



**AMITY**  
UNIVERSITY

# COMMUNIQUE

*Amity Business School, E-Newsletter*



**ISSUE 9**  
(JANUARY 2023 – JUNE 2023)

## In this issue:

- Director's message
- Placements, live projects and market visits
- Corporate interactions/ Guest lecture
- Conference/ Meeting /Industry Visits
- Student activities
- Training



**Dr. Ashok K Chauhan**  
Founder President



**Dr. Atul Chauhan**  
Chancellor



**Dr. Balvinder Shukla**  
Vice -Chancellor

## DIRECTOR'S MESSAGE



**“A leader is one who knows the way, goes the way, and shows the way”**

**John Maxwell**

*Eras are changing and requirements are numerous. The rising competition and transformed social life, the secret to a rewarded accomplishment can be derived when the state of mind is experiencing tranquillity which leads to mindful considerations. Clear views and determination support us to accomplish goals effectively. With intensifying expectations and dominant challenges attaining transparency, purpose and outcome of every decision is a great achievement. The organization goals is to take proactive and strategic steps to complete the process so that sustainable organizations with a futuristic looking perspective adapting to the external environment are able to achieve its business objectives in adverse situations and tapping into individual motivations in the interest of furthering an organization wide goal.*

***Prof. (Dr.) Sanjeev Bansal  
Dean FMS & Director  
Amity Business School  
Amity University Uttar Pradesh***

## FROM THE EDITORIAL DESK

*Dear Readers*

*Amity Business School has always believed in going beyond learning and creating 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.*

*My special compliments go to all those who have worked behind this.*

*Dr. Jaideep Kaur*

*Dept. HR and Psychology*

*Amity Business School*

# Placements, Live projects and Market visits

## Placement of ABS students

### Monthly Report: January 2023

Sl. No.	Name of the Company	On Campus/ Off Campus /PPO/Virtual Mode	No of Placed Students
1	HDFC Bank	Online	3
2	Spice Money	On Campus	1
3	Philips	Online	1
4	RateGain Travel Technologies Ltd	On Campus	2
5	SBI Cards	Off Campus	2
6	Niva Bupa	Off Campus	1
7	Jaro Education	Online	1
8	Frost & Sullivan	On Campus	1
9	Barclays Bank	Online	2
10	Shahi Exports Ltd	Off Campus	1
11	Spyne.ai	Off Campus	1

### Monthly Report: February 2023

1	Mahindra & Mahindra Finance Ltd	Off Campus	2
2	ICICI Lombard	Online	5
3	Greenlam Industries Ltd	Off Campus	1
5	BIG FM	Online	2
6	Vodafone Idea Limited	Online	1
7	Saxo Group India Pvt Ltd	Off Campus	2
8	Jigsaw	On Campus	3
9	Cosmo First	On Campus	1
10	Lead squared Pvt Ltd	(Virtual)	1
11	South Indian Bank	Off Campus	1



12	Colorjet India Ltd	On Campus	2
13	Le Grand	Online	1
14	Graziano Trasmissioni India Private Limited (Dana)	Off Campus	2
15	BPTP Ltd	Off Campus	5
16	GIST	On Campus	1
17	AU SMALL FINANCE BANK (BFSI)	Off Campus	3
18	Rategain	Off Campus	3

### Monthly Report: March 2023

1	HDFC BANK	Off Campus	4
2	Newgen Software Technologies Ltd	Off Campus	2
3	SN Capital	Off Campus	9
4	HCL Technologies LTD	Online	5
5	Marico Ltd	Off Campus	1
6	Colorjet India Ltd.	On Campus	2
7	Bhutani Infrastructure	Off Campus	1
8	Intec Infra	Off Campus	1
9	HSBC	Off Campus	5
10	F2 Fintech Pvt Ltd	Off Campus	2
11	HDFC Ltd (Industry-BFSI)	Off Campus	4
12	R1 RCM Pvt. Ltd	Off Campus	1
13	Casemine	Off Campus	1

### Monthly Report: April 2023

1	Iron Mountains	Off Campus	1
2	TCS	Off Campus	2
3	Silver Leaf Solutions Pvt. Ltd.	Off Campus	1
4	Newgen Software Technologies Ltd	Off Campus	1
5	HDFC Ltd (Industry-BFSI)	Off Campus	1

**Monthly Report: May 2023**

1	EDF RENEWABLES	Off Campus	1
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**Monthly Report: June 2023**

1	Hinduja Housing Finance Ltd	Off Campus	1
2	Collaboration People Technologies Pvt Ltd	On Campus	2
3	Times Network	Off Campus	4
4	Investors Clinic	Off Campus	5
5	Ramboll India Pvt Ltd	Off Campus	1
6	Reliance Brands Ltd	Off Campus	2
7	HDFC Bank Ltd	Off Campus	8
8	Intech Infra Pvt Ltd	Off Campus	1

**Inter Institute Placement by CRC - ABS**

Sl.No.	Name of the Company	Name of Institution	No of Students Placed
1	Lowes	CII-Sol	4
2	Tech Mahindra	AGBS	1
3	Tech Mahindra	AIBS	1
5	To The New Digital	AGBS	1
6	Mahindra & Mahindra Finance	AGBS	3
7	Wise Yatra	BCA/BBA/B.Com	3
8	GIST	Biotech	1
9	Deloitte	ACCF	2
10	Moolchand Hospital	ACCF	6
11	HDFC Ltd	AGBS(Bhubaneshwar)	1
12	HDFC Ltd	AGBS (Patna)	1

13	PWC	ACCF	1
14	Moolchand	ACCF	2
15	Digilicious	ASCO	4
16	HDFC Ltd	Amity Patna	1
17	Ditto By finshots	ACCF	2
18	Investors clinic	ACCF	8
19	Investors clinic	AIBS	2
20	Innodata	Amity Pharma	2
21	Axis Bank	Amity Bangalore	1
22	Triveni Engineering Industries Ltd	ASSET	6
23	Policy Bazar	ASB	1

### *Live projects*

Sl. No.	Class of	Name of the Company	No of Student
1	2024	BLOCKON	8
2	2024	Iron Mountain	1
3	2024	EY India	1

### *Forum / Guest lecture*

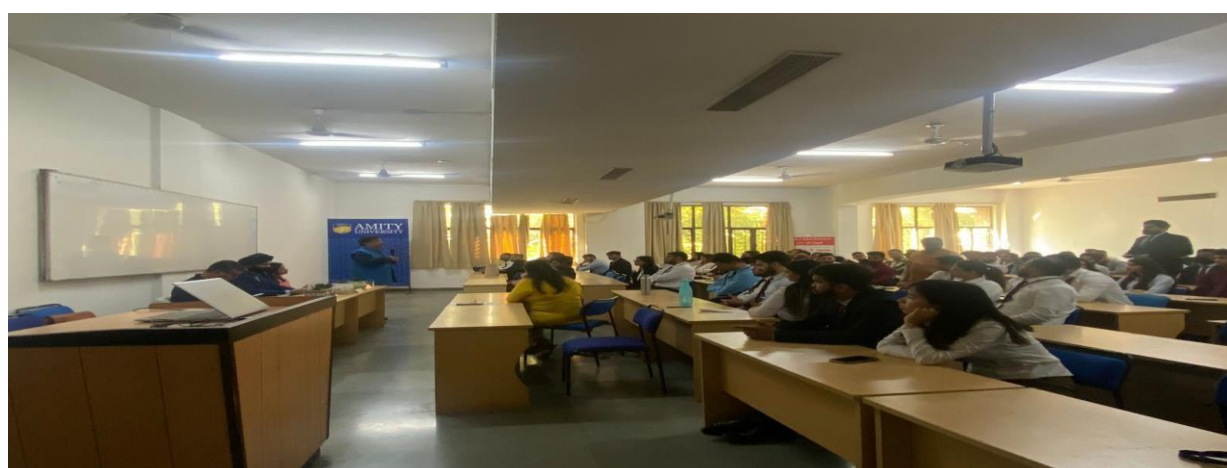
**Alumni Entrepreneurs Forum - MBA-G Section A&B, & MBA AICSM Class of 2023 on 12<sup>th</sup> January 2023:-**

Sl. No.	Name	Designation	Name of the Company
1	Mr. Gomteshwar Jain	MD	Rasberrie Designs Pvt Ltd
2	Mr. Varun Yadav	CEO	Varuna Chemicals Pvt Ltd
3	Mr. Aakash Arora	Sr. Consultant	Capgemini Services India Pvt Ltd
4	Mr. Kapil Mohan Sharma	Founder	Shrngga Global Solutions



**Alumni Forum - MBA Class of 2024 MBA M&S (Section A &B) on 23<sup>rd</sup> February 2023:-**

Sl. No.	Name of the Company	Designation	Name of the Company
1	Mr. Nirmallya Roy Chowdhury	Founder & CEO	Radicle Advisors
2	Mr. Nishant Goel	Co-Founder	Gizmore
3	Mr. Taranvir Ugal	Founder	Xpress Learners
4	Ms. Nidhi Goel	Sr. Manager	Retail Automation Indian Oil Corpn



Ms. Vibhuti Love, Founder, Vistaar Designers Pvt. Ltd. Invited for Panel Discussion on **Special Segment Y20** on 13<sup>th</sup> March 2023 during the 8<sup>th</sup> GLRC 2023



**Amity Excellence Award** conferred on Big Fm during Valedictory session of 8th GLRC on 15<sup>th</sup> March 2023, Ms. Neha Kapoor, Lead Talent Acquisition & HR, Big FM, Alumni (MBA 2008) received the Award Online on behalf of **Mr. Abraham Thomas, CEO, Big FM,**



**Ms. Shilpi Kapoor, CMO, Airtel Payments Bank, PGDM 2003 & Ms. Neha Sharma, Sr. Manager-HR, Reserve Bank of India (MBA – 2008) participated as Distinguished Speaker in the Valedictory Session on 15<sup>th</sup> March 2023**



The following **Alumni Delegates /Corporates** attended the **8<sup>th</sup> GLRC, Human Resource Forum** on 15<sup>th</sup> March 2023 :-

S. No.	Name	Designation	Name of the Company
1	Mr. Kumar Deepak	Director	Aruna Global
2	Mr. Saurabh Pandey	CEO	dotConverse
3	Ms. Shobha Sharma	Manager-HR	Insight Alpha
4	Mr. Neeraj Kumar	Zonal Head	Zauri Finserv LTD
5	Ms. Shalini Srivastava	AGM-HR	Sara International
6	Mr. Kunal Pandey	Regional Manager	Zauri Finserv LTD
7	Ms. Sarita Chauhan	Head-Corporate Strategy	Vserv Pvt Ltd
8	Ms. Kavita	DGM-HR	Triveni Egg Industries Ltd
9	Surabhi Singh	Manager	Vserv Pvt Ltd
10	Pawan Kr Khurana	Co Founder &CEO	Certonce pvt Ltd

14) An **Alumni Forum** for MBA-M&S 2024 Section A & MBA (G) , Section -C, Class of 2024 on 23rd March 2023 :-

- 1)Mr. Pushpendra Singh Indolia, GM, Tata Motors Ltd
- 2) Mr. Pranjal Srivastava, Group Manager, Adobe Systems
- 3) Mr. Abhishek Verma, Head CEO's Office, Rezo.ai





**CEO Talk MBA(HR) class of 2024** held on 24<sup>th</sup> March 2023:-

Mr. Manoj Sharma, Founder & Director, HuQuo Consulting Pvt. Ltd.



**Corporate Talk** organized on 5<sup>th</sup> April 2023 MBA (G)- Sec C&D / MBA(FIN) / MBA(DM)/ MBA(TM) / MBA(CISM) / MBA(CM) 2024 & we have invited the following Sr. Corporate Guests:-

- Mr Sachin Sharma, Manager – KPMG Learning Academy
- Mr. Sarthak Shukla , Asst. Manager





## ***8TH GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC 2023)***

**Amity Business School (ABS), Amity University Uttar Pradesh organized its annual Research Conference, 8<sup>th</sup> Global Leadership Research Conference (GLRC 2023) on the theme, "Architecting New Tenets for Future of Business on 13 March, 2023 to Wednesday, 15<sup>th</sup> March, 2023 in Hybrid Mode.**

Marketing Forum

**Date: 14<sup>th</sup> March 2023, Tuesday**

**Start Time: 12:00hrs**

**End Time: 14:00hrs**

The Global Leadership Research Conference was organized by Amity Business School, Noida on 13<sup>th</sup> – 15<sup>th</sup> March, 2023 (Hybrid Mode) on the theme Customer Experience: Future of Marketing

**Link: <https://amityuni.live/86325601948>**







**Speaker 3: Mr. Pankaj Dubey (Founder of DSPIN Consulting, TEDx Speaker)**

Sir spoke about the rapid changing world due to technology and how today's generation is at the forefront of a major change, in addition he stated that the human element will always be necessary. He shared people should always be adapting to changing and any new technological trends, so that they can become change enablers for the people around them. Sir also expressed his views on the Augmented Reality which can enhance the customer experience for the consumers but is still in its niche stages and too expensive for the companies.



