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AMITY SKILLS INSTITUTE PATHWAY TO A WINNING CAREER REPORT 2019



RENEWABLE ENERGY AND CHANGING EDUCATIONAL ARCHETYPES

Prof (Dr.) Padmakali Banerjee
Pro Vice Chancellor and Dean Academics, AUH

Water scarcity, pollution, global warming are some of the hazards of Technology and excesses of mankind that are staring at us and can no longer be ignored. These are causing some serious health problems and the remedies are sought with immediate effect. Boardroom discussions can no longer produce results and now is the time every individual should join the crusade against these demons. Science was never distant from nature as every invention has its roots and inspiration in nature. It's a pity that some of our innovative technology did not go down well with nature and wreaked havoc in the form of natural disasters. It is a clarion call for us to wake up and do the damage control.

Fortunately for us, nature itself has provided us with remedies. New and renewable energy is the only solution to fight with the hazardous effects of technology. India is nature's favoured region with abundance of energy produced by sun, wind, water and biomass.

Government of India is taking various measures to utilize the natural sources of energy and has plans to add 500 gigawatts (GW) of renewable energy to its electricity grid by 2030 in a bid to clean up air in its cities and lessen the rapidly growing economy's dependence on coal. India has an ambitious target of installing 175GW by 2022 out of which 100GW is through solar power.

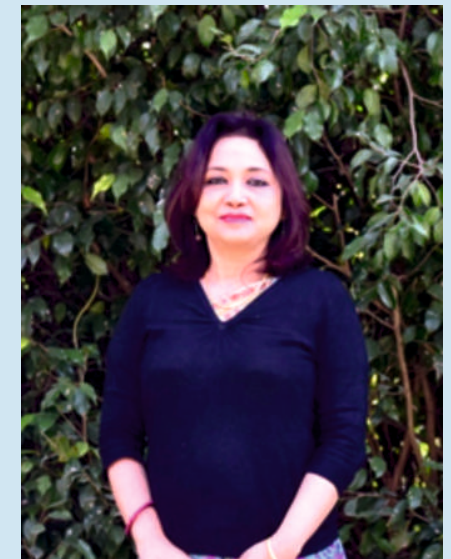
India is the world's third-largest emitter of greenhouse gases. To cut emissions and clean air, it now pledges to increase 40 percent of its installed capacity by 2030 which is a sharp increase from 21.4 percent at present. It will be a small step to satiate the energy appetite of its ever growing population.

The introduction of renewable energy will lead to job creation in India. To meet the target set by Government of India for RE, there is a huge demand for equipment manufacturing in renewable energy sector which leads to a requirement of large number of skilled manpower. Manpower requirement is not limited to only manufacturing sector but it is needed in every area including Installation, System Designing, Operations & Maintenance, Financing and Marketing.

National Institute of Solar Energy was founded by Government of India for Research & Development and to produce skilled manpower in RE to help achieve the target set by Government. NISE, along with Green Jobs sector skills council is taking some wonderful initiatives to create awareness and enter into the arena of research and development in Renewable Energy.

The induction and acceptance of Renewable energy requires social and economic transformation in the country. To begin with, generating awareness regarding the new technology, its utility and the financial implications require complete understanding of technology by the masses. Although an inexpensive energy source, such as this, is a boon for everyone, people are still sceptical about its convenience and uses.

Educational institutions can play a vital role in educating the masses directly by introducing courses in the area of renewable energy within the curriculum and also by conducting skill based training, road shows, workshops, conference, exhibitions etc.



Educational institutes can introduce courses in Solar PV, Solar Thermal, Biomass, Wind Energy, Applications of RE for Domestic and Industrial usage, Power generation through RE, RE Project Management, Marketing and Finance to name a few. Students can also be given training in designing systems on software like PVSyst, PVSOL which will make them skilled in power generation/ industrial applications/ domestic applications etc. During curriculum designing, Smart Grids, Micro grids, Solar PV/T hybrid systems, Biofuels, advanced energy systems and Storage are some of the topics that need to be addressed for all practical purposes. Some advanced topics like Smart Grids, Micro grids, Solar PV/T hybrid systems, Biofuels, advanced energy systems, Large Scale Grid Integration and Storage can also be introduced in the curriculum for the students of PG. Thus, New and Renewable education will break out of monopoly of Science domain and will spread to other branches like management and humanities. It will also open a vista for research and innovation in the area of RE.

Financial evaluation of renewable energy projects is required to understand the economic feasibility of RE projects. Topics like payback period, net present value, internal rate of return, depreciation and depreciation accounting to evaluate a project's viability need in-depth knowledge of the subject. Educational institutes can introduce programmes in these areas and help create professionals and Energy Managers. Managing risks and planning its mitigation is also an important area that needs emphasis to meet the project objectives. Students from Engineering and Management can get huge benefits from these courses.

Energy Management & Auditing forms an integral part of curriculum for renewable energy programs. These courses are designed with an objective to teach students the principles of energy management, requirement of energy management, techniques of its implementation and net gain from energy management & auditing. Energy Auditing can provide a very lucrative career to students who have an interest in this disruptive technology.

