



# COMMUNIQUE

*Amity Business School, E-Newsletter*



**ISSUE 8**  
**(JULY – DECEMBER 2022)**

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**Dr. Ashok K Chauhan**  
Founder President



**Dr. Atul Chauhan**  
Chancellor



**Dr. Balvinder Shukla**  
Vice -Chancellor

## DIRECTOR'S MESSAGE



**“Tough times never last, but tough people do.” – Robert H. Schuller**

*Times are transforming and necessities are numerous. Regardless of the insinuating role of rising competitive work life and transformed social life, the secret to a rewarded achievement can be derived when the state is calm and composed and which leads to conscious deliberations. Clear thoughts and goals help us to accomplish goals effectively. With expanding expectations and prevailing challenges attaining clarity, purpose and outcome of every decision has to be realised. The management is a purposive result and outward looking proactive and strategic process, it is important to that as sustainable organizations with a futuristic looking perspective, with adapting to the external environment and achieving its business objectives in adverse situations.*

***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*

S. No	Organization	No. of Students Placed	Inds. Sector	Date of Visit
1	Flipkart	2	E Commerce	17-Aug-22
2	Deloitte	22	Management Consulting	30-Aug-22
3	Wipro Ltd.	19	IT	09-Sep-22
4	BlackRock	20	Management Consulting	12-Sep-22
5	EY-GDS	16	Management Consulting	13-Sep-22
6	ICICI Bank ltd.	27	BFSI	14-Sep-22
7	Aditya Birla Fashion Retail	2	Retail	15-Sep-22
8	HCL Tech	5	IT	19-Sep-22
9	VE Commercial Vehicles Ltd	2	Automobile	20-Sep-22
10	The Smart Cube India Pvt Ltd	5	Management Consulting	21-Sep-22
11	HDFC Bank	1	BFSI	21-Sep-22
12	Acuity Knowledge Partners	3	Management Consulting	22-Sep-22
13	KPMG-GDS	11	Management Consulting	23-Sep-22
14	Tata Technologies	3	IT	27-Sep-22
15	ZS Associates	3	Management Consulting	03-Oct-22
16	Evalueserve	5	IT	03-Oct-22
17	The Entertainment and Education Group (TEEG) - Time Zone	1	Entertainment	10-Oct-22
18	Euler Motors	3	Automobile	11-Oct-22
19	Reliance Bp Mobility Ltd	1	Petroleum	13-Oct-22
20	ANZ Bank	1	BFSI	15-Oct-22
21	Bajaj Allianz GIC	3	BFSI	18-Oct-22
22	Frost & Sullivan	5	Consulting	18-Oct-22
23	Moody's	1	Management Consulting	01-Nov-22
24	Care Health Insurance	1	BFSI	11-Nov-22
25	Regalo Kitchen	1	Construction, Infrastructure	14-Nov-22

26	Barclays Bank	1	BFSI	16-Nov-22
27	Ceat Tyre	3	Automobile , Auto Ancillaries	17-Nov-22
28	UAS International	1	Travel	17-Nov-22
29	Newgen Software Technologies	1	IT	18-Nov-22
30	PwC India	3	Management Consulting	18-Nov-22
31	LNT Infotech	1	IT	22-Nov-22
32	Reliance General Insurance Co. Ltd.	1	BFSI	23-Nov-22
33	Windy Street	2	Management Consulting	24-Nov-22
34	Tata Trent	2	Retail	05-Dec-22

### *Live projects*

S.No	Company Name	Area	Any Stipend	Working Mode	Duration	CRC Coordinator
1	SHIPFINEX	Marketing & sales/Finance/Ops/HR	Rs.15 to 20 K/- p.m	Virtual		TNM
2	Ranish Human Capital Pvt Ltd	MBA HR, Marketing & Operations /Supply Chain, finance	Rs.2000/- p.m	Virtual		TNM
3	Zielhoch	Marketing, Finance & HR	Upto 6K	Virtual	15 Days	KDG
4	Bagrry's	Marketing & Sales	INR 350 p/d	Offline	5 days	BS

### Forum / Guest lecture

S. No	Date	Event	Name	Designation	Company Name	Topic	Participants
1	30-Jul-22	Alumni Forum	Mr. Jayant Chandra	Director	PWC	Alumni Interaction and Engagement – Panel Discussion by Alumni	MBA Class of 2024
2	30-Jul-22	Alumni Forum	Mr. Dev Motla	People Advisor	Accenture	Alumni Interaction and Engagement – Panel Discussion by Alumni	MBA Class of 2024
3	30-Jul-22	Alumni Forum	Ms. Hifza Javed	Data Privacy Advisor (Senior Analyst)	Infosys Ltd	Alumni Interaction and Engagement – Panel Discussion by Alumni	MBA Class of 2024

4	30-Jul-22	Alumni Forum	Mr. Rakesh Mehta	Director	Champions of Change in Education Director	Alumni Interaction and Engagement – Panel Discussion by Alumni	MBA Class of 2024
5	30-Jul-22	Corporate Forum	Mr. Sanjeev Asthana	VP-HR	Triveni Engineering & Industries Ltd	Industry Interaction and Engagement - Guidance for Career Counselling by Industry Experts	MBA Class of 2024
6	30-Jul-22	Corporate Forum	Mr Pradeep Pandey	Mr Pradeep Pandey	Grant Thornton	Industry Interaction and Engagement - Guidance for Career Counselling by Industry Experts	MBA Class of 2024
7	30-Jul-22	Corporate Forum	Mr. Kailash R. Gandhi	Director & Principal Consultant	KRG Strategy Consultants Pvt Ltd	Industry Interaction and Engagement - Guidance for Career Counselling by Industry Experts	MBA Class of 2024
8	30-Jul-22	Corporate Forum	Mr. Bal Krishna Mishra	Founder President	Vedant Vidya Sansthan Trust	Industry Interaction and Engagement - Guidance for Career Counselling by Industry Experts	MBA Class of 2024
9	05-Aug-22	Grooming Session	Mr. Sankalp Chhabra	Director, Product Management & Digital, Marketing Team	Snapdeal	Resume Writing	MBA Class of 2023
10	08-Aug-22	Grooming Session	Mr. Jayant Chandra	Director	PWC	Career Counselling Session – Campus to Corporate	MBA HR & MBA (M&S) Class of 2023
11	10-Aug-22	Grooming Session	Geetu Makker Rathod	Corporate Trainer, Speaker, Mentor, Career & Relationship, Coach		The unique concept of Knowing yourself and the true powerful Being you are	MBA Class of 2023
12	18-Aug-22	Guest Lecture	Mr. Raunak Singh	Business Incubator Manager Center	Agribusiness Incubation and Entrepreneurship	Management skills for career development through Data Analytics- For students and Entrepreneurs	MBA Class of 2023

13	20-Aug-22	Open House Session	Mr. Jeetesh Lingam	Associate GM - Global Service Delivery Manager	HCL America	Ceremony of Amity Alumni International Chapters(US &Canada)	
14	20-Aug-22	Open House Session	Dr. Neeti Saxena	CHRP	Accurate Group of Companies	Ceremony of Amity Alumni International Chapters(US &Canada)	
15	20-Aug-22	Open House Session	Mr Dharesh Nair	AGM - HR	TCS	Ceremony of Amity Alumni International Chapters(US &Canada)	
16	20-Aug-22	Open House Session	Mr. Binod Chaturvedi	Regional Director - Client Services	TCS	Ceremony of Amity Alumni International Chapters(US &Canada)	
17	20-Aug-22	Open House Session	Ms Neha Chaku Tankha	Practice Engagement Manager	Tech Mahindra	Ceremony of Amity Alumni International Chapters(US &Canada)	
18	22-Aug-22	Grooming Session	Mr. Vinay Kumar Chauhan	Sr Project Management Consultant	NTT Data	Grooming Session	MBA Class of 2023
19	22-Aug-22	Grooming Session	Mr. Neeraj Nayyar	Technical Content Manager	Hilti India Pvt Ltd	Grooming Session	MBA Class of 2023
20	23-Aug-22	Grooming Session	Ms. Richa Bajoria	Sr. Manager -HR,	IndiGo	Grooming Session	MBA (HR) Class of 2023
21	25-Aug-22	Campus Connect	Mr. Saurabh Bathla	General Manager in EV Business	Reliance JIOBP Mobility Ltd	JIOBP Leadership Campus Series Talk	
22	25-Aug-22	Campus Connect	Ms. Pragya Chaturvedi	Talent Acquisition	Reliance JIOBP Mobility Ltd	JIOBP Leadership Campus Series Talk	
23	26-Aug-22	Grooming Session	Ms. Ritika Gaur	Corporate Training		Grooming Session	MBA (Finance) 2023
24	27-Aug-22	Grooming Session	Mr. Sandip Singh Tuggar	Manager	HCL Technologies	Grooming Session	MBA (G) class of 2023
25	27-Aug-	Grooming Session	Mr.	Talent	Panasonic	Grooming Session	MBA (G)

	22	ng Session	Prakul Singla	Partner	India		class of 2023
26	29-Aug-22	Campus Connect				Deloitte Branding Talk	
27	30-Aug-22	Grooming Session	Dr. Meenakshi Davar	Chairperson (Academics)	World e University	Developing the Self and Developing Inter Personal Skills for the Career Ahead	MBA (G) Class 2023
28	31-Aug-22	Corporate Talk	Dr. Damodar Sahu	Head of New Age SaaS	Wipro Limited, USA	How Digital Retail Is Changing Consumer Behaviour	B.Tech + MBA,MBA(G),(M&S),R M
29	31-Aug-22	Webinar	Mr. Vikram Sengupta	IIM-C Alumni, ex-Lehman Brothers, Nomura, and manages his own	Wealth Management Firm	Career in Wealth Management and Investment Banking	MBA(Finance)
30	02-Sep-22	Placement Preparation Session	Dr. Richa Mishra	ABS Faculty		Deloitte Recruitment Process	MBA (G) /MBA(FIN) 2023
31	02-Sep-22	Preparation Session	Dr TV Raman, Dr. Teena Bagga , Dr. Anita Vinayak			Deloitte	MBA (G) /MBA(FIN) 2023
32	10-Sep-22	Alumni Forum	Mr. Vishal Manocha	Career Grooming Mentor	Vishal School of Grooming	Orientation Program-Guidance for Career Progression by an Alumni	MBA Class of 2024
33	10-Sep-22	Alumni Forum	Mr. Shubham Jain	Associate Director-Government , BFSI & Compulsive	Razorpay	Orientation Program-Guidance for Career Progression by an Alumni	MBA Class of 2024



				Payment Business			
34	10-Sep-22	Alumni Forum	Mr. Venkatesh Krishnamurthy	Founder & CEO	Wharf Street Strategies	Orientation Program-Guidance for Career Progression by an Alumni	MBA Class of 2024
35	10-Sep-22	Corporate Forum	Mr. Rohit Pathak	CEO	Birla Copper (Hindalco Industries Ltd.)	Orientation Program-Guidance for Career Progression by an Alumni	MBA Class of 2024
36	10-Sep-22	Corporate Forum	Mr. Saurabh Pandey	CEO	dotConverse Digital	Orientation Program-Guidance for Career Progression by an Alumni	MBA Class of 2024
37	10-Sep-22	Corporate Forum	Ms. Sharmila Sahai	Former Managing Director	Timex Group India Limited	Orientation Program-Guidance for Career Progression by an Alumni	MBA Class of 2024
38	14-Sep-22	Guest Lecture	Mr. Vishwanadh Raju	Head-India Talent Acquisition, Talent Strategy, Talent Branding and Early Talent Program	Dun & Bradstreet	Artificial Intelligence in HR	
39	07-Oct-22	Webinar	Mr. R Venkatesh	Head of IT, Operations and HR	DCB Bank	The Top Recruit Season	MBA Class of 2023
40	13-Oct-22	Alumni Forum	Ms. Vibhuti Love,	Founder Director	Vistaar Designers Pvt. Ltd	Campus to Corporate – Experience Sharing Session	MBA-HR Class of 2024
41	13-Oct-22	Alumni Forum	Mr Rakesh Mehta,	MD	Mr Rakesh Mehta, MD, Third Degree Entertainment Pvt Ltd	Campus to Corporate – Experience Sharing Session	MBA-HR Class of 2024
42	13-Oct-22	Alumni Forum	Mr. Amit Arora	Director	Tactwise Solutions Pvt Ltd	Campus to Corporate – Experience Sharing Session	MBA-HR Class of 2024

43	20-Oct-22	CEO Talk	Mr. Ishan Taneja	Group MD & CEO	UAS International		MBA General and MBA Marketing and Sales Class of 2024
44	09-Nov-22	Guest Lecture	Mr. Pranay Mehra	Sr. Manager-(M&A)	S&P Global	Mergers & Acquisition – Valuation & Strategy	MBA(Fin) Class of 2024
45	09-Nov-22	Guest Lecture	Mr. Nitin Arora	Associate Director, Content Customer Service Team	S&P Global	Mergers & Acquisition – Valuation & Strategy	MBA(Fin) Class of 2024

## *Student Activities*

### July

<u>S. No.</u>	<u>Date</u>	<u>Event</u>	<u>Club/Committee</u>
1	1st July, 2022	E-Bulletin	Quiz Committee
2	1 <sup>st</sup> July, 2022	Mudra- Finance Newsletter	Finance Club
3	21 <sup>st</sup> July, 2022	Leaders Quest- Quiz on Indian Personalities as World Leaders’	Quiz Committee

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

“INVICTUS”, the Quiz Committee of ABS, published its 32<sup>nd</sup> issue of E-Bulletin on 01<sup>st</sup> July 2022, 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, was released on the 1st July 2022.

