

2.3.1 Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences

S.NO.	INSTITUTE/SCHOOL	NAME OF ACTIVITY UNDER EXPERIENTIAL LEARNING (INDUSTRIAL VISIT, INTERNSHIP, DISSERTATION, FIELD WORK AND MILITARY TRAINING)	DATE OF ACTIVITY	NAME OF ACTIVITY UNDER PARTICIPATIVE LEARNING / PROBLEM SOLVING METHODOLOGIES (HANDS-ON-WORKSHOP, CONFERENCES, SEMINAR AND INCLUSIVE LEARNING)	DATE OF ACTIVITY
1	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO VEGA INDUSTRIES PVT. LTD.	31/03/22 TO 02/04/22	WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT	7/1/2022
2	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO JAMANA AUTO INDUSTRIES LTD.		GUEST SESSION ON MANAGEMENT CAREER 3.0: CHALLENGES AND OPPORTUNITIES	14/02/22
3	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO BRITANNIA INDUSTRIES LTD.	05/03/20 TO 07/03/20	WEBINAR ON "DISCOVERING YOUR DRIVING FORCE"	24/03/22
4	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO VEGA INDUSTRIES PVT. LTD.	05/03/20 TO 07/03/20	GUEST SESSION ON DIGITAL MARKETING	6/4/2022
5	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO BADRI VISHAL AGRO PVT. LTD.	15/10/19	GUEST SESSION ON INNOVATION AMBASSADORS AND START-UP STUDENTS	12/4/2022
6	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO J B MANGHARAM (BRITANNIA)	25/04/19	WORKSHOP ON PUBLIC POLICY AND ITS CONSTITUENTS	18/05/22
7	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO SRF LTD.	9/4/2019	ACTIVITY ON TEAM BUILDING AND LEADERSHIP EVENT	20/05/22



8	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO BADRI VISHAL AGRO PVT. LTD.	27/03/19	AD MAD EVENT	27/05/22
9	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO SHRI RAM FIBERS LTD.	25/03/19	INTERNATIONAL CONFERENCE ON DIGITALISATION, INNOVATION TRANSFORMATION AND SUSTAINABILITY IN BUSINESS MANAGEMENT AND SOCIAL SCIENCES	12/11/2022
10	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO J B MANGHARAM (BRITANNIA)	26/02/19	GUEST SESSION ON CHALLENGES TO GLOBALISATION IN POST-PANDEMIC WORLD	23/07/21
11	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO ACC CEMENT BILASPUR	24/02/19	BUSINESS QUIZ COMPETITION: QUIZ-O-GRANDE	15/9/2021
12	AMITY BUSINESS SCHOOL	INDUSTRIAL VISIT TO SURYA INDUSTRIES	31/01/19	CORPORATE TALK ON ACHIEVING \$5 TRILLION ECONOMY FOR INDIA: OPPORTUNITIES AND CHALLENGES	3/9/2021
13	AMITY BUSINESS SCHOOL	SUMMER INTERNSHIP TRAINING	JUN-JULY 2018	CHANAKYA NEETI PRATISPARDHA - BUSINESS PLAN COMPETITION	3/9/2021
14	AMITY BUSINESS SCHOOL	SUMMER INTERNSHIP TRAINING	JUN-JULY 2019	LEADERSHIP CONCLAVE	14/09/21
15	AMITY BUSINESS SCHOOL	SUMMER INTERNSHIP TRAINING	JUN-JULY 2020	GUEST LECTURE ON INNOVATION AND ROAD MAP AHEAD	28/09/21
16	AMITY BUSINESS SCHOOL	SUMMER INTERNSHIP TRAINING	JUN-JULY 2021	GUEST SESSION ON ENHANCING EMPLOYABILITY SKILLS WITH INDUSTRY INTERFACE	8/10/2021
17	AMITY BUSINESS SCHOOL	SUMMER INTERNSHIP TRAINING	JUN-JULY 2022	INTERNATIONAL CONFERENCE ABC IX ON RESILIENCE & REINVENTION OF	13/11/21





				BUSINESS IN THE VUCA WORLD	
18	AMITY BUSINESS SCHOOL	DISSERTATION	MARCH- APRIL 2018	Workshop on Digital Marketing	2/12/2021
19	AMITY BUSINESS SCHOOL	DISSERTATION	MARCH- APRIL 2019	Guest Session on Management Learnings from Netaji Subhash Bose	12/2/2021
20	AMITY BUSINESS SCHOOL	DISSERTATION	MARCH- APRIL 2020	Guest Session on Marketing Financial Products to Millennials	13/3/2021
21	AMITY BUSINESS SCHOOL	DISSERTATION	MARCH- APRIL 2021	Business Plan Competition	15/03/2021
22	AMITY BUSINESS SCHOOL	DISSERTATION	MARCH- APRIL 2022	Guest Session on Salaried Employment and Self Employment: Challenges and Opportunities	18/03/2021
23	AMITY BUSINESS SCHOOL	--	--	Workshop on Business Canvas Model	22/03/2021
24	AMITY BUSINESS SCHOOL	--	--	Guest Session on Career Opportunities - Post Pandemic	7/5/2021
25	AMITY BUSINESS SCHOOL	--	--	Guest Session on Theories of Talent Acquisition to its Implementation in "Corporate World"	13/5/2021
26	AMITY BUSINESS SCHOOL	--	--	Guest Session on Start Up and Innovation Ecosystem	10/6/2021
27	AMITY BUSINESS SCHOOL	--	--	Orientation Session on National Innovation and Start up Policy	19/11/20






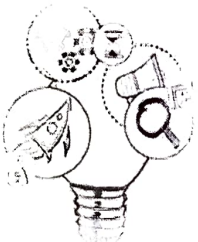
28	AMITY BUSINESS SCHOOL	--	--	INTERNATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT ON CLIMATE CHANGE	10/2/2020
29	AMITY BUSINESS SCHOOL	--	--	WEBINAR ON UNDERSTANDING CHANGING CONSUMER BEHAVIOUR AND HOW BRAND SHOULD RESPOND AND MARKET IN THE TIMES OF COVID	8/5/2020
30	AMITY BUSINESS SCHOOL	--	--	WEBINAR ON PROJECT PLANNING: STRATUP, LIFE AND DATA MANAGEMENT	9/5/2020
31	AMITY BUSINESS SCHOOL	--	--	WEBINAR ON ROLE OF MARKETING IN PHARMA INDUSRTY	13/05/20
32	AMITY BUSINESS SCHOOL	--	--	WEBINAR ON CYBER SECURITY: STAYING SAFE WHILE STAYING CONNECTED	18/05/20
33	AMITY BUSINESS SCHOOL	--	--	INTERNATIONAL CONFERENCE ON CHALLENGES AND OPPORTUNITIES IN SOCIAL SCIENCES AND HUMANITIES IN BUSINESS MANAGEMENT	1/11/2019
34	AMITY BUSINESS SCHOOL	--	--	Workshop on Business Development Skills	1/2/2019
35	AMITY BUSINESS SCHOOL	--	--	Activity on National Management Day	2/21/2019
36	AMITY BUSINESS SCHOOL	--	--	EMERGING TRENDS IN ENTRPRENUERSHIP, BUSINESS MANAGEMENT AND SOCIAL SCIENCES	16/10/18



07 Jan 2022 | Gwalior


## Session on Entrepreneurship Skill, Attitude and Behavior Development





**SESSION ON**  
**ENTREPRENEURSHIP  
SKILL,  
ATTITUDE AND  
BEHAVIOR  
DEVELOPMENT**

Friday, 7th Jan 2022 | MS TEAM



**RESOURCE PERSON**  
**Mr. Sudeep Gupta**  
Startup Mentor

Organized by:  
**Amity Business School**

To register visit: [www.amity.edu/gwalior/upcoming-events](http://www.amity.edu/gwalior/upcoming-events)

## Entrepreneurship Skill, Attitude and Behavior Development

As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a **Entrepreneurship Skill, Attitude and Behavior Development Workshop on 7<sup>th</sup> January 2022**. The objectives of the workshop were

1. To tell the students, the importance of innovation and idea generation.
2. To develop them on out of the box thinking
3. To develop problem solving skills of students
4. To develop Entrepreneurial skills
5. To make them successful future Entrepreneurs

The resource person for the workshop was Mr Sudeep Gupta, Startup Mentor.

At the outset the students were welcomed, made aware about the objective of the workshop and the initiatives of Innovation Cell (Ministry of Education, GoI). The important aspects covered by the speaker during the workshop were

1. The concept of Entrepreneurship
2. Importance of innovation and idea generation
3. Importance of problem solving



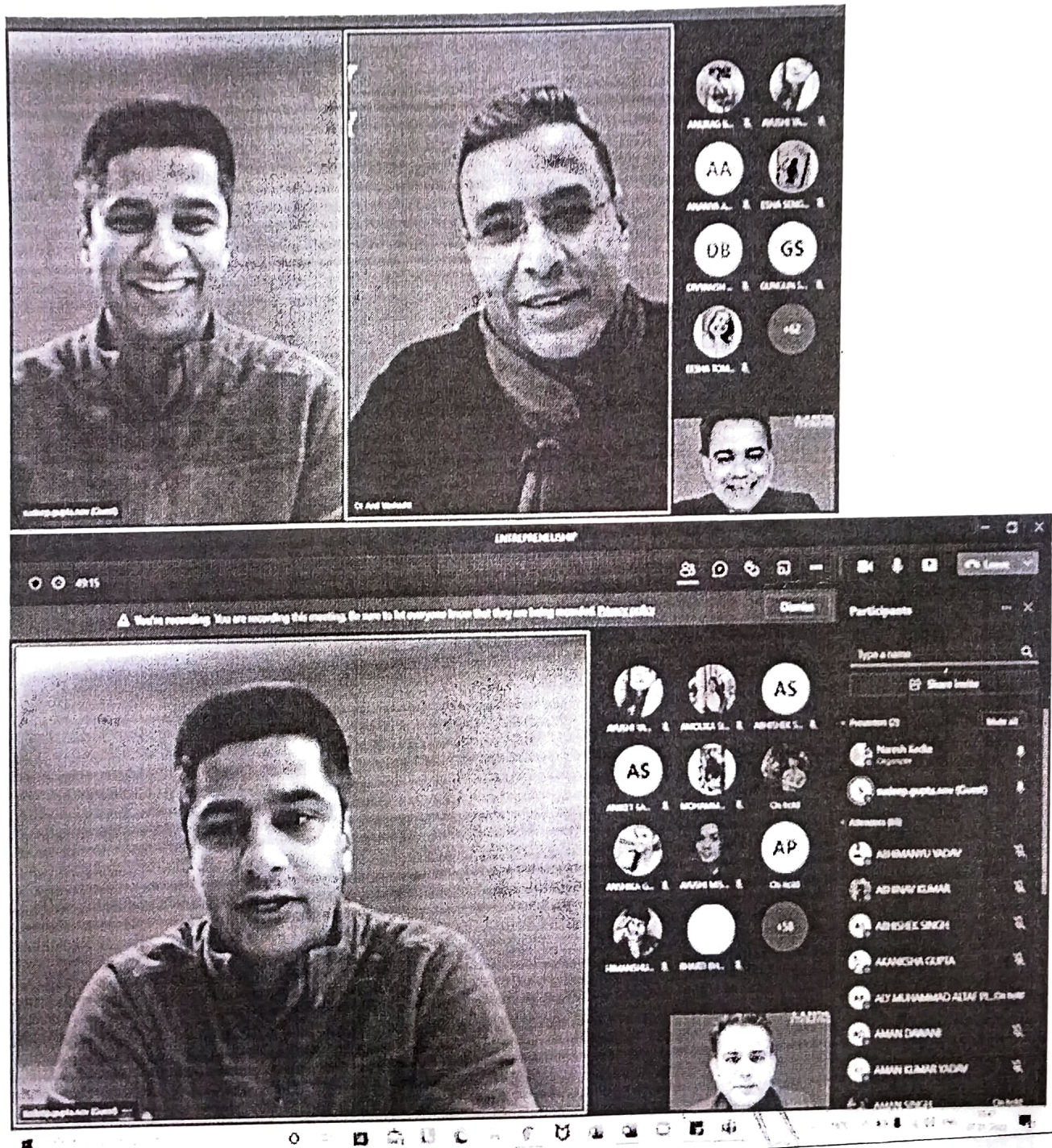


4. The skills, characteristics, attributes and functions of Entrepreneurs

5. The importance of creative thinking and strategic thinking

About 100 students attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.

