



KEY HIGHLIGHTS

Amity Business School has had a vibrant quarter, highlighted by several key events enhancing student experience. The Amity Convocation celebrated graduates' academic excellence, while Industrial Visits provided valuable insights into leading companies' operations. The Military Training Camp at Amity University Haryana fostered discipline, leadership, and teamwork among students. Additionally, our robust Placement program continues to secure promising career opportunities, with numerous top-tier companies participating in the recruitment drive. These activities reflect our commitment to holistic education, combining academic rigor with practical experience, and reinforcing Amity Business School's status as a beacon of innovation and academic excellence

Top News

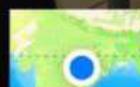
Placement Season KICKS OFF!

AMITY RAIPUR STUDENTS HAVE BEEN PLACED IN TOP CORPORATES



for the
BATCH OF 2024-25

Inviting
corporates to
connect with
top-tier talent



City: Raipur, Country: India
Kharora, Raipur, Chhattisgarh-4...
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Amity Business School

ABS Guest Lecture

Message From Vice-Chancellor's Desk



Dear Students, Faculty, and Esteemed Readers,

It is with immense pleasure and pride that I pen this message for ***Ami Business Plus, the newsletter of Amity Business School, Amity University Chhattisgarh***. As we navigate through a dynamic era of global transformation, our commitment to academic excellence, innovation, and holistic development remains steadfast.

The landscape of business and management is evolving rapidly, driven by technological advancements and ever-changing market demands. In this context, our mission at Amity Business School is not just to impart knowledge, but to cultivate leaders who are adaptable, ethical, and visionary. We strive to provide a learning environment that encourages critical thinking, fosters creativity, and nurtures entrepreneurial spirit.

Our faculty members, who bring a wealth of academic and industry experience, are dedicated to mentoring students and guiding them towards achieving their highest potential. Their continuous efforts in research and community engagement ensure that our curriculum remains relevant and impactful.

To our students, I urge you to embrace every opportunity with enthusiasm and resilience. Engage deeply with your studies, participate actively in co-curricular and extracurricular activities, and cultivate a global perspective. Remember, the skills and values you acquire here will be your compass in navigating the complexities of the business world.

As we reflect on our accomplishments and look ahead to future endeavours, I am confident that Amity Business School will continue to be a beacon of excellence and innovation. Let us work together to uphold our values of integrity, perseverance, and compassion, and to contribute meaningfully to society.

I extend my heartfelt gratitude to our faculty, staff, students, and stakeholders for their unwavering support and dedication. Together, we will continue to achieve great heights and set new benchmarks in the realm of business education.

With best wishes,

Prof. Dr. Piyush Kant Pandey
Vice Chancellor
Amity University Chhattisgarh

Message From Pro Vice-Chancellor's Desk



Dear Parents, Faculty, and Students,

It is my absolute pleasure to address you, the esteemed stakeholders of Amity University Chhattisgarh, as we work together to empower the future leaders of tomorrow.

In today's ever-evolving global economy, effective management skills are more critical than ever. Amity University takes immense pride in offering exceptional undergraduate (UG) and postgraduate (PG) management programs that are meticulously designed to shape visionary leaders. These programs seamlessly blend rigorous academic curricula with hands-on practical exposure, ensuring a perfect balance of theoretical knowledge and real-world application.

At the UG level, students gain foundational insights into core management disciplines, including marketing, finance, and human resources, setting the stage for a successful career. The PG programs, on the other hand, offer in-depth specialization in areas such as strategic management, operations, and entrepreneurship, meeting the demands of modern industries.

Our focus on experiential learning allows students to gain invaluable exposure through internships, case studies, and collaborations with industry leaders. Supported by a distinguished faculty and state-of-the-art infrastructure, we ensure a holistic and enriching learning experience.

By fostering analytical thinking, leadership qualities, and adaptability, Amity University equips students to thrive in a competitive world, reaffirming its unwavering commitment to academic excellence and innovation.

I urge each one of you to join hands in transforming this temple of education into an ideal center of learning, not just for today but for generations to come.

Warm regards,

Prof. (Dr.) Saurabh Chaturvedi

Pro-Vice Chancellor

Amity University Raipur, Chhattisgarh

Message From Dy Pro Vice- Chancellor's Desk



As Amity Business School enters the new academic session of 2024, our spirits are elevated following the marked developments in the journey of our Institution! Whilst setting a high benchmark for academic and professional output, we have experienced a burst of student's creativity and innovation that is reflected in the vibrance throughout the school.

We recognize our vision as critical. Our pedagogy is crucial in the present industry landscape wherein we are witnessing the convergence of domains, melting of skillsets and a recategorization of jobs as they were. We focus teaching on how to attain managerial excellence through all our activities that are designed with a predetermined outcome. The Institution is making further headways in producing mindful managers with management pedagogy that aims to develop a sustainable organization.

Amity Business School, Amity University remains steadfast in its commitment to fostering a vibrant and inclusive academic community that encourages intellectual curiosity, critical thinking, and a commitment to social responsibility. The excellent faculty members serve as a catalyst for innovation and is the cornerstone of our academic vigor.

By nurturing exceptional talent, promoting impactful research, and fostering strategic partnerships, Amity Business school aims at attaining greater heights towards developing industry ready and socially responsible graduates. We are geared to welcome young minds with big dreams.

