

# COMMUNIQUE

*Amity Business School, E-Newsletter*

## Issue 9 (Jan- June 2021)

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- CORPORATE INTERACTIONS
- CONFERENCE/ MEETING /INDUSTRY VISITS
- STUDENT ACTIVITIES



***Dr. Ashok K Chauhan***  
***Founder President***



***Dr. Atul Chauhan***  
***Chancellor***



***Dr. Balvinder Shukla***  
***Vice Chancellor***

## DIRECTOR'S MESSAGE



**“Learn to find a blessing in everything”**

***“Blessed is the man who walks not in the counsel of the wicked, nor stands in the way of sinners, nor sits in the seat of scoffers.” Psalm 1:1***

Over the centuries, tragedies such as earthquakes, floods, tsunamis, and epidemics have put humanity to the test, but we have always come out victorious. We are more powerful than we allow ourselves to believe. And it is for this reason that I request you to see the light in the middle of the darkness, not just now, but always. Even in the darkest of circumstances, keep the light of hope blazing.

We need to come together as one and support one another now more than ever because we can only do so much on our own, but we can do so much together.

One thing is clear in this moment of uncertainty: we will succeed.

## FROM THE EDITORIAL DESK

### *Dear Readers*

**“IT’S ALWAYS GOOD TO DO A LITTLE MORE”**

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Amity Business School has always believed in going beyond education and making the most of all that you can learn from. This newsletter serves the purpose of making its readers aware of all the opportunities that stand for them at the institution. It gives you a glimpse of all the educational and recreational activities undertaken by the institution, that you can be a part of. ‘Communique’ serves as a gist of all the happenings that you can benefit from, at Amity Business School.

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*My special accolades go to all those who have worked behind this.  
I hope you will enjoy the read.*

**HAPPY LEARNING!**

**Dr. Swati Upveja  
Economics Department  
Amity Business School**

# FACULTY NEWS

## *Publications in Jan-June 2021 by our esteemed Faculties*

<b>Name of Faculty</b>	<b>Number of Publication</b>
Dr Sanjeev Bansal	2
Dr Amit Pandey	1
Dr Anita Venaik	3
Dr Anshu Yadav	2
Dr Anupama R	2
Dr Ashima Agarwal	2
Dr Chandranshu Sinha	2
Dr Jaideep kaur	1
Dr Lakhwinder Dhillon	2
Dr Puja Sareen	1
Dr Rahul Gupta	1
Dr Richa Sharma	2
Dr T. Raman	4
Dr Urvashi Varma	2
Dr Vandana Ahuja	1
Dr. (Ms.) Supriti Agarwal	1

## *List of Rewards received (Jan-June 2021)*

<b>Title of the innovation/Award</b>	<b>Name of the Awardee</b>	<b>Awarding Agency</b>	<b>Date of Award</b>
Hony Fellow - Fellowship bestowed for contribution in the field of academia and research	Dr. Sanjeev Bansal	International Organization for Academic and Scientific Development (IOASD)	13-05-2021
"Excellence in Academics" for contribution in Academics, Research and Publications	Dr. Sanjeev Bansal	ESN Publications	08-03-2021

# PLACEMENT OF ABS STUDENTS

*Students were placed in the following companies:*

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1. Acuity Knowledge Partners
2. AdGlobal 360 India Pvt. Limited
3. Aditya Birla Fashion and Retail Ltd
4. Alpha Orion Consultants
5. Amantya Technologies
6. ATCS Pvt. Ltd.
7. Bada Business Pvt. Ltd.
8. Bigshyft
9. BlackRock Inc.
10. Bric-X Infra Pvt Ltd
11. Byjus
12. CapitalVia Global Research Ltd
13. Care Health Insurance
14. Chegg India
15. Cohesive Technologies Pvt Ltd.
16. Comviva
17. CRM Next
18. Deloitte Consulting India Pvt. Ltd
19. Deloitte Tax Services India Pvt. Ltd.
20. Denave India Pvt. Ltd.
21. DHL Supply Chain India Pvt. Ltd.
22. Eagle Network Supply Ltd
23. eClerx Service Ltd.
24. EDS Technologies
25. EduKyu
26. Escorts
27. EY
28. Fare Labs Pvt Ltd
29. Franchise India Brands Ltd
30. Gripple
31. HCL Technologies
32. HDFC Bank
33. HDFC Ltd.
34. Hexaview Technologies
35. HONO HR
36. HUL
37. Huquo Consulting Pvt Ltd.



# PLACEMENT OF ABS STUDENTS

*Students were placed in the following companies:*

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- 38.Hyundai Motors
- 39.ICICI Bank Ltd
- 40.IIFL
- 41.IKS Health
- 42.Indus Valley Partners
- 43.Ingersoll Rand
- 44.ITV Network
- 45.Jindal Poly Films
- 46.Kyocera Document Solutions India Pvt. Ltd.
- 47.Lenskart Solutions Pvt. Ltd
- 48.LNT Infotech
- 49.LUCID HOLDINGS India Private Limited
- 50.Marico Ltd.
- 51.Matrimony.com
- 52.MedTrail Technologies Pvt. Ltd
- 53.Motherson Sumi Infotech & Designs Ltd
- 54.Navatar Group
- 55.Newgen Software Technologies
- 56.NPCI International Payments Ltd
- 57.OLX India
- 58.Oriflame India Pvt. Ltd.
- 59.PinnacleWorks
- 60.PlanThyBusiness
- 61.Posterity
- 62.PropertyPistol Realty Pvt. Ltd
- 63.Prospecta Software Solutions Pvt Ltd
- 64.Publicis.Sapient
- 65.Pure Software
- 66.Randstad India
- 67.RateGain IT Solutions
- 68.Reliance BP Mobility Ltd.
- 69.Saffron Technologies / NEC Technologies
- 70.Samsung Data Systems India Pvt. Ltd.
- 71.Screen Magic Mobile Media Pvt. Ltd.
- 72.SHL India
- 73.Skillup Enterprise Pvt. Ltd. (Kaizen Academy)