- The theme for the July issue of Mudra was “Insurance”.
- The first editorial was written by Dr. Ashima Aggarwal along with a student member of the club on the topic “A safe future via insurance?”.
- The second editorial was written by a student member of the club on the topic “Relevance of Insurance for Millennials and Gen Z”, briefing on Insurance as a risk management tool.
- Members of the club provided relevant news articles based on the theme, along with market rates, financial facts, and terms.

## August

<b><u>S. No.</u></b>	<b><u>Date</u></b>	<b><u>Event</u></b>	<b><u>Club/Committee</u></b>
1	1 <sup>st</sup> August, 2022	E-Bulletin	Quiz Committee
2	1 <sup>st</sup> August, 2022	Mudra- Finance Newsletter	Finance Club
3	1 <sup>st</sup> August, 2022	Slogan Writing Competition- "Har Ghar Tiranga"	Marketing Club
4	4 <sup>th</sup> August, 2022	Spears of Belief	Debate Club
5	5 <sup>th</sup> August, 2022	Podcast Series on India's 75 <sup>th</sup> Independence Day	Student Activity Cell

6	12 <sup>th</sup> August, 2022	Click of Pride	Student Activity Cell
7	18 <sup>th</sup> August, 2022	Dainik Jargon	Debate Club
8	18 <sup>th</sup> August, 2022	Hashtag Campaign – Independence Week	Student Activity Cell
9	25 <sup>th</sup> August, 2022	Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha	Quiz Committee
10	25 <sup>th</sup> August, 2022	Unlock Your Rights	Quiz Committee
11	25 <sup>th</sup> August, 2022	Animal Ethos, A Product Awareness Competition	Marketing Club
12	25 <sup>th</sup> August, 2022	Coordinated 15 events	Inter Institute Competition Cell

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

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- 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, was released on the 1<sup>st</sup> August 2022.

- The theme for the July issue of Mudra was “ESG”.
- The first editorial was written by Dr. Ashima Aggarwal along with a student member of the club on the topic “ Everything you need to know about ESG”.
- The second editorial was written by a student member of the club on the topic “Environmental, Social and Governance”, briefing on ESG score, it’s disclosure and how does it work.
- Members of the club provided relevant news articles based on the theme, along with market rates, financial facts, and terms.

### **MARKETING CLUB: SLOGAN WRITING COMPETITION- “HAR GHAR TIRANGA”**

‘Har Ghar Tiranga’ is a campaign under the aegis of **Azadi Ka Amrit Mahotsav** to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India’s independence. Marketing Club of Amity Business School, Noida, under the guidance of Dr. Sunetra Saha was proud to conduct a Slogan writing competition on the very topic. This competition was conducted to show that our relationship with the Indian Flag is not just a formal and institutional one, but a personal one which also shows an embodiment of our commitment to nation-building. The participants were given time limit and then, they had to present the slogan and the gist behind its formation in front of the jury and audience. Jury interjected the participants if required. Various participants presented slogans which were not only inspiring but also instigated a sense of patriotism among the audience. Merit Certificate were provided to the Winners and participation certificate were provided to all the participants.

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

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
1 <sup>st</sup>	Akshay Chauhan	Amity Business School, Noida
2 <sup>nd</sup>	Akash Kumar Singh	Amity Business School, Noida
2 <sup>nd</sup>	Shivam Arora	Amity Business School, Noida
3 <sup>rd</sup>	Rudraksh Singh	Amity Institute of Pharmacy, Noida

#### **Glimpses of the event:**



### **DEBATE CLUB: SPEARS OF BELIEF**

Spears of Belief was an enthralling event organized by Vivaad-On, Debate Club of Amity Business School, Noida to celebrate ‘Har Ghar Tiranga’ on the occasion of Azadi Ka Amrit Mahotsav. The event was a conventional debate wherein the participants conveyed their views on the topic “**As India marks 75 years of independence, has the country truly been freed of all social evils and stigmas that plague society?**” which was done keeping in mind the current scenario. Each participant was given 2 minutes to speak and 1 minute for the interjections by judge and fellow participants. There was only 1 interjection allowed per participant. Participants were judged on the basis of the quality of their content, their understanding, fluency, answers to interjections put up by judges.

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

<b>POSITION</b>	<b>NAME</b>	<b>COLLEGE/ UNIVERSITY</b>
1 <sup>st</sup>	Manav Preet	Amity Business School, Noida
2 <sup>nd</sup>	Shubhkrit Chopra	Amity Business School, Noida
3 <sup>rd</sup>	Himangi Kumari	Amity Business School, Noida

**Glimpses of the event:**



**STUDENT ACTIVITY CELL: PODCAST SERIES ON INDIA'S 75<sup>TH</sup> INDEPENDENCE DAY**

The Student Activity Cell, under the guidance of Dr. Garima Malik, was proud to conduct a podcast series on the topic “**India’s 75<sup>th</sup> Independence Day**”. Students from colleges around India participated in the event to showcase their ideas and thoughts on the topic presented to them by speaking and submitting their entries through audio file submission. The event was a small step to celebrate the 75 glorious years of independence under Bharat Ka Amrut Mahotsav. Participation certificate were given to all the participants and Merit certificate were provided to the Winners.

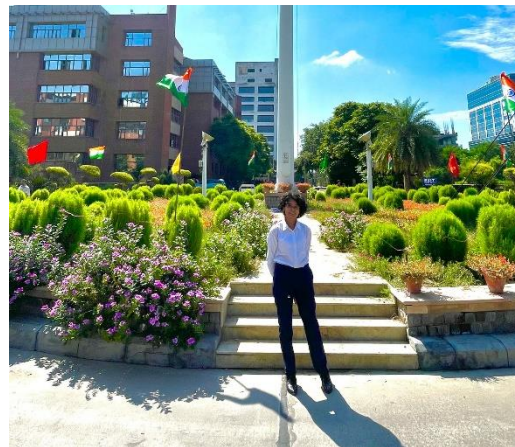
**Details of the Winners:**

POSITION	NAME	COLLEGE/ UNIVERSITY
1 <sup>st</sup>	Abhinav Manik	Amity Business School, Noida
2 <sup>nd</sup>	Namya Sethi	Amity Business School, Noida
3 <sup>rd</sup>	Ansh Raj Singh	Amity Business School, Noida

**STUDENT ACTIVITY CELL: CLICK OF PRIDE**

Student Activity Cell of Amity Business School, Noida, organised ‘**Click of Pride**’ in honour of India's 75th Independence Day. Students were asked to upload their pictures which expressed their feeling of patriotism. 25 students of Amity Business School from different courses sent their pictures via mail and Google Forms as well. This event was aimed at motivating the youth to feel attached to their nation and be proud of it.

**Glimpses of the event:**



**DEBATE CLUB: DAINIK JARGON**

Debate Club of Amity Business School (ABS) organized a speech competition Dainik Jargon on the topic of Cultural and Educational Rights on 18th August 2022 at Business School Level. Participants were judged on the basis of their fluency, perspective, diction, grammar and delivery. The event was a speech wherein the participants expressed their detailed

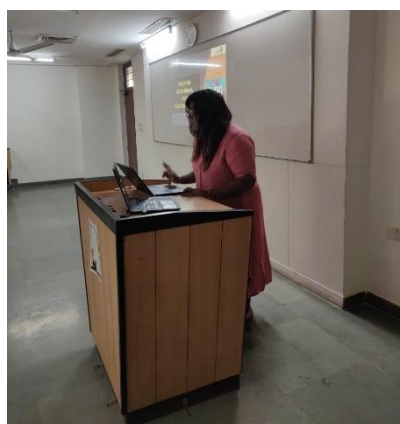


thoughts on the theme. 11 students participated in the event. Participation certificates were provided to all the participants and merit certificates were given to the top 3 participants.

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

POSITION	NAME	COLLEGE/ UNIVERSITY
1 <sup>st</sup>	Sharan Anna Titus	Amity Business School, Noida
2 <sup>nd</sup>	Prapti Swaroop Kumar	Amity Business School, Noida

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



### **STUDENT ACTIVITY CELL: HASHTAG CAMPAIGN – INDEPENDENCE WEEK**

To celebrate the Independence Week and to promote the Har Ghar Tiranga Initiative by The Government of India, The Student Activity Cell of Amity Business, Noida was proud to conduct a Hashtag Competition where the students was asked to click a picture with the flag of India. This was done to promote a sense of patriotism among the budding youth and to celebrate the importance of

our Indian Flag and the beauty that reflects it. 15 students submitted their pictures along with the Indian Flag, reflecting the love for the country. The images were then shared on the Instagram Handle of Student Activity Cell with many positive responses on the form of likes.

**Glimpses of the Event:**



**QUIZ COMMITTEE: SWARAJ- BHARAT KE SWATANTRATA SANGRAM KI SAMAGRA GATHA**

Quiz Committee of Amity Business School (ABS) organized Quiz Competition “**Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha**” the topic “**Indian Freedom Fighters**” on 25<sup>th</sup> August 2022 at university level on the occasion of 75<sup>th</sup> Anniversary of Independence to commemorate,

the **Azadi ka Amrit Mahotsav**, generating awareness related to India's freedom struggle especially focusing on the stories of lesser-known heroes. The Participants will need to utilize their knowledge and awareness to excel in the event. It included the Multiple-Choice Questions related to Indian freedom fighters.

12 students participated in the event. Participation certificates were provided to all the participants and merit certificates were given to the top 3 participants.

### **QUIZ COMMITTEE: UNLOCK YOUR RIGHTS**

Amity Business School (ABS) organized Quiz Competition **Unlock Your Rights** on the topic **"Consumer Rights and Exploitation"** on **25<sup>th</sup> August 2022** at university level on generating awareness related to Consumer Protection Act 2019. The Participants were needed to utilize their knowledge and awareness to excel in the event. It included the Multiple-Choice Questions related to consumer rights, laws and important terms used in consumer protection act 2019. 12 students participated in the event. Participation certificates were provided to all the participants and merit certificates were given to the top 3 participants.

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

POSITION	NAME	COLLEGE/ UNIVERSITY
1 <sup>st</sup>	Varun Vashist	Amity Business School, Noida
2 <sup>nd</sup>	Navshigan	Amity Business School, Noida
3 <sup>rd</sup>	Gurbani Kaur	Amity Business School, Noida

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





### **MARKETING CLUB: ANIMAL ETHOS, A PRODUCT AWARENESS COMPETITION**

To create an awareness among the students against the various brands using animal products and about the unethical and harmful practices done, **Marketing Club of Amity Business School, Noida** was proud to conduct a product and Brand awareness competition on the topic **Animal Products and Ethics** on 25<sup>th</sup> August, 2022, under the supervision of Dr. Sunetra Saha. Students turned up with presentations and posters on the topic and shared their thoughts and ideas among the audience as to what unethical practices are being conducted and what can be done to improve them. Overall, the competition was a knowledgeable and insightful competition. Participation certificates were provided to all the participants and merit certificates were given to the top 3 participants.

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

POSITION	NAME	COLLEGE/ UNIVERSITY
1 <sup>st</sup>	Vibhuti Rajesh Jakhmola & Sujata Bhattacharya	Amity Institute of Molecular Medicine & Stem Cell Research
2 <sup>nd</sup>	Pelluru Sai Sukesh Reddy	Amity Business School, Noida
3 <sup>rd</sup>	Rajasimhadattu Narahariseti & Dharmavarapu Rama Mohan	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 August, 2022.

They tracked 15 competitions, all of academic/educational institutions hosted in the month of April (details are attached below)-

<b>S.NO</b>	<b>Name of the college</b>	<b>Event Name</b>	<b>No of teams Participated/Participants</b>
<b>1</b>	Aryabhata college, DU	The Tempest	4
<b>2</b>	NIAM	Advik - Live Case Study Competition	4
<b>3</b>	IIM, Ahmedabad	PM Live	3
<b>4</b>	IIT, Dharwad	Ideate: A Pitch Deck Event'22	2
<b>5</b>	IIT, Indore	Ready Set Pitch	4
<b>6</b>	IIM, Rohtak	Call for Articles: Analytica August 2022	4
<b>7</b>	Prin. L.N. Welingkar Institute of Management	Samvad: Re-Block Supply Chain	5

	Development and Research		
8	BITS, Pilani	Consultathon 3.0	4
9	NIAM	Sankalan	4
10	National Institute of Agricultural Extension Management	Khoj: A Social Idea	5
11	Xavier School of Management (XLRI)	Battle HRoyale 2022	3
12	National Institute of Agricultural Extension Management	Akanksha: B-Plan competition	3
13	Impact Investors Council	Article Writing - Impact Investing Ecosystem in India	2
14	Symbiosis College of Arts & Commerce	Emerge 2.0	3
15	Jamia Millia Islamia (JMI)	Piranha Tank	2

### September

	<u>Date</u>	<u>Event</u>	<u>Club/Committee</u>
1	1 <sup>st</sup> September, 2022	E-Bulletin	Quiz Committee
2	1 <sup>st</sup> September, 2022	Mudra- Finance Newsletter	Finance Club
3	5 <sup>th</sup> September, 2022	Teacher's Day Celebration	Student Activity Cell & AVROH
4	6 <sup>th</sup> September, 2022	Celebration Of ShikshakParv- Quiz on Life History of Dr. S. Radhakrishnan	Student Activity Cell

5	8 <sup>th</sup> September, 2022	Lecture Series- House Of Hr: A Forum to Enlarge Your Percipience (BKAM)	HR Club
6	8 <sup>th</sup> September, 2022	Lecture Series- Impact Of Behaviour Economics on Poverty	Finance Club
7	14 <sup>th</sup> September, 2022	Online Awareness Campaign – Hindi Diwas	Student Activity Cell
8	15 <sup>th</sup> September, 2022	Extempore on Sustainable Methods of Preventing Deforestation	Operation Club
9	15 <sup>th</sup> September, 2022	Excel Macros	IT Club
10	22 <sup>nd</sup> September, 2022	Video Making Competition On Scenic Beauty Of India (Bkam)	Student Activity Cell
11	22 <sup>nd</sup> September, 2022	Talent Hunt	All Clubs
12	24 <sup>th</sup> September, 2022	Club Selection Process	All Clubs
13	27 <sup>th</sup> September, 2022	World Tourism Day- Poster Making Competition	Student Activity Cell
14	29 <sup>th</sup> September, 2022	Legalia	Entrepreneurship Club

15	29 <sup>th</sup> September, 2022	Conventional Debate on “Are Food Delivery Platforms Like Swiggy And Zomato Giving Rise To Junk Food Consumption?”	Debate Club
16	30 <sup>th</sup> September, 2022	Coordinated 12 events	Inter Institute Competition Cell

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

“INVICTUS”, the Quiz Committee of ABS, published its 34<sup>th</sup> issue of E-Bulletin on 01<sup>st</sup> September 2022, 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, was released on the 1<sup>st</sup> September 2022.