Government and Private Educational Institutes should take the lead in incorporating Renewable energy programmes in their curriculum. Amity University Haryana has taken the initiative to offer two Post Graduate program in Solar and Alternate energy for the engineering and sciences students with an objective to produce energy professionals, who are sensitive to, and well aware of, the energy issues and concerns, and who can apply their specialized knowledge for the sustainable energy management. The objective of the program is to produce graduates strong in energy resources, technologies and management fundamentals, and capable in addressing the present and potential future energy problems. A minor degree in Renewable Energy is offered to students of UG from different fields of Engineering, Sciences, management, commerce, communication etc to make students aware of the technology and its need. The students are exposed to the concept of energy efficient technology and to access conventionally used technology based on its energy efficiency.

MAKING A DIFFERENCE THROUGH SKILLS

INSPIRING STORIES FROM THE CORRIDORS OF HOSPITALITY: HUNAR SE ROZGAR TAK

Skillfully contributing to the hospitality industry, working the best of hotels around the national Capital, these remarkable young men make their mark and do their parents and trainers proud

Food and Beverage production is not a job role that can be discounted as undemanding and effortless. It is, in fact, one that is quite severely challenging because of the intrinsic nature of the job and all that is required of it. To be able to create a taste and presentation that is not only fondly memorable but also unforgettable, is a challenge and recreating the same thing with exactness of taste, presentation and aroma is even more arduous.

Amity Skills Institute, along with Amity School of Hospitality, prides itself in successfully executing the first batch and launching them into a space where they can not only make it a reliable source of livelihood, but also work with the veterans and learn the tricks of the trade and how to rise up the ladder in the hospitality industry.

Here's presenting a few success stories to you from our maiden batch of Hunar Se Rozgar Tak training programme.



Atikur Rehman, a regular boy from a small town, coming from a family of limited means, fresh out of school, like any other youngster, was clueless about which career option to pick. The cut-throat competition, the exorbitant fees and cost of commute were making it a very difficult decision.

As a part of our student mobilization drive, ASI connected with SOS Village and enlightened them about the HSRT programme by the Ministry of Tourism where the aspirants for the food and beverage production training programme were invited to enroll. Rehman's keenness to learn this skill and his interest in this unconventional profession was what drew him towards this opportunity. He applied for the HSRT training programme and found himself amongst the chosen candidates.

His experience at Amity University Haryana was "beyond expectations". He says, "I can't decide what my favourite part of the whole experience was, the ever-encouraging trainers, the infrastructure we had the access to or the supportive classmates from the batch."

He is thankful to the Ministry of Tourism and the Skill India Mission for the HSRT programme. Currently successfully employed with Svelte Hotel & Personal Suites, a unit of Advent Hospitality Pvt Ltd as the Industrial Trainee in the Food & Beverage Production Department, he attributes his professional development to the training he received at Amity University Haryana.

"The HSRT chef training program gave me so much more than just the skills I needed to make a career in this industry. It gave me the confidence, motivation and self-assurance to be successful, through skills, exposure and knowledge. Right from, baking, grilling to menu planning and kitchen safety, we were equipped with all the skills required to run a commercial kitchen. I spend every day at work applying all that I have learnt at Amity University Haryana, practicing and building upon those skills"

Rahul Prasad, an introverted boy of 18, joined the first batch of HSRT programme. Not very interactive but very inquisitive to learn and practice, Rahul, with the proper attention and guidance came out as a changed personality. He witnessed what we at Amity University Haryana pride ourselves in as holistic development of all our students and trainees. By the end of the training programme, not only did he display more confidence, his communication skills also improved manifold along with the other culinary skills like baking, cooking and presentation or plating. “The chefs who trained me, Amity were kind and flexible enough to encourage my interest in traditional foods and encouraging me to adapt modern culinary techniques for the same. They taught me to go beyond the books and keep an open mind to experiment and learn from my own experience. That helped me in gaining confidence and asking questions and learning better. The hands-on learning really helped me to prepare for the bigger kitchens.”



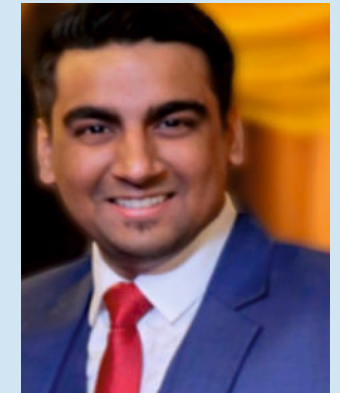
When asked what his favourite part about the training was, he replied, “It was the campus life, in general. I felt privileged to be able to use all the equipment, raw materials and the technology that we were given access to. Moreover, there was a whole 110 acres wide campus to be explored. During the tenure of the training programme, we were housed in the students’ hostel and were given the liberty to use the sports fields, the library and all the other facilities available to the resident students of the university”

Today, he works at the Sewa Grand Hotel, and works with the most experienced chefs in the world cuisine. Initially asked to join as an apprentice, through his exemplary display of creativity, discipline and perfection, he was retained as a trainee and offered a job. Rahul is extremely pleased with the path his career has taken

INSPIRING STORIES OF THE TRAINEES FROM SURYAMITRA TRAINING PROGRAMME

Deedar Sharma’s experience at Amity University Haryana while pursuing Suryamitra Skill development programme

“As I belong to an entrepreneurial family, and as I was inclined towards renewable sources of energy, I always wanted to start up my own business related to the same. After a fair share of surveying, I discovered that there are numerous opportunities to pursue this government-sponsored skill development programme related to solar panels and its components. My only concern was about getting decent amenities at the centers listed for this residential course. My concerns instantly translated to delight when I saw Amity University Haryana as one of the centers chosen to run this programme. The faculty, equipments, labs, study material, hostel, food everything was perfect and I had already heard such wonderful things about the campus.



