

FEBRUARY 2024

COMMESPECTRUM

An Annual Magazine of

AMITY COLLEGE OF COMMERCE AND FINANCE

Session 2022 - 2023



**WHAT DREAMS
ARE MADE OF**

STANDING ON TOP OF THE WORLD AND TAKING IN THE
AWE-INSPIRING PANORAMIC

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**"When you have a dream, you've got to grab it and never let go."
— Carol Burnett**

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From the Vice Chancellor's Desk



***Dr. Vivekananda Pandey
Hon'ble Vice Chancellor
Amity University Patna***

Dear Esteemed Readers,

It is with great pleasure and pride that I welcome you to the inaugural edition of "**Commespectrum**", the departmental magazine of Amity College of Commerce and Finance department/ school of our esteemed Amity University Patna. As the Vice Chancellor of this university, I am happy and excited to witness the culmination of dedicated efforts and creative vision that have brought this publication to fruition.

"**Commespectrum**" serves as a platform to celebrate the diversity, innovation, and intellectual prowess that define the department. Within its pages, you will discover a tapestry of insights, reflections, and scholarly endeavours that encapsulate the essence of our academics, research, co-curricular, extra-curricular activities, and other dimensions of the department. This magazine embodies our collective commitment to excellence, fostering a culture of inquiry, collaboration, exploration, and outcomes.

I extend my sincere appreciation to the editorial team, contributors, and all those who have contributed to the creation of "Commespectrum." Your dedication and passion are a testament to the strength and vibrancy of our academic community at the university.

I humbly encourage you to engage with the diverse perspectives and ideas presented in this magazine. May it serve as a source of inspiration, enlightenment, and camaraderie, fostering meaningful connections and igniting intellectual curiosity.

Together, let us celebrate the spirit of inquiry and innovation that defines our university and propels us towards a brighter future.

Best Wishes!

From the Assistant Director's Desk



"The mind is not a vessel to be filled, but a fire to be kindled."

-Plutarch

Dr. Ajit Kumar
Assistant Director, Amity College of
Commerce and Finance

It gives me immense pleasure to witness the culmination of our collective efforts in creating a platform that celebrates the diverse talents, perspectives, and achievements within our academic community through our department's inaugural magazine, "**Commespectrum**".

"**Commespectrum**" aims to be more than just a publication; it strives to be a reflection of our department's ethos, highlighting the innovative ideas, research endeavors, and success stories that define us. Through this magazine, we aspire to foster a culture of intellectual exchange and collaboration, providing a space for meaningful discourse on topics ranging from finance and economics to management and entrepreneurship.

I extend my heartfelt gratitude to all the contributors, editors, and especially students, who have dedicated their time and expertise to bring this vision to life. Your hard work and dedication are truly commendable, and I am confident that "Commespectrum" will serve as a valuable resource for our entire academic community.

I encourage each of you to engage with "Commespectrum," whether as contributors, readers, or enthusiasts. Let us seize this opportunity to amplify our voices, share our insights, and inspire one another to reach new heights of excellence.

The Confluence of Ideas

Magazine Committee



Dr. Ajit Kumar
Asst. Director, ACCF



Ms. Charu
Asst. Prof., ACCF



Dr. Adarsh Kumar
Asst. Prof., ACCF

Faculty Editorial Board



Mr. Abhishek Pandey
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Mr. Ankit Srivastava
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Mr. Priyatosh Mishra
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Amity College of Commerce and Finance established in 2018 under Amity University Patna, which is dedicated to offering exceptional education and preparing students for successful careers in commerce and finance. The college focuses on academic excellence and holistic development, providing a wide range of programs and resources to equip students with the knowledge, skills, and practical experience necessary for the dynamic business world.

With a distinguished faculty of experienced instructors, the college emphasizes a conducive learning environment that blends theory with practical training. Real-world exposure is prioritized through extensive internship opportunities, enabling students to gain hands-on experience and develop practical skills. Additionally, a comprehensive life skills education program cultivates essential abilities in areas such as team management, leadership, and communication.

The college boasts an impressive 99% placement rate in reputable organizations, facilitated by strong industry connections, career development support, and an industry-aligned curriculum. Educational events, guest speakers, and educational tours offer valuable insights into different industries and promote interaction with professionals.

Amity College of Commerce and Finance also emphasizes extracurricular activities for creativity, confidence, teamwork, and personal growth. Interactive classrooms with modern technology enhance the learning experience.

Overall, the college aims to provide a comprehensive educational environment that fosters academic excellence, practical skills, personal growth, and career success, preparing students to become competent professionals and leaders in commerce and finance.

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**AMITY
UNIVERSITY**



Vision

To be recognized as a premier educational institution that practices quality pedagogy and providing a vibrant environment for holistic development of students.

The Amity College of Commerce and Finance envisions becoming a globally recognized center of excellence in commerce education, research, and outreach. We aspire to be a hub of transformative learning, where students engage in rigorous academic pursuits, collaborate with industry leaders, and explore emerging trends in commerce and business. Our vision is to produce graduates who are not only well-prepared for successful careers but also actively contribute to the advancement of commerce through innovation, sustainable practices, and ethical conduct. By fostering a culture of continuous learning and a spirit of entrepreneurship, we aim to shape the future of commerce and empower individuals to create positive, lasting impacts on the world economy.

The Amity College of Commerce and Finance envisions itself as a preeminent hub of excellence in commerce education, research, and engagement. Our aim is to be recognized globally for fostering a community of forward-thinking individuals who drive economic growth, social progress, and sustainability through their expertise in commerce-related disciplines. By fostering a culture of continuous learning, innovation, and collaboration, we aspire to be at the forefront of shaping the future of commerce education and making a meaningful impact on the world of business and economics.

Mission

To provide state-of-the-art institutional infrastructure and excellent learning environment. To develop students' potential through holistic education with a conducive environment to learn with conviction, trust and compassion.

The Amity College of Commerce and Finance of Amity University Patna is dedicated to fostering academic excellence, innovation, and ethical leadership in the field of commerce and business. Our mission is to provide students with a comprehensive and dynamic education that equips them with the knowledge, skills, and values necessary to excel in a rapidly evolving global business landscape. We are committed to empowering our students to become critical thinkers, responsible decision-makers, and socially conscious leaders who contribute meaningfully to society.