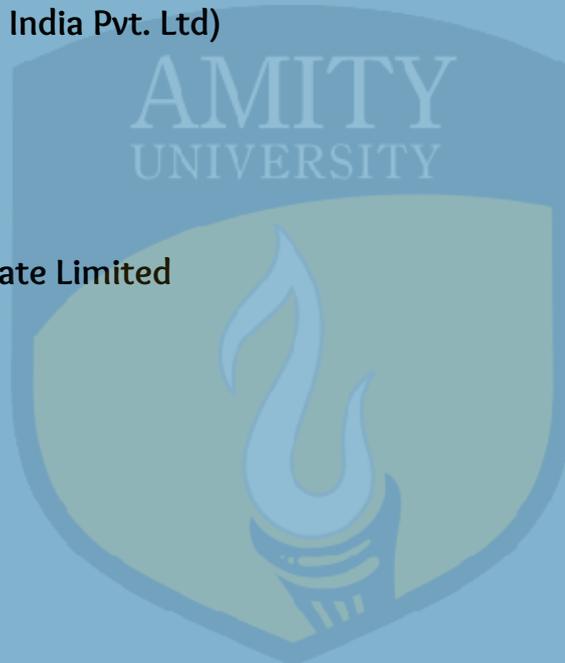


# PLACEMENT OF ABS STUDENTS

*Students were placed in the following companies:*

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- 74.Sopra Steria
- 75.TALENTRACKR TECHNOLOGIES PVT. LTD
- 76.TATA AIG General Insurance
- 77.TATA Power Ltd.
- 78.TCS
- 79.Tech Mahindra
- 80.Titan Company Ltd.
- 81.TRB Exports Pvt Ltd
- 82.UKG (Kronos Solutions India Pvt. Ltd)
- 83.Ultratech Cement
- 84.VIVO India
- 85.Wingify
- 86.Yes Bank
- 87.ZIMYO Consulting Private Limited
- 88.Zomato
- 89.ZS Associates



# GUEST LECTURE CONDUCTED BY CRC

## January 2021

- |    |        |                       |  |
|----|--------|-----------------------|--|
| 1. | 14 Jan | Ms Soniya Gupta       | Strategies for Adoption and success of Telemedicine in Indian Healthcare Technology Domain |
| 2. | 16 Jan | Lt. Col. Suresh Patil | Making Aware and Mobilising Society Towards Achieving Social Goals"                        |
| 3. | 16 Jan | Mr. Pranjal Srivasta  | Role of Pricing in Value Creation  |
| 4. | 23 Jan | Dr. Sharad Maheshwari | Business Valuation   |
| 5. | 30 Jan | Sr. Vice President    | Campus Placement- A way to succeed   |
| 6. | 30 Jan | Ms. Paridhi Gupta     | Essential Coaching Skills  |
| 7. | 30 Jan | Mr. Ashwin Bhatia     | Cost and Profitability Analysis  |
| 8. | 30 Jan | Mr. Rohan Khurana     | Consulting in Fintech  |

## February 2021

- |    |        |  |  |
|----|--------|--|--|
| 1. | 06 Feb | Dr. Josef Schneider<br>Mr. Mohit Popli | Management Consultant  |
| 2. | 06 Feb | Ms. Reshita Pokhriyal                  | Challenges & Opportunities in Consulting                       |
| 3. | 11 Feb | Dr. Renita Dubey                       | Training and Development                                       |
| 4. | 13 Feb | Mr. Vineet Sinha                       | Training and Development                                       |
| 5. | 13 Feb | Mr. Vikram Singh                       | Confused Running to Confident Walking: Leadership Lessons      |
| 6. | 20 Feb | Mr. Harinder Garga                     | International Distribution & Logistics Management              |
| 7. | 20 Feb | Dr. Ritesh Kumar Dubey                 | Financial Analytics using Python                               |
| 8. | 27 Feb | Mr Anurag Dass Mathur                  | CSR Operations : A Key Stakeholder in Social Change Initiative |

# GUEST LECTURE CONDUCTED BY CRC

## March 2021

- |    |        |                                      |  |
|----|--------|--------------------------------------|--|
| 1. | 04 Mar | Ms Sargun Bedi                       | Transactional Analysis                                 |
| 2. | 13 Mar | Mr. Intekhab Aslam                   | International Strategic Marketing                      |
| 3. | 20 Mar | Mr. Nidhish Singh                    | Private Equity in India                                |
| 4. | 25 Mar | Ms. Mridula Masih<br>Ms. Sanghamitra | Corporate Training: Emerging trends in the next decade |
| 5. | 27 Mar | Mr. Puneet Bhatnagar                 | Business Analytics                                     |