The emphasis was adequately divided between the technical skills and soft skills. Apart from the technical solar training we were taught communication skills and English speaking skills so as to not only improve our employability in the industry but also so that we could represent the companies that hire us, dignifiedly in front of the clients.

Although it was for a very short duration, we were really made to feel like an integral part of the university and were offered all the warmth, care and security. For me it was an experience of a lifetime. The faculty was extremely supportive and their encouragement took us a long way in improving ourselves. Apart from the all the technical knowledge they helped shape and develop our personality. Our days at Amity were filled with highly enriching, and to top it all, our batch was lucky enough to witness the annual fest of Amity University Haryana which was an experience in itself!

The knowledge and practical experience I gained in the Suryamitra training programme gave me the confidence to start my business. Although it is still in its nascent stages but I am geared up to take it to the farthest milestone.

I want to express my gratitude to all the faculty members, especially to Dr. Subra Das and Dr. Reena Nigam who were always there to support us.”

Deedar Sharma
(Suryamitra Batch 4).



“Suryamitra training programme was the most life altering period of my life. It came as a ray of hope that redeemed me from darkness and transformed my life. Today, I am able to earn a living for myself and call myself a ‘businessman’ all thanks to Suryamitra. I have the confidence, capability and the expertise to soar new heights. I run a store for supplies related to solar equipment.

I joined the Suryamitra Skill development training programme at Amity University Haryana on 25th Jan 2019. It was a whole new experience for me to be a part of such a mesmerizing campus. Amity campus is a very welcoming place and from the first day, I felt at home here. The facilities, the hostel, cafeteria, library, sports ground everything was extremely special. The ever-inspiring and knowledgeable teachers and trainers hand held me through the most difficult parts of the training and I would remain forever indebted to them for all they have taught me.”



Rinku Saini
(Suryamitra Batch 3)

“My experience with Amity was extremely memorable. I have learned and experienced so many new things in such a short period of time. It is a pity that this beautiful phase was so short lived. I am still discovering all the avenues open for me after the training.

Amity University Haryana campus is a very warm and welcoming place. Right from the first day, I felt at home here. I have cherished every day here. I have made many new friends, explored the vast campus, gained essential knowledge, improved my communication skills and personal grooming. AUH has given me a chance to gain and improve the skills in the field of solar energy. My trainers were very supportive. They have helped me develop a likeable and impressive personality and have also, positively altered the way I look at life in general. I am enormously grateful to all my trainers for giving me much more than just knowledge. I can never thank them enough for all the support extended by them.

If I could go back in time, I would really wish to relive those days. “

Divyadeep Chaudhary
Suryamitra Trainee



ASET COLLABORATES WITH ASI TO HONE ENGLISH COMMUNICATION SKILLS OF THE NON-TEACHING FACULTY GIVING THEM AN IMMENSE OPPORTUNITY FOR DEVELOPMENT

ASI aids non-teaching faculty of ASET in improving and practicing correct Spoken English language through an extensive two-week long workshop

A workshop on ‘Enhancing English Language Skills’ was organized by ASET in association with ASI from 03 June to 14 June 2019. The objective of the workshop was to initiate non-teaching staff of ASET to learn basics of speaking, writing, listening and reading of English. A total of 39 members of non-teaching staff, (31 lab assistant and 08 office staff) participated in the training. The coordinators of the training were Dr. Reena Nigam, HoD, Amity Skills Institute and Mr. Manish Kumar Bharti, Assistant Professor, Department of Aerospace Engineering, ASET.

The workshop also included a guest lecture on the second day of the training. Mr Inderjeet Mittal (Senior Class-I Gazetted) Central Secretariat, Government of India, imparted a lecture on ‘Human values and Ethics’. The modules for the training focused on practical uses of English language. Every single participant was encouraged to speak, write and read in front of other participants through various activities. The response for the activities was overwhelming. The activities were helpful in creating an atmosphere of open and mutual learning and participants were able to participate without any hesitation. Ms. Sonali Kakkar, from ASI, took a session on etiquette and grooming.



Speaking on the start day of the training Prof. (Dr.) S. N. Sridhra, Director, ASET, said that there is no age or time for learning. Emphasizing on the importance of learning languages, he said that it is important to know more languages, especially English language which will create more career opportunities and also create a better interaction between students and non-teaching staff and between them and faculty.

The two-week long training programme ended on 14 June 2019 with Hon'ble Pro Vice Chancellor Prof. (Dr.) Padmakali Banerjee addressing the facilitators and the participants. Speaking on the occasion, she expressed happiness over the successful completion of the training. She said it was a great beginning and every institute should try to replicate the model. She praised Director, ASET and HoD, ASI for initiating the concept and encouraged each participant by asking them of their experience through the training. She also expressed her satisfaction over the level of confidence that each participant showed after the training.

