



**AMITY  
UNIVERSITY**



# COMMUNIQUE

## 15<sup>th</sup> EDITION

(January - June) 2024

Amity Business School, E-Newsletter



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



**Dr. Balvinder Shukla**  
Vice Chancellor



**Dr. Atul Chauhan**  
Chancellor



**Prof. (Dr.) Sanjeev Bansal**  
Addl. Pro Vice Chancellor  
Dean, Faculty of Management Studies  
Director, Amity Business School

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# DIRECTOR'S MESSAGE



**Prof. (Dr.) Sanjeev Bansal**  
**Addl. Pro Vice Chancellor**  
**Dean, Faculty of Management Studies**  
**Director, Amity Business School**

**"Challenges are what make life interesting;  
overcoming them is what makes life meaningful."  
– Joshua J. Marine**

**Dear Team,**

As we navigate the intricate journey of life, we encounter both trials and triumphs. Each challenge we face, whether it be natural calamities or personal hurdles, offers a hidden lesson awaiting discovery. These obstacles are not merely impediments; they are canvases upon which we can collectively paint our growth and transformation.

We must not simply perceive adversity but embrace it as a gateway to wisdom. By uniting our strengths and insights, we can transform these challenges into shared victories. In seeking the latent wisdom in every twist and turn, we pave the way for a more enlightened and resilient future.

Let us continue to support one another and harness our collective potential. Together, we can turn challenges into opportunities for growth and progress.

# FROM THE EDITORIAL DESK

## *Dear Readers*

**"Embrace the Journey of Growth at Amity  
Business School"**

**At Amity Business School, we are committed to transcending educational boundaries and broadening the scope of learning. Our institution is dedicated to fostering an environment that nurtures innovation, critical thinking, and holistic development.**

**This newsletter, 'Communique,' is designed to keep you abreast of the diverse opportunities and initiatives available at Amity Business School. Each edition will provide detailed insights into our academic programs, research endeavors, industry collaborations, and a wide range of extracurricular activities. From guest lectures and workshops to student-led events and community outreach programs, we aim to keep you well-informed and engaged.**

**Your active participation is essential to creating a vibrant and dynamic learning community. I extend my heartfelt appreciation to everyone who has contributed to this initiative, from our dedicated faculty and staff to our enthusiastic students.**

**I trust you will find 'Communique' both inspiring and informative, and I encourage you to embrace the journey of growth and discovery at Amity Business School.**





















***Warm Regards***

# FACULTY PUBLICATIONS DATA (JANUARY - JUNE 2024)

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	Investors Clinic Infratech Pvt. Ltd	
2	Interglobe Enterprises Ltd	
3	KEI Industries Ltd	
4	Think Exam (A Ginger Webs Pvt. Ltd.)	
5	iAvatarZ	
6	Zomato	
7	Rockworth Systems Furniture Ltd	
8	WNS	
9	General Mill	
10	LG Electronics India Pvt Ltd	
11	Colorplast Systems Private Limited	
12	Acuity Knowledge Partners	
13	Yelow Payments Pvt Ltd	
14	Mankind Pharma Ltd	
15	India Today	
16	Rooter Sports Technologies Pvt. Ltd	
17	Hashebit	
18	Ageas Federal	
19	Yum India	
20	Volume 9	

# PLACEMENT OF ABS STUDENTS

*Students were placed in the following companies*

21	Bisleri	
22	Synergy Innovation	
23	HCL Technologies	
24	Instrucko	
25	Grow Well	
26	KRIB Information Services Pvt Ltd	
27	Times Internet	
28	Lacozy Enterprises	
29	Bidshade	
30	Detoxie India Pvt. Ltd	
31	Engineers India Ltd (EIL)	
32	Altudo	
33	Apex Insurance Broking Services Pvt Ltd.	
34	Challenger Computers Ltd.	
35	Unified Vision Capital	
36	Channel Technologies	
37	Newgen Software Technologies Ltd	
38	Safari	
39	NIIT Ltd	
40	NHRS	

# PLACEMENT OF ABS STUDENTS

*Students were placed in the following companies*

41	Tata Teleservices	
42	Foundercrate	
43	JM Financial	
44	Blockon ITServices Pvt Ltd	
45	NetcoreInfo Business Group	
46	TV9 Network	
47	Mahindra Logistics	
48	Insplore	
49	Larkai Healthcare Pvt. Ltd.	
50	Amity Institute of Training & Development	
51	Big FM	
52	Bluestone Jewellery Pvt. Limited	
53	Plan Thy Business	
54	Wesource Furniture India Pvt Ltd	
55	To the New	
56	Amerprise Financials	
57	Republic media	



# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### Corporate Resource Centre :

Companies visited ABS for Campus Recruitment for MBA Class of 2024 during the month of January 2024 and the number of students who got offers are = 16.

- Inter Institute Placed = 05
- Summer Internship Placed Students Class of 2025 = 56

- Market Visit done by CRC members in the in the month of January 2024

Sl. No.	Name of the Company	Date of Visit
1	CNH Industrial	12/01/2024
2	Radico Khaitan Ltd	16/01/2024
3	Reliance Brands Ltd	24/01/2024
4	Somany Ceramics Ltd	25/01/2024

# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### Alumni Forum :

CRC invited the following Sr. Alumni's for Alumni Forum conducted MBA(G) Class of 2025 Section – A,B & D on 19th January 2024 :-

- **Mr. Nishant Solanki**, Vice President, SGN Software Private Limited
- **Mr. Nishant Garg**, Managing Director, Maiden Forgings Limited
- **Mr. Deepak Kumar**, Managing Director, Aruna Global

### IQAC Meeting:

The monthly IQAC Meeting of ABS was conducted on 25th January, 2024 to discuss progress report of Academic, Examination, Placement, FDPs, PDPs/MDPs, review of Club Committee events, Research work progress and GLRC report, Report on thesis submission, ODCs, Seminar presentation of Ph.D. Program.

### Domain IQAC Meeting:

The Domain IQAC meeting for the Quarter Jan – March 2024 of all Heads of FMS Institutions, Greater Noida and Lucknow Campus was held on 25th January, 2024 at 2.00 p.m. in Room No. 208, F-3 Block, 2nd Floor.

# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### 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. Sonali Banerjee during the month of January, 2024.

They tracked following competitions, all of academic/educational institutions hosted in the month of January, 2024:

S.No.	College Name	Event Name	No. of Participants
1	SPJIMR Mumbai	Quizomania	35
2	IIM Kozhikode	The constitutional chronicle Quiz	27
3	IIM, Rohtak	The trade diplomacy - India and EU Trade relation quiz	15
4	IIM Rohtak	Trade relation Quiz Series: India- Russia	7
5	BITS Pilani	Pitch Perfect	1
6	IIM Sirmaur	Apple-o-nomics	11
7	TAPMI	Beat the street	18
8	IIM Lucknow	Constitutional Concave 2024	19
9	IIT Roorkee	National social summit case study event	5
10	DTU Delhi	Quiz Buzz 2.0	5

# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### CII-Majestic Skill-Will-Lead Program Edition IV (2024)

Students of Amity Business School (ABS) participated in the CII-Majestic Skill-Will-Lead Program Edition IV, which was organized jointly by CII Western UP region and Majestic Auto Limited to evaluate and hone students' presentation skills.

