

COMMUNIQUE

Amity Business School, E-Newsletter



Dr. Ashok K Chauhan
Founder President



Dr. Atul Chauhan
Chancellor



Dr. Balvinder Shukla
Vice Chancellor

Issue 10 (July-Dec 2021)

IN THIS ISSUE:

- DIRECTOR'S MESSAGE
- FACULTY NEWS
- PLACEMENTS, LIVE PROJECTS AND MARKET VISITS
- CORPORATE INTERACTIONS
- CONFERENCE/ MEETING /INDUSTRY VISITS
- STUDENT ACTIVITIES



DIRECTOR'S MESSAGE



“When nothing is sure, everything is possible.”

“Happiness can be found, even in the darkest of times, if one remembers to turn on the light.”

There is nothing certain, but the uncertain. Uncertainty is an inevitable part of our lives. The Covid-19 pandemic represents a special opportunity to reimagine our thinking, our ideologies, our mindset, and our approach towards life. Due to the unprecedented nature of the pandemic, the abrupt changes in daily routines, the isolation from dear ones and the complex adjustments to stay at home, have made it hard to find a balance in the emotional turmoil we are facing. Even in the darkest of circumstances, keep the light of hope blazing. When there is unity there is always victory and alone, we can do so little but together we can do so much. So, respond, recover, and reimagine, because together we will succeed.

FROM THE EDITORIAL DESK

Dear Readers

“THE QUALITY OF LIFE IS DETERMINED BY ITS ACTIVITIES AND ACTIVITIES THAT SEEM TO REPRESENT CHOICES ARE OFTEN INERT REPRODUCTIONS OF ACCEPTED PRACTICE.”

Creativity is as important now in education as literacy and we should treat it with the same status. We at Amity truly believe that growth and development of the students is the growth and development of the institution and the highest calling of leadership. Amity Business School has always believed in going over and above their educational boundaries and bringing the synergies of creative, enthusiastic, and youthful changemakers on board. “Communique” serves the purpose of making its readers aware of all the opportunities that stand for them at the institution, gives a glimpse of all the educational, professional, and recreational activities undertaken by the institution and captures the passion and drive of its students in the field of art and literature.

*My special accolades go to all those who have worked behind this
I hope you will enjoy the read.*

HAPPY LEARNING AND READING!

**Dr. Swati Upveja
Economics Department
Amity Business School**

FACULTY NEWS

Publications in July- December 2021 by our esteemed Faculties

Name of Faculty	Number of Publication
Dr Sanjeev Bansal	6
Dr Anupama R	1
Dr Ashima Agarwal	1
Dr Puja Sareen	1
Dr Shiv Shankar Yadav	2
Dr Vandana Ahuja	4
Dr. (Ms.) Supriti Agarwal	1



PLACEMENT OF ABS STUDENTS

Students were placed in the following companies:

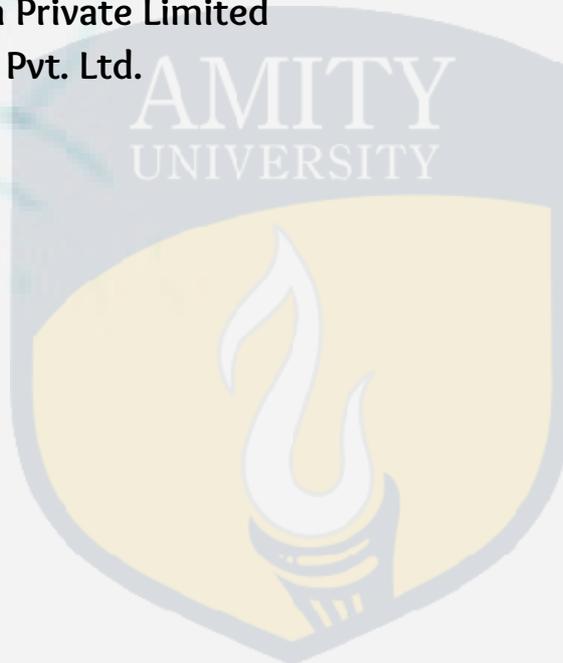
1. Acuity Knowledge Partners
2. Aditya Birla Fashion Retail
3. Anand Rathi Share & Stock Brokers Ltd
4. Black Rock
5. BLOCKON IT SERVICES PVT LTD
6. Brillio Technologies
7. CBRE
8. ChannelPlay Ltd
9. Coffee Day Beverages
10. Deloitte
11. Eagle Network Supply Pvt Ltd
12. EvaluateServe.com Pvt. Ltd
13. EY
14. Fare Labs Pvt. Ltd.
15. GSMA
16. HCL Technologies
17. HDFC Bank
18. HDFC Ltd.
19. Hindustan Unilever Lttd
20. HONO HR
21. ICICI Bank
22. India Infrastructure Publishing Ltd
23. IndiaMART InterMesh Ltd
24. Isgec heavy engg
25. KPMG
26. L&T Financial Services
27. Lead School
28. LNT Infotech India Ltd.
29. Newgen Software Technologies Ltd.
30. PopCorn Furniture & Lifestyles Ltd
31. PropertyPistol Realty Pvt. Ltd
32. Publicis Groupe
33. Pwc India
34. Radico Kaitan



PLACEMENT OF ABS STUDENTS

Students were placed in the following companies:

35. TATA AIG General Insurance Co. Ltd.
36. TATA Technologies Ltd
37. The Smart Cube India Pvt. Ltd.
38. Time Internet
39. TRB Exports
40. UAS International
41. Uno Minda Pvt Ltd
42. upGrad Education Private Limited
43. Viacom 18 Media Pvt. Ltd.
44. Wipro Limited
45. ZS Associates



GUEST LECTURE & WEBINARS CONDUCTED BY CRC

August 2021

1. 12 August Mr. Sankalp Chhabra Resume Writing Skills

September 2021

1. 8 Sep Ms. Arshi Kapoor What all things should a candidate keep in mind from HR's perspective while applying through an online channel
2. 11 Sep Ms. Sakshi Verma
Ms. Richa Gupta Improve and Groom your personality
3. 23 Sep Dr. Neetu Bali Kamra New Education Policy 2020
4. 24 Sep Mr. Vishwas Kapoor
Mr. Abhay Rawal
Mr. Raunak Singh Management skills for career development - for students and entrepreneurs

November 2021

1. 17 Nov ICICI Bank Shaastraarth

LIVE PROJECTS PLACED BY CRC

Sl.No.	Name of the Company	MBA Class of	No. of Students	Month of
1	Navatar Group	2022	2	Jul-21
2	Forevision	2023	4	Sep-21
3	Knowledge Resource Group	2023	1	Sep-21
4	Cert Once Pvt Ltd	2023	2	Nov-21
5	Blockon	2023	4	Dec-21
TOTAL			13	

EVENTS ORGANISED BY CRC

Certificate Course on “Building Digitally Competent Professionals with a Futuristic Orientation”

External trainers invited for this course are as follows:

- Mr. Mayur Sinha, VP -Corporate Workplace, Goldman Sachs Services Pvt Ltd.