Dr. Reena Nigam, HoD, ASI and also the facilitator and coordinator of the training gave a brief of the training to Pro Vice Chancellor. She praised each participant for showing great motivation towards learning irrespective of their age and role at ASET. She suggested that an English club can be created for the sustainability of training content and also for further improvement. A refresher programme should also be conducted from time to time so the momentum of learning continues. Mr. Sanjeev, Lab Assistant, Department of Civil Engineering, ASET thanked the organizers and facilitators on behalf of the trainees.

Dr. Sridhra, Director ASET gave his concluding remark by expressing his satisfaction over successful completion of the workshop. He expressed the need for the continuous improvement of the staff through such trainings. The event ended on a happy note with the commitment from all trainees that they will continue to make efforts towards improving themselves.



ENHANCING CREATIVITY WORKSHOP: A MODULE TAILOR-MADE FOR CREATIVE SKILLS AND ENHANCING THE CREATIVE SIDE OF THE BRAIN

Under the talented headship of Ms. Esha Jainiti and under the aegis of the Amity Skills institute, AUH witnesses the first of its kind workshop on enhancing creativity for students from across all institutes

As against the ascendancy gained by AUH in the realms of education, research and skill development, creativity potential of our talented students remained untapped and was ingeniously identified as a skill gap. The workshop aimed to facilitate the trainees to overcome mind blocks and unlocking the creative potential that every individual has, by providing tools or methods to the participants that enable them to enhance their creativity.



This workshop, conducted on 24th January 2019, was divided into two sessions. The first session entailed students talking about their take on creativity and understanding creativity and the second about how the tools shared enhanced creativity. A number of activities were performed to get the students to practically bring out their creative potential. The day-long workshop ended with the students walking the labyrinth and then using the technique of mindful meditation to stroke their creative side, focusing on the positive vibes and manifest the same into their thoughts.



The workshop encouraged the students to observe how they perceive things. The analytical part of the brain makes them compartmentalize all inputs for the mind into conventional labels. The whole idea is to push your mind to see things differently. The workshop started with helping the participants understand what curbs creativity and why. Next, they were given a challenge and an opportunity to channel their thoughts in the most creative and extraordinary fashion and demonstrate the same in the activities conducted. Not only did the participants thoroughly enjoy the workshop, they also felt content from applying their minds in an unfettered manner.

STUDENT DELEGATION VISIT FROM MONMOUTH UNIVERSITY, USA

Amity dignitaries with delegation from Monmouth University, USA

Amity University Haryana hosted a delegation of Researchers, Experts and Professors from Department of Psychology, Monmouth University, USA, on 08 January, 2019. The delegation was addressed by Pro Vice Chancellor and Dean Academics, Prof. (Dr) Padmakali Banerjee on behavioral competency for success. She emphasized on the concept of Optimism as a guiding principle that influences other components of subjective well being such as positive emotions, engagement, relationship networks, meaning, purpose and achievements.



Prof. (Dr) Padmakali Banerjee discussed extensively on Optimism Attitude Model and its significance in mitigating stress and strain that people face to overcome life challenges in a dynamic global and how the attitude of Optimism can be the differentiating power to path of success and is instrumental in changing lives. The delegation shared their own learning and experience in their area of research. The interaction was followed by a session on 'Mindful Meditation' to reinforce beliefs and dealing with inner conflicts. This was followed by a Labyrinth walk-another form of Mindful Meditation. An overwhelming feedback was received from the delegates.



A psychometric test was also conducted for the delegates followed by lamp lighting. Senior Professors from the university, Prof. (Dr) Bhavana Adhikari, Dy. Dean Academics, Prof. (Dr) Rishipal, Amity Institute of Behavioral Health and Allied Sciences, Dr. Vikas Sharma Amity Institute of Clinical Psychology and other faculty members from AIBAS and AICP were also present during the interaction. The event was coordinated by Dr Reena Nigam HOD Amity Skills Institute and Dr Rumki Bandyopadhyay, Dy. Director International – Academic Affairs and Associate Professor – Amity Business School.

INTERNATIONAL WOMEN'S DAY 2019 AT AUH CELEBRATED WITH PANACHE AND THE MOTTO BALANCE FOR BETTER WAS COMMEMORATED

Women's Day was celebrated with great enthusiasm and in the best of spirits, keeping alive the motto of the year 'Balance For better'

International Woman's Day 2019 was celebrated at AUH with much fervor on 8th March 2019 at AMITY UNIVERSITY HARYANA in the A Block Auditorium. The theme of woman's day this year was 'Balance for Better'. To mark the occasion and the theme many events and activities were organized.

The event began with the opening message from Dr Padmakali Banerjee, Pro Vice Chancellor and Dean Academics, AUH. In her message, Dr Padmakali emphasized on the need for balance in every woman's life, be it her professional life or personal. She also talked about aspiration deficit in women and said that it's time to change the compass and aim for the best which is the only way to break the bias and inequality linked with gender.



Dr. Kiran Devendra, HoD Dept of History, Amity School of Liberal Arts, AUH, obliged the gathering with her words of wisdom. She spoke about the importance of woman's individual identity. Speaking on the topic she reiterated the fact that we still consider society to be male dominant and therefore address issues from their point of view of a male. Social evils such as female feticide still continue to exist. The time has come for women to believe they are equals, not by asking for special privileges but by believing in themselves and their strengths. Her talk was extremely informative and was greatly appreciated and applauded by all. She mentioned that we stills have a long path to tread.