The event was organized in six different Institutions in (both morning and afternoon sessions) on 8th, 9th and 10th January, 2024 respectively. Six different teams of ABS students participated on different themes.

The idea of this program was to provide exposure to the students and make them ready with pertinent knowledge and skills required to get started with the industry. Students from various colleges across Western UP participated in the event.

Programs are being held on a rotational basis at different colleges to increase inter college engagement and also to enable them to leverage each other's strengths. Various topics in each domain were given to students of each Institute. They had to give presentation on the given topics and Jury members then evaluated the performance.

# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

Students of ABS (MBA Class of 2024 and 2025)  
participated and won the following prizes as given  
below :

S.No	Students team	Status
1	Hiten Chadha, MBA(Fin) 2025	2nd Prize Cash Prize of Rs. 15000/-
	Palak Nangia, MBA(Fin) 2025	
	Prajwalit Dalai, MBA(Fin) 2024	
	Suhani Bhatt, MBA(Fin) 2025	
2	Akshita Jain, MBA(BA) 2025	2nd Prize Cash Prize of Rs.15000/-
	Aastha Bangia, MBA(Fin) 2025	
	Utkarsh, MBA(Fin) 2025	
	Gaurav Sachdeva, MBA(Fin) 2025	
3	Sakshi Sharma, MBA(HR) 2025	1st Prize Cash Prize of Rs.25000/-
	Bhagavatula Naga Shreya , MBA(HR) 2025	
	Anushka Sharma, MBA(HR) 2025	
	Tanisha Saria, MBA(HR) 2025	
4	Ria Maheshwari, MBA(G) 2025	2nd Prize Cash Prize of Rs.15000/-
	Nupur Niswan Pal, MBA(G) 2025	
	Keshav Verma, MBA(Fin) 2024	
	Yashika, MBA(G) 2025	
5	Mrinal Vij, MBA(Fin) 2024	2nd Prize Cash Prize of Rs. 15000/-
	Raunak Sinha, MBA(HR) 2024	
	Prakhar Gupta, MBA(Fin) 2024	

# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### Two Days Management Development Programme – Indraprastha Apollo Hospitals

#### Day 1: Highlights



Amity Business School organised the 12th Batch of Management Development Programme on Personal and Professional Excellence (Learn-Collaborate-Develop) for the Executives of Indraprastha Apollo Hospitals on 19th & 20th January, 2024. The venue for the event was F2 Seminar Hall, Amity University, Sec 125, Noida.



# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### Day 2: Ending Highlights

The day started with Networking Tea. The participants looked forward for the key insights they will take from Day 2.



# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### Expert Talk on "Nuances of Drug Addiction" on the occasion of National Youth Day

Amity Business School organized a session on "Nuances of Drug Addiction" on January 12, 2024. The day was marked as an awareness day for celebrating Birth Anniversary of Swami Vivekananda, a pioneer scholar, learned intellectual and a philosopher for creating and maintaining an exemplary life. The inspiration behind the event is pushed by the fact that as a Higher educational institute we shape life of many students who by virtue of their skillset will become future of tomorrow. The session was delivered by Dr. Ritu Gupta, Consultant Paediatrician and Adolescent Health Expert, Parent & Teen Coach, Founder Secretary, Adolescent Health Academy, Noida.

### Following were the Guest Speakers from Health fraternity:

- **Dr. Ritu Gupta**, Consultant Paediatrician and Adolescent Health Expert, Parent & Teen Coach, Founder Secretary, Adolescent Health Academy, Noida Past President, Academy of Paediatrics, Noida
- **Dr. Arvind Garg**, Paediatrician



# MONTHLY ACTIVITIES

## Activity Report for the Month of January 2024

### Pre-Ph.D Seminar Presentations

ODC (Oral Defence Committee) conducted

Sl.No	Name	Batch	Title of Research
1	Ms. Kohli (A0130319036)	(PT)July 2019	A study of Engaging sustainable Finance for renewable Energy Sector
2	Ms. Divya Aggarwal (A0130318020)	(PT)July 2018	Talent Management of Health Workforce of Hospitals in Delhi
3	Ms. Lochan Sharma (A0130316060)	(PT)July 2016	Fostering Innovation and Leadership through Diversity and Inclusion at Workplace
4	Mr. Siddhartha Shankar (A0130318046)	(PT)July 2018	Efficacy of Entrepreneurial Marketing on SME's Growth and Performance

# MONTHLY ACTIVITIES

## Activity Report for the Month of February 2024

### Corporate Resource Centre :

Companies visited ABS for Campus Recruitment for MBA Class of 2024 during the month of February 2024 and the number of students who got offers are = 47.

- Inter Institute (Final Placement) = 28
- Summer Internship Placed Students Class of 2025 = 14
- Summer Internship Inter Institute = 26

- CRC members invited the following Alumni for 9th GLRC on 7th & 9th February 2024

Sl. No.	Name of the Company	Name of the Corporate
1	CNH Industrial	Mr. Rahul Shanker
2	Radico Khaitan Ltd	Mr. Biswapriya Bhattacharjee
3	Reliance Brands Ltd	Mr. Anjan Chakraborty

# MONTHLY ACTIVITIES

## Activity Report for the Month of February 2024

### Alumni Forum :

CRC invited the following Sr. Alumni's for Alumni Forum conducted MBA(G) Class of 2025 Section –C on 10th February 2024 :-

- **Mr. Gomteshwar Jain**, MD, Rasberrie Designs Pvt Ltd
- **Mr. Vishwani Dev**, VP- Employee Relations and Policies, Accenture
- **Mr. Nitin Balyan**, Regional Manager, Devyani Food Industries Ltd

### EdTalk World Conference

Dean FMS & Director ABS attended the EdTalk World Conference organized by ClickAway Creators (A Division of CAC Media & Events Inc.) on 22nd & 23rd February, 2024 at Hotel Le Meridien, Windsor Place, New Delhi.

Dean FMS & Director ABS was part of Panel Discussion (12:25 PM – 1:10 PM) on the theme “From Classrooms to Boardrooms: The Role of Education and Business Partnerships in Bridging the Skills Gap” which was held on 23rd February, 2024.

# MONTHLY ACTIVITIES

## Activity Report for the Month of February 2024

### Pre-Ph.D Seminar Presentations

ODC (Oral Defence Committee) conducted

Sl.No	Name	Batch	Title of Research
1	Mr. Rajneesh Kumar Srivastava (A0130319051)	(PT)July 2019	Service Quality Dimensions In Electricity Distribution Utilities: Implications For Strategic Management And Policy In Delhi-NCR
2	Mr. Gopal Chand (A0130318006)	(PT) Jan2018	An Economic and Financial Analysis of Major Indian Airports Post 2000

# MONTHLY ACTIVITIES

## Activity Report for the Month of March 2024

### Corporate Resource Centre :

Companies visited ABS for Campus Recruitment for MBA Class of 2024 during the month of March 2024 and the number of students who got offers are= 27.