The mission of the Amity College of Commerce and Finance of Amity University Patna is to provide a transformative education that equips students with the knowledge, skills, and ethical values necessary to excel in the dynamic world of commerce and business. Through rigorous academic programs, cutting-edge research, and practical experiences, we strive to empower our students to become innovative and responsible leaders who contribute positively to local and global economies.

ACCF Faculty



Dr. Ajit Kumar, Assistant Director
(PhD. in Commerce, L.L.B.)

With 15 years of dedicated experience in teaching and research, he specializes in Banking and Financial Markets. He is an esteemed member of the ICA and IIBF, holding certifications in JAIIB and CAIIB from IIBF and also holds certificate from NSE and BSE.

Dr. Adarsh Kumar, Assistant Professor
(PhD. in Commerce)

With over 2 years of experience in teaching and research, his areas of focus include Mutual Fund Investment and Financial Inclusion. He holds a Diploma in Computer Application and Web Design and is a Life member of both IEA and ICA.



Ms. Charu, Assistant Professor
(Pursuing PhD. in Psychology, DCA, DGP, 'O' Level)

With more than 2 years of experience in teaching and research, she specializes in Mental Health, Mindfulness, and Positive Psychology. She holds a Diploma in Computer Applications and Counselling. Additionally, she is an International Certified Career Coach and the founder of PsychoSafari.com, where she educates about mental health.



Mr. Abhishek Pandey, Assistant Professor
(Pursuing PhD. in finance)

With 7 years of teaching and research experience, his primary focus lies in Mutual Funds and Financial research. He holds certifications in IC-38 and NISM V-A and also associated with IGNOU as an Academic Counselor.





***Mr. Ankit Srivastava, Assistant Professor
(Pursuing PhD.)***

With 6.4 years of experience in teaching and research, his research interests span across Finance, Commerce, and Management.

***Mr. Priyatosh Mishra, Assistant Professor
(MBA, Pursuing PhD.)***

With 16 years of teaching and research experience, he specializes in Performance Management and Employee Relations. He is affiliated with NHRD India and holds certification from NITTR Chandigarh accredited by NBA.



***Ms. Akanksha Pandey, Coordinator
(M.A. Economics)***

With 12 years of experience as an Academic Coordinator, she excels in facilitating effective communication between faculties and ensuring alignment with the course curriculum.

***Mr. Abhishek Raj, Coordinator
(B.E. Electronics)***

He has more than 7 years experience in corporate sector. He is good at softwares that are useful in commerce. He is affiliated with Pradan NGO.



Research and Publication



- “Exploring The Role Of Financial Institutions In Promoting Sustainable Development Through Green Banking Practices In India” in the journal The Indian Economic Journal.
- “A Study On The Casual Relationship Between MSME Variable And Economic Growth Of India” in the journal The Indian Economic Journal.
- “Analyzing The Impact of Investor Demographics on Mutual Fund Investment Preferences And Perception: A Case Study of Ranchi District” in the journal Annals of BhandarkarOriental Research Institute.
- “Jandhan Yojana and Other Programmes For Financial Inclusion and Its Impact in Jharkhand” in the journal Anusandhanika.
- “New Beginning in Indian Financial System” in the journal CLIO, An Interdisciplinary Journal.
- “GST in India an analysis” in the journal Ratna-Garbha.
- “New Education Policy 2020 in Reference to inclusivity in Indian Context” in the “Journal of Research Administration” on the topic”.
- “The application of Real Option theory in Enterprise risk Investment Evaluation” in the “Business, Management and Economics Engineering”.
- “A Survey of Literature on Financial Inclusion in India” in the “ Manager - The British Journal of Administrative Management”.
- “The COVID Effect on Buyer Behavior and Business Operations : A Systematic Review of Shifts in Marketing Paradigm” in the “ Journal of Positive School Psychology”.
- “A Study on Green Banking: Steps, Challenges & Benefits” in the “Dogo Rangsang Research Journal”.
- “Comparing capital adequacy ratio of Indian banks in view of Basel III norms” in the “Dogo Rangsang Research Journal”.
- “Microfinance: Innovative Financial Avenue for Empowering Women” in the “Our Heritage”.
- “Analysis of the performance of selected public sector banks using CAMELS’ approach” in the “International Journal of Management Studies” .
- “A study on effectiveness of recovery channels for the recovery of NPAs: a case study on scheduled commercial banks in India”, in the “International Journal of Recent Scientific Research”.
- “Impact of NPAs upon Profitability of State Bank of India – A critical review”, in the “ANWESHAN”.
- “Study on Variation in Rupee in Relation to Dollar: A Conceptual Analysis” in the “Asian Journal of Technology & management Research”.



COMPANIES VISITED



Student's Placement Details



Zafar Alam Siddhique
Batch 2019-2022
Placed at Extramarks



Olivia Pain
Batch 2019-2022
Placed at Extramarks



Hemant Kumar
Batch 2019-2022
Placed at Reliance retail



Avinash Kumar
Batch 2019-2022
Placed at Reliance Retail



Pragya Kumari
Batch 2019-2022
Placed at Physics Wallah



Rachit Das
Batch 2019-2022
Placed at Reliance Retail



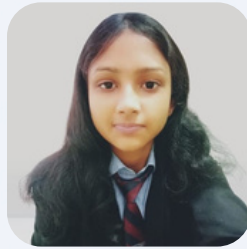
Saurabh Kumar
Batch 2019-2022
Placed at Reliance Retail



