



AMITY
BUSINESS SCHOOL

NEW AWAKENING

ISSUE:

APRIL '20-MARCH '21

“A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others.”

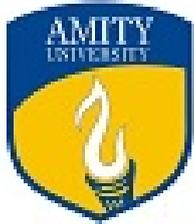


ANUKRITI
2021



New Awakening

**"For every dark night,
there is a brighter day
ahead"**



AMITY
BUSINESS SCHOOL

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NEW AWAKENING
ANUKRITI 2021

AABBS



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Amity works with a mission to create the ambience of excellence in which new ideas and research projects flourish and the leaders and innovators of tomorrow emerge. In the top universities of the world, research is the foundation which leads to a strong academic orientation. ABS has one of the most distinguished teams of faculty and researchers who are constantly augmenting their research and publications and hence leading the institute to pinnacles of academic achievement.

ABS provides holistic education and strives to create managers of vision, mission, and action, and above all, of commitment. The focus of ABS is on developing a global perspective amongst the students to create a new cadre of management professionals who are multi-skilled and have the capability of function as cross-functional teams and with a deep understanding of ethical and value-based business processes.

Amitians of ABS are instilled with compassion, loyalty and commitment that makes them an invaluable asset of any organization.

ABS endeavours to be an institute committed towards innovation, knowledge-sharing openness and entrepreneurial skills for developing a new generation of global managers. ABS shall continue to hold passion for knowledge, teamwork and a caring attitude.

VISION

VALUES

MISSION

To develop the personality of students by making them not only intelligent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, sense of right and wrong, and yearning for perfection.

**TAKING THE VISION OF
AMITY BUSINESS SCHOOL
FORWARD UNDER THE
GUIDANCE OF**

DR. ASHOK K. CHAUHAN
Founder President,
Ritnand Balved Education
Foundation
(The Foundation of Amity
Institutions and the
sponsoring body of Amity
Universities)
Chairman, AKC Group of
Companies



**My mission is nation building through
education and beyond.**

We are creating centres of thought leadership across the world, where faculty, scientists and brilliant students can explore and expand the frontiers of knowledge.



DR. ATUL CHAUHAN
Chancellor, Amity University
President, Ritnand Balved
Education Foundation
CEO, AKC Group of
Companies

Education is the most powerful weapon which you can use to change the world— Nelson Mandela



PROF. (DR.) BALVINDER SHUKLA
Vice Chancellor, Amity
University, Uttar Pradesh

At Amity, we focus on each & every student, to bring out their full potential and empower them with a winning attitude.



FROM THE DESK OF DEAN

Dear Readers,

The year 2020 saw unpredictable and unforeseen pandemic COVID spread over 210 countries around the globe infecting 42.2 million population, among which 1.14 million lost their life. 2021 started with invention of vaccine and when the world started to settle down, came the second wave. India is facing unprecedented problems as of now. Undoubtedly COVID has brought uncertainties and surprises in lives of all humans.



DR. SANJEEV BANSAL
Dean FMS & Director ABS
Editor-In-Chief, Anukriti

Everything has a solution one needs to pay proper attention to and make the right strategies which can take us out from problems or help to face them in the right way. The panic and stress will give nothing, but our productive thought or strategies can do a lot.....

The Mantra for now is “Be still and quiet, tune in with the Infinite Intelligence, and continue in right thought, right feeling, and right action, and you will arrive at your goal.”

This edition “New Awakening” of our annual magazine “Anukriti” is to spread the same message.

Stay Safe, Stay Positive.



FROM THE DESK OF EDITOR

Dear Readers,

The world is nothing but a canvas. Each one of us with our paint brushes and colours can carve a niche for ourselves. Anukriti Magazine is a platform for the young and curious minds of our institution to channelize their inner thoughts and build on their vast potential. The students of Amity Business School have not only stood out academically, but have also actively organised and participated in varied events, showcasing their sought-after skills as budding managers. Their hard work has added splendour to this magazine. Let us get started with the journey of experiencing this unbounded creativity.



**DR. RICHA
SHARMA**

“If every day is an awakening, you will never grow old. You will just keep growing.”



AMITY
BUSINESS SCHOOL

ABS **CLUBS &** **COMMITTEES**

Follow
one
course
Until
Success

STUDENT PRESIDENTS



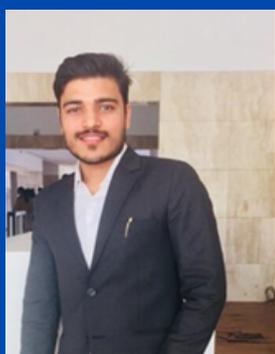
Ayush Kumar Tyagi
Student Activity Cell

scan &
check



CODE: abs4203
About the clubs

**"Caste and creed disappear.
Religion cannot be seen nowhere near.
Color vanishes as faces appear.
Let humanity be only feeling held dear."**



Rohan Gupta
Marketing Club



Neeti Mittal
Cultural Club

**"Winners don't do different things...
They do things differently!!"**

**"Succeeding in life is easy as long as you
believe in yourself. Trust yourself, and
success will come along. As students, we
should know that success is not something
easily achieved. So, we should work hard
and later on enjoy the rewards. It is
important to start believing your ability
and success will come along."**



Vaishali Aggarwal
Debate Club

**"No matter what happens, just listen to
your inner voice. It
may not be correct but it gives an
immense pleasure and a sense of
satisfaction."**

STUDENT PRESIDENTS



Avantika Jaiswal
Operations Club

"I don't need it to be easy, I need it to be worth it."



Urvashi Tewary
Finance Club

"One must firmly believe and follow the words of Swami Vivekanand, "Arise, Awake and Stop not until the goal is achieved" which inspires us to start afresh and awaken our soul to achieve the best!!"

scan & check



CODE: abs4203
About the clubs



Rachit Rawat
Quiz Committee

"The time is always right to do what is right."



Joyeeta Das
HR Club

"Finding purpose out of all the chaos is where your journey actually begins."

STUDENT PRESIDENTS



Nishant Janoti
IT Club

"The key to successful leadership today is influence, not authority."



Shikhar Kundra
Photography Club

"Never lose the level of madness and creativity that you hold inside yourself. And to keep the legacy going, boost other people's creativity with your mind-boggling ideas."

scan & check



CODE: abs4203
About the clubs



Lakshay Davar
Entrepreneurship Club

"Success is not final; failure is not fatal: it is the courage to continue that counts."



Aashita Varma
Inter Institute Competition Cell

"The Best Part of Competition is that through it we discover what we are capable of and how much we can actually do than we ever believed possible."

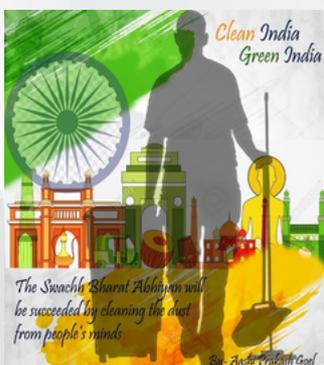
Event 1: Au Revoir



Date: 25th July, 2020

Details: Farewell to the Batch of 2020 was organised on 25th July. The event was conducted online on the platform Cisco Webex due to the prevailing conditions of COVID-19.

Event 2: Swachh Bharat Mission- Poster Making Competition

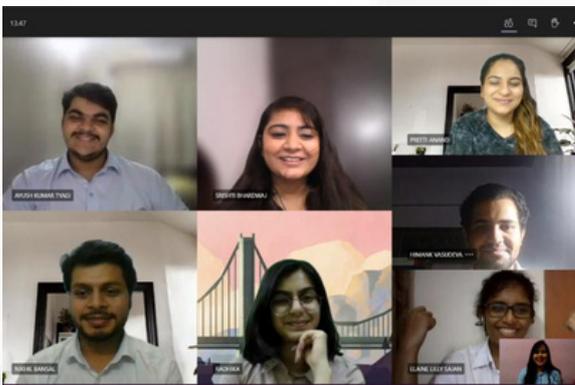


Date: 29th September, 2020

Details: The Poster making competition was organized under the umbrella of the Swachh Bharat Abhiyan - Ek Disha Parivartan Campaign. There was only one round in the competition in which the participants were required to submit posters created from their own creativity through a google form along with their details.

WINNER- Divya Madan
1st Runner Up- Aashi Goel

Event 3: Navonmesh In Covid



Date: 15th October, 2020

Details: The competition was organised with an objective to encourage best out of every challenge and to promote thinking out of the box which gives birth to inventions and innovations.

First Round: Qualifier Round

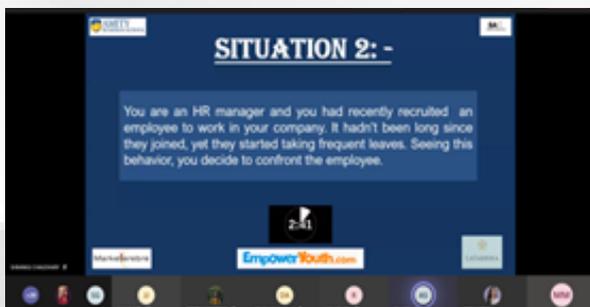
Second Round: Idea Presentation

WINNER- Anshul Singh

1st Runner Up- Shashank Mohla

2nd Runner Up- Anushree Saxena

Event 4: Chrysalis 4.0



Date: 12th November, 2020

Details: Chrysalis 4.0, the Ultimate Annual Management Event which is organized by Student Activity Cell, Amity Business School is an event comprising various management rounds to select the Best Dynamic Manager amongst the participants.

First Round: Treasure Hunt

Second Round: Meme Marketing

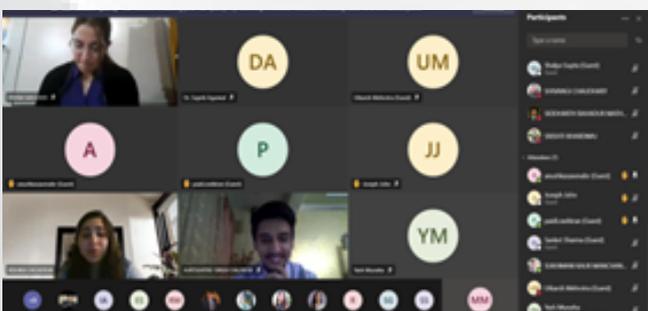
Third Round: Stock-In-Action

Fourth Round: HR to the Rescue

WINNER- Anushka Saxena

1st Runner Up- Utkarsh Mehrotra

2nd Runner Up- Hafis Sayed





CULTURAL CLUB, ABS



Cultural Club, ABS

AVROH 2.0



EVENTS & ACTIVITIES



CODE: abs1782

**“Culture is the arts
elevated to a set of beliefs”**



Cultural Club, ABS

Event: Teacher's Day Celebration

Date: 5th September, 2020

Number of students organizing the event: 15 students

A celebration packed with various games and cultural performances was organized on an online platform for Teachers' Day. Online invitations consisting the details of the event were sent to all the faculties through email. All the faculty members of ABS graced the event with their presence. The event was initiated at 4:15 PM with the chant of Doha dedicated to the 'Gurus' i.e. the teachers after which there were live singing performances. There were videos displayed dedicated to various departments of faculties consisting of personalized e-cards. It included online games such as Pictionary in which there was a whiteboard and the teachers were sent words on WhatsApp which they had to draw on the whiteboard and other teachers had to guess the word. Guess the Gibberish was another game in which various gibberish were given to the faculty and the teachers had to guess the correct word. In another game, some tunes or phrases of songs were played and the teachers were asked to guess the song and sing it. The songs were majorly from 2000s.

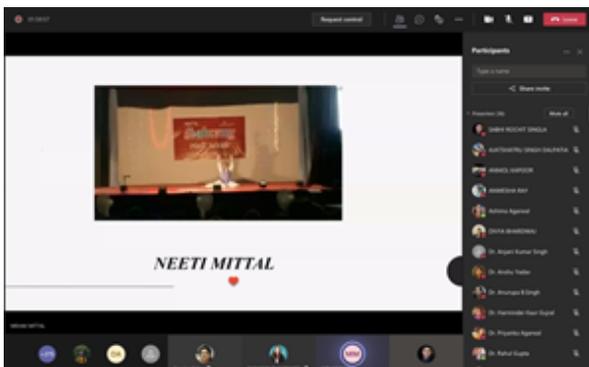
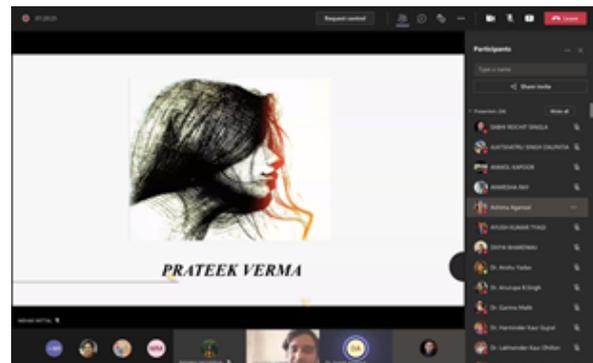


Cultural Club, ABS

Event: Farewell 2021

Date: 27th March, 2021

With the ongoing pandemic, the Cultural Club organised 'Farewell 2021' which was conducted virtually on MS Teams. The event had various segments such as interactive games and slideshows of their memories in college. The outgoing students were also awarded with informal titles.





Cultural Club, ABS

Event: Farewell 2021

Date: 27th March, 2021

'Mr. and Ms. Versatile' competition was also held that was judged by Dr. Supriti Agrawal and Dr. Sunetra Saha wherein 12 seniors had taken part. In the competition, the talent videos submitted by them were presented which was then followed by a question-answer round. Afterwards, the jury announced the winners of 'Mr. and Ms. Versatile'.





Marketing Club

Event 1: Act-To-Hack COVID

Date: 3rd September, 2020

Jury: Mr. Anshumali Saxena and Mr. Vinamra Jain

Details: The event had two rounds. The first round was a Marketing Quiz. In the second round, participants had to act as the Marketing Heads of a Covid-19 impacted company and deliver a 5-minute presentation.

The event was aimed to look for out of box thinking as the brightest minds competed to be called the most 'maddicted' (marketing+addicted) of all.

Winning Team- Golden Arrows

1st Runner up - Mavericks

2nd Runner Up- Auxemberg

Event 2 : AdMad

Date: 1st October, 2020

Jury: Dr. Sunetra Saha and Dr. Rahul Gupta

Details: The event had two rounds. In the first round (Shoot N Show), participants were asked to shoot a 30-45 seconds video advertising a product of their choice and explaining why they liked the product and the reason for it to be bought. The second round (Diversify) was based upon the concept of 'Unrelated Diversification'. Based on this idea, the participants were given an unrelated product for a well-established company and were asked to create a promotional strategy.

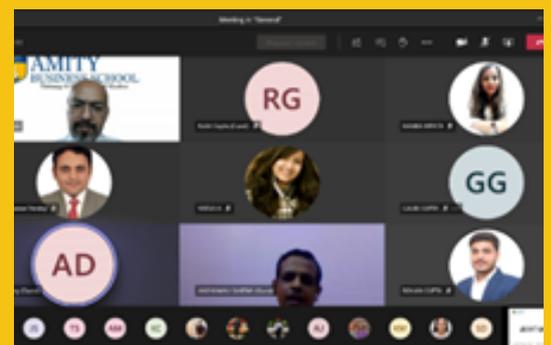
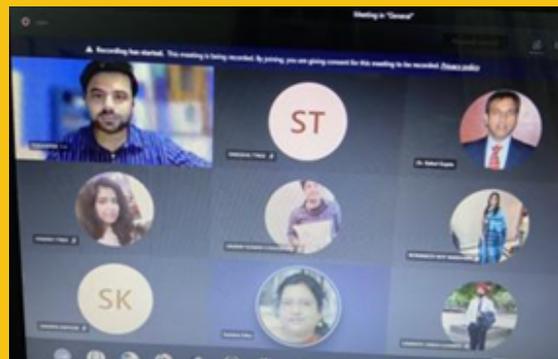
Winner-Himani Tyagi

1st Runner Up - Karan Sardana

2nd Runner Up- Shubhee Yadav

Consolation Price- Ronjaboti

Roy Bardhan & Shreya Gupta



Marketing Club

Event 3: Markonic

Date: 19th November, 2020

Jury: Dr. Vandana Ahuja and Mr. Faraz Salman

Details: The competition was held at two levels. The first round was a meme making round named 'Memestruck' where the participants had to choose any business case/ situation, design a meme related to it, add innovative hash tags related to the marketing strategy of the chosen brand/product highlighted in the meme.