### Few snapshots of the workshop





14 Feb 2022 | Gwalior

## WEBINAR ON "MANAGEMENT CAREER 3.0: CHALLENGES AND OPPORTUNITIES"

The poster features the Amity University Gwalior logo at the top right. The main title 'Webinar on MANAGEMENT CAREER 3.0: CHALLENGES AND OPPORTUNITIES' is prominently displayed. Below the title, the date and time 'Monday, 14th February 2022 | 11:15 am to 12:15 pm' are listed. A circular portrait of Prof. Bholanath Dutta is shown on the left, with his name and title 'Speaker Prof. Bholanath Dutta' next to it. Below his name, it says 'Founder & President MTC Global' and 'Author of 21 Top Books'. To the right of the text, there is a photograph of three people, with a woman in the foreground smiling.

### WEBINAR ON "MANAGEMENT CAREER 3.0: CHALLENGES AND OPPORTUNITIES"

A WEBINAR on "MANAGEMENT CAREER 3.0- CHALLENGES AND OPPORTUNITIES" was organized by Amity Business School, Amity University, Madhya Pradesh on Monday, 14<sup>th</sup> February 2022 for the students of BBA (IV and VI) Semester, B. Com(H) (II, IV,VI) and MBA IV Semester. The session was delivered by Prof. Bholanath Dutta Founder and President MTC Global (Author of 21 Top Books). The session was organized so that students can take appropriate decisions and can make choices which will determine the strategy for their career.

The objectives of the lecture were

1. To create quick and best decision making regarding career prospects.
2. To explore ones' potential to look for new opportunities and face different challenges in the field of management.
3. To make them learn new skills to be competitive in Industry 4.0 arena.

The session was intended to develop the most demanded skills in industry 4.0., Upgrading skills and enhancing ability of the students, so that they can take advantages of various opportunities available in the field of management. The program consisted of examples of different careers in management, multidisciplinary sciences and how these careers can make a difference in the





# AMITY UNIVERSITY

## MADHYA PRADESH

(Established by Ritmand Balved Education Foundation)

### Webinar on "Discovering your driving force"

An informative WEBINAR on "DISCOVERING YOUR DRIVING FORCE" was organized by Amity Business School, Amity University, Madhya Pradesh on 24<sup>th</sup> March 2022 for the students of BBA and B.Com(H) 2<sup>nd</sup> Semester. The session was delivered by Mr. Akash Ujawane, senior manager digital marketing, Gunnebo India pvt ltd.

This webinar was very informative for the students as it helped to know about their real interest and passion, which in turn will make them a good professional and will lead to happy life as well.

The objective of the webinar are:-

- 1) To let students know about their real passion.
- 2) To work in the area in which they are really interested and are happy to work.
- 3) To help the student to get out their comfort zone and to work for something which you desire to do so.

The webinar intended to get student know that their focus should be on the field in which they are really feel they will work and will be fully satisfied.

The webinar shows that everyone needs a purpose to do something. The gravity is there to make people stand. Students are studying to get educated hence everything needs a purpose.

The authentic information was given that a person is first if its

- Comfort zone - in which we are safe and in control



- Fear zone - after comfort zone we come in when we fear that we may fail. In which we are afraid of other's opinion
- Learning zone- we start learning thus started deal with problems and challenges
- Growth zone- now we are at the stage where we have the purpose we live for our dreams.

And there is a truth bomb that version 1 is better than version none. We should explore ourself and find new and real version of ourself.

All the participants very actively attended the lecture and took keen interest in all the sessions. They found the session very useful and were very excited and enthusiastic during the entire lecture.

The feedback taken from all the students was very positive.

The event took place under the able guidance of Prof.(Dr.) Anil Vashisht, Dy Pro VC (AUMP) and Director ABS. The Guest Lecture was organised & moderated by Dr Abhilasha Dixit, vote of thanks was put by Mr Rajiv Dwivedi (Both Faculty ABS) and the event was graced by the presence of Prof. (Dr.) Manoj Pandey, the Head of the Department and other faculty members. The webinar has been attended by 130 students.





Organised by:  
AMITY BUSINESS SCHOOL



AMITY  
UNIVERSITY  
GWALIOR

# WEBINAR ON DISCOVER YOUR DRIVING FORCE!

Thursday, 24th March 2022 | 9:00am to 10:30am



*Guest Speaker*

**Mr. Akash Ujawane**

Senior Manager Digital  
Marketing @ Gunnebo  
Ex-Godrej | Author | Trainer and Coach

Visit: [www.amity.edu/gwalior/upcoming-events](http://www.amity.edu/gwalior/upcoming-events)

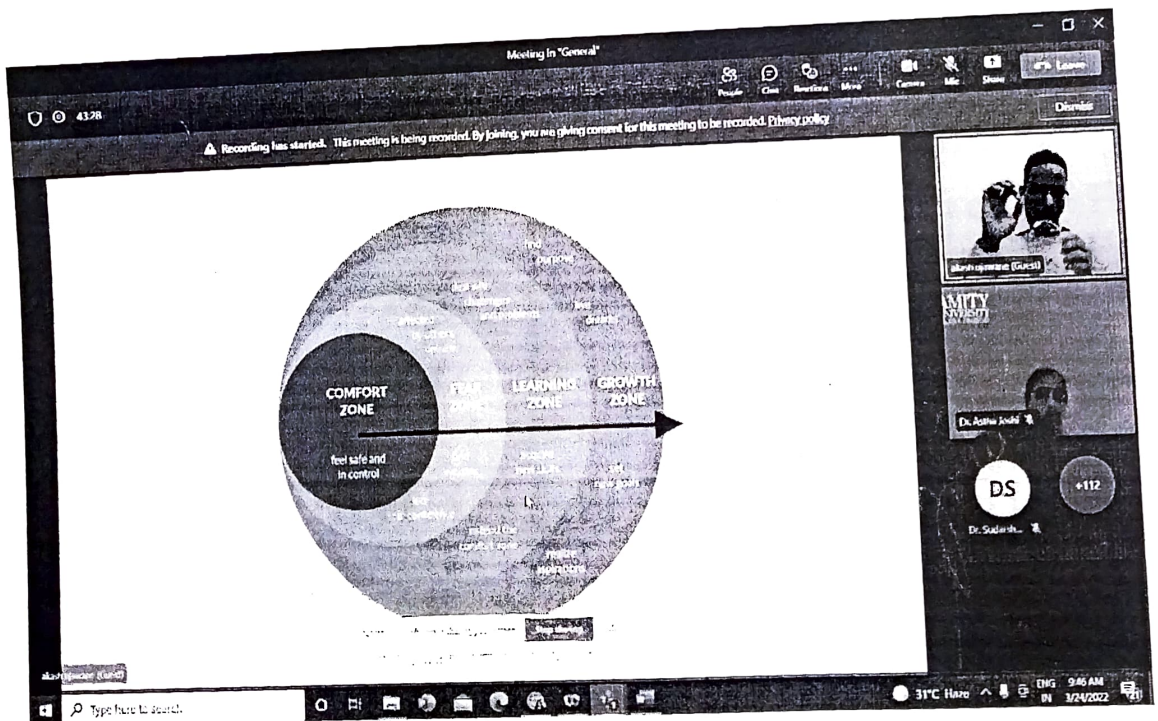
Flyer of the event organised







Speaker starting the Guest lecture.



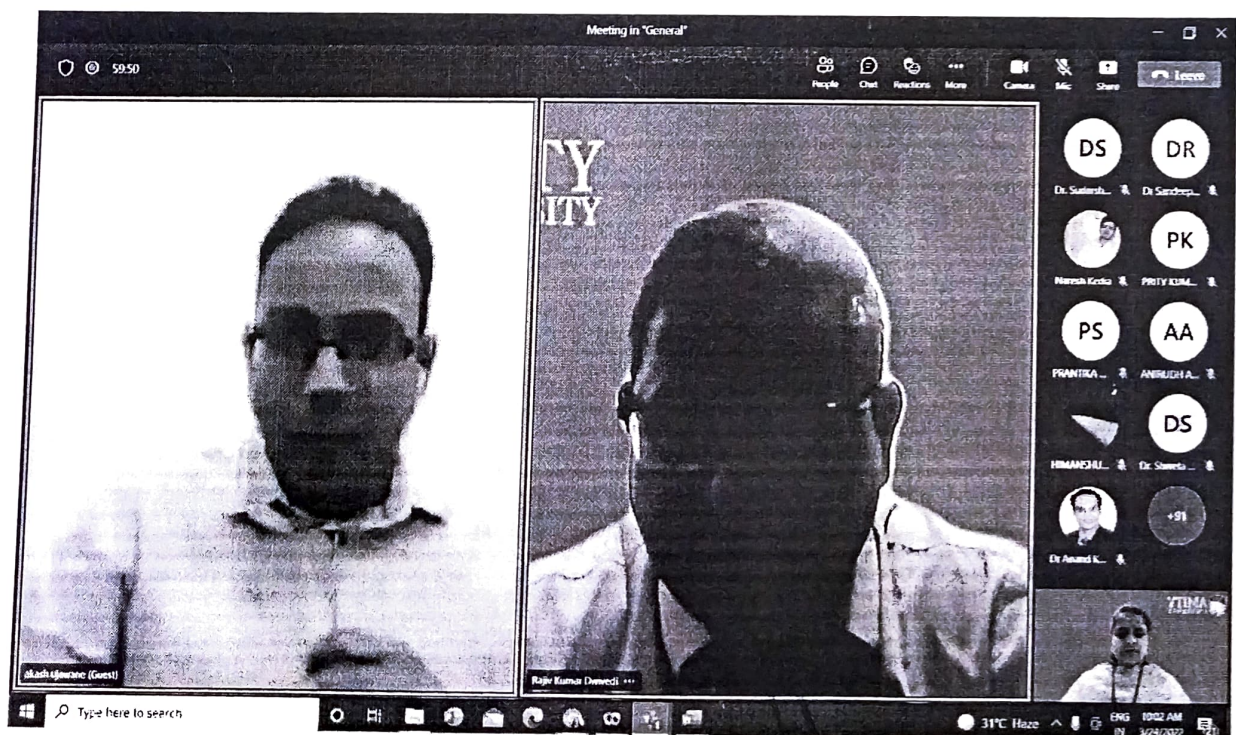
Presentation being delivered by the Speaker







Thank you note given by Mr. Rajiv Dwivedi Sir



A warm thanking gesture exchange between the speaker and Mr. Rajiv Dwivedi Sir





# AMITY UNIVERSITY

## MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

### Webinar on "Digital Marketing"

An informative WEBINAR on "DIGITAL MARKETING" was organized by Amity Business School, Amity University, Madhya Pradesh on April 06, 2022 (Wednesday) for the students of BBA IV Sem (A, B and C Sections) and B. Com (H) IV Semester. The session was delivered by Mr. Aalok Khetry, Pharmaceutical Business Leader: Multi - Country Operations, Sanofi, Malaysia, Singapore and Brunei.

