Communique
The ABS e-Newsletter
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Dr. Ashok K. Chauhan
Founder President, AUUP

Dr. Atul Chauhan
Chancellor, AUUP

FROM THE DIRECTOR’S DESK

“Happiness lies in the joy of achievement and thrill of creative effort” – Franklin D. Roosevelt

Amity Business School believes in nurturing talent, preparing students for a better tomorrow and grooming their overall personality. Besides academics, ABS encourages students to participate in various co-curricular activities in the field of sports, management fests, cultural events, and most importantly, social service activities.

Amity Youth Fest is the annual fest that Amity University organizes and has always been a success. This year, like every other year, it gave the students an opportunity to showcase their talent and they were awarded with certificates and trophies for their zeal, enthusiasm and active participation. The three day spectacular event exemplified a vicarious thrill for everyone present and was executed with finesse.

I lay my firm belief in the idea that youth is the backbone of every nation. They help build their environment young and nation younger. I congratulate all the students of Amity Business School who put in their heart and soul for making this event a success and encourage them to strive to achieve greater heights.

Dr. Sanjeev Bansal
Amity Youth Fest – an amalgamation of knowledge and entertainment commenced on 12th February, 2015 at Amity University, Noida. The three day spectacle epitomized the creativity and vigor of the quintessential spirit of Amity University and its students. The three day fest included a plethora of technical as well as cultural events which showcased the multifarious talents of the youth.

The festival was inaugurated by the Guest of Honor, Mr. S.K. Saini, Vice President, Tata Powers Ltd.; Dr. Atul Chauhan, Chancellor, AUUP; Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP; Prof. (Dr.) Gurinder Singh, Group Addl. Vice Chancellor, AUUP; Dr. W Selvamurthy, President, Amity Science Technology and Innovation Foundation and Dr. Ravi Prakash, Chairperson, Amity Youth Fest, 2015.

Dr. Atul Chauhan, while addressing the gathering encouraged students to utilize the global and highly synergetic platform of Amity Youth Festival, to display their talent and optimize the opportunity to network with global personalities. Sharing the vision of the Founder President, Dr. Ashok K. Chauhan; Prof. (Dr.) Balvinder Shukla emphasized that Amity believes in developing the overall personality of its students and mould them into ethical and skillful professionals. She remarked that “The Youth Festival is by the Youth, for the Youth and of the Youth.”

Further along, Mr. S. K. Saini shared that there has been a history of association between Amity University and Tata Powers and that both of them share a similar vision. He further accentuated that youth is an innovator, a builder, a creator and a fine leader of tomorrow. He expressed that Amity University has been doing a lot by providing a global platform of knowledge and skills to its students.
Various other interesting events were hosted including International Artists Performance, Nrityarsh – solo dance competition, Oscillation – western dance competition, Rang Raise – folk dance competition, Zeitgeist and a sizzling Star Night performance by the very renowned Ankit Tiwari.

Students from more than 172 universities, colleges and institutes participated in the Amity Youth Fest, 2015.

Over 10 embassies participated in the AYF including Germany, France, Ethiopia, Indonesia, Japan, Russia and Israel and promoted their heritage, culture, tourism, education, cuisine and lifestyle bringing out the international essence.
A wide array of technical, management and cultural events unfolded including a Rock Band competition, Marketing competition, Antrangi-Nukkad Natak, TechEx, Pixels-Photography exhibition, Fashion show, Solo Singing competition and Mock-Parliamentary session that formed the core of the fest.
Amity Business School & Amity Centre for Entrepreneurship Development organized ‘LAKSHYA’ on 11th February, 2015 during the Amity Youth Festival.

2 events were conducted:

Event 1
Panel Discussion: Inno-Vision: Make it India

The discussion revolved around the business climate of the nation with the sole purpose of the esteemed jury to give the budding entrepreneurs an insight of how to start an entrepreneurial journey and groom their overall personality to be a successful entrepreneur.

