



AMITY  
UNIVERSITY  
— GURUGRAM —

# University Chronicle

ISSUE VIII • SEPTEMBER 2019

#1 PVT. UNIVERSITY IN HARYANA AS PER INDIA TODAY 'INDIA'S BEST UNIVERSITIES'

## AMITY UNIVERSITY GURUGRAM HOSTED AN INTERNATIONAL SYMPOSIUM ON AIR POLLUTION - CAUSES, MITIGATION AND STRATEGIC PLANNING

Amity University Gurugram, India's leading private university, organized an International Symposium on Air Pollution – Causes, Mitigation & Strategic Planning at its campus on 20th September 2019. Noted scientists, environmentalists and other experts from across the world ascertained the potent causative factors for the enormous threat of air pollution to the modern civilization and its rational curbing and remedial measures.

At the symposium, the distinguished panelists presented various perspectives on air pollution, identified gaps and their possible solutions through strategic planning as next steps to curb the issues.



Chairing this notable event, Dr. Aseem Chauhan, Chancellor, Amity University Gurugram, said: “Amity University is committed to bringing together the best experts from around the world to be a part of the solutions to the devastating air pollution problem. We have also identified key sources of pollution and their probable solutions over the last years through our Center for Air Pollution. Amity University Gurugram is making sustained efforts to ward-off such a colossal environmental hazard. An AQI measurement system has been established at the University for continuous monitoring of air quality in Delhi NCR.”

Prof. (Dr.) P. B. Sharma, Vice Chancellor, Amity University Gurugram, said, “Air Quality of Delhi and NCR region became major concern when AQI touched 999 in the month of October 2015. At Amity University Gurugram, we took the call as early as October 2015 to establish a Center of Environmental Health Sciences and jointly with our ACOAST (Amity Centre for Ocean Atmospheric Science and Technology) and in collaboration with IITM Pune have engaged seriously to monitor, model and analyze the air pollution and its trajectories.” He further added, “Our monitoring is based on a state-of-the-art Air Quality Monitoring Station SAFAR established within our campus by IITM and Ministry of Earth Sciences, Govt. of India. Our efforts on air pollution studies are further strengthened by NASA Aeronet that is installed in our ACOAST and has enabled us to study aerosol particles ranging from 1 nanogram to 1000 microgram sizes and trace the trajectories of aerosol travelling from as far as the oil producing Arabic countries.”

“Given its rapid transition, a significant portion of India’s population is subjected to both kinds of risk at once the so-called risk overlap. This is particularly apparent in urban slums which maintain the environmental risks of poverty but are often subjected to the greatest of the modern environmental risks. This set of conditions overall form the Environmental Health Risk Transition”, said Dr. Qamar Rahman, Distinguished Scientist, Amity University Uttar Pradesh, Lucknow Campus.

### THE MAJOR RECOMMENDATIONS OF THE SYMPOSIUM REVOLVED AROUND

- Source specific solutions such as improved fuel quality, phasing out diesel and petrol vehicles, bringing EV's on roads and accelerating use of clean energy such as solar.
- More effective monitoring of air quality by building a smarter and more intelligent national network that uses bio data analytics and AI.
- Innovation of low cost sensor technologies to democratize air quality monitoring.
- More effective implementation through good governance and inter-state cooperation.

It was the opinion of the experts that the NCAP should aim at bringing air pollution down to 20-30 percent of present levels rather than aiming at cutting it down by mere 20-30% by 2024. It was also felt that the National Clean Air Act 2020 is urgently needed.

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## ORIENTATION PROGRAM AT AUG

The orientation program under the galvanizing theme “Inspired Minds of the New India - Innovate, Excel and Make Mother India Proud of you” dedicated to the new academic session, 2019-20 started on 16th July at the sprawling campus of Amity University, Haryana. It was attended by a large number of students and their parents.

Dr. Aseem Chauhan, Chancellor; Prof. (Dr.) P. B. Sharma, Vice Chancellor; and Prof. (Dr.) Padmakali Banerjee, Pro-Vice Chancellor of Amity University Haryana were present at the occasion among other distinguished dignitaries.

The Inaugural Session of the four-day orientation programme started with the opening remarks by Prof. (Dr.) Vikas Madhukar, Director, Admissions & Deputy Director, Amity Business School.

This was followed by a welcome address by Prof. (Dr.) Padmakali Banerjee. In her speech she highlighted the importance of staying abreast with the times and technology. She also urged the students to realize their full potential.

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**“MY VISION IS TO MAKE INDIA A KNOWLEDGE SUPER POWER BY 2030”**

**Dr. Ashok K. Chauhan**  
Founder President  
Amity Education Group

## MESSAGES

### MESSAGE FROM CHANCELLOR

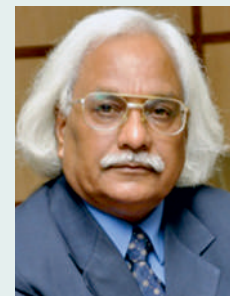


Research starts with an Idea which inspires the mind to explore the unlimited potential. As we look to the future, our challenge is to help young minds generate ideas that will benefit society, and to educate, train students to work in the fields where they will be valued both for their specialised knowledge, and ability to research, communicate and solve grass root level problems. The University has established

alliances and collaborative partnerships with industry, government, and other research institutions; nationally and internationally to ensure the ongoing relevance of our academic programmes and the continued excellence of our teaching- learning processes and research. Amity University Gurugram has instituted global standards in education, training and research with high-tech infrastructure and latest teaching methodologies. With the mission to nurture and grow future leaders for the corporate world, the University strives to blend modernity with tradition in each one of its students. This 'Day of Innovation' reflects our new age thoughts and commitment towards emerging as a leading research and innovation driven university in the Country. 'The Chronicle' is an endeavor to bring out the richness of Amity campus life and an excellent platform to showcase the innovative and creative potential of our students and members of faculty.

**Dr. Aseem K. Chauhan**  
Chancellor  
Amity University Gurugram

### MESSAGE FROM VICE CHANCELLOR



In the new knowledge era, Research and Innovation plays a key role in development of a nation's economy as also in improving the quality of life of people at large. India is fast emerging as a knowledge super power and is becoming the cradle of innovation. Under the Visionary leadership of our Founder President, Dr. Ashok K. Chauhan and inspirational leadership of our Hon'ble Chancellor, Dr. Aseem Chauhan we are growing leaps and bounds in Research and Innovation at AUH.

I am happy to share that we have crossed more than 35 crores R & D funding for Sponsored R & D at AUH and are growing exponentially. As a Research and Innovation Driven University, we inculcate innovation as habit and drive research and innovation as a passion. Our state of the art research laboratories and innovation eco-system makes our university a class apart. We have also succeeded in integrating education with research and are lay great emphasis on integrity of research and relevance of our innovations.

I am also delighted that on the patenting fronts, we have achieved the milestone of 101 patents filed by September 2019 and have committed ourselves to another 100 by March 2020.

The Innovation Day at AUH is a Celebration of Creativity and Innovative Genius of our inspired innovative minds. On this momentous day, I extend my warm greetings to the entire Amity University fraternity for scaling new frontiers of Knowledge and Innovation in Amity University Campuses in India and abroad.

**Prof. (Dr.) P. B. Sharma**  
Vice Chancellor  
Amity University Gurugram



DIRECTORATE OF RESEARCH & PUBLICATION

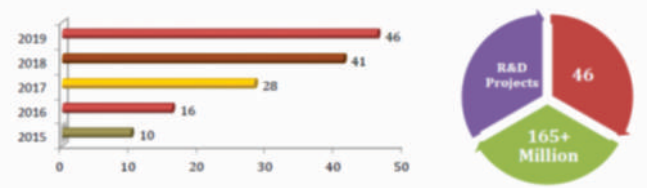
The Directorate of Research & Publication (DRP) since its inception has successfully completed five years of guiding and keeping track of the progress made by AUH faculty in terms of research and innovations.

It is responsible for promoting and facilitating leading-edge research, including collaborative and interdisciplinary research; providing sufficient support to enhance research capacity at the University and to increase internal and external research opportunities for faculty, post-doctoral fellows, and graduate students; developing networks between the research centers and researchers in the public and private sectors, both nationally and internationally; and subsequent transferring of knowledge.

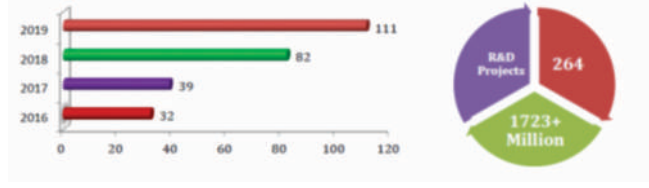
PROGRESS MADE BY AUH FACULTY IN TERMS OF INNOVATION & RESEARCH



R & D PROJECTS GRANTED



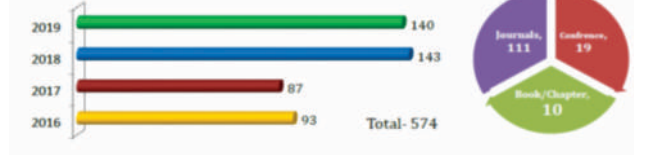
R & D PROJECTS SUBMITTED



PUBLICATIONS @AUH



SCOPUS PUBLICATIONS @AUH



INTERNATIONAL RESEARCH EXCHANGE

**INTERNATIONAL INDO-RUSSIA (DST) PROJECT**

Research Collaboration

Unravelling the molecular mechanism of lncRNAs involvement in Glioblastoma

Amit Kumar Pandey, PhD Assistant Professor, Amity Institute of Biotechnology/Amity Institute of Integrative Sciences & Health, Amity University Haryana, Panchgaon, Manesar, India

Marat Pavlyukov, PhD Shemyakin-Ovchinnikov Institute of Bioorganic Chemistry of the Russian Academy of Sciences, 117997, Russian Federation, Moscow

**INDO-POLAND (DST) PROJECT**

Research Collaboration

Novel Potential Antifungal Drugs Active Against Multidrug Resistant Yeasts From The Candida Genes.

Prof. Rajendra Prasad, Director, Amity Institute of Biotechnology, Amity University Haryana

Dr. Slawomir Milewski, Gdansk University of Technology, Poland

**International Research Collaboration**

Ultrafast dynamics of 2D Nanomaterials

Dr. Brijesh Kumar, Head -Amity Institute of Nanotechnology, Amity University Haryana, India

Professor T. Venky Venkatesan, Director, NUSNNI, National University of Singapore, Singapore



"With such top class infrastructure and dedicated faculty, we are firmly moving towards fulfilling the dream and commitment of our Founder President 'to make each of our students a success story'."

Maj. Gen. B. S. Suhag  
Deputy Vice Chancellor  
Amity University Haryana

RESEARCH THAT TRANSFORMS LIVES (HI-TECH R&D LABS)

- Emerging Research Facilities
- Lipidomics Research Facility (DST-FIST)
- Central Instrument Research Facility (CIRF)
- Bio-safety Lab
- Bio-Innova Lab
  - Non-coding RNA Biology Lab
  - Mycobacterial Stress Biology Lab
  - Sphingolipid Biology Lab
  - Bioengineering Lab
- Nano-Biotechnology Lab
- Infectious Biology Lab
- Data Science & Computational Biology
- Advanced Materials and Nano-Engineering Research lab
- Centre of Robotics & Artificial Intelligence
- Nano-Phosphors Lab
- Electronics Materials & Nano-magnetism Lab



101 PEARLS OF INNOVATION

It's a matter of great pride that the innovative minds of faculty and scholars at AUH have achieved the milestone and 101 patents filed by September 2019. Some of the prominent patents are:

