

AUG CONFERS HONORARY DOCTORATES ON EMINENT SCIENTIST, BHARAT RATNA CNR RAO AT ITS CONVOCAION-2015

The Convocation procession, led by Piper Band, heralded the entry of venerated members of the management including Dr. Ashok K Chauhan- Founder President, Amity Group, Mr. Aseem Chauhan- Chancellor, Amity University Gurgaon, Ms. Amita Chauhan- Chairperson, Amity International Schools, Ms. Sapna Chauhan – Chairperson, AmiOwn PreSchools, distinguished Trustees and members of Management, Directors, Head of Institutions who walked the aisle, wearing impressive ceremonious gowns, much to the awe of the gathering.

Graduands, accompanied with their family members and acquaintances, beamed with joy and exhilaration as they went down the memory lane, reminiscing college days while re-uniting with their friends, faculty members and Institution Heads. All the graduands donned beautiful black robes with caps and coloured scarves representing their programmes and they walked with pride and sparkle in their eyes.

163 meritorious graduands received special Awards, Trophies, Medals and Salvors, wherein, 50 graduands were awarded with Gold Medals, while 49 students bagged silver medals, 45 Graduands were presented with bronze medal, and 12 commendable graduands received trophy.

Mr. Aseem Chauhan- Chancellor, Amity University Gurgaon declared the Convocation open.



Addressing the gathering, Prof. P B Sharma - Vice Chancellor, Amity University Gurgaon welcomed the august gathering, and presented a brief report of the University. He outlined the achievements of the University of academic year 2013-2014 wherein he mentioned that Amity University Gurgaon have succeeded in percolating the culture of research and innovations Prof. Sharma

congratulated the graduands and wished them luck in their future endeavors.

Sharing his views, Dr. Ashok K Chauhan- Founder President, Amity Group addressed Amity alumni as Amity's Amazing Achievers and stressed that Amity alumni are empowered to change the country and the world. He remarked that Amity alumni are equipped with rich Indian culture and ethos which would help them to achieve anything in their lives. Dr. Chauhan, who himself believes in "Success by Compulsion", called upon the Alumni to have an urge to achieve something in life, forge ahead with strong conviction, self confidence and faith in God, without getting perturbed by deterrents.

In the convocation, Bharat Ratna Prof. CNR Rao, Head of the Scientific Advisory Council to the Prime Minister of India was conferred with Honoris Causa in Science for his extraordinary scientific vision and unwavering commitment to the cause of the society.

In his acceptance speech, Bharat Ratan Prof. CNR Rao said, "I am honored to receive the honoris causa from Amity University." Enlightening the students with mantra of success, he said that if an Indian decides to succeed then he/she is destined to succeed. He further added that a person who desires to succeed must follow three things which are

dedication, doggedness and pugnacity. He cited the example of Mahatma Gandhi who had all the three qualities in him which led to the independence of the nation. Prof. Rao said that there is no limit to excellence and more a person works, more steps are added to the ladder of success. He also mentioned that world is changing at rapid pace and the competition level is very high with escalating demands of higher quality, therefore, the youth needs to prepare themselves for the tough struggle for success. Prof. Rao opined that the domain of Science and Technology is providing the foundation for future India, hence, there is a need for young people to climb this ladder of excellence.

During convocation, Padma Vibhushan Dr. G. Madhavan Nair, former Chairman of Indian Space Research Organisation and Secretary to the Department of Space, Government of India was conferred with Honorary Doctorate in Science for his exceptional scientific vision and profound commitment to India's self reliance in space research and development.

Accepting the Honorary Doctorate in Science, Dr. G. Madhavan Nair expressed his gratitude for being included in the distinguished Honorary Doctorate recipients of Amity University. He further added that he had always stressed on

MESSAGE FROM THE CHANCELLOR



It gives me immense pleasure and a sense of great pride that we celebrate the launch of Amity University Gurgaon Newsletter "University Chronicle" with this inaugural issue. The philosophy of Amity University Gurgaon, of achieving academic excellence focuses on leveraging the talent and innovative genius of the budding professionals to meet the needs of the contemporary technology intensive dynamic business environment and making them industry ready. In Amity we share the vision of our Founder President who is

passionate about blending knowledge with values so as to shape the Amitians as the responsible citizens alongside as world class professionals. During the last few years, Amity University Gurgaon has received many laurels for its education and research quality. With the roadmap for excellence, I'm sure Amity University Gurgaon will emerge as one of the best universities of the world. I am happy that the research and innovations at Amity University Gurgaon are touching a new high under the able guidance of Vice Chancellor Prof. P B Sharma and his highly dedicated team. I also congratulate AUG staff and faculties for getting Best Private University of the year award by ASSOCHAM on 18th April 2015. It's a reaffirmation of our commitment towards quality and excellence in education.

"University Chronicle" is an endeavour to reflect the richness of campus life at Amity. It is also an excellent platform to showcase the innovative and creative potential of our students and faculty. I express my heartiest congratulations to the Amity University Gurgaon and convey my best wishes for the success of University newsletter "University Chronicle".

Aseem K. Chauhan
Aseem K. Chauhan
Chancellor, Amity University

FROM THE DESK OF THE VICE CHANCELLOR



It gives me immense pleasure to celebrate the launch of Amity University Gurgaon Newsletter being launched by the editorial team of the University.

Led by the visionary Founder President Hon'ble Dr. Ashok K Chauhan, the Amity University Gurgaon during a short span of 5 years has made a commendable progress and has earned high repute and recognitions for its innovated curriculum, strong industry interface and focus on Internationalization. We have also been successful in nurturing the culture of research and innovations right from undergraduate level upwards. We are firmly committed to accelerate industry relevant research and innovations along side with service to the community in our quest to produce world quality professionals from our university. We feel immensely privileged to have the benefit of the Innovative leadership of our Hon'ble Chancellor Shri Aseem Chauhan for whom excellence is a passion and a mission.

The year 2014-15 has been full of accomplishments and achievements for the university Community. The University celebrated 29th September as the "Day of Innovation" and this has brought an upsurge into innovations in the University that are showcased in the two innovation galleries, one for Science and Engineering and the other for Fine Art and Humanities.

The Convocation for the University held on 20th February was a momentous occasion for the University to celebrate success. We were privileged to have at the Convocation India's most distinguished scientist, recipient of Bharat Ratna, Dr CNR Rao and Padma Vibhushan Dr. Madhavan Nair and Former Chairman ISRO who steered the launch of India's Lunar Mission Chandrayaan and brought glory to mother India by discovering the existence of water particle on Lunar surface.

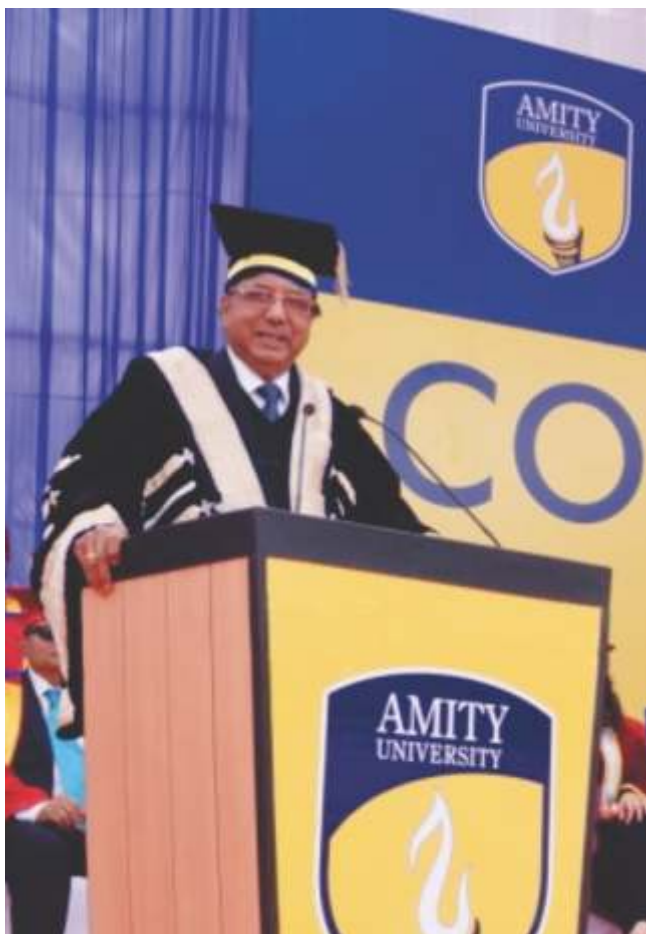
We also felt highly privileged to have bestowed the honour of Amity University Visiting Professorship upon the eminent NASA Scientist Dr. Krishen Kumar, Lead Technologist at NASA Johnson Space Center, Houston, Ms. Paroma Roy Chaudhary, Country Head, Corporate Communications & Public Affairs, Google India, Dr. Fred Bemak, Prof. of Education & Human Development, George Mason University, Virginia, USA and Dr. Stephen C Rand of University of Michigan while conferring 1038 degrees to the Under Graduates and Post Graduates who rolled out from our University.

It is also a matter of immense pride for the university that the Amity University Gurgaon has been awarded the ASSOCHAM Education Excellence Award as "The Best Higher Education University of the Year" at the ASSOCHAM National Education Summit held on April 18th, 2015.

The AUG chronicle brings together the highlights of major activities and programs for a wider dissemination to our stakeholders. It is also an excellent platform to showcase the innovative and creative potential of our students and faculty.

I extend my very best wishes for the success of the AUG Chronicle.

Prof. P. B. Sharma
Ph.D (Birmingham) FIE, FAeroS, FWAPS
Vice Chancellor, Amity University, Gurgaon



FROM THE DESK OF THE DY. VICE CHANCELLOR



The launch of Amity University Gurgaon News letter is a milestone in the short history of our University. I would like to compliment AUG Newsletter Team for the diligence and hard work in putting together the university chronicle which will go a long way in keeping the AUG fraternity updated and well informed.

Amity University Gurgaon in a brief span of five years has grown exponentially in terms of infrastructure, faculty, student strength and all other facilities. The journey has been both challenging and satisfying. AUG has developed into one of the leading Universities in the region. Focus is on all round development of the students besides academics. Proper systems have been put in practice to ensure comprehensive and continuous assessment of each student. The University has won a number of prestigious awards which include “Best Higher Education University of the Year by ASSOCHAM 2015, ICT Initiative of the Year at Digital Bharat Summit Award 2015, Most Innovative Pvt. University in North India, Best University To Use ICT In Education by ASSOCHAM 2014, Best Pvt. University In Haryana” amongst many others. The University is progressing rapidly with focus on academic excellence, research and innovation.

I wish you Godspeed and success in your future endeavors.

General B.S. Suhag

Dy. Vice Chancellor, Amity University, Gurgaon



FROM THE DESK OF THE PRO VICE CHANCELLOR

“Knowledge comes, but wisdom lingers” – Alfred Lord Tennyson



The philosophy of Amity University Haryana, of achieving academic excellence focuses on leveraging the talent & innovative capabilities of the budding professionals to meet the needs of the contemporary dynamics business environment thus making the students more industry ready.

Our pedagogy offers the opportunity to explore intellectual possibility. It challenges the young Amityans to risk an opinion, to listen to the voice of others, to explore intellectual pathways, to discover the academic passion. The students, at Amity, exhibit exceptional creative orientation, leadership qualities and are eager to gain more knowledge by attaining maturity, learning humility and thinking selflessly.

University is everything about achievement and higher learning; it is like life in itself. University Chronicle is an endeavour to reflect the richness of campus life at Amity. It is an effort by the students to compile the events and news of the university. It facilitates sharing of ideas & knowledge.

With Best Wishes !

Dr. (Prof.) Padmakali Banerjee

Pro Vice Chancellor, Dean – Academics
Director – Amity Business School, Amity University Gurgaon

the importance of research and innovation and he commended Amity for implementing the same in their University. He mentioned that India is a country with largest population of youth but quite often there is a deficit view of future, as most of the institutions are mass producing graduates or post graduates who want to be the employees of an organization, hence this situation needs to be changed. Dr. Nair apprised that over years India has achieved a lot in various fields, when there has been a clear set of objectives with focused energy and determination. He further encouraged the students to focus on innovation and research in whichever field they want to establish their career in.

The convocation witnessed the conferring of Honorary Professorship on Dr. Kumar Krishen, Lead Technologist NASA Johnson Space Center Houston, US was conferred with Honorary Professorship for his visionary achievements in the field of scientific innovation and technology transfer; Dr. Fred P. Bemak, Professor, Counseling & Development Program at George Mason University was conferred with Honorary Professorship for his extraordinary academic achievements in the field of education and human development, and Dr. Paroma Roy Chowdhury, Country Head, Corp Comm & Public Affairs, Google India was conferred with Honorary

Professorship for her contribution in the field of Journalism and Mass Communication.

During the convocation, Shri Aseem Chauhan announced to confer Honorary Professorship on Renowned Scientist Dr. Stephen C. Rand for his extraordinary achievements in the field of applied physics and optical science, when he will visit the University next month.

During the convocation, the students of Centre of Robotics, Amity University presented a live demonstration of “Amibot – Human Robot” which showcased his dancing skills to the audience. The eminent personalities and scientists were impressed with the creation of the students.

