



AMITY
UNIVERSITY
— PATNA —

DREAMS
VISION
GOALS
ACTIONS



The Management Tribune

A Bi-annual Newsletter of



AMITY BUSINESS SCHOOL

The Management Tribune



Dear Esteemed Readers,

It is with great pleasure and pride that Amity Business School, Amity University Patna is presenting the latest highlights and achievements through the first edition of their bi-annual newsletter. At Amity Business School, Amity University Patna we continue to uphold our commitment to excellence in education, research, and community engagement.

I am sure that this newsletter will serve as an important means to showcase the outstanding achievements and remarkable contributions of our students and faculty members in this and upcoming editions of our bi-annual newsletter. Their creativity and innovative thinking are not only evident in academic pursuits but also in extracurricular activities, where they excel in diverse fields such as entrepreneurship, sports, and the arts.

In addition to academic achievements, the department remains vibrant with a multitude of activities and events aimed at holistic development of future business leaders. our commitment to community engagement is reflected in various outreach programs and social initiatives, where students and faculty alike actively contribute to making a positive impact in society.

I also extend my sincere appreciation to the editorial team, contributors, and all those who have contributed to the creation of this newsletter. Your dedication and passion are a testament to the strength and vibrancy of our academic community at the university. May it serve as a source of inspirational information, enlightenment, and camaraderie, fostering meaningful connections and igniting intellectual curiosity.

As the Vice Chancellor of this university, I am happy and excited to witness the culmination of dedicated efforts and creative vision that have brought this newsletter to fruition.

Together, let us celebrate the spirit of inquisitiveness, knowledge and innovation that defines our university and propels us towards a brighter future.

Best Wishes!

Dr. Vivekanand Pandey

Vice Chancellor, Amity University Patna



As we continue to navigate through the dynamic landscape of business education, it is imperative to stay connected and informed about the latest developments, opportunities, and achievements within our department.

To facilitate this, I am extremely happy for the launch of this Biannual Newsletter being published by Amity Business School, an esteemed department of Amity University Patna.

This newsletter aims to serve and contribute as a comprehensive platform where you can access important announcements, upcoming events, insightful articles, student spotlights, alumni success stories, and much more.

Further, my best wishes to the editorial team members for their relentless efforts.

Warm Regards,

Dr. Navneet Kr. Yadav

Deputy Registrar, Amity University Patna

The Management Tribune



As the academic head at Amity University Patna, I am delighted to welcome this excellent initiative of launching a newsletter for Amity Business School. At our university, academics hold a paramount position and are never compromised. We prioritize the quality of our syllabus and meticulously select faculty members to ensure that we provide the best training to the young and bright minds of our nation. Our focus remains on delivering a balanced and uncompromised education across all streams.

We are dedicated to the pursuit of effective and balanced academics, prioritizing the delivery of the finest education to our students while emphasizing the importance of values and ethics-based learning. We believe in conducting examinations through fair means and maintaining systematic tabulation, which are non-negotiable aspects of our academic standards.

I extend my heartfelt congratulations to the entire Amity Business School Team for taking the initiative to launch the departmental newsletter. This platform will undeniably facilitate the dissemination of knowledge and values, fostering communication and enabling the celebration of achievements within our academic community.

Warm Regards,

Dr. Sushil Kumar

Deputy Controller of Examination, Amity University Patna



I feel immense pride to announce the debut of "The Management Tribune," a bi-annual newsletter from Amity Business School, Amity University Patna. This newsletter aims to share important updates with stakeholders connected to the school, covering a wide range of topics including student and faculty achievements, campus events, guest lectures, industry visits, and branding activities. We are especially proud to highlight the successful placements secured by our students, thanks to the dedicated efforts of our Corporate Resource Centre Team and faculty members.

The enthusiasm from students to contribute to the newsletter was overwhelming. The editorial team faced the challenging task of selecting articles, achievements, and other relevant information. They worked diligently, meticulously editing, checking for plagiarism, and preparing each section of the newsletter. Their hard work and dedication are truly commendable.

I would like to express my gratitude to the Honorable Vice Chancellor, the Deputy Controller of Examination, and the Deputy Registrar of Amity University Patna for their mentorship and support. Congratulations to the entire team of Amity Business School for this initiative, and I hope it will lead to further opportunities and achievements in the future.

