

ABS E-CELL

The ABS Entrepreneurship Cell (E-Cell) plays a pivotal role in transforming students from learners to founders. It is a dedicated platform for nurturing entrepreneurial talent, designed to empower students to explore, initiate, and scale business ideas from the ground up. It provides aspiring entrepreneurs with the tools, resources, networks, and confidence needed to bring their startup vision to life. It supports students right from the ideation stage. Through focused brainstorming sessions, design thinking workshops, and ideation challenges, students are guided to identify real-world problems, validate their business ideas, and understand the feasibility of their concepts. These activities help students sharpen their critical thinking and apply creative solutions to emerging market needs. Once an idea takes shape, students are supported by experienced mentors and faculty advisors who offer guidance on refining business models, understanding legal frameworks, building prototypes, and preparing for the next steps. These mentors come from both academic and industry backgrounds, offering a well-rounded perspective that blends theory with practice.

Students with promising ideas are also provided access to dedicated incubation support within the campus. The incubation space includes co-working areas, internet access, startup toolkits, and a collaborative environment to work on minimum viable products and prototypes. These facilities allow students to test, adapt, and improve their offerings before taking them to market. To build essential entrepreneurial skills, the ABS-E-Cell organizes a series of hands-on workshops and seminars covering areas such as business planning, startup finance, digital marketing, legal compliance, branding, and pitch preparation. These capacity-building efforts ensure students are not just idea generators but well-prepared to manage every aspect of a startup. Over the years, several student ventures have emerged from the ABS- E-Cell, ranging from tech startups and sustainability-focused enterprises to social impact initiatives. These stories are a testament to the power of early-stage support and the entrepreneurial spirit cultivated at the institution. Even for students who do not immediately launch a business, the E-Cell plays a transformative role. It instils a mindset of innovation, resilience, and strategic thinking—skills that remain invaluable in any professional journey. At its core, the ABS E- is not just helping students start businesses—it's shaping the entrepreneurs and leaders of tomorrow.



ECELL
ABS UNIVERSITY
WIRSAT

AMITY
UNIVERSITY
MUMBAI

MR. SAI KAMALESH AMARA
AMARA STUDIO SPHERE PRIVATE LIMITED

Amara Studio Sphere is a startup specializing in VR/AR for construction, design, and campus navigation. With expertise in 3D modeling and simulation, we create immersive experiences, including our flagship VR campus guidance system. We're expanding into entertainment and seeking strategic partnerships to grow our impact.

MBA student (2024-26) Batch Sai Kamalesh Amara started his startup specializing of VR/AR for construction design and campus navigation .







MS. RASHIDA GOUSE SHAIKH
AAZA ENTERPRISES PRIVATE LIMITED

AAZA ENTERPRISES PRIVATE LIMITED, incorporated on December 6, 2021, is a non-govt private company with an authorized capital of ₹50,00,000 and paid-up capital of ₹1,00,000. It is located at Taloja Midc, Raigarh, Panvel, Maharashtra, India, 410208. The company is directed by MAHABUBUNNESA GOUSE SHAIKH and RASHIDA GOUSE SHAIKH.

BBA student (2022- 2025) Batch
Rashida Gouse Shaikh incorporated AAZA ENTERPRISES PRIVATE LIMITED WITH an authorized capital of Rs.50,00,000 and paid up capital of Rs. 1,00,000.







MR. HIMANSHU SHARMA
SHEETLA CAR TRANSPORT

SHEETLA Car Transport is a leading car carrier company that specializes in providing safe and reliable car transportation services to customers across India.

MBA student (2024-2026) Batch
Himanshu Sharma company
SHEETLA CAR TRANSPORT is a leading car carrier company that specializes in providing safe and reliable car transporting services to customers across India.







MR. PARTH DEEPAK CHAVAN
GANGOTRI ESTATE AND DEVELOPER

One of the leading Developers in Nashik Maharashtra. My father had started the business taking govt tenders(CONTRACTS) it was my initiative to get into private residential and commercial projects.

BBA student (2022-2025) Batch
Parth Deepak Chavan company
GANGOTRI ESTATE AND DEVELOPER is one of the leading Developers in Nashik Maharashtra. His father had started the business taking govt tenders' contract, and PARTH want to initiate to get private residential and commercial projects.




MR. AASHAY S TAYWADE
FIVE STAR CHICKEN

Five Star has grown across India, including Tier 2 and Tier 3 towns, fostering numerous entrepreneurs. Recognized as the "Fastest Growing Food Franchise Brand" by the Times of India thrice.




BBA student (2022-2025 batch)
Aashay's Taywade
FIVE STAR CHICKEN has grown across India, including Tier 2 and Tier 3 towns, fostering numerous entrepreneur. Recognized as the "Fastest Growing Food Franchise Brand" by The Time of India thrice.




MR. HENRY BOBY JOSE
GAMECO

Gameco is a reputable chain of gaming cafes that delivers a top-notch gaming experience to its customers at an affordable cost.




BBA student (2022-2025 batch)
Henry Bobby Jose GAMECO is a reputable chain of gaming cafes that delivers a top-notch gaming experience to its customers at affordable cost.