Sarthak
Batch 2020-2023
Placed at TCS



Kumar Harsh
Batch 2021-2024
Placed at EY & Corizo



Kusum Saha
Batch 2021-2024
Placed at TCS & Corizo



Ismat Sana
Batch 2021-2024
Placed at EY & Corizo



Rohit Raj
Batch 2021-2024
Placed at TCS



Tannu Singh
Batch 2021-2024
Placed at Corizo



Rohit Raj
Batch 2021-2024
Placed at Technook



Nausheen Rawa
Batch 2021-2024
Placed at Corizo



Vatsal Mani
Batch 2021-2024
Placed at Technook



Akanksha Rani
Batch 2021-2024
Placed at Technook

ACCF Club

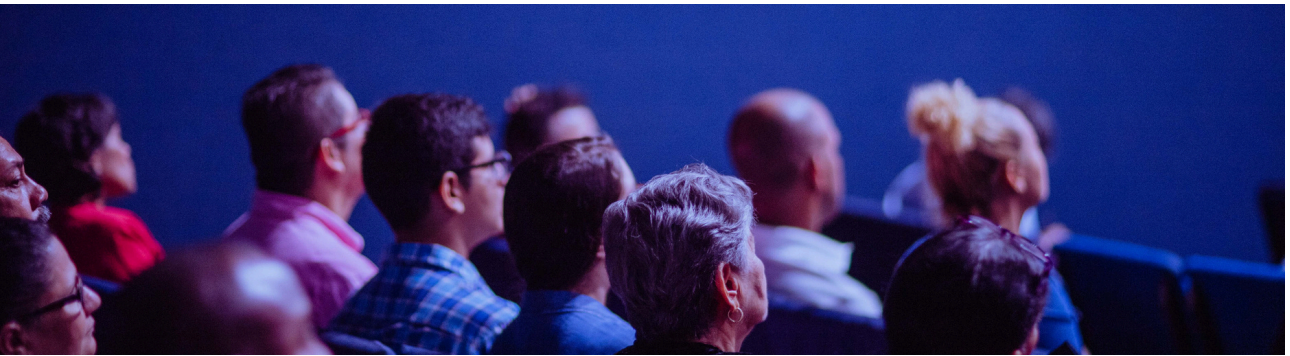




Commercio Club

This club is meant for knowledge enrichment: Facilitate discussions, workshops, seminars, and guest lectures by industry experts, academicians, and professionals, thereby enabling members to delve deeper into the realms of commerce and finance. We aim to keep our members up-to-date with the latest trends, practices, and innovations in these fields.

Career Advancement: Offer guidance and resources for internship and job opportunities in the fields of commerce and finance. We aim to assist members in their professional journey by providing resume workshops, interview preparation, and connecting them with alumni and industry professionals.



Amisahyogi Club

Amisahyogi Club is established to provide help to students who are facing difficulties in their life's different aspects such as academic, personal and professional. This club also provide help to the needy people and organization of Patna, Bihar. The Amisahyogi club is more beyond the classroom that aims to foster students with networking and collaboration with other organizations, exploring, learning and experiencing the life with different perspectives, developing helping behaviour and ultimately being a good human and help the society. Amisahyogi club beliefs in holistic development of students through:



Industry Exposure: Organize field visits, industry tours, and interaction sessions with professionals across various sectors of commerce and finance. These experiences will offer members valuable insights into different industries, career paths, and potential opportunities.

Community Engagement: Promote social responsibility by initiating community-focused projects and activities that highlight the role of commerce and finance in addressing societal challenges. By doing so, we aim to instill a sense of ethical awareness and the importance of giving back.



Anubhav Club

The Anubhav Club is to provide a dynamic and engaging platform for students interested in commerce and finance to enhance their knowledge, skills, and practical understanding of the ever-evolving business world. Our club aims to foster a community of ambitious individuals who are passionate about exploring various facets of commerce and finance, while also promoting networking, collaboration, and personal growth. Through a diverse range of activities and initiatives, we aspire to:

Skill Development: Offer practical skill-building opportunities, including financial modeling, investment analysis, budgeting, market research, and effective communication, empowering members to apply theoretical concepts to real-world scenarios and preparing them for future career endeavors.

Networking and Collaboration: Create a vibrant community where like-minded individuals can connect, share ideas, and collaborate on projects, fostering an environment of peer-to-peer learning and mentorship. We aim to encourage cross-disciplinary interactions to promote holistic learning and diverse perspectives.

Leadership and Personal Growth: Provide leadership roles and responsibilities within the club, allowing members to develop their organizational and management skills. Through planning and executing events, members will gain valuable experience in project management, teamwork, and event coordination.

By fulfilling these objectives, the Anubhav Club strives to empower its members with comprehensive knowledge, practical skills, and a well-rounded perspective on commerce and finance, equipping them to excel in their academic pursuits, future careers, and contributions to the global business landscape.





Events of the Department

- CA Meet
- Guest lecture on “Career Opportunities in Commerce”
- Guest lecture on “Converting Innovation into start-ups and Funding Options”
- Guest lecture on “Exploring the Practical Operations of the Stock Market”
- Guest lecture on “Dynamics of Wealth Creation”
- Jashn-E-Baisakh
- Janmashtami Mahotsav

Glimpse of CA Meet

Eminent Speakers



CA Pallavi Jha



CA Amit Bhattacharya



CA Kunal Kishor



CA Ritesh Anand



CA Sonu Singh



CA Ravi Shankar Dubey



Guest lecture on “Career Opportunities in Commerce”