Warm Regards,

Dr. Chetna Priti

Asst. Director & Associate Professor, Amity Business School

VUCA Environment

In today's fast-paced and ever-changing business climate, organizations operate in what is commonly referred to as a VUCA world, which is defined by volatility, uncertainty, complexity, and ambiguity. The current study strives to investigate the issues that the VUCA environment faces, while also providing techniques that can help organizations not just survive but thrive in the face of constant change.

Understanding VUCA:

- 1. Volatility:** The rapid and unpredictable pace of change. Agility and flexibility are critical for organizations to ensure that they can quickly adapt to unexpected changes in the market, technology, or global events.
- 2. Uncertainty** refers to the incapacity to predict the future. To navigate uncertainty effectively, it's important to prepare scenarios, analyze trends, and have backup methods to mitigate risks.
- 3. Complexity:** Systems are complicated due to their interconnectedness. Companies must develop a holistic strategy that promotes collaboration and diverse thinking. To understand and manage complexity, organizational silos must be broken down and cross-functional collaboration encouraged.
- 4. Ambiguity:** When information is unclear or might be interpreted differently, it is considered ambiguous. Leaders must be able to make decisions in uncertain situations while relying on instinct, a diversity of perspectives, and adaptive thinking.

Techniques to Succeed in a VUCA Environment:

- 1. Proactive planning** involves anticipating potential changes and preparing for many scenarios. Regularly reevaluating market circumstances and keeping an eye out for fresh developments can be beneficial. Firms remain ahead of the curve.
- 2. Agile Decision-Making:** Dealing with unexpected hurdles needs quick decision-making. Encourage a responsive and adaptable organizational culture by delegating decision-making authority to teams at lower levels.
- 3. Constant Learning:** The ability to learn and unlearn becomes a competitive advantage in a VUCA environment. Create a climate that encourages lifelong learning so that employees are motivated to learn new skills and knowledge, allowing them to become more creative and adaptable.
- 4. Collaboration and Communication:** Eliminating departmental silos and fostering cross-departmental collaboration enhances an organization's ability to manage complexity. Open and honest communication is vital for reducing ambiguity and ensuring agreement.
- 5. Resilience:** Planning for and overcoming setbacks are critical components of organizational resilience. This includes developing efficient crisis management protocols, instilling a resilient mindset in employees, and learning from setbacks to become stronger.

To successfully traverse the VUCA environment, you must use a tactical and adaptable strategy. Organizations that welcome volatility, uncertainty, complexity, and ambiguity as growth opportunities will not only survive in this shifting climate, but also become industry leaders. Businesses may thrive despite the challenges posed by the VUCA world provided they cultivate an agile, continuous learning, cooperation, and resilient culture.

◇ *Aditya Kumar, MBA 2nd Semester*

The Art of Negotiation

Crafting Negotiation, a dynamic art form, transforms discussions into a symphony of compromise and collaboration. Mastering this art is not just a skill, it's the ability to orchestrate deals that resonate with success. At its essence, negotiation is a dance where both parties seek harmony in their interests. It's more than a dialogue, it's a process, a delicate balance that is creative and ensures everyone leaves the negotiating table feeling like a winner. Active listening is the opening note in this negotiation symphony. Understanding the needs and concerns of the other party sets the rhythm for a constructive exchange. It is a communicational perspective, a journey towards mutual understanding. Timing is the essence, knowing when to assert, when to yield, and when to present alternatives shapes the melody of negotiations. A well-timed proposal can turn discord into agreement, creating a seamless flow of ideas. Flexibility is the graceful sway. Being open to compromises and adapting to strategies based on circumstances is the mark of a skilled negotiator. Rigidity disrupts the flow, while flexibility facilitates a smooth negotiation. Clear, concise and confident expression of needs and understanding builds the melody of negotiation. A well-articulated point creates the foundation for a harmonious resolution.

In conclusion, negotiation is an art form worth mastering. It's a platform where active listening, timing, flexibility, and effective communication creates a symphony of successful agreements. Approach negotiation with creativity, and you'll find yourself not just securing deals but crafting harmonious solutions that echo long after the negotiation ends.

◇ *Abhishek Raj, MBA 2nd Semester*

Embarking on a New Excursion

Imagine a bustling city with towering skyscrapers, endless streams of cars, and people rushing to catch their buses and trains. The incessant noise of footsteps on the pavement and the glitz and glamour of a materialistic world can be overwhelming. Sadly, our current generation is also caught up in this rat race, always striving to outdo their peers. And in this pursuit of superficial success, the true meaning of happiness seems to have lost its value.