This webinar was very informative for the students as it helped the students in understanding the basics of Marketing as well as Digital Marketing. They learnt how digital marketing is important in current scenario. In the beginning, he explained the concept of Brand and its importance in being a perfect solution to customer problems.

He explained that the organization must focus on Outside-In Thinking.

He explained about the new customer driven marketing model. He explained about Value pulling, indiscriminate access, 360 degrees view, dialogue building and patient care.

The objectives of the webinar were: -

- 1) To let students, know about the difference between Marketing and Digital Marketing.
- 2) To understand the shift from Myopic View to 360 degrees view.
- 3) To help the students understand the concept of Tipping point and point of no return.
- 4) To help the students in understanding the concept of Multichannel Marketing and Omnichannel Marketing. To help the students to understand the customer centric approach.





5) To help the students understand the concept of Social Media Marketing, Importance of Artificial Intelligence and about how to build SEO.

All the participants very actively engaged in the lecture and listened the whole session with deep interest. They found the session very useful, interesting and informative and were very excited and enthusiastic during the entire lecture.

The feedback taken from all the students was very positive.

The event took place under the able guidance of Prof. (Dr.) Anil Vashisht, Dy Pro VC (AUMP) and Director ABS. The Guest Lecture was organized by & moderated by Dr Shweta Saxena, Vote of Thanks was put by Mr. Rajiv Dwivedi (Both Faculty ABS) and the event was graced by the presence of Dr. Astha Joshi, Programme Coordinator of BBA Course of ABS and other faculty members. The webinar was attended by 110 students.

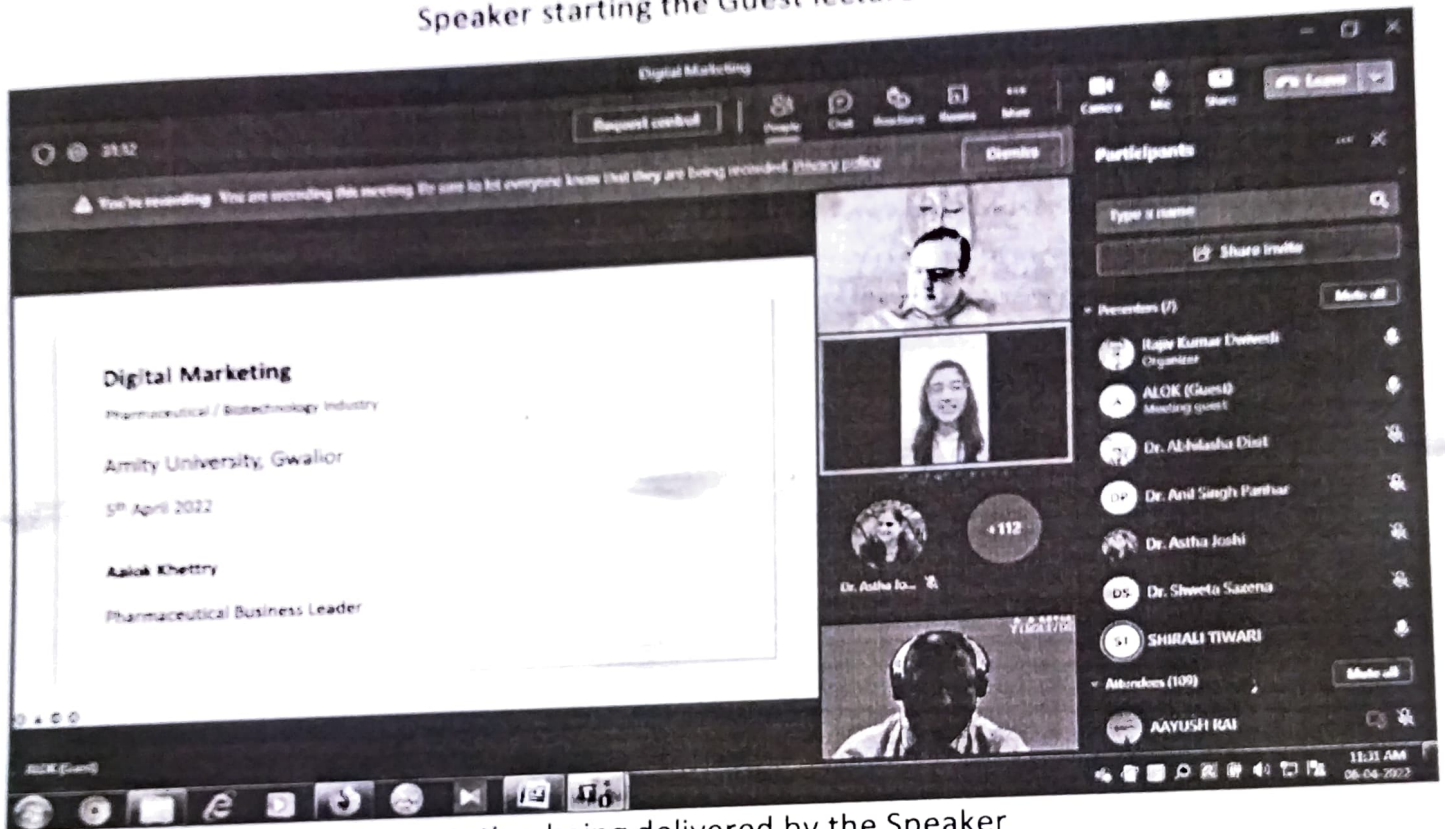


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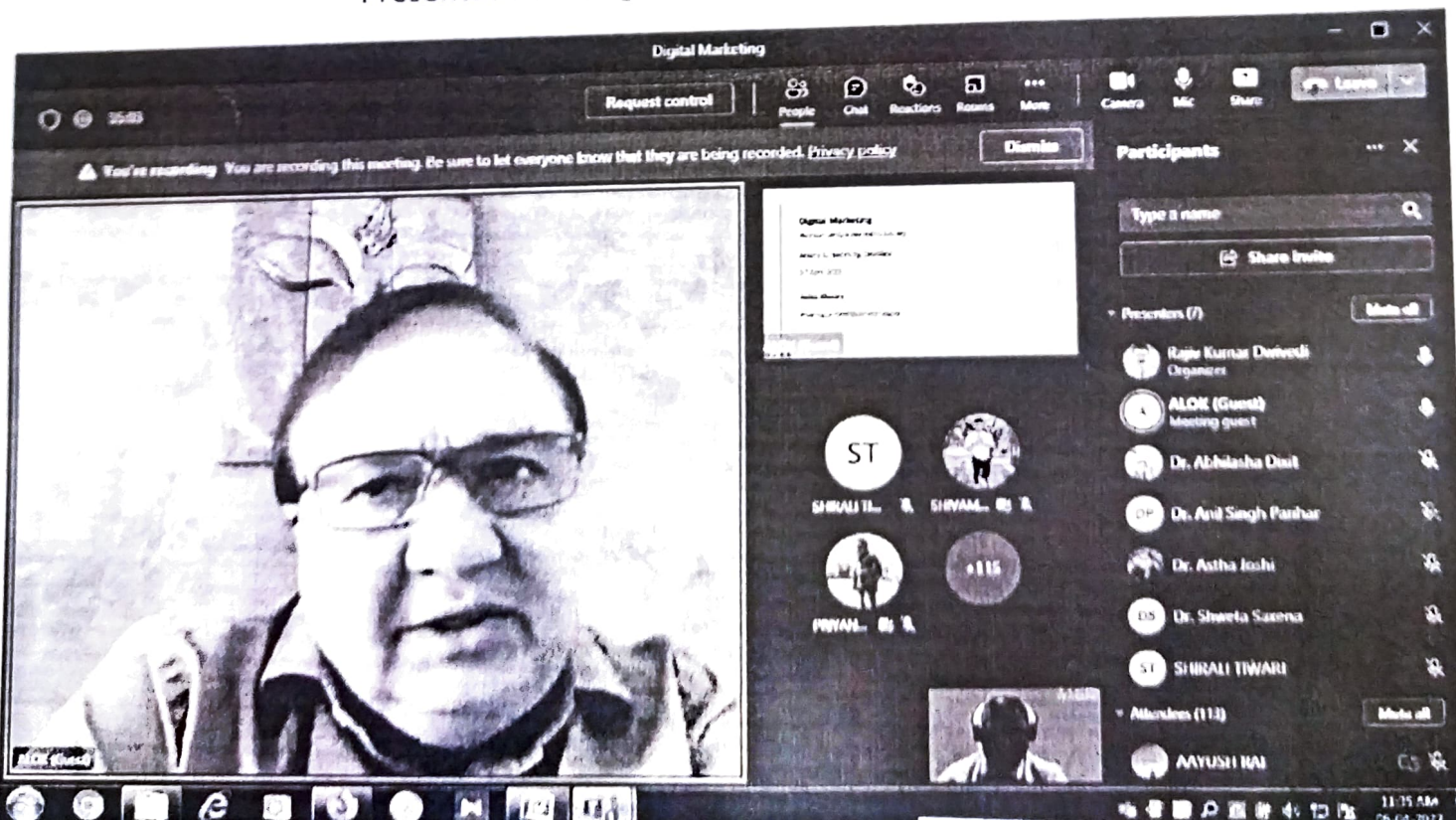




Speaker starting the Guest lecture.



Presentation being delivered by the Speaker



12 Apr 2022 | Gwalior

## SESSION WITH INNOVATION AMBASSADORS AND START UP STUDENTS

As a part of the initiative of Ministry of Human Resources Development, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a session with Innovation Ambassadors and Start up students who have their own venture on 12<sup>th</sup> April 2022. The objectives of the workshop were:

1. To understand how they started their own venture and how innovation ambassadors will contribute to the entrepreneurial ecosystem of the university.
2. Encourage students to come with innovative business ideas for their entrepreneurial development.
3. To encourage them for Entrepreneurship in future.

The start-up founders shared their venture details and how they can contribute in the current students and overall entrepreneurial ecosystem of the university.

A list of the ventures and details is given below.

Overall, the session was very fruitful.

Outcome:

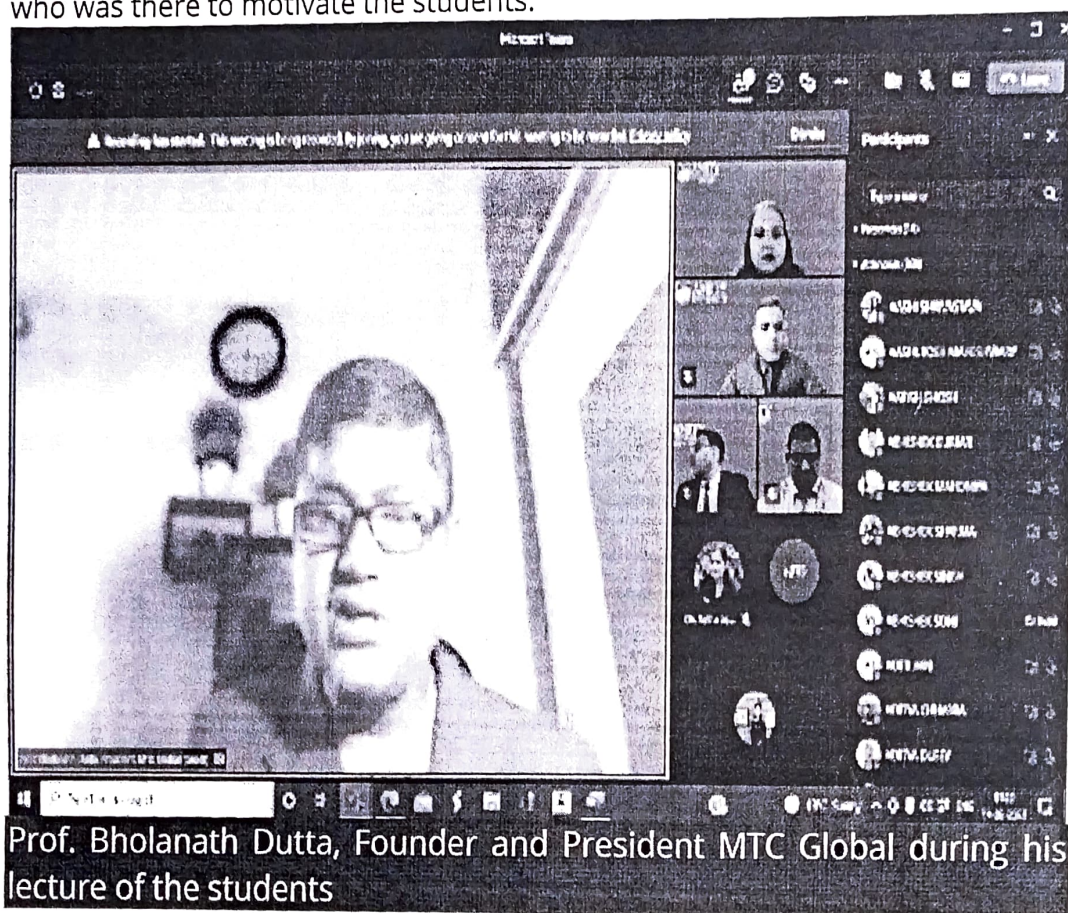
1. The students with there own venture will provide internship to current students.
2. The entrepreneurs will deliver guest lectures and encourage students to start their own ventures.
2. More innovation ambassadors will be created.