## EVENTS ORGANISED BY CRC

### International Conference for Student Progression

A three-day International Conference for Student Progression on the theme “Reengineering Higher Education for students Progression : “Skillsets that will dominate in the Knowledge & Digital Economy” was conducted from 24th June 2021 to 26th June 2021 on virtual mode. The following Corporates invited by CRC :

#### Track 1 -24th June 2021

Session 1.1 (Time 11:45am -1:15pm)

*Session Theme : The Future of Work Force: Changing Expectations from Management Graduates- Skill sets required in the Post Covid Era*

#### Panelist

- Mr. Alok Nigam, Group CHRO, Bhartiya Group
- Mr. Munish Vasudeva, Vice President, Siemens Limited
- Mr. Sanjay Sindhwani, CEO, Indian Express Online Media Pvt. Ltd.
- Ms. Meenakshi Prabhakar, Director HR, Hyatt Regency Delhi

# EVENTS ORGANISED BY CRC

## International Conference for Student Progression

### Track 1 -24th June 2021

Session 1.2 (Time 02:00pm -03:00pm)

*Session Theme : Industry 4.0 - Implications for Higher Management Education Institutions*

#### Panelist

- Mr. Puneet Jhingan, Director, Eduneev Solutions
- Mr. Manish Nigam- CEO – Dalmia Healthcare
- Mr. Kallol Hazra, Director Sales Strategy-Planning & Enablement, DELL Technologies
- Mr. Raja Singh Khurana, Senior Assistant VP, Invest India

Session 1.3 (Time 03:45pm -05:15pm)

*Session Theme : Digital Transformation for Making Students Instantly Employable- 5G, AI, Big Data, Online Commerce Service Delivery*

#### Panelist

- Mr.Venkat Nott Founder & CEO, Viniculum Solutions Pvt. Ltd.
- Ms. Kanika Bakshi, Director Digital Marketing, Oracle India Pvt. Limited
- Mr. Archie Jackson, Sr Director- Head of IT & Security, Incedo Inc

### Track 7-25th June 2021

Session 7.5 (Time 10:00am -11:30 am)

*Session Theme: Re-engineering Higher Education for Students 'Progression: Skillsets that will Dominate in the Knowledge & Digital Economy.*

#### Panelist

- Mr. Ghandharva Kohli, VP-Alliance India, Tech Mahindra Ltd
- Mr. Tanmay Srivastava, Vice President & Head- Revenue, GOODTIMES (Earlier NDTV GoodTimes)
- Mr. Sandeep Mathur,Sr. Solution Architech, ASDA Retail,UK
- Mr. Jitesh Lingam,Associate General Manager at HCL ,America, Inc., NY, USA
- Mr. Jitesh Manwani,Business Coach and Consultant, Jitesh Manwani Academy of Coaching, Indore

# EVENTS ORGANISED BY CRC

## International Conference for Student Progression

### Track 1 -26th June 2021

Session Ø 1.13 (Time 3:45pm -5:15pm)

*Session Theme : “Embracing Change & Transformation – Breakthrough Innovation”*

#### Panelist

- Mr. Sanjay K.A, Promoter & Group MD, CBS Group
- Ms. Soumi Pal Basu Head-Learning & Development & DGM-HR, Inter Globe Enterprises Ltd.
- Mr. Syed Imtiaz Ahmed, Executive Vice President, AXIS Bank Limited

## Certificate Course

*Certificate Course on “Building Digitally Competent Professionals with a Futuristic Orientation” was conducted on 14th June 2021, where Ms. Kritika Dasgupta spoke on Challenges faced by Corporate and students during and post Covid-19.*

#### Following were the speakers and their topics:

1. Mr. Mayur Sinha, VP -Corporate Workplace, Goldman Sachs Services Pvt Ltd.  
Topic: Emerging Career Options
2. Mr. Amulya Sah, CHRO, Team Computers Ltd  
Topic: Job Skills in Post Covid Era
3. Mr. Shiv Rawat, VP HR DTDC Ltd  
Topic: Job Skills in Post Covid Era & emerging Career Options

# EVENTS ORGANISED BY CRC

## Workshops

A workshop was arranged for the MBA students of the batch 2021/2022 on 23rd May 2021, on the topic "Building Killer Resume, Top LinkedIn Profile and Impressive Interview Skills". Mr. Sankalp Chhabra had addressed the event as a speaker.

## Webinar

Ms. Kritika Dasgupta, Sr. GM and Head CRC, conducted webinars along with AICE on "Career options after Graduation" for the following streams on the respective dates :

- |                   |                                    |
|-------------------|------------------------------------|
| 1. March 10, 2021 | BBA STREAM                         |
| 2. March 16, 2021 | Finance and Economics              |
| 3. March 18, 2021 | Biotech                            |
| 4. March 19, 2021 | Mass COM BA, Fine Arts             |
| 5. March 22, 2021 | B. Pharma & Forensic Science & BCA |
| 6. March 22, 2021 | Engineering                        |

## Online Alumni Meet 2021

First Online Meet was conducted for PGDM batches of 1997-2000 on 20th March 2021 wherein 30 Alumni were present.

Second Online Meet was conducted for PGDM batches 2001- 2004 on 10th April 2021 wherein 43 Alumni were present.

