



AMITY
UNIVERSITY



16 EDITION

COMMUNIQUE



(July - December) 2024

Amity Business School, E-Newsletter



Dr. Ashok K. Chauhan
Founder President



Dr. Balvinder Shukla
Vice Chancellor



Dr. Atul Chauhan
Chancellor



Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor
Dean Faculty of Management Studies
Director, Amity Business School

DIRECTOR'S MESSAGE



Prof. (Dr.) Sanjeev Bansal
Addl. Pro Vice Chancellor
Dean, Faculty of Management Studies
Director, Amity Business School

**HAPPINESS LIES IN THE JOY OF ACHIEVEMENT
AND
THE THRILL OF CREATIVE EFFORT.**

In our journey towards knowledge and growth, we often encounter challenges that test our determination. Yet, it is through these experiences that we uncover our true potential and develop resilience. Excellence is not just about results but about the integrity and grace with which we approach every opportunity and obstacle. These words remind us that real achievement is measured not by material milestones but by the sense of purpose and joy derived from meaningful work.

FROM THE EDITORIAL DESK

Dear Esteemed Readers,

Welcome to the world of opportunities at Amity Business School!

"Education is the key that unlocks the world, and at Amity Business School, we are committed to providing our students with the knowledge, skills, and experiences they need to excel."

At Amity Business School, we believe in fostering an environment that nurtures intellectual curiosity, critical thinking, and a lifelong passion for learning. Our commitment to academic excellence is reflected in our diverse range of programs, our world-class faculty, and our state-of-the-art facilities.

This newsletter is your window into the vibrant academic landscape of Amity Business School. Here, you will find insights into our latest research initiatives, innovative teaching methodologies, student achievements and various events. We invite you to explore the pages of this newsletter and discover the myriad of opportunities that await you at Amity Business School.

CORPORATE RESOURCE CENTRE PLACEMENTS



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INDIA PVT LTD



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INDIA PVT. LTD



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INDIA



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CORPORATE RESOURCE CENTRE PLACEMENTS

The Goodyear logo, featuring the word "GOODYEAR" in yellow capital letters with a winged foot symbol above the "Y".

GOODYEAR

The XEBO.ai logo, featuring the word "XEBO.ai" in blue capital letters with a stylized "X" icon.

XEBO.AI



UNIVERSITY
SMFS



The Indus Valley

INDUS VALLEY

The Maven Workforce logo, featuring the word "maven" in black and "workforce" in grey, with three orange dots above "workforce".

MAVEN
WORKFORCE
(P) LTD



HT Media Limited

HT MEDIA



**AMERPRISE
FINANCIAL**

The Godrej & Boyce logo, featuring the word "Godrej" in a stylized font and "GODREJ & BOYCE" in black capital letters.

**GODREJ &
BOYCE**

The Deloitte logo, featuring the word "Deloitte." in black capital letters with a yellow dot.

DELOITTE



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FINANCE



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WIPRO LTD



PPAP AUTOMOTIVE
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HYUNDAI MOTOR
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REF GLOBAL



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LTD



ACUITY KNOWLEDGE
PARTNERS



WNS GLOBAL
SERVICES



GREENLAM
INDUSTRIES LTD

FACULTY PUBLICATIONS DATA (AUGUST - DECEMBER 2024)



NAME OF THE FACULTY	NUMBER OF PUBLICATIONS DATA (JULY - DECEMBER 2024)
Dr. Sanjeev Bansal	1
Dr. Lakhwinder Dhillon	2
Dr. Anurupa B Singh	4
Dr. Priyanka Nahush Agarwal	2
Dr. Rahul Gupta	1
Dr. Nitendra Kumar	5
Dr. Sonali P. Banarjee	2



INTER-INSTITUTE PLACEMENTS

PLACEMENT ACTIVITIES

Briefing Session on Upcoming Campus Placements: Conducted during the orientation program on 9th July 2024 by Ms. Kritika Dasgupta.

Placement Committee Meeting: Held on 17th July 2024 for the MBA Class of 2025 with 15 students in attendance

ALUMNI PLACEMENT PREPARATION SESSION FOR MBA (FINANCE), CLASS OF 2025

MS. MEENAKSHI KACHROO CHATTA, SENIOR DIRECTOR, THE
COLLEGE BOARD

MS. SHIVANTIKA SINGH, SPECIALIST - PEOPLE OPERATIONS,
ACUITY PROFESSIONAL GROUP

PLACEMENT TASKS DONE

E-BROCHURE LAUNCHED ON 5TH SEPTEMBER 2024.
SUMMER INTERNSHIP CERTIFICATES & STIPEND
DISTRIBUTED.