- Inter Institute (Final Placement) = 04
- Summer Internship Placed Students Class of 2025 = 34
- Summer Internship Inter Institute = 02

**Guest Lecture organized for MBA (FIN) students  
Section- A&B class of 2025 on 15th March 2024 by Mr.  
Jayant Kwatra, Director, Sanguine Capital on the  
Topic:  
“GROWTH STORY OF INDIAN EQUITY MARKET”**

# MONTHLY ACTIVITIES

## Activity Report for the Month of March 2024

### Two Days Management Development Programme – Indraprastha Apollo Hospitals

#### Day 1: Highlights



Amity Business School organised the 12th Batch of Management Development Programme on Personal and Professional Excellence (Learn-Collaborate-Develop) for the Executives of Indraprastha Apollo Hospitals on 19th & 20th March, 2024. The venue for the event was F2 Seminar Hall, Amity University, Sec 125, Noida.



# MONTHLY ACTIVITIES

## Activity Report for the Month of March 2024

### Day 2: Ending Highlights

The day started with Networking Tea. The participants looked forward for the key insights they will take from Day 2.



# MONTHLY ACTIVITIES

## Activity Report for the Month of March 2024

### Pre-Ph.D Seminar Presentations

#### ODC (Oral Defence Committee) conducted

Sl. No	Name	Batch	Title of Research
1	Ms. Nidhi (A0130319022)	July 2019 (PT)	i-ERP Implementation and Its Role in Digital Transformation: A Study in Indian Scenario.
2	Mr. Vivek Kumar (A0130316053)	July 2019(PT)	Determinants of In-Group Out-Group behavior and its effect on Perceived Individual Performance Outcomes
3	Ms Neetu Dhayal (A0130320013)	Jan 2020(PT)	Measuring the Effect of Employee Deviant Behaviour on Work Performance of the Employees of the Organization: A Study of the Faculty Members of Selected Central Universities in India.
4	Ms.Surbhi Jain (A0120519007)	July 2019(PT)	“A Study of Corporate Governance in India: With Special Reference to Board Diversity and its Effectiveness.
5	Ms. Monu Dihingia (A0120518003)	July 2018(PT)	The Determinants of Electronic Word of Mouth (E – WOM) and Consumer Online Purchase Intention: An Empirical Investigation of Select E - Retail Platforms in India.
6	Ms. Anjali Khurana (A0130320004)	July 2020(PT)	Study of Consumer Behaviour Patterns and Demand Estimation for Passenger Vehicles.
7	Ms. Sonali Singh (A0130317005))	Jan 2017(PT)	A Study on Service Quality and its Consequences in Indian Higher Management Education Institutions.
8	Ms. Sadaf Khan (A0130318008)	Jan 2018(PT)	Mediating Effect of Organisation Culture on the Relationship between Leadership and Employee Development.
9	Ms. Ritika Ratore (A0130318025)	July 2018 (PT)	Applications of Lean Six Sigma for OPD Management in Tertiary Care Hospitals.



# MONTHLY ACTIVITIES

## Activity Report for the Month of April 2024

### Corporate Resource Centre :

Companies visited ABS for Campus Recruitment for MBA Class of 2024 during the month of April 2024 and the number of students who got offers are =  
41.

- Inter Institute (Final Placement) = 04
- Summer Internship Placed Students Class of 2025 = 70

Online Lecture organized for MBA students Class of 2025 on 4th April 2024 by Mr. Jayant Chandra, Associate Director, PwC, Senior Alumni on the Topic :  
“Professional Development tips to Navigate career growth”.

# MONTHLY ACTIVITIES

## Activity Report for the Month of April 2024

### Pre-Ph.D Seminar Presentations

ODC (Oral Defence Committee) conducted

Sl. No.	Name	Batch	Title of Research
1	Mr. Asim Prasad (A0130320016)	Jan 2020 (PT)	“An Innovative Supply Chain Management Framework with Performance Indicators for efficient and effective Natural Gas Distribution and Retailing in India for Transition towards Gas-Based Economy.
2	Ms. Sonal Raina (A0130319040)	July 2019(PT)	“Leveraging Financial Inclusion for Economic Growth: Role of Small Finance Banks.
3	Mr. Akhilesh Singh Gusain (A0130319048)	July 2019(PT)	“Consumer Behaviour and E-Commerce Adoption.
4	Mr. Rakesh Kumar Chawla (A0130318026)	July 2018(PT)	“Effectiveness of Capacity Building in Cyber Forensic: An Empirical Study of Law Enforcement Agencies in India

# MONTHLY ACTIVITIES

## Activity Report for the Month of May 2024

### Corporate Resource Centre :

Companies visited ABS for Campus Recruitment for MBA Class of 2024 during the month of May 2024 and the number of students who got offers are = 20.

- Inter Institute (Final Placement) = 02
- Summer Internship Placed Students Class of 2025 = 30
- Summer Internship Inter Institute = 09

CRC organized F2F interaction with the Sr. Faculty members on 24th, 27th, 28th & 29th May, 2024 to help students understand their lacking areas and help them crack interviews further.

CRC invited the following corporates to participate as Jury member for Dissertation VivaVoce for MBA Class of 2024 on 28th May 2024:-

- Ms. Shalini Srivastava, DGM-HR, Sara Group
- Ms. Suchismita Ray, Manager-HR, Xebo

# MONTHLY ACTIVITIES

## Activity Report for the Month of June 2024

### Corporate Resource Centre :

Companies visited ABS for Campus Recruitment for MBA Class of 2024 during the month of June 2024 and the number of students who got offers are =  
**23.**

- Inter Institute (Final Placement) = 02
- Summer Internship Placed Students Class of 2025 = 01

CRC invited following Corporates & Alumni members for Grooming Session of unplaced students, MBA Class of 2024 on 6th June 2024

**Topic :- Soft Skills, Group Discussion, Presentation Skills, Time Management, Interview Skills, Special Etiquette.**

Sl. No.	Name of the Company	Name of the Corporate
1	University Living Accommodation Pvt. Ltd, Noida	Mr. Anupam Jauhari
2	Acuity Knowledge Partners	Ms. Rimsha Shahid
3	SGN Software Pvt Ltd	Mr. Nishant Solanki

# MONTHLY ACTIVITIES

## Activity Report for the Month of June 2024

### Pre-Ph.D Seminar Presentations

ODC (Oral Defence Committee) conducted

Sl.No	Name	Batch	Title of Research
1	Ms. Renu Jonwal (A0130318039)	July 2018(PT)	An Empirical Study on the Performance of Socially Responsible Investment in India
2	Mr. Kapil Dev Pandey (A0130319037)	July 2019(PT)	An empirical study of the impact of the indenting agents in the import of pharmaceutical raw material from China in the perspectiv of customers at Telangana region of India
3	Mr. Shubh Karan Singh (A0130318047)	July 2018(PT)	Impact of technology on financial services in urban areas

# ABS EVENTS

## 4<sup>th</sup> Doctoral Research Conclave

5<sup>th</sup> and 6<sup>th</sup> January 2024

**Theme-** “The Power of Cultivating a Research Mindset”



The Doctoral Research Conclave organized by ABS aims to cultivate a robust research culture among scholars, focusing on innovative approaches and ethical practices. Held at Amity University, Noida, it featured distinguished speakers such as Prof. Daniel Ladley and Dr. Raj Agrawal, alongside sessions like PLS-SEM workshops and thesis presentations. Led by Dr. Sanjeev Bansal, Dean FMS & Director ABS, with Dr. Anshu Singh and Dr. Samarth Sharma as co-conveners, the event attracted 69 scholars from various fields, including PhD researchers from Noida and Dubai campuses.