society. The students also asked questions and looked very interested throughout the session. All the participants very actively attended the lecture and took keen interest in all the sessions. They found all the sessions very useful and were very excited and enthusiastic during the entire lecture. The feedback taken from all the students was very positive. We are sure that the lecture will enhance the confidence of students and have made them aware of different challenges and opportunities in the field of management. It has given students a confidence to make appropriate choices for their career.

The guest lecture was coordinated by Dr Deepali Soni (Asst professor ABS) & vote of thanks was given by Mr Rajiv Dwivedi (Asst professor ABS). The event took place under the able guidance of Prof.(Dr.) Anil Vashisht Dy Pro VC AUMP & Director ABS who was there to motivate the students.









AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritand Balved Education Foundation)

## Workshop on Public Policy and Its Constituents

18<sup>th</sup> May 2022

Amity Business School and Centre of Excellence: Gwalior as Smart City organized Workshop on Public Policy and Its Constituents on 18<sup>th</sup> May 2022 from 1000 hrs. to 1300 hrs.

The workshop focused on the different methods/constituents taken into consideration for public policy formation. The details on the topic were shared by the experts of Student for Liberty and Trayas Foundation.

Prof. (Dr.) Anil Vashisht, Dy. Pro Vice-Chancellor met with the speakers and held a discussion on the content. He highlighted the importance of public policy at large for the country.

A total of 61 students attended the workshop and each were given attendee certificates.

Students For Liberty is an international libertarian non-profit organization with origins in the United States. Its stated mission is "to educate, develop, and empower the next generation of leaders of liberty".

Trayas Foundation is a knowledge-driven public purpose enterprise. As an independent and trusted advisor, the mission is to inform and accelerate policy decisions that enable the greatest opportunities for our people, businesses, and communities.

Different speakers included:



Apurva Kumar  
Research and policy manger  
Trayas foundation

Diksha Jaggi - Regional Coordinator of Marketing and Design  
Student for liberty

Shrey Madaan - Regional Coordinator of North India  
Student for liberty

Jay makhijani- local coordinator  
Student for liberty

The Workshop was also intended to create awareness regarding the existing public policy in the state of Madhya Pradesh and our country at large.

#### OUTCOME:

1. Awareness of the public policy and its constituents was created amongst students
2. The students did a SMAVAD on the censorship of freedom of speech on Internet and gave very good discussion points.
3. The public policy designing, and its components will further be explored by students in framing policy for Gwalior city
4. The students will contribute more towards Gwalior as a smart city.

All the attendees will be given participation certificates.

Dr. Naresh Kedia, Faculty, Amity Business School was the coordinator for the Workshop.

Some Glimpses:











20/05/2022

### Team Building and Leadership Event

The Team Building and Leadership Event 2022 was conducted by Amity Business School, Amity University Madhya Pradesh on 20<sup>th</sup> of May, 2022 at Seminar Hall Block C during 10:15 to 12:15. This event is specifically designed for the students to develop high order skills of the student and build their selves as a leader. The event was conducted under the guidance of Prof. (Dr) Anil Vashisht (Dy Pro VC & Dean Students welfare, Amity University, Madhya Pradesh) and Prof. Manoj Pandey (Head of the Department).

Mr. Rajiv Dwivedi Sir gave his valuable guidance for the event.

Dr. Abhilasha Dixit & Dr. Shweta Saxena were the conveners & resource person for the event associated with Amity Business School, Amity University (M.P.).

On day (20<sup>th</sup> May, 2022) for the better learning perspectives of students (Dr.) Shweta Saxena has given introductory lecture for the event and explained the role of leaders in building the nation. Also addressed about various prominent leaders and their role in bringing revolutions i.e., Nelson Mandela, Mahatma Gandhi, and Abraham Lincon, Mukesh Ambani, Adi Godrej and Laxmi Mittal and many more. The session has emphasised on various leadership skills aligning with various students' activities. Dr. Abhilasha Dixit has conducted team building and leadership activities for the students.

The first skill addressed for team building and leadership was communication skill, defining the role of listening in effective communication. The students were divided in teams (standing in two rows facing the audience) and asked to follow the commands. The students were expected to move a step right called a fruit name and left called a colour name. Ended with orange because it shows unclear instruction. By this activity students have understood the importance of effective listening in communication.

The second activity addressed the time management skill. In this activity students were expected to make many words with the help of various jumbled letters. Team prepared more words with in 2 minutes of time has won the activity. Students has reflected they understood the role of diving the work among team members and handling the time pressure in a constructive way.

The third activity was about problem solving skill. A situation has been given in which students were expected to select only 3 items out of the list of 15 items. Each group of students gave their reasons about the items selected. This exercise made students understand the unique way of solving the problem with variety of perspectives.



The fourth activity was about critical thinking skill of the students need to prepare the longest loop in the activity using their one hand and 2 A-4size papers. Students have used critical thinking skill and find various ways to prepare the longest loop.

The fifth activity has addressed team building and collaborative skill. Students were expected to hold the paper glass with the tip of the sketch pen and build a tower within 2 minutes. Students did it very well with in 1 minute only. Felt excited their team.

I thank Mr. Rajiv Diwedi Sir for giving his valuable guidance throughout the activity.

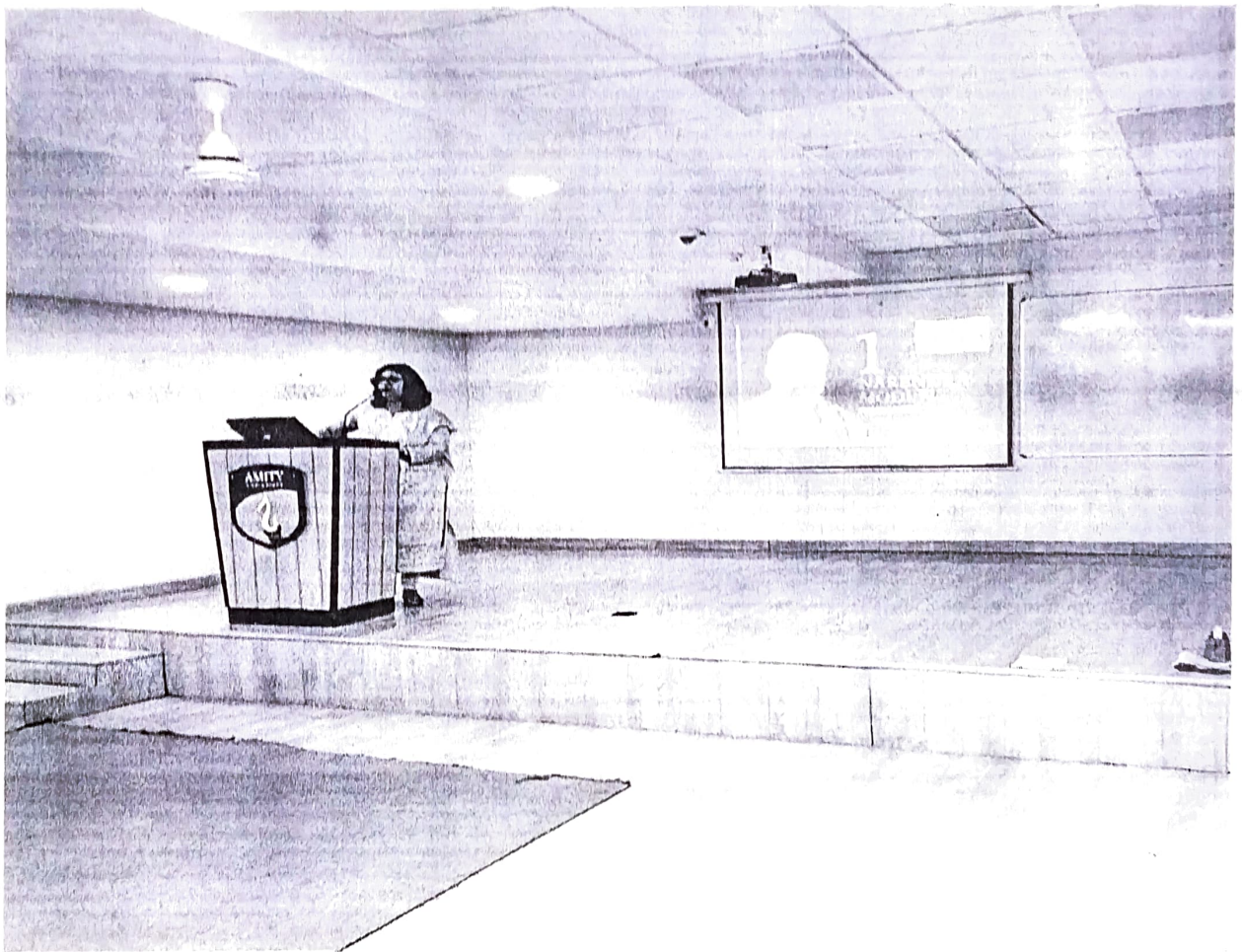
The event was intended to develop teambuilding and leadership skills of the students. Students to be motivated in the life and fight with every obstacle that came in their way of achieving their dreams in future. Also, the feedback taken from all the students was very cheering. Total 56 students of BBA II C participated very actively and took interest in the event. They found the whole event very interesting and were very excited and enthusiastic during the entire event.

The successful conduction of the event "Team Building and Leadership" further contributed in the brand image of Amity University.