PLACEMENT RULES UPLOADED ON AMIZONE.

MOCK INTERVIEWS FOR MBA CLASS OF 2025

DETAILS OF THE PANELISTS

Date	Name	Designation	Company	Mode	Program
19/11/2024	Ms. Sunanda Rao	HR	WTI Cabs	Online	MBA- HR/Finance
20/11/2024	Mr. Jayant Chandra	Director	PwC	Offline	MBA(G)
21/11/2024	Mr. Sandip Singh	Senior Manager	HCL Tech	Online	MBA- HR/Finance
23/11/2024	Mr. Taranvir Ugal	Business Owner	Xpress Learners	Online	MBA-Finance
27/11/2024	Ms. Kirti Verma	Sr. TR Analyst	Hitachi Digital Services	Online	MBA- HR/Finance
30/11/2024	Ms. Rishika	Manager-TA	BluSmart	Online	MBA-HR/(G), M&S

PLACEMENT STATISTICS FOR DECEMBER 2024

12 STUDENTS RECEIVED OFFERS



Greenlam
LAMINATES

**Greenlam
Industries Ltd**



**Acuity Knowledge
Partners**



**Rockworth Systems
Furniture (India) Ltd**

WNS

**WNS
Global Services**



**Hyundai Motor
India Ltd**

LIVE PROJECT PLACEMENT (MBA CLASS OF 2026)

Name of the Company	No. of Students Placed
SONY Sony India Ltd	3

MOCK INTERVIEWS (MBA CLASS OF 2025)

Date	Name	Designation	Company	Mode
10/12/2024	Ms. Rishika	Manager - TA	BluSmart	Online
14/12/2024	Mr. Amit Mathur	Senior Business Manager	SAS Institute (India) Pvt Ltd	Online

EVENTS IN 2024

SANGATHAN- 2024



The Valedictory Function and Prize Distribution Ceremony of Sangathan 2024 was held on 24th October 2024 at Amity University, Noida.

Students from Amity Business School (ABS) excelled in various events, securing an impressive 1 Gold, 4 Silver, and 8 Bronze Medals.

Adding to the celebration, ABS faculty and staff shone brightly:

- **Dr. Kritika Dasgupta, Assistant Director (CRC), won Gold in Carrom.**
- **Dr. Banita Sajwan, Manager (CRC), earned Gold in Table Tennis in the Faculty & Staff category.**

The event highlighted Amity Business School commitment to excellence and teamwork at Sangathan 2024.

EVENTS IN 2024

INFINITY 2024

**7th Edition of Annual Technology Conference
INFINITY**

**Themed “AI and Beyond: Shaping the Future of Intelligent
Systems,”**

Dated: 19th and 20th November 2024



INFINITY 2024

Provided a vibrant platform for leaders, innovators, and students to explore the transformative potential of intelligent systems. It celebrated progress, fostered meaningful dialogue on AI's applications across diverse fields, and emphasized the critical balance between innovation and ethics. By honouring trailblazers and inspiring collaboration, the conference set a forward-looking vision for a future powered responsibly by technology.

DAY 1:- Inaugural Session

Inaugural Session

The event commenced with a grand inaugural ceremony on 19th November, featuring Dr. Buddha Chandrashekhar, CEO, Anuvadini AI, AICTE, as Guest of Honour. After a ceremonial lamp-lighting and Saraswati Vandana, Prof. (Dr.) Anita Venaik and Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor Dean Faculty of Management Studies Director, Amity Business School highlighted AI's opportunities and risks. A video featuring Elon Musk on ethical AI set the tone, followed by Dr. Chandrashekhar's insights on India's leadership in global AI innovation.



Keynote Addresses

Eminent speakers delivered compelling talks

Dr. Neeta Verma (Election Commission of India) on AI's sectoral impact and ethical development.

Mr. Nikunj Dang (Yagnum) on adaptability in an AI-driven world.

Mr. Mateshwari Mishra (Food and Public Distribution) on modern storage technologies.

Mr. Ajai Chowdhry (HCL) on quantum technologies and AI applications in governance, education, and healthcare.

