

AMITY YOUTH FEST

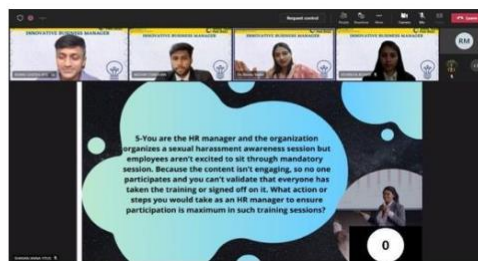
ABOUT: Amity Youth Fest is all about ‘Creatively Engaging Youth: With the Students, For the Students, By the Students. It is amongst the biggest events that happen across all the universities in India and is no less than a jewel to Amity’s glory. Every competition in this fest gives the contestants an opportunity to showcase their skills, build confidence, analyze outcomes and uncover their personal aptitude. And one of the competitions in this is, ‘Innovative Business Manager.’ It’s a management event in which students from various prestigious universities indulge into various managerial rounds and come up with the most remarkable and distinctive performances to win the title of the “Innovative Business Manager”.

AYF Video:

<https://drive.google.com/file/d/1pLJZFuSfn4Y5vtCMOpJewvcXiBZH7AkD/view?usp=sharing>

GLIMPSES:





STUDENT ACTIVITY CELL

ABOUT: A committee by the students, for the students!

Student Activity Cell is the umbrella club of Amity Business School, Noida. It oversees functioning of all other clubs and committees along with organizing events that enhance the students' personality both personally as well as professionally. Student activities make a positive impact on the environment of any institution as these are dedicated to helping students in developing their perception, learning and attitude. The members of Student Activity Cell advise and assist the other student groups, clubs and committees in planning various programs. SAC is engaged in providing a space for today's youth by promoting culture, sports and social events. Student Activity Cell also serves as a connecting point that enables faculties, students and different departments to all come together in synergy.

VISION: The main aim of SAC is to complement the academic experience of the students with extracurricular programs that work towards their all-round development.

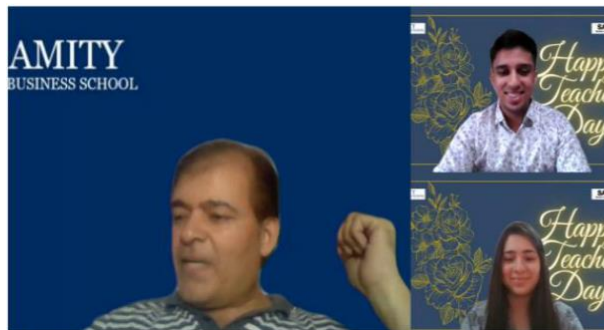
EVENTS CATERED TO: Throughout the year, the Student Activity Cell has organized various events, right from essay writing competitions, poster making competitions, podcast competitions

to singing and poetry competitions. Symposiums and extempore competitions on intellectually stimulating topics have also been organized by the cell where eminent speakers and experts from respective fields have enlightened young minds. The club also is responsible to arrange for celebrations on major occasions like the Women's Day and Teacher's Day. Along with these, Student Activity Cell holds its flagship event - 'The Chrysalis' every year. 2021 saw The Chrysalis 5.0 in full bloom with students across universities participating to win a handsome cash prize.

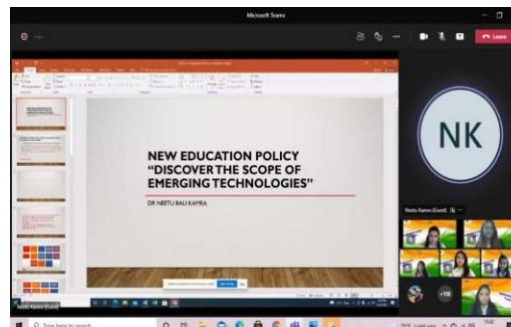
LEARNING OUTCOME: The learning outcome can be seen as two-fold. One from the perspective of the individuals managing the club and the other from the view of for whom the club has been made. The club caters to different needs and aspirations of each student, right from gaining responsibility to handling a team effectively and during the time working on their own soft skills.

EVENTS ORGANIZED IN THE ACADEMIC YEAR 2021-22

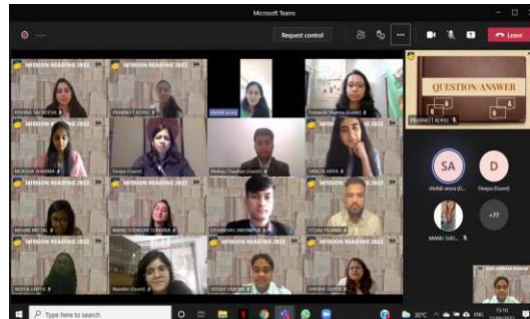
1. 5/09/21- Teachers' Day Celebrations



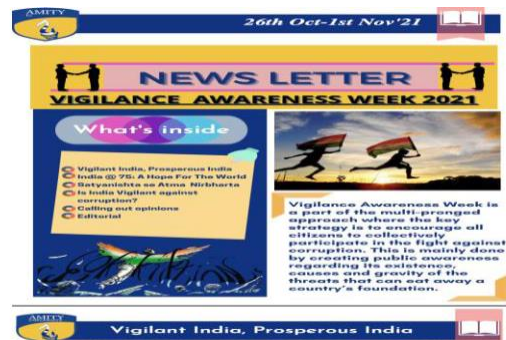
2. 23/09/21- Symposium on National Education Policy 2020



3. 23/09/21- Mission Reading (Author's Meet) –Mission Reading 2022



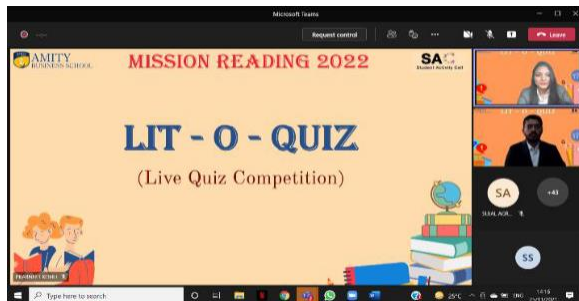
4. 02/11/21- Newsletter- Vigilance Awareness Week



5. 11/11/21- Extempore Competition- National Education Policy



6. 25/11/21- Lit-O-Quiz: A Live Quiz Competition – Mission Reading 2022



7. 26/11/21- Vichaar Vidhaan – Extempore Competition - Anniversary of Adoption of Constitution of India



