



AMITY BUSINESS (ABS)

2.3.1. Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences

S.no.	Institute/school	Name of activity under experiential learning(industrial visit, internship, dissertation, field work and military training)	Name of activity under participative learning / problem solving methodologies(hands-on-workshop, conferences, seminar and inclusive learning)	Date of activity
1	AMITY BUSINESS (ABS)	One day Even by TEDxAUMP on Viksit Bharat Reimagine India	Seminar	01/03/2024
2	AMITY BUSINESS (ABS)	Branding Blitz	Seminar	20/03/2024
3	AMITY BUSINESS (ABS)	Business Model Canvas	workshop	04/04/2024
4	AMITY BUSINESS (ABS)	Poster Presentation of Business Plan & Linkages with innovation	Intra institute Activity	16.04.2024
5	AMITY BUSINESS (ABS)	Industrial Visit to Steel Bird Helmet	Industrial Visit	08/04/2024
6	AMITY BUSINESS (ABS)	Industrial Visit to Microturners	Industrial Visit	08/04/2024
7	AMITY BUSINESS (ABS)	Industrial Visit to Gwalior Sahakari Dugdh Sangh Maryadit (SANCHI)	Industrial Visit	23/04/24
8	AMITY BUSINESS (ABS)	One Day Activity on Earth Day" Planet vs Plastic"	workshop	22/04/24



9	AMITY BUSINESS (ABS)	Bollywood Day	Intra institute Activity	30/04/2024
10	AMITY BUSINESS (ABS)	Voting Awareness Campaign	Outreach Social Activity	6/05/2024
11	AMITY BUSINESS (ABS)	Rise AUMP 2024	Business Plan/ Curricular	15/05/2024
12	AMITY BUSINESS (ABS)	Central/ MP State Government Financial Schemes for the Startups Funding	Workshop for Students	24/05/ 2024
13	AMITY BUSINESS (ABS)	Business Plan Competition	Inter Departmental	01/05/2024
14	AMITY BUSINESS (ABS)	Workshop on the Self Employment Through Skill Development	Workshop	01/05/2024
15	AMITY BUSINESS (ABS)	Interview Ready: Gear Up for Success	Workshop	13/05/ 2024
16	AMITY BUSINESS (ABS)	Management Education - The Road Ahead	Guest Lecture	20/05/24
17	AMITY BUSINESS (ABS)	Farewell 2024	Event	22/05/2024
18	AMITY BUSINESS (ABS)	Communication skills and body language	MBA Activity	13/05/24
19	AMITY BUSINESS (ABS)	Effective Resume Writing	MBA Activity	20/05/24
20	AMITY BUSINESS (ABS)	"Virtual Trading Challenge: Enhancing Financial Literacy for MBA Students"	Student Activity	13/6/2024



Outcome Report
TEDxAUMP
on
Viksit Bharat Reimagine India

01/03/2024

Organised by
Amity Business School
Amity University Madhya Pradesh, Gwalior

General Information:

Date of Event : 01/03/2024
Event Type : TEDx
Event Title : Viksit Bharat Reimagine India
Venue : Auditorium, B Block, AUMP
Organized by : Amity Business School
Total Participation : 600 Participants (Faculty Members & Students of AUMP)

Event Coordinator : Dr. Rajiv Dwivedi, Dr. Astha Joshi and Dr. Sandeep Raghuwanshi

Event Detail & Resource Persons:

TEDxAUMP, a locally organized TED event, took place at Amity University Madhya Pradesh on March 01, 2024, under the theme "Viksit Bharat Reimagine India." The event aimed to ignite discussions and inspire action among the youth to reimagine the future of India.

The event commenced with an inspiring inaugural address by **Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.)**, who introduced the concept of TEDx and Reimagine India. He emphasized the pivotal role of social media platforms in empowering today's youth to discern between credible and misleading information, urging them to leverage these platforms for positive change.

The first speaker of the event, **Lt Cdr. Vartika Joshi**, mesmerized the audience with her journey as a circumnavigator on INSV Tarini. Speaking on the topic "Embracing Imagination to Reshape Reality," she shared her struggles and triumphs during the voyage, highlighting the power of imagination and perseverance in overcoming challenges. Lt Cdr. Joshi's talk was accompanied by captivating visuals and personal anecdotes, providing the audience with a glimpse into her extraordinary adventure.

Following Lt Cdr. Joshi, **Mr. Gaurav Juyal**, a renowned Learning Experience Designer and host of "Art Attack India" on Disney, took the stage. His talk, "Exploring the Logic of Peace and Harmony," captivated the audience as he seamlessly integrated real-time data and theories to emphasize the human body's incredible capacity to learn and adapt across diverse domains. Mr. Juyal's interactive approach engaged the audience, encouraging them to think critically about peace and harmony in today's world.

The event's highlight was the appearance of **Sub. Maj. & Hon. Capt. (Retd.) Param Vir Chakra Yogendra S. Yadav**, a Kargil War hero. He shared his profound insights on Viksit Bharat Reimagine India, recounting his heroic journey during the Kargil War. He paid tribute to his fallen comrades and shared personal anecdotes, inspiring the audience with his courage and determination. Sub. Maj. Yadav's speech was met with a standing ovation, underscoring the deep respect and admiration the audience had for his bravery and sacrifice.

The event concluded with **Offg. Vice Chancellor Prof. Dr. Anil Vashisht** delivering heartfelt closing remarks, expressing gratitude to all the dignitaries, speakers, and coordinators for their invaluable



contributions. **Dr. Astha Joshi**, Event Coordinator for TEDxAUMP, presented the vote of thanks, acknowledging the efforts of the organizing team, speakers, faculty coordinators, and student coordinators in making the event a resounding success.

TEDxAUMP Reimagine India proved to be a platform for meaningful discussions and inspiring stories, leaving a lasting impact on all attendees. The event embodied the essence of TED's mission to spread ideas worth sharing and encouraged the youth to actively participate in shaping a brighter future for India.

Point-wise Outcome Report:

1. What was the inspiration behind taking up this Particular Subject for the Seminar?

Ans: TEDx is a student driven event where live TED talks and performances are shared with the community. TEDx events are fully planned and coordinated independently, on a community-by-community basis. The content and design of each TEDx event is unique and developed independently, but all of them have features in common. TEDxAUMP is a Half-day university event. Our goal is to bring together bright minds to give talks that are idea-focused, and on a wide range of subjects, to foster learning, inspiration, and wonder – and provoke conversations that matter.

2. What was the Criteria Considered for inviting the Various Individual Guests, Internal as well as External?

Ans: All the speakers of the Program were renowned and eminent personalities, those who were experts from the various interdisciplinary fields.

3. Were the guests informed in advance and if yes, from what previous interaction?

Ans: Yes, The Guests were informed in advance.

4. Were the guests Recommended by someone? If yes, who?

Ans: The guests were called from the contacts of the faculty and student coordinators.

5. Who all attended the event? Also, if possible, give the numbers.

Ans: Total of 600 Participants all faculty members and students of AUMP have attended the event.

6. What were the 'Take Homes' for the Guests and the Attendees in the form of knowledge, facts, information etc.?

Ans: Students got inspired and motivated from the talks.

7. Has the Extension Activity/ Seminar/ Fest been able to generate any Tangible Gains for the Faculty, Researchers and Students of Amity? If yes, what are these?

Ans: No

8. Have we Followed-Up with the Guests to consider Various Collaborations such as Joint Research Papers and Publications; Joint Funded Projects; Student Internships and Placements; Participation in National/ International Seminars/ Conferences/ Workshops; Student/Faculty Exchange Programmes; Post Doctorate tie-ups; etc. etc.

Ans: We will be collaborating with them for further sessions.



Photographs of the Event:



Opening Remarks by Hon'ble Pro Chancellor



Address by LTR. CDR. VARTIKA JOSHI





Address by SUB . MAJ. & Honorary Capitan YOGENDRA S. YADAV



Address by Mr. GAURAV JUYAL





Concluding remarks by Hon'ble Offg Vice Chancellor

Media Coverage of the Event:

1. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024 {3.3.2024 } https://portal.amity.edu/backoffice/Uploads/media/4732_PATRIKA-3.3.2024-Page-11-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

PATRIKA-Page-11

2. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024 {3.3.2024 } https://portal.amity.edu/backoffice/Uploads/media/4733_PRADESH TODAY-3.3.2024-Page-2-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

PRADESH TODAY-Page-2

3. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024 {3.3.2024 } https://portal.amity.edu/backoffice/Uploads/media/4735_RAJEXPRESS-3.3.2024-Page-6-AUMP-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

RajExpress -Page-6

4. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024 {3.3.2024 } https://portal.amity.edu/backoffice/Uploads/media/4738_NAIDUNIA-Page-4-AUMP-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

NAIDUNIA -Page-4

5. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024 {2.3.2024} https://portal.amity.edu/backoffice/Uploads/media/4734_DainikNaiHawaSamachar-2.3.2024-Page-8-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

Dainik Nai Hawa Samachar-Page-

8

6. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024



{2.3.2024} https://portal.amity.edu/backoffice/Uploads/media/4737_PEOPLESSAMACHAR-2.3.2024-Page-7-AUMP-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

PEOPLES SAMACHAR -Page-7

7. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024

{2.3.2024} https://portal.amity.edu/backoffice/Uploads/media/4739_SWADESH-2.3.2024-Page-6-AUMP-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

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8. AUMP- TEDxAUMP Talks Viksit Bharat Reimagine India-2024

{2.3.2024} https://portal.amity.edu/backoffice/Uploads/media/4740_NAVBHARAT-2.3.2024-Page-5-AUMP-TEDxAUMPTalksViksitBharatReimagineIndia-2024.jpg

NAVBHARAT -Page-5

9. AUMP- Amity Annual Youth Fest AMICROMA-2024

{2.3.2024} https://portal.amity.edu/backoffice/Uploads/media/4741_RAJEXPRESS-2.3.2024-Page-12-AUMP-AnnualYouthFestivalAMICROMA-2024.jpg

RAJ EXPRESS Page-12



Report on 'Branding Blitz' Seminar”
On
Mar 20, 2024

Amity Business School organized a seminar titled 'Branding Blitz' for MBA students. The event was a platform for students to showcase their skills and knowledge on branding strategies.



