



**AMITY UNIVERSITY MAHARASHTRA**  
Established vide Maharashtra Act No.13 of 2014, of Government of Maharashtra, and recognized under Section 2 (f) of UGC Act 1956.

# Progress on SDG 4



## Year 2023

Mumbai - Pune Expressway Bhatan, Somathne, Panvel,  
Mumbai, Maharashtra 410206



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## NCC and NSS Scheme for Students.



## Drawing Competition - SES High School, Bhatan

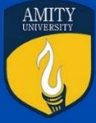
Amity School of Fine Arts had organized a drawing competition for the students of SES High School, Bhatan on 16th August 2022 from 11 am to 1pm. The event was organized undd IIC, celebrating the 75th years of independence “Azadi ka Amrit Mahotsav” . Totally 40 Students of 8th, 9th and 10th Standards took part in the competition, post-event the participants were given refreshments. There was a jury of the artworks created by the students and 3 best works were selected for 1st 2nd and 3rd prize respectively, the prizes will be sent to the school soon.

Objective is to encourage the art amongst the children and further to take art or design courses in future. The Benefit of the event was also worked as an outreach program by Amity School of Fine Arts.



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MUMBAI



# PAINTING COMPETITION

DATE:  
16/08/2022

TIME :  
11AM - 1PM

VENUE:  
E BLOCK - 108  
AMITY  
UNIVERSITY  
MUMBAI

ORGANIZED BY  
AMITY SCHOOL OF FINE ARTS,  
MUMBAI

S.E.S. MADHYMIK VIDH.  
BHATAN HIGH SCHOOL

TOPIC : INDEPENDENCE DAY





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## Tech-Hack – 49 Hours of Hackathon (Open-Source Project Development Competition)

It is important for the students of Information Technology and Computer Science school to understand how the challenging problems from the different problem domains should be solved in the given constraints of the deadline and following the industry best practices while solving the problem. The problems statements addressing the social needs and sustainability should be solved to give solutions to the hot problems.

Chief Guest: Mr. Prashant Pakhale (S&P Global Market Intelligence, US) He is working as Lead Software Developer at S&P Global Market Intelligence , in the US. His major work in the Healthcare, Finance and Smart Cities. Mr. Prashant has 20 years of experience in the IT Industry in software development life cycle involving analysis , design, development of enterprise applications in web-based , Multi-Tiered applications. He has worked with Wipro Technologies, Aptify Diaspark Inc, and Sungard. He has Extensive experience on C#, Asp.net, ASP.Net MVC, ASP.Net Web API/ Rest services, WCF, Angular JS 1.5, DI, .Net Core, Javascript, JQuery, Kendo UI Controls, Kendo MVVM, Entity Framework, Azure, SQL Server, SSIS, SSRS, Nunit, Elastic Search. Have worked as Technical Lead, Senior Developer and Full Stack Developer. Switched roles as needed in the Software Development Life Cycle.

Guest of Honours : Mr. K. Manoj Kumar Patra (Koch Industries), Bangaluru. Mr. K. Manoj Kumar Patra working as Senior Business Analyst at Koch Industries. He has 11 years of experience in the IT Industry as Business Analyst , Scrum Master, Data warehouse Tester, and Data Analyst. His experience multi-country, cross-cultural collaboration with



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customers located in North America, APISA, EUROPE and AMLAT. He has a thorough business understanding of Manufacturing, Pharma and Retail. He has worked with the Wipro Technologies, Vibrac and ETP International.

Total 260 Students of the AIIT school, 54 External Participants, and ASET-AUM 150 Students, 04 AIIT Faculty members, HOIs, Directors, and Deans have attended the Interactive session. The participants have learnt about the Open Source Project Development, and use of the IT Tools and Techniques. Students learnt about the documentation, Scrum Story writing, UML Diagram, Data-base Schema Design, and Final product development using Android or Web-Based Technologies. The Session has delivered by two industry experts have guided to the participants and established the best practices required to be followed in the IT Projects.





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## National Conference on Cyber Forensics - Dated: 21<sup>st</sup> April 2023

It is important for the students of Information Technology and Computer Science school to understand the importance of the emerging field of Cyber Forensics, Law and Effect of Recent Technologies.

Speaker 1 : Mr. Phaneendar B N, Founder Clue4Evidence Lab, Bangalore. He is experienced Forensic and Legal Professional with a demonstrated history of working in the law enforcement industry. Having Analytical skills, Private Investigations, Strategic Planning, and Public Speaking. Strong business development professional with a master's degree in physics, LLB, LLM (Torts and Crimes), PGDCLCF ( PGDHRL), PG – Diploma in Forensic Documents and Fingerprint Examination, M.Sc. in cyber security, and Legal Expert U/S 45 of Indian Evidence Act. He is Certified from American Institute of Applied Sciences and Trained in PDD (Psychophysiological Detection of Deception) – Lie Detection Test. He is a Member of the International Association of Identification and has completed training on Personal Data Protection. He is Court Commissioned Forensic Expert, Questioned Document Expert, Fingerprint Expert, Cyber Security, Digital Forensics, POLYGRAPH examiner, Advocate, Trainer, Consultant & Director Clue4Evidence Forensic Lab Bengaluru, Karnataka, India.

Speaker 2 : Adv. Aditya Ghuge is Tech-Lawyer. He is responsible for ensuring that the legal affairs are handled appropriately and in accordance with local, state & federal laws. He is



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Practicing Advocacy at Bombay High Court, Mumbai. Currently he is practicing in Cyber Crime and Cyber Security Cases as an Associate Lawyer. He is Founder & Faculty of Aditya's Legal Knowledge Center, online platform of learning Law. He has educational background of LLB, LLM, PGDM(Business Administration), Diploma in Cyber Law B.A.(Pol. Sci.), and B. Tech (E & TC).

Speaker 3 : Ms. Sejal Shibe Currently Associated with CyberFrat as the Cyber Security Project Manager. She is having good knowledge of cyber-crimes, cyber security, information aspects and their modus operandi. She has experience in training expertise in digital forensic and investigation tools. Her certifications include CEH, ISO/IEC27001:2013 Lead Implementer Program, and Lead Auditor Program (ISMS Dual Certification Training).

Speaker 4 : Ms. Kshipra Tatkare, Senior Specialist at Mouri-Tech Pvt. Ltd. is an expert in the field of forensics analysis using image processing. She possesses a background of Computer Science Engineering, and working as a Senior Specialist at Mouri-Tech Pvt. Ltd. She is having total 12 years of experience in academics and the IT industry.

Speaker 5 : Mr. Shoib Hakim, Founder CyberHak, He is expert in the digital forensics services, He is having knowledge of the law enforcement, and criminal justice System. He is having knowledge of the evidence collection, and presentation in the court.

The chief guest of the Conference Mr. Phaneendar B N, Founder Clue4Evidence Lab, Bangalore discussed the "Investigative Prospects and Issues Under IT Act. Advocate Aditya Ghuge is Tech-Lawyer, at Bombay High Court has discussed about the "Cyber Forensics and Indian Laws". Ms. Kshipra Tatkare, Senior Specialist at Mouri-Tech Pvt. Ltd discussed on the "Image Forgery Detection as a Forensics Approach". Ms. Sejal Shibe, Cyber Security Project Manager at CyberFrat discussed "Career Opportunities in the Cyber Security Domain". Mr. Shoeb Hakim, Cyber Security Expert, Cyberhak discussed on the "Various domains of the Cyber Forensics".

The Souvenir Book of NCCF-2023 consisting of abstracts of the research papers is released during the inauguration function of the conference, at the hands of Hon. Vice Chancellor, and five experts present during the conference.



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## Report Startup Week 2023 - 20<sup>th</sup> April 2023 – 27<sup>th</sup> April 2023

The goal was to promote an innovative mindset for the generation of unique ideas among Amity University Mumbai students by celebrating their entrepreneurial spirit. In addition to giving them a platform to do so, we wanted to inspire ambitious innovators to take a risk and realise their ideas. Who were the distinguished guests invited for the event? Kindly give their names, designations, organization, qualifications, area of expertise, and any honours and awards received by them.

We were able to visualize the innovative mindset and will of the students at Amity, which will help us in preparing the necessary guidance tools to further the achievement of our ultimate goal of the University's entrepreneurship cell goal (more on this in point 10).

Many students are majorly concerned about the environmental well-being of our nation, displaying their highly aware and updated mindset. Their goals are highly tailored to fit the needs of the common people.