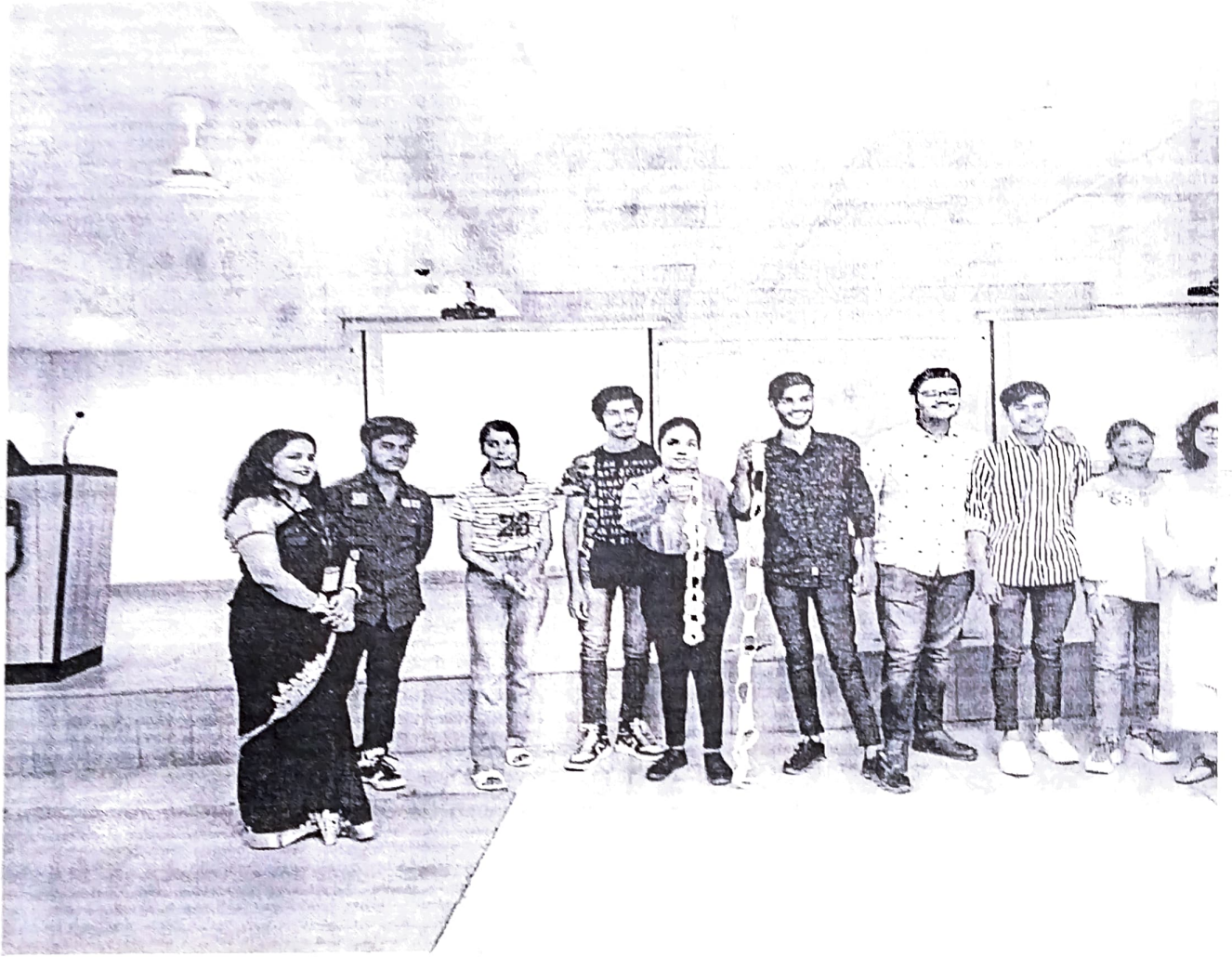


## Event at a Glance



Dr. Shweta Saxena addressing about leaders





Winning team of Critical Thinking Skill Activity







Students participating collaborative skill activity of team building





Students participating in activi







# AMITY UNIVERSITY

## MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

**27/05/2022**

### **Ad Mad Event**

The Ad Mad Event 2022 was conducted by Amity Business School, Amity University Madhya Pradesh on 27th of May, 2022 at Class room Block C during 10:15 to 12:15. This event is organised for the students to develop interpersonal skills and creativity skills among students. The event was conducted under the guidance of Prof. (Dr) Anil Vashisht (Dy Pro VC & Dean Students welfare, Amity University, Madhya Pradesh) and Prof. Manoj Pandey (Head of the Department).

Dr. Sandeep Raghuwanshi & Dr. Arif Hasan were the conveners & resource person for the event associated with Amity Business School, Amity University (M.P.).

On day (27th May, 2022) Twenty two students from BBA, Section B, Amity Business School were participated in the activity (Dr.) Sandeep Raghuwanshi has conducted Ad Mad event and explained all rules and regulation of activity to the students. Besides this, he has also explained the relevancy of creativity and out of the box thinking and why it is important in Corporate world.

This activity was all about launching a product in the market. Students framed 5 groups and instructors assigned them to prepare an advertisement within a time period. Students came with decent advertisement and played roles. First team prepared an advertisement on Mobile phone, second team prepared an advertisement on GMAT Coaching Classes, Third team launched Water bottle; fourth team decided to select bag advertisement and Laptop was selected by fifth team. On the basis of their performance judges evaluate their performances. Each group explained that why they pick this product and how to convince customers. Their presentation was focused on the product attributes which influenced customers while selecting a product.

This activity was all about creativity and presentation skills. Motto of the activity was all about using playful pedagogy while learning. It was a good blend of theoretical and practical knowledge. This allowed the entire group to learn a lot about creativity. Students were participated enthusiastically and it is a great success due to the better understanding and exploring the environment around. It provides opportunity to students in enhancement of their skills and personality.

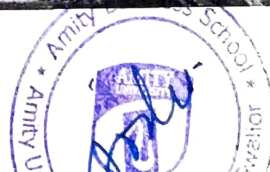
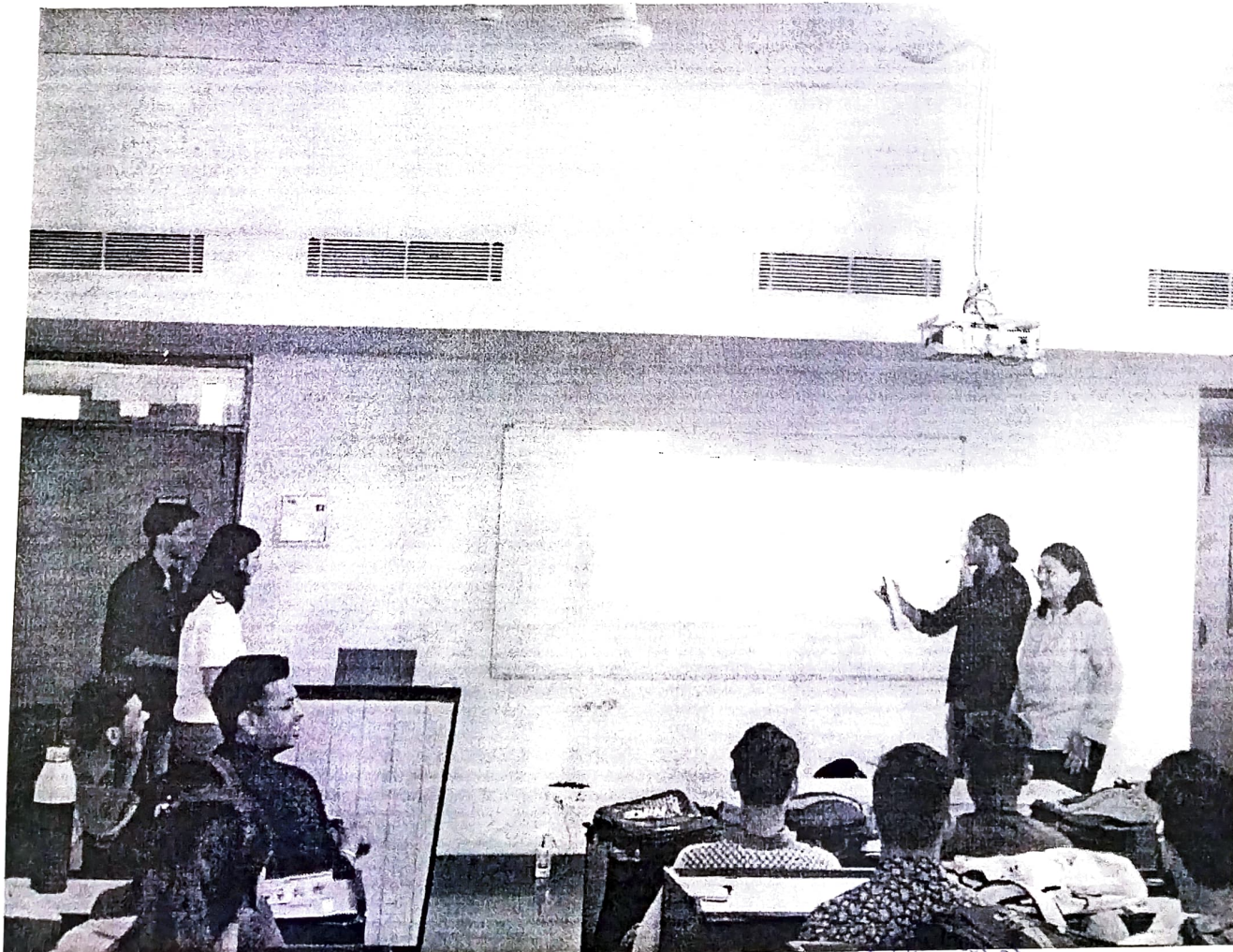


Feedback of students was very cheering. Total of twenty two students of BBA participated very actively and took interest in the event. They found the whole event very interesting and were very excited and enthusiastic during the entire event.

The successful conduction of the event "AD MAD" further contributed in the brand image of Amity University.

### Event at a Glance

Students participating and explaining their idea





Students participating in activity



Students presenting their ideas

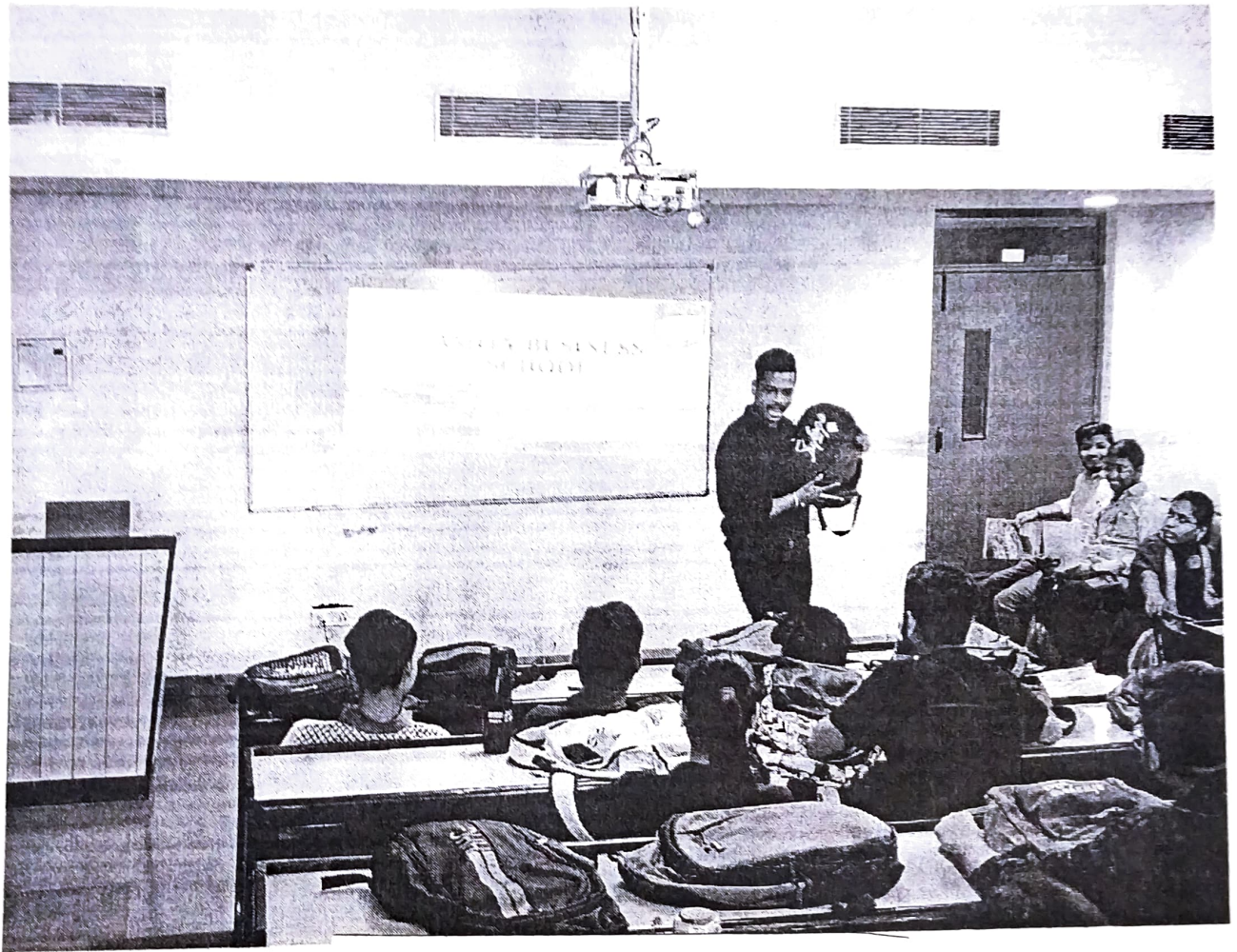




Students presenting an Ad on Bags







12 Nov 2022|Gwalior

## International Conference on Digitalization, Innovation transformation and sustainability in business Management and Social Sciences



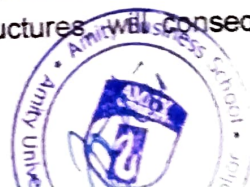
The organizing secretary for the International Conference Prof. (Dr.) Anil Vashisht, Dy Pro Vice Chancellor Amity University and Director, Amity Business School said that the main aim of Conference is to bring intellectuals from industry and academics on a platform where they can think, research, discuss and decide the path of the development of country and society.