The seminar included strategic branding challenges, brainstorming sessions, and presentations by the students. Students delivered presentations on their innovative approaches to branding challenges. The event was conducted under the leadership of Prof. (Dr.) Anil Vashisht, Officiating Vice Chancellor of Amity University Madhya Pradesh. The seminar was a success and provided students with an enriching opportunity to explore branding challenges. The seminar also helped in shaping future business leaders by fostering critical thinking, adaptability, and an entrepreneurial mindset.



The 'Branding Blitz' seminar left a lasting impact on the participants, inspiring them to think creatively and strategically about branding in the business world. The support and guidance of Dr. Aatha Joshi and Dr. Rajiv Dwivedi were instrumental in making the event successful. Overall, the seminar was a commendable initiative by ABS, fostering students' understanding of business management intricacies in the modern world.

Seminar Coordinator
Dr. Mini Agrawal
Dr. Vivek Gupta





AMITY UNIVERSITY MADHYA PRADESH

Institute's Innovation Council Report of Workshop on Business Model Canvas

Name of Event/Activity:	Workshop on Business Model Canvas
Date:	04/04/2024
Venue:	502 D block ABS AUMP
Mode of Conduct (Offline/Online/Hybrid):	Offline
Organized By:	Amity Business School
Co-ordinator:	Dr. Shaifali Garg
Type of Activity (Seminar/ Webinar/ Workshop/ Conference/ Extension/Hackathon/Competition/ Outreach Program):	Workshop
Level of the Activity (College/ Intercollegiate/ State/ National/ International):	College
Whether it is sponsored (Yes/ No):	No
If Yes then Sponsor Name and Details:	Nil
Resource Person Details:	Dr. Ajit Kumar Singh, Associate Professor, Amity Business School, AUMP

Brief Report of the Activity: ABS In collaboration with Institution's Innovation Council has organised a workshop on Business Model Canvas on 04.04.2024 at 9:15 a.m. onwards through offline mode, The resource person for the session was Dr. Ajit Kumar Singh, Associate Professor, Amity Business School. In the session the resource person could enlighten the term business model canvas given



overview how to build a business plan and sir has explain the building blocks of business model

Canvas on the various steps required for the business model Canvas setup. All attendees were familiarized with the key elements of the canvas, including customer segments, value proposition, channels, revenue streams, and cost structure. Various case studies and practical exercises were utilized to illustrate how the canvas can be applied to different business scenarios. Additionally, participants were encouraged to actively engage in discussions and share their insights throughout the workshop.

Aim/Objectives of The Events

Here are some objectives for a workshop on the Business Model Canvas:

1. Understand the components of the Business Model Canvas.
2. Learn how to use the Canvas to visualize and analyze business models.
3. Explore different types of business models and their implications.
4. Identify key value propositions and customer segments.
5. Evaluate revenue streams and cost structures.
6. Foster creativity and innovation in designing or refining business models.

No. of Faculty Participants along with List -: 3

1. Dr. Shaifali Garg, Associate Professor, ABS.
2. Dr. Arun Mishra, Associate Professor, ABS.
3. Dr. Rashmita, Assistant Professor, ABS.

No. of Students Participants along with List -: 52 (List Enclosed at Last)

Highlights of the Event

Here are some highlights from the workshop on the Business Model Canvas:

1. Understanding the purpose and structure of the Business Model Canvas, which provides a visual framework for developing and analysing business models.



2. Exploring each of the nine building blocks of the BMC, including customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
3. Emphasizing the importance of customer discovery to validate assumptions about customer segments, needs, and behaviours.
4. Techniques for crafting compelling value propositions that address customer pain points and differentiate the business from competitors.
5. Encouraging iterative development and refinement of the BMC based on feedback from stakeholders, market research, and experimentation.

Outcome-:

1. Students will be able to describe evaluate and discuss a business model using business model canvas.
2. Students can understand the effectiveness and customer relationships
3. Students will be able to understand the type of Business and evaluate Key activities and blocks required.

Flyer:





AMITY
UNIVERSITY
— MADHYA PRADESH —

AMITY BUSINESS SCHOOL, GWALIOR

ORGANISES

Workshop on

Business Model Canvas

Thursday, 4th April 2024 | 10:00 A.M. onwards

S P E A K E R



Dr. Ajit Singh,
Associate Professor

FACULTY COORDINATOR:

Dr. Shefali Garg, +91 78958 77627





AMITY UNIVERSITY MADHYA PRADESH

Institute's Innovation Council

Report of Poster Presentation of Business Plans & Linkages with Innovation

Name of Event/Activity:

Poster Presentation of Business Plans & Linkages with Innovation

Date:

16.04.2024

Venue:

Room No: 211, D Block, AUMP

Mode of Conduct (Offline/Online/Hybrid):

Offline

Organized By:

Amity Business School

Co-ordinator:

Dr. Shaifali Garg

Type of Activity

Competition

Whether it is Sponsored (Yes/No):

No

If Yes, Sponsor Name and Details:

Nil

Resource Person Details:

All Student Participants

Brief Report of the Activity:

The poster presentation competition of our business plan aimed to foster creativity, entrepreneurship, and forward-thinking among participants. This event provided a platform for both undergraduates (BBA, B.Com, BA Economics) and postgraduates (MBA) to showcase their potential on canvas by presenting ideas on identifying business market opportunities, developing strategic plans, and incorporating novel concepts to address contemporary business challenges.

This initiative was designed to cultivate an entrepreneurial mindset among all participants and encouraged them to present their ideas via posters (chart paper), creating value through innovations. The poster presentation competition covered every aspect of business ideas, from product development to marketing strategies. These ideas were meticulously crafted to leverage cutting-edge technologies and novel approaches, demonstrating how innovation was not just a component but the essence of the business model. This initiative aims to promote an entrepreneurial ecosystem, propelling participants towards success in the dynamic landscape of entrepreneurship.

Objectives of the Poster Presentation of Business Plans & Linkages with Innovation:

1. **Stimulate Innovations:** Encourage business management students to think innovatively and creatively.
2. **Showcase Differentiation:** Highlight how business plans incorporate innovative ideas, products, or services that stand out in the market.
3. **Educational Purpose:** Educate students on the innovative aspects of business plans, inspiring them to adopt an entrepreneurial mindset.
4. **Networking Opportunity:** Utilize the poster presentation as a platform for participants



to connect with budding entrepreneurs and like-minded peers.

5. **Promote Entrepreneurial Spirit:** Showcase real-world examples of innovative business ideas and plans to foster an entrepreneurial culture among students.



Industrial Visit
By
Amity Business School, Amity University Madhya Pradesh

Dated: 08/04/2024

Amity Business School, Amity University, Madhya Pradesh, organised an enlightening industrial visit to Steelbird Helmet and Microtruner in Baddi, Himachal Pradesh, on April 8, 2024. This visit was precisely organized for the benefit of BBA 6th, B.Com 6th, and MBA 2nd-semester students, providing them with practical insights into the operations and processes of these esteemed companies.

1. Steelbird Helmets

Introduction: Industrial visit to the Steelbird Helmets factory provided an immersive journey into the production of high-quality helmets. Renowned as a leading brand in the industry, Steelbird Helmets has garnered applause for its unwavering commitment to safety, innovation, and superior craftsmanship. This report aims to encapsulate the essence of our visit, shedding light on the captivating stages of helmet manufacturing and offering key insights garnered during our time at the facility.

During this visit, the HR manager of Steelbird graciously guided students through the intricate manufacturing processes of the company. With expertise and enthusiasm, she elucidated the various stages involved in crafting helmets of exceptional quality. Moreover, she highlighted the company's dedication to precision and safety standards, emphasizing the meticulous attention to detail inherent in every phase of production.

Furthermore, Students learned that this particular unit of Steelbird Helmets is not only renowned for its domestic market but also serves as a hub for exporting helmets to Italy. This global reach underscores the company's commitment to meeting international standards and catering to diverse customer needs.

In addition to manufacturing, our interaction with the HR manager also shed light on the assembly and painting processes within the facility. Students gained valuable insights into the sophisticated techniques employed to ensure durability, aesthetics, and compliance with regulatory standards.

Company Overview: Steelbird Helmets stands as a flagship brand synonymous with excellence in helmet manufacturing. With a rich legacy and a dedication to innovation, the company has earned the trust of consumers worldwide, delivering uncompromising safety and style in every helmet produced.