The event was graced by the presence of Honourable Vice Chancellor Amity University Mumbai Dr. A W Santhosh Kumar, Deputy Pro Vice Chancellor Dr. Vijay Singh Dahima, Dean Academics Dr. Shrikant Charhate, Dean Student Welfare Dr. Gautam Gavali, Dean Research Dr. Penna Suprasanna, Officiating HoI Amity Business School Dr. Bhawna Sharma, faculties & fellow students of Amity University Mumbai.



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Startup Development Bootcamp on the topic 'Journey of a Bootstrapped Startup' garnered a large audience of approximately 250 - 300 audience members consisting of students. B Plan Competition & Business Model Sprint were more privately held events, only comprising of the supporting faculty of E-Cell, members of E-Cell, the distinguished judges, and the participants of the event.

The occasion increased public awareness of the entrepreneurial renaissance in our nation and motivated our students to develop a number of creative concepts that will greatly advance society. Many students accepted the challenge of creating their own enterprises with the aid of E-Cell Amity University Mumbai. Furthermore, we were effective in leaving a lasting imprint on the young, aspiring entrepreneurs' minds, encouraging them to develop such incredible, ground-breaking concepts.





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## Workshop on Lifts Design - 20th April 2023

Elevators or lifts are the part of the planning of any multistore structure or planning of buildings. Hence the technical knowledge of lifts is very helpful for the students of Architecture, Interior design, and Planning. Vertical transportation is part of an interior or architecture project. So, we invited the industry expert Mr. Kunal, who has a technical knowledge, to share the same to our students which will help them while designing their own projects in curricular or in future as well. MR. KUNAL MUNDLIK, Elevator and Escalator specialist. He is an Electronics Engineer with an MBA in marketing having 8+ years of work experience in the building material industry.



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## Site Visit to Ultratech RMC Plant, Kone Gaon - : 02/12/2022

The importance of safety at site was briefed to students. Materials specification and batching were shown at the site. Operations of plant including loading, quality checking, testing etc., were explained. Recycling concrete debris from transit mixers carried out at the site was explained. Students gained knowledge of the new materials and methods followed. Students got practical exposure to the operations. 21 students of Civil Engineering – Btech have attended this visit.

## Alumni Talk Series - 28/12/2022 - ASFT

The Idea for this programme were to have an Interactive Session with the Alumni of Fashion Design Batch 2016-2020 for the students of School of Fashion Technology. Mr. Amit Shil, Customer Relationship officer, Calvin Klein and Tommy Hilfiger, India. The attendees were mostly students of all semesters of ASFT. The HOI and other faculties from the department as well as other department were also invited to grace The Alumni Interaction Talk. Students of Semesters 1, 3, 5 and 7 of B.Des and semester 1 & 3 of M.Des program attended the webinar. Around 110 students attended the seminar.



## Industry Visit- Ahmedabad - 12/12/2022 to 15/12/2022

Colour Ashram Foundation, Local Market exploration, Sabarmati Ashram, Patan, Patola, Rani Ki Vav, Modhera Sun Temple, Calico Museum, Lalbhai Dalpatbhai Museum, Arvind Mills-Denim Section. The visit to Ahmedabad was planned in a textile dominated area of Gujrat which is also the capital city. Along with the rich heritage of its Patola saree (tie and dye and weaving synchronisation), the city houses some of the best textile and garment industries, and museums. The attendees were mostly students of the School of Fashion Technology B.Design, semester 7 and M.Des Sem 3. 2 Faculty members of the school joined the students for the visit.

Colour Ashram. It is a sustainable Natural Dye manufacturer and are one of the very few industrial dyeing houses working with dyeing and printing with only naturally obtained vegetable and mineral dyes.

Market Visit: Visited the Local market to get a glimpse of the locally marketed Textiles and Products and some local food. Sabarmati Ashram Museum with manuscripts written by Mahatma Gandhi and his teaching were displayed. Also, the place where he lived and the history of his great work, philosophy, and the peaceful and simple life that Mahatma Gandhi lead were depicted in this place. Patan Patola (Double Ikat) Patola from the area of Patan in the north Gujarat region of western India glorifies this heritage with its unique gemlike qualities gorgeous colours, designing and durability. Rani ki Vav, one of the known stepwells where students saw an Architectural marvel with carvings and Murals of Century old historical significance. Silted over, it was rediscovered in the 1940s and restored in the 1980s by the Archaeological Survey of India.

Modera Sun Temple which is one of the most exquisitely sculpted temples in India, the Sun Temple in Modera Gujarat is a prominent shrine dedicated to Hindu Sun God. which becomes extraordinarily beautiful when the Sun rises and Sunsets. The light and Sound show enlightened the history of the shrine. Lalbhai Dalpat Bhai Museum, abbreviated L. D. Museum, is a museum of Indian sculptures, bronzes, manuscripts, paintings, drawings, miniature paintings, woodwork, bead work and ancient and contemporary coins in Ahmedabad, Gujarat, India. The Calico Museum of Textiles, under the aegis of the Sarabhai Foundation, is India's premier textile museum. Its collection of Indian textiles is considered by many to be the finest





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and most comprehensive in the world. Arvind Mills- Denim and Design Section The company manufactures cotton shirting, denim, knits, and bottom weight (khaki) fabrics. It has also recently ventured into technical textiles when it started Advanced Materials Division in 2011. It is India's largest denim manufacturer.

## Expert Talk- Metamorphs of Career in B.COM - 29th July 2022

The Webinar on Metamorphs of Career in B.COM for the students was conducted to help the aspirants to choose the right career path for their future. After completing Senior- Secondary Education most of students are confused about choosing the right career path. The webinar talks about the course structure, curriculum, and important features of the program as well as career prospects after completing the Bachelor of Commerce (Hons).

Organized by:  
**AMITY BUSINESS SCHOOL**

AMITY UNIVERSITY  
MUMBAI

Expert Talk on — **METAMORPHS OF CAREER IN B. COM**

Friday, 29th July 2022 | 3:00 P.M. – 4:00 P.M.

Speakers:

**Dr. Jaymin Shah**  
Assistant Professor,  
AUM

**Dr. Payal Sanan**  
Assistant Professor,  
AUM

Aspiring Candidates gained the knowledge regarding, programmes, specialization, skills, Industrial visits, and International Exposure under Bachelor of Commerce. It is fruitful for students to choose the right career path for their future. Students gain knowledge regarding international studies as well as career prospects after completing Bachelor of Commerce. During the webinar students were counselled, so that they can make appropriate decisions for their future.



## Faculty Development Program using Qualitative Software MAXQDA - 13th July – Friday 15th July

Since it is a Research Excellence series this expert talk organized to help Research Scholars and Faculties on below mentioned point. To gain basic to advance knowledge about the Qualitative Software MAXQDA. To practice Hands On experience on the Software. To support the self-paced Research Writing with the help of software. To talk about the latest strategies (Graphical Representation). To understand how MAXQDA empowers Research Writing skills. To provide Theoretical and Practical guidelines and its relevance.

**Speaker Brief Profile** "Ramani Swarna is the Director of her research venture "JFJS Research Center". She has been identified as the Founder and Methodology Expert. She had completed her Graduation, Post-Graduation, and MPhil from Delhi University. She completed her Ph.D. in "Online M" from IMT Ghaziabad and the University of Rajasthan. She also completed her master's in computer sciences. Various Diplomas were achieved in different courses in Law, Mass Media, and English Literature. She has more than 1000 videos on YouTube. She has conducted more than 78 workshops on various topics of Research. She is also a Professional and Official Trainer of the most popular Qualitative Software MAXQDA. Currently, she is conducting workshops exclusively on Qualitative Research. She has more than 10 years of Industrial Experience after working in FORTUNE 500 Companies like GE Capital International Services Pvt. Ltd., Country Club, Triton Corporation, etc. She also has 10 years of experience in Academics and attended more than 50 International Conferences. She also bagged "Best paper Awards", Best Paper Presenter Award, Best Researcher Award, etc. The Expert talk has been proved Fruitful for the Scholars since the Speakers has shared many insightful points regarding the use of MAXQDA as well publication with MAXQDA.



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Meeting in "General"

01:47:23

People Chat Reactions More

RS MR SM VA DD +16

Ramani Swarna ... Manpreet K... Sindhu Mad... On hold Dr Deva Du...

