



# Anukriti '24

## Amity Business School



**“Where Today’s Dreams Meet Tomorrow’s Realities”**

# Frontiers of Tomorrow



# FRONTIERS OF TOMMOROW

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# AMITY BUSINESS SCHOOL



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.



TO DEVELOP THE PERSONALITY OF STUDENTS BY MAKING THEM NOT ONLY INTELLIGENT PROFESSIONALS BUT ALSO GOOD INDIVIDUALS WITH AN UNDERSTANDING AND REGARDS FOR HUMAN VALUES, PRIDE IN THEIR HERITAGE AND CULTURE, SENSE OF RIGHT AND WRONG, AND YEARNING FOR PERFECTION.

MISSION  
VISION



# AMITY BUSINESS SCHOOL



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 multiskilled and have the capability to 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 priceless asset of any organization.



**AMITY**  
BUSINESS SCHOOL

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



**DR. ASHOK K. CHAUHAN**  
**Founder President**

*"MY MISSION IS  
NATION BUILDING  
THROUGH  
EDUCATION AND  
BEYOND."*

**Ritnand Balved Education  
Foundation  
(The Foundation of Amity  
Institutions and the sponsoring  
body of Amity Universities)  
Chairman, AKC Group of  
Companies**



**AMITY**  
BUSINESS SCHOOL

***‘EDUCATION IS THE MOST POWERFUL WEAPON,  
WHICH YOU CAN USE TO CHANGE THE WORLD’  
- NELSON MANDELA***



**DR. ATUL CHAUHAN**

**CHANCELLOR, AMITY  
UNIVERSITY  
PRESIDENT, RITNAND BALVED  
EDUCATION FOUNDATION  
CEO, AKC GROUP OF  
COMPANIES**

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



**PROF. (DR.) BALVINDER  
SHUKLA**

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

**VICE CHANCELLOR  
AMITY UNIVERSITY,  
UTTAR PRADESH**

# FROM THE DEAN'S DESK



**PROF. (DR.) SANJEEV BANSAL**  
**Addl. Pro Vice Chancellor,**  
**DEAN FMS & DIRECTOR ABS**  
**EDITOR-IN-CHIEF, ANUKRITI**

## ***Greetings from the Office of the Dean!***

At our institution, we believe that education is not just about acquiring knowledge within the confines of a classroom, but it is also about exploring new horizons and pushing the limits of what we thought was possible. As the Dean of this esteemed institution, I encourage each and every one of you to embrace a mindset of boundless curiosity, courage, and resilience as you navigate your academic journey. Flying beyond boundaries means challenging yourself to go beyond your comfort zone and explore new possibilities. It means breaking free from self-imposed limitations and daring to dream big. It means being willing to take risks, learn from failures, and persevere in the face of challenges.

Remember, flying beyond boundaries requires determination, resilience, and a growth mindset. Embrace failure as a stepping stone towards success, and never be afraid to take calculated risks. Believe in your potential, and never shy away from pursuing your passions and dreams.

I am confident that each of you has the potential to soar to new heights and make a lasting impact in your chosen field. Our faculty and staff are here to support you in your academic journey, and I encourage you to make the most of the resources and opportunities available to you.

Together, let us fly beyond boundaries, break barriers, and achieve greatness. I wish you all a successful and fulfilling academic year ahead.

# FROM THE EDITORS' DESK

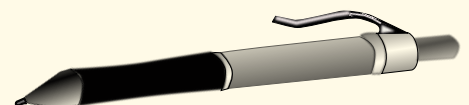
We are thrilled to present to you Anukriti'24, the annual magazine of Amity Business School. This edition embodies the vibrant spirit, creativity, and intellectual dynamism of our student community, showcasing the diverse and enriching experiences that define life at Amity Business School.

In this issue, we delve into the exciting world of our student clubs, whose initiatives, events, and achievements reflect the enthusiasm and dedication of our students. We also provide comprehensive coverage of major events like Infinity, Amity Youth Fest, and the Global Leadership Research Conference (GLRC). These events underscore our commitment to academic excellence, cultural diversity, and global engagement, offering platforms for students to showcase their talents and gain insights from industry leaders and academicians.

Anukriti'24 also features a rich collection of write-ups and artwork contributed by our talented students. From thought-provoking articles and essays to creative stories and stunning visual art, these contributions reflect the depth and breadth of our students' intellectual and artistic capabilities.

Our journey in creating this magazine would not have been possible without the unwavering support and guidance of our esteemed faculty and administration.

A special thanks to our Dean, Dr. Sanjeev Bansal, whose visionary leadership and steadfast support have been instrumental in the success of this publication. Dr. Bansal's commitment to fostering a nurturing and stimulating academic environment at Amity Business School empowers us to push the boundaries of learning and creativity. This magazine is not just a reflection of our past achievements but a celebration of our future potential.