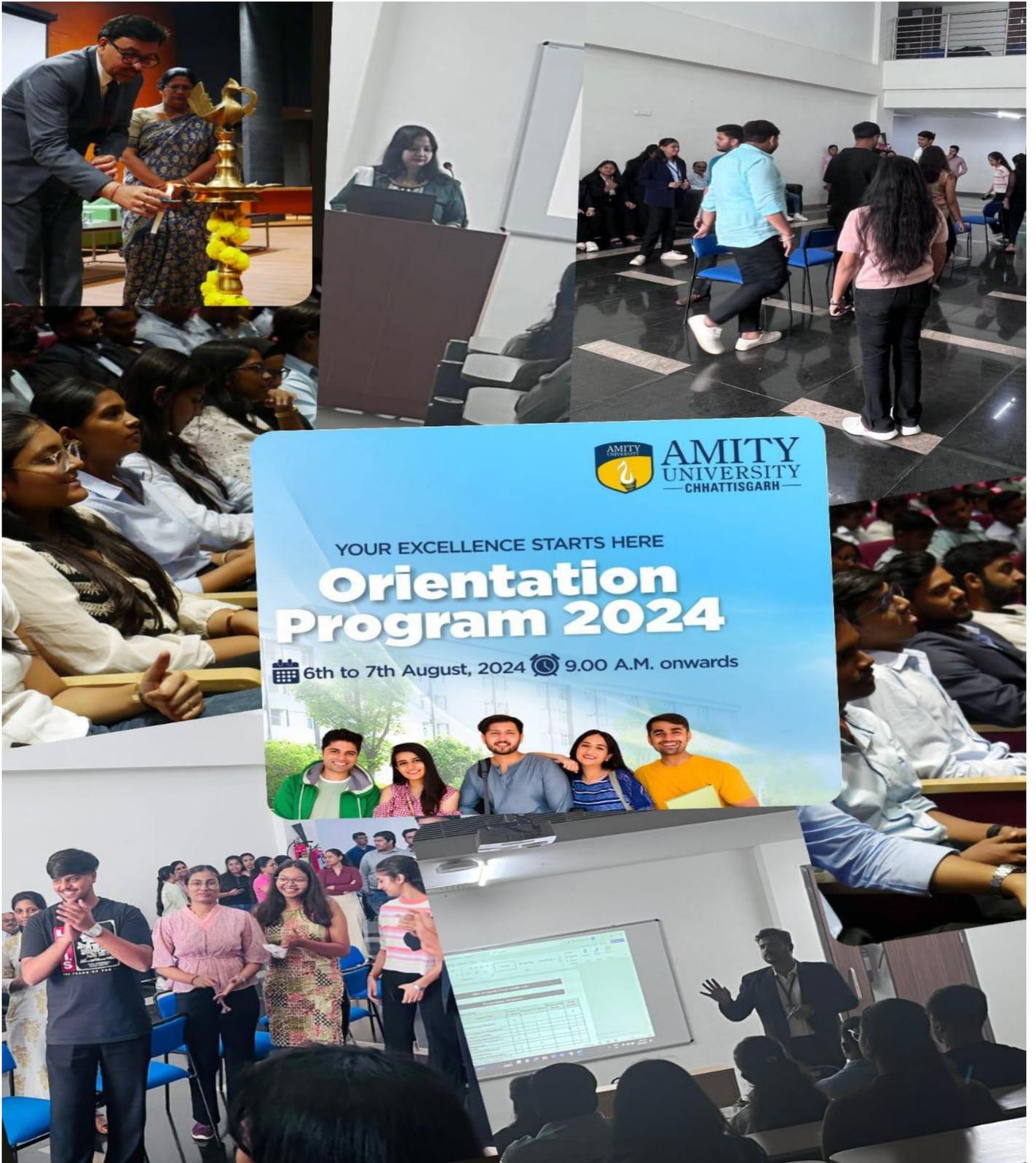
With best wishes,

Prof. (Dr.) Sumita Dave
Deputy Pro Vice-Chancellor & Professor
Amity Business School, Raipur

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In Focus



Amity University Hosts International Conference on Climate Change & Sustainable Development

Raipur, November 22, 2024: Amity Business School successfully organized the International Conference on The Impact of Climate Change and Strategies for Sustainable Development in Changing Business Landscape (ICSDBL) on November 21-22, 2024, at the university auditorium and online. The event brought together leading academicians, industry experts, and policymakers to discuss innovative approaches to sustainability in the business world.

The conference featured distinguished speakers, including Prof. Dr. N.V. Ramana Rao (NIT Raipur), Prof. Dr. Kamal K Jain (IIM Raipur), and representatives from UNICEF, who shared valuable insights on climate resilience, green finance, and the integration of sustainable practices into business strategies. Experts emphasized the role of research, technology, and policy in combating climate change while fostering industry-academic collaborations. Discussions covered crucial topics such as carbon neutrality, renewable energy solutions, corporate responsibility, and the role of digital transformation in promoting sustainability.

The event provided a platform for students and faculty to engage in discussions, explore research collaborations, and gain practical knowledge through case studies and expert panels. Participants highlighted the importance of interdisciplinary cooperation and innovative solutions to address climate-related challenges. Amity Business School aims to build on this momentum by strengthening industry partnerships, organizing sustainability-driven workshops, and promoting impactful research initiatives, reinforcing its commitment to environmental responsibility, academic excellence, and innovation.



Seminar / FDP / Events

Finantics Quiz Competition – A Tribute to Ratan Tata Ji

The Finance Club of Amity Business School (ABS), Amity University, organized the Finantics Quiz Competition on November 29, 2024. Held in the conference room of E Block, the event paid tribute to the legendary Ratan Tata Ji, celebrating his visionary leadership and immense contributions to the corporate world and society. The quiz engaged 37 ABS students and two faculty members, providing an interdisciplinary platform to explore the Tata Group's diverse operations and initiatives. It fostered critical thinking, teamwork, and a deeper understanding of corporate social responsibility and ethical business practices.



Participants gained invaluable insights into the Tata Group's legacy while honing research and decision-making skills. The competition highlighted the integration of academic knowledge with real-world applications, inspiring students to emulate the values of integrity, innovation, and excellence exemplified by Ratan Tata Ji.

This enriching event was coordinated by Dr Indu Santosh, Ms Mona Jain, and Ms Sukhmeet Kaur, marking another milestone in ABS's commitment to holistic student development.