**MAXQDA 2020**  
Analytics Pro

User: ramani

New Project Open Project Open Examples

**MAXQDA Grants 2022**  
Empowering Women and Girls

#Research forChange

Learn more >

Getting Started Online Manual

**MAXQDA Blog**  
Praxis Examples read more >

**Research Network**  
Join the Community read more >

**Video Tutorials**

- MAXQDA 2020 New Feature Highlights
- Getting Started with Qualitative Data Analysis
- Transcribing Audio & Video
- Teamwork and Data Management
- How to Code Your Data
- Organizing the Code System
- Working with Memos

Recently Opened Projects

- Life Satisfaction.mx20
- FGD1.mx20
- Types-BC.mx20
- New project (5).mx20
- New project (4).mx20

Ramani Swarna (Guest)

Meeting in "General"

01:48:39

People Chat Reactions More

RS MR SM DD V +15

Ramani Swarna ... Manpreet K... Sindhu Mad... Dr Deva Du... Varsha (Gue...)

MAXQDA - analytics Pro 2020 (Release 20.4.3)

New project

Documents > MAXQDA2020

Name	Date modified	Type
MAXQDA_System	7/13/2022 2:54 PM	File folder
Backup	8/9/2022 10:13 PM	File folder
Dictio	5/4/2022 7:07 PM	File folder
Examples	12/31/2021 11:44 AM	File folder
Temp	7/13/2022 2:54 PM	File folder
New project (1)	12/31/2021 8:59 PM	MAXQDA 2020 P...
New project (2)	1/28/2022 9:15 AM	MAXQDA 2020 P...
New project	12/31/2021 11:48 AM	MAXQDA 2020 P...

File name: New project (3)

Save as type: MAXQDA 2020 Projects (\*.mx20)

Save Cancel

Retrieved Segments

Simple Coding Query (OR combination of codes)



## Expert Talk- Exploring Trends In BBA- Banking & Finance - 27<sup>th</sup> July 2022

Webinar on Exploring trends in BBA- Banking & Finance for the students to choose right career path for their future. After completing Senior- Secondary Education most of students are confused to choose right career path or making a difficult decision. The webinar through a light on Bachelor of Business Administration Programmes and their specializations, skill and talent nurture the study. The webinar talks about the Career Prospects after completing the Bachelor of Business Administration. Aspiring Candidates gain the knowledge regarding, programmes, specialization, skills, Industrial visits, and International Exposure under Bachelor of Business administration. It is fruitful for students to choose right career path for their future. Students gains the knowledge regarding international studies as well as career prospects after completing Bachelor of Business Administration. During the webinar students were counselled, so that they can make appropriate decision for their future.

The screenshot shows a webinar slide with the following content:

- AMITY PHILOSOPHY**
- Where Modernity Blends with Tradition**
- AMITY EDUCATION GROUP** logo
- AMITY PHILOSOPHY** (repeated)
- Where Modernity Blends with Tradition** (repeated)
- VALUES & ETHICS**
- NATION BUILDING**
- HOLISTIC EDUCATION**
- Continuing Education**
- Amiown (Prenursery Sch**
- K-12 Schools**
- UG Programmes**
- PG Programmes**
- Ph.D.**
- Post Doctoral**
- Distance & Online Education**
- Corporate Training**
- Skill Development & Vocational Training**

The diagram features a central yellow circle with an arrow pointing clockwise, surrounded by various educational levels and programs. On the right side, there is a video call interface with three participants: Dr. Jyoti Vidhani, Dr. Jaymin Shah, and Dr. Pushpendu RAKSHIT. At the bottom right, the name **SHIPRA ARORA** is displayed.



## Webinar- Career Prospects and new Trends in Management Education - 25/07/2022



Recent trends and practices in management were discussed in detail. Impact and importance of management studies in shaping up once career were the most crucial areas of talk. Aspirants gained knowhow of international programs available at AUM. Contemporary trends and future perspectives of management and business areas followed by innovative practices were centre of attraction. To motivate management aspirants/students who are looking forward to opt for management studies. To hone management skills among aspirants. Course curriculum and benefits were discussed in detail. Career prospective and career opportunities in management domains were discussed.

### How to Conduct Pilot Study in Ph.D. Research - 26th August 2022

Since it is a Research Excellence series this expert talk organized to help Research Scholars on below mentioned point. To gain basic to advance knowledge about how to conduct pilot study. To learn some tips and tricks about pilot study. To support the self-paced Research Writing with expert comments. To provide Theoretical and Practical guidelines and its relevance. Dr.T. Bina is a Principal of Happy Valley B School, Tamil Nādu. She is carrying 26 years of experience in which she has served as Professor & Senior Lecturer.



The Speakers were awarded by the Certificate of Honour to share the Knowledge with the Faculty and Scholars. Attendees has gained factual based knowledge from the speakers. Development of Research Outcomes in more attractive way with about how to conduct a pilot study. The Speakers were awarded by the Certificate of Honour to share the Knowledge with the Faculty and Scholars. Attendees has gained factual based knowledge from the speakers. Development of Research Outcomes in more attractive way with about how to conduct a pilot study. The Expert talk has been proved Fruitful for the Scholars since the Speakers has shared many insightful points regarding How to Conduct Pilot Study. Expert shared important point about conduction of Pilot study.

## Faculty Development Programme on Personal and Professional Development - 02/08/2022-08/08/2022

Faculties requires professional and personal development to deliver good quality teaching and research. It is possible only when faculties get value added training and inspiration that serves as a guidance towards betterment of their physical, mental, and social health. The Dean student welfare along with AIBAS considered equipping faculties of AUM with skills to improve their personal lives as well as professional relationships with students in order to bring about an improvement in teacher-student relationship, colleagues' relationship, organization-employee relationship etc. With students occupied with Summer Internship, it was a perfect time to engage the faculties in such a refreshing programme as otherwise they are occupied with teaching and research.

The First session was about guidance and counselling skills of faculty members. Faculties were instructed about the need to provide guidance and counselling not only for academic and career development but also emotional and personal guidance. Identification of students in need and referring of cases to university counselling center were elaborately explained. The second session informed faculty members about the functioning of the CRC and its members. It guided the faculties on how they can positively contribute to placement and career development of students by supporting corporate relationship and communication with place of business to facilitate placement of students. Mindfulness session trained the faculty members in stress management, relaxation techniques and concentration to self-growth not only physically but also mentally and socially. A session on need for social science research



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informed faculty members in what is lacking behind in social science research and what can be done to improve it. Information in relation to projects, funding agency, collaborating institutes were provided to inspire faculties to apply for grants and continue large scale research. Mental health and Conflict management session taught the faculties about how to take matter care of their mental health and resolve inner conflicts, social conflict and conflicting ideas. It was a welcome session by most faculties as it provided some relieve to stress.

Session on bullying, ragging, sexual harassment and its legal aspects informed faculties about existing law and order regarding such crimes. They were instructed to remain vigilant and ensure such incidents does not happen in the campus. Environmental Science, Pollution, and health session taught faculties about prevention and protection of the environment to become a better, sensible citizens. Care for the nature is care for us as well as our future. Session about making workplace queer affirmative was a welcomed session. It taught faculties about how to be sensitive about such issues. They were taught on how to be accommodating to colleagues of LGBTQ community as well as how to make students of LGBTQ community feel more welcomed and inclusive. Teamwork and team building session provided training and information about bonding with team members or colleagues to give maximum productivity and remain sustainable. Session regarding drugs and alcohol abuse provided information on how to identify troubled students or fellow faculties and how to help them in quitting the habit. It evoked a sense of social duty in every faculty to play their part in making the society free of drugs and become responsible citizen. Session regarding self-growth and academia provided the much-needed information about self-improvement in a sustainable way while improving academic output. Session on social media and Journalism provided information on how to identify and separate fake news and information from the truth. The faculties were taught about how to counter misinformation and protect themselves from such exposures.

Session on sports and health provided detailed information as well as stressed the need to stay healthy to contribute productively to their duties. Information on nutrition and exercises to keep the body and mind healthy were provided. Employee management informed the faculties about managing themselves, colleagues and staff members for smooth and proper functioning of the university. Techniques about how to manage change and how to incorporate new requirements in terms of technology, methodology and principle introduced the faculties to an



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improved method of functioning. Last but not the least a session on wardrobe management provided detailed information on dressing style and presentation.

