India is a rising economy and with innovation and reinvention Indian businesses can do a great job at Global scenario. He also emphasized on the importance of being a lifelong student.

Mr. Kishore Jayaraman, President, India and South Asia, Rolls Royce spoke on the importance of adaptability by the companies to the changing scenario of business. Liquidity holds the key. **Prof. John Dewar**, Vice-Chancellor,

La Trobe University, Australia addressed the changing scenario of education because of the pandemic and students should concentrate on thinking out of the box and come up new ideas to start new business in this VUCA world. **Prof. Geshe Ngawang Samten**, Vice-Chancellor, Central Institute of Tibetan Studies emphasized on the mental health being the most important for the students. Constructive approach towards the goal achievement is very significant. He emphasized on the need to teach students stress management **Prof. Peter Heard**, Dy. Vice-Chancellor, Sunway University, Malaysia said the world has gone through a sea of change and businesses today have to research and come up with innovative ideas to survive in the cutthroat competition. He also said how important it is for students to develop new skill sets and the relevance of skill sets keeps changing every 10 years. **Prof. Pradeep Nair**, Dy. Vice Chancellor, Taylors University, Malaysia at length spoke on the need to develop entrepreneurial abilities of the students and how education institutions should also evalua-



tion students on innovative skills and other vocational skill sets.

Prof. Dinesh Shukla, Chancellor, American International University, West Africa emphasize that the businesses must invest more in research and development and give customers something new; **Prof. Ajith Kumar V.**, Vice-Chancellor, Skyline University, Nigeria in his talk emphasized on the need for the organization to be employee centric and the HR policies should be such that the employee feel the sense of belongingness and further will contribute more to the growth of organization; **Mr. Richard McCallum**, Managing Director, UK India Business Council in his talk suggested students to believe in their dream and plan to achieve them. Goal setting is the key and finding ways to achieve them is very significant; **Prof. Shailendra Singh**, Director at IIM, Ranchi emphasized on the need for the students to develop skill sets which today's organiza-



tion wants. He spoke about the success stories of Paytm and Zomato. He also urged everyone to take challenges, as opportunities during VUCA and utilize it for the benefit of mankind at large.

The international Conference received more than 110 research papers from PAN India and many different countries. Selected research papers have been published in Book of Proceedings having ISBN that was released during the International Conference by the and other dignitaries. Around 45 research scholars presented their research work in technical session. All the research papers were full of unique ideas and innovations

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 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 Birlasoft; 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

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



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

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"





INTERNATIONAL LECTURE SERIES

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

Theme: "Building and Sustaining Innovative Organizations"

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"





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



Interactive session on Body Language & Business Skill Development

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

INTERNATIONAL LECTURE SERIES

Technological Transformation: From Steam to Digits

Panelists: Mr. Dmitry Borovikov - CEO, Russky Technopark

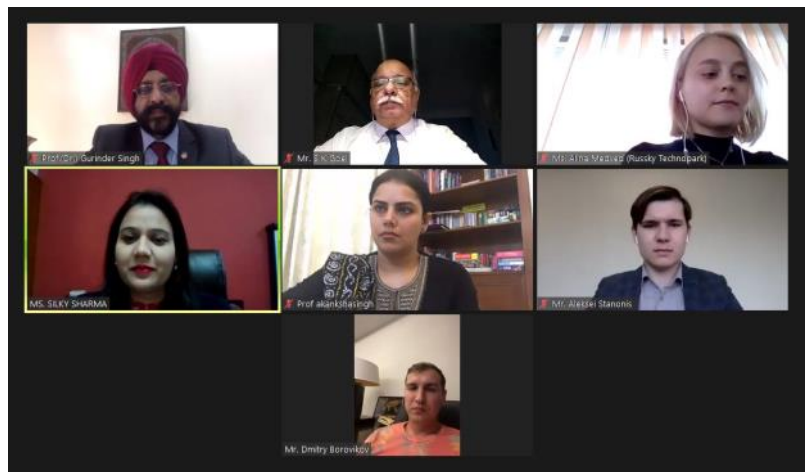
Mr. Aleksei Stanonis - SDG 9 Youth Envoy in Russia

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





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



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

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



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

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 - 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

Techpark, Russia; Prof. (Dr.) Gurinder Singh, Group Vice Chancellor, Amity Universities as the panelists. 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