Topic: Emerging Career Options

- Mr. Amulya Sah, CHRO, Team Computers Ltd

Topic : Job Skills in Post Covid Era

- Mr. Shiv Rawat, VP HR DTDC Ltd

Topic : Job Skills in Post Covid Era & emerging Career Options

The following Sr. Corporate Professionals were also invited for Industry Interaction during Orientation Program for MBA & Specialized MBA Class of 2022 on 10th August, 2021:

- Mr. Kumar Mayank, CEO, Zimyo Consulting Pvt. Ltd.
- Ms. Nandita Saini, Director, Engineering, GlobalLogic Inc.
- Ms. Seema Anand , Sr. VP (HR Head-Commercial Group), DLF (Malls)

Topic :- “Future Workplace, Job Roles And skills for Management graduates due to Emerging disruptive technologies of Industry 4.0 and Covid Pandemic”

Alumni Forum during Orientation Program

The following Sr. Corporate Professionals were invited for Alumni Forum during Orientation Program for MBA & Specialized MBA Class of 2022 on 11th August, 2021:

- Mr. Biswapriya Bhattacharjee, Executive VP, Kantar (Alumnus of PGDM 2000)
- Mr. Arundeeep Sivaraj, Director-Business Consulting , Subex Ltd, (Alumnus of PGDM 2005)
- Mr. Intekhab Aslam , Head of Strategy & Planning , Integral Global Pvt. Ltd. (Alumnus of MBA 2006)
- Ms. Rachita Srivastava, Regional HRBP Lead – North & East India, Entertainment Network India Ltd. (Alumnus of MBA 2006)
- Mr. Chakit Ahuja, Regional Director , North & East India , Teneble (Alumnus of MBA 2010)

Topic :- “Strategies for Developing Skills and Competency to be Industry Ready for successful progression of Graduates from Campus to Corporate”

EVENTS ORGANISED BY CRC

Online Workshop

Online Workshop for MBA's Class of 2020 & 2021 was conducted on 7th August 2021:.

Topic : "Understanding Financial Derivatives for Better Placements"

Discussion on Scope, Methodology, Problems, and Solutions of Mastering Derivatives.

Speaker :

Mr. Samir Jayaswal - Founder, FMLI, UK and Co. Founder, Finbingo.com & Taxbuddy.com; Ex Derivatives Consultant to several Brokerages & Exchanges.

Industry Engagement Session during Orientation Program

The following Sr. Corporate Professionals were invited for Industry Engagement Session during Orientation Program for MBA & Specialized MBA Class of 2023 on 4th September , 2021:

Speakers :-

- Mr Prasoon Kumar , CEO - Vimal Plast India Pvt ltd.
- Mr. Poorvank P. , COO, RLFC Ltd
- Mr Deepak Gupta, Director, Vision One
- Mr. Sarthak Chandra , Head - Presales and CRM Transformation, India, Microsoft
- Mr. Kanishka Das, Associate Vice President-HR, Inventurus Knowledge Solutions, Inc.

Topic : "Future Workplace, Job Roles And skills for Management graduates due to Emerging disruptive technologies of Industry 4.0 and Covid Pandemic"

EVENTS ORGANISED BY CRC

Alumni Forum during Orientation Program

The following Sr. Corporate Professionals were invited for Alumni Forum during Orientation Program for MBA & Specialized MBA Class of 2022 on 4th September , 2021:

Alumni Speakers :-

- Mr. Abhishek Arora, Head of Network Development , Business management & Approved plus, Audi (Alumnus of PGDM 2000)
- Mr. Vineet Sharma, Director , The Buggy Pvt. Ltd. (Alumnus of MBA 2006)
- Mr. Sameer Sarin , Director Engg, Hilti India (Alumnus of MBA 2008)
- Mr. Vishal Manocha, Grooming Expert (Alumnus of MBA 2009)
- Dr. Shailendra Vishwakarma, Owner, Aadhya Group , (Alumnus of MBA 2010)

Topic : “Strategies for Developing Skills and Competency to be Industry Ready for successful progression of Graduates from Campus to Corporate”

CEO Forum and Marketing Forum

A CEO's Forum was organized for MBA Class of 2023 MBA (G) Section B&C, MBA-Finance on Thursday, 21st October 2021 as per the details given below:

1. Mr. Pawan Khurana, Co-Founder & COO, CertOnce LLC & CEO, QuantM Ltd.
2. Mr. Ankur Sethi, Founder & CEO, Corporate Shiksha
3. Mr. Sandeep Mandhan, MD & CEO, Mateos Group

Topic : “What makes the leadership optimistic in the new post Covid world”

A Marketing Forum organized for MBA (M&S) Class of 2023 , MBA(RM) Class of 2023 and MBA(G) Section A - Class of 2023 on 21st October 2021. We have invited the following Corporate guests:

1. Mr. Hitesh Jain , Director, Expressions Arts & Crafts Pvt Ltd

Topic: Covid19 and its impact on changing customer behaviour.

2. Mr. Naveen Bajaj , Zonal Sales Manager, HDB Financial Services Ltd

Topic: Digitalization of Process of Business.

3. Mr. Rohit Gulati , Associate Director, Strategy and Group Marketing, KARL STORZ Endoscopy India Ltd

4. Ms. Swati Jain, Director, Woodstock India, MS International

Topic : 1) “Covid19 and its impact on changing customer behaviour”

2) “Digitalization of Process of Business”

EVENTS ORGANISED BY CRC

Virtual CRC Conference

Track 1 : 28th October 2021

Speakers:

- Dr. Nilay Ranjan, Head-Corporate Social Responsibility and Sustainability GM-CSR, Vadafone Idea Limited
- Dr. Monica Banerjee, GM- CSR, Interglobe Foundation
- Dr. Manoj Dash, Director of Forum, Odisha Dialogues

Track 2 : 29th October 2021

Speakers:

- Brig Rajiv Williams, Corporate Head – CSR, Jindal Stainless Limited Group
- Mr. Robin Banerjee, Managing Director, Caprihans Ltd
- Mr. Puneet Anand, Asst. Vice President & Group Head – Corporate Affairs & Corporate Communication, Hyundai Motor India Ltd
- Ms. Madhura Talegaonkar, Head CSR, Bajaj Electricals Ltd
- Mr. Amulya Sah, CHRO, Team Computers Pvt Ltd
- Ms. Anjali Sachdeva, Head – HR & Admn, Group SEB India

Theme: Corporate Social Responsibility (CSR) during Pandemic and Beyond: Organization Responses, Business Model Innovations and Business Practices

Preparatory Session

A preparatory session was conducted by Tata Technologies on 10th November 2021.

Faculty Coordinators:

- Dr. Rahul Gupta
- Dr. Urvashi Varma

4th Technology Conference- Infinity 2021

The following speakers for INFINITY 2021 - 4th Technology Conference on 12th November 2021:-

1. Sourav Sinha, Co-Founder and Managing Director, Brainium Information Technologies Pvt Ltd.
2. Ms. Tarishi Kamra, Associate Director, HR -Talent Management & OD, Pepsico
3. Mr. Vir Bharat, Yamaha Motor Solutions India Pvt. Limited

EVENTS ORGANISED BY CRC

Convocation 2021

The following Alumni's were invited in the month of December 2021 for Convocation 2021:

- Mr. Romen Gupta, Head – Consumer Business, Dalmia Bharat Group – PGDM-1997
- Mr. Prakul Singla, Asst. Manager, CK Cement – MBA(HR) – 2017
- Mr. Shubham Sagar, Area Manager, Reliance BP Mobility Ltd, MBA(G) 2019
- Mr. Chirag Khurana, Finance Executive, Panasonic India PVT Let – MBA(G) 2019
- Mr. Gaurav Bahpai, Manager-Sales,Tata Communication- MBA (CRM &Mktg) 2007
- Ms. Heena Tandon, Manager – Sales, Media Guru – MBA – 2014
- Ms. Samya Siwatch, Sr. HR Executive, Radico KhaitaN Ltd – MBA – 2016
- Ms. Aditi Gaur, Dy. Manager – HR, Canon India – MBA – 2012

AMITY
UNIVERSITY



ORGANISED SEMINARS AND CONFERENCES

SL. No.	Event Category	Date	Title/Theme	National/ International Level
1	Session	02-07-2021	Success and Happiness mindset	National
2	Webinar	20-08-2021	Are we really an evolved society in the 75th year of Independence	National
3	Webinar	02-09-2021	HEALTH AND HYGIENE PROMOTION CAMPAIGN	National
4	Webinar	10-09-2021	Mainstreaming and Fostering Matri Bhawna – Focusing North Eastern Region of India	National
5	Mulya Pravah Session	21-10-2021	Professional Ethics and the Eastern View	National
6	Workshop	21-10-2021	Professional Ethics and Human Values for Business Sustainability	National
7	Symposium	28-10-2021	Role of Marketing in the Indian Employability Sector since Independence	National

ANNUAL CASE STUDY CONFERENCE 'RENVOI 2021'

Renvoi 2021 is case study competition where participants come in to share their case study which they researched upon in front of a jury. 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 event consisted of:

Inaugural Session - 28th October 2021

The Inaugural session began with introduction to the case study conference by convener of the conference Dr. Lakhwindar Kaur Dhillon followed by welcome address by Dean FMS and Director, Amity Business School Dr. Sanjeev Bansal.