INVENTION	INVENTOR(S)
Development of multi layered bulk nano-structured material for batteries electrodes	Dr. Sanjeev Sharma, Dr. PB Sharma (AUH, Manesar)
Synthesis of nanoparticles of cobalt and nickel ferrite showing antifungal phytopathogenic fungi	Dr. Preeti Thakur, Dr. Atul Thakur (AUH, Manesar), Dr. Parul Sharma (innovative Science Research Society, Khalini, Shimla), effect against Dr. Monica Sharma (Dr. Y.S. Parmar University of Agriculture & Forstry, Solan)
Biodegradable tape	Dr. Arvind Chhabra, Dr. Atul Thakur, Dr. Satish Sardana, Dr. Monika Vats (AUH, Manesar)
A method for identification of GPR56 as a receptor for androgen signalling	Dr. Gargi Bagchi, Dr. Julie Pratibha Singh, Dr. Ravi Datta Sharma (AUH, Manesar)
A System and Method for Estimating Black Carbon (BC) Concentration in Surrounding Air	Dr. Prabhu Prasad Das, Dr. Padmakali Banerjee, Dr. Manish Shandilya, Dr. Kalpana Garsa, Dr. Neenu Yadav (AUH, Manesar)
A System and Method for Prediction of The Quality of Effector Function Generation in Human T Cell Receptor Engineered Anti-Tumor T Cells	Dr. Arvind Chhabra, Dr. Burra VLS Prasad, Dr. Naresh Mohan Chaddha (AUH, Manesar)
Hybrid Hydrogel Grafted Wood Husk for Removal and Degradation of Dye From Water Effluents	Dr. Chandra Mohan Srivastava, Dr. Anek Pal Gupta, Dr. Seema R. Pathak Aarambh Verma, Dr. Pooja Basu (AUH, Manesar)
Development of Graphene and or Carbyne based super strong nanocomposite material for ballestic applications	Dr. Sanjeev Sharma (AUH), Dr. P B Sharma (AUH)
A system and method to improve the shelf life of freeze dried alkali treated calotropis Gigantea milk.	Dr. Saurabh Bhatia, Prof. PB Sharma, Prof. (Dr.) Seema R. Pathak, Dr. Viveak Ballyan, Dr. Sandeep Singh (AUH, Manesar)
Hybrid Hydrogels as Extra-Cellular Matrix Bio-Mimics for Cruelty free High Throughput Anti-Cancer Drug Screening	Dr. Deepa Suhag (AUH, Manesar), Dr. Alpna Sharma (AIIMS, New Delhi), Dr. T. R. Santoshkumar (RGCB, Thiruvantapuram), Dr. Swati Kaushik (INST, Mohali)



## THE SUCCESS MANTRA OF NEW AGE LEARNING

**Prof. (Dr.) Padmakali Banerjee, Pro Vice Chancellor & Dean Academics, Amity University Gurugram**

The fast changing pace of technology demands continuous learning. Each new batch of millennials brings different attitudes, expectations, preparation, strengths, and shortcomings into the classroom. Today's learners have new ways of learning i.e., when, where, what and how? This indeed requires new ways of teaching.

Knowledge driven by Artificial Intelligence, Big Data Analytics, and Cloud Technologies among others are truly ever evolving. To stay relevant it's important to un-learn and subsequently re-learn. The success mantra for educational institutions today is to ensure research supremacy and nurture activities that are student centric. Several questions arise in this context like: Are teaching methods transforming at the same pace as the dominant technology? Is course content being upgraded to be in line with the industry requirements? Do the students have greater flexibility in choosing their area of interest than earlier?

Millennials today have technologies in their pockets, music in their ears, and constant contact with their friends through a range of digital devices. They live immersed in a world of social networking, texting, blogs, Wikis, online games, music and videos. Therefore the challenge is to provide quality education that matches the pace of the technology. However, one must remember that the most prominent role played by an instructor is that of mentoring. Technology may represent wider resources and databases yet it will not be able to replace this vital attribute of an instructor.

The ecosystem of education is formed not just by knowledge. It includes teaching skills, experience and emerging teaching pedagogy. Technology can be used to handle the mundane administrative responsibilities of an instructor. It will, in turn, help the instructor become the guiding force for the learners. And eventually lead to a significant rise in the quality of education.

The goal is to make students more engaged and successful while empowering the teaching fraternity. The real potential of technology in higher educational institutions is one that is mapped with the human intellect and aptitude. It is indeed very important that education is a human centric endeavor and not a technology centric.



**“The Core Philosophy of Amity University Gurugram is to achieve Academic Excellence through Innovation, Industry Integration and Internationalization.**

**This is the driving force behind rigorous academic pursuits and high quality research.”**

**Prof. (Dr.) Padmakali Banerjee**  
Pro-Vice Chancellor & Dean Academics,  
Amity University Gurugram

## GUEST LECTURES

### EXPERT TALK ON MARKETING STRATEGIES & COMMUNICATION



Amity College of Commerce organized a guest lecture on Marketing Strategies and Communication at Amity University Gurugram on 1st Aug, 2019. Mr. Sachin Agarwal, Services Zonal Institutional Manager from Avanse Financial was the speaker at the occasion.

The main aim to conduct the guest lecture was to improve students' personality, grooming, and learning and communication capabilities. Mr. Agarwal discussed with the students about marketing strategies, urged them to become entrepreneurs, and advised them to improve their communication and reading skills in order to attain success.

### EXPERT TALK ON EVIDENCE BASED MEDICINE ORGANISED BY AMITY INSTITUTE OF PHARMACY



Amity Institute of Pharmacy organized a guest lecture on “Evidence based Medicine” at Amity University Gurugram on 8th August 2019.

In his lecture Dr. Wadhwa covered all aspects of evidence based medicine and what are the good clinical practices. He took various examples of clinical case studies and explained it to students. He gave valuable information about various scientific databases such as Medline, Pubmed, Cochrane and how to search relevant research from these sites. He emphasized on the need to go through the case history of patient and to have updated knowledge of literature before solving any clinical case studies or prescribing any medicine. His talk was very insightful and students learnt various aspect of evidence based Medicine.

### GUEST LECTURE ON FUNGAL HUMAN PATHOGENS



Amity Institute of Biotechnology organized a guest lecture on “Fungal Human pathogens: from obscure significance to impending disaster” at Amity University Gurugram. Anuradha Chowdhary, Professor, Vallabh Patel Chest Institute, University of Delhi was the Chief Guest of the occasion. Dr. Chowdhary has been invited to speak at myriad international conferences and is a member of numerous panels and advisory committees. She has also published over 150 papers in peer reviewed journals.

The main aim of the lecture was to learn the new updates in the field of mycology and discuss about the future collaboration.

Dr. Chowdhary shared her research interests which include molecular ecology and population genetics of pathogenic fungi, antifungal drug resistance mechanisms, especially *Aspergillus* and *Candida* spp, and the epidemiology of systemic mycoses. Currently she is actively working on *Candida auris*, terbinafine resistant dermatophytes and azole resistant *Aspergillus fumigatus*. She is an elected fellow of numerous professional societies, including the American Academy of Microbiology, the European Confederation of Medical Mycology, the Royal College of Pathologists, and the Infectious Diseases Society of America.

### DR. NEERAJ CHAUHAN DELIVERED A LECTURE ON “THE CANDIDA ALBICANS ACETYLOME: CONCEPTS, CHALLENGES AND THERAPEUTIC OPPORTUNITIES”



Amity Institute of Biotechnology organized a guest lecture by Dr. Neeraj Chauhan titled “The Candida Albicans Acetylome: Concepts, Challenges and Therapeutic Opportunities” at Amity University Haryana campus on 7th July, 2019.

The main objective of the lecture was to make students and faculties aware about the post translational modifications in fungal pathogens and their role in virulence.

In his lecture Dr. Neeraj Chauhan talked about understanding the epigenetic mechanisms that affect fungal virulence, specifically, the role of post-translational modification of proteins via lysine acetylation.

Dr. Chauhan also discussed his recent work on protein acetylation mediated by one histone acetyl transferase (HAT), Gcn5 in *C. albicans* and its crosstalk with cell wall and antifungal resistance.

### IMPORTANCE OF VERIFICATION OF NEWS: EXPERT TALK ON “FACT CHECKING” BY MS. SONIA BHASKAR

Amity School of Communication organized a guest lecture on “Fact Checking” for their students. The lecture was delivered by Ms. Sonia Bhaskar, Head, TV-Web Synergy@NDTV and Google Certified Verification Trainer - Google News Initiative India Training Network and was attended by students and faculty of ASCO.

During her lecture, Ms. Sonia spoke about of the importance of verification of news content before sharing it on social media platforms. She also shared the softwares that can be used for fact checking with the students.



### GUEST LECTURE ON GREEN INFRASTRUCTURE



Amity School of Architecture and Planning organized a Guest Lecture by Ms. Kavita Jain for the final year students of Bachelor of Architecture. The lecture was an introductory talk by an industry expert regarding the importance of Green infrastructure design. She showcased several of real time projects that are ongoing at her own practice. Ms. Jain also guided the students specifically on their questions regarding appropriate site treatment and design approach strategies.



## INTERNATIONAL CONFERENCE ON MOLECULAR MEDICINE

Amity University Haryana organized a two day (29th & 30th August) International Conference on Molecular Medicine Conference “From Bench to Bedside and Beyond” at its Manesar Campus today. It was an initiative to decode the complex biology interplay in regulation of transcriptome to proteins. Amity Institute of Integrative Sciences and Health (AIISH) and Amity Institute of Biotechnology (AIB) brought together scientists and enthusiasts from across the world on a common platform where they shared and discussed thoughts and future plans about the myriad facets of epigenetics and proteomics in cancer biology.

Prof. Peter Lobie, Co-Director, Precision Medicine and Healthcare Research Center, Tsinghua-Berkeley Shenzhen Institute (TBSI), China, Dr. Shaohua Ma, Tsinghua-Berkeley Shenzhen Institute (TBSI), China; and Dr. Yury Rubstov, Assistant Professor, Biochemistry and Molecular Medicine, Department of Medicine, Moscow were the key spokespersons at the conference among others. Scientists and scholars from more than five countries had gathered to attend and share their views on molecular medicine. More than 30 papers were presented on the first day of the two day conference under various sessions, where the best paper was awarded at the valedictory function of the Conference.

Prof. Peter Lobie in his keynote address spoke about ‘Targeting Growth Hormone Dependent Cancer Progression by Inhibition by Various Factors’ and talked about the role of secreted proteins on cancer initiation and progression and evaluation of various molecules for potential therapeutic application. He also described the potential clinical indications where an inhibitor of TFF3 may be useful.

Dr. Gargi Bagchi, Associate Professor, Amity Institute of Biotechnology also presented a paper on the role of androgen receptors and prostate cancer in males.

Dr. Rajendra Prasad, Director, Amity Institute of Biotechnology while addressing the gathering said, “It is a great platform for students and researchers to learn from eminent scientists who came together to share their research and findings on molecular medicine. And it is also a great chance to collaborate with different countries to achieve common goal together. It is also an effort to collaborate with international research institutes for the emerging research project on cancer biology and drugs discovery”.

Dr. Sanjeev Shukla, Wellcome Trust-DBT Intermediate Fellow, IISER, Bhopal; Dr. Timir Tripathi, North-Eastern Hill University, Shillong; Dr. Amit Kumar Pandey, Dr. Machiavelli Singh, Dr. Ujjaini Dasgupta, Dr. Gargi Bagchi along with Dr. Kaustav Bandhopadhyay of Amity Institute of Biotechnology were also present at the conference.



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## AMITY UNIVERSITY GURUGRAM HOSTED AN INTERNATIONAL SYMPOSIUM ON AIR POLLUTION

Air quality of Delhi NCR region has been a matter of grave concern for the last few years. Air pollution has claimed over 7 million lives in a year and has become a major cause of non-communicable diseases such as heart attacks, strokes and lung cancer worldwide. It also accelerates climate change. Tackling it can help reduce health risks related to weather extremes, sea level rise, drought and food production.

The Central Pollution Control Board (CPCB) and National Environment Engineers Research Institute (NEERI) have declared vehicular emission as a major contributor to air pollution of Delhi NCR.

Delivering his keynote address, Dr. Kirk R. Smith, said that “household pollution if effectively cut down shall alone solve much of the air pollution in India”. He also emphasized that we need to emulate some of the best practices from China, Singapore and New York to make NCAP more effective.

Dr. Arthur Frank said air quality has a direct bearing on human health and must be given utmost priority in India.

Dr. Alena Bartonova shared the best practices of EU Clean Air Program which laid great emphasize on effective implementation of air quality standards.

The notable speakers on the panel included Dr. Kirk R. Smith (Berkeley University), Dr. Arthur Frank (Drexel University, Philadelphia), Dr. Alena Bartonova (Norwegian Institute for Air Research Center), Dr. M. Mohapatra (DG of IMD and Earth Science Department, GoI), Professor Mukesh Khare (IIT, Delhi), Professor Dr. Gufran Baig (IITM, Pune), Dr. Qamar Rahman (Distinguished Scientist, AUUP, Lucknow Campus), Dr. P Kakkar (Head, CSIR – IITR, Lucknow) and Dr. Sumit Sharma (Director Earth Sciences, TERI).