Objectives of Visit:

- To document and showcase the intricate processes involved in helmet manufacturing at Steelbird Helmets Factory, highlighting the company's commitment to safety, innovation, and superior craftsmanship.
- To explore and understand Steelbird Helmets' design and innovation practices, emphasizing the integration of advanced materials and ergonomic features to push the boundaries of helmet technology.
- To examine Steelbird Helmets' quality assurance practices, focusing on rigorous testing protocols and meticulous inspection procedures aimed at ensuring that every helmet meets the highest safety standards.
- To learn about Steelbird Helmets' safety education initiatives and community outreach programs, emphasizing the company's broader mission to promote helmet usage and raise awareness about road safety.

Key Highlights of the Visit:

1. Production Floor Tour:

- Our journey began with an immersive tour of the production floor, where Students witnessed the various stages of helmet manufacturing, from design conception to final assembly.



- Each step of the process was meticulously executed, showcasing the precision engineering and attention to detail that defines Steelbird Helmets.

2.Design and Innovation Showcase:

- Students were introduced to the design and innovation hub of Steelbird Helmets, where creative minds collaborate to develop cutting-edge helmet designs that prioritize both safety and style.
- The integration of advanced materials and ergonomic features reflected the company's commitment to pushing the boundaries of helmet technology.

3.Quality Assurance Practices:

- Steelbird Helmets demonstrated stringent quality assurance practices aimed at ensuring that every helmet meets the highest safety standards.
- From rigorous testing protocols to meticulous inspection procedures, quality was upheld at every stage of production, instilling confidence in the end product.

4.Safety Education Initiatives:

- The visit also shed light on Steelbird Helmets' commitment to safety education and advocacy, with initiatives aimed at promoting helmet usage and raising awareness about road safety.
- Engaging with community outreach programs highlighted the company's broader mission to make roads safer for all.

Interactive Sessions: Our visit to Steelbird Helmets Factory featured engaging interactive sessions with industry experts and company representatives. Students had the opportunity to delve deeper into topics such as helmet technology, market trends, and the importance of safety standards in helmet manufacturing. These sessions provided valuable insights and sparked thought-provoking discussions among our group, enriching our understanding of the industry landscape.

Key Learnings: The industrial visit to Steelbird Helmets Factory was an enriching experience that underscored the importance of safety, innovation, and quality in helmet manufacturing. Students gained a deeper appreciation for the intricate processes involved in creating helmets that not only protect but also inspire confidence and style. The visit served as a reminder of the critical role that helmets play in road safety and the need for continuous innovation to address evolving safety challenges.



Micro Turners Inc.

Introduction: Industrial visit to Micro Turners Inc. provided a fascinating glimpse into the world of manufacturing, specifically in the production of scooter handlebars, brake shoes, clutch wires, and more. This report aims to encapsulate our experience, highlighting key insights, innovations, and learnings gained during our time at the facility.

Company Overview: Micro Turners Inc. stands as a pioneer in the manufacturing industry, renowned for its precision engineering and commitment to quality. With state-of-the-art facilities and a skilled workforce, the company has carved a niche for itself in the market, catering to the growing demand for automotive components.

Objectives of the Industrial Visit:

- To provide a comprehensive overview of the manufacturing processes and operations observed during the industrial visit to Micro Turners Inc., focusing on scooter handlebars, Engine Gears, clutch wires, and related automotive components.
- To highlight the utilization of cutting-edge technology, automation, and robotics in the manufacturing process, emphasizing their role in enhancing efficiency, precision, and reducing production times.
- To examine the quality control measures implemented by Micro Turners Inc., emphasizing the company's commitment to upholding stringent standards and ensuring the delivery of high-quality products to customers.
- To showcase the company's innovations and sustainability initiatives, illustrating its dedication to reducing waste, conserving resources, and minimizing environmental impact through the integration of eco-friendly materials and energy-efficient practices.

Key Highlights of the Visit:

1. Factory Tour:

- Students embarked on an immersive tour of the production floor, witnessing firsthand the intricate processes involved in manufacturing scooter handlebars, brake shoes, and clutch wires.
- From raw material intake to the final assembly line, every stage of production was meticulously organized and optimized for efficiency.

2. Technology Showcase:

- Micro Turners Inc. showcased cutting-edge technology and advanced machinery utilized in the manufacturing process.
- Automation and robotics played a significant role in streamlining operations, enhancing precision, and reducing production times.

3. Quality Control Measures:



- Students gained insights into the company's robust quality control measures, ensuring that each product meets stringent standards.
- From rigorous testing protocols to continuous monitoring, quality was upheld at every stage of production.

4. Innovations and Sustainability Initiatives:

- The company demonstrated a commitment to innovation and sustainability, with initiatives aimed at reducing waste, conserving resources, and minimizing environmental impact.
- Integration of eco-friendly materials and energy-efficient practices reflected Micro Turners Inc.'s dedication to corporate responsibility.

Interactive Sessions: Our visit also featured interactive sessions with industry experts and company representatives, providing valuable opportunities for knowledge exchange and networking. We engaged in discussions on market trends, technological advancements, and career prospects within the manufacturing sector, enriching their understanding of the industry landscape.

Key Learnings: The industrial visit to Micro Turners Inc. offered invaluable insights into the intricacies of manufacturing and underscored the importance of innovation, quality, and sustainability in driving business success. Students gained a deeper appreciation for the role of technology in shaping modern production processes and the significance of continuous improvement in staying competitive in the global market.

This report serves as a testament to the value of experiential learning and the importance of industry-academia collaboration in preparing the next generation of professionals for success in the ever-evolving business landscape.



Industrial visit accompanied by a distinguished faculty team comprising Dr. Rajiv Dwivedi, Dr. Sandeep Raghuvanshi, Dr. Ritambhara Goswami, Dr. Anuradha Kushwaha, and Dr. Ajit Singh, the visit aimed to provide BBA 6th, B.Com 6th, and MBA 2nd-semester students with practical insights into the operations and processes of these esteemed companies.



Industrial Visit Report

(23/04/2024)

As a part of the students' exposure to practical business world, Amity Business School, AUMP had organized an industrial visit for BBA IV Semester, Section - A students on 23 April, 2024.

A) The objectives of the Industrial visit were -

I. Objectives

1. To gain practical knowledge and exposure to the production processes and quality control systems of the automotive industry.
2. To provide a real-world understanding of the proceedings of the industry by observing the practical of the theoretical concepts learnt in the classroom.
3. To assist the students to explore potential career paths
4. To learn to build professional network.

II. Name of the Company – Gwalior Sahakari Dugdh Sangh Maryadit (SANCHI)

III. Introduction

On *23 April, 2024*, a group of *students* of BBA IV Semester – Section A, from Amity Business School, Amity University Madhya Pradesh, visited *M/S Gwalior Sahakari Dugdh Sangh Maryadit (SANCHI)*, Banmore. The objective of the visit was to gain insights into the manufacturing process of the milk and milk products and to understand the operational strategies adopted by the organization.

Company Overview

Gwalior Sahakari Dugdh Sangh Maryadit, affiliated to MP State Cooperative Dairy Federation, Bhopal is in existence since 1980. It covers 06 districts and deals with 09 Milk Chilling Centers in its area of operation. The main Dairy plant of 2.00 lakh liters per day capacity is located at Banmore, Morena. It was established in 1983.

The dairy development activities in rural areas include conduct of survey of villages having milk potential, organizing primary milk cooperative societies under MP Cooperative Societies Act 1960, enrolling milk producers as its members, inducting cattle, collecting milk from them, imparting training, supporting Technical input services and extending benefits under various State/Central government schemes.

Facility Tour

During the visit, we were welcomed by Senior officer Mr. Kedar Mangal. The students were given a training session on Manufacturing process and safety measures to be followed inside the factory. They were divided into two groups and taken on a guided tour to the manufacturing facilities. They learnt about the production process of biscuits for all the five brands the company is manufacturing under the banner of Britannia. The plant was well-organized and appeared to be clean and well-maintained. The company has a dedicated quality control department that ensures all products are of the highest quality. Students also learnt about Kaizen practices of Mangharam.



IV. Visit Highlights

Industrial visit to Gwalior Sahakari Dugdh Sangh Maryadit

The visit began with an introduction to the Raw Milk Receiving Dock (RMRD), highlighting the industry's commitment to transparency and support for local farmers. Students understood Sanchi Dairy's ethical practices like strict policy against adulteration, ensuring the quality and safety of its products. It was impressive to see their zero-tolerance approach, where any milk found to be adulterated is immediately destroyed.

Next, students witnessed the sampling process, where milk is tested for its solid non-fat content, ensuring the required standards. One of the most fascinating parts of the visit was the demonstration of the cream separator and homogenizer. These machines play a crucial role in processing milk, separating cream and mixing particles to create different varieties of milk.

The visit concluded with a look at the packaging process, including the Butter Chand machine and the chiller used to freeze the remaining products. Overall, the industry visit to Sanchi Dairy was incredibly insightful and beneficial. It provided the students with a practical understanding of the milk production process and the importance of quality control measures.

V. Conclusion

The industry visits provided valuable insights into the industry and the Quality Systems Operation. Throughout the visit, the students learnt about the importance of a structured approach to various industries, the role of collaboration and communication in successful change management and the value of diversity and inclusion in the workplace.