Vice Chancellor of Amity University, Dr. Balvinder Shukla welcomed all the distinguished guests. Ma'am extends her appreciation towards Prof. Martin Broad for his guidance due to which Amity university will be able to achieve benchmark of quality case studies.

Dr. Anupama Rajesh welcomes Prof. Martin Broad on the dice to share his words of wisdom. Sir talks of the strength and impactfulness of the case study method and gives tips for case writing.

Track 1,2 and 3 - 29th October 2021

The participants were called one by one to present their case studies. Each participant was given the time limit of 10 minutes for presenting and 5 minutes for the question/answer round by the jury members. This was followed by the jury members sharing their experience with all the participants.

TRACK 1 : 7 case studies were presented in this track on the following topics:

- Sustainable and ethical practices by investment management company
- Inefficient secondary sale estimation: Supply side gap at apollo tubes limited
- Developing a local market segment for dairy products
- Marketing strategies of a new venture
- Blue heavens smart content planning and its effective results
- Culture as an organisation paragon: A case study approach
- Challenges on supply chain management with special reference to Envent Worldwide Limited

Jury members of this track were: Parasuram Netaji, Priyam Gupta and Dr. Sandeep Solanki

ANNUAL CASE STUDY CONFERENCE 'RENVOI 2021'

Track 1, 2 and 3 - 29th October 2021

TRACK 2 : 8 case studies were presented in this track on the following topics:

- Dilemma in Outsourcing
- Nestle: Ethical Issue
- Short Term Technical Trading Strategies
- A Study on Recruitment Agencies Role on today's talent hunting
- A Study on the Growth of FinTech in India
- Financial Inclusion in India: A study of Women Empowerment
- Stock Price Prediction - Using a Machine Learning Approach
- Impact of Feedback Mechanism in Harappa Learning

Jury members of this track were: Mr. Vivek Mittal, Ms. Divya Toshniwal and Mr. Pranav P Singh.

TRACK 3 : 10 case studies were presented in this track on the following topics:

- Future Skills Prime: An Initiative for capacity Building and skills acquisition in the age of Intelligent Technologies by Government and Indian Industry- A case Study
- Tata acquisition of Bhushan Steel: A strategic masterstroke or unintentional blunder
- Khadi: A Movement from Freedom Fabric to smart and sustainable eco fabric
- Optimized Schedule and Duty Generation for Public Transport Systems
- Multifaceted obstacles in Supply Chain of K. L. Buildtech
- Factors influencing investment needs and patterns: A case study on Indian Consumer Behaviour
- Marketing Model for Digital Product
- Reimagining Dining Experience: A Case on Dine out
- Impact of Work Characteristics on Organizational Commitment and Turnover Intention: The Case of Millennial in India
- Impact of COVID-19 on Indian Petrochemical Industry: A case study of GAIL

Jury members of this track were: Dr. Mitu, Mr. Sanjeev Verma and Dr. Pranav Kaydan.

Valedictory Session - 29th October 2021

The Valedictory session began with introduction to the case study conference by convener of the conference Dr. Garima Malik. Dr. Anupama Rajesh welcomes Mr. Richard McCracken and Mr. Anand Chandramouli on the dais to share their words of wisdom. The session ends with a vote of thanks by Dr. Lakhwindar Kaur Dhillon, Co-Convener Renvoi-2021.

ANNUAL CASE STUDY CONFERENCE 'RENVOI 2021'

Glimpse of Renvoi 2021



Key Global Trends

- Knowledge creation and dissemination
 - anytime, anyplace, anywhere
 - 60/60 [instantaneous] rather than 24/7
- Disruptive forces on jobs and employment
 - Radio 4 podcast: 10 years low skilled jobs, 20 years Accountants and Lawyers, IBM Watsons Programme
- Globalisation of markets and changing elements of competition
 - E.g. Demonetisation and changing disruptive forces



Press **Esc** to exit full screen

FINDINGS OF THE STUDY

- The most common sources of information about job openings in the market are recruitment agencies and employee referrals.
- In today's world, everyone wants to stay socially engaged to socialise, acquire news, and so on, which increases the odds of transferring information. To make the public aware of their agency, recruitment agencies ensure that they have a high level of visibility on social media platforms.
- Significant percentage of respondents believe that recruitment agencies can assist them in broadening their options for the job they have been looking for. For example, if a seeker is looking for an IT Job with a speciality in Java+, he must find a company that is hiring according to his speciality and other requirements that he seeks.
- Social media is the most vital source to get information about the recruitment firms for the respondents.
- In India, LinkedIn and Naukri has a good social media presence in comparison with Times jobs and Indeed.



4TH TECHNOLOGY CONFERENCE 'INFINITY 2021'

Infinity 2021 conducted in November, 2021 exhibited scholarly and corporate perspectives, research work and conversations on the theme Digital Transformation, Information Security and Risk Management for Business Continuity During on Post Covid-19 Pandemic. The event consisted of:

Inaugural Session - 12th November 2021

During the inaugural session, Dr. Teena Bagga, Professor and Co-Chairperson & Convener kick-started the event by welcoming the chief guests, director sir and all the attendees.

Dr. Sanjeev Bansal, Chairperson of INFINITY 2021, Dean FMS and Director ABS addressed the speaker and the audience by speaking about the theme of the conference. Being a keen learner sir started his address by saying that technology is endless learning and by explaining the heightened importance of technology in the last two years in the context of "INFINITY." He talked about the changing world and quoted it as "Digitally transformed world" and linked this situation with our theme of Infinity.

This two-day occasion had master talks and a public level student occasion. The conference was attended by recognized speakers, representatives and leaders from industry, the scholarly community and government. Senior corporate pioneers and separated academicians presented their viewpoints in different plenary sessions. The principal objective of this event was to talk about cyber security, business continuity and digitalization post covid pandemic.

In addition to the Inaugural session which was held on 12th November 2021, there were 3 Plenary sessions on the following themes:

Plenary Session 1: Information Security and Risk Management for Business continuity.

Plenary Session 2: Technologies aiding Digital Transformation.

Plenary Session 3: Business Continuity Strategies during and Post Covid-19.

Chief Guests of the Conference:

- Shri. Abhishek Singh, President & CEO, National e-Governance Division (NeGD)
- Lt Gen (Dr.) Rajesh Pant, PVSM, AVSM, VSM (Retd.), National Cyber Security Coordinator, National Security Council Secretariat, Government of India

4TH TECHNOLOGY CONFERENCE 'INFINITY 2021'

Glimpse of Infinity 2021 : Inaugural Session




AMITY UNIVERSITY
 UTTAR PRADESH
 Amity Business School
 Presents 4th Technology Conference
INFINITY' 2021
 Theme: *Digital Transformation, Information Security and Risk Management for Business Continuity during and post Covid-19 Pandemic*
Inaugural Session



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

Supported By:


 Ministry of Electronics and Information Technology
 Government of India


AMITY UNIVERSITY
 UTTAR PRADESH
 Amity Business School
 Presents 4th Technology Conference
INFINITY' 2021
 Theme: *Digital Transformation, Information Security and Risk Management for Business Continuity during and post Covid-19 Pandemic*



Supported By:


 Ministry of Electronics and Information Technology
 Government of India


Overview of Indian Smart Cities opportunity for Digital Security Platform

Smart City Mission to create 100 Smart Cities in the next 5 years

- 90 cities selected till June 2017
- 95 million Citizens to be impacted
- Total Budget for Smart Cities: ~USD 30 Billion
- Total Budget for Smart Solution Projects: USD 5.6 Billion
- Total estimated Budget for Information / Data Security Solutions: USD 300 Million

Estimated rollout-plan of Smart Cities (by No. of)



Cyber Security Model Framework for Smart Cities

- Data Center Security: firewalls, intrusion detection & intrusion prevention systems, Web Application Firewalls, Behavioral analysis systems for anomaly detection, Correlation engines, Denial of Service prevention devices, Advanced Persistent Threat notification mechanism, Federated Identity and management system, etc.
- Network Security: Adequate security measures to avoid usage of rogue networks by IOT devices. Securing Wi-Fi as per DOT norms
- Security information and Event Management (SIEM) monitoring on all Smart City networks, devices and sensors to identify malicious traffic.
- Cyber Security Audit of the Smart City applications required.