The panel constituted of :-

Ms. Arpita Majumdar, Co-founder & COO of KyaZoonga
Mr. Udey Sonthalia, Founder, Unisquare Concepts
Mr. Varun Yadav, Founder, Varuna Chemicals
Mr. Pramoud V Rao, Founder, Zicom Industries
Mr. Pradeep Sharma, Chief Manager, State Bank of India, Delhi
Mr. Raj Kumar Bhalla, CMD, Azteco
Event 2

A national level B-plan competition: Lakshya

The B-plan competition gave the students an opportunity to present their ideas and convert them into reality. Various teams from across the nation, participated and put forth their ideas to the experts who evaluated them on certain parameters viz. research, idea, opportunity, concept originality, technical and administrative feasibility, challenges, strengths, market, finance, presentation skills and social contribution.
The Finance Club of ABS organized ‘MUDRA’ as a part of Amity Youth Fest. The event was held on 12th February, 2015 and received participation from 15 teams representing institutions such as Delhi School of Economics and Hansraj College among others. The key highlight of the event, among many other rounds, was the Stock Game - a replica of the Dalal Street of 1900s, where teams inter traded amongst each other to create the highest value of their respective portfolios.

**WINNERS**

Piyush Mittal and Isha Gupta of Bhartiya Vidya Bhawan won the first prize of Rs. 15,000.

Mayank and Siddharth of SSCBS won second prize of Rs. 10,000.

Anmol Marwah and Utkarsh Rai of Sri Aurobindo won third prize of Rs. 5,000.
On 12th February, 2015, the Marketing Club of ABS organized its annual event called ‘Vipanan’. Various teams represented their institutes viz. FMS Delhi, IMT Ghaziabad and many others. There were 3 jury members; Mr. Ashwini Mittal, VP Marketing, Sheena Exports; Ms. Shilpi Kapoor, Brand Manager, Airtel & Mr. Vasanth Kumar, VP, Geojit Pvt Ltd.

WINNERS

First position was bagged by Rohit Verma and Zoya (IMT Ghaziabad).
Second position by Abhishekh Khanna and Akshay Gupta (BIMTECH).
Third position by Sameer Gupta and Manish Gupta (SRM - Chennai). Winners received prizes worth Rs. 15,000, 10,000 and 5,000 respectively.

FIRST ROUND: QUIZ (VIP-Q)
SECOND ROUND: Creato-Mania
THIRD ROUND: Vip Cart
The Debate Club of ABS organized ‘Cross Fire’- a debate competition on 13th February, 2015. 13 teams from across the nation participated and debated on the topic:
‘Online Education does more harm than good- more clicks, fewer bricks’
The jury members were Mr. S. Khurana, MD, Alpine India Ltd. and Mr. D.K. Khanna, former ADG, Doordarshan.

WINNERS

Harpreet Singh and Udit Mishra from Law Centre, DU.

Monis Ahmed Khan and Raghvendra Rathore from BBD University, Lucknow.

Shailesh Podar and Prayank Jain from Symbiosis Law School.
ABS Operations Club organized its annual event ‘OPERON’ on 14th February, 2015. It received participation from various colleges and universities like Miranda House, Sri Aurobindo, Asian Business School, Shaheed Sukhdev College, Kirori Mal (DU), HCL (Corporate Team) to name a few.

**WINNERS**

Vikas Kumar Solanki & Utkarsh Jaiswal, HCL Corporate Team.

Paras Gupta & Sahib Singh, Shaheed Sukhdev College.

Rohit Gaur and Akshay Sharma, Amity Business School.

**FIRST ROUND:** Elimination Quiz
**SECOND ROUND:** Category based Quiz
**THIRD ROUND:** Park-king
The IT club, i-Tex organized its event ‘TECHBYTES’ during the Amity Youth Fest. Teams were asked questions related to the field of Information Technology and all the participants showcased their knowledge of IT during the event by guessing the IT words, products and their specification. The event was judged by 2 jury members; Mr. Sameer Mathur, Head of Partner Sales, Nokia and Mr. Praveen Narang.

WINNERS

Sameer Gupta and Manish Gupta from Wipro.

Divya Gandotra and Shivam Bhatija from Poornima University.

Amaan Ullah Khan and Abhimanyu Pathak from JECRC University.

FIRST ROUND: I.T. Quiz
SECOND ROUND: Dumb Charades
THIRD ROUND: Video Round
The HR club of ABS organized the T.O.B Challenge wherein the participants were evaluated on the grounds of creativity, out of the box thinking and genuineness and a sense of imagination was the key to win.