Overall, the industry visit was a valuable learning experience that provided the students with a better understanding of the industries and the change management initiatives of leading firms in the country. The students are grateful to the Hon'ble Pro Chancellor, Lt. Gen. V K Sharma (AVSM, Retd.) and Offtg. Vice Chancellor, Prof (Dr.) Anil Vashisht, for the opportunity to visit industry. The students look forward to apply these learnings in future careers and exploring further, the topics discussed during the visit.







AMITY BUSINESS SCHOOL

CELEBRATES

EARTH DAY

22nd APRIL 2024

THEME : "PLANET VS PLASTIC"

Poster Making & Slogan Writing Competition

"प्लास्टिक मुक्त भारत"



Report

General information:-

- **Date of event** - 22nd April 2024
- **Venue** - Foyer, Block-D-Amity Business School
Gwalior
- **Time** - 10:00AM-1:00PM
- **Organized by**- Amity Business School
- **Total Students participation**-77

Event coordinator

1. Dr Kishan Singh Rathore, Associate Professor
2. Dr. Minakshi Tripathi, Assistant Professor II
3. Dr. Shweta Saxena, Associate Professor

Students Volunteers name

- | | |
|------------------------|--------|
| 1. Ananya Agrawal | BBA VI |
| 2. Augustya Chaturvedi | BBA VI |
| 3. Pragya Sahu | BBA IV |
| 4. Ritika Mudgal | BBA II |

Objective of this activity

- To Stimulate creativity and innovation in addressing environmental concerns through artwork and slogans.
- To Celebrate the beauty and diversity of our planet while also acknowledging the need for conservation and sustainable development.
- To Encourage the participation of youth and students to instill a sense of responsibility towards the environment from an early age.
- To Foster a sense of community engagement by bringing people together to celebrate Earth Day and participate in activities aimed at promoting environmental stewardship.
- To Use the competition as a platform to educate participants and the audience about various environmental challenges facing our planet and potential solutions.

Summary

EARTH DAY is celebrated around the world with a beautiful message - “Our continuing efforts in our everyday lives will make this beautiful planet thrive.” Earth Day is a proof that even one person can make a global impact in a positive way. Echoing the same, Amity Business School, Amity University Madhya Pradesh, Gwalior Celebrated “The Earth Day” through a series of activities on 22nd April 2024 and Prize Distribution ceremony organized on next day i.e. 23 April 2024 due to taking time by judges to judge the winners.

The whole Business School, whether it was the Professors, students, support staff, guards, admin staff or helpers took part in this “ **Poster Making Competition** “प्लास्टिक मुक्त भारत”. The students were reminded of simple doable actions towards safe Mother Earth.

Array of creative events was organized to sensitize the students about the conservation of natural resources. free from plastic earth and to motivate them to do their bit towards making their planet even more beautiful.

Outcomes of the activity

A large number of students from different department of Amity University participated to show their curious feelings through poster making competition on “प्लास्टिक मुक्त भारत”. During this poster making competition, participants gained valuable insights to protect earth from uses of plastic. The benefits of this activity to aware students, society and others stakeholders the about the changing conditions of earth and make sure them not to use plastic for them selves but make aware others also.



This event was successfully conducted under the guidelines of the Ministry of Earth Sciences and guidance of Honorable Officiating VC Prof. (Dr.) Anil Vashisht Amity Business School Amity Business School, Gwalior.

Celebration at a Glance





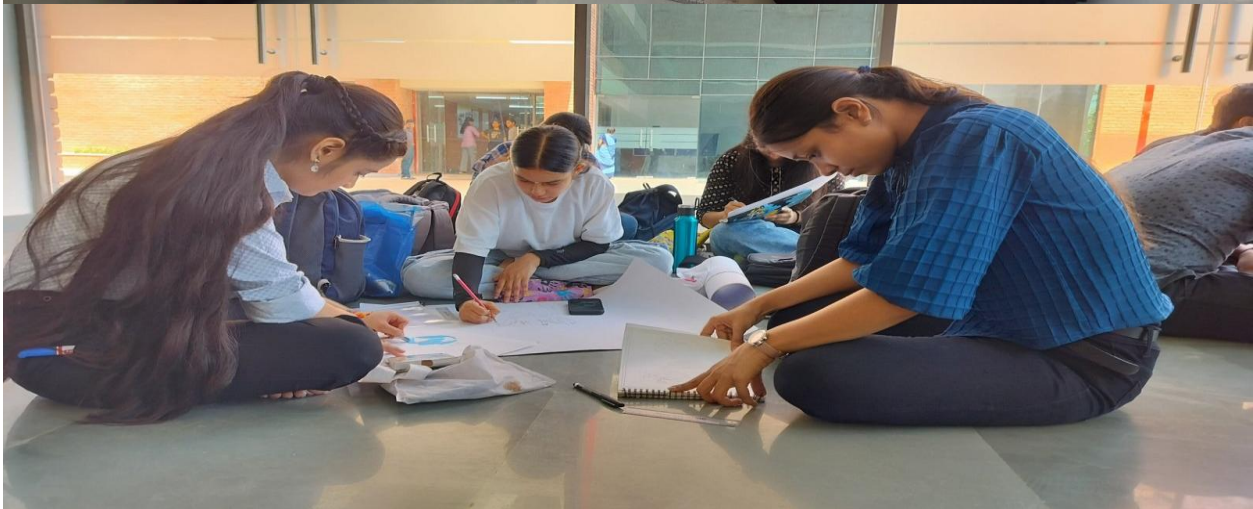




Making Poster















Promotion of Event



AMITY
UNIVERSITY

आओ, हम सब "प्लास्टिक
मुक्त भारत" बनाने की
प्रतिज्ञा करें।



पृथ्वी विज्ञान मंत्रालय
Ministry of Earth Sciences

AMITY BUSINESS SCHOOL

In collaboration with Ministry Of Earth
Sciences

Celebrates

Earth day

Be kind to
your Planet!!!



It's the only one we
have..

PLANET VS PLASTIC

POSTER MAKING AND
SLOGAN WRITING
COMPETITION

On 22nd April 2024



SCAN THIS FOR REGISTRATION

VENUE : D BLOCK FOYER
TIMING: 10am to 12 pm
PRIZES AND CERTIFICATE WILL
BE GIVEN TO
WINNERS AND
PARTICIPANTS

Faculty Coordinators :

Dr. Minakshi Tripathi -7415670732

Dr. Kishan Singh Rathore - 9926486860

Dr. Shweta Saxena - 9893023330

Student Coordinators :

Augustya Chaturvedi - 9870606269

Ananya Agrawal- 9516492340

Pragya Sahu - 8251000511

Ritika Mudgal - 8839940743

Event Sanctioned



In principle approval of Competent Authority Earth Day 2024, Gwalior, M.P.

Hukam Chand Meena <outreach.awareness@gov.in>

Fri 4/12/2024 6:30 PM

To: Dr. Kishan Singh Rathore <ksrathore@gwa.amity.edu>

Cc: Jagvir Singh <jvsingh.moes@nic.in>; Aditi Singh <aditi.singh76@gov.in>

प्रिय महोदय / महोदया

Dear Sir / Madam

पृथ्वीदिवस-2024 के लिए वित्तीय सहायता हेतु आपके आवेदन के संदर्भ में, सक्षम प्राधिकारी की सैद्धांतिक सहमति के अनुसार कुल राशि रुपया 20,000/- तक का सैद्धांतिक अनुमोदन सूचित किया जा रहा है। अनुदान राशि वित्तीय अनुमोदन के तत्पश्चात जारी कर दी जाएगी।

In-principle approval of Competent Authority is conveyed hereby up to total Rs.20,000/- financial assistance with reference to your application for celebration of Earth Day -2024. Release will be made soon after concurrence of finance division.

2) Organizer/s will have to follow broadly the attached template with Logos and Earth Day theme in bi-lingual (One of language need be regional or Hindi). Similarly Logo and name of Ministry with Earth Day-2024 need be also followed for mementoes etc.

3) You may be asked for online sharing of activities of Earth Day on 22 April 2024 through link (that shall be provided to you for the same).

4) आयोजकों / आयोजनकर्ता संस्था को आवेदन में दी गयी / पृथ्वी दिवस हेतु विज्ञापित शर्तों (नीति आयोग की आकांक्षी ब्लॉक / लिस्ट व महिला / कन्या / दिव्यांगजन विद्यालय व संस्थान को प्राथमिकता सहित), तथा निम्न (i, ii) निर्देशों का पालन स्वयं सुनिश्चित करना आवश्यक होगा

i. चुनाव की स्थिति में, आयोजकों को चुनाव आयोग व स्थानिक प्रशासन (गतिविधि के स्थानानुसार) के निर्देशों का पूर्ण जिम्मेवारी से स्वयं से पालन सुनिश्चित करना आवश्यक होगा।

ii. समारोह में सम्मिलित होने वाले छात्रों / प्रतिभागियों की किसी भी प्रकार की संचारित बीमारियों, तथा भीषण गर्मी (लू) के नुकसान से बचाव हेतु यथा संभव प्रयास एयम इस संबंध में / प्रशासनिक तौर पर भारत सरकार (गृह मंत्रालय, स्वास्थ्य मंत्रालय, आदि) / राज्य सरकार / स्थानिक प्रशासन/ (गतिविधि के स्थानानुसार) के निर्देशों का पूर्ण जिम्मेवारी से पालन सुनिश्चित करना आवश्यक होगा।

It will be mandatory for organizer (s)/ Organizing institution to ensure themselves to comply the conditions mentioned in application / advertisement of Earth Day (with a preference for Aspirational blocks as list of NITI Aayog and Girls/women/Differently abled ones College/Schools / Institutions) and the following (i, ii).

i. Organizer(s) will have to ensure compliance of ELECTIONS COMMISSION's directions / guidelines (as per place of activity and elections schedules)

ii. All possible precautionary safety measures of participants / students from communicable disease, and hazards like Heat waves / Snowfall etc., and strictly following the instructions issued by Govt. of India (Ministry of Home Affairs, Ministry of Health & Family Welfare, etc.) / State Government / Local Administration - where activity is proposed.