Diwali Fun and Food Fest – Celebrating the Festival of Lights

On October 25, 2024, the MBA students of Amity Business School (ABS) organized the *Diwali Fun and Food Fest* in the ABS Foyer. This vibrant celebration brought together students and faculty from various departments to share the joy and cultural richness of Diwali. The fest aimed to promote cultural diversity, community bonding, and culinary creativity. Students showcased their managerial skills by successfully organizing the event on a limited budget, demonstrating teamwork, leadership, and event management expertise. The celebration featured traditional Diwali dishes, creative stalls, and interactive activities that emphasized the festive spirit of joy, unity, and cultural appreciation. Coordinated by Jaragu Divya Naidu, Ananya Jha, and Sanjana Das, under the guidance of Dr. Gazala Yasmin Ashraf, the fest highlighted the entrepreneurial mindset of students. It also fostered a sense of camaraderie, making the event a memorable and enriching experience for all participants



Teachers' Day Celebration – Honoring Gurus with Gratitude



Amity Business School (ABS), AUC, hosted a vibrant Teachers' Day celebration on September 5, 2024, in the university auditorium. The event commenced with a ceremonial lamp lighting, followed by inspiring speeches from the Vice Chancellor and Pro Vice Chancellor, emphasizing the invaluable contributions of teachers to

society.

The program featured a series of cultural performances, including dance and drama, showcasing the students' artistic talents. A highlight of the event was a creative ramp walk by faculty members, which added a unique flair. Teachers were honored with sashes, cards, and traditional gifts, symbolizing the respect and gratitude of their students.

Under the coordination of Dr. Gazala Yasmin Ashraf, the event provided students with a platform to demonstrate teamwork and event planning skills, successfully creating a memorable experience for faculty members. The celebration reinforced the spirit of collaboration, respect, and appreciation within the Amity community.

Yuva Utsav 3.0 – Inter College Competition

Amity University Chhattisgarh hosted the exciting **Yuva Utsav 3.0** on August 28, 2024, in collaboration with Yi Raipur. This state-level inter-college event brought together 120 students from across Chhattisgarh to participate in a vibrant celebration of talent and creativity. The event featured a diverse array of activities, including cultural performances, academic challenges like quizzes and debates, and sports competitions, fostering collaboration and innovation among students.



Key highlights of the festival included outstanding performances in various competitions. Abhishek Raj and Ved Prakash Banjare secured first place in the quiz competition, while Akshat Bajpayee and Prachi triumphed in table tennis. Ayush Singh emerged as the chess champion, showcasing exceptional skills and sportsmanship. The event provided students a platform to network with peers, demonstrate their talents, and promote a spirit of healthy competition.

Through Yuva Utsav 3.0, Amity University strengthened inter-university relationships while inspiring youth to pursue personal and professional growth.

Workshop on Stock Market Analysis: Equipping Students with Investment Strategies



Amity Business School hosted a two-day workshop on "Fundamental and Technical Analysis of Stocks and Mutual Funds" on October 22-23, 2024. Led by financial expert Mr. Sharad Kankani (CA, CS, CMA), the event was designed for MBA students specializing in finance.

The workshop provided an in-depth understanding of investment strategies, focusing on fundamental analysis for long-term investment decisions and technical analysis for predicting short-term price movements. Through interactive sessions, participants explored practical applications, evaluated market trends, and learned techniques for making informed financial decisions.

The event emphasized bridging academic knowledge with real-world financial skills, empowering students to approach stock market dynamics with confidence. By addressing both theoretical and practical aspects, the workshop aimed to prepare students for successful careers in finance and investment management. It reinforced the university's commitment to fostering industry-relevant skills and professional excellence.

Guest Lecture on Mental Health Awareness and Prevention

Amity Business School organized an insightful guest lecture on "Mental Health Awareness and Prevention" on August 12, 2024. The event aimed to enhance students' understanding of mental health, focusing on stress management, well-being, and practical strategies for addressing challenges.

Mr. Rahul Garg, a renowned expert in mental health and fitness, shared valuable perspectives on emotional, psychological, and social well-being, emphasizing the importance of early intervention and help-seeking behaviors. The session was attended by first-semester students from MBA, BBA, B.COM(H), and BA Economics programs, along with faculty members.



Participants gained clarity on mental health concepts, distinguishing mental health from mental illness, and explored ways to build resilience in their personal and professional lives. This initiative reflected the institution's commitment to fostering awareness and empowering students to contribute positively to society and industry through informed decisions and proactive well-being measures.

Venture Visionaries Session: A Step Toward Entrepreneurial Excellence

Amity Business School, in collaboration with the Wadhvani Foundation, organized a session titled "Venture Visionaries" on November 19, 2024. Targeted at third-semester MBA students, this event aimed to cultivate an entrepreneurial mindset and provide insights into startup creation and venture capital funding.

Led by Mr. Amit Singh, Senior Program Manager at the Wadhvani Foundation, the session covered essential aspects of business creation, including identifying opportunities, validating ideas, developing scalable business models, and planning for growth. Students participated in hands-on exercises and case studies to evaluate customer needs, define target markets, and craft effective customer personas.

The session also highlighted strategies for building sustainable ventures and accessing startup accelerators and funding opportunities. This initiative underlines Amity's commitment to fostering innovation and preparing students to excel in the dynamic world of entrepreneurship.



