



AMITY
UNIVERSITY



COMMUNIQUE

Amity Business School, E-Newsletter



Dr. Ashok K Chauhan
Founder President



Dr. Atul Chauhan
Chancellor



Dr. Balvinder Shukla
Vice Chancellor

Issue 14 (July - December) 2023

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DIRECTOR'S MESSAGE



***“The beautiful thing about learning is that,
no one can take it away from you”***

In the pursuit of knowledge and excellence, we often find ourselves faced with challenges and obstacles. However, it is during these moments that our true character and potential are revealed. Elegance lies not only in the way we present ourselves, but also in the way we navigate the complexities of the business world.

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

- Albert Schweitzer

These profound words remind us that true success is not solely measured by external achievements, but by the fulfillment and joy we derive from our endeavors.

In the pursuit of success, may we never lose sight of the happiness that sustains and enriches our goals, for it is the true measure of a life well-lived.

FROM THE EDITORIAL DESK

Dear Esteemed Readers

**Your gateway to the world of opportunities at
Amity Business School!**

At Amity Business School, we've always strived to transcend conventional education boundaries and empower our students to seize every learning opportunity that comes their way. We understand the value of staying connected and informed, which is why this newsletter is meticulously curated to bring you a glimpse of the dynamic landscape of opportunities available to you all.

**"Life is an adventure, and at Amity Business School, every opportunity
is a new chapter waiting to be written!"**

We promise to provide you with a comprehensive overview of everything happening from groundbreaking research initiatives, industry collaborations, career development workshops, webinars, interactive conferences, & a creative corner from our students.

**Special thanks to everyone who contributed their time and effort to
make this newsletter a reality!**

Happy Reading!

FACULTY PUBLICATIONS DATA

(JULY - DECEMBER 2023)

| NAME OF THE FACULTY | NUMBER OF PUBLICATIONS (July- december 2023) |
|-----------------------------|---|
| Dr. Sanjeev Bansal | 6 |
| Dr. Amit Pandey | 5 |
| Dr. Anita Venaik | 5 |
| Dr. Anshu Yadav | 2 |
| Dr. Jaideep Kaur | 1 |
| Dr. Lakhwinder Dhillon | 2 |
| Dr. Puja Sareen | 2 |
| Dr. Richa Sharma | 3 |
| Dr. Priyanka Nahush Agarwal | 3 |
| Dr. Samarth Sharma | 1 |
| Dr. Nitendra Kumar | 5 |
| Dr. Ritu Wadhwa | 1 |
| Dr. Vijit Chaturvedi | 3 |
| Dr. Shweta Awasthi | 2 |
| Dr. Anshu Singh | 4 |
| Dr. Archana Singh | 1 |
| Dr. Paritosh Mishra | 3 |
| Dr. Sunetra Saha | 2 |
| Dr. Sonali P. Banarjee | 2 |
| Dr. Pallavi Sharda Garg | 1 |
| Dr. Manisha Bhardwaj | 3 |
| Dr. Priyanka Agarwal | 2 |
| Dr. Shikha Mishra | 1 |
| Dr. Jaya Yadav | 3 |
| Dr. Harminder Kaur Gujaral | 4 |
| Dr. Ritesh Dwivedi | 1 |

PLACEMENT OF ABS STUDENTS

Students were placed in the following companies

| | | |
|----|---|---|
| 1 | ABP News |  |
| 2 | Ahe Naturals |  |
| 3 | Annapurna Finance Pvt Ltd |  |
| 4 | Axis Bank |  |
| 5 | Bajaj Allianz Gen. Insurance |  |
| 6 | Bandhan Bank |  |
| 7 | Blackrock |  |
| 8 | Bureau Veritas Consumer Products Services |  |
| 9 | Business World |  |
| 10 | Centilytics |  |
| 11 | Channel Technology |  |
| 12 | Collaboration People Technologies Pvt Ltd |  |
| 13 | Deloitte |  |
| 14 | DE Shaw |  |
| 15 | DHL Supply Chain Pvt. Ltd |  |
| 16 | Ditto Insurance |  |
| 17 | Exide Industries Ltd |  |
| 18 | Fare Labs |  |
| 19 | FarEye |  |
| 20 | Fintech Education |  |




















PLACEMENT OF ABS STUDENTS

Students were placed in the following companies

| | | |
|----|--------------------------------|---|
| 21 | Genpact |  |
| 22 | Globalcert |  |
| 23 | Greenlam Industries Ltd |  |
| 24 | HDFC Bank Ltd |  |
| 25 | Hinduja Housing Financing Ltd. |  |
| 26 | HSBC |  |
| 27 | ICICI Prudential |  |
| 28 | Intech Infra Pvt Ltd |  |
| 29 | Investors Clinic |  |
| 30 | KPMG India |  |
| 31 | Lattice |  |
| 32 | Legrand |  |
| 33 | Mahindra Finance Ltd |  |
| 34 | MeraDoc Healthtech Pvt Ltd |  |
| 35 | Merino Industries Ltd |  |
| 36 | Moddy's |  |
| 37 | Mphasis |  |
| 38 | Navatar Group |  |
| 39 | OFB Tech Pvt. Ltd |  |
| 40 | Pine Labs |  |

PLACEMENT OF ABS STUDENTS

Students were placed in the following companies

| | | |
|----|-------------------------------|---|
| 41 | PNB Housing Finance Ltd |  |
| 42 | PopCorn Furniture & Lifestyle |  |
| 43 | Precisely |  |
| 44 | Radico Khaitan Ltd |  |
| 45 | Ramboll India Pvt Ltd |  |
| 46 | RBL Bank Ltd. |  |
| 47 | Reliance Brands Ltd |  |
| 48 | Revivo |  |
| 49 | Router |  |
| 50 | RSMI Consulting |  |
| 51 | Sar Group |  |
| 52 | Sara International | |
| 53 | SBI Mutual Fund |  |
| 54 | Studds |  |
| 55 | Survey2Connect |  |
| 56 | TATA AIG |  |
| 57 | TATA Technologies |  |
| 58 | Tikona Infinet Pvt Ltd |  |
| 59 | Times Zone |  |
| 60 | Times Network |  |

PLACEMENT OF ABS STUDENTS

Students were placed in the following companies

| | | |
|----|--------------------------------|---|
| 61 | Toal IT Global Solutions |  |
| 62 | Transsion Holdings |  |
| 63 | Trident Industries |  |
| 64 | Triveni Engg & Industries Ltd. |  |
| 65 | TWIMBIT |  |
| 66 | VE Commercial Ltd |  |
| 67 | VI John |  |
| 68 | VXXIV Corp Pvt Ltd |  |

CRC EVENTS AND GUEST LECTURES

JULY

26th July 2023

Guest Lecture

| Guest Speaker | Topic |
|----------------------|----------------------------------|
| Ms. Jaya Vaidhyathan | Role of Women in Tech Leadership |

Guest Lecture

Orientation Program for MBA Class of 2024



CRC EVENTS AND GUEST LECTURES

JULY

26th July 2023

Members of CRC invited the following Corporates
for Orientation Program MBA Class of 2024

CEO Forum

Topic : " Industry Expectations and Skills required
for emerging Career Opportunities"

Panelists

Mr. Ashok Kr Srivastava

Mr. Kamal Verma

Dr. Shirish Nigam

Designation

Founder & Business Head,
Livewise Planet

Chief Executive Officer,
Water Business Group, Triveni
Engineering & Industries Ltd

Managing Director, EW
Nutrition Pvt Ltd

CRC EVENTS AND GUEST LECTURES

JULY

26th July 2023

Members of CRC invited the following Corporates
for Orientation Program MBA Class of 2024

Alumni Forum

Topic : "Transitioning from Campus Life to
Successful Corporate Life : Insights from Alumni"

Panelists

Mr Anshul Garg

Mr. Vivek Modi

Mr. Pravin Kumar

Designation

Group Managing Director,
Mohan Electro-Casting Pvt Ltd

Co-Founder & CEO , Yellow
Bulbs Solutions Private
Limited

CEO, Rfintech Pvt Ltd

CRC EVENTS AND GUEST LECTURES

AUGUST

8th August 2023

Guest Lecture

Career Counseling Session

Panelists

Mr. Vinay Kr. Chauhan

Designation

Group Manager, HCL
Technologies Ltd for Career

9th August 2023

CEO Forum

Following Corporate & Alumni were invited for
Orientation Program of MBA Class of 2025

Speaker

Mr. Amit Shukla

Mr. Mohit Mathur

Designation

Founder & CEO EasyGov

Head - Innovation HCL
Technologies Ltd

CRC EVENTS AND GUEST LECTURES

AUGUST

Alumni Forum

Speakers:

-Mr. Rajeev Ranjan

COO Zodiac Solutions Pvt. Ltd. Alumni Forum – 1997

**Invited the following Corporate Professionals for
Career Grooming Session:**

| | |
|-------------------|--|
| 21.08.2023 | Mr. Vijay Bhutani, CEO, Techno-Vizion Associates Pvt Ltd |
| 22.08.2024 | Mr. Vishal Manocha, Founder & CEO, Vishal School of Grooming |
| 23.08.2025 | Mr. Sumeet Raisinghani COO-India, MCube Financial LLC |
| 24.08.2026 | Mr Ashok Kumar Srivastava, Founder & Business Head, Livewise Planet |

CRC EVENTS AND GUEST LECTURES

AUGUST

ARA Workshop (Aptitude & Reasoning Ability)

| | |
|-------------------|------------------------------|
| 23.08.2026 | Mr. Krishan Rai, AICE |
| 25.08.2027 | Mr. Krishan Rai, AICE |
| 26.08.2028 | Mr. Krishan Rai, AICE |

Career Grooming Session : Invited the following Alumni's for Career Grooming Session:

| | |
|-------------------|---|
| 24.08.2026 | Ms. Ankita Vasudev, Career & Transition Coach Ex HRBP PNB MetLife (Alumni of MBA(HR) 2019) |
| 25.08.2027 | Ms. Rishika Verma Vohra, Talent Acquisition Group IGT Solutions Pvt Ltd (Alumni of MBA- HR 2014) |

CRC EVENTS AND GUEST LECTURES

SEPTEMBER

**CRC organized Alumni Entrepreneurs Forum
Topic - “Technologies Impact on Entrepreneurship”**

The following Seniors were called

| | |
|-------------------|---|
| 01.09.2023 | Mr. Kuuljiit Abroll, Business Head, Truact |
| | Mr. Mayank Talan, Director, MR DD Developers Pvt Ltd |

**CRC conducted an Online Guest Lecture
“Investor awareness workshop”**

| | |
|-------------------|---|
| 14.09.2023 | Dr. Manisha Jain Kulshreshtha, Founder Director, Peritus, President WICCI - Capital Markets Council, SEBI Smarts |
|-------------------|---|

CRC EVENTS AND GUEST LECTURES

SEPTEMBER

**CRC organized a virtual Global Alumni Forum for
MBA-General**

The following speakers were called

| | |
|-------------------|--|
| 15.09.2023 | Mr. Prakram Gill, Regional Sales Director, 3i Infotech Ltd, Dubai |
| | Mr. Bimal Ramesh Madhavan, Chief Executive Officer, Lotus Consultancy FZE (UAE) |
| | Mr. Mayank Sharma, Deputy Manager-Digital Transformation, Deloitte, Dubai |

**ICEIL Conference 2023 Session on “Entrepreneurship,
Innovation and Leadership”**

Invited as a session chair

| | |
|-------------------|---|
| 15.09.2023 | Mr. Anshul Garg, MD, Mohan Electro-Casting Pvt Ltd, (MBA 2006) |
|-------------------|---|

CRC EVENTS AND GUEST LECTURES

SEPTEMBER

CRC organized HR Forum

“Navigating HR Horizons in 2023: Trends, Challenges, and Strategies for the Future

Following Corporates were invited

| | |
|-------------------|--|
| 27.09.2023 | Ms. Khushboo Tak, Head HR, Reliance Brand Ltd |
| | Mr. Chandra Prakash, Head-TA, Innover Digital |

OCTOBER

Presented “Tech Champion Award” during INFINITY Conference 2023

Following Tycoon was invited

| | |
|-------------------|---|
| 12.10.2023 | Mr. Nishant Goel, Co-Founder & Director, Zazz Technology Connect Pvt Ltd (PGDM 2002) |
|-------------------|---|

CRC EVENTS AND GUEST LECTURES

OCTOBER

**CRC invited Corporates & Sr. Alumni members for
Corporate Forum**

| | | |
|-------------------|--|--|
| 19.10.2023 | Carbon Credit Marketing to achieve net zero by 2070 | Mr. Rohit Kumar, Secretary General, Carbon Markets Association of India Member of NITI Aayog, CCUS Committee |
| | Marketing Basics in Industry | Mr. Aashish Kapur, Sr. Vice President – Business Development, Infrastructure Development Corporation (Karnataka) Ltd (IDeCK |
| | The Synergy of Product Management, Sales and Marketing: A Recipe for Software Success | Mr. Rahul Malhotra, Sr. Product Manager, Newgen Software Ltd |

CRC EVENTS AND GUEST LECTURES

NOVEMBER

Market visit

Ms. Kritika Dasgupta, Asst. Director-CRC visited following companies :

| | |
|-------------------|-------------------------------------|
| 29-11-2023 | CodeLover Technology Pvt Ltd |
| 30-11-2023 | Eclerx, Infosys, Cvent |

DECEMBER

Market visit

| | |
|-----------------------------|------------------------------|
| Mr. T.N Mukunda | Jubilant Pharmova Ltd |
| Ms. Kritika Dasgupta | Eclerx |
| | Cvent |
| | United Lex |
| | Infosys |

MAJOR EVENTS IN 2023

CONDUIT

A case study presentation competition called Conduit 2023 allowed competitors to go into the future of professional and academic achievement. This esteemed event, which sought to honor the students' exceptional achievements, was warmly invited to all in attendance. The event highlighted and fulfilled its promise to offer an engaging and educational experience, illuminating the creative ideas and astute problem-solving abilities that interns had acquired throughout their summer vacations.



Conduit 2023 served as a forum for case study presentations before a distinguished panel of judges, business leaders, and peers. It was more than just a competition. Participants' opinions and thoughts have the power to influence the future and educate people about research and presentation skills.

MAJOR EVENTS IN 2023

CONDUIT

There were four different tracks at Conduit 2023, which was hosted by Amity Business School in Noida on September 1, 2023.

Sixty students and faculty members attended. Saraswati Vandana, who invoked divine blessings, opened the ceremony.

Dr. Sanjeev Bansal, Dean FMS & Director ABS, then gave a heartfelt welcoming speech to the attendees. Presentations were place in four distinct tracks, each chaired by distinguished faculty members and outside jurors.



MAJOR EVENTS IN 2023

CONDUIT

HR Track

Headed by Dr. Vijit Chaturvedi and the external Jury, Dr. Pratibha Garg from ASB.

The winners of the track were as follows:

-1st Position - Akshai Pal -2nd Position - Vaibhav Sharma

Finance Track

Headed by Dr. Nitendra Kumar and external Jury member Dr. Rishi Taparia from ACCF.

The winners of the track were as follows:

-1st Position - Eklavya Sharma -2nd Position - Amanpreet Kaur

Marketing Track

Headed by Dr. Anurupa B. Singh and external Jury member Dr. Deepa Kapoor from ASB.

The winners of the track were as follows:

-1st Position - Sheenam Ghai -2nd Position - Vartika Maurya

General Track

Headed by Dr. Anita Venaik and external Jury member Dr. Praful Ranjan from ASIBAS.

The winners of the track were as follows:

-1st Position - Rashi Saini -2nd Position - Amitesh Tripathi

MAJOR EVENTS IN 2023

CONDUIT

Organizing Team

Dr. Sunetra Saha,
Asst. Professor

Dr. Shweta Awasthi,
Associate Professor



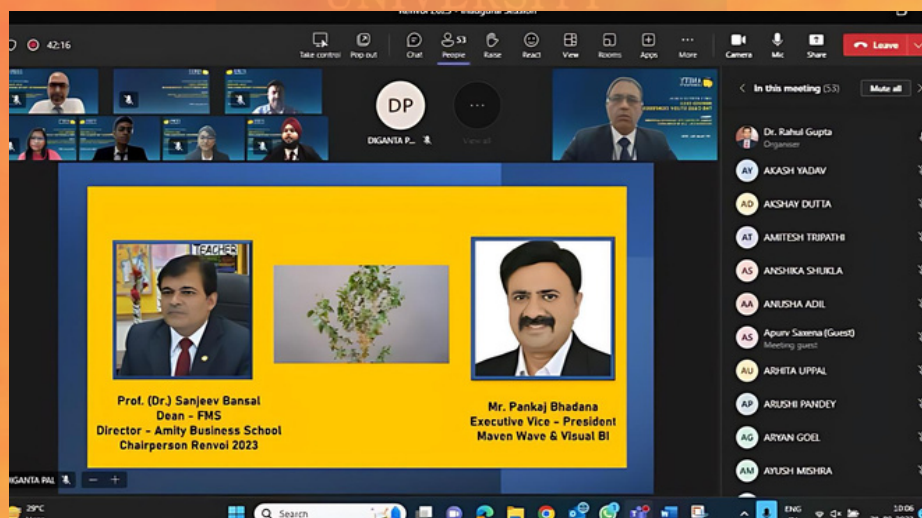
MAJOR EVENTS IN 2023

RENVOI

In keeping with the vision of the Honorable Founder President to transform Amity into a research and innovation-driven university, Amity Business School, in a modest manner, arranged its Annual Case Study Conference:

Renvoi - 2023 online on September 21, 2023, with the theme

"Cases: An Effective Teaching Learning Pedagogical Tool in Management."