8. 23/12/21- The Chrysalis 5.0



9. 10/03/22- Women's Day Celebration



10. 21/04/22- Poster Making Competition- Celebration of 401st Birth Anniversary of Guru Tegh Bahadur Ji





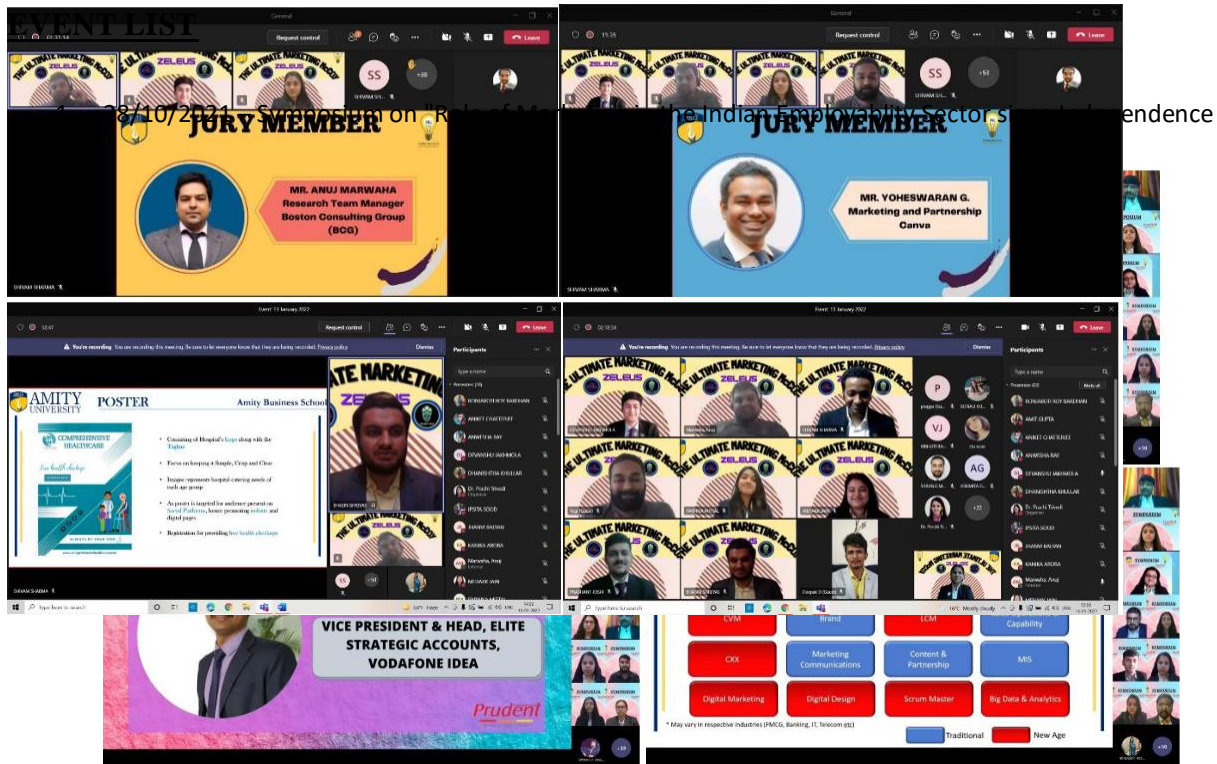
MARKETING CLUB

About the club – Marketing is the backbone of any business. We, the Marketing Club of Amity Business School, Amity University Noida are a coterie of marketing aficionados endeavoring to provide a platform to gain knowledge in the field of marketing and have practical applications of marketing theories and concepts.

Events organised- We offer a holistic experience of marketing through case study competitions, industry interactions, business events, inter-college competitions, along with other on-campus activities to ignite the ingenious minds of students and provide them the opportunities to unleash their creativity and hidden genius.

Learning outcomes from the events – We at Marketing Club of Amity Business School strive to build up analytical skills and developing creative mindset for problem solving and groom the personality of students to make them more self-confident, so that they are industry ready. We strive to keep students up to date on current marketing events and what's trending in the marketing industry around the world.

Vision of the club – The club's vision is to empower the passionate marketers through information, simulation exercises and resources to enrich as well as nourish the professional development and career of the students.