NATIONAL SEMINAR ON “RESTRUCTURING HIGHER EDUCATION IN INDIA-ISSUES AND STRATEGIC FRAMEWORK”

With a view to assimilate the profound wisdom of the eminent Academia & Industry leaders to flag major issues and to identify the directions for future growth of Indian Higher Education, Amity University Gurgaon organized a National Seminar on “Restructuring Higher Education in India – Issues and Strategies” on 30th August, 2014 at its Manesar Campus.

The Seminar was addressed by Eminent Scientist Padmashri Prof. KL Chopra, former Director, IIT Kharagpur, Prof Prem Vrat, former Director, IIT Roorkee, Prof Ashoka Chandra, former Special Secretary, MHRD and Advisor (Technical), Government of India, Padmashri Prof. (Dr.) Seyed Hasnain, former Member UGC and former Vice Chancellor, University of Hyderabad among others. The Founder President of RBEF and Chancellor Amity University, Hon’ble Dr. Ashok K Chauhan and the Additional President RBEF and Chancellor Amity University Gurgaon, Hon’ble Mr Aseem Chauhan also addressed the Seminar.

The learned speakers at the seminar were of the firm view that the current regulatory structure of the Higher Education in India requires a major restructuring of its regulatory system as well as re-engineering of its processes so as to be effective in rejuvenating the universities in India to create the desired ecosystem for learner centric quality education that empowers students with the capabilities to work in a tech-savvy work environment impacted by the knowledge revolution and rapid technology advances. The higher education in India should create the enabling environment for



Solution Research, Technology Incubation and should provide the much needed supportive environment for ideas to innovated products and commercialization of intellectual property.

In his opening remarks Prof. PB Sharma, Vice – Chancellor, AUH, Gurgaon informed that despite the fact that higher education remain a major attraction for the inspired young minds of students and the parents in India, the Indian Universities continue to reel under the crisis of poor quality of education, low employability, loss of professional morality and a disconnect between knowledge, skills and values.

Some of the issues that were identified for discussion at the Seminar are:

1. Role of regulatory bodies in promoting growth with Quality and Relevance.
2. National Mission for attracting the talented minds towards teaching profession.
3. Lack of industry interface and

involvement in processes at the educational institutions.

4. Industry Relevant and Society Centric Solution Research.
5. Internationalization of Higher Education and Global connect of Indian Universities.
6. Lack of inclusion of aspects related to contribution to society.
7. Lack of focus on soft skills and Human Values.

Shri Aseem Chauhan, Addl. President RBEF and Chancellor Amity University Gurgaon in his address to the seminar emphasized that the Universities require qualified faculty that is committed and self motivated. Further the universities should address the local needs while at the same time empowering its students with globally accredited education and skill sets. He informed that the Amity University is firmly committed to nurture the highest levels of quality in education and to provide an environment in which both the teachers as well as the students

can cultivate innovativeness and engage in cutting edge research of high value to industries and society.

Dr. Ashok K Chauhan, the Founder President of RBEF and Hon’ble Chancellor of Amity University in his Address to the Seminar categorically mentioned that his dream is to make Amity University as the best in the world and as such we have attracted eminent persons from the reputed academic institutions, R&D organisations, industries and civil and defence services for our universities which are equipped with world class physical and knowledge infrastructure. We lay great emphasis on world quality R&D and our faculty have undertaken 300 sponsored research projects, filed 541 patents and have implemented curriculum innovations to promote flexible credit system to promote an interdisciplinary and trans-departmental learning environment. Dr Chauhan further emphasised that he considers the exercise of restructuring India’s

higher education as an agenda of high national importance and as such while commending the Amity University Gurgaon and its Vice Chancellor Prof. PB Sharma for taking a lead in this regard, he assured that the Amity University shall take up this national agenda as a very important project of Amity and desired that the deliberations on this important topic be organised at various Amity University campuses in India.

Prof. (Dr.) Seyed Hasnain, former Member UGC and former Vice Chancellor Hyderabad University in his address at the inaugural function of the Seminar said that promoting quality research in Indian Universities is one of the most important issue if we have to succeed in making our Universities as the prime movers of growth and development of globally competitive Indian Industries. Prof Ashoka Chandra, former Special Secretary MHRD and Advisor (Technical), in his Inaugural Address commended the Founder President RBEF &

Chancellor Amity University for his passion for Quality and Excellence.

He said that the hallmarks of the World class University are Academic Autonomy including all Academic Processes related to admissions, teaching-learning, evaluation and assessment of students and faculty; R&D, collaboration and partnership with outside agencies/industry. Deliberating on the affiliated institutions in India being a unique feature of India’s higher education, Prof. Chopra mentioned that most of the affiliating universities work on the principle of master-slave relationship with the affiliated institutions making little efforts to upgrade slave to “self-master”. The affiliation system also suffers from the ills of pre-set, unwieldy and inflexible curriculum and provides little or no academic freedom, administrative economy and also lacks accountability to its stakeholders said Prof. Chopra.

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Prof. (Dr.) Prem Vrat, Former Director, IIT Roorkee elaborated on the concept of Quality and highlighted the issues relating to conformance of Quality. He made a strong case for aiming at 100 % employability as a specification of Quality of professional education. Commenting on the Regulator's Role in Higher Education Prof. Prem Vrat stated that the inspection driven mind set of the regulators is injurious to quality. He stated that the Regulators must be perceived by those regulated-as more efficient, more transparent, committed to excellence, fair, positive and a nurturing mind-set with an accomplished and visionary leadership at the helm of the regulatory bodies.

Lt. Gen. VK Sharma, Vice-Chancellor, Amity University, Madhya Pradesh in his detailed presentation emphasized on the contemporary aims of higher education as:

- Full all round personality development.
- Development of character for good of humanity.

- Improvement of vocational efficiency (Time Management).
- Emphasis on practical and implementable knowledge for betterment of Society.
- Develop a sense of responsibility, confidence and selflessness.
- Cultivate and nurture talent through inter-disciplinary learning, co-curriculum activities and hobbies.

Gen. Sharma pleaded for further strengthening Public-Private Partnership in higher education in India and said that integration of private Universities with main stream of higher education is required. Committing on the present regulatory system of higher education in India. Prof KDP Nigam, Professor Emeritus of chemical technology from IIT Delhi made his presentation on global prospective and local needs in respect of higher education in India. Prof. Nigam pleaded for strengthening for technology incubation and technology transfer in institution of higher education and industries in India. Dr. Sriram Hegde of applied Mechanics departments of IIT

Delhi made a presentation on virtual space-infinite opportunities and pleaded for a greater use ICT enabled learning environment alongside with classroom teaching. Dr. Hegde was of the opinion that the increasing use of ICT technology use in education should be facilitated while restructuring higher education in India. The academic luminaries such as Prof. Ashoka Chandra, Padmashri Prof. KL Chopra, Prof. Prem Vrat and Padmashri Prof. Hasnain were felicitated by the Founder President, RBEF and Chancellor Amity University Dr. Ashok K Chauhan and Addl. President and Chancellor Amity University Rajasthan Shri Aseem Chauhan for their eminence and accomplishment in the field of higher education and research.

The Seminar was also attended by Prof. (Dr.) S. Saran, Chancellor Amity University of MP, Dr. W. Selvamurthy, President Amity Science Technology and Innovation Foundation (ASTIF), Gen PD Bhargava, Group Dy Vice-Chancellor, Gen BS Suhag,



Dy Vice Chancellor AUG, Prof. (Dr.) Padmakali Banerjee, Pro Vice Chancellor AUG, Gen VK Narang, Director Amity Institute of Engg. and Technology, AUG, Prof. (Dr.) AK Raghava, Director IRD of AUG, Gen GS Bal, Dean Students Welfare, AUG, Nano-scientist Dr. RP Singh, Prof. (Dr.) Ravi Prakash, Director and Dean

Amity School of Engineering and Technology and senior Professors and Directors from Amity University of Uttar Pradesh, Noida and a large number of faculty members and officers of Amity University Gurgaon.

Senior executives from the industries from the industry hubs at Manesar and Gurgaon also

participated in deliberations of the seminar.

An exhibition of Innovative projects carried by the AUH students was also organized at the above National Seminar to exhibit the Innovative and creative talent of the young inspired minds which was highly appreciated by the visiting dignitaries.

INTERNATIONAL CONFERENCE ON GLOBAL PERFORMANCE CHALLENGES: BUILDING AND SUSTAINING COMPETITIVENESS



Amity Business School, Amity University Gurgaon, organised a two day International Conference on "Global Performance Challenges - Building and Sustaining Competitiveness" on September 11 & 12, 2014. The participants were from corporate and academia. In her welcome address Prof. (Dr.) Padmakali Banerjee, Pro Vice Chancellor and conference chair person, cited examples of companies like Microsoft, Nokia and others and emphasised on 'social responsibility' of businesses towards peace, sustainability and resources. She emphasized on the importance of leveraging CSR to achieve the global competitiveness. Prof (Dr) PB Sharma, Vice Chancellor AUH pointed on adopting collaborative approach in the age of uncertainty. He reiterated the significance of changing India from energy deficient to energy surplus nation.

In his key note address, Mr Chandan Ghosh, Co-Founder, Mentor and Chief Strategy Officer, ProdCoMS LLP brought out the demographic advantage of India over other nations. He

implored the students to accept global hiring challenges through continuous learning and nurturing talent available in the country and to be innovative.

Dr. Arbind Prasad, Director General FICCI echoed Prime minister's words of make-in India with focus on zero defect and zero effect, need of developing industrial infrastructure and making manufacturing more competitive. He has also given thought of making village the centres of economic activities.

Mr N.K. Mohapatra, CEO, ESSCI, raised concern over incresing skill gap and suggested industry integration into academic curriculum. He also stressed on achieving quality through standardisation. Mr. Rakesh Biswas, Founder and Chairman, International Youth Society of Eco-friendly and Renewable Technology (IYSERT) spoke on his experience of achieving sustainability and competitiveness through transformation of waste and pursuing innovation in every aspect. Mr Prabhakar Dutta, Head of Quality Nokia Network added quality perspective through reducing process variation and emphasized on the need to

integrate TQM in every activity. Mr. Amit Tikoo, CEO HERAUD Australia proposed skill development and integrity for sustainable growth in India.

Inaugural session was commemorated with the release of proceedings of the conference along with the abstracts of the papers. Thereafter, conference convenor Dr. Ashutosh Kumar briefed about the technical sessions planned over the next two days. Vote of thanks was proposed by Dr. Vikas Madhukar, Deputy Director Amity Business Schools who made a special mention of Color Housing, M/s Pooja Mining and Hindustan Times-the media partner for providing valuable support.

A total of six technical sessions covering all important business verticals like Finance, HR, Organization Behaviour, IT and Corporate Strategy Initiatives in the Global context were held over the two day period. The sessions on 'mental health' drew large audience applause due to the simplicity of presentation and implementable remedies.



In the valedictory session, the Conference Convenor Dr Ashutosh Kumar comprehensively revisited the key learnings of the conference. The nostalgia came to the fore when Mr. Neeraj Sharma, an alumnus of ABS who is now India Manager, PAM, Harley Davidson, rose to speak to the current batch of students. Mr. Vijay Mathur, Additional Secretary General, Apparel Export Promotion Council, who was the guest of honour in the session spoke good words on the conduct of the conference which was the need of the hour he added.

Conference succeeded in creating a forum that will go a long way to take on Global Performance Challenges leading to a sustainable model of development.



INSPIRE INTERNSHIP PROGRAM

Amity University Gurgaon organises the IVth INSPIRE Internship Program: Innovation in Science Pursuit for Inspired Research, An initiative of Department of Science and Technology (DST), Govt. of India at the AMITY University Campus, a five day program from December 16 to December 20, 2014. The program is aimed at inspiring young minds of India to take up science as a career and benefit the students to interact with various renowned Scientists (Bhatnagar Awardees) from all over India. This program has given an opportunity to the students to participate in various activities.

About 450 students from more 19 schools of Delhi, NCR, Alwar and Jhajar have participated in the programme. The program has given an opportunity to the students to participate in various activities of science and technology viz. Chemistry experiments demonstrations, Quiz, Live experiments at University Labs assisted by the Professor of University, Science documentaries, Rocket launching, Practical session / Workshop on Physics, Chemistry, Biotechnology, Geology, Stem Cells etc.

The five days program was divided into different sessions based on a range of themes relevant to the program.

The programme was inaugurated with the address of Dr. Padmakali Banerjee, Hon'ble P VC, AUH and key note address by Dr. Shashi Wadhwa, Retired Dean AIIMS and Professor of Department of Anatomy. Dr. Krishan Lal, Laue- Bragg Chair Professor & Principal Chief Scientist, AUUP Noida, President Indian National Science Academy was the Guest of Honor on the occasion.

This session was also attended by following dignitaries from AUG:

- Dr Vikas Madhukar, Dy Director, ABS and Director Admissions
- Mr Sachin Juneja, Director Market Promotion

A comprehensive presentation on Amity Education Group & AUG was presented by Mr Sachin Juneja, Director Market Promotion AUG.

The Guest of Honor Dr. Shashi Wadhwa, Retired Dean AIIMS and Professor of Department of Anatomy, addressed the students by giving an

inspiring lecture explaining the role of Science in the life of a human being. Further the Chief guest Dr. Krishan Lal addressed the students and gave a brief presentation on the 'fascinating world of crystals' explaining history of diamond.