## Entrepreneurship Day Celebration - : 23/08/2022

As we all know that 21st August is being observed to create awareness among the budding entrepreneurs about innovation and leadership. So, the inspiration to select a topic like Entrepreneurship development in the entrepreneurship week was the most appropriate form of discussion for raising more awareness. Mr. Aleksandr - Global Sales, Industrial lot and Supply Chain Visibility, Finland. 10+ Years in sales (5 in global sale) Customers in India - Indian Railways, Godrej, Murugappa Group. Ms. Ankita Kureel - Founder Astralkinds, INDIA. Rakshit Rane -Founder Letsvie, India. The event was organized on a large scale where all schools of Amity University, Mumbai were invited such as Amity Institute of Business, Amity Institute of Behavioral and Allied Sciences, Amity School of Languages etc. All faculty members, Researchers and Students attended the event. Easy access was available to all due to the event being held online.

Entrepreneurship day was celebrated at AUM with an immensely insightful webinar that had 3 moderators: Aleksandr, Ankita Kureel and Rakshit Rane. They all gave the students an opportunity to widen their knowledge base regarding innovative business practices, entrepreneurial journeys, challenges faced, state measures that should be taken and information on how to establish sustainable businesses. stage involves testing the product and building revenue and traction for it. The prototyping stage involves building, iterating, and testing the final design. The product-market fit stage involves raising funds for your product, marketing it, and getting more customers.

It was a two-hour long event held on an online platform which brought students the expertise and experience of these well flourished founders of three different global companies. Mr. Aleksandr touched upon the endurance of the pace of investments. He said that companies wish to strengthen and diversify; their supply chains, which prevents them from reducing their investments. The challenges which were faced throughout in the pandemic (factory shutdowns, etc) showed us and them that the link between companies and suppliers is weak, thus highlighting the significance of gathering more capital. These challenges also allow us to explore and innovate new improvements in the logistics section, motivated by digitalization and data. He then spoke of BlueBox Systems which helps you track your air cargo in real-time and





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outlined a roadmap of current achievements and future goals for the same. Mr. Rakshit spoke about the stages of entrepreneurship: idea stage, validation stage, prototyping stage, and product-market fit stage. The idea stage involves identifying an impactful problem and coming up with a unique differentiator.

**ECELL** **INSTITUTION'S INNOVATION COUNCIL** **IOAC** **AMITY INNOVATION INCUBATOR** **AMITY UNIVERSITY MUMBAI**

## ENTREPRENEURSHIP DAY CELEBRATION



**ALEKSANDR**  
Global Sales, Industrial IoT & Supplychain visibility,Finland



**ANKITA KUREEL**  
Founder AstralKinds, India



**RAKSHIT RANE**  
Founder Letsvie, India

**INSIGHTS**

- Innovative Business practices.
- Entrepreneurial Journey.
- Challenges faced.
- Strategic Measures.
- Establishing Sustainable Businesses.

Tuesday  
**23rd**  
August 2022


**2 PM - 4 PM**

<https://bit.ly/3dFupDm>


For any queries mail us at [ecellaum@mum.amity.edu](mailto:ecellaum@mum.amity.edu)

Recording **LIVE** YouTube


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VICE PRESIDENT, E-CELL



Ankit Satpathi  
GENERAL SECRETARY, E-CELL



Riya Reji  
JOINT SECRETARY, E-CELL



Dr. Payal Sanan



## Material Exploration for Design Diversification - 26 August 2022

World Fashion Day is celebrated each year on 21st August and is seen as an occasion to bring the creators, presenters and executors of fashion to the forefront. Fashion encapsulates textiles, and crafts of the world. It is a celebration of the uniqueness and differences of cultures, traditions, and skills of artisans globally. To commemorate this day, School of Fashion Design and Technology, Amity University, Mumbai with IQAC planned a series of Workshops on 'Material Exploration for Design Diversification'. Based on the individual guests' educational qualifications and expertise in the respective crafts for the material exploration workshop, Amity School of Fashion Design and Technology invited the session experts. The expertise of the guest and the possibilities of conducting other workshops, projects etc were the key criteria for inviting experts.

The session experts were known to Mrs. Vandana Deshmukh, Assistant Professor at School of Fashion Design and Technology, Amity University, Mumbai, as they are in the same professional circle and are alumni of Sir J. J. School of Arts, Mumbai. Students of semester V and semester VII, along with faculty members of School of Fashion Design and Technology, Amity University, Mumbai, attended the webinar. Around 85 participants were divided in two batches. Two workshops were conducted- Clay exploration from 9:30 am-12:30 pm and Metal craft from 1:30-4:30 pm.

Mr. Avadhut demonstrated how to work with terracotta, stoneware clay and modular clays. The use of commonly available tools (like toothpicks, pens, ice-cream sticks, etc.) to create texture designs were demonstrated. Students experiment with all the materials and the tools while also explaining how to incorporate various hooks and wires for the accessories.

Ms Kajal Gaitonde demonstrated carving techniques on Sun board. The methods of creating 3D designs using materials like Jute rope, layering with sun-board was demonstrated. Finishing with foil to give different effects of shading and emphasis on depth was done by students. Experts demonstrated wire molding as a technique of making accessories. The use of right tools to handle metal wires of different materials like copper, steel etc were explained.



All participants experienced a practical approach to material exploration with various tools for creating texture designs. This learning will come handy in subjects like Design and development of Fashion accessories, Graduation design collection, craft studies etc. A multitude of products like Idols, jewellery and accessories like necklaces, pendants, rings, earrings and so on were created which can be worn. Students were taught the technique which can be further used by them to create products of their choice. The techniques taught gives students a scope to become an entrepreneur. With subjects like Design and development of fashion accessories, Textile art, Craft studies, Graduation design collection the learning from this workshop will be used.

## Webinar on Application of Lean Manufacturing: Innovative Prototype for a rural start-up

Lean manufacturing improves efficiency, reduces waste, and increases productivity. The benefits, therefore, are manifold: Increased product quality: Improved efficiency frees up employees and resources for innovation and quality control that would have previously been wasted. This webinar will help students understand that businesses of any size and scale will benefit from eliminating or reducing the number of steps.

Mr Anurodh Agnihotri currently heading the D School of Business at Pearl Academy as a Department Leader and pursuing PhD. His research topic is – “Application of Lean Manufacturing in Hand Block Printing to increase productivity”, which is a challenging aspect catering to various hand block printing techniques and applying lean tools to increase productivity. The application of the research study would provide a cost-effective way to procure any handcrafted product. His Industry experience involves extensive involvement at various craft clusters for 4 years with the Ministry of Textiles (Handicraft Dept) exploring product development for different handcrafted product categories. He has worked with various brands such as Reliance Retail, TATA Trent and Hyper City as buyer and category head respectively handling women's ethnic wear business.

The expertise and experience carried out by guests is of value to students. The industry linkages brought by the expert help the school with placements and internship opportunities. Students understood the concept of Lean manufacturing and how it helps to improve efficiency, reduce waste, and increase productivity. The product quality improves and the efficiency



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increases, which frees up employees and resources for innovation and quality control that would have previously been wasted. Students learnt about the five key lean principles (value, value stream, flow, pull, and perfection) and their usability for small and big businesses. Students were made aware that innovation is key to the sustenance of any organization and change is the only way to achieve growth. The tools of lean manufacturing if applied carefully, help in sustained improvement which can further transform the efficiency of workers and help achieve growth for any industry. The guest has good knowledge about various craft clusters in India and has worked on many projects with Ministry of textiles. Our school can benefit from its contacts for dissertation, craft intervention, workshops etc.