आओ, हम सब "प्लास्टिक मुक्त भारत" बनाने की प्रतिज्ञा करें

Let us Pledge For "Plastic Mukh Bharat"

With best wishes and thanks for joining MoES efforts for the concern to Mother Earth.

Thanking you

Yours sincerely
H.C.Meena
Programme Officer

Competition Winners Displayed on Amity Notice Board





Activity video Link:

<https://drive.google.com/file/d/1v1BmDQ5Gqj5swdZwMI8qIgGp-jak1e85/view?usp=sharing>





Outcome Report (Event/Activity Organised @ AUMP)

1. General Information

- 1.1 Date:** 30/04/ 2024
1.2 Event Type: Bollywood Day
1.3 Venue : Block 'D'- Foyer
1.4 Organised by (School): Amity Business School, AUMP
1.5 Student Participation*: B. Com IVth & VIth Sem, BBA IVth & VIth & MBA II & IVth Semester Students
1.6 Participation from outside AUMP*: Nil
- 1.7 Faculty Coordinator(s) with designation:** Dr. Ritambhara Goswami, Assistant Professor, Amity Business School, AUMP, Dr. Neetu Singh Satsangi, Assistant Professor, Amity Business School, AUMP.
1.8 Student Coordinator(s): Aditi Shrivastava & Tanisha Bhadoria (B.COM IVth Semester).

General Introduction of the Event: On April 30, 2024, Amity Business School hosted a vibrant celebration in honour of Bollywood characters. Students enthusiastically participated by dressing up as their favourite characters from popular Bollywood films. The campus came alive with the spirit of Bollywood as students took to the ramp, showcasing their creative costumes.

The atmosphere was filled with excitement and joy as students brought their beloved Bollywood characters to life. This celebration allowed them to express their creativity and enthusiasm for the Indian film industry.



1.9 Photographs



Group Photograph after the event.







Students in their Bollywood characters.

Amity University Madhya Pradesh

Amity Business School

Voting Awareness Campaign

(An Initiative Toward Nation 'Our Vote Our Responsibility')



General Information:

Date:06/05/2024

Venue: Vijaya Raje Girls College, Morar

Event: Voting Awareness Campaign

Organized by: Amity Business School (ABS)

Resource Person:

Dr. Kishan Singh Rathore, Associate Professor and Dr. Minakshi Tripathi, Assistant Professor, Amity Business School, Amity University Madhya Pradesh, Gwalior



66GG+H4M, Garam Sadak,
Infront of Shri Ram Janki
Mandir, Morar, Gwalior,
06 May 2024 10:47 am



Students Volunteers

- | | |
|----------------------|---------------|
| 1. Som Singh Rajawat | B. Com IV Sem |
| 2. Praveen Sharma | BBA IV Sem. |
| 3. Ojaswi Sharma | BBA IV Sem. |



Objective:

1. To make aware and encourage towards CSR.
2. To increase awareness and participation in the upcoming voting event at VRG College by conducting an social connectivity activity.
3. To educates and engages students about the importance of voting and the voting process.

Outcome of the Activity:

Total 40 girl students and staff of the college benefited through little initiative taken by Amity Business School. Our students learned and understand about the importance of voting and the voting process.

This initiative was successfully conducted with proper guidance of Honorable Officiating VC Prof. (Dr.) Anil Vashisht and Director, Amity Business School, Gwalior, to encourage and motivate students to participate in the democratic process by giving vote and importance of a single vote in the progress of country.

The event concluded with vote of thanks.

Overall, the outreach activity was successful in raising awareness of voting rights and responsibility toward nation, among the student body at VRG College. The activity not only educated students about the importance of voting but also encouraged them to take an active role in the democratic process.

EVENT PICS



☀️
66GG+H4M, Garam Sadak,
Infront of Shri Ram Janaki
Mandir, Morar, Gwalior,
06 May 2024 10:53 am

clear sky
41.0 °C



AMITY BUSINESS SCHOOL AMITY UNIVERSITY (M P)
Rise AUMP 2024: Business Plan Competition
Detailed Report

The "Rise AUMP 2024 conducted by Amity business school on 15 May 2024: Business Plan Competition" was a dynamic platform that showcased the entrepreneurial spirit and innovative ideas of students from across university. The event provided aspiring student entrepreneurs with an opportunity to pitch their startup concepts to professionally distinguished jury of industry experts, investors, and mentors. Mr. Rahul Lakhmani IIT B, IIM C founder Skiify, Mrs. Kanika Talwar founder COS IQ through engaging presentations, insightful feedback, and networking opportunities, participants gained valuable experience and support to advance their entrepreneurial ventures.

The event commenced with an inspiring inaugural address by **Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.)**, who introduced the concept of Rise AUMP. He emphasized the pivotal role of entrepreneurship and research in countries growth. Followed by the expert lectures of Mrs. Kanika Talwar and Mr. Rahul Lakhmani who discussed about the importance of research, innovation, start up and entrepreneurship and how one can develop a great business idea from starch.

The event concluded with concluding remarks by **Prof. Dr. Anil Vashisht, Offg. Vice Chancellor** where he delivered heartfelt closing remarks, expressing gratitude to all the dignitaries, speakers, and coordinators for their invaluable contributions.

Event Overview:

- Rise: Business Idea Competition Aump 2024

- Date: 10,15 May 2024

-Location: Amity Business School, Aump

- Theme: Empowering Student Entrepreneurs to Rise with innovation, sustainability, and entrepreneurship.

Key Objectives:

1. Provide a platform for student entrepreneurs to pitch their startup ideas.
2. Connect aspiring entrepreneurs with industry experts, investors, and mentors.
3. Foster innovation, creativity, and collaboration among students.
4. Inspire and support the next generation of entrepreneurs.

Highlights:

1.Startup Pitch Competition: Aspiring student entrepreneurs pitched their startup ideas to a panel of judges, showcasing their innovation, market potential, and feasibility. Each pitch was followed by Q&A sessions where judges provided valuable feedback and insights.

2.Keynote Speakers: Renowned entrepreneurs, investors, and thought leaders delivered inspiring keynote presentations, sharing their insights, experiences, and advice on entrepreneurship and innovation.

3.Networking Sessions: Participants had the opportunity to network with peers, mentors, investors, and industry professionals, fostering valuable connections and collaborations.

4. Workshops and Mentorship: Interactive workshops and mentorship sessions provided participants with practical guidance, tools, and resources to develop their entrepreneurial skills and navigate the startup ecosystem.

Key Outcomes:

1.Entrepreneurial Development: Participants gained valuable experience and feedback from pitching their startup ideas to a panel of judges, helping them refine their concepts and strategies for future growth.



2. Networking and Collaboration: The summit facilitated meaningful connections and collaborations among student entrepreneurs, mentors, investors, and industry professionals, creating a supportive ecosystem for innovation and entrepreneurship.

3. Inspiration and Empowerment: Attendees left the summit feeling inspired, motivated, and empowered to pursue their entrepreneurial dreams and make a positive impact in the world.

4. Access to Resources: Participants received access to resources, mentorship, and funding opportunities to support the development and growth of their startups, accelerating their journey towards success.

The "Rise AUMP 2024: Business Plan Competition" was a resounding success, achieving its objectives of empowering student entrepreneurs, fostering innovation, and connecting aspiring founders with valuable resources and support. The event served as a catalyst for the next generation of entrepreneurs to rise and make their mark on the world.



Honourable Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.) giving his opening remarks





Mr. Rahul Lakhmani delivering his talk



Mrs. Kanika Talwar delivering her talk





Respected Prof. Dr. Anil Vashisht, Offg. Vice Chancellor presenting a memento to Honourable Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.)



AMITY BUSINESS SCHOOL

DATE – 24TH APRIL 2024

TIME – 1:15 PM ONWARDS

Workshop on the Central/ MP State Government Financial Schemes for the Startups Funding.

Amity Business School organized a student driven workshop aimed to foster entrepreneurship, and awareness among participants. This event provided a platform for MBA students to showcase their knowledge on various governmental schemes, to identify Business market opportunities, developing strategic plans, and incorporating novel concepts to address contemporary challenges.

This initiative aimed to cultivate awareness and entrepreneurial mindset among all participants, propelling towards success in the dynamic landscape of building the entrepreneurial infrastructure in the country.