Day 2 Highlights

Morning Session

AI-Powered Cybersecurity: Safeguarding Against Emerging Threats

Eminent experts, including Dr. Sushil K. Meher (AIIMS) and Dr. Gaurav Gupta (MeitY), delved into the critical role of AI in enhancing cybersecurity frameworks and mitigating data vulnerabilities.

Afternoon Session

Ethics and AI: Ensuring Responsible Development

Distinguished panelists such as Mr. Rohit Singh (Jubilant FoodWorks) underscored the importance of ethical frameworks in AI to uphold privacy, fairness, and societal accountability.

TechChampion Awards

Trailblazers like Dr. Sindhu and Mr. Hemendra V. (Mondelēz) were recognized for exemplary contributions to digital transformation.

Student Competitions

Student participation shone through events like technical poster presentations, research paper contests, and Technovenza – Business Plan Contest, judged by experts such as Mr. Manan Verma and Mr. Nandan.



Valedictory Session



The valedictory session of INFINITY 2024 concluded the conference with profound insights from distinguished speakers, leaving the audience inspired and thoughtful about AI's future.

Mr. Sunil Sharma, from the Ministry of Electronics and Information Technology (MeitY), delivered a compelling address on the Digital India initiative, emphasizing AI's transformative role in creating a digitally empowered and inclusive society. He highlighted the government's efforts to integrate AI into governance and public services for greater impact.

Prof. N.K. Goyal, Chairman of the Telecom Equipment Manufacturers Association (TEMA), shared a thought-provoking perspective on maintaining focus in an AI-driven world. He stressed the importance of ethical foresight, human resilience, and balancing technological progress with societal well-being. The session also featured the unveiling of the publication, "AI, Ethics, and Society's Next Step," by Prof (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor Dean, Faculty of Management Studies Director, Amity Business School, encapsulating the core themes of the conference. The event concluded with a warm Vote of Thanks from Dr. Manisha Bhardwaj, who expressed gratitude to the speakers, participants, and organizers for their contributions.



EVENTS IN 2024

ALUMNI MEET



PGDM, CLASS OF 1997

**ALUMNI
REUNION**

(In Celebration of their 27 Glorious Years)

13th December, 2024
Amity University, Sec-125, Noida



Reconnected 43 PGDM alumni (Class of 1997) at Amity University, Noida, on 13th December 2024.

The event included panel discussions, mentoring sessions, and campus tours.

Key Guest Speakers Across Events

Dr. B.C. Das: Emphasized research ethics and societal advancement.

Dr. Sanjay Sapru: Spoke on healthcare innovation for Viksit Bharat 2047.

Dr. Geeta Malhotra: Advocated empowering rural communities for sustainable growth.

Dr. Rushikesh Khire: Focused on transformative and inquiry-driven research.

MAJOR EVENTS IN 2024

CONVOCATION

A GRAND CELEBRATION OF ACHIEVEMENT: HIGHLIGHTS FROM ANNUAL CONVOCATION 2024


THE EVENT WAS A MOMENTOUS OCCASION, HONORING THE HARD WORK, RESILIENCE, AND DEDICATION OF OUR STUDENTS AS THEY STEPPED INTO THE NEXT CHAPTER OF THEIR LIVES.

Award Name	Award Amount & Trophy	Corporate Guest Details
Jubilant Pharmova Entrepreneurial Excellence Award	Rs. 50,000/- Cheque	—
Jubilant Pharmova HR Excellence Award	Rs. 50,000/- Cheque	—
Anshul Garg Mohan HR Excellence Award	Rs. 50,000/- + Trophy	Mr. Anshul Garg, Group MD, Mohan Electro
The Higher Pitch Marketing Excellence Award	Rs. 50,000/- + Trophy	Mr. Nishant Mishra, Co-Founder, Higher Pitch
Maiden Forgings Finance Excellence Award	Rs. 50,000/- + Trophy	Mr. Nishant Garg, MD, Maiden Forgings Ltd
Reliant EDS Marketing Student Award	Rs. 20,000/- + Trophy	Award cheque to be given later
Shri D.K. Jain Award for Entrepreneurial Ability	Rs. 51,000/-	Various dignitaries presented this award

CONVOCATION 2024

**DEGREES AWARDED TO 485 STUDENTS OF AMITY
BUSINESS SCH DURING THE AFTERNOON CEREMONY.
53 PH.D. SCHOLARS WERE ALSO AWARDED THEIR
DEGREES.**