The final round was 'Strategica' in which the teams were assigned a hypothetical product and they were required to formulate a marketing strategy for the same, comprising of marketing mix and STP model.

Winners: Team Smarketeers
(Manasa Nagarajan and Rishiraj)

1st Runner Up: Team Error Code 42
(Vaibhav Sheth and Nidhi Kotak)

2nd Runner up: Team Nexus
(Kartik Balaji and Mitushi Gupta)



Academic Jury for MARKCONIC




Dr. Vandana Ahuja
Professor
Amity Business School

- Over 21 years of experience across corporate and education sector.
- Has keen interest in Digital Marketing and has also contributed to corporate training programmes with institutions like Jaypee Group, Bhartiya Vidya Group and NIFT, India. Her research has contributed to the curriculum of DMI, UK.
- Actively researching fields of Marketing and CRM and serves on the Editorial Board of various International journals and books.




Industry Jury for MARKCONIC



Faraz Salman
Chief Operating Officer
Crescent Export Syndicate

- Has over 12 years of experience in marketing, supply chain management as well as stake holder management.
- Possesses rich experience in the Leather Fashion and Exports Industry and has served as the Director, for more than 8 years at India's premier leather manufacturing conglomerate Superhouse Limited.
- Also holds mastery in Product and Business Development, Planning and Execution as well as Strong Financial Knowledge for running a large organization.



AMITY BUSINESS SCHOOL
THE MARKETING CLUB
PRESENTS
MARKCONIC

Round 1 : MEMESTRUCK
MONDAY, 9th NOVEMBER, 2020

Round 2 : STRATEGICA
THURSDAY, 19th NOVEMBER, 2020
(Only MBA/PGDM students can apply)

[f](#) [i](#) /marketingatabs

TO REGISTER, CONTACT :
SAHIL: 9811684966
SAKSHI: 9873671599
ANWESHA: 882639918



DEBATE CLUB

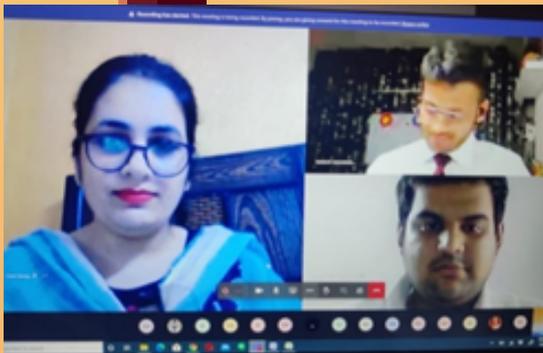
Event 1: International Youth Day Debate Competition

Date: 13th August, 2020

Details: The topic for the debate was “Can youth engagement in economic advocacy improve the development of fair and inclusive economic system in the country?”. The participants were full of zeal and each one of them placed the best argument over another which made the event more intense and a learning experience for everyone.

Jury: Dr. Anita Venaik, Mr. Abhishek Vaishnav

Winners- Prachi Jha & Gyana Kumari
Best Speaker- Pranay Bhatt Sharma



Event 2 : VivaadOn

Date: 8th October, 2020

Details: The event ‘VivaadOn’ had two rounds. The first round (Creative Writing) was the qualifier round in which the participants were asked to send their entries on the basis of a given picture which was shared with them. The second round (Debate Competition) was the final round in which the shortlisted teams had to debate on the topic “Farmers Bill 2020: An emergence of improved democracy or a death warrant for farmers?”

Winning Team - Jayesh Sharma, Ankur Sharma (SIIB Pune)

Runner-Up Team- Zainab Zohra , Saptasindhu Basu (Christ University Bangalore)

Best Speaker - Jayesh Srivastava (SIIB Pune)





DEBATE CLUB

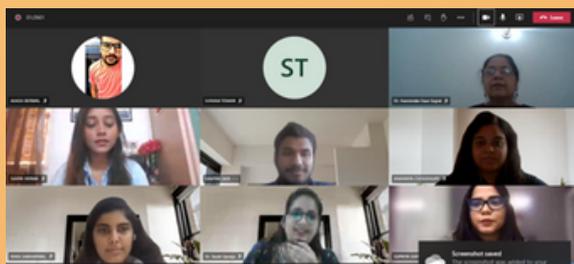


Event 3: Debate - Rashtriya Ekta Diwas

Date: 31st October, 2020

Details: The Debate Club conducted a debate competition which provided an opportunity to reaffirm the inherent strength and resilience among the students and to understand the importance of unity and strength. The teams had a debate on the topic "Modern News media - responsible watchdogs or a threat to the country's unity".

Winning Team- Rhea Sabharwal & Sanya Verma
Runner Up (Tie)- Supriya & Sahil Arora, Ananya Choudhary & Samyak Jain
Best Speaker- Sanya Verma



Event 4 : तर्क- वितर्क

Date: 10th December, 2020

Details: The debate was in a new form, that is Newsroom Debate, in which students from different business schools participated from all over India. In the debate, the teams had enacted a newsroom debate on different topics given to each team through e-mail. The participants were full of zeal and each one of them placed the best argument over another which made the event more intense and a learning experience for everyone.

Winning Team - Supriya Kapoor & Payam Masood

Runner-Up Team- Saurav Kr. Chaudhary & Shivangi Chaudhary

Best Speaker -Payam Masood



OPERATIONS CLUB

Event 1: OPREX

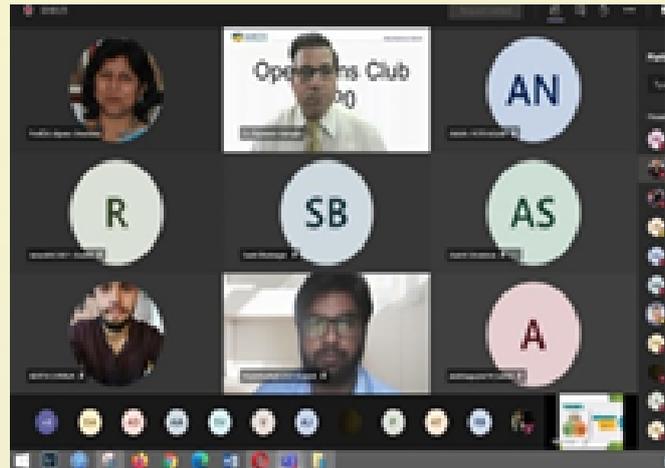
Date: 20th August, 2020

Details: Operations Club of ABS, took the initiative to organize the event “OPREX”. The main objective of this event was to help the students to keep themselves updated and productive in such testing times. The first round of the event was a Quiz Round and the second round was a Case Study Presentation.

**Winner: Mayank Singh, NIIE
Mumbai**

**1st Runner-Up: Akshita Gupta,
NMIMS Mumbai**

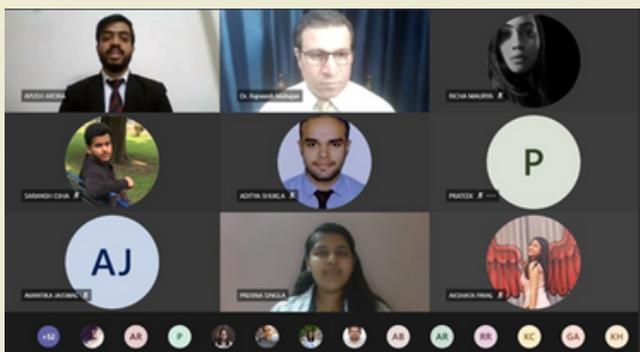
**2nd Runner-Up Aakriti Srivastva,
IMT Nagpur & Rahul Singh, IIM
Lucknow**



Event 2: EDA with SPSS

Date: 24th September, 2020

Details: Operations Club of Amity Business School, took the initiative to conduct a workshop on Exploratory Data Analysis (EDA) using Statistics Software for Social Sciences (SPSS). SPSS is a user friendly software and will certainly help the participants of the workshop in their academic projects, master thesis etc. A preliminary introduction about the SPSS software was given by Prof. (Dr.) Rajneesh Mahajan. The overall event provided true learning and it was the dedicated effort by the entire team for the successful and smooth conduct of the event. The participants got an in depth understanding of basic data analytics using SPSS.



OPERATIONS CLUB

Event 3: Quizzard of Ops

Date: 29th October, 2020

Details: “Quizzard of Ops” followed the path of disseminating and encouraging learning. There were three rounds in this event. The first round was an online quiz which was conducted on Dare2Complete platform. The second round was a quiz conducted on MS Teams. The third and final round was a crossword round wherein the participants were asked to guess the maximum no. of words in a given time limit.

**Winner: Manjula Sasidharan,
Department of Management
Studies, IIT Madras**

**1st Runner-Up: Chetan Saini,
ABS Noida**

**2nd Runner-Up: Priyambda
Panday, ABS Noida**



Event 4: Le Roi Operationnel

Date: 17th December, 2020

Details: The main objective of this event was to organize a well-rounded and effective educational get together for the capacity-building of young minds. The event was organized in two rounds:

Round 1: Pick-A-Door

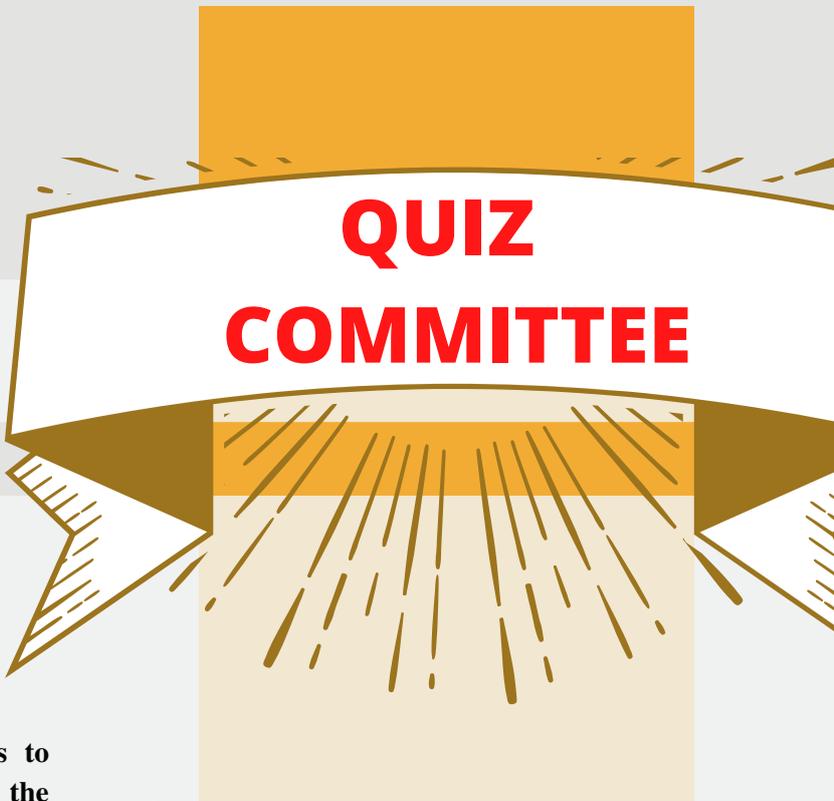
Round 2: Operational Heist

**Winner: Aakarshi Parashar, ABS
Noida**

**1st Runner-Up: Shaurya Gotewal,
Alliance Manchester Business
School , Manchester**

**2nd Runner-Up: Shivangi Varma,
ABS Noida**





**Event 1:
Game Of Brands**

Date: 13th August, 2020

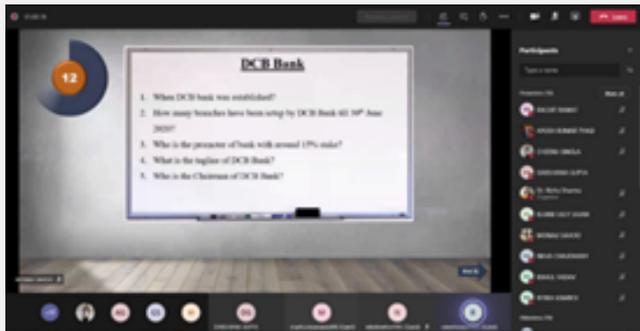
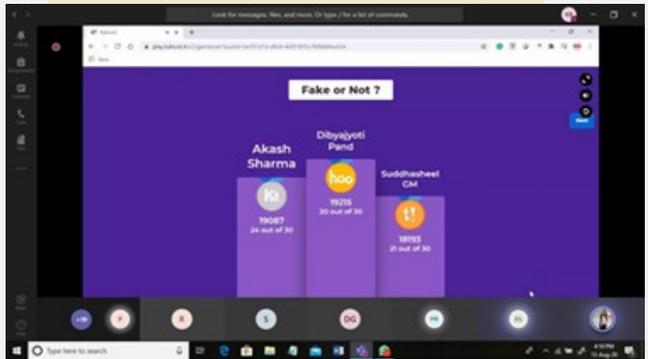
Details: The central theme of the event was to assess the participants' awareness about the brands, from its origin to the recent news related to the brand. The event had two rounds. The first round of the event (Brand-o-Phile) was aimed at place of origin of the given brands and the second round of the event (Fake or Not) revolved around recent news about the given brands.

Winner: Dibyajyoti Pand

1st Runner Up: Akash Sharma

2nd Runner Up: Siddhasheel Guha Mazumder

3rd Runner Up: Pulkit Khurana



**Event 2 :
ARTHASHASTRA**

Date: 10th September, 2020

Details: The central theme of the event was to access the participants' awareness about the Banking and Financial Sector.

Round 1: Bank Talk- This round was about banking sector wherein 30 banks were selected and each participant had to pick one bank from the box of their choice wherein five questions related to the chosen bank were asked.

Round 2: Close It Up- In this round, participants had to play a quiz about the financial sector.

WINNER: Vaibhav Mogra

1st Runner Up: Gaurav Sharma

2nd Runner Up: Pruthviraj Pawar

QUIZ COMMITTEE

Event 3: Local But Vocal

Date: 8th October, 2020

Details: The central theme of the event was to assess the participant's awareness in the domain of Start-ups, Mergers and Acquisitions. The event had two rounds:

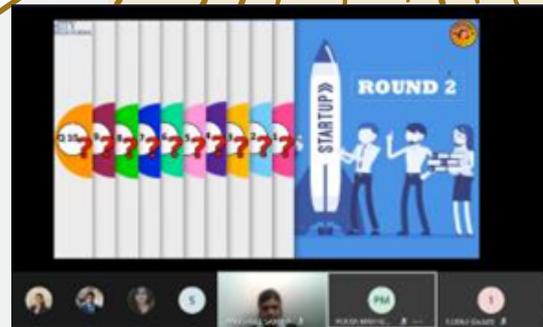
Round 1: Finquization- The central theme for this round was recent mergers and acquisitions.

Round 2: Start It Up- This round had "Corporate Entities and Start-Ups" as the theme.

WINNER: Adarsh Giri

1st Runner Up (Tie): Deepak Balayan, Akanksha Upadhyay

2nd Runner Up: Amrit Kabra



Event 4:

Kaun Banega Corporate Guru

Date: 12th November, 2020

Details: The central theme of the event was to assess the participant's awareness related to current state of affairs in various sectors like technology, finance, education, manufacturing, telecommunications etc.

The event consisted of two rounds:

Round 1: Richie Rich- It had questions about billionaires around the globe.

Round 2: KBC- It had questions from current state of affairs in various sectors.

WINNER: Adarsh Giri

1st Runner up: Soumyadeep Das

2nd Runner up: Harsh Goyal





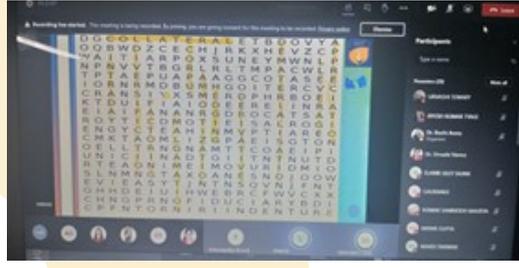
FINANCE CLUB

Event 1: An Eye For Detail

DATE : 20th August 2020

Details: This was an exhilarating, fun-filled yet finance centric event, wherein the participants were able to put to practice their basics of finance and accounting. The participants were urged to apply a good level of concentration to make through the event. The first round (Termination) was focused on the financial knowledge of the participants while the second round of the event (Unscrambler) revolved around the idea of statement reconciliation.