“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



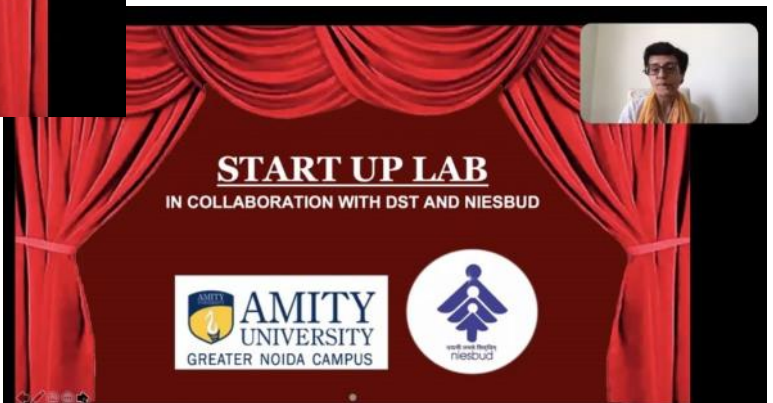
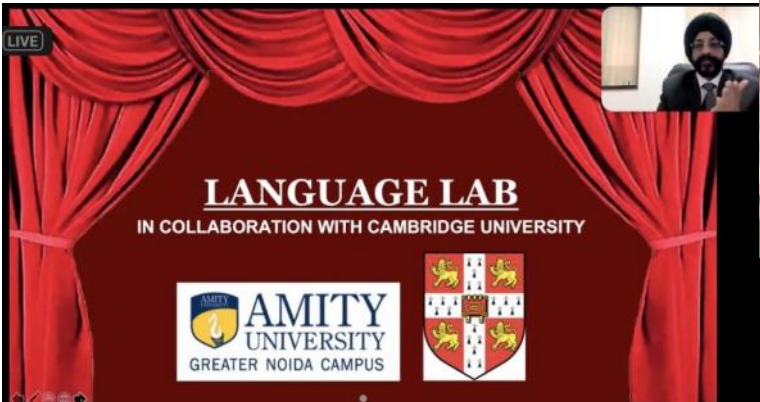
75th Independence Day was celebrated at Amity University



75th 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:

Start-up Lab t Amity Greater Noida Campus in Collaboration with Department of Science & Technology and NISEBUD.

Language Lab at Amity Greater Noida Campus in Collaboration with Cambridge University



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 Global Study Programs

**LEARNING THROUGH
BEST OF PRACTICAL EXPERIENCES**

Amity Student at University of Cincinnati

Students at American Centre (New Delhi)

Vinet Bhat won the first prize in 'Win as much as you can' game based on negotiation model at Babson

Students at Maruti Suzuki workshop

Dr. Gurinder Singh

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 & Global Study 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 Global Study 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 Global Study 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 Global 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 Global Study Programs, please visit the websites mentioned below:

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

For Global Study Programs: <https://www.amity.edu/globalstudy/>

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

Dr. Gurinder Singh

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



Mr. Rajat Mittal, Vice President, Times Innovative Media Ltd 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

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

OTHER OUTSTANDING FEATURES OF AMITY UNIVERSITY GREATER NOIDA

- Partnership with more than 1000 companies and 167 Foreign Univ
- Active research oriented Centres of Excellence for best of global & practical exposure with hands on learning
- Unique International Exposure through internship abroad, study abroad and research Fellowship Programs
- Special Mentor mentee program dedicated to nurturing the Career profile & progression of every student.
- Special focus on building personality, communication & softer skills and making students employable.
- Placements in high profile companies

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 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 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

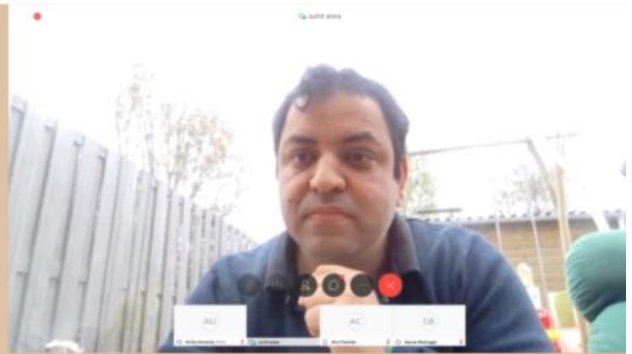


Mr. Sameer Gupta, CMD, Jackson Group addressing during the webinar

WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

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

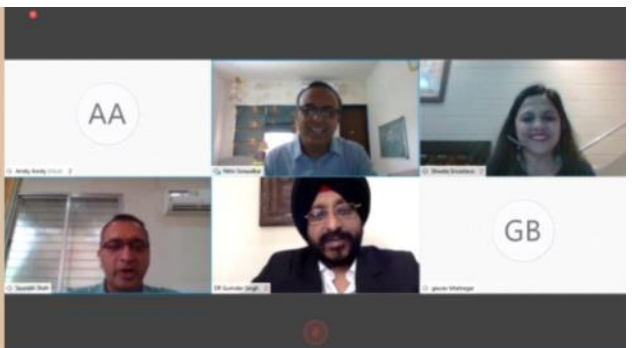


Mr. Nitin Sonwalkar,
Human Resource Specialist at SopraSteria (Pune)