**VARIOUS ACADEMIC AND CORPORATE AWARDS WERE
PRESENTED TO STUDENTS.**

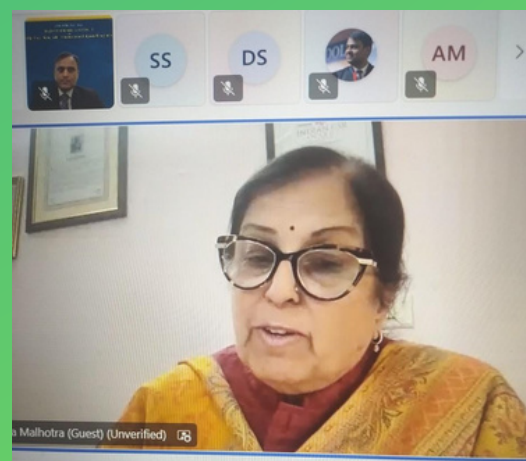
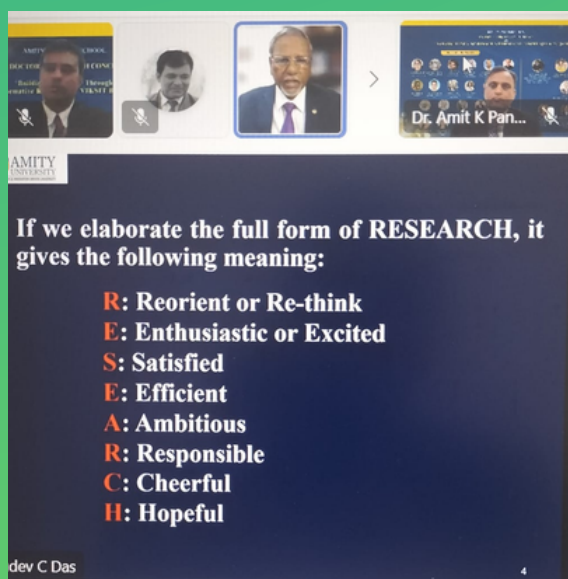
Alumnus Name	Designation	Current Organization
Mr. Anil Chopra	General Manager	
Mr Abhishek Soni	General Manager	
Mr. Gagan Singhal	Project Sales Executive	
Neha Sharma	Manager	

EVENTS IN 2024

5th DOCTORAL CONCLAVE

The 5th Annual Doctoral Research Conclave, themed "Building Knowledge Through Transformative Research for VIKSIT BHARAT," was successfully hosted on 5th and 6th December 2024, offering a dynamic platform for intellectual exchange and innovation. This prestigious event brought together 91 scholars from the Noida and Dubai campuses, fostering collaboration across diverse disciplines.

The conclave featured insightful sessions and discussions on pressing global and national issues, including sustainable development strategies, cutting-edge healthcare innovations, advancements in cybersecurity, and the importance of ethical research practices. Scholars shared groundbreaking ideas, engaged in thought-provoking debates, and showcased the potential of transformative research to shape a progressive and self-reliant India.



MONTHLY ACTIVITIES

Activity Report for the Month of JULY 2024

- **Photo Session:** Conducted for MBA Class of 2025 on 18th and 19th July 2024.
- **Grooming Session:** Organized for MBA (M&S) Sections A & B and MBA-DM Class of 2025 on 25th July 2024.

Speakers:

Dr. Rahul Kakkar, Co-Founder & Director, AKCONSIS Legal Group.

Ms. Richa Bajoria, General Manager-HR, Black Ink Studio.

Seminar on CV Writing and Interview Skills:

Organized on 26th July 2024 for MBA Class of 2025 (Sections A, B, C & D) Speakers:

- **Mr. Anupam Anand, CEO & Co-Founder, Deltron Technologies Pvt Ltd.**
- **Mr. Indresh Mishra, Business Head, Deltron Technologies Pvt Ltd.**
- **Ms. Shivangi Pandey, HR Head, Deltron Technologies Pvt Ltd.**

Re-Registration and Orientation Program for MBA Class of 2025

- **Re-Registration:** Conducted online for MBA and Specialized MBAs on 8th and 9th July 2024.

• Orientation Program Highlights:

Online Havan ceremony on 8th July 2024.

Sessions conducted on 8th and 9th July 2024.

Regular classes commenced on 10th July 2024.