*Regards,*  
***Team Anukriti' 24***

# **ABS CLUBS AND COMMITTEES**



# INTER INSTITUTE COMPETITION CELL



**Srishti Badola**  
President



**Dr. Sonali. P. Banerjee**  
Faculty coordinator



**Acira Gupta**  
Vice President



**Raunak Sinha**  
Vice President



**Ishfa**  
Member Secretary



**Mrinal Vij**  
Treasurer

# IT CLUB



**Piyush Garg**  
President



**Dr. Pallavi Sharda Garg**  
Faculty coordinator



**Ishika Agarwal**  
Vice President



**Diganta Pal**  
Vice President



**Taniya Trehan**  
Member Secretary



**Kawaljit Modi**  
Treasurer

# Entrepreneurship Club



**Raunak Belwariar**  
President



**Dr. Garima Agarwal**  
Faculty coordinator



**Vaidika Agarwal**  
Vice President



**Chirag Bhutani**  
Vice President



**Prajjwal Joshi**  
Member Secretary

# Quiz Committee



**Varnika**  
President



**Dr. Shweta Awasthi**  
Faculty coordinator



**Samriddhi Jain**  
Vice President



**Prakhar Gupta**  
Vice President



**Ashrut Sudheswar**  
Member Secretary



**Sshrutika Rawat**  
Treasurer

# Marketing Club



**Vaishnavi Yadav**  
President



**Dr. Priyanka Nahush Agarwal**  
Faculty coordinator



**Vrinda Chhabra**  
Vice President



**Harjas Chhabra**  
Vice President



**Akshat Jain**  
Member Secretary



**Naman Suwal**  
Treasurer

# HR Club



**Aastha Sharma**  
President



**Dr. Jaideep kaur**  
Faculty coordinator



**Swati Pahuja**  
Vice President



**Kaustubh Tripathi**  
Vice President



**Aryan Khanna**  
Member Secretary



**Avni Vashisth**  
Treasurer

# Finance Club



**Sparsh Srivastava**  
President



**Dr. Ritu Wadhwa**  
Faculty coordinator



**Payal Upadhyay**  
Vice President



**Vasu Monga**  
Vice President



**Stuti Gumber**  
Member Secretary



**Abhigyan Hazarika**  
Treasurer



# AVROH



**Shruti Tiwari**  
President



**Dr. Archana Singh**  
Faculty coordinator



**Priyanka Arora**  
Vice President



**Prajwalit Dalai**  
Vice President



**Saloni Kasana**  
Member Secretary



**Areeba Siddiqui**  
Treasurer

# Debate Club



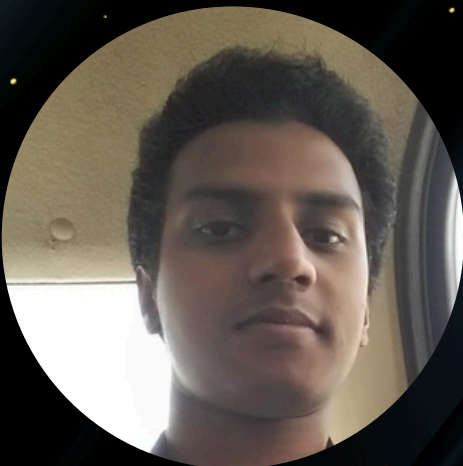
**Pallavi Dawn**  
President



**Prof. (Dr). Sandeep Mathur**  
Faculty coordinator



**Vartika Singh**  
Vice President



**Meraj Ahmad**  
Vice President



**Shambhavi Kumari**  
Member Secretary



**Vanshika Arora**  
Treasurer

# Environment Club



**Amanpreet Kaur**  
President



**Dr. Ritesh Dwivedi**  
Faculty coordinator



**Unnati Rawat**  
Vice President



**Kushagra Mishra**  
Vice President



**Ashraf Kamal**  
Member Secretary



**Garima Khurana**  
Treasurer

# Operations Club



**R Pavitra Nanda**  
President



**Dr. Nitendra Kumar**  
Faculty coordinator



**Yashika Chaudhary**  
Vice President



**Abhishek . S. Nair**  
Vice President



**Vanshika Khurana**  
Member Secretary



**Karmanya Sharma**  
Treasurer

# Student Activity Cell



**Deeksha Shrivastava**  
President



**Prof. (Dr). Anita Venaik**  
Faculty coordinator



**Ishita Gupta**  
Vice President



**Shahzada Abhiv Chawla**  
Vice President



**Mehak Sharma**  
Member Secretary



**Aditya Sirohi**  
Treasurer

# CULTURAL CLUB

The organization hosted a variety of farewell events tailored for the juniors, coupled with warm receptions for esteemed guests. These events were meticulously crafted to bid adieu to departing juniors while also extending a heartfelt welcome to guests. Each farewell gathering was uniquely designed to create lasting memories and foster a sense of camaraderie among attendees. From themed parties to heartfelt speeches, every detail was thoughtfully planned to ensure a memorable and enjoyable experience for all participants. These events served as a platform to celebrate achievements, express gratitude, and strengthen bonds within the community.



# MARKETING CLUB



This club is dedicated to developing marketing acumen among students through a mix of theoretical knowledge and practical experiences. By hosting guest lectures from industry experts, brand management workshops, digital marketing boot camps, and real-world marketing projects, the club provides a comprehensive learning environment.

The Marketing Club prepares its members for the dynamic challenges of the marketing profession, fostering skills in market research, consumer behavior analysis, brand strategy, and digital marketing.



# OPERATIONS CLUB

Operation Club at Amity University's Amity Business School is like a hub for students interested in business and management. It's a space where they come together to collaborate, learn, and have fun while gaining real-world experience.

From organizing events and inviting industry experts for talks to participating in case study competitions and networking opportunities, the club offers a range of activities to help students grow professionally and personally. It's not just about academics; it's about building practical skills and forging connections that can last a lifetime.



# QUIZ COMMITTEE



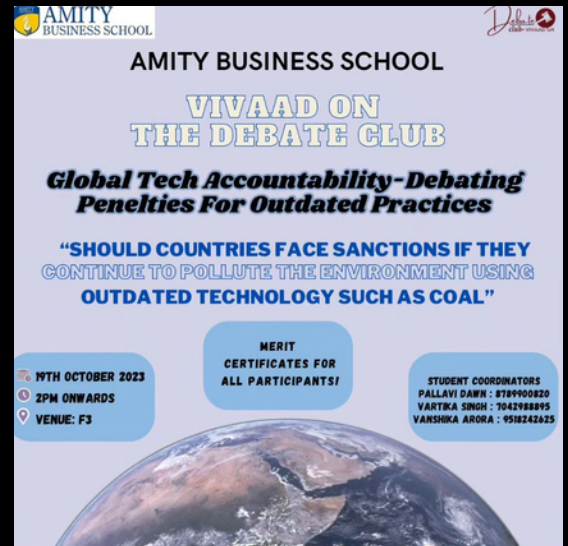
Invictus, the Quiz Committee of Amity Business School, is dedicated to fostering inquisitive minds and exploring the infinite possibilities of knowledge. The club's motto, 'Inquisitive minds, Infinite Possibilities,' embodies its commitment to intellectual curiosity and the pursuit of learning beyond traditional boundaries.

Invictus is a dynamic and vibrant community that organizes a wide range of quiz-based events, challenges, and knowledge-sharing sessions. These activities are designed to empower individuals to stretch their mental horizons and engage deeply with various topics. The club's events are crafted to make learning not only educational but also exciting and engaging.



# DEBATE CLUB

The Debate Club of Amity Business School (ABS) orchestrates multiple debate events at the Business School Level. Contestants were evaluated on various criteria including fluency, perspective, diction, grammar, and delivery. The events unfold as a series of speeches, allowing participants to articulate their nuanced views on the theme. The atmosphere is always charged with enthusiasm as participants eagerly take the stage, each delivering their perspectives with fervor and conviction.



# FINANCE CLUB

*"To empower members with knowledge, from investment strategies to market trends. Through workshops, guest lectures, and real-world simulations, we foster skills essential for financial success. Join us to navigate the complexities of finance and build a secure financial future."*

Dr. Ritu Wadhwa assumes the pivotal role of orchestrating various events and coordinating student engagements within the Finance Club. As the faculty coordinator. From planning workshops and seminars to facilitating competitions and guest speaker sessions, the club contributes towards building financial knowledge among students.



# ENTREPRENEURSHIP CLUB

Through an array of activities including workshops, pitch competitions, networking events, and interactions with successful entrepreneurs, the club offers an enriching environment that fosters creativity and strategic thinking. The Entrepreneurship Club empowers its members with the confidence and skills needed to navigate any business environment.



# HR CLUB

The HR Club is committed to fostering a collaborative environment where members can share knowledge, develop essential skills, and stay updated with the latest trends in HR practices. Whether you are passionate about talent management, organizational development, or employee relations, our club provides the resources and support to help you achieve your career aspirations.