As of now, Security Solutions are low on priority in Smart City projects. Need for Policy Advocacy work to be done to improve the overall share of Security solutions in the Smart Solutions pie.

Welcome to the new paradigm of the Digital World

- The cyber world has vaulted five years forward in consumer and business digital adoption in a matter of around eight weeks in 2020.
- We are witnessing a historic deployment of remote work and digital access to services across every domain.




Key Drivers of Change in Cyber/Data Security

- Ransomware as an Industry and a means of Warfare amongst nations
- Movement of Data and Applications to Cloud
- Work from Anywhere. Usage of BYOD (bring your own device)
- Regulations e.g. GDPR in Europe, CCPA in USA, Reserve Bank of India (RBI) guidelines in India, upcoming Personal Data Protection Bill in India








4TH TECHNOLOGY CONFERENCE 'INFINITY 2021'

Valedictory Session - 13th November 2021

The session started with Technovanza 2.0 as a part of Infinity 2021.

The IT Club Team under the leadership of Prof. of Dr. Teena Bagga and guidance of Prof. Shweta Awasthi and Dr. Swati Upveja, organized a student event Technovanza 2.0 on the second day of Infinity 2021. Technovanza, an all-India Online Competition aimed to engage the students across India in various technical rounds focusing on Disruptive Technologies and Digital Transformations.

Technovanza 2.0 is an event that lets you dive into the world of technological innovations and recent technological trends.

Technovanza 2.0 consist of 4 exciting rounds which are as follows:

Round 1: NFT Aficionado (Quiz on D2C Platform)

Round 2: Treasure Hunt

Round 3: Kon Banega Connoisseur

Round 4: Epiko Regal Battle

Jury of this round were:

- Ms. Sonali Bansal, Creative Head, Wharf Street Studios Ltd., London
- Dr. Swati Upveja, Assistant Professor and member-INFINITY 2021, ABS
- Dr. Shweta Awasthi, Assistant Professor and member-INFINITY 2021, ABS

The session was further followed by an article writing competition was conducted under the leadership of Dr. Anshu Yadav and Dr. Ritu Wadhwa. Each participant was provided with 7 minutes to present their articles. After each presentation there was a question & answer round for them where they had to answer the jury members.

The topics given to the participants were:

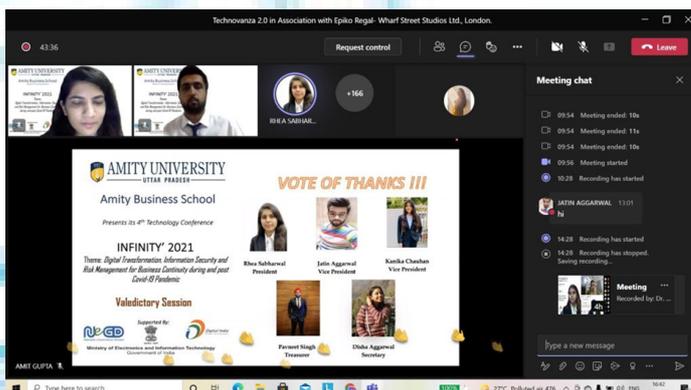
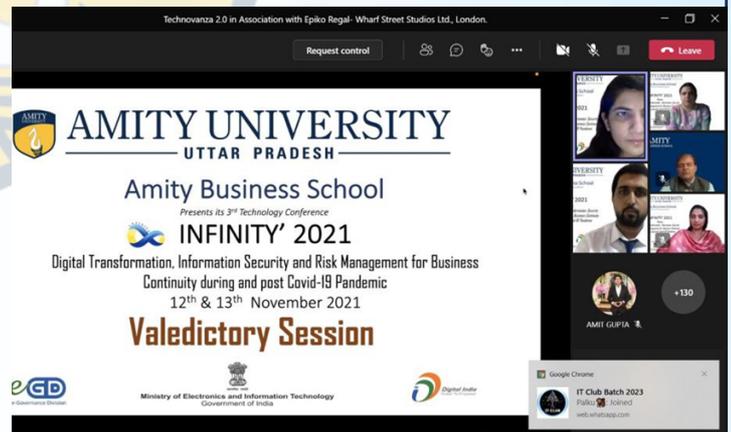
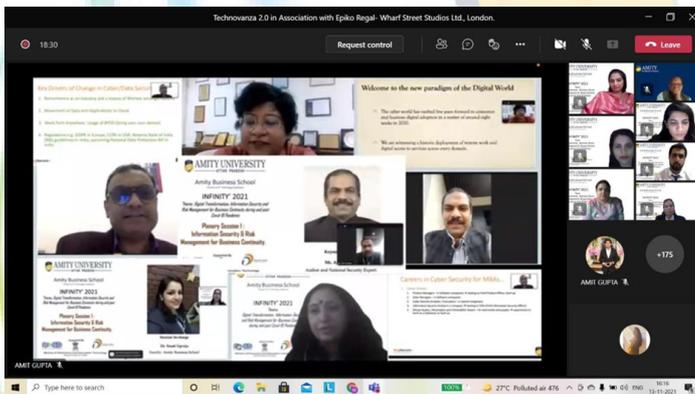
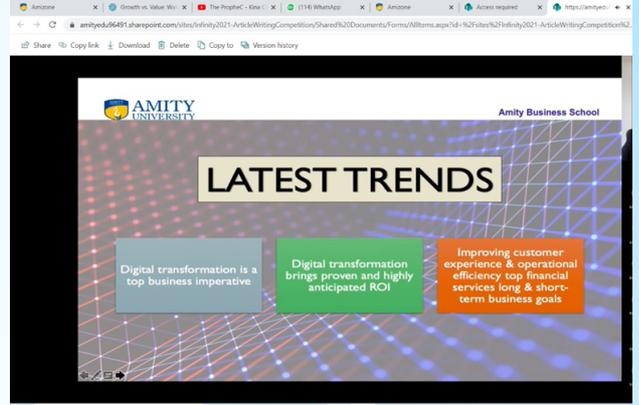
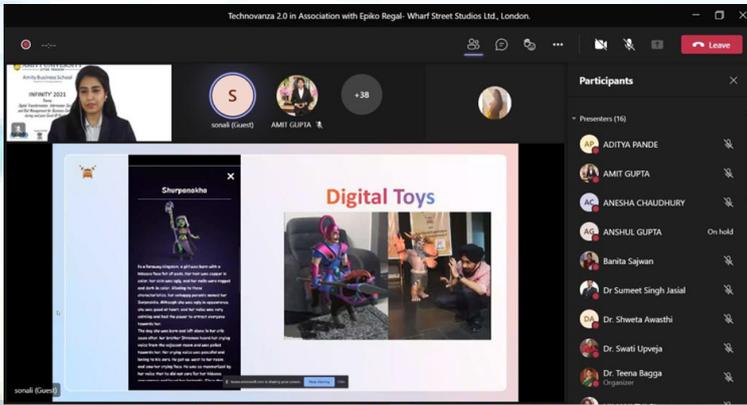
- 1.HR and Business strategies for business continuity
- 2.Digital transformation in the financial sector
- 3.Disruptive technology
- 4.Digitalization and its influence on Indian Economy

Jury of this round were:

- Ms. Akanksha Tyagi, Director founder of social friendly
- Ms. Priyanshi Pathak, HR Head, Childrens Academy La Infancia Group Schools
- Ms. Riya Singhal, Creative Research Analyst, Black Rock

4TH TECHNOLOGY CONFERENCE 'INFINITY 2021'

Glimpse of Infinity 2021 : Valedictory Session



CLUB ACTIVITIES CONDUCTED IN 2021



FINANCE CLUB

The monthly finance newsletter – Mudra, was released on the 1st June 2021. The theme for the June issue of Mudra was “Retirement Planning”. The first editorial was written by a student member of the club on the topic “Retirement Planning Mistakes That People Regret Forever”. The second editorial was written by a student member of the club on the topic “Retirement Planning”, focusing on the steps to be followed for a perfect retirement plan.