## VICE CHANCELLOR OF AMITY UNIVERSITY GURUGRAM FELICITATED FOR HIS 50 YEARS OF ACADEMIC AND RESEARCH EXCELLENCE

Prof. (Dr.) PB Sharma (Honorable Vice Chancellor, Amity University Gurugram) was felicitated by The Institution of Engineers (India) at the "Safety and Quality Convention 2019" at Le Meridien New Delhi for his 50 years of relentless pursuit of academic & research excellence, and dedicated service to Technical and Higher Education.



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## AMITY UNIVERSITY GURUGRAM ORIENTATION PROGRAM

Congratulating the students, Prof. (Dr.) P. B. Sharma emphasized that each one of the students present in the auditorium must contribute substantially to the cause of building of the New India. He urged the youngsters to work towards making Mother India proud.

While sharing his inspiring views, Dr. Aseem Chauhan stressed on the importance of dreaming big. He also called on the young students to have a mission in life. The Hon'ble Chancellor encouraged the young aspirants to work towards writing their own destiny.

This year's guest speaker, Mr. Venky Venkatesh, CEO, Press Trust of India suggested that the students should utilize their time to the fullest during their stay at Amity University so that by the time they graduate, they become fully prepared for the challenges of the corporate world.

The next guest speaker, Mr. Raj Kamal Gupta, Director - HR, Dalmia Group advised the young professionals to remember that their association with this august institution is not accidental and thus they should make the best out of this opportunity.

Sunidhi, 1st Year Student, Amity Business School while attending the orientation program shared a vivid account of this unique event.

The Orientation Program also allowed all the students to be formally introduced to their HOIs and faculty members.



## EXPERT TALK ON "PROSPECTS OF ARTIFICIAL INTELLIGENCE"



Amity Business School organized an Expert talk on “Prospects of AI” at Amity University Gurugram. The lecture was delivered by Mr. Mayank Garg, Senior Consultant, Google India and was attended by MBA, Amity School of Economics (ASE) and Data Science students. The main aim of the lecture was to apprise students with conceptual understanding and application of AI and how to develop additional skills in AI systems operations.

Mr. Garg stated that the basic building block of AI is Deep Learning which is the data format of information, facts, images and observed patterns. This Deep Learning data so chosen is used for basic programming, containing instructions and execution directions so that a system is developed to carry out specific set of functions.

Mr. Garg while answering the queries by faculties and students clarified that AI never breaches privacy, it just takes the information data, not the identity of the data provider for building AI systems.





## THE DIGITAL FUTURE IS HERE: ARE YOU READY?

**Mr. Kishore Jayaraman, President- Rolls Royce India & South Asia,**

Data is revolutionising almost every industry today. Indeed, every business should consider itself a digital business. In today's connected world, data is an essential resource that empowers operations across all sectors.

This is particularly true for the aviation industry, which has been leading the way in gathering large volumes of highly-complex data from across multiple sources. From the conception of our products, through to their manufacture and deployment in the field, we are using data to drive new levels of performance at Rolls-Royce.

Over the last three decades, the insights extracted from data have allowed us to innovate and introduce the ground-breaking products and services that have forever changed the industries we serve. Today, we are using data to bring together our products, services and digital capability to realise the Intelligent Engine; our vision for the future of aircraft power. The Intelligent Engine is delivering another step change in the reliability and efficiency we can offer our customers through the development of engines that are increasingly Connected, Contextually Aware, and Comprehending.

Rolls-Royce also launched R2 Data Labs – the company's in-house data innovation catalyst. Pioneered as an acceleration hub for data innovation, the R2 Data Labs brings together expertise from across the business globally to tap and build on 30 years of data-led services and business model innovation. In today's age of Artificial Intelligence and Big Data, Rolls-Royce is using advanced analytics, industrial Artificial Intelligence and machine-learning techniques to develop data applications that will unlock design, manufacturing and operational efficiencies within Rolls-Royce, and create new service propositions for customers.

In India, our Engineering Centres and partnership with TCS are examples of how we intend to accelerate data innovation. We expect to be able to realise both short-term and long-term benefits as we realise our ambition to become a business that is 'digital first'.

It is imperative that industries leverage technology and turn data into actionable insights that can be used to shape their sustainable growth strategy and ultimately boost profits.

At the same time, India's growing economy, focus on technology-intensive sectors and the changing nature of employment will drive demand for high-quality talent. With technology becoming an intrinsic part of business, the market demand will shift towards youth with employable skills.

### BRIDGING THE SKILLS GAP

If we look at how countries like US, Japan and Germany have become major manufacturing economies, they built their economy on the back of innovation, focussing on harnessing science and technology, and capitalising on their highly skilled talent.

So, as aspiring young students exploring new career options, it is important for youth to focus on acquiring employable skills that are matched to industries they seek to join.

For example, India produces about a million engineers every year. This means, that we do not only have enough engineering talent to meet our needs but we can help the rest of the world as well. The present and future of the world are technology inspired - from retail to aerospace to finance to transportation. However, in today's era of knowledge based economy, quality of workforce is more important than quantity.

In the current scenario, most of our fresh talent is equipped to handle only basic functions as there is still a lot of difference between theoretical and practical knowledge. To handle high-end and high-value work, there is a growing need to develop highly skilled talent. Technology-driven education and training will be important to equip the large population of youth with employable skills.

To be able to meet the domestic demand and also to become the world's skill capital, we need to recognise that there is a gap in applicable knowledge, and work towards increasing our base of skilled manpower with this knowledge. Additionally, education institutes must focus on partnering with industries and building industry-relevant curriculum, while also looking at international collaborations and aligning courses to international requirements.

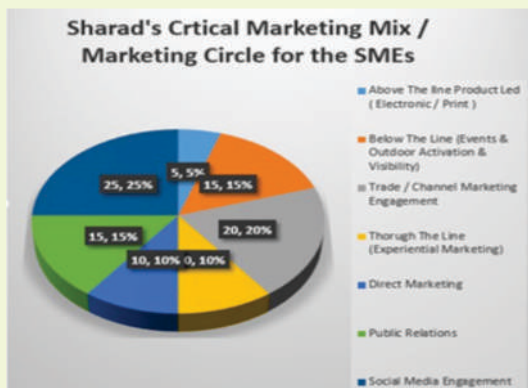
India's skills and competencies in areas like precision engineering, quality production, etc. have been successfully recognized and harnessed by foreign automobile companies outsourcing manufacturing work to India. A lot of this success can be replicated by filling up the skill reservoir with employable talent. This is where India's real and sustainable advantage exists.



## COMPLETING THE FULL MARKETING MIX: HOW THE RIGHT MARKETING MIX CAN HELP BRANDS ACHIEVE THEIR TARGETS?

**Sharad Gupta, Chief Communications Officer-Corporate Marketing & Brand Strategy, Vice President & Head -Technology Innovations, Escorts Limited  
CII Zonal Chairman, Faridabad**

With the ever-growing competition in today's marketing domain, business set-ups need to significantly carve their own niche. They need to be different and try to cull out their own value propositions and uniqueness in their verticals. And to garner their share in the opportunity pie, businesses need a unique, yet rational, marketing strategy or go-to market engines. The strength of any marketing strategy lies in the composition of its marketing mix - the share of Above the Line, Below the Line, Through the Line or CRM, Activation or Trade Push, Experiential Marketing, Direct Marketing, PR, and the biggest of them all, Social Media Engagement. Brands need to plan their marketing budget keeping in view the size of their business, geographies already covered or aspired, revenue and profit models, product life circles and vision for next five years. #MarketMantra Your marketing budget need not be more than 1-3% of your revenue and should be spent smartly and in a well-balanced fashion, within the right vehicles and through the right media. I have tried to create a proportion, based on critical elements that should be followed with a keen sense of your requirements. (Mind you, the circle represents an ideal composition but the proportions can still vary depending on your offerings, geographical spread & scale)



### THE 3Ms – MARKETING, MIX, MODEL

Brands have been and will always be constrained on their marketing budgets and would thus try and manage the conventional media to give them the right returns on their investment and thereby completely miss the bigger picture of today's marketing strengths. This is where smart investment comes into play. My suggestion is that you get low on electronic as well as print Above the Line investment, as the mediums will occupy a large portion of your budget, cater to mass, create an overlap and still might not hit the targeted segment or audience with the desired action. Rather, integrate more activation and channel/distribution based programs which will spread the gospel on your behalf to the targeted customer segment. In case of direct business, one can easily get visibility by participating in events like trade shows and exhibitions, along with organizing and hosting own events and customer connect capsules. Today, customers are not bothered about what the brand says or does. What really impacts customers these days is how the brand makes them feel. Face-to-face interaction, buzz creation and then helping the customer connect with the brand's usage or salience emotionally is what is described as experiential marketing. It is about connecting consumers with brands through live one-to-one experiences, thus, creating personal and relevant memories. So, one should aggressively practice Experiential Marketing or one-on-one marketing (showcase, demonstration and usage) with customers for an emotional connect and brand feel. This is reasonably effective and has the intricate power of getting viral, organically and in-organically. Direct Marketing, generally done through direct mailers, EDMs, white papers, customer case studies and testimonies, brings out a lot of value and awareness for your product or service offerings and targets primarily the prospects, who in turn, have the capacity and interest to use the line of offerings. This is in-expensive, well directed and highly pervasive and covers almost the entire periphery of right suspects

and prospects. Well directed Call-to-Actions and connect modes make it easier for the prospects to engage with you directly. Needless to say, PR should be an integral constituent of your marketing mix as it is cost-friendly, credible and a potent medium to reach the target audience within the right circles, in right geographies, through relevant media channels, offline and online.

Brands, however big or small, have understood the imperative integration of PR in their go-to-marketing strategy and have been spending increasingly to tap this correctly in their spend composition. Common activities include speaking at conferences, winning industry awards, working with the press and employee communication. PR acts as a powerful tool to create a desired brand equity and salience. In-film integration and personality brand mapping have also become a great way to position a brand to cater to a target group (TG) which relates to that personality. Today, more and more brands are using this medium and covering both, urban and rural audience, offline and online, at a very nominal cost in comparison to brand endorsements. Over the years, varied forms of endorsing have surfaced, one of which is through a desired face. Brands, today, have formed barter associations among themselves and celebrities to increase the reach of their products/services and persuade the TG that admires the chosen celebrity to buy them. Magazine cover shoots are a perfect example of the same. **Basis my experience in the industry so far, my personal recommendation to companies is that they should get very active and targeted in respect with Social Media Engagement as this segment offers a plethora of platforms to reach out to the targets. Facebook connects end customers and geographies instantly. LinkedIn forums and communities give a lot of B2B access and engagement. Twitter handles can connect the brand to millions of influencers and bloggers can push your offerings. YouTube has also become a strong parallel electronic channel and broadcasting engine for all audio visuals and product videos. I feel that there is so much one can do in this particular field. But what all companies must ensure today is to get into Smart Marketing, which I like to call 'Smarketing'. If they are able to get this marketing mix balanced, they will be able to leverage their marketing budgets well, engage with their customers effectively and push the brand salience with greater impact. This will, in turn, enable them to get the word spreading into the right circles and most importantly, bring favorable returns on their marketing investment.**

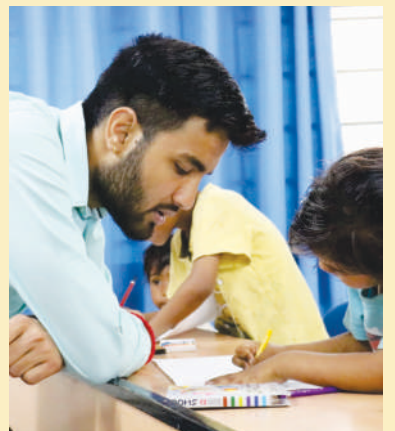
## CAMPUS VISIT BY UC ALIBABA TEAM

The Corporate Resource Centre organized a visit of the Vice President of UC Alibaba, along with other Operation and Product Managers and other senior management leaders accompanied with 13 students from other universities like Delhi University and North CAP University at Amity University Gurugram on 6th June 2019. The main aim of this visit was to know more about Amity's campus and also the student environment in India so as to explore more collaboration opportunities with Asia's largest growing company Alibaba. This initiative was envisaged to facilitate great exposure and world-class internship opportunities for students.



## #CAMPUSSTORY

Abhit Parihar (BA (J&MC), 2nd year), a resident of Jammu, is a humanitarian, working for the betterment of the society and is an aspiring actor as well. You can always find him performing on stage, showcasing his phenomenal acting skills. Being a part of Amity Dramatic Society - Ek Awaaz, Abhit (President- Shakti - Uniting Women & Saraj Foundation ) established his first mission - "Mission Muskan" that supports the victims of child abuse and also creates awareness amongst the parents about this issue. His second mission was "Mission Swasthya", where he took the initiative to organize Saraj Health Mela, which provided free health checkups for the people in the slums.