- The theme for the July issue of Mudra was “FDI”.
- The first editorial was written by Dr. Ashima Aggarwal along with a student member of the club on the topic “Foreign direct investment in India and it’s future”.
- The second editorial was written by a student member of the club on the topic “India needs to regulate FDI for national security”, briefing on importance of Foreign Direct Investment in India.
- Members of the club provided relevant news articles based on the theme, along with market rates, financial facts, and terms.

### **STUDENT ACTIVITY CELL & AVROH: TEACHER’S DAY CELEBRATION**



Student Activity Cell along with AVROH, Cultural Club of Amity Business School organised a fun-filled evening for all the faculties of the Amity Business School on the occasion of Teacher's Day. The event began with the introduction by the emcees. The emcees then invited the Dean Sir to address to the audience which was then followed by a music performance, skit and a dance performance by the students of AVROH after that few engaging games were played with the faculties. Then the president of Student Activity Cell was invited for the Vote of Thanks. The event concluded with a high tea for all the faculties and student organisers as well.

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



### **STUDENT ACTIVITY CELL: CELEBRATION OF SHIKSHAK PARV- QUIZ ON LIFE**

#### **HISTORY OF DR. S. RADHAKRISHNAN**

To celebrate the Teacher's Day and to gain knowledge about Dr. S. Radhakrishnan, The Student Activity Cell of Amity Business, Noida was proud to conduct a **Quiz on Life History of Dr. S. Radhakrishnan**. A google form was circulated which the students had to fill. Teacher's Day is celebrated every year on 5<sup>th</sup> September to commemorate the birth anniversary of Dr. S.

Radhakrishnan. This quiz aimed at learning about the life of Dr. S. Radhakrishnan. Participation certificates were provided to all the participants and merit certificates were given to all the winners.

**Details of Winners:**

Position	Name	College
1 <sup>st</sup>	Shagun Roy	Amity Business School, Noida
2 <sup>nd</sup>	Shubhangi Khatreja	Amity Business School, Noida
3 <sup>rd</sup>	Ishita Arora	Amity Business School, Noida

**Google Forms Link:**

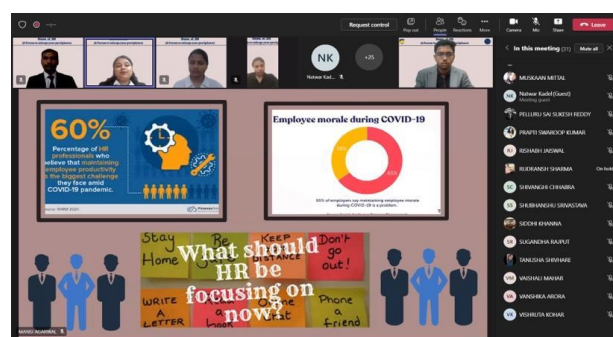
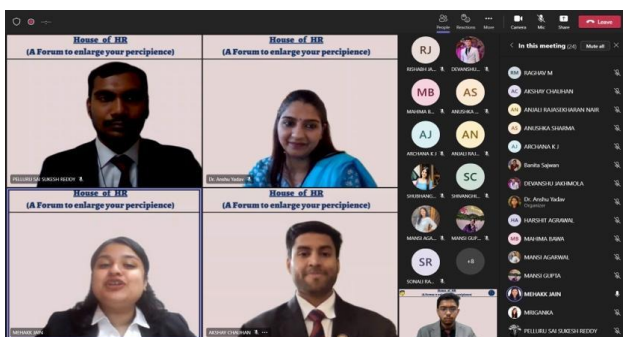
<https://forms.gle/FHjG8sLmRo88Goiu7>

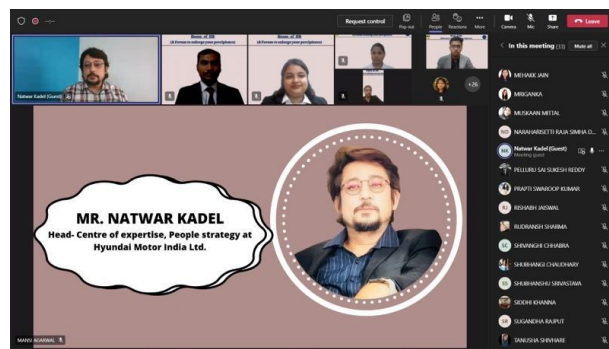
**HR CLUB: HOUSE OF HR: A FORUM TO ENLARGE YOUR PERCIPIENCE (BKAM)**

The event started with a lot of enthusiasm and eagerness amongst the students to gain insights about the relevance of HR department in post covid era. The first speaker, Mr. Natwar Kadel shared his first-hand experience of the changes which came during covid in the organization and the ways in which he handled them. After that, he guided students about the skills which they should incorporate in this post covid era to work more proficiently in the organizations.

The second speaker, Mr. Sushant Kumar, talked about the ways in which HR department is significantly contributing to the working and growth of the organizations. He also mentioned about the future strategies of HR department which can help the organizations in tackling any unforeseen situation in future. Overall, the event was an illuminating and informative one. Dr. Anshu Yadav, Asst. Professor and Faculty Coordinator of HR Club coordinated the event.

**Glimpses of the Event-**



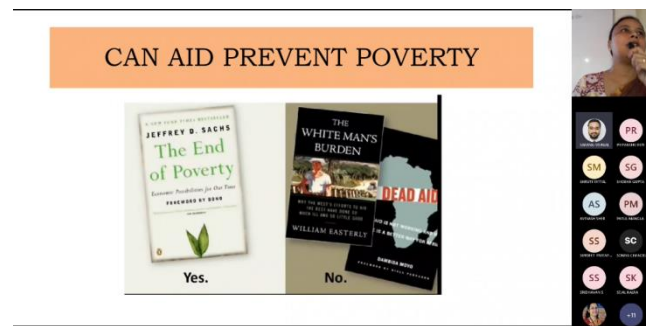


## **FINANCE CLUB: IMPACT OF BEHAVIOUR ECONOMICS ON POVERTY**

The Finance Club, Amity Business School (ABS) organized a lecture on “**Impact of Behaviour Economics on Poverty**”, by industry expert Mrs. Sapna Baid on 8<sup>th</sup> September 2022. The event kick started with the introduction of the topic. Then the speaker gave a brief speech about the topic and it was an extremely interactive session with discussions through which the audience came to know that about two-third of all multidimensionally poor people live in middle income countries. Mrs. Sapna Baid told us that there are 1.3 million MPI (Multidimensional Poverty Index) poor people. She also briefed about the fact that Bad nets must be purchased to stop deaths from malaria but the rate of purchasing is quite low. The audience came up with various questions for our guest and all questions were answered which made the audience completely understand the topic. Overall, the session was very thoughtful and insightful. The whole event was conducted under the guidance of the Finance club’s faculty coordinator, Dr. Ashima Agarwal.

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





## **STUDENT ACTIVITY CELL: ONLINE AWARENESS CAMPAIGN – HINDI DIWAS**

Hindi Diwas is celebrated to commemorate the adoption of Hindi in the Devanagari script as one of the official languages of the nation. The Student Activity Cell of Amity Business School, Noida, under the guidance of Dr. Garima Kohli Malik, on 15<sup>th</sup> September, 2022 was proud to conduct an Online Awareness Campaign portraying importance of Hindi Diwas which were shared as an awareness campaign on the social media handles of student activity cell. This was done to promote a sense of tribute for the mother tongue among the youth.

## **OPERATIONS CLUB: EXTEMPORE ON SUSTAINABLE METHODS OF PREVENTING DEFORESTATION**

This event, based on sustainability, was organized by the members of OPREX - Operations Club. It was a productive event, where students shared their thoughts on Sustainable Methods of Preventing Deforestation. Sustainability aims at “doing more and better with less,” increasing net welfare gains from economic activities by reducing resource use, degradation, and pollution, while increasing the quality of life. Keeping the importance of sustainability in mind, this event helped the students to understand why it is a need of the hour to adopt practices which not only improve quality but at the same time doesn’t harm the world we are living in. The event was conducted offline at Amity Business School, Amity University Noida on 15<sup>th</sup> September 2022, under the guidance of Dr. Divya Mahajan.

### **Details of the Jury-**

- Dr. Sandeep Mathur

Designation – Professor, Amity Business School, Amity University Noida

- Dr. Divya Mahajan

Designation – Assistant Professor, Amity Business School, Amity University Noida

**Details of Winners:**

<b><u>Position</u></b>	<b><u>Name</u></b>	<b><u>College/University</u></b>
1 <sup>st</sup>	Ranauk Belwariar	Amity Business School, Amity University, Noida.
2 <sup>nd</sup>	Harsh karnwal	Amity Business School, Amity University, Noida.

**Glimpses of the Event-**



**STUDENT ACTIVITY CELL: VIDEO MAKING COMPETITION ON SCENIC BEAUTY OF INDIA (BKAM)**

The Student Activity Cell of Amity Business School, Noida was proud to conduct a video making competition on the very topic of “Scenic Beauty of India”. Participants came forward and submit their entries and thought through the form of a video. They tried to depict through their unique vision and thinking capabilities on the topic through the medium of video depiction. This was a topic which not

only made the participants think, but also bring a sense of patriotism for our Mother India. Merit Certificate were provided to all the winners and Participation certificates were provided to all the participants.

### **Details of Winners:**

<b><u>Position</u></b>	<b><u>Name</u></b>	<b><u>College/University</u></b>
1 <sup>st</sup>	Tushar Bansal	Amity Business School, Amity University, Noida.
2 <sup>nd</sup>	Mahima Yadav	Indian Institute of Management, Sambalpur
3 <sup>rd</sup>	Shrishti Tiwari	Symbiosis Centre for Information Technology, Pune

### **Unstop Link:**

[https://unstop.com/competition/video-making-competition-439600?utm\\_campaign=site-emails&utm\\_medium=d2c-automated&utm\\_source=opportunity-approved](https://unstop.com/competition/video-making-competition-439600?utm_campaign=site-emails&utm_medium=d2c-automated&utm_source=opportunity-approved)

### **ALL CLUBS: TALENT HUNT**

Talent Hunt was an open platform for the all the clubs to interact with the batch of 2024 before selection. Each club tried to create a specialized event, for the juniors to attend and to create a relation between the batches. It was an interactive session for all the club, and help realize the potential for the club teams for the future team.

### **Student Activity Cell**

The Student Activity Cell of Amity Business School, Noida, under the guidance of Dr. Garima Kohli Malik, organized **Hunnar'24:Talent Hunt Session** on **23<sup>rd</sup> September 2022** in **Room No. 304, F3 Block, ABS AUUP**. A brief introduction about the working and role of various clubs that fall under the umbrella of student activity cell was being conducted by the President, Student Activity Cell. Along, with this the junior batch was also addressed regarding the flow of events of different clubs and were informed the respective room numbers allocated to different clubs.

### **Marketing Club**

To celebrate the joining of the batch of 2024 into the Amity Business School, Noida, Marketing Club of Amity Business School Conducted an Ice Breaking and a talent hunt combined event with the name of “Show & Tell, A game of Ice and Fire”. This game contained two elements with first one being fire (Or passion), where the overall classroom was divided into two parts with each team being asked question with inspiration taken from ‘Koffee with Karan’ and second event contained the element of ice(coolness) and the attendees were invited one by one and given a scenario which was not generic in nature and were asked to enact the same. In this round the jury was the audience and raise of hand was done to confirm whether the scenario enactment was a success or not. No formal judgement was done to create a comfortable environment for the juniors, to open their hearts towards the club. Overall, each junior was deeply engaged in the activities and the event was a success.

### **Finance Club**

The Finance Club, Amity Business School(ABS)organized **“The Negotiable Table”** on 22<sup>nd</sup> of September, 2022 under Hunar-24, Talent hunt . The event was conducted to check the negotiation skills of buyers and sellers under a virtual setup .The event kick started and the participants were full of zeal. One by one participants came and shared their pitches which they prepared on the bases of the Mutual fund provided to them. Each participant was given 2 minutes to speak and 1 minute for the interjections by fellow participants. Then other participants had to buy the mutual fund or not buy the fund based on their judgement and the pitch of the seller with the virtual money provided to them.

### **HR Club**

The HR Club of Amity Business School, Noida organized a **Talent Hunt Session** on the theme **“Time To Shine”** on **22<sup>nd</sup> September 2022** in **Room No. 408, F3 Block, ABS AUUP**. The event had 3 rounds of games namely – Bollywood Bonanza, Follow the Instructions and Blind Drawing along with a Club Introductory Session.