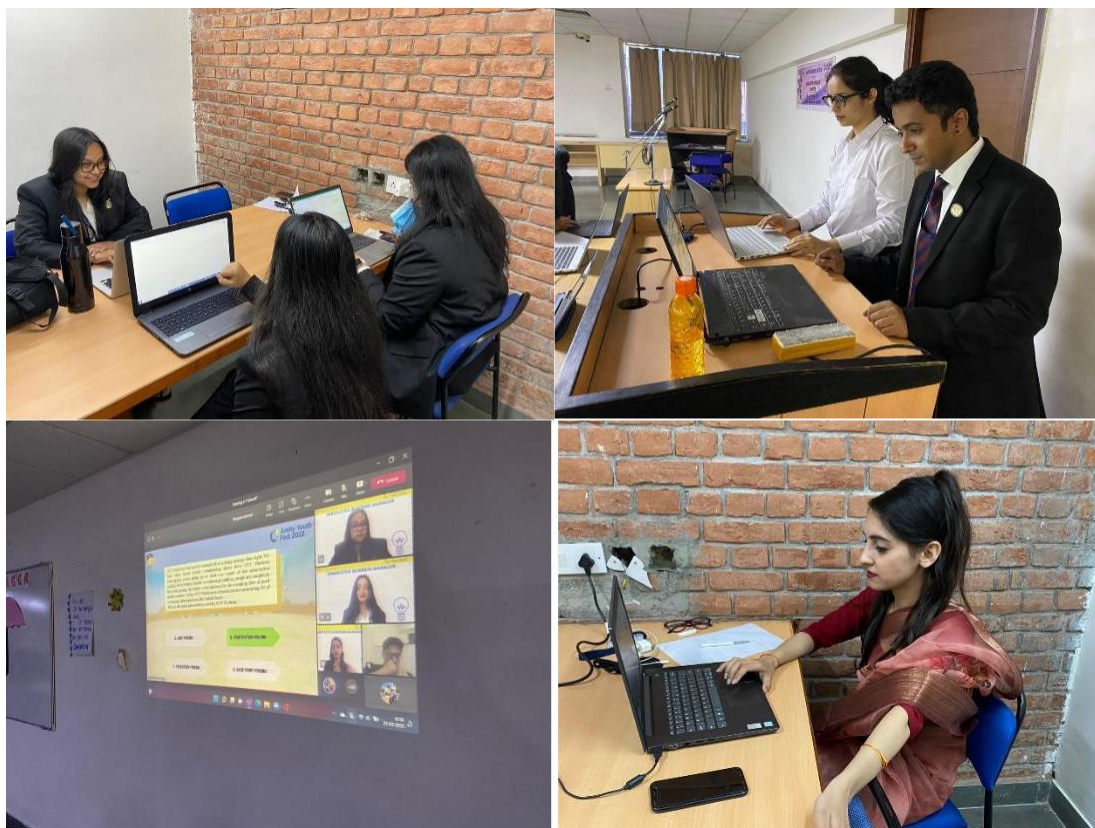
2. 24/02/2022- Ultimate Marketing McCoy

3. 25/11/2021 – Dramarketix



4. 13/01/2022 – El-Dorado





Inter Institute Competition Cell

About the club-

Inter Institute competition Cell is a Faculty guided, student driven initiative that collaborates with institutions to bridge the gap between academics and fun through activities and events. The Committee coordinates with the events of prestigious management colleges like IIMs, XLRI, Symbiosis, etc and the students of Amity Business School are encouraged to participate in those competitions ultimately targeting for winnings.

Events –

IICC coordinates events like Quizzes, Case study Competitions, Treasure hunts, Article writing competitions. Major sources of events are taken online through d2c website and website of esteemed colleges.

IICC has coordinated approximately 160 events from September 2021 till April 2022. All the events are taken from the management domain like HR, marketing, Operations, finance, etc. Some of them are:

1- **Advert to Innovate** which was organized by JIMS in the month of September 2021.

2- **IN-QUIZ-ITION** was organized by IIM Lucknow.

3- SJMSOM, IIT Bombay conducted **IPL Auction** in the month of October.

4- **Hero Campus Challenge Season 7** was another important event organized by Hero MotoCorp which was related to the marketing domain.

5- IIM Shillong organized **EIA Challenge** which was a photography event conducted in the month of March 22.

OUTCOMES OF THE COMPETITIONS

Students were encouraged to participate in competitions from other colleges in order to expose them to new experiences and give them a chance to test themselves.

A variety of events from IIMs and other business schools were coordinated, and students were encouraged to participate in large numbers in them.

These competitions improved the student's analytical and problem-solving abilities. Students will be developing better management and competitive skills.

Vision of the club

The focus of the Inter Institute competition Committee remains upon bringing increased participations and maximum winnings through sincere efforts and commitment.

Important Winnings-

1 - **Gazal Rastogi** from MBA GEN SEC-A, 2021-2023 batch secured 1st position in the event **Advert to Innovate**.

2 - **Ruchi Jain** from MBA GEN 2021-2023 BATCH secured 1st position in the event **Advert to Innovate**.

3 - **Tushar Bansal** of MBA GEN SEC- B 2021-2023 batch secured 1st position in the photography event of “**EIA Challenge**” organized by **IIM Shillong**.

4 - **Soumyadeep Das**, from MBA (M&S) 2020-2022 batch, secured 2nd position in **Kaun Banega Corporate Guru** organized by **Invictus- Quiz Committee**

5 - **Anmol Kapoor** secured 3rd position in Treasure Hunt competition – **Seek le Tresor** organized by **NSS IIT Delhi**

IICC MEETING PICTURES



ENTREPRENEURSHIP CLUB

About the club: Entrepreneurship Club, Amity Business School Noida, is the most dynamic student body which caters to the need of nurturing hidden entrepreneurs among the student community instilling innovation in every step they follow. The club enlists student who are committed & determined in order to create an arena full of entrepreneurial ethos. We provide the students with an efficacious platform for networking & interactions that aims to bring the entrepreneurial

passions to coincide. It supports budding entrepreneurs by providing them with all the necessary resources, mentor consultancy and networking.

Vision of the club: The Entrepreneurship club works to instil the entrepreneurial spirit among all the students and develop their personalities into connoisseurs.

-It provides a competitive platform for young entrepreneurs and enthusiasts to test their skills and feasibility of their business idea in the national-international entrepreneurial ecosystem. It brings the like-minded people together and develop their focused entrepreneurial mindset. All the students are guided, and mentored to understand their aspirations to create their startups successful.

Events Organised: Entrepreneurship Club organises events with monomaniacal

goal of tiling the entrepreneurship DNA in their candidates. Candidates have been challenged on numerous fronts from, strategic to Emotional, from hard core business ideas to their execution. Events organised by the club include:

and what drive them every single day. Our guest speakers included Ms. Hansa Sharma, Mr Nrip Nihalani, and Ms. Prachi Bishnoi.

Entrebution: Conducted in the month of September Aims to provide insights and challenges that entrepreneurs have faced through their journey