While giving the opening remarks, Hon'ble Vice-Chancellor Lt. Gen. VK Sharma (AVSM) Retd. urged the world has gone through a sea of change and businesses today have to do more research and need to come up with innovative ideas to survive in the cutthroat competition. He also said that India is a rising economy, with innovation and reinvention we can do a great job in present Global scenario.

The conference was graced by Prof. (Dr.) M P Kaushik, Pro Vice Chancellor, Amity University, by their words of wisdom through concluding remark.

All the guests spoke at length about the business scenarios and its changing dimensions in new Business scenario.

The keynote addresses by the industry and academia experts spoke at length about economic efficiency, social solidarity, digital transformations are the avenues as well as needs of modern business sectors. The achievement of the desired sustainable development with the help of digital transformation can be done by raising good critical thinkers and skilful agents of sustainable future. Sustainable development can be achieved through the digital transformation, innovations and modernized technologies of the related systems and structures will consequently





support people to be active contributors to more peaceful and sustainable societies and develop a higher sense of responsibility for our planet.

The conference was graced by various international and national dignitaries from reputed institutions.

- **Prof.. William Cornwell, Provost American University in the Emirates, Dubai,**
- **Prof. Vivek Suneja, Dean Faculty of Management Studies, Delhi University,**
- **Madam Gayathri Sharma, Head of Communications - India & South Asia Rolls-Royce,**
- **Professor Michael Keppell, Higher Education Consultant Sydney, Australia,**
- **Madam Hilary Kahn, Associate Vice Chancellor for International Affairs, IUPUI. Associate Vice President for International Affairs, Indiana University,**
- **Mr. Vivek Chaturvedi Vice President: Business Analytics Kotak Mahindra Bank**

The international Conference received more than 110 research papers from India and many different countries. Selected research papers have been published in Book of Proceedings having ISBN that was released during the International Conference by the dignitaries. Around 45 research scholars presented their research work in technical session. All the research papers were full of unique ideas and innovations.

The technical session of paper presentation was presided over by Mr Sunil Shrivastava, HR head Britannia industries Ltd.

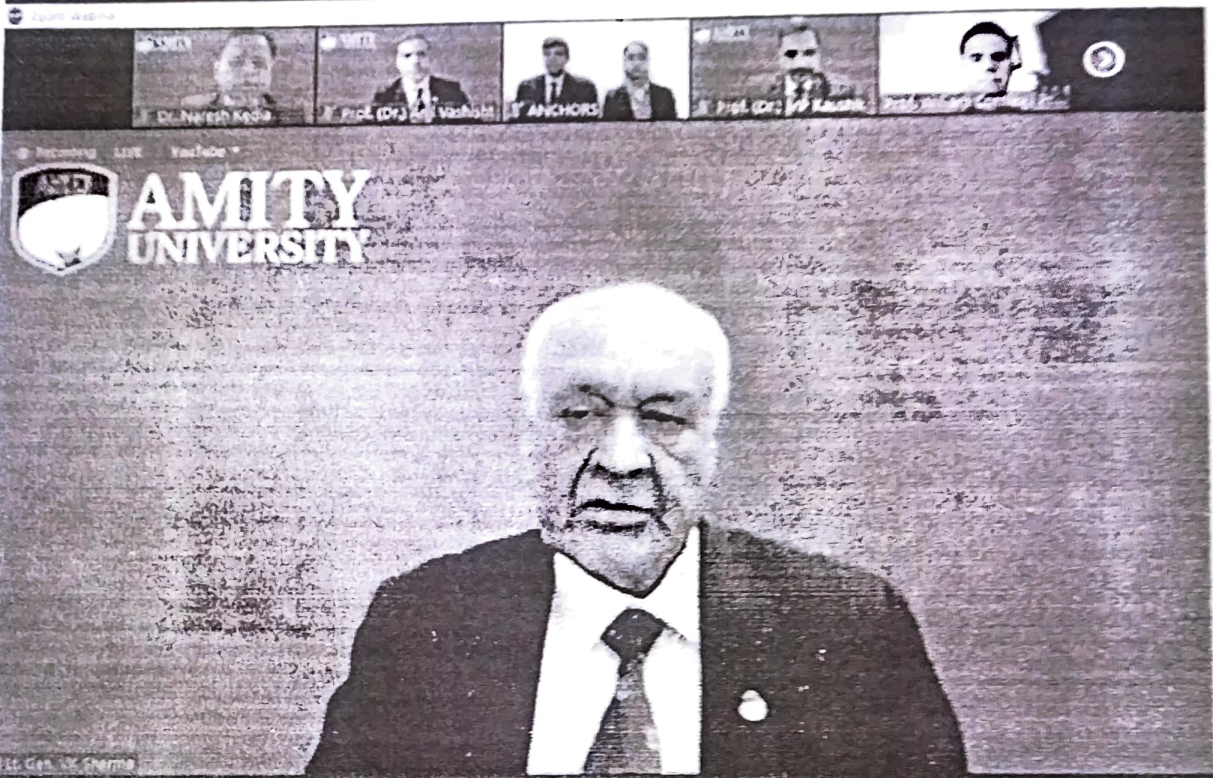
The international Conference provided an opportunity for the industry professionals and scholars from academia to brainstorm the opportunities and challenges of business world.

The vote of thanks was given by Prof. (Dr.) Anil Vashisht, Dy Pro Vice-Chancellor, AUMP.

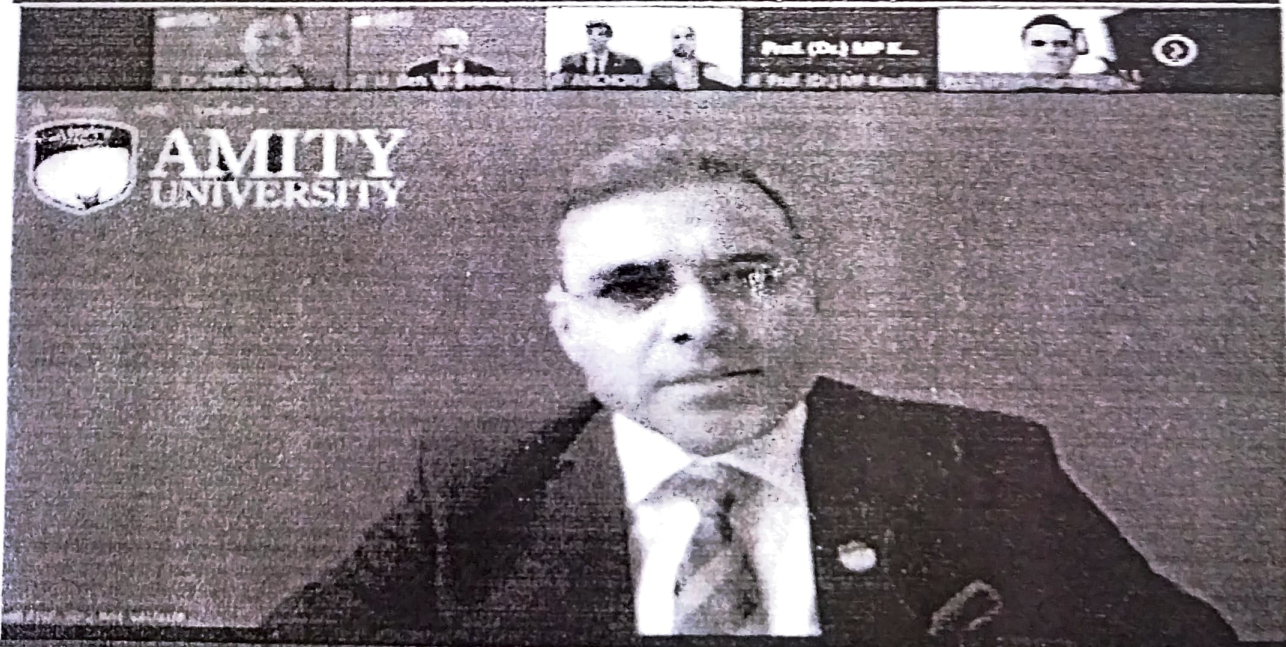
The International Conference was highly successful and was attended by Registrar, All the deans of different faculty, Faculty members and more than 1500 students and professionals.







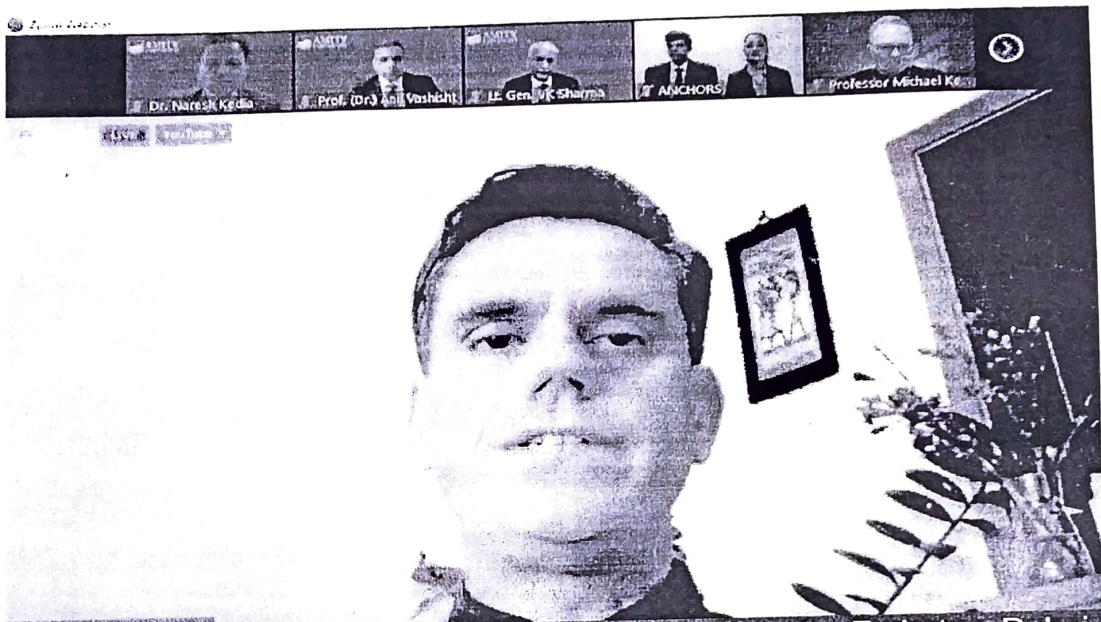
Hon'ble Vice-Chancellor Lt. Gen. VK Sharma (AVSM)