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## Life of DevOps Engineer - 17th February 2023

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

**IQAC**  
Internal Quality Assurance Cell  
AMITY UNIVERSITY MUMBAI

**AMITY UNIVERSITY MUMBAI**

AMITY INSTITUTE OF INFORMATION TECHNOLOGY  
*organizes*  
Industry Expert Online Talk on  
**LIFE OF DEVOPS ENGINEER**

**Friday, 17th February 2023**  
**01:30 PM onwards**

**Resource Person**  
**Mr. Kishor Kotule**  
Lead DevOps Engineer,  
Robert BOSCH-Germany

**Chief Patron:**  
**Dr. Aseem Chauhan**  
Hon'ble Chancellor & President,  
Amity University Mumbai

**Patron:**  
**Dr. A.W. Santhosh Kumar**  
Hon'ble Vice Chancellor,  
Amity University Mumbai

**Convenor:**  
**Dr. Manoj Devare**  
Professor & Hol,  
AIIT, AUM

It is important for the students of Information Technology and Computer Science school to understand how the DevOps Engineers Transforms the Software Development



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Teams Practices and the Agile Practices while developing any product and performs the daily activities. Mr. Kishor Kotule is MS/M.Eng.(Hof University, Germany), having 5+ years of experience in Automotive + Finance/Banking, Mr.Kishor is Currently working as a Lead DevOps Engineer for Hybrid Cloud, Robert BOSCH, Germany. His Skill include Containerization using Docker, Kubernetes. He works on Cloud Stack of Private cloud(On-Premise), GCP(Google Cloud Platform) and MSAzure Programming using Python, Golang CI/CD: Git, Bitbucket, GitLab, GitHub, Jenkins, ArgoCD, Artifactory. He also performs the Azure DevOps Monitoring & Logging using Prometheus-Grafana and EFK Stack Infrastructure as Code, Infrastructure provisioning (Terraform). He also having very good knowledge of Server Administration using Linux, and Windows. Total 240 Students of the AIIT school and 03 Faculty members have attended the Interactive session.

The Speaker has delivered his daily routine of the work, how he interacts with the Developers / development and Operations Teams and reduces the conflicts among them in the live projects. DevOps Engineer conducts the meeting with the product owners and scrum masters. He resolves the daily difficulties faced by both teams. Provides the provision of the infrastructure for the scaling and availability of the application in the cloud environment. The candidate working in the DevOps Practices, should also be good in either of the Cloud platforms e.g. AWS, Azure or Google Cloud. The participants have learnt about the Tools, techniques and practices in the field of the DevOps. The Session has delivered the important aspects of the DevOps practices, and established the best practices required to be followed in the IT Projects. The Session has delivered the important aspects of the DevOps practices, and established the best practices required to be followed in the IT Projects. The resource person his contact details and LinkedIn Profile for any kind of queries by the student participants.



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### DevOps Roadmap

The slide illustrates the DevOps cycle and its associated components. The cycle includes: BUILD (Source Code, Version Control), TEST (Development, Automation), DEPLOY (Infrastructure as Code, Provisioning, Configuration Management), and MONITOR (Virtualization, Containerization, Logging, Visualizations). The tree diagram categorizes these into: 1. Learn programming languages (Python, Java, JavaScript, Ruby), 2. Network and Security (Networks, Security, Cloud, AWS, Azure, GCP), 3. Infrastructure as Code (Configuration Management, Container, Docker, Kubernetes, Terraform, Ansible, Puppet, Chef, Salt, VM, VMWare, Oracle VM, Hyper-V, Xen, VMware Workstation, Oracle VM VirtualBox, Oracle VM VirtualBox), 4. Cloud (AWS, Azure, GCP, IBM Cloud, Alibaba Cloud, Tencent Cloud, Oracle Cloud), and 5. Monitoring and Logging (Monitoring: Prometheus, Grafana, Nagios, Zabbix, ELK, Splunk, New Relic, Datadog, CloudWatch, Azure Monitor, AWS CloudWatch, Splunk; Logging: ELK, Splunk, New Relic, Datadog, CloudWatch, Azure Monitor, AWS CloudWatch, Splunk).

### Cloud skills combined with DevOps

- Develop, deploy, and manage s/w applications engineers
- Can get expertise in AWS, MS Azure, and GCP
- Opens the door for cloud-specific jobs
- Cloud s/w engineer, security analyst, cloud architecture, etc

Cloud Provider	Market Share
aws	34%
Azure	21%
Google Cloud	11%
Alibaba Cloud	5%
IBM Cloud	3%
Salesforce	3%
Tencent Cloud	2%
ORACLE	2%

Cloud infrastructure service revenues in the 12 months ended September 2022: **\$217 billion**



## IT Culture India and Abroad - 17<sup>th</sup> February 2023

It is important for the students of Information Technology and Computer Science school to understand how the industry works while developing any product and performs the daily activities. Mr. Vishal Nagpal is Associate Director- Enterprise Software at IdeaForge Technology Pvt. Ltd. Mr. Vishal Nagpal is having 20 years of IT industry experience encompassing a wide range of skill set, roles and industry verticals in digital technologies covering mainly DevOps, Clouds, Data Science (R Programming and Python), Microservices and Bigdata. Mr. Vishal is IBM Certified Application Architect. Experience in leading and managing teams. Handled multiple roles in Application Architect, Data Science SME, Digital technologies Lead, Design Engineer and Developer. Mr. Vishal is having Good communication skills, interpersonal skills, self-motivated, quick learner, team player. Total 260 Students of the AIIT school and 03 Faculty members have attended the Interactive session and the Panel Discussion. The Speaker has delivered the current Drone products of the Ideaforge Technologies Pvt. Ltd. He has explained that what are the various important points required to be noted while working in India and abroad. What cultural differences are there in the two models of working and their merits and demerits. The Panel discussion held at the second part of the session where the Panel members Dy. Pro Vice Chancellor Prof. Dr. Vijay Singh Dahima, Prof. Dr. Penna Suprasanna (Dean Research), Prof. Dr. Manoj Devare (HOI-AIIT), Mr. Vishal Nagpal (Industry Expert), and Dr. Preeti Gupta (Associate Professor-AIIT) have shared their thoughts on the topic of the day. The Event was organized under the banner of IIC & IQAC.





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Organized by:  
**AMITY INSTITUTE OF  
INFORMATION TECHNOLOGY**



## Expert Talk on **IT CULTURE INDIA AND ABROAD**

Friday, 17th February 2023 ● 11:00 A.M. onwards ● Seminar Hall

Resource  
Person



**Mr. Vishal Nagpal**

Associate Director -  
Enterprise Software  
Ideaforge Technology Pvt. Ltd.



*Chief Patron:*  
**Dr. Aseem Chauhan**  
Hon'ble President,  
AUM



*Patron:*  
**Dr. A.W. Santhosh  
Kumar**  
Hon'ble Vice Chancellor,  
AUM



*Convenor:*  
**Dr. Manoj Devare**  
Professor & Hol, AIIT



## Visit to Kala Ghoda Art Festival - 8<sup>th</sup> February 2023

Amity School of Fashion Technology (ASFT) has always believed in giving students exposure to what is trending. The art festivals like these are good places for designers to get inspired by the artwork, installations, the décor of the place etc. There are also artisans and budding entrepreneurs from all over the country to showcase their latest innovations in design.

The festival takes place within the historic **Kala Ghoda Art District**. It is open to all, free of charge. The boundaries of the subdivided district can be roughly traced from the Regal Circle at the Southern end to the Mumbai University in the northern end, from the Oval Maidan to the west and the Lion Gate to the east. The name Kala Ghoda can be traced to the old equestrian statue of King Edward VII, which was placed at the centre of the large node on the old Esplanade Road. The statue, a vestige of the colonial era, has since been removed from the site, but the colloquially used for the district name persist regardless – an assertive confirmation of a compelling public memory.

Today, the area is a hub of cultural activity and a throbbing urban node with institutions like the Jehangir Art Gallery, Max Mueller Bhavan, Bombay University, Prince of Wales Museum, National Gallery of Modern Art, Institute of Science, Bombay Natural History Society, Elphinstone College, and David Sassoon Library around it, all within comfortable walking distance of each other. Apart from the entertaining pursuits of art and education, the area also offers a host of famous city restaurants and cafes, along with art galleries, designer boutiques, and many cultures related activities and venues – the most popular one being the annual Kala Ghoda Arts Festival, where many artistes, performers and craftsperson gather every February.

B.Des students from semester II, IV, VI and M.Des students from Semester II and IV. The sections of the festival include visual arts, dance, music, theatre, cinema, literature, including children's literature as a sub-section, workshops, heritage walks, urban design and architecture, food, a dedicated section for children, and a vibrant street section including stalls selling eco-friendly, handmade arts and crafts wares. The event is sponsored by corporate companies, and entry is free. The Kala Ghoda Festival has grown and notoriety since it began in Mumbai in 1999, attracting visitors and other participants from all over the world. The kala



Ghoda zone is a place full of elements to inspire the creative brains of budding designers. The festival was joyous and seeing people from many different sectors coming together as one and exploring a place that inspires art is a feeling of a lifetime.