It's high time we take a step back and re-evaluate our priorities. We need to check how much time we spend with others. Otherwise, the world would turn into a robotic place where people act without emotions. Remember the last time you bought an ice cream and saw a child at the next step begging for food? Did you heartily give the food to them? Did you assist a special needs person crossing the street? Did you celebrate your grandparents' birthdays or cheer others' achievements?

Maybe the auspicious day still hasn't come up on the calendar. We are blessed to be born as humans and to be surrounded by adorable nature. There is always someone with whom we can share our feelings. For instance, why do we waste money burning crackers instead of using them to buy sweets or dresses for the underprivileged?

All of this may sound a bit philosophical, but when the nimble hands of an old granny in an old age home touch your head to bless you, believe it or not, the bliss would be many times better than watching the crackers polluting the air. "Good deeds should be done with intention, not for attention." Giving can be in any form. If you have nothing to give, give your smile; it can make someone's day. So, the next time you meet someone, let's try to be more human and try to bring a smile to their face. Let's embrace a new excursion for a more sensitive world.

◇ *Kumari Jyotsana, MBA 2nd Semester*

Paradox of Choice

The paradox of choice was founded by the American psychologist Barry Schwartz in the book, “The Paradox of Choice: Why More Is Less” in 2004.

- The paradox of choice state that, “having a lot of options may leads to anxiety, dissatisfaction and may creates difficulty in decision making”.
- It suggests that having choices for anything is generally considered positive but an overwhelming number of options can create negative consequences.
- If we talk about around 100 years from now, there were no options available. If anyone want to purchase at least a toffee, there was only one to two options available in which they can purchase. It makes less time and efforts for purchasing. But nowadays, a lot of options are available which makes us baffle regarding the product selection. If we select 1 variation of toffee out of 5, after purchase the product we regret ourself towards another one’s, that is known as Paradox of Choice.

We always faced the paradox of choice either in the daily life product or the product which use in seasonally. Here are some examples of how paradox of choice plays a crucial role :-

1. **Shopping Mall** :- Whenever we go to shopping mall, there are various types of clothes and products available. If we have to buy a shirt, there are different types of branded shirts available which makes us confused to decide which brand we have to pick. If we pick A brand of shirt and buy it, but after sometimes we regret and wish to bought the B brand of shirt. This feelings makes us irritated and dissatisfied with decision.

2. **Career Decision** :- Nowadays, people are very concerned about their career, but due to various options, people get stuck to decide which career option is best for them. For example, if a student want to study further, he is confused to choose which course is best for his future. Should he pick Finance or Marketing for MBA, or should he pick some other courses? Due to having too much options, he did not understand which course will be best for him.

In this period, they fall in mental stress, their morale & interest decreases, and is always worried about their career. Most of the students leave their studies in such a stressful situation.

3. **E Commerce**:- In the era of e-commerce, similar products are available from different companies on the e-commerce platforms like Amazon, Flipkart etc. For example, if we have to buy a calculator on Amazon, there are various types of calculator from different companies are available. If we select X brand and received the product, we hope that we had select the Y brand’s calculator which is more attractive in comparison of X and the features is higher than this product.

These things show how we get confused due to having too many options and our emotions and satisfaction are damaged also.

How to avoid the paradox of choice?

Firstly, we have to understand that too many options are harmful for us. Due to more options it takes more times and efforts to choose anything. We should think carefully and be informed before choosing anything. So that we never face dissatisfaction, anxiety or difficulty later, and be fit mentally also.

Conclusion

Due to more options, people get confuse what to choose and what not to choose and due to this they lost an opportunity. And later, they think that if they had accepted the earlier opportunity, they would have got more satisfaction. From this, they become fulfilled and their desire are further awakened.

◇ *Niteen Kumar Shukla, MBA 2nd Semester*

Navigating the Post-Pandemic Business Landscape: Strategies for Success

The business environment has changed as we get past the difficulties brought on by the worldwide pandemic. The dynamics of commerce have changed, and prospering in this new era requires a successful adaptation.

The speed at which digital transformation is occurring is one important factor. Businesses were compelled by the pandemic to quickly implement digital technologies, such as online sales platforms and remote work solutions. Companies that keep putting a high priority on technology integration will probably become more competitive. Upskilling staff in digital tools and making investments in a strong digital infrastructure will be essential.

Furthermore, it is impossible to exaggerate the value of agility. A resilient business is one that can quickly modify operations and strategy in response to shifting conditions. A culture that welcomes change, promotes creativity, and values adaptation is something that leaders must cultivate. Sustained success will depend on having a flexible mindset and way of doing things.