## Live Projects

1. BIBA Apparels
2. OLX
3. Outlook
4. HCL Technologies
5. Octa Health
6. Future Retail
7. AHE Naturals
8. JLL
9. Tenhard India Pvt. Limited

# GLOBAL LEADERSHIP RESEARCH CONFERENCE

*GLRC 2021 was conducted in February which consisted of total 4 forums and 9 technical sessions wherein a total of 250 research papers were received. The event consisted of:*

## **Inaugural Session - 25th Feb 2021**

The guests were welcomed by Dean FMS & Director ABS by giving a detailed overview about the successive developments on the conceptualization of GLRC, emphasized upon the theme of the conference and introduced Amity Universe and Amity Business School to the audience. He added that invention & innovation play a major role in absence of past trends as seen during the covid times.

Mr. Vinamra Jain, Organizing Secretary shared the Outcome Report of GLRC 2020 which was held on 25 - 27th February 2020 on the theme "Digital transformation and disruptive innovation- Drivers of future business growth".

Around 99 research papers were presented out of which some were published in Scopus Indexed and UGC Care Journals like International Journal of Management Practice, International Journal of Electronic Business and Shodhsarita.

Dr. Jaya Yadav, Co-Chairperson introduced GLRC 2021 to the participants.

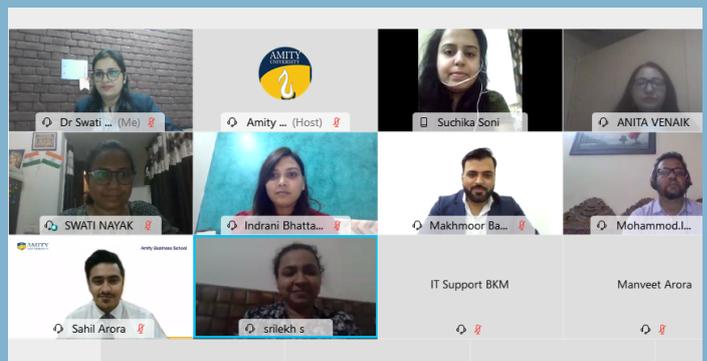
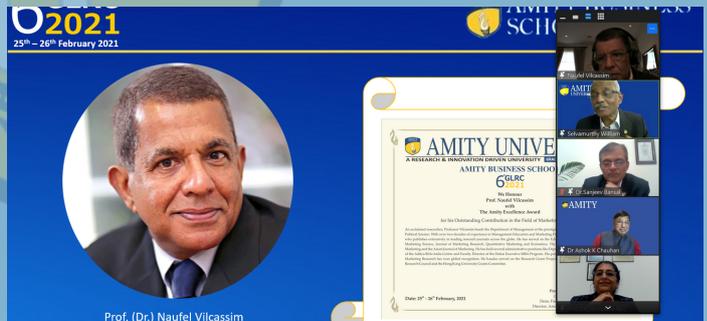
### ***The following were the Speakers:***

- Dr. Niranjana Hiranandani, Managing Director, Hiranandani Group of Companies – Keynote Speaker
- Prof. Naufel Vilcassim, Vice Dean - TRIUM Executive MBA Program, Head of Department, London School of Economics, UK
- Mr. Soubhagya Parija, Senior Vice President and Chief Risk Officer, New York Power Authority, New York, USA
- Dr. Krishnamurthy Subramanian, Chief Economic Adviser, Govt. of India - Guest of Honour

Dr Ashok K Chauhan, Founder President, Ritnand Balved Education Foundation reminisced the establishment and journey of Amity Business School. Dr Atul Chauhan, Chancellor, Amity University Uttar Pradesh dwelt upon the importance of the quality of faculty that defines an institution. He averred that the theme of the conference resonated with the present times and needs to be imbibed by everyone to move ahead.

# GLOBAL LEADERSHIP RESEARCH CONFERENCE

## Glimpse of GLRC 2021



# GLOBAL LEADERSHIP RESEARCH CONFERENCE

## List of Honorary Professors

• Prof. (Dr.) Martin Broad	Dean Faculty of Business, Law and Digital Technologies
• Mr. Richard McCracken	Director, The Case Center, UK
• Prof. (Dr.) Pierre Chandon	The L'Oréal Chaired Professor of Marketing, Innovation and Creativity & Director
• Prof. Ivan Coste Maniere	Founder and Scientific Director MSc Luxury & Fashion Management, SKEMA Business School, France
• Prof. (Dr.) Peter Stokes	Professor of Leadership and Professional Development
• Prof. (Dr.) Leo Paul Dana	Professor, Montpellier Business School
• Dr. Simon M. Smith	Project Lead, UKREI, University of Winchester, UK
• Prof. Naufel Vilcassim	HoD & Vice Dean TRIUM Executive MBA Program, London School of Economics, UK

## Corporate Awardees GLRC 2021

Name of Corporate	Designation	Company Name
Mr. Romit Mukerji	MD	Prospecta Software
Mr. Sreekanth K. Arimanithaya	Partner	EY(GDS)
Mr. Frederic Widell	VP& South Asia & MD India	Oriflame India
Mr. Saurabh Mittal	MD& CEO	Greenlam Industries Ltd

# GLOBAL LEADERSHIP RESEARCH CONFERENCE

## GLRC SPEAKERS 2021

Name of Corporate	Designation	Company Name	Date
Mr. Ravish Saily	Director – HRBP	Mastercard	26-Feb-21
Mr. Ganish Bahl	Director Marketing	VIVO India	26-Feb-21
Mr. Prashant Srivastava	VP, hr, Admn & CSR	Greenlam Industries Ltd	26-Feb-21