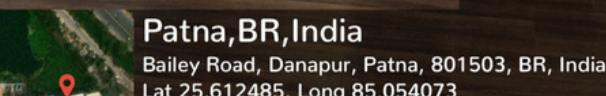
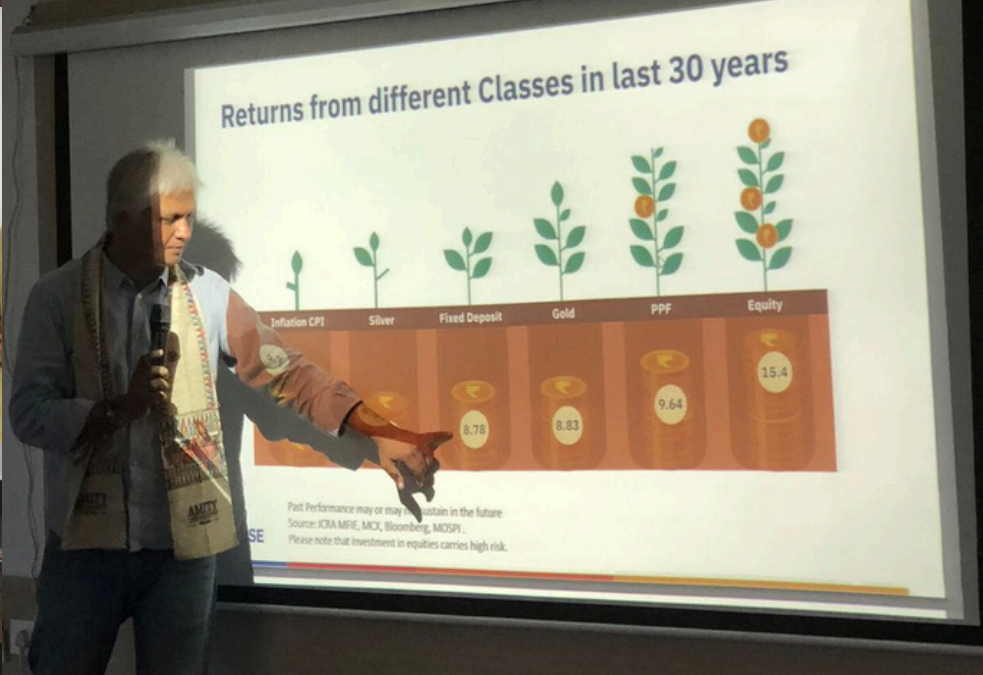


Guest lecture on "Converting Innovation into start-ups and Funding Options"





Guest lecture on "Exploring the Practical Operations of the Stock Market"





Guest Lecture on "Dynamics of Wealth Creation"



Glimpse of Jashn-E-Baisakh



Articles





Your Thoughts Shape Your Personality

Ms. Charu
Asst. Prof. Psychology (ACCF)

*Watch your thoughts, they become words;
watch your words, they become actions;
watch your actions, they become habits;
watch your habits, they become character;
watch your character, for it becomes your
destiny.*

~Frank Outlaw

Your actions are always a direct result of your mentality. We will behave in ways that support our beliefs if we think we are a victim, indolent, or undeserving. Alternatively, we will act in a way that advances our belief that we are useful, accountable for our lives, and deserving of a happy existence.

Our reality is shaped by our thoughts in this way. Action comes from thoughts, and reality comes from actions.

Indeed, the relationship between thoughts and personality is significant. Your thoughts play a crucial role in shaping your personality, influencing your behaviors, attitudes, and emotional responses.

Thoughts are ideas, perspectives, opinions, and beliefs about ourselves and our external environment.

Here are a few ways in which thoughts contribute to the formation of your personality:

Cognitive Patterns: The recurring thoughts and beliefs you hold create cognitive patterns that shape how you perceive and interpret the world. These patterns, over time, contribute to the development of your cognitive style, which is a key component of personality.

Attitudes and Beliefs: Your attitudes and beliefs, which are products of your thoughts, contribute to the overall structure of your personality. Positive and optimistic thoughts can contribute to a positive and optimistic personality, while negative and pessimistic thoughts may lead to a more cynical or defensive personality.

Behavioural Manifestation: Thoughts influence your behaviors. Over time, consistent behaviors become habits, and habits contribute to your overall behavioral tendencies. This, in turn, becomes a part of your personality.

Emotional Response: The thoughts you entertain can significantly impact your emotional responses to various situations. For example, if you consistently have anxious thoughts, you may develop an anxious personality. Conversely, cultivating positive thoughts can contribute to a more optimistic and emotionally resilient personality.

Self-concept and Self-esteem: Your thoughts about yourself, also known as your self-talk, contribute to your self-concept and self-esteem. Positive and empowering thoughts can lead to a healthy self-image, while negative and self-critical thoughts can contribute to low self-esteem and a negative self-concept.

Mindset: The mindset you adopt—whether it's a growth mindset or a fixed mindset—impacts how you approach challenges, view effort, and ultimately shapes your personality. A growth mindset, for example, fosters a belief in learning and improvement, contributing to a more resilient and adaptable personality.

Social Interaction: Your thoughts influence how you perceive and interact with others. Positive and open thoughts contribute to healthy social relationships, while negative and judgmental thoughts can hinder social connections and impact your social personality.

Goal Orientation: Your thoughts about your goals, aspirations, and future contribute to your goal orientation. For instance, if you have ambitious and optimistic thoughts about your future, you may develop a proactive and goal-oriented personality.

It's essential to recognize the power of thoughts in shaping personality and understand that you have the ability to influence and modify your thought patterns. Developing self-awareness, practicing mindfulness, and cultivating positive thinking can be effective strategies for shaping a personality that aligns with your values and goals. Additionally, seeking support from therapists, coaches, or mentors can provide guidance in navigating and transforming thought patterns for personal development.




Financial Inclusion: key to Success for Banking Sector

Dr. Adarsh Kumar
Asst. Prof. Finance (ACCF)

Financial inclusion refers to the provision of financial services to those who are traditionally excluded or underserved by the mainstream financial sector. This primarily includes low-income individuals, rural populations, and those without access to traditional banking services or financial models of the modern world. The goal of financial inclusion is to provide access to basic financial services such as savings, credit, insurance, and payments to people who need it, in order to improve their economic well-being and empower them to participate fully in the economy. Financial inclusion in India refers to the effort to provide access to basic financial services, such as savings accounts, credit, insurance, and payments, to those who are excluded or underserved by the traditional financial sector, particularly low-income individuals, rural populations, and the unbanked.

The budget of the country aims to provide many benefits to its citizens but till date, a major chunk of the population is away from its benefits. Financial inclusion is therefore crucial to ensure that these benefits are disbursed equally even to the remotest parts of the nation.



The importance of financial inclusion can be highlighted here under:

Increased financial stability

Improved financial stability is the result of successful financial inclusion, as individuals have access to a range of financial products and services that can help them manage their finances more effectively. Greater transparency and accountability in the financial sector are also the direct benefit of financial inclusion against the backdrop of increased financial literacy. This is on account of more people having access to formal financial services and being able to participate in the financial system.

Enhanced economic well-being

Access to the financial sector and its services can help people save money, and effectively employ the same. Funds can thereby be effectively used to plan for the future, and invest in education, health, and other assets that can be instrumental in improving their economic well-being. Access to formal financial services, such as savings accounts and insurance, can help people manage risk and build a safety net in case of emergencies.