Members of the club provided relevant news articles based on the theme, along with market rates, financial facts, and terms.

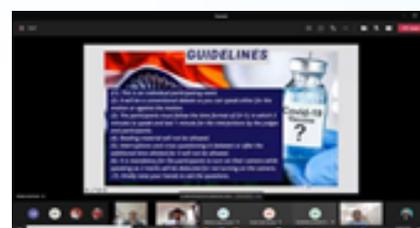
QUIZ COMMITTEE



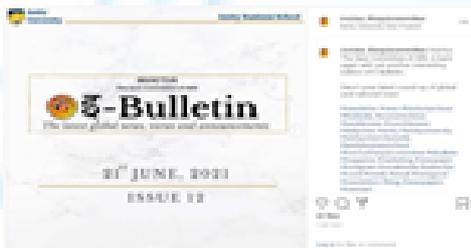
The central theme of the Newsletter is to spread awareness related to current affairs and spread engagement of our committee over Instagram.

DEBATE CLUB: CONVENTIONAL DEBATE COMPETITION

PARTICIPANTS WERE JUDGED ON THE BASIS OF THE QUALITY OF THEIR CONTENT, THEIR UNDERSTANDING, FLUENCY, ANSWERS TO INTERJECTIONS PUT UP BY JUDGES AND ABILITY TO ANSWER THE INTERJECTIONS BY OTHER PARTICIPANTS AS WELL. THE EVENT WAS ORGANIZED IN ONE ROUND ONLY. THE ROUND WAS CONDUCTED ON MS TEAMS ON 19TH JUNE 2021



CLUB ACTIVITIES CONDUCTED IN 2021



QUIZ COMMITTEE: E-BULLETIN

THE CENTRAL THEME OF THE NEWSLETTER IS TO SPREAD AWARENESS RELATED TO CURRENT AFFAIRS AND SPREAD ENGAGEMENT OF OUR COMMITTEE OVER INSTAGRAM.

IICC

MAJOR SOURCES OF EVENTS WERE ONLINE VIA WWW.DARE2COMPETE.COM, DEAN SIR, SWATI MA'AM AND PROMOTIONAL E-MAILS THAT WERE RECEIVED BY VARIOUS STUDENT COORDINATORS THROUGH THEIR NETWORK IN VARIOUS COLLEGES. THE CLUB TRACKED 8 COMPETITIONS, ALL OF ACADEMIC/EDUCATIONAL INSTITUTIONS HOSTED IN THE MONTH OF JUNE.

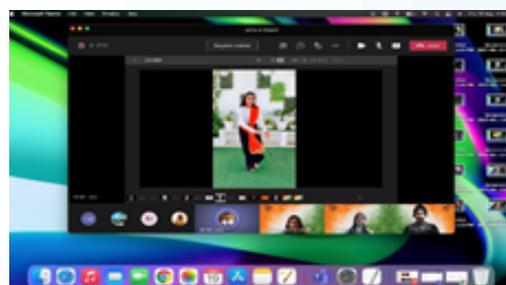
FINANCE CLUB: MUDRA (JULY'21)

THE THEME FOR THE JUNE ISSUE OF MUDRA WAS "INCOME TAX". THE FIRST EDITORIAL WAS WRITTEN BY A STUDENT MEMBER OF THE CLUB, ON THE TOPIC "TAX SAVINGS SCHEMES", LISTING OUT THE VARIOUS OPTIONS AVAILABLE FOR A SALARIED PERSON. THE SECOND EDITORIAL WAS WRITTEN BY A STUDENT MEMBER OF THE CLUB, ON THE TOPIC "HIGH-TICKET FINANCIAL TRANSACTIONS", FOCUSING ON THE TRANSACTIONS THAT CAN PUT ONE UNDER THE INCOME TAX RADAR.

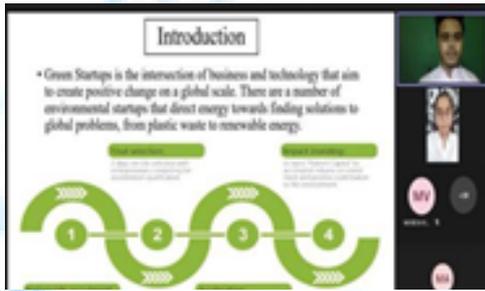


CULTURAL COMMITTEE: JASHN-E-AZAADI (INDEPENDENCE DAY)

AN OPEN MIC SESSION WAS HELD, WHEREIN IT WAS AN OPEN PLATFORM WAS GIVEN TO THE PEOPLE WHO WISH TO COME UP AND SING. MUSICIANS FROM VARIOUS MUSIC SOCIETIES CAME UP AND SHOWCASED THEIR AMAZING TALENT BY THEIR MESMERISING VOICES.



CLUB ACTIVITIES CONDUCTED IN 2021



ENTREPRENEURSHIP CLUB: GREEN CODE - EGOLUTION (SEPT'21)

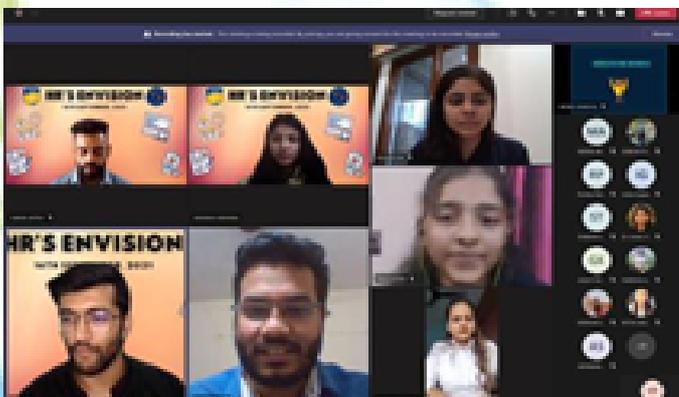
GREEN CODE IS A VIRTUAL EVENT ORGANIZED BY THE ENTREPRENEURSHIP CLUB OF AMITY BUSINESS SCHOOL, AMITY UNIVERSITY UTTAR PRADESH WHICH AIMS TO PUSH YOUNG STUDENTS TO PROVIDE A PRACTICAL ASPECT OF PREPARING A PITCH FOR EXPLAINING THE HYPOTHETICAL/ONGOING GREEN STARTUP.

FINANCE CLUB: CRYPTO NIGHT (SEPTEMBER'21)

THE EVENT AIMS TO ENABLE THE STUDENTS AND THE ORGANIZERS TO UNDERSTAND ABOUT CRYPTOCURRENCIES, AS AN ASSET CLASS, HOW IT CAN REVOLUTIONIZE THE INDIAN ECONOMY AND GAIN KNOWLEDGE FROM EXPERTS AND THEIR PRACTICAL INDUSTRY EXPERIENCE.