Design students must visit such exhibitions and festivals to get first-hand experience creating designs that fit the market needs. Students get to interact with traditional craftspeople and established and budding entrepreneurs and learn about their journey, which inspires them. The take-home for students were Creativity boost and sharpening of Entrepreneurial skills. Students understood the variety of product that have a market. Students observed unique and interesting approach towards variety of materials induced with a lot of creative thinking

## My Journey - Talk show:- 20<sup>th</sup> February, 2023

ECell Amity University Mumbai conducted a comprehensive outreach program that aims to educate students on the fundamentals of entrepreneurship. This initiative will provide an extensive overview of the crucial concepts of entrepreneurship, including an understanding of various domains such as finance, marketing, operations, and legal. E-Cell, AUM wanted to spread a word about entrepreneurship among different colleges and young budding entrepreneurs. E-Cell Core team members i.e Tushar Sharma (President), Sankalp Patil (Vice-President), Ankit Sathpati (General Secretary), Dylan Morales (Technical Head). The attendees were informed about the importance of cultivating the entrepreneurial mindset and habits such as resilience, creativity, risk-taking, and growth mindset. Moreover, the attendees were educated on what it takes to be an entrepreneur, including the qualities and skills required for success in entrepreneurship.



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(Ministry of Education, India)

**AMITY UNIVERSITY**  
MUMBAI

## Outreach Program

Entrepreneurship Cell  
Amity University Mumbai

ABOUT THE PROGRAM	TOPICS
The ECell Amity University Mumbai is proposing an outreach program aimed at teaching students about entrepreneurship. The program will cover the basics of entrepreneurship and key concepts, and provide an understanding of various domains such as finance, marketing, operations, and legal. It will focus on introducing necessary skills and knowledge required for success in the field, such as problem-solving, communication, and critical thinking.	<ul style="list-style-type: none"><li>- Introduction to Entrepreneurship</li><li>- Understanding the Different Domains within Entrepreneurship</li><li>- Financial Management and Analysis</li><li>- Marketing and Branding</li><li>- Operations Management</li><li>- Legal Issues</li></ul>

## Study Tour - Chandigarh-Tirthan-Manali - 06-02-2023 to 16-02-2023

The study tour was organized as a mandatory event as per the Council of Architecture for the students of architecture and accompanied by students of interior design and planning as part of curriculum. The visit to Capitol complex at Chandigarh gave students the insight of master plan of the complex. The design philosophy by renowned architect Le Corbusier. The complex is UNESCO World Heritage site. The Capitol Complex is strategically located at Geographic and Topographic “Head” of the city against the backdrop of Shivalik Hills. There were three concrete buildings facing each other. The Assembly, The Secretariat and the High court



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building. The Open Hand Monument: - With the philosophy of “open to give, open to receive” it is the official emblem of the city symbolizing peace and reconciliation. The Tower of Shadows: - Tower of shadows This unique monument highlights Le Corbusier’s preoccupation with the sun’s influence on man’s daily life and the architectural challenges presented by the complex climate of Chandigarh. Geometric Hill:- A huge earth-tilled hill, which has its lower half in concrete relief work, and the top covered with grass turf. The relief is in the form of Corbusier’s diagram of daily balance of light and darkness, which in his words "rules man's activity". The visit was guided tour of the complex. It took about 120 mins.to complete the entire complex visit.



Students then visited Le Corbusier Museum to understand in depth the ideology of the architect and concept behind master plan of Chandigarh city which is famously known as Garden city. Next day student left for Virasat-E-Khalsa. It is a museum of Sikhism. The smaller western complex includes an entrance plaza, an auditorium with 400 seating-capacity, two-story research and reference library, and changing exhibition galleries. The eastern complex contains a round memorial building as well as extensive, permanent exhibition space, consisting of two clusters of galleries that try to evoke the fortress architecture of the region (most evident in a nearby Gurudwara) and form a dramatic silhouette against the surrounding cliff terrain. The gathering of the galleries in groups of five reflects the Five Virtues, a central tenet of Sikhism. Here the students got to know the versatile architecture application and



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massing forms. The interior student got to learn the material application. At this venue no photography was allowed. Therefore, we could not take more relevant photos.

Students, after visiting the museum complex headed for the next destination at Tirthan. After reaching Tirthan students started their academic work the next day. Interior students documented hotel study where they were residing while architecture and planning students headed further to Sarchi to do village study and documentation. Interior students understood the different applications of available local materials in interior finishing work with vernacular workmanship techniques. . Architecture and planning students interacted with local villagers to get insight of their day to day activity and their way of living. The construction techniques were documented, and the various dwelling typology were studied. The students not only enjoyed the study part but also the surrounding nature. The students also noticed that it is challenging to stay and live a normal life in this part of the region.



After two days of extensive study at Tirthan and Sarchi students travelled to the next destination Manali. At Manali students had a good time with their colleagues and accompanying faculty members. Students visited Hidimba temple, Vashistha temple, Solang valley, Mall Road, etc in Manali. Overall, the study tour was productive in terms of learning outside the campus life. Observing climate responsive architecture elements, construction





techniques, local materials, way of living life in different part of the country. Relishing cuisine and enjoying each other company along with informal sessions with faculty.

## Multispecialty Hospital Manchar – Visit - 13-02-2023

Interior design students were involved in an Interior design honorary consultancy project to experience the live project design complete process. The Client Dr.Ashish Pokharkar The Architect of the Hospital building Dhanashree Chikhle was invited to interact with the students on site. No previous interaction. The client was referred by Prof.Rajendra Tamhane. Site visit was attended by 12 Batchelor of Interior design students and one Faculty Prof Rajendra Tamhane.

The students experienced a live site under construction. The students interacted with the client and his architect with respect to the requirements of the project. The students got updated with the flow of patients and the instruments required in each department of the hospital. The 24 students in 6 groups will design the hospital and submit the portfolios by 15th March 2023.





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## Amishorts 2023 - 16th-17th February 2023

The purpose of the short film festival is to connect our students with world cinema and help them to understand the global issues. Amity International Short Film Festival in its first year to engage audience across the city with powerful perspectives created around the global theme of Education, Human Rights and many more. These themes resonate with people of all age groups and cut across all strata of society.

Ashok Rane, Renowned Film Critic. Ashok Rane is a three-time National Award-winning film critic. He is professor of film studies for 35 years, a film mentor. Rane sir was a Jury member to Locarno International Film Festival, Rotterdam International Film Festival, Montreal International Film Festival, Busan International Film Festival, Moscow International Film Festival, He is panel member for National Film Awards. He has directed two Marathi films and several documentaries which includes Anthony Gonsalves, One More Mohenjodaro, Being with Apu, Masti Bhara Hai Samaa and many more. Tanisha Mukharjee, Tanisha Mukharjee is an actress and producer, known for her role in Sssshhh... (2003), Sarkar (2005) and Son of Sardaar (2012). She was a contestant for Big Boss 7. She is also a philanthropist, Founder of Stamp Foundation. Stamp India is the initiative to connect on a grassroots level with the population of India. She is an environmentalist and ocean lover. Amnollah Sayadi, Director,



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Iran Culture House, Mumbai. Iran Culture House, Mumbai is disseminating Iranian Culture through films In India. Iran is focusing country for AMISHORTS 2023.

Professor Jeremy Simpson, Dean and Principal University of Dublin, He is our special guest for the event. Akhilendra Mishra, Actor Akhilendra Mishra is a film and television actor, best known for his role as Kroor Singh in the 1990s Doordarshan fantasy television series Chandrakanta. His other notable works include the character of Mirchi Seth in film Sarfarosh & Arjan in Lagaan Indian Film which was shortlisted for Oscar Award. His famous dialogue Yakoo is trending since many years. Abhay Chintamani Mishr, Actor Abhay is an actor, former RJ with Radio Mirchi. He is a vlogger, rapper and poet. He is known for his character Chaddi in recently released Doctor G. He is an avid traveller and professional skiing trainer. Furthermore, he was part of the recently released web series Dhahan. Jigna Trivedi, Actress Jigna Trivedi is Indian stage and television actress. She is working on Gujrati Drama like Vikas Gando Thay Gayo, Love Karva ma Lafdu Thay gayu, Welcome Zindagi, Bonus ma Bapuji Maliya. And many more. 1000 students of Amity University Mumbai and All Faculty members attended the event and take part in the conversation

Ashok Rane praised Amity University for conducting AMISHORTS 2023. He said with such kind of programs the student will get the industry exposure. Tanisha Mukharjee, Actress, presented her movies Agni -Daah along with her director Yogendra Chaubal. It was the world premiere of the short film. Both were happy with the response from students. Amonallah Sayadi, Director, Iran Culture House, Mumbai explained how cinema can be a tool for the exchange of the ideas and connecting two countries. He had offers to sign and MOU with AUM for the production and dubbing of the Iranian movies. The same was conveyed to Honourable VC Sir. Akhilesh Mishra, Actor, in conversation with Geetika Chaturvedy, Assistant Proffessor, ASCO, explained the achievements of Indian Cinema across the globe since inception of the medium. He expresses his happiness over the curiosity of the student to know about the filmmaking.