Improved access to financial markets

Financial inclusion is instrumental in increasing access to financial markets and providing opportunities for investment in different assets class through the organised segment of financial markets. India has recently seen a massive increase in the number of investors over the past couple of years. This continual inclusion can lead to economic growth and job creation.

Reduced poverty

Financial inclusion allows people to be part of the organised financial sector and provides better access to credit and other financial services.

This is essential for the masses to escape poverty and create a pathway to prosperity.

Overall, financial inclusion can help people participate fully in the economy, improve their standard of living, and build a more financially stable and inclusive society.

Some of the top financial inclusion schemes in India include:

Pradhan Mantri Jan Dhan Yojana: This is a national mission for financial inclusion initiated in 2014. The scheme aims to ensure easy access to financial services such as savings and deposit accounts, remittances, credit, insurance, and pension to every citizen of the country.

Pradhan Mantri Jeevan Jyoti Bima Yojana: A government-backed life insurance scheme for individuals with a savings bank account.

Pradhan Mantri Suraksha Bima Yojana: This is a government-backed insurance scheme that provides accidental death and disability insurance scheme for individuals with a savings bank account.

Pradhan Mantri Mudra Yojana: This scheme was launched in 2015 and provides micro-enterprise loans for small businesses and startups.

Aadhaar Enabled Payment System: This system of electronic payment was launched in 2010 and uses biometric identification to enable individuals to receive and make payments through their unique Aadhaar number.

Direct Benefit Transfer: This scheme was launched in 2010 and enables the government to directly transfer subsidies and other benefits to the bank accounts of beneficiaries. This scheme has been instrumental in reducing corruption and improving the efficiency of delivery.

Atal Pension Yojana: This scheme was initiated in 2015 and is a government-backed pension scheme for individuals in the unorganized sector, such as small farmers, self-employed individuals, and daily wage workers.

Conclusion

Financial education, financial inclusion, and financial stability are three key elements of financial literacy that ultimately leads to the progress of a nation. Financial inclusion works from the supply side by providing adequate and timely access to various financial services. Financial education, on the other hand, works from the demand side by creating and promoting awareness among the masses regarding the importance and benefits of financial services offered by the banking and the financial sector. These two strategies in combination and perfect sync are essential for the overall financial stability that is crucial for any nation.




From Tradition to Transformation: The New Education Policy's 2020

*Dr. Ajit Kumar
Asst. Director (ACCF)*

In any community, education is the key to growth and development. Various governments across the globe are consistently reevaluating and modifying their educational policies due to their recognition of the dynamic nature of knowledge and the changing demands of the twenty-first century. In this regard, the adoption of a new education policy is a turning point, demonstrating a dedication to flexibility, diversity, and the all-around growth of students.

The New Education Policy (NEP), which emphasizes a paradigm shift away from the conventional rote-learning methods and toward a more flexible and skill-oriented approach, is a transformative step forward. The NEP was implemented to provide students with the skills they need to manage a world that is getting more complicated by the day. It is a guide for developing well-rounded people who can solve global issues.



A revolutionary stride ahead is the New Education Policy (NEP), which stresses a paradigm shift away from traditional rote-learning techniques and toward a more flexible and skill-oriented approach.

The NEP was put into place to give pupils the tools they need to deal with an increasingly complex world. It serves as a manual for raising well-rounded individuals capable of resolving world problems.

The NEP's implementation of a more adaptable and diverse curriculum is one of its most notable characteristics. Pupils are free to select courses from any stream, which enables them to pursue their hobbies and interests. By moving away from a strict framework, education becomes more dynamic and better equips students for the wide range of employment options in today's workforce.

The NEP concentrates on the formative years of a child's educational journey because it acknowledges the significance of early childhood education. By incorporating play-based learning and encouraging a happy, engaging, and activity-based approach to education for young children, it seeks to create a solid educational foundation.

The NEP recognizes the importance of technology in education in the digital age. It places a strong emphasis on integrating technology into the teaching and learning process so that students can use it effectively and be able to critically analyze and use it in a variety of settings.

The NEP departs from the conventional examination-centric approach by introducing a more thorough and ongoing evaluation system. Instead of focusing solely on memorizing, the assessment process emphasizes a student's total comprehension,

inventiveness, and analytical abilities. The goal of this change is to lessen stress and encourage a deeper comprehension of the material.

The policy acknowledges the critical role educators play in influencing students' futures. The NEP has provisions for ongoing professional development programs and teacher training in order to improve the quality of education. This guarantees that teachers have access to the most recent pedagogical strategies, empowering them to design stimulating and productive learning environments.

Although the New Education Policy is a step in the right direction, there are still difficulties. Large-scale implementation necessitates substantial infrastructure, resources, and a strong support network. Sufficient training for educators, parental awareness, and easy integration with current school systems are all important issues that need to be addressed.

But these difficulties also offer chances for cooperation between the public and commercial sectors, as well as between the three. Collaborations can be established to generate creative ideas, make use of technology, and pool resources in order to get past challenges and guarantee the NEP is implemented successfully.

In summary, the New Education Policy is a lighthouse of reform that ushers in a new age of education that is in step with the demands of the twenty-first century. The goal of the strategy is to produce a generation of learners who are prepared to face the opportunities and difficulties of a world that is changing quickly by promoting flexible thinking, holistic development, and forward-thinking approaches. The NEP offers the potential to transform education and enable students to become lifelong learners and contributors to a global community, provided that stakeholders collaborate to overcome implementation obstacles.



Managing Workforce Diversity in an Age of Globalization

*Mr. Priyatosh Mishra
Asst. Prof. HR (ACCF)*

*"To handle yourself, use your head; to
handle others, use your heart." – Eleanor
Roosevelt*

Every organization integrates workforce diversity into its human resource management (HRM). In this new era, the world is becoming more and more globalized, and after the advent of information technology, the borders of the world are getting closer than ever before. Diversity management theories have been developed by business professionals and academics, arguing that a heterogeneous organization could create better HRM practices to maximize the benefits of a diverse workforce and improve its competitive advantage. Maslow's hierarchy of needs helps to understand how the basic needs of an employee affect HR management; and how workforce diversity could contribute to the achievement of strategic HRM goals.