Objectives of the activity:

1. The primary objective of the presentation is to create awareness related to various schemes among Business Management students and provide them an activity-based learning.
2. To highlight how the central /state government supports the entrepreneurs by providing different types of financial support.
3. To educate the students about the innovative aspects of the business plan, inspiring them to think creatively and entrepreneurially.
4. To utilize the presentation as a networking opportunity to connect with budding entrepreneurs among themselves or who may be interested in supporting or contributing to the business venture.
5. Encourage and promote the entrepreneurial spirit among students by showcasing real-world examples of innovative business ideas and plans.

FACULTY PARTICIPANTS –

1. Prof. (Dr) Deepika Singh Tomar, Amity Business School, AUMP.
2. Mr. Ujwal Pathak, Assistant Professor, Amity Business School, AUMP.

PRESENTERS –

1st Presentation

START- UP INDIA

Startup India is a flagship initiative of the Government of India, aimed at promoting entrepreneurship and fostering a conducive ecosystem for startups. It provides various benefits such as tax exemptions, funding support, and easier compliance requirements to encourage the growth of startups in India. The group also demonstrated the procedure of application for the scheme.

Presented by: Aditi Jha, Ravina Kalra, Shubhi Sengar, and Brijmohan Sharma



2nd Presentation

DAIRY INFRASTRUCTURE DEVELOPMENT FUND

The DIDF scheme aims to modernize and enhance the infrastructure of the dairy sector in India. It provides financial assistance for the establishment of dairy processing and manufacturing units, as well as for the procurement of modern equipment and machinery, ultimately boosting milk processing and production capacity. The group also demonstrated the schemes and procedure of application for the scheme through web portal.

Presented by: Umesh, Pradum, Akash, and Mansi Tripathi

3rd Presentation

MUDRA YOJNA

Mudra Yojna, also known as the Pradhan Mantri Mudra Yojana (PMMY), aims to provide financial support to micro-enterprises and small businesses. Under this scheme, loans up to Rs. 10 lakh are offered through various financial institutions to facilitate the growth and expansion of small businesses.

Presented by: Monu Sharma, Ayush Chaudhary, and Purvi Gupta

4th Presentation

ASPIRE SCHEME

ASPIRE (A Scheme for Promotion of Innovation, Rural Industry, and Entrepreneurship) aims to promote entrepreneurship and innovation in rural areas. It provides financial assistance, skill development, and infrastructure support to micro-enterprises and startups in rural areas, thereby promoting employment generation and economic development.

Presented by: Priya Bhagwani, Hanshika Singh, and Shri Priya

5th Presentation

PRIME MINISTER EMPLOYMENT GENERATE PROGRAMME PMEGP SCHEME

It is a credit-linked subsidy scheme aimed at generating employment opportunities in rural and urban areas of India. It provides financial assistance for setting up new micro-enterprises and small businesses, with a focus on traditional and non-farm sectors.

Presented by: Krishna Goyal and Raj Panday

6th Presentation

STAND UP INDIA SCHEME

Stand Up India aims to promote entrepreneurship among women, Scheduled Castes (SCs), and Scheduled Tribes (STs) by providing loans for setting up greenfield enterprises. The scheme offers financial assistance, handholding support, and entrepreneurial training to empower marginalized sections of society.

Presented by: Ananyaa Gupta, Jyoti Kumari, and Bhumika Chauhan

7th Presentation

PMEGP SCHEME

PMEGP, an extension of the Khadi and Village Industries Commission (KVIC), aims to generate employment opportunities in rural and urban areas through the establishment of micro-enterprises. It provides financial assistance for setting up new projects or expanding existing ones in the khadi, village industries, and traditional artisan sectors.

Presented by: Pratiksha Bhadoriya and Nidhi Jha

OUTCOMES –



The Presentation on various central/ MP state governmental financial schemes yielded several positive outcomes: -

1. Participants gained practical insights into the various schemes of government for the startups funding with an objective to develop more entrepreneurs by offering them support.
2. The activity inspired participants to pursue innovative ventures, contributing to the creation of a vibrant entrepreneurial ecosystem within the academic community.
3. It encouraged business students to contribute to the development of entrepreneurial infrastructure of the country.

Few glimpses of the event:



AMITY UNIVERSITY MADHYA PRADESH

Institute's Innovation Council

Report on Business Plan Competition

Name of Event/Activity:	Business Plan Competition
Date:	01.05.2024
Venue:	Room No.211 D Block , AUMP
Mode of Conduct (Offline/Online/Hybrid):	Offline
Organized By:	Amity Business School
Co-ordinator:	Dr. Shaifali Garg
Type of Activity (Seminar/ Webinar/ Workshop/ Conference/ Extension/Hackathon/Competition/ Outreach Program):	Competition
Level of the Activity (College/ Intercollegiate/ State/ National/ International):	College
Whether it is sponsored (Yes/ No):	No
If Yes then Sponsor Name and Details:	Nil
Resource Person Details:	All Students Participants

Brief Report of the Activity:



On May 1, 2024, Amity Business School hosted a prestigious Business Plan Competition in collaboration with Institutions of Innovation Council.

In the event B.com, BBA & MBA and other departments students having an aspiration for becoming entrepreneurs and future innovators participated in the event. The event served as a platform for showcasing their talents towards innovative business ideas, fostering a culture of entrepreneurship and creativity to enhance Entrepreneurial eco-system.

The intra institutional business plan competition was introduced with the aim of fostering innovation and entrepreneurship skills among students. Various teams from different classes participated, presenting their innovative business plan ideas and strategies.

The Business Plan competition provided a platform for entrepreneurial skill development where Judges evaluated the proposals based on criteria such as feasibility study, market potential, and innovation. etc. Winners were awarded prizes and recognition for their outstanding efforts. Overall, Business plan competition played a pivotal role in promoting entrepreneurial spirit within the academic community with special reference to promote startups.

Objectives Of the Business Plan Competition-:

The objective of an intra institutional business plan competition typically includes:

1. Encouraging individual students to develop innovative business ideas and fostering an entrepreneurial mindset.
2. Providing Students a platform to learn about the various aspects of starting and running a business, such as market research, financial planning, and marketing strategies.
3. Offering participants the opportunity to receive constructive feedback on their business ideas and plans from judges and peers, helping them refine their concepts and strategies.
4. Encouraging students or employees to think innovatively and develop entrepreneurial skills.
5. Providing a platform for participants to showcase their business ideas and receive constructive feedback.
6. Recognizing and rewarding promising business ideas, concepts, and plans, which can provide validation and credibility to participants.



7. Encouraging the development of innovative solutions to address market needs or societal challenges.

No. of Faculty Participants along with List :-

There were 5 enthusiastic faculty members who participated in the competition, bringing their expertise and knowledge to the table.

1. Dr. Astha Joshi, Associate Professor, ABS
2. Dr. Rajeev Dwivedi, Associate Professor, ABS
3. Dr. Shaifali Garg, Associate Professor, ABS
4. Dr. Abhilasha Singh, Assistant Professor, ABS
5. Dr. Arun Mishra, Assistant Professor, ABS

No. of Students (Group) Participants along with List :-

13 groups where all students participated in business plan competition representing from BA LLB/BTech Bio-Techn/ BBA /BCOM/ MBA (list enclosed)

Highlights:-

Here are some highlights of an intra institutional business plan competition:

1. The competition was marked by intense presentations, innovative ideas, and insightful discussions.
2. Participants presented a diverse range of business plans spanning various industries, including technology, healthcare, finance, and sustainable development.
3. Participants get the chance to network with fellow students, faculty and valuable connections while preparing for the business plan.



4. Competitors develop critical skills such as strategic thinking, financial analysis, and presentation skills, which are essential for entrepreneurship and business success.
5. Participants received constructive feedback from judges, providing insights into their business plans and areas for improvement.
6. Winners received prizes with recognition for their innovative ideas and execution.
7. This events help foster an entrepreneurial culture within Amity Business School, encouraging students to pursue their business ideas and innovate to do own startup.
8. Observing the valuable learning environment where overall all experiences that participants to adapt and improve their own approaches to do startup.

Outcome-:

1. The Business Plan Competition culminated in the recognition of exceptional talent and promising business ideas.
2. Winners were awarded prizes, opportunities, and amity innovation incubation support to further develop their ventures.
3. All participants gained valuable experience, constructive feedback, laying a solid foundation for their entrepreneurial journey.
4. The event's success underscored the commitment of Amity Business School to nurture innovation, creativity, and excellence.
5. Diverse range of innovative business ideas showcased.