The Chemistry experiments demonstrations were taken by Dr. H O Gupta, NCERT, New Delhi in the first session of Day 1.

The second session on "Physics and Radio Communication was taken by Dr A B Bhattacharya, BHU, Varanasi

Day 2 started with a written Science test for the budding scientists to test the knowledge of the students and to encourage them for further and wider pursuits of science.

This was followed by a much appreciated panel discussion on 'Career prospects in the field of Science & Technology'.

The panelists were:

- Prof. (Dr.) S M P Khurana, Director, Amity Institute of Biotechnology, introduced students to the exciting sub-fields in Biotechnology like Fourth Generation Bio Fuel, Adult Cloning, Green Nanotechnology, Hybrid fruits and vegetables etc. He was the session moderator
- Maj. Gen. V K Narang, Director, Amity School of Engineering & Technology. Gen. Narang explained information technology and its applications in defence services for aspiring engineers.
- Dr. J P Dudeja, Director, Amity Institute of Laser Technology and Optoelectronics spoke on careers in the Laser Industry - Design and engineering problems to discharge lasers exhaust gases to atmosphere and effect of turbulence in the atmosphere.
- Dr. Subhra Das, HoD, Renewable Energy Department discussed the opportunities in Applied Sciences and informed that more than 20 programs are currently running in Applied Sciences at AUG.
- Mr. Jitin Chawla, Career Counselor from Centre for Career development, stole the show with his brief but fully loaded short stories, couplets and deep insights about career planning.





The last session of Day 2, was a workshop on 'Astronomy and Space Science'. The workshop had three activities: Air Rocketry, Weighing on different planets and Hydrorocketry.

Day 3 began with welcome speech by our Hon'ble VC Prof. (Dr.) P B Sharma.

The first session was on 'Tropical Cyclones' by Dr. S K Dube, Vice Chancellor, Amity University Rajasthan and Ex. Director IIT, Kharagpur.

2nd Session on Day 3 was taken by Dr. SMP Khurana on 'Miracles in Biotechnology : Achieved and awaited'. He meticulously explained that Biotechnology has the potential to change our world and the coming years may witness the whole new way of growing crops, dealing with deadly disease and handling environmental problems.

Demonstrations & Experiments in various labs viz. Physics, Nursing foundation lab, Nutrition lab, Computer Lab, Bio medical

Device lab and Electrical Science lab of Amity University Gurgaon was conducted post lunch. The students were mesmerized by the set up and enjoyed hands-on experiments.

Day 4 started with session on 'Forensic Demonstration' by Dr. G S Sodhi, Associate Professor in Department of Chemistry and Forensic Science unit of SGTB Khalsa College, Delhi University. He delivered a wonderful talk on Detection of Latent Fingerprints by Nanoparticle size compositions.

The second session on Day 2 was conducted separately for Biology and Mathematics students. The session on Botany was taken by Dr. Pratibha Thakur, Hansraj College, University of Delhi. The mathematics session was taken by Dr C K Goel, HoD Mathematics, AIAS Amity University, Noida.

Further, our Hon'ble Founder President Dr. Ashok K Chauhan addressed the budding scientists. His words were truly encouraging and motivating. His Q&A session stole the show as he shared his experiences and emphasized on nothing is impossible if you believe in yourself.

The day ended with a quiz competition conducted by Amity School of Applied Sciences, AUH. Amity International School, Sector-43, Gurgaon was declared the winner.

The final day i.e. Day 5 of INSPIRE program started with session by Ms. Gitanjali Ashta and Mr Santanu Jana, faculty Amity Medical School, AUH explaining about function of human eye, common diseases and preventive measures.

The second session was on 'Nanotechnology' by Dr. M P Srivastava, Department of

Physics and Astrophysics University of Delhi.

The Valedictory session was attended by Hon'ble VC AUH, Dr. P B Sharma, Prof. (Dr.) Ajit Varma, Distinguished Scientist & Prof. of Eminence, Amity Institute of Microbial Technology, Vice Chairman, Amity Science, Technology & Innovation Foundation, AUUP, Dr. W. Selvamurthy, President, Amity Science, Technology & Innovation Foundation at Amity University & Ex-Distinguished Scientist &

Chief Controller R&D, Er. Anuj Sinha, Chairman of the Board of NCSTC-Network and Ex-Head NCSTC, Ministry of Science & Technology, Maj. Gen. G S Bal, Dean Student Welfare, Dr Vikas Madhukar, Director-Admissions & Dy Director ABS and Mr. Sachin Juneja, Director-Market Promotion.

The inputs given during the whole program will go a long way in building the career of young minds in the fields of science & technology.



DISTINGUISHED GLOBAL INDIAN SPEAKER SERIES

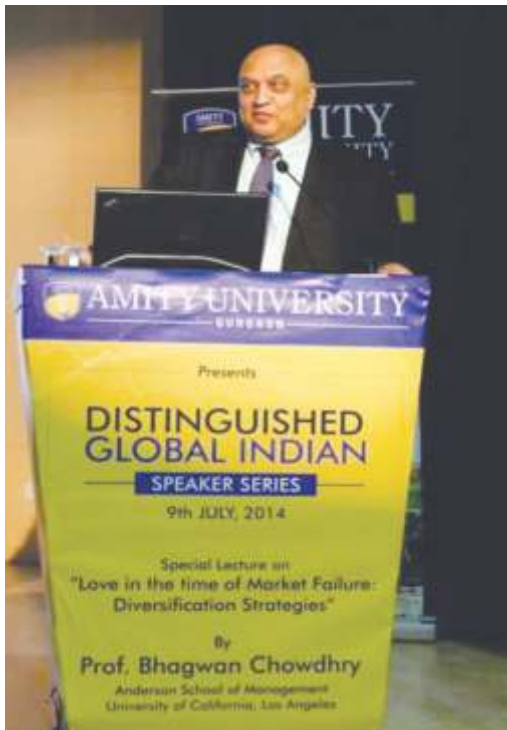
Institution of "Distinguished Global Indian" speaker series at AUH to honor Distinguished Indian professionals who have achieved unique milestones in their professional career and have made the country proud.

Shri Aseem Chauhan, Chancellor Amity University, Additional President, Ritnand Balved Education Foundation along with Prof. emirates (Dr.) R.C. Sharma and Pro VC Prof. (Dr.) Padamakali Banerjee graced the event with their presence. More than 150 Faculty Members attended the session.

A special session on "Love in the time of Market Failure: Diversification Strategies" was presented by Eminent Speaker and Professor of Finance - Professor Bhagwan Chowdhry, UCLA Anderson School of Management, University of California, Los Angeles, USA.

This series paves the way for global learning from distinguished faculties all around the world, understanding the best practices being followed worldwide in teaching, research and academia.

This series will result in helping students & faculties understand concepts with different perspectives, broaden their horizons, inculcating a sense to excel in their fields and rise at global platforms.



Prof. Bhagwan Chowdhry interacting with the students of Amity University Gurgaon

Third Chapter of Distinguished Global Indian" speaker series, held on 28th Nov. 2014. The series is instituted at AUH to honor Distinguished Indian professionals who have achieved unique milestones in their professional career and have made the country proud.

Amity University Haryana, Gurgaon (AUH) felicitated the doyen of engineering, Prof. Sankaran Sundaresan, Professor of Chemical and Biological Engineering, School of Engineering and Applied Science, Princeton University, USA at a glittering function organized on 28th Nov. 2014 for his distinguished contribution at this occasion.

At this prestigious event, a special session on "Complex patterns in Granular and Suspension Flows" was presented by the Eminent Speaker. All Faculty and Staff members from the Amity School of Engineering and Technology attended the session.

This series paves the way for global learning from distinguished faculties all around the world, understanding the best practices being followed worldwide in teaching, research and academia.

This series will result in helping students & faculties understand concepts with different perspectives, broaden their horizons, inculcating



Prof. Sankaran Sundaresan being felicitated by the Vice Chancellor

a sense to excel in their fields and rise at global platforms.

This will open up new avenues for the University to connect with Top Universities of the world, bring in best of the teaching pedagogy, practices and study programmes for making it a centre of excellence in studies and reach.

AUH-IIW NATIONAL SEMINAR ON WELDING TECHNOLOGY

BY AMITY SCHOOL OF ENGINEERING & TECHNOLOGY, GURGAON



Prof P B Sharma, VC AUH inaugurated the event and asserted that the future of welding technology lies in solid state fusion or without adding the filler metal.

Dr. Pradeep Paul from IIW is basically a man from industry and he spoke about Automation in Welding. Dr. Rahul Chhibber from IIT Jodhpur is an academician and researcher and he spoke about Welding of Dissimilar Materials.

At the end of the seminar a few key takeaways were suggested for the students and the faculty members. These were: Automation of Welding, Welding of Dissimilar Materials, Glass to Metal Seals, Fracture Mechanics, Residual Stresses, Neutron Diffraction.

WORKSHOP ON "EMBEDDED SYSTEMS" ORGANISED BY AMITY SCHOOL OF ENGINEERING & TECHNOLOGY, GURGAON

A one day workshop was conducted in Amity University Haryana on Embedded systems on 22nd January, 2015 by CETPA Infotech Pvt. Ltd.

Mr. Sanjay Kumar Singh, Technical Consultant, Cetpa Infotech was the resource person for the event. Students of ECE and EEE (Sem. 6 and Sem. 4) attended the workshop. Following topics were covered during the workshop:

1. PCB and Circuit Design Using Express PCB.
2. Understanding of Layout Designing of Schematic.
3. Introduction to Embedded System (ARM and Embedded Linux).
4. Example and Demonstration of Embedded Software tool chains.
5. Demonstration of one Embedded Project (On Software).
6. Q&A Session.

Students were detailed about the various PCB design tools such as Express PCB, Proteus, etc. Er. Sanjay Kumar Singh demonstrated a circuit to teach how to use the Express PCB and Express SCH tools. He also gave an example of pre created complex IC circuit to show the capabilities of Proteus and similar tools.

Students were briefed about the scope of embedded systems in core electronics companies. They detailed about the 6-week/ months regular/summer/industrial training 2015 they are providing at CETPA for the aspiring students.

The workshop ended with a questioning and answering session and was quite interesting as students received a lot of knowledge about the VLSI and UVLSI technologies prevalent in the industry.



AMITY UNIVERSITY CELEBRATES INNOVATION DAY



Amity University recently celebrated Innovation Day at its Manesar Campus here and on this occasion a large number of innovative products were showcased at the Innovation Gallery of its campus.

A Solar hybrid car, unmanned aircraft equipped with surveillance cameras, quad copter and power generating shock absorbers were some of the head turners.

In a conversation with Daily Bhaskar, Chancellor Shri Assem Chauhan

stressed that innovations are the key for nation's economic growth.

"Innovations are the key to nation's economic growth. Amity University is committed to nurture the spirit of innovation and entrepreneurship in its university campuses. We see great potential for innovations and enterprise development. Our Innovation Incubator at Amity University has already successfully raised 40 enterprises", he said.

Vice Chancellor of the University,

Prof. PB Sharma said, "The real differentiator between a world class university and a degree awarding university is the capacity of the university community, its faculty and students, to create knowledge and to develop society and industry relevant innovations and new technologies."

"We at AUH are engaged in solution research and development of new and innovated products and technologies. The celebration of the Innovation Day at AUH has

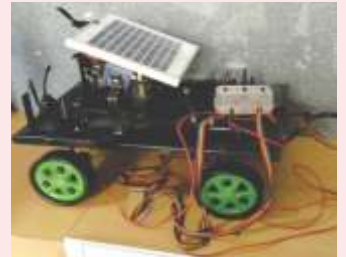
caused an upsurge of innovative ideas and created the urge for translating ideas into innovations", he added.

A low cost high resolution thermal sensor, cubical laser device for 3D imaging, Multifunctional nanoparticles for cheaper and cleaner bio-fuel, Microbial fuel cell system for waste treatment and energy recovery, high-performance CO₂ sorbents from algae, Bio electrochemical system for removal of salinity and organic matter from waste water were some of the other innovative products displayed by the university students.

The conceptual models of the innovative products developed by the students and faculty were also exhibited. These were green bee for control of greenhouse environment with embedded electronics to closely monitor the micro climatic parameter for maximizing crop products, electric energy generator from speed breakers from moving

traffic on road and intelligent humanoid for imagining and surveillance.

A new system of vision therapy to increase vision power of patents suffering convergence effectiveness (weakness of eye muscles) was also demonstrated in the Innovation Gallery.



Among those who were present were Dr. Ashok K Chauhan, Founder President, Ritnand Balved Education Foundation (RBEF), Dr. Atul Chauhan, Chancellor, AUUP Noida, Mr. Aseem Chauhan, Chancellor, AUR and VC's of Amity University Noida, Lucknow and Gwalior.