Diversity awareness helps better understand the needs of inclusive consumers and provides access to better workforces. Therefore, an organization must be able to utilize the skills available from its workforce to maintain a competitive advantage and achieve success. Quality know-how is an important resource and firms expanding their position would require many creative strategies from their employees. The definition of human resource management refers to the activities that an organization carries out for the effective use of human resources, so a company with a diverse workforce must first understand the needs of its employees. According to Maslow's hierarchy of needs, each person, in this case each employee must achieve those needs that are most important before ascending the pyramid of higher needs. Each generation of the workforce has different expectations for their work environment; as in the baby boom era and the late 1980s.

In order to develop and maintain an effective diversity policy, it is important that the company allows all employees to participate in the diversity initiative. A leading organization with good HRM practices understands that the company must support its employees to gain knowledge of effective communication and people management in a diverse workplace. They recognize the added value of an employee as they continue to acquire new interpersonal and leadership skills. By managing a diverse workforce well, organizations expand their capabilities to more diverse markets. Rather than having a homogenous workforce with the same background and perspective, a diverse workforce provides diverse perspectives that enhance creativity and problem-solving.



If companies want to compete to satisfy their customers, companies need a more diverse workforce to better understand and meet the needs of a rapidly growing minority customer base. Every diverse workforce must overcome stereotypes or discrimination and recognize that truly diverse others have distinctive and valuable knowledge that can support group processes and effectiveness.

As economies transition from a manufacturing economy to a service economy, the issue of diversity becomes increasingly important because in a service economy, effective interaction and communication between people is essential to business success. Organizations can produce better ideas and more innovative solutions that can be used to solve various problems. A diverse workforce not only attracts top talent in the industry, but also attracts customer support from those who wish to purchase goods and services from such organizations.

Managing diversity is more than just recognizing everyone's differences. This includes recognizing the value of differences, preventing discrimination and promoting universality. HR managers may face challenges such as loss of workforce and work output due to prejudice or discrimination, as well as criticism and legal action against the organization. These issues can hinder organizational diversity because they can damage working relationships, morale and productivity. Management should never tolerate negative attitudes and behaviors in the workplace due to hiring, retention and termination practices, as these can lead to costly litigation for the organization.

Organizations with a diverse workforce can provide superior services because they better understand customer needs. Therefore, it indirectly increases customer loyalty and also leads to effective delivery of essential services to communities with diverse needs. Diversity in the workforce significantly increases innovation. A diverse workforce means a wider range of backgrounds and perspectives, which gives organizations a wider perspective and clearer understanding in decision making and policy making, while also improving customer service as it reflects the local community and better understands its customers. That's why diversity is a good business model to adapt to.

In addition, workforce diversity improves competitive management practices so that they are more productive. Organizations that value and benefit from employee diversity are better able to attract and retain quality employees. This means savings on recruitment and training costs and on maintaining the company's knowledge and expertise. Managing diversity can create a competitive advantage. Diversity in the workplace can be a competitive advantage because different perspectives can enable unique and creative approaches to problem solving, which increases creativity and innovation, which in turn leads to better organizational results. Compared to homogeneous groups, culturally diverse groups are more effective both in the communication process and in the work; these benefits emerge after a diverse group has been together for some time. Associates and employers can gain many benefits via workforce diversity. Associates are interdependent in the workplace, yet respecting individual differences can increase efficiency.

Diversity in the workplace can avoid unnecessary lawsuits and increase marketing opportunities, recruitment, creativity and business reputation since discrimination and all other racial ideology is not being practiced in the organization. In an era when flexibility, creativity, speed are crucial to competitiveness, diversity is critical for an organization's success; its benefits are made for everyone who chose are in this line. It is a global moral necessity.

Strategic planning for diversity focuses on establishing a measurable way in which it supports the goals, objectives and strategic direction of the organization; Long-term development of diversity at the strategic level is a newer extension that focuses on plans for 5 years. Until recently, diversity was not considered an important part of strategic planning, and earlier diversity initiatives often lacked specificity, were poorly conceptualized, and were not linked to strategic organizational plans. Organizational leaders are now realizing that to create effective and successful diversity planning, it must align and support strategic business goals and operational decisions.

Conclusion

In conclusion, workforce diversity is an integral part of any organization's ability to survive in a globalized economy. An organization that builds experience and a reputation for managing diversity will attract the best employees. Therefore, management must seriously analyze and evaluate the benefits of workforce diversity in their organization, while management must create an atmosphere that could promote a diverse workforce; As a result, the employees of the organization would be more competitive both inside and outside the company organization. In today's quick job.



Reward Based crowd funding- An alternative to standard private equity or venture capital financing

*Mr. Abhishek Pandey
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Raising capital through IPO is really tough and pretty large business especially for start-ups that are not anywhere near to reach IPO status any time soon. To help these start-ups who have just an idea but don't have access to capital to kick off their dream, many new type of fintech innovations have surfaced recently which aims to drastically expand access to capital, particularly for smaller start-up companies. In this article, we will discuss reward based crowd funding, which is quickly becoming a viable alternative to standard private equity or venture capital financing.

For most of the crowd funded ventures, the common starting point is a very small start-up with a highly uncertain project. For example, say you come up with an idea that's a bit ahead of its time i.e it doesn't exist yet, and because it's so new, venture capitalists and private equity financiers may not get on board with your idea and will not be interested to invest.



Now, here a way to get finance for your dream and that is online crowd funding - a new vehicle that potentially allows you to get financing. The way is that instead of going to the banks or venture capitalists, entrepreneurs appeal directly to the crowd.

An Entrepreneur tries to get small capital contributions from individual backers online. And if enough people see value in his ahead-of-its-time idea, then maybe he will have enough initial capital to get going, moving from the idea to a blueprint and maybe to a prototype. To do that, to appeal to the crowd, an entrepreneur needs a venue and that's where crowd funding portals come in. Again, the technology itself is very simple. Similar to platform lending like banks, crowd funding portals are platforms or an online marketplace that directly connects the entrepreneurs on one side and individual investors on the other side. These portals are for-profit portals, where the entrepreneur takes small capital contributions from backers and in return, promises to return something to the backers. And this something is what distinguishes the different types of crowd funding platforms?