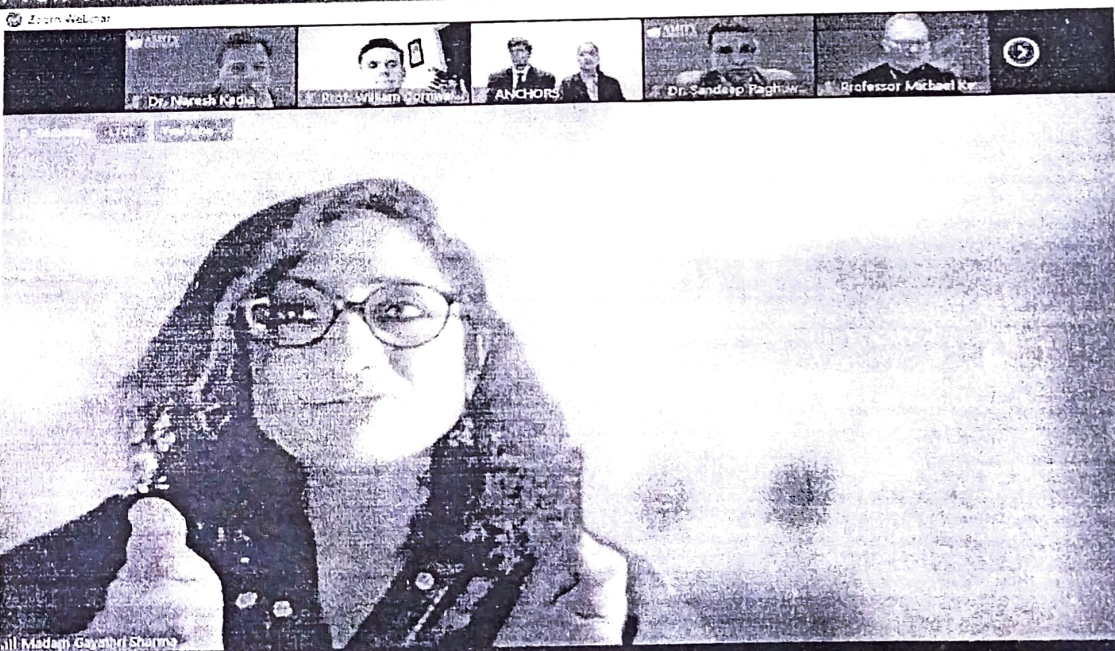
Prof. (Dr.) Anil Vashisht, Dy Pro Vice Chancellor and Director, Amity Business School







Prof. William Cornwell, Provost American University in the Emirates, Dubai



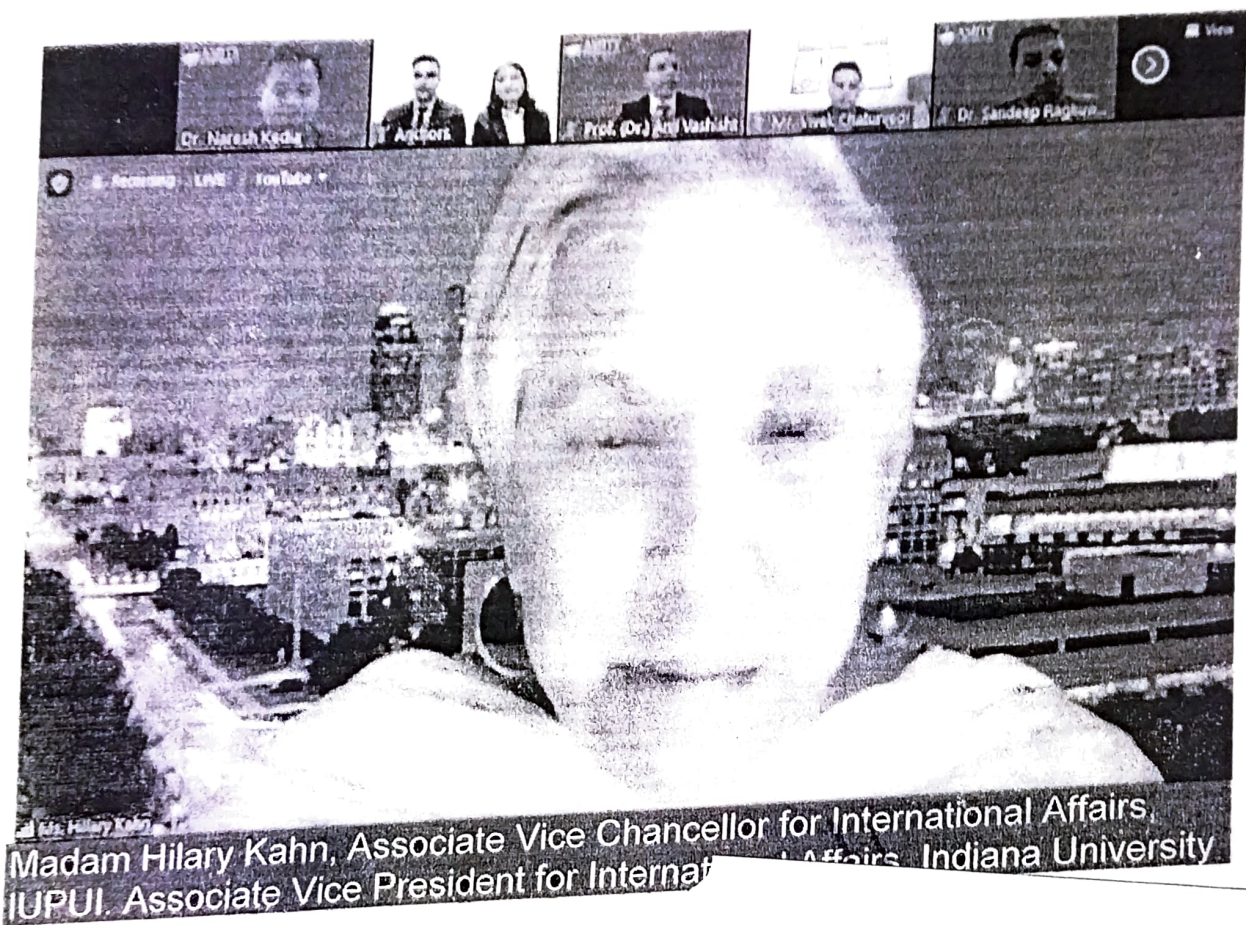
Madam Gayathri Sharma, Head of Communications - India & South Asia  
Rolls-Royce











23 Jul 2021 | Gwalior

## Guest Lecture on "CHALLENGES TO GLOBALIZATION IN A POST-PANDEMIC WORLD"



AMITY UNIVERSITY



Hon'ble Chancellor and Chairman, Amity University Madhya Pradesh, Dr. Aseem Chauhan enriching participants with his word of wisdom

### Guest Lecture on

### **"CHALLENGES TO GLOBALIZATION IN A POST-PANDEMIC WORLD"**

Department of International Affairs, Amity Business School, Amity University Madhya Pradesh organized "Global Knowledge Series" on 23<sup>rd</sup> July 2021. **Prof. DELIOS, Andrew Karl, Vice Dean, MSc Programmes Office & Professor-STRATEGY & POLICY, National University of Singapore** was the guest and keynote speaker at the series. The topic of his deliberation was ***"CHALLENGES TO GLOBALIZATION IN A POST-PANDEMIC WORLD"***.

Hon'ble Chancellor and Chairman, Amity University Dr. Aseem Chauhan emphasized on the challenges that the world is facing because of the pandemic and how we can overcome challenges in the post-pandemic world. He also emphasized on the role of higher education in helping the world cope up with the challenges and Amity Education Group is playing a significant role in it.

Hon'ble Vice Chancellor, Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd) said, the topic of the Global Knowledge series is very apt keeping in perspective the current pandemic scenario and the deliberation will help all of us to understand what lies ahead of us and how organization can minimize the risk created because of the pandemic.

Prof. DELIOS, Andrew Karl, Vice Dean, MSc Programmes Office & Professor-STRATEGY & POLICY, National University of Singapore in his deliberation wanted the world to be more tolerant and resilient to the changing demands and needs in the post-pandemic world.

He mentioned that the fractures created in globalization because of the pandemic must be mitigated and India has a big role to play. He also emphasized that





country must increase the expenditure in the Research and Development to cope up with the challenges of the post pandemic world.

Regional CEO(ASEAN), Amity Education Group, Prof. Leon Choong spoke on the deliberations and said ASEAN countries has a big role to play and Amity Education Group is creating platforms for the world to fight with the challenges created because of the COVID-19.

Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik gave the concluding remarks of how important the event of this kind is to nurture students and expose them to global scenario, issues and trends.

Deputy Pro Vice Chancellor and Director, International Affair, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht said, the Amity University Madhya Pradesh will continue to organize events of Global Stature as this will enlighten the students and synergies can be development with best universities of the world.

The event started with the introductory remarks by the Dy. Pro Vice Chancellor, Prof. Anil Vashisht.

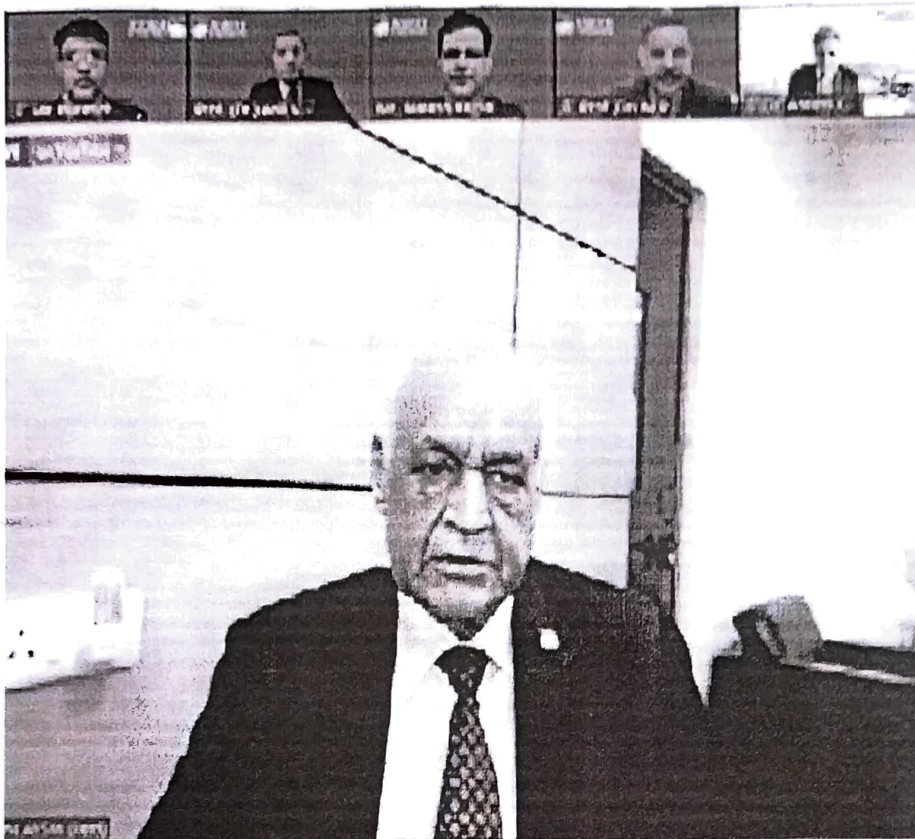
This was followed by the welcome address by the Hon'ble Vice Chancellor, Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd).