- WINNER- Rishav Khaitan, NMIMS Mumbai**
- 1st Runner Up- Rachit Rawat, ABS Noida**
- 2nd Runner Up- Rohit Gupta & Nikita Singh**



Event 2: Back to Basics

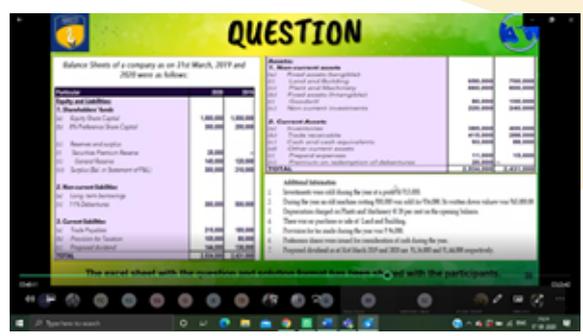


DATE : 17th September, 2020

Details: Back to Basics was an exhilarating finance centric event, wherein the participants were able to put to practice their basics of finance and accounting. The event was conducted in two rounds:

Round 1: Juggle It Out- In this round, a financial term was given in a jumbled form with a hint. Each participant was called up one at a time and was given 20 seconds to unjumble three such financial terms.

Round 2: Show Me Where The Money Is- This round was designed around the idea of statement reconciliation. Here, the participants were given an excel sheet with a Cash flow statement with the adjustments and they were required to rectify the errors and also fill in the missing values in the cashflow statement.



- WINNER- Shubhangi Chugh**
- 1st Runner Up-Mehak Nagpal**
- 2nd Runner Up-Rohit Gupta, Atharva Joshi**



FINANCE CLUB

Event 3: Fortune Funds

DATE : 29th October 2020
Details: It was an exciting opportunity for everyone with a bug of finance to test their luck with the Wheel of Fortune and Fiscal Treasures. The event had two rounds. In the first round (Wheel of Fortune), a wheel having finance related topics was spun for each participant. Once the wheel stopped, the topic reflected was allotted. The participant was required to speak on the topic for a minute which was then followed by questions from the judges. The second round (Fiscal Treasures) was based on the idea of a treasure hunt where the participants were required to search the web for answers. In this round, each participant was provided with a grid in the form of an excel sheet. At the end of the round, this sheet was submitted for determination of winners.



- WINNER- Anushka Saxena**
- 1st Runner Up- Maathangi K, Soumya Lokhande**
- 2nd Runner Up- Sandeep Parek**

Event 4: FinSpot



DATE : 10th December, 2020
Details: FinSpot was an exhilarating event designed around the idea "Clear vision holds the key to success." The event was conducted in two rounds.
Round 1: Finance Ninja- The top 16 scorers of the pre-qualifier round were called to participate in this round. In this round, 22 questions were displayed for 1 minute on the screen in slots of 5 questions.
Round 2: Finbola- This round was based on the idea of a housie/tambola game where the participants were required to answer the questions based on the hints provided to them on the screen.

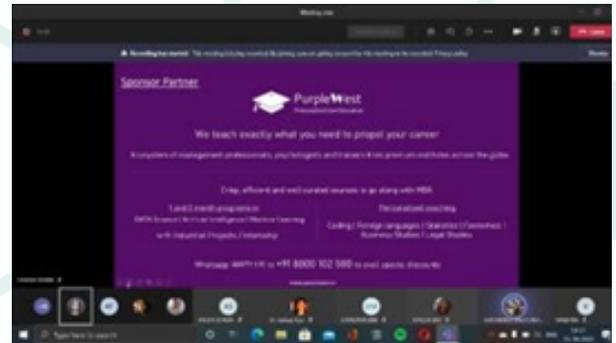
- WINNER- Ishita Arora**
- 1st Runner Up- Abhijeet Rohil**
- 2nd Runner Up- Kartik Balaji**

HR CLUB

Event 1: Endeavourex

DATE: 27th August, 2020

Details: This event was aimed at testing the knowledge of participants regarding facts, concepts and processes involved in HR. There were 2 rounds in the competition. The first round of the event was an online quiz with HR based MCQ questions. The second round of the event was a Situation Analysis, which was based on testing the analysis and interpretation skills of students when faced with different situations.



Winner: Meghna Goyal, ABS Noida

1st Runner-Up: Jahnvi Chauhan, ABS Noida

2nd Runner-Up: Pranav Pralhad Rajurikar, SCIT Pune

Event 2: HR INSIGNIA

DATE: 24th September, 2020

Jury: Ms. Nikita Prabhakar, Ms. Varda Jutta

Details: The event was conducted with the aim of testing the knowledge, interpretation skills and the HR strategizing skills of all participants. There were 2 rounds in the competition:

Round 1: De-PIC-to - It was a picture depiction game which had interesting questions on concepts from Human Resources.

Round 2: "HR Master Plan"- The finalist teams were provided with a case study on "NARAYANA MURTHY AND INFOSYS".



Winning Team: Ryan Kurian & Ankur Sharma, SIIB Pune

1st Runner-Up Team: Divyansh Goyal & Kartik Kohli, NMIMS, Bangalore

2nd Runner-Up Team: Pankaj Goyal & Shweta Bhatt, FORE School of Management, New Delhi

HR CLUB

Event 3: Power HouR

DATE:15th October, 2020

Jury: Mr. Aditya Gupta

Details: “Power HouR” was organized to power up the skills of contestants aspiring to be HR professionals. It had two rounds. First round (HR Puzzler) comprised questions in the form of puzzles and crosswords. In the second round (V-Boarding), teams had to design a virtual on-boarding process for an organization during the COVID-19 pandemic.

Winning Team: Double Trouble- Nitish Kumar, Manjari Mahato- XIMB, Bhubaneswar

1st Runner-Up Team: Red Ink & Team Python- Athulya Nair, Shweta Singh & Sunaina Yadav, Nilesh Ahuja- NMIMS, Indore

2nd Runner-Up Team: Talent Hunters - Rick Biswas, Debasis Padhi -XAHR, Bhubaneswar



Event 4: The HR-Vention

DATE:17th December, 2020

Jury: Mr. Aditya Gupta

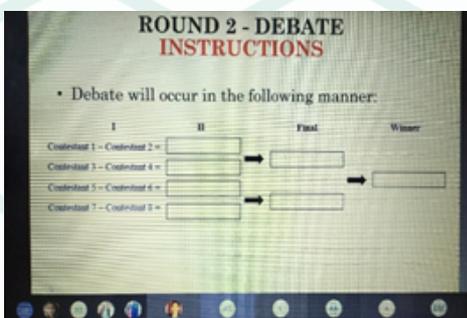
Details: “The HR-Vention” was organized with the aim of inculcating a knowledge-building process for budding HR aspirants. The event was conducted in 2 rounds:

Round 1: “HR KNOWLEDGE TEST”-This round comprised of questions from various areas of Human Resources in the form of MCQs, short case studies and puzzles.

Round 2: “DEBATE”: For this round, the 2 finalists were sent a list of 12 topics which they had to prepare for the debate.

Winner: Ankur Sharma, SIIB Pune

Runner-Up : Abhishek Jha, Doon Business School (DBS), Dehradun





Event 1: Digi-Quest

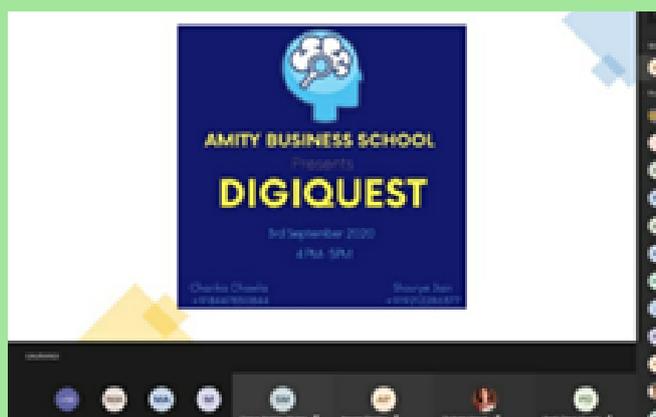
Date: 3rd September, 2020

Details: The event had three rounds. The first round was an online quiz, which was based on technical and management skills. The second round (Guess the Brand) was also played on an online platform where the participants had to guess the brand. The third round (Jumbled Words) was the final round of the event where the participants had to solve the jumbled words.

Winner: Vaibhav Sharma ABS, Noida

1st Runner Up: Manish Agarwal, IIM
Bangalore

2nd Runner Up: Richa Gupta, ABS,
Noida



Event 2: DIGIBIZ 2020

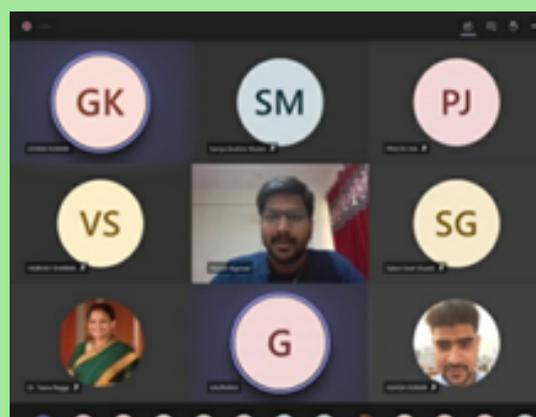
Date: 22nd October, 2020

Details: This All-India IT Business Plan Online Competition gave a platform to all the bright minds of the future to present their ideas or approaches in order to stimulate entrepreneurship among the students. It gave the participants an opportunity to come up with an app-based solution/idea/approach in any sector to help businessmen for their start-ups.

Winner: The Bliscare

1st Runner Up: Champions

2nd Runner Up: Jagdish Prasad Sinha





Event 3: Mental Hack

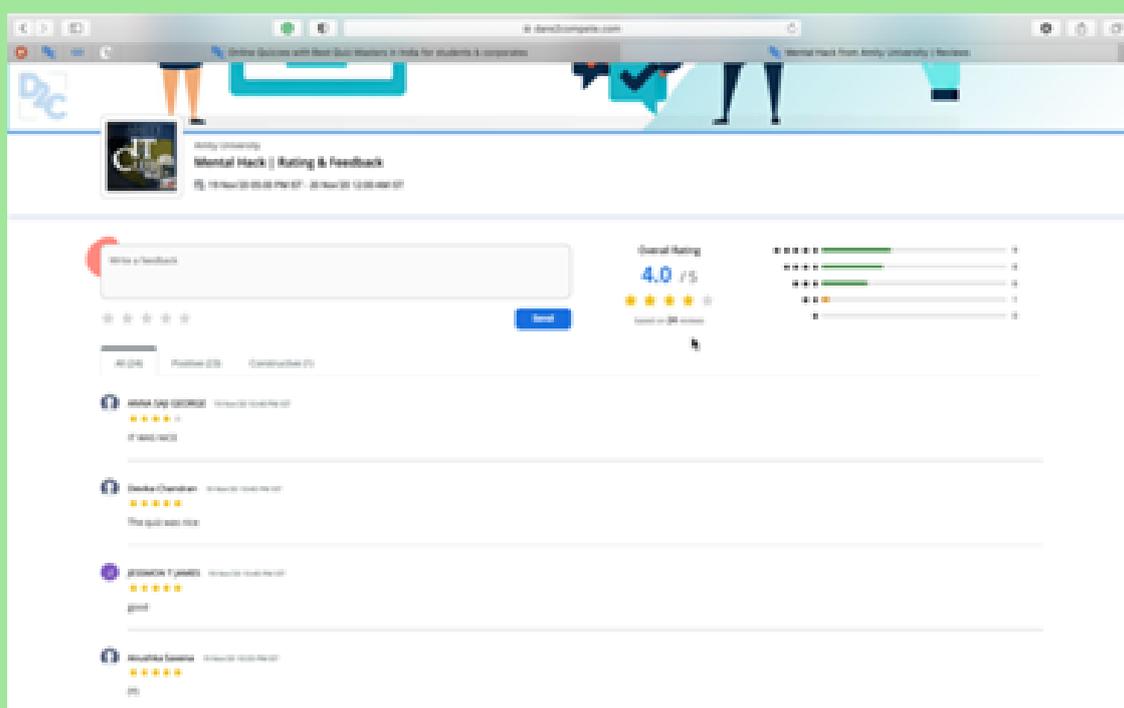
Date: 19th November, 2020

Details: To help future professionals analyse their technological intelligence and throw some light on the new trends in the field of technology, IT Club presented “**MENTAL HACK - A QUIZ COMPETITION**”. The event was hosted on D2C Platform and consisted of two rounds. The first round “**Tech Intellect**” was conducted on the D2C platform and consisted of quiz questions related to Pictionary and numerous technical topics. The second round “**Mind Scribble**” was conducted for the participants who cleared the first round. This round was conducted on MS Teams platform and the quiz of this round was conducted on Quizzy Platform.

Winner: Urmika Panhotr

1st Runner Up: Anushka Saxena

2nd Runner Up: Jalaj Meghani





ENTREPRENEURSHIP CLUB



Event 1: Pan-O-Throne

Date: 6th August, 2020

To showcase the creativity among the budding managers of tomorrow, all the participants were required to present a PPT covering these parameters:

- i. The information about their product.
- ii. The challenges they faced.
- iii. The solution they found out to overcome the issue.

WINNER: Team Spark:-

Rishabh Sharma

Aman Baghel

Preeti Jain

Sahil Kapur

2nd Runner Up:

Pitch Perfect:-

Suhani Singha

Mansi Shah

R Promoth Kumar

Vijay Balaji

Event 2: Duels of Doubt

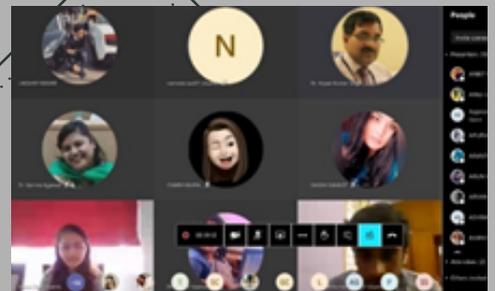
Date: 1st October, 2020

The participants were given 2 topics:

- 1. Jio is moving from a physical platform to an online platform.
- 2. Amazon from being an online platform is switching to retail platform.

Participants were given 10 minutes to prepare about the topic and were given the time limit of 5-6 minutes to speak on the topic.

WINNER: Rajveer Singh



ENTREPRENEURSHIP CLUB



Event 3: SOCIOWEAL 2020

Date: 17th December, 2020

Details: The very essence of the competition lied in being able to come up with the best social enterprise idea. The participants had to go through two rounds in the event.

Round 1: The participants had to come up with a social enterprise idea and had to represent that in form of a meme, poster or reels as supported by Instagram. Along with it, participants had to email the name, tagline and a short description of their idea. The entries were then posted on the official Instagram page.

Round 2: The shortlisted participants presented the poster, meme or reels submitted for round 1 according to the criteria of evaluation provided beforehand.

WINNER: Swaleha Khan
1st Runner Up: Paridhi Mantri
2nd Runner Up: Sahil Arora



THE ENTREPRENEURSHIP CLUB
OF AMITY BUSINESS SCHOOL
PRESENTS

SOCIO WEAL

TIME: 2.30 PM | DATE: 17 Dec 2020 | VENUE - MS TEAMS
Code-07hoj40

INNOVATION IS WHERE IMAGINATION
MEETS AMBITION

VAIBHAV GUPTA | ASHIMA RAJWANSHI | MANVIET ARORA
@447300571 | @277645175 | @700015274

For further details follow @the_entrepreneurship.club On Insta



AMITY HUMAN VALUE CELL

REBOOT UNLOCK- A JOURNEY TOWARDS REDEMPTION FOR MSMEs

Date: 28th December, 2020

Activity Category wise: Activity Based

Objectives :

- Reboot unlock - A journey towards redemption of MSMEs is an event about giving a considerable approach towards the much affected Micro, Small, Medium Enterprises, post pandemic.**
- It tends to find out practical and viable solutions for different types of industries which fall into the MSME category. All the aspects of the Covid-19 pandemic which have been left behind were explored and the participants had to come up with ways to cope with them.**

Value Represented: Thinking and Creativity

Methodology: A short online time-based quiz was held on Dare2Compete platform(D2C). Evaluation was done both on accuracy and the time taken to answer the questions. Top 10 participants were selected for Round 2.