Abhay Chintamani Mishr, Actor, Vlogger and Poet, in conversation with Sachin Behra, Assistant Professor, AITT and Abhishek, Student Council Member, shared his interesting and inspiring journey of being actor and poet. He performed the rap song on the state which has got huge applause and standing ovation by students and faculties. Jigna Trivedi, Actress, on



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the second day of the festival shared her thoughts on being state artist. She explained how students can their career in the industry and grow gradually with it.





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## AMISHORTS 2023

FIRST AMITY INTERNATIONAL SHORT FILM FESTIVAL

16th and 17th February 2023 | Inauguration 11:00 AM on 16th February

### CHIEF GUESTS



**Tanishaa Mukerji,**  
Film Actress



**Ashok Rane,**  
Film Critic



**Jigna Trivedi,**  
Actress



**Abhay Chintamani Mishra,**  
Actor



**Akhilendra Mishra,**  
Actor

### CHIEF PATRON



**Dr. Aseem Chauhan,**  
Hon'ble President,  
Amity University Mumbai

### PATRON



**Prof. (Dr.) A.W. Santhosh Kumar,**  
Hon'ble Vice Chancellor,  
Amity University Mumbai

### CONVENER



**Mr. Narendra Bandabe,**  
Director, Media & PR



Organised by:  
Deptt. of Media and Public Relations

In collaboration with  
Amity Film School



## Entrepreneurship for a Product-Market Fit Solution- 23 Feb 2023

*Startup is the new buzzword. As per Statista, India itself has seen a 30% year on year increase in new startups/entrepreneurships. Most students post completing their higher studies, fresh with innovative ideas think of starting a new business or working in a startup where they can play a larger role in creating a successful business. However, one of the key challenges for an entrepreneur is the market uncertainty and especially for a new business is the Product-Market fitment. This subject was chosen to make students aware and understand the market needs, innovation, productization, distribution channels and how business models fit together seamlessly.* Expert Name: Dr. Parama Barai, Organization: Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur. Designation: Associate Professor. Qualification: She holds a bachelor's degree in engineering from NIT Durgapur, master's from IISc Bengaluru and a fellow programme in management from XLRI Jamshedpur. She has worked as a Manager in the Design & IE bearings division in Tata steel. She has published over 20 Journal papers and 19 conferences. She has now been in the academic field for more than 25 years. The Institute's Innovation Council wanted an event to be organised on the topic Product Market Fit with the Keywords like Innovation, Entrepreneurship et.al for the students of various Schools of Amity University who could be an aspiring entrepreneur in near or distant future. Keeping this in mind ASFT Mumbai in collaboration with IIC had invited the Dr. Parama Barai, Associate Professor from School of Management IIT Kharagpur. Students of ASFT AUM from all Semesters of Bachelors' and Masters' Programme along with the ASFT Faculty members attended the online seminar. 129 members were present in the Zoom platform.

This talk deliberated on innovators and entrepreneurs and the necessary traits that define success in each of these two pursuits and what are the solutions that solve the client's problem

The talk gave a birds-eye view of various steps that an innovator must follow, viz., product design, process design, marketing, financing, and workforce planning, that need to be followed by the innovator-entrepreneur, to reach their innovation to their ultimate beneficiaries.

This webinar was set up to enlighten the students on entrepreneurship and the need for creating market-fit solutions. It showed them the right path for those who have new innovative ideas to realign their ideas to the market needs. The gains at this stage were intangible.



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However, a quantifiable value can be assessed at a later stage once the students start their professional life.

This webinar was about how to look up for a business model and what were the pointers to be worked on where the two extremities are recorded for further plan of action. So, one would know where they are lacking and which areas, they need to improve. Next way forward step would be inviting another illustrious speaker on how to start a business model and its execution. is planned with an entrepreneur who will guide students with steps to start the same. The event has been planned in the month of 3<sup>rd</sup> week of March 2023.

## Nirman 2023 Hackathon - 14th February 2023 to 16th February 2023



The inspiration for this event was drawn from the idea of coming up with a way to introduce the students to the world of competitive coding as many wanted to know how the events took place. The event would serve as a platform for students to experience competitive coding, which would then help them test their abilities against others of their own age and experience while coming up with solutions which would help solve real life industry problems.



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Students checked in during the morning and were provided with their registration kits and IndianOil Nirman 2023 merchandise to wear during the inaugural ceremony. Round 1 began at 1200h on 14th February 2023 and continued till evening when evaluations for the ideation and presentation were conducted and students' work was graded. In the evening, participants began implementing their ideas through code.

The second day was programming oriented, and most participants strived through both day and night to produce good quality code to bring their ideas to life. At the end of the first half of the working day, evaluations for Round 2 were conducted and students' work was graded.

Participants were given adequate time to enjoy their lunch and dinner recesses, and explore the campus before the evening bell was rung. The night was dotted about with participants taking rest and programming alternately.

With the dawn of the final day, participants began to regroup with their teammates and attempt to place the cherry on top of their hard work by completing their projects. After breakfast, the final evaluation for Round 3 was conducted by both the internal evaluators as well as the Solution Partners of Nirman 2023.







## Budget Pe Charcha - 16-03-2023

It was debate and deliberation on what changes had been made in current budget and how effective that would be for sustainable development and inclusive growth. It was discussed how budget allocations will ensure enough clean green energy, infrastructure development, progress of education, research and innovation, better transport facility, affordable healthcare and creation of gainful employment opportunity for workforce. Students got the new analytical view for budgetary exercise. All participants of the event got a vibe of budget allocation for sectoral progress, improvement in infrastructure, equitable growth and social upliftment. All figured out the significant factors in fiscal policy to propel economic reform and all-round growth. All realized that it is tricky job for Ministry of Finance to formulate and implement fiscal policy to generate revenue for government and make expenses for education, healthcare, defence, infrastructure and welfare centric projects. Laxmi Shekhwat and Simran Talreja- They were the brain behind script for the event, comparing and anchoring. Govind Sthi was instrumental in guiding and instructing Economic and Finance Volunteers. Shreyas Pirdankar was active in preparing PPT slides for the event. Riya Bharunke, Kunal Jaiswal and Farhan Sheikh were busy in decorating the venue, inviting participants, taking photographs and keeping the gifts ready. Dishank Jain was instrumental in guiding volunteers and microimaging several aspects of the event.





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## Workshop on textiles of India and Museum Tour of CSMVS - 04th March 2023

Museum is one among many important tourist points of attraction, for tourists and a major tourism product. The CSMVS, formerly Prince of Wales Museum is an iconic museum, known popularly across Indians as well as domestic tourists. Hence when the opportunity was extended for a Workshop on Fabrics and Textiles of India followed by a guided tour of Chhatrapati Shivaji Maharaj Vaastu Sanghralaya, Mumbai on 4th March 2023, for students of Amity Institute of Travel and Tourism, Amity University Mumbai. It was mutually decided that this would be a learned experience for students.

There were no distinguished speakers, but the event was conducted under the aegis of YUVA tourism club, and Indiatourism, Mumbai, Ministry of Tourism, Govt. of India. 35 students from various batches of Amity Institute of Travel and Tourism, Amity University Mumbai and 3 faculty members took part in the program. Students have understood the cultural and historical journeys of textile. Students have understood, how an exhibition is curated. Students have gained confidence on their skills by observing how museum is a sellable tourism product. Students have bought souvenirs and artefact copies, and thereby also understood how souvenirs can be a source of revenue for tourism destinations/attractions and organizations.