The first game “Bollywood Bonanza” was a time-bound quiz which took out the eternal Bollywood love amongst all the students. The second game “Blind Drawing” was again a time bound one in which one of the players was given a picture and he/she had to give instructions regarding that picture to his/her partner but without telling the exact things and the other person had to draw on the basis of that. It was done to emphasize upon the importance of team building and collaboration. The third game was “Follow the Instructions” where the players formed a circle and there was one instructor who gave them quick instructions and they had to follow immediately. It checked the presence of

mind and attentiveness of the players. At last, the students were given an introductory session where they were briefed about the HR Club and its activities and how the club can contribute to their holistic development. Overall, the event was an enriching and entertaining one.

### **Debate Club**

To break the ice and familiarize the juniors with the working of the club, the debate club, under the guidance of Dr. Swati Upveja ma'am, conducted an event on 22<sup>nd</sup> September. It was an informal interaction between the junior batch and the seniors, where the seniors shared their experiences and learnings. This helped the juniors get comfortable and open up to the seniors about the many questions they had regarding their MBA program. Overall, the juniors were found to be deeply engaged in the conversations and had a memorable experience.

### **Entrepreneurship Club**

Entrepreneurship Club organized a Quiz round as a part of Talent Hunt for MBA batch'24. The quiz had intriguing questions on start-ups and entrepreneurs. The main aim was to have a fun and interactive session with the junior batch and motivate them to join Entrepreneurship club. The event kick started, and the participants were full of zeal. One by one participants answered the questions and received prizes on every question they answered. The session was graced by Dr. Garima Agarwal, Faculty Coordinator, Entrepreneurship Club, ABS, Dr. Anjani Kumar Singh, faculty coordinator, Entrepreneurship Club, ABS and Dr. Ritesh Dwivedi, Assistant Professor, ABS.

### **INVICTUS - The Quiz Committee**

Amity Business School (ABS) organized Talent Hunt-QRIOSITY on 22<sup>nd</sup> September'22. The activity was focused on engagement of fresher students. It helped in generating awareness related to business affairs and management. The Participants were required to utilize their knowledge and awareness to excel in the event. There were 2 rounds played offline within the campus. In 1<sup>st</sup> round, crossword puzzles were distributed to participants and they were given 5 minutes to complete the puzzle. In 2<sup>nd</sup> round, jumbled taglines of companies were shown on screen and participants were required to arrange in meaningful manner, along with identification of name of the company.

### **OPREX The Operations Club**



OPREX The Operations Club of Amity Business School conducted “**The Operational Saga**”, on 22<sup>nd</sup> September 2022, which was a complete blend of entertainment with knowledge in the field of Reasoning . Each participant was tested on the basis of their speed and acuity along with the knowledge related to the domain. Interesting yet informational rounds were conducted which assisted the participants to gain more knowledge. It took place under the guidance of Dr. Divya Mahajan.

### **IT Club**

**SKILLBOX** is a talent hunt event which was organized by IT club on **22<sup>nd</sup> September 2022** from **2:30 PM to 5:00 PM**. This event was organised to find the hidden talent, test the thinking ability and presence of mind of the candidates. Candidates found this event an enjoyable experience. It was an event of fun and interactive session integrated with competition level. This event was divided into two rounds. First round was called CrazyUNO. In this round, candidates were given clues on certain UNO cards and by syncing those cards together candidates found the main object. Second round was called Guess What? In this round, IT Quiz was held and the candidate who has given the most correct answers was declared as the winner of the event.

### **Avroh-The Cultural Club**

AVROH, The Cultural Club of Amity Business School conducted Swagat-e-Gala , it was the welcoming of juniors through a talent hunt event where juniors got a chance to showcase their talents in the field of Singing, Dance, Theatre and Instruments. The event began at 2:30 PM onward with the Introductory of our club president Aniket where he gave a brief introduction about Avroh and its Members. After the introduction the performances began for the same. The juniors were invited one by one on stage and they introduced themselves followed by their performances. The talented Singers/Dancers/Theatre Artists and instrumentalists showcased their talents. In this event Avroh witnessed some of the most amazing and rising talents of amity.

### **Inter Institute Competition Cell (IICC)**

IICC organised a game named **Brand Quest** in which there were questions based on brands that included MCQs, riddles, audio, videos, picture, and brand logo. The game will comprise of a quiz based on brands and branding concepts. It focused on the significance of brand creativity and the voicing of a product through its brand design and communications. Here, participants got a platform

to showcase their skills in problem solving, promoting, and marketing the brand. The participants were asked to identify the maximum number of taglines and the brand name correctly within the given period. There were questions where they have to solve the riddles related to brands. The Talent Hunt was held in room no 401 F3 Block at ABS.

**Glimpses of the Event:**



## **ALL CLUBS: SELECTION PROCESS**

<b>S. NO.</b>	<b>Name of the Club</b>	<b>No. of students selected</b>
1.	Vivaad on Debate Club	14
2.	Quiz Committee	11
3.	Inter Institute Competition Cell	17
4.	Marketing Club	19
5.	Finance Club	19
6.	Operations Club	19
7.	Entrepreneurship Club	21
8.	IT Club	10
9.	HR Club	25
10.	Cultural Club	22
11.	Student Activity Cell	22

### **Vivaad on Debate Club**

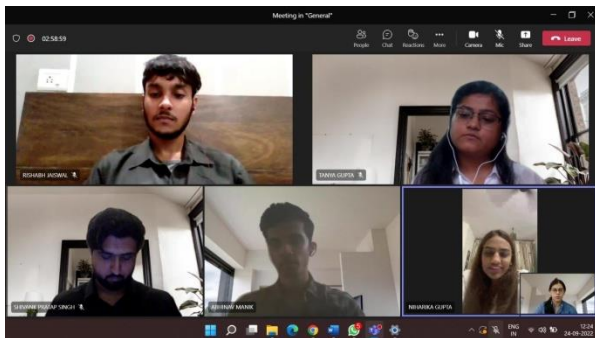
Vivaad On, the debate club of ABS, started the club selection process through circulating the google forms amongst the juniors for the registration. The process of the selection included two rounds i.e Preliminary General Knowledge quiz and online interviews. The quiz was conducted on 18<sup>th</sup> September, 2022 after which interviews of shortlisted candidates were taken on 24<sup>th</sup> September, 2022 by the office bearers of the club.

### **List of selected students-**

<b><u>S.No</u></b>	<b><u>Name</u></b>	<b><u>Class</u></b>	<b><u>Enrollment No.</u></b>	<b><u>Email Id</u></b>
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1.	Manav Joshi	MBA HR Section B	A0102322041	joshimanav57@gmail.com
2.	Shambhavi Kumari	MBA GEN Section C	A0101922138	shambhavikumari16909@gmail.com
3.	Chiranjeev Rai Mehta	MBA GEN section D	A0101922191	chiranjeev.mht75@gmail.com
4.	Vartika	MBA GEN Section D	A0101922065	vartikamaurya21@gmail.com
5.	Vanshika Arora	MBA GEN Section E	A0101922263	aroravanshika032@gmail.com
6.	Aditya Sirohi	MBA FIN Section B	A001110722073	addy98sirohi@gmail.com
7.	Mudita Singh	MBA GEN Section A	A0101922116	muditas443@gmail.com
8.	Luv Patpatia	MBA M/S Section A	A0102222108	patpatialuv@gmail.com
9.	Pallavi Yadav	MBA HR Section B	A0102322102	ypallavi909@gmail.com
10.	Srishti Dhruv Singh	MBA HR Section B	A0102322052	srishtisingh100401@gmail.com
11.	Pallavi Dawn	MBA GEN	A0101922056	pallavidawn1316@gmail.com
12.	Sreelakshmi V K	MBA GEN	A0101922078	sreelakshmivk6@gmail.com
13.	Meraj Ahmad	MBA GEN Section D	A0101922267	merajhmd333@gmail.com
14.	Jyotsana Gautam	MBA GEN Section A	A0101922134	jyotsnagautam1997@gmail.com

### Glimpses-



### Quiz Committee

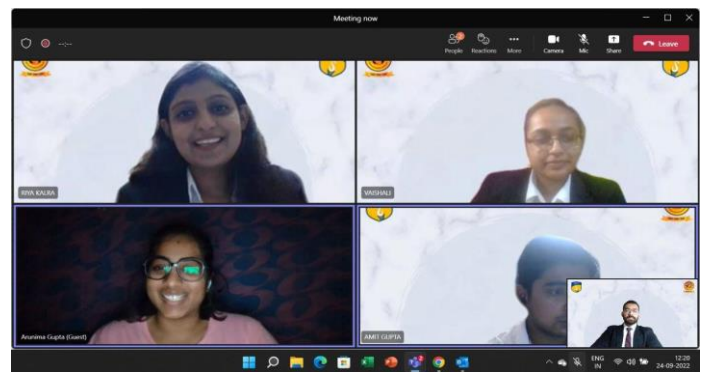
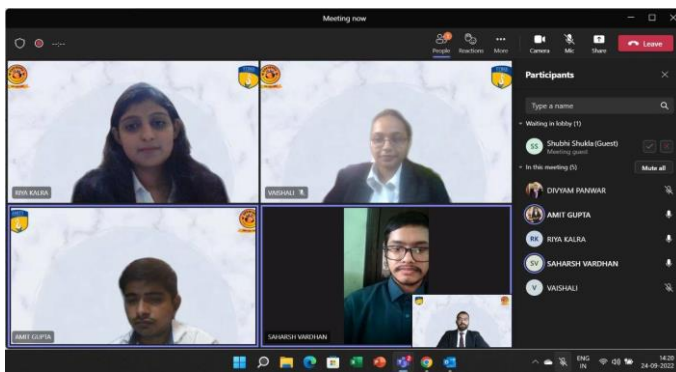
Quiz Committee of Amity Business School (ABS), under the guidance of Dr. Shweta Awasthi, organized interview process for juniors batch 2024 on 24<sup>th</sup> September'22.

The process involved 2 rounds where first round was screening process, a google form was circulated among the students and they need to answer 20 questions related to business affairs and management. Shortlisted students were taken to the PI round.

**List of selected students-**

Name	Enrollment No	Program
Sshrutika Rawat	A0102322050	MBA-HR
Shruti Chaudhary	A0101922097	MBA - GENERAL
Samriddhi Jain	A0101922275	MBA - GENERAL
Meraj Ahmad	A0101922267	MBA - GENERAL
Varnika	A0101922106	MBA - GENERAL
Prajjwal Joshi	A0101922079	MBA - GENERAL
Arunima Gupta	A001110722013	MBA - FINANCE
Ashrut Sudheshwar	A001110722059	MBA - FINANCE
NIHARIKA GUPTA	A0101922315	MBA - GENERAL
Arshiya Mehta	A0101922298	MBA - GENERAL
Rini Mathew	A001110722099	MBA - FINANCE

**Glimpses-**



**Inter Institute Competition Cell**

**ROUND 1** – It was a quiz based on current affairs and understanding of Canva. It was an elimination round. 45 students attempted the quiz and only 30 were selected for the next round.

**ROUND 2** – This was a face to face interview round. Organizers were divided into 2 panels and each panel interviewed 17 students. This was conducted on MS Teams.

**List of selected students-**

<b>S.No.</b>	<b>NAME</b>	<b>ENROLLMENT NUMBER</b>	<b>PROGRAM (Course and Section)</b>
1	D N S SSrilatha	A0102322086	MBA (HR):Sec-B
2	Radhika Bhatia	A0101922030	MBA General Section A
3	Lavya Nath	A0102322039	MBA (HR)- Section A
4	Shrishti Singhal	A0101922108	MBA-GEN (section D)
5	Mehak Kandhway	A0101922194	MBA General (Section D)
6	Muskan Kandhway	A0101922195	MBA General (Section D)
7	Shreya Pal	A0102322003	MBA (HR) SEC B
8	Srishti Badola	A0102322078	MBA (HR) SEC B
9	Devyani Surana	A0101922002	MBA GENERAL SECTION A
10	RAUNAK SINHA	A0102322011	MBA HR Sec-B
11	Acira Gupta	A0102322055	MBA HR Sec-B
12	Chanya Gambhir	A0102322106	MBA HR Sec-A
13	Mrinal Vij	A001110722097	MBA FIN sec-A
14	Ishfa	A0101922133	MBA (General) Sec-D
15	Esha Padhy	A0102322002	MBA (HR) SEC A
16	Bhavya Sharma	A0102322002	MBA HR sec-A
17	Vaishnavi Yadav	A0101922027	MBA General (Section D)

**Glimpses-**



**Marketing Club**

Marketing club received an overwhelming response in the screening process. The candidates who came for the screening showed exemplary number of skills and talent. The process was conducted in a very professional manner with the senior team working together to run the show successfully and

utmost dedication and hard work was displayed by each and every member who contributed their efforts to conduct the interview.

The devoted team members were, Devanshu Jakhmola, Mehakk Jain, Shivam Sharma, Ipsita Sood, Prashant Joshi, Kanika Arora, Parnika Mittal, Srishti Johari, Dhanishta Khullar, Prapti Kumar, Prabneet Kohli.