HR CLUB: HR'S ENVISION (FINDING THE RIGHT PERSON) (SEPTEMBER'21)



THE AIM OF HR'S ENVISION WAS TO GIVE A PREVIEW OF THE PLACEMENT PROCESS THAT A STUDENT GOES THROUGH BY WAY OF CONDUCTING A GD ROUND, AN INTERVIEW ROUND FOLLOWED BY AN INTERACTIVE SESSION BY THE GUEST OF HONOR ON THE SAME TOPIC WHERE QUESTIONS RELATED TO DIFFICULTIES FACED IN PLACEMENT PROCESSES WERE ASKED AND ANSWERED.

CLUB ACTIVITIES CONDUCTED IN 2021

OPERATIONS CLUB: EL INVO-VICTOREM

EL INVO-VICTOREM FOCUSED ON CONCEPTS RELATED TO OPERATIONS MANAGEMENT, SUPPLY CHAIN MANAGEMENT, AND INVENTORY MANAGEMENT. EVERY CANDIDATE WAS EVALUATED BASED ON THEIR COMPREHENSIVENESS AND INFORMATION REGARDING THIS DOMAIN BY ANSWERING THE RESPECTIVE QUESTIONS.

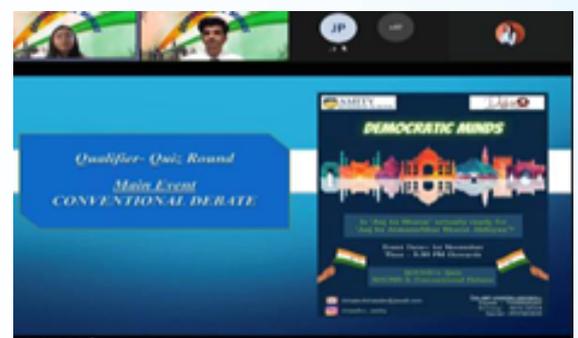


MARKETING CLUB: SYMPOSIUM (OCT'21)

MARKETING CLUB, AMITY BUSINESS SCHOOL, NOIDA ORGANIZED A SYMPOSIUM ON 28TH OCTOBER, 2021, ON THE TOPIC, "ROLE OF MARKETING IN THE INDIAN EMPLOYABILITY SECTOR SINCE INDEPENDENCE". THE SYMPOSIUM FOCUSED ON THE DYNAMIC FIELD OF MARKETING AND HOW IT PLAYS A VITAL ROLE IN CONTRIBUTING TO THE EMPLOYABILITY SECTOR OF INDIA ALONG WITH DISCUSSING THE VARIOUS FACETS OF THE DOMAIN THAT CHANGES RAPIDLY WITH THE CHANGING BUSINESS ENVIRONMENT.

DEBATE CLUB: DEMOCRATIC MINDS (NOV'21)

THE EVENT WAS ORGANIZED IN TWO ROUNDS- THE QUALIFIER ROUND AND THE MAIN EVENT. THE QUALIFIER ROUND WAS A GENERAL KNOWLEDGE QUIZ WHICH WAS CONDUCTED ON GOOGLE FORMS ON 29TH OCTOBER, 2021 WHEREIN ALL 18 PARTICIPANTS WERE GIVEN QUESTIONS CONSISTING OF RECENT CURRENT AFFAIRS AND STATIC GENERAL KNOWLEDGE AND THEY NEEDED TO SELECT THE MOST APPROPRIATE OPTION FROM THE GIVEN CHOICES. THE MAIN EVENT WAS TITLED AS "DEMOCRATIC MINDS" WHICH WAS CONDUCTED ON THE MS TEAM ON 1ST NOVEMBER, 2021, WHEREIN THE PARTICIPANTS CONVEYED THEIR VIEWS FOR THE MOTION AND AGAINST THE MOTION ON THE TOPIC "IS 'AAJ KA BHARAT' READY FOR AATMANIRBHAR BHARAT ABHIYAN?"



CLUB ACTIVITIES CONDUCTED IN 2021

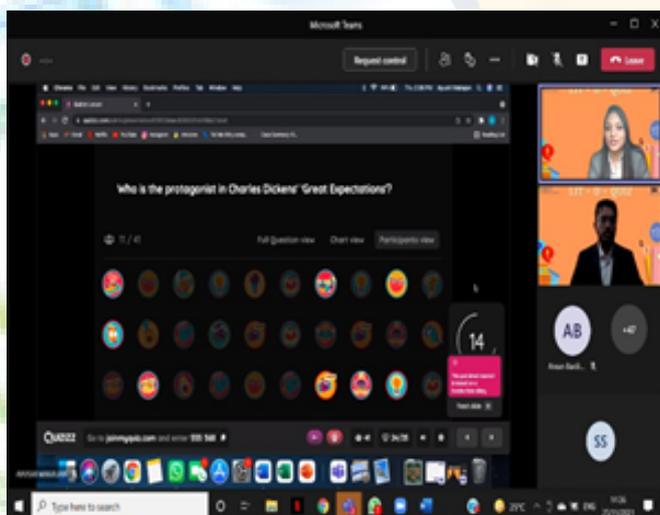
STUDENT ACTIVITY CELL, AMITY BUSINESS SCHOOL ORGANIZED HACKATHON COMPETITION UNDER THE EVENT SWACHATA HI SEWA. IN THE COMPETITION THE PARTICIPANTS HAD TO SUBMIT A PPT DISPLAYING THEIR IDEAS ON FOLLOWING TOPICS

- INNOVATION IN PACKAGING REDUCING PACKAGING WASTE
- INNOVATION IN FOOD SUPPLY CHAINS AVOIDING WASTE
- CREATING OPPORTUNITY FOR PLASTIC WASTE REDUCTION
- RECYCLING CRITICAL ENERGY METALS AND E-WASTE

Student Activity Cell



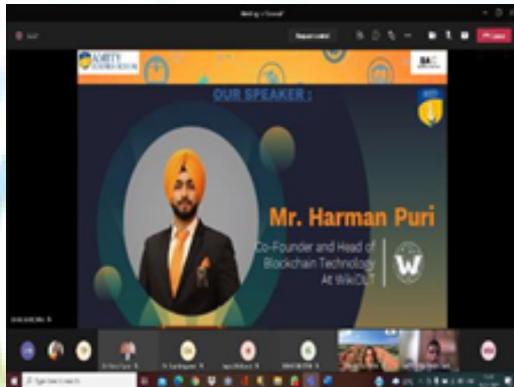
2LIT-O-QUIZ: A LIVE QUIZ COMPETITION (25TH NOVEMBER 2021)



STUDENT ACTIVITY CELL OF AMITY BUSINESS SCHOOL ORGANISED A LIVE QUIZ COMPETITION “LIT-O- QUIZ”, WHERE VARIOUS QUESTION WAS PRESENTED TO THE PARTICIPANTS RELATED TO FICTIONS AND NON- FICTIONS AND THEIR AUTHORS. THE EVENT WAS HELD UNDER “MISSION READING 2022”. THE QUIZ WAS ORGANISED ON THE ONLINE PLATFORM OF QUIZZZ.

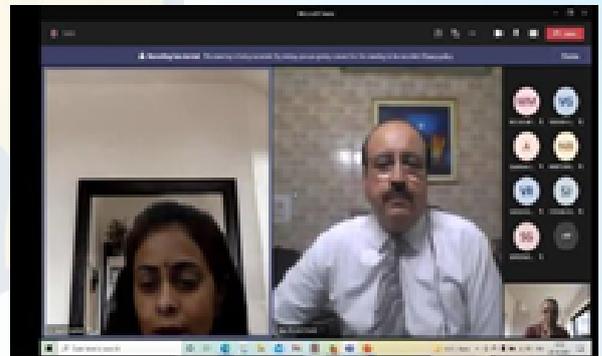
BHARAT KA AMRUT MAHOTSAV

LECTURE - 'EMERGENCE OF BLOCKCHAIN TECHNOLOGY IN INDIA' (16TH JULY'21)



THE LECTURE WAS CONDUCTED BY MR. HARMAN PURI (CO-FOUNDER & HEAD OF BLOCKCHAIN TECHNOLOGY AT WIKIDLT. THE SPEAKER TALKED ABOUT BLOCKCHAIN IN DETAIL, ITS PROCESS AND EVEN GAVE AN UNDERSTANDING TO THE STUDENTS ABOUT THE CAREER PATH RELATED TO IT.