**Speaker 4: Mr. Tanmoy Saha (Associate Director , PWC)**

**Topic: Customer experience in Public Sector**

Sir informed the students on various facets he specializes in, such as Smart city solutions, Telecom Solutions, Water Resource Management etc. In public sector, customer experience is more about trust, because trust bridges the gaps and bring milestones in terms of progress. He talked about various government services for the public such as Digilocker, Aadhaar System, Passport Seva Kendra etc. which has helped in multiple ways to ease the problems of the India's population.

**Speaker 5: Mr. Amit Mishra (CEO South& South East Asia, MSL Group)**

He spoke about the culture at MSL and how company is focused on customer experience at creating beautiful stories. He gave an example of Oberoi Hotels and their customer service. Mr. Oberoi selects each working professional personally for their hotels and looks for a person who can empathize. He also talked about Customer experience is about ownership and institutionalizing the principle and culture of ownership for providing the best experience.



**Speaker 6: Mr. Manik Mahajan (Director Digital Marketing, Philips)**

Sir spoke on his personal real-life experience of giving customer experience to customers when he first started his job as an Area manager. He also shed insights on how Michelin innovates to enhance to promote their customer experience and his experience as a customer.



**Speaker 7: Mr. Ram Kumar (APAC Marketing Leader, IBM Consulting)**

Sir concluded the session by stating that customer experience is an outcome that at every stage touches or interacts with customers and AI will take over the marketing jobs in future.





**Vote of Thanks:** The session was wrapped by a vote of thanks by Dr. Ramesh Kr. Bagla to the organising committee and participants of GLRC 2023.

**Date:** Tuesday, 14<sup>th</sup> March 2023 (Day 2)

**Marketing Management (session 1)**

**Start time:** 10:00hrs

**End Time:** 17:00hrs **Venue:** F3 101

**Technical session 1- Paper presentation**

The 8<sup>th</sup> Global Leadership Research Conference organized by Amity Business School, Noida on 13<sup>th</sup> March 2023- 15<sup>th</sup> March 2023.

Day 2 began with the track on Architecting New Tenets for Future of Business.

**Morning/Pre-Lunch Session:**

**Session Chair:** Prof. Coste-Maniere Ivan

Professor

SKEMA Business School, Sophia Antipolis, France

**Session Co-Chair:** Prof. Pankaj Priya

Professor

BIMTECH Greater Noida

**Session Moderator:** Dr. Anurupa B Singh **Session In-charge:** Dr. Rahul Gupta

Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School welcomed the leaders from the industry and academicians.



They were welcomed with sapling from Dr. Garima Malik and Dr. Anurupa B Singh before the commencement of the first technical session on Architecting New Tenets for Future of Business.



A total of 30 paper presentations were made, out of which 10 were done pre-lunch and remaining were done post lunch. They are being reported in the order of presentation.

**Welcome address by Session In-charge, Dr. Rahul Gupta**, he welcomed all the guests, participants and students. He also gave a brief introduction of Amity University as well as Amity Business School.



Address by session chair, Prof. Coste-Maniere Ivan, SKEMA Business School, Sophia Antipolis, France. He gave a brief introduction of himself. He also discussed about the understanding of technology. He discussed marketing and technology that how technology is used for marketing also.



Address by session co-chair, Prof. Pankaj Priya, BIMTECH Greater Noida. He talked about GLRC and its learning opportunities and then elaborated about the benefits of research in marketing.



Further the session continued with Paper presentations.

Many papers were presented and there was a very good insightful and thoughtful academic discussion. The Vote of thanks was given by Dr. Pooja Sehgal Tabeck. She proposed her heartfelt gratitude to all the faculty members and presenters and gave regards to all. Closing Remarks and Comments were made by Chair and Panel Members



## **OPERATIONS & QUALITY FORUM**

**Date: Tuesday, 14th March 2023**

**Start Time: 10:00 hrs**

**End Time: 12:00 hrs**

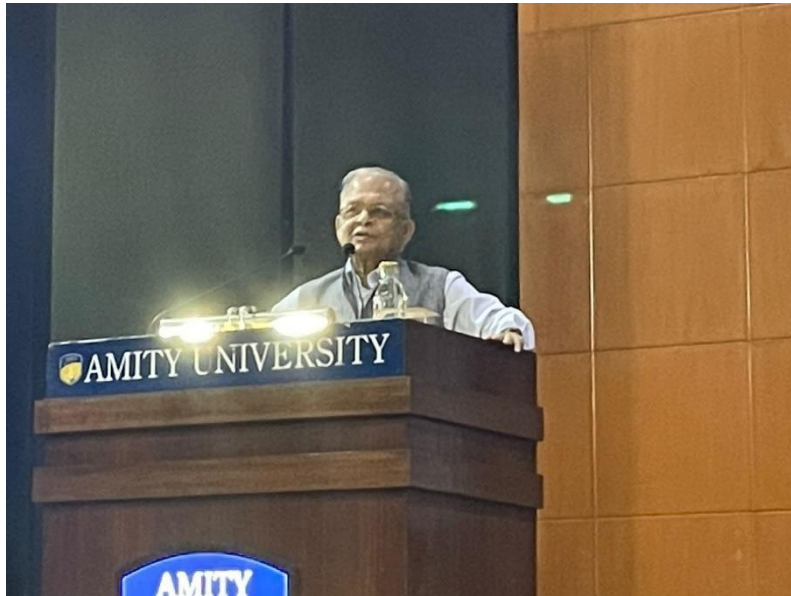
The Global Leadership Research Conference 2023 has been organized by Amity Business School, Noida from 13th to 15th March, 2023. The conference theme evoked: Architecting New Tenets for Future of Business. The topics covered in the session included various sub-themes are: sustainability, supply chain, operations and quality management, customer delight, logistics and technological disruption.

The introduction to the program was given by session/track in-charge Dr. Sandeep Mathur. He also introduced **Prof (Dr.) Sanjeev Bansal Dean FMS and Director of Amity Business School to the leaders from the industry and academicians.** Dean discussed with the esteemed gathering regarding the operations and quality track, giving a brief idea about quality in operations and supply chain management. Today's session started off with Dean of FMS and Director, ABS Prof. Dr. Sanjeev Bansal warmly welcoming the guests and fellow Amitians followed by a brief on Amity's journey, its Global presence, Operations and Quality forum. Theme of GLRC is to know how businesses are engaging and adapting new changes, Quality control method for decision making and continuous improvement.



The guests were welcomed with a sapling before the commencement of the first Technical Session on Operations and Quality Forum.

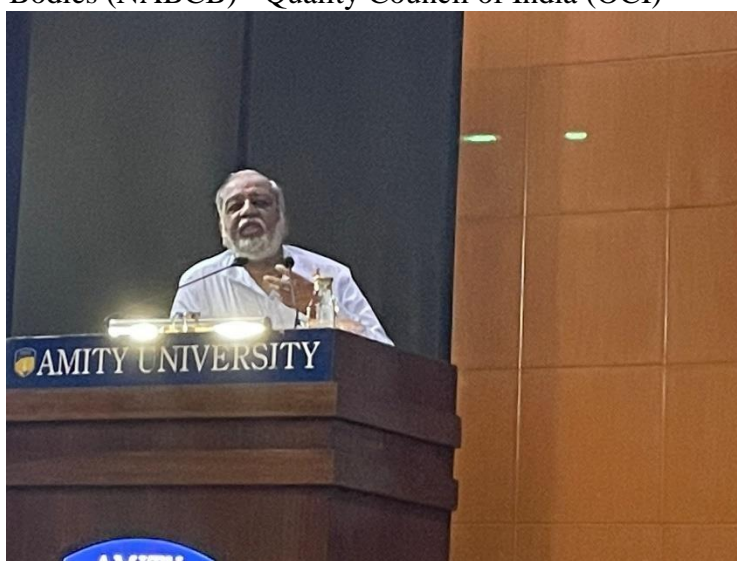
**Addressed by Dr. Adesh Jain, Director, Chairman, i2P2M & Founder, World Project Management**



He described that vision management is the key. And not to put all the efforts in the beginning and rushing is not good for a business in the long run. Vision further should be converted into goals. Goals decide strategies. Projects are the handle to manage and control strategies. And then we move towards operations. He also talked about Quality Management, Contingency planning and Importance of maintenance. He mentioned that words and commitment are extremely crucial and that the ultimate goal is customer satisfaction. Maintaining quality and operations in any organization is vital. Quality of decision improves drastically with data availability and quality. Data is infinite but we need to categorize it into small sets. Most important are personal qualities like integrity, honesty.

Ultimately for an organisation, it is the customer. If the customer is happy then we move to team joy and lastly we move to self joy. Self- joy is when we feel good that our customer is delighted. Lastly Human dimension is the master key. Innovation in India will lead to unlocking new opportunities was the concluding line given.

**Address by Mr Anil Juhari**, former CEO of the National Accreditation Board for Certification Bodies (NABCB) - Quality Council of India (OCI)



Sir started the presentation by thanking the panelists and Dean(FMS). He said that quality is a major driver for products and services in the market. Standard means quality standard. There are

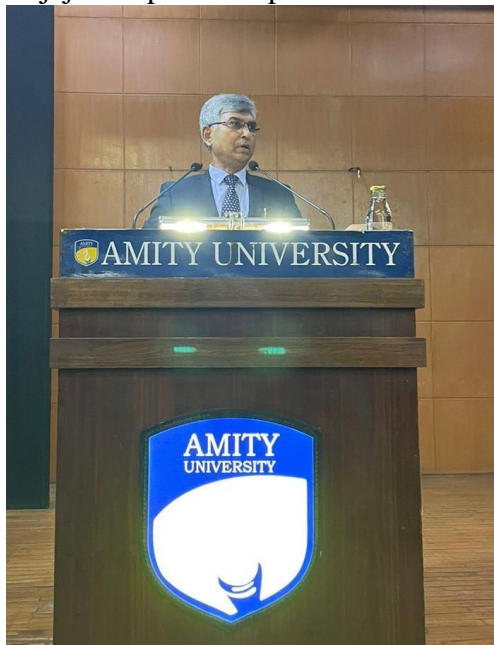


sectors like healthcare, education, aviation that are regulated and need approval. International and domestic regulations on quality were distinguished in his discourse.

The speaker spoke about the Domestic Regulations , Voluntary standards of Several sectors in India like food, pharma, electronics/IT good, electrical appliances, LPG cylinders, partially medical devices and other than some sector specific Acts (FSSA, D&C Act, etc), most regulation under BIS Act - Line min notifies - compliance to BIS standards - sometimes adoption of 150/IEC standards (like toys, electrical safety)

For products compliance is checked by testing products. In case of certificate verification we have Accreditation. Sir has worked for an Accreditation body since long. ISO is just a standard setting body. ILAC and APAC are accreditation or certification bodies. Compliance with standards is not enough but the manner should also be kept in mind.

**Addressed by Dr A.V Singh**, Member of Board of Directors and Chief Sustainability Officer of Bajaj Group of Companies



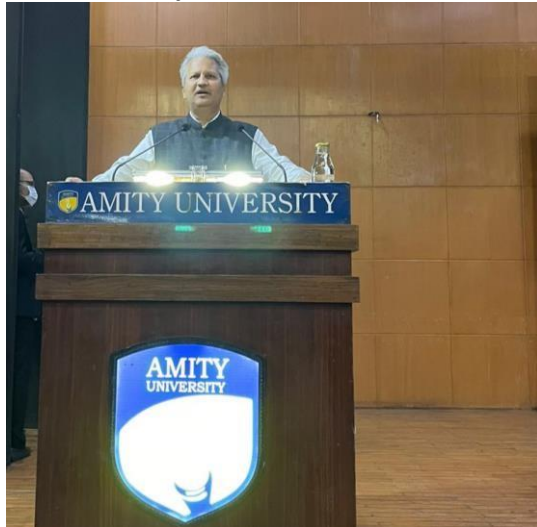
Sir spoke about Benchmarking and attributes and rewarding journeys. Expectations are always very high and continuous improvement is the key to bridge this performance gap. Benchmarking is best of best. Benchmarking is necessary because:

- \* To achieve Business & Competitive Objectives.
- \* Goals & Objectives Based on External Environment.
- \* Cost Efficient.
- \* Continual Improvement & New Development.