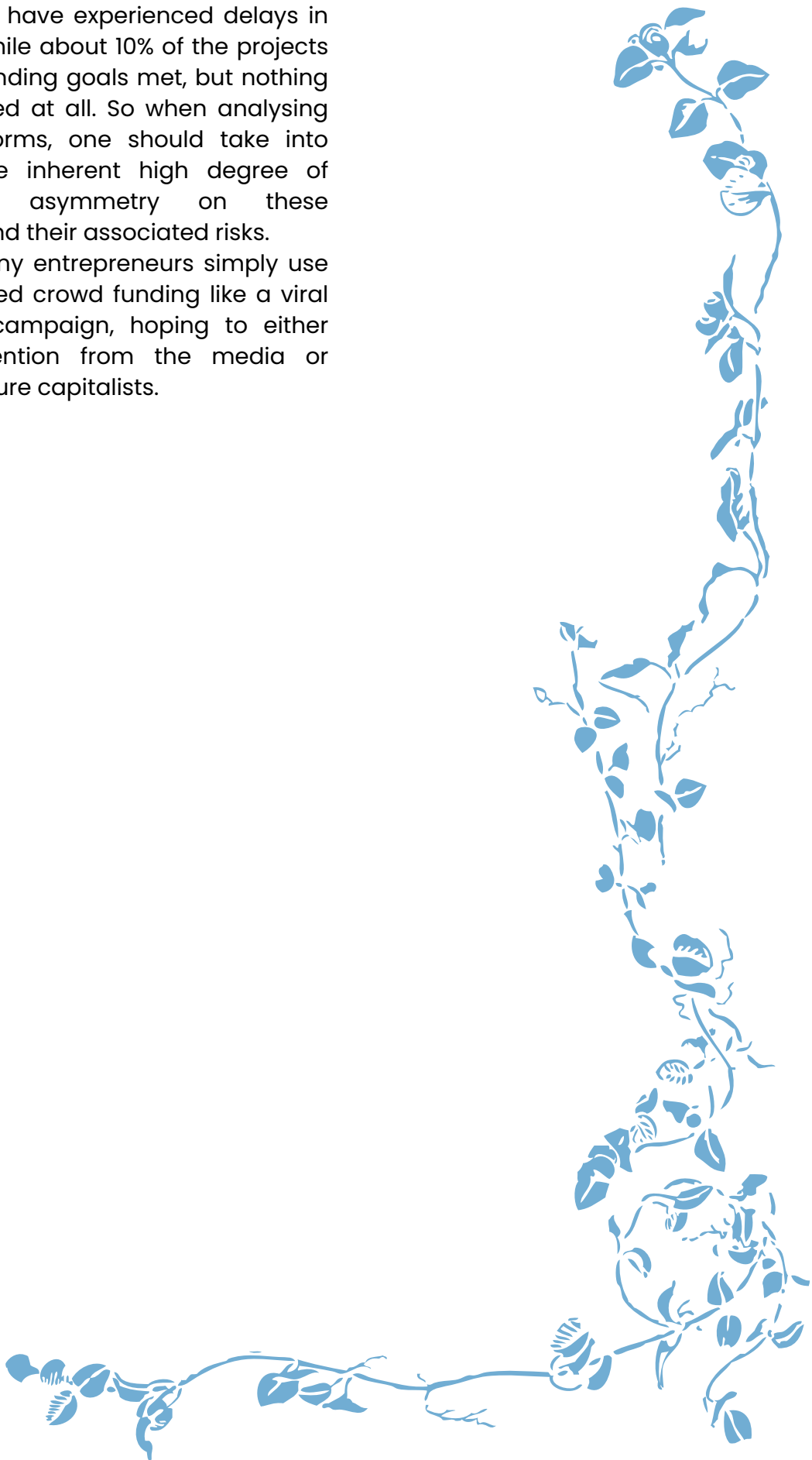
In reward based crowd funding, the entrepreneur takes the money and promises to send the backers the finished products or services or access to these products. It's an online venue for entrepreneurs to appeal to the crowd with their projects or ideas. And they do so by starting a funding quote-unquote campaign on the portal where they'll devote a considerable amount of time to put out a good description of the project. In designing the campaign the entrepreneur will also set some funding targets and funding limits. In fact, because the entrepreneur has complete discretion in setting their funding limits and goals, they

often use these crowd funding campaigns to gauge interest on their products before potentially going to venture capitalists. In this the entrepreneurs do not promise any form of claim on cash flows or any form of corporate control to the backers. Instead, they promise purely to deliver a finished product to the backers. For example, backers contributing higher amounts are getting progressively higher discounts on the finished products. Typically in the reward-based crowd funding, the entrepreneur can be seen as simply pre-selling their products. It's important to note that participants are not really seeking to speculate, they merely want the product. It's the utility of the product that attracts them to provide the capital instead of speculative motives.

If at any stage entrepreneur faces difficulty in developing the product and isn't able to develop a successful prototype, the contributed capital is lost. For the entrepreneur, the platform levies no additional punishment except possible reputation loss, with the investors less likely to back the same entrepreneur again in the future. On the other hand, if the development is successful, the project further transitions into the scaling and fulfilment stage. Both the technology and the operations of a reward-based crowd funding portals are quite straightforward. But there are also some important risk factors that you should be aware of. Specifically these platforms usually are not regulated; they don't need to register because they're not offering securities. Therefore, anyone can launch a portal and anyone can participate on either side of a portal. Researchers at the University of Pennsylvania conducted an analysis of their projects in 2015 and found that over 75% of

the projects have experienced delays in fulfilment while about 10% of the projects had their funding goals met, but nothing was delivered at all. So when analysing these platforms, one should take into account the inherent high degree of information asymmetry on these platforms and their associated risks.

In fact, many entrepreneurs simply use reward-based crowd funding like a viral marketing campaign, hoping to either attract attention from the media or private venture capitalists.