Industry, academia, research scholars, and postgraduate students were invited to participate in case studies.

The goal of the Renvoi - 2023 conference was to foster positivism, understanding, and connectivity among the participants.

MAJOR EVENTS IN 2023

RENVOI

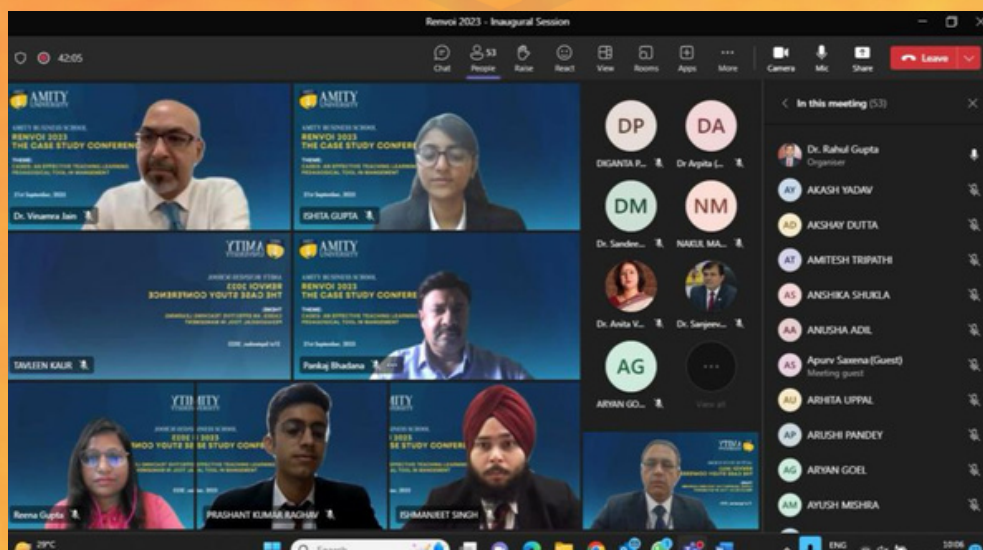
Guests at the Opening Session:

• Dr. N. Ravichandran

IIM Ahmedabad Professor, Former Director, IIM Indore, and Founding Member, Case Research Society of India

• Mr. Pankaj Bhadana

Maven Wave & Visual BI Executive Vice-President



MAJOR EVENTS IN 2023

RENVOI

Renvoi's co-chair, Dr. Rahul Gupta, gave a brief introduction to the event. Greetings and salutations to those in attendance from Dr. Sanjeev Bansal, Dean FMS & Director Amity Business School and Chairperson, Renvoi 2023.



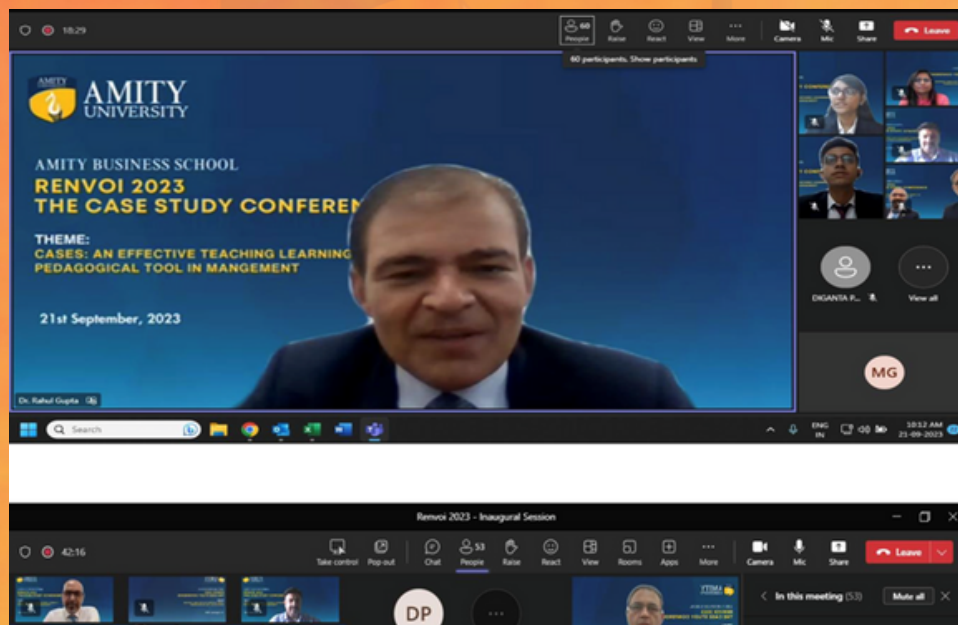
Cloud computing expert Mr. Pankaj Bhadana, Executive Vice President, Maven Wave & Visual BI, emphasized the transformational potential of case studies for individual development and problem-solving. When using case studies, he stressed the importance of impartiality and strategic thinking, and thought leadership. In his examination of the craft of formulating hypotheses in case studies, Dr. N. Ravichandran, a professor at IIM Ahmedabad, former director of IIM Indore, and founding member of the Case Research Society of India, highlighted the significance of this process for decision-making. He underlined how case studies offer readers a range of solutions.

MAJOR EVENTS IN 2023

RENVOI

Over the course of two concurrent sessions, almost fifty examples were presented; these cases provided a thorough examination of numerous aspects of the Indian business environment. They covered a wide range of important subjects, including the significance of entrepreneurship and its effects on the economy, as well as the application of the Goods and Services Tax in the areas of marketing, operations, and HR. When taken as a whole, these cases provide a wealth of information on the complex and changing Indian corporate environment.

When the edited book featuring a compilation of the cases that were submitted for the conference was released, the conference came to an end. During the meeting, Amity Business School's Placement e-Brochure was also made available.



The Renvoi – 2023 Co-Chair, Dr. Vinamra Jain, closed the meeting with a vote of gratitude.

MAJOR EVENTS IN 2023

TALENT HUNT AND FRESHER'S

The Student Activity Cell of Amity Business School arranged a Talent Hunt and Fresher's for the class of 2023–2025 on October 6, 2023.

For the event, attendees gathered in F2 Block, CR2-203.

A kind introduction set the tone for the day's events, and then there were cultural acts highlighting the pupils' amazing talents. A lighthearted "Imitate the Character Game" made the group chuckle, and the first round of the Talent Hunt competition gave participants a chance to show off their special abilities. The "Dare Face the Laser Game," which was extremely exciting, kept the adrenaline going, and the competition got fiercer in the second round of the Talent Hunt. Additionally, participants got to show off their ingenuity and sense of style in the "Best Dressed Ramp Walk." The entertainment continued with a captivating group dance performance.

MAJOR EVENTS IN 2023

TALENT HUNT AND FRESHER'S

The introduction of Mr. and Ms. Fresher and Mr. and Ms. Best Dressed, which honored deserving members of the audience, was one of the event's highlights. Attendees concluded the festivities with a well-earned High Tea, which gave everyone a chance to catch up and consider the day's highlights. Everyone had a great time at this day of celebration, humor, and talent that will never be forgotten.

| Name | Title | Programme |
|-------------------|------------------|---------------|
| Aditya Nagar | Mr. Fresher 2023 | MBA (M&S) |
| Soumya Chaturvedi | Ms. Fresher 2023 | MBA (General) |
| Yashmeet Singh | Mr. Best Dressed | MBA (Finance) |
| Chelsy Jain | Ms. Best Dressed | MBA (Finance) |

MAJOR EVENTS IN 2023

TALENT HUNT AND FRESHER'S

Students had the chance to build relationships, broaden their cultural awareness, and increase their self-confidence through the Talent Hunt and Fresher's Party.



They had a fantastic beginning to their college career and discovered the value of making worthwhile relationships. These encounters will foster personal development and produce priceless memories.