Another important concept in the post-pandemic business environment is collaboration. Industry boundaries are becoming increasingly hazy, and strategic alliances may open up fresh possibilities. Companies should look into collaborating with other groups to find ways to use our combined strengths to tackle difficult problems. Increased resilience, broader market reach, and creative solutions can result from collaborative efforts.

Remaining focused on the customer is still essential to success. It is essential to comprehend how customer needs and preferences are changing. Businesses should use data analytics to understand consumer behavior so they can customize their goods and services. It will be crucial to establish trusting relationships with clients by providing them with exceptional service and tailored experiences.

ESG (environment, social, and governance) factors are also becoming more and more important. Customers are beginning to favor businesses that show a dedication to sustainability and moral behavior. Incorporating ESG principles into business operations is imperative for businesses to fulfill consumer expectations and foster a sustainable future.

And last, it's imperative to prioritize employee wellbeing. The pandemic brought to light how crucial it is to value and assist the workforce. Top talent is more likely to be attracted to and retained by organizations that place a high priority on employee health, mental health, and professional development. An engaged and driven workforce has a major impact on the success of the company as a whole.

In summary, a strategic approach that incorporates digital transformation, agility, customer-centricity, collaboration, ESG principles, and a dedication to employee well-being is necessary to successfully navigate the post-pandemic business landscape. Businesses can position themselves for long-term growth and resilience in the changing marketplace by giving priority to these essential components.

◇ *Vinay Kumar Shukla, MBA 4th Semester*

Leadership in Indian Organisation

Any organization, whether it's small or large, private or public, needs a leader to help and guide the people in order to get the work done. A true leader not only focuses on meeting organizational goals, but also on his employees. A good leader is always known by his qualities, like how effectively he communicates with the subordinates, tries to understand their perspective, makes them feel like an integral part of an organization, and also makes them do the work that is ultimately required to achieve the objectives of the organization. No organization can run successfully if there is no effective leader in the organization. A good leader acts as the key link between the organization and its employees. A good leader always helps the organization create a favorable work environment while ensuring enhanced productivity. A leader acts as the bridge between management and the employee. He also speculates that the necessary tasks that are required for the organization are efficiently done by the employee. A true leader also motivates employees and tries to increase their engagement with the organization.

A good leader does not only sit back and relax; he also sets an example for others. He himself takes part in tasks, guides other employees, and helps them complete these tasks. The role of leader is even bigger in countries like India. In a country like India, people often learn by seeing or performing things from others. In Indian organizations, these features help management by making employees learn from their leaders, which helps them perform even more difficult tasks.

In a country like India, where cultural diversification is of paramount importance, leaders try to eliminate these barriers and try to understand and respect people coming from different cultural backgrounds. He often tries to understand the needs of different employees, respect their opinions, and create a work environment suitable for all people, no matter which part of the country he or she belongs to or what language he or she speaks. As entrepreneurship and start-ups are gaining huge popularity in India, it has become the duty of the leaders to create an environment in the workplace where all the employees feel full freedom to share their ideas and opinions and try to inject the entrepreneurial spirit among the employees.

To sum up, from motivating employees to gaining valuable feedback, from running small businesses to large businesses, there always needs a good leader to accomplish the goals of the organization. Leadership is not about just being in charge. It's about taking care of those in your charge.

◇ *Ayush, MBA 2nd Semester*

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International Women's Day

Amity Business School recently hosted an International Women's Day Programme, celebrating women empowerment. Representatives from 11 NGOs working in areas such as women's education, skill development, domestic violence prevention, menstrual hygiene, and women entrepreneurship participated. The event featured a skit, dance, songs, and poems all centered around the theme of women upliftment. Chief Guest Ms. Sweety Sahrawat, ASP Patna Sadar, graced the occasion, making it a memorable celebration of gender equality and women's rights.



Industrial Visit to Sudha Dairy, Nalanda

Amity Business School organized an industrial visit for MBA fourth-semester students to Sudha Dairy, Nalanda, on 16th March, 2024. The visit provided students with insights into the dairy industry, including a manufacturing processes, plant layout, supply chain management, and marketing strategies. Students also learned about quality standards and cold chain storage practices. The visit included guided tours of various dairy units, enhancing students' technical and scientific knowledge and bridging the gap between theory and practice.