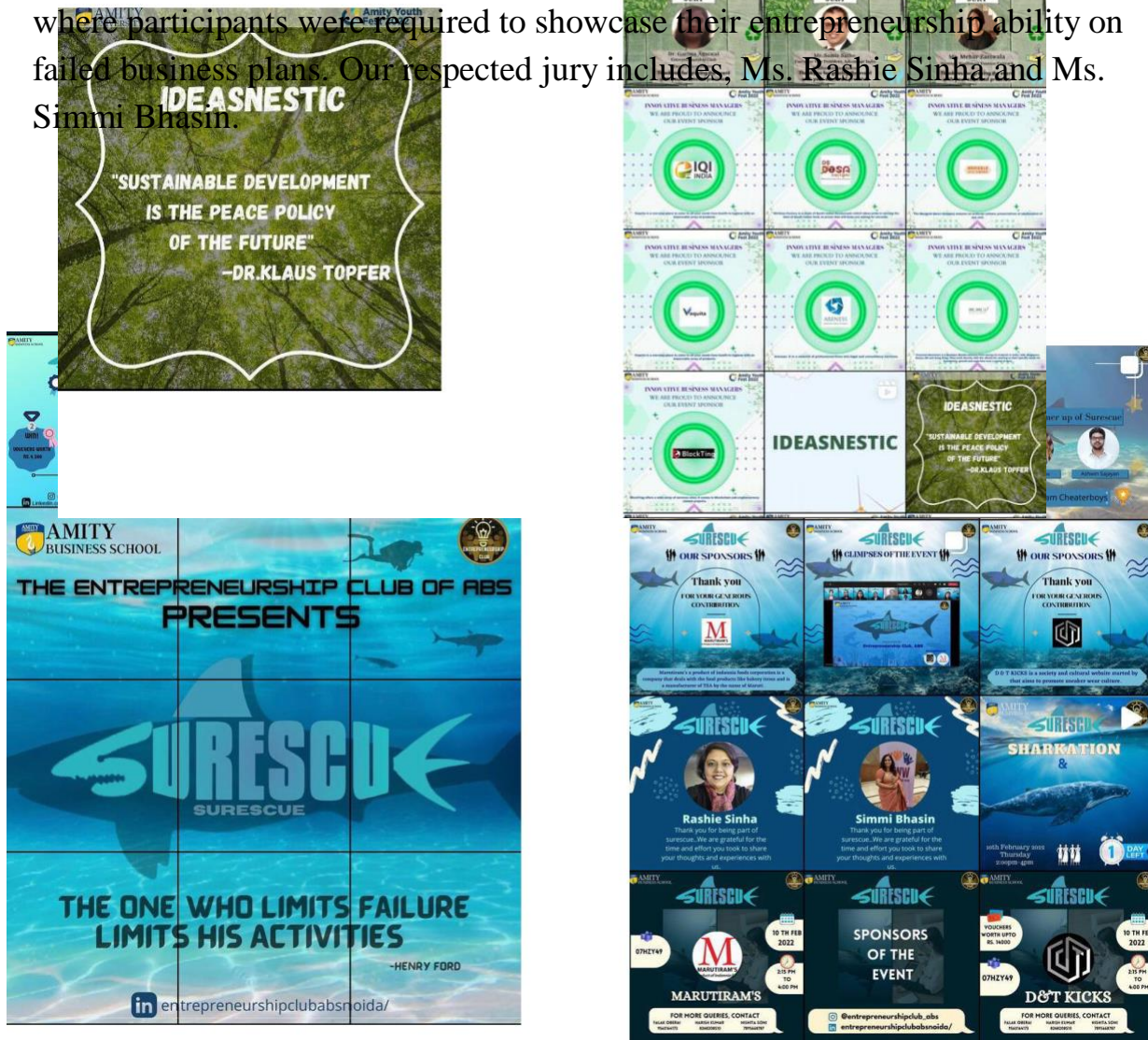


2- Entapped: Conducted in the month of December. Where participants had to come up with the untapped opportunities from the arena of business. Our respected jury included; Mr. Anil Agrawal and Mr. Amit Duggal.

3- Bootcamp: It was an online bootcamp for startups from 17th-22nd January 2022, as part of the 4th international conference on entrepreneurship, Innovation and Leadership (ICEIL '2022). The theme was 'Resilient Entrepreneurship, Disruptive innovation and agile Leadership.



4- Surescue: Conducted in the month of February. Was a nation wide programme where participants were required to showcase their entrepreneurship ability on failed business plans. Our respected jury includes, Ms. Rashie Sinha and Ms. Simmi Bhasin.



5- Ideasnestic: Conducted in the month of March. A nation wide competition where participants had to showcase their entrepreneurship abilities. Our respected jury includes, Dr. Garima Agrawal, Mr. Samir Sathe, Ms Mehar Zariwala.

Learning outcomes from the events: All our events were organised in a manner to bring out the the entrepreneurial skills of our participants. The skills remains inside everyone but they need tilling to come out to grow and to breed the fruits, which an entrepreneur can harvest later. They were focused to make participants think in different situation which entrepreneur faces.

Operations Club

About the club – Oprex is a, faculty guided, student run club which organizes events in relation to the various aspects of the field of the operations and aims to connect with various industry best people for knowledge sharing sessions.

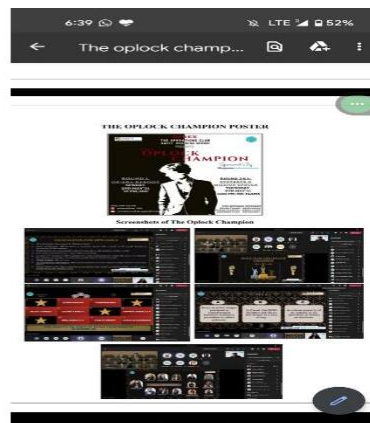
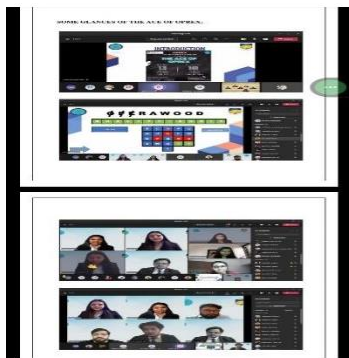
Events organised- OPREX - We organise various events, both at the institute level and at the university level that allow participants and audience to gain knowledge and learn via knowledge sharing sessions with the best of the industry experts and interactive events organized both online as well as offline.

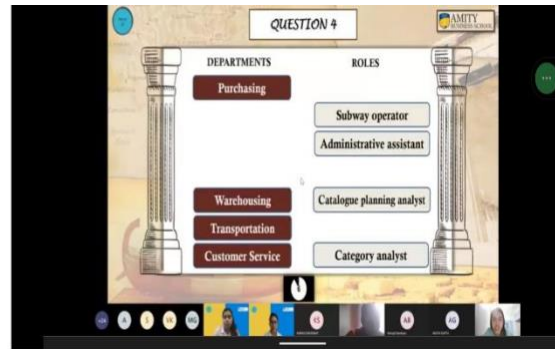
Learning outcomes from the events - All our events aim to leave the participants wiser, more aware and opinionated on the current topics and its applicability in the industry. Participants also raise the bar as they push past their comfort zone and address an audience, thus leading to an increase in their confidence level and leadership skills.

Vision of the club – The club aims at creating an environment of open discussion where all perspectives are heard and encouraged. We seek to help students in learning about the current scenarios and their applications used in the industry by the trained industry experts relating to operations management and various institute as well as university level interactive sessions.