Customer driven objective is what sir focuses on.

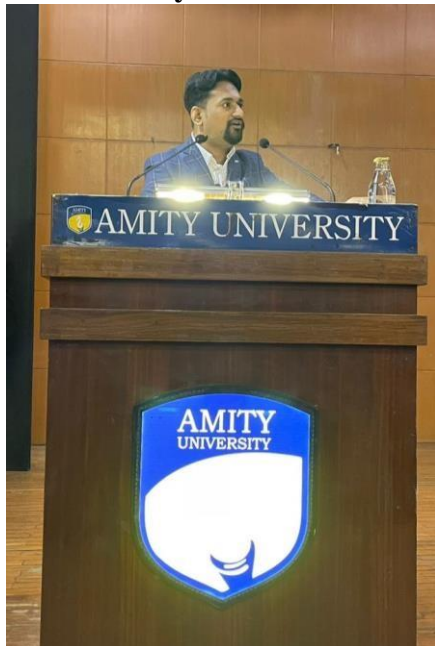
Initiatives by sir: adopted a village Bundelkhand. Planted 5 lakh plants.

**Addressed by Dr R S Rai, Director RPSS & Head QAE**



Sir started with a discussion on technologies and the emerging technology like Artificial Intelligence and Big Data then about the theories of quality management. How to manage quality for people from different cultures is a question raised by him. He also discussed the role of women in quality management principles. He believes that women carry out tasks more systematically so if women are in leadership positions it will help the organization attain its goal.

**Addressed by Mr Vaibhav Suhane, Head Corporate Quality, Halonix Technologies**



He extensively talked about Quality assurance in manufacturing industries. He started by giving a brief about the company he works for which is Halonix. Sir also showed the journey and evolution of their company. Some of the company achievements like PAN India presence, corporate tie up with industry giants and received awards. Customer service is god and delivering/ catering to their needs is a necessity to business growth, better work environment and sustainability. Sir believes that India will be number 1 in manufacturing in the next 20 years in the electronic and defense industry. Halonix takes customer feedback very seriously and takes corrective measures. He discussed the Hallmark given on the electronic goods and its importance in the quality that it determines. Sir concluded on the notes that quality is never an incident, it is always a result of intelligent effort.



**Vote of thanks:** Dr. Sandeep Mathur gave the vote of thanks where he thanked session chair, speakers, student team, faculties and the IT team of Amity University.



### **General Management -Technical session 1**

**Date: Tuesday, 14th March 2023**

The Global Leadership Research Conference was organized by Amity Business School, Noida on 13th –15th March 2023 (Offline Mode) on the theme “**Architecting New**

**Tenets for Future of Business”.** **Session Chair:**

Dr. Kavita Chauhan, Professor, Centre of Management Studies, (Jamia Milia Islamia)

Dr. Rashmi Aggarwal, Professor, School of Management & Entrepreneurship (Shiv Nadar University),( UP)

Dr. Laxmi Ahuja, Professor, Amity Institute of Information Technology

Dr. Anita Venaik, Professor, Amity Business School

**Session In-charge:** Dr. Teena Bagga, Professor Amity Business School

Day 2 began with the General Management track.

The main theme of the General Management track was ‘Architecting New Tenets for Future of Business’.

The General Management Track began with the lighting of lamp followed by Saraswati Vandana by the dignitaries



A total of 20 paper presentations were scheduled on 14<sup>th</sup> March 14, 2023.

**Introductory Remarks by Session chairs:** Dr. Kavita congratulated Amity University for organizing such an event. She explained any business can succeed only by working both in offline & online manner, so connectivity with the society matters. Further Dr. Rashmi Aggarwal showed light on flourishing of ABS since its inception. According to her Research must have vision to cover some level of societal issues. She further explained technology is an enabler, so it must be included in decision making. Dr. Laxmi given her heartiest congratulations to the participants. Dr. Anita explained that Research is all about doing things in a better way that things already found. Many papers were presented and there was a very good insightful and thoughtful academic discussion. The event was concluded by a vote of thanks by Convener, where she expressed his gratitude to all the faculty members and presenters and gave her regards to all.





**Theme: Architecting New Tenets for Future of Business Date: Monday, 14<sup>th</sup> March 2023  
(Day 2) F3 Seminar Hall: 10:00hrs - 17:00hrs Venue: F3 Seminar Hall**

**Human Resource Technical-Session I**

**Date: 14th March 2023**

**Session In-charge: Dr. Shikha Mishra**

The 8th Global Leadership Research Conference organized by Amity Business School, Amity University, Noida from 13th-15th March 2023, on the theme Architecting New Tenants for Future of Business.

The introduction to the program was given by Dr. Shikha Mishra Session/track in-charge. She introduced the august gathering regarding the Human Resource Management track which was followed by a welcome speech by student Emcees who welcomed the session chair **Dr. Meenakshi Gandhi**.



**Session Chair: Dr. Meenakshi Gandhi** (Professor-Vivekananda Institutes of Professional Studies GGSIU)



**Session Chair: Ms. Sheetal Jerath Sharma** (Human Resources Transformation Expert - Grant Thornton Bharat)



They were welcomed with a sapling before the commencement of the first technical session on Human Resource Management by Dr. Shikha Mishra (Associate Professor, Amity Business School, AUUP Noida) and Dr. Anshu Yadav (Assistant Professor, Amity Business School, AUUP Noida) Amity Business School.

Dr. Shikha Mishra welcomed all the dignitaries and the audience.







Further, Setting the Tone or the HR Track, the Session Chair Ms. Sheetal Jerath Sharma spoke about embracing technology and analytics with an emphasis on adapting to new technologies and using analytics to track work for efficiency. She also emphasised on performance management tools and how automation is helping in the overall processes.

**Addressed by Session chair: Dr. Meenakshi Gandhi**

She talked about how technology will become the norm as a skill set. She also talked about the gender-pay gap and how socioeconomic change has started which will change working life.



**Addressed by Session Chair: Ms. Sheetal Jerath Sharma**

She also talked about how understanding business tone is really important for HR personnel which helps HR to focus on working towards the vision of the respective organisations. After that, Group photos were taken which included the Session chairs, the Session In-charge and all the presenters.

**Closing Remarks and Comments made by Chair and Panel Members**

**Dr. Meenakshi Gandhi**

She thanked all the organizers for conducting the conference. The varied areas of HR discussed by the presenters in the conference will add up to the existing literature on the subjects.

**Ms. Sheetal Jerath Sharma**

She focused that the research should have a noble approach and should give a recommendation to others for their future research. She also explained that the framework of the research should be extensively worked on for a better research outcome.

**Post-Lunch Session**

**Session Chair: Dr Swati Agrawal** (Professor - Bennett University)

**Session Chair: Dr Shinu Vig** (Associate Professor - Symbiosis Centre for Management Studies, Noida)

**Session In-charge: Dr. Anshu Yadav**

**Dr Swati Agrawal**

She thanked all the organizers for conducting the conference. The varied areas of HR discussed by the presenters in the conference will add up to the existing literature on the subjects.

**Dr Shinu Vig**

She focused that the research should have a noble approach and should give a recommendation to others for their future research. She also explained that the framework of the research should be extensively worked on for a better research outcome

**Vote of thanks:** Dr. Anshu Yadav proposed her heartfelt gratitude to the director ABS, Chancellor and Vice-chancellor for their visionary ideas and motivation for organizing such events. She also proposed a vote of thanks to all the Session chairs, presenters, student coordinators, conveners, co-conveners, audience and all the supporting staff of the 8th Global Leadership Research Conference, 2023.

**Date: Tuesday, 14<sup>th</sup> March 2023 (Day 2) Track: Entrepreneurship**  
**Track Time of Session 10:00hrs - 15:00hrs**

**Venue: F-3 (208) - Conference Room**

**Technical Session – Paper Presentation**

**Session Chair - Dr. Adarsh Kumar Aggarwal** Vice-President, Chitkara Innovation Incubator Foundation (CIIF), Chitkara University

**Session Moderator - Dr. Garima Agarwal**, Assistant Professor, University Entrepreneurship Cell Coordinator, Amity University Noida

**Session In-charge - Dr. Ritesh Dwivedi**, Assistant Professor, Department of Marketing, Amity Business School, Amity University Noida

The 8th Global Leadership Research Conference organized by Amity Business School, Amity University, Noida from 13th-15th March 2023, on the theme Architecting New Tenants for Future of Business. The Entrepreneurship Track of which, began by a video of Amity Universe, which was followed by introduction of the track.



The audience was welcomed by **Session Moderator - Dr. Garima Agarwal**, Assistant Professor, University Entrepreneurship Cell Coordinator, Amity University Noida and **Session In-charge - Dr. Ritesh Dwivedi**, Assistant Professor, Department of Marketing, Amity Business School, Amity University Noida.

Dr. Garima Agarwal was welcomed with a Tulsi Sampling by Dr. Ritesh Dwivedi.

**Address by Dr. Garima Agarwal** – She highlighted that today’s era is the era of entrepreneurship, not only for India, but across the globe and how the entrepreneurs are essential for the overall growth and development.

**Address by Dr. Adarsh Kumar Aggarwal Vice-President, Chitkara Innovation Incubator Foundation (CIIF), Chitkara University** – He elaborated on the need and impact of entrepreneurship in the current scenario. He highlighted how the sessions like the Entrepreneurship track would help people to understand the dynamics of the entrepreneurial industry.



Many papers were presented and there was a very good insightful and thoughtful academic discussion. The event was concluded by a vote of thanks by Dr. Convener, where he expressed his gratitude to all the faculty members and presenters and gave his regards to all.

**Date: Monday, 14<sup>th</sup> March 2023 (Day 2) F3 Seminar Hall: 10:00hrs - 17:00hrs Venue: F3 102**

### **Finance Management Technical-Session I**

**Date: 14th March 2023**

The 8th Global Leadership Research Conference organized by Amity Business School, Amity University, Noida from 13th-15th March 2023, on the theme Architecting New Tenets for Future of Business.

The Esteemed judges were welcomed with a virtual sapling before the commencement of the workshop.

**Session Chair:** Dr Jivan Kumar Choudhary

Associate Professor Department of Commerce and Management Studies

**Session Chair:** Dr Dinesh Kumar Sharma

Assistant Professor Gautam Buddha University

**Session In-charge: Dr Ritu Wadhwa**



Dr. Ritu Wadhwa welcomed and introduced the sub theme for this financial track session “Financial Fusion Shaping Financial Goals”.

Further the session continued with Paper Presentation





Many research papers were presented which were well received, and were commended for thorough research process.



## **Leadership Forum**

**Date: Tuesday, 14th March 2023**

The Global Leadership Research Conference organized by Amity Business School, Noida on 13<sup>th</sup>- 15<sup>th</sup> March 2023 on the theme Architecting New Tenets for Future of Business.

The Leadership Forum Track began with the Amity presentation video and an inspirational welcome speech by **Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School** to the leaders from the industry and academicians.



### **Session-1**

**Chair:** Dr. Sanjeev Bansal

**Guests :** Dr. Meena Mahajan, Mr. Suhaib Ilyasi

**Convenor:** Dr. Vijit Chaturvedi welcomed the Guest Speakers before the commencement of the first Technical Session on Leadership Forum with Bagavath Geetha prayer. Dean Sir has welcomed the Guest Speaker with a Sapling.

### **Professor Dr. Sanjeev Bansal**

He has stated this is one of the sessions that he was waiting to deliver to the students. The leadership forum had three sessions. The session is providing an insight for rewiring the New

DNA of Leadership where the speakers discussed about Bhagwad Gita which gave leaders a great vision as they are unconditional leaders and role models.



**Speaker 1:** Dr. Meena Mahajan, Founder of Siddhi Foundation powered by Humanity

**Topic:** Leadership Talk on Avgaahan from Bhagwad Gita

The speaker started with a vote of thanks to Chairman and the University. She said that she has been associated with the institution for a long time. She also stated that her work with people of criminal nature has changed her perspective to a great extent. She also spoke about the ancient texts and has even translated the texts for the younger ones to understand.