**FIRST ROUND:** Image Screening  
**SECOND ROUND:** Jingle Karaoke  
**THIRD ROUND:** Trash Craft  
(Swacch Bharat Abhyan – Don’t Be a Litter Bug)

**WINNERS**

Dhansekhari Rao and Aditya Jain from Maharaja Agrasen Institute, Delhi bagged the first position.

Raunak Aggarwal and Sparsh Mittal from ICAI bagged the second position.

Neha Chauhan and Stuti Baruah from Gargi College bagged the third position.
The IB club event was a huge success with 17 teams participating and putting up a great show of their knowledge in International Business and related areas of the event.

The jury consisted of Mr. Dinesh Sharma, GM, Aadhaar Group and Mr. Aditya Kumar, GM, Aadhaar Group.

**WINNERS**

Nasir Khan and Satya Shekhar from School of Open Learning bagged the first position.

Amartya Chaudhary and Akash Chattopadhyaya from Ramjas College, DU bagged the second position.

Mridul Rana and Rahul Chaudhary from ITM University bagged the third position.
On behalf of everyone at ABS, we would like to thank our sponsors for their immense support and contribution.
Amity Business School, Noida did it again for the third time. It has been ranked amongst the top 10 Business Schools in India including IIMs as per Times B-School rankings published in Times of India newspaper dated 27th February, 2015.

- In 2013, ABS was ranked 11th including IIMs
- In 2014, ABS was ranked 10th including IIMs
- In 2015, ABS has been ranked 9th including IIMs

Under private business school’s ranking, ABS stands first.

An article titled “Amity Business School: Consistently Ranked Amongst Top B-Schools” was also published in the esteemed newspaper.

One of the top business schools of the world, Wharton, University of Pennsylvania & QS have conferred the prestigious **PALMER AWARD** on Amity Business School. ABS was selected out of 427 business schools/universities shortlisted from 43 countries.
Dr. Kalyan Kumar De contributed a paper titled “Service Quality, Consumer Satisfaction and Behavioral Outcomes: A study for Firm’s Future Growth in Indian Healthcare Delivery System” in National Conference on “Advances in Management for Business Excellence”, along with his research scholars Mr. Vishal Kamra and Dr. Harjot Singh of Thapar University, held during 27-28th February, 2015 organized by National Institute of Technology, Kurukshetra.

Dr. Anita Venaik’s paper was published in International Journal of Engineering, Business and Enterprise Applications (IJEBEA) in February, 2015 on the topic “Harnessing the power of viral marketing through social media- A study on IT industry.”
A case study & teaching notes titled “Not Everyone’s Cup of Tea: The case of declining Indian Tea Export” co-authored by Dr. Anita Kumar and Ms. Bandana Chadha was published in The Case Centre, UK under Case Reference no.: 215-003-1.

Ms. Bandana Chadha presented a research paper on “Service Quality of Budget Hotels” at the 5th India International Hotel, Travel and Tourism, research conference on 12th February, 2015 at Banarasidas Chandiwala Institute of Hotel Management and Catering Technology. The paper was published in the Conference Proceedings (ISBN: 978-81-920580-4-3) and in the Annual Hospitality Management Journal “Indian Journal of Applied Hospitality and Tourism Research” Vol. 7 (ISSN 0975-4954).

Ph.D

• SRC meeting of scholars of batch July 2014-2016 & 2014-2017 was held on 15th January, 2015 at ABS.

• An Orientation Programme for Ph.D was conducted in ABS, Dr. Jaya Yadav, Associate Professor, coordinated the registration.

• Common Course Work classes started from 24th January, 2015.
A guest lecture on “Relationship Marketing and its effects in developing Customer and Marketer Relationship” was held on 26th February, 2015. Mr. Ashim Mathur, Head of Marketing at Dolby Laboratories, was the Guest Speaker.

A guest lecture on “Customer Life Time Value and Customer Metrics” was held on 10th March, 2015. Mr. Jayesh Patel, National Head-Operations at PNB Housing Finance Ltd, was the Guest Speaker.