The Management Tribune

An awareness drive for sustainability through Recycle & Reuse

On February 16, 2024, Amity Business School, Amity University Patna, organized an initiative at a local slum in Patna to support the less fortunate and raise awareness among MBA students. The 2nd Sem MBA students, with the support of ABS, distributed stationery, clothes, and sanitary napkins to those in need. The aim was to make a positive impact on the community and encourage social responsibility among the students.



Green Diwali

On 3rd November 2023, Amity Business School celebrated "Green Diwali" with underprivileged children in Jagdeo Path, Patna. The event included rangoli-making, pot painting, drawing, and singing competitions, along with the launch of an environmental awareness campaign for MBA students with a new perspective on facing the world with the right attitude and values.



The Management Tribune

Job Fair

Amity Business School along with the placement team organized “Amity Job Fair” on the 4th of August, 2023 as an initiative to create and empower skilled workforce for the nation. The event turned out to be a great success (with as many as 200 selections out of 400 candidates) as it gave the job seeking students a chance to explore prospective employers and job opportunities while facilitating direct interactions with industry professionals. HDFC Life, Max Life Insurance, Motherson, Justdial, V3, Sattuz, Edvizo, UltraTech Cement, DG Digital, Shakti Infotech, Airtel, Fusion Micro Finance, Tommy Hilfiger, Yokohama, etc. were some of the leading companies that participated in the fair. Mr. Sameer Kumar Mahaseth, Minister of Industries of Bihar was the Chief Guest of the program. Dr. Vivekanand Pandey, Vice Chancellor, Amity University Patna, Dr. Chetna Priti, Assistant Director, Amity Business School, Mr. Ashutosh Kumar, Placement Officer, Mrs. Anshu Bhardwaj, Admission Department & Event Co-coordinators, faculty and other staff members were also present.



HR Summit

Amity Business School along with Placement Team hosted a “National HR Summit” on the 15th of September 2023 which saw representation from various reputed institutions of Patna like CIMP, NIIFT, A.N. College, J.D. Women’s College, PWC, LNMI and Maulana Mazrul Haq University.

The fruitful discussions were deliberated in the presence of distinguished senior HR professionals like Ms. Brishti Mondal, VP HR, Nomura Research Institute, Japan, Mr. Sanjay Ramdas, GM HR, Prism Johnson, Mr. Anurag Kirti, Region Lead, Global Campus Hiring, Wipro, Mr. Praveen Lal, State HR Head, Reliance Jio, Mr. Murali Sahoo, Head HR Mines, Arcelor Mittal, Nippon Steel, Mr. Sanjoy Nath, AGM & Circle Head, India Post Payments Bank, Dr. Chaitanya, Associate VP, E&Y and Mr. Himansh Awasthi, Head HR, Jindal Polyfilms.



The Management Tribune

Sangathan 2023

A part of Amity Belongingness synergy, Sangathan, mega-sports event organized every year across Amity Campuses which culminates in the Founder's Day celebrations, observed in honor of Dr. Ashok K. Chauhan, Founder President - Amity.

With a variety of indoor and outdoor events such as Chess, Table - Tennis, Carrom, Football, Volleyball, Basketball, Cricket 100 Meter Sprint and Tug of War, Sangathan 2023 witnessed participation of more than 1000 students across the departments of Amity University Patna, displaying their competitive spirit.



Amiphoria 2024

A spectacular Showbuzz marked the mega cultural youth fest Amiphoria 2024, a student initiative. From mesmerizing performances to captivating displays of talent, the fest boasted over 20 diverse events, emerged as a resounding success, drawing a massive crowd exceeding 12,000 enthusiasts. Among the highlights were captivating performances by renowned Bollywood singer Aastha Gill, captivating the audience with her mesmerizing tunes.

From exhilarating competitions to energetic DJ night featuring Dj Lisa, the fest offered a plethora of engaging activities, catering to various interests and preferences. The overwhelming turnout and enthusiastic participation underscored the fest's triumph, affirming its position as a hallmark event in the community's calendar.



The Management Tribune



It is a diamond painting. Diamond Painting (Also known as crystal art) is the process of applying tiny resin rhinestones (known as diamonds) to a pre-printed design. This painting helps people to experience a sense of achievement, reduce stress, enhance self-confidence and cultivate patience.

◊ Tamanna Pal, MBA 2nd Semester



It's a drawing of a Hindu god named Aadiyogi (Mahadeva), with a colorful headdress. Mandalas are symmetrical circular designs with spiritual or ritual significance.