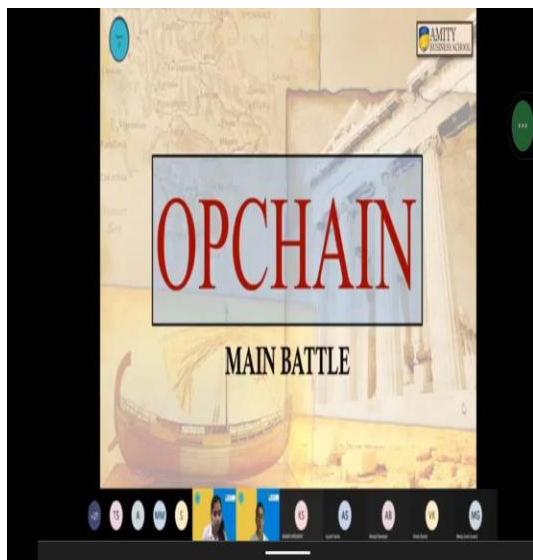
EVENT LIST

1. ACE OF OPREX





EL INVO VICTOREM

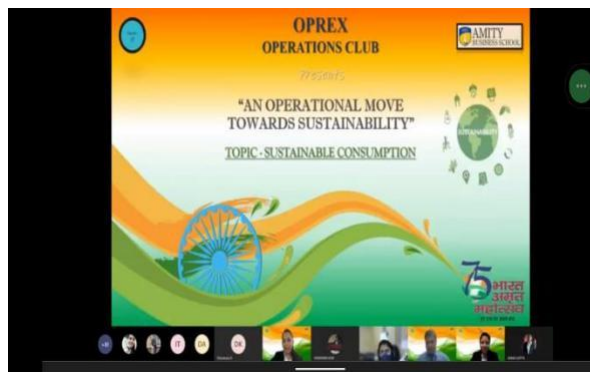
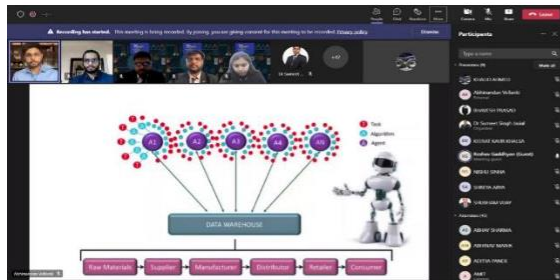


2. LECTURE SERIES 5



LECTURE SERIES 6

ARTIFICIAL INTELLIGENCE IN REVOLUTIONISING SUPPLY CHAIN MANAGEMENT



HR CLUB

About:

Resource-a-Holics, the HR Club of Amity Business School, Noida engages in imparting practical experience of all the theoretical HR concepts through fun and informative events and make the HR enthusiasts industry-ready.

Type of Events:

Resource-a-Holics organizes events which make everyone competent in the various roles of HR. Be it donning the hat of an HR manager and indulging in innovative hiring plans or designing something related to the new age HR Analytics. The club covers all!

Learning Outcomes:

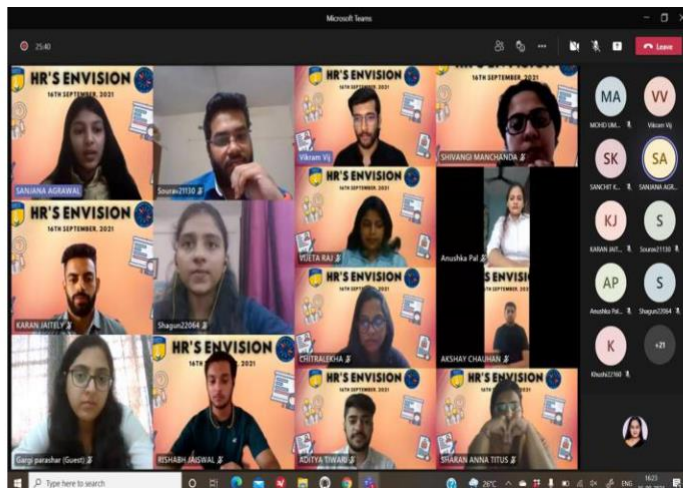
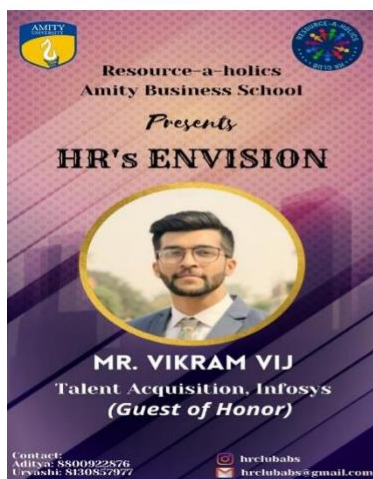
The events act as a window to the corporate world. Every event concludes by imparting some form of learning to everyone. Be it honing of various industry relevant skills in the members or enhancing the knowledge base of participants, it brings a positive change for all.

Vision:

Resource-a-Holics, as the name suggests, aims to make members as well as the participants resourceful. With a plethora of events and a series of guest lecturers, it fosters the skills and the aptitudes which are required in the present age HR professionals.

EVENTS LIST

1. HR's Envision (16/09/21)



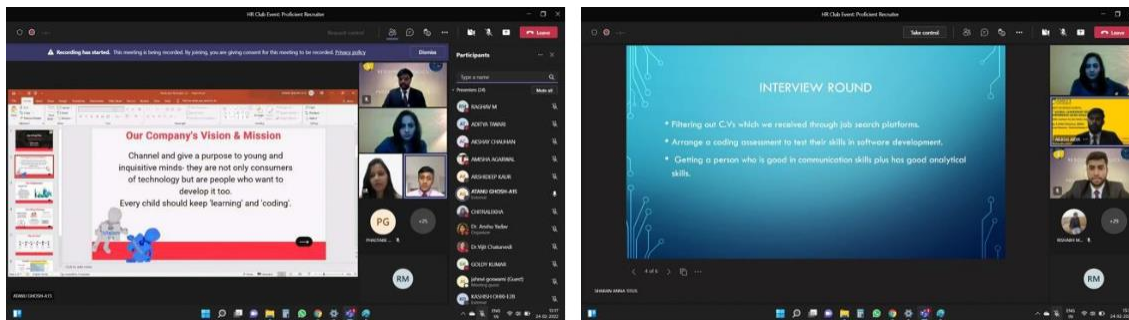
2. HR Think Tank (23/10/21)