Through a variety of activities, including guest lectures, workshops, networking events, and industry visits, we aim to bridge the gap between academic theory and practical application.



# IT CLUB

IT CLUB

Through hands-on workshops, coding challenges, tech talks, and industry collaborations, the IT Club aims to enhance technical skills and foster a deep understanding of IT concepts and applications.

Committed to keeping its members at the forefront of technological innovation, the IT Club equips students with the knowledge and experience needed to excel in a rapidly evolving field. Whether students are interested in software development, cybersecurity, data analytics, or emerging technologies, the club offers a supportive environment to fuel their tech ambitions.



# STUDENT ACTIVITY CELL

The Student Activity Cell Club serves as a vibrant hub for student engagement and enrichment. Its primary roles encompass organizing a diverse range of activities and events that cater to the interests and needs of the student body. These activities may include cultural festivals, sports tournaments, academic competitions, workshops, seminars, and community service initiatives. Additionally, the club fosters a sense of unity and camaraderie among students by celebrating events like Unity Day, which promotes solidarity and inclusivity within the campus community. Through its multifaceted roles, the Student Activity Cell Club contributes significantly to enhancing the overall student experience and fostering a thriving campus environment.



# ABS

## NEWS AND EVENTS



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# **CONDUIT**

# **'23**

**R e s e a r c h**  
**P a p e r / C a s e S t u d y**  
**C o m p e t i t i o n**

**Date :- 1st September 2023**

# CONDUIT

Conduit 2023, held on the 1st of September 2023, emerged as a significant event in the academic calendar, focusing on fostering research acumen and analytical skills among students. The competition, renowned for its rigorous standards and intellectually stimulating environment, brought together students from diverse academic backgrounds to present their research findings and case studies. This event aimed to cultivate a culture of inquiry, critical thinking, and scholarly excellence among participants. To enrich the participants' experience, Conduit 2023 featured keynote sessions and workshops conducted by eminent academicians and industry experts. These sessions covered a range of topics, including: Research Methodologies, Case Study Analysis, and presentation strategies and Academic Writing and Publishing.

Conduit 2023 was meticulously organized to provide a platform for students to showcase their research capabilities and analytical prowess. The competition was divided into two main categories:

## Research Paper Presentation

In this category, students presented their original research on various topics. The focus was on the quality of research, the originality of the ideas, the methodology used, and the significance of the findings.

## Case Study Presentation

This category required participants to analyze and present solutions to complex business scenarios. Participants were judged on their ability to apply theoretical knowledge to practical problems, their analytical skills, and their presentation prowess.



**PRESENTS**  
**CONDUIT 2023**  
SUMMER INTERNSHIP CASE STUDY COMPETITION

**FRIDAY**  
1 September 2023

**TIME**  
2:00PM Onwards

**VENUE (Hybrid Mode)**  
F3 Block  
Amity Business School

**Registration Fees**  
Rs 300/-

**Student Coordinators**  
General Management Track: Ishita Gupta - 84477705, Pallavi Datta - 87899000  
Finance Track: Prashant Gupta - 700028  
HR Track: Mohit Sharma - 977397  
Marketing & Sales: [Name] - [Number]

**Faculty Coordinators**  
Dr. Sumitra Sahasr - 9919719043/07

**REGISTER NOW!**





***RENNVOI'23***

***September***

Renvoi 2023 was a case study competition where participants come and share their research in the form of a case. In a case study, the most crucial aspect is the research that goes into it. The importance of research in taking the right decision at the right time. The students present their work in front of the jury members. Through these case studies, students can learn how to deal with real-life industry issues.



The event started with the welcome Address and Introduction to Amity University and Amity Business School was given by Prof. (DR.) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson Renvoi 2023. This was followed by the welcome of the keynote speakers with a tulsi sapling.



# **INFINITY 2023**

**Amity Business School Hosts 6th  
Annual Technology Conference  
INFINITY 2023**

**“Digital Transformation for  
Futuristic Businesses: Emerging  
Technologies Leading Growth and  
Sustainability,”**



***“DIGITAL TRANSFORMATION FOR FUTURISTIC BUSINESSES: EMERGING TECHNOLOGIES LEADING GROWTH AND SUSTAINABILITY,”***

Amity University Uttar Pradesh’s Noida campus recently hosted the highly anticipated 6th Annual Technology Conference, INFINITY 2023, on October 12-13, 2023. This year’s theme, “Digital Transformation for Futuristic Businesses: Emerging Technologies Leading Growth and Sustainability,” attracted a distinguished group of speakers, including Shri Rajeev Chandrasekhar, Union Minister of State for Electronics and Information Technology & Skill Development and Entrepreneurship, who inaugurated the event.

In a compelling inaugural session, Shri Chandrasekhar engaged in a fireside chat with students, discussing the pathways to success and the implications of emerging technologies in shaping India’s digital future. He emphasized the importance of hard work, determination, and a relentless pursuit of goals. Highlighting the government’s proactive approach, he discussed the Digital India Act, which aims to safeguard citizens from the misuse of artificial intelligence.

### DAY 1

Prof. (Dr.) Balvinder Shukla, Vice Chancellor of Amity University Uttar Pradesh, addressed the potential and challenges of technology in today's economy, urging students to harness technology responsibly and consider entrepreneurial paths. Mr. V Srinivasa Rao, Chairman & Managing Director of BT & BT Management Consultancy Pvt. Ltd., echoed this sentiment, stressing the importance of ethical behavior and privacy in the digital age.

Dr. Rishi Mohan Bhatnagar, President of Lava International Limited, and Mr. Amit Dubey, Cyber Security Expert at the Economic Council of India, provided insights into the tangible benefits of becoming a job creator in technology and the critical need for heightened cyber security measures.

Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director of Amity Business School, welcomed the guests and highlighted the conference's role as a platform for the exchange of ideas across academia, industry, and government. The conference featured panel discussions on a variety of pressing topics, including the impact of emerging technologies on digital success, the role of generative AI in business transformation, cybersecurity management through machine learning, and strategies for digital business operations in the evolving industrial landscape.