## INDUSTRIAL VISIT

## SPOTLIGHT 06

### INDUSTRIAL VISIT TO SANDHAR AUTOMOTIVES, GURUGRAM



### INDUSTRIAL VISIT TO MINDA UNO INDUSTRIES LTD., MANESAR



### ALUMNI SPEAK



**Divyanjali Verma**  
B.Tech ECE (2014-18 Batch)

"It gives me immense pleasure to say with pride that I have completed my graduation in B.Tech ECE from Amity University Haryana. The relationship between faculties and students here is very cordial, which gave me an opportunity to excel. I liked the friendly atmosphere and the fact that the lecturers are really close to the students. The University is full of limitless opportunities and facilities. The four years spent here were splendid and helped me to grow better both professionally and personally. I would like to thank all faculties and staff for making me a better person."



**Rajat Verma**  
B.Tech ME (2013-17 Batch)

"Amity University is a prestigious university that provides students with a galaxy of opportunities. I am one of the fortunate ones to get a reputed job in The Hi-Tech Gears Ltd. during campus placements. Our CRC department is successfully giving us a world level exposure."



**Ayush Shrivastava**  
Advocate  
Delhi High Court  
B.A.LL.B. (Hons.) 2013-2018 Batch

"I am grateful to Amity Law School, Amity University, Gurugram for imparting me with an unparalleled student experience across a broad spectrum of academic environments and activities, which has graciously augmented my learning besides enriching my overall personality. I am grateful to the dedicated faculty who have worked and unrelentingly endeavored to imbibe in me the true essence of a law professional. Thanks to the devoted Placement Committee, I received a plethora of offers across many esteemed law firms and litigation offices. At present, I am associated with litigation office of Additional Advocate General and am looking forward to establishing my own litigation office in the near future. It was a joyful journey with Amity Law School as I was able to unleash my full potential and carve my identity as a litigating lawyer."



**Rajat Sharma**  
Working as Associate DR in Unitedlex  
BA- LLB(H) (2013 – 18 batch)

"Amity - the parent who saw the talent and nourished my mind in every possible way. My time at the University was exceptionally enjoyable with the highly knowledgeable faculty and the opportunity to conduct research on projects has helped me in widening my knowledge. Every bit of time I spent in the campus just cannot be expressed in words. Working with Unitedlex as an associate has been a rewarding experience. The acquaintance to the working of foreign courts, associating with para legal associates, working in a team spirit on protocols, E-docs, Paper docs has been an amazing experience for me."

### #STUDENTSTORY



Aishwarya Kakkar (BASLP, 2017-21) found her love for stage and acting at Amity University Gurugram because of Amity Dramatic Society - Ek Awaaz and encouragement from the Dean Student Welfare (DSW).

"I never imagined that I would find myself yearning to be on stage at almost every event in the campus, and what is even better is that it ended up happening!

Changing so many schools in adolescence, I have learnt to adapt and be confident in the way I am. It is because of these qualities and some amazing mentors who are now the Alumni of Amity University Gurugram that I have become a decent actor and an anchor".

### CENTRE FOR BRICS STUDIES, AUH (Centre of Excellence)



The Centre for BRICS Studies was inaugurated on February 10, 2011 at Amity University Gurugram by Dr. Aseem Chauhan, Honorable Chancellor of Amity University Gurugram. Since then the Centre, under the stewardship of Dr. Padmakali Banerjee, Honorable Pro Vice-Chancellor, Amity University Gurugram has evolved into a Centre of Excellence in its practice-research-outreach endeavour.

Over the years the Centre for BRICS Studies has organized talk shows, discussion forum, guest lectures and college competitions. Students have also submitted research articles from time to time on issues related to BRICS economies, which have been sent to journal for review and publication. A BRICS Study Desk has been established in Amity University Gurugram library. It carries resource materials related to news and other relevant information about BRICS. The initiatives taken up the Centre for BRICS Studies for the purpose of enhancement and dissemination of knowledge and information about BRICS countries have also been in the form of conducting short programmes and courses, including promotion of languages of BRICS countries in collaboration with Amity School of Languages. The Centre for BRICS Studies also publishes a bi-annual Newsletter.

### ENTREPRENEURSHIP CELL ORGANIZED PANEL DISCUSSION WITH SUCCESSFUL ENTREPRENEURS TO TALK ABOUT THEIR JOURNEY

Mr. Pulkit Garg (Founder, Aanya Wellness), DJ Sushein (Founder, Skratich DJ Academy) & Mr. Kumar Mayank (Founder, Zimyo) were the guest speakers. They discussed about Motivation, fear of mistakes, uniqueness of ideas & how to start your startup.



### OUR RECRUITERS





## EMINENT ACADEMICIANS FELICITATED AT THE PRESTIGIOUS DISTINGUISHED GLOBAL INDIAN SPEAKER SERIES

In congruence with the aim and vision of our Hon'ble Chancellor, Dr. Aseem Chauhan, for enhancing Internationalization at Amity University, Haryana, the "Distinguished Global Indian" Speaker Series was instituted to honour distinguished Indian professionals from prestigious international institutions of high repute who have achieved unique milestones in their professional career and have made the country proud. Spearheaded by

Prof. Dr. Gunjan M. Sanjeev, Vice President – RBEF and Director International Affairs, these series felicitate eminent speakers, from some of the top Universities of the world, of Indian origin to recognize their exemplary contribution made in their fields of expertise. This series paves the way for global learning from distinguished academicians all around the world, understanding the best practices being followed worldwide in academia.

We are proud to have hosted eleven luminaries from the world of academia, including from, Princeton University, Yale University, MIT, Duke University, Dartmouth college, UCLA, amongst others.



**Prof. Bhagwan Choudhary**  
Professor, UCLA Anderson School of Management  
University of California, Los Angeles, USA



**Edger T. Thompson**  
Professor, Public Policy and Political Science  
Duke University, USA



**Prof. Sunil Dutta**  
Joan and Egon von Kaschnitz Distinguished Professor  
of Accounting and International Business,  
Haas Business School, University of California-Berkely, USA



**Prof. S P Kothari**  
Associate Dean, MIT Sloan School of Management  
MIT, USA



**Prof. Prasad Jaynti**  
James Frank Family Professor of Computer  
Dartmouth College, USA



**Prof. Vistasp M Karbhari**  
President, University of Texas at Arlington



**Prof. Samir Mittragotri**  
Mellichamp Chair Professor,  
Department of Chemical Engineering  
University of California, Santa Barbara



**Prof. Shankran Sunderan**  
Professor, School of Engineering and Applied Sciences  
Princeton University, USA



**Prof. Soumitra Dutta**  
Professor and Former Dean, SC Johnson College of  
Business, Cornell University, USA



**Prof. Bhaskar Chakravorty**  
Professor and Dean, Global Business,  
The Fletcher School  
Tufts University USA



**Prof. K Sudhir**  
James L Frank Professor, Private Enterprise and  
Management, Professor, Marketing & Director of  
the China India Insights Program, Yale University USA

## STUDY ABROAD PROGRAMME (SAP)

Study Abroad Programme (SAP) is the unique opportunity given to students at Amity University Gurugram with an aim to provide excellent global exposure, widening the domain of thoughts, abilities and practices of the students at Amity Overseas campuses in Dubai, Singapore, London, Mauritius, New York & China for 5-6 Weeks.



AMITY UNIVERSITY  
DUBAI



AMITY SINGAPORE



AMITY UNIVERSITY  
(IN) LONDON



AMITY MAURITIUS



AMITY NEW YORK



AMITY CHINA



## EXTEMPORE AND GROUP DISCUSSION SESSION FOR THE STUDENTS OF AMITY COLLEGE OF COMMERCE



Amity College of Commerce organized a student activity on Extempore and Group Discussion at Amity University Gurugram on 7th Aug. 2019. The main objective of the event was to improve student's personality and grooming, to improve students' learning and communication capability and to remove stage fear.

The activity was Extempore and Group Discussion which was organized by B.Com 3rd semester students and attended by all the faculty members and students of ACC. In the extempore, 20 students participated who had to speak on the given topic. Some of the topics was 'Love Marriage', 'Are scores a good measure of performance', 'Women are Better Managers', 'Women Empowerment' etc. After that a group of 10 persons participated in the Group whose topic was 'Love marriage Vs. Arrange Marriage' and Triple Talaq. Ms. Shikha Sharma, Mr. Shiv Swaroop Jha were the judges for this event. Mr. Akash Sanyashi( 3rd Sem) and Ms. Amisha Singh (1st sem) were the winners of the event.

The students participated with great enthusiasm in the event. At the end prizes were awarded to the winners by the faculties of the department.

## PLANTATION DRIVE



Amity Center for Medicinal Plants & Traditional Knowledge Department organized a Plantation Drive near Sports Ground at Amity University Haryana. The event was graced by Prof. (Dr.) P.B. Sharma Hon'ble Vice Chancellor, Amity University Haryana & Maj Gen (Retd.) B S Suhag Deputy Vice-Chancellor, Amity University Haryana. The main aim of the plantation drive was to to create an awareness towards environmental protection amongst the AUH staff and students.

The event saw an overwhelming response from the faculty, staff and students who participated with great enthusiasm in planting more than 500 trees such as Peepal, Neem etc. The event was successful in sensitizing the students to the importance of plants in controlling environmental pollution and providing oxygen which is vital for human survival and a leading a healthy life.

## 3<sup>RD</sup> INTRA-MOOT COURT COMPETITION



Amity Law School organized 3rd Amity Intra Moot Court Competition, 2019 at Amity University Gurugram.

22 teams had participated in the Competition comprising of 3 members each.

The Moot Proposition was based on Hindu Laws and Property Law.

The winners of the Intra Moot Court Competition were Neeva Malik, Gauri Dabas, and Srishti Pareek

## JAPAN'S ONE-ASIAN COMMUNITY THEORY PROJECT SUCCESSFULLY COMPLETED BY AMITY UNIVERSITY HARYANA



The concluding session of the 3-month long "One -Asian Community Theory" Project, which was funded and awarded by Japan-based 'One Asia Foundation' to Amity University Haryana was held at the Gurugram campus on May 3, 2019.

Mr Hidekazu Nishizuka, Secretary General of One Asia Foundation, Japan handed over the certificates and scholarships to participating students. Cash prizes ranging from US \$ 250--100 (total US \$3000) were given to 18 meritorious students from Amity University.

The session was presided over by Amity University Haryana's Pro-Vice-Chancellor Prof. Dr Padmakali Banerjee who appreciated the efforts put in by Project Director, Dr Santosh K Gupta and his team in bringing the project to successful conclusion. She also remarked that the



project helped students in Amity University to enhance their awareness of Asia, Asian culture & History and provided an opportunity to students to listen and interact with eminent Asian scholars drawn from both India and abroad. The Project did immensely benefit the students and she hoped that the project would be continued next year to spread and promote greater awareness about Asian Culture in Amity University.

Mr Hidekazu Nishizuka was also taken around Amity School of Languages(ASL) and shown the infrastructure facility including the Language lab.

## COFFEE WITH EXPERT ON "MY ENCOUNTER WITH BIG CAT"



Amity Law organized a special guest lecture series Coffee With Expert On "My Encounter With Big Cat" in which Mr. Daulat Singh Shaktawat was the Chief Guest on 28 August 2019 at Amity University Gurugram campus.

The session revolved around the ideology that passion, dedication and hard work in whatever field one functions is essential.

You can't tell a tiger story without the growls and when Daulat Singh Shaktawat growls, his audience can tell the difference between aggressive, submissive and playful noises because he is a man who has spent a lifetime amidst wild beasts i.e. 37 years in different wildlife regions of the country.

He also narrated the incident involving his encounter with the Tiger named T-7, which nearly cost him his life.

## CULTURAL EVENING



The events included: 1. A theatre showing the relevance and the consequences of Article 370 2. Varied cultural performances to show unity in diversity in India 3. Igniting slam poetry to imbibe motivation and sense of responsibility in the student fraternity 4. Spontaneous performances to encourage the talent amongst the students of AUH 5. An introduction to the campus life at Amity

Amity University Gurugram's Dramatic Society, "Ek Awaaz" presented a stage play "Article 370" to depict conditions in Kashmir before and after the scrapping of #Article370 from that area. The play started with a scenario of the historic decisions made in Kashmir, the way it affected lives at that time. Followed by the happiness it created among the local people when the news of abolishment of Article 370 came in the newspapers. The controversies in the name of Religion were mainly highlighted during the entire play

There were varied cultural performances by students to depict Unity in Diversity, thereby encouraging the spirit of unity amongst the youth of AUH.