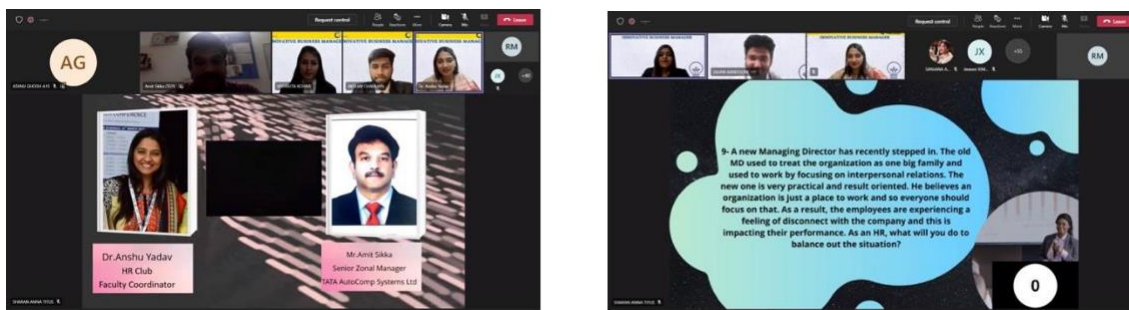
3. Guest Lecture – Privatization Post 1991 (23/12/21)



4. Proficient Recruiter (17/02/22)



5. Situation Decoder - Innovative Business Manager (26/03/22)



The Quiz Committee

About the club – Invictus is the quiz club of Amity Business School that focuses on testing the knowledge of participants related to current affairs in business management terminologies in fun way by having brainstorming sessions.

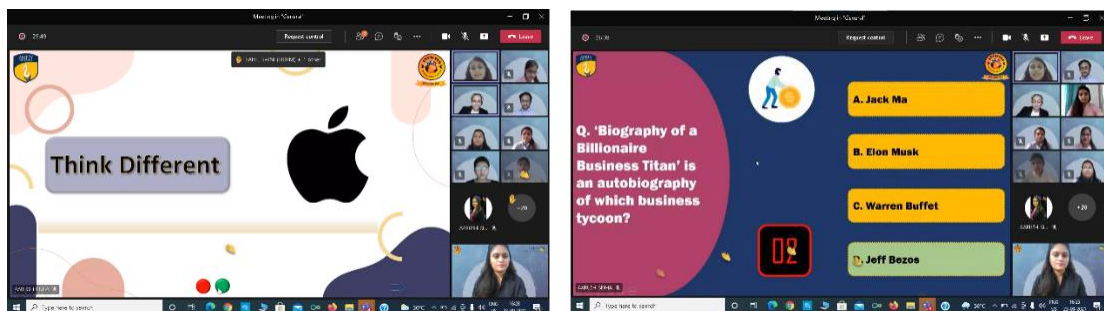
Events organised- Invictus organises the quiz related to advancements taking place in business and can touch variety of topics to have interactive events with wider scope of opportunities. Our events raise the bar by having participants from prestigious colleges.

Learning outcomes from the events - All our events aim to give better insight of the happenings around the world related to business. As a result, participants tend to learn and gain knowledge. In this way participants become more enthusiastic and make them more inclined towards reading newspapers, magazines.

Vision of the club – The club aims at spread more awareness related to the current affairs and make the students participative. We help the students to enhance their learning and thinking abilities.

EVENT LIST

1. 23/09/2021 – Biz-Tycoons



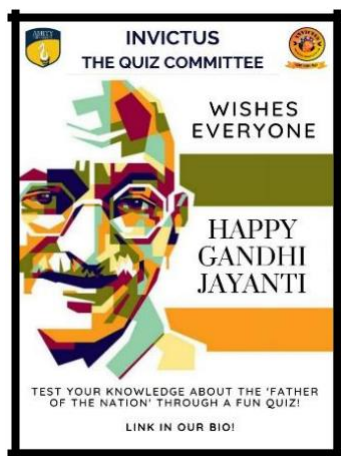
2. 02/10/2021- Gandhi Jayanti Quiz



3. 09/12/2021 – Krishi Quiz



4. 20/01/2022 – Biz-Lit



Finance Club

About the club – The Finance Club is a student-led club that is privileged to be led by Dr. Ashima Agarwal. It aims to increase interest in finance on campus and to foster that passion through competitions, workshops, and professional opportunities. The group not only helps students prepare for placements, but it also acts as a link between the industry and the students. Along with this, the club publishes a monthly newsletter called "Mudra," in which members discuss the month's major subjects.

Events organised- The club organises events on different sub-categories of finance with the aim of increasing interest and knowledge of participants as well as viewers with the help of knowledge sharing sessions by prominent industry experts and games related to finance.

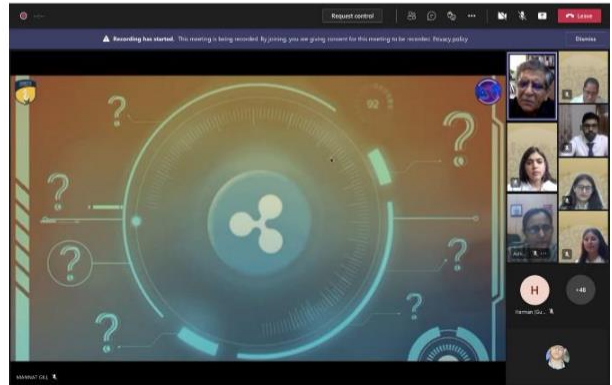
Learning outcomes from the events - All our events aim:

- To increase students' interests in finance by sharing the experiences of students and industry professionals.
- To create a forum for students to discuss contemporary trends and advancements in the field of finance.
- To offer a thorough grasp of the finance industry, including its related jobs and certificates.
- To help members with interpersonal skills such as leadership and presenting.
- To become a learning centre in the field of finance to produce effective finance professionals.

Vision of the club – The Finance Club strives to link students to the outside world, giving them with a holistic experience in finance and ensuring that they are well prepared to manage the intricacies of the financial industry in real life.