## GLOBAL ALUMNI FORUM

*Following Corporate Guest were invited to speak on 13th Feb 2021:*

Name of Corporate	Designation	Company Name
Mr Jeetesh Lingam	Associate General Manager	HCL America, Inc., NY, USA
Ms. Neha Vashist	AVP- Client Services,	Avance Consulting, London , UK
Ms. Neha Chaku Tankha	Founder and CEO,	Clatter Chatter Inc
Mr. Harmeet Rajpal	Head-HR	Al Tayer Group, Dubai
Mr. Mohit Thukral	GM-Mktg	Integrated Tech9 Lab Pvt Ltd

*Following Alumni's invited as a Speaker for Amity Global Alumni Forum on 30-Jan-2021*

Name of Alumni	Designation	Company Name	Batch
Mr. Bimal Madavan	CEO	Lotus Consultancy Pvt Ltd	PGDM 2004

# CLUB ACTIVITIES CONDUCTED IN 2021



## Operation Club

Operations club deals with all the events related to operations of an organization and help to get an insight of how things go within an organization. The faculty head for the club is Dr. Sumeet Singh Jaisal and the student president is Ishika Tiwari. The various events conducted by Operations Club are OPSCAPE: The operational escape, The Ace of Oprex, The Oplock Champion and The operational Saga. All competitions were a huge success

## Debate Club



Debate club deals with the debate competition throughout the year related to recent issues in the economy, upcoming changes and various past issues that happened. The faculty head for the club is Dr. Swati Upveja and the student president is Payaam Masood. The various events conducted by Debate Club are debate competition on road safety, MUN with a Twist, Conventional Debate Competition, Bharat Ke Amrut Mahotsav Debate Competition and Impromptu. All competitions were a huge success.

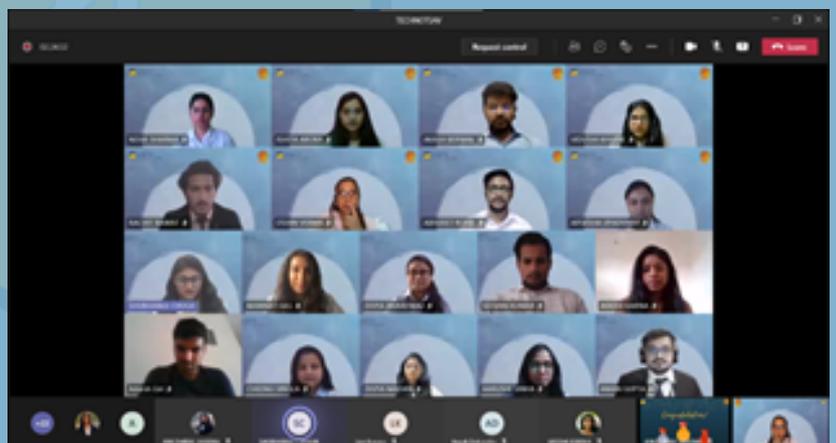
# CLUB ACTIVITIES CONDUCTED IN 2021



## Finance Club

Finance club deals with all the events related to finance which includes related to stock market, portfolio management and future planning. The faculty head for the club is Dr. Urvashi Varma and the student president is Anushree Saxena. The club issue a Finance News Letter- MUDRA every month and conducted various events such as market bulls and bank on net. All competitions were a huge success.

## Quiz Committee



Quiz Committee conducts various quizzes related to different topics. The faculty head for the club is Dr. Richa Sharma and the student president is Divya Bhardwaj. The club issue E-Bulletin twice in a month and conducted various quizzes such as Qzical: A test to your knowledge, The Nuclear Conquest and Technotsav. All competitions were a huge success.

# CLUB ACTIVITIES CONDUCTED IN 2021



## IT Club

IT Club conducts various events related to upcoming technologies, how technology brought a revolution and advantages and disadvantages of technology. The faculty head of the club is Dr. Teena Bagga and the student president is Rhea Sabharwal. Various events conducted by the club are CRYPT-O-PSYCH and FINOVATE 1.0. Crypt-o-psych is a cryptocurrency themed quiz and debating competition organised by IT club and in FINOVATE 1.0 participants presented fintech related business ideas. . All competitions were a huge success.

## Entrepreneurship Club



Entrepreneurship Club conducts various events related to promoting entrepreneurs to develop their ideas and implementing them. The faculty head of the club is Dr. Garima Agarwal and the student president is Manveet Arora. The various events conducted by the club are UNWRAPONOMY and REV UP- INDIA – 2021. UNWRAPONOMY was centralized around revitalizing a perished company and providing a solution that can bring it into existence and REV UP- INDIA – 2021 was related to Make in India drive. All events were a huge success.