MAJOR EVENTS IN 2023

INFINITY

The 6th edition of Amity Business School's Technology Conference, "INFINITY 2023," with the blessings of the Honorable Founder President, was held on October 12 and 13, 2023, at Amity University Campus, Sector 125, Noida, with the theme

"Digital Transformation for Futuristic Businesses: Emerging Technologies Leading Growth and Sustainability."



The conference's inaugural session took place in the F-2 Auditorium on October 12, 2023, from 10:00 a.m. until 12:15 p.m. During the INFINITY 2023 Inaugural Session, the Chief Guest was the Honourable Shri Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology & Skill Development and Entrepreneurship, Government of India.

MAJOR EVENTS IN 2023

INFINITY

DAY 1

Inaugural Session

October 12, 2023



Lighting of the Lamp by Hon. Shri Rajeev Chandrasekhar

The conference's inaugural session took place in the F-2 Auditorium on October 12, 2023, from 10:00 a.m. until 12:15 p.m. During the INFINITY 2023 Inaugural Session, the Chief Guest was the Honourable Shri Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology & Skill Development and Entrepreneurship, Government of India.

MAJOR EVENTS IN 2023

INFINITY

The inaugural ceremony got underway on an auspicious note at precisely 10:00 a.m. when the dignitaries lit the ceremonial lamp and asked Goddess Saraswati's blessings.

Six chosen ABS students and Hon. Shri Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology & Skill Development and Entrepreneurship, Government of India, engaged in a lively Fireside Chat at the start of the program.



The Honourable Minister gave the students the chance to ask him straight questions.

Following the Fireside Chat, Dr. Savita Mehta, VP of Communications, arranged for the Minister to speak with the media in the F-2 Guest Lounge.

MAJOR EVENTS IN 2023

INFINITY

In her speech, Dr. Balvinder Shukla, the esteemed vice chancellor of Amity University in Uttar Pradesh, thanked all of the attendees of the conference. According to her, INFINITY 2023 is a crucial meeting. She emphasized that the Chief Guest had correctly noted that today's youth are born into an exciting period filled with technological potential. She also underlined the significance of developing technological literacy because even laypeople will soon find themselves reliant on technology.



In her opening remarks, Dr. Anita Venaik, Professor ABS & Co-Chair INFINITY 2023, emphasized how technology has greatly benefited humanity. Keeping in mind, however, the disadvantages it presents in terms of cybercrime and cybersecurity. She urged the audience to remember to accept other viewpoints and participate constructively in international digital communities. Dr. Venaik said that our nation would continue to be at the forefront of technology in terms of quantum computing and artificial intelligence, and he thanked the Chief Guest and Panelists for their insightful views. He also urged students to engage in creative interaction.

MAJOR EVENTS IN 2023

INFINITY

The conference's theme was introduced by Dr. Sanjeev Bansal, Dean FMS, Director ABS, and Chairperson INFINITY 2023, who also greeted the speakers and audience. He asserted that conflict always occurs when there are weapons. Both the source and the sole cure for conflict are technological advancements. A paradigm change toward a more digital world is occurring, as firms use cutting-edge technology like artificial intelligence and the internet of things to stay competitive.



The Union Minister of State for Electronics and Information Technology, Talent Development, and Entrepreneurship, Hon. Shri Rajeev Chandrasekhar, was complimented by Dean FMS and Director ABS for his responses during the Fireside Chat with the students.

MAJOR EVENTS IN 2023

INFINITY

Following were the Speakers during Inaugural Session of INFINITY 2023

► **Mr. V Srinivasa Rao (VSR),**
Chairman & Managing Director, BT & BT Management Consultancy Pvt. Ltd.

In his opening remarks, Mr. V Srinivasa Rao (VSR) stated that the industrial revolution is what propels the economy. He said that the Industrial Revolution is being driven by technology, not just being enabled by it. Modern cyber systems are driving nations, businesses, and industries today. These systems have a significant impact on social systems and human lives. AI-powered technology, such as self-driving cars, is bringing things to life and eliminating the need for physical labor. It can perform tasks that humans can perform.



MAJOR EVENTS IN 2023

INFINITY

➤ **Dr. Rishi Mohan Bhatnagar,**
President, Lava International Limited

Dr. Rishi Mohan Bhatnagar expressed his gratitude to the Infinity'23 organizing team for asking him to attend the conference. He emphasized that the significant licensing fees that customers must pay to businesses outside of India account for a large portion of the IT sector's very low worldwide revenue contribution. To have a greater worldwide influence, manufacturing in India is therefore desperately needed.



MAJOR EVENTS IN 2023

INFINITY

➤ **Mr. Amit Dubey,**
Cyber Security Expert, Economic Council of India

According to Mr. Amit Dubey, we have been fed since birth and are the result of the data. We receive the data from a variety of sources, and occasionally it is utilized against us. Social media gathers all kinds of personal information about us, not just for commercial purposes but also to subtly sway our judgments. Mr. Dubey told a scenario of a cybercrime involving Russian-owned spyware called cloud9, demonstrating how readily criminal minds can use and misuse technology. It is crucial that one use extreme caution as a result.

**The INFINITY 2023 convener,
Dr. Pallavi Sharda Garg, made the
motion to vote in favor of gratitude.**

MAJOR EVENTS IN 2023

INFINITY

Following the Inaugural Session, three panel discussions took place, as the following details indicate:

Panel Discussion 1:

Impact of Emerging Technologies: Driving Digital Success and Sustainability

List of Panelists:

- **Mr. Arun Karna,
Managing Director & CEO, AT&T Global Network Services
India Private Ltd.**
- **Mr. Saurav Kumar,
Co-Founder and COO Fintech & Blockchain Association -FAB**
- **Dr. Sushil K. Meher,
Head of Medical Informatics, AIIMS Delhi**
- **Mr. Sandeep Chittora,
Technical Director, KPMG India**

MAJOR EVENTS IN 2023

INFINITY

Panel Discussion 2:

Catalyzing the Future: Power of Generative AI in Business Transformation



List of Panelists:

- **Lt. Col. Alok Shankar Pandey,
AGM (IT) & CISO, Dedicated Freight Corridor Corporation of
India Ltd.**
- **Mr. Sandeep Pagey,
Technopreneur & Founder, AxoSpark Technologies Private
Limited**
- **Mr. Mithilesh Singh,
Co – Founder & CEO, Meditech Innovations**
- **Mr. Niket Shivhare,
Business Solutions Specialist, Hexaware Technologies**
- **Mr. Pankaj Sharma,
Head IOT & Robotics, Tech Mahindra Maker Lab**

MAJOR EVENTS IN 2023

INFINITY

Panel Discussion 3:

Managing Cybersecurity: Role of Machine Learning and Data Science



List of Panelists:

- **Mr. Arindam Ghose,
Founder Director, Dual Pyramid**
- **Mr. Shubham Singh,
Director, Leena AI**
- **Mr. Akshit Raja,
Head of Data Science & AI, AppyHigh**
- **Mr. Nilesh Khetrapal,
Director, sftwtrs.ai**
- **Mr. Yogendra Rajput,
CEO, MapleCloud Technologies**

MAJOR EVENTS IN 2023

INFINITY

Dean FMS & Director ABS thanked all the dignitaries during all the above Panel Discussions and felicitated them with a token of gratitude.

TechChampion Award :

Following were felicitated with TechChampion Award during INFINITY 2023 on 12th October, 2023 in recognition of their contribution in IT area :

**Mr. Nishant Goel,
Co-Founder and Director Marketing, Gizmore**

**Mr. Siddhartha Pandey,
Project Manager, Tech Mahindra Ltd.**

**Mr. Kundan Kumar,
Founder, Dramantram**

**Mr. Samir Chopra,
Regional Vice President – Head of Customer Advocacy
(Strategic Engagements), HCL America Inc. (Online)**

**Mr. Harman Puri,
Director of BlockTing (Online)**

MAJOR EVENTS IN 2023

INFINITY

DAY 2

October 13, 2023

The topic of "Design, Build and Operate Digital Businesses in the 4th and 5th Industrial Revolutions Era" was discussed by Mr. V Srinivasa Rao (VSR), Chairman & Managing Director, BT & BT Management Consultancy Pvt. Ltd. at the F-3 Block, CR-204.

Mr. Rao began his discussion by discussing how daily activities in our economy are becoming more digitally transformed. He also discussed websites such as Amazon.com. He questioned the audience about how the economy has evolved over the last 200 years and how the GDP is calculated now. Mr. Rao discussed geopolitics, the new economy, and how the banking and health care industries are examples of how the service sector is changing.