# ABS EVENTS

## 4 th Doctoral Research Conclave

5<sup>th</sup> and 6<sup>th</sup> January 2024

**Theme-** “The Power of Cultivating a Research Mindset”

The conclave underscored themes like 'Research by Design: Path to Transformation' and 'Ethical Research: Maximizing Outcomes', emphasizing the role of research in fostering innovation and societal impact. It provided a platform for scholars to showcase their research contributions and discuss practical applications. Participants gained insights into complex research methodologies and ethical considerations crucial for accountable research practices.



# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

7<sup>th</sup> February 2024 - 9<sup>th</sup> February 2024

**Theme-** “New Paradigms of Business Management in the Era of Analytics, Sustainability and Innovation”



The session began with Prof. Sanjeev Bansal welcoming attendees. Special guests included Shri Arif Mohammad Khan, Mr. Christopher Greenwood, and Mr. Avinash Pandey. Each speaker emphasized leadership and innovation in media and society's sustainable development.



# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

During GLRC 2024, sessions covered various topics through forums, paper presentations, and panel discussions:

- **Sustainability Forum:** Focused on sustainable practices across different sectors.
- **Leadership:** Explored effective leadership strategies.
- **Operations and Quality Forum:** Discussed leveraging analytics, sustainability, and innovations.
- **General Management:** Held two paper presentation sessions.
- **Marketing Management:** Included a forum and two paper presentation sessions.
- **Human Resource:** Featured one forum and two paper presentation sessions.
- **Finance:** Included one forum and two paper presentation sessions.
- **Entrepreneurship:** Had one paper presentation session.



**The Sustainability Forum** focused on "Towards a Sustainable Future" with a panel featuring global experts:

- Prof. (Dr) Ivan Coste-Manière emphasized recycling and sustainable practices.
- Dr Shimona Kapur highlighted healthcare's role in sustainability.
- Dr Geeta Malhotra discussed rural development and mental health.
- Dr Sanjiv K Singh addressed sustainability in healthcare governance.
- Mr. Ravish Mehra spoke on energy consumption in construction.

# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)



### The *Leadership Forum* at GLRC 2024 explored "Demystifying Leadership: Unveiling the Business Success Sutras":

- Prof. (Dr) Sanjeev Bansal underscored the link between innovation and effective leadership in today's dynamic business environment.
- Panelists included Mr. S.K. Bose, Mr. Rajiv Narang, Mr. Rohit Arora, Mr. Balkishan Sharma, Mr. Alok Nigam, and Ms. Sonu Rathore.
- Discussions focused on leadership as a cultivated skill, aligning diverse perspectives, prioritizing customer-centricity, navigating crises like COVID-19, and adapting to the VUCA world.



# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

**The *Finance Forum* at GLRC 2024 focused on "New paradigms of Finance function in the era of analytics, innovation, and sustainability":**

- Panelists included Mr. Sandeep Vempati, Mr. Daniel J, Mr. Rai Mahimapat Ray, Dr. Narinder Kumar Bhasin, and Prof. Kanhaiya Singh.
- Discussions covered topics such as public finance reforms in India, sustainability across economic systems, India's economic relations with global institutions like the IMF and World Bank, technological advancements in banking, and investments in green finance.



# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### **The *Human Resource Forum* at GLRC 2024 explored "Leveraging Analytics – Innovation across HR Value Chain":**

- Panelists included Mr. Uttam Lal, Mr. Sujan Mukherjee, Mr. Satish Mohapatra, Mr. Santi Mersado Jr., and Mr. Rajeev Bhadauria.
- Discussions covered challenges in HR management, AI integration in the power sector, employee engagement strategies, and the role of HR analytics in talent retention.
- Mr. Rajeev Bhadauria emphasized humanizing HR practices and advocated for inclusive decision-making processes.



# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### TECHNICAL SESSIONS



#### *General Management Track:*

- **Theme:** Navigating the Uncharted Horizons of Innovation and Sustainable Practices
- **Session Chairs:** Dr. Anita Venaik, Dr. Sadhana Tiwari, Dr. Kishore Kumar, Dr. Ramji Nagaria, Dr. Padmesh Tripathi



#### *Entrepreneurship & Growth Track:*

- **Theme:** Entrepreneurship & Growth: Leveraging Innovation, Network & Policy for Sustainability
- **Session Chairs:** Dr. Ruchi Tyagi, Dr. Nidhi Mathur

# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### TECHNICAL SESSIONS



#### *Marketing Track:*

- **Theme:** Role of Contemporary Marketing: New Paradigms of Business Management in the Era of Analytics
- **Session Chair:** Prof. (Dr) Ivan Costemaniere, Dr. Aseervatham Achary, Dr. Shashank, Dr. Rajeev Sijaria, Dr. Vivekanand Shukla, Dr. Chand P. Saini



#### *Human Resource Paradigm Track:*

- **Theme:** Re-Imagining Human Resources: Unlocking the Innovation Paradox
- **Session Chair:** Dr. Shalini Srivastava, Dr. Shinu Vig, Dr. Harminder K Gujral, Dr. Parul Yadav, Dr. Shweta Awasthi

# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### TECHNICAL SESSIONS



#### *Finance Track:*

- **Theme:** Financial Horizons: Navigating Through the Ever-changing Landscape
- **Session Chair:** Dr. Sakshi Varhsney, Dr. Shikha Gupta, Dr. Vikas Tripathi, Dr. Urvashi Varma, Dr. Gireesh Chandra Tripathi, Mr. Aman Goyal

#### *The Valedictory Session of GLRC 2024, held on February 9th, 2024, featured:*

- **Chief Guest:** Shri Anand Kumar, Founder of SUPER 30
- **Guest of Honour:** Dr. Rajeev Lala, Director Commodity Insights Division, S&P Global
- **Other Guests:** Mr. Anjan Chakraborty from PwC and Ms. Aparajita Singh from Springer Nature, India.

# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### TECHNICAL SESSIONS

#### *Highlights included:*

- A video showcasing GLRC 2024.
- Inspirational speeches by Shri Anand Kumar on education and passion, and Dr. Rajeev Lala on shaping one's destiny.
- The conferment of Amity Excellence Awards for Alumni Achiever to Mr. Anjan Chakraborty.
- Ms. Aparajita Singh's insights on sustainability and the importance of research.





# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### INNOVATIVE BUSINESS MANAGER



The "*Innovative Business Manager*" event organized by Amity Business School, Amity University Uttar Pradesh as part of Amity Youth Fest 2024 was a dynamic platform designed to nurture managerial talent among students. Held over two days from February 29th to March 1st, 2024, the event featured six competitive rounds covering various domains of management: Quiz, Finance, Marketing, Entrepreneurship, Information Technology, and Human Resource.



Participants from numerous universities and colleges across India engaged in rigorous competition aimed at honing their skills in strategic thinking, problem-solving, and decision-making. The event began with an online elimination round conducted on the Unstop platform, culminating in a live competition at the F3 Seminar Hall.

# ABS EVENTS

## 9th Global Leadership Research Conference (GLRC-2024)

### INNOVATIVE BUSINESS MANAGER



Each round was meticulously crafted to simulate real-world scenarios, providing participants with practical insights and challenges relevant to their future careers in management. The rounds were judged by esteemed professionals from industry and academia, ensuring rigorous evaluation and constructive feedback for participants.



The closing ceremony, hosted by the Student Activity Cell of Amity Business School, celebrated the achievements of participants and highlighted the transformative experiences gained throughout the event. Notably, Vatsel Gupta from Symbiosis Institute of Business Management, Noida emerged as the winner, securing Rs. 51,000, while Aadim Aryavartta Meher from International Management Institute, New Delhi was recognized as the runner-up with a prize of Rs. 21,000.

# CLUB COMMITTEES EVENTS

## QUIZ COMMITTEE

### E BULLETIN

INVICTUS, the Quiz Committee of ABS, released its 53rd, 55th, 56th E-Bulletin on 1st of January, February, March 2024, guided by Dr. Shweta Awasthi. The newsletter focuses on current affairs awareness and aims to increase engagement through Instagram. The editorial team comprises members who are Office Bearers of INVICTUS – The Quiz Committee

### CHARITY DRIVE

On January 10, 2024, the Quiz Committee organized a successful charity donation drive, pooling resources and enthusiasm to raise substantial funds for a chosen charity. Their efforts underscored a strong commitment to social responsibility and community support.



# CLUB COMMITTEES EVENTS

## QUIZ COMMITTEE

### CORPORATE CRAZE

On January 11, 2024, the Quiz Committee organized "Corporate Craze," a challenging MCQ competition focusing on business leaders and corporate strategies. Participants engaged enthusiastically, demonstrating their knowledge and skills in the business world. Sanya Sehgal from ABS secured the first position in the event.

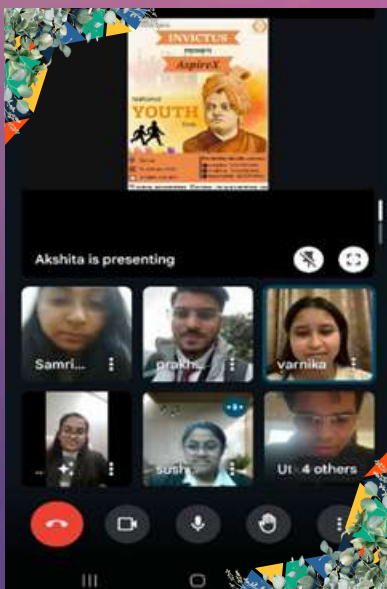


# CLUB COMMITTEES EVENTS

## QUIZ COMMITTEE

### NATIONAL YOUTH DAY

The quiz committee, conducted via Google Forms, focused on Swami Vivekananda and National Youth Day, offering students a 20-minute window to showcase their knowledge and time-management skills. Leveraging technology ensured seamless participation and efficient assessment. Kamna Bisht emerged as the 1st position winner, with Shivani Pal securing 2nd place. The interactive platform not only engaged participants but also highlighted the adaptability of modern tools in educational settings.

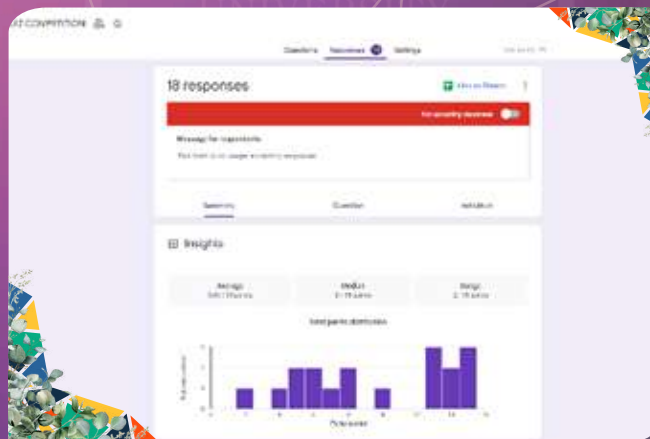


# CLUB COMMITTEES EVENTS

## IT CLUB

### NATIONAL YOUTH DAY

On January 12, 2024, the IT Club at ABS organized an engaging event on National Youth Day to honor Swami Vivekananda. Participants took part in an MCQ test exploring his wisdom, promoting digital learning platforms. The event celebrated Swami Vivekananda's legacy, enhancing participants' understanding and connection to his teachings. Joint winners of the event included Prachi Singh, Anshika Mishra, and Nandini Gupta from ABS, Noida, while Nabila Farheen and Shubham Tyagi were recognized as joint runners-up.



The screenshot shows a Google Forms question page. The question is in Hindi: "Which of the following is NOT a characteristic of Swami Vivekananda?" Below the question are four radio button options:

- Vivekananda was a Hindu monk.
- Vivekananda was a Buddhist monk.
- Vivekananda was a Jain monk.
- Vivekananda was a Sikh monk.

# CLUB COMMITTEES EVENTS

## IT CLUB

### CHARITY DRIVE

The IT Club of ABS organized a charitable visit to the slums near Bandh Road, Noida. They donated non-perishable food, warm clothing, and stationery, making a profound impact on the community through their collective efforts.



### Information Security Parameters (Expert Session)

The IT Club at ABS conducted a key event on February 1st, 2024, featuring an expert session on Information Security Parameters in collaboration with Dr. Sushil Meher, a prominent cybersecurity figure. The session emphasized practical strategies to navigate the dynamic cybersecurity landscape, aiming to equip participants with actionable insights against evolving cyber threats.

# CLUB COMMITTEES EVENTS

## MARKETING CLUB

### CHARITY DRIVE

On January 10, 2024, 28 volunteers from the Marketing Club visited Manzil NGO in Delhi. They distributed stationery, food, and hygiene products, engaging in playful activities with the children. The visit fostered social connections and mutual understanding between volunteers and Manzil staff, leaving a positive impact evident in the smiles and gratitude of everyone involved.