WORKSHOP ON VLSI DESIGN | ORGANISED BY AMITY SCHOOL OF ENGINEERING & TECHNOLOGY, GURGAON

A one day workshop on 'VLSI DESIGN' was successfully conducted in Amity University Haryana by DKOP Labs Pvt. Ltd. on 29th January, 2015. Mr. Chander Kant (Director, DKOP Labs) Mr. Bharat Kumar (Technical Consultant, DKOP Labs), and Mr. Nitin Tiwari (Service Engineer) delivered their valuable thoughts on the topic. Students of M.Tech-ECE (2nd Sem.), B.Tech-ECE (8th and 6th Sem.) and B.Tech-EEE (8th and 6th Sem.) attended the workshop. The workshop started at 10:00 am and has been divided into two sessions. Industry awareness, job opportunities, challenges & scope were few topics covered in the workshop.

Students were detailed about the various VLSI design tools such as Cadence, Mentor graphics etc. Mr. Bharat demonstrated that how an Idea can be converted into a circuit and how VLSI can help our young engineers to become the entrepreneurs of tomorrow.

The workshop ended with a questioning and answering session and was quite interesting as students received a lot of knowledge about the VLSI and UVLSI technologies prevalent in the industry.



NSDC AND AMITY UNIVERSITY GURGAON SIGN A MEMORANDUM OF UNDERSTANDING

In line with the agenda of the Ministry of Skill Development & Entrepreneurship (MSDE) to scale up the skilling ecosystem in the country, National Skill Development Corporation (NSDC) and Amity University Gurgaon (AUG) signed a Memorandum of Understanding, to collaborate on providing vocational training at the college/university level.

This tie up aims at bridging the gap between the academia and industry and honing the job-related skills of the youth. The signing of this MoU is said to be the first of its kind in Haryana and is sure to contribute to the Government's 'Skill India' movement. Amity University is amongst the few leading private sector universities with over 100 courses and is ranked No.1 private University in India.

The MoU was signed at Pragati Maidan, New Delhi by Mr. Dilip Chenoy, Managing Director & CEO, National Skill Development Corporation (NSDC) and Dr. P.B. Sharma, Hon'ble Vice Chancellor, Amity University. Also present were senior officials

Dr. Padmakali Banerjee, Pro Vice Chancellor & Dean Academics, AUG and Prof. (Dr.) Bhavana Adhikari, Deputy Dean, AUG.

Dilip Chenoy, MD & CEO, National Skill Development Corporation said, "In order to enhance the employability of the youth in our country, it's important to introduce and scale-up vocational training at the school and university level. It is equally important to kindle the entrepreneurship spirit. This MoU will enable scale and integration of vocational training with students at the University level. We are happy to be a part of this collaboration with Amity University Gurgaon, to build a strong pool of skilled workforce in India."

Speaking on the occasion, Hon'ble Vice Chancellor of Amity Dr. P.B. Sharma, Amity University Gurgaon said, "We at Amity University are committed to produce industry ready professionals and the MoU with NSDC shall provide opportunities for excellent industry university co-operation."

Dr. Padmakali Banerjee, Pro Vice

Chancellor and Dean Academics, Amity University Gurgaon said that this MoU will further contribute towards realizing the Amity vision of integrating industry with the academic rigor which is a hallmark of academic programmes at Amity University Gurgaon.

Mr. Chenoy proposed that the students join this program as Amity will give them an added skill or an added qualification that will act as added certificate to their qualifications and will list them in the category of a certified profession. He shared his personal experience where he learnt carpentry in school which he can still do in time of leisure and as and when there is a critical need.

Amity University Gurgaon will be introducing these skill courses at the University to the students and working professionals. This initiative is seeing a lot of enthusiasm from the students. Amity will also introduce Bachelors in Vocational training to further integrate skill based programs with academics.



Faculty Development Program on "Research Methods and Data Analysis Tools"

A two days Faculty Development Program on "Research Methods and Data Analysis Tools" held on 15-16 November 2014 at our campus. The main objective of this program was to inculcate the clarity of fundamental concepts of research to the PhD scholars. A Total of 51 scholars participated in this program. Out of this, 17 scholars were from our University and remaining 34 scholars from other Institutes/Universities.

On the first day, inaugural of the event was graced by Hon'ble PVC madam Prof (Dr) Padmakali Banerjee, Prof Emeritus Dr R.C.

Sharma, Dr Bhavna Adhikari, Dy-Dean Academics and Dr Vikas Madhkar, Dy-Director - Amity Business School. Dr Neeraj Kaushik, Associate Professor, NIT Kurukshetra was the faculty for the first day. He covered many important topics mainly including types of research design, measurement and scales, data editing and introduction to various parametric and non-parametric statistical tools etc on the first day. All participants were greatly benefited by his expert delivery. He was appreciated a lot by all participants.

On the second day, Dr Hemant

Sharma, Professor, ABS, AUH Gurgaon was the faculty members. He, apart from discussing the exploratory data analysis, covered many important statistical tools to be used in research frequently. He mainly discussed hypothesis testing, student's t-test, ANOVA, simple and multiple regression and factor analysis etc. These all tools were demonstrated using SPSS software package. All participants gained a lot from him and wished to be part of such kind of programs in future as well. They all left with a lot of learning.

FACULTY DEVELOPMENT INITIATIVES

FDP for AIB Faculty on iOMICS for New Genration Sequencing (NGS): Dr. Dinesh K Yadav and Dr Neelam Yadav attended a national Workshop at InterpretOmics India Pvt. Ltd. Bangalore (6th-8th Aug 2014) for extensive hands-on practical sessions using real data sets & Linux command-line and graphical user interfaces using iOMICS- the InterpretOmics' NGS data analysis software for Genome Re-Sequencing, Transcriptome, smallRNA and ChIP-Sequencing workflows.

Dr. Machiavelli Singh has successfully completed the distance learning 'Advanced Course on Biotechnology and Intellectual Property' from September 18 to November 18, 2014 from World Intellectual Property Organization, USA.

Amity representation at workshop at CIEP - Winter University of BELC 2015, France.

Dr. (Mrs.) S. Arul, Dean, Faculty of Arts and Professor of French at Amity School of Languages, Amity University Gurgaon was selected by the French Institute, New Delhi to attend a two-week workshop - BELC Winter 2015 from 16 to 28 February 2015 at the CIEP, Sèvres, France. The CIEP - International Center for Pedagogic Studies - is a key public operator under the auspices of the French Ministry of Education, Higher Education and Research. The Winter University of BELC imparts training in teaching French language and civilization which is recognized internationally. A total of four professors from India attended the workshop including Prof. Arul.



Dr. Dinesh K Yadav



Dr. Neelam Yadav



Dr. Machiavelli Singh



Dr. (Mrs.) S. Arul

WORKSHOP ON “ROLE OF AEROSOLS IN AIR-QUALITY, MONSOON AND CLIMATE” BY AMITY CENTRE FOR OCEAN - ATMOSPHERIC SCIENCE & TECHNOLOGY (ACOAST)

Recognizing the tremendous heterogeneity in spatiotemporal variation and impact of aerosols on various facets of atmosphere, biosphere, hydrosphere, geosphere, cryosphere, lithosphere, health, energy and environment, the Amity Centre for Ocean-Atmospheric Science and Technology (ACOAST) organized a one-day Workshop on “Role of Aerosols in Air-Quality, Monsoon and Climate” on 8th January 2015 at Amity University Haryana (AUH), Gurgaon. The Workshop was attended by internationally and nationally renowned scientists from different Research Organizations and Academic Institutions, and debated the recent advances in the field, and the research gaps and innovative areas where the ACOAST can focus in its future research and academic activities. The spectrum of eminent scientists participated and delivered lectures at the Workshop includes:

- Prof. (Dr.) S.K. Dube, Vice Chancellor, Amity University Rajasthan (AUR), Jaipur; Former Director, IIT Kharagpur.
- Prof. D.R. Sikka, Former Director, Indian Institute of Tropical Meteorology (IITM), Pune.
- VSM Dr. Ajit Tyagi, Koteswaram Professor, Ministry of Earth Sciences (MoES); Former Director General of Meteorology, India Meteorological Deptt. (IMD).
- Dr. P.S. Rao, Scientific Adviser, Department of Science and Technology (DST).
- Prof. S.K. Dash, Former Head, Centre for Atmospheric Sciences (CAS), IIT-D.
- Dr. S. Tiwari, Head, IITM-Delhi Branch.
- Dr. Sagnik Dey, Assistant Professor, CAS, IIT-D.
- Dr. A.K. Srivastava, Senior Scientist, IITM-Delhi Branch.
- Dr. Mohapatra, Senior Scientist, IMD.

- Prof. (Dr.) P.C.S. Devara, Head, ACOAST, AUH, Gurgaon; Former Adviser, IITM Pune.

In the Welcome Address by Prof. (Dr.) P. B. Sharma, Honorable Vice Chancellor, AUH expressed that this is the right time to have a Workshop of this kind with expert scientists working in the field, at Amity University Haryana, Gurgaon. He emphasized on the impact of aerosol and pre-cursor gas loading and their space-time distributions at regional and global scale on human health (respiration, lung cancer etc.) and eco systems. He also pointed out the importance of the study of aerosols in understanding of their role in seamless prediction of weather and climate vis-à-vis agricultural activities.

In the Opening Remarks, Prof. Padmakali Banerjee, Hon'ble Pro-Vice Chancellor, Dean Academics and Director, Amity Business School, Amity University Haryana, Gurgaon highlighted the studies on the influence of anthropogenic (human-induced) aerosols of micron-size on water cycle, health, weather and climate. Besides pursuing these studies in the research mode, she stressed the need for introducing such disciplines at the undergraduate and post-graduate levels to broaden the outlook of students on societal impacts of aerosol particulate emissions of both natural and anthropogenic sources. She also touched upon the origin of the implementation of the ACOAST at AUH, its present composition and specific objectives leading to a Centre of Excellence.

The Guest of Honor, Prof. (Dr.) S.K. Dube, Vice Chancellor, AUR, spoke about the scientific background, need and creation of the Amity Centre for Ocean-

Atmospheric Science and Technology (ACOAST) at AUH. He also briefed on the research activities such as display of daily weather parameters for public awareness, analysis of climate model-simulated outputs to understand the role of atmosphere-ocean coupled processes in weather and climate change etc. at AUR. He suggested that such activities, among others, may also be taken up by AUH as part of the activities of this new Centre.

The Key Note Address of the Workshop was given by Prof. D.R. Sikka, Former Director, IITM. He lectured on “A March from Climatology to Climate Science and Climate Change Studies in India and Challenges in Climate Science and Role of Coupled Atmosphere-Ocean-Land and Cryosphere Processes”. He explained the history and progress of climatological studies in India, particularly the genesis and vagaries of monsoons. He also outlined the progress in the development and networking of observational systems for monitoring the atmospheric and ocean states, and the aerosol-monsoon-climate connections. He emphasized the climate change of different scales marching from season through century.

An Overview of the Workshop was presented by Prof. (Dr.) P.C.S. Devara, Head, Amity Centre for Ocean-Atmospheric Science and Technology (ACOAST). He informed the participants that this new initiative was envisioned by Hon'ble Chancellor, Mr. Aseem Chauhan together with Prof. (Dr.) S.K. Dube, Hon'ble VC of AUR, Prof. Devara also said that Prof. (Dr.) Padmakali

Banerjee, Hon'ble Pro-VC, Dean, Academics and Director, Business



with real-time observations.

- More focus on interdisciplinary collaboration within the University.
- Train human resources and conduct special research within the scope of resources.
- On-going Inter-institutional and bi-lateral collaborative programs need to be strengthened to enlarge the scope of R&D activities of ACOAST.

STUDY ABROAD PROGRAMS@AMITY UNIVERSITY GURGAON

Amity University has a global footprint all over the world, having own campuses, tie-ups and collaborations with top Universities and is perpetually expanding its reach.

In today's competitive world, students of 21st century need to be well equipped with knowledge and skill set with global perspective to set themselves apart from the crowd.

Looking at this, Amity University offers excellent Study Abroad Program for students, to facilitate global learning and exposure. We offer SAP which grant students with extensive learning for 4-6 weeks. This is a certificate course with added advantage of credit earnings. Students can earn maximum of 70% of semester credits by undergoing SAP.



AMITY UNIVERSITY DUBAI



AMITY SINGAPORE



AMITY UNIVERSITY (IN) LONDON



AMITY MAURITIUS



AMITY SINGAPORE



AMITY CHINA

Study Abroad programs are offered at various locations, such as:

- Singapore • London • Mauritius • Dubai

Such programs at Amity University not only provide every student an international exposure but also equip them to be more employable and successful in their careers and be a global citizen.

It provides the advantage of interaction and learning along with the International students in an intercultural and interdisciplinary context thereby discovering new strengths and abilities to conquer situations away from the classroom, that are otherwise unfamiliar to them.

Testimonials



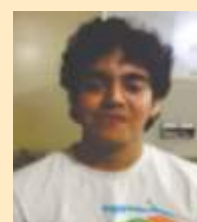
“Besides having a positive influence on student's employability, the time spent abroad can develop their personality in many ways.”

Punya Sharma
B.Com (H), Final Year, 2014



“SAP has been designed to provide the students of Amity an excellent opportunity to gain international exposure so as to build up their knowledge, expertise and rich quality experience.”

Anand Dhull
B.Com (H), Final Year, 2014



“Going to Singapore on SAP was one of my best experience, meeting international students and studying with them gave me a lot of experience and changed my view about Business.”