- **Enclosures (Brochure/Flyer):**



AMITY BUSINESS SCHOOL, GWALIOR

organises

BUSINESS
BLUEPRINT

BUSINESS PLAN
COMPETITION

1st & 2nd May 2024

10:00 A.M. onwards

Room no: 211, D Block, AUMP

Certificates will be awarded to
all the participants

Rewards to the winners

Faculty Coordinator
DR. SHEFALI GARG
+91 78958 77627

Student Coordinator
DEEPAK PRAJAPATI
+91 91318 62510

- Attendance Sheet (Participants)

LIST OF PARTICIPANTS				
Team Members Name	Course	Year	Contact No.	Email
Rishita yadav	BBA	2nd year	9179280016	Rishitay
Shivam Kant Swami	Ba.LLB. (H)	1st Year	6260686812	shivam.
Aditya Kanchan Baras, Aayush Agrawal, Arin Goyal, Arjit Agrawal	BBA	2nd year	6266469074	arjitagra
Anushika Dixit	Btech biotechnology	1st Year	6393578399	anushik
Gunjan Deo, Ayushi Arya	BBA	2nd year	7974430121	gunjanc
Saurya Pratap Singh Sengar	BBA	1st Year	8319982657	saurya
Abhishek Goyanar, Harendra Verma, Satyam pratap Singh	BBA	2nd year	7828074658	Goynar
Somya Agrawal	BBA	2nd year	9340885687	somy04
Sourav rathore	B.com (H)	2nd year	7354037651	Sourav
Astha saxena	BBA	2nd year	8305297227	saxena
Anant Singhal, Devansh jain, Aayush Raj	Bba	1st Year	8982611456	Anantsi

Mahak sahu, Yogesh sharma, Aman sharma, mahak jain	BBA	2nd year	6266283042	mahaks
Shweta sharma	BBA	1st Year	9244060610	Shweta
Abhay Pratap Singh, kartik parasar, aarti tomar,	MBA	2nd year	8895254174	arti332
suyansh tiwari	BSc biotech	1st year	7869986243	suyash
archi bodani, Divya, Akanksha	BBA	2nd year	9340161048	archi22
Yashaswi shaw	BBA	2nd year	9754792841	syasha
Prarambh asati, Rohan joshi	BBA	2nd year	9302300822	asatipr
vaishnavi saxena, Nehal singh	BBA	2nd year	9522506557	svaishr

- **Photographs:**





Gwalior, Madhya Pradesh, India
76CG+WVH, Maharajpura, Gwalior, Madhya Pradesh 474020, India
Lat 26.271783°
Long 78.227553°
01/05/24 12:40 PM GMT +05:30



Gwalior, Madhya Pradesh, India
76CG+WVH, Maharajpura, Gwalior, Madhya Pradesh 474020, India
Lat 26.271808°
Long 78.227516°
01/05/24 12:57 PM GMT +05:30





Shot on OnePlus
Dr.Shefali | 2024.05.01 13:04



Shot on OnePlus
Dr.Shefali | 2024.05.01 14:09





- **Sample Certificate**





CERTIFICATE OF PARTICIPATION

This is to Certify that

Shivam Kant Swami

has participated in Business Blueprint: Business plan competition organised by Amity Business school, on May 01, 2024.

Shafali
Dr. Shaifali Garg
Associate Professor,
Amity Business School



Anil
Prof. Dr. Anil Vashisht
Pro Vice Chancellor
(Offg. Vice Chancellor)
Amity University Madhya Pradesh



AMITY BUSINESS SCHOOL

DATE – 1st MAY 2024

TIME – 1:15 PM ONWARDS

Workshop on the Self Employment Through Skill Development

Amity Business School organized a student driven workshop aimed to inculcate and develop awareness about self-employment through skill development among participants. This event provided a platform for MBA students to showcase their knowledge on importance of Self Employment through Skill Development, to identify potential areas, developing strategic plans, and incorporating novel concepts to address contemporary challenges associated with the same.

This initiative aimed to cultivate awareness and aptitude among all participants, leading towards learning and developing skills to gain sustainable self-employment required for the fast growth of Indian economy.

Objectives of the activity:

6. The primary objective of the presentation was to create awareness related to importance of skill development in self-employment.
7. To highlight how different individuals and groups have employed themselves through skill development.
8. To educate the students about the different ways to upskill themselves so that they can go for self-start up business.
9. Encourage and promote the learning among students by showcasing real-world examples of skill development deliberations happening in our country.

FACULTY PARTICIPANTS –

3. Mr. Ujjwal Kumar Pathak, Assistant Professor, Amity Business School, AUMP.
4. Prof. (Dr) Deepika Singh Tomar, Amity Business School, AUMP.

PRESENTERS –

1st Presentation

WOMEN ON WINGS

This is an NGO involved with training the women in different skills so that they become financially independent. This NGO also aims to break the cycle of poverty for rural Indian families. Vision of this organization is Equality, Independence, and Leadership. The mission of the organization is empowerment, skill utilization and partnerships. It works in India as well as Netherlands. It caters to the interests of rural women in India. It has created.

Presented by: Hansika Singh, Shri Priya, Priya Bhagwani, Shivangi Bhadouriya and Prachi Sharma



2nd Presentation

BHAVESH AGRAWAL OLA

Bhavesh Agrawal is an Indian self-made entrepreneur and co-founder of OLA cabs. Under his leadership OLA cab grew fast and became a household name in India. The company diversified its services to include Ola Auto, Ola Bike and Ola Rentals. It expanded to Australia, New Zealand, and UK

Presented by: Sneha Singh, Janshi, Shivam Vyas, Ritik and Shivam Purohit

3rd Presentation

NYKAA: FALGUNI NAYAR

Falguni was the MD of Kotak Mahindra. She founded NYKAA in 2012. It is an e-commerce website that offers beauty and wellness products from all the leading brands. It covers more than one lakh products. It provides new products to customers as part of its strategy.

Presented by: Prachi Sharma and Shivangi Bhaduria

4th Presentation

SNITCH: SIDDARTH DUNGARWAL

Snitch fashion is a fashion brand that has established a strong presence in the Global Fashion Industry. It was founded in 2019 as B2B company and later became D2C company. Siddarth Dungarwal is the founder of the company.

Presented by: Aman Soni, Vikash Sharma

5th Presentation

GRAMEEN BANK: MUHAMMAD YUNUS

It is a micro-finance organization started in Bangladesh that makes small loans to the poor without requiring collateral. 94% owned by poor. Muhammad Yunus got noble peace prize for this initiative. It promotes credit as human right. Repayment rate is more than 95%.

Presented by: Pradum, Umesh Khetwal, Mansi Tripathi and Akash

OUTCOMES –

The Presentation on **Self Employment Through Skill Development** yielded several positive outcomes: -

4. Participants gained practical insights into the various endeavours on the part of young persons in skill development leading to sustainable self-employment.
5. The activity inspired participants to learn skills, contributing to the creation of a sustainable employment system and a developed economy.
6. It encouraged business students to contribute to the employment generation through upskilling themselves and training others also.



Few glimpses of the event:



Report on Interview Ready: Gear Up for Success

Event Title: Interview Ready: Gear Up for Success!

Date: 13, May 2024

The "Interview Ready: Gear Up for Success!" event aimed to prepare MBA students for the professional world by enhancing their interview skills. The event focused on building confidence, and mastering the art of presenting oneself effectively during interviews. The event was witnessed the enthusiastic participation of 42 MBA students. The event was structured to provide a comprehensive understanding of the interview process and included interactive sessions, pre preparation of interviews and personalized feedback.

The event began with interactive sessions where students learned about the different types of interviews, common questions, and effective strategies for responding to them. Participants engaged in simulated real-life scenarios. These sessions were designed to provide practical experience and help students identify areas for improvement.



The "Interview Ready: Gear Up for Success!" event was a resounding success, equipping students with essential skills and strategies to excel in their future interviews. Participants left the event with a clearer understanding of the interview process and enhanced confidence in their ability to perform well.





Participants provided positive feedback, appreciating the practical approach and the personalized attention they received. Many students expressed that the session and the detailed feedback were particularly beneficial. The event was instrumental in preparing MBA students for the competitive job market. It not only improved their interview skills but also boosted their overall confidence, making them more ready to face future professional challenges. Amity Business School remains committed to organizing such enriching events to continually support and empower its students.

Event Coordinator:
Dr. Mini Agrawal



AMITY BUSINESS SCHOOL, AMITY UNIVERSITY, MADHYA PRADESH

20/05/2024

Guest Lecture Report – ‘Management Education – The Road Ahead’

Amity Business School, AUMP organized a Guest Lecture on “Management Education – The Road Ahead” for its Students of II semester (BBA) on 20/05/2024. The objectives of the workshop were

1. To make the students aware about the future of Management Education.
2. To make them aware about the career opportunities in Management.
3. To make them aware about the challenges in Management Education.
4. To develop them on application of management learnings.
5. To make them successful professionals.

The resource person for the workshop was Mr Darpan Dixit, Alumni - IIM Kozhikode and Director TIME Institute, Gwalior. At the outset the students and the guest were welcomed by the moderator Dr. Rajiv Dwivedi (Associate Professor ABS and Associate Dean Student Welfare, AUMP) & made aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were

1. Career planning
2. Management Education
3. The application of management
4. Different career opportunities available in Management
5. Fitment mapping
6. Newer opportunities in Management Education
7. Gap analysis
8. Working on the gaps
9. Developing a vision
10. Making and working on action plan

About 100 students from BBA II semester and many faculty members attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive. The guest lecture was coordinated & moderated by Dr. Rajiv Dwivedi (Associate



Professor ABS and Associate Dean Student Welfare, AUMP) and guided by Prof.(Dr) Anil Vashist (Officiating Vice Chancellor, Pro VC & Director ABS).