WEBINAR - 'ARE WE REALLY AN EVOLVED SOCIETY IN THE 75TH YEAR OF INDEPENDENCE?' (25TH AUGUST 2021)

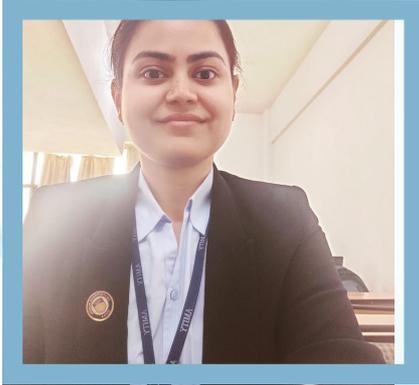


THE SPEAKERS FOR THE WEBINAR WERE DR. PRAVEEN CHAUDHARY WHO IS AN ASSOCIATE DIRECTOR AT HCL TECHNOLOGIES AND MR. VIJAY BHUTANI WHO IS THE FOUNDER OF TECHNO VIZION ASSOCIATES. THE SPEAKERS SHARED THE JOURNEY OF OUR COUNTRY SINCE INDEPENDENCE AND HOW THE COUNTRY HAS EVOLVED OVER THE YEARS IN VARIOUS FIELDS. THIS WAS INDEED A KNOWLEDGEABLE SESSION WITH VARIOUS HELPFUL INSIGHTS AND DR SUPRITI AGRAWAL WAS THE SESSION MODERATOR OF THIS SESSION.

SLOGAN WRITING COMPETITION - 'THE NECTAR OF NEW RESOLUTIONS IN INDIA'(17TH AUGUST'21

PARTICIPANTS WERE ASKED TO SHOWCASE THEIR CREATIVITY AND CREATE THEIR OWN SLOGANS ON THE GIVEN TOPIC "THE NECTAR OF NEW RESOLUTIONS IN INDIA". THE SLOGANS WERE SUBMITTED ON THE D2C PLATFORM.

ABS CREATIVE MINDS



Aditi Piyush
MBA (Finance)
Batch 2021-2023

GRATITUDE

Gratitude Is A Magnet for all Miracles

Gratitude is defined as "an antidote to negative emotions, a neutralizer of envy, hostility, worry, and irritation. It is savoring; not taking things for granted and present-oriented."

Thus, to define is very easy but it's an acceptance and appreciation of things one have. Covid made us realise many things and most importantly is gratitude. Living another day uninfected, getting food to survive, having a shelter to live under, living with family and friends is the feeling of gratitude that everyone around the world felt. Living with the chaos in lives, hectic schedule, work pressure, deadlines, switching the job, unethical environment, no or less personal life, excessive expenditure and many more people forgot the emotion and value of gratitude. Having a financial stability in life is important but to appreciate the things we already have is important because at the end of day, money doesn't give us a peaceful sleep but gratitude does. It helps to improve our lives and enhance our spirits. Helps to reduce one's stress and improve mental and physical health. Accepting and Appreciating everything helps to improve the focus and dedication towards the goal, helps to build relationships and coordination between personal and professional life.

For example, there were a bunch of people sitting and all ordered a cup of coffee for themselves. Waiter came and there were multiple varieties of cup having the same quantity and flavoured coffee. The first person took the most attractive cup for himself and so on and the last person got the most unattractive cup. They all enjoyed the coffee together but the person who picked the most attractive cup was little impatient and finally asked the person who picked up the most unattractive cup that didn't you feel bad for getting the most unattractive cup. He replied, I was able to enjoy the coffee was enough for me because many people can't afford to have it and you being able to have it in the most attractive cup still didn't feel satisfied. So appreciating the things we have or get makes us to realise the importance and value of our existence.

Enjoying and appreciating the value of things helps us to remain calm in every situation. To live with serene gives us the positivity to deal with every stepping stone in our lives and let us grow in every aspect of life. And therefore a heart full with gratitude is a magnet for all miracles.

ABS CREATIVE MINDS

Manavpreet
MBA (Finance)
Batch 2021-2023



You and It

You and It

your idea are fish
you are trying to catch
with your bare hands
waiste in water deep
in doubt.

With summer sun shine bright
but ,

gleaming with opportunity of new gold
and deep desire quite bold.

beads of sweat collect on brow,
like garlands of diffidence and sorrow

only with a quiet mind
easier said,

the surface be glossy enough
for you to plunge your arms deep below

Hold on to
the squirming gift
wide eyed and phat
stunned at its own reflection

air felt first time,
out of water
out of breath
you and it

ABS CREATIVE MINDS



Sharan Anna Titus

MBA General

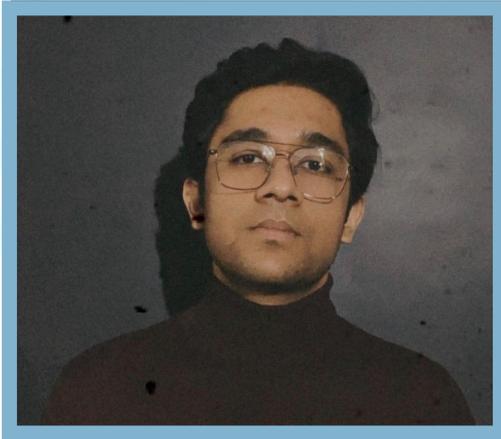
Batch 2021-2023

IT IS TIME WE ALL SEE GENDER AS A SPECTRUM INSTEAD OF TWO SETS OF OPPOSING IDEAS

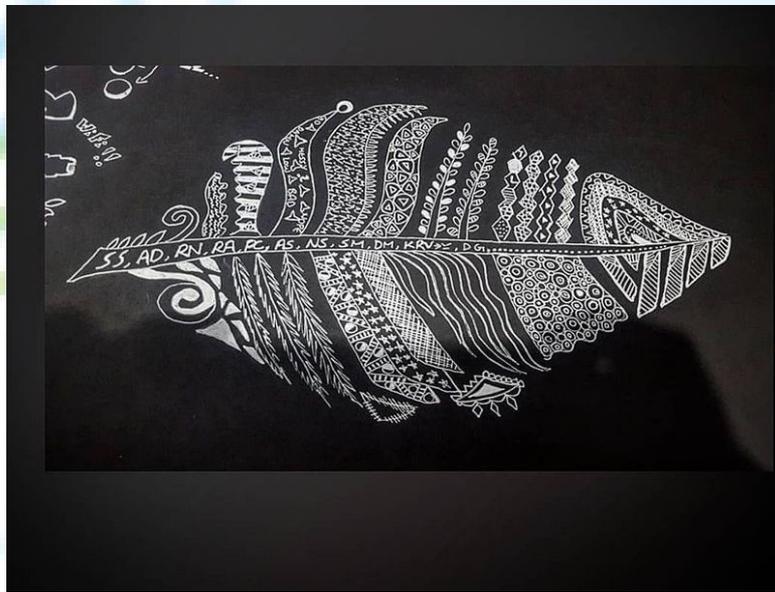
Our society comprises of men and women, and believe it or not we live in a world where no matter how progressive the society becomes women still need to fight for their own rights.