For Round 2- Two optional situations were provided to the participants about which they were pre-informed. One had to choose any one situation and prepare a solution towards that situation in a power point presentation and present the idea in front of the jury members. Best solutions were awarded.

AMITY HUMAN VALUE CELL

REBOOT UNLOCK- A JOURNEY TOWARDS REDEMPTION FOR MSMEs

Details of the Activity conducted: During this event, the students got the opportunity to interact with various participants and it was a very interactive session. Each participant was given a problem of the MSME sector. They were given 5 minutes to give their solution and reasoning to their explanation. The jury cross-questioned the participants and at the end, evaluated them on set parameters. The jury also gave its views on the situations given. Results were announced for top best solutions.

Winners of the event:

1st Rank

Yash Agarwal

MBA

IBS Bangalore

1st Rank

Sanskriti Goyal

B.DES (FD)

Amity University

2nd Rank

Shavez Rasool Siddiqui

MBA

IBS Bangalore

3rd Rank

Varun Vashisth

MBA

Amity University

Outcome of the Activity: This event helped the students find out the practical solutions to the problems of MSME category. This will help to uplift the situation of MSMEs in the era of Covid-19.

Conclusion: This event enhanced the students' thinking abilities to help MSMEs and also helped them understand how their creative thinking can solve the problems that they'll face in the post Covid-19 era.

AMITY HUMAN VALUE CELL

SAPLING PLANTATION DRIVE

Date: 15th February, 2021

Activity Category wise: Social Media Awareness Campaign

Objectives :

- i) To spread awareness on how a small effort of planting a sapling can help protect the Earth.**
- ii) Getting people together to help the environment by planting saplings.**

Value Represented: Compassion & commitment towards the planet Earth.

Methodology: Create awareness to plant saplings in the student's own garden.

Details of the Activity conducted:

The plantation drive was conducted to spread awareness among the people about the importance of planting a sapling. To remind them of the social commitment that everyone has towards the environment and that plants can help overcome large number of environmental issues. Promotional strategy was utilised to promote this event over our social media platforms.

Number of Participants: 108 social media followers

Outcome of the Activity: This event helped the students encourage large number of people to actively participate in the event. This event helped the participants to show the love and deep care and concern that they have towards the planet. This will also ensure environmental sustainability.



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ABS

NEWS & EVENTS

Follow
One
Course
Until
Success



CONDUIT 2020

Research Paper/Case Study Competition

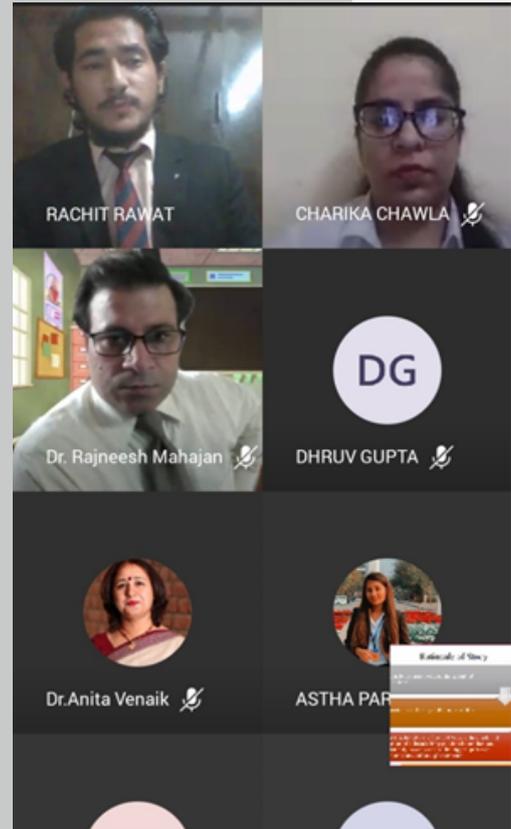
Conduit was organized by Amity Business School, Noida on 27th August, 2020. Conduit 2020- Research Paper/Case study competition was conducted on MS Teams due to the ongoing Covid-19 pandemic. This competition provided a platform to all the students to present their Independent Research Studies which they had conducted under the guidance of their respective faculty/industry mentors.

The research papers/case studies that were presented covered a wide spectrum of topics from the fields of Finance, Marketing and Sales, Human Resource, General Management and topics related to Covid-19 were also included into the mix, and all these topics were covered in an exhaustive manner. A total of 104 research papers have been published in an ISBN Book Manthan And Reflections that was inaugurated by Dean FMS and Director Amity Business School, Dr. Sanjeev Bansal Sir.

GENERAL TRACK (AUGUST 27, 2020)

The General Track began with an introductory quote which was delivered by the two emcees of the general track, Charika and Gaurangi. That was followed by welcoming of jury members for the track Dr. Anita Venaik and Dr Rajneesh Mahajan.

A total of 20 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their papers/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.



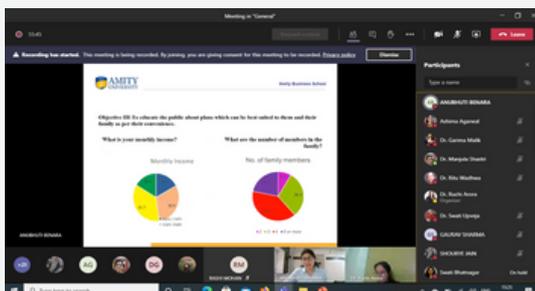
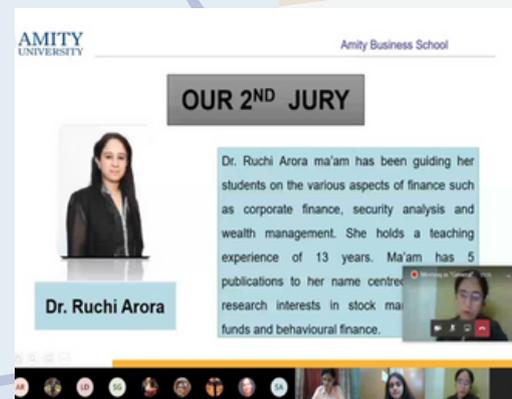
WINNERS

- 1st- Mayank Jain (A study of investor's behavior during disruptive business environment)**
- 2nd- Gaurangi (Impact Of Covid-19 On Indian Banking Sector)**
- 3rd- Rachit Rawat (Impact of COVID-19 on Aviation Sector in India)**

FINANCE TRACK (AUGUST 27, 2020)

The Finance Track began with an introductory quote which was delivered by the two emcees of the general track Rashi Mohan and Urvashi Tewary. That was followed by welcoming of jury members for the track Dr. Manjula Shastri and Dr Ruchi Arora.

A total of 20 presentations were made from which 3 meritorious participants were chosen as winners. All the participants were given 7 minutes to present their papers/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.



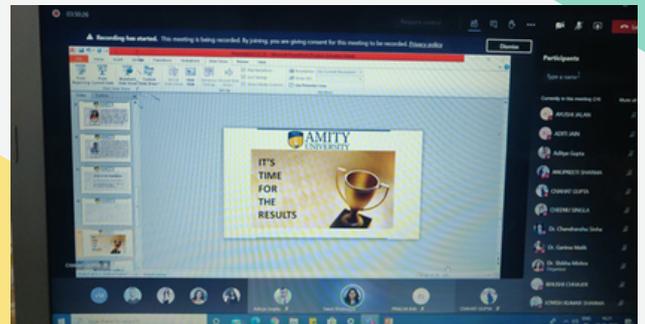
WINNERS

- 1st- Rupal Jain (CSR Practices and Financial Performance of Banking Sector in India)
- 2nd- Ritika Kamboj (Wealth creation in Cyclical and Non-Cyclical Sector- A study on Macroeconomic variables)
- 3rd- Siddharth Goel (An empirical Analysis of Foreign Portfolio Investments and Nifty Returns)

HUMAN RESOURCE PANEL (AUGUST 27, 2020)

The HR Track began with an introductory quote which was delivered by the two emcees of the marketing track Chahhat Gupta & Prachi Jha. That was followed by welcoming of jury members for the track Dr. Aditya Gupta & Dr. Shikha Mishra .

A total of 19 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their papers/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.

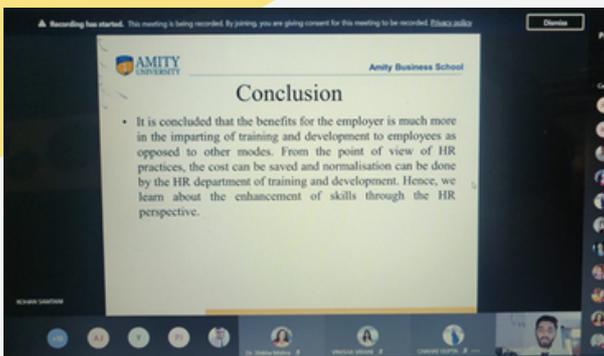


WINNERS

1st- Nandini Jain (A study on how prevention of sexual harassment act 2013, can arrest sexual harassment at workplace)

& Parineet Chandhok (Study of Employer Branding and Recruitment Marketing in Talent Acquisition for the IT Sector in Delhi-NCR)

2nd- Jaskaran Singh Chhabra (A Study on Occupational Stress and its Effect on Employees)



MARKETING TRACK-PANEL 1 (AUGUST 27, 2020)

The Marketing Track began with an introductory quote which was delivered by the emcees of the marketing track Gyana & Shivam. That was followed by welcoming of jury members for the track Dr. Rahul Gupta & Dr. Ritesh Dwivedi.

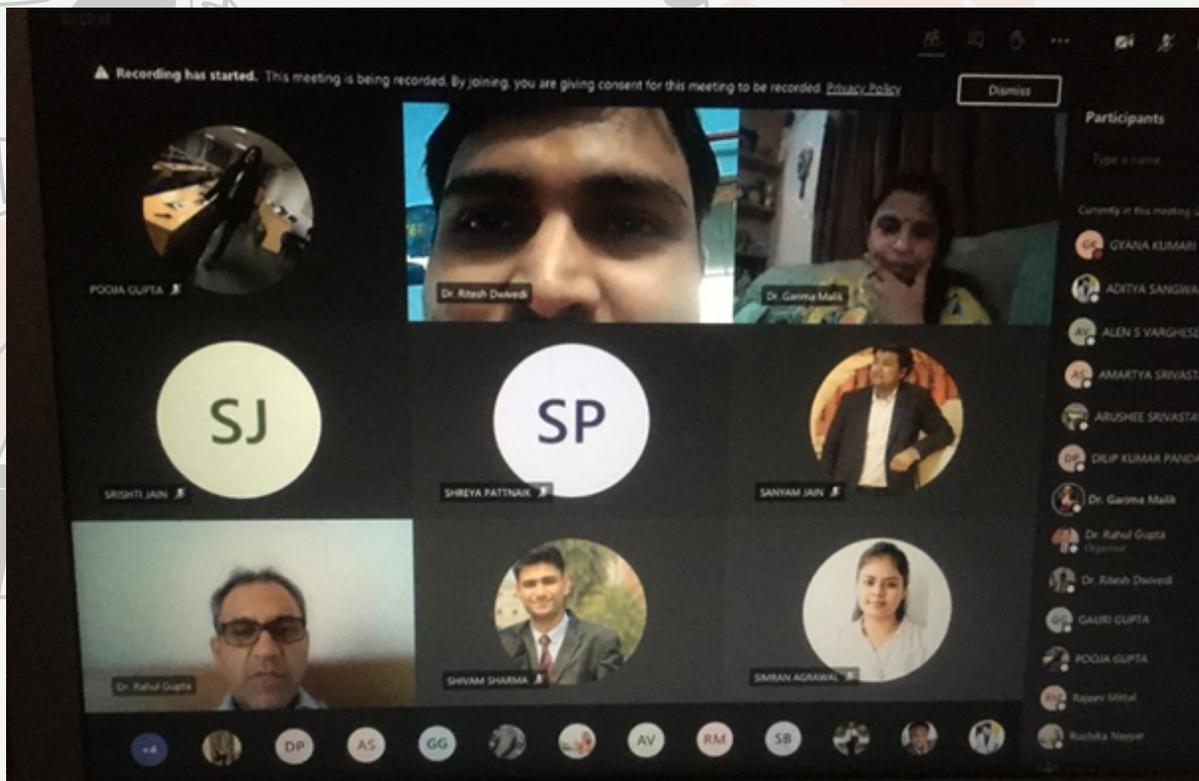
A total of 18 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their papers/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.

WINNERS

1st- Alen S Varghese
(Study of Impulse Buying Behaviour of consumers in E-Commerce portals)
& Shivam Sharma (Driving brand value through corporate social responsibility initiatives)

2nd-Gyana Kumari (A study on consumer behaviour towards Electric Car with special Emphasis on Green Marketing Strategies)

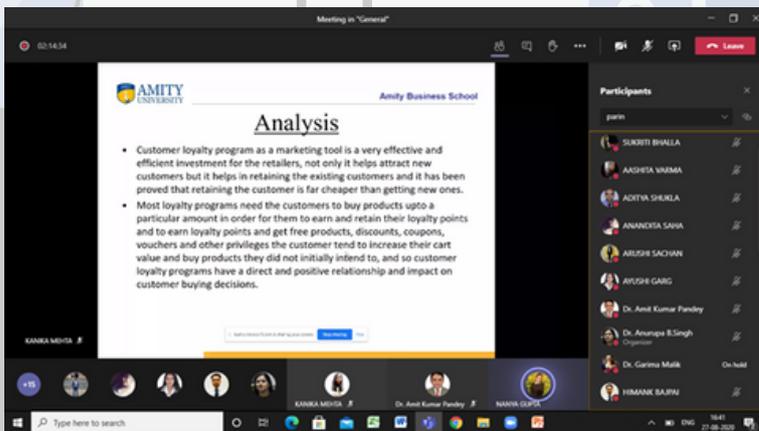
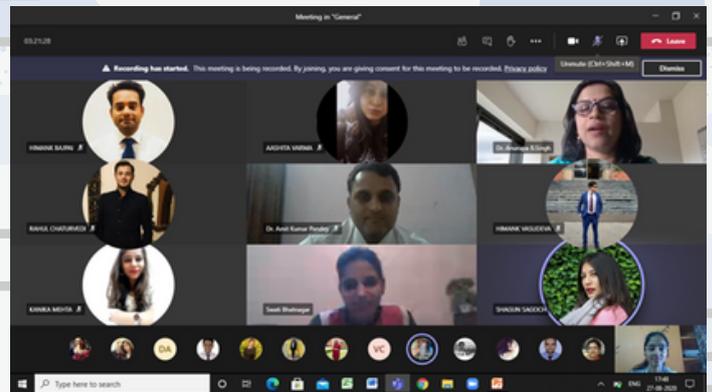
3rd- Pooja Gupta (A study on the Impact of Customer Satisfaction on Customer Loyalty in Apparel Industry: Online Shopping)



MARKETING TRACK-PANEL 2 (AUGUST 27, 2020)

The Marketing Track began with an introductory quote which was delivered by the two emcees of the marketing track Kanika Mehta & Sukriti Bhalla. That was followed by welcoming of jury members for the track Dr. Anurupa B Singh & Dr. Amit Kumar Pandey.

A total of 16 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their papers/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.



- WINNERS**
- 1st- Sukriti Bhalla (Impact of Artificial Intelligence On Digital Marketing) & Shagun Sagoch (A Study on the Impact of Store related factors on Impulse Buying Behavior)**
 - 2nd-Anandita Saha (Effectiveness of neuro marketing techniques on consumer buying behavior by usage of technological innovations)**
 - 3rd- Shatadal Roy (Empirical Analysis of Brand Image of Beauty Products on Customer Loyalty)**



AMITY
BUSINESS SCHOOL



AMITY BUSINESS SCHOOL
INFINITY' 2020

**Theme: Digitally
Transformed World: New
Challenges and Strategies**

on

24th & 25th September, 2020

Name of the Event: INFINITY'2020
Name of the Round: INAUGURAL SESSION
Date and Time of the Event:
24/09/2020; 10.10AM-11.30AM
Faculty Head : Dr. Teena Bagga
Student President: Nishant Janoti



Amity Business School, AUUP, amidst this COVID-19 pandemic, organised INFINITY'2020. It is a well-known fact that today the world runs because of technology and keeping that in mind, the IT club of Amity Business School is organising 'INFINITY 2020'- an All India Business Online Competition which gave a platform to all the bright minds of the future, a platform to present their ideas or approaches in order to tackle the current situation of the worldwide pandemic- Covid-19. It gave the participants an opportunity to come up with an app-based solution/idea/approach in any sector to help the people and governance to overcome this pandemic.