The speakers have also written books related to Bhagwad Gita and recited a few 'shlokas' or verses which enabled the audience as well as the panelists to gain a new perspective of life.



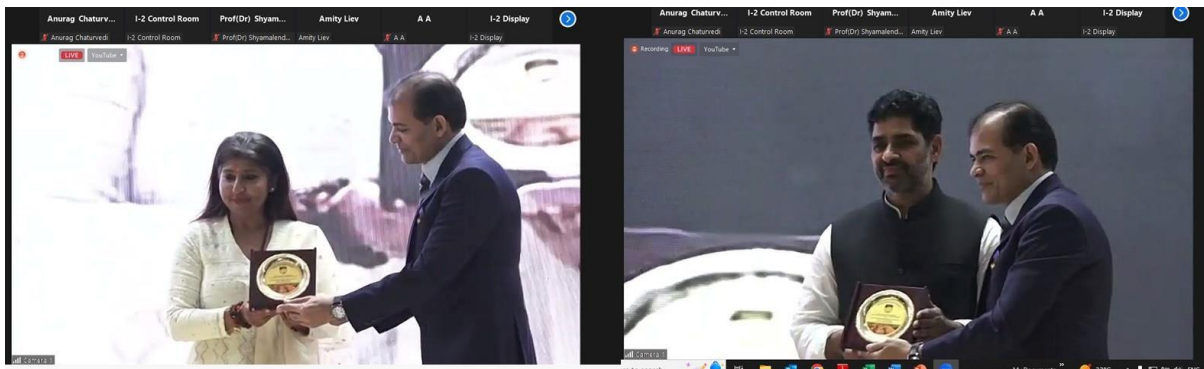


**Speaker 2:** Mr. Suhaib Ilyasi, Editor-in-Chief, Bureaucracy Today



Mr. Ilyasi also mentioned verses from the Bhagwad Gita in his address. He appreciated the facilities and curricula of Amity Business School. He pressed upon the importance of the Gita and suggested the audience to read the same regularly. Mr. Ilyasi also highlighted the importance of the Gita in the development of medical sciences which included sustainability as well as the concept of DNA.

**Vote of thanks:** Dr. Viji Chaturvedi delivered the vote of thanks  
Respected Dean FMS felicitated the guests.



## Session-2

**Topic:** Focus on Women in Leadership in the era of digitalization

**Convenor:** Dr. Anshu Singh

Dr. Anshu Singh welcomed all the dignitaries

**Forum Chair:** Ms. Pooja Chauhan, Chairperson, Amity Humanity Foundation & Amity School of Film and Drama

Dr. Debjani Roy, CHRO, Mind Your Fleet (Kromozones Software Pvt. Ltd.)

Dr. Runa Maitra, Founder and Director, People Talent International

Dr. Rachna Yaduvanshi, ARTO, Agra

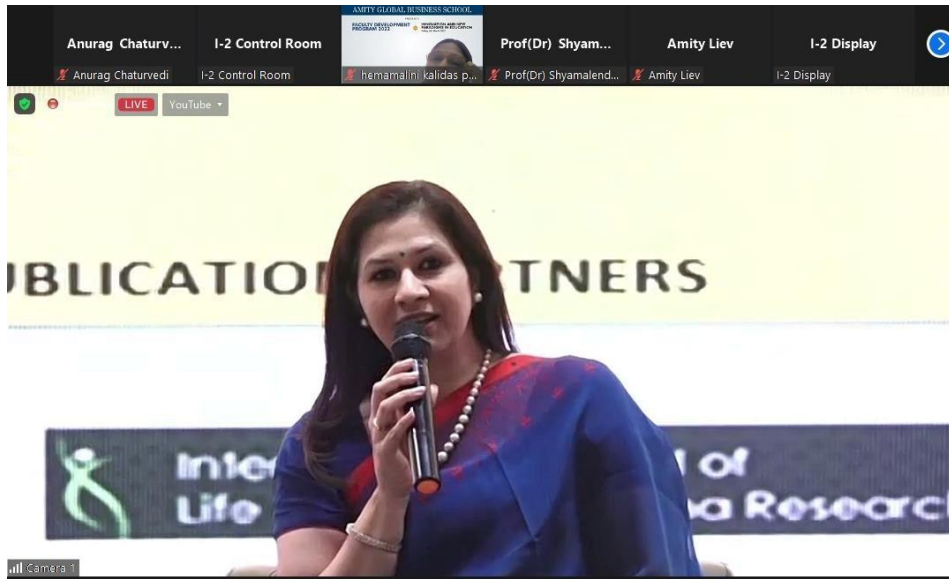
Dr. Yeliz Karaca, Associate Professor and Senior Researcher, University of Massachusetts



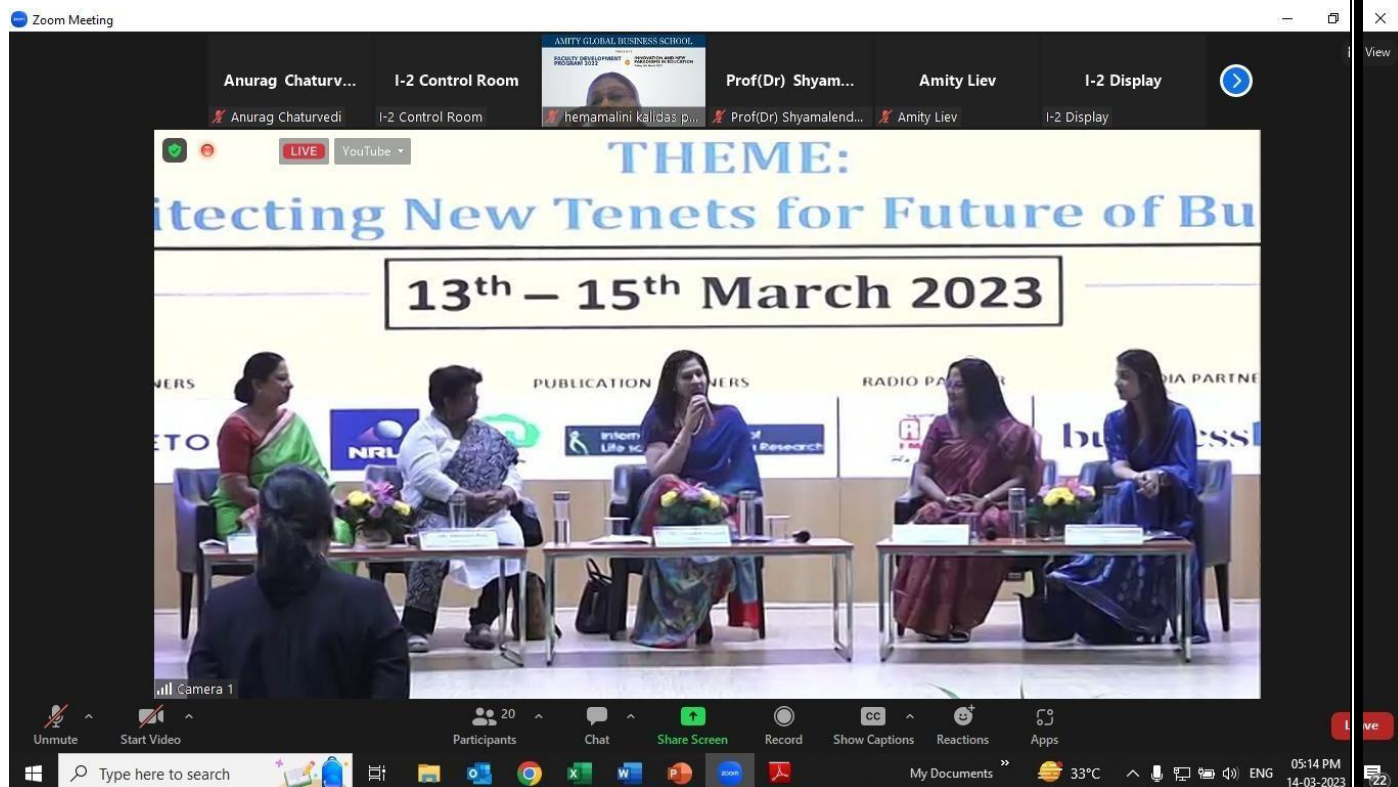
**Professor Dr. Sanjeev Bansal** – welcomed all the guest on behalf of the Chairman, Hon'ble Chancellor, Vice Chancellor and all the students. He elaborated how a person who doesn't desire power is a true leader.



**Speaker 1: Ms. Pooja Chauhan, Chairperson, Amity Humanity Foundation & Amity School of Film and Drama**



Mrs. Chauhan congratulated Dr. Sanjeev Bansal for a wonderful conference and appreciated the audience who will learn from experienced speakers. Ms. Chauhan appreciated the positions that women have taken in decision making positions.



**Speaker 2: Dr. Rachna Yaduvanshi, ARTO, Agra**

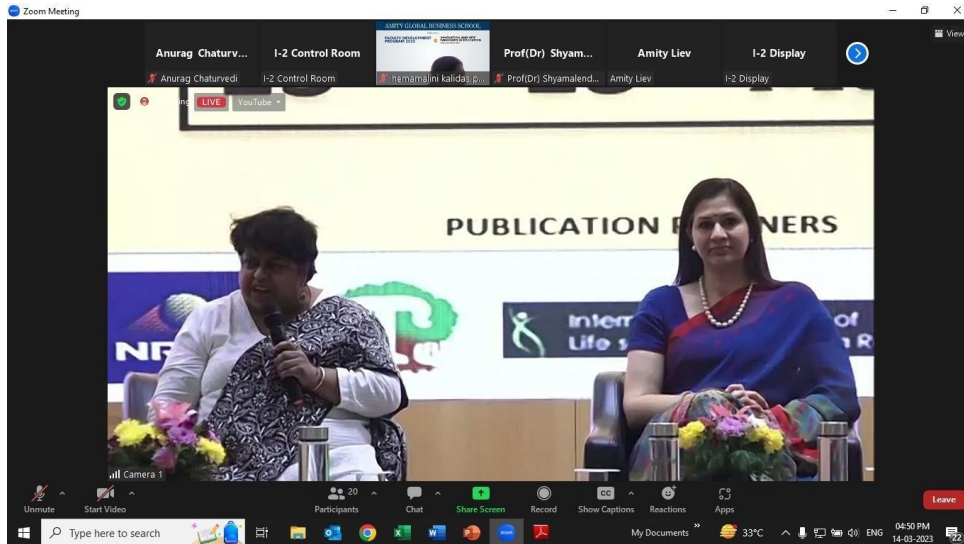


Dr. Yaduvanshi shared that women are natural born leaders which she explained with the example of her grandmother who used to take care of the household all by herself and also was essential in leading her children in achieving the success in their life, she did all that even when she was herself illiterate, which motivated Dr. Yaduvanshi even more to dream big. Then she continued on women should come forward in this field of science and technology because their numbers are very less in comparison to other fields and the reason for their reluctance should be pondered to promote them.

**Speaker 3: Dr. Debjani Roy, CHRO, Mind Your Fleet (Kromozones Software Pvt. Ltd.)**







Dr. Roy stated that she was a mother when she started her MBA and had faced a lot back lash and discouragement from a lot of people but her support system was her mother in law who supported her during her studies. She shared that along with managing her home, she made sure that her house was full of harmony and love. She shared that she went to Islamabad to carry out a merger and was successfully carried out the same with the support of her colleagues.

**Speaker 4: Dr. Runa Maitra, Founder and Director, People Talent International**

Ma'am started with the greeting to the students present and her heart-warming words for Dr. Yaduvanshi's great motivation speech. She stated that Gender diversity in coming era will be prevalent and women with a lot of experience will get into tech and challenging roles.



## Guest of Honor memento was presented to Madam Pooja Chauhan



## And other dignitaries





### Session-3

**Topic:** Eminent Doctors and Medical Experts on Mental and Emotional Well-Being **Forum Chair:** Dr. Sanjeev Bansal, Chairperson, GLRC 2023 Forum  
**Co Chair:**

Dr. Ritu Gupta, President, Academy of Pediatricians

Dr. Mohit Gupta, DM (Cardiology), Professor of Cardiology, G.B. Pant Hospital

Dr. Rajdeep Singh, Professor, Maulana Azad Medical College

**Speaker 1:** Dr. Rajdeep Singh, Professor, Maulana Azad Medical College



Dr Singh talked about Emotional wellbeing He stated that as a leader you have to trust your team and hand over them the duties. He advised to have a good circle and always maintain a good sleep.