On 26th February, 2015 a leading Textile and Fashion Technologist, Mr. Mandeep Singh Garcha shared his views on “The four pillars of business competitiveness for Indian companies in global market”. Mr. Garcha is a leading international fashion, material development and sourcing professional and carries an experience of 19 years in extensive global outsourcing. He has worked with Arvind Mills, Ciba Specialty Chemicals, Columbia Sportswear and was Head of material development and sourcing - Indian Subcontinent at Adidas. He is currently Country Manager (India) for Echo Design, a US based fashion accessories brand. The session certainly broadened each one’s knowledge horizon.
ABS was privileged to invite a team of Deloitte from Hyderabad on 26th February, 2015. The gathering was addressed by Mr. Chris Chin on the increasing trend of ‘Inclusion’ in organization's these days. Women, veterans and specially-abled were centric to the discussion, while issues like 'glass ceiling' and 'generalization' were also well addressed. Deloitte certainly walks the talk! The show wrapped up with some wonderful ideas and goodies to take back home!!
On 16th March, 2015 ABS hosted the nation-wide popular ‘Dr. Subhash Chandra Show’ with an effort to educate and guide students. The topic under discussion was “What will you do in the last 24 hours of your life?” The talk proceeded with some serious as well as some smile infusing answers. With the topic eventually being well absorbed, the students were motivated to live a fear-free, independent life and give in their best to everything they do as if it were literally the last day of their life.
On 19th March, 2015, an interactive session was held by officials from China and Taiwan. The officials present were Dr. Guann-Jyh Lee (Executive Director of Economic Division), Belinda C.Y. Chiang (First Secretary of Education Division) and Yita Chen (Secretary of Education Division).

Amity Business School organized a session on “Consultancy as professional activity of faculty members in Management Institutions” on 19th February, 2015, under “Building Capacities for Consultancy Development & Knowledge Management with Partner Institution (KMPl)” Programme of CDC (Consultancy Development Centre, New Delhi). CDC is an autonomous institution of DSIR, Ministry of Science & Technology, Govt. of India.
TRAINING & CONSULTANCY

- Mr. Rajesh Parpyani from CDC gave a brief introduction of CDC and study on "Consultancy as a professional activity of faculty members in Management Institutions."

- Ms. Malvika Verma, Senior Vice President- Human Resources, Max HealthCare, spoke on "People Practices in Consulting."

- Team from KPMG delivered an enthralling session on the study "Consultancy as a professional activity of faculty members in Management Institutions."

- Deloitte team delivered a captivating presentation on "Knowledge Management in Higher Education."
“Your body is precious. It is your vehicle for awakening. Treat it with care.” - Buddha

As part of a week-long celebration of Women’s Day, a ‘Free Health Camp’ was organized on 3rd March, 2015 and 4th March, 2015, for all the female students, faculty and staff members.
A screening camp for different types of cancer that women are susceptible to, was organized in association with Dharamshila Hospital on 11th March, 2015.

**BLOOD DONATION CAMPAIGN**

ABS participated in the blood donation camp organized at Amity University campus on 25th February, 2015. It was coordinated with 18 other institutes of Amity. A total 322 students registered from different branches of Amity University.
The event helped students become aware of their social responsibilities. The Director of ABS, teachers and staff members also participated and motivated the donors during the blood donation camp. The students also received a rotary blood bank member’s card as a certificate of recognition. It was indeed exhilarating to see more people turning up than the pre-registered numbers.
Operations club conducted an event “OP SHOP” on 22nd January, 2015. A total of 31 teams registered for the event. It provided a learning platform for the participants to apply their knowledge of Operations Management in practice.

FIRST ROUND: Quiz-Whiz
SECOND ROUND: Mystery Box
THIRD ROUND: Rock and Rolla

The winners of the event were Sachin Kumar and Abhishek Katiyar from MBA(G).
"i-TEX" the Information Technology club of ABS, successfully conducted a workshop ‘OutPower’ for students on Microsoft PowerPoint and Outlook. The three hour session was taken up by Mr. Bharat Nijhawan, an alumnus of ABS. He is currently working with HCL as a Project Manager (Career Division). He shared different aspects and technicalities of Microsoft Outlook.

The workshop also included a session by Mr. Sanjay Sharma, student of ABS class of 2015. He discoursed at great length on effective use of Microsoft PowerPoint. The session was educative and interactive.