12-13 OCTOBER, 2023

**"DIGITAL TRANSFORMATION FOR FUTURISTIC BUSINESSES:  
EMERGING TECHNOLOGIES LEADING GROWTH AND SUSTAINABILITY"**

<p><b>CHIEF PATRON</b></p>  <p><b>DR. ASHOK K CHAURHAN</b> FOUNDER PRESIDENT, RITNAND BALYED EDUCATION FOUNDATION CHAIRMAN, AKC GROUP OF COMPANIES</p>	<p><b>PATRON</b></p>  <p><b>DR. ATUL CHAURHAN</b> CHANCELLOR, ALUP PRESIDENT, RITNAND BALYED EDUCATION FOUNDATION CEO, AKC GROUP OF COMPANIES</p>	<p><b>CO-PATRON</b></p>  <p><b>PROF. DR. J. BALVINDER SHUKLA</b> VICE CHANCELLOR, AMITY UNIVERSITY UTTAR PRADESH</p>	<p><b>CHAIRPERSON</b></p>  <p><b>PROF. SANJEEV BANSAL</b> DEAN FMS &amp; DIRECTOR, AMITY BUSINESS SCHOOL</p>
<p><b>CONVENER</b></p>  <p><b>DR. ANITA VENAİK</b> PROFESSOR, AMITY BUSINESS SCHOOL</p>	<p><b>CONVENER</b></p>  <p><b>DR. PALLAVI SHARDA GARG</b> ASSISTANT PROFESSOR, AMITY BUSINESS SCHOOL</p>	<p><b>CO-CONVENER</b></p>  <p><b>DR. MANISHA BHARGAVA</b> ASSISTANT PROFESSOR, AMITY BUSINESS SCHOOL</p>	<p><b>CONFERENCE HIGHLIGHTS</b></p> <p>KEYNOTE SPEECHES &amp; PANEL DISCUSSIONS TECH CHAMPION AWARD RESEARCH PAPER PRESENTATION POSTER PRESENTATION TECHNOLOGY EXHIBITION TECHNOVENZA</p>

**IMPORTANT DATES**

LAST DATE FOR SUBMISSION OF PAPER & POSTER: **25TH SEPTEMBER, 2023**

**VENUE**

AMITY BUSINESS SCHOOL, AMITY UNIVERSITY CAMPUS  
SECTOR - 125 NOIDA - 201 313,  
GAUTAM BUDDH NAGAR, U.P. (INDIA)

**WHO SHOULD ATTEND**

ACADEMICIANS, PRACTITIONERS, EXPERTS AND STUDENTS FROM ALL OVER THE COUNTRY TO INTERACT AND EXCHANGE VIEWS



**REGISTER FOR THE EVENT ON  
THE PROVIDED QR CODE**

**CONTACT :**

**DR. ANITA VENAİK      DR. PALLAVI SHARDA GARG**

### DAY 2

During the two-day conference, several panel discussions were held, each addressing critical aspects of technology's impact on various sectors. The panel on “Impact of Emerging Technologies: Driving Digital Success and Sustainability” explored how innovations like blockchain, IoT, and AI contribute to sustainable growth and digital transformation across industries. Experts discussed strategies for leveraging these technologies to achieve long-term success while maintaining environmental and economic balance. The session titled “Catalyzing the Future: Power of Generative AI in Business Transformation” delved into the transformative potential of generative AI in reshaping business operations. Panelists highlighted real-world applications, such as personalized marketing, automated content creation, and advanced problem-solving capabilities, demonstrating how generative AI can drive efficiency and innovation.

In “Managing Cybersecurity: Role of Machine Learning and Data Science,” the focus was on enhancing cybersecurity measures through advanced technologies. The discussion covered the use of machine learning and data science to predict and mitigate cyber threats, emphasizing the importance of proactive defense mechanisms in safeguarding digital assets.

Lastly, the panel on “Design, Build and Operate Digital Businesses in the 4th and 5th Industrial Revolutions Era” examined the evolving landscape of digital enterprises. Experts discussed the integration of cutting-edge technologies in business models, highlighting strategies for thriving in the rapidly advancing industrial eras, where digital and physical systems merge seamlessly to create new opportunities and challenges.



# **GLRC**

**9th GLRC CONFERENCE**

**7th February - 9th February 2024**

**Theme: “New Paradigms of Business  
Management in the Era of Analytics,  
Sustainability and Innovation”**

# GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC)

The 9th Global Leadership Research Conference (GLRC), a flagship event hosted by Amity Business School Noida, is poised to make significant waves in the realm of business management research. Scheduled from February 7th to 9th, 2024, this prestigious conference aims to bridge the gap between academic research and practical application, fostering a culture of innovation, sustainability, and analytics in the business world.

This year's theme, "New Paradigms of Business Management in the Era of Analytics, Sustainability, and Innovation," underscores the critical need for sustainable practices facilitated by advanced analytics. The conference is designed to provide a collaborative platform where scholars, researchers, academicians, and practitioners can share groundbreaking research and insights across various management disciplines. The primary objectives include:

- **Encouraging Research on Business Innovations:** Promoting research that integrates sustainability and analytics to foster innovative business practices.
- **Deliberating Sustainable Business Strategies:** Discussing new business models and strategies that ensure sustainability and professional excellence.
- **Stimulating Idea Exchange:** Facilitating discussions among researchers, development practitioners, and policymakers to stimulate collaborative research and innovative thinking.
- **Fostering Global Leadership:** Developing leadership skills grounded in global well-being and innovation.



# GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC)



Conference Tracks and Forums The GLRC 2024 will feature five main tracks and various forums to cater to diverse aspects of business management:

1. **General Management Paradigm:** Exploring innovative and sustainable management practices.
2. **Finance Paradigm:** Navigating the dynamic landscape of financial management.
3. **HR Paradigm:** Reimagining human resources through the lens of innovation.
4. **Marketing Paradigm:** Connecting sustainability, analytics, and innovation in marketing.
5. **Entrepreneurship Paradigm:** Leveraging innovation networks and policies for sustainable growth.

Additionally, forums such as the Sustainability Forum, Operations & Quality Forum, Marketing Forum, Leadership Forum, and Human Resource Forum will provide specialized discussions on key issues in these areas.



# GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC)

The conference's inaugural session was marked by insightful addresses from prominent figures. Chief Guest Shri Arif Mohammad Khan, Hon'ble Governor of Kerala, highlighted the importance of value-based education blending modernity with tradition. Guest of Honor Mr. Christopher Greenwood, CEO of Success Mpowered, emphasized the role of mentorship and personal growth in leadership.

Dr. Atul Chauhan, Chancellor of Amity University Uttar Pradesh, underscored the significance of research and innovation, urging young leaders to focus on societal benefits. Mr. Avinash Pandey, CEO of ABP Network, articulated the media's role in shaping a sustainable and equitable future. Dr. Balvinder Shukla, Vice Chancellor of Amity University, stressed the integration of technology and management skills for innovative and sustainable business practices.

The session also saw the presentation of Amity Excellence Awards to distinguished alumni Mr. Rahul Shanker, CEO of Modicare Ltd., and Mr. Biswapriya Bhattacharjee, Executive Director at KANTAR, who shared their success stories and emphasized the importance of vision, passion, and the right attitude.

The 9th Global Leadership Research Conference 2024 at Amity Business School Noida successfully brought together a global community of thought leaders, researchers, and practitioners. Through its rich array of discussions, presentations, and collaborations, the conference highlighted the pivotal role of analytics, sustainability, and innovation in shaping the future of business management. As we move forward, the insights and connections made during this conference will undoubtedly contribute to building a more sustainable and innovative business landscape globally.