EVENT LIST

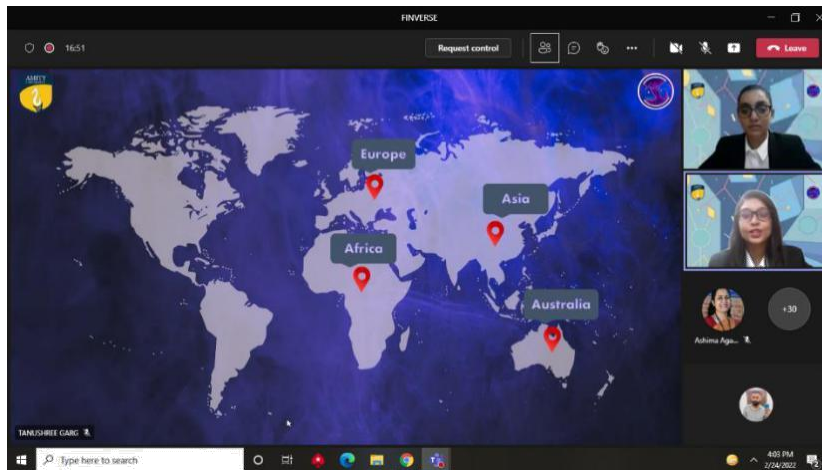
5. 09/09/2021 – Cryptonight “A lecture on impact of crypto currencies on today’s economy”



6. 14/10/2021- Tax Mafia







9. 25/03/2022 – Innovative Business Manager, Finance round “Fin-O-Roulette”



The Debate Team

About the club – Vivaad-On is the debate club of Amity Business School Noida that aims to help every student understand the necessity of using their voices and perspectives to bring a dynamic revolution and shatter glass ceilings.

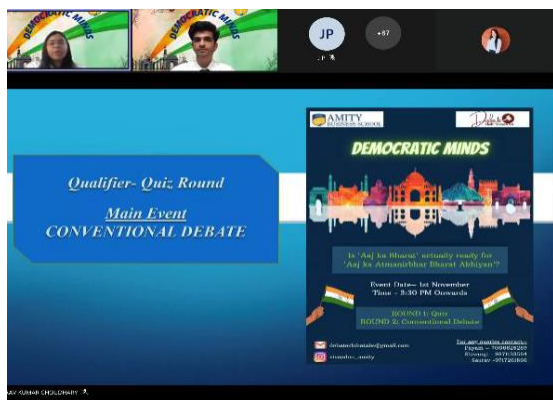
Events organised- Vivaad-on organises parliamentary and conventional debates, extempore, turncoat debates and is always on the lookout for new opportunities to challenge it's participants

Learning outcomes from the events - All our events aim to leave the participants wiser, more aware and opinionated on trending or general awareness topics. Participants also raise the bar as they push past their comfort zone and address an audience, thus leading to an increase in their confidence level and leadership skills.

Vision of the club – The club aims at creating an environment of open discussion where all perspectives are heard and encouraged. We seek to help students in overcoming their fear of public speaking and transform them into visionary and inspiring leaders .

EVENT LIST

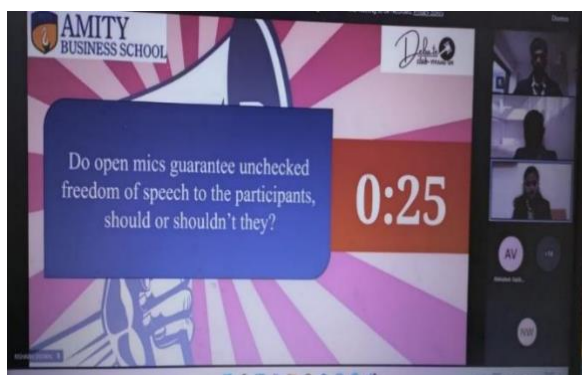
1. 14/10/2021 – Conventional Debate (Recording Link- ZHKQMXR)
2. 18/11/2021- Democratic Minds



3. 25/11/2021 – Battle of Intellects



4. 13/01/2022 – Pronto Genii



5. 25/01/2022 – Celebrating Unsung Heroes



6. 24/02/2022 – Salvo Diction (Recording Link - ZHKQMXR)



IT CLUB

About the club: The IT club of Amity Business School that aims to help the student understand the power of technology in management and bring a new perspective when it comes to integrating technology with management.

Events Organised: IT Club organises events that are related to technology and always keeps a keen eye on how to challenge the participants on every perspective of technology and the emerging domains technology.

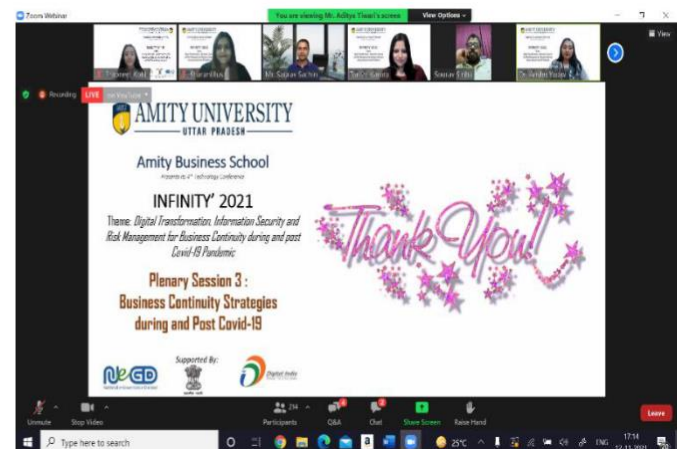
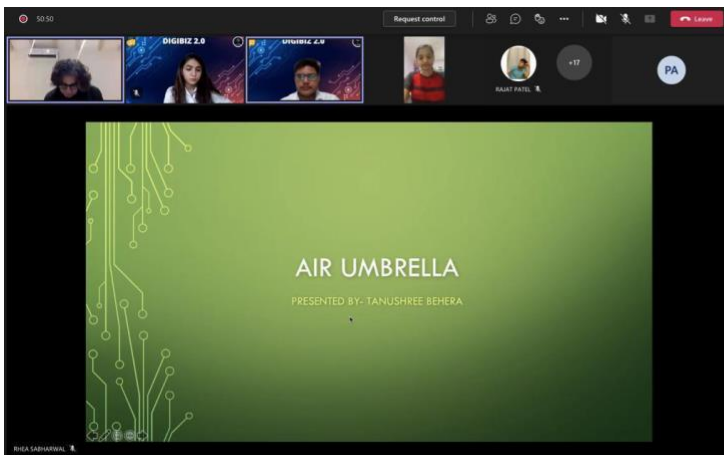
Learning Outcomes from events: All the events organised by IT Club aims to make the participants to learn and understand the uses of technologies like AI, Cloud Computing, etc. in the domain of management and This helps participant raise the bars by learn and understanding the topic to compete and be successful in what they do.