### ROUND 1 –QUIZ ON GOOGLE FORM

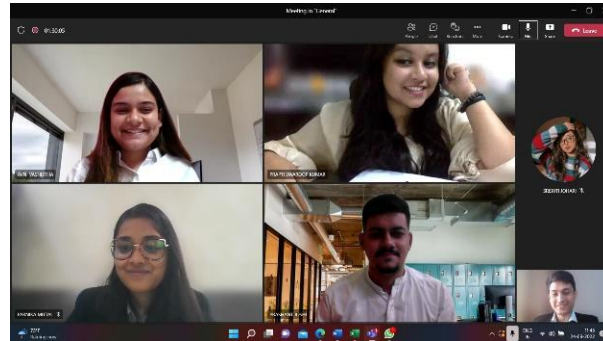
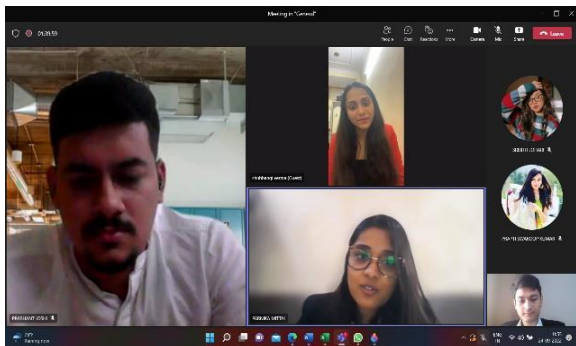
### ROUND 2 –INTERVIEW ON MS TEAMS

#### List of selected students-

S.No	NAME	MBA PROGRAM	ENROLLMENT NO	EMAIL ID	MOBILE NO
1	Shagun Pandey	Marketing & Sales	A0102222111	shagunpandey135@gmail.com	7011357671
2	Akansa Sardana	General	A0101922130	akankshasardana9@gmail.com	9711211018
3	Harjas Singh	General	A0101922122	Harjaschhabra524@gmail.com	9810348899
4	Priya Singh	General	A0101922208	priyasinghbc07@gmail.com	+919092886701
5	Raunak Belwariar	General	A0101922273	raunakbel@gmail.com	9899951129
6	Shubhangi Verma	General	A0101922109	Shubhangivermajpr@gmail.com	8860755554
7	Mehak Arora	General	A0101922295	mehak392@gmail.com	9675204034
8	Akhil Dhawan	General	A0101922112	akhildhawan96@gmail.com	8628852053
9	Disha Nayyar	General	A0101922184	dishanayyar923@gmail.com	7014106200
10	Vrinda Chhabra	General	A0101922190	vrindachabra2000@gmail.com	9540406275
11	Akshat Jain	General	A0101922162	jainakshat456.aj@gmail.com	9953274227
12	Vaishnavi Yadav	General	A0101922027	vaishnaviyadav.dsc@gmail.com	9873533701
13	Ashutosh Atray	General	A0101922166	atray18ashutosh@gmail.com	9468699702
14	Sheetal Kundu	General	A0101922292	Sheetalkundu03@gmail.com	9518421881
15	Nishika Mehra	Marketing & Sales	A0102222078	Nishikamehra05@gmail.com	8587851119

16	Dakshita Sharma	Human Resources	A0102322082	dakshitasharma2000@yahoo.com	9560899399
17	Vartika	General	A0101922065	vartikamaurya21@gmail.com	7042988895
18	Soniya Chandel	General	A0101922132	soniachandel013@gmail.com	7355660923
19	Naman Suyal	General	A0101922095	namansuyal16@gmail.com	9999395010

### Glimpses-



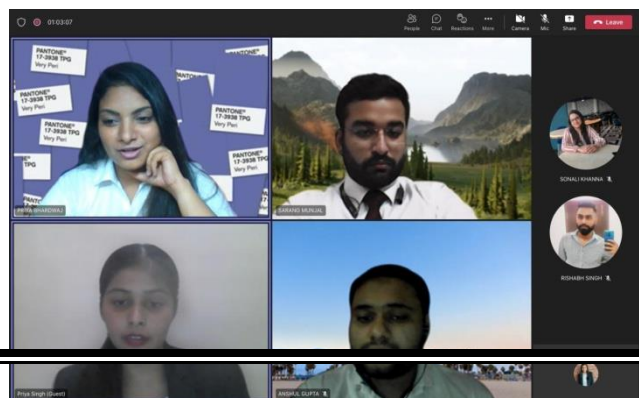
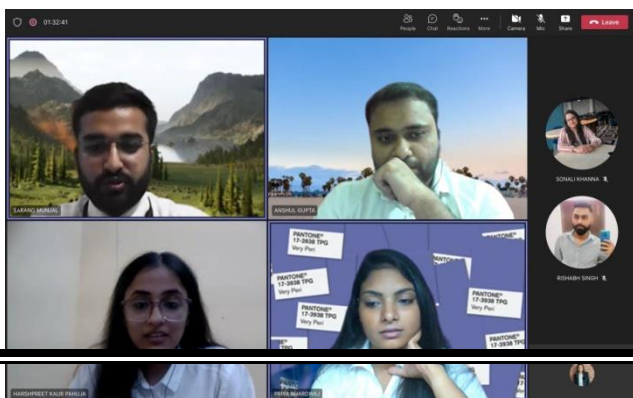
### Finance Club

The aim of this event was to select dedicated individuals who wanted to broaden their horizons and become part of a team working towards improving the financial acumen of individual creatively.

**ROUND 1** – In this round, the candidates were required to fill a Google form having 19 questions testing their financial knowledge and certain questions about their preference of choosing to apply for the Finance Club.

**ROUND 2** – In this round, an orientation about the club, its members and previous accomplishments were also highlighted. After this the 50 candidates who answered the questions correctly and scored maximum marks were invited for an interview conducted by the club’s office bearers and team. All candidates showed up for the interviews and among which 19 candidates were selected.

### Glimpses-





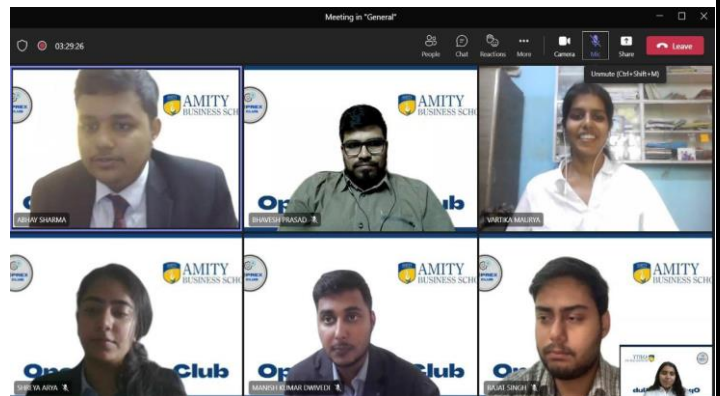
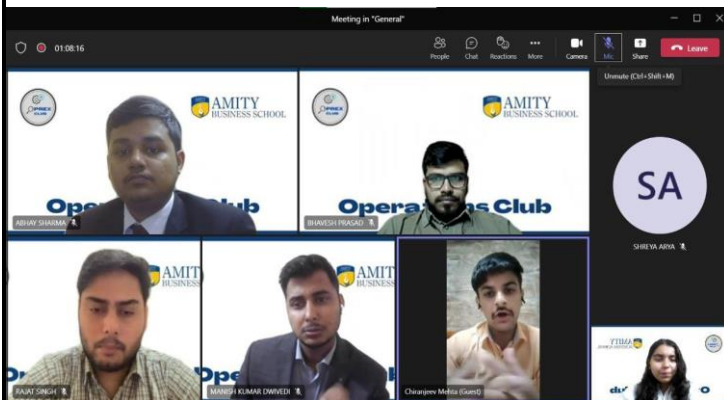
## Operations Club

The aim of this event was to recruit the batch of 2024 in the club so that the students can build their personalities through extra-curricular activities and the club can work with new talent in the coming year.

**ROUND 1** – In this round, the candidates were required to fill a Google form having general knowledge questions and questions to know more about the person.

**ROUND 2**– This round started with a club introduction to the new batch, telling them about the club, its activities, outcome and the office bearers. Student who filled out the form were given a chance to come for the club induction followed by a personal interview session. 39 people came for the induction and took the interview out of which 19 were selected to be the part of the club in the year 2023

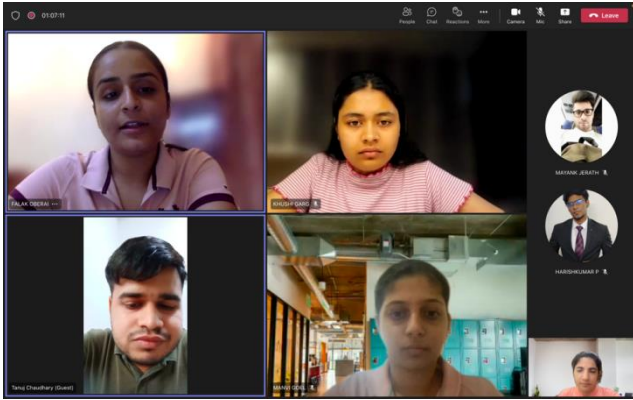
## Glimpses-



## Entrepreneurship Club

Entrepreneurship Club got an opportunity to welcome Batch 2024 to our club on 24<sup>th</sup> March. We as the current touch bearers of the club got the opportunity to extend our entrepreneurship family. With about 100 registrations it was difficult to select the best among the applied students. Coming down to the shortlisting criteria based on the form filled and resume, 80 students were selected to proceed for the personal interview round. The panel consisted of 2 teams, one was led by the president and the other by vice-president. The Interview session was conducted on MS Teams and the procedure started from 10 am and continued till 5:30 pm. After so many interviews, the club finally got its 21 students who would take the journey of the club forward.

## Glimpses-



## IT Club

After welcoming the batch of 2024, an Interview process was carried out on Microsoft teams to shortlist the Candidates to be the new members of IT Club. A google form was made and circulated among the students of batch of 2024 to collect the information of students who are willing to join the IT Club after that 50 candidates were shortlisted for the interview process.

The interview process was carried out in 2 different panels where a group of 4 members each were allotted to take the interview. The process started on 10.30 am onwards and went up to 1.00 pm where different students were interacted and the whole process was carried out and total number of 16 participants were selected to be the members of the IT Club.

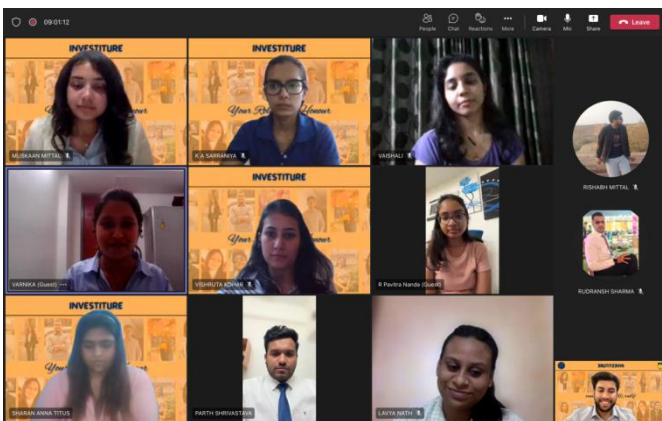
## Glimpses-



## HR Club

24<sup>th</sup> September 2022 - marked the date for a new journey for HR Club, where we as the current touch bearers of the club got the opportunity to extend our HR family. With 140+ registrations, it was a tough choice to select the best of the best. Coming down to the shortlisting criteria on the basis of the form filled, 55 students were selected to proceed for the Personal Interview round. The panel consisted of the 5 touch bearers along with Promotion Strategist, Event Designer and Social Media Strategist of the club. After a detailed interaction with some intriguing personalities for the interview, the club finally got its 25 first year students who would take the journey of the club forward. Dr. Anshu Yadav, Asst. Professor and Faculty Coordinator of HR Club coordinated the event.

## Glimpses-



## Cultural Club

AVROH, The Cultural Club of Amity Business School conducted an Interview session for the Juniors who wanted to be a part of AVROH. It was an online interview conducted on Microsoft team, where all the interested juniors were divided into groups and were called on camera according to showcase their talent and tell us about their selves and how they could contribute towards the club. They were also asked about their interest areas like Singing/Dancing/theatre/Instruments and their achievements in the respective fields. Participants who were unable to perform on camera due to personal and technical reason we're given a link where they could upload the Videos of their respective talents. The event carried on till 5 pm in the evening and later the Valuable Participants were selected by the Core members of AVROH.

## Glimpses-



## Student Activity Cell

Student Activity Cell of Amity Business School (ABS), under the guidance of Dr. Garima Kohli Malik, organized interview process for juniors batch 2024 on 24<sup>th</sup> September'22.

The process involved 2 rounds where first round was screening process, a google form was circulated among the students and they needed to answer 5 questions related to their area of expertise, roles of responsibilities held before and other general information. Shortlisted students were taken to the PI round.

## Glimpses-



## IT CLUB: EXCEL MACROS

The IT Club of Amity Business School, under the guidance of Dr. Anita Venaik, organised an event that provided insights and experiences on using Excel on 15<sup>th</sup> September, 2022. This event started with a workshop where an industry expert—"Mr. Kuldeep Sharma, who is working in the **Analytics field at Elearnmarkets.com,**" elaborated on the complexity of these tools. It was an interactive session where participants learned and also enquired about the topic. Later on, an online quiz was held. It was conducted on Quiziz.com. There were 20 multiple-choice questions. 142 participants attempted that quiz.

**Details of Winners:**

<b><u>Position</u></b>	<b><u>Name</u></b>	<b><u>College/University</u></b>
1 <sup>st</sup>	Muskan Kandhway	Amity Business School, Amity University, Noida.
2 <sup>nd</sup>	Mansi Khetan	Amity Business School, Amity University, Noida.
3 <sup>rd</sup>	Ishmanjeet Singh Bedi	Amity Business School, Amity University, Noida.

**STUDENT ACTIVITY CELL: WORLD TOURISM DAY- POSTER MAKING COMPETITION**

Student Activity Cell of Amity Business School, under the guidance of Dr. Garima Kohli Malik, organised a poster making competition as a part of **World Tourism Day**. Participants were asked to showcase their creativity and create posters on the same. They tried to present their thoughts about the tourist places in the form of a poster. The participants were required to submit their posters via google form and the best posters were selected as the winning entries on 27<sup>th</sup> September, 2022. Participation certificates were provided to all the participants and merit certificates were given to the top 3 participants.