MAJOR EVENTS IN 2023

INFINITY

Advancement of Technology

The Technovenza competition is a B-Plan event that is part of the 2023 Infinity conference. The event's main goal was to inspire students to consider how businesses using cutting-edge technologies may accomplish current economic and national objectives. Students logically presented their business plans to the jury for evaluation based on predetermined standards. Two of the 26 teams who registered for the tournament took home the first and second place prizes during INFINITY 2023's Valedictory Session.

MAJOR EVENTS IN 2023

INFINITY

The competition comprised of two captivating rounds:

Round 1:

The Tech Quiz Challenge:

Logo Challenge: Identify company logos.

Innovator Challenge:

Identify famous Tech Founders and CEO's. Gadget

Challenge: Recognize technological gadgets.



MAJOR EVENTS IN 2023

INFINITY

The competition comprised of two captivating rounds:

Round 2:

Product Design Challenge

IT Innovation Create a three-slide presentation:

Innovator Challenge:

Identify famous Tech Founders and CEO's. Gadget Challenge: Recognize technological gadgets.



MAJOR EVENTS IN 2023

INFINITY

Slide 1

Product Name & Design

Slide 2

Problem-Solving

Slide 3

Unique Selling Points (USP)



Ms. Shivani Mehrotra, Director, Edubuk and Mr. Apoorva Bajaj, Co-Founder & CTO, Edubuk were the Jury members for the event. Details of winners are given below:

1. First Prize :

Ms. Sakshi Gupta & Ms. Neha Kumari

2. Second Prize :

Mr. Mihir Deep & Mr. Shubham Tyagi

MAJOR EVENTS IN 2023

INFINITY

Valedictory Session

The INFINITY 2023 Valedictory Session took place at F-2 Auditorium from 3:30 to 5:30 p.m. The prominent guests were greeted warmly by Dr. Sanjeev Bansal, Dean FMS, Director ABS, and Chairperson of INFINITY 2023, to kick off the program.

He conveyed his appreciation to all of the distinguished speakers, as well as to the Honorable Founder President, Honorable Chancellor, and Honorable Vice Chancellor, for the flawless execution of INFINITY 2023. A film that featured excerpts from two books titled "Infinite 2023: A Look at the Process and Outcome" was aired.




- Mastering Digital Transformation: Rethinking Businesses through Digitization
- Facets of Digital Transformation: Challenges, Opportunities and Solutions




MAJOR EVENTS IN 2023

INFINITY

In his speech, Shri Prashant Gautam discussed cybersecurity and cyberwarfare, using the Einstein model and Oppenheimer as examples of inventors who never imagined their technologies would be employed in a major catastrophe. Though inventions are always made for the better, sometimes their application can be lethal.



He gave examples of unlawful notices delivered by fraudsters via email under the guise of IRS indirect taxes as examples of cybercrime. The director of this racket was from Nigeria. His team was able to break into the local module that was being used to pay fraudulent money, and they were sending emails to pay taxes. He emphasized the need of being mindful of cybersecurity and digital safety when using the internet with this example.



MAJOR EVENTS IN 2023

INFINITY

Vice Chancellor of Amity University in Uttar Pradesh, Prof. (Dr.) Balvinder Shukla, joined the session virtually. During her speech, she informed the audience that while new technologies have changed the way people communicate and do business, they have also brought up issues with cyber security, criminality, and information security. Robotics and AI have revolutionized industry, but they have also brought forth difficulties.



Honorable Shri. Arjun Munda, the Chief Guest and former Chief Minister of Jharkhand, joined online to provide his online presence to the INFINITY 2023 Valedictory ceremony.



MAJOR EVENTS IN 2023

INFINITY

The Honorable Minister said that technical advancements might pull every hamlet in a tribal area into the mainstream. For the tribes' population to flourish as a whole, infrastructure, health, and education must be prioritized, and technology can act as a catalyst.

MAJOR EVENTS IN 2023

SANGATHAN

The Honorable Minister said that technical advancements might pull every hamlet in a tribal area into the mainstream. For the tribes' population to flourish as a whole, infrastructure, health, and education must be prioritized, and technology can act as a catalyst.

During Sangathan 2023, ABS students actively competed in a variety of competitions and won:

| <u>Sport</u> | <u>Medals</u> | <u>No. of Medals</u> |
|-----------------|----------------|----------------------|
| Table Tennis | Gold (Boys) | 4 |
| 800 meters Race | Gold (Boys) | 1 |
| Swimming | Gold (Girls) | 1 |
| | Silver (Girls) | 1 |
| | Bronze (Girls) | 1 |



MAJOR EVENTS IN 2023

SANGATHAN

During Sangathan 2023, ABS students actively competed in a variety of competitions and won:

| <u>Sport</u> | <u>Medals</u> | <u>No. of Medals</u> |
|--------------|---------------------|----------------------|
| Cricket | Silver Medal (Boys) | Trophy and 16 Medals |
| Netball | Bronze (Boys) | 12 |
| Badminton | Bronze (Boys) | 4 |
| Javelin | Bronze (Boys) | 1 |



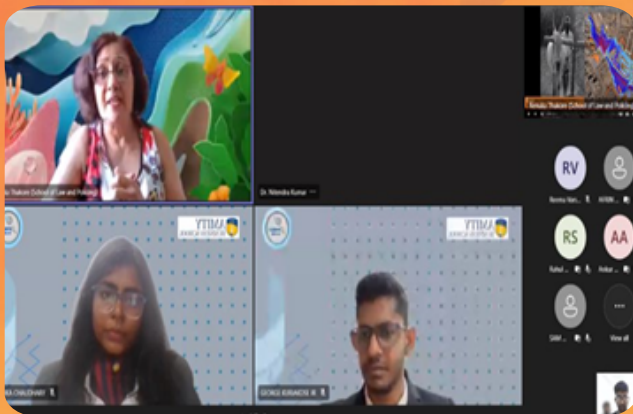
In addition in the category of Faculty and Staff :

| <u>Sport</u> | <u>Faculty</u> | <u>Medal</u> |
|--------------|--|--------------|
| Carrom | Ms. Kritika Dasgupta, Asst. Director (CRC) | Gold |
| | Ms. Banita Sajwan, Dy. Manager (CRC) | Silver |
| Table Tennis | Ms. Banita Sajwan, Dy. Manager (CRC) | Gold |

CLUB ACTIVITIES CONDUCTED IN 2023

OPERATIONS CLUB

The Operations Club, led by its Faculty head Dr. Nitender, and under the guidance of the student President Ms. R Pavitra Nanda, organized a diverse range of impactful events including a panel discussion on emerging software and technologies, a Unity Day celebration promoting collaboration and camaraderie, and a case study competition focusing on real-life operational challenges. For Fitness week, the club purposed an online event, which was advertised on Oprex Club's Instagram account, and the motive was to raise people's awareness of fitness and the value of physical activity on social media. The goal was to film every club member engaging in a physical activity for a reel.



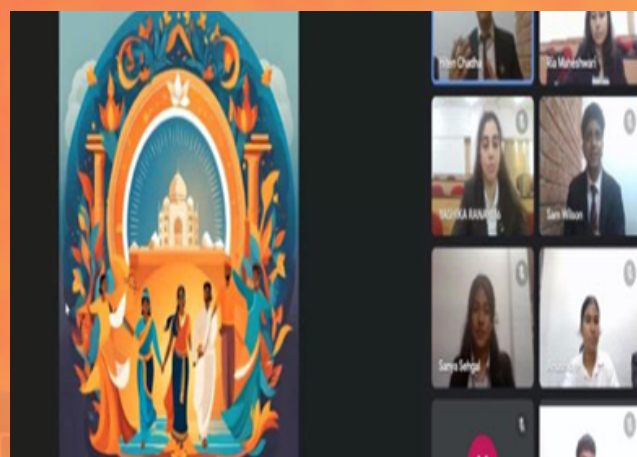
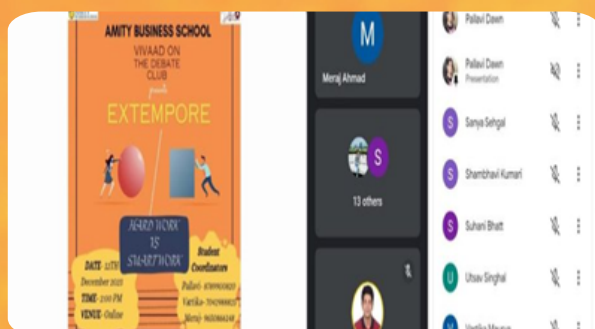
Every participant took a one-minute video of themselves performing a particular workout. The members uploaded the videos using a Google Form. Members and participants informed the exercise in advance to prevent duplication. A few participants performed push-ups, yoga positions, and gym workouts. A single video was created by compiling and editing these separate clips and posted on social media. Through these initiatives, attendees had the opportunity to gain insights into cutting-edge innovations, strengthen bonds within the community, and hone their problem-solving skills by applying theoretical knowledge to practical scenarios. The club's commitment to fostering knowledge exchange, skill development, and community engagement within the field of operations management was evident throughout these dynamic activities.