Vansh Vashishta,
BBA, Final Year, 2014

STUDENTS' ACTIVITY

THE RUSSIAN LANGUAGE STUDENTS OF AMITY SCHOOL OF LANGUAGE PARTICIPATED IN "DAYS OF RUSSIAN LANGUAGE, LITERATURE AND CULTURE"

The Russian Language students of Amity School of Languages participated in "Days of Russian Language, Literature and Culture" held at Russian Centre of Science and Culture (RCSC), New Delhi on 11 Feb, 2015, organized by Embassy of Russian Federation. The second day of the event, dedicated to the 70th anniversary of the Victory over Fascism in the Great Patriotic War (1941-1945), involved Russian language students from universities and colleges participating in the competitions

on items such as dance, songs, poetry-recitals, costumes, poster-making, etc. More than 150 students took part in the competitions.

It was a great effort on the part of the students. The students won first prize in three categories- dance, song and costume competition. Three groups of Amity University participated in the dance competition. They were adjudged at par and shared the first prize.

Students emerged as the best group out of total nine groups which included Jamia Milia Islamia, various colleges

of Delhi University, Ambedkar University, Agra University, Meerut University, Amity University Noida and others.

The students participated in the quiz competition and poetry recital as well, in which they could not bag any prize but the students performed really well.

The judge of the event personally congratulated the students and heaved appreciation on the faculty not just for the performance but also for the costumes selected and the whole preparation.



AUG TEAM WINS SPORTECH 2015 AT IIT DELHI



AMITY BUSINESS SCHOOL, AUG APPRECIATED AT CASE STUDY COMPETITION

Amity Business School, AUG was appreciated and won prizes at the National Case Study Competition: Case Folio 2014, organized by Gitarattan International Business School (GIBS), New Delhi on 8 November, 2014. A total of 14 teams participated from across India in the competition in which ABS was represented by three MBA Third Semester students accompanied by faculty Dr. Sunil Kumar. ABS won the 3rd Prize which included a trophy, certificates and Rs. 7500 cash prize in this case study competition.



WEIGHT/POWER LIFTING COMPETITION

A weight and power lifting competition was organized on 4 February 2015 by the Dean of Students Welfare consisting of activities such as bench press, squat, and dead lift. While Rohit Malik (BBA, 3rd Year) was declared the winner in the 135 kg category, Himanshu (BBA LLB 2nd Year) bagged the second place in the 125 kg category. Himanshu was declared the winner in the squat competition (130 kg), while Harshvardhan (B.Tech-Biotechnology, 3rd Year) came in a close second in the 120 kg category followed by Chirag (B. Tech-ECE 3rd Year) in the 110 kg category. Himanshu, Harshvardhan, Chirag and Deepak (MCA-3rd Year) secured the first, second and joint third place respectively in the 190 kg, 160 kg, and 150 kg categories deadlift competition.



EK AAWAJ@CHANNEL V FEST, GOA

Amity dramatic society got golden opportunity to perform in grand finale of Channel V fest, Goa after we got selected in Delhi/NCR region. In the drama we had depicted about violence against women in our society. we had shown that women are goddess durga too who can fight against evils of the society. As a result we got special recognition from the judges and audience and we were awarded with achiever's award.



Moiz Ansari, Research Scholar of Amity Institute of Biotechnology got two Best Poster Awards one at AMU National Conference on 9th Dec 2014, and again in the International Conference of SRM University-Haryana on 4th March 2015 (PFA).

AMITY GURGAON WINS BIG AT SPORTOPIA 2014

In keeping with the high standards that have been set at Amity University Gurgaon especially in the field of sports, teams participated in Sportopia 2014, the inter University tournament conducted by GD Goenka University on 20-21 November 2014. AUG won with big margins in cricket, football and volleyball competitions competing with teams from 16 to 18 leading universities in NCR. Led by Sports Team Leader, Maj. Gen. G S Bal and Coach, Mr. Hansraj, teams from AUG defeated teams from KIIT and Dronacharya College among others in cricket, G D Goenka and WIT among others in football, and KIIT and K R Mangalam among others in volleyball.



STUDENTS' CORNER

उम्मीदों का वर्ष

इस वर्ष मेरे सपनों को
अनन्त उन्मुक्त आकाश मिले ।
हर ख्वाब मेरा पूरा हो
जगत में हर सम्मान मिले ॥

कोई राह ना मुझे विराना मिले,
हर राह को एक अन्जाम मिले ।
चेहरे पर ही नहीं दिल में भी हो,
ऐसी मुझे मुस्कान मिले ॥
इस वर्ष मेरे सपनों को.....

हर सुबह मेरी उम्मीद भरी,
हर शाम जय-जयकार मिले ।
हर रात मेरी नींदों में,
सपनों को नया आयाम मिले ॥
इस वर्ष मेरे सपनों को.....

बदल सके जो दुनिया को,
ऐसी सोच का वरदान मिले ।
डिगा न सके जिसको कोई,
पर्वत जैसा सम्मान मिले ॥
इस वर्ष मेरे सपनों को.....

गर्व कर सके माँ-बाप हरदम,
ऐसा मुझे ईनाम मिले ।
बन जाऊ एक विशिष्ट इंसान,
ऐसा सबका आशीर्वाद मिले ॥
इस वर्ष मेरे सपनों को.....
अनन्त उन्मुक्त आकाश मिले ।
हर ख्वाब मेरा पूरा हो,
जगत में हर सम्मान मिले ॥

Mohan Gautam
B.Tech, MAE (II Sem.)

A WOMAN'S SUBMISSION

Don't underestimate me,
For I'm the action you can't suppress.
But the society doesn't let us stay.
You abort us, kill us, throw us in
the trash away!
But remember, I AM A WOMAN.

You kill the unborn, you rape
the living,
And you call it masculinity?
Don't tell me it's a "man's world"
For the hands that rock the
cradle, they rule the world!

My sufferings have remained silent.
And I suffer the eyes that stalk
Beaten, divorced, and now
I'm widowed,
Without shedding a tear, now
I bear all the load,

My son is now a grown up man,
rather a grown up devil, I must say!
And now I regret my husband's
decision of selling our two
daughters away.

The wrinkles on my face
tell me I've survived.
I'm not getting older by the day,
for my sacrifices remain ageless.

You suppress me, since you're
afraid of my strength.
But there's so much I can still do!
Know that I won't fall on my knees,
For I am a woman, my
submission won't come at ease.

Chetna Karnani
B.A. (Hons.) English
4th Sem., ASLA

IGNORANCE

Mom told me, stop and think,
before every single thing,
you think is not worth doing,
but I ignored and kept on
continuing.

She told me, revive and better
revise, every single action
whether stupid or wise,
you did, that big in size,
but I ignored and never
bothered to realize.

She also warned me,
wait son look, watch before you
lean besides the brook, there had
been a monster just about, but I
ignored and leaned without a doubt.

Dad once said,
don't just buy boy, invest,
be great, make me a dad with proud
chest, but I ignored and treated
everything as a pest.

He explained, "son I exclaim,
you are talented but to this world
insane, so don't be that lame, try
and change," but I ignored and kept
on being the same.

My beloved,
I loved the most,
who never became the host,
for any of my love post,
but I ignored and kept on loving
her like the Twilight ghost.

May be that's the reason,
today I fail,
may be that's the reason,

I am to cry,
may be that's the fate,

I am to carry,
may be that's the life,
to which I would die.

During the evenings,
when everyone used to gather,
around that single bench
together, laughing on one another,
they treated me as an unwanted
weather, but I ignored and took
every abuse like a stain on
leather.

Here I shall conclude sour,
and that every single ignore,
could have become a new roar,
after those hits to the heart's
core, I could have become a
person to adore, but I ignore
and search for some memories
to store.

May be that's the reason,
today I fail, may be that's the
reason, I am to cry, may be
that's the fate,

I am to carry, may be that's the
life, to which I would die.

Kanishk Arora
BBA, 2nd Sem., ABS

Let's get a reason...

Everything you see, has something you haven't seen yet. A '9' would appear a '6' to you from the other side you stand. Likewise, you are here just for fun, reading as you have no other work to do, no other promise to care of, no other pizza to deliver.

Life may seem so blazing, very amazing but it does have this aspect of death which you may know but wouldn't want to know it further.

A wise man once said, "Humans are worse than donkeys, they celebrate their birthdays and whiling away their time." They shall not think about how much time have they elapsed since their birth but shall think of how much time is left for their death to arrive at their doorstep.

I ain't no wise man at all who would tell all of you to stop. Instead I would say go, enjoy!

But yes, don't while away time, instead find that reason for which you are here for.

Live for something that isn't seen by the people who see you everyday, who comment upon you each time you pass by. Yeah right death has to come in which ever form possible for it and take you in its chariot for the hell's ride. You are to do such deeds which brighten and enlighten that chariot and turn the surroundings into heaven.

Take care, Don't start searching the reason on google...

Kanishk Arora
BBA – 2nd Year

Let's Fly...

Perfection isn't real. It will never be real. It's something everybody strives for, and nobody will ever succeed in being perfect. What is perfect to somebody, may very well be a living hell to somebody else. Being perfect will never be there. There will always be that one person that hates you. Even if it only goes to show you are a better person than them, you still aren't perfect. You never will be. Don't strive to be perfect. Strive to be you. It's better to be hated for who you are than loved for who you are not. It's easier said than done, but if you put your mind to it, it's possible. There's always a way. You're probably thinking, "It's not possible to fly". Yes, it's not possible to fly on your own, but if you put your mind to it, you could be flying a plane and pretending you're a shooting star. And when you're soaring through the air, remember anything and everything is possible, if you put your mind to it, and be yourself. In somebody's eyes, you are perfect, despite the flaws you and others can see....

Kanika Raina
BJMC – 4th Sem.

Picture perfect

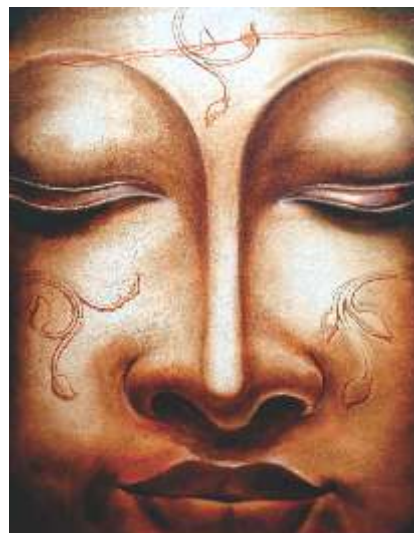


Kumar Sai, IVth Semester, B.Plan

Paintings that speak a thousand words



'The Lady'
Vineet Bhardwaj
BFA, IVth Semester
Amity School of Fine Arts



'The Buddha'
Vineet Bhardwaj
BFA, IVth Semester
Amity School of Fine Arts



'Lady in Nature'
Akshay Sharma
BFA, IVth Semester
Amity School of Fine Arts

SANGATHAN 2014



To honour the incredible spirit of sportsmanship, passion, ardent determination and the leadership of Dr. Ashok K Chauhan, Founder President, Amity Group, the affiliated institutions celebrate and participate in a month-long, annual inter-institutional mega sports event, "Sangathan". The celebration culminates on the birth anniversary of Dr. Chauhan with a magnificent felicitation ceremony organized at all Campuses of Amity.

The origin of "Sangathan" can be traced back to the year 1999 with the conceptualization of the Amity inter-institutional sports competitions. In the initial years, athletics remained the focus area. Subsequently 21 sports events were brought into the fold, which speaks volumes of the expansion of the mega sports event. Sangathan 2014, however, created history by reaching the magical figure of 40. The event represents courage, discipline, and unyielding determination-the driving force behind any sporting event. It epitomizes Compassion, Commitment, and Success-ideals that Amity as a group of institutions has always upheld.

Sangathan 2014 that began on August 28 and came to a close on

October 17, 2014, surpassed all the standards of preceding years in terms of number of participants, level of enthusiasm, camaraderie, and the spirit of collective enterprise

Opening Ceremony

With the blessings of our esteemed Founder President, Sangathan 2014 was inaugurated on August 28, 2014. The sunny and sultry morning was marked by hectic activity at the sports ground prepared to perfection for the event. The ceremony commenced with the unfurling of the Sangathan Flag. The Sangathan Torch was lit by the Hon'ble Vice Chancellor, Deputy Vice Chancellor, and Pro Vice Chancellor in the presence of Heads of Institutions, faculty members, and students. The Torch was then taken around the ground-a symbol of our hope and appreciation of sports and related activities.

Grand Finale

The mega sports event, Sangathan, organized by Amity University Haryana came to a spectacular end on October 17, 2014. Students and faculty members from Amity University Haryana participated in various sport events. The campus

appeared vibrant, colourful, and full of vigour.

The Grand Finale of Sangathan 2014 was graced by the presence of Mr Aseem Chauhan, Additional President of RBEF and Chancellor Amity University, who was the Chief Guest on the occasion. The activities for the day began with hoisting of flag followed by the Lighting of the Sangathan Flame.

In his welcome address, Prof. (Dr.) P B Sharma, Vice Chancellor, Amity University, Gurgaon called upon the faculty members to inspire students with their personal example and to continue to pursue excellence in education.