IQAC Meetings

- **Monthly IQAC Meeting:** Held on 25th July 2024 to discuss academic and exam progress, summer internship updates, placement highlights, upcoming FDPs, PDPs/MDPs for the semester, as well as updates on club activities and the Ph.D. program.

Ph.D. Program

Admissions and Evaluations:

- **Ph.D. Admissions:** Selection boards held on 15th and 31st July 2024 for the July 2024 batch.
- **Guide Allocations:** Approval for guides and external co-guides assigned to various scholars.

Name	Batch	Title of Research	Date
Ms. Amrita Pratap	July 2020	Leadership Processes and Leadership Image Determinants in Corporate Management	18/07/2024
Ms. Purna Arora	January 2021	Digital Marketing and OTT Platforms: Role of Social Media Marketing in Building Consumer Engagement	18/07/2024

MONTHLY ACTIVITIES

Activity Report for the Month of AUGUST 2024

- **Corporate Lecture:** NIVA Bupa hosted a session on certification programs by Mr. Sunil Solanki (VP HR) on 5th Aug 2024 for MBA (HR) and MBA (M&S) 2025.
- **Assessment Test:** Conducted for MBA 2024 by Board Infinity on 5th Aug 2024.
- **Alumni Sessions:** Orientation for MBA 2026 on 9th Aug and an interactive session for MBA, MBA(DM) 2025, and MBA(M&S) 2026 on 12th Aug 2024.
- **Mock GD & PI:** Held by AICE for MBA(G) and MBA(Finance) 2025 on 13th Aug 2024.
- **NTCC Internship Viva:** Involved corporate/alumni on 12th-13th Aug 2024.
- **Unplaced Students Meeting:** For MBA(Finance) 2024 on 21st Aug 2024.
- **Grooming & Preparatory Sessions:** For MBA-HR 2025 on 22nd Aug and Deloitte/Wipro candidates on 22nd & 26th Aug 2024.
- **Market Visits:** Led by Mr. T.N. Mukundan on 23rd Aug to Varun Beverages, Sony India, and Reliant EDS Pvt Ltd.
- **NMBA Pledge Ceremony:** Held on 12th Aug 2024 at ABS for International Youth Day.
- **Industry Interaction:** MoCA session with Dr. Manoj Govil and Ms. Anuradha Thakur on 9th Aug 2024.
- **Leadership Series:** Theme "Empowering Youth as Change Catalysts" with keynote by Dr. Sasmit Patra on 28th Aug 2024.
- **Military Training Camp:** 316 MBA students participated at Manesar Campus from 25th-30th Aug 2024.
- **IQAC Meeting:** Discussed progress in placements, FDPs, PDPs, research, clubs, and Ph.D. programs on 30th Aug 2024.

Name	Batch	Title of Research	Date
Mr. Amit Kaushik	2020	Effects of Cloud Computing Adoption on Business Agility	13/08/2024
Mr. Tara Chand Prasad	2021	A Study on Marketing Efficiency of Retail Business	13/08/2024
Mr. Deepak Singh	2019	Technology as a Key Enabler for Sustainable Growth	02/08/2024

MONTHLY ACTIVITIES

Activity Report for the Month of SEPTEMBER 2024

- **Resume Writing Workshop: MBA - M&S Class of 2025** on 11th September 2024 by Ms. Sunanda Rao, WTI Cabs, The Career Beacon.
- **Mock Interview Session: MBA (G) Class of 2025** on 13th September 2024 by Ms. Praveen Chauhan, Head HR Indilog Moving Pvt. Ltd., and Mr. Sahil Suman, Manager-RL-Wheel, Axis Bank Ltd.
- **BlackRock Preparatory Session: 15th & 17th September 2024**
- **Niva Bupa Health Insurance JCP Program: MBA Class of 2025**, 14th, 21st, and 28th September 2024.
- **Guest Lectures: On topics such as Strategic Compensation Management and HR Analytics in September 2024.**
- **KPMG Preparatory Session: 26th September 2024** by Dr. Sunetra Saha, Assistant Professor, ABS.
- **DCB Bank Webinar: 21st September 2024** on Top Recruit Season 11.