**Details of Winners:**

<b><u>Position</u></b>	<b><u>Name</u></b>	<b><u>College/University</u></b>
1 <sup>st</sup>	Nakul Chaudhary	Amity Business School, Amity University, Noida.

2 <sup>nd</sup>	Priyanshi Kalra	Amity Business School, Amity University, Noida.
3 <sup>rd</sup>	Gaurav Tyagi	Amity Business School, Amity University, Noida.

**Google Form Link:**

<https://forms.gle/K7pGD6x6eKqLKVv67>

**ENTREPRENEURSHIP CLUB: LEGALIA**

Entrepreneurship Club of Amity Business School, under the guidance of Dr. Garima Agarwal and Dr. Anjani Kumar Singh, organized an event named Legalia based on the Constitutional remedies in India and the effect that legal battles have on entrepreneurs. The event kick started, and the participants were full of zeal.

Legalia consisted of 2 rounds:

**Round 1 (Quiz)** was conducted on 27<sup>th</sup> September via google form and the best teams were shortlisted for the next round.

**Round 2-** Shortlisted teams then prepared a ppt for the case study round which was mailed to them a day prior to the event. They were given 3 questions and had to prepare the slides accordingly.

**Details of Winners:**

<u>Position</u>	<u>Name</u>	<u>College/University</u>
1 <sup>st</sup>	Nakul Chaudhary	Amity Business School, Amity University, Noida.
2 <sup>nd</sup>	Priyanshi Kalra	Amity Business School, Amity University, Noida.
3 <sup>rd</sup>	Gaurav Tyagi	Amity Business School, Amity University, Noida.

**Glimpses of the Event:**



## **DEBATE CLUB: “ARE FOOD DELIVERY PLATFORMS LIKE SWIGGY AND ZOMATO GIVING RISE TO JUNK FOOD CONSUMPTION?”**

Amity Business School (ABS) organized a debate competition on the topic “Are food delivery platforms like Swiggy and Zomato giving rise to junk food consumption?” on **29<sup>th</sup> September 2022** at Business School Level. Participants were judged on the basis of their fluency, perspective, diction, grammar and delivery. The event was a speech wherein the participants expressed their detailed thoughts on the theme. The event kick started and the participants were full of zeal. One by one participants came and delivered their speech. Each participant was given 2 and a half minutes to speak and 15 seconds to wind up and conclude with their final closing statements. 15 participants took part in the debate.

### **Details of Winners:**

<b><u>Position</u></b>	<b><u>Name</u></b>	<b><u>College/University</u></b>
1 <sup>st</sup>	Aditya Sirohi	Amity Business School, Amity University, Noida.
2 <sup>nd</sup>	Vartika Maurya	Amity Business School, Amity University, Noida.
3 <sup>rd</sup>	Mehraj Ahmed	Amity Business School, Amity University, 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 September, 2022. They tracked 12 competitions, all of academic/educational institutions hosted in the month of September (details are attached below)-

<b>S.NO</b>	<b>Name of the college</b>	<b>Event Name</b>	<b>No of teams Participated/Participants</b>
<b>1</b>	Indian Institute of Technology	Regnant Populi: Prabandhan'22	<b>4</b>
<b>2</b>	Symbiosis Centre of Information Technology	Bullet-in-board	<b>3</b>
<b>3</b>	Symbiosis Institute of Management Studies	Finstreak Barcode 22	<b>4</b>
<b>4</b>	Symbiosis Institute of Management Studies	Let's make a trade	<b>3</b>
<b>5</b>	Indian Institute of Management (IIM)	Red Bricks: Case Writing Competition	<b>4</b>
<b>6</b>	IIM Raipur	Stratetive - Quiz Based on Trading Strategy	<b>5</b>
<b>7</b>	Nestle Leaders League 2022	Nestlé Leaders League 2022 - TISS Mumbai	<b>6</b>
<b>8</b>	PSG Institute of Management	Samyog 2k22	<b>10</b>
<b>9</b>	Indian Institute of Management Technology	Xposure'22	<b>5</b>
<b>10</b>	Indian Institute of Management (IIM), Rohtak	Op-acity	<b>5</b>
<b>11</b>	XLRI Jamshedpur	Sci- Biz- Tech	<b>4</b>
<b>12</b>	Indian Institute of Foreign Trade (IIFT)	OpsMagnum 2.0 - The Article Writing Competition	<b>5</b>

### **Achievers**

<b>S.No.</b>	<b>Institute Name</b>	<b>Name of the event</b>	<b>Winners</b>	<b>Position</b>
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1	IIM Rohtak	Call for Articles: Analytica August 2022	Tushar Bansal	First
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### October

<b><u>S. No.</u></b>	<b><u>Date</u></b>	<b><u>Event</u></b>	<b><u>Club/Committee</u></b>
1	1 <sup>st</sup> October, 2022	E-Bulletin	Quiz Committee
2	1 <sup>st</sup> October, 2022	Mudra- Finance Newsletter	Finance Club
3	2 <sup>nd</sup> October, 2022	Gandhi Jayanti Celebration	Avroh- Cultural Club
4	3 <sup>rd</sup> October, 2022	Celebration of World Habitat Day - Slogan Writing Competition	Student Activity Cell
5	6 <sup>th</sup> October, 2022	Freshers' 2022	Student Activity Cell & AVROH
6	10 <sup>th</sup> October, 2022	Mental Health Awareness Trivia	Student Activity Cell
7	13 <sup>th</sup> October, 2022	Lecture Series- CORPORATE FINANCE: A crucial strategic tool	Finance Club
8	15 <sup>th</sup> October, 2022	Birth Anniversary of Late Dr. A.P.J Abdul Kalam – Short Essay Writing Competition	Student Activity Cell

9	20 <sup>th</sup> October, 2022	ProTech	IT Club
10	21 <sup>st</sup> October, 2022	Celebration of National Solidarity Day - Jingle Writing Competition	Student Activity Cell
11	24 <sup>th</sup> October, 2022	Celebration of United Nations (U.N.) Day	Student Activity Cell
12	27 <sup>th</sup> October, 2022	Podcast Series - "Medical Sector Transformation In India."	Student Activity Cell
13	31 <sup>st</sup> October, 2022	Pixels Of Unity: National Unity Day	Student Activity Cell
14	31 <sup>st</sup> October, 2022	Coordinated 37 events	Inter Institute Competition

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

“INVICTUS”, the Quiz Committee of ABS, published its 35<sup>th</sup> issue of E-Bulletin on 1<sup>st</sup> October 2022, 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, October edition was released on the 1st October 2022.

- The theme for the October issue of Mudra was “Asset Management”.

- The first editorial was written by Dr. Ashima Aggarwal along with a student member of the club on the topic “All you need to know about Asset management”.
- The second editorial was written by a student member in the topic “Skills to Manage your money”.
- Members of the club provided relevant news based on the theme, along with Market policy and rates, Game, financial facts, and terms.

### **AVROH- CULTURAL CLUB: GANDHI JAYANTI CELEBRATION**

AVROH, The Cultural Club of Amity Business School, in memory of Gandhi Ji celebrated Gandhi Jayanti with full spirit on 2<sup>nd</sup> October, 2022 under the guidance of Dr. Sonal P. Banerjee. The members of the club gathered together and sang a number of songs to pay tribute to the great Gandhi Ji for the good he did for the country, and to light the spirit of patriotism among them. The songs sung by the talented singers of Avroh included Vaishnav Jan To, Ae Watan, Bande Mein Tha Dum and Vande Mataram. A video was also recorded while the singers were singing these songs, and was uploaded on the official Instagram page of Avroh.

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



**STUDENT ACTIVITY CELL: CELEBRATION OF WORLD HABITAT DAY - SLOGAN WRITING COMPETITION**

To celebrate World Habitat Day and to help students bring out their creative side, The Student Activity Cell of Amity Business, Noida was proud to conduct a **Slogan Writing Competition** on the theme: “**Mind the gap. Leave no one and no place behind**”, under the guidance of Dr. Garima Kohli Malik on 3rd October 2022. A Google Form was circulated in which the students had to write a slogan on World Habitat Day on the given theme, further justifying the same in a limit of 50 words. Participation certificates were provided to all the participants and merit certificates were given to all the winners.

**Details of Winners:**

<b>Position</b>	<b>Name</b>	<b>College</b>
1 <sup>st</sup>	Sshrutika Rawat	Amity Business School, Noida
2 <sup>nd</sup>	Harsh Kumar Chauhan	Amity Business School, Noida
3 <sup>rd</sup>	Ritik Kumar	Amity Business School, Noida

**Google Form Link:**

<https://forms.gle/LasaVBoBhEVWcsd87>

**STUDENT ACTIVITY CELL & AVROH: FRESHERS'2022**

Student Activity Cell along with AVROH, the Cultural Club of Amity Business School, on 6<sup>th</sup> October, 2022 organised a fun-filled evening for all the freshers of Amity Business School. The event began with an introduction by the emcees and a dance performance by members of AVROH which was followed by Round 1 of Mr. & Ms. Freshers wherein the participants showcased their talent. Following Round 1, team AVROH exhibited a delightful music and theatre performance. The emcees then invited the participants of Mr. & Ms. Freshers for the final round (Ramp Walk). The event

concluded with the announcement of Mr. & Ms. Freshers and Best Dressed, a fun photo session and a high tea for all the faculties, freshers and student organisers.

**Glimpses of the event:**



To celebrate World Mental Health Day and to spread awareness about the importance of mental health amongst youth, The Student Activity Cell of Amity Business, Noida conducted a **Mental Health Awareness Trivia** under the guidance of Dr. Garima Kohli Malik on 10<sup>th</sup> October 2022. A Google Form was circulated in which the young and upcoming leaders Of Amity Business School were asked to answer few questions related to Mental health and psychology. Participation certificates were provided to all the participants.

**Google Form Link:**

<https://forms.gle/bfQXtA9wCFWXVMnH8>

**FINANCE CLUB: CORPORATE FINANCE: A CRUCIAL STRATEGIC TOOL**

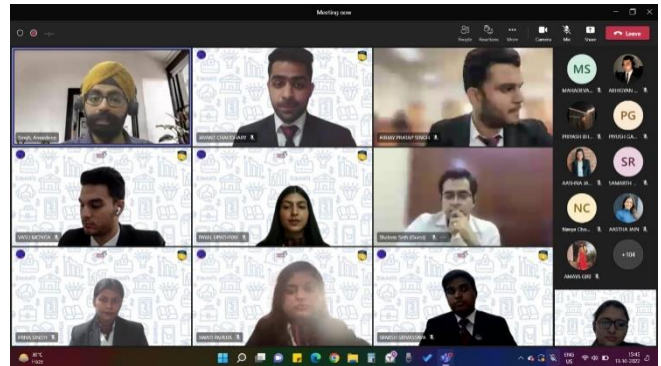
The Finance Club, Amity Business School(ABS)organized a lecture on “**Corporate Finance is a Critical Strategic Tool**”, by industry experts Mr. Amardeep Singh and Mr. Shaleen Seth on 13<sup>th</sup> October 2022. The lecture enabled the students and the organizers to understand about Corporate

Investment, Investment Evaluation with emphasis on main aspects of corporate finance and gain knowledge from the industry experts.

**Guest speakers:**

1. Mr. Amardeep Singh
2. Mr. Shaleen Seth

**Glimpses of the event:**



**STUDENT ACTIVITY CELL: BIRTH ANNIVERSARY OF LATE DR. A.P.J ABDUL KALAM – SHORT ESSAY WRITING COMPETITION**

To celebrate the birth anniversary of Late Dr. A.P.J Abdul Kalam sir, The Student Activity Cell of Amity Business, Noida was proud to conduct a **Short Essay Writing Competition** on the theme: **“If you fail, never give up, because fail means First Attempt In Learning”**. Under the guidance of Dr. Garima Kohli Malik on 15th October 2022. A Google Form was circulated where the students had to upload their respective essays on the given theme, within a word limit of 100 words. Participation certificates were provided to all the participants and merit certificates were given to all the winners.

**Details of Winners:**

Position	Name	College
1 <sup>st</sup>	Nikul Madaan	Amity Business School, Noida
2 <sup>nd</sup>	Richa Mishra	Amity Business School, Noida
3 <sup>rd</sup>	Akansha Sardana	Amity Business School, Noida

## **IT CLUB: PROTECH**

An event that allowed students to use their innovative capabilities to create a new or recreate an existing product using technology. Innovation and technology go hand-in-hand, and the very sustenance of technology depends on innovation. Innovation is used by majority of electrical appliance companies to make our lives easier by removing all unnecessary complexities from appliances. It is used by various other sectors such as finance, e-commerce platforms, commercial facilities, etc. This event required students to give presentations on their ideas and discuss their feasibility and likelihood of success in the market. The participants were then further asked questions by our esteemed jury.

The name of Jury is as follows :

Dr. Teena Bagga- Faculty at Amity Business School

### **Details of Winners:**

<b>Position</b>	<b>Name</b>	<b>College</b>
1 <sup>st</sup>	Ravisha	Amity Business School, Noida
2 <sup>nd</sup>	Aadya	Amity Business School, Noida
3 <sup>rd</sup>	Shagun	Amity Business School, Noida

### **Glimpses of the event:**



## **STUDENT ACTIVITY CELL: CELEBRATION OF NATIONAL SOLIDARITY DAY - JINGLE WRITING COMPETITION**

On the occasion of National Solidarity and to help students bring out their creative side, the Student Activity Cell of Amity Business School, Noida was proud to conduct a Jingle Writing Competition on the theme: “Togetherness, Solidarity, Peace and Harmony”, under the guidance of Dr. Garima Kohli Malik on 20th October, 2022. A Google Form was circulated wherein the participants had to submit their respective jingles on National Solidarity Day on the given theme in about 15-20 words. Participation certificates were provided to all the participants and merit certificates were given to all the winners.