Addressing all Amitians, Shri Aseem Chauhan highlighted the role of sports as an avenue for channelizing the energy of today's youth and its importance in enhancing their overall personality. Sports are an amalgamation of physical and mental attributes, which aid a person to scale unfathomable heights, he added. The Chief Guest expressed his happiness over the sportsmanship displayed by the students during the mega event. He articulated that the students of Amity

imbibed rich values, sanskaars, and knowledge, and therefore have the capability and capacity to change India and the entire world. He called upon the students to aim high and dream big, and commit themselves to their vision and dreams. He extolled students to remain

C-VI, a grand 'march past' was carried out by the students as a tribute to their alma mater.

Adding to the festivities was the cultural program, wherein, the students of AUH showcased their talent by putting up an entertaining and energetic programme under the guidance of Ms Ranjana Kothari, the faculty entrusted with the task. The multi-hued folk dances representing the kaleidoscopic culture of India had the entire audience spellbound.

After the cultural showcase the following sports events were conducted:

- 100 m race for students (boys and girls)
- 4x100 relay race for students (boys) 100 m race for faculty members
- Kabaddi match
- Tug of war- faculty vs. staff

Besides the above, a number of races were held for the children of faculty members and staff of AUH. Little enthusiastic sportspersons participated with gusto. An important facet of the occasion was the participation of faculty members and staff in the athletics events and games.

Events of the day at Sangathan 2014 came to an end with the prize distribution ceremony

Mr Aseem Chauhan, Additional President, RBEF, declared Sangathan 2014 closed.

The ceremony was brought to a befitting end with participants and all those present in the stadium rising for the National Anthem.

The all-pervasive feeling of joy and sense of satisfaction marked the successful conduct of the event.



The Sangathan Champion's trophy was lifted by Amity School of Engineering and Technology (ASET).



focused and not allow setbacks to deter them in reaching their goal. Mr. Aseem Chauhan, recalled in his address as to how Dr Ashok K Chauhan, Founder President, Amity Education Group, several decades ago, inaugurated the first SANGATHAN programme in front of just 20-30 students but today, this prestigious annual event is celebrated at Amity Campuses across the globe he added.

After the words of wisdom by

with active participation and encouragement from the Chief

AMIFEST 2015



In keeping with tradition at Amity University Gurgaon, the colourful and vibrant annual student's festival – Amifest 2015 – was held on 20 March 2015. The day-long intra-university festival showcased the myriad talents possessed by the students of AUG, be it in the field of art and

culture or in the sphere of technology and engineering. While on the one hand, the festival witnessed excellent performances on the dance stage, supremely talented students regaled the audiences with brilliant singing on the other.

Amifest has been part of the AUG folklore since its inception as a university in 2010. The student's festival is an extremely important part of the academic calendar as each student looks forward to the events with enthusiasm and interest. The 2015 version of Amifest was a grand success with student's participation being above expectations in all events convened as part of the festival, including Techfest 2015 organized by the Amity School of Engineering and Technology.

A major highlight of Amifest 2015 was the spectacular fashion fiesta which captured the imagination of the audience like never before. Students of fashion design and technology showcased their creations on the ramp cheered by a massive show of strength from the students. The glittering fashion event was preceded by DJ War which drew tremendous

applause from the audience as the multi-faceted character of our students came to the fore. The auditoria rang out with the beats of the bhangra as well as popular bollywood numbers as the solo and group dance competitions were held enthralling the students and faculty alike.

Technical skills of the students were on full display as they participated with gusto and vigour in the several technical events organized as part of Techfest 2015 including technical paper presentation, circuit designing, LAN gaming, MATLAB and MCAD, as well as paper plane flying. The day-long technical fest engaged the students as previous year's winners jostled for space with new aspirants. The Tech Gallery with innovative technical and scientific models prepared by the students and faculty was a

major highlight of Techfest 2015. The events were well attended and successfully completed.

The field of literature and social issues received a special boost as Poetica 2015 and The Big Debate 2015 were held as part of Amifest. The debate competition saw a fantastic response from the students as eight teams and two individual participants matched their wits on a topic of great relevance, "Freedom of expression with conditions is no freedom". Close to twenty students recited their self-composed poems and drew tremendous applause from the audience as well as the judges.

A high point of Amifest 2015 was the Nukkad Natak competition which drew on social issues such as women's safety to engage the audiences with their superlative



performances. Live painting sessions with prominent artists from around the country was organized along with an art and sculpture exhibition.

Amifest 2015 ended with the students feeling one with the ethos of Amity University Gurgaon where talent and spirit is celebrated and promoted. The infectious enthusiasm matched the efforts of all faculty coordinators involved in the festival.

WORLD SIGHT DAY CELEBRATIONS

Amity University Gurgaon and India Vision Institute celebrated World Sight Day on 9th October 2014, by organizing National World Sight Day Lecture by Prof. Brien Holden, a world leader in eye care at the Amity campus. Prof. Brien Holden is the founder and CEO of Brien Holden Vision Institute, The Vision Cooperative Research Centre, The Brien Holden Vision Institute Foundation, past Executive Chair and current Board member of Optometry Giving Sight, Trustee Board member of International Agency for Prevention of Blindness and a Professor of the School of Optometry and Vision Science, University of New South Wales. Accompanying him were Mr. Vinod Daniel, CEO, India Vision Institute; Ms. Jissa James, Ms. Asha Lele Das, and Mr. Dinesh Fernandez of India Vision Institute.

A Memorandum of Understanding was signed between Amity University Gurgaon which enables AVRI and IVI to provide a range of research workshops, seminars and other capacity building initiatives in collaboration with Amity University.

During the National World Sight Day Lecture on Vision and Blindness Prevention: the impact and management of refractive errors, Prof. Brien Holden spoke about the prevalence of blindness in the world with special focus on India and the ways to reduce the number of persons having avoidable blindness by 2019. The focus of his lecture was on avoidable blindness due to uncorrected refractive error. Prof. Holden's talk was telecast live to 32 schools of Optometry throughout the country.



GUEST LECTURE ON "PREVENTABLE BLINDNESS" BY PROF. KOVIN NAIDOO

Prof. Kovin Naidoo, Board member and Director of Global Programs at the Brien Holden Vision Institute visited Amity University Gurgaon on 19/02/15 to deliver a Guest lecture on Preventable Blindness. He was accompanied by Mr. Vinod Daniel, CEO of India Vision Institute. Event was graced by H'ble Vice Chancellor, Prof. P B Sharma and Prof. (Dr.) Mahavir Singh, Director - Amity Medical School. Prof. Kovin is a distinguished educator, public health leader and researcher widely respected all over the world. He has done pioneering work in his efforts to eliminate avoidable blindness in the world. He is also the chairperson of International Agency for Preventable Blindness (Africa).

Prof. Kovin visited Amity to give a talk on "Prospects of Optometrists in the field of Public Health – A Global Perspective". He said that as per the latest data, of the 223.4 million people with visual impairment in the world today, 32.4 million were blind and

the rest had moderate to severe visual impairment. He emphasized that uncorrected refractive error is the second major cause of avoidable blindness in the world. He emphasized that optometrists can play a major part in solving this problem as they are qualified to prescribe spectacles and thus can eliminate the avoidable blindness caused due to it. He also mentioned that by the year 2020, 2.5 billion persons will be having myopia (minus refractive error). Mr. Vinod Daniel talked about the role of India Vision Institute in furthering the cause of optometry, in India by providing technical support and resource materials. Dr. P B Sharma, the Vice Chancellor of the University welcomed them and stressed that there is a lot of scope and promise in doing interdisciplinary research in optometry. He assured of all help in doing this at AUG. Maj. Gen (Dr.) Mahavir Singh, Dean of the Medical School at Amity talked about the need to reduce avoidable blindness in the community.

Prof. Monica Chaudhry, HOD of Department of Optometry and Vision Science, Amity University thanked Prof. Kovin and Mr. Vinod Daniel for taking out time and visiting the university.

Dr. Sumit Grover, Ophthalmologist from Gurgaon also took time out of his busy schedule to attend the talk. Prof. Kovin and Mr. Vinod Daniel then had an interaction with the students on their perspectives and experiences about optometry. They also clarified the doubts of the students regarding various options that were available after completing their education. This was followed by a visit to the Clinic of the Department of Optometry and Vision Science, Amity University. There they admired the various facilities available in the clinic. They also appreciated the various models displayed by the students, especially the model eye made for retinoscopy and the near vision tester. The day ended with them promising to visit the university again as soon as they could.



[BLOGGING]

THE BRICS NATIONS–PRESENT SCENARIO AND WAY FORWARD

Chandrika Yadav, Student, MA (Economics) • Dr. Meenal Sharma, Assistant Professor, Amity Business School of Economics



Ms. Chandrika Yadav



Dr. Meenal Sharma

BRICS-is the acronym for an association of five major emerging national economies: BRAZIL, RUSSIA,INDIA, CHINA and SOUTH AFRICA. The grouping was originally known as 'BRIC' before the inclusion of South Africa in 2010. The BRICS nations are all developing or newly industrialised countries, but they are distinguished by their large , fast growing economies and significant influence on regional and global affairs.

BRICS–Brazil, Russia, India, South Africa and China – these countries have become a rage in the past decade and the darlings of the investors aboard. But, if we see these countries' current

growth rates then the picture seem to be changing and the prognosis is in fact not very good. Some eminent personalities like Mr. Ruchir Sharma , head of the emerging markets equity and global macro at Morgan Stanley Investment Management company has tagged the term 'BRICS' –“AS A MERE MARKETING PLOY”. He also opines that the clubbing of these economies together is also something which is peculiar in its own sense. These countries have their own objectives and goals to achieve and sometimes even contradictory for that matter and hence clubbing them together is not a very good idea but rather a gimmick to affect people's/investors expectations. The problems concerning BRICS are many. The most prominent one are crowding out of private investment and a formation of a state that is no longer affordable with a weak infrastructure through excessive state intervention in Brazil .In India, policy paralysis, corruption, crony capitalism, high fiscal deficit and current account deficit are some of the problems. In China, unlike the other BRICS nations, state intervention has up till been very honest and intelligent but we see state intervention in every corporation. In case of, Russia, the instability of an authoritarian regime with

Putin as its leader is one of the dangers looming over it. In South Africa, there's a sense of complacency that is keeping the government from triggering reforms. During 1980-90, SA developed an economy heavily under state control and rest in the hands of cartels. Sadly, the situation is pretty much the same even today.

BRICS will need to simultaneously deal with their capacity constraints, the inflation pressures and the effects of financial markets volatility on the capital flows and exchange rate. As Oliver Blanchard (Chief Economist at the International Monetary Fund since September 1, 2008) made clear, “these countries will not grow at the rate they did before the (financial) crisis.”

According to Fitch (Fitch Rating Inc. is a jointly owned subsidiary of Hearst Corporation and FIMALAC) India will be the only BRICS country where growth picks up in 2014, to 5.6% with an expected further increase to 6.5% in 2015 and 2016 due to expected business improvement.

On the other hand, the rating agencies see the Chinese economy witnessing a slowdown in the years to come. Fitch expects China's GDP growth to moderate to 7.2% in 2014,6.8% in 2015 and 6.5% in 2016.Where as Brazilian economy is expected to annually

change by 2.5% (2013) and that of South Africa is of 1.9% (2013) and Russia 1.3% (2013).

The present situation of BRICS nations is somewhat not–so–surprising. Between 2003-2011, GDP in current prices grew by 35% in the US, 36% in Great Britain where as during the same time period and the GDP of BRIC nations witnessed a tremendous increase. For example China's GDP expanded by 346%,Brazil by 38%, India at 203% and Russia by around 331%.But this expansion in nominal GDP did not happen only in BRICS but also in other countries as well which did not enjoy as much limelight as the former. The hidden fact behind these astounding statistics is that expansion induced by real increase in output was really meagre in these nations. For example, in case of Brazil, only 11% of the nominal GDP expansion could be attributed to increase in real output.

One of the problems common to these nations is lack of financial deepening and naturally financial illiteracy. For instance, in India there is staggering 80% of the population outside the ambit of its banking system. Chinahas reached that level of per capita income where it has to establish more and better financial institutions for better appropriation of funds. The same goes for other countries too!

Brazil has managed its interest rates, exchange rates and foreign funds flows along with diversification of commodities it export to avoid vulnerability, build better infrastructure to increase efficiency in the system. If Russia also invests in infrastructure diverting funds from altruistic state welfare expenditure, its productivity will hopefully increase. If India can rein in its never ending scams, bring back the black money from tax havens, let its central bank work independently, it still has a big role in global economy. Government of India has already started taking reform measures like providing 100% access to bank accounts the people, trying to bring black money back etc. China is already shifting its focus from investment induced to consumption based growth. It is also keeping its currency from appreciating which until now has been the biggest of all factors in driving its exports up. South African government has encouraged more savings and investment, liberalisation of product market regulation, easier access to credit for small businesses as a measure to its problem.

Brazil, Russia and South Africa have witnessed growth rates heavily dependent on external commodity demand. Today, with China investing heavily in alternate sources of energy,

global slowdown and other factors have probably put a halt to their growth stories.

One thing that is very much evident is that the BRICS economies have increased their real productivities and are also tackling their domestic issues. In fact whenever crisis hit hard, they do the “cleaning up” of the mess by dealing the situation with proper set of reforms and before it's too late. Take for instance; situations did worsen in India till the famous economic reforms salvaged the economy from collapse in 1991.