Guest Lecture on Social Entrepreneurship and Agripreneurship



Raipur, 27 August 2024: Amity Business School (ABS), Amity University Chhattisgarh, organized an insightful guest lecture on Social Entrepreneurship and entrepreneurship to educate and inspire students about innovative solutions for real-world challenges. The event featured Ms. Namrata Yadu, popularly known as the "Mushroom Girl of Chhattisgarh," as the keynote speaker. An award-winning agripreneur, Ms. Yadu shared her expertise in sustainable agriculture and mushroom

cultivation, offering valuable insights into agribusiness. The event comprised interactive sessions designed to engage students and enhance their understanding of entrepreneurship. Key activities included Vaakya Vichaar, a rapid-fire round focused on brand recognition and awareness, and Raipur's Rancho, a presentation and video showcasing the journey of a local entrepreneur, providing real-world entrepreneurial perspectives. The event was successfully coordinated by Dr. Annapurna Metta, Assistant Professor at ABS.

The lecture emphasized sustainable agricultural practices, innovation in agribusiness, and the role of entrepreneurship in rural development and food security. Key outcomes included enhanced entrepreneurial skills among students and mentorship opportunities offered by Ms. Yadu to selected students interested in agripreneurship. Looking ahead, Amity Business School aims to build stronger industry connections and foster student-led entrepreneurial initiatives, further empowering students to explore sustainable business ventures. This guest lecture marks another milestone in ABS's commitment to nurturing future entrepreneurs and industry leaders in the field of agribusiness and social entrepreneurship.

Mind's Eye

A Bond of Growth

Dr. Gazala Yasmin Ashraf
Associate Professor
Amity Business School
Amity University, Chhattisgarh, Raipur



Beneath the arches, where dreams align,
A student's journey begins to shine.
The walls of the university, tall and grand,
Shape eager minds with a guiding hand.

Each lecture echoes, a story untold,
In the halls of wisdom, both young and old.
A bond is forged, both deep and true,
Between curious hearts and knowledge anew.

In the library's quiet, amidst pages worn,
Ideas awaken, and futures are born.
Exams and essays, the trials we face,
Teach resilience, courage, and inner grace.

Professors inspire with sparks of light,
Filling the dark with the power of insight.
Friends by our side, like stars in the night,
Together we conquer, and take to flight.

The campus whispers, its lessons profound,
In every corner, life's truths are found.
From failures we learn, in victories we soar,
Our education becomes a compass, and more.

For a university is more than its name,
It molds our spirit, and fuels our flame.
And though we may part when the time is due,
Its lessons linger, forever true.

So here's to the bond, steadfast and strong,
Between student and learning, a lifelong song.
With gratitude etched, in heart and mind,
A treasure of growth, forever enshrined.

A Tightrope Walk: Analyzing the Indian Budget 2025 and Its Impact on Finance

Dr. Indu Santosh
Associate Professor
Amity Business School
Amity University, Raipur



The Union Budget 2025, presented by Finance Minister Nirmala Sitharaman, has sparked debates across the financial sector. It aims to drive economic growth through tax relief, infrastructure investments, and fiscal consolidation. While the measures offer potential benefits, concerns persist regarding long-term sustainability and fiscal discipline.

India's Union Budget 2025 strikes a delicate balance between economic growth and fiscal discipline. A key highlight is the income tax exemption threshold increase to ₹1.28 million, aiming to boost consumption and savings but resulting in a revenue loss of ₹1 trillion. Increased capital expenditure focuses on infrastructure development to stimulate economic activity, while the fiscal deficit is targeted to be reduced to 4.4% of GDP. However, concerns remain over fiscal sustainability, with gross market borrowing rising to ₹14.82 trillion. The budget also introduces long-term agricultural programs to boost domestic production and reduce import dependence while promoting public-private partnerships (PPPs) to attract investments and enhance business ease.

Despite its growth-oriented initiatives, challenges persist regarding fiscal prudence, investor confidence, and policy implementation. The absence of significant corporate tax cuts may impact business sentiment, and the successful execution of infrastructure and PPP projects is crucial to achieving the intended economic benefits. The budget's long-term success will depend on effectively managing these uncertainties while ensuring transparency and accountability. If implemented efficiently, it has the potential to drive inclusive growth and strengthen India's financial landscape in the coming years.

The Price of Convenience: Foreign Tech's Grip on India's Digital Future

Dr. Tushar Ranjan Sahoo
Assistant Professor,
Amity Business School
Amity University Chhattisgarh



In the 21st century, technology is deeply integrated into our daily lives. India, one of the fastest-growing digital markets, relies heavily on international tech products and services. Major players like Google, Microsoft, and Meta shape India's digital landscape, influencing communication, business, education, and entertainment. While these platforms offer convenience, growing dependence raises concerns about control, privacy, and national sovereignty. Global tech giants dominate India's digital framework. Google leads in search

engines, Android, and cloud services. Microsoft's Office suite, Windows, and cloud computing are indispensable for businesses and education. Meta's platforms—Facebook, Instagram, and WhatsApp—facilitate communication and social networking for millions. The ease of these services has led to widespread dependency. Indians rely on Google for information and navigation, Microsoft for corporate and academic tasks, and Meta for social interaction. However, excessive use of social media raises concerns about digital well-being, mental health, and algorithm-driven content consumption. International firms collect vast amounts of user data, including personal details and browsing habits, often stored on global servers beyond India's jurisdiction. This limits the Indian government's ability to regulate data usage. Control over such sensitive information lies with foreign corporations, exposing Indian users to data breaches, targeted advertising, and surveillance. The Cambridge Analytica scandal highlighted how user data can be exploited for political and commercial purposes. A significant share of India's digital economy is controlled by foreign companies. Revenue generated from Indian users through ads, subscriptions, and digital services benefits multinational corporations rather than fostering local innovation. Dependence on foreign payment solutions and cloud infrastructure further restricts India's ability to build a self-sufficient digital economy. This reliance stifles opportunities for Indian startups to compete in the global tech landscape.