## Technical Festival “TECHNICIA 2023” - 2<sup>nd</sup> and 3<sup>rd</sup> March, 2023

Amity School of Engineering and Technology, Amity University Maharashtra organized TECHNICIA 2023 on 2<sup>nd</sup> and 3<sup>rd</sup> March 2023. The Chairperson for the event was Dr. Shrikant Charhate, Dean Academics, Amity University Mumbai and Director ASET & AIT, Amity University Maharashtra. The inauguration started on 2<sup>nd</sup> March 2023 with Saraswati Vandna and lighting of diyas in presence of Hon'ble Vice Chancellor Dr. A W Santhosh Kumar, Registrar, Dr. Hira Vyas, Dean Academics and Director ASET & AIT, Dr. Shrikant Charhate. Welcome address was delivered by Dean Academics and Director ASET & AIT, Dr. Shrikant Charhate. This was followed by the addresses of Hon. Vice Chancellor, Amity University Mumbai, Dr. A W Santhosh Kumar. **TECHNICIA-2023** - The Technical Festival was attended by more than 8000 participants. The event was attended by the higher officials, faculty, staff members and students from various universities across the country. Vote of thanks was proposed by the Faculty Coordinators, Prof. Ameya J. More and Prof. Gunchita Wadhwa.



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Banner Drop took place on 1<sup>st</sup> March 2023 from 4:30 pm to 5:00 pm which included Singing Performances, Dancing Performances, Flash Mob and Drone Show. The inauguration of Technicia 2023 took place on 2<sup>nd</sup> March 2023 and the main events were conducted on 2<sup>nd</sup> March and 3<sup>rd</sup> March 2023. Prizes were distributed to the winners of the events by Hon. Vice Chancellor Dr. A W Santhosh Kumar, Dean Academics and Director ASET & AIT, Dr. Shrikant Charhate, and Dy. Director ASET, Dr. Satheesh Abhimanan.

Students from all over India were given a platform to showcase their talent in 23 different events including Rocketry, Drone racing, RC Car racing, Junk yard, Float-on, Tech Designing, Technical Paper Presentation, Chess, Shark tank, etc. 8000+ Attendees joined Technicia 2023. The festival received sponsorship worth 12 lakhs rupees with major sponsors as below. Title sponsor: Reliance Trends, Powered by: Meraqui, Pandharpuri Chai, ETO, Mohonara, Gaming Partners: Arena Animation (Panvel), Food Partner: Soul Curry, Baskin robins, The Pizza Time, Burling's, Hariths Kitchen , Kailash Parbat, Yummy waffles. Other sponsors: Orion Mall (Panvel), Shivam Engineering projects pvt ltd, Aarti Xerox and stationary, The FPV project Skincare partner: The Papaya Project, Hydration partner: HiRich water bottles





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## Lenscom's Snap Up - 11.11.2022

Photography is the art of capturing light with a camera, usually via a digital sensor or film, to create an image. "God creates the beauty. My camera and I are a witness." — Mark Denman. "Photography is the art of making memories tangible." — Destin Sparks. The beautiful quotes on Photography inspired us to organize an event Snap Up to spread interest on photography among the new generations and test the photography skills.



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The faculty from Amity Business School Dr. Reshma Nair, Asst. Professor, and Prof. Subhendu Bhattacharya are presented for adjudication. The respected guest Dr. Bhawana Sharma, Hol-ABS had graced the event. The guest encouraged the participants and distributed the prizes to the Winners and Runners. The students from Amity Business School participated in the event. The 10 teams with members of 40 participants participated. Takeaways by the participants

Explored photography and videography new skills. Extended exposure to photography and videography. Sharing creativity ability. A Snap Up (minor event) was conducted by LD Lab Lenscom of Amity Business School, Mumbai for ABS students at Amity University on November 11, 2022, with the goal of gaining knowledge about photography and Videography.

As the event's chief guest, Dr. Bhawana Sharma, Hol-ABS, Amity University, Mumbai, graced the inaugural. The faculty from Amity Business School Dr. Reshma Nair, Asst. Professor, and Prof. Subhendu Bhattacharya are joined as adjudicators of the event. The event was inaugurated by Faculty of ABS and Faculty Coordinator Dr. Manoj Babu Palla. The honored guest Dr. Bhawana Sharma, Hol-ABS, congratulated the winners and runners-up and distributed the prizes.

## BizVaganza - 4th November,2022

Learning Objectives: Help students understand the importance of time. To encourage individuals to be active and manage their time under stress. To familiarize students with the ways in which time can be managed effectively. To make stronger teams and foster teamwork.

Learning Outcome: To manage time efficiently. To improve leadership skills. To make Participants indulge in fun activities with helping them understand the importance of timekeeping. Team Building would be inculcated in the individuals. Two rounds of the competition, namely Worddict and Big Picture were conducted. A total of 14 teams, each team consisting of two students have participated in the competition. Six teams have qualified for the second round. Two teams have identified as winners and runners. Faculty members of Amity Business School namely Dr.Reshma Nair, Dr.Vijaya Kumar and Dr.Manoj Kumar were the judges for the First round. Dr.S.Padma and Dr.Reshma Nair were the judges for the Second Round.r. Bhawana Sharma, HOI of Amity Business School was the guest who



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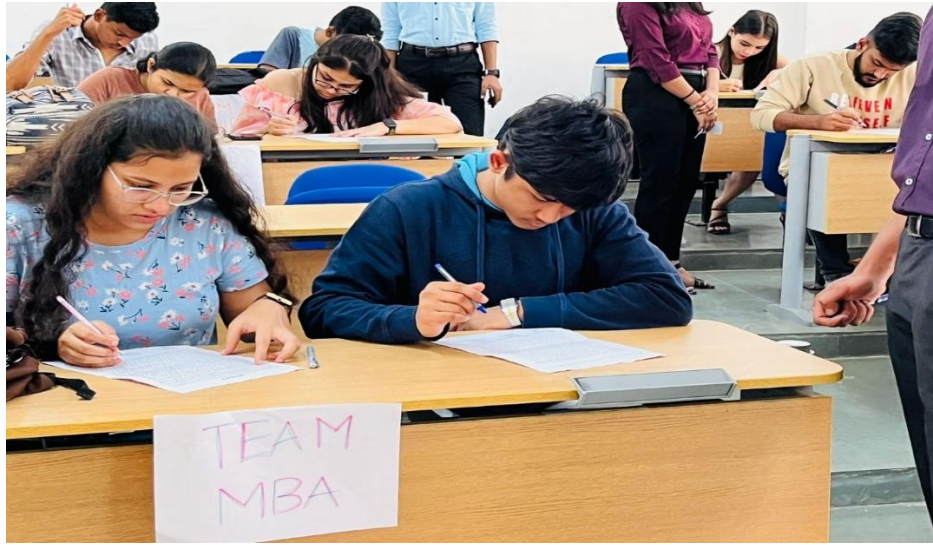
addressed the students and distributed the participation certificates and gifts to winners and runners.





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The poster features a dark blue background with a subtle pattern of white dots and a glowing blue wave-like border at the bottom. At the top, there are three logos: Amity Business School, IQAC (Internal Quality Assurance Cell) Amity University Mumbai, and Amity University Mumbai. The main text is centered and reads: 'HR FORUM PRESENTS', 'BIZ VAGANZA' (with 'BIZ' in a glowing blue box), 'EVENT WITH TWO ROUNDS', '1 WORDICT', '2 BIG PICTURE', '4TH NOVEMBER 2022', '2pm-4pm', and 'Faculty in charge Dr. Padma'.

## Adnovation 2.0, 29th November 2022

The purpose of this event was to help students understand the importance of advertising in business and how innovations can bring up new ideas on screen which led to the concept of Adnovation. It also aimed to develop and enhance the advertising skills. Additionally, we aimed to develop skills like coordination, leadership qualities, team work, and winning spirit in the participants.



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The event was attended by all the participants and students from BBA, MBA and BCom programmes. Total number of participants were 30 students and while the audience made up the count to 70. The event was attended by all the participants and students from BBA, MBA and BCom programmes. Total number of participants were 30 students and while the audience made up the count to 70.

**AMITY BUSINESS SCHOOL**  
Biznovation and Branding Committee  
presents  
**ADNOVATION 2.0**  
ADS MADE ENTICING

CREATE INTERESTING ADVERTISEMENTS TO  
ATTRACT MORE CUSTOMERS. MAKE A VIDEO OF 60 SECS FOR THE  
PRODUCTS EXISTING IN THE MARKET. LETS ADNOVATE!!

**DATE: 22nd NOV 2022**  
**TIME: 3 TO 4:30 PM**

REGISTER USING QR CODE

FOR QUERIES: Madhav Sharma 7618493415



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