Economists like Swaminathan S. Ankaleswar Aiyar (prominent Indian journalist and columnist) have portended of a next Asian Financial Crisis but has admitted that the impact would not going as hard as the earlier crisis faced by the global economy.

We can conclude by saying that the party is not over for these countries and it is the time that BRICS nations take a central stage on the international platform, to reflect them as a growing and stable economies. If the BRICS tackle problems of the respective economies, by channelizing potential and resources with the help of each other, the chances of success will be more.

The bust of a boom can only be delayed by hiatus!

STRESS AND HEALTH

Dr Luxita Sharma

Assistant Professor - II & HOD, Dietetics and Applied Nutrition, Amity Medical School, Gurgaon



Dr. Luxita Sharma

Today's modern and hectic lifestyle leads to a common problem called STRESS. We all in our life experience it so the question arises how we define Stress.

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline. Stresses can be external (from the environment, psychological, or social situations) or internal (illness, or from a medical procedure).

Stress can initiate the "fight or flight" response, a complex reaction of Neurologic and Endocrinologic systems.

There are two main types of stress:

Acute stress : This is short-term stress that goes away quickly. It helps you manage dangerous situations. It also occurs when you do something new or exciting. All people have acute stress at one time or another.

Chronic stress : This is stress that lasts for a longer period of time. Any type of stress that goes on for weeks or months is chronic stress. You can become so used to chronic stress that you don't realize it is a problem. If you don't find ways to manage stress, it may lead to health problems.

But if stress happens too often or lasts too long, it can have bad effects. It can be linked to headaches, an upset stomach, back pain, and trouble sleeping. It can weaken your immune system, making it harder to fight

off the disease. If you already have a health problem, stress may make it worse. It can make you moody, tense, or depressed.

Response of Human body to Stress

In response to Stress, the level of various hormones in the body changes. Reactions to stress are associated with enhanced secretion of a number of hormones including Glucocorticoids, Catecholamines, Growth Hormones and Prolactin. The effect of these hormones is to increase mobilization of energy sources and adapt the individual to its new circumstance. Insulin may decrease during stress. This along with increase in its antagonistic hormones can contribute to stress-induced hyperglycemia.

Steps to Fight with Stress

We all have stress, the only difference it makes that how we handle it. We think about the causes of stress, the nature of the stress response, and the

negative effects of some types of stress (prolonged, unexpected, or unmanageable stress). An important step in stress management is exercise. Since the stress response prepares us to fight or flee, our bodies are primed for action.

A) Exercise on a regular basis helps to turn down the production of stress hormones and associated Neurochemicals. Thus, exercise can help avoid the damage to our health that prolonged or chronic stress can cause. In fact, studies have found that exercise is a potent antidepressant, anxiolytic (combats anxiety), and sleeping aid for many people.

B) Meditation: Western medicine have rediscovered that particular wisdom, translated it into simple non spiritual methods, and scientifically verified its effectiveness. Thus, 20-30 minute meditation sessions a day can have lasting beneficial effects on health. Indeed, advanced meditators can even significantly control their

blood pressure and heart rate as well.

C) Elimination of drug use and no more than moderate alcohol i.e. 20-30 ml/ day use are important for the successful management of stress.

Diet for Stress Management

Foods can help in taming the stress in many ways. These are called Comfort foods. The list includes a bowl of oat meal with strawberries, Almonds and Raw vegetables. These are helpful in boosting the levels of serotonin , a calming brain chemical.

Other foods such as Complex Carbohydrates, Oranges, Spinach rich in magnesium, Fish and Black tea can cut the levels of Cortisol and Adrenaline, stress hormones that take over body with time. A healthy diet can counter the impact of stress by strengthening the immune system and lowering the Blood Pressure.

Bed Time snacks are really helpful in getting a good sleep at night. This can even include

Brown Bread with Jam or only a glass of warm Milk (low fat/ skimmed milk).

Mood Elevating Foods

A class of food comes that are mood elevators for several people. When body is stressed we tend to eat some kind of foods more such as Chocolates, Ice creams, Alcoholic beverages, Soft Drinks, Candies, Bakery products etc. These should be consumed as our body demands but in moderation.

Dark Chocolates and Raspberries are very beneficial for secretion of Happy hormones in human body.

Colourful recipes that involve inclusion of many fruits and vegetables also work as stress busters. A variety of salads in the diet can also help a person to be stress free.

Stress is a part of Human life now so deal with it with right type of food and environment.

Cheer up and Stay Healthy!

GUEST LECTURES & VISITS

INDUSTRIAL VISIT TO YAKULT DANONE INDIA LIMITED

As part of an industrial visit, students of Amity Institute of Biotechnology and Amity Business School, Amity University Gurgaon visited the Yakult Danone India Limited factory at Rai Industrial Park, Sonapat, Haryana on 28 January 2015. Students described the visit as a “fascinating fermentation factory”. Mr. Vikas Kumar, Manager, QA gave an interesting presentation about safety guidelines and instructions regarding any emergency evacuation, followed by a briefing on the history of Yakult and its innovator –Minoru Shirota. The presentation began with offering Yakult to participants and elaborated the bio-processing method of this fermented product.



CORPORATE CONNECT

Name	Designation	Organization	Date
Mr. Sandeep Mann	CEO	Remorphing	20th Feb '14
Ms. Paroma Roy	Director & Country Head	Google India	28th Feb '14
Ms. Deepika Warriar	VP - Marketing	PepsiCo India	7th March '14
Ms. Shubhangi Sharma	Education Advisor	British High Commission	7th March '14
Mr. Ajay Chaudhary	Head HR	SRF Limited	13th March '14
Dr. V.K. Tripathi	CEO	Fitochem Laboratories	27th March '14
Mr. Gyanendra Kumar	Head Leadership	Talent Management TCS	11th Sept '14
Ms. Malini Prasad	Zonal Sales Head - North	ICICI Securities	25th Sept '14
Mr. Rambir Dalal	Director International Executive Services	KPMG	16th Oct '14
Mr. Subhodh Saluja	Manager Projects	Manpower Inc	19th Jan '15
Mr. Manish Sethi	Regional HR Head - North	Manpower Inc	19th Jan '15
Mr. Ashutosh Chaddha	Director - Corporate Affairs	Intel Corporation	22nd Jan '15

Dr. S. M. Shahinul Islam, Associate Professor, Institute of Biological Sciences, University of Rajshahi, Rajshahi-6205, Bangladesh visited the Amity Institute of Biotechnology Amity University Gurgaon, on 24 Feb 2015. He gave a talk on 'Rapid production of transgenic doubled haploid plants for drought and/or salinity stress tolerant rice, wheat, maize and barley and their agricultural applications. He also shed light on the production of in vitro microtuberlet through bioreactor and androgenetic techniques in potato. His interactive session was attended by undergraduate and post-graduate students studying in biotechnology. He visited the research laboratory and demonstrated the selection healthy seeds and handling of tissue culture samples to avoid the contamination to the research scholars. He also discussed the common areas in which Amity University Gurgaon can develop collaborative research project in future. His visit was of great importance.

Dr. Shashank Pandey from All India Institute of Medical Sciences, New Delhi, visited to the Amity Institute of Biotechnology Amity University Gurgaon, on 27th Feb. 2015. He delivered a presentation on “Clinical Proteomics: Beacon for Biomarker Discovery”. He extensively discussed the procedure and development of proteomic biomarker discovery for their use in analysis of complex biological samples. He shared the significance of high throughput technologies like 2D, DIGE, Shotgun, SILAC, and iTRAQ and their advantages in course of the discovery of a panel of Biomarker and their potential use in diagnostic industry, pharmacy and drug development. His interactive session was attended by undergraduate and post-graduate students studying in biotechnology. His visit and interaction with faculties and student was of great importance.

PROF. LES BUTLER FROM USA, VISITED THE CAMPUS

It was a prestigious occasion to have Professor Les Butler, a distinguished faculty of chemistry and material sciences from Louisiana State University, USA, to visit the AUH campus. The visit was aimed to align research interests of Prof. Butler with Amity University Haryana researchers and engage in a collaborative million dollar research on using X-Ray interferometer to improve “3D print head speed and accuracy”.

The event was initiated with lamp lighting by Prof. Butler and AUH dignitaries including Hon'ble Vice Chancellor Prof. P B Sharma, Hon'ble Pro Vice Chancellor Prof. Padmakali Banerjee, Director Amity Institute of Biotechnology Prof. S. M. Paul Khurana, Director Amity School of Engineering and Technology Maj. Gen. V.K. Narang, Deputy Dean Student Welfare and HoD ECE Prof. Priti Singh, Director of Admissions Prof. Vikas Madhukar, and Director of International Affairs Dr. Gunjan Sanjeev.

Prof. Butler addresses the audience on X-Ray interferometers. The concept of Interferometry was introduced by Professor Les Butler with illustrations. Afterwards, he focused towards 3D printing, its optimization, and the applications of interferometry in medicine. He emphasized the importance of multidisciplinary



research and enlightened that his research team at LSU included physicists, computer scientists, biomedical physicists, electronic engineers, imaging experts, mathematicians, civil engineers, biologists and applied physicians. He pointed out the various fields where his \$1.1 Million interferometer could be implemented.

The presentation ended with acknowledging the issues that are still being faced while making 3D printers faster and better. He hinted that polymers with embedded wiring could be a breakthrough to solve this problem in future. Nevertheless he also emphasized the

importance of using video and image data to observe and solve scientific problems.

A research team envisioned by Honorable Vice Chancellor and by Maj Gen V. K. Narang interacted with Prof. Les Butler to propose their contribution towards the research at hand. Three core areas of research (Material science, Robotics and Algorithm development) in which AUH research team could collaborate with Prof. Butler were identified by Hon'ble Vice Chancellor.

Prof. Butler ended the seminar by pointing out how impressed he was with the creativity and diversity at AUH.



Amity Gurgaon Half Marathon was organised by Amity University Gurgaon on 28th Sept. 2014. It aimed to make Gurgaon a safe and secure city for women. All proceeds from the Marathon were donated to leading NGOs working towards women safety. It was a successful event in which thousands of people from Haryana, Delhi and NCR participated.

selected, which are published in the conference proceedings. The conference was divided into expert and technical sessions based on themes like advancements in information technology, research directions, computer network and cryptography, software engineering, cloud computing, distributed system, soft computing and image processing.

नैर्दुष्ट स्थित एपेटी स्कूल के लापथ दार्शनिक
और सत्य-ज्ञान प्राप्त करेंगे। इन सत्य-ज्ञानों के
विशेष रूप से सम्मानित किया गया। इन दौरान
पौन्यन में बताया कि इन सत्य-ज्ञानों में न केवल
आदर्शों के प्रतिवेदन में फलदायक प्राप्त किया
जिम्मेदार प्रिंट अर्थात् इन सत्य भेजे जाने का अधिकार
है। इनके अन्तर्गत उद्दिष्टों के सत्य-ज्ञानों के
अन्तर्गत प्राप्त रैपेटों की प्रतिक्रिया के दौरान प्रदर्शित
किया गया, जिम्मेदार लोगों में प्रशंसा की। रैपेटों में
केवल दोर किया वहीँ गैर भी प्रशंसा।

ASSOCHAM AWARDS AMITY UNIVERSITY GURGAON AS THE “BEST PVT. UNIVERSITY OF THE YEAR”, 2015



At the National Education Summit organised by ASSOCHAM, (Associated Chambers of Commerce and Industry in India), on Saturday, 18th April 2015 Amity University Gurgaon has been conferred with the National Education Excellence Award 2015 for being the “Best Private University of the Year”. The award was presented by Dr. Ram Shankar Katheria, Hon'ble State Minister of HRD, Government of India in presence of Shri Ravi Wig. Shri Anil Aggarwal, outgoing President ASSOCHAM was also present among the galaxy of industry experts and education leaders from the various Institutes of higher learning and Universities from all over India.

Shri Ravi Wig, Chairman ASSOCHAM India – SAARC Committee in his opening remarks emphasised the need for focusing on employability and new business development as part of the University's preparation of its graduates for the world of industries and the

corporates. Shri Wig advocated for a strong academia - industry cooperation in the universities across the countries to nurture the vital industry relevant skills and corporate values in the university campuses. Dr Ram Shankar Katheria, Hon'ble State Minister of HRD, GoI informed the august gathering that the mission of the Hon'ble Prime Minister “Make in India” requires skilled manpower in abundance for its success. As such the government is paying serious attention to promoting National Skills Mission to meet the challenge of providing industry ready professionals for the industries in India. He invited the University leaders to be partners in progress with the Government's Skill Mission to empower India with the skilled manpower at all levels.

Expressing his delight on receiving the “Best Higher Education University of the Year” award for Amity University Gurgaon, Prof. PB Sharma, Vice Chancellor AUG informed that at

AUG we pay a greater emphasis to the tripod of curriculum innovation, industry integration and internationalization for our education and research programs. We have a strong industry connect at AUG and have succeeded in nurturing the culture of research and innovation from under graduation level upwards. AUG curriculum offers the vital flexibility to integrate industry relevant skill courses along side with domain specific subjects ensuring high employability.

Amity Education Group is India's largest education group currently enrolling over 1,25,000 students in Amity Universities in different states in addition to its global campuses in US, UK, Singapore, China, Mauritius and Dubai is driven by the visionary leadership of its Founder President, Dr. Ashok K Chauhan and is inspired to achieve excellence by the innovative leadership of Shri Aseem Chauhan, Chancellor AUG.