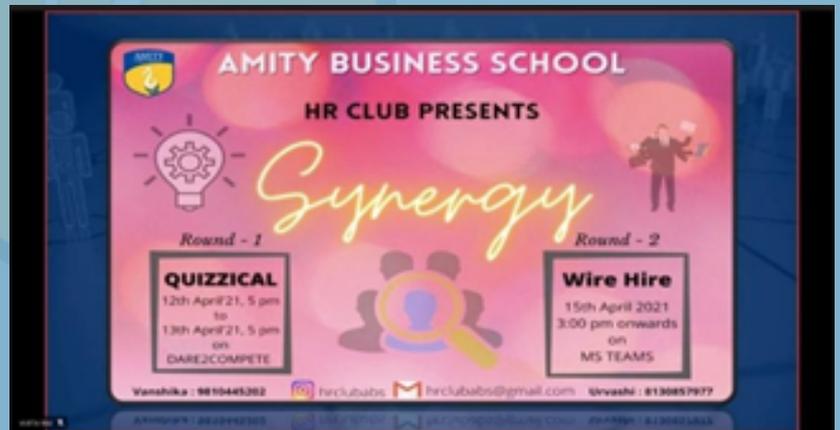
# CLUB ACTIVITIES CONDUCTED IN 2021



## Marketing Club

Marketing club deals with all the events related to strategies of marketing. The faculty head for the club is Dr. Sonali P. Banerjee and the student president is Ronjaboti Roy Bardhan. Club conducted various events such as Mind Martins and Strategy Maven. Mind Martians focused on understanding the knowledge possessed by budding marketers in order to stand out to be the best and Strategy-maven was a management competition organized for the management students to unleash their creative side and put their business acumen to practice. All competitions were a huge success.

## HR Club



HR club deals with the Human resource management practices. The faculty head for the club is Dr. Jaideep Kaur and the student president is Vanshika. The various events conducted by HR Club are Bharat Ke Amrut Mahotsav Lecture and Synergy. "Synergy" aims to sharpen the skills of contestants that aspire to be HR professionals and lecture was organized by the HR Club with the aim to enhance the HR knowledge, human resource management over the years, recruitment, role of HR in the industry as of now and management skills that will help to avoid many pitfalls of the students. All competitions were a huge success.

# CLUB ACTIVITIES CONDUCTED IN 2021



## Student Activity Cell

Student Activity cell coordinated various events related to Birth Anniversary of Famous Personalities, Celebrating National Days and Bharat Ke Amrut Mahotsav. Student Activity cell also coordinated all the events organized by different clubs. The faculty head of club is Dr. Supriti Agrawal and the student president is Rishika Sachdeva. All events were conducted successfully.

## IICC

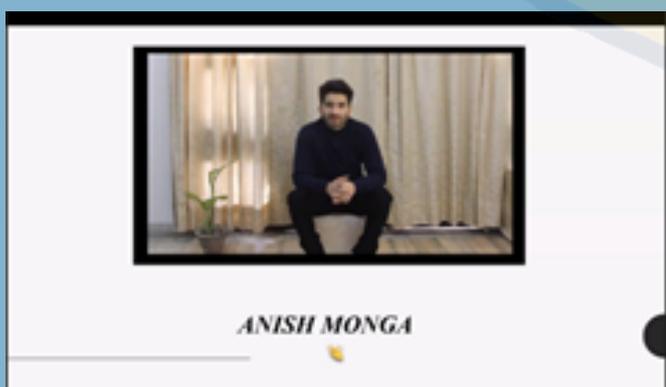
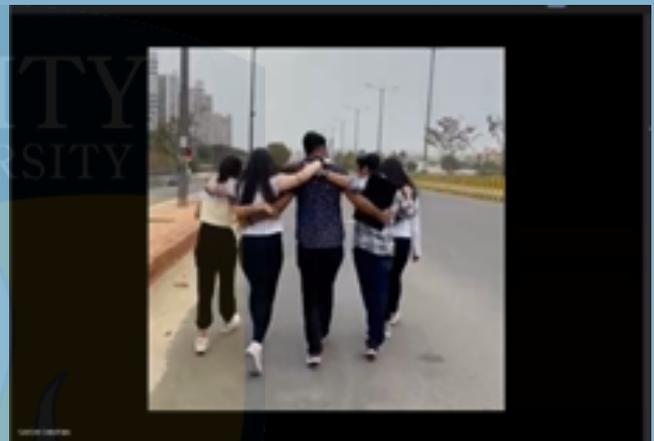
Inter institute competition cell deals with all the inter institute competitions. Various competitions had been undertaken by the Inter Institute Competition Cell and had tremendously coordinated all the competitions and had winnings in inter institute competitions.

# HASTA LA VISTA - FAREWELL FOR CLASS OF 2021



Student Activity Cell and Avroh (Cultural Club) of Amity Business School organized the Farewell for the class of 2021. The junior batch organised many games for the seniors “Bollywood with the twist” in which participants were asked to speak a Bollywood dialogue in different moods and “Tongue Twisters”.

There was a pre-recorded dance performance and a live band. A theatre video representing 5 emotions that were felt during their journey at Amity Business School was prepared. A total of 59 titles were given to class representatives and club members of the 2021 batch.



Mr. and Ms. Versatile competition was also held that was judged by Dr. Supriti Agrawal and Dr. Sunetra Saha wherein 12 seniors had taken part for Mr. and Ms. Versatile competition. In the competition, their talent videos were presented followed by a question-answer round.

There was an experience sharing session followed by a video that combined various memories of our seniors.