The major attraction of the event was participation by students, who enthralled everyone by their very powerful performance. The students of Ami-Skill Club moved the audience with their thought provoking mime on the gender bias prevalent in society where the birth of a boy is celebrated and the girl child has to live in neglect and apathy. Their performance not only brought out emotional tears in audience, but also invoked a question as to how long this age old bias will remain to haunt us. Ms Deepika from Shakti club gave an impactful presentation of their huge contribution towards educating women and children of marginalized groups who work in Amity's house-keeping department.



On this special day AUH felicitated the achievement of Ms Anita Bimal, the General Manager HR at ITDC and the principal of Ashoka School of Hospitality. Her awe inspiring personality is the great example of breaking the glass ceiling in hospitality sector.

Beautiful badges were created by Amity School of Fashion Design and Technology, for woman's day which created a wonderful buzz around the occasion.

A poster competition had been organized and a large number of students participated in it. The colorful posters depicted the theme of woman's day-Balance for Better, Ms. Nupur, (B.Sc. Nursing), 6th semester, ACON, won the first prize.

The last, but not the least attraction for the event was a presentation by Ms Simpi Raheja, a lecturer in Amity College of Nursing, on Breast Cancer Self examination. This dreadful disease has made many a woman its victim and has become every woman's concern. Ms Raheja was very successful in creating the awareness that a self examination can help us fight the disease better by early detection.

The event ended with Ms Kiran Taneja, Vice Principal ACON proposing a vote of thanks to everyone who contributed to the success of the event.

AMITY SKILL INSTITUTE PARTNERS WITH ISDC

A memorandum of Understanding was signed with ISDC to promote and deliver the Bachelor of Vocation Degrees which has been internationally endorsed by The UK Skill Federation

ISDC Projects India Pvt. Ltd., trading as ISDC - International Skill Development Corporation, with its regional office in Bengaluru, Karnataka signed an MoU with Amity University Haryana. This deliberation was to develop, promote and deliver International accreditations and certifications. International accreditations and certifications ensure developing and upgrading students' skills to international standards, which in turn helps to acquire recognition in the global work force with international certification. The MoU was signed 6th August 2019.

ISDC is a leading International Provider for British Education and Skills. ISDC is working with many universities and professional bodies in UK for their market expansion, transnational education and growth. ISDC works with universities and higher education providers by developing and upgrading the academic degrees for future to seek external accreditation/memberships/qualifications along with the degree.

ISDC has partnered with the UK Skills Federation to provide an international commendation for Bachelor of Vocation Degrees in India, helping to strengthen links between industry and higher education and provide employers with the assurance of the work-ready graduates, armed with skills industry needs. The partnership will bring an international ratification that will recognize the very best industry-relevant courses in training and education. The Quality Mark from the UK Skills Federation, which represents the UK's Sector Skills Councils and National Skills Academies, is being developed to recognize the best Bachelor of Vocation Degrees courses in retail, tourism & hospitality, logistics and supply chain, banking and finance, IT and ITES and media and entertainment.



Mr Andrew Doyle, UK Skill Federation, London, Membership Operations Manager, People 1st and UK Skills Federation visited the campus to meet Dr. Reena Nigam to pursue a partnership with AUH. Mr. Doyle looks after the promotion and administration of various recognition schemes, such as the UK Skills Federation Quality Mark.

PAVING THE WAY TOWARDS A GENDER NEUTRAL WORKPLACE AND PROFESSIONAL ENVIRONMENT

Amity Law School and Amity Skills institute team up for a workshop by Dr. Rajulben Desai as the guest speaker

Post independence, we have come a long way toward gender equality and empowerment of women. Awareness about workplace ethics and the dos and don'ts to be followed have made their way into most areas of work. Sexual Harassment is a hazard encountered across the world that reduces productivity, jeopardizes performance, undermines gender equality and costs a firm. Considering the sensitivity of this notion, Amity Law School and Amity Skills Institute took the initiative to organize this one-day workshop on 13th September 2019.

Maj Gen P.K.Sharma Prof & Director, Amity Law School and Dean, Faculty of Law welcomed the gathering and underlined the importance of the event. He said "Sexual Harassment" now is gender neutral and it is not only women but even men can be subjected to this.