Ph.D. Program Activities

Research Scholar	Batch	Research Topic	Date
Ms. Natasha Sharma	July 2021 (FT)	Emotional Intelligence & Leadership	19th September 2024
Mr. MD Naushad Alam	Jan 2020 (PT)	Leadership Styles for Organizational Success	19th September 2024
Ms. Rupali	Jan 2021 (FT)	Workforce Diversity & Organizational Performance	18th September 2024
Mr. Vinod Kumar	July 2017 (PT)	HRD Climate & Innovation in Public Sector	4th September 2024
Ms. Shalini Singh	July 2021 (PT)	Women Leadership in Corporate Sector	4th September 2024

MONTHLY ACTIVITIES

Activity Report for the Month of OCTOBER 2024

- Alumni Entrepreneurs Forum (4th October 2024)
 - Corporate Lectures:
 - 5th Oct 2024: Mr. Rajiv Naithani (Chief People Officer, Infogain) for MBA (HR).
 - LinkedIn Networking Session: 8th Oct 2024, with Ms. Tanvi Handa (Talent Strategist, LinkedIn).
 - Amity Excellence Awards: 11th Oct 2024, honorees include Mr. Gaurav Dua (CEO, Twimbit), Mr. Nishant Mishra (Co-Founder, The Higher Pitch), and Mr. Nishant Garg (Managing Director, Maiden Forgings).
 - Wipro AI Certification Orientation: 16th Oct 2024.
 - Alumni Forum: 17th Oct 2024, featuring Mr. Sandeep Chaudhary (Deloitte), Mr. Pushpendra Singh Indolia (TATA Motors), and Mr. Shubham Jain (Castler).
 - Global Alumni Forum: 25th Oct 2024 on "Embracing Technological Change" with Mr. Maninder Pal Singh (TECH Agrim), Ms. Priya Nair (CECOS College London), and Mr. Krishnavelu Balaji (Nordia Inc).
 - Leadership Series: 8th Oct 2024 session by Dr. Daniel J. on "Decoding Multilateralism."
 - ICEIL 2024: Emerging technologies session with speakers Ms. Deepali Naair and Dr. Kamaljit Anand.
- Ph.D. Programme
 - Course work and area-specific classes for July 2024 Batch.
 - Thesis submissions and ODC presentations conducted for several scholars.

MONTHLY ACTIVITIES

Activity Report for the Month of NOVEMBER 2024

- Ranked 1st in "Top Leading B-Schools of Super Excellence 2024" by CSR.
- Ranked 6th for faculty, publication, research, etc., and 16th for placements.
- Degrees awarded to 485 students of ABS during the afternoon ceremony.
- 53 Ph.D. scholars were also awarded their degrees.
- Various academic and corporate awards were presented to students.

B-Schools Survey Ranking 2024

Amity Business School achievements:

- Ranked 1st in "Top Leading B-Schools of Super Excellence 2024" by CSR.
- Ranked 6th for faculty, publication, research, etc., and 16th for placements.

Ph.D. Department Activities

- Coursework and area-specific classes were conducted for July 2024 batch.
- Long abstracts approved for several scholars.
- Pre-Ph.D. seminars and ODCs conducted. Key theses submitted include:
 - o Mr. Nagendra Singh Panwar: Impact of mega events on tourism in UAE.
 - o Mr. Alok Vijayant: Economics of Cyber Insecurity.

MONTHLY ACTIVITIES

Activity Report for the Month of DECEMBER 2024

- **Industry Analysis Workshops:** Held for MBA Class of 2025 across various specializations on dates such as 12th, 13th, 16th, 18th, and 24th December 2024.
- **Preparatory Session:** Conducted by Greenlam Industries Ltd on 5th December 2024.
- **Placement Talk:** Rayneau Placement Talk for the Batch of 2024 held on 25th December 2024.

Alumni Reunion - 2024

- **Reconnected 43 PGDM alumni (Class of 1997)** at Amity University, Noida, on 13th December 2024.
- The event included panel discussions, mentoring sessions, and campus tours.

Key Guest Speakers Across Events

- **Dr. B.C. Das:** Emphasized research ethics and societal advancement.
- **Dr. Sanjay Saproo:** Spoke on healthcare innovation for Viksit Bharat 2047.
- **Dr. Geeta Malhotra:** Advocated empowering rural communities for sustainable growth.
- **Dr. Rushikesh Khire:** Focused on transformative and inquiry-driven research.

Ph.D. Program Updates

- Coursework and area-specific classes conducted for July 2024 batch.
- Approval of long abstracts and thesis submissions (e.g., Mr. Nagendra Singh Panwar's thesis on tourism in the UAE).
- Pre-Ph.D. seminar presentations and the Ph.D. selection process were held.