Social media platforms influence public perception, politics, and consumer behavior. Algorithms dictate what content users see, shaping societal beliefs and even affecting democratic processes. The spread of misinformation and echo chambers stems from the control these corporations exert over digital interactions. Concerns about political polarization and external influence on India's socio-political framework are growing. Furthermore, dependence on foreign software limits local innovation. Despite India's thriving tech sector, much of the country still relies on American software, cloud computing, and AI solutions. The lack of indigenous alternatives leaves India vulnerable to technological disruptions, geopolitical conflicts, and external restrictions that could affect access to critical digital services. To mitigate these risks and regain control over its digital future, India must take proactive steps. Developing Indian alternatives to Google, Microsoft, and Meta can strengthen local technological capabilities. Initiatives like 'Digital India' and 'Atmanirbhar Bharat' should emphasize innovation in software, cloud computing, AI, and cybersecurity. Government-backed research and collaboration between universities and startups can drive the creation of competitive Indian digital platforms. Implementing stringent data privacy laws, similar to the European Union's GDPR, will protect user data and keep it within India's jurisdiction. The enactment of the Personal Data Protection Bill (PDPB) is crucial to ensuring transparency and accountability in data management by foreign firms.

Investing in Indian tech startups through funding, infrastructure, and policy support is essential. A robust digital ecosystem that encourages domestic entrepreneurship will reduce reliance on foreign corporations. Measures such as tax incentives, subsidies, and public-private partnerships can empower Indian enterprises to expand their global footprint. Raising awareness about data privacy, cybersecurity, and responsible technology use is equally important. Digital literacy programs in schools, colleges, and workplaces can help users understand online threats and the importance of supporting local technologies. While foreign technology has advanced India's digital landscape, unchecked dependence raises challenges in governance, economic independence, and data security. India must balance leveraging global

technologies with fostering its own digital ecosystem. By investing in indigenous solutions, enacting strong policies, and increasing awareness, India can achieve digital sovereignty and self-reliance. A strategic focus on technological independence will not only reduce reliance on foreign tech giants but also position India as a leader in innovation, cybersecurity, and digital transformation. Achieving this goal requires a collaborative effort from the government, businesses, and citizens to build a resilient and self-sufficient digital future.

Unlocking Joy: Simple Steps to Make You Happier

Dr. Monica Sainy
Professor,
Amity Business School
Amity University Chhattisgarh



Nancy sat by her window, scrolling through social media, feeling a little lost. She had a loving family, good friends, and decent grades—but something still felt missing. One day, her grandmother noticed her gloom and said, "Happiness isn't something you wait for, Nancy. It's something you create." These words sparked a change in her.

The next morning, instead of rushing to check her phone, Nancy took a moment to breathe and thought of three things she was grateful for. Surprisingly, this small habit made her feel lighter. She then decided to go for a short jog in the park. As she ran, she felt the fresh air fill her lungs, and for the first time in a while, she felt energized. She realized that movement wasn't just good for her body, it made her mind feel alive too.

Nancy made a conscious effort to surround herself with positive people. She noticed that when she spent time with friends who laughed and supported each other, her worries seemed smaller. Instead of getting caught up in negativity or unnecessary drama, she chose kindness.

One day, she found herself glued to her phone again, mindlessly scrolling through pictures of people traveling and having fun. A wave of self-doubt crept in, why wasn't her life as exciting? But then she remembered something she read: "**Comparison is the thief of joy.**" She decided to take a break from social media and focus on her own happiness. Instead of scrolling, she picked up her old sketchbook and started drawing again. A hobby she had long forgotten. It felt amazing to create something with her own hands.

As days passed, Nancy noticed a change in herself. She smiled more, worried less, and felt genuinely happier. She even started sleeping earlier, waking up refreshed and ready to take on the day. It wasn't that her life had suddenly become perfect, she still had bad days but she had learned that happiness wasn't about waiting for things to be great. It was about finding joy in small moments and making choices that nourished her heart.

So, if you ever find yourself feeling stuck like Nancy once did, remember: Happiness is in your hands. Start small—be grateful, move your body, be kind, take breaks from screens, and do what you love. Because when you start creating joy in little ways, you'll realize that happiness isn't far away, it's right within you.

Parents Are Like God

Dr. Shivani Guru
Assistant Professor
Amity Business School,
Amity University, Raipur (Chhattisgarh)



Besides God, they are parents, and they believe like God.

In all walks of life, they show the path.

With nurturing hands and hearts so wide,

Their love accompanies us till we die.

They are always there when in storm or sunshine, in joy or pain,

Time and again, they partake in our sorrow.

Without them, life is an empty affair,

A lonely road that we can very well do without.

They shine forth with their wisdom; in their heart, they keep an ocean of love.

Honour and respect your elders, keep them close,

for their blessings wash away all tears' traces.

Every wrinkle and scar

Has a history to tell of who they are.

So keep your family happy; don't let them cry;

Their love is plain; their bondage is deep.

Parents are a gift, a gem that cannot really be weighed,

More precious than silver, diamonds, or gold.

Always honour and love them,

For they are with us, ever shining.

'Your Embrace'

-By Anushka Shivhare (MBA sec.B)

Standing on a pedestal,

Oh my dearest mother I wait,

Wishing you'll once again pat my head and smile for me,

Remembering how you welcomed me with warm open arms,

Oh I miss your embrace,

Mourning nights, all the same,

I fear losing memories you gave,

Glimpses of you play in my head,

The lessons learned & the teachers' gone,

Lingering emotions stay,
Still Standing on a pedestal,
Bearing a witness to your life,
Oh my dearest mother,
I wait.

Executive Presence:

B Rashi, MBA - 2 B (ABS)

A Key to Leadership Excellence In today's fast-paced world of top-class management and leadership, Executive Presence (EP) has emerged as an essential quality for leaders. It bridges the gap between merit and success, ensuring that leaders not only execute tasks efficiently but also inspire trust, influence others, and project a compelling vision.

What is Executive Presence?

Executive Presence is a combination of personality development skills that help leaders carry out their roles effectively. It's about managing perceptions, building trust, and creating a vision others are eager to follow. According to Ms. Silviya Ann Hewlett, a Cambridge-educated economist and award-winning author, having EP is not just about competence but also about influencing and inspiring others.