Students of Amity showcased their talent through igniting slam poetry to imbibe motivation and sense of responsibility in the student fraternity at AUH.

## GUEST LECTURE ON CRACKING JUDICIAL SERVICES: COFFEE WITH EXPERT SERIES



Amity Law School organized a special guest lecture series COFFEE WITH EXPERT on the topic "CRACKING JUDICIAL SERVICES" on 7th August, 2019 at its Amity University Gurugram campus. The lecture was addressed by Dr. Shiva Sharma, Former District Judge, District Court, Gurugram.

The Session was attended by 69 students and 19 Faculty Members of Amity Law School. Dr. Shiva while addressing the audience discussed in detail about the hierarchy of Judicial system in India. He highlighted the qualifications, eligibility and system of recruitment of different State Judicial Services examinations. He further mentioned that the candidates from different regions have advantage due to the regional language which is more of a compulsory paper in almost all State Judicial Services Examinations.

Dr. Shiva articulated that 'Reading makes a man, writing makes an exact man and discussing makes a perfect man'. Therefore, it is very important to be consistent in one's studies study and read more and more, as it helps in gaining new knowledge and new interpretations. Knowledge, time management, dedication, hard work, focus and confidence are some significant qualities which should be there in a Judicial aspirant. Another important aspect, he said, is solving of previous years' Question Papers of each State Judicial Services Examinations as it helps in short listing the important topics

It is the hard work of the individual which ultimately pays off, he added



## ENTREPRENEURIAL DRIVE ORGANISED BY AMITY INNOVATION INCUBATOR E-CELL



The event was held over two days. Dr Vikas Madhukar, Dy Director Admissions addressed the audience and shared his views on the importance of entrepreneurs and entrepreneurship.

The objective was to create a sense of responsibility amongst student entrepreneurs by creating entrepreneurial mindsets. The talks also focused on the best reasons to start a company - 'to create meaning and change the world, rather than pursuing money and building mediocrity!'



**Day 1:** The auditorium housed around 500 students from various fields of management and commerce. Mr Daksh Seth along with his E-Cell Team of AUH started an activity "IDENTIFY THE ENTREPRENEURS" and this brought enthusiasm among the students.

Next, he invited Mr. Vijay Vir Singh Vice-President Amity Innovation Incubator, who presented 10 points on the topic: 'Startup With Amity Innovation Incubator.'

**Day 2 :**The talks focused on technology. Examples from Apple, Google, Microsoft, Whatsapp, LinkedIn, Facebook, Ipods, Ola, Flipkart, Practo and RedBus were cited.

The incubation team also shared about the women entrepreneurs who started their journey with Amity Innovation Incubator.

## 73<sup>RD</sup> INDEPENDENCE DAY AT CAMPUS ON 15<sup>TH</sup> AUG., 2019



The 73rd Independence was celebrated with great enthusiasm and patriotism at Amity University Gurgaon, Haryana. The ceremony took place at the Hostel Plaza with a large gathering of faculty, staff and hostellers.

The function started with flag hoisting by the Chief Guest, Respected Dr. P B Sharma, Vice Chancellor AUG. It was accompanied with rendition of the National Anthem by choir group and supported by an orchestra.

Respected VC addressed the student and exhorted them to inculcate national values relating to patriotism, courage, empathy and truthfulness. India's strength lay in its youths. Blessed with the youngest population worldwide, the Nation was on the threshold of an economic, industrial and Cultural Revolution. All this and more would be made possible by the indulgence and commitment of a dynamic and hardworking youth. From amongst the youth of today leaders of tomorrow will emerge. Selfless and vibrant leadership will shape the future of our country, the youth must therefore endeavour to inculcate leadership qualities and values required of transformational leaders.

Thereafter the DSW Maj Gen Gurpal Singh Bal (Retd.) addressed the gathering. Paying homage to the martyrs of yesteryears and the soldiers who laid down their lives for the security of our nation, the DSW requested that two minutes silence be observed in their honour. Speaking on the subject of national character, the DSW highlighted the five pillars on which a nation's character is built on - namely patriotism, courage, compassion, righteousness and discipline.

The students alongwith children of faculty and staff members performed commendably well and were aptly appreciated by the audience which turned out in large numbers.

## ANNUAL SPORTS MEET 'SANGATHAN' KICKSTARTS WITH FULL JOSH



Every year "Sangathan" is held to promote the spirit of sportsmanship and camaraderie amongst students of Amity.

Amity University Haryana kick started its annual Sports Meet "Sangathan 2019" at its sprawling campus in Manesar. To ensure healthy mind and physical fitness of the students and to celebrate Founder's Day, Amity University Haryana (AUH) started 20th Inter Amity Institutions Sports Meet "Sangathan 2019" at University Campus. During the month long sports saga, over 2,000 students from institutions of the campuses will zealously participate in more than 19 games and 15 track and field event which will include sports activities including Cricket, Football and Tennis. Teams representing the various departments of the AUH will be vying for the coveted Sangathan Trophy. The faculty and staff members will also participate in various sports events including basketball, volleyball, track & field etc during Sangathan.

The inaugural ceremony commenced with the lighting of the "Sangathan Mashaal" by Prof P B Sharma, Vice Chancellor, Amity University Haryana and Maj Gen B S Suhag (Retired) - Deputy Vice Chancellor, Amity University Haryana in the presence of Maj Gen G S Bal (Retd.), DSW, AUH, Directors/HoIs and senior officials of Amity. The Mashaal was carried through the campus by the students who cheered along as they made their way through the Departments and Institutions of the university.

The inauguration was followed by a friendly Kabaddi match played between students of Amity University Haryana.

Declaring "Sangathan 2019" open, Prof. P B. Sharma, Vice Chancellor, Amity University Haryana said that there is no other University in the world that has such a great gathering of motivated students and faculty members as Amity. The most important aspect of Sangathan is to nurture in students the spirit of acknowledgement of the goodness of others.

While addressing the august gathering Maj. Gen. G S Bal (Retd.), DSW, Amity University Haryana stated that participating in sports promotes character building. It is essential that students must participate whole heartedly in games to imbibe qualities of team work, camaraderie and discipline. Highlighting the launch Fit India Movement, the DSW stated that the movement would sensitize Indian youth towards playing games, maintaining a healthy life style and remaining physically and mentally fit.

Also present during the occasion were Maj Gen Sharma (Retd.), Col Ajit Chopra (Retd.), Cdr N K Dahiya (Retd.), Read Admiral K K Pandey (Retd.), Mr Hansraj, Sports Manager, Dr. Gurpreet Makkar, Dr Vijay Bhardwaj, Dr Ranjana Kothari, Deputy DSW, Ms. Sonika Ohlyan, Mr Ravi Rathee, HOD's, Staff and a large gathering of enthusiastic students.

## THE GRAND PANEL DEBATE COMPETITION ORGANISED BY AMITY LAW SCHOOL



Debate is a process that involves formal discussion on a particular topic. In a Debate, the topics are put forward to argue from opposing view points. It is the general practice observed in Public Meetings, Academic Institutions, and Legislative Assemblies. It is a formal type of discussion, often conducted with a Moderator and in presence of an audience, in addition to the participants.

Amity Law School, Amity University, Haryana, organised The Grand Panel Debate Competition on the following substantial Socio-Legal issues, on 22 and 29 August 2019:

1. "Censoring: A Job for The Central Board of Film Certification?"
2. "Accountability of Media and Social Influencers"
3. "Freedom of Press: A Guaranteed Right?"
4. "Sexual Intercourse: Right to Say 'No' After Marriage"
5. "Decriminalization of Homosexuality or Devastation of Indian Culture"
6. "Adultery: Is the Sanctity of Marriage Being Sacrificed At the Altar of Equality"

On both the days, the event was conducted in 3 Sessions. In 1st round, the Panelists introduced themselves and stated their contentions briefly. The 2nd round was synergic and refutation round, where all the Panelists availed the opportunities to explain their point of view and countered other Panel's approach toward the topic. In the 3rd round, questions were asked by moderators to both the panels, on which the panelists expressed their views. Through-out the Sessions, the resource persons contributed to the knowledge of panelists and audience. Their words of wisdom facilitated the panelists and audience to gain better understanding on the topics.

## AMITY INSTITUTE OF PHARMACY ORGANIZED A 3 DAY WORKSHOP ON "MEDICAL SALES & MARKETING"



Ms. Manju Ranjan (Master Trainer, Life Sciences Sector Skill Development Council (National Skill Development Council-Skill India Mission)) during her session, talked about training aspect for budding pharmaceutical sales executives, and the technical aspects that are required in pharmaceutical sales and marketing industry.



## AMITY LEGAL AID CELL ORGANIZED GUEST LECTURE ON PRACTICAL ASPECTS OF ARBITRATION, CONCILIATION AND MEDIATION



The Lecture was delivered by Mr. Ashim Sood, Advocate, Supreme Court of India.

The modern society is evolving at a rapid pace, where more than knowledge, the ability and skill to cope-up in the practical realm is seeking more importance. The competition in the present era requires every student to hone her/his skills to the utmost level so as to thrive in life.

Mr. Sood addressing a gathering of more than 300 students and Members of Faculty, began with highlighting the fact that with Judges and Courts being burdened with vast number of cases, the need for an Alternative Dispute Resolution mechanism became essential. He stated that ADR is still in the nascent stage and with the passage of time these methods will get refined and used more, especially, in commercial transactions and disputes and that would save precious time of Judiciary. He also stated that since people are afraid to approach the courts due to procedural lacunae and financial constraints, ADR has played a key role on numerous occasions.

Mr. Sood stated that Negotiation is a process of reaching on an Agreement by all the parties and the process could sometimes be time taking. He also explained the process of Enforcement of Arbitration Award, both Domestic and International, while responding to one of the queries.

## HEALTH MELA 2019



Health Mela 2019 was organized by SARAJ GROUP at Community center, Mianwali Colony, Sector 12, Gurugram with support of other foundations like Medanta, Avsar etc. on 20th August 2019. Firstly rally was organized by Saraj Group members. Amity College of Nursing, Amity School of Optometry and Amity School of Audiology participated in the health mela. The nursing students checked blood pressure, measured body weight and height, calculated BMI and provided consultation and health education regarding their health problems. The main objective of the event was to promote health care among the people.

## RESTORING ECO-RESILIENCE THROUGH TREE PLANTATION

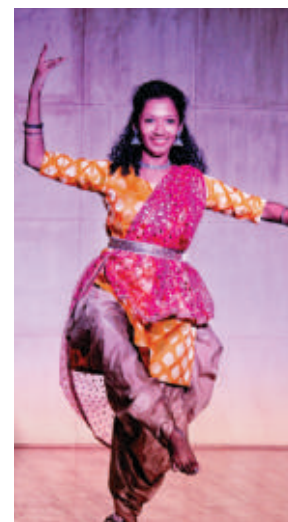
Amity School of Architecture and Planning organized a tree plantation drive in association with Haryana Forest Department and Ami-Green Club (Eco-Preservation club of Amity University Gurugram) at Amity University Gurugram.

The objective of the drive was to sensitize students, faculty and staff to the significance of tree plantation and joining hands to save our 'Common Future' by planting trees and bringing life back to our environment. 550 saplings of native species including Neem, Peepal, Bargad, Jamun, Shisham, BaelPathar etc were planted.

The event witnessed a large participation by the Students, Faculty and staff. Maj Gen (Retd.) B S Suhag, Deputy Vice-Chancellor, Amity University Haryana; Prof. (Dr.) Padmakali Banerjee, Pro Vice Chancellor, Amity University Haryana; Maj Gen G S Bal, Dean of Student Welfare, Dr Ila Gupta, Director Amity School of Architecture and Planning felicitated the Forest Range Officer and commended him for his efforts.



## KALANJALI - CULTURAL NITE ORGANISED BY ASET STUDENTS



## #CAMPUSBUZZ

## WORLD OF KOREA COMING TO GURUGRAM IN OCTOBER AS AUH HOSTS 2-DAY GALA KOREAN CULTURAL EVENT



NEW DELHI: Get ready to experience the authentic taste of Korean cuisines, enjoy their music, dance and drama including K-Pop, Korean games, movies, and participate in Korean language competitions and witness Taekwondo experts exhibiting Korean martial art techniques.

One of the major attractions is going to be the specially created skit on Ayodhya princess becoming Korean Queen.

All that is coming at the sprawling campus of Amity University Haryana (AUH), Gurugram on October 22-23. Such an event around Korean culture is being organized in Gurugram for the first time ever.