Kindly incorporate the above press release in your esteemed newspaper/ electronic media.

SESSION 2015: UGC RECOGNISED UG & PG PROGRAMMES

MANAGEMENT

- MBA
- MBA - International Business/Banking & Finance/ Marketing & Sales/HR/Retail Management/ Agri Business/Hospital & Healthcare Management/Executive (Full-Time/ For Working Professionals)
- MBA - 3 Continent (India, USA & UK)
- BBA
- BBA - Banking & Finance
- BBA - 3 Continent (India, USA & UK)

MEDIA & COMMUNICATION

- BA (Journalism & Mass Communication)
- B.Sc. (Animation & Visual Graphics)
- BA (Journalism & Mass Communication) - 3 Continent
- MA (Journalism & Mass Communication)
- PG Diploma in Journalism & Mass Comm.
- M.Sc. (Graphics & Animation)

APPLIED SCIENCES

- B.Sc. (Hons) -Physics/Chemistry/ Mathematics
- Bachelor of Statistics
- B.Sc. (Hons) - Earth Sciences
- M.Sc. - Applied Physics/Applied Chemistry/ Applied Mathematics/Biochemistry/ Earth Sciences/Forensic Sciences
- Master of Statistics

COMMERCE

- B.Com (Hons)
- M.Com

NANOTECHNOLOGY

- B.Tech + M.Tech (Nanotechnology) Dual Degree
- M.Sc. (Nanoscience by Research)

PHARMACY

- M.Pharm

ECONOMICS

- B.A. (Hons) - Economics
- B.A. (Hons) - PPE Philosophy, Politics & Economics
- MA (Economics)

ENGLISH LITERATURE

- B.A. (Hons) - English
- MA (English)

FASHION

- B.Des. (Fashion Design)
- B.Des (Fashion Design) - 3 Continent

LAW

- BA LLB (Hons)
- B.Com LLB (Hons)
- BBA LLB (Hons) (Approved by Bar Council of India)
- LL.M

ARCHITECTURE

- B.Arch (Approved by Council of Architecture)
- B.Plan
- Bachelor of Interior Design
- M.Plan
- M.Arch. (Landscape Architecture)
- Master of Interior Design

PSYCHOLOGY & BEHAVIOURAL SCIENCE

- B.A. (Hons) - Applied Psychology
- B.Sc. (Clinical Psychology)
- MA (Counselling Psychology)
- M.Sc. (Clinical Psychology)
- PG Diploma in Counselling Psychology
- PG Diploma in Counselling Psy. (Part Time)

ENVIRONMENTAL SCIENCE

- M.Sc. - Environmental Sc. & Management

ENGINEERING

- B.Tech - Biomedical/Aerospace/ Civil/ Computer Science/Elect. & Comm./ Information Technology/Mech. & Automation/Electrical & Elect./Software
- B.Tech - (Computer Science/Electronics & Comm./Mechanical & Automation) + MBA (Dual Degree)
- B.Tech - (Computer Science/Civil/ Electronics & Comm./ Mech. & Automation) -3 Continent
- M.Tech - Computer Science/Electronics & Comm./Solar & Alternate Energy/Laser Tech. & Optoelectronics/ Biomedical/Software/ VLSI Design/ Thermal/Machine Design/ Industrial & Production/Structural/ Hydro Systems and Tech. Mgmt./ Environmental/ Construction Mgmt.
- M.Tech.- (Comp Sc./Electronics & Comm./ Solar & Alternate Energy/Laser Tech. & Optoelectronics/Mech./Civil)-Weekend

BIOTECHNOLOGY

- B.Tech (Biotechnology)
- B.Tech (Bioinformatics)
- B.Tech + M.Tech (Biotechnology) Dual Degree
- B.Sc. (Hons) - Biotechnology
- B.Sc. (Hons) - Biological Science
- B.Sc.+M.Sc. (Biotech.) Dual Degree
- M.Sc. (Bioinformatics)
- M.Tech (Biotechnology)
- M.Sc. (Biotechnology)

MEDICAL

- B.Sc. (Dietetics & Applied Nutrition)
- B.Sc. (Medical Lab Technology)
- B.Sc. (Hons) - Home Science
- Bachelor of Audiology & Speech Language Pathology
- Bachelor of Clinical Optometry
- M.Sc. - Clinical Research/Dietetics & Applied Nutrition/Medical Lab Technology
- Master of Clinical Optometry/Public Health
- Master of Clinical Optometry (M. Optom) Practitioner
- Master of Hospital Administration

FORENSIC SCIENCE

- B.Sc. (Hons) - Forensic Sciences

NURSING

- B.Sc. (Nursing)
- B.Sc. (Nursing) - Post Basic

PHYSICAL EDUCATION

- B.P. Ed. (Bachelor of Physical Education)

HOSPITALITY

- Bachelor of Hotel Management
- Diploma in Food & Beverage Service
- Diploma in Food Production
- Diploma in Front Office Operation

COMPUTER SCIENCE/IT

- BCA • B.Sc. (IT)
- BCA+MCA (Dual Degree)
- M.Sc. (Network Tech. & Mgmt.)
- MCA

TRAVEL & TOURISM

- Bachelor of Tourism & Travel Management

LIBERAL ARTS

- B.A. (Hons) - History/Philosophy/Political Sc.

LANGUAGE

- B.A. (Hons) - French/German/Spanish

FINE ARTS

- BFA • MFA

Admission based on merit only. Students seeking Lateral Entry admissions may also apply.

Helpline No.: 98-188-15670

ACHIEVERS



Ms. Jyoti Tanwar

Ms. Jyoti Tanwar (Student of B.Tech-Biotechnology)

100% Fee Scholarship under Dr. Ashok K Chauhan Scholarship

Her perseverance and diligence is noteworthy and has resulted in publication of three Review Articles and one research paper in international journals as follows:

- 1) Jyoti Tanwar, Shrayanee Das, Zeeshan Fatima and Saif Hameed (2014) “Multidrug Resistance: An Emerging Crisis” Interdiscip Perspect Infect Dis. pp. 1-7, doi: 10.1155/2014/541340.
- 2) Shrayanee Das, Jyoti Tanwar, Zeeshan Fatima and Saif Hameed (2014) “Antimicrobial potential of epigallocatechin-3-gallate (EGCG): a green tea polyphenol” J Biochem Pharmacol Res. Vol. 2 (3): 167- 174.
- 3) Jyoti Tanwar, Shrayanee Das, Zeeshan Fatima and Saif Hameed (2013) “Crusade for Opportunity: Candida albicans from Commensalism to Pathogenicity.” J. Hum. Dis. 160-167.

Moiz A. Ansari, Shrayanee Das, Jyoti Tanwar, Zeeshan Fatima and Saif Hameed (2015) “In-vitro antifungal activity of resorcinol against human fungal pathogen Candida albicans” J Biochem Pharmacol Res. Vol. 3 (1): 1-7.

Ms Jyoti is very active student participating in the University Techfests, and in many events of the students' activity in Amity University Haryana and she has won many awards in the college as follows:

- Got 2nd Position in Working DNA Model in AMIFEST 2013.
- Won second prize in Extempore talk in AMIFEST 2014.
- Won second prize in Dumb Charades in AMIFEST 2014.
- Commendation Letter from the Vice Chancellor and Pro Vice Chancellor for Review Article “Multidrug Resistance: An Emerging Crisis” in 2014.

WELCOME ON-BOARD



Prof. Rajendra Prasad
Director of Amity Institute of Integrative Sciences and Health (AIISH)
Amity University Gurgaon

Eminent Scientist in the area of molecular biology, Prof. Rajendra Prasad has recently joined AUG as the Director of Amity Institute of Integrative Sciences and Health (AIISH). Dr Prasad is a former Professor & Dean of School of Life Sciences at Jawaharlal Nehru University (JNU), New Delhi where served for 40 years in various capacities which include; Chairman, Molecular Medicine; Rector (Pro-Vice-Chancellor). He established a state of the art instrumentation facility at JNU which has become a major research support to the entire country. Prof. Prasad, a Ph.D. from Central Drug Research Institute, Lucknow, joined JNU in 1976 as an assistant professor after spending three years as research associate at University of Southern California, Los Angeles. He has been visiting Professor in several universities and institutes which included visiting faculty at Ecole Normale Supérieure – CNRS Paris, France; Catholic University, Louvain-la – Neuve, Belgium; Technical University, Valencia, Spain; Bristol Mayer Squib, Princeton, USA; University of Darmstadt, Germany; New York Medical College, USA.

Prof. Prasad is a recipient of Royal Society Commonwealth Bursary, Alexander von Humboldt-Stiftung Fellowship, Wellcome Foundation Mercator Professorship at University of Bonn, Centre of Excellence, DBT, BSR-UGC award. He is an elected fellow of all Indian Science Academies, Member, American Society of Microbiology, USA, Society of Microbiology, UK, American Association for the Advancement of Science, International Society of Human and Animal Mycology. He is also a National Contact Point of European commission, Research Ambassador, Germany. International Yeast Commissioner and currently is the Vice President, Indian National Science Academy, INSA.

Prof. Prasad is a renowned scientist of repute who has supervised more than 60 PhDs thesis, published over 225 research papers and has handled 50 national and international grants. He is a leading molecular mycologist and has done trend setting research in the area of antifungal clinical drug resistance.

We take immense pride in welcoming Dr Prasad on board.

[INSTITUTES IN FOCUS]

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Amity University Gurgaon



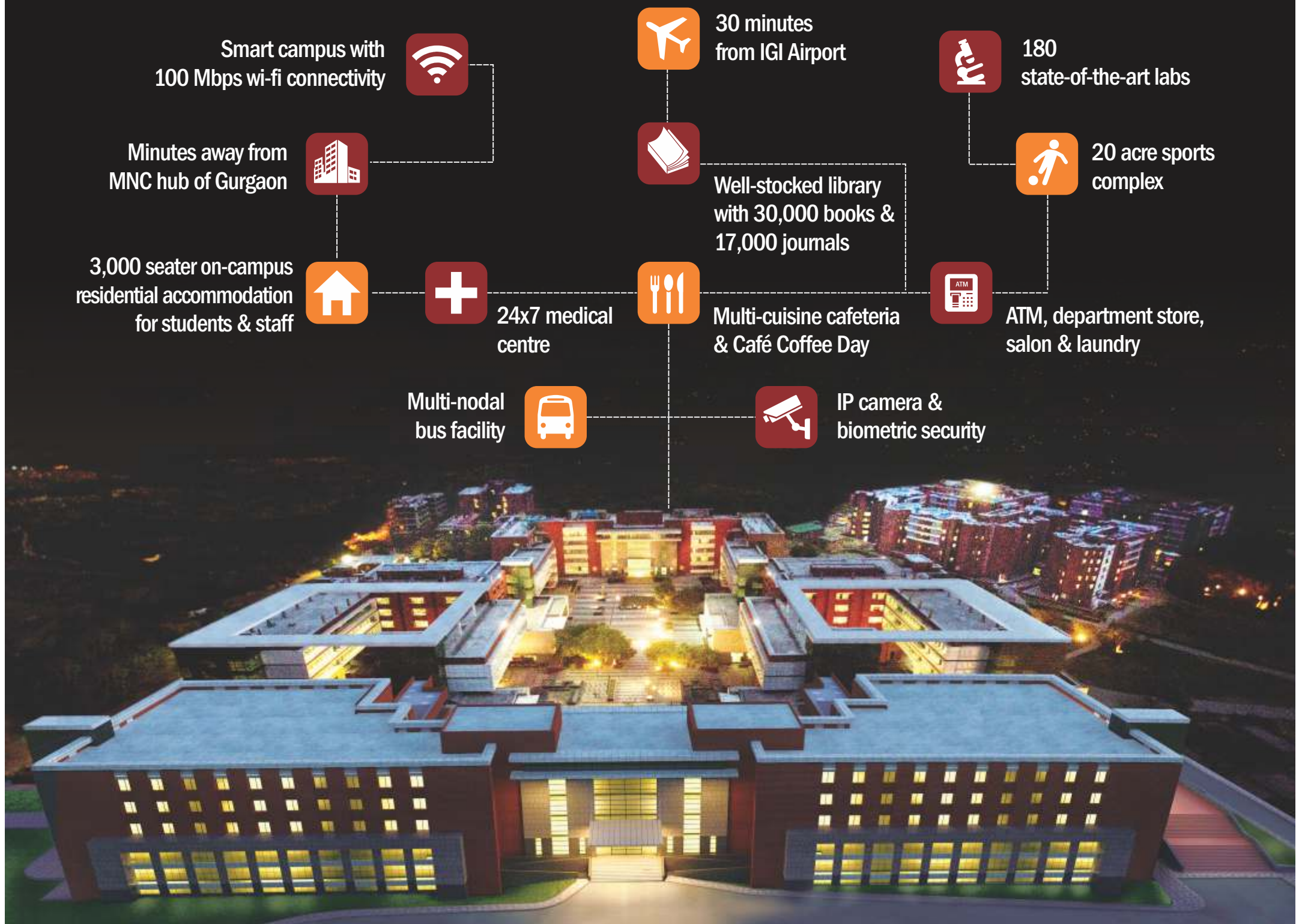
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