CLUB ACTIVITIES CONDUCTED IN 2023

DEBATE CLUB

The Debate Club orchestrated a series of thought-provoking discussions, including debates on pertinent topics "Is digital technology making lives better". In which 15 seconds were given to prepare for the topic and 60 seconds to speak on it. Before that, a self-introduction was provided by the candidates in the most innovative and interesting way. It was done to analyze the participants' thinking ability and communication skills. Extempore helped the participants brainstorm and think of some out-of-the-box reasons to prove their point. The students had an amazing session. and The necessity of imposing sanctions on countries utilizing outdated environmental technology like coal, and the perpetual discourse between "hard work a smart work." Under the adept leadership of both the faculty in charge Dr. Sandeep Mathur and the club president Ms. Pallavi Dawn, the club also spearheaded celebration of Unity Day with the theme "Rastriya Ekta Diwas." The event aimed to promote national unity and brotherhood awareness.



Attendees solemnly pledged in honor of Unity Day, followed by participants showcasing creative posters reflecting the nation's core values. Each participant shared their thoughts behind their posters, fostering skill development. The event successfully educated participants about Unity Day, emphasizing the importance of preserving national unity and integrity. Through these engaging activities, participants delved into critical issues, honed their argumentative skills, and cultivated a culture of intellectual discourse within the institution.

CLUB ACTIVITIES CONDUCTED IN 2023

FINANCE CLUB



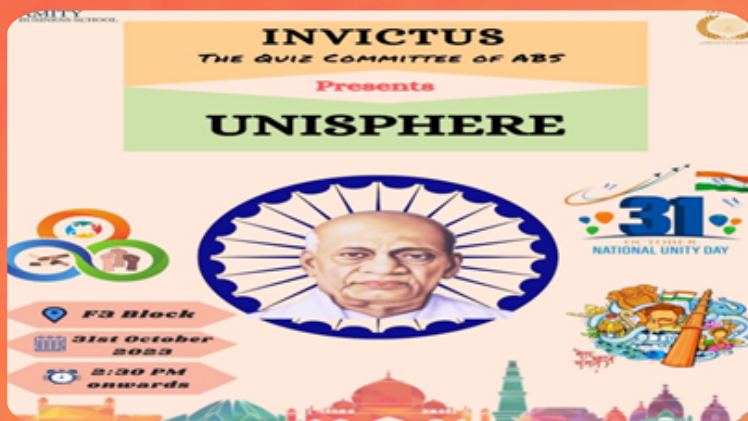
Ms. Sudipti Palgotra from Nangia & Co. LLP discussed the importance of capital budgeting in strategic financial decision-making, focusing on methods like Net Present Value (NPV) and Internal Rate of Return (IRR). Mr. Ramanjeet Mohanty, Founder and CEO of Fino Control, elaborated on the decision-making process, emphasizing steps such as problem identification, alternative development, evaluation, selection, implementation, and follow-up. The lecture empowered participants with expertise and ethics for effective capital budgeting decisions supporting long-term success. Furthermore, the club played a crucial role in fostering unity and camaraderie through its involvement in Unity Day, highlighting the significance of collaboration within the finance community. Through these initiatives, the Finance Club provided members with invaluable insights, networking opportunities, and a platform for informed discourse on contemporary financial matters.

The Finance Club planned a wide range of interesting events that explored many facets of economics and finance. From classic games like Monopoly to insightful lecture series such as "The Future of Money: Will Physical Currency Disappear?", members delved into discussions surrounding the evolving financial landscape. Under the guidance of faculty coordinator Dr. Ritu Wadhwa and the leadership of club president Mr. Sparsh Srivastava, the club facilitated a dynamic panel discussion addressing anticipated budget changes for the upcoming fiscal year. On July 1, 2023, the monthly finance newsletter Mudra, July Edition, was made available. The July edition of Mudra had "Financial Repression" as its focus. Additionally, the club hosted an online guest lecture attracting over 105 attendees. The event aimed to provide practical insights through real-world case studies, connecting theory to decision-making scenarios.



CLUB ACTIVITIES CONDUCTED IN 2023

QUIZ COMMITTEE



The Quiz Committee at orchestrated a series of intellectually stimulating events. On July 1, 2023, "INVICTUS," the ABS Quiz Committee, released its 47th edition of the E-Bulletin. Associate Professor Dr. Shweta Awasthi oversaw this publication. The newsletter's main goals are to raise knowledge of current events and encourage participation on Instagram among our committee members. The Office Bearers of INVICTUS, The Quiz Committee, are the members of the Editorial staff. The Quiz Committee organized "The Bhagat Singh Chronicles: Quiz Edition" for ABS students of 2023-2025, attended by students from various programs. This event honored Bhagat Singh's legacy, reminding attendees of his enduring inspiration and commitment to India's independence.

The quiz not only educated participants about Bhagat Singh's life but also instilled patriotism and social responsibility. Rounds included MCQs and mixed questions, with strategic elements, culminating in a final round. Additionally, the committee actively participated in Unity Day celebrations, promoting inclusivity and collaboration among members. Furthermore, in observance of National Education Day, the committee hosted a quiz event aimed at promoting learning and knowledge sharing among participants. Through these initiatives, the Quiz Committee provided platforms for both education and camaraderie, enriching the academic experience of members and fostering a culture of intellectual engagement within the institution.



CLUB ACTIVITIES CONDUCTED IN 2023

MARKETING CLUB

With the knowledgeable direction of faculty coordinator Dr. Priyanka Nahush Agarwal and energetic leadership of club president Ms. Vaishnavi Yadav, the Marketing Clubbed a wide range of interesting projects that promoted social consciousness and holistic development. The club kicked off with a Fitness Week, on August 19, 2023, leveraging Instagram to promote physical activity and wellness. Through a series of fitness challenges posted on Instagram stories, participants were encouraged to submit videos of themselves completing the challenges. This innovative approach fostered community engagement and inclusivity, with participants embracing the event enthusiastically and supporting each other's achievements. The event successfully combined social media engagement, physical activity, and community building, motivating and inspiring participants to prioritize fitness. Additionally, an Extempore competition named "Rhetoric Rumble: Your story, your way", focusing on the ever-evolving realm of Emerging Marketing Trends provided a platform for participants to showcase their agility and insights into the evolving landscape of marketing strategies.



Embracing the ethos of unity and collaboration, the club actively participated in Unity Day celebrations, fostering a sense of belonging and camaraderie within the marketing community. Furthermore, in observance of National Cancer Awareness Day, the club organized awareness campaigns to educate members about the importance of cancer prevention and support. Through these multifaceted activities, the Marketing Club not only enhanced members' marketing skills but also instilled a sense of social responsibility and community engagement, enriching their overall academic experience.