The Three Pillars of Executive Presence

EP rests on three foundational pillars:

1. **Gravitas** This is the way you carry yourself, the confidence you exude, and the respect you inspire. Gravitas is intangible yet vital, as it fosters trust and belief in your leadership abilities.
2. **Communication** Clear and persuasive communication is the hallmark of leadership. This includes active listening, body language, and the ability to articulate your ideas effectively. As it is said, "The art of communication is the language of leadership."
3. **Appearance** How you present yourself speaks volumes. Professional attire, proper grooming, and a confident posture convey respect and credibility. As noted, "A respectable appearance is enough to make people care about your soul."

Core Components of Executive Presence

EP comprises two main components:

Outer Component – What People See –

Action: How you handle situations, make decisions, and respond to crises. –

Communication: The clarity and delivery of your message, including interpersonal skills and the ability to choose the right words.

Impression: Your poise, posture, and dress reflect your professionalism and style. Inner Component – What People Feel –

Confidence: Your ability to judge situations, make decisions, and solve problems with assurance. Credibility: Deep knowledge, humility, and trustworthiness.

Control: Managing emotions, interpersonal skills, and self-discipline.

The Seven Cs of Executive Presence

To further enhance leadership qualities, focus on these seven core tenets of EP:

1. Composure
2. Connection
3. Charisma
4. Confidence
5. Credibility
6. Clarity
7. Consciousness

Why Executive Presence Matters

Executive Presence is crucial for all job profiles, from domestic roles to top leadership positions. By mastering EP, individuals achieve self-discipline and lead without requiring hierarchical supervision. It transforms leaders into role models, inspiring others to follow their vision and work ethic. By continually polishing and enhancing these skills, leaders can achieve personal excellence and make a lasting impact on their teams and society.

KAUSHIKI AGRAHARI

वो दिन अच्छे थे
इतलाती सी धूप में पेड़ के नीचे खिलखिलाते बच्चे और उनके हाथों में पानी में डूबे हुए आम होते थे।
वो दिन अच्छे थे!
अपने घरों के आंगन में पानी की बौछार होती थी और सांझी सी खुशबू की आंचल में खुले आसमान की चादर में टिमटिमाते तारों के साथ रात होती थी।
वो दिन अच्छे थे!
अम्मा के हाथों से बनी चूल्हे की रोटी होती थी तो दीदी के हाथों से परोसी थाली होती थी।
बाबा के सीख से सांझ होती थी, भैया के अठखेलियों की बात होती थी।
वो दिन अच्छे थे!
बारिश के पानी से छतों पर सुरताल होती थी, बूंदों के छोटे तालाब में हमारे ही नाव की बात होती थी।
वो दिन अच्छे थे!
बहनों की खिटपिट भरी धूपड़िया में हंसीखेली का नया सार था तो भाइयों को मां की डांट से बचाना और तपती धूप को सत्तू पिलाकर काटना।
वो दिन भी अच्छे थे!
पतझड़ में फूलों को डर होता है कि रौंदे जाएंगे पैरों तले फिर भी अपनी जड़ें छोड़ दूर जाते हैं ताकि कल को एक नया वृक्ष बन सकें, हम भी दूर आए हैं पर अपनी ही शख्सियत से दूर हो बैठे हैं।
खुद को भूल बैठे हैं वो दिन हमसे रूठ बैठे हैं।
Kaushiki Agrahari

YOUTH THAT INSPIRES ALL

Mona Jain, MBA 4th

It's the youth that build a nation,
With courage, heart, and dedication.
Their hands shape dreams, their minds ignite,
A spark of change, a guiding light.
Young minds are filled with daring ideas,
But sometimes they need a push to steer.