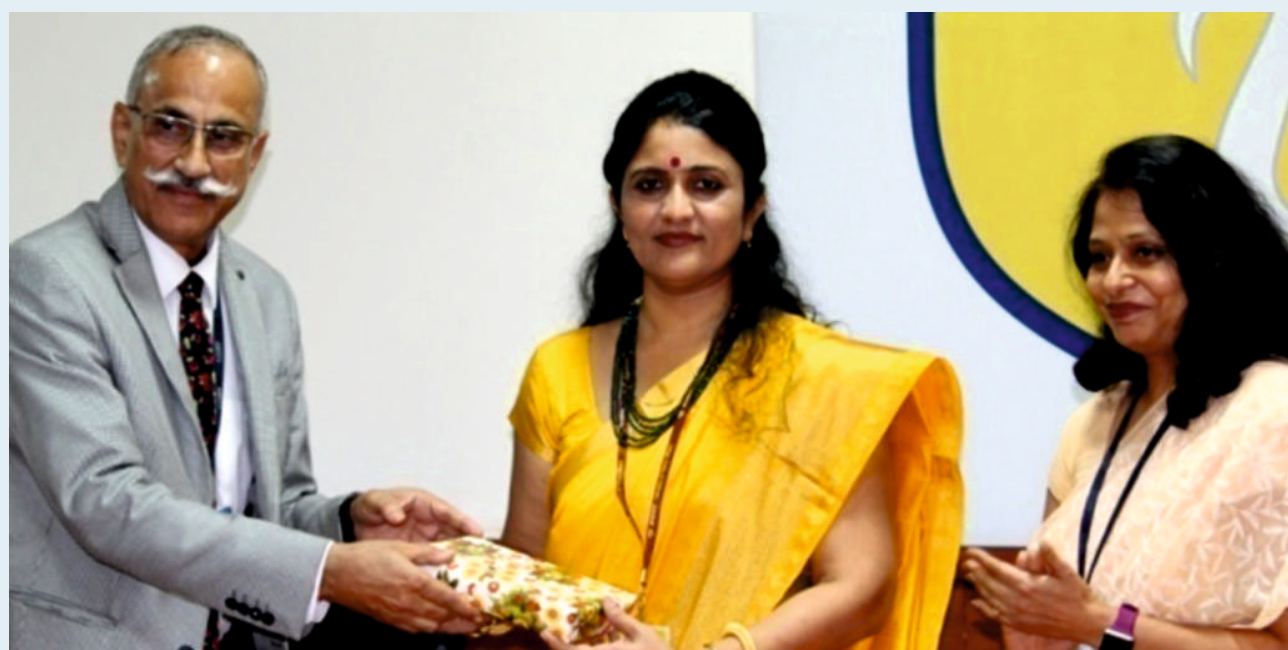


Dr. Rajulben L.Desai, Hon'ble Member National Commission for Women, distinguished academician, a prominent educationist and social worker with an excellent track record in the field of Women Empowerment and Gender Studies, conducted the Workshop Session. She discussed the Sexual Harassment and explained what exactly it is. Unwelcome sexual behaviour, which could make a person feel offended, humiliated, suppressed, nervous or intimidated. It can be physical, verbal or written. The problem of Sexual Harassment exists due to the ideas of gender norms or social roles and myths attributed to them. Often argued is that women "provoke" or "ask for" the conduct or that it is a price a woman must pay for stepping out of the "home and hearth" designated for them.

In her address, Dr. Desai critiqued the patriarchal system that internalizes discrimination against women. She exposed the hypocrisy of de-feminization and the politics of female subjugation by commenting critically on various false social practices and spoke on the challenges women faced. She also elaborated upon how women are discriminated by their fellow colleagues and supervisors in the various fields and how one can overcome these situations. She explained what constitutes 'Sexual Harassment' viz. any unwelcome behavior of a sexual nature,



like unwanted deliberate touching, pinching, leaning over, making threats if the person doesn't agree to a relationship etc. She pointed out that various organizations, including all educational institutions and scientific institutes should have an Internal Complaint committee for investigating and taking action on complaints of Sexual Harassment of Women at Workplace. She highlighted the guidelines laid down in Vishaka Case which is considered to be the Magna Carta for handling cases of Sexual Harassment at Workplace. She stressed the importance of creating awareness amongst women regarding the proceedings of lodging a complaint and taking help of the administration. She equally focused on the false allegations lodged by women to gain benefit. She also brought in the challenges of a woman's life at home and stressed the need of instruction for preventing harassment at homes. She however, admitted that things have begun to change with education, which is making women realize that they are not inferior. She ended her speech with an optimistic note on the current advancement of Gender Equality and Gender Justice and urged the participants to create awareness among men and women both to fight against this menace.



AUH FACILITATES STUDENTS TO EXPLORE AVENUES TO STUDY ABROAD AND PURSUE A CAREER OUTSIDE INDIA

A workshop to give students a clear idea about career options abroad in their field and how to pursue the same

The workshop, organized on 31st July 2019, was aimed at guiding and informing students about the options and choices available to them.



The speaker for the workshop was Mr. Pankaj Jain, Director at Career Plus Services. He engaged the students and encouraged them to participate in the interactive parts of the programme, rewarding their participation. The students from various institutes and colleges at AUH attended the workshop. Mr. Jain patiently understood and answered all the queries raised by the participants related to the industry, application process and official formalities.

EDUCATING THE STUDENTS ON PURSUING A CAREER IN MEDICAL SALES AND MARKETING

A three-day long training programme was held by ASI and AIP to discuss the career path of a medical sales representative

The talk was broadly divided into four parts covering all essential information and facts about the industry, practical, future prospects and all the concerns for the aspiring medical sales representatives. Dr. Rakesh Kumar Singh from Amity Institute of Pharmacy talked about the major concerns for market recalls of pharmaceuticals and covered the various technical aspects of drug recalls from market and what are the markers for drug withdrawal as well as the toxicity profile of different drugs. Ms. Anjali Dhillon discussed the different dosage forms available in pharmaceuticals and different advancement in pharmaceutical dosage form and design.

On the second day of the workshop, Ms. Manju Ranjan, a master trainer from Life Sciences Sector Skill Council, talked about the industrial aspects of sales and marketing in pharmaceuticals and covered the training aspects for budding pharmaceutical sales executives and what are the technical aspects that are required in Pharmaceutical sales and marketing industry. Students learnt soft skills and how to present in front of medical physician.