CLUB ACTIVITIES CONDUCTED IN 2023

IICC

Under the direction of Dr. Sonali Banerjee, the student coordinators of the Inter-Institute Competitions Committee worked diligently on a variety of projects and attracted enthusiastic participation in a wide range of competitions spanning major B-Schools around India.

| Sl.no | College Name | Event Name | No. of Participants |
|-------|--|--|---------------------|
| 1 | Indian Institute of Management (IIM), Raipur | Finding Chanakya | 35 |
| 2 | We School, Mumbai | Samvad, "A Call for Articles on Financial Securrities" | 24 |
| 3 | Indian Institute of Management (IIM), Rohtak | Harvesting resilience | 16 |
| 4 | Aryabhatta College, Delhi University | Zeitgeist 2.0 | 13 |
| 5 | Indian Institute of Management (IIM), Rohtak | Quizomania | 34 |
| 6 | Manipal University (MU), Jaipur | MUJ Hack the Box | 20 |
| 7 | Indian Institute of Management (IIM), Raipur | Ops-Strat: Operations Case Study Challenge | 15 |

| Sl.no | College Name | Event Name | No. of Participants |
|-------|--|----------------|---------------------|
| 1 | IMT Hyderabad | Market Mosaic | 10 |
| 2 | IMT Hyderabad | Prakshepan | 5 |
| 3 | Aryabhatta College, Delhi University | Finquest 23 | 4 |
| 4 | IMT Hyderabad | Chakravyuh | 4 |
| 5 | IMT Hyderabad | EPISTEME | 6 |
| 6 | IMT Hyderabad | Lead HR | 5 |
| 7 | IIT, Jodhpur | BizQuiz | 8 |
| 8 | IIT, Bangalore | Trivia Titans | 6 |
| 9 | Symbiosis Institute of Business Management, Pune | Panic Planners | 8 |
| 10 | IIT, Hyderabad | Be A CEO | 5 |
| 11 | IIT, Kanpur | Videsh Neeti | 9 |

CLUB ACTIVITIES CONDUCTED IN 2023

IICC

| Sl.no | College Name | Event Name | No. of Participants |
|-------|---|--|---------------------|
| 1 | IIM, Rohtak | Quizomania | 35 |
| 2 | IIT, Kanpur | Cryptocraze | 27 |
| 3 | IIM, Rohtak | Strategy Smart | 15 |
| 4 | IIT, Lucknow | E- Ship Quiz | 7 |
| 5 | IIT, Indore | Case Chronicles- Case Study Challenge | 1 |
| 6 | NMIMS, Mumbai | Ace the Case | 11 |
| 7 | IIIT, Lucknow | Million Dollar Idea | 18 |
| 8 | NIT, Calicut | Talent Titan Quiz | 19 |
| 9 | IIT, Madras | Consularium: The Consulting Event | 7 |
| 10 | IIM, Rohtak | Kaizen | 20 |
| 11 | IIM, Rajpur | CyclOps | 15 |
| 12 | Department of Business Economics, University of Delhi | PRISMA: The Ultimate Marketing Challenge | 7 |
| 13 | IIT, Patna | Meme Mastermind | 13 |
| 14 | IIM, Rajpur | Ops-Strat: Operations Case Study Challenge | 27 |
| 15 | SBSC, DU | Planet Pitch Challenge | 12 |
| 16 | Symbiosis Centre for Management Studies, Noida | Bizcoin 2023 | 11 |
| 17 | IIM, Vishakhapatnam | NitiGyaan 3.0 | 16 |
| 18 | GL Bajaj Institute of Management and Research, Greater Noida | Tazurba 2023 | 2 |

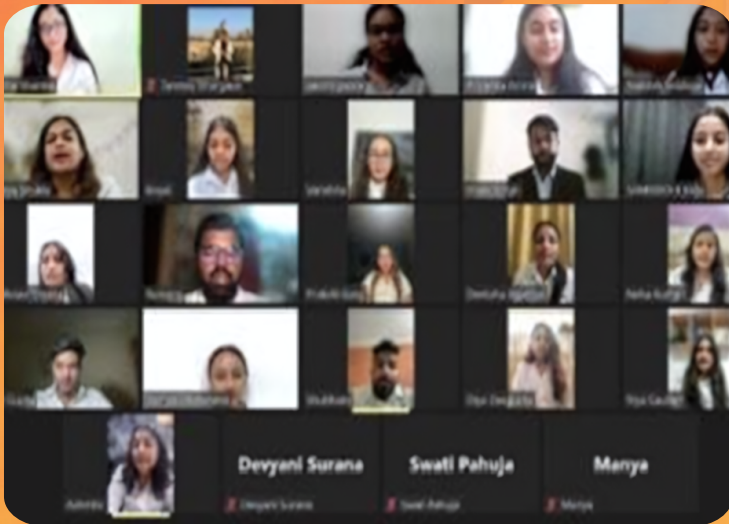
CLUB ACTIVITIES CONDUCTED IN 2023

HR CLUB

Under the insightful guidance of faculty coordinator Dr. Jaideep Kaur and the capable leadership of club president Ms. Aastha Sharma, the HR Club curated a series of impactful initiatives aimed at prioritizing the well-being of individuals and fostering a supportive community environment. In an effort to raise awareness of brain health and disability, the event was held on World Brain Day. The student team shared Dr. Shishir Pandey's insightful information and unique thoughts on social media channels in order to spread knowledge. Additionally, the club initiated a campaign titled "People Matter," emphasizing the significance of valuing and nurturing human capital within organizations. In observance of World Mental Health Day, the club organized "Mindflix & Chill" featuring a crossword puzzle and therapeutic mandala art activity.



Participants engaged enthusiastically, showcasing the importance of mental well-being and teamwork. Winners and runners-up were announced after the crossword puzzle round. The event fostered a sense of community and highlighted the significance of activities that enhance cognitive and creative aspects of life, promoting mental well-being. Embracing the spirit of unity, the club actively participated in Unity Day celebrations, fostering a sense of belonging and inclusivity among members. Through these concerted efforts, the HR Club not only enhanced awareness about crucial human resources issues but also advocated for a culture of empathy and support within the institution.



CLUB ACTIVITIES CONDUCTED IN 2023

IT CLUB



The organizers were able to eventually name the winners after much consideration, praising their extraordinary efforts and creative abilities. Additionally, a speech competition titled "Is Artificial Intelligence Really a Threat?" sparked insightful discussions and critical thinking among participants, exploring the implications of AI on society. In alignment with the spirit of unity and collaboration, the club actively participated in Unity Day celebrations, fostering a sense of community within the IT enthusiasts. Through these endeavors, the IT Club facilitated not only skill development but also intellectual discourse, enriching the academic experience of its members and promoting a holistic understanding of technology's role in society.

Under the adept guidance of faculty coordinator Dr. Pallavi Sharda Garg and the leadership of club president Mr. Piyush Garg, the IT Club skillfully planned a number of interesting and thought-provoking activities. The club initiated a digital poster-making competition, the first half-hour of the competition was devoted to familiarizing all competitors with the rules and regulations. Six incredibly motivated people participated in the event, waiting impatiently to show off their artistic abilities. Participants in the competition used their artistic abilities to create visually striking posters. Every competitor gave it their all and displayed their innate creative talent as the competition proceeded smoothly. To choose the winners, the Judges faced a challenging task: sorting through a wide range of exceptional entries.



CLUB ACTIVITIES CONDUCTED IN 2023

ENTREPRENEURSHIP CLUB



The winner will be the one who obtains the largest potential investment. The participants tried out creative methods to make their product look appealing, which helped them come up with creative concepts and hone their pitching techniques. The winner, runner-up, and second runner-up were announced to wrap up the competition. Additionally, the club organized a Fitness Week, a panel discussion titled "Balancing Art and the Wellness of Entrepreneurs in Their Entrepreneurial Journey" was held. In line with its commitment to community engagement, the club actively participated in Unity Day celebrations and conducted an environmental awareness program, underscoring the significance of sustainability in business practices. Furthermore, in observance of National Entrepreneur's Day, the club organized events to celebrate and inspire aspiring entrepreneurs, promoting a culture of innovation and resilience. Through these multifaceted endeavors, the Entrepreneurship Club facilitated not only the development of entrepreneurial skills but also a sense of social responsibility and community engagement among its members.

Under the expert guidance of faculty coordinator Dr. Garima Agarwal and the dynamic leadership of club president Mr. Raunak Belwariar, the Entrepreneurship Club curated a series of impactful initiatives aimed at nurturing entrepreneurial spirit and fostering holistic development. The club hosted a competition to unearth the best innovative business ideas, the competition rules were presented at the beginning of the event on August 10, 2023. By coupling the two, participants had to come up with creative business concepts based on the goods and firms they were given. For example, one of the participants received a car from the Kit Kat firm. The participants brought creative ideas that they were expected to present to investors (the audience) in order to obtain the largest potential investment from them.

Ratan Tata - Leading with Integrity

Ratan Tata's entrepreneurship: visionary leadership, ethics, innovation, and a strong commitment to business and social impact.



Appointed Tata Sons Chairman in 1991, navigating diverse industries. Pioneered Tata Nano, displaying a commitment to innovation. Led philanthropy via Tata Trusts, focusing on education, healthcare, and rural development.

CLUB ACTIVITIES CONDUCTED IN 2023

SAC

Under the esteemed guidance of Faculty Head Dr. Anita Venaik and the dedicated leadership of club president Ms. Deeksha Shrivastava, the SAC Club orchestrated a diverse array of enriching activities catering to various interests and promoting cultural awareness. The club commenced with a spirited celebration of International Chess Day through a chess competition, fostering strategic thinking and camaraderie among participants. With all of the health issues that are emerging on a daily basis, fitness is crucial. On August 18, 2023, the club organized a Fitness Week event that took place virtually and featured a fitness teacher responding to queries from Amity Business School students about fitness. The purpose of the event was to summarize the value of fitness and address a range of students' concerns about fitness. Furthermore, Hindi Divas celebration showcased the club's commitment to cultural appreciation and linguistic diversity. In observance of World Tourism Day, the club hosted a trivia event to highlight global travel destinations and cultural heritage.