Top Ten Cyber Threats and Trends for 2019

	External compromise, unauthorized actions	Data Privacy Risk & Leaks in Cloud	User Data De-anonymization Attack	Scandals	
	Non-compliance, inappropriate use	Internet of Things (IoT), OT Security	Dark side of Artificial Intelligence (AI)	Internet / e-Payment Fraud	Regulatory Compliance: Cybersecurity & Privacy
	Misunderstanding, ineffective execution	State of Cybersecurity, Cyber Resilience	Cryptocurrency & Blockchain	Digital Transformation & Cybersecurity Transformation	

REC LIVE ON



The Honourable Panelists



Prof. (Dr.) Sanjeev Bansal
Dean FMS & Director ABS
and Chairperson, INFINITY'2020



Mr. Kairav Modi
Executive VP & CFO Digital Industries,
Siemens Limited



Shri. Abhishek Singh
President & CEO, National e-Governance Division (NeGD)



Dr. Mamta Rani Agarwal
Additional Secretary, Association of Indian
Universities (AIU)



Prof. (Dr.) Balvinder Shukla
Vice Chancellor, Amity University

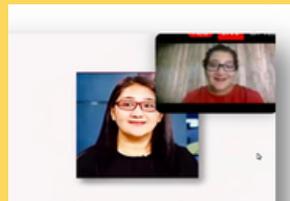




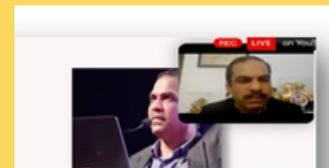
DISTINGUISHED SPEAKERS



DR. ANITA VENAİK
Professor and
Member, INFINITY 2020



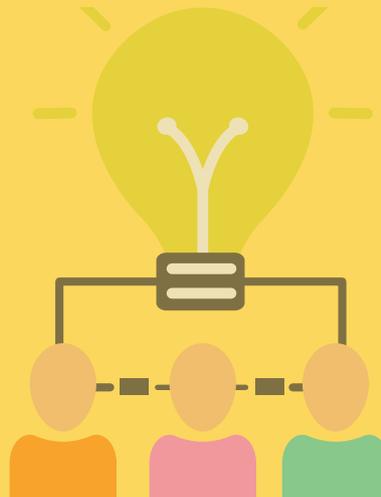
MS. KHUSHBU JAIN
Advocate,
Supreme Court



MR. AMIT DUBEY
Author and National
Security Expert



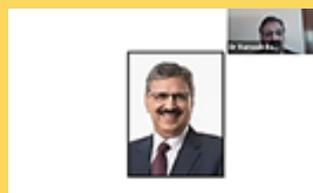
MR. SAHIL KAPOOR
National Head,
360 Realtors



MR. ARCHIE JACKSON
Senior Director,
Incedo Inc.



MR. TAMER AFFIFI
Chief Architect,
Digizilla,
(Odoo ERP Gold Partner)
Cairo, Egypt



DR. RAMESH BAGLA
Professor,
Amity Business School



MR. SATYENDRA P. TRIPATHI
Vice President IT & CIO,
Emami Agrotech Limited



AMITY
BUSINESS SCHOOL

6th GLRC 2021

6th Global Leadership Research Conference



**25th February -
26th February, 2021**



AMITY BUSINESS SCHOOL

6th Global Leadership Research Conference

ABS organized the 6th Global Leadership Research Conference from 25th to 26th February, 2021 on the theme “Responsiveness, Innovation and Resilience: Critical Factors for Future Growth in Changing Socio – Political Environment”.



More than 25 International Speakers and 35 National Speakers deliberated during the two days across the forums. More than 240 research papers were received.



Distinguished Speakers-Inaugural Session



Dr. Ashok K. Chauhan,
Founder President,
Ritnand Balved Education Foundation &
Chairman, AKC Group of Companies



Dr. Atul Chauhan,
Chancellor,
Amity University Uttar Pradesh



Dr. Krishnamurthy Subramanian
Chief Economic Adviser, Govt. of India
(Guest of Honour)



Mr. Soubhagya Parija
Senior Vice President and Chief Risk Officer,
New York Power Authority
New York, USA



Dr. Niranjana Hiranandani
Managing Director,
Hiranandani Group of Companies
(Keynote Speaker)



Prof. Naufel Vilcassim
Vice Dean, TRIUM Executive MBA
Program, Head of Department,
London School of Economics, UK

Distinguished Speakers-Valedictory Session



Dr. Ashok K. Chauhan
Founder President,
Ritnand Balved Education Foundation &
Chairman, AKC Group of Companies



Prof. (Dr.) Balvinder Shukla
Vice Chancellor,
Amity University Uttar Pradesh



Mr. Ashim Das Mathur
Sr. Regional Director, South Asia,
Dolby Laboratories, Singapore



Dr. W. Selvamurthy
President, ASTIF



Mr. Sandeep Tiwari
President, Usha International



Mr. Nitin Mahajan
President, Service Excellence
Sales and Assets, Yes Bank



Paper Presentation & Panel Discussion Areas

Operations and Quality
General Management
Marketing
Human Resource
Finance





CORPORATE AWARDS



Oriflame India:
**Mr. Frederic Widell, VP and
Head of South Asia &
MD India.**



EY GDS:
**Mr. Sreekanth K. Arimanithaya,
Partner**



Mr. Romit Mukerji
MD, Prospecta Software Pvt Ltd



Mr. Saurabh Mittal
**Managing Director & CEO,
Greenlam Industries Ltd.**

ACADEMIC AWARDS



Prof. Naufel Vilcassim
London School of Economics, UK



Prof. (Dr.) Martin Broad
University of Winchester, UK



Prof. (Dr.) Pierre Chandon
INSEAD, France



Prof. Ivan Coste Maniere
Skema Business School, France



ACADEMIC AWARDS



Mr. Richard McCracken
Director, The Case Centre, UK



Prof. (Dr.) Peter Stokes
LCBS, De Montfort University, UK



Prof. (Dr.) Leo Paul Dana
Professor,
Montpellier Business School



Dr. Simon Smith
University of Winchester, UK



AMITY
BUSINESS SCHOOL



INNOVATIVE BUSINESS MANAGER

AMITY YOUTH FEST 2021





Innovative Business Manager

As time being of greatest value, one must not forget to use their scarcest resource and be productive and progressive under all circumstances. Amity Business School, Amity University Uttar Pradesh proudly presents ‘Innovative Business Managers’ a management event of the ‘Amity Youth Fest 2021’.



An online competitive platform where the participants not only utilized their time in increasing the spirit of competition but also got to brush up on their skills and learn some new ones.

The competition tested the participants to the best of their abilities in multiple dimensions and the one proving themselves to be the best among all was awarded the title of “Innovative Business Manager”.



AMITY UNIVERSITY

Amity Youth Fest 2021
23rd - 24th March, 2021

INNOVATIVE BUSINESS MANAGERS

"Discover the possible by going beyond impossibilities"

- Round 1 Treasure Hunt
- Round 2 Biz Rewind
- Round 3 Psycho-pedia
- Round 4 Vishleshan
- Round 5 The Wealth Manager
- Round 6 The Winning Pitch
- Round 7 Ace-The-Race

PRIZES WORTH

1 ₹15,000 2 ₹10,000

11th- 13th March, 2021

FOR FURTHER DETAILS, CONTACT-

(Student co-ordinators)
Elaine Lilly Sajan-9746675255
Shivangi Chaudhary- 9871133564

(Faculty co-ordinator)
Dr. Supriti Agrawal- 9810340141

MS Teams Code: cuf41cx

FREE REGISTRATION

✉ studentactivitycell2020@gmail.com
📱 amityyouthfest2021 📱 sacamity1

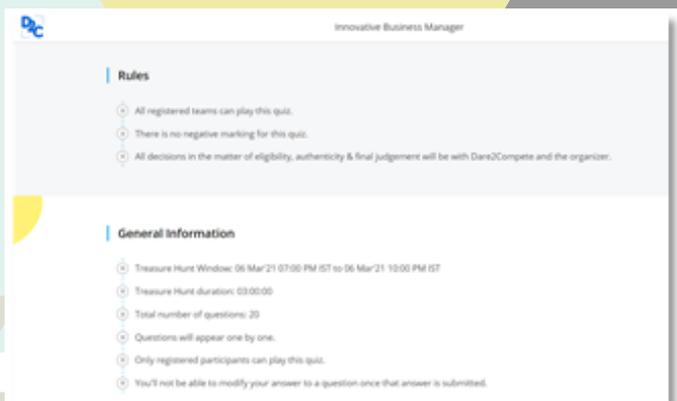




TREASURE HUNT

Date – 6th March, 2021

Details: The first round which was the qualifier round of Innovative Business Managers was the Treasure Hunt round which was conducted on the Dare2Compete platform on 6th March, 2021 from 7:00 PM to 10:00 PM. This round was an online qualifier round which was conducted to put the participants' knowledge of the corporate world to test and analyse their other abilities like time management skills, analytical skills and reasoning skills. The hints of the questions were posted on the Instagram handle @sacamity1 while the quiz was live on the Dare2Compete platform in every 6 minutes. Participants could only access one question after the other which is why it is called an online treasure hunt. 250 students registered for the Innovative Business Managers, in which 150 students participated in this round. Top 25 students were shortlisted out of the total number of participants based on their scores and time taken to complete which was generated on Dare2Compete platform.

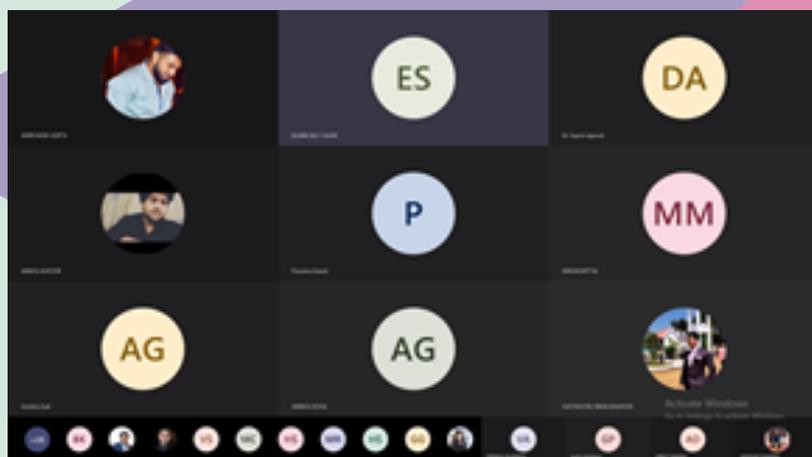


Rank	Score	Name	Time	Score	Institution	Status	Action
10	10	4977948	Abhay Kundra	6	52.48	FORE School of Management (FSM), New Delhi	Evaluated View
11	11	4815268	NIDHI KOTAK	6	505.82	Vivekanand Education Society's Institute of Management Studies And Research (VESM), Mumbai	Evaluated View
12	12	4817376	Vaibhav sheth	6	134.85	Vivekanand Education Society's Institute of Management Studies And Research (VESM), Mumbai	Evaluated View
13	13	4814447	Manasa Nagarajan	3	34.22	SVM's Narsee Mongjee Institute of Management Studies (NMMIS), Bengaluru	Evaluated View
14	14	4792996	Mukul Rawat	3	118.82	BANARSIDAS CHANDANWALA INSTITUTE OF PROFESSIONAL STUDIES	Evaluated View
15	15	4857851	ESHA MANGAL	3	159.35	Xavier Institute of Social Service (XISS), Ranchi	Evaluated View
16	16	4812725	Tejasa Singh	3	177.83	Birla Institute of Technology & Science (BITS), Pilani	Evaluated View
17	17	4815445	Ria Shrivastava	2	73.63	Amity Business School (ABS), Noida	Evaluated View
18	18	4814473	Rahul Choudhury	2	144.97	Indian Institute of Management (IIM), Kashipur	Evaluated View
19	19	4976357	Pallav Kumar	2	148.00	Symbiosis Institute of Operations Management (SIOM), Nashik	Evaluated View
20	20	4871281	Achyut Tripathi	2	174.00	International Management Institute (IMI), New Delhi	Evaluated View
21	21	4771127	Fayaz Ahmad Shaik	2	180.02	Indian Institute of Foreign Trade (IIFT)	Evaluated View
22	22	4815261	Hafis Saaved	1	136.07	Indian Institute of Management (IIM), Raipur	Evaluated View

WELCOME & BRIEFING SESSION

Date – 10th March, 2021

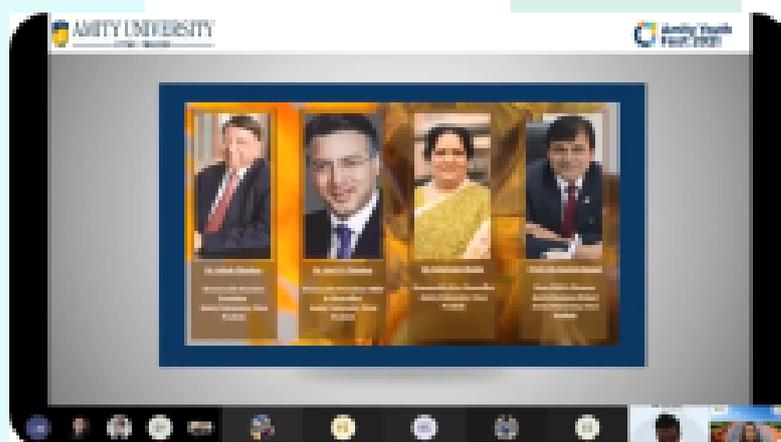
Details: A Welcome and Briefing Session was conducted on 10th March, 2021 at 7:00 pm to introduce all the rounds and its flow to the students and participants. In this session, the main purpose was to resolve the issues in joining the event on MS Teams using the link provided and to help the participants get familiarised with the functioning of the MS Teams app. A total number of 60 students joined the session. A video of glimpses of AYF 2020 was displayed to all the students. Dr. Supriti Agrawal also welcomed and briefed the students about the competition. The names of the top 25 shortlisted students were announced in this session.

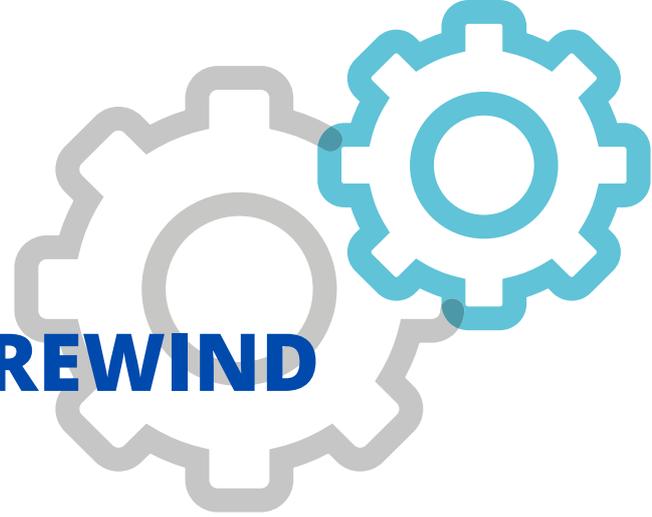


INAUGURAL CEREMONY

Date – 11th March, 2021

Details: The Inauguration Ceremony of Innovative Business Manager was conducted as a part of Amity Youth Fest (AYF) 2021 held on 11th March, 2021 from 9:30 AM-10:00 AM. The ceremony began with a warm welcome to chief guests, participants, faculty members and fellow batchmates. The welcome speech was given by our honourable Dean FMS and Director Amity Business School, Prof. (Dr.) Sanjeev Bansal Sir. In the ceremony, a brief description of Amity University and why AYF is celebrated was briefed to the audience. The event sponsors of the event were Parfum Fait Maison and Khin Khwaab and the round sponsors were Book my Painting and La Fabrika. The glimpses and feedback video of Innovation Business Managers of AYF 2020 was displayed as a motivation to the participants.