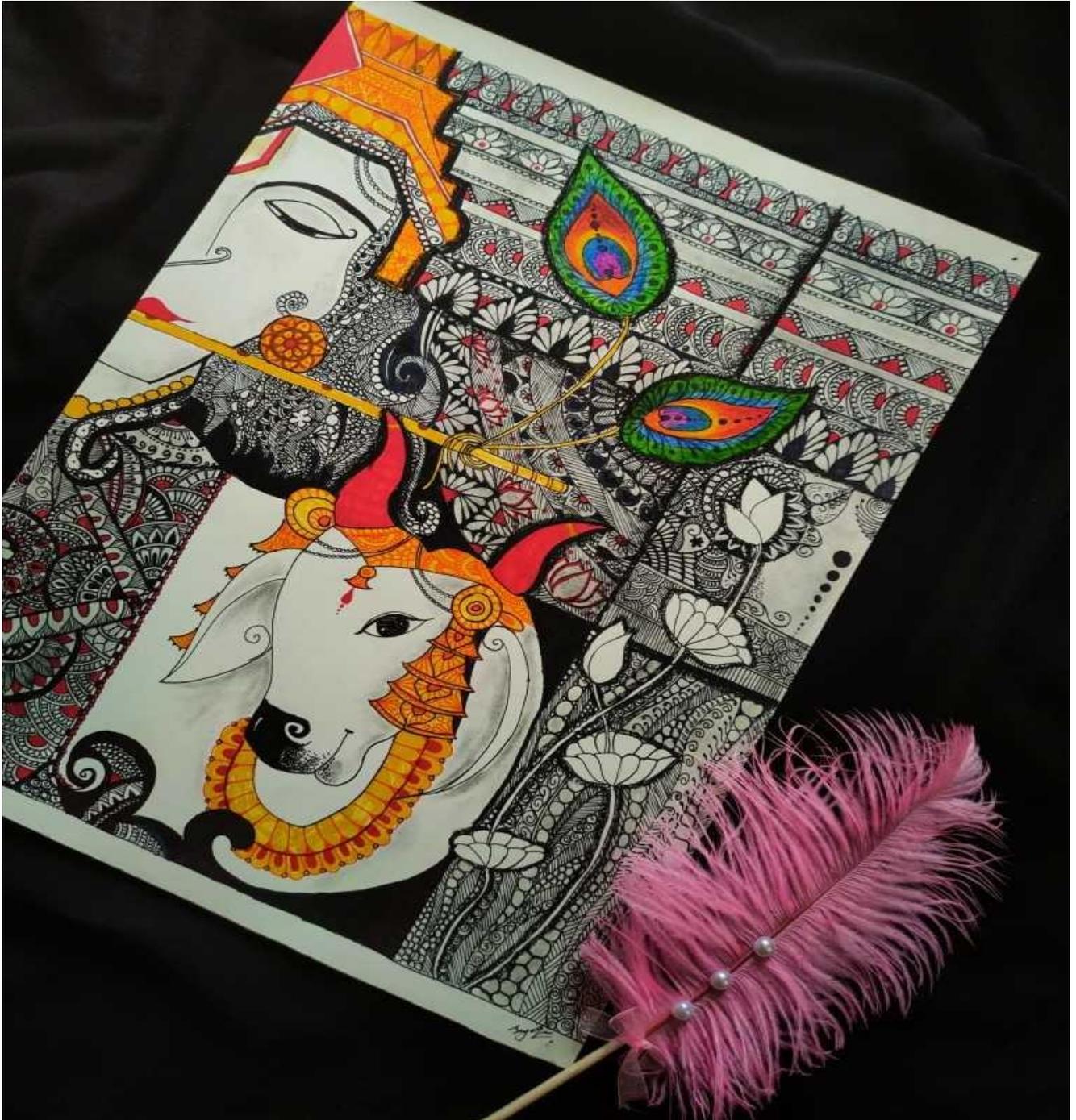
A gentle nudge, a hand to guide,
To start the gear, to stride with pride.
They inspire both young and old,
With dreams of silver, hearts of gold.
Through every age, they lead the way,
For tomorrow's dawn, they build today.
It's the youth that shape a brighter year,
Who break the chains, who conquer fear.
With strength and will, they stand so tall
The youth, the power, that drives us all.



GOLDEN DRIFT

Sanjana Das





LAVENDER FIELDS

Ananya Jha, MBA 2





Community Development

Plantation Drive at Amity University Chhattisgarh

On 5th July 2024, Amity University Chhattisgarh observed Van Mahotsava by organizing a Plantation Drive under the banner of "Ek Ped Maa Ke Naam," spearheaded by the Yuva

Tourism Club of Amity Business School. Held in the university's herbal garden, the event focused on environmental conservation and sustainability.

Highlights of the Event:

Participation: Faculty members from various departments actively engaged in planting 100 saplings, including medicinal plants, fruit trees, and flowering plants such as neem, saal, and jackfruit.

Objective: Raising awareness about the importance of greenery and the vital role of trees in sustaining life.

Inspiration: Hon'ble Vice Chancellor, Prof. P. K. Pandey, emphasized the individual responsibility toward conserving nature and fostering sustainable practices.



The event successfully nurtured environmental awareness among the Amity community and inspired action towards creating a greener future.

Coordinators:

Dr. Gazala Yasmin Ashraf (Associate Professor)

Dr. Imran Nadeem Siddiqui (Assistant Professor)

The initiative was a significant step in aligning with the university's commitment to sustainability and ecological responsibility

ACHIEVEMENTS



Dr Gazala Yasmin Ashraf

Reviewer

Amity, India



BRONZE
REVIEWER
2021



BRONZE
REVIEWER
2024



INFORMING
SCIENCE
INSTITUTE

Dear Gazala Ashraf,

We have assessed your performance as an ISI Reviewer and we would like to award you an **ISI Reviewer Bronze badge** for the year 2024. The badge will appear in your public profile on the ISI website.

Keep up the good work!

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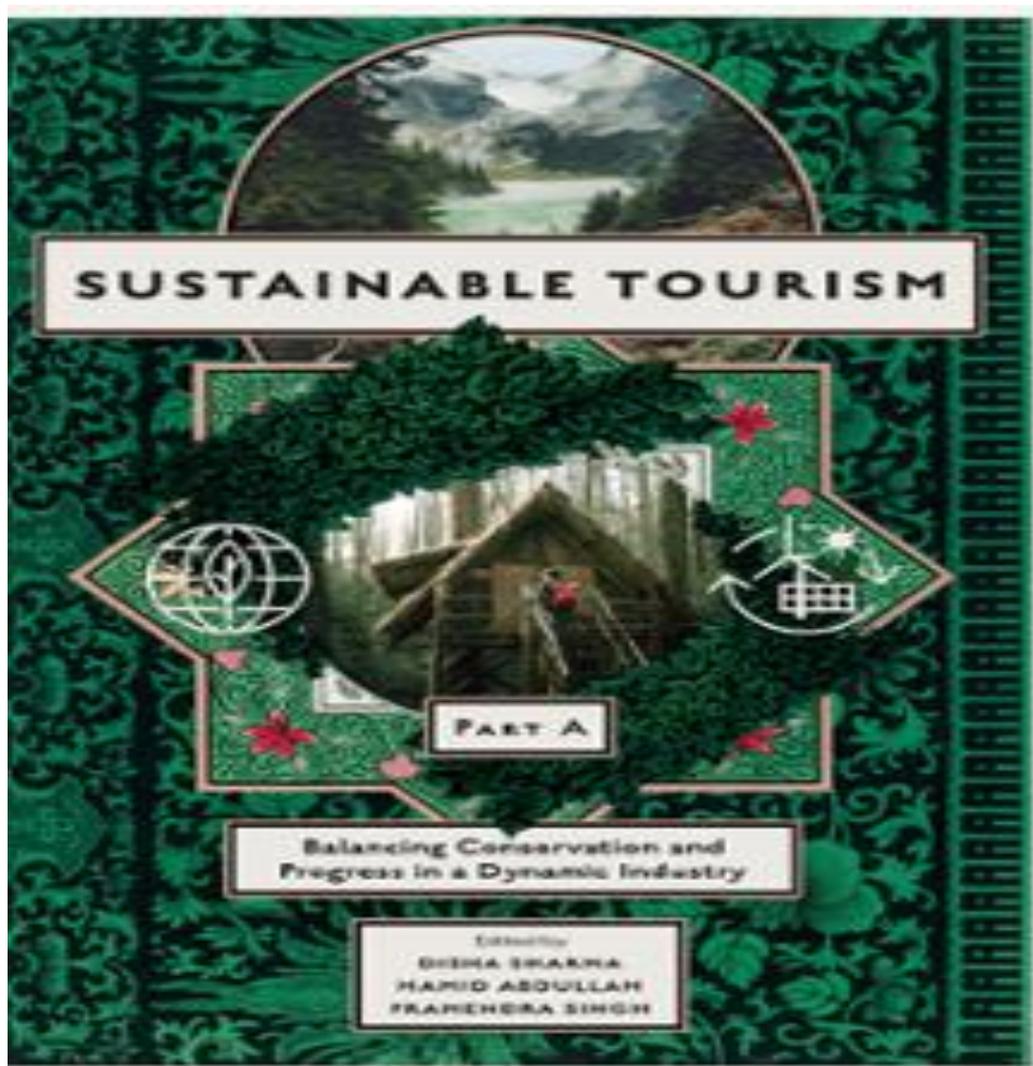