# AMITY YOUTH FEST 2024

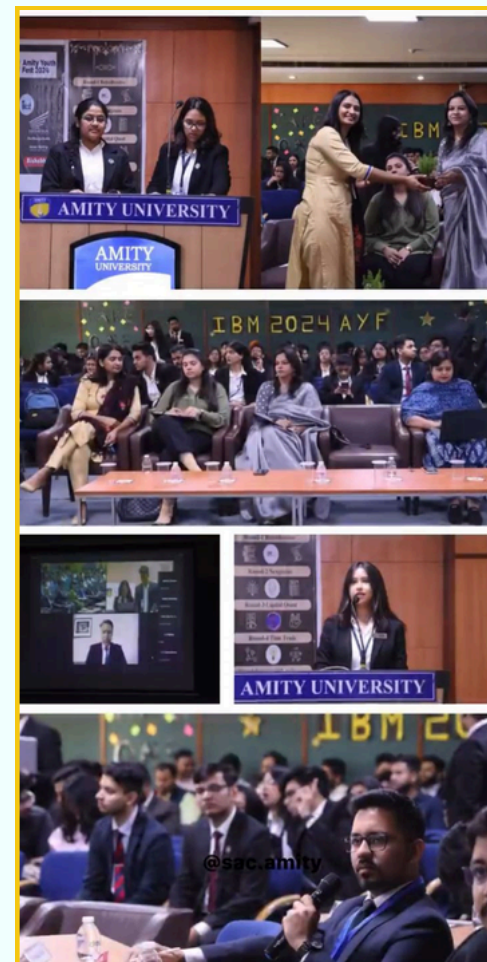
**INNOVATIVE  
BUSINESS  
MANAGER**

# AMITY YOUTH FEST



Amity Business School (ABS), part of Amity University Uttar Pradesh, organized a flagship event titled “Innovative Business Manager” under the larger umbrella of the Amity Youth Fest 2024. This engaging 2-day event was held on-campus in March 2024, aiming to unearth and nurture the managerial talents of students from various universities and colleges across India. With a focus on different facets of management, the event provided a comprehensive platform for budding managers to learn, compete, and showcase their skills in a series of challenging rounds.

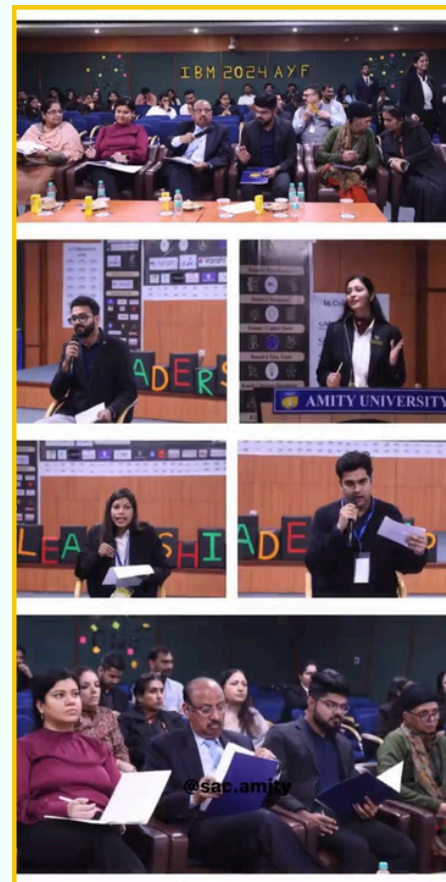
The event commenced with a welcome address by Prof. (Dr.) Sanjeev Bansal, the Dean of Faculty of Management Studies (FMS), Director of Amity Business School (ABS), and the Chairperson of the event. Prof. Bansal’s inspiring speech set a positive tone for the event, emphasizing the importance of managerial skills and innovation in today’s dynamic business environment. He warmly welcomed the visionary leaders, esteemed guests, and the determined participants, setting the stage for a competitive and educational experience.