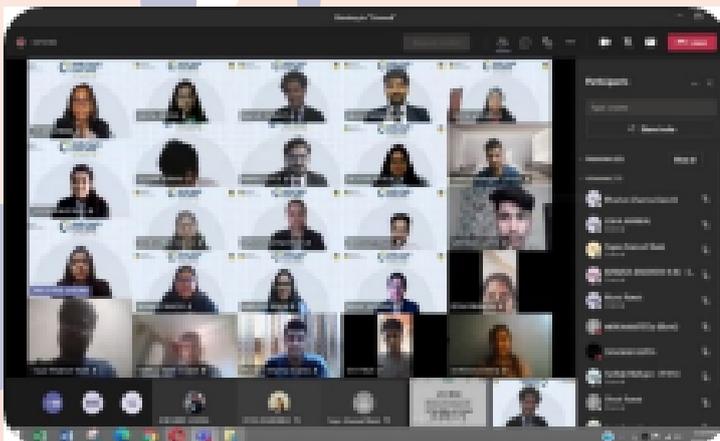
ROUND 1 – BIZ REWIND

Date – 11th March, 2021

Details: Biz – Rewind'20 focused on measuring the awareness related to Business Affairs. The participants were needed to put in their knowledge and awareness in order to excel in the event. A qualifier round was played on Dare2Compete platform before the main event. Two rounds were there in the main event with several fillers. Ice-Breaking Session was played before the main rounds.

Round 1: (Business King) - The theme for this round was business current affairs. 52 Cards were displayed on the screen, each card contained a set number of questions.

Round 2: (Pursuit of Trade) - In this round, the questions were based on the happenings in the business world under various sectors such as electricity, income tax, hospitality, railways etc.



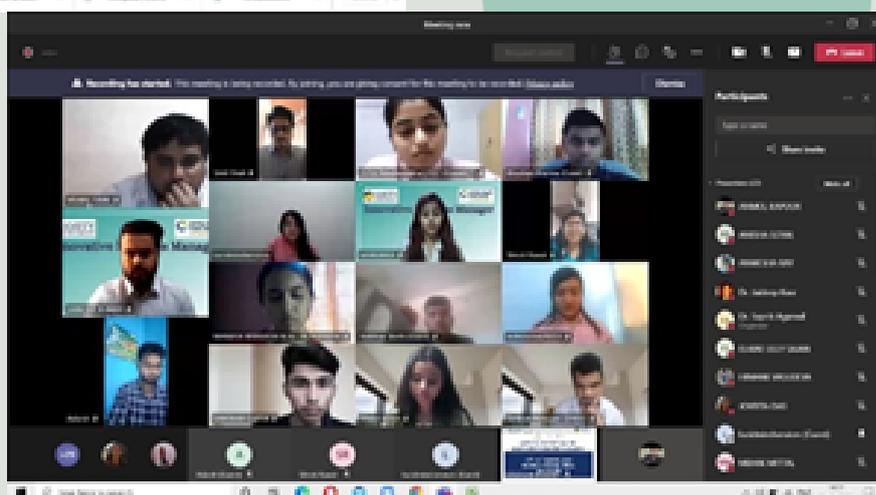


ROUND 2 – PSYCHO-PEDIA

Date – 11th March, 2021

Details: In this round, a psychometric test was conducted to judge the various skills of contestants from personality traits to cognitive ability. In the business world, these tests help predict behavioural tendencies and help recruiters make better job related decisions. In the event, the contestants were judged on 4 particular skills: People Management, Cognitive flexibility, Emotional Intelligence & Coordinating Skills.

The psychometric test was conducted with the help of Google Forms. Since there were 4 skills that were to be tested, that is, People Management, Cognitive flexibility, Emotional intelligence and Coordinating Skills, 4 Google Forms links were shared with the contestants consecutively. All the links were shared in the WhatsApp participant group of IBM AYP'21.

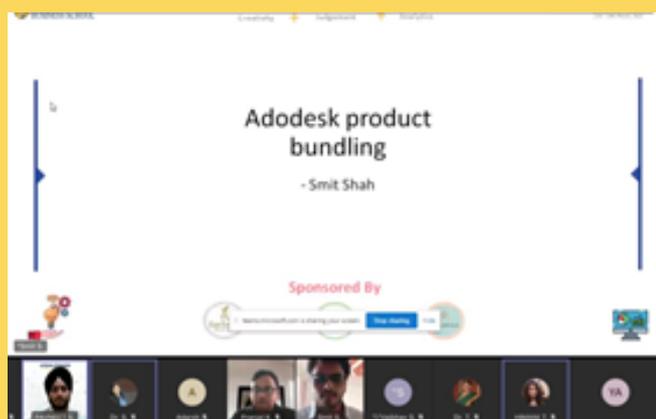




ROUND 3 – VISHLESHAN

Date – 12th March, 2021

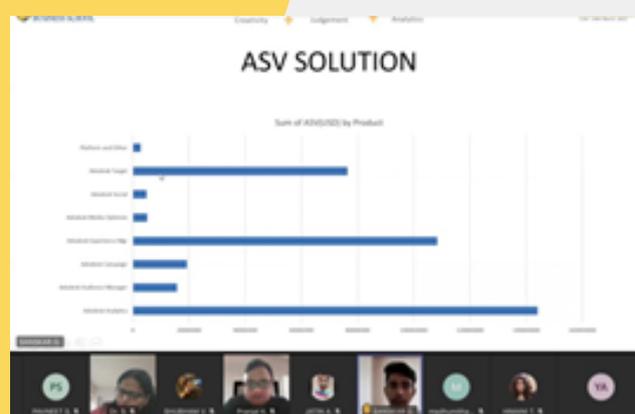
Details: Vishleshan was an opportunity to push boundaries and encourage creativity among the students to understand what goes into finding feasible solutions for data and solve real-world business problems. During the competition, participants were asked to perform a deep-dive analysis and consider multiple data points before making their recommendations to a panel of industry experts on a company case study mailed to the participants. Vishleshan aimed to provide data enthusiast students the opportunity to solve real-world business problems in a dynamic industry.




Product (Bundle)	Adodesk	Adodesk Analytics	Adodesk Campaign	Adodesk Experience	Adodesk Marketing	Adodesk Target	Adodesk Work
Adodesk	100	0	0	0	0	0	0
Adodesk Analytics	0	100	0	0	0	0	0
Adodesk Campaign	0	0	100	0	0	0	0
Adodesk Experience	0	0	0	100	0	0	0
Adodesk Marketing	0	0	0	0	100	0	0
Adodesk Target	0	0	0	0	0	100	0
Adodesk Work	0	0	0	0	0	0	100



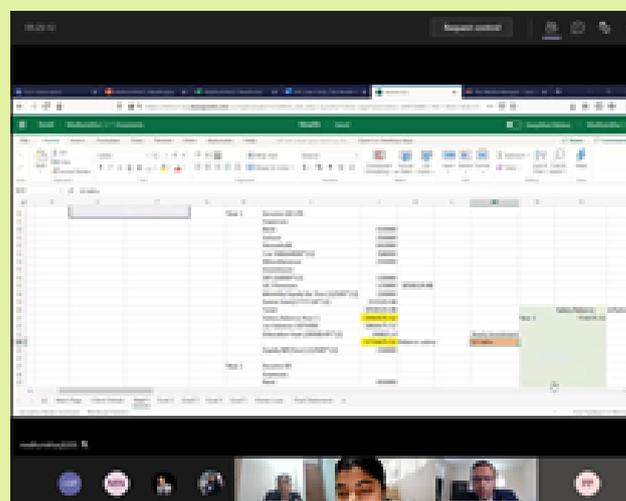
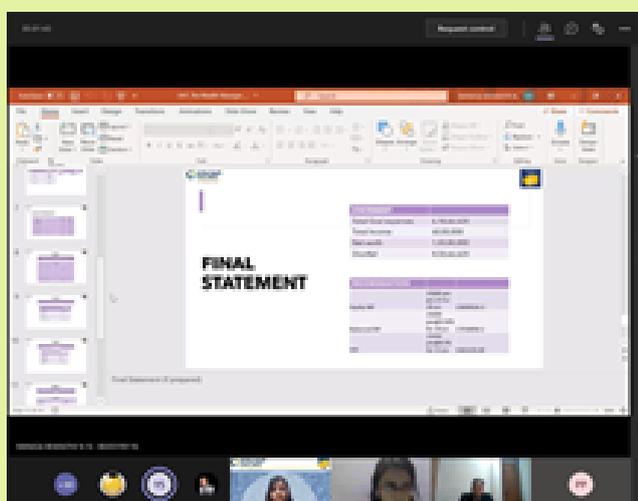
- Provide Discounts on Combo Offers of product "M" & "P" and product "M" & "Q" for the low highest sales volume.
- Reduce Adodesk and Adodesk Analytics for a better return on product cost given advertisement, as it is not a profitable product.
- Operate 3 to 4 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.
- Operate 10 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.
- Operate 10 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.
- Operate 10 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.
- Operate 10 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.
- Operate 10 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.
- Operate 10 ad based campaigns for one product with 10% of marketing cost. Marketing promotion results in high return in this quarter in past historical market.



ROUND 4 – THE WEALTH MANAGER

Date – 12th March, 2021

Details: In this round, a caselet was provided to the participants on 11th March with all the necessary parameters and they were asked to prepare a wealth plan based on the caselet and also to show the calculation on the excel sheet provided. The participants were supposed to send the presentations and excel sheets on 12th March before 9 am at the email address provided. During the main event, the participants were given a total of 10 minutes (7+3) to present their wealth plan and answer the questions asked by the judges on MS Teams platform.

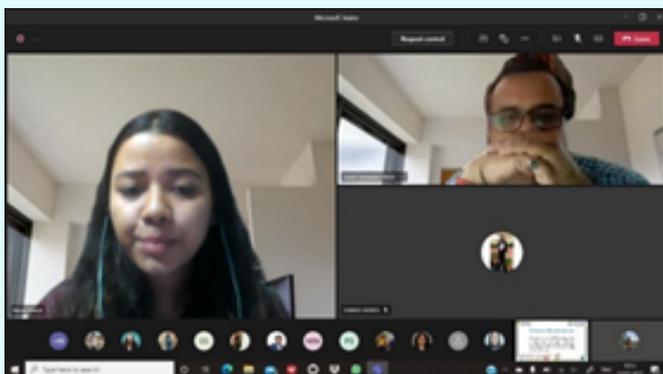


ROUND 5 – THE WINNING PITCH

Date – 13th March, 2021

Details: The fifth round of the Innovative Business Manager was The Winning Pitch. There was a great diversity in the event as there was a large participation of students with great enthusiasm. The participants were assigned a random product for which they had to make a presentation and create a pitching strategy to sell the product.

The round was conducted on MS Teams. Participants were provided with a product and they were supposed to present a creative marketing strategy regarding the same. Time allocated for each interview was 5 minutes. Participants had to switch on their cameras while presenting.



ROUND 6 – ACE-THE-RACE



Date – 13th March, 2021

Details: The last round of the event was an interview round. Interviewers need to make the best recruit for every job. They might need to check that a candidate can respond in a valuable way and that is what the aim of the last round was, where all the contestants were made to address the inquiries set forward by the panelists. This interview round was aimed at target testing the contestant's conduct, multifaceted character and enabled to uncover their genuine demeanour.

Participants were called one by one for the interview. Before the interview began, each participant was given a few minutes to introduce themselves, stating their name, background, strengths, hobbies, learnings and experience they have gained till now. After the introduction, panel members had to start the interview. During the interview, participants were judged on the following skills: Communication skills, Leadership qualities, Positive Attitude & Personality.

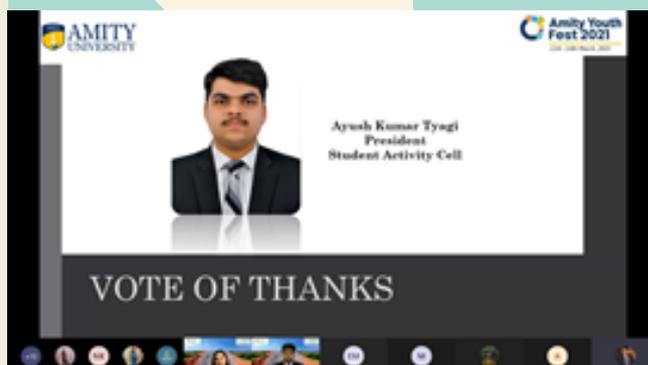
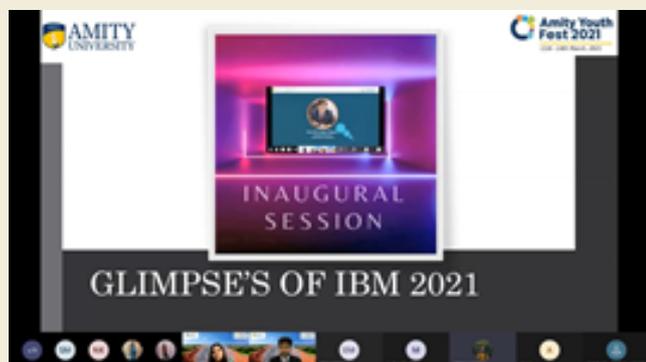
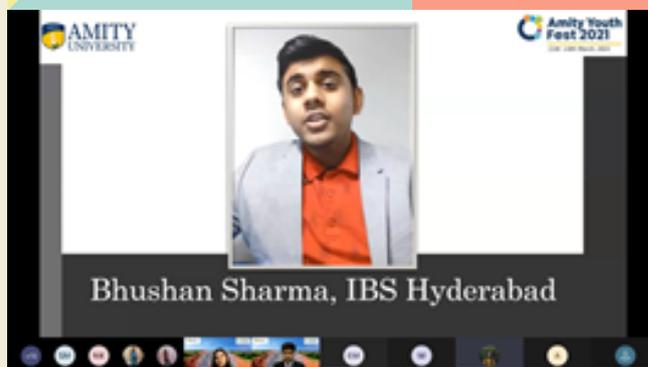
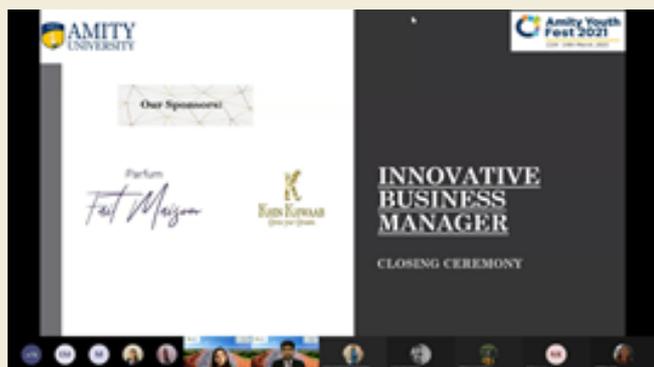




CLOSING CEREMONY

Date – 13th March, 2021

Details: The Closing ceremony was conducted on 13th March, 2021 from 5:00 PM to 5:30 PM in which event sponsors were thanked for their presence and appreciation was made for all the efforts made by everyone who was a part of the event. Later, feedback was taken from the participants regarding the event and a video was presented as a token of gratitude for their time and efforts. The President of the Student Activity Cell was invited to present the vote of thanks and wished good luck to all.





New Awakening

"Articles "
Something striking !!

NEW AWAKENING

“Bruised, broken but not beaten”, these words by the stand in captain of the Indian cricket team Ajinkya Rahane clearly echoes the spirit of NEW-INDIA. This New India has undaunted character to look in the eye of the adversity and face it with all of its might. Just like our 11 young men who were fighting on the 5th day of the Sydney cricket test-match. That too against the barrage of the relentless attack of one of the best ever Aussie bowling line-up. Moreover, the situation worsened when not only our senior pros got injured or had to go back to India. But, the young guns or even our second-string team which was playing, were braving a lot of injuries. Yet, they fought and fought till the last. This is the spirit of New India, India which is not ready to yield its ground.

This spirit of New India is also embodied in the current geopolitical and economic scenario. No one gave us a chance when the global pandemic, covid-19 hit us. And, the historical facts supported the global apprehensions as well. We were short on resources, be it equipment like masks and PPE kits or medical facilities and healthcare workers at the beginning of the pandemic. Our economy was also in doldrums. Yet, we again showed our resilience. Just like we did that day in Sydney, each of us doing our own part. The political leadership gave us vision and the road map. The bureaucrats implemented policies at the ground level. The front-line workers stood in the way of the pandemic and tackled it with all they had. And, finally the citizens who were now responsible to make this fight back successful, played their part well. Though there were hiccups and difficulty in the way and the battle is still going on. This still is one of the most resilient effort of this New India.