North zonal round of Colors of Youth Season 4, a unique initiative by Maruti Suzuki to hunt for India’s most talented and versatile youth amongst all B-Schools and Professional Colleges was jointly hosted by ABS & ASE at Amity University Campus on 19th January, 2015. A total of 17 selected teams from various B-schools of north zone got a chance to showcase their talent in fields of music, dance, and others like stand-up comedy, painting, and mimicry.

The Colors of Youth event was judged by Mr. Nikhil Chinappa & Ms. Perizaad Zorabian. Students of ABS were actively involved in coordinating the show.
ABS conducted a session on ICICIdirect on 16th January, 2015 on Financial learning. A total of 82 students participated in the competition and Ankush Singhal, a first year MBA(G) student won the first prize. He created an amazing portfolio of 1,80,954 from a budget of Rs. 15 lakhs within a span of 7 trading sessions.

The Finance Club of ABS conducted an educative and informative event on 30th March, 2015. It was a lecture on the Financial Prospects that one can look for in the near future. The speaker was CA K.A. Khandelwal, CFO of PG Electroplast Ltd. Having more than 3 decades of industry experience, he enlightened the students with his vast and unending knowledge of Finance. He spoke about all areas where a person planning to take finance can benefit such as international finance, projects and so on and so forth.
An event named ‘Ex-Quiz-IT’ was conducted by the Quiz Committee on 19th March, 2015. The event tested the general awareness and the students participated enthusiastically. The event was a huge success with 15 teams registering and participating.

FIRST ROUND: Pass the prelims
SECOND ROUND: Bank On
THIRD ROUND: Red Carpet
FOURTH ROUND: Make or Break

The winners of the event were Abhilash Bhairaya and Sachin Sharma while the runners-up were Akshay Goel and Pragya Samrat.
CCFIS Hacker Cup-2015 - Neil Mathews, from B.Tech+MBA reached the final round (top 20).

IMT Ghaziabad - Rishu Mittal, from MBA(M&S) received a prize money of Rs. 18,000/- for Summer Internship presentation competition.

IMT Ghaziabad - Vishesh Tyagi, Himani Bhasin from MBA(G) and Sonal Jain, Rishu Mittal from MBA(M&S), received prizes worth Rs. 2,000/- in AD-Mad competition.

Symbiosis, Pune - ABS team comprising of 6 members participated in the Photography competition at Symbiosis, Pune. Akanksha and Prassenjit from MBA(G) bagged the first prize in the Photography competition held on 29th January, 2015.

Indian Debating Society - Snehil Dixit from MBA(G) won the first prize and was adjudged the best speaker of the event.
The Inter Institute Competition Committee of IIM(Raipur) has announced the results of various events. Achyut Chandra and Utsav Khurana from B.Tech+MBA qualified the first round of finance event.

Miranda House(Delhi University) - ABS team comprising of 4 members, Prassenjit, Kshitiz, Ishit and Akanksha from MBA(G) bagged the first prize of Rs. 7,000/- in “The Capture (Short Film Making Competition).”

TATA Crucible - Pragya Samrat and Akshay Goel from MBA(G), won the first round along with goodies in TATA Crucible Business Quiz.

Daulat Ram College(Delhi University) - Akanksha Tyagi from MBA(G) bagged third position and prize money of Rs.500/- in Photography Event.

Shri MUN, 2015(SRCC) - Shreya Roy Chowdhury from MBA(G) won Certificate of Appreciation and prize money of Rs. 1,000/-.
ABS actively participated in Asia’s Biggest International Research Conference which focused on Business & Engineering – ‘INBUSH ERA’ from 25th-27th February, 2015 at Amity University Campus.

The Conference witnessed many invigorating panel discussions, launch of companies incubated by students of Amity University, release of books and journals, signing of agreements with international universities. Amity Journal of Energy & Environment Studies (AJEES) and Amity Business Review were also released on 25th February, 2015 in the presence of distinguished guests.

ABS participated in “Footloose”- Theme Fashion Show, jointly presented by Amity University and The University of Northampton, U.K featuring the top designers from UK & India. It was held on 27th February, 2015, at the main ground, Amity Campus.
The Fashion Show was organized to support the students of ‘Amitasha’ & ‘Atulasha’. Faculty members along with the Director, ABS walked the ramp in this spectacular event.