### **Details of Winners:**

<b>Position</b>	<b>Name</b>	<b>College</b>
1 <sup>st</sup>	Kritarth Sareen	Amity Business School, Noida
2 <sup>nd</sup>	Simran Kapoor	Amity Business School, Noida
3 <sup>rd</sup>	Palak Chhabra	Amity Business School, Noida

### **Google Form Link:**

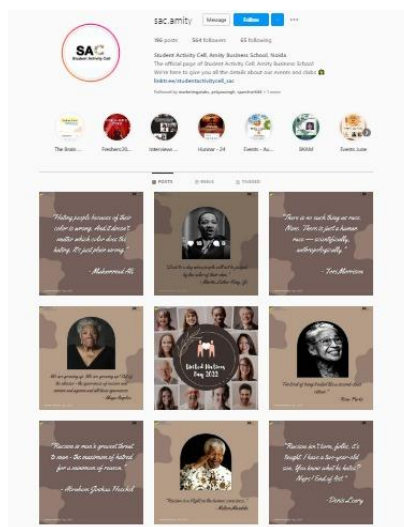
## **STUDENT ACTIVITY CELL: CELEBRATION OF UNITED NATIONS (U.N.) DAY**

To commemorate the United Nations Day (U.N.) Day and the anniversary of the UN Charter's entry into force in 1945, the Student Activity Cell of Amity Business, Noida worked on creating various social media posts under the guidance of Dr. Garima Kohli Malik on 24<sup>th</sup> October 2022. Various awareness posts were created and posted on social media platforms to create awareness amongst the masses about the role of the United Nations in creating peace and cooperation around the world.

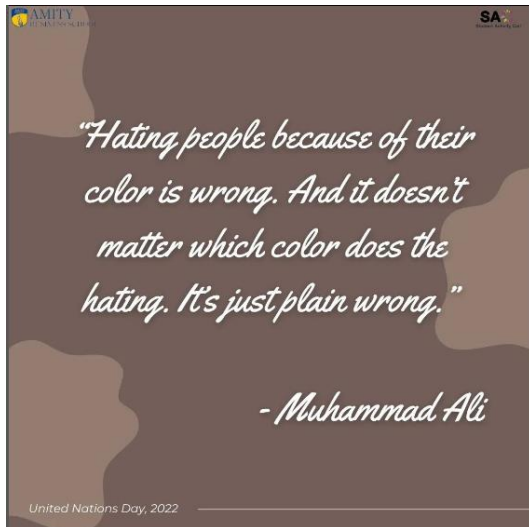
### **Glimpses of the event:**



**STUDENT ACTIVITY**  
**"MEDICAL SECTOR**



**CELL: PODCAST SERIES -**  
**TRANSFORMATION IN INDIA."**



Modern medical advances have helped millions of people live longer and



healthier lives and to acknowledge this, The Student Activity Cell of Amity Business, Noida conducted **Podcast Series** where students had to share their own views and experiences regarding the same. The event was conducted under the guidance of Dr. Garima Kohli Malik on 27th October 2022. A google form was circulated where the students had to upload their respective podcasts on the given theme, within a time limit of 1-2 minutes.

Participation certificates were provided to all the participants and merit certificates were given to all the winners.

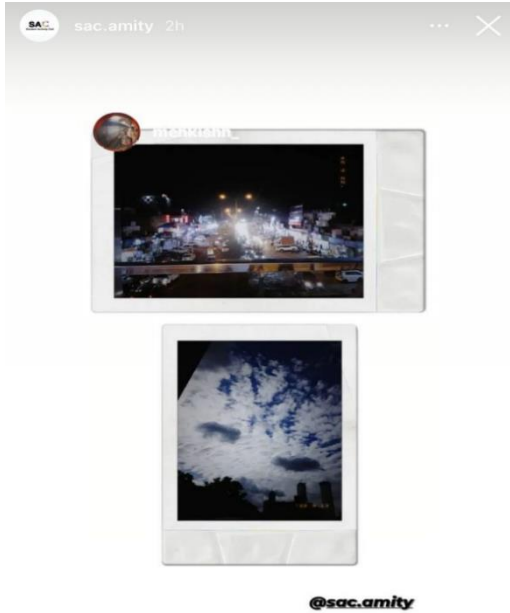
**Details of Winners:**

<b>Position</b>	<b>Name</b>	<b>College</b>
1 <sup>st</sup>	Astha Sharma	Amity Business School, Noida
2 <sup>nd</sup>	Harsh Karnwal	Amity Business School, Noida
3 <sup>rd</sup>	Sarthak Sharma	Amity Business School, Noida

**STUDENT ACTIVITY CELL: PIXELS OF UNITY: NATIONAL UNITY DAY**

“Manpower without unity is not a strength unless it is harmonized and united properly, then it becomes a spiritual power.” This powerful quote is by late Sardar Vallabhbhai Patel whose birth anniversary is observed as “**NATIONAL UNITY DAY**” and so in order to honour and celebrate the birth anniversary of Late Sardar Vallabhbhai Patel, the Student Activity Cell of Amity Business, Noida organized an online event “**PIXELS OF UNITY**” where students had to upload a picture as their Instagram story depicting essence of unity. Their pictures will be reposted by the official handle of Student Activity Cell. The event was conducted under the guidance of Dr. Garima Kohli Malik on 31st October 2022. Various posts were done by students on their social Instagram handle for the same.

**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 October, 2022.

They tracked 37 competitions, all of academic/educational institutions hosted in the month of September (details are attached below)-

S.NO	Name of the college	Event Name	No of teams Participated/Participants
1	IIM Kashipur	QUIZITE	6
2	Narsee Monjee Institute of Management	MarkeVerse	9
3	Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi	Digital Cartoon Making	7
4	Indian Institute of Management (IIM), Udaipur	Mind-Wizz	10
5	Narsee Monjee Institute of Management	HRectify	2

6	Daulat Ram College (DRC), Delhi University (DU), Delhi	Sustient : Sustainable - Stake - Sentient (Business Plan Competition)	8
7	NIT JAMESHADPUR	Monty Quiz 4.0	8
8	MICA, Ahmedabad	Last Manager Standing	6
9	IIT Madras	Action Plan-social Entrepreneurship Competiton	7
10	XLRI, Jamshedpur	War of Wits- HR Flagship Event.	6
11	Sri Ram College of Commerce	Wealthfolio: A Strategic Asset Management Competition	6
12	Indian Institute of Foreign Trade	Strategum: National Article writing	7
13	SRCC, New Delhi	Shri Ram Data Championship 2022	6
14	NMIMS MUMBAI	ACE THE CASE 2022	6
15	XLRI, Jamshedpur	Strike or Yield	6
16	Sri Guru Nanak Dev Khalsa College	The Economic Crime(Debate Competition)	7
17	IIT MADRAS	Social Impulsum 3.0 Competition	7
18	SRCC , DU	HACK - D - CASE	7
19	IIT, Bombay and SJMSOM	B-Quiz	7
20	SRCC, DU	FORUMSCAPE	7
21	IIFT	Incubate	6
22	XLRI, Jamshedpur	General Quiz: Popculture Sports Biz GK	6
23	Shri Ram College of Commerce (SRCC)	Chase-Thy-Case	11
24	Shailesh J. Mehta School of Management, IIT Bombay	Viksit- Economics Based Case Study	2
25	IIM Lucknow - Noida Campus	Crack The Matrix	6
26	Saregama India Ltd.	Talentwood by saregama	16
27	Kirori Mal College (KMC), Delhi	Cover Page Designing Competition	6
28	IIM Calcutta, E Cell	Genesis Hunt: Stages and Timelines	6
29	Shri Ram College of Commerce (SRCC)	Medieval Retrieval	3
30	SIBM (PUNE)	INSCRIBE	7
31	IIT JODHPUR	AETHER: Strategic techno	6

		business Solutions	
32	SJMSOM, IIT BOMBAY	AVENUES'22	6
33	Gradsmartly	Innovative Instagram Reels Making Competition	5
34	IIM, Shilong	Emerge: The solvers	6
35	Shri Ram College of Commerce	Shri Ram Data Championship 2022	5
36	IIT Kanpur	VideshNeeti	6
37	IMT, Hyderabad	Lead H.R.	6

### **GENDER SENSITIVITY ACTIVITY**

Gender Sensitivity is making people are made aware of how gender plays a role in life through their treatment of others. Gender sensitivity trainings are used to educate people, usually employees, to become more aware of and sensitive to gender in their lives or workplaces.

Gender sensitization promotes equality for men and women by allowing men and women to view what is stereotypical of and reasonable for their gender. Therefore, teachers can teach children about gender sensitization through how they conduct their classroom and interact with their students. Successfully sensitizing the students to gender at very young age can influence and bring change in their thought process.

These are the few key points that participants had discussed about the gender sensitivity during the time of activity.



## Conduit-2022

Conduit is a platform to the students and research scholars to gain rich insights of the developments in the business world against the backdrop of a post pandemic world which not only sees managers redesigning their business models with new strategies but also sees a complete change in the way that organization's function and aims to provide broad coverage and dissemination of foundational research, where participants will have opportunities to present and publish their original research cases, exchange their views and also network in the forum. The Conduit 2022 was organized by Amity Business School, Noida on 1st September 2022 which was held in 3 different tracks attended by 41 students and 8 faculties and having Dean FMS Dr. Sanjeev Bansal as the Chief Guest of the day.

The event began with the blessings of the almighty by the SARASWATI VANDANA then a welcome address by Dr. Sanjeev Bansal for the audience which was further followed by a BROCHURE LAUNCH by Dr. Kritika Das Gupta. The presentations were held in three different tracks, each of which had two jury members.

Track one was head by Dr. Anupama Rajesh and the external jury Dr. Alka Maurya from Amity International School of Business.

The winners of the track were as follows

1st position held by Keerat Kaur Khalsa and Prapti Swaroop kumar

2nd Position held by Namya Sethi

Track two was headed by Dr. Sumeet Singh Jaiswal and the external jury was Dr. Manita Arora from Amity School of Business. The winners of the track were as follows

1st position held by Ravisha Nautiyal

2nd Position held by Ruchi Jain

Track 3 was headed by Dr. Ritu Wadhwa and the external jury was Dr. Ruchi Jain from Amity School of Business. The winners of the track were as follows

1st position held by Riju Ghosh

2nd Position held by Dhanush Karthik

### **Organising Team**

Faculty organisers:

1. Dr. Sunetra Saha
2. Dr. Ruchika Nayyar

### **Student Organisers**

1. Akash Kumar Singh
2. Mehakk Jain
3. Kanika Arora
4. Ipsita Sood
5. Srishti Johari
6. Parnika Mittal

# Conference/ Meeting /Industry Visit

## Renvoi 2022

Prof. (Dr) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson Renvoi 2022 had delivered welcome Address and he introduces Amity Universe and Amity Business School. He talked on Pollution of Education and further deliberated on the History of Education. He said, Education is as ancient as the world and further emphasized about the relevance of case-based approach. (Dr.) Sanjeev Bansal welcomed Prof. (Dr.) Balvinder Shukla, Vice-Chancellor, Amity University Uttar Pradesh with a Tulsi Sapling. Vice Chancellor Prof (Dr) Balvinder Shukla welcomed the keynote speakers, and she deliberated that case-based education is being introduced in other domains as well. It gives better understanding of Industry 5.0. The Keynote speaker Ms Vicky Lester, CEO, The Case Centre, UK was introduced and welcomed with a Tulsi Sapling. She started her speech by introducing The Case Centre, UK. She informed that The Case Centre welcomes all sort of case studies be it from Organizations or Individuals. The gap between the industry and academia has been bridged with the help of the case study method of education. She also talked on the best practices of case study writing. Other Keynote speaker was Dr. Virginia Bodolica, Professor, Management, American University of Sharjah & Associate Editor, Emerging Markets Case Studies Journal, Emerald Publishing was also welcomed with a Tulsi Sapling. She talked about Today's reality in academics, Era of premature publication, Era of networking, Era of Interdisciplinarity. She also deliberated on why to write a case study as it improves teaching, Dynamic discussion, Real solutions, Real life examples for success, Appealing writing style and Develop set of skills. 4 Ts of Competencies was discussed, Trailblazing, Tool Making, Translation and Teamwork. She said preferably all cases should be open ended. The types of teaching cases are Decision Making, Descriptive, Failure Cases, Short Cases, Multimedia Cases and Cartoon Storybook Cases. The Vote of Thanks was presented by Dr. Vinamra Jain, Co-Chair, Renvoi 2022.

### Pictures of the Session



### Track 1

**Date: 18th November 2022**

**Time: 10:00**

**Venue: MDP room**

**Total Jury Members: 3**

### **About the event:**

Renvoi 2022 is case study competition where participants come and share their research in the form of a case. In a case study, the most crucial aspect is the research that goes into it. The importance of research in taking the right decision at the right time. The students present their work in front of the jury members. Through these case studies students can learn how to deal with real life industry issues.