Indians have turned this adversity into an opportunity. We went completely online with all our meetings and work. We redefined the way we used to live yet we fought and are still fighting this pandemic. A few decades back we were known as a land of snake charmers and now the world is looking at India for the vaccines, a solution to end the pandemic. We are not just the largest vaccine manufacturers in the world but are producing it at such a cheap rate that it could be made accessible to the entire mankind. This is the NEW-AWAKENING which has taken place in this 'ATMA NIRBHAR BHARAT' of the 21st century. The India which does not just look towards the more developed nations in the times of crisis, but turns the crisis into an opportunity.

With European powers being badly battered by the pandemic, America trying to sort its own internal differences and China having lost the trust of the humanity, the world is looking at India to assume the leadership and take the human race forward in this new decade. The road ahead is not easy. Our economy is improving slowly yet steadily. We have deep ideological differences. The world's largest vaccination programme is a monumental challenge in itself. But, again never doubt the spirit of New India, which is ready to take these challenges head on. Just like we are going to play Aussies at their fortress in Brisbane with our almost second string team. Whatever be the result, I'm convinced that we are going to fight it till the very last.



Roopanshi Saxena
MBA General
2022



New Awakening

What do you call it?
Where you get a vacation for 6 months twice,
Where you're the chef Michelin type,
Where days are nights , Nights are days.
Secured in your insecurities,
Offering gratitude for just being safe.

You witness the circle of time,
You witness the unpredictable life,
Your ego is threatened, Control forsaken,
You go with the flow , for there might be no tomorrow.

You feel comfortable feeling lost,
You feel comfortable,
Because , the world feels lost as well,
And in this losing , you feel found

You realize you're only a product of the crowd,
Controlled by the survival instincts,
Yet see beasts roaming across the town.

You see a world
Where the nature revives,
Where the soul strives,
Where the sounds of shankh ,
And the lights of diya,
Lifts up our vibes.
Where the world stops,
Only for the human tribe.

So how would you describe it ,
The COVID-19 ,
A pandemic...?
Or Perhaps,a New Awakening....



Anushka Mittal
MBA General
2022

SPIRITUAL AWAKENING

"When you are evolving into your higher-self, that road may seem lonely and difficult, but you are simply shedding the energies that no longer match with your destiny."

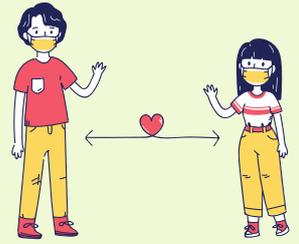
Spiritual Awakening means 'beginning of seeking', Seeking means starting to question yourself subconsciously or consciously - who you are? What is your purpose in life? Why are you sent on the Earth? Asking these questions to yourself triggers the awakening process.

This process is not usually pleasant, when awakening process begins, your layers shade away, your illusion self(ego) sheds so that your higher-self(spirit) can thrive, it feels like you are confused, frustrated, angry and even depressed. You would have to walk away from people who don't do you any good, walk away from negativity. But despite how difficult it may be, EMBRACE IT because you are EVOLVING.

You want to help; you want to heal; you want to make the world a better place, this is how you know you are awakening.

Aakarshi Parashar
MBA Finance
2022

THE GLOBAL AWAKENING



The unfolding pandemic crisis has led the world to a global awakening, directing towards the latest concept of “new normal”. The Covid-19 pandemic had a great impact on the social, psychological and economical life of the population. In order to defeat such crisis, complete shutdown was imposed throughout the nations, causing a great complication in terms of mental health such as stress, anxiety, depression etc. but this crisis was not only restricted to health crisis but also to socio-economic crisis.

All these crisis somewhat may lead all of us into a new transformed world, adapting the novel concept of “new normal”, social distancing has now become the new parts of our life, from the way we socialize with others, the way we study, the way we work everything has changed. Technology, which everyone was not able to handle before now many of them have learned it. Everything has transformed from offline mode to online. Population now is getting more inclined towards their health.

But through all this situation we learned that nations should be always prepared for such emergency crisis as we saw a lack of tools and equipment in health sector, which is one of the important sectors. So, through this global awakening throughout the globe everyone has to undergo the transition and was able to adapt to the new world, with this we were also able to identify or flaws.

Aridhi Karna
MBA HR
2022

POVERTY

Does it need a rethink post Covid??

Sitting in our chilled office cubicles by the window side, we look out and ponder on distributive justice, reasons for malnourishment, sky high unemployment figures and so on? While on some days these realizations may leave us awestruck, other days they may fail to excite us!

India is one of the world's fastest growing economies and has an excellent demographic dividend with 62.5 % of the population in the age bracket of 15-59 years which is ever increasing and will be at the peak reaching approx. 65% around 2036. Also, guess what?? With such exuberant young minds, with such impressive resources at hand we still have a long way to go towards making significant dents and for most of us it is much of a norm to talk about certain issues than working diligently towards it to try turning the tide!

But what approach would you suggest to awaken masses on the current state of poverty even post Covid? Could it be changes in democratic models, changes in policy making aiming towards a fair, more egalitarian society, stricter labour laws, revisiting and rethinking the concept of social justice which lies at the heart of the decision making principles in a Democracy, etc.

While one of the most telling things people do is to ascertain them that POVERTY IS THE LACK OF MONEY but for me, REAL POVERTY OCCURS WHEN THE MIND IS IMPRISONED, the real struggle is when the human capital is unable to gauge its potential and they choose to spend their lives thinking they are not good enough or not capable enough.

Poverty is not always about the lack of economic resources, but sometimes it is the inability to lead fulfilling lives due to their constructs in their minds that brings about an existential threat. Here, a quote from Rabindra Nath Tagore's speech "Where the mind is without fear" crosses my mind: "...Where the mind is led forward by thee into ever-widening thought and action Into that heaven of freedom, my Father, let my country awake" In very specific terms, poverty occurs when humans are restricted by their cognitive minds. And just to mention, at times, our mind can play our worst enemy and sometimes it can even get worse than a physical prison.

Somewhere, we all are limited by our own thoughts and minds which bring about existential crisis at some points in our lives. When it's our thoughts that help us in shaping our reality, not realising the power of our sub consciousness of our minds can turn things ugly. And not just with respect to our minds, we also need to have an open perspective towards listening and hearing so that we hear what is being said without any biases or filters.

Also, during this ongoing global pandemic when income levels from employment are declining, it becomes extremely crucial to develop a habit of mental resilience in our lives. Here, a legit line of questioning also arises; why do we as citizens of the world's largest democracy forget that along with much professed FUNDAMENTAL RIGHTS we also have 11 DUTIES to deliver?

And to mention, Duty 10 State asks its citizen to "STRIVE TOWARDS EXCELLENCE IN ALL SPHERES of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement". So, don't you think it is our collective efforts, we are the flag bearers to lead this magnificent triumph. The metamorphosis of India from a Third World Former Colony to Global Super Power is commendable in its own ways but for us to transform things in our society, we must first allow ourselves to be transformed. It's crucial at this stage that humanity awakens and human community be empowered enough to become open to new learning's, exploring, and most importantly hearing without judgements.

There is no one particular cause of poverty and it is an issue which requires everyone's attention while creating ripples in our ecosystem is essential for times to come, we also need to take a break from the coloured lenses that we see the world with and start acting for the greater good of the human conditions.

Sakshi Dubey
MBA General
2022

Let's Put Mental Health On the Table!!

On the face of it, fostering mental health during this ongoing pandemic and after we get out of this is going to be crucial for building mental resilience in our lives. It was never more important to teach leaders of tomorrow the pressing issues about mental health than now. Combating mental illness and the stigma attached around it is essential for times to come. India is the most depressed nation in the world and despite having such an excellent demographic dividend we are not able to farewell. Just to tell you that India has leading suicide rates in age group of 15 to 39 years old. How many times do we wonder what we could do to promote mental health? I have curated a to do list to help realise what you could do to de-stigmatise mental health:

- (1) Educate yourself because I believe when you are in a state of awareness you can help others.
- (2) Speak up against people if you see they are being held back at places in our society.
- (3) Support people when they share their struggles, encourage them to seek therapy.
- (4) Push decision makers, governments to bring in reforms with policy making.

Remember, the change will start with you!!

And I think each one of us has a role to play in making mental illness less of a taboo, in expanding understanding and outreach around mental health and I believe with everyone's collective support, we can truly prove to be game changers.

Budge up, please!!

Sakshi Dubey
MBA General
2022

Awakening: Digital currency taking over the world

Gone are the days when one had to stand in long queues in wait for their turn at the bank just to do a simple transaction. Technology has now totally taken over the banking sector and largely the finance sector of the world. Now we interact with banks just with few clicks and touches. We are just a click away from opening up a new bank account or to transfer a huge amount of money. Investment in the stock market or modern day cryptocurrencies have been so easy one has to just download an app and it's done.

The financial services industry is the most sought after industry with the current hot topic of cryptocurrency and blockchain technology paving way and revolutionizing the world of fintech. The financial infrastructure has been seeing constant upgradation with technology and artificial intelligence. The new wave of digital currencies have taken over the world. We see cryptocurrency like bitcoin appreciating with no physical existence yet people willing to invest and get more of it.

I used to be ignorant about it a few years ago but now with top entrepreneurs like Elon Musk pushing digital currencies and even recently accepting payments through them hints at how the financial world would be like in the near future. This is something the market watcher should really be curious about. We need more education about it and how we can use the technology to our own merit

Vidushi Khulbe
MBA Finance
2022

New Dawn

Years of abject desolation
Making years to come all but a celebration
A realm of love and faith
Playing on idyllic emotions like a wraith.

We come to understand, to comprehend
But in a cut-throat world, learn to blend
Editing each sentence, each word
Trying to be one amongst the herd.

When truly, it should be bliss
Rage, hatred, pride all amiss
A life with our thoughts soaring high
A path filled with innocence and not guide.

Going ahead should include all
Carry to the heavens our voice
The footprints, faded but true
So, my soul looks out.

Through the door of my eyes
That never closes for the fear
To missing out on this life
Waiting for the new dawn.

Anushree Saxena
MBA Finance
2022

Social Awakening

The unfolding pandemic crisis has led the world to a social awakening, directing people to help each other in the difficult times when everybody is helpless. Directing them to go in position of “New Normal”.

This Covid – 19 pandemic had a great impact on social and economical life of the population. With this difficult situation all learnt that nations should be always prepared for such emergency crisis and not only with preparedness all should have a feeling of mankind and harmony.

Concept of Social Distancing was also introduced in this crisis. People were forced to maintain distance between them while going outside. With this people also learned to stay together and had a valuable time to spend with their families. And many people were left away from their families during the lockdown which also affected them. Jobs were lost during this time and many people came forward to help each other. Poor people were getting free food and other necessary things in form of donation during this time.

In this difficult time we got to see how we can help each other. Police and Doctors played an important role in this time where they stand as a backbone of each and every individual.

Oshin Verma
MBA HR
2022

Recent Innovations in Indian Financial Banking Sector

Today, the Indian banking industry is thriving, with an emphasis on new banking technological innovation. Automated Teller Machines, Debit and Credit Cards, NEFT, RTGS, and Internet Banking were all introduced as part of the banking revolution. However, technological developments around the world have placed pressure on the banking sector to use better technology.

In 2020, India's banking sector has become the fifth largest in the world, and in 2025, it will be the third largest in the world. The Indian banking system cannot disregard emerging technological challenges, and banks are also facing significant challenges, which the policy and strategy for innovation must address.

In India's banking sector, technical advances have played a significant role in innovation. Artificial intelligence, big data, the internet of things, block chains, and other technologies have made India's banking sector more competitive and customer-focused.

The following are some of the most recent innovations in the Indian banking sector:

Smartwatch Banking-

Smart watches were introduced at a time when the industry was replacing watches with smart phones. Smart watches, like bank smartphone applications, can be used to access banking products and services. They can be used to pay utility bills, produce mini statements, find nearby bank branches, and so much more.

The HDFC bank in India was the first to launch smartwatch banking in 2015. Other banks, such as ICICI Bank, SBI, Yes Bank, and Deutsche Bank, followed suit with this revolutionary product.

Contactless payments using NFC

Contactless payments can be made by simply pressing a card on a point-of-sale terminal using Near Field Communication (NFC).

“Currently, the penetration of contactless cards in India has been pegged at 15 million, with Visa carrying bulk space of 10 million cards issued,” said Head CRM, Visa India, in a recent statement.

Use of AI, Block chains, Big data analysis and Cognitive computing

AI is increasingly rising in the Indian banking market, owing to its advantages for both banks and consumers. The introduction of AI in Indian banks began with the introduction of electronic chat boxes for customers.

The financial system will undergo a transformation as a result of blockchain, also known as distributed ledger technology. It ensures a high degree of security, accountability, and protection.

Another breakthrough in the banking industry is cognitive processing, which is used to analyse text-based data, non-numerical data, and other word-based data in order to provide banks with a stronger big data research experience.

Another breakthrough in the banking industry is cognitive processing, which is used to analyse text-based data, non-numerical data, and other word-based data in order to provide banks with a stronger big data research experience.

The two most common contactless payment cards in India are Master Card and Visa. Aside from these cards, NFC technology is also used by mobile apps including Apple Pay, Google Pay, and Samsung Pay.

Many private and public sector banks have already incorporated technical advancements into their operations. The Indian banking sector has progressed, but consumers of banking services have yet to fully embrace the modern banking model. With time, banking customers' understanding would grow, resulting in more widespread acceptance of the new style.

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2022

A New Awakening

Richard John Neuhaus launched a project with a big goal: to create a "religiously informed public theory for the American experiment in ordered liberty" thirty years ago. The aim was to establish a moral-cultural compass through which the nation could navigate a noble course through the twenty-first century, building on biblical truths and the rich patrimony of Western political theory.

The 2016 election campaign, according to Australian political commentator Paul Kelly, dealt a heavy, and probably fatal, blow to the prospect of achieving that goal. "Only a fool might overlook the global importance of this election," says one observer.

It's a huge advertisement for American weakness, not quantitative weakness but weakness at the heart of the nation, rottenness at its root. Despite its many shortcomings, America has survived as a "city on a hill" — in Puritan vernacular — a shining example to the nation, as extolled by both John F. Kennedy and Ronald Reagan. This election, on the other hand, is a showcase of Ugliness and selfishness are all hallmarks of the United States. After this, which country would want to copy the American rulebook? What country would want to follow in the footsteps of American democracy?

2016 ripped the soiled bandages off a festering wound, revealing the now-unmasked fact that we have split into two countries, according to various analysts. Some see a divide between cultural traditionalists and cultural progressives; others see a divide between the economically powerful and the economically disempowered; and still others see a divide between the responsible and the reckless.

Many observers believe that in 2017, lasting estrangement across these boundaries is more likely than fluidity and mobility, let alone civility, comity, and unity in the United States.

The prescriptions have also addressed a wide variety of subjects, from dealing with the surface manifestations of our nation's dissatisfaction to proposing systemic reforms in our government to dealing with more severe issues. The weekend before the election, two social psychologists wrote "The Saturday Essay" in the Wall Street Journal's "Review" column, proposing a "truce" for America's "tribal politics" if everybody tried to talk civilly to someone with whom they disagreed: a prescription unlikely to produce immediate results, given that the cacophony in our national life got much worse.

With thinkers like Thomas Jefferson, Václav Havel, and John Paul II, I believe that a desire for liberty is inherent in the human condition. We are, in a way, hardwired for liberty. However, if that aspiration is to become publicly expressed in a national capacity for self-governance that leads to genuine human flourishing, it must be mediated through a true culture of freedom.

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Emerging Technologies In Marketing & Sales

Computerized change has reformed promotion. Assuming a crucial part in item revelation and deals enablement, the Internet has become a rich wellspring of the market, serious and buyer bits of knowledge. Web-based ad tech and mar tech instruments are standard and utilized widely for improving deals and promoting exercises and other key capacities. As electronic innovations and apparatuses keep on advancing, they're clearing a path for fresher, more proficient techniques for client ID, focusing on, and market decision.

Although certain marketing values remain constant year after year, the methods used by companies to achieve marketing results change dramatically. Newspaper advertising was once common; today, digital advertising and artificial intelligence play vital roles in business marketing strategies. Traditional sales tactics are no longer effective as customer behaviour has shifted significantly in recent years. Fortunately, as technology continues to influence the way we shop, it is also reinventing the way we sell.