"Being organized on the lines of Hangeul Day –

also called Korean Alphabet Day, in many Korean language teaching universities in New Delhi like Delhi University (DU), Jawaharlal Nehru University (JNU) and others, the 2-day Korean Cultural Day in AUH is expected to be thronged by thousands of students from various universities of India," said Prof. Ashok Tikku, Head of Amity School of Languages, AUH. This 125-acre campus is situated in the foothills of Aravalli chain of mountains.

The event is slated to witness the participation of diplomats from Embassy of Republic of Korea in New Delhi including the Ambassador, KCCI (Korean Cultural Centre India), KOTRA (Korean Trade-Investment Promotion Agency), KTO (Korea Tourism Organisation), Asiana Airlines and faculties from JNU, DU, and Jamia Milia University.

Invitations are being sent to the top management executives of the Korean companies operating in India such as Samsung, LG, KIA, Hyundai, and others.

"India enjoys a strong cultural bond with Korean cultural heritage. Amity University Gurugram considers it a matter of great privilege and honor to organize 2-day Korean Cultural program at the university as part of our efforts to foster One Asia Community concept as also to assimilate the richness of our the cultural traditions of our two great countries namely, India and South Korea", says Prof P B Sharma Vice-Chancellor, AUH who is also the Founder Vice-Chancellor DTU and RGTU, and Past President of Association of Indian Universities.

According to Geetika Agrawal, Assistant Professor (Korean language), Amity School of Languages, AUH the Korean Cultural Day event will take off on October 22 with the Welcome Song by AUH Students in the Korean language. It will be followed by speeches by Prof. A. K. Tikku, AUH Vice-Chancellor Prof. (Dr.) P.B. Sharma, AUH Pro Vice-Chancellor Prof. Padmakali Banerjee, Ambassador, Embassy of Republic of Korea Shin Bon kil, Director KCCI Kim Kum-Pyoung and Prof. Vyjayanti Raghavan, CKS, JNU.

Immediately after will be a Samulnori Presentation by Samulnori team from KCCI followed presentations and experience sharing by students on learning Korean Culture and Language at Amity University Haryana. There will also be a cultural performance by Amity K-Pop group AMIKO.

"And very important to watch is going to be a specially created skit on Queen Heo Hwang-Ok as the related history has a great deal of significance with Indian-Korea deep-rooted relations. It is believed that Suriratna, the princess of Ayodhya had traveled to Korea some 2000 years back to marry Korean King Kim Su-ro in 48 AD, and became Korean Queen and set up Karak dynasty there," Prof Agrawal said.



## EXPLORE THE UNEXPLORED DESTINATION



**Tungshing R Shimray**  
BTM, 3rd Semester

Many beautiful places of India are left unseen and unexplored due to lack of standard hotels and lodges to accommodate tourists and unavailability of good transportation facilities. Shirui peak is one unexplored area and which very few yet knows. For a person who wants a lush green environment to please his senses, Shirui peak is one unique place to visit.

Shirui is a picturesque village, enveloped by greeneries and clouds. The atmosphere is magical. Located 93 km from Imphal, the capital of Manipur, Shirui hill ranges falls under Ukhrul sub-division and shares the border with Myanmar in the west. The cultural and traditional customs of its inhabitants fits perfectly with the landscape.

The State Flower of Manipur, a rare seven coloured Shirui lily which cannot be transplanted is found in the upper part of the Shirui peak. Locally known as Kashong- Timrawon, Shirui-Lily (Botanical name – Liliun Macklinae) is a delicate rare lily species.

Shirui-kashong (Shirui-peak) is the only abode of this endemic and endangered floral species.

In this picturesque hill range that extends to large-tract of forests, Shirui lily blooms in bounty in early May. The peak is also gifted with hundreds of varieties of trees, flowering plants, orchids, medicinal plants, herbs and many values species of birds and animals.

In an effort to promote tourism, Manipur has started celebrating a week long Shirui festival every year in the month of May keeping in view the peak blooming season of the flower. Demonstrations of the age-old traditions and culture of the inhabitants, live music, cultural shows, beauty pageants and exhibitions forms part of the celebration.

One can take a regular passenger bus plying daily from Imphal to Ukhrul to reach Shirui peak. Manipur's Bir Tikendrajit International Airport in Imphal is connected to almost all major metro cities via regular domestic flights. The state is also connected to other states by road via Guwahati – Dimapur.

## BIOTECHNOLOGY INNOVATIONS: IMPACTING OUR LIVES, DAILY



**Sneha Yadav, B.Tech (BT), Amity Institute of Biotechnology**

Science has always played an significant role in facilitating human beings introducing various methods and processes in day to day life. Today, none of the human life's aspect is left untouched from influence of science and technology. When we start our day with morning refreshing coffee, mind the filters that are used made of enzymes that bleach the paper and reduce amount of chlorine.

Breakfast meal with cornflakes in the cereal bowl is made with corn resistant to insects and diseases, produced in large quantities at minimal cost [1]. Now the bread which we toast for breakfast comes from malt and fungal  $\alpha$ -amylases enzymes to make the dough soft and fluffy without using whole microorganism. Demand for natural products has given momentum to enzyme production using biotechnological processes. An enzyme as a replacement of banned potassium bromate provide quality bread without chemicals [1,6]. Providing lactose free milk, chocolate, tea, cake etc with predigested sugar can be a boon for lactose intolerant people ]. Using Chymosin of bacterial and fungal (*Aspergillus niger*) origin by cloning chymosin gene from cow into plasmid results in more yield and pure recombinant chymosin produce. This abolishes the need to use animals for this purpose [1, 3]. Presence of canola, soybean and sunflower oil at kitchen shelves virtually contain no trans fats (which can raise cholesterol to level of heart diseases) and comes from plants grown with fewer pesticide applications, thanks to biotechnology for creating a new generations of healthier oils [1]. We are unaware of the fact that supermarkets loaded with processed food products have approximately more than 70% of ingredients improved through biotechnological interventions. Growing genetically engineered crops not only improves farmer's bottom line but also saves time, money and efforts they invest in improving crops [1]. One of the best examples is golden rice which contains beta carotene, major source of Vitamin A for large poor population [1,4].

The detergents with enzymes having efficient action to remove stains from clothes and also contribute to replace serious pollutants such as phosphates which earlier were known for causing water pollution in our national rivers and streams. The fabric material such as clothes, carpets, upholstery, etc are manufactured with aid of dyes, tanning agents, nylon and polyesters synthetically. Now ecofriendly dyes, colors with improved process techniques have brought revolution in the fabric industry. As the pollution is increasing day by day new green plastic is coming up made of corn and other plant materials, via biotechnological process.

This green plastic is used to manufacture mobile phone cases, sunglasses, pens and packaging material used for various purposes. [2] By fermenting sugar to bioethanol or by converting plant oils to biodiesel the use of sugarcane, corn, wheat, oil seed rape, and sugar beet for biofuel production has transformed the fuel industry with the option of biofuels, biodegradable gases and lubricants [2].

Manufacturing paper by biopulping contains an enzyme that improves penetration and effectiveness of chemicals during the "cooking" of wood chips while separating the cellulose fibers from the lignin [5]. Many of our family members gulp medicines for one or the other diseases which are produced by biotechnological processes. Availability of insulin produced by Recombinant DNA Technology saves lives of many and has ruled out the allergic reactions caused by animal derived insulin. In next few years it shall be available in the form of inhaler to reduce devastating impact on human lives. [1] Gifting flowers of different color, size, fragrance and other properties is made possible by biotechnological interventions [4]. Biotechnology is influencing various aspects of life without discrimination. We only need to embrace it and think about innovations to improve the quality of life.

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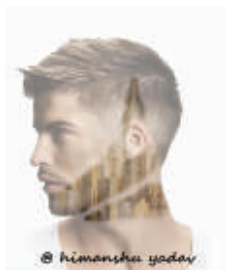
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## STUDENT WORK

**Mohammad Mamoon,**  
B.Sc. - Animation & Visual Graphics



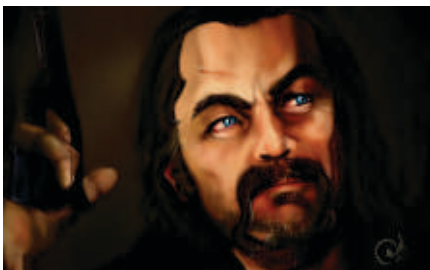
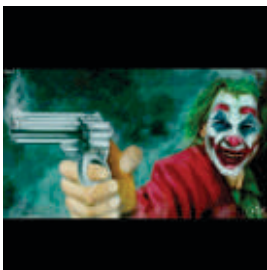
**Himanshu Yadav,**  
B.Sc. - Animation & Visual Graphics



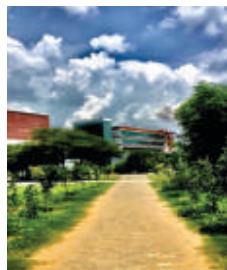
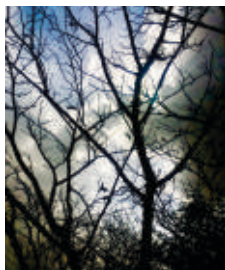
**Tungshing R Shimray,**  
B.Sc. - Animation & Visual Graphics



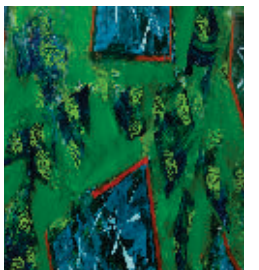
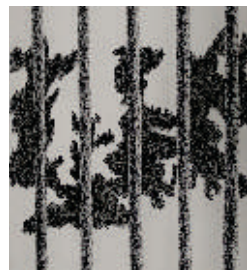
**Akshat Srivastava, B.Sc. - Animation & Visual Graphics**



**Ritvik Dutt, BFA**



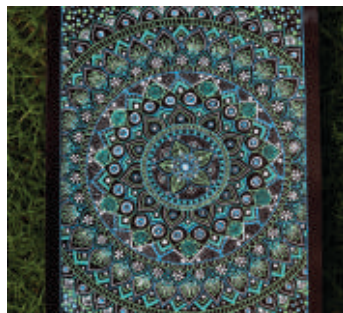
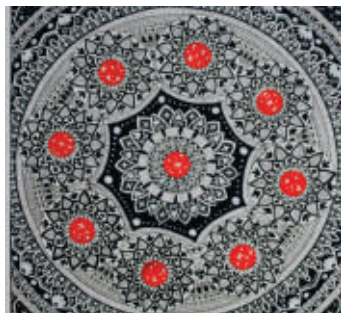
**Varsha Gulia, BFA**



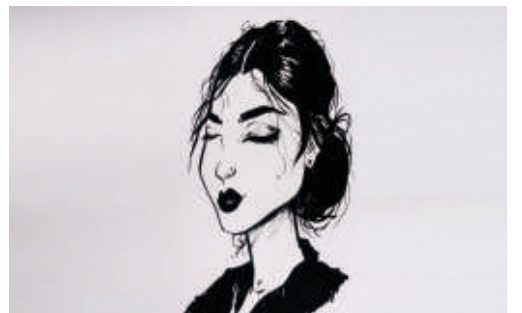
**Bhumika Agarwal, BFA**



**Simran Raghav, BA - J&MC**



**Devashish, ASAP**





## AMITY UNIVERSITY, GURUGRAM ALUMNI RECEIVED WALLACE H.COULTER AWARD



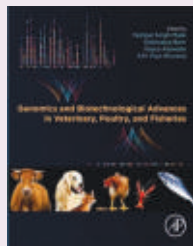
**Mr. Shivang Sharma**, Alumnus of B.Tech Bio-medical Engineering 2012-2016 batch got campus placement in Medtronic India (A Fortune 500 Organization head quartered in US) and worked there for 2 years in India office and is currently pursuing his MS in Biomedical Engineering from Groove School of Engineering, City University of New York, USA

## FACULTY HIGHLIGHTS



**Prof. (Dr.) S.M. Paul Khurana (Prof. of Biotechnology, Amity Institute of Biotechnology)** published a book "Genomics & Biotechnological Advances in Veterinary, Poultry, and Fisheries" from Elsevier/ Academic Press.

This book is a collaborative work with Biotech Scientists from India & Brazil, and is the first one among series of 4 other books in the pipeline.



**Dr. Machiavelli Singh**, Associate Professor, AIB published a book "Emerging Technologies towards Agriculture, Food and Environment" Editors" R.K. Behl, Machiavelli Singh, Achim Ibenhaland Wolfgang Merbach with AGROBIOS (INTERNATIONAL) with ISBN: 9789381191224.