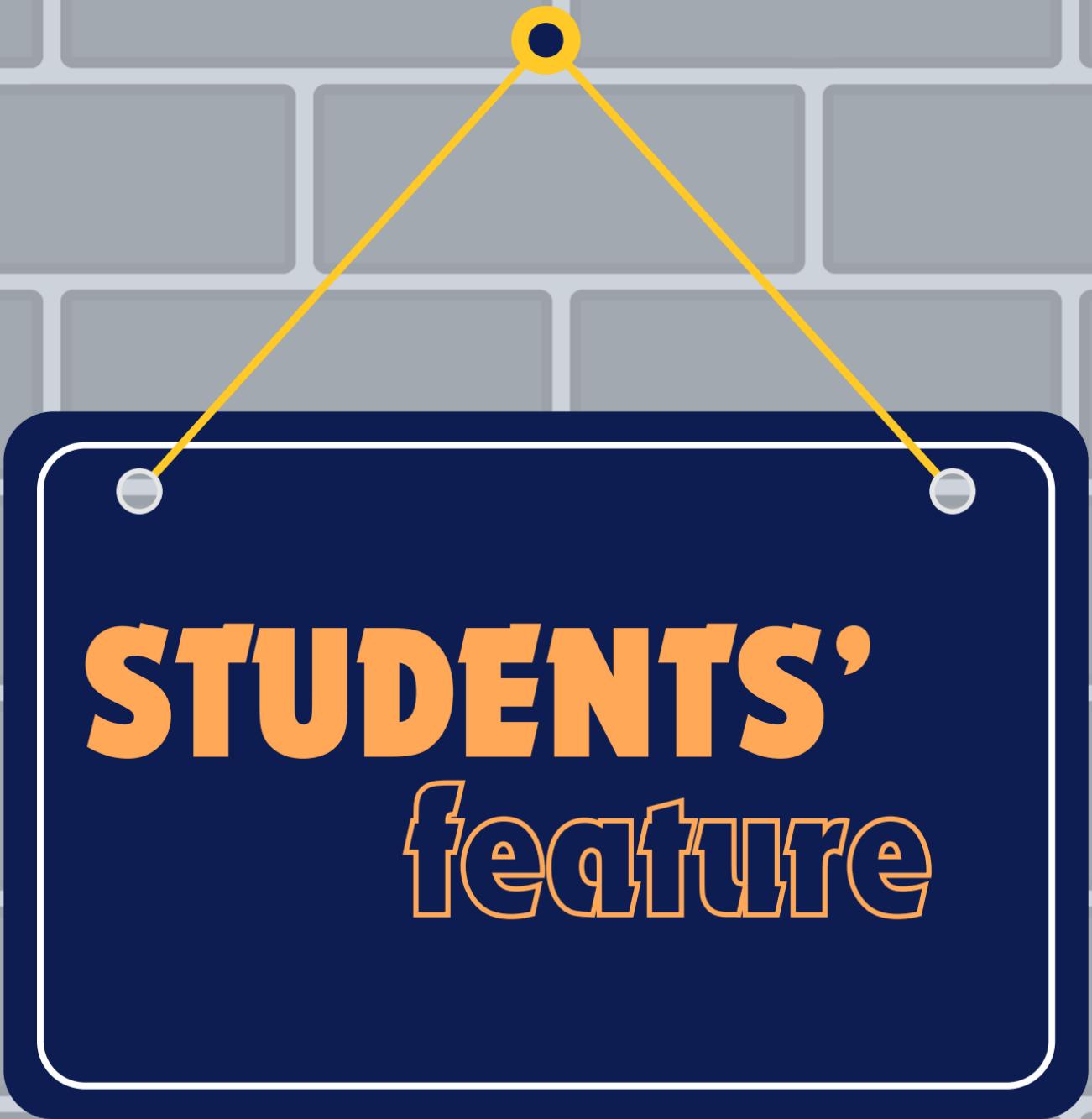


# AMITY YOUTH FEST

This engaging 2-day event was held on- The event garnered significant support from several renowned companies, enhancing its stature and providing valuable resources. The sponsors included: **Samsung, Myntra, Sparx, Honda and Smart Seva.** The “Innovative Business Manager” competition was meticulously designed to cover various domains within the management stream, providing participants with a well-rounded experience. The event comprised six rounds, each focusing on a different management discipline:

1. **Quiz:** Tested the participants' knowledge of general management principles, current business trends, and industry-specific information.
2. **Entrepreneurship:** Evaluated their creativity, problem-solving abilities, and entrepreneurial mindset of the business concepts.
3. **Marketing:** Understanding of market dynamics, consumer behavior, branding, and promotional tactics.
4. **Finance:** Knowledge of finance and accounting principles, investment strategies, and risk management.
5. **Information Technology:** Propose technological solutions to enhance business operations, showcasing their understanding of digital transformation.
6. **Human Resources:** Ability to handle HR challenges and implement effective people strategies.





**STUDENTS'**  
*feature*

# Turning The Tide: How Modi Outmaneuvered the Tata Nano Challenge

-Hiten Chadha  
MBA (Finance) 2023-25

The Singur Nano factory debacle represents a pivotal moment in Indian industrial policy, where deft political manoeuvring and strategic incentives catalysed a transformative shift. Narendra Modi, then Chief Minister of Gujarat, showcased a masterclass in leveraging industrial incentives and infrastructure readiness to attract Tata Motors, amidst a climate of political unrest in West Bengal.

In 2006, Tata Motors announced its plan to establish a factory in Singur, West Bengal, for its much-anticipated Nano car, which was marketed as the world's cheapest car. The project initially promised significant economic benefits, including job creation and industrial growth in the region. However, the land acquisition process led by the then-Communist government faced severe opposition from local farmers and political activists, led by Mamata Banerjee and her party, the Trinamool Congress. Banerjee argued that the land acquisition was unfair and detrimental to the farmers' livelihoods, igniting widespread protests and legal battles. As the situation in Singur deteriorated, Tata Motors sought alternative locations to avoid further delays and conflicts. This is where Narendra Modi's strategic acumen came into play

## **Incentive Engineering and Fiscal Prudence**

Modi's administration deployed a robust incentive package, incorporating tax breaks, reduced land prices, and streamlined regulatory approvals. Gujarat offered Tata Motors a staggering \$330 million in fiscal incentives, which included subsidies on capital investments and a highly attractive 0.1% interest loan repayable over 20 years. This financial prudence ensured a low-cost capital environment, reducing Tata's financial risk and enhancing the project's viability.

**Infrastructure Readiness and Industrial Clustering** Gujarat's infrastructure readiness was pivotal. The Sanand site boasted proximity to key ports, extensive road networks, and reliable power supply. Modi's government invested heavily in developing industrial clusters, which included a \$90 million investment in infrastructure around Sanand. This industrial clustering not only supported Tata's operations but also attracted ancillary industries, creating a self-sustaining ecosystem that fostered long-term economic growth.

### **Streamlined Regulatory Framework**

A critical component of Modi's strategy was the creation of a streamlined regulatory framework. By establishing a single-window clearance system, Gujarat minimised bureaucratic delays and facilitated swift project implementation. This regulatory efficiency not only accelerated Tata's project timelines but also established Gujarat as a business-friendly state, enhancing investor confidence.

The relocation of the Nano factory to Sanand transformed the region into an industrial powerhouse. From 2008 to 2019, Sanand witnessed a 500% increase in industrial investments, attracting giants like Ford Motors and Hitachi, and creating thousands of jobs. This strategic triumph underscored Modi's adept use of fiscal incentives, infrastructure development, and regulatory reforms to engineer an industrial renaissance in Gujarat. In essence, Modi's strategic foresight and executional excellence not only resolved the immediate crisis but also set a benchmark for industrial policy, driving economic growth through meticulous planning and investor-friendly reforms.

# Dark Social: Uncovering Opportunities in Private Messaging Platforms for Marketing

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MBA(M&S)2025

The term "dark social" was coined by Alexis C. Madrigal, a writer, in 2012. He used it to describe web traffic that originates from sharing links through private messaging platforms, lacking tracking codes typically found in URLs. In an article published in The Atlantic, Madrigal highlighted this phenomenon, where social sharing occurs through channels like instant messaging and email, obscuring referral data and making it difficult to track the traffic's source. Since then, "dark social" has become a recognized term in the marketing and analytics fields. It refers to social sharing that happens outside traditional social media platforms, presenting challenges for marketers in tracking and attributing traffic accurately. This type of sharing, while prevalent, often goes unmeasured and untapped, prompting marketers to explore strategies for leveraging the potential of dark social while respecting user privacy and preferences.

Dark social might sound ominous, but it's a crucial concept for social and digital marketers to comprehend and navigate effectively. The term "dark" implies that these shares among individuals remain invisible to marketers, escaping the detection of traditional digital tracking methods. Surprisingly, up to 84% of online sharing activity occurs through dark social, making it a significant yet often overlooked aspect of digital marketing. Dark social encompasses the private sharing of content through channels like messaging apps, email, or private browsing, where tracking by analytics platforms is limited. Examples include sharing links via WhatsApp, Facebook Messenger, or Snapchat, as well as forwarding emails or sharing URLs in private conversations. Additionally, sharing content in private browsing sessions or through word of mouth constitutes dark social activity.

Marketers face challenges in tracking and measuring the impact of campaigns relying on dark social, but recognizing its significance is crucial for developing comprehensive marketing strategies that encompass both public and private sharing channels. The impact of dark social on marketing is profound and multifaceted, shaping strategies and decisions in the social and digital spheres. By evading standard tracking tools, dark social obscures a significant portion of consumer behavior and interactions, leaving marketers with incomplete or skewed data. This lack of visibility into customer engagement, campaign effectiveness, and conversion paths creates challenges in accurately assessing the true impact of marketing efforts. As a consequence, businesses may inadvertently misattribute traffic sources, leading to an underestimation of the influence of organic, peer-to-peer sharing while potentially overvaluing other channels. For instance, a business might allocate a disproportionate amount of resources to platforms with visible metrics, such as public social media shares, while neglecting the substantial traffic and engagement generated through dark social channels.