Internet of Things- The market for the Internet of Things or associated gadgets has been expanding. Because of this dramatic development, practically every business will have its labour force and frameworks working pair to accomplish authoritative objectives. The impact of this digitalization and interconnectivity would be generally noticeable in showcasing division techniques in areas like assembling, retail, banking, and medical services. While innovation would help organizations to improve their general exhibition, it is fascinating to inspect the utilization and use of trendy strategies and instruments in help capacities like deals and showcasing.

Because of the widespread use of mobile phones and web-based media, it's popular for companies to reach buyers including web computerised websites. These platforms are suitable for e-mail marketing, online media promotion, and innovative app promotion. Computerized promoting stages grandstand and document everything from pre-dispatch of products to client audits after the sale. These phases are suitable for email marketing, online media promotion, and creative application promotion. From item pre-dispatch to client evaluations after the sale, computer-based marketing stages monitor and document everything.

Robust CRM Platforms - Connecting with consumers today necessitates becoming a near-superhuman. It entails continuous contact through emails, phone calls, social media, online forums, and live chats. Furthermore, even top employees struggle with decision-making and data processing due to the volume of customer knowledge and profile specifics. CRM platforms come to the rescue in this situation.

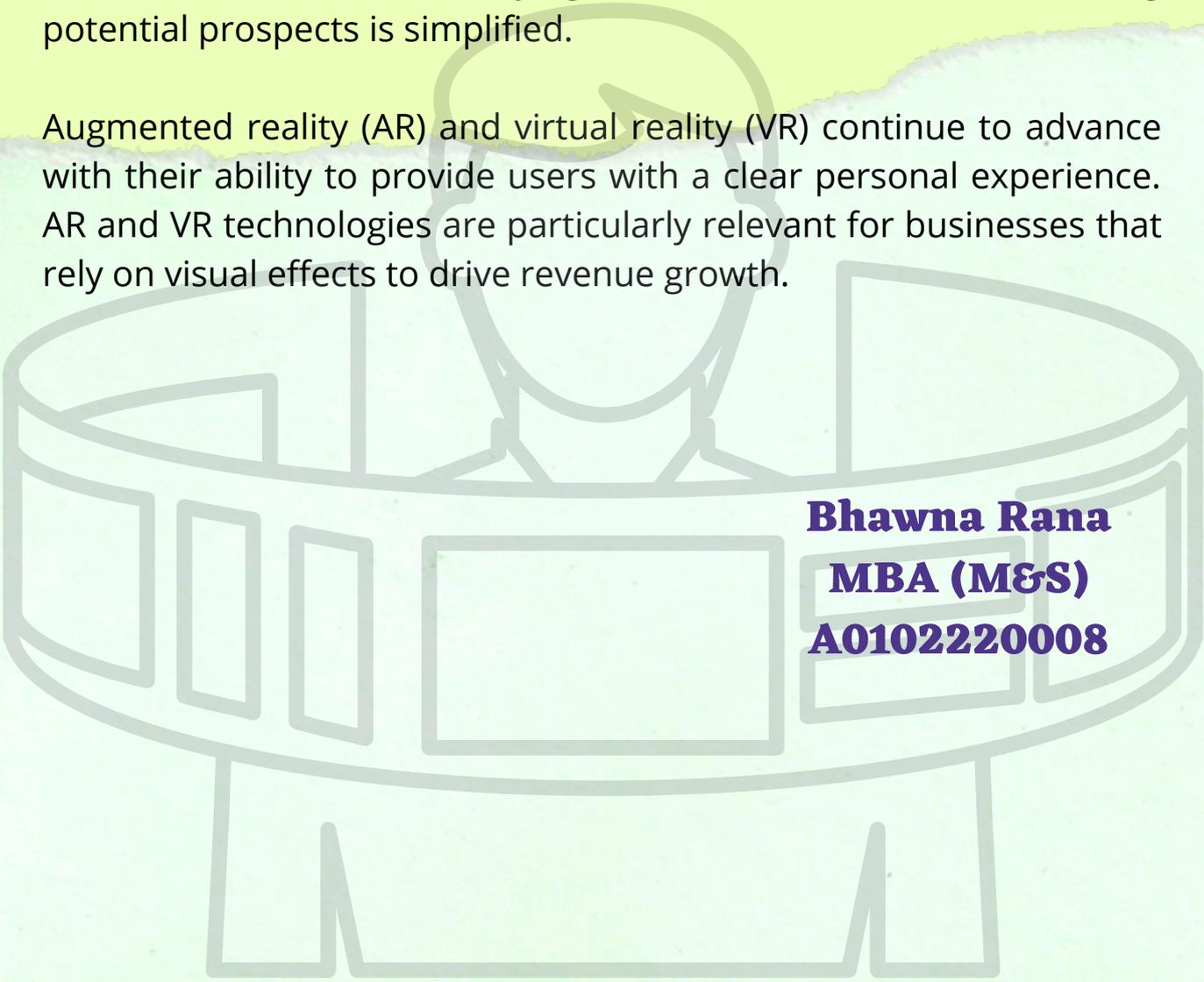
CRM solutions are becoming an essential aspect of doing business. And small businesses are able to effectively adapt these tools, which aid sales, marketing, and service professionals in streamlining their operations.

Intelligent Communication Tools - AI has been making inroads into the marketing sector for some time now, and it is gaining popularity. Today, artificial intelligence augments marketing teams' activities by allowing them to qualify more leads and refine different tasks. It also assists in optimizing and personalizing the user experience by personalized digital marketing — advertising, targeted content, and CTAs.

Speech recognition and AI- powered call analytics are rapidly evolving and game-changing innovations that aid in the encoding, interpretation, and comprehension of the arguments. Through voice-powered applications, these tools not only make our lives easier but also significantly increase sales team efficiency.

The Internet of Things is evidently more than just a fleeting fad that has captivated our interest for years. It is the germ of a revolution that will have an effect on the ecosystem of the sector. Sales and promotions are among the industries that have felt the impact and advantages of this technology. Instead of relying on speculation and intensive market study, enterprises will now use the ability of IoT products and software to capture and interpret consumer data in real-time. As a result, identifying consumer desires and forecasting potential prospects is simplified.

Augmented reality (AR) and virtual reality (VR) continue to advance with their ability to provide users with a clear personal experience. AR and VR technologies are particularly relevant for businesses that rely on visual effects to drive revenue growth.



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The New Awakening

As we approach the start of a new chapter in our lives, I am reminded of Swami Vivekananda's clarion call: "Arise, awake, and do not hesitate until the target is achieved." I am not sure how many of us are conscious that Swami Vivekananda's birthday is celebrated in India as National Youth Day. While declaring January 12 as National Youth Day, the Indian government said, "it was felt that Swamiji's philosophy and the values for which he lived and worked could be a great source of inspiration for the Indian youth." Swami Vivekananda was not only a priest, but also a philosopher and a teacher, and his teachings are still important to today's youth. He wanted the youth to combine character with capability, values with effective actions and ideals with a practical mind.

I would like to share some reflections with you on the theme the 'New Awakening'- To awaken your awareness, you must first recognise that you might be sleeping. The youth movements taking place across the world, which are powered by the youth's excitement and zeal, reaffirm this reality.

As you are undoubtedly aware, the global economy has been very volatile in the last year, shaking the foundations of certain long-held economic assumptions. The global financial crisis has brought into question the financial world's legal foundation. 2020 will be regarded as a year of change, the start of the end for an unstable global financial environment built on misfortune, corruption, wrongdoings, and a failure of leadership.

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Digital Delivery In Consulting Services

During the pandemic (Covid-19), the rapid growth of remote work and related services or technologies will stick as a new normal. As a result, in consulting services clients demand their consulting firms or consultants in digital delivery. Because of Covid-19, every sector is impacted but what is happening in consulting firms that it needs more strategies. It's fair enough to say that "It's more strategic work". However, clients will still pay to consultants to work over the Business model, Business strategies, Organizational change and development, Scenario planning.

In the finance sector , technological consultants play an important role in digitisation because digitisation is the only key to stay in the market during covid-19 . It won't wrong to say that banks who have better digitisation will able to cope banking services even after post lockdown.

Talking about e-commerce (mostly related to food), clients are taking consultants for examining and re-organising their global supply chain as their dependence on covid-19 suppliers.

Now people across from the world are relying on digital delivery instead of physical meetings and it works surprisingly.

Due to covid-19, digital delivery with business engaging require totally a fresh approach and as a result, digital delivery (virtual) in consulting firms will become extensive in 2021.

The most effective increase (3 times) we can see in the health care sector. They start prefer online consultation (Tele medicine) during covid-19 and post as well.

Most of the people understand that online consultation is just video conferencing and collaboration tools but it is far beyond that.

Now, still many companies are thinking about how to deal with the situation and the economic consequences.....and that's why consultants are still in demand.

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New Awakening

In this short exposition for Globalizations, I'd prefer to give some underlying contemplations in light of the "triple conjuncture" of the progressing worldwide emergency. The cooperation of three circles or vectors of worldwide emergencies, which together structure an industrialist world request emergency, has brought about this triple conjuncture. Environmental change and environment breakdown, a fundamental calamity of mechanical private enterprise and neoliberal financial globalization, and the most recent worldwide pandemic of Coronavirus are the three circles of the ecological emergency. The three circles are inseparably connected, and they are continually interfacing. Their joined impacts will bring about a significant fundamental change. Both of these vectors are the result of long-haul designs. None of them are simply inconsistent marvels. The attitudes, systems, and practices that have brought about worldwide environmental change and natural annihilation are the most significant ever, however their ruinous inclinations have filled drastically in ongoing many years.

The new expansion in scale and speed increase of the speed and level of such ruinous tendency has been firmly identified with the beginning and developing of neoliberal modern globalization in the course of recent many years, which has been a main driver of environmental change and the worldwide biological emergency. Some portion of the current pandemic is because of many years of natural corruption and expanding human unsettling influence and interruption in various biological cycles.

Large numbers of the dormant entropic driving forces of verifiable time are currently being consolidated and pressed into the present. The world as far as we might be concerned is falling surrounding us. The Great Implosion is really continuous.

People, then again, have the best limit with respect to reflexive learning and discourse of mankind's set of experiences. Extremist new praxis, which is both a result of history and the lone possibility for what's to come, is the lone expect what's to come. We should utilize our aggregate reformist creative mind to assemble another world request if the current request starts to implode. New types of all-inclusive human awareness, another sort of worldwide social pledge, new types of proper innovation, and new types of fitting way of life will all be required.

The direct season of mechanical advancement, which we have come to acknowledge as regularity and accept to be the lone truth, is presently out of nowhere uncovered as just one stream of time. Besides, the acknowledgment that Time is now ticking down makes one stop.

It's an ideal opportunity to punch out for the afternoon. It's an ideal opportunity to interruption and think. It's an ideal opportunity to get going. It is feasible to exist in an equal universe. It is our obligation to react to the emergency and work together to develop another future.

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New Awakening – Trends In Digital Marketing

Artificial intelligence, data-driven marketing, and voice search engine were once thought of far-fetched ideas. These newest digital media trends are currently amongst most company owners' high priorities for 2021.

What's to mention they aren't? in the end, if the corporate needs to remain competitive in today's on-line surroundings, it's to regulate to the perpetually ever-changing digital marketing landscape.

Digital media trends can't be unnoticed, notwithstanding the business or the products and services you deliver. Companies used to be able to get along with only a website and a Facebook profile, but the digital world is changing so rapidly that it's difficult to keep up.

There are not several successful businesses left that do not have an internet presence. New technology and techniques can emerge in 2021, pushing advertisers to evolve so as to stay their businesses competitive.

The digital marketing trends to look at in 2021 are as follows:

1. Programmatic Advertising: Programmatic advertising refers to the employment of computing to alter ad shopping so as to achieve a lot of targeted audience. For e.g., period Bidding could be a sort of programmatic ad shopping for.

2. Chatbots: In 2021, chatbots are going to be an integral side of digital marketing. This AI-based application uses instant electronic communication to speak with the purchasers or net guests in real time, day or night.

3. Video Marketing: Video marketing is one amongst the foremost necessary marketing trends nowadays and is certain to stay for 5-10 years.

4. Influencer Marketing: Influencer marketing is a form of word-of-mouth marketing that focuses on using famous individuals to distribute the brand message to a broader audience. Influencers may be well-known celebrities, but they're most likely to be Instagram or YouTube stars with a large niche audience that can actively promote your company or product via their social media platforms.

5. Visual Search: People can upload a picture to perform a research and acquire a lot of elaborated answers with visual search, which may take the interface to an entire new level. As an example, Pinterest Lens, Google Lens, Bing Visual Search etc.

So, as you can see, things are moving fast in the digital marketing world. This is no time for a business to stand still, as today's younger generation and increasingly tech-savvy buyers expect companies to connect with them in fresh and innovative ways that make the customer experience simpler and more enjoyable.

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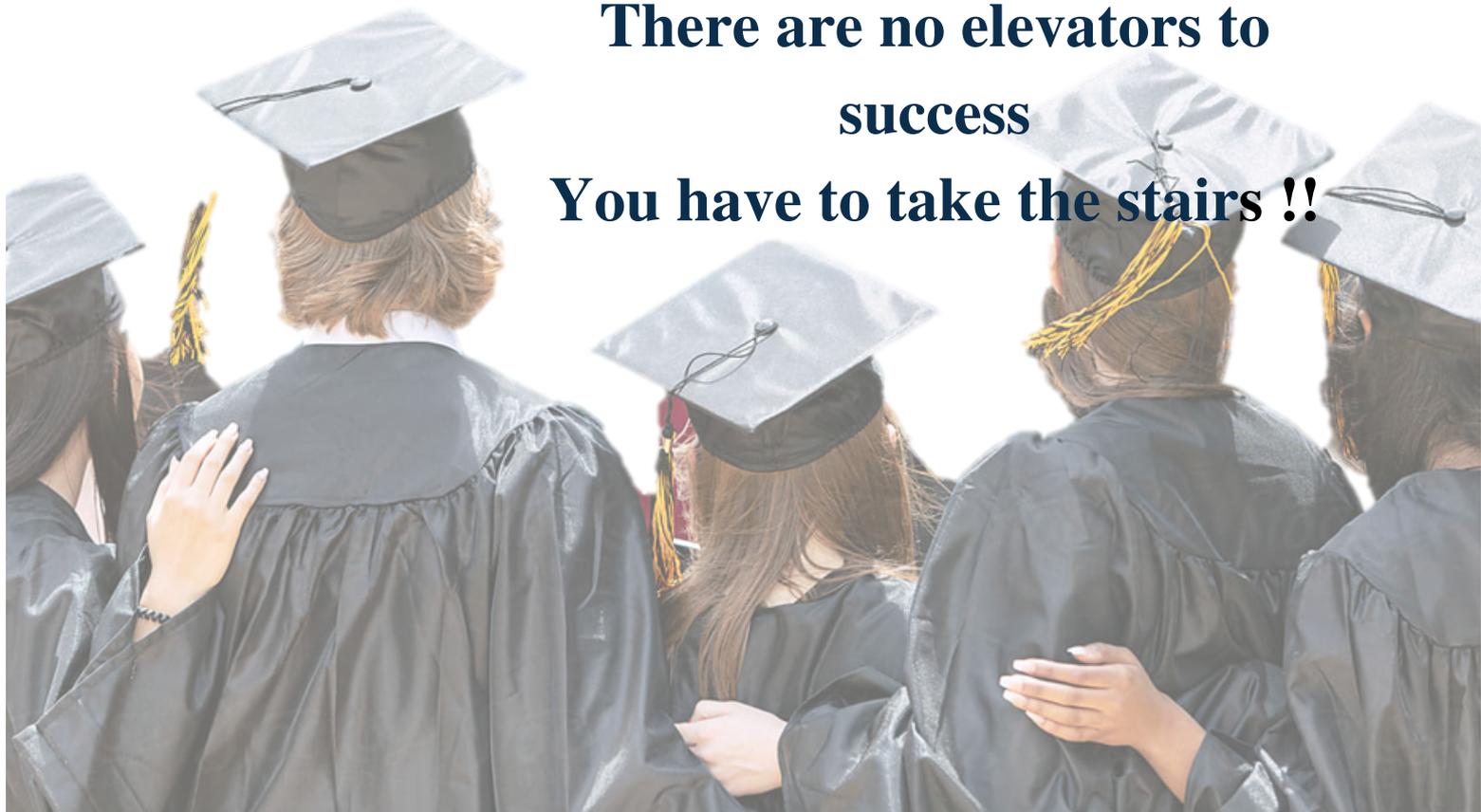
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