### **Jury Members**

**Dr. Anjani Kumar Singh, Dr. Pooja Dua, Professor, Manish Aggarwal**

### **Case Study of Participants**

The session started with the welcome of the jury members, Dr. Anjani Kumar Singh, Dr. Pooja Dua, and Prof. Manish Aggarwal (joined online) along with session in charge Dr. Vijit Chaturvedi. Dr. Vijit extended a warm welcome to jury, presenters and audience and session further proceeded with the case presentations

- The first case study was presented by Dr. Mamta Mahapatra and Miss Surbhi Jain, titled **“Empowering the Underprivileged with Skill Training in Industrial Project”** where Dr. Mamta introduced their case which was based on Employees of Durgapur West Bengal (2014).
- The second case was presented by Yash Kalra and Raj Yadav on **“Consumer Attitude Towards and Services of YNK Papers”**. After hearing the intriguing case our virtual judge, Prof. Manish Aggarwal, suggested that the case studies can never be concluded, as it raises never ending questions.
- The next case was presented by Simran Sethi and Pushpa Kataria on the topic **“Byju’s layoffs 2022- Learning from EdTech Giant”**. Case focused on overlapping and duplication of work, it was well detailed and provided insights in this growing industry.
- The next presenter was Ashrut Sudeshwar, who presented on the topic, **“ILFS Crisis and What role Auditing played in it”**. He elaborated on the core of the crisis, the reason and impact of it.
- The next presentation was on **“Digi-pen – Disruptive Technology in Education”** by Eklavya Sharma. He elaborated on the Traditional methods of Training problem and suggested the techno friendly solution of Digi-Pen and discussed its advantages.
- The next case was presented by Shresth Bisaria, Monis Islam on ‘One District One Product Scheme’ where he talked about how the “Kala Namak Rice” brought a change in the life of the farmers in terms of safeguarding their tradition of farming, employment etc.
- Next case was **“Creating Order in The Digital Chaos”**. It emphasized the direct impact of Industrial Revolution.
- Next case study was on one of the major news of the industry **“Acquisition of Air India by Tata Group – Will it Pay Off”** by Manish Agarwal and Monika Agarwal. It was a public domain case study highlighting cultural differences and high competition.



- Further a case study on “**Impact of Work Life Balance on Productivity of Healthcare of Employees**” was discussed by Mehak Gussain and Shreya Mathur. They highlighted the work and personal life balance issues among genders and concluded with males are highly satisfied and whereas females do not enjoy the same.
- The next case study was “**Lead Generation and Customer Satisfaction through business development and CRM for an AI Platform**” by Himangi Kumari.

Total ten cases were presented and all of them were very well received. It was a great learning and upskilling platform for understanding and writing case studies. This session was followed by lunch.

### **Pictures of the Session:**



### **Track 2**

**Date: 18th November 2022**

**Time: 14:00 PM**

**Venue: MDP room**

**Total Jury Members: 2**

**Case Study of Participants:**

- The first case for the second session was presented by Riju Ghosh presented on the Topic- **“Market research in collaboration platforms”**. The case was very informative and well presented
- The following case was presented by Shrishti presented on the topic **“Business mould innovation”**. The case study was built on the moto of providing awareness.
- The next case was presented by Mohammad Hamad on the topic **“HMT - The broken clock”** the participant discussed about the era of the HMT watch and how it was so popular those days, various questions were asked by the jury like what motivates you for this topic.
- The next case was presented by Sparsh Shrivastva on the topic **“Digital Banking and financial management”**. Case effectively differentiated between Digi marketing and fintech products.
- The next case study was presented by Vaibhav Sharma on the topic **“Golden period of start-ups”**. He explained about the nature, scope, start-ups and about the opportunities for opening the venture. Various reasons for the growth of the global start-ups were also discussed.
- Tanya Duggal, Dr. Vijit Chaturvedi & Vaibhav Sharma presented case on **“Leadership for excellence building”**. In this, various milestones of Apple were discussed and few significant topics such as Leadership strategy, Marketing strategy, and HR strategy were explained.
- The next participants Karpura Tandel, Parag Jadhav, Archit Jain, Yamini Rao, Kaivalya Moda presented case on **“Automobile damage detection using deep learning”**. They have discussed about the role of insurance company.
- The next case was presented by Rishabh Panwar and Gaurav Tara on **“Moon lighting”**. It was a three-dimension survey having a problem statement and problems faced by employer and employee.
- Another participant Priyanka Arora presented on the topic **“Swishswash i.e. understanding challenges in business communication for small businesses in emerging economy”**. She discussed about the various challenges that were the in logistics, facing lot of competition.
- Next participant was Keerat Kaur who presented on the topic **“Impact of social media campaigns on brand outreach comparative study of 3 hotel”**. She talked about social media marketing and its importance.
- The next case was presented by Manshi Singh on the topic **“Consumer behaviour”** various points were discussed like company details; fund mission and vision launch in India and challenges in the transportation problems.
- The next case was presented by Ankita Shukla , Dr Alka Agnihotri who presented on the topic **“A case study on the application of initiatives for emotional intelligence in corporation”**. Presenter emphasized about emotional intelligence in today’s cutthroat competition.
- Participant Divyansh Tiwari presented on the topic **“ZERODHA”**. It is a start-up by two brothers with zero barriers and free brokage system.

- The next case was presented by Sweta Dey, Dr Ritu Wadhwa presented on the topic “**Study of credit underwriting of working capital loans in Kotak Mahindra bank**” it was a hectic and clogged channel for loan approve need to have a hustle free system.
- The next participant Prakhar Gupta, Varshita Shukla presented on the topic “**Acquisition of twitter by Elon Musk**”. He explained very well about the issues and challenges faced by Twitter in current situation.
- The last participant was Praveen Dutta who presented on the topic “**Cable optimization engineering at industrial project**” issues related to cable optimization at profit site.

A total of 16 cases were presented in the second session and after this all the participants and jury members attended valedictory session.

### **Pictures of the Session:**



## Valedictory Session

The session started with a warm welcome to all the jury members, faculty members and participants. The background of Renvoi was given, which was started in 2006 and the exact objective of the conference was to familiarize the students regarding the case study approach. It was also highlighted that 29 out of 35 are selected which would be published in UK case center. He added that both fictitious and real time, case studies are equally important. The Jury members shared their experiences of the conference. The conference proceeded with the certificate distribution ceremony where the students were awarded for their hard work and dedication with a certificate. This ceremony was followed by the prize distribution for Renvoi'22. Ashrut Sudeshwar, (IFLS Crisis and What role Auditing played in it) & Priyanka Arora, (SwishSwash: Understanding challenges in Business Communication for small business in emerging Economy) received the second position with a cash prize of 5000. Winner title for RENVOI was given to Manish Agarwal and Monika Agarwal who presented a case study titled : 'Acquisition of Air India by Tata Group- will it pay off' with a cash prize of 15000.

Renvoi, 2022 was concluded by a vote of thanks by Dr Lakhwinder K. Dhillon, Co-Convener, Renvoi 2022. She expressed her gratitude to respected founder sir, vice- chancellor ma'am and Dr. Sanjeev Bansal sir for their continuous support and guidance. She extended her gratitude to all jury members. She thanked faculty member and all staff members. She further acknowledged the efforts put by organizing committee, student coordinators and program leaders in making Renvoi'22 a success.

### **Pictures of the Session:**



## **IOCL Training**

The 3 day residential workshop was organised for IOCL on 2 -3 Nov 2022 on personal and professional excellence. The workshop covered topics as self, emotional intelligence, time management goal setting, and leadership and followed by team building activities.

### **3<sup>rd</sup> Doctoral Conclave:**

Amity Business school, Amity University Uttar Pradesh organized its 3rd Doctoral Research Conclave on “The Power of Research in Changing Global Scenario” using MS Teams on 1<sup>st</sup> and 2<sup>nd</sup> December 2022. The conclave intended to understand and share the state of management research among Doctoral Scholars and its primary objective was to provide a dynamic platform for knowledge sharing to the Research Scholars to interact and enhance their knowledge and generate ideas for their research endeavours. Subsequently, in the second phase of the conclave, management research scholars were invited to share their highlights of thesis and social contribution of their work, status of level of implementation and the presentations were evaluated by esteemed jury further winner was awarded.

The conclave aimed towards the following objectives-

1. To provide a digital platform wherein Corporate and Academia collaborate to share exponential value of Research to scale up for Innovation.
2. To set a ground where distinguished academicians shall emphasize upon the nuances of Research process and guide to foster knack of Research in congruence with relevant research practices and methodologies.

The conclave enabled participants to gain Learning Outcomes -

1. To think diversely after gaining real time experience from Distinguished Speakers and Laureates
2. Create research models & Frameworks which will be useful to business and society at large.
3. To create a focal forum and stage for the participants to inculcate collaborative learning to motivate the Research Scholars to write Research Articles.
4. Incorporate constructive feedback received from the expert panel to enhance the quality of their research work.
5. Gain an insight on how to use R in their Research Analysis.

Conclave Conveners: Dr. Sanjeev Bansal, Dean-FMs and Director-ABS was the Conclave Convener, Dr. Anshu Singh, Assistant Professor ABS and Dr. Amit Kumar Pandey, Associate Professor, ABS and were the co-conveners.

Participation: PhD. Research scholars from Noida Campus, Lucknow Campus, Delhi University, Dubai Campus were invited to participate in the conclave. 121 research scholars were registered for the event.

Event Details: The event comprised of 4 sessions where discussions and deliberations were successfully completed. After Inaugural session, 3 more Plenary Sessions were designed. The Valedictory session was loaded with thesis presentation competition. Winner was awarded with a cash prize of Rs 7,500.

# ABS Creative Minds

## HUMANITY

- Neeraj Kumar  
MBA (General), 1<sup>st</sup> Year



## HUMANITY

Maybe,  
We are lost to be found.  
But who can bear a hand?  
When we are locked inside  
No man's land.  
Who can call and shout our name?  
To find ourselves once again the same.  
Who can look us in the eye?  
And tell us something,  
When we don't have any clue and are shy.  
Who can give with both of his hands?  
Just to find us once again glad.  
Who is sensible enough of others' pain?  
Who cares for everyone's gain?  
Oh are we human enough,  
Inside our heart and our brain?  
Ask yourself, and if not  
Please become first  
Before anything else  
A person humane.

The land of sensitivity  
Is drenched with tears.  
Which makes it fertile,  
For crops of unsaid verses,  
To be heard.  
Which speak volumes,

If only we're able to perceive.  
If only we know  
how it feels.  
If only we're  
sensitive enough,  
To feel the pain  
Of an another  
As our own.  
©penmatician

A New Life  
- Saim shabir Mir

MBA (HR), 2<sup>nd</sup> Year



Being a part of this hypocritic unnatural materialistic society we still can find a new life worthy of living and sharing your experiences with someone who cares and loves you for who you are and walks with you in your thick and thin.

**"Life is a book that you only get to read once"**

We as humans have an instinct of survival and we just can't deny this fact, but some people have lost this instinct they don't want to live anymore they don't want to be a part of this society they don't see their part that is meant for them to play in the society. They are fighting alone all by themselves and no one tend to take notice they disguise themselves as happy people scared of showing their dark side to the society because all people usually do is judge them and stamp them as outcasts and no one really cares until it's too late.

I can see it clearly the root cause for the majority of such issues is that we have made standards unprecedented standards for everything around us for instance how can we define beauty there is no such definition that defines beauty so in reality the word ugly has been created by us to glorify beauty, according to me there is nothing ugly everything and everyone is beautiful in its own way it has its own essence and aesthetics, speaking of the word perfect how can you define perfect on this planet



what will you compare it with to say if something is perfect or not I just can't see the purpose behind many words in the modern language it seems the words we use are meant to divide and not to unite.

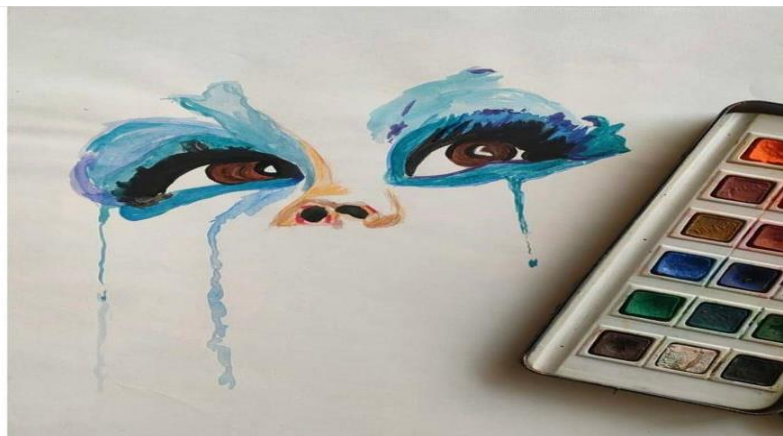
We need to step out of this matrix it's a loop going on for years, we need to stop defining what's normal and what's not normal, we need to make people feel comfortable around us, we need to take the first step and try to change the ways we need to accept the fact that everyone will not fit into the unrealistic standards of this this society we need to accept that everyone has a completely different part to play in this world everyone will have different set of skills and abilities, we need to stop judging people just because they are different from others as quoted by Einstein "but if you judge a fish by its ability to climb a tree, it will live its whole life believing it is stupid"

The change begins with us we can see through it and step up and defy the chains of society and set yourself free and try to create a new life for you and people around you. Which guaranteed would be a beautiful one.

**You are worth more than second thoughts and maybes.**

- **Aishwarva Mishra**

**MBA (HR), 2<sup>nd</sup> Year**



# **TEAM COMMUNIQUE 2022**

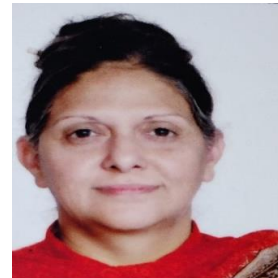
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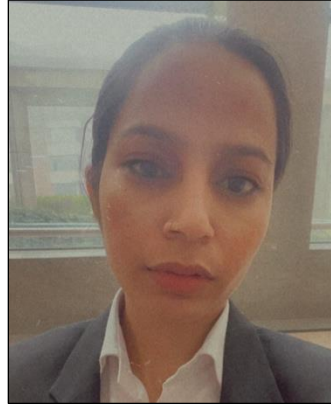
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