### NO SMOKING DAY

The Marketing Club at ABS organized a No Smoking Day event for the MBA Batch of 2023-2025 on March 8, 2024. The competition featured poster presentations on the theme, with participants showcasing their work online. Manisha Gupta from Amity Business School, Noida emerged as the winner, followed by Ajjit Gupta in second place and Skarsh Aneja in third.



# CLUB COMMITTEES EVENTS

## MARKETING CLUB

### NATIONAL YOUTH DAY

On January 12, 2024, the Marketing Club organized the "Thrive Tribe" Speech Reciting Competition for the MBA Batch of 2023-2025 in honor of National Youth Day. Participants showcased their research, public speaking, and persuasive skills, fostering vibrant dialogue and celebrating youth exuberance. Vani Madan from ABS secured first place, followed by Ashneet Kaur Narula in second place and Shashikant Rai in third. The event highlighted the club's commitment to nurturing socially responsible leaders.



### InnoVista Clash: Ignite Innovation with Digital Sparks!

The Marketing Club organized "InnoVista Clash: Ignite Innovation with Digital Sparks!" on January 11, 2024. This competition challenged participants to develop innovative startup ideas and craft effective digital marketing strategies.

Alok Kumar Shukla from ABS, Noida secured the first place, followed by Amitesh in second place and Mitali in third place.



# CLUB COMMITTEES EVENTS

## STUDENT ACTIVITY CELL

### INTERNATIONAL WOMEN'S DAY

ABS' student activity cell, along with various clubs including HR, Entrepreneurship, Cultural, IT, and Finance, organized an International Women's Day event for ABS faculty on March 7, 2024. The celebration highlighted women's achievements in academia and included engaging activities like games, dance, and musical performances, creating a lively atmosphere.



# CLUB COMMITTEES EVENTS

## STUDENT ACTIVITY CELL

### CHARITY DRIVE

ABS's Student Activity Cell organized a charity drive to Mala Smriti Home on January 10, 2024. The visit showcased the children's resilience and intelligence, leaving a lasting impact with their impeccable grooming and depth of knowledge despite their circumstances.



# CLUB COMMITTEES EVENTS

## STUDENT ACTIVITY CELL

### FELICITATION CEREMONY

The Felicitation Ceremony organized by the Student Activity Cell on March 18, 2024, celebrated outstanding achievements in business management. Attended by faculty and students, the event honored innovative accomplishments and recognized the efforts of faculties, student coordinators, and clubs for their exceptional contributions throughout the year.



### CHARITY DRIVE

ABS's Student Activity Cell organized a charity drive to Mala Smriti Home on January 10, 2024. The visit showcased the children's resilience and intelligence, leaving a lasting impact with their impeccable grooming and depth of knowledge despite their circumstances.

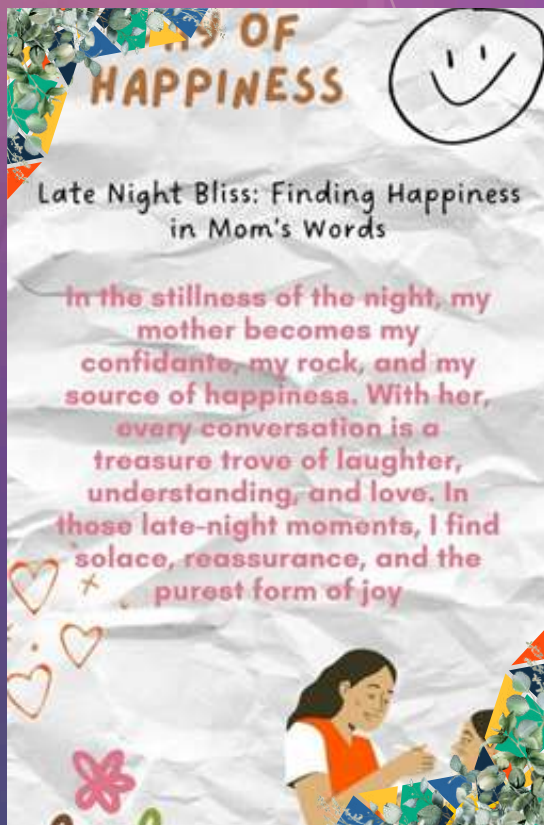


# CLUB COMMITTEES EVENTS

## STUDENT ACTIVITY CELL

### INTERNATIONAL HAPPINESS DAY

The Student Activity Cell of ABS organized an International Happiness Day event on March 27, 2024. Participants created digital posters reflecting their personal definitions of happiness, showcasing a variety of perspectives and experiences. Bhavika Chopra from Amity Business School, Noida secured first place, followed by Samriddhi Jain in second and Khushi Verma in third. The event highlighted community spirit and individual expression in celebrating happiness.



# CLUB COMMITTEES EVENTS

## IICC

In January 2024, under the guidance of Dr. Sonali Banerjee, the Inter-Institute Competitions Committee efficiently coordinated various academic events with enthusiastic participation from major B-Schools across India. Competitions included Quizomania at SPJIMR Mumbai, The Constitutional Chronicle Quiz at IIM Kozhikode, and others focused on diverse themes such as trade relations, economics, and constitutional studies, showcasing active engagement from multiple institutions nationwide.

In February 2024, under the guidance of Dr. Sonali Banerjee, the Inter-Institute Competitions Committee coordinated several academic competitions with active participation from major educational institutions across India. Competitions included events like Trivia Blitz at Ramjas College, Neural Network and Deep Learning at IBS Hyderabad, and various quizzes and tests at IIM Rohtak, Arka Jain University, and Shyam Lal College, Delhi University.

# CLUB COMMITTEES EVENTS

## IICC

In March 2024, under the guidance of Dr. Sonali Banerjee, the Inter-Institute Competitions Committee student coordinators facilitated participation in several major B-School competitions across India:

- NDIM, New Delhi: IT Quiz with 5 participants.
- IIT Madras: Mech Quiz with 10 participants.
- IIT Bhilai: General Quiz with 5 participants.
- IIM Bangalore: Green Week '24 Case Competition with 7 participants.
- Ram Lal Anand College, DU: Markverse Case Study Competition with 5 participants.

# CLUB COMMITTEES EVENTS

## FINANCE CLUB

### MUDRA

The December edition of Mudra, the monthly Finance newsletter, was released on January 1, 2024, featuring:

- Theme: "Portfolio Management"
- "The Strategic Art and Science of Portfolio Rebalancing: Navigating Financial Success in a Dynamic World" by a student member.
- "Examine How Psychological Biases and Behavioural Factors Influence Investment Decisions and Portfolio Performance" by another student member.

### MUDRA

Mudra's November 2024 edition, released on February 8, 2024:

- Theme: "Blue Finance"
- First editorial: "The Blue Economy: Exploring Oceans as the Future Economic Frontier" by a student member.
- Second editorial: "The Potential of Crowdfunding for Supporting Blue Finance Initiative" by another student member. The December edition of Mudra, the monthly Finance newsletter, was released on January 1, 2024.