The readers of this article must be thinking that i might be covering the regular women empowerment subject where all i would be focusing on women getting power and femininity, but dear readers we women don't ask for power, we ask for equality. Why men are always considered the bread earners of the family and why does the decision power stay in there hands? Just cause we live in a regular mundane society and the previous generations have followed it so we are also expected to follow the same. Globally, women have fewer opportunities for economic participation than men, less access to basic and higher education, greater health and safety risks, and less political representation. . Gender inequalities are still deep-rooted in every society.. But if we talk about Guaranteeing the rights of women and giving them opportunities to reach their full potential one should understand that it is critical not only for attaining gender equality, but also for meeting a wide range of international development goals. Empowered women and girls contribute to the health and productivity of their families, communities, and countries, creating a ripple effect that benefits everyone. Gender equality is not only a fundamental human right but a necessary foundation for peaceful, prosperous and sustainable world. it would be wrong to say that there has been now progress in gender equality over the decades, More girls are going to school, fewer girls are forced into early marriage, more women are serving in parliament and positions of leadership, and laws are being reformed to advance gender equality. Despite these gains, many challenges remain: discriminatory laws and social norms remain pervasive, women continue to be underrepresented at all levels of political leadership, and 1 in 5 women and girls between the ages of 15 and 49 report experiencing physical or sexual violence by an intimate partner within a 12-month period. If united states of America can observe this and celebrate women equality day on 26th august and understand ,that to achieve a greater good one needs to not empower women but give them equal rights. I hope that one day the word women empowerment vanishes from the dictionary and all we know is equality.

ABS CREATIVE MINDS



Ansh Raj Singh
MBA General
Batch 2021-2023



ABS CREATIVE MINDS



Moksha Sharma
MBA General
Batch 2021-2023

WHAT FREEDOM MEANS TO ME

In our country, we have been provided with some fundamental rights which include freedom of many things like education, speech, etc. But are we really given these freedoms? By hearing the word 'freedom', people might start making their own perceptions. Some may take it lightly and thus misuse it while the others might take it greatly and make ample use of it. It depends entirely on an individual as to how he wants to take his freedom ahead.

People everywhere dream of freedom. Children might think of freedom as a license to do whatever they feel like without anybody imposing restrictions on them. Teenagers might think of freedom as being able to go to college all by themselves, carrying and showing off their expensive mobile phones and a license of skipping lectures.

I believe that freedom has both – good and bad effects. It can either make or break a person. It can make a person independent but it can also make a person get influenced by the wrong company. Freedom to me is to be able to make decisions and choices independently, to be able to breathe freely. As a girl, freedom is one of the most important things in my life to live confidently. By this, I mean, being allowed to choose the career that I want to pursue. By doing so, I'll be able to give my best in the work assigned.

To me freedom is getting an opportunity to know who I really am and discovering my strengths and weaknesses. This would help me to be strong and face the world without any fears because then I'll know myself in and out.

To me freedom is living the way I want to, wearing the clothes that I like and am comfortable in, eating what I truly relish, speaking to whomever I want to or going to wherever my mind wanders to. This freedom would allow me to be stress free and enjoy each and every second that I live in this world.

Freedom to me is much more than its literal sense. It is the rights that are unconditional and issues to every citizen. To me freedom is to let lower class people actually live their lives without getting insulted or abused. It is to let every child in our country to study so that this world can be transformed into a better place to breathe in.

Freedom is the basis of reason. To be able to question everything before blindly accepting fate. To question what is right and wrong, without being afraid of any threats. Freedom to me is the only way for a caged bird to achieve happiness, for pet animals to wander about in free space. Freedom is to let them be, without injuring or killing them resulting in an ecological imbalance and loss of natural beauty.

To me freedom is to be able to connect with our responsibilities. By taking charge of things, we get to experience immense happiness and satisfaction. It gives us a chance to know how much workload we are capable of handling at a given point of time and how well we are able to manage the same.

ABS CREATIVE MINDS

Ronjaboti Roy Bardhan
MBA General
Batch 2020-2022



THE QUINTESSENTIAL BENGALI OF KOLKATA

“Amar shonar Bangla, ami tomai bhalobashi”, composed by the great noble laureate Rabindranath Tagore, is an emotion felt by a Bengali as these very lines portray Bengal as a golden land they have fallen in love with as it’s their own motherland.

Sophisticated yet humble, the characteristics of a Bengali whose matri bhasha Bangla is as sweet as music. For a Bengali, art & culture is the food for their soul. The land of intellectuals with a melange of great noble laureates, musicians, dancers, artists and more, the list is endless.

Adding to the glory, is Netaji Subhash Chandra Bose, decorated freedom fighter, Soumitra Chatterjee, one of the greatest actor of all time, illustrious director Satyajit Ray who defines cinema to its true sense & last but not the least Dada, Sourav Ganguly, the pride of Bengal. Being a Bengali, fills the heart with pride and honour by knowing about the rich heritage of the land. The city of joy, Kolkata is where the heart of every Bengali resides & longs for, as the old heritage and architecture of houses & palaces is full of grandeur. Its trams, food, narrow lanes between houses, College Street Coffee House, Victoria Memorial, Howrah Bridge & Durga Puja is what forms the essence of this beautiful city along with the intoxicating charm that draws every Bengali more & more to its city & makes them fall in love with it all over again.

Kolkata is not merely a city is a vibe that resides in heart of Bengal and Bengali. It has a attractive power to it that makes people from all over the world talk about the city, stay in the city and intermingle with the people of the city. Bengali people are the most talented and skilled of all as literature and any form of art runs in their blood. They are the pioneers of intellectuality as this city has borne stalwarts like no other.

To have my identity as a Bengali makes me ecstatic and proud as it gives me the sense of belongingness to a culture so rich and diverse. Every aspect and trait of being a Bengali is exhibited by me and I proudly showcase my culture to the best of my abilities.

Ami Bengali, Ami Bangla Bhalobashi!.

ABS CREATIVE MINDS

Ronjaboti Roy Bardhan
MBA General
Batch 2020-2022



THE ESSENCE OF HAPPINESS

What is happiness?

It is a human being or an emotion to be seen.....

Does happiness lie within us or needs to be found around us?

Is happiness found in the mere joys of material things

Or is filled in the little things?

Happiness is the seeker of a happy soul

Happiness is the biggest giver of all.

To be happy is to find ecstasy,

To be happy is to share happiness.

Having a name meaning happiness

Brings peace and bliss within oneself.

For the essence of happiness

Lies in the meaning of it,

To fill life with enormous joy,

To fill life with great content

And make life surrounded with bliss

As though you were living in a state

Of Euphoria.

ABS CREATIVE MINDS



Ashmita Gupta
MBA General
Batch 2021-2023

Power of Kindness- Impact on our lives

"Do things for people not because of who they are or what they do in return, but because of who you are." - Harold S. Kushner

Kindness is choosing to do something that helps others or yourself, motivated by genuine warm feelings. Kindness often means putting other people's needs before your own. Kindness is basically the quality of being friendly, generous and considerate towards others. Affection, politeness, warmth, concern and care are the feelings associated with kindness. Being kind is often considered to be naïve or weak, but that is not really the case, as being kind requires courage and strength. There are different ways in which one could practice kindness. One of the ways is to notice when others are suffering and are in need of help. Literally, a kind word, a smile, opening a door or helping someone to carry a heavy load could all be acts of kindness and can really leave a impact on the person in need. Well, it all comes from within, but still small ideas for practicing kindness could be giving honest compliments, thanking someone, telling someone how special they are, sharing homemade food, helping an elderly neighbour with some work, etc. Evidence have shown that helping others can also benefit our own mental health and wellbeing, it can reduce stress as well as boost our mood and happiness. There are health benefits associated with these acts of kindness including helping others feel good, creating sense of belongingness and reducing isolation, keeping things in positive perspective. The more you do for others, the more you do for your own self. The benefits of helping others can even last long after the act itself, specially for those offering kindness. Kindness is a value that could add a sense of satisfaction to and strengthen your relationship with others.

TEAM COMMUNIQUE 2021

Editor-in-chief

Dr. Sanjeev Bansal PhD , D.Litt
Dean - Faculty of Management Studies
Director - Amity Business School



Editor

Dr. Swati Upveja
Assistant Professor
Department of Economics, ABS



Student Team

Mehakk Jain
MBA General, Student



Priya Bhardwaj
MBA General, Student