To succeed in medical sales, effective communication and a sound knowledge of workplace etiquette and professionalism is necessary. This session was executed by Dr. Reena Nigam and the participants were given tips on personality development and confidence building.



Director AIP, **Prof. (Dr.) Sardana** in his concluding session applauded the trainers for their sincere participation and announced many such workshops for the students.

AUH WITNESSES A WORKSHOP CENTERING AROUND IMPROVING THE HEALTH AND LIFESTYLES

A workshop on Lifestyle Change and Health Management was organized in the old library, A-block addressing the changes to be brought about in our diet and lifestyle

Organised on 2nd September 2019, the main objective of the workshop was to inculcate management skills in terms of lifestyle, health, diet and time.

Dr. Luxita Sharma, the speaker of the workshop started her talk by a brief introduction about setting the meal timings according to our routine. She focussed on intake of good nutritious food instead of counting of calories. She also concentrated on an important prevailing issue among the students that is, stress. She not only explained how stress can affect the psychological power but also can hamper the physical activities carried out on a day-to-day basis.



The session was an interactive one where an open discourse was held between the speaker and the participants of the workshop as the principles of 'eating right' were discussed.

She patiently answered all queries of the students and busted various myths about the various diets in trend now-a-days such as the Keto diet and intermittent fasting.

The workshop came to an end with a conversation on Diet Planning and how one can keep in mind all the nutrients to eat a healthy diet while managing his time and lifestyle.

PROMETRIC CENTRE FOR TOEFL SHOWS THE WAY TO GET IN THE TOP UNIVERSITIES ACROSS THE GLOBE

Prometric Centre for TOEFL visits AUH for spreading awareness about the relevance of TOEFL in pursuing higher education outside India

With a view to creating awareness about TOEFL, Amity University Haryana proudly hosted a team from Prometric Centre for TOEFL, New Delhi. Prometric Centre for TOEFL has launched a mega drive to spread knowledge about TOEFL. A very learned team comprising Mr. Dheeraj, Ms. Garima and Ms. Ankita visited the campus and were warmly received and welcomed by Amity Skills Institute along with Amity Business School.

The session, held on 29th March 2019, enabled the congregation of students to understand their options of applying to the top universities abroad. Several core tools by Prometric are also developed to help students prepare for TOEFL, keeping in view that it is difficult for the students to get a decent score in one go and given the rush for the required score. The Pro Vice Chancellor Dr. Padmakali Banerjee and ABS, Dy. Director & AUH, Director-Admissions, Dr. Vikas Madhukar discussed Prometric's upcoming tools. More such programmes are on the anvil.



A LECTURE ON WOMEN EMPOWERMENT: A TOPIC THAT STAYS RELEVANT, DECADE AFTER DECADE

Women Empowerment and challenges faced by women, even today when half the country is ranting about equality and justice

Amity School of Applied Science along with Amity Skills Institute organized a lecture on 'Women Empowerment'. The lecture comprised a discussion on the need for empowerment of women, how it can be brought about and everything that stood in its way. On the occasion, Dr. Reena Nigam, HoD, Amity Skills Institute addressed the gathering. During her interaction with the students, she accentuated the fact that emancipation and empowerment do not mean shouting slogans and demanding privileges. On the contrary, it means working towards the real equality even at the cost of letting go the privileges that give women the status of a weaker gender. The lecture was attended by Dr. Anil Yadav, Director ASAS and Dr. Subhra Das, HoD, Department of Solar and Renewable energy along with many faculty and students.

SKILL DEVELOPMENT – THE FLAGSHIP INITIATIVE FULFILLING THE DREAMS OF NEW INDIA

Prof. (Dr). Debasis Bhattacharya,
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The skill development initiative implemented by Prime Minister Narendra Modi since he took over office in 2014 and thereafter 2019 has now become a national movement towards rejuvenating the country towards a new trajectory of economic development and prosperity. This is currently one of the flagship initiatives that virtually epitomize the face of New India. In order to strengthen the technical skills and empowering the workforce in India, especially the young generation workforce, Ministry of Skill Development and Entrepreneurship was set up by the Narendra Modi government on November 09, 2014. For the first time since India's independence, a Ministry for Skill Development & Entrepreneurship (MSDE) has been formed to focus on enhancing employability of the youth through skill development. This was a momentous decision made the government with an objective raising the level and standard of technical and vocational skills to an altogether higher trajectory and making youth force of our country employable. This initiative has proved to be not only transformational in enhancing employment opportunities for millions of our youth but also providing tangible positive results in enhancing core competency of youth workforce.



In recent years the skill ecosystem in India has been experiencing great reforms, transition and policy interventions which are reinvigorating, reinforcing and providing great impetus to the country's workforce. The Skill India Mission is preparing our youth community to harness innate talent and make them use in workplace, thereby increasing GDP growth rate of the country. The Prime Minister's another landmark initiative in the name of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) has gained great momentum in enhancing employment opportunities of youth in India. The ITI ecosystem has also been brought under Skill India Mission for garnering better results in vocational education and training. Simultaneously, the Government of India recently has announced a number of initiatives that will engage the youth in various skills designed to cater to new avenues of employment. In this context special emphasis has made given on promoting apprenticeship training programs that have rationalized the stipends to increase participation in such programs.