ABS generated around one lakh rupees from this event for the students of Amitasha and Atulasha.
HOSTEL LIFE

‘HOSTEL’ – The place where no one wants to go initially, but, once you are in there, then after a small period of time which is spent in crying your eyes out in memories of home and family, one gets used to the place and eventually starts loving it.

When in hostel you are all on your own – you have your own room with all the possible things such as bed, study table and a cupboard which contains all sorts of stuff from clothes to cosmetics, from eatables to other useful items of daily need. You have to manage them all, plan your studies and even maintain your budget. In other words, one starts being responsible for themselves and at the same time enjoy the freedom (you know you can have your own rules!!).

The most amazing part is that away from your family you are with a big family with people of almost your age and the night life is like Mumbai city, because as we say Mumbai never sleeps, so does the Hostel- it never sleeps, no matter at what time you go out of your room you’ll always find people roaming here and there, studying or talking...

The sharing of notes, assignments, novels etc. among each other, mutual understandings between roommates (VERY IMPORTANT), no time bound for watching television or watching horror movies with friends (and turning them into a comedy one) or eight to ten friends sleeping together in a room (with only two beds) and there are many more such incidents which happen during your living at hostel and these little and big things make you LOVE the place and as one cries on the first day of coming here, they cry even more when its time to leave.

So, in the end I would like to say no matter how much you crib about the restrictions, no matter how much you miss your home and family, HOSTEL LIFE is the phase which will never come back and YOU WILL LOVE YOUR HOSTEL LIFE and miss it as Hell!!!

ANUPAMA PUROHIT, Student
MY LIFE

My body and soul may last long never
But I want my work to stay here forever
Nothing matters at the end of the situation
I want to be a reason of a beautiful creation
There is always a second chance given
You only have to ask for with motivation
Never step back even if you are fright
I want to live my dreams, for that I will fight
Be good and humble to all the unkind
Help people who lived being a deprived
Failure is just a part and it will soon fade away
I want to be known for the best of me in my way
Encourage to become the leader
They will show direction to the future
Aim high and achieve something big in life
I want to die without any regrets and sigh.

DEEPIKA, Student
A THING OF DESTRUCTION IS PAINFUL FOREVER

(By the time we realize the destruction caused because of addictions/bad habits among people, it is too late. Author has tried to convey to the people through this article that it is not impossible to quit addiction of any kind)

There are many things of destruction in this world that bring misery, poverty, diseases and ignorance.

“Triple is the gate of this hell, destructive of the self. Lust, wrath, and greed, therefore let man renounce these.” The Bhagwat Gita 16/2

Such things of destruction haunt forever. Lord Krishna said to Arjuna:

“Bewildered by numerous thoughts enmeshed of delusion, addicted to the gratification of desire, they fall downwards with into web foul hell.”

The Bhagwat Gita 16/16

It is better to die in peace than to rot in hell. Life becomes hell for such people who are addicted to soft and hard drugs like smoking, drinking, alcohol and gambling. In Mahabharata, Lord Krishna said “Womanizing, gambling, hunting and drinking are the four evils by which the people are deprived of prosperity.”
Not only prosperity, man is deprived of all noble qualities, life becomes hell.

“Some ruined selves of small understanding of fierce deed come forth as enemies for the destruction of the world.” The Bhagwat Gita 16/9.

Some people are born to destroy the world, and some are born to destroy their family and some are born to destroy themselves. It is true that addiction of any kind is very difficult to quit but it is not impossible. Nothing is impossible in this world.

Lord Buddha quit everything to attain Nirvana to do noble deeds. “Among thousands of men, scarce one strives for perfection, of successful strives, scarce knows Me in essence.” The Bhagwat Gita 7/3.

Lord Buddha too experienced great hardships and difficulties in quitting things of destruction but in the end he succeeded in overcoming all the hardships and attained Nirvana. He spread the message of love, peace and compassion. One of his noble Eightfold path was abstinence from drinking intoxicants and abstinence from passions.

Every one can not become Buddha, but one can try to be the Buddha to be.

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