### MUDRA

The March 2024 edition of Mudra, the Finance Newsletter, was released on March 1st with a focus on "Personal Finance". It featured editorials by student members on AI-powered personal finance and strategies against inflation's impact. Club members contributed news, market policies, financial facts, and terms aligned with the theme.



# CLUB COMMITTEES EVENTS

## FINANCE CLUB

### CHARITY DRIVE

On January 10, 2024, the Finance Club, in collaboration with the Oprex and IT clubs, organized a charity drive at ABS. Students showed great generosity, donating non-perishable food, stationery, and clothing to support those in need, reflecting the community's empathy and compassion at Amity Business School.



### NATIONAL YOUTH DAY

On January 12, 2024, the Finance Club of ABS celebrated National Youth Day with an interactive financial riddles quiz on Instagram. Participants engaged in solving 18 riddles designed to test their financial knowledge, promoting fun and educational engagement.

# CLUB COMMITTEES EVENTS

## ENVIRONMENT CLUB

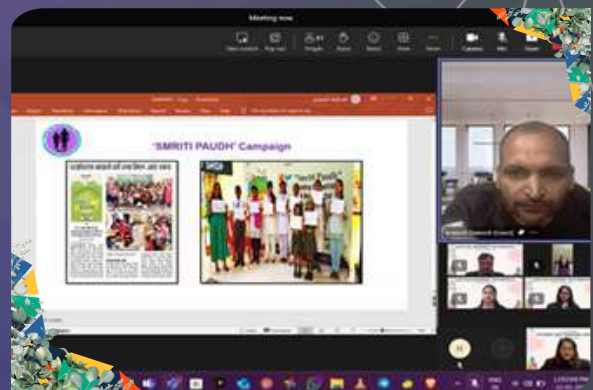
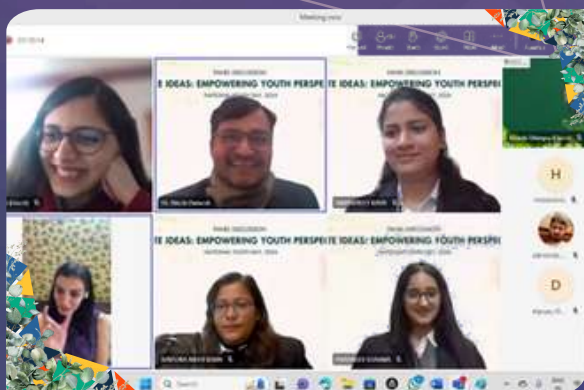
### CHARITY DRIVE

On January 10, 2024, the Environment Club organized a Charity Drive with an Animal Shelter NGO. Participants gathered for a day dedicated to compassion and community involvement. They assisted in caring for animals and cleaning the shelter grounds, aiming to create a comfortable environment for the shelter's residents.



### NATIONAL YOUTH DAY

On January 12, 2024, the Environment Club marked National Youth Day with a virtual event on MS Teams. Titled "Ignite Ideas: Empowering Youth Perspective," it featured a panel discussion with diverse speakers sharing inspiring life experiences and perspectives on youth responsibilities. The event aimed to ignite ideas and provide a fulfilling experience for participants.



# CLUB COMMITTEES EVENTS

## DEBATE CLUB

### CHARITY DRIVE

The Debate Club organized a charity drive with NGO Council of Royal Roots, focusing on underprivileged children's education, healthcare, and well-being. Their collaboration aimed at fostering positive change and ensuring a brighter future for the younger generation.



### VIVAAD ON- DEBATE CLUB:Kalakriti: Art of Enlightenment

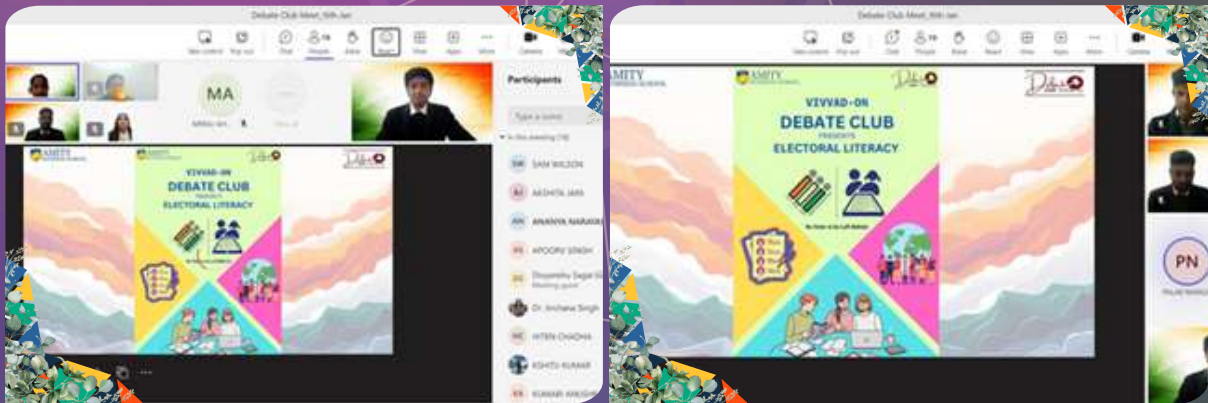
On January 12, 2024, the Debate Club organized "Kalakriti: Art of Enlightenment," focusing on national unity through visually creative posters. Participants passionately showcased diversity and collective strength, presenting heartfelt narratives judged for artistic merit, clarity of message, cultural sensitivity, and unity impact. The virtual event united students across regions, emphasizing technology's role in fostering collaboration and shared national pride amidst diversity.

# CLUB COMMITTEES EVENTS

## DEBATE CLUB

### ELECTORAL LITERACY

On January 16, 2024, the Debate Club organized an Electoral Literacy event aimed at enhancing participants' understanding of electoral processes. Through interactive discussions and presentations, attendees gained insights into voting systems, political structures, and the importance of civic engagement. Anushka from ABS emerged as the winner, followed by Maheen in second place and Divyanshu in third. The event effectively promoted critical thinking, public speaking skills, and informed civic participation among the participants.



# CLUB COMMITTEES EVENTS

## OPERATIONS CLUB

### CHARITY DRIVE

On January 10, 2024, Operations Club organized a impactful Charity Day event focused on community improvement. Members worked together enthusiastically to raise funds and awareness, conducting donation collections, awareness campaigns, and engaging with the community.



### NATIONAL YOUTH DAY

On January 12, 2024, the Operations Club organized a "Mind Matters: Youth Mental Health Workshop" for National Youth Day. Led by Mrs. Lehar Malhotra, the workshop integrated positive psychology techniques to enhance life satisfaction and resilience among participants. Creative videos and exercises, including destressing techniques like dumb charades, promoted understanding of mental health complexities and highlighted personal roles in addressing challenges.