Snapshot of the workshop





AMITY UNIVERSITY MADHYA PRADESH
Amity Business School

“ALVIDA” (Farewell) : AMITY BUSINESS SCHOOL 2024

Name of Event/Activity:	“ ALVIDA” (Farewell) 2K24
Date:	22 MAY 2024
Venue:	(B Block Auditorium) Amity University Madhya Pradesh
Mode of Conduct (Offline/Online/Hybrid):	Offline
Organized By:	Amity Business School
Co-ordinator:	Dr. Shaifali Garg, Dr. Rashmita Singh, Dr. Arif Hasan and Dr. Vivek Gupta
Type of Activity (Seminar/ Webinar/ Workshop/ Conference/ Extension/Hackathon/Competition/ Outreach Program):	Event
Level of the Activity (College/ Intercollegiate/ State/ National/ International):	College
Whether it is sponsored (Yes/ No):	No
If Yes then Sponsor Name and Details:	Nil



Brief Report of the Event: As the 2024 semester draws to a close, Amity Business School hosted a farewell party for the pass out batch of 2021–2024 called "ALVIDA 2k24". Dr. Shaifali Garg, Dr. Rashmita Singh, Dr. Arif Hasan, Dr. Vivek Gupta Faculty Coordinators organized the event. Pratham Girdhar BCom(hons) 4th Sem the head of event coordinator with other passionate coordinators of the batches of BBA, B. Com. (H), and B.A. Econ. (H) [2022–25] and MBA [2023–25], planned and executed the event successfully.

The whole graduating batch 2021-2024 as well as the faculty members of Amity Business School attended the farewell, Venue being B-Block auditorium AUM. Honorable Pro Chancellor Lieutenant General V.K. Sharma [AVSM Retd.], Honorable Offg. Vice Chancellor Prof. (Dr.) Anil Vashisht honored the occasion.

At the beginning of the occasion, **ALVIDA 2K24** was a grand success of seniors and juniors' amalgamations. The students were welcomed by a rose stick and tilak ceremony and all the students were given gifts. The juniors spoke about how their seniors had left a legacy that will continue into future batches. In addition, Hon. Offg. VC Sir gave a speech to the audience to inform them of their new roles and duties as they enter the workforce. There were 15+ cultural performances like solo dance, group dance, solo singing by both seniors and juniors, few interesting filler games were also played where the participants were chosen randomly which made the event more amazing. The elderly were treated to a special ramp stroll, where around 50+ models walked the ramp and 12 from them were selected for the second round. In the second round the selected candidates were asked few questions by the faculty members of AMITY BUSINESS SCHOOL. Afterwards the students and the faculty members did all the things to make this day a remarkable one. The graduating students were also shown their 3 years beautiful journey with the help of a small video. The smiles on the faces and the tears in the eyes showed it all that how much satisfied the students really are.

On behalf of the second round. Mr. Ritesh Kumar and Ms. Vaishnavi Rai were awarded the titles of Mr. and Ms. Eve, respectively. For their exceptional presence on the eve of their goodbye, or for their excellent work. On the basis of overall achievement in every area throughout their time in college, Mr. Rohit Pathak and Ms. Anjali Sharma, respectively, were awarded the titles of Mr. and Ms. Farewell with hamper given ceremony. The course-wise group pictures were brought the event to a successful conclusion with cherished memories.











AMITY BUSINESS SCHOOL

Report on

“Communication Skills and Body Language Workshop”

13th MAY 2024

MBA II Semester Students

Amity Business School, Amity University Madhya Pradesh organized a workshop on “**Communication Skills and Body Language**” for it's Students of MBA II semester on 13/05/2024. The objectives of the workshop were

1. To Educate the Students about the concept of communication skills and body language.
2. To highlight the importance of developing interpersonal skills using communication skills and body language.
3. To make the students understand the importance of communication skills and body language.
4. To highlight the importance of continuous learning.

The resource person for the workshop was Dr. Rajiv Dwivedi (Associate Professor ABS and Associate Dean Student Welfare, AUMP). Around 62 students of MBA II semester joined the activity.

The following points were covered by the speaker

Communication skills
Body language
Interpersonal Skills
Relationship building
Understanding self
Understanding others

OUTCOME OF THE SESSION –

- Students learned the importance of communication skills and body language.
- Students learned the importance of communication skills and body language in developing Interpersonal relationship.
- The session encouraged students to develop good communication skill to get success in life.

The activity took place under the able guidance of Prof.(Dr.) Anil Vashisht (Officiating Vice Chancellor, Pro VC - AUMP & Director ABS).



AMITY BUSINESS SCHOOL

Report on

“Effective Resume Writing and Essential Skills for Career Advancement”

20TH MAY 2024

MBA II Semester Students

Amity Business School, Amity University Madhya Pradesh organized a workshop on “Effective Resume Writing and Essential Skills for Career Advancement” for it's Students of MBA II semester on 20/05/2024. The objectives of the workshop were

5. To Educate the Students about the innovative practises of effective resume writing.
6. To highlight the importance of developing interpersonal skills for the career advancements.
7. To make students understand the importance of networking, emotional intelligence and technical skills for the job prospects.
8. To teach the importance of Flexibility and Adaptability at the workplace .
9. To highlight the importance of continuous UPSKILLING.

The resource person for the workshop was Dr. Rajiv Dwivedi (Associate Professor ABS and Associate Dean Student Welfare, AUMP). Around 60 students of MBA II semester joined the activity.

The following points were covered by the speaker

Tips on Resume Writing:

Tailor Your Resume: Customize your resume for each job application. Highlight relevant experience and skills that match the job description.

Clear Structure: Use a clean, professional format. organize sections logically (e.g., Contact Information, Summary, Experience, Education, Skills).

Keywords: Incorporate keywords from the job posting to pass Applicant Tracking Systems (ATS).

Conciseness: Be concise and avoid unnecessary jargon. Aim for one page if you have less experience and up to two pages if you have more.

Proofread: Ensure there are no spelling or grammatical errors. Consider having someone else review your resume.

The speaker covered the following Essential Skills for Career Advancement:

Technical Skills: Stay connect with industry-specific tools and technologies, Pursue relevant certifications and training.

Soft Skills:-

Communication: Clear and effective verbal and written communication.

Teamwork: Ability to collaborate and work well with others.

Problem- Solving: Aptitude for analysing issues and finding effective solutions.

Leadership: Skills to lead teams, manage projects, and inspire others.

Adaptability: Continuously learn and upskill to stay relevant in your field.

Networking: Build and maintain professional relationships. Attend industry events and join professional organizations.



Emotional Intelligence: Develop self-awareness, self-regulation, and empathy.

OUTCOME OF THE SESSION -

- The session encouraged students to build an effective resume for the upcoming placements.
- Students learned the importance of how by focusing on these resume writing tips and essential skills, one can enhance their job applications and position themselves for career advancement.

The activity took place under the able guidance of Prof.(Dr.) Anil Vashisht (Officiating Vice Chancellor, Pro VC - AUMP & Director ABS).



Outcome Report

"Virtual Trading Challenge: Enhancing Financial Literacy for MBA Students"

13th June 2024

Organized by

Amity Business School

Amity University Madhya Pradesh, Gwalior

General Information:

Date of Event: 13th June 2024

Event Type: Activity

Event Title: "Virtual Trading Challenge: Enhancing Financial Literacy for MBA Students"

Venue: Amity Business School, Amity University, Madhya Pradesh

Organized by: Amity Business of School

Total Participation: 34 Participants (Students of ABS, AUMP)

Event Coordinator: Dr. Anuradha and Dr. Shweta Saxena

Convener: Dr. Astha Joshi Director, ABS AUMP

Detail Event & Resource Persons:

Amity Business School, Amity University Madhya Pradesh, Gwalior organized "Virtual Trading Challenge: Enhancing Financial Literacy for MBA Students" 13th June 2024.

Aim & Objective of the Programme:

1. To enhance the understanding of financial markets through practical experience. Key highlights include:
 - Creation of virtual demat accounts with allocated virtual funds
 - Comprehensive training sessions on trading techniques and strategies
 - This actively engage in trading, allowing them to hone your financial skills
 - Culmination with presentations where students will showcase your progress, experiences, and observations.

Objective: The goal of this practical approach is to provide students with the knowledge and abilities they need to successfully negotiate the intricacies of the financial markets. They will be better equipped to make wise investment decisions in the future if you take part in this activity.



Details of the Programme

Amity Business School, Amity University Madhya Pradesh, Gwalior organized "Virtual Trading Challenge: Enhancing Financial Literacy for MBA Students" 13th June 2024.

Amity Business School organized a student-driven workshop on June 13, 2024, aimed at equipping the students with the necessary knowledge and skills to navigate the complexities of financial markets. By taking part in this exercise, they will improve their ability to make wise investment choices in the future.

Point-wise Outcome Report:

1. What was the inspiration behind planning this activity

Ans: Students' engagement and exposure to problems and challenges in real life are increased through academic activity.

2. What were the Criteria Considered for inviting the Various Individual Guests, Internal as well as External?

Ans.: N/A

3. Were the guests informed in advance and if yes, from what previous interaction?

Ans : N/A

4. Were the guests recommended by someone? If yes, who?

Ans: N/A

5. Who all attended the event? Also, if possible, give the numbers.

Ans: 34 students from the 2nd Semesters from MBA have participated in the activity.

6. What were the 'Take Homes' for the Guests and the Attendees in the form of knowledge, facts, information etc.?

Ans: N/A

7. Has the Extension Activity/ Seminar/ Fest been able to generate any Tangible Gains for the Faculty, Researchers and Students of Amity? If yes, what are these?

Ans: N/A

Glimpses of the activity