# AMITY YOUTH FEST 2021

## INNOVATIVE BUSINESS MANAGER

*Every year, Amity Youth Fest is a huge affair for the university. Amity Business School organizes Innovative Business Manager as a part of AYF inviting post-graduate management domain students from throughout the world.*

### TREASURE HUNT

The first round which was the qualifier round of Innovative Business Managers was the Treasure Hunt round which was conducted on Dare2Compete platform on 6th March, 2021 from 7:00 PM to 10:00 PM. This round was an online qualifier round which was conducted to put the knowledge of the participants of the corporate world to test and test their other skills like time management, analytical skills and reasoning skills.

### ROUND 1- BIZ REWIND

Biz - Rewind'20 focused on generating the awareness related to Business Affairs. The Participants were needed to put in their knowledge and awareness in order to excel in the event. A qualifier round was played on Dare2Compete platform before the main event. 2 Rounds were there in the Main Event with several Fillers. Ice-Breaker Session was played before the main rounds.

### ROUND 2- PSYCHOPEDIA

In this round, a psychometric test was conducted to judge the various skills of the contestants from personality traits to cognitive ability. In the business world, these tests help predict behavioural tendencies and help recruiters make better job-related decisions. In the event, the contestants were judged on 4 particular skills: People Management, Cognitive flexibility, Emotional Intelligence & Coordinating Skills.

# AMITY YOUTH FEST 2021

## INNOVATIVE BUSINESS MANAGER

### ROUND 3- VISHLESHAN

Vishleshan is an opportunity to push boundaries and encourage creativity among the students to understand what goes into finding feasible solutions for data and solve real-world business problems. During the competition, participants were asked to perform a deep-dive analysis and consider multiple data points before making their recommendations to a panel of industry experts on a company case study mailed to the participants.

### ROUND 4- THE WEALTH MANAGER

In this round, a case-let was provided to the participants on 11th March with all the necessary parameters and they were asked to prepare a wealth plan based on the case let and also to show the calculation on the excel sheet provided. During the main event the participants were given a total of 10 minutes (7+3) to present their wealth plan and answer the questions asked by the judges on MS Teams platform

### ROUND 5- THE WINNING PITCH

The Marketing Club of Amity Business School organised the event - "INNOVATIVE BUSINESS MANAGER MARKETING ROUND- THE WINNING PITCH" on Saturday, 13TH MARCH, 2021 at MS Teams-virtual mode. There was a great diversity in the event as there was a large participation of students with great enthusiasm. The participants were assigned a random product for which they had to make a presentation and create a pitch in strategy to sell the product.

### ROUND 6- ACE THE RACE

The last round of the event was an interview round. Interviewers need to make the best recruit for every job. They might need to check that a candidate can respond in a valuable way and that is what the aim of the last round was, where all the contestants were made to address the inquiries set forward by the panellists. This interview round was aimed at target testing the contestant's conduct, multifaceted character and enabled to uncover their genuine demeanour.

# BHARAT KA AMRUT MAHOTSAV

To celebrate 75 years of independence, Amity Business School has organised various events from January to June 2021.

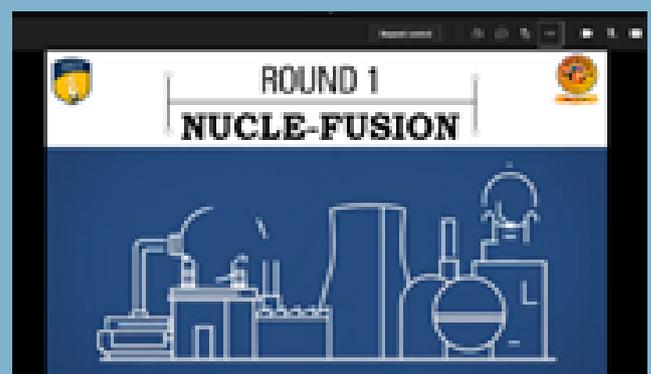
A debate competition has been organized by the Debate Club on the topic "Can Technological Advancement provide India an edge over other Developing Countries?".



Various lectures have been organised by the HR club, Finance club and Student Activity Cell on various topics like Independence HR (Hour), Digital Transformation in Banking, Financial Services & Insurance and Emergence of Sports. They were conducted by having guest speakers like Colonel Rohit Singh Sahi, Mr. Pawan Prasad Srivastava (founder of P17 Sports Company), Mr Neelotpal Sahai (Head of Equities, HSBC) and Mr Amit Jain (CEO of Ashika Wealth Advisors).



There was a quiz conducted by the Quiz club known as the Nuclear Conquest which had 2 rounds of Nucle-Fusion and Quiz-atomic.



# ABS CREATIVE MINDS



*Leesan Ul Nabi*  
*Mba (Marketing and Sales)*  
*Batch 2020- 2021*

## Each Day. Every day.

Every evening they try to bring me on my knees,  
Every morning i stand on my feet.  
Every evening they criticise my passion,  
Every morning I have more faith in it.  
Every evening they make me look like a loser,  
Every morning I make myself the winner.  
Every evening they stab me on my back,  
Every morning they still see me smiling.  
Every Morning the sun rises up,  
Every morning my hope to hustle rises.

## Know Your Worth

When someone fails to see your love,  
Don't break down, know your Worth.  
When someone brings you on your Knees,  
Don't lie Down, Just know your worth.  
When someone makes things Tough For you,  
Don't quit, Just Know your Worth  
When you seem to have No Good way to be happy,  
Think about your Life And Know Your Worth.  
If someone tries to Make you cry,  
Don't sadden your happiness, Just Know your worth.  
Life Is Hard, Just don't quit  
AND KNOW YOUR WORTH.