**Speaker 2:** Dr. Mohit Gupta, DM (Cardiology), Professor of Cardiology, G.B. Pant Hospital



The doctor stated that the leaders are the servants to this nation. you have to empower and lead them to a beautiful journey. If you want to bring change the day is today. **Speaker 3:** Dr. Ritu Gupta, President, Academy of Pediatricians



She congratulated and gave thanks to all present and all Amity dignitaries. She appreciated the theme of this GLRC and how we are building the world which everyone is dreaming and quoted "If your actions inspire others to dream more, learn more, do more, become leader, you are a Leader" by John Quincy Adams. Emotional well being and mental wellness is all about how being emotionally intelligent makes you a leader.

#### Vote of Thanks:

The second day of conference was a highly enriching experience for one and all.



The day ended well with a cultural show



## *Student Activities*

### **QUIZ COMMITTEE: E BULLETIN**

“INVICTUS”, the Quiz Committee of ABS, published its 40<sup>th</sup> issue of E-Bulletin on 1<sup>st</sup> January 2023, under the guidance of Dr. Shweta Awasthi.

- The central theme of the Newsletter is to spread awareness related to current affairs and spread engagement of our committee over Instagram.
- The members of this editorial team are from the Office Bearers of INVICTUS – The Quiz Committee.

### **FINANCE CLUB: MUDRA**

The monthly finance newsletter – Mudra, January edition was released on 1<sup>st</sup> January, 2023.

- The theme for the December issue of Mudra was “Microfinance”.
- The first editorial was written by a student member on the topic “Microfinance is the

Backbone of Every Economy.”

- The second editorial was written by a student member on the topic “Microfinance as a Financial Developmental Initiative.”
- Members of the club provided relevant news based on the theme, along with Market policy and rates, Game, financial facts, and terms.

### **ENTREPRENEURSHIP CLUB: REVAMPAGE**

Entrepreneurship Club organized a competition named Revampage which was based on presenting an idea for remodelling of national heritage sites. The event started at 2:30pm with an introduction speech. The event had 50+ attendees. They presented their idea under a time frame of 4 minutes. National heritage sites like Taj Mahal, Golden Temple, Red Fort were taken up by the participants. Each participant showcased their best of their work and were competitive. After seeing all the remodelling ideas, the winner, runner up and second runner up were announced. In continuation with that our esteemed jury addressed the audience and gave feedback to the participants.

#### **Details of Winners:**

<b>Position</b>	<b>Names</b>	<b>College</b>
1 <sup>st</sup>	Shreya Singh	Amity Business School, Noida
2 <sup>nd</sup>	Simran Bagga	Amity Business School, Noida
3 <sup>rd</sup>	Nishika Mehra	Amity Business School, Noida



### Glimpses of the event-



### STUDENT ACTIVITY CELL: MYSTICAL LIFE (BKAM)

To celebrate **Bharat Ka Amrut Mahotsav**, the Student Activity Cell of Amity Business, Noida organized a Podcast Competition on the Movie Nominations for the Oscars. In this podcast series, we shed a light upon how we as people, learn about the ways of life and how we overcome the downs of our lives in a beautiful way, under the guidance of Dr. Garima Kohli Malik on 5<sup>th</sup> January 2023. The participants were required to give a podcast on a movie character of the nominated movies and talk about how they helped them in living their life to the fullest.

### Details of Winners:

Position	Names	College
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1 <sup>st</sup>	Payal Upadhyay	Amity Business School, Noida
2 <sup>nd</sup>	Aastha Sharma	Amity Business School, Noida
3 <sup>rd</sup>	Samay Goel	Amity Business School, Noida

**Google Form Link:** <https://forms.gle/8Nw2GtfZMxwT5s9f6>

**Glimpses of the event-**



**STUDENT ACTIVITY CELL: WORLD HINDI DAY**

To celebrate **World Hindi Day** the Student Activity Cell of Amity Business, Noida organized a Short **Essay Writing competition** on the theme of nationality in the language “Hindi” which was aimed to promote the feeling of belongingness towards the Hindi language amongst the



students of Amity Business School. The event was held online on Microsoft Teams where participants expressed their love for nationality in Devanagari. The event was held under the guidance of Dr. Garima Kohli Malik on 10<sup>th</sup> January 2023. **Entries were submitted on the official Student Activity Cell Email ID.**

**Details of the Winners:**

Position	Names	College
1 <sup>st</sup>	Sparsh Srivastava	Amity Business School, Noida
2 <sup>nd</sup>	Ishita Gupta	Amity Business School, Noida
3 <sup>rd</sup>	Mehak Sharma	Amity Business School, Noida

**Glimpses of the Event:**

AMITY BUSINESS SCHOOL

SA Student Activity Cell

“हाथ मिलाकर एक साथ चलेंगे, हम विश्व में एकता की मिसाल बनेंगे।”

**WORLD HINDI DAY**  
**SHORT ESSAY WRITING COMPETITION**

**क ख ग घ**

DATE: 10TH JAN, 2023  
TIME: 9:00 PM ONWARDS  
VENUE: MICROSOFT TEAMS

Sparsh Srivastava: 8506950529  
Aditya Sirohi: 9727536057

@SAC.AMITY  
STUDENTACTIVITYCELL2020@GMAIL.COM

**STUDENT ACTIVITY CELL: NATIONAL YOUTH DAY**

On the occasion of **National Youth Day**, The Student Activity Cell of Amity Business School, Noida was proud to conduct an awareness drive through Instagram under the guidance of Dr. Garima Kohli Malik on 12<sup>th</sup> January, 2023. The students were required to share the social issue

with which they connect the most and share the measures which can help to eradicate them. There were 20 submissions. Through this event, The Student Activity Cell was able to spread awareness about the issues that the young generation is facing in the current times and the measures that can be taken to solve those issues.

### **Glimpses of the Event-**



### **THE CULTURAL CLUB: NATIONAL YOUTH DAY**

On 12th Jan 2023, the cultural club of ABS, Avroh organized an online cultural event celebrating National Youth Day, also known as Vivekananda Jayanti. National Youth Day is a special day

designated to commemorate the Indian thinker, philosopher, and social leader, Swami Vivekananda's birth anniversary. The event included participation by seniors as well as juniors to celebrate this auspicious day through various forms of art like dance, singing, acting.

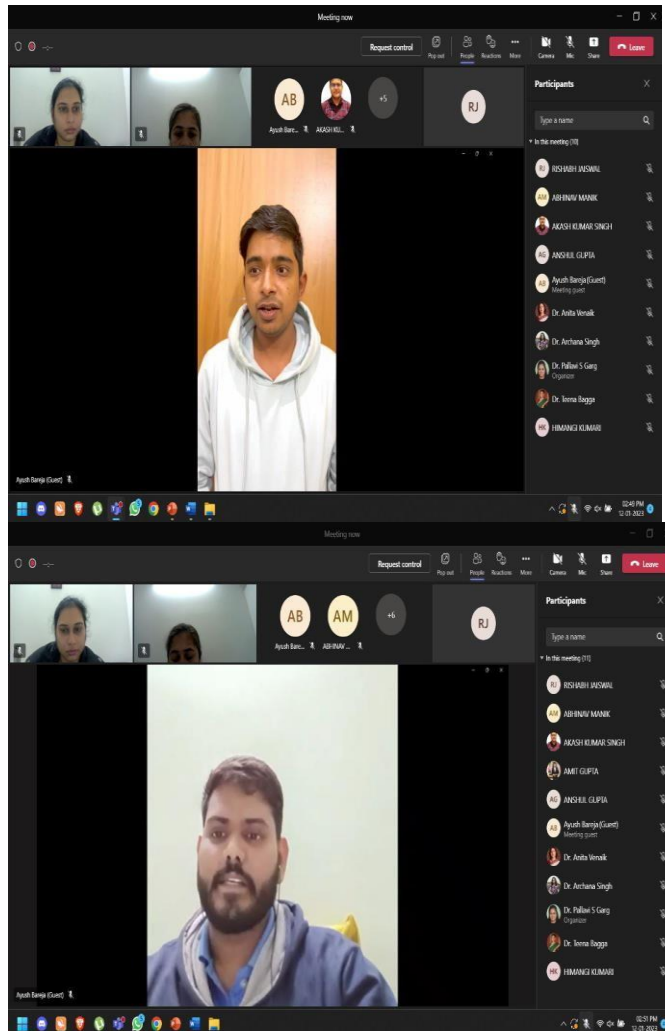
**Glimpses of the Event:**



**DEBATE CLUB AND IT CLUB: YOUTHVERSE**

The event was to mark the occasion of **National Youth Day**, also known as ‘**Vivekananda Jayanti**’ which is celebrated to honour Swami Vivekananda Ji, who was a highly influential figure in the 19<sup>th</sup> Century. The participants had to record and submit a 1-3 min video on the topic “Do you feel that the youth is dependent too much on technology these days?” and speak either for or against the motion. They were judged based on fluency, perspective, diction, grammar, delivery, and presentation.

## Glimpses of the Event-



## OPERATIONS CLUB: DIGITAL YOUTH TRANSFORMING INDUSTRY OPERATIONS

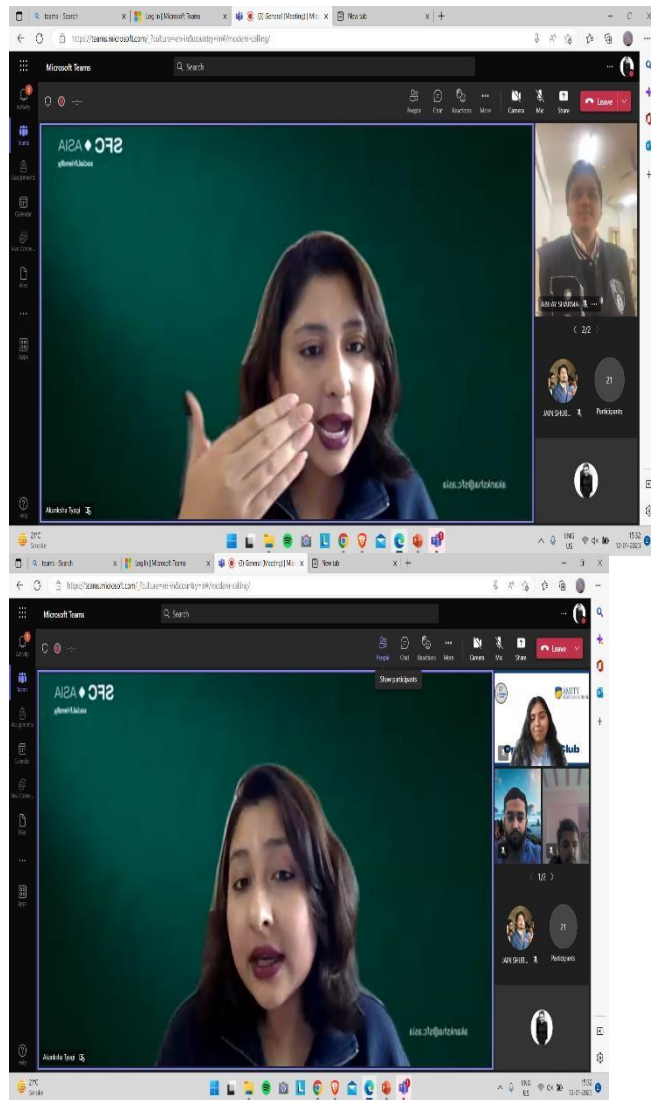
The guest lecture was a knowledge filled and interactive session between the two speakers, Mr. Ankit Anand, sub editor at CricTracker and Ms. Akanksha Tyagi, CEO of Social Friendly. Both the speakers are experts in their domain and shared their insights how digitization has transformed the area of operations. Mr. Anand focused how the digital tools have enabled an improved content creation scenario and Ms. Tyagi shared



her insights as to how the concept of digitalization has transformed and revolutionized the entire operations scenario.

The event was conducted via MS Teams on 12<sup>th</sup> January 2023.