◊ Anugya Kumari, MBA 2nd Semester



It encourages women to speak up for themselves and fight for their freedom. It also emphasizes the importance of respecting women in society.

◊ Falak Naaz, MBA 2nd Semester



The peacock perched proudly on the center of the flower, its feathers spread wide like a colorful fan. The mandala's perfect symmetry seemed to reflect the peacock's own beauty, creating a sense of harmony and completeness.

◊ Aditi Krishna, MBA 2nd Semester

It says that dowry is a reflection of greed and that real weddings are about love, not dowry negotiations. It ends with a message to men to be man enough to earn their own money.

◊ Falak Naaz, MBA 2nd Semester



The Management Tribune



This Madhubani painting features a woman with flowers in her hair, surrounded by colorful flowers and bubbles. The flat perspective and bold lines are characteristic of this Indian folk art form.

◇ *Preety Rani, MBA 2nd Semester*

Amidst the canvas of nature, three birds discover peace.

◇ *Alia Siddiqui, MBA 4th Semester*



हां, गिरी थी मैं अपने घुटने के बल,
चल न पायी थी हार कर, कुछ पल,
तब मरी नहीं थी मैं ।।

हां, कुछ सपने हीं तो टूटे थे, तो क्या हुआ
हारी थी मैं, पर मैंने हार नहीं मानी,
तब मरी नहीं थी मैं ।।

फिर उठने के लिए जो कदम बढ़ाया
गिर गयी लड़खड़ा कर, पर मैं उठ ना पायी
हां, गिरी थी पर,
तब भी मरी नहीं थी मैं,

आज फिर वही प्रयास होगा,

खुद पर उतना ही विश्वास होगा,
कल फिर दिखूंगी अपने कदमों के बल
क्योंकि अभी भी, मरी नहीं हूँ मैं।

◇ *Pragya, MBA 2nd Semester*

Life: Mortal or Immortal
Life is heaven or life is hell,
It's upto you, think it well.

Life is a battlefield, don't knell.
If tastes bitter, spice up well.

Cheer all ups and all downs.
Make cocksure, you get the crowns.

Carve your destiny, be an architect.
Jab all worries, give your the best.

Man is mortal it is said.
To prove it wrong, you go ahead.
Imprint your deeds on lives portal,
It's definite you'll make yourself Immortal.
It's upto you, make your life heaven or hell.
Mortal or Immortal, think it well.

◇ *Aprajita Singh, MBA 2nd Semester*

The Management Tribune

"वक्त नहीं ठहरता, हम क्यों ठहर जाते हैं"

हर रोज़ सुबह होती है हम जाग क्यों नहीं पाते हैं
सूरज की तरह उगते हैं मगर सांझे को ढल जाते हैं

"वक्त नहीं ठहरता, हम क्यों ठहर जाते हैं"

सावन के माह ने में खूब बरसते हैं मगर फिर ठहर से जाते हैं
बादलों की तरह गरजते हैं मगर फिर सहम से जाते हैं

"वक्त नहीं ठहरता, हम क्यों ठहर जाते हैं"

बड़े सफ़र पे निकलते हैं मगर अगले सिगनल पे रुके से क्यूँ रह जाते हैं
सिगनल हरी भी होगी इसका इंतजार क्यों नहीं कर पाते हैं

मंजिल पे पहुंचने के लिए, जीजान क्यों नहीं लगाते हैं
"वक्त नहीं ठहरता, हम क्यों ठहर जाते हैं"

हर रोज़ की चुनौतियों से लड़ क्यों नहीं पाते हैं
कोशिश करने वाले की कभी हार नहीं होती ये समझ क्यों नहीं पाते हैं
सीमा पे जो सैनिक देश के लिए जीते मरते हैं

कलाम जैसे वैज्ञानिक देश को जीवन समर्पित कर जाते हैं
भगत सिंह जैसे क्रान्तिकारी देश के लिए फांसी तक चढ़ जाते हैं
हम इनसे प्रेरणा क्यों नहीं ले पाते हैं

"वक्त नहीं ठहरता, हम क्यों ठहर जाते हैं"
"वक्त नहीं ठहरता, हम क्यों ठहर जाते हैं"

◇ Zafar Alam Siddiqui, MBA 2nd Semester

सपनों के पंख बुनो,
और भर लो एक ऊंची उड़ान।

मत देखो पीछे मुड़कर,
जो छूट गया वो बीता पल है।
रखो खुद पर विश्वास क्योंकि,
तुम्हारे सामने एक नया कल है।