# ABS CREATIVE MINDS

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*Batch 2020- 2021*



## Hope

Hope is the inextinguishable fire  
That keeps me warm  
Amidst the chilliest of hailstorms  
Do not let it blow off  
No! Shield the flame  
With your might and soul  
Oh you the heavy laden  
Endure a little more  
For however dark it may be now  
Brighter it shall grow  
Like a fearsome Phoenix with its fiery wings  
Shoot through the dark hovering clouds  
Bringing light into our lives

Hope is the flower abloom  
Among wild weeds  
Come rain, come gust of wind  
It will stand, still  
It may be plucked  
It may be crushed  
Over and over again  
But it will rise back up  
Its iridescent petals unwind  
Bringing glimpse of hope  
Into our lives.

# ABS CREATIVE MINDS



*Shivani Rathore*  
*Mba General*  
*Batch 2020- 2021*

## IOT to reduce CO2 Emission

Pollution assumes a significant function in harming our planet. Fast industrialization, quick urbanization, fast populace development, quick development of vehicles on the streets, and other human exercises changed the characteristic air. The nature of the climate changes, and those climate changes are brought about by the aggregation of ozone harming substances in the air. One of the greatest natural issues confronting the present reality is an Earth-wide temperature boost brought about by ozone harming substance emissions. Carbon dioxide, a significant segment of the climate, warmingly affects the world's surface. Checking and controlling these progressions to secure the climate is a significant test. From the point of view of long haul control of CO2 emissions at the source, it is a more attractive and compelling technique for avoidance and control innovation. The principle goal of this whitepaper is to execute an IoT that estimates CO2 emissions from public vehicle, industry, and rapidly spreading fires utilizing CO2-touchy Raspberry pi. The measure of carbon dioxide radiated is constantly distinguished in the city and furthermore finds the most contaminated territories. We will likewise execute an insightful framework for the early discovery of backwoods and mountain fires. A mountain fire is an uncontrolled fire that happens in nature, making serious harm normal and HR, and the mountain fire radiates more CO2 gas than foreseen by the state's climate objectives.

# ABS CREATIVE MINDS

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# ABS CREATIVE MINDS



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## World's Gaze

Do not be afraid  
Of the world's gaze

You will be scrutinized  
Your every move  
Your very existence  
You will be capitalised  
On your fear and disproved  
Of your brilliance.

Do not be wary  
Of the world's promiscuity

They will strip you naked  
Feed you hatred  
Doesn't matter that you're not wicked  
They'll light you up  
Burn you like the witches  
And pass their judgement.

Stand strong  
To the world's gaze

For there's nothing you can do  
For either way, they'll judge you  
For at the end  
It comes down to you  
Either kiss up to the world  
Or live to fulfil your purpose  
And make your life whole.

# ABS CREATIVE MINDS

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# ABS CREATIVE MINDS

*Shivangi Chaudhary*  
*Mba General*  
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## Social Support- What we all crave for

Social support as we know in layman language is defined as the perception of or actual presence of people around us who are there to support us when needed when we feel happy they are the ones who are present their to hear us out and make us feel special and multiply the importance of the event and they are the one who consoles us and advise us when we are sad, are troubled or are suffering from something serious.

We, humans, are social beings thus it is our innate need to be with others and thus this need strengthens the importance of social support. We human beings crave for validation and social rejection is considered to be the worst kind of punishment, thus highlighting the fact that we want to be others to such an extent that we might conform to things we do not wish to do. The source of social support varies in everyone's life; some might receive it from friends, some from family, some from colleagues, and some by joining some kind of interest group or religious group.

Social support is something that helps one overcome the drastic events of ones life, we all have that need of affiliation which is born out of this craving for support.

# ABS CREATIVE MINDS

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## A Solder's Heart (A tribute to Indian army)

A habitual life forsaken  
Family and friends left behind  
Tearful eyes and goodbyes  
Vague promises to meet again  
If only alive

Role of a knight  
I have taken  
I refuse to be shaken  
A great sense of patriotism  
In me awakens

Day and night I strive  
My brothers alongside  
Whether dawn or dusk  
I keep my eyes open  
Prepared for a strike



I refuse to give in  
To the enemies  
I refuse to bow down  
Till my last breath I shall fight  
To keep my mother safe and sound

If at all I'm gone one day  
From the face of the Earth  
If my soul should ever leave this world  
Bury me in the soil  
So I can sleep in my mother's womb

Tell my beautiful wife  
And my precious little ones  
Tales of my bravery  
Their letters, food to my soul  
That kept me going  
Till I took my last breath  
And left this world

# TEAM COMMUNIQUE 2021

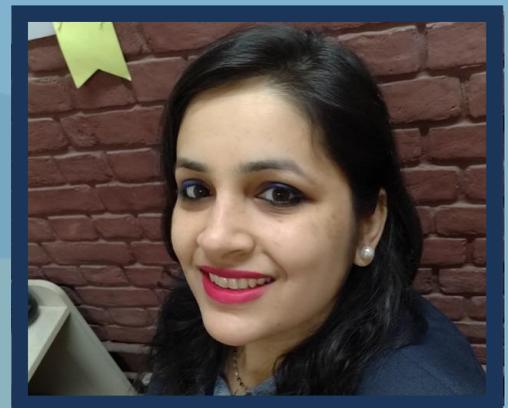
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