Vision of the Club: IT club aims to make the students understand and help them in start using technology in the field of management. We seek to remove the fear of risk and the doubt of worthiness of technology

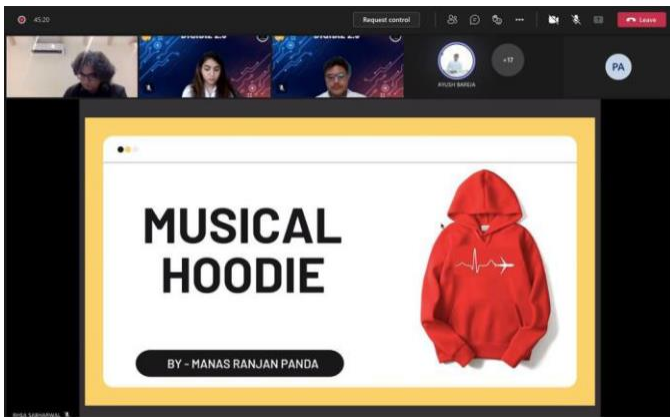
EVENTS ORGANISED BY IT CLUB

TIME DURATION: 21st October 2021-26th March 2022

1.DIGIBIZ 2.0-(21st October 2021)



2. INFINITY



3. WORKGENIX - 27TH JANUARY



2022)



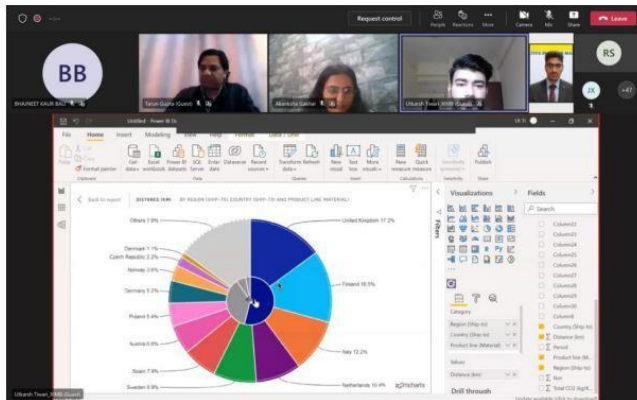
4. CYBERWORLD(QUIZ ON D2C)-(9TH



MARCH 2022)



5. BKAM-(10TH MARCH 2022)



26TH

6. AYF (TECHNOPHILIA)-(MARCH 2022)

The Cultural Club

About the club – Avroh is the cultural club of Amity Business School Noida is the place where students can showcase what they have got. It aims to discover their talent, aims at helping the students to understand and accept themselves ‘as they are’ and helps the students to help themselves. The main objective of the club is to bring about a voluntary change in the students.

Events organised- Avroh organises cultural events include competitions such as instrumental, singing, dance etc. Every year this club organizes activities such as Ek Bharat Sreshth Bharat , Aazadi Ka Mahotsav , Amrut Bharat Ka Mahotsav, Talent Hunt, Fresher's Party, Farewell, Fest and Alumni Meet.

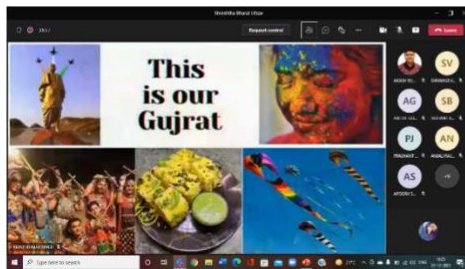
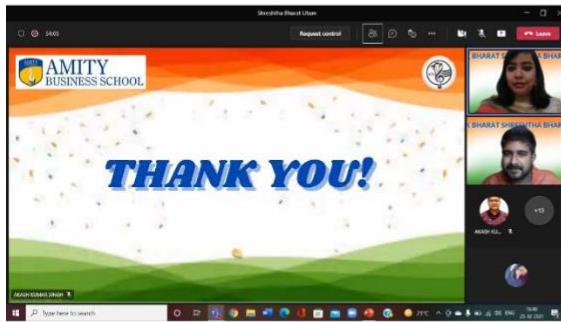
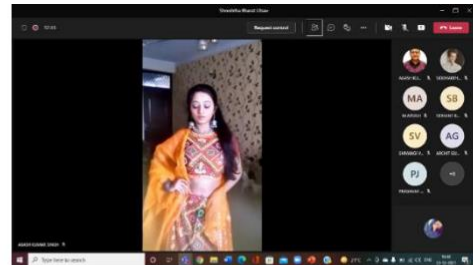
Learning outcomes from the events – The focus of this club primarily is to help students explore their hidden talent in respective fields be it photography, music, dramatics, art etc therefore in few events our committee performed under several other clubs also it helps to promote opportunities for everyone to experience culture, participate in educational programmes and develop their creative abilities, promote quality and artistic renewal, promote a dynamic cultural heritage that is preserved, used and developed, promote accessibilities, pay particular attention to the rights of young people to culture, to help the students to know them self-better their interests, abilities, aptitudes and opportunities, to encourage and develop special abilities and right attitudes.

Vision of the club – All our events aim to leave the participants more aware and opinionated on trending or general awareness topics and well aware of our Indian culture. Participants also raise the bar as they push past their comfort zone and address an audience, thus leading to an increase in their confidence level and leadership skills.

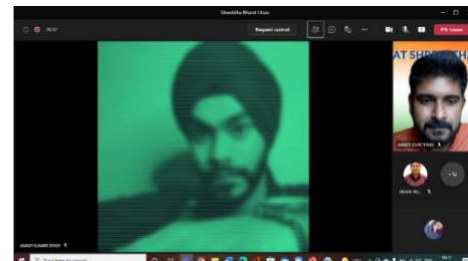
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EVENT LIST

1. 23/12/2021 – EK BHARAT SHRESTHA BHARAT



2. 08/03/2022 – BHARAT KA AMRUT MAHOTSAV





3. 10/03/2022 – Women's day





4. 24/03/2022 – 26/03/2022 AYF Celebration



5. 07/04/2022 – Amity Indian Cultural Extravaganza