Additionally, World Food Day the Student Activity Cell organized "Potluck Lunch: A Taste of Home," where participants shared their favorite dishes in a vibrant and communal atmosphere. The event transformed tables into a mesmerizing display of diverse cuisines, celebrating the beautiful mosaic of cultures within the community. Embracing the ethos of unity and inclusivity, the club actively participated in Unity Day celebrations, fostering a sense of community among members. Moreover, the club commemorated International Men's Day, recognizing the contributions and challenges faced by men in society. Through these dynamic initiatives, the SAC Club facilitated holistic development and cultural exchange within the institution, enriching the academic experience of its members.



ABS CREATIVE MINDS



Prachi Chauhan
MBA (Finance)
2023-2025

Writing about Tihar Jail, one of Asia's largest prison complexes in New Delhi, India, Prachi delved into its history and current challenges. She advocates for a shift towards a more humane approach in dealing with offenders and urges India to adopt modern methods of rehabilitation.

“Inside Tihar: A Journey into Asia’s biggest Prison Complex”

Tihar Jail is indeed one of the largest prison complexes in Asia located in New Delhi, India. Tihar Jail comprises several separate jails within its complex. It was established in 1957 and is operated by the Department of Delhi Prisons, under the Government of the National Capital Territory of Delhi. Over the last 13 months, Tihar Jail has seized a total of 1430 mobile phones and SIM cards across various sections, but the situation is far much better after the installation of 5G Jammers however the vulnerability of existing 2G Jammers is highlighted as the criminals can find any way to commit the crime.

Article 14 of Indian Constitution reads as under: “The State shall not deny to any person equality before the law or the equal protection of the laws within the territory of India.” This law is whole heartedly applies in the Tihar irrespective of the position, fame and influence of the criminal. Television facility and other productive activities are provided to petty criminals to divert their mind. Drug smuggling, a Chinese mobile phone and a surgical blade which can be cloaked in the ear, nose, etc are some of the common offences. Though having high security and alert Tihar still faces failures like Killing of Tillu Tajpuriya, the alleged mastermind of the Rohini shootout murder by his rival Jitendra Gogi gang in Tihar was the incident that was captured in the CCTV and made controversy all over India. As per Government of NCT of Delhi, only 3.70 are female convicts and 96.30 are male convicts which clearly shows that men are more engaged in crime.

1 out of 10 cases is sentenced Capital Punishment others are either saved to life imprisonment without parole or cases are under trial. The number of prisoners are more than double its capacity which can make handling of criminals a difficult task for which a strict code of conduct and set examples can play a big role in regulation. Some major loopholes from government side are Women hygiene and sanitation, lack of access to facilities to pregnant women, compromise with privacy due to CCTV Surveillance, absence of segregation based on nature or severity of crime, sentence length or age. Custodial death and custodial violence are the major concern as it is gross violation of human rights and infringement of the Fundamental Rights. Mistakenly Conviction of innocent people is the bigger crime than convicting the criminal. Forced conviction on innocent is another issue which is done to save the criminals.

Despite high security and surveillance, the incidents in Tihar doesn't take time to form controversies. The way forward is shifting the most dangerous criminals like who are under trial of POSCO Act, POTA, etc to far away from their state jail to break the syndicate and their Network like Lawrence Bishnoi (convict of Sidhu Moose Wala murder and life threatener to actor Salman Khan) from Delhi to NE State or Andaman. In India, punishment is more harsh than reward to Government officials so rewarding the work and bringing transparency in actions are other ways. It is high time that India revises its obsolete methods and adopts more civilised and compassionate way of dealing with the most heinous offenders.

ABS CREATIVE MINDS



Ankur Anand
MBA (Digital Marketing)
2023-2025

Exploring the wild with a keen lens, Ankur has skillfully captured the grace of the elephants through captivating photographs, a testament to his boundless creativity and passion for nature's marvels.



ABS CREATIVE MINDS



Prakriti Garg
MBA (HR)
2023-2025

Prakriti's expressive poem beautifully captures the array of emotions experienced during a walk by the ocean, from feelings of smallness and wholeness to moments of tension and resilience.

**It was that walk by the ocean
It made me feel so small
A minute particle
In this dramatically vast world.**

**It was that walk by the ocean
It made me feel so whole
As if I was the water
And the water was me.**

**It was that walk by the ocean
It made me feel so troubled
When the waves pulled the sand
From underneath the soles of my
feet**

**It was that walk by the ocean
It made me feel so easy
When a woman passed a smile
And the sun kissed my cheek.**

**It was that walk by the ocean
It made me feel so tensed
As the clouds hovered above
And the salty breeze echoed.**

**It was that walk by the ocean
It made me feel so resilient
As my heart kept beating
with every passing emotion.**

**It was that walk by the ocean
It made me feel so blessed
As i finally stopped to say
goodbye
To what was in front of my
eyes
But that which will always
stay in the back of my mind.**

ABS CREATIVE MINDS



Anshika Shukla
MBA (Marketing & Sales)
2023-2025

Pen and paper are a match made in heaven, but the same interpretation in these advancing technology brings about the major difference.

Anshika's digital pen and paper bring imagination to light and life and therefore creativity towards the drawings are a testament of the magic she does.



ABS CREATIVE MINDS



Alok Kumar Shukla
MBA (Marketing & Sales)
2023-2025

Alok's poetry presents a blend of human emotions touching upon beautiful themes of love, despair, hope, and resilience. His willingness to explore complexities of human experience with honesty and vulnerability is commendable.

**Within my shallows, shadows breed,
Emerging anew, fulfilling their need.
Though hurting at times, I conceal,
A facade to hide what's truly real.**

**In the dark, I've lingered long,
Unseen by light, my journey's song.
Only my creations you greet,
Not the essence, not the heartbeat.**

**Afraid and weak, doubting trust,
In your motives, there's a must.
Friend or pretender, hard to unveil,
Weighing the intentions in your zeal.**

**Amidst fallen souls and timid shadows,
Do you come to hunt, or to mend sorrows?
A plea for trust, a hand unmet,
In weariness, a sleep to get.**

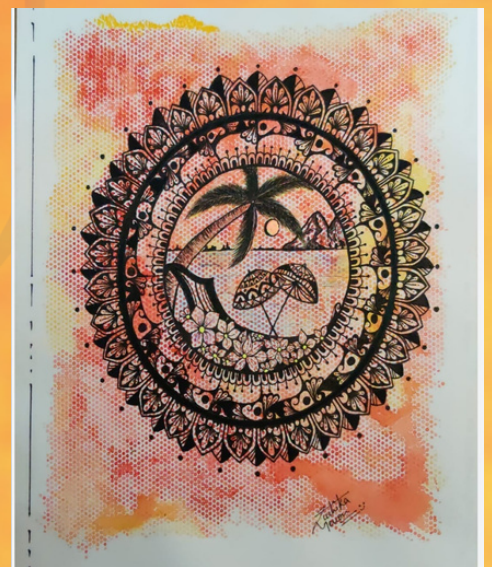
**All I seek is a friendly lap to share,
To shed the weight, find solace there.
Healing whispers in the night,
Restoring strength, embracing light.**

ABS CREATIVE MINDS



Ruchika Menon
MBA (Business Analytics)
2023-2025

Exploring the wild with a keen lens, Ankur has skillfully captured the grace of the elephants through captivating photographs, a testament to his boundless creativity and passion for nature's marvels.



TEAM COMMUNIQUE 2023

EDITOR -IN CHIEF



PROF (DR.) SANJEEV BANSAL
DEAN- FMS
DIRECTOR- ABS

EDITOR



DR. PRIYANKA NAHUSH AGARWAL
ASSISTANT PROFESSOR
AMITY BUSINESS SCHOOL

TEAM COMMUNIQUE 2023

STUDENT TEAM



KHUSHI VERMA
MBA (GENERAL)
BATCH 2023-25



SHRIVALLI MAHAJAN
MBA (GENERAL)
BATCH 2023-25



SAMRAT SARKAR
MBA (MARKETING & SALES)
BATCH 2023-25



AMITESH TRIPATHI
MBA (GENERAL)
BATCH (2023-25)