Moreover, the misinterpretation of data stemming from dark social can result in misguided marketing decisions and misallocated advertising spending. Without a comprehensive understanding of where their audience is engaging and how they are interacting with content, marketers risk investing resources in strategies that fail to resonate with their target audience or drive desired outcomes.

Addressing the impact of dark social on marketing requires a multifaceted approach that combines innovative tracking methodologies, data analysis techniques, and strategic insights. By leveraging advanced analytics tools, implementing tracking mechanisms specifically designed to capture dark social activity, and developing a deeper understanding of consumer behavior across all digital touchpoints, marketers can gain a more holistic view of their audience and optimize their strategies accordingly. Embracing the complexity of dark social and integrating it into marketing strategies allows businesses to unlock new opportunities for engagement, conversion, and growth in an increasingly interconnected digital landscape.

Embracing the clandestine realm of dark social opens up a wealth of opportunities for marketers to enhance their digital strategies and expand their reach into previously inaccessible domains. Contrary to its enigmatic reputation, dark social holds immense potential for brands to forge meaningful connections and foster engagement in innovative ways. Through strategic implementation of various tactics, marketers can leverage the unique advantages offered by Dark Social to achieve their marketing objectives.

One key strategy involves facilitating discreet sharing avenues tailored for dark social platforms such as WhatsApp, email, or SMS. By integrating seamless sharing options, brands empower users to engage in private sharing, tapping into the influential power of personal recommendations, which often hold significant sway over consumer purchasing decisions. Furthermore, employing traceable links adorned with UTM parameters for digitally shared content is essential. This enables marketers to meticulously track the origins of clicks, providing invaluable insights into the intricacies of dark social activity and facilitating the development of more targeted and effective marketing strategies. Crafting share-worthy content lies at the heart of leveraging dark social. By creating compelling and valuable content that resonates on a personal level, marketers can entice users to share within their intimate networks. Whether it's captivating personal narratives, informative how-to guides, exclusive deals, or visually striking infographics, content that speaks directly to the audience encourages widespread sharing and enhances brand visibility within dark social circles.

Additionally, establishing proprietary dark social channels offers a unique opportunity to cultivate exclusive communities within platforms like private subreddits or invite-only Facebook groups. These clandestine enclaves provide fertile ground for fostering deeper connections with audiences, facilitating meaningful interactions, and gaining firsthand insights into consumer preferences and behaviors within the realm of dark social.

By embracing these innovative strategies, marketers can unlock the latent potential of dark social and harness its clandestine allure to forge stronger connections, drive engagement, and propel their brands to new heights of success in the dynamic digital marketing landscape. Understanding conversations in private digital channels, often referred to as dark social, poses a distinct set of hurdles for marketers due to its clandestine nature. Unlike the open terrain of public social media platforms where interactions are easily observable, dark social conversations occur surreptitiously, shielded from the prying eyes of marketers. This clandestine quality renders direct access to such conversations a formidable challenge. However, despite these obstacles, savvy marketers can employ a variety of indirect strategies to glean insights and decode the enigmatic discussions unfolding within these hidden channels.

One such strategy involves direct engagement with the audience through surveys and feedback mechanisms. By soliciting input from customers via email surveys, website polls, or personalised inquiries during customer interactions, businesses can tap into a wealth of invaluable insights regarding consumer preferences, opinions, and behaviours. Importantly, integrating open-ended questions that probe into how customers discover and share content can unveil nuanced insights into their covert sharing habits and predilections within dark social spheres.

Furthermore, while traditional social listening tools may fall short in directly monitoring conversations within private messaging apps or email threads, they still harbour the potential to yield valuable insights. By meticulously tracking mentions, hashtags, and keywords across public social media platforms, marketers can discern emerging themes, shifts in sentiment, and areas of interest within their target demographic, providing a window into the broader landscape of dark social discourse. Another effective strategy involves proactive engagement within online communities and forums where the target audience congregates. By immersing themselves in relevant groups, forums, or subreddits and actively participating in discussions, marketers can gain firsthand insights into the prevailing topics, concerns, and interests that propel conversations within dark social channels.

However, this approach necessitates a keen understanding of community norms and etiquette, coupled with a genuine commitment to providing value and nurturing authentic connections with community members. Additionally, collaborating with influencers, brand advocates, and loyal customers can offer invaluable access to insider knowledge about dark social conversations. By forging robust relationships with individuals who wield influence within specific communities or social circles, marketers can gain privileged insights into the prevailing discussions, emerging trends, and nuanced preferences that shape interactions within dark social realms. Leveraging these relationships to disseminate branded content or catalyze conversations can amplify brand messaging and foster organic engagement within private channels.

When it comes to integrating dark social into marketing analytics, the task becomes even more daunting. Nonetheless, with innovative tools and methodologies, marketers can unravel the mysteries of this clandestine domain. Custom segments within Google Analytics offer a means to monitor traffic originating from sources commonly associated with dark social, thereby shedding light on its prevalence and impact. Moreover, specialized dark social tracking tools leverage advanced algorithms and data modeling techniques to discern patterns and trends in referral traffic that conventional analytics platforms may overlook. Furthermore, leveraging link shortening services such as Bitly or Ow.ly can furnish marketers with invaluable insights into the dissemination and engagement of content shared through dark social channels. By crafting shortened URLs imbued with unique parameters for each campaign or piece of content, marketers can meticulously track clicks and engagement metrics, thereby gaining granular insights into the efficacy of their dark social endeavors.

In summation, while the terrain of dark social may be shrouded in mystery and complexity, strategic integration of tools and methodologies such as Google Analytics segmentation, dark social tracking tools, and link shorteners can illuminate this elusive realm, empowering marketers to optimize their strategies, allocate resources more effectively, and maximize the impact of their dark social initiatives in today's digitally driven landscape.

# Inside Tihar: A Journey into Asia's biggest Prison Complex

-Prachi Chauhan  
(MBA FINANCE) 2023-25

Tihar Jail is indeed one of the largest prison complexes in Asia located in New Delhi, India. Tihar Jail comprises several separate jails within its complex. It was established in 1957 and is operated by the Department of Delhi Prisons, under the Government of the National Capital Territory of Delhi. Over the last 13 months, Tihar Jail has seized a total of 1430 mobile phones and SIM cards across various sections, but the situation is far much better after the installation of 5G Jammers however the vulnerability of existing 2G Jammers is highlighted as the criminals can find any way to commit the crime. Article 14 of Indian Constitution reads as under:

“The State shall not deny to any person equality before the law or the equal protection of the laws within the territory of India.” This law is whole heartedly applies in the Tihar irrespective of the position, fame and influence of the criminal. Television facility and other productive activities are provided to petty criminals to divert their mind. Drug smuggling, a Chinese mobile phone and a surgical blade which can be cloaked in the ear, nose, etc are some of the common offences.