It is also important to take cognizance of the fact that Ministry of Skill Development and Entrepreneurship has introduced the Pradhan Mantri Yuva Yojana (PM-YUVA) which aims at educating and equipping potential and early stage entrepreneurs with a view to providing support system aspiring entrepreneurs to start new business ventures. The prospective entrepreneurs are linked to the MUDRA scheme of the government so that they get assistance in initial business funding. Additionally, in an effort to strengthen the skill development ecosystem in the country, the government has inducted the first batch of the Indian Skill Development Services (ISDS), the newest central government Group A services. The new service will give a new impetus to the government's skilling initiative by significantly improving the efficiency and workplace effectiveness.

In order to provide acceleration to skill development initiative and encouraging entrepreneurship with new start-up ventures, the National Policy for Skill Development and Entrepreneurship 2015 is currently gaining tremendous momentum. The main objective of this policy is to meet the challenges of skilling with speed, standard or quality and sustainability. It is important to recognize that skill development is the collective responsibility in which all the key stakeholders like the Government, industry and commerce, trade organizations, community based organizations, non-governmental organizations, and even highly qualified and dedicated entrepreneurs who have been working in the skilling and entrepreneurship ecosystem for many years have to coordinate and work in tandem with each other to make the Skill India initiative successful and globally competitive. The policy also links skill development to improve quality employability and productivity in all sectors thereby making a significant leap forward towards inclusive growth in the country. A glaring example of this inclusivity is reflected by the March 2019 of Multi Skill Development Centre to provide specific skill based training in maritime logistics at Jawaharlal Nehru Port Trust and provide employment to 1050 students every year in the port and shipping sector. This will enable achieving 100 percent skilled manpower to all major ports and make local people employable.

In this context the National Skill Development Corporation India (NSDC) is at the forefront of skill development initiative. It is an innovative idea and was setup as a one of its kind public private partnership company (PPP) with the primary objective of enhancing the skill ecosystem in India. The main functions of NSDC relate to upgrading skills to international standards through significant industry involvement and develop necessary frameworks for standards, quality control and quality assurance under the overall PPP framework. Importantly, it is essential to realize that support to early-stage social entrepreneurs working on innovative business models is a mandatory requirement for making Skill India initiative a great success. Towards this, the idea of nurturing the possibilities of forming start-ups and entrepreneurial ventures is an integral component that NSDC is also promoting. This has direct conformity with Start-UP India and Stand-Up India campaigns of the government. Partnership with various ministries in Central Government, other state governments, industry partnership and university partnerships further provide a great impetus to promote an optimal ecosystem for skill development. With all these initiatives undertaken by the government coupled with active participation of industry, universities and people at large, India's skill development initiative is destined to reach the highest levels of sophistication thereby fulfilling the dreams of New India.

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AMI-SKILLS CLUB ESSAY COMPETITION-WINNING ESSAY

HOW TO ATTRACT YOUTH TOWARDS AGRICULTURE?

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In the modern heuristic world every individual strives for success. Although the notion of success may differ but the end perspective is to earn a quality lifestyle for the family or self. In the Indian scenario agriculture contributes the highest to the Gross Domestic Product (GDP). One of the major reasons is that the Indian economy is majorly dependent on agriculture. The problem here for denizens is how to survive the day when the production is less than the demand and whether import will be a viable and feasible option in a country where we have such a huge population. The answer to the predicament is simple. The opportunities should be developed and environment must be created where the present farmer is motivated to continue farming as a profession and encourage others to get involved, whereas today farming appears more of a necessary evil, at least to many if not all, to survive the family.



One must know to motivate and boost the agricultural sector by promoting youth. The goal can be achieved with right education. Some methods to motivate and boost the farming sector:

- 1) The Indian education system has become a tool of creating money minded persons, wherein the person is motivated to take a profession where one earns good and stable income. There are two things here:
 - a. Teach a child the basic morals and values of sustaining life in a simple way where farming will automatically become a major option. Revamping the life by earning good may lead to a good elite life but when one does not have food to eat then it cannot be produced fortnight.
 - b. The agriculture sector in India is not regulated by the Government due to which most of benefits of policies and waivers rarely reach the needy, and the benefits are sucked by the touts. Even in general cases the touts earn major profits of the crop produced by the farmer, due to the lack of resources and awareness with the farmer. Basically, the government must develop a regulatory mechanism and try to make agriculture an organized sector.
- 2) The youth wants a profession where there is exposure and a chance of growth. Unfortunately, farming in India has never been developed in the most possible way, as the need of the hour demands the farming sector be commercialized with the possible development of the infrastructure and advancement in technology.
- 3) Generally, seminars and workshops organized by agencies be it government or non-government, the rural farmers rarely approach or are aware of such opportunities. The youth seek such opportunities due to which people move to urban areas. Such events must be organized at a rudimentary level where the small scale farmer is affected.
- 4) The psychology that a farmer is 'helpless' has also worsened the situation. The stature and reputation of farming is clearly not looked as a novel profession, whereas we all must collectively work towards making it an enthusiastic opportunity for fresher. It is also true from the historical perspective that India from being the importer of crops has become the exporter of various crops, but recent developments in secondary and tertiary sector has perverted the youth from farming. Further, farming seemingly appears to be more laborious with fewer benefits as compared to secondary and tertiary sector. We refer mothers as 'anapurna' but farmers are no less than the 'god' of food.

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