मत डरो नीचे गिरने से,
ये तो डर की गहराई है।
कर लो तुम दृढ़ संकल्प,
क्योंकि ये तुम्हारी लड़ाई है।

हीसले रखो बुलंद,
लोग तो बाते बनाएंगे।
जब सोचोगे उड़ने की,
वो तो नीचे गिराएंगे।

रखो जुनून-ए-उड़ान
दुनिया का दस्तूर है,
लोग तुम पर कीचड़ उड़ाएंगे।
कीचड़ में ही कमल खिलते हैं,
वो कभी समझ नहीं पाएंगे।

देखो अपनी मंजिल की ओर,
बस वही तुम्हारी चाहत है।
यु तो दर्द है बहुत राहों में,
पर इसी के बाद राहत है।

और ऐ मुसाफिर

यु तो उड़ान बहुतो ने भरी,
पर तुम ऐसी उड़ान भरना।
न थकना न रुकना,
हासिल-ऐ-मंजिल करना।

◇ Aman Raj, MBA 2nd Semester

PLACEMENT CORNER



Vinay Kumar Shukla
Amul



Dewesh Kumar
ITC

The Management Tribune



Abhishek Chandra Verma
Banaraswala Wire Mesh Pvt. Ltd.



Apoorva
Axis Bank



Riya Kumari
Federal Bank



Shilpi Kumari
IDFC First Bank



Ankita Surbhi
GoDigit,
Axis Global Automation



Alia Siddiqui
GoDigit



Baibhav Narayan Singh
Agile Group



Komal Ratna Priya
GoDigit



Ujjwal Kumar
Federal Bank



Kusumanjali Kumari
Bandhan Bank



Mahe Parah
Aditya Birla Finance Limited



Nitasha Kumari
Federal Bank



Shivani Raj
IDFC First Bank



Manali Sinha
Kamjritztex IT Solutions Pvt. Ltd



Sunny Kumar
Bajaj Finserv



Simran Srivastav
Value Straight
Investment Adviser

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Shweta Sharma
HDFC Bank



Shikha Priyadarshini
Honda Motorcycle



Vishal Kr. Singh
HDFC Bank



Sayan Das
The Partnership Edge



Simran Raman
Axis Global Automation



Prem Kumar
GoDigit



Rahul Kumar
Value Straight
Investment Adviser



Rohit Ranjan
Techpro Labzv



Parineeti Jaiswal
Century Polyplast



Shekhar Kumar
ECPL



Ankita Ojaswi
Kamjritztex IT Solutions Pvt. Ltd



Prakhar Ranjan
CodingAge



Anju Kumari
CodingAge



Surbhi Kumari
Kamjritztex IT Solutions Pvt. Ltd



Supriya Bhardwaj
Century Polyplast



Simran Suri
Maheshwari Constructions

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Got first prize in Inter collegiate dance competition Held in BANETI campus organised by Development management institute. And Red FM



Winning the "Makhan - Chor competition" at Krishna Leela Carnival organised by Amity School of Business



Performed at Army Cantonment through Amiband



1st prize at AmiSpardha: Science and Techno Festival. Presented model of Artificial Intelligence based Robot..



Won second prize in Tug of War, female category in Amiphoria, 2024



Best Film Best Editing & Best Direction Award

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1st Prize for KatFest



2nd prize for millennial theatre



Mentor of Smart Bihar Hackathon Organised by IIT Patna..

दुनिया के सर्वश्रेष्ठ तकनीकों में से एक रोबोटिक्स और आर्टिफिशियल इंटेलिजेंस :- रोहित

आधुनिक युग में बच्चों के सर्वांगीण विकास हेतु स्कूलों में सेमिनार का आयोजन लाभप्रद :- जगदीश सिंह



Invited as Chief Guest/Innovator at Blue Bells Academy.. To give a session on Robotics..