Though having high security and alert Tihar still faces failures like Killing of Tillu Tajpuriya, the alleged mastermind of the Rohini shootout murder by his rival Jitendra Gogi gang in Tihar was the incident that was captured in the CCTV and made controversy all over India. As per Government of NCT of Delhi, only 3.70 are female convicts and 96.30 are male convicts which clearly shows that men are more engaged in crime. 1 out of 10 cases is sentenced Capital Punishment others are either saved to life imprisonment without parole or cases are under trial.

The number of prisoners is more than double its capacity which can make handling criminals a difficult task for which a strict code of conduct and set examples can play a big role in regulation. Some major loopholes from the government side are Women's hygiene and sanitation, lack of access to facilities for pregnant women, compromise with privacy due to CCTV Surveillance, and absence of segregation based on the nature or severity of the crime, sentence length or age. Custodial death and custodial violence are the major concerns as it is a gross violation of human rights and an infringement of Fundamental Rights. Mistakenly Conviction of innocent people is a bigger crime than convicting the criminal. Forced conviction of innocent is another issue which is done to save the criminals.

Despite high security and surveillance, the incidents in Tihar doesn't take time to form controversies. The way forward is shifting the most dangerous criminals like those who are under the trial POSCO Act, POTA, etc to far away from their state jail to break the syndicate and their Networks like Lawrence Bishnoi (convict of Sidhu Moose Wala murder and life threatener to actor Salman Khan) from Delhi to NE State or Andaman. In India, punishment is more harsh than reward to Government officials so rewarding the work and bringing transparency in actions are other ways. It is high time that India revises its obsolete methods and adopts more civilised and compassionate way of dealing with the most heinous offenders.



# Seeking Solace Amidst Shadows

*Within my shallows, shadows breed,  
Emerging anew, fulfilling their need.  
Though hurting at times, I conceal,  
A facade to hide what's truly real.  
In the dark, I've lingered long,  
Unseen by light, my journey 's song.  
Only my creations you greet,  
Not the essence, not the heartbeat.  
Afraid and weak, doubting trust,  
In your motives, there's a must.  
Friend or pretender, hard to unveil,  
Weighing the intentions in your zeal.  
Amidst fallen souls and timid shadows,  
Do you come to hunt, or to mend sorrows?  
A plea for trust, a hand unmet,  
In weariness, a sleep to get.  
All I seek is a friendly lap to share,  
To shed the weight, find solace there.  
Healing whispers in the night,  
Restoring strength, embracing light.*

**-Alok Kumar Shukla  
MBA (M&S)**

**POETRY**

## Yearning For Liberation

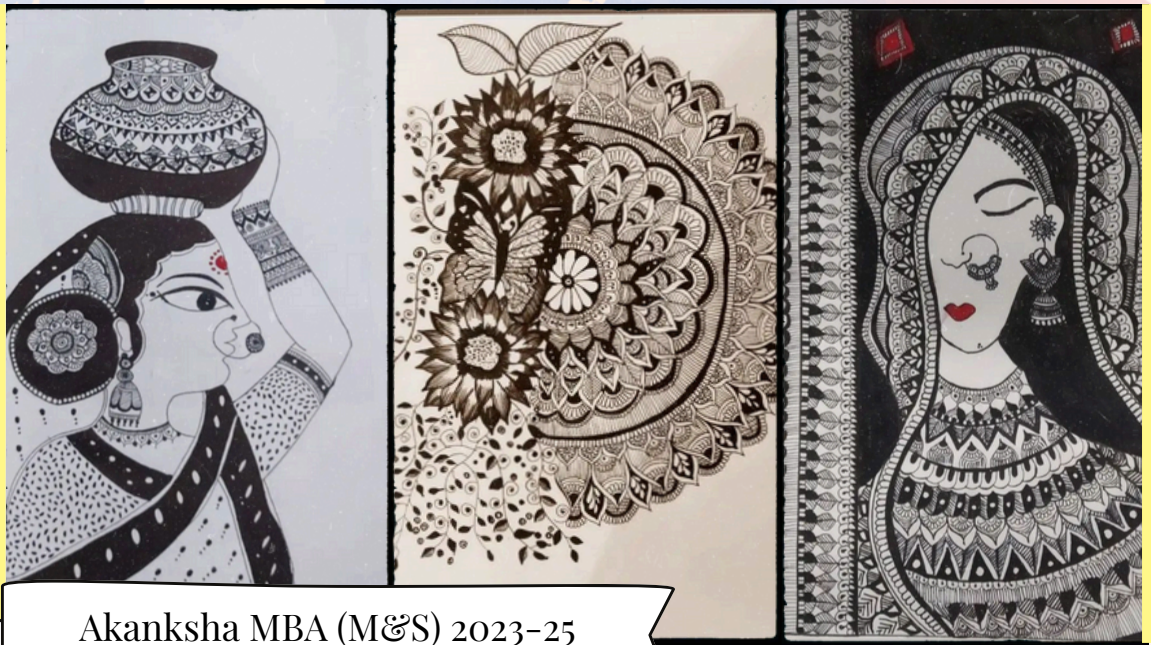
*In the crucible of life, where battles rage,  
For land, for power, for crusades of age,  
I find myself entangled in the fray,  
Where dreams and innocence become the prey.*

*I've sacrificed my aspirations, my innocence, my kin,  
For something I inherited, this legacy of sin.  
In childhood's realm, where laughter once did reign,  
I now bleed, bearing burdens, enduring pain.*

*God, grant me mercy, offer me a choice,  
To find solace in silence, to hear my inner voice.  
Release me from this cycle, let me be free,  
To soar above the turmoil, to find serenity.*

*For in this turmoil, amidst the strife,  
I long for peace, for a gentler life.  
Grant me the grace to choose my fate,  
To rise above the chaos, to transcend hate.*

*In your hands, O God, I place my plea,  
Grant me freedom or grant me mercy.*



Akanksha MBA (M&S) 2023-25

# Corner of CREATIVITY

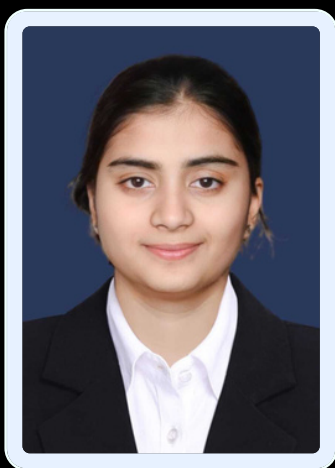


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