Leadership Development Labs:

Amity Business School (Development) Labs, also known as LD Labs, are designed to foster leadership and development skills in students. They offer a variety of initiatives, including student-led interest groups, cross-departmental collaborations, and skill-building workshops. The LD Labs also organize events like career counselling sessions and sports tournaments.

➤ Alumni & Academic Committee:

The Alumni & Academic Committee at Amity University plays a vital role in fostering a strong connection between alumni and the university. At Amity Business School we engage alumni in university activities, promoting a sense of community and shared experience as well facilitate collaboration between alumni and current students, enhancing academic and professional development which leverage alumni expertise and experience, providing students with valuable industry insights and mentorship. We all organize regular meetups, reunions, and events to bring alumni together and Pairing students with alumni mentors for guidance, support, and industry

insights. We Invite alumni to deliver guest lectures, sharing their expertise and experiences with students. We facilitate industry connections, internships, and job opportunities for students through alumni networks. As well Collecting feedback and suggestions from alumni to improve academic programs and university services.

➤ **Biznovation & Branding:**

Biznovation & Branding at Amity Business School (ABS) focuses on fostering innovation, creativity, and branding skills among students. At ABS we encourage students to think creatively and develop innovative solutions to real-world business problems. Teaching students the principles of branding, including brand positioning, identity, and strategy as well providing students with the skills and knowledge to launch their own ventures or create innovative products/services. At ABS students learn to think outside the box and develop innovative solution as well they gain a deep understanding of branding principles and strategies. They all develop the skills and confidence to launch their own ventures or create innovative products/services.

➤ **Cultural & Theatre Committee:**

The Cultural & Theatre Committee at Amity Business School (ABS) plays a vital role in promoting cultural awareness, creativity, and artistic expression among students. We promote cultural exchange and understanding among students from diverse backgrounds. As well we provide a platform for students to express themselves through various art forms, including theatre, music, and dance. Students also develop their creativity, confidence, and communication skills through cultural and theatrical activities.

➤ **Environment & Social Committee:**

The Environment & Social Committee at Amity Business School (ABS) focuses on promoting sustainability, social responsibility, and community engagement among students. We promote environmentally friendly practices and reduce the school's carbon footprint. We foster a sense of social responsibility among students, encouraging them to contribute to the community as well engage students in community service and social initiatives.

➤ **Economic & Finance Forum:**

The Economic & Finance Forum at Amity Business School (ABS) provides a platform for students to discuss and analyze economic and financial issues, trends, and policies. To promote a deeper understanding of economic concepts, trends, and policies among students. To equip students with financial knowledge and skills, enabling them to make informed decisions. To provide students with industry insights and updates on economic and financial developments.

➤ **HR Forum:**

The HR Forum at Amity Business School (ABS) provides a platform for students to explore human resources management, develop HR skills, and network with industry professionals. To enhance students' understanding of HR concepts, theories, and best practices. To develop students' HR skills, including recruitment, talent management, and employee engagement. To provide students with industry insights and updates on HR trends and practices.

➤ **Marketing Forum:**

The Marketing Forum at Amity Business School (ABS) provides a platform for students to explore marketing concepts, develop marketing skills, and stay updated on industry trends. To enhance students' understanding of marketing concepts, theories, and best practices. To develop students' marketing skills, including market research, brand management, and digital marketing. To provide students with industry insights and updates on marketing trends and practices.

➤ **Photography/ Videography/ Documentary:**

The Photography/Videography/Documentary club at Amity Business School (ABS) provides a creative outlet for students to express themselves through visual storytelling. We provide a platform for students to express their creativity through photography, videography, and documentary filmmaking. We also develop students' skills in photography, videography, and documentary filmmaking. We encourage students to tell stories through visual media, capturing campus life, events, and experiences.

➤ **Placement Committee:**

The Placement Committee at Amity Business School (ABS) plays a vital role in facilitating the placement process for students. We assist students in securing job placements in top companies. We also provide career guidance and counselling to students as well we build and maintain relationships with industry partners. The Activities happening at Amity Business School as follows:

- ❖ Campus Placements: Organizing campus placements, where companies visit the campus to recruit students.
- ❖ Pre-Placement Talks: Conducting pre-placement talks to inform students about companies and job profiles.
- ❖ Resume Building: Assisting students in building their resumes and preparing for interviews.
- ❖ Mock Interviews: Conducting mock interviews to prepare students for real interviews.

➤ **Sports Club:**

The Sports Club at Amity Business School (ABS) provides a platform for students to engage in various sports and physical activities, promoting a healthy lifestyle and teamwork. We encourage students to engage in physical activity and maintain a healthy lifestyle. We foster teamwork and camaraderie among students through sports and games. We also provide opportunities for students to participate in competitive sports events and tournaments.

The following are the Activities

- ❖ Sports Tournaments: Organizing sports tournaments, such as cricket, football, basketball, and table tennis.
- ❖ Fitness Sessions: Conducting fitness sessions, such as yoga, aerobics, or gym sessions.

- ❖ Sports Training: Providing training and coaching for students to improve their sports skills.
- ❖ Inter-College Competitions: Participating in inter-college sports competitions and events.