**Dr. Narendra Kumar**, Associate Professor, AIB presented(oral)paper- 'Preservation of Arachis Hypogaea L. Food Seeds Essential Oil' and got BEST ORAL PRESENTATION AWARD in International Conference on Stewardship Towards Sustainability (STS-2019) held at SGT University Gurugram.



**Dr. Naveen BP**, Associate Professor, ASET received the Professional Excellence Award 2018 In Geo-Environmental Engineering Solid Waste Management Discipline



**Mr. Siddhartha P Bettajewargi**, Asst Prof., Amity School of Architecture and Planning won National Award by Prafulla Dahanukar Art Foundation for his Sculpture "AVVA (Maa)", made out of paper pulp on wood.

## AWARDS AND ACHIEVEMENTS



**Ms. Bandana Choudhary**, B.Sc Biotech 2019 pass-out got FIRST RANK in M.Sc Food Technology, SECOND RANK in Biochemistry and Agricultural Chemistry and TENTH RANK in Agricultural Biotechnology at Common Entrance Test 2019 (CET) at Assam Agricultural University 2019 (Result list attached)



**Jinson Abraham, M. Planning III Semester**, student of M. Planning, Amity School of Architecture and Planning secured III position in 'Photography Contest' in NOSPlan in December 2018 hosted by Nirma University, Ahmedabad. NOSPlan – National Organization of Students of Planning is a platform for planning students to share their thoughts and ideas about the planning profession and its practices among themselves, planning authorities and professionals. It aims to provide a platform to bring all the Planning students, professionals and academia together to enhance interactions, discuss related issues and exchange intellectual thoughts/information.

**Ms. Nidhi Kumari** of Amity School of Architecture and Planning under the guidance of Dr. Doreshor K. won 2nd Prize for her thesis - "Improving The Quality And Quantity Of Water For A Sustainable City: A Ranchi City Case".



**Anjali Gothalia**, alumni of Amity School of Architecture and Planning, recently got appointed at World Wide Fund -India. WWF is a very reputed international organisation and working with a mission to stop degradation of the planet's natural environment and to build a harmonious relationship between humans and nature.

**Ms. Kiran Arjun** of Amity School of Architecture and Planning under the guidance of Mr. K.K. Yadav won 3rd Prize for her thesis "Regional Dynamism For A Sustainable City – A Case Study of Haldwani City".



**Ajay Sudarshan L.**, Student of Amity School of Architecture and Planning, presenting at Urban Design Thinking Workshop, Coimbatore



**Chanda Malhotra**, alumni of Amity School of Architecture and Planning, received a British Council 70th Anniversary Scholarship for the academic year 2018-19 for pursuing Masters in Transport Planning and Engineering at Edinburgh Napier University. This is a fully funded scholarship which has been provided to 100 Indian women including Ms. Malhotra, to pursue their master's program in the field of Science, Technology, Engineering and Math (STEM) in some of the world's best universities in the United Kingdom. Chanda Malhotra, Alumni ASAP, AUH (at 9th position from left) receiving British Council 70th Anniversary Scholarship

## Congratulations



**RAGHAV SHARMA**  
B.A. LL.B (Hons.), 2012-17 Batch,



**APOORV BHARDWAJ**  
Ph.D, 2017 Batch,

for being selected as **Judicial Officers**

in  
**Delhi Judicial Services**

## STUDENT TESTIMONIALS

**Rohan Sharma, B.Tech ME, Batch-2014-2018**  
**Placed in Hi-Tech Gears Ltd., Bhiwadi**



My four years at Amity University Gurugram have been an excellent experience and the Academics is always the first priority of the campus and along with a good practical labs and highly qualified faculty as I was in Mechanical Engineering department so not only I had my mechanical subjects but also one elective choice for our overall development in other fields also. The environment there is a mix of socio-cultural activities along with the academics, which helps me to deal with the corporate world.

Due to the endless efforts of my Faculty and the CRC department I got placed in a core mechanical industry. I am thankful to my faculty as they all have a great role in making my tenure at Amity a successful journey.

**Ranjay Kumar, B.Tech ME, Batch-2013-2017**  
**Placed in: DIC INDIA LTD, Noida**



The academic experience with a world class infrastructure and excellent faculty at Amity University has endured me with a lifelong career excellence. The exceptional programmes and teaching methodologies backed by practical skills and industry interface have given me the

confidence to pursue my career ahead. The all-time support and motivation of the faculty members of Amity University has enlightened me throughout the beautiful journey.

**Ashu Rana, B.Tech CSE, Batch- 2015-2019**



Amity University Gurugram gave me a platform to pursue my interests and enhance my skills in my past 4 years. I have learnt to be confident with the national and international opportunities offered to me in the duration of my course.

The faculty, staff, hod and the senior management is focused towards overall development, which according to me is the most important part of the university.



**Dr. Amresh Prakash**, Assistant Professor, AIB published paper with impact factor 6.2 in research journal Cancers.

"Novel Carbazole-Piperazine Hybrid Small Molecule Induces Apoptosis by Targeting BCL-2 and Inhibits Tumor Progression in Lung Adenocarcinoma in Vitro and Xenograft Mice Model" has been published in Cancers and is available online.



## GOODS AND SERVICES TAX (GST)-ENABLING TRANSFORMATIONAL REFORMS IN INDIAN ECONOMY



**Dr. Debasis Bhattacharya, Professor – Amity Business School, Amity University Gurugram**

With the grand ceremonial launch of the much awaited GST at the historic Central Hall of Parliament at midnight of 30 June–1 July 2017, the country entered a new era of tax reforms. It was indeed a giant leap forward towards unification of the fragmented indirect tax structure that was existent so far. Since its inception GST has taken centre-stage in deliberations in academia, industry and policymakers. There have been intense discussions in academic and industry circles regarding the immediate and long-term consequences of GST that has been not only dynamic but also transformational for Indian economy. From the socio-economic standpoint GST primarily aims at making us all better off. A unique feature of GST is that its architecture is designed to ensure compliance through an inbuilt self-policing mechanism that is based on a sophisticated software-driven portal – the GST Network. GST has the right kind of capability for getting rid of the menace of tax terrorism and black money. Any new policy intervention, particularly of the nature and size of GST, is bound to have initial hiccups and glitches. That is quite natural. However, the hopeful sign is that GST has an inbuilt robustness and adequate safeguards to address such issues in place.

With regard to enhancing tax accountability and making the system more transparent, GST aims at eliminating multiple tax components in the production, distribution and consumption channels into a single comprehensive tax umbrella. It enhances the transparency of the tax system as a whole. Under the new system, traders cannot hide any taxable component in the production and distribution network from the tax administration. Simultaneously, end consumers will be aware of the basis of their paying the indirect tax at the point of purchase irrespective of the location of transaction. In general, by eliminating the cascading effects of tax incidence through the tax input credit mechanism, GST has already ensured that the consumers will be benefited. In a way, therefore, we see it is a win-win outcome for traders and end-consumers. With the bold and historic decisions made from time to time in the GST Council meetings regarding rationalization of tax slabs, the long-term positive effects of the new tax regime are expected to more than offset the possible short-term hurdles.

Starting from 23rd GST Council meeting up until 30th GST Council meeting, a series of important measures have been taken up in rationalizing the tax slabs and simplifying the system of tax assessment and governance. In these meetings, important strategic decisions were made in transitioning greater number of consumer goods from high GST slabs to lower slabs. As of now, almost all common man's commodities are now adjusted in 5% and 12% category in GST slabs. This has widened the tax base and enhanced revenue collection.

Another astounding feature of GST is the implementation of E-Way Bill that has brought transformational changes in interstate and intra-state movement of goods. According to this Bill under GST, Businesses and transporters moving goods worth over Rs 50,000 from one state to another carry an electronic or e-way bill that has significantly reduced corruption at the transport checkpoints between states and within states. This has also ensured timely and systematic and legitimate assessment and collection of GST when consignments are being moved across various parts of the country. Timely delivery of goods has also saved significantly time and enhanced efficiency of inter-state movement of consignments of commodities, especially to the interiors and far-flung areas of the country. In the 36th GST Council meeting held in August 2019, strategic GST rationalization decisions are made to boost e-Vehicle industry in India. The GST rate for E-Vehicle has been brought down from earlier 12% to 5%. The ongoing slump in the automobile sector is also likely to be addressed by GST Council in future so that the Indian economy can accelerate its rate of growth and make Indian automobile sector one of the largest in the world.

GST as a major structural economic reform has also been at the forefront in transforming large informal sector to formal sector. By bringing greater number of traders under the ambit of GST, there is going to be enormous increase in formal sector business and employment growth. According to the latest report prepared by market research organization IMRB Kantar for Indian Staffing Federation (ISF) published in 2019 six reforms and two initiatives by the Union Government have made significant impact on job formalization during this period. These include demonetization, GST, employee provident fund (EPF) reforms under Pradhan Mantri Rojgar Protsahan Yojana, fixed-term contract reform, Pradhan Mantri Kaushal Vikas Yojana, reforms in employee insurance and maternity benefits.

## FAILURE TO SUCCESS: HOW?



**Dr. Mehfooz Ahmad, Assistant Professor-II Amity Institute of Clinical Psychology Amity University, Haryana**

*Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome. Booker T. Washington*

In our life we work towards achieving the goal. Some times we are able to achieve our goals but other times we are not. If we are able then it makes us happy if not it make us unhappy. Sometime we are highly distressed as we have not achieved anything despite high amount of efforts. While looking at others we feel that do not have anything in the hand whereas others have much with them. The thought come to our mind again and again if I had achieved then I would not have faced such a difficult situation. It is not only what we think about ourselves rather the societal expectations we are not able to come up to, also worsens the situation. The reaction of the family and the society at large make us feel like a failure. We find it difficult to face that criticism. In such a situation our confidence level comes down. We start questioning ourselves. Many of us develop helplessness and do not want to do anything. Some of us fall ill or become a victim of psychiatric illness. Some of us consider suicide as the only option to get rid of all the obstacles.

Coming out from such a difficult situation is difficult but not impossible. If we understand and implement the below given strategies then it would be easy to achieve our goals.

### STRATEGIES TO MEET SUCCESS:

- We should do self analysis rather than comparing with other and getting distressed. What are our mistakes?. Where had we gone wrong? Committing the mistakes is a part and parcel of life. We should work on minimizing the mistakes. We should not repeat the mistakes.
- We should look at from where we are starting and others are starting. Every person has his/her own physical, mental, social, cultural and the financial background. We should look at it. It's clear that the person who is starting at the advance stage would have brighter chances of achieving the goals.
- In order to move ahead in our lives we need some intrinsic motivation. We should look at what I have achieved, where I was earlier and where I am now. Others may not recognize our achievements but we should have the ability recognize our achievements. Our comparison should be with ourselves and not with the others, since they have their own strengths and weaknesses.
- We should not pay attention towards those who do not know anything about your goals. They would not help us in any way rather they would discourage us. We should be selective in listening whom to listen and whom not to listen.
- The attitude of the others is very fragile which keeps on changing from time to time. Today they are criticizing you since you have not achieved anything but tomorrow when you achieve, the same people would appreciate you.
- Failure should not stop us; rather it should be the opportunity to prepare for a bigger target. We should prepare better strategies and adopt more appropriate techniques to achieve our goals. Having patience and good planning is the key of success.
- Belief in oneself is another key ingredient for the recipe for success. We can overcome the frustration by talking to ourselves. Yes, I can do it. Time to time we need to give a boost to our morale encouraging ourselves.
- Persistence in efforts is equally important. Since in the process we had to face many obstacles, sometimes it is highly disappointing. Always keep in mind pain, discomfort, frequent thoughts of quitting are a common phenomenon. We should embrace the pain as there is no gain without pain.

## HAPPINESS: NEW PATHWAYS TO HEALTH & SUCCESS



**Dr. Mustafa Nadeem Kirmani**

**Associate Professor, Amity Institute of Clinical Psychology, Amity University Haryana**

Happiness is what individuals seek to achieve. Our day to day observation reveals that often elders in our country return our greeting by saying “Khush raho”. Happiness can be defined as life satisfaction, enjoyment of life and is often an inner state of an individual. Happiness is a state of joy people often experience when they feel strive for their potential.

There was a time when it was considered that good health leads to feelings of happiness. The current work in medical and clinical psychology has shown the reverse that happier people are more happy. It becomes, therefore, necessary that people should be trained in skills to achieve happiness.

The following section discusses the various strategies to enhance happiness.