This email was sent to Gazala Yasmin Ashraf
(gyashraf@rpr.amity.edu) on 16 Jan, 2025

Sustainable Tourism

Bringing together diverse perspectives, including those of destination managers, policymakers, tour operators, local communities, and travellers Sustainable Tourism fosters a collective understanding of sustainability in tourism and inspires a shared commitment towards responsible tourism practices.

Dr. Disha Sharma.
Assistant Professor.
Amity Business School (ABS).



Other Achievements



What Amitiains Speaks

Shefali Sharma
MBA II B SEMESTER



Amity as an MBA student has had an excellent experience with the university's infrastructure and learning environment. Classrooms are equipped with the latest technology for interactive lectures and presentations. Campus facilities are high-end, equipped with a library having all possible references, fast internet, and good study space. Practical knowledge is given significant importance, such as industry visits, live projects, and case studies, in applying theoretical concepts to real life. The faculty members are highly experienced and supportive, encouraging us to think critically and innovate. Amity's stress on the development of skills through workshops and simulations has enhanced my confidence and my ability to sort out various problems. Overall, the combination of good infrastructure and practical exposure has made my MBA journey enriching and rewarding.

A Journey of Growth, Discovery, and Unforgettable Memories

Raj Soni
BBA VI C



As I stand on the verge of completing my BBA journey at Amity University Raipur, I can't help but reflect on how this place has been more than just a university for me—it has been a second home, a place that shaped my personality, enhanced my skills, and helped me discover my hidden talents.

One of the most beautiful discoveries I made here was my passion for video editing. It all started during Amispark'23, the techno-cultural fest of Amity University Chhattisgarh. I had joined the Ekjut team when, out of the blue, a senior asked me to edit a promotional video for the event. I put my heart into it and edited a video for the ABS department. What happened next was beyond my expectations—everyone loved it! The appreciation and compliments I received that day became a turning point for me.

From that moment, I started editing more videos—farewell videos, teachers day videos, and many others. Each time, seeing the happiness on people's faces when they watched my work

felt priceless. Capturing the happiest moments of campus life became the happiest part of my own journey. The smiles, the emotions, the memories—I realized that my videos were not just clips put together; they were stories, filled with love and nostalgia.

Amity University has given me opportunities that I never imagined. It helped me grow, explore, and find a skill that I now cherish deeply. As I prepare to step into a new chapter of life, I will always carry these memories with me. This university has not only educated me but also made me who I am today, and for that, I will always be grateful.

Apoorva Sahu
BBA VI A



Amity University Chhattisgarh has been a transformative experience for me, offering a perfect blend of academic excellence, leadership opportunities, and extracurricular engagement. As a student specializing in HR, the university has provided me with a strong academic foundation and practical exposure through workshops, research opportunities, and industry interactions. Serving as the Vice President of the HR Club (Ek-Jut) and Social Media Manager has honed my leadership and organizational skills, allowing me to actively contribute to student initiatives. Beyond academics, Amity’s focus on holistic development is commendable, with vibrant cultural events, insightful guest lectures, and platforms like hackathons that encourage innovation. The faculty members are knowledgeable, approachable, and always willing to guide students toward their career goals. The university’s infrastructure, including smart classrooms and well-equipped libraries, further enhances the learning experience. Overall, Amity University Chhattisgarh has played a crucial role in shaping my professional and personal growth, making it an ideal place for students looking to excel in academics while developing essential life skills.

Editors



Dr. Shivani Guru
Assistant Professor



Dr. Tushar Ranjan Sahoo
Assistant Professor

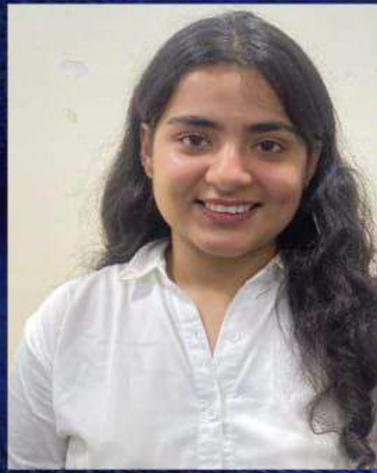


Dr. Indu Santosh
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Amity Business School