Say It

*Nicky Kumari
Student (M. Com. II)*

Never be afraid to let someone know
If they brightened the room
they just walked into,
Or if something they said
Inspired you to change.

Never be embarrassed
to share a compliment with a stranger
and don't ever fall into the trap of
believing
that the people you love know that.

Say it .
Always say it.

Your words may land a little
awkwardly at first
but in the dark of the night
those seeds will plant themselves
into someone's mental garden
and start to germinate
gather strength and bloom.

Sow seeds
Wherever you go.

There is nothing better you can do
with words
Than plant a precious seed.

Say it.



Life: A Journey of Discovery and Fulfillment

*Shalini Sharma
Student (M. Com. II)*

Life, a boundless canvas upon which
we paint our stories, is a mosaic of
experiences, emotions, and
aspirations.

From the first breath of infancy to the
wistful whispers of old age, it is a
journey that unfolds with infinite
possibilities, inviting us to embrace its
intricacies and revel in its beauty.

In the tapestry of existence, every
thread holds meaning, every
moment a precious gift.

Life, in its essence, is a symphony of
moments—a delicate interplay of joy
and sorrow, love and loss.

It is a journey of self-discovery, a
quest to uncover the depths of our
being and the truths that lie within.

From the innocence of childhood to
the wisdom of age, each stage offers
its own lessons and revelations,
shaping the narrative of our lives.



Scars to Your Beautiful

Sakshi Kumari
Student (B.Com. II)

The moon shined, feigned to
overcome ubiquitous darkness,
But the confusion which disturbed
her was limitless,
Everything will be all right, was hope
to reduce stress,
But the fears of rejection, was
burning her faith to every second.

Her soul loved the mood and starred
her in mean time,
But was reduced to observe craters
as it is not her time,
And suddenly she realized the ache
in her heart apprehended her
worthless dreams,
She was stuck, as her mind quarreled
with discontinued streaks.

The fear judgements pushed her real
instincts,
The question on her caliber will be
left unexplained,
The queries will be left unexplained,
Resulting her hope to shatter in every
possible way.

She might stand again with new
aspirations and dreams,
But at least for once, her past will
traumatize to seize,
Till then her confidence might
have become extinct,
But her anguish will remain some
as it was her only dream



That Kind of Love

Prakhar Kumar Sinha
Student (B.Com. VI)

That kind of love, where a Broken
heart tries to heal the soul.
That kind of love, where existing
feels exhausting but then the person
becomes the sole reason of your
existence.
That kind of love, where nights
changes from a quick 8 hour nap to
overthinking sceneries
That kind of love, Where A glimpse
of the person is enough to enlighten
your weeks.
That kind of love, Where the we turn
just into you.



माँ ,बेटी की कहानी

Shilpi Yadav
Student (B.Com. IV)

अब दिल नहीं करता यहाँ रहने को,
यहाँ तेरी साया नहीं है,
हाँ, अब दिल नहीं करता यहाँ रहने को ।

यहाँ तेरी चुड़ियों कि खनखन और,
पायलो कि छन-छन नहीं है।
हाँ, अब दिल नहीं करता यहाँ रहने को ।

यहाँ तेरी चाँद सी चेहरे पर,
खिलखिलाती हँसी नहीं है,
हाँ, अब दिल नहीं करता यहाँ रहने को,
यहाँ तेरी साया नहीं है।

वीराना सा लगता है,
घर का एक एक कोना,
जैसे चाँद तारों के पास आसमान न होना ।

मैं तुझे छुड़, तेरे गले लगी,
तुम मुझसे दूर जाने वाली हो,
इसकी मुझे भनक भी न लगी ।

मैं बच्ची थी, मैं तुझे समझ न पाई,
फिर भी तेरी याद मुझे इतनी क्यों रुलाई ।

समझ न सकी ये दर्द मेरी,
तुम किसी और दुनिया में गुम हो गई ।

क्या तूने एक बार भी सोचा जब तुम चैन से
सोई होगी,
तब तुम्हारी बेतियाँ कितनी रोई होगी ।

अब दिल नहीं करता यहाँ रहने को, यहाँ तेरी
साया नहीं है।
हाँ, अब दिल नहीं करता यहाँ रहने को ।



Bloodkey

Romana Khatoon
Student (B.Com. II)

One, who cares about you
Your smile become precious to
someone,

Someone who become your part of life
Life is what you react every moment.

Blue sky is the golden eyes of the God,
God who stays with you in every phase
of your life,

Curiosity and courage regarding my
life

Life is what the small notebook of my
blood.

Affection of the syringe, creation of my
life,

Creativeness of someone becomes
innovation to me,

Tissues and issues become black rose
to me,

Me as my personality is a gadget of my
life.



**Participation of the
ACCF Students**

Glimpse of Sangathan (Sports Event)

1st Prize Winner 2022



Abhishek Anand
Table Tennis (Single)

3rd Prize Winner 2022



Rohit Raj
Table Tennis (Double)



Discussion on Budget 2023

Bihar Industries Association







Best Private University of Bihar & Best Institution in Promoting Industry Academia Interface

Amity University Patna Bihar is a part of a 20-year-old leading education group of India, set up with a vision to build the nation and the society by providing total, integrated, and trans-cultural quality of education and to be the global front runner in value education and nurturing talent in which Modernity Blends with Tradition.

Since its inception AUP is progressing with each passing year in its mission to provide education at all levels, disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research; to develop the overall personality of students by making them not only excellent professionals but also a good individual with understanding and regard for human values (Sanskaras). To have pride in their heritage and culture with the sense of right and wrong, yearning for perfection and imbibe attributes for courage of conviction and action.

The Campus is equipped with 100 Mbps Wi-Fi at every corner, computer labs, library with digital access, CCTV camera coverage all around, Audio-Visual facility, AC class rooms, high end conference hall, printing facilities, Servers Language Lab and spacious Seminar hall.

We also have awe-inspiring Libraries and an extensive digital library, conference rooms, moot court and an excellent media lab with high tech related multimedia facilities. The campus is brimming with exuberance and enthusiasm while providing the students the necessary atmosphere and facilities for the promotion of innovations in education leading to re-structuring of courses, new methods of teaching, training, and learning including online and blended.