### 1. Building Positive Emotions

#### a) Savoring Technique

Savoring involves bringing conscious awareness to pleasurable momentary experiences, along with the attempt to make these experiences last. Savouring can be increased by

- Taking time out from everyday activity to savor
- Becoming more open to experiences that could potentially be savored and
- Attempting to narrow one's focus to the positive, pleasurable aspects of life.

#### b) Loving Kindness Meditation (LKM)

In LKM, individuals are first directed to think of a person that they already hold positive and compassionate feelings toward. The meditative practice then guides participants to extend those feelings first toward themselves and then toward others radiating first to those closely connected to them and moving out toward all people. This can be accomplished through imagery or phrases.

#### c) Gratitude

It is the appreciation experienced by individuals when somebody does something kind or helpful for them. It has been defined more specifically as “a sense of thankfulness and joy in response to receiving a gift, whether the gift is a tangible benefit from a specific other or a moment of peaceful bliss evoked by natural beauty. One is often known as “gratitude journaling”. It refers to the practice of writing about the things, both big and small that one is thankful for. Other important gratitude building exercise is maintaining record of “Three Good Things” in which the individual keeps a nightly journal of positive events and speculates as to their cause and the “Gratitude Visit” in which the individual writes a letter to someone they wish to thank detailing their gratitude and reads the letter out loud to the recipient.

### 2. Building Engagement

“Engagement” is marked by absorption, social engagement and flow. Flow refers to the state of complete absorption in a single activity that is challenging, yet appropriate for one's level of skill. Flow is a state in which time stops for an individual. There are three techniques to build Engagement in an individual. These are

#### a) Using one's signature strengths

Signature strengths are positive traits that an individual possesses, celebrates and continually display which includes wisdom, forgiveness, being kind to others etc.

#### b) Engaging in social connections

Engagement and relationships go hand in hand. Individuals often report that relationships are a primary source of engagement in their lives and experiencing engagement with others is a predictor of relationship satisfaction. One exercise designed to build social engagement is active-constructive responding. Couples and spouses who use more active-constructive responding are more satisfied with their relationships and are less likely to break up in their relationships. Let us see an example of job promotion and active-constructive responding.

“That is great news! I am so happy for you! It is because of your sincere and committed efforts! We should go out to dinner and celebrate the occasion!”

Another technique for increasing social engagement is “acts of kindness”.

#### c) Building Meaning and Purpose in Life

“Meaning and purpose in life” entails the connection to positive institutions such as families, schools, communities and societies. Meaning in life provides clear goals and values for one to pursue and imbues actions with purpose.



**AMITY BUSINESS SCHOOL, GURUGRAM HAS BEEN RANKED**

**1<sup>ST</sup>**  
IN THE CATEGORY OF  
INFRASTRUCTURE & LIVING EXPERIENCE  
India Today-MDRA Survey 2019



**AMITY BUSINESS SCHOOL, GURUGRAM HAS BEEN RANKED**

**2<sup>ND</sup>**  
IN THE CATEGORY OF  
PERSONALITY & LEADERSHIP DEVELOPMENT  
India Today-MDRA Survey 2019

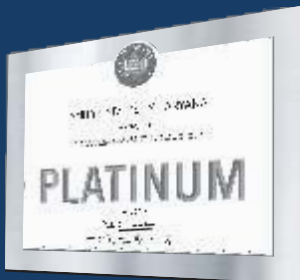


## SCHOOL CONNECT PROGRAM: WINNERS OF VISION 2025



To inculcate a passion for Research & Innovation among the school students, Amity University Gurugram felicitated the winner of Vision 2025. Students articulated their Vision 2025, which they would like to achieve. The objective of doing this activity was to inspire them to achieve big and work passionately to achieve their dreams. The initiative saw participation from approx 10,000+ students' from 137+ schools. After reviewing the ideas of the students by the university committee, the winners were felicitated with awards, trophies & certificates. The School Principals appreciated the concept of Vision 2025, initiated by Amity University Gurugram.

AMITY UNIVERSITY GURUGRAM IS  
**INDIA'S ONLY  
UNIVERSITY AND  
ASIA'S 2ND TO BE  
AWARDED LEED (USA)  
PLATINUM  
CERTIFICATION**



**RANKED AS THE  
TOP PVT.  
UNIVERSITY  
IN HARYANA**

AS PER INDIA TODAY'S SURVEY ON  
'INDIA'S BEST UNIVERSITIES'

AMITY SCHOOL OF ENGG. & TECH.,  
GURUGRAM  
HAS BEEN RANKED  
**AMONGST TOP 4**  
COLLEGES IN NORTH INDIA

Times Engineering Survey 2019



## PRINCIPAL'S BYTE

### IMPORTANCE OF SKILLS, IS DEGREE ENOUGH?



Life Skill is the most important learning outcome in an individual's life. As per blooms taxonomy the learning of a human mind has 6 stages and each level has its own importance. The Attitude, Skill and Knowledge is the model which summarises one's learning outcome. We all as teachers are able to identify and create learning outcome from the lesson plans but mostly not able to observe skill development and attitude which is going to develop when once the students have hands on experience. Experimental learning helps in developing Attitude which we rarely identify and intently try to develop as one of the attributes of learning for each lesson we prepare.

I feel attitude is one of the most essential components of learning in any lesson. I wish if teachers and leaders can reinforce these two important components in learning.

**DR. PRITI OJHA, PRINCIPAL, DELHI INTERNATIONAL SCHOOL, DWARKA**



"It is a millennial world, competitiveness and success are surfing a new and highwave. Hence to be highly qualified or possessing a degree in today's world is your first insurance and to an extent assurance to get you the platform you desire. To be skilled is essential too so that one can use the knowledge and learning acquired to one's advantage. Skills root from inherent talent but need to be channelized hence education provides us that platform to take what we are blessed with to greater heights. Skills do play an undeniable part in charting out one's path and establishing credentials that propel your future and give you an edge over the ordinary but to be able to use them to your advantage, it is definitely your qualification that will give you that first opportunity. Degree and skills are two faces of a coin. Both must go hand in hand as one's skills will be given due recognition only when one uses the degree to be at the right time and at the right place. Would Marc Zuckerberg have created Facebook if he wouldn't have been at Harvard with his friends and identified the need to create this unique platform? He did after all qualify into making it to the world's most prestigious university."

**DR. ANSHU ARORA, PRINCIPAL, AMITY INTERNATIONAL SCHOOL, SECTOR 43, GURUGRAM**



Importance of Life Skills, is Degree enough? Everyday in your life is a lesson, If you learn the lesson well and apply it; whether positive or negative, you determine what happens in your tomorrow Modern Education has been able to change the society's perception regarding various aspects of life. We are blessed to be living in digital society where any kind of information and learning is just half a click away.

With the ever increasing challenges in all walks of life it has become very important to equip oneself with much needed degree before entering the professional world, but to succeed in this world one needs to have essential life skills. Even WHO has identified around 10 core skills. These core skills helps a person to step up by having self-awareness. Empathy would help to become better team mates. To think out of the box would make you an asset for the company. Capability to analyze helps to foresee the challenges & their solutions. An effective communication can convert unfavorable situation into favorable one. A smile can build a bridge between two strangers Since our early childhood, we are exposed to various situations that help to learn and acquire some of the life skills. The process of learning life skills always continues. It is strongly believed that professional degree comes with knowledge of the related subject. But optimal use & application of knowledge is not possible without life skills. Degree and skills both are important now a days because if you have degree but you don't have skills, there is no importance of degree. Thus it is essential to have life skills, and then only the degree becomes meaningful.

**JYOTI DAHIYA, PRINCIPAL, DAV PUBLIC SCHOOL, NH3, NIT, FARIDABAD**



An ability for adaptive and positive behaviour that enable humans to deal effectively with the demands and challenges of life means life skills create psychological competency. The dramatic changes in global economics, increasing pace and change of modern life, life skills is required to deal with stress and frustration. The development of life skills helps a person to develop new ways of thinking and problems solving so that they can recognize the impact of their actions and can take responsibility for what they do rather than blame others. It helps in building confidence for cooperation and collaboration which is only possible when a person is able to weigh pros and cons of the situation. With the life skills 'Positive self-Esteem' can be developed to analyse options and to take firm decisions as 'self awareness' and 'self-appreciation' is must rather than taking serious criticisms from other. Life skills are great benefits in making out the most of life. It somewhere develops the ability and willingness to learn so that we can equip ourselves with the tools we need to live a more productive and fulfilling life and helps in finding ways to cope with the challenges that life, inevitably, throws at us. Life skills are like fluid which take a shape of an article itself and itself is a ongoing process to lay the framework with examples. It strengthens the abilities of a person to bridge the gap between basic functioning and capabilities to bear the cut-throat competition, insecurities anti-social acts etc. Life Skills give birth to new education space which itself is revolutionary and holistic way of learning and development. It helps in maintaining a relationship between acquisition and quality as person's repertoire for skills increase, the quality of life also increases. It add value to the lives of differently-abled people. So life skills is an important vehicle to negotiate and mediate challenge and risks in lives.

**BHARAT BHUSHAN SHARMA, CHAIRMAN, KUNDAN GREEN VALLEY PUBLIC SCHOOL, FARIDABAD**



In a constantly changing environment, having life skills is an essential part of being able to meet the challenges of everyday life. The dramatic changes in global economies over the past five years have been matched with the transformation in technology and these are all impacting on education, the workplace and our home life. To cope with the increasing pace and change of modern life, students need new life skills such as the ability to deal with stress and frustration.

Social skills train students in blending well with the society. This includes proper communication skills and building better and strong relations. Developing an understanding of skills and building better and strong relations. Developing an understanding of people around us is very important. Students are expected to have moral values and be helpful. We want students to be aware of their status and importance to the society. They must be aware of their responsibilities as the future citizens of our nation.

Each individual has a unique way of dealing with situations. Thinking skills helps students to cope up with challenges of life. Problem solving and decision making are key concepts of thinking skills. Students must know how to deal with their difficulties and make right decisions to solve their problems. We need life skills to teach students how to act responsibly. They have the ability and knowledge, but to be able to convert it to appropriate actions at the need of time, students must be well aware of their contribution to the society and their responsibilities. It is to create a positive environment among students and solve their behavioral health issues.

Life skills education also strengthens the bond between the teacher and students. Students develop a positive attitude towards themselves and their colleagues. Along with knowledge and learning, students are taught to implement it in real life problems, hence helping them develop to their full potential. This results in self-motivation and confidence building. Students learn to create a healthy environment and motivate those who are around them. Life skills education helps in creating a strong positive powered force of citizens who in the coming future will contribute to the society. It facilitates character building and preserves the values of society.

**DR. SARITA V SINGH, PRINCIPAL, RPS, MAHENDRAGARH**



If you want a secure job you need a professional degree from good institute But now a day's many students are having good degree from reputed Institute, and but they don't have good job. The reason behind this is lack of skill. So to be successful in life you have to nurture skill along with your degree. A person should have good communication skills for working in any organization.

Life skills play a very important role in your personality development. For this you should participate more in school college cultural programmes, so that you can overcome stage fear. Teacher and parent roles are very crucial in skill development of the child. An environment at home and school also plays a big role in the individual personality development. So a mere degree is not enough to be successful in your career instead you have to work on your skills as it will help you in overcoming your life problems and failures.

**ASHU ARORA, PRINCIPAL, CENTRAL ACADEMY, ALWAR**



Now a days we observe too many literate people but few educated ones. When we observe talented Managers & CEOs losing their way at the top of the pyramid and getting involved in unethical activities, we can immediately understand the need of life skills.

In my opinion life skills like communication, leadership, self control, critical thinking, team work need to be included in curriculum right from Kindergarten to Post graduation.

In the end I would reiterate that degrees may equip you with professional skills but critical life skills will guide you to the top of the pyramid and produce responsible humans.

**DR. NANDITA KATHURIA, VICE PRINCIPAL, EURO INTERNATIONAL SEC-10, GURUGRAM**



In a constantly changing environment, Life skills are the only constant which will steer an individual towards his path of Achievement in Life. While students work hard to get good grades, but still at times struggle to find better carriers. Life skills will never let you lose in the journey of success, you shall Either Win or you Will Learn. Nurturing life skills at the right age, making them learn to be confident, enhance critical thinking, problem solving, helps in making them more responsible & recognize the impact of their actions.

Other skills may be specific to domains but for them, as the name itself suggests life skills are skills for lifetime. Infact Life Skills are the only difference between Good to Great.

**TANVI PATHANIA, PRINCIPAL, PATHANIA PUBLIC SCHOOL, ROHTAK (HARYANA)**







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