### **Glimpses of the Event:**



### **HR CLUB: SOCIAL CONNECT**

In Social Connect, light was shed on the Corporate Social Responsibility Activities taken by the Companies. The participants submitted a poster depicting the different aspects of CSR. There were 27 participants who presented their own interpretation of CSR in a Poster and mailed them

to the Official HR Email Id. Dr. Anshu Singh (Assistant Professor - Amity Business School) had joined us as the Jury for this Event who judged the participants on their creativity and awareness of the topic, and finally the winners were announced. Certificates of Participation and Merit were given to the participants. The coordinators of the event Ms. Esha & Ms. Stuti, along with the complete HR team conducted the event ecstatically and diligently.

**Details of the Winners:**

Position	Names	College
1 <sup>st</sup>	Jhalak Jain	Amity Business School, Noida
2 <sup>nd</sup>	Siddharth Singh Tanmay Bhargava	Amity Business School, Noida
3 <sup>rd</sup>	Tanya Duggal Abhishek Nair	Amity Business School, Noida

**Glimpses of the Event:**



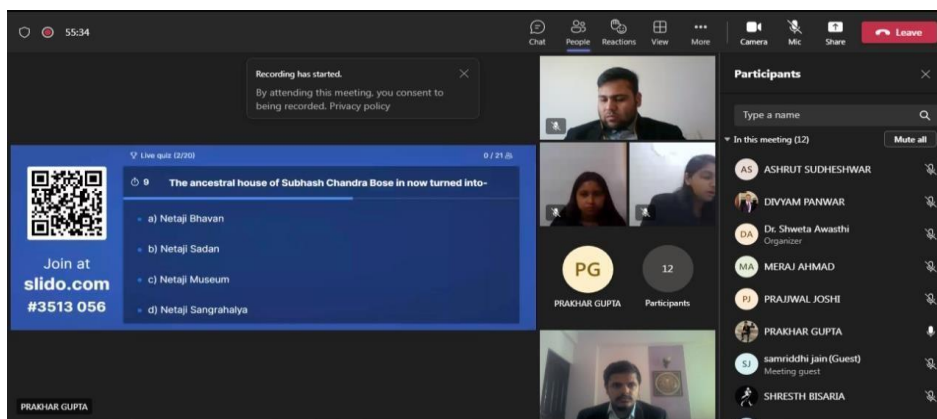
### **QUIZ COMMITTEE: PARAKRAM DIWAS**

Amity Business School (ABS) organized a Quiz Competition **Parakaram Divas Quiz** on the birth anniversary of Netaji Subhash Chandra Bose on **23<sup>rd</sup> January 2023** at university level. The Round Was played online on the platform named Slido. It included the Multiple-Choice Questions related to life of Netaji Subhash Chandra Bose. The questions were shown on the screen. Participants were required to answer the questions in the platform itself. Each participant was given 15 seconds to answer each question. In total there were 20 questions that were answered.

#### **Details of Winners:**

<b>Position</b>	<b>Participant</b>	<b>Institution</b>
Winner	Acira Gupta	Amity Business School (ABS)
1 <sup>st</sup> Runner Up	Rishika Pathania	Amity Business School (ABS)
2 <sup>nd</sup> Runner Up	Dakshita Sharma	Amity Business School (ABS)

#### **Glimpses of the Event:**



## **STUDENT ACTIVITY CELL: UTTAR PRADESH DIWAS**

To celebrate Uttar Pradesh Diwas the Student Activity Cell of Amity Business School, Noida organized a video making and collage competition which was aimed to promote the cultural and regional diversity of Uttar Pradesh amongst the students of Amity Business School. The event was held online under the guidance of Dr. Garima Kohli Malik on 24<sup>th</sup> January 2023.

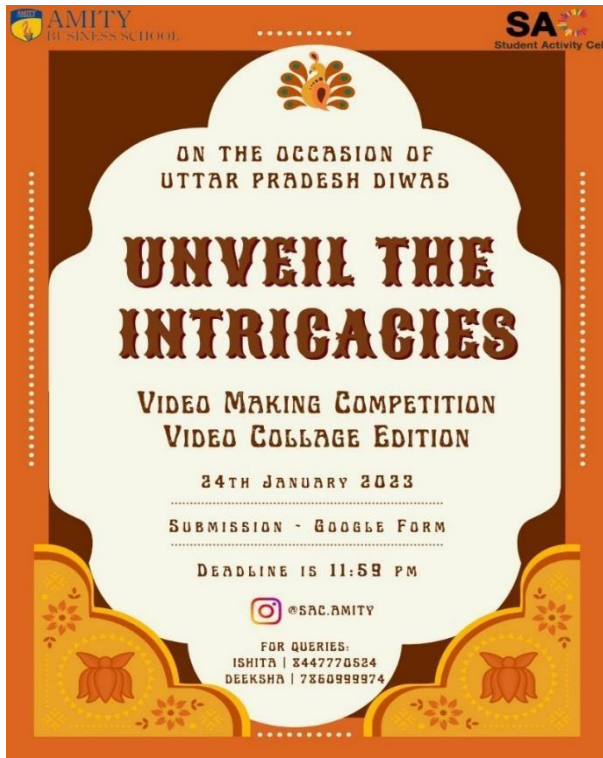
**Link to the Google Form:** <https://forms.gle/UYqQy9aLcq6bzhqs5>

### **Details of the Winners:**

Position	Names	College
1 <sup>st</sup>	Sparsh Srivastava	Amity Business School, Noida
2 <sup>nd</sup>	Priyanka Arora	Amity Business School, Noida
3 <sup>rd</sup>	Mehak Sharma	Amity Business School, Noida



### Glimpses of the Event:



### STUDENT ACTIVITY CELL: REPUBLIC DAY

To celebrate the Republic Day and to wish the faculties of our Amity Business School Amity, The Student Activity Cell of Amity Business School, Noida sent a mail with greetings on the occasion of Republic Day, under the guidance of Dr. Garima Kohli Malik on 26<sup>th</sup> January, 2023 to all the faculties. Student Activity Cell also uploaded posts on the official Instagram handle of the cell to wish everyone the same.

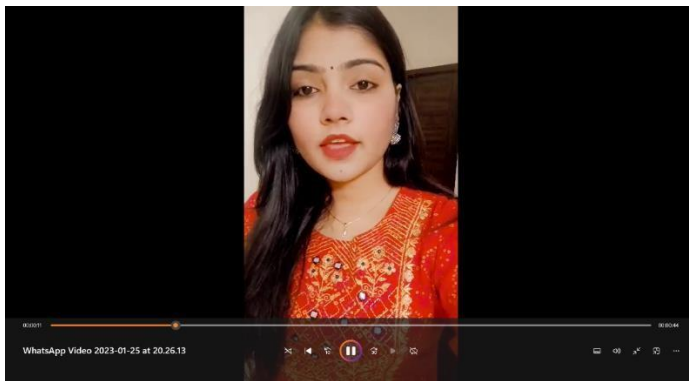
### Glimpses of the Event:



## **THE CULTURAL CLUB: REPUBLIC DAY**

AVROH, The Cultural Club of Amity Business School celebrated 74th Republic Day this year, as on this day the Constitution of India came into the effect in 1950. The event began at 12:00PM onward on MS Teams with the opening remark by our student President Mr. Aniket Chatterjee. He invited our Faculty Head Dr Sonali P Banerjee Ma'am as Chief Guest. Then a competition in the form of cultural activities was organized. In the competition individual club members have given their performances in the form of singing and dancing. The Chief Guest has announced the results/winners of the competition. Towards the end of the programme has given the speech and motivated the club members to maintain the same spirit and enthusiasm.

### **Glimpses of the Event:**



## **STUDENT ACTIVITY CELL: QUOTE WRITING COMPETITION ON BIRTH ANNIVERSARY OF LALA LAJPAT RAI**

To celebrate the Birth Anniversary of Lala Lajpat Rai and to give the students of Amity Business School the opportunity to share a quote by Lala Lajpat Rai which they relate the most with. The participants give their own Interpretation of the Quote and the reason it means so much to them.

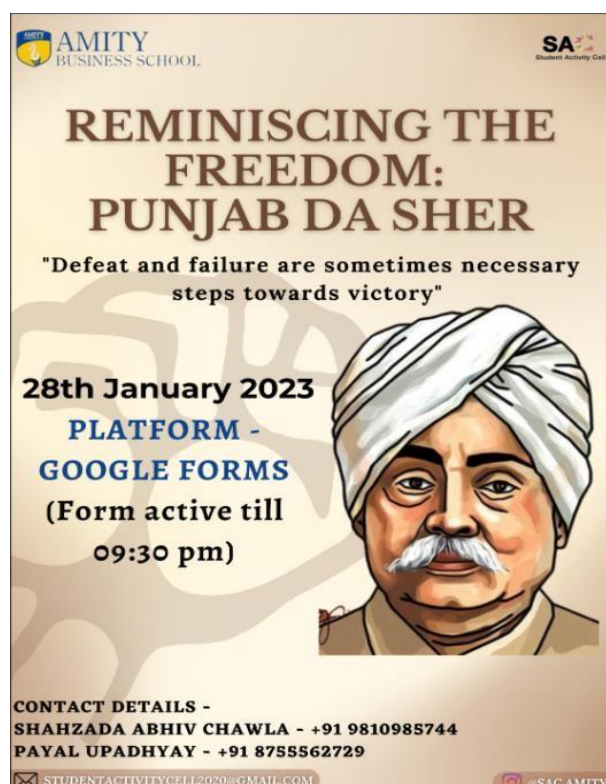
The Student Activity Cell of Amity Business, Noida was proud to conduct a **Quote Writing Competition** on the theme “**Struggle, Determination, Bravery**”, under the guidance of Dr. Garima Kohli Malik on 28<sup>th</sup> January '23. Students were required to participate individually. The participants were required to give their submission through Google Form. There were 17 submissions out of which, 3 were the merit holders. Through this event, The Student Activity Cell was able to spread awareness about various ways humans push through their ups and downs of life with courage and bravery. Participation certificates were provided to all the participants and merit certificates were given to all the winners.

**Google Form Link:** <https://forms.gle/tqPPisjnTsVoUQxQA>

**Details of Winners:**

Position	Names	College
1 <sup>st</sup>	Ishita Gupta	Amity Business School, Noida
2 <sup>nd</sup>	Samay Goel	Amity Business School, Noida
3 <sup>rd</sup>	Ishfa	Amity Business School, Noida

**Glimpses of the Event:**

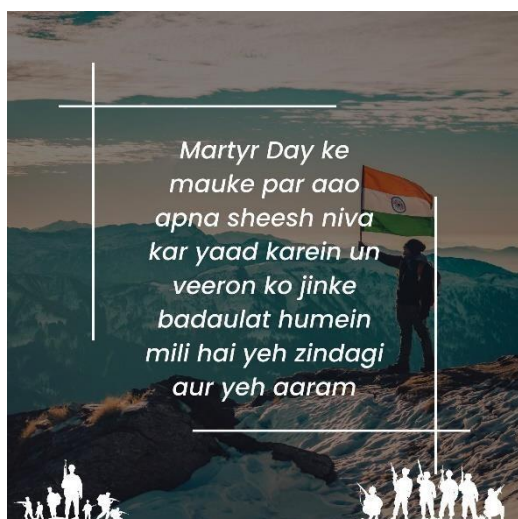


### **THE CULTURAL CLUB: MARTYRS' DAY**

AVROH, The Cultural Club of Amity Business School celebrated Martyrs' Day which is also known as Shaheed Diwas, is observed in India on January 30th to commemorate the assassination of Mahatma Gandhi in 1948 and on this day, we pay homage to the freedom fighters who sacrificed their lives for nation's independence. The event was conducted in online mode which also included slogan writing and poster making competition. And every club member took part in it with a great enthusiasm. A panel of Jury members (Faculty Head Dr. Sonali P Banerjee

Ma'am and Student President Mr. Aniket Chatterjee and Vice President Mr. Akash Kumar Singh) had evaluated the entries and announced the winners.

### **Glimpses of the Event:**



### **INTER INSTITUTE COMPETITION CELL**

The student coordinators of Inter-Institute Competitions Committee worked efficiently towards various events & gathered enthusiastic participation in myriad of competitions spanning major B Schools all over India under the guidance of Dr. Richa Sharma during the month of January, 2023.