Convocation, 2024 at Amity University Patna



Convocation, 2024 at Amity University Patna

The Management Tribune



Won second prize in Face Painting competition in Amiphoria, 2024



Best Film Award At Amity Film Festival 2.0



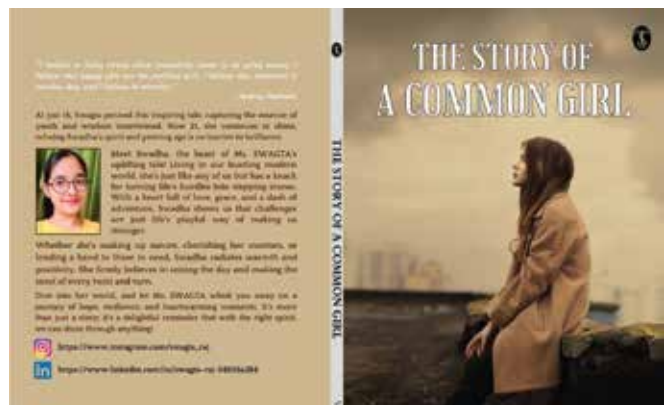
WECS Event Organiser's Team



3rd Prize At NIFT Battle Of Bands



Bagging 1st & 2nd prizes at Lingua Fiesta 2.0 - A language Olympiad organised by Amity Institute of English Studies and Research



Wrote a Book titled, "The Story of A Common Girl"

The Management Tribune



Dr. Chetna Priti, Associate Professor and Assistant Director at Amity Business School, Amity University Patna, has been recognized for her achievements. She received the "Innovative and Inspiring Academician" award from the National Human Resource Development Network (Bihar Chapter) and the Vishisth Mahila Samman on International Women's Day by the Confederation of All India Traders. Dr. Priti is also actively involved in intellectual property rights creation. She has filed a patent with Dr. Lalita Kumari on a method for "Attention Evaluation of Participants in An Online Class Or A Meeting Over Video conference" and a copyright with Prof. Ruchi Shukla on "Sanchalika- An Initiative to make Women Self- Reliant".



Dr. Kishore Bhattacharjee, an Associate Professor and Assistant Director at the Amity Research Centre, recently had his case study, 'Ant Group's Banking and FinTech Debacle: How Can Alibaba Manage Its Stakeholders and Stage a Comeback?' published in Sage Business Cases, a renowned publication platform for business cases, for which he received an honorarium of USD 400 from Sage Publications as recognition for his valuable contribution.



Dr. Rohit Kumar, Assistant Professor, Amity Business School, Amity University Patna has filed a copyright on "PEG-ROE matrix of stock valuation" and research article on "Impact of Fintech on Sustainable Financial Inclusion- A theoretical Model Approach, in European Economic Letters" and "Do Values predict socially responsible investment decision: Exploring the moderating of gender, in Journal of Emerging Market Finance".



Dr. Ritesh Ravi, Assistant Professor, Amity Business School, Amity University Patna filed copyrights for two distinct works: "Continuum of Association: Investigating the Connection Between the Concept of Liberation and Laws of Attraction," which delves into philosophical realms, and "Exploring Central Tendency: Introducing a Fresh Definition and Methodology," offering a novel perspective on statistical concepts.

The Management Tribune



Dr. Kamini, an Assistant Professor of Industrial Psychology and Behavioural Sciences at Amity Business School, Amity University Patna, was invited to share her expertise on "Self Management" during a job training program for Bihar Education Administrative Services officers. Dr. Kamini is also a Master Trainer (IYCF) and ICDS Patna. She has published a paper on the topic "Domestic violence between working and home making women in context of social factors and marital adjustment". This work appeared in the peer-reviewed Unnati International Journal of Multidisciplinary Scientific Research (ISSN :2581-8872, Vol-4, No.-7, August-2022), published by International Scientific Research Solution.



Dr. Sachin Kumar, Associate Professor, Amity Business School, Amity University Patna has recently published a research paper in mindfulness and COVID-19 phobia in Indian service sector employees' context in the Evidence-based HRM journal. This journal is published by Emerald and is an ABDC 'B' ranked, Scopus-indexed (Q2) Journal with a Clarivate impact factor of 2.2.



Dr. Fakhruddin Khan, Assistant Professor, Amity Business School, Amity University Patna filed two copyrights for his distinct works: "Equal Monthly & Variable Yearly Instalment (EM&VYI): A Proposed Alternative to Equal Monthly Instalment (EMI) for Loan Repayment" which is related to mathematical aspects, and "SCRATCH BASED-QR CODE FOR AUTHENTICITY AND UNIQUENESS OF PRODUCT" a novel approach for measuring authenticity of a product.



Ritu Mishra, Assistant Professor, Amity University Patna contributed book Chapter "The Impact of Technological Advances on Cultural Conflicts within Organization " and published Article in ABDC EEL (European Economic Letters) "Use of Robotics in HR Practices and it's impact on Production".



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