# CLUB COMMITTEES EVENTS

## HR CLUB

### CHARITY DRIVE

On January 10, 2024, the HR Club visited a children-focused NGO, gaining insights into HR's compassionate role. The experience highlighted empathy, adaptability, and the transformative impact of HR practices on children's lives.

It equipped members with valuable skills and a commitment to social responsibility in their future HR careers.



### NATIONAL YOUTH DAY

On January 12, 2024, the HR Club of ABS celebrated National Youth Day with an event promoting unity through diversity and inclusivity. It raised awareness about social issues and engaged participants in discussions through an online quiz, fostering informed citizenship and educational awareness among youth.

# CLUB COMMITTEES EVENTS

## ENTREPRENEURSHIP CLUB

### CHARITY DRIVE

On January 10, 2024, the Entrepreneurship Club and Environment Club organized a "Paws for a Cause" charity drive with a local animal shelter NGO. Students engaged in feeding and assisting at the shelter, learning about community impact and service through hands-on experiences.



# CLUB COMMITTEES EVENTS

## ENTREPRENEURSHIP CLUB

### NATIONAL YOUTH DAY

On January 12, 2024, the Entrepreneurship Club organized an interactive event for National Youth Day featuring a "Guess the Logo" quiz and entrepreneurship-related questions. This activity aimed to blend visual recognition skills with entrepreneurial knowledge, promoting critical thinking on business principles and youth involvement in entrepreneurship. Abhishek Nagar from ABS, Noida secured the first position, followed by Yashika in second place and Aviral in third. The event highlighted the club's dedication to providing students with practical insights and fostering innovation in entrepreneurship.



# CLUB COMMITTEES EVENTS

## CULTURAL COMMITTEE

### CHARITY DRIVE

On January 10, 2024, the Cultural Committee of ABS organized a charity event focused on community support and meaningful contributions. The initiative fostered empathy and compassion among members while benefiting children at LECIN. Members took leadership roles, promoting talent and building social awareness through cultural exchange, reinforcing AVROH's dedication to community engagement.



# CLUB COMMITTEES EVENTS

## CULTURAL COMMITTEE

### SWAMI VIVEKANANDA'S BIRTH ANNIVERSARY

On January 12, 2024, the Cultural Club organized an event to commemorate Swami Vivekananda's birth anniversary by showcasing top videos in a reel on Avroh's official Instagram account. This initiative aimed to boost participant visibility and recognition, aligning with the event's goal of empowering youth and acknowledging their societal contributions.



### Music Production, Global Music Distribution and Marketing.

The event on Music Production, Global Music Distribution, and Marketing organized by Amity Business School on February 5th, 2024, gathered 14 enthusiastic participants aiming to deepen their understanding of the music industry's complexities. The Finals on February 7th, 2024, highlighted exceptional talents in music production, global distribution strategies, and marketing. Shubhangi Sharma from AIB secured first place, followed by Aarav Sharma also from AIB in second place, and Aditi Gairole from ABS in third place.

# 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.**

## A College Odyssey

In the halls of learning, I took my first step,  
Both nervous and hopeful, together we kept.  
Murmurs of the future, secrets untold,  
A journey unclear, but full of beauty to behold.

Friends were made through laughter and tears,  
Sharing our dreams and facing our fears.

Late-night talks and study sessions,  
We connected forever, learning lifelong lessons.

Professors' wisdom, a guiding light,  
Their wisdom carries us into twilight.  
Each lesson learned, a stepping stone,  
Building bridges to unknown worlds, our minds grown.

In classrooms where ideas ignite,  
And libraries where thoughts take flight.  
With each new page, we crafted our future,  
A hunger for greatness, always burning brighter.

Family ties that never end,  
Love and support, reimagined and blend.  
Unity grew as strangers became family,  
We thrived together, our spirits set free.

Experiences vast, from joy to challenge,  
Moments etched, a vibrant life balanced.  
Standing on the edge of the future so near,  
College memories priceless, forever held dear.

# 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 mighty bengal Tigers through captivating photographs, a testament to his boundless creativity and passion for nature's marvels.**



# ABS CREATIVE MINDS



**Akansha**  
**MBA (Marketing & Sales)**  
**2023-2025**

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

## कलुआ

मैं निकली तो देखा  
दोपहरी की चिलचिलाती धूप  
जेठ की दोपहरी, तपती भयानक भू  
हर गली में खामोशी, कुछ इस कदर थी भारी  
के लगता था मानो, निशा की बेला आ गयी  
कुछ हॉफते हुए कुत्ते, कुछ भोंपूओ का शोर  
इसके अलावा कुछ भी नहीं  
थी चुप्पी चहु ओर  
इस विराने में भी एक आवाज़ थी  
शायद हथौड़े की, जिसे चला रहा था कलुआ  
पेट की खातिर  
इस धूप में भी वह, तोड़ रहा था पत्थर  
ताकि थोड़ी सी तो आग बुझेगी  
वो आग जो सूरज से भी तेज उष्मा प्रज्वलित करता है  
वो उदर की आग  
थोड़ी सी तो बुझेगी  
काला बदन, बढ़ा पेट  
चेहरे पर झुर्रि और दर्द विशेष  
जो आ जाती थी कभी चेहरे पर  
उन्हे पोछ लेता वह गरीब पसीने के साथ  
अभी भी शेष है जीवन का वृहत क्षण  
जिन्हे वह कार्य में लगायेगा  
वो लड़ेगा सूरज से, प्रकृति से  
और जीतेगा गरीबी, विजय पायेगा।

## उफ़! मेरी कविता अधूरी रह गयी

मैं खड़ी रही कुछ देर तक  
सोचती रही कविता  
मेरी सोच का दायरा  
कभी बढ़ा कभी घटा  
और मैं सिमटती गयी शून्य में  
आँखे स्थिर, मन स्थिर  
पर हिला कुछ मेरे सम्मुख  
टूटी मेरी निद्रा, मैं देखती रही  
किन्कर्तथ विमुद् सी उस आकृति को  
जो धीरे धीरे मेरे निकट आकर  
मेरे मस्तिस्क से मेरी  
सलोनी सी कविता चुराकर  
चला गया मुझसे दूर  
मेरी नज़रे सोई रह गयी।  
मैं जाग उठी, दिल चीख उठा  
उफ़! मेरी कविता अधूरी रह गयी

# 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.**



# TEAM COMMUNIQUE 2024

## EDITOR -IN CHIEF



**PROF. (DR.) SANJEEV BANSAL**  
**ADDL. PRO VICE CHANCELLOR**  
**DEAN, FACULTY OF MANAGEMENT**  
**STUDIES**  
**DIRECTOR, AMITY BUSINESS SCHOOL**

## EDITOR



**DR. PRIYANKA NAHUSH AGARWAL**  
**ASSISTANT PROFESSOR**  
**AMITY BUSINESS SCHOOL**

# TEAM COMMUNIQUE 2024

## STUDENT TEAM



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



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



**SHRIVALLI MAHAJAN**  
**MBA (GENERAL)**  
**BATCH 2023-25**