They tracked 6 competitions, all of academic/educational institutions hosted in the month of January (details are attached below)-

S.NO	Name of the college	Event Name	No of teams Participated/ Participants
1	Indian Institute of Technology, Kharagpur	Guesstimates: What gets measured, gets managed!	2
2	Indian Institute of Technology, Kharagpur	Synergy	1
3	XLRI	Neeti Manthan	2
4	Indian Institute of Technology, Guwahati	Startup Idea Competition	1
5	Management Development Institute (MDI), Gurgaon	MarQ-Witty: The Case Study Challenge	3
6	National Institute of Technology (NIT), Kurukshetra	Case on Point	2

### **QUIZ COMMITTEE: E BULLETIN**

“INVICTUS”, the Quiz Committee of ABS, published its 41<sup>st</sup> issue of E-Bulletin on 1<sup>st</sup> February 2023, under the guidance of Dr. Shweta Awasthi.

- The central theme of the Newsletter is to spread awareness related to current affairs and spread engagement of our committee over Instagram.
- The members of this editorial team are from the Office Bearers of INVICTUS – The Quiz Committee.

### **FINANCE CLUB: MUDRA**

The monthly finance newsletter – Mudra, February Edition was released on 1<sup>st</sup>February, 2023.

- The theme for the February edition of Mudra was “Risk Management”.
- The first editorial was written by a student member on the topic “Risk Management: Gauging Risks and Turning to Opportunity.”
- The second editorial was written by a student member on the topic “Strategies for Risk Management.”



- Members of the club provided relevant news based on the theme, along with Market policy and rates, Game, financial facts, and terms.

### **MARKETING CLUB: AD-WISE**

Marketing Club, Amity Business School, conducted a logo making competition on 02<sup>nd</sup> February, 2023. Participants had to conceptualize and redesign the logo of any existing brand of their choice and give justification for the same. The students turned up with logos and presented them in front of a jury, and tried to showcase their individual talent on how certain elements in the logo can overall have a big impact on the overall design and meaning in a logo. As marketing themed competition, the audience were also able to gain insight through interjection of jury and through the presentation of the participants themselves. Overall, the competition was a knowledgeable and insightful competition where the team, participants and the audience came together to deliver their best of the ability.

### **Details of Winners:**

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
<b>1st</b>	Mr. Chiranjeev Mehta	Amity Business School, Noida
<b>2nd</b>	Mr. Shivam Choudhary	Amity Business School, Noida
<b>3rd</b>	Ms. Nandini Garg	Amity Business School, Noida

### **Glimpses of the event-**



## **STUDENT ACTIVITY CELL: G-20 ESSAY WRITING COMPETITION**

The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues. The Amity Business School, Noida organized a competition of essay writing on 3<sup>rd</sup> February 2023 on the awareness of sustainable issue happening around the world. The competition got 67 participants where the top three candidates were awarded for their brilliant performance.

### **Details of Winners:**

<b>Position</b>	<b>Names</b>	<b>College</b>
1 <sup>st</sup>	Prapti Swaroop Kumar	Amity Business School, Noida

### **Glimpses of the event-**



## **STUDENT ACTIVITY CELL: G-20 PAINTING COMPETITION**

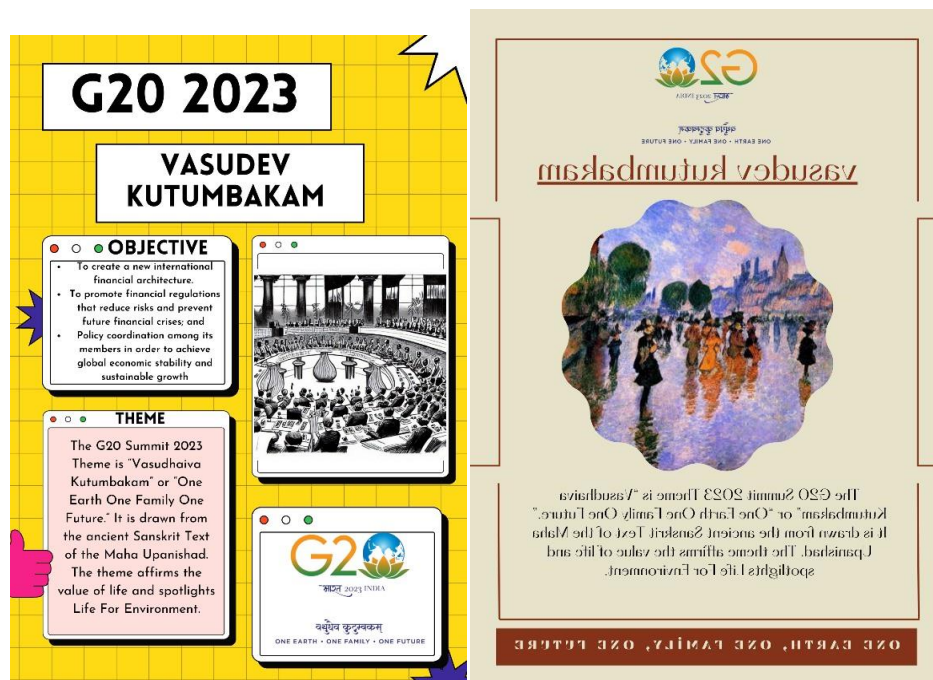
The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues. In accordance with the same, the participants were required to

submit a digital and hand drawn painting on SAC Email Id. They were evaluated on the basis of originality, creativity and cohesiveness.

**Details of the Winners:**

Position	Names	College
1st	Shahzada Abhiv Chawla	Amity Business School, Noida

**Glimpses of the Event:**



**IT CLUB : CYBERWORLD 2.0 (BKAM)**

Cyberworld 2.0, “cloud computing is new language to rewrite success” is the topic of panel discussion that IT Club have on 9<sup>th</sup> Feb 2023. Cloud computing is on-demand access, via the internet, to computing resources, applications, servers (physical servers and virtual servers), data storage, development tools, networking capabilities, and hosted at a remote data centre managed by a cloud services provider. The CSP makes these resources available for a monthly subscription fee or bills them according to usage.

This event has indulged students with knowing how cloud computing can be used in their respective field. Then students further given a chance to interact with guest and ask questions to them.

**Guest Details:**

NAME	DESIGNATION	ORGANISATION
Rishi Kanth	Vice President	Information Security Sumitomo Mitsui Trust Bank
ShivamSatnani	-	Privacy Evangelist ChargeeBee
Siddharth Pandey	Project Manager	BPS Technology Solution Tech Mahindra

**Glimpses of the Event-**



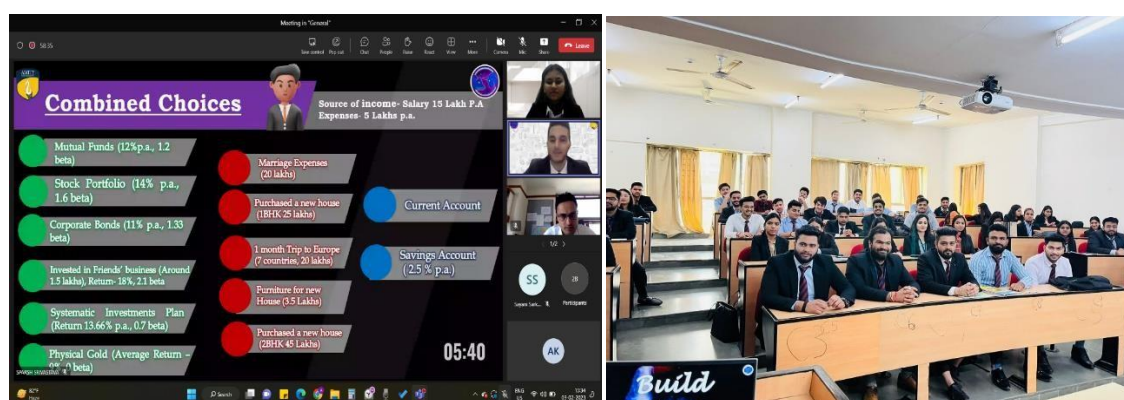
**FINANCE CLUB: BUILD YOUR WEALTH**

The Finance Club, Amity Business School(ABS)organized a game on “**Financial Planning & Wealth Management**”,to escalate the knowledge of participants in managing finances throughout their life cycle.The Life cycle was divided into age groups of (0-18yrs), (19-25Yrs), (26-33yrs) and (34-45yrs). At each age group the participants were given options under the heads **Investing, Expenses and Saving**. There were 4 rounds in the game. At the end the one who had multiplied his/her income to a larger extent won the game.

### Details of the Winners:

Position	Names	College
1st	Tejasv Khari	Amity Business School, Noida
2nd	Neel Shah	Amity Business School, Noida
3rd	Ramkarthik Krishnappa	Amity Business School, Noida

### Glimpses of the Event-



### STUDENT ACTIVITY CELL: G-20 POSTER MAKING COMPETITION

To celebrate India's first G20 group, the Student Activity Cell of Amity Business School, Noida called out all the budding managers to participate in a creative Poster-Making Competition under the guidance of Dr.Garima Kohli Malik on 16<sup>th</sup> February 2023. The poster entries showcased immense enthusiasm and zeal of the participants. The participants' determination was showcased by the way they were presenting and explaining the meaning of the posters designed by them.

### Details of Winners:

POSITION	NAME	COLLEGE/ UNIVERSITY
1st	Samay Goel and Keshav Verma	Amity Business School, Noida
2nd	Vatsal Saxena	Amity Business School, Noida



### **Glimpses of the Event:**



### **ENTREPRENEURSHIP CLUB: EARTHLINGS (G-20 EVENT)**

Entrepreneurship Club organised a hybrid game event named 'EARTHLINGS' on the occasion of 'G20 Summit'. The main objective of this event was to discuss how entrepreneurs and the environment can go hand in hand. The game aimed to test entrepreneurial knowledge along with sustainability and green energy for our future managers.

### **Details of Winners:**

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
<b>1st</b>	Eklavya Sharma	Amity Business School, Noida
<b>2nd</b>	RaunakBewariar	Amity Business School, Noida
<b>3rd</b>	Tshongtu	Amity Business School, Noida

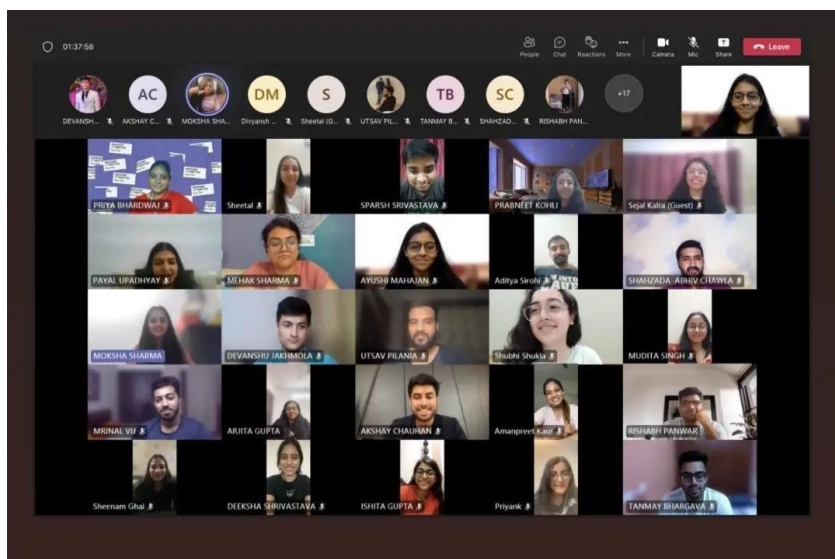
## Glimpses of the Event:



## STUDENT ACTIVITY CELL: TRAFFIC AWARENESS MONTH

Traffic Awareness is essential for part of every individual to be educated about traffic safety and its rules. The Amity Business School, Noida organized an awareness and oath recitation on a virtual meet among the students on 18<sup>th</sup> February 2023. The virtual meet was a great success and a great awareness drive among the generation.

## Glimpses of the Event:



## **DEBATE CLUB: CYBERNETICS- A PANEL DISCUSSION**

Privacy is not something that everyone is merely entitled to, it is an absolute prerequisite and so is security. In order to understand the point of view of people regarding this the Debate Club of Amity Business School, Noida called out students to participate in a panel discussion on the topic “Security and Privacy – Can We Have Both?” under the guidance of Dr. Archana Singh on 23rd February 2023. The participants showcased immense enthusiasm and zeal.

### **Details of Winners:**

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
<b>1st</b>	Mr. Vatsal Saxena	Amity Business School, Noida
<b>2nd</b>	Mr. Divyansh	Amity Business School, Noida
<b>3rd</b>	Ms. Muskan Kandhaway	Amity Business School, Noida

### **Glimpses of the Event:**



## **QUIZ COMMITTEE: TECHNODIUM**

Quiz committee organized an offline event named ‘TECHNODIUM’. The main objective of the event was to assess the knowledge regarding technological advancement in India. The event comprised of 2 rounds, first round was played on Slido platform and second round was conducted offline.