Name	Batch	Title of Research	Date
Ms. Isha Sood	2020	Impact of Leadership Styles on Employee Experience	03/12/2024
Ms. Kritika Dasgupta	2020	Importance of Industry-Academia Collaborations in Higher Education Growth	03/12/2024

CLUB COMMITTEES EVENTS

MARKETING CLUB

The Marketing Club at Amity Business School is a dynamic and innovative platform, spearheaded by the visionary guidance of Faculty Coordinator Asst. Prof. Dr. Priyanka Nahush Aggarwal and the energetic leadership of Club President Vanshita Sethi. Together, they have cultivated an environment where creativity and strategy converge, empowering members to explore the ever-evolving world of marketing. With the support of all the club's torchbearers, the club organizes a myriad of events, workshops, and competitions, providing a space to learn, collaborate, and develop cutting-edge marketing skills. Below are some of the exciting and insightful events that the club has conducted, offering hands-on experience in the world of marketing.



MARKETING CLUB
AMITY BUSINESS SCHOOL

- **Marketing Masterminds - 'Your Plan, Your Way'** was organized by the Marketing Club FMS on 22nd August 2024, providing a platform for participants to showcase their creativity and strategic thinking by presenting innovative marketing plans. The competition saw impressive submissions, with the top winners being Abhishek Chopra (MBA(G)), Shreya Handa (MBA(M&S)), and Aditya Sarkar (MBA(G)).
- **The Pitch Perfect Meme Competition** was an engaging event judged by industry experts Mr. Sanjeev Duggal and Mr. Sunil Sharma. Participants showcased their creativity by crafting impactful memes that blended humor and marketing insights.



• Rendezvous Startup Expo at IIT Delhi:
Priyanshi Sharma (1st Place, ₹15,000 prize).



CLUB COMMITTEES EVENTS

FINANCE CLUB



The Finance Club, under the esteemed guidance of Faculty Coordinator Professor Dr. Ashima Agarwal and the dynamic leadership of President Tanishq Pandey, continues to foster financial literacy and industry engagement among students. Through interactive workshops, insightful seminars, and real-world simulations, the club empowers members to navigate the evolving world of finance with confidence and competence.



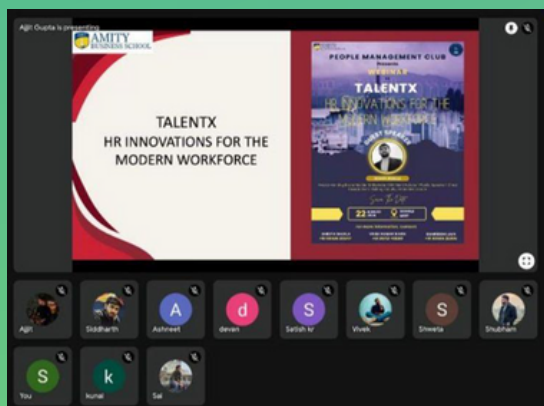
- **FinAnalyse: Mastering the Financial Horizon"** held on 22nd August 2024. This case study competition tested students' financial problem-solving and strategic skills. Winners Prathum Wadhwa, Pakhi Joshi, and Divyansh (MBA General) excelled by applying theory to real-world business challenges.

CLUB COMMITTEES EVENTS

People Management Club



The People Management Club, guided by our esteemed Faculty Coordinator, Professor Dr. Jaideep Kaur, and led by President Shreya Shukla, is dedicated to fostering leadership, teamwork, and interpersonal skills. The club provides a dynamic platform for students to engage in interactive sessions, develop management competencies, and prepare for real-world organizational challenges.



TALENTX

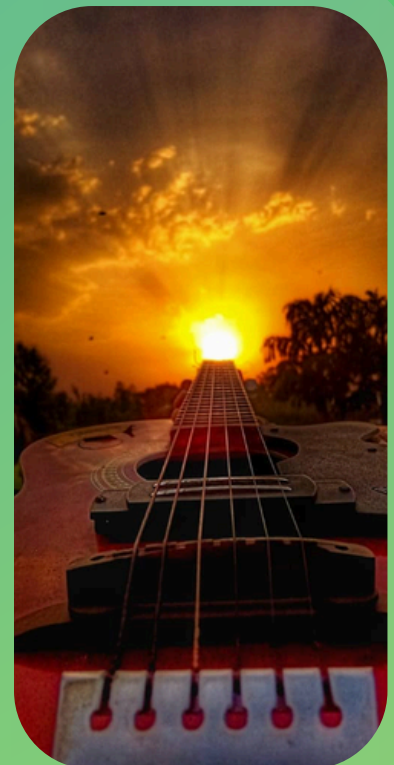
The People Management Club at Amity University Noida organized an event titled “TalentX: HR Innovations for the Modern Workforce” on 22nd August, 2024. This webinar offered participants valuable insights into the latest trends revolutionizing Human Resources. By the end of the session, participants were equipped with practical knowledge and tools to drive meaningful change within their organizations, ensuring they stay competitive in an ever-evolving business landscape.