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



WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

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



WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

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



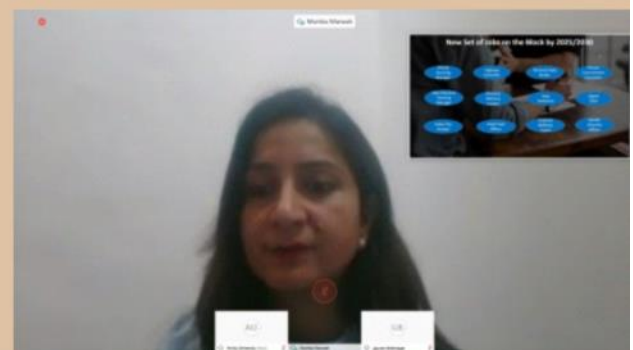
Dr. Arun Elias,
Associate Dean (International and Accreditation)
at the Wellington School of Business and Government,
Victoria University of Wellington, New Zealand

Stakeholder Management: A Systems Approach



Ms. Monika Marwah,
NCR Corporation Ltd.

Covid-19 and the world of work



WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

**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



WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

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.

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

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

Coming back to work

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

Impact of COVID-19 on the Hospitality Sector

WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

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



WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School

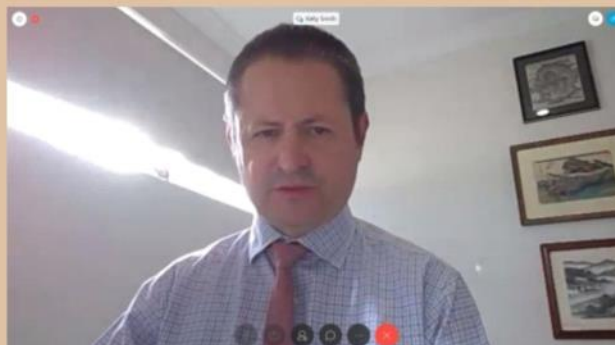
Ms. Maria Pressentin,
 Heading Learning & Organizational Development,
 The Ken Blanchard Company, Singapore

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**



WEBINAR SERIES by Amity Greater Noida Campus & Amity International Business School**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



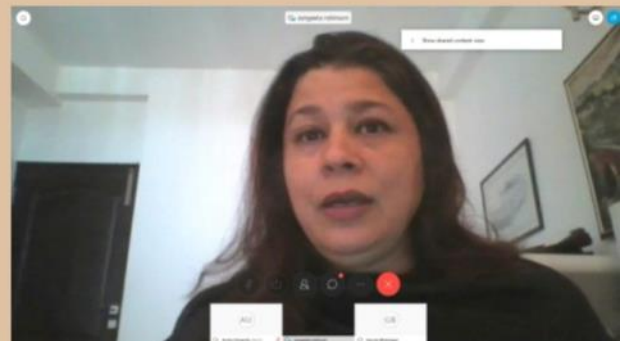
Mr. Anoop Chaturvedi, Hewlett Packard Enterprise, Country Manager @ Hewlett Packard Enterprise

Management & Technical Innovations for IPR



Sangeeta Robinson, AVP Sustainability & Inclusion, PVR Limited

Sustainability; its relevance today



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AMITY UNIVERSITY

RANKED AMONGST THE
**TOP 3% UNIVERSITIES
GLOBALLY**



INDIA'S ONLY UNIVERSITY WITH THE
**HIGHEST US AND UK
ACCREDITATION**



REASONS WHY SOME OF THE MOST BRILLIANT STUDENTS CHOOSE AMITY:

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

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

25,000 Scholarships awarded to meritorious students

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

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

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

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

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

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

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

Networking opportunities with 120,000 alumni across 60 disciplines globally

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

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

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.

AMITY EDUCATION GROUP HAS CAMPUSES ACROSS INDIA AND THE WORLD:

- INDIA:** - Noida (New Delhi NCR) - Greater Noida - Gurugram - Jaipur - Lucknow - Mohali - Mumbai - Gwalior - Kolkata - Raipur - Ranchi - Patna - Ahmedabad - Bengaluru - Bhubaneswar - Chandigarh - Chennai - Hyderabad - Indore - Kochi - Pune
- OVERSEAS:** - London - Dubai - New York - San Francisco - Singapore - Mauritius - Sharjah - Abu Dhabi - South Africa - Nairobi - Amsterdam - Tashkent

For suggestions, queries & feedback: Please Contact, Office of Group Vice Chancellor, I-3 Block, Ground Floor, Amity University Campus, Sector-125 Noida, Phone: +91-120-4392043, Mobile: +91-9810799319, Email: amicare@amity.edu