### Details of Winners:

POSITION	NAME	COLLEGE/ UNIVERSITY
1st	Shashwat and Adarsh	Amity Business School, Noida
2nd	Harsh Sahu and Shikhar	Amity Business School, Noida
3rd	Aayan Hussain and Rohit Dasari	Amity Business School, Noida

### Glimpses of the Event:



### OPERATIONS CLUB: OP CROSS

The OP Cross was an enthralling event organized by Opnex, the Operations Club of Amity Business School, Noida. Participants underwent testing based on their knowledge, experience, and comprehension in the areas of operations and supply chain management. Rounds were conducted during the event which provided in-depth knowledge and valuable insights about the domain.

### Details of Winners:

POSITION	NAME	COLLEGE/ UNIVERSITY
1st	Aditya Chandrayan and Dibendu Mondal	Amity Business School, Noida
2nd	Eklavya Sharma And Abhishek Sharma	Amity Business School, Noida



**3rd**

Jhalak Jain and Abhishek Nayyar

Amity Business School, Noida

**Glimpses of the Event:**



**STUDENT ACTIVITY CELL: INTERNATIONAL MOTHER LANGUAGE DAY**

To celebrate International Mother Language Day, the Student Activity Cell of Amity Business School, Noida called out all the budding managers to participate in a creative Guessing game under the guidance of Dr. Garima Kohli Malik on 23<sup>rd</sup> February 2023. The participants showcased immense enthusiasm and zeal. The participants' excitement was showcased by the way they were truly enjoying the game and participating in it.

**Details of Winners:**

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
<b>1st</b>	Ritik Kumar	Amity Business School, Noida
<b>2nd</b>	Ishita Sharma	Amity Business School, Noida
<b>3rd</b>	Ashi Singh	Amity Business School, Noida



### **Glimpses of the Event:**



### **STUDENT ACTIVITY CELL-VOICE YOUR THOUGHTS**

The Student Activity Cell of Amity Business School organised “Voice your Thoughts”, a platform to express views on the topic “The most significant investment that you can make in your people is your time” to commemorate the life of the late activist and revolutionary freedom fighter Chandra Shekhar Azad and to stimulate a sense of unity and patriotism among the young generation of the country. The number of participants for this event was 21.

### **Details of Winners:**

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
<b>1st</b>	Pranav Singh	Amity Business School

### **INTER INSTITUTE COMPETITION CELL**

The student coordinators of Inter-Institute Competitions Committee worked efficiently towards various events & gathered enthusiastic participation in myriad of competitions spanning major B Schools all over India under the guidance of Dr. Richa Sharma during the month of January, 2023. They tracked 44 competitions, all of academic/educational institutions hosted in the month of February (details are attached below)-

## **QUIZ COMMITTEE: E BULLETIN**

“INVICTUS”, the Quiz Committee of ABS, published its 42<sup>nd</sup> issue of E-Bulletin on 1<sup>st</sup> March 2023, under the guidance of Dr. Shweta Awasthi.

- The central theme of the Newsletter is to spread awareness related to current affairs and spread engagement of our committee over Instagram.
- The members of this editorial team are from the Office Bearers of INVICTUS – The Quiz Committee.

## **FINANCE CLUB: MUDRA**

The monthly finance newsletter – Mudra, February Edition was released on 3<sup>rd</sup> March, 2023.

- The theme for the March edition of Mudra was “Private Equity and Venture Capital”.
- The first editorial was written by a student member on the topic “Private Equity and Venture Capital: Rationale, Aims and Strategies.”
- The second editorial was written by a student member on the topic “Private Equity vs Venture Capital: Choose Wisely.”
- Members of the club provided relevant news based on the theme, along with Market policy and rates, Game, financial facts, and terms.

## **STUDENT ACTIVITY CELL AND AVROH- THE CULTURAL CLUB: INTERNATIONAL WOMEN’S DAY CELEBRATION**

The Student Activity Cell and Avroh – The Cultural Club of Amity Business School joined hands with each other to celebrate the occasion of International Women’s Day.

The event began with the introduction by the emcees which was then followed by an address by the Dean. Along with the Dean, the event was also graced by five of his guests, out of whom, two were women leaders. While the members of the Student Activity Cell conducted two interesting games (Dumbsharads and Mimic your

Colleague) for the faculties, the members of the Cultural Club gave lovely performances (Music, Dance and Drama) to entertain the faculties. Coming towards the end of the event, Ms. Moksha Sharma, the President of the Student Activity Cell was then invited to deliver a formal vote of thanks. The event ended with a group photograph of all the female faculties of ABS and with the distribution of customized calendars and polaroid photos as a token of their contribution to the institution.

### **Glimpses of the event-**

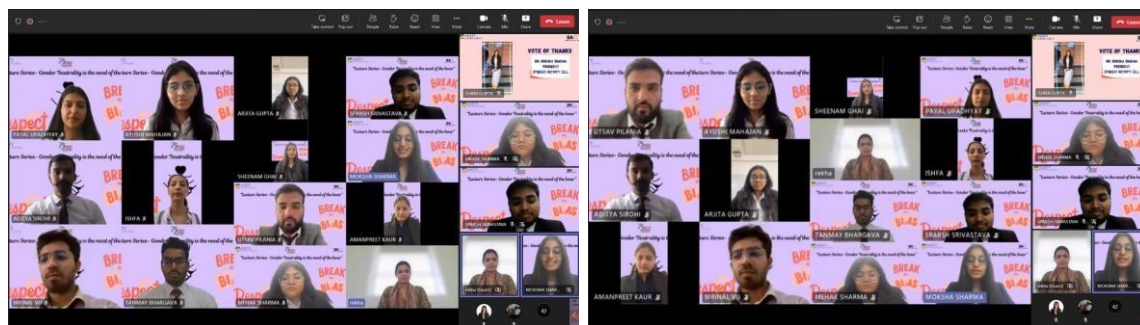


### **STUDENT ACTIVITY CELL: GUEST LECTURE ON “GENDER NEUTRALITY OF THE HOUR”**

This event was organized under the Bharat Ka Amrut Mahotsav and a guest lecture was organized on the topic “Gender Neutrality is the Need of the Hour” and Ms. Rekha Singh who is currently contributing to Labhya Foundation as Delhi State Associate on issues like Girls’ Education and Gender Equality and has worked with children on life skills education and gender sensitivity and has policy making experience with the Delhi Government was the guest speaker for this event.

<b>Name of the Speaker</b>	<b>Organisation</b>	<b>Designation</b>
Ms. Rekha Singh	Labhya Foundation	Delhi State Associate

## Glimpses of the event-



## ENTREPRENEURSHIP CLUB: Empower HER- CASE STUDY COMPETITION

Amity Business School organized a case study presentation competition on the occasion of International Women's Day, where participants presented their research on successful entrepreneurship projects led by women. The event commenced with the introduction of Ms. Piyali Roy (Co-founder of Saakshar Hum Foundation) and Ms. Preeti Agarwal (Founder and owner of GVP Creations). Both guests shared their start-up journey with the students. Keeping up with traditions of Amity University, Dr. Garima Agrawal facilitated the guest with tulsi saplings. Moving on, the case studies were presented by the students, where each student was given three minutes to put forth their analysis and findings of their work. Eminent personalities like Kiran Mazumdar Shaw, Falguni Nayar and brands, ranging from newly emerging SUTA to common household names likes Lijjat Papad were discussed by the students. The jury panel questioned each participant after their presentation.

### Details of the Winners:

Position	Names	College
1 <sup>st</sup>	Shashi Priyadarshi	Amity Business School, Noida
2 <sup>nd</sup>	Meraj Ahmed	Amity Business School, Noida
3 <sup>rd</sup>	Aastha & Gunieve	Amity Business School, Noida



### **Glimpses of the Event:**



### **DEBATE CLUB: VOICE OF THE BRAINS- DEBATE COMPETITION**

Secularism is the way by which everybody enjoys religious freedom. Some feels it's a reality whereas some feel it's a myth. In order to understand the point of view of people regarding this the Debate Club of Amity Business School, Noida called out students to participate in a Debate on the topic "Secularism: Reality or Myth?" under the guidance of Dr. Archana Singh on 23<sup>rd</sup> March 2023. The participants showcased immense enthusiasm and zeal. The participants' excitement was showcased by the way they were putting forward their viewpoints and participating in the discussion.

### **Details of the Winners:**

<b>Position</b>	<b>Names</b>	<b>College</b>
1 <sup>st</sup>	Meraj Ahmed	Amity Business School, Noida
2 <sup>nd</sup>	Taniya	Amity Business School, Noida
3 <sup>rd</sup>	Mudita Singh	Amity Business School, Noida

## **Glimpses of the Event-**



## **STUDENT ACTIVITY CELL: HONORING THE BRAVERY- JUST A MINUTE SPEECH**

The Student Activity Cell in order to pay homage and account the sacrifices of the great leaders Bhagat Singh, Sukhdev Thapar & Shivaram Rajguru organized a Just-a-minute competition on their death anniversary. For this, the participants were given a few words and a freedom fighter, which they had to include in their 2 minute speech. The event helped in lifting the spirits of the participants and the values of patriotism, bravery, selflessness, and determination shown by these great leaders was acknowledged by all.

### **Details of the Winners:**

<b>Position</b>	<b>Names</b>	<b>College</b>
1 <sup>st</sup>	Vatsal Saxena	Amity Business School, Noida
2 <sup>nd</sup>	Keshav Verma	Amity Business School, Noida
3 <sup>rd</sup>	Vaidika Agarwal	Amity Business School, Noida

## Glimpses of the Event-



## INTER INSTITUTE COMPETITION CELL

The student coordinators of Inter-Institute Competitions Committee worked efficiently towards various events & gathered enthusiastic participation in myriad of competitions spanning major B Schools all over India under the guidance of Dr. Richa Sharma during the month of March, 2023. They tracked 40 competitions, all of academic/educational institutions hosted in the month of February.

## *TRAININGS*

The MDP is conducted with Apollo hospital on personal & professional excellence from January 2023 onwards



Certificate courses was conducted on Personal & Professional Excellence for nurses Apollo Hospital in January to April 2023. The residential workshop was conducted with IOCL on personal & professional excellence in April 2023



## *Creative Minds*



Courage is the choice and willingness to confront agony, pain, danger, uncertainty, or intimidation. Valour is courage or bravery and faith in God will help you to win everything. One of the human values that makes you bold enough to strive for success and achieve your dreams.

Class of MBA Gen 2022



## *Obituary*



*Mr. Gajender Singh was office Attendant in Amity Business School. He joined Amity Business School on 1<sup>st</sup> December, 2004. He worked with Amity Business School for 19 years. He passed away on 14<sup>th</sup> July, 2023 due to health issues. Mr. Gajender Singh was loyal, sincere and dedicated employee. He is survived by wife and three children.*

# TEAM COMMUNIQUE 2023

## Editor-in-chief:

Dr. Sanjeev Bansal PhD , D.Litt  
Dean - Faculty of Management Studies  
Director - Amity Business School



## Editor:

Dr. Jaideep Kaur  
Dept. HR and Psychology  
Amity Business School



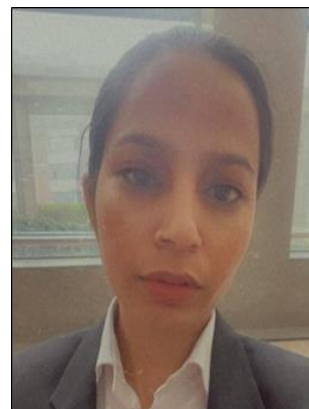
## Student Team :



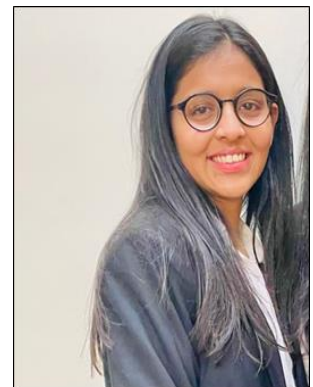
Muskaan Mittal  
Student  
MBA - HR



Vanshika  
Student  
MBA - HR



Sugandha  
Student  
MBA - HR



Ayushi Mahajan  
Student  
MBA (General)