AMITY BUSINESS SCHOOL CREATIVE MINDS



VARUN SHARMA
MBA (GENERAL)
2024-2026

Varun Sharma's photography is a celebration of life's moments, capturing emotions and stories with a keen eye and creative brilliance. Through his lens, everyday scenes transform into timeless works of art, blending light, perspective, and emotion. His dedication to the craft reflects in his ability to freeze fleeting moments, turning them into visual masterpieces that speak volumes.



AMITY BUSINESS SCHOOL CREATIVE MINDS



HAVISHA ARORA

POEM NAME :-

USKA KISSA

TRIGGER WARNING:- RAPE AND ASSAULT

SUNO SHAAM MEI GHAR JALDI AANA,
SUNO HUM BAHAR JAA RAHE HAI ZARA KUNDI LAGANA,
ISS VAQT BAHIR JAAOGI ? KISKE REHMO KARAM PE VAAPIS AAOG?
KISI SE TOFFEE NAHI LENA... KOI DE TOH CHUP CHAAP USKI NEEYAT TATOL LENA...
YEH KYA ITNE SAARE KAPDE PEHEN LIYE...
AREE TUMNE TOH KUCH PEHNA HI NAHI...
ITNI DARK LIPSTICK , MARDKO KO SIGNAL DENA HAI KYA... ?
ITNI LIGHT LIPSTICK, AREE THODA TOH SIGNAL DO.

DHONG KI SEEMA HAI , TOH YAHAI HAI.... PAAKHAND KI SEEMA HAI TOH YAHAI... HYPOCRISY
KI SEEMA HAI TOH YAHAI HAI.
YEH USKA KISSA... KAHAI BANN NA JAAEY MERA AUR TUMHAARA HISSA.

EK SAANJH KI BAAT THI, TABLE PE BIKHRI STATIONARY AUR KITAABE MERE SAATH THI.
ACHAANAK USS KITAAB MEI SE EK TASVEER MERE HAATHON SE FISLI, FISLI KUCH ISS
TARAH MERI NAZRON KE SAAMNE SAARI YAADEIN EK EK KAR YUHI BIKHRI.
VOH JO AB FISLI HAI TOH UTHANA TOH PADEGA, PAR KHAYAAL AAYA KI USS ROZZ FISALNE
SE BACHALETE TOH BAAT HI KYA THI.
KUCH MINTO KI MUSKAAN KE BAAD, AANKHO MEI THAKAAN MAHSOOS HUI.
JO ITNE SAALO SE VAAKIF NAHI HUA THA, VOH BAATEIN, FIR HASRAT HI NAHI NAFRAT BHI
MAHSOOS HUI.

HARR RAAT MERI CHEEKH DETI THI SAUGAAT, CONSENT? VOH KYA HOTA HAI?
AAJ BHI MERA ZEHEN ISKO SOCHTE HI ROTA HAI. LAAL MERI SAADI THI,
JO UTARTI HARR BAARI THI.

MERI MARZI?

VOH KYA HOTI HAI?

AAJ BHI MERI CHEEKH, MERI SAANS KO JHANJHODTI HAI.
ZAKHAM SE LIPTA MERA BADAN THA, YEH HASHR THA, CHAADAR KO NOCHTE HUE, KHOON
SE BHI LIPTA VOH FARSH THA.

CHEHRE PE NEEL KA DAAG TOH THA HI,
PAR HAIWANIYAT MARDANGI KA BHI TOH SAWAAL THA.
INHI SAWAALON KA BAWANDAR CHAA GAYA. JAHAN GEHNO SI PAHNTI THI MAI APNI HARR
ADA, CHEEKH AUR DARD SE KARNE LAGI THA VOH RAZAA.

TEAM COMMUNIQUE 2024

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