The guest **Prof. DELIOS, Andrew Karl, Vice Dean, MSc Programmes Office & Professor-STRATEGY & POLICY, National University of Singapore** gave his deliberation on **"CHALLENGES TO GLOBALIZATION IN A POST-PANDEMIC WORLD"**.

Hon'ble Chairman and Chancellor, Amity University, Dr. Aseem Chauhan shared his words of wisdom with all the students and faculty members. The event concluded with the concluding remarks and vote of thanks from Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik.





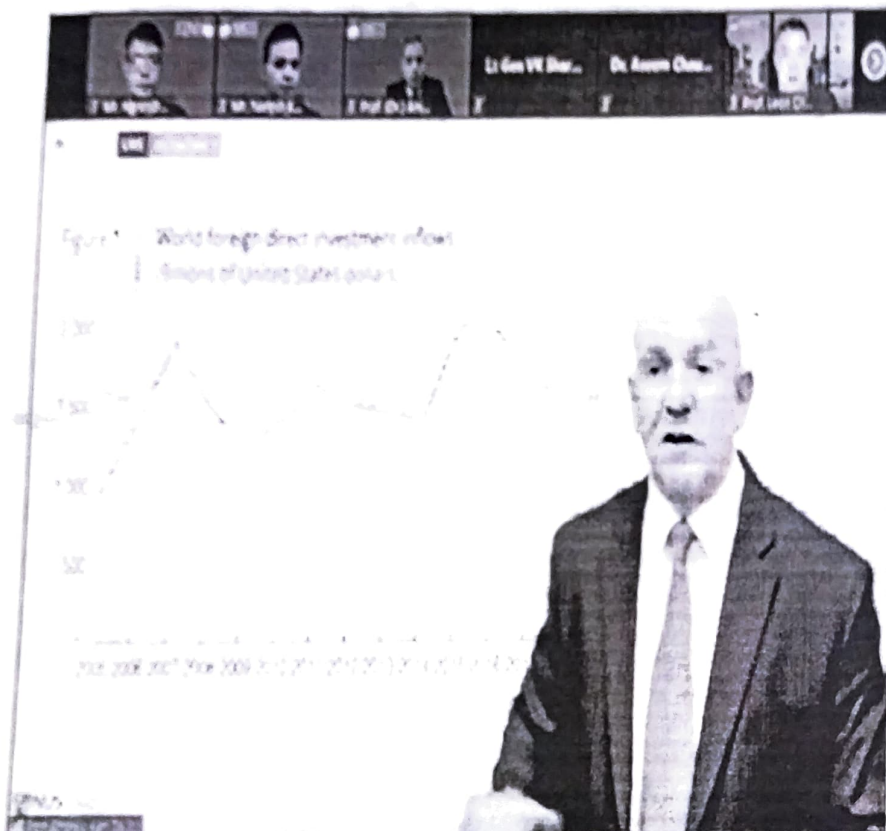


Hon'ble Vice Chancellor, Amity University Madhya Pradesh, Lt. Gen. VK Sharma, AVSM (Retd) during welcome speech



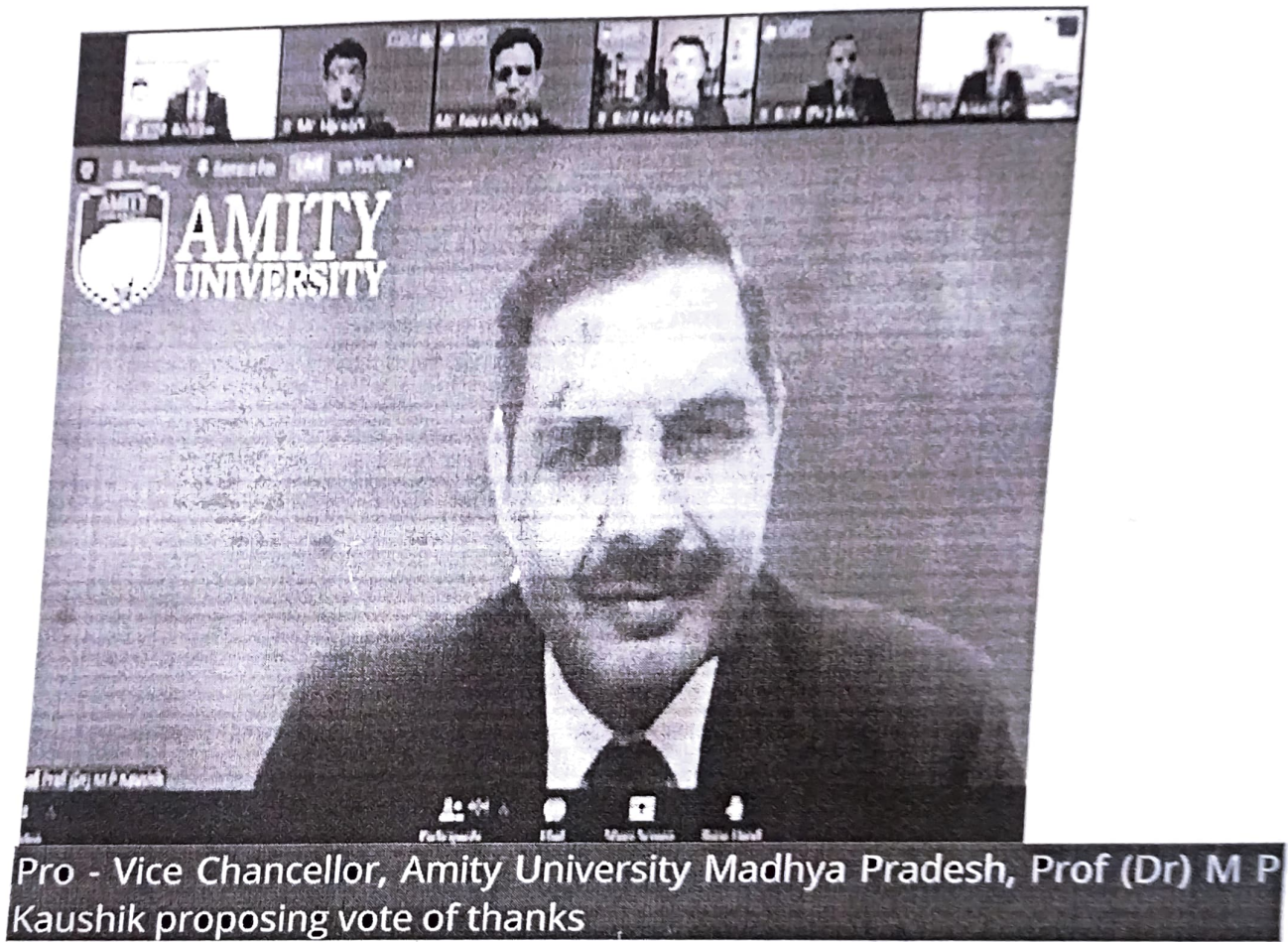


Dy. Pro Vice Chancellor, Amity University Madhya Pradesh, Amity Business School, Prof. (Dr.) Anil Vashisht giving introductory remarks



Prof. DELIOS, Andrew Karl, Vice Dean, MSc Programmes Office & Professor-STRATEGY & POLICY, National University of Singapore during his deliberation on "CHALLENGES TO GLOBALIZATION IN A POST-PANDEMIC WORLD".

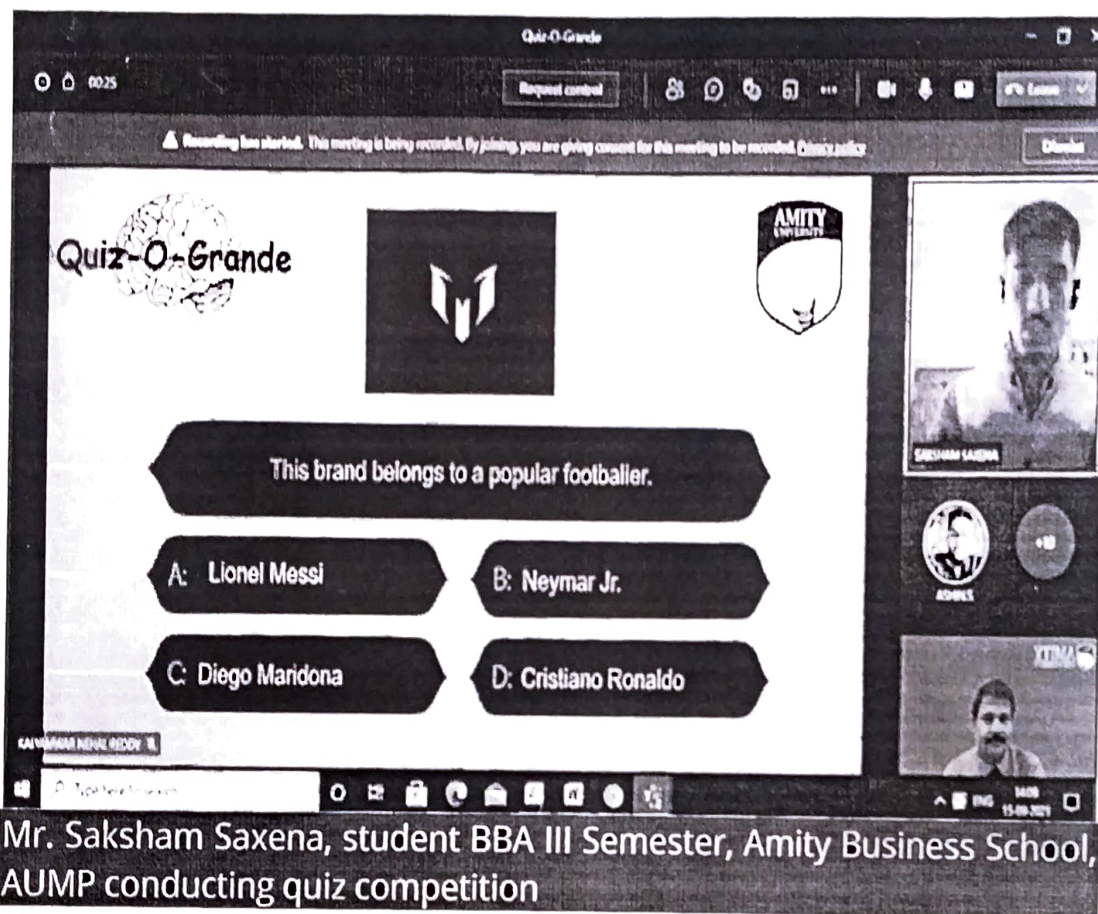






15 Sep 2021 | Gwalior

## Business Quiz Competition: Quiz-O-Grande



Mr. Saksham Saxena, student BBA III Semester, Amity Business School, AUMP conducting quiz competition

**"Business Quiz Competition: Quiz-O-Grande"**

**AMITY BUSINESS SCHOOL**

**AMITY UNIVERSITY, MADHYA PRADESH**

To celebrate the 11th Raising Day of Amity University Madhya Pradesh, Amity Business School organized "Business Quiz Competition: Quiz-O-Grande" on September 15, 2021. Amity Business School's Quiz-O-Grande was an opportunity for the students to test their knowledge and this was an effort from the organizer side to make them aware about current issues in business. Quiz-O-Grande was one of the little efforts to ignite a spark in student to search for more knowledge. Quizzing is not just about GK, but about connecting the dots, reading between the lines and arriving at a conclusion. The event was organized under able guidance of Prof. (Dr.) Anil Vashisht, Dy. Pro. VC & Director, Amity Business School, AUMP

The objectives of the "Business Quiz Competition" were

1. To help them to explore the hidden knowledge
2. To make them aware about present business situations
3. To make them aware about who are business leaders



4. To make them learn from their mistakes
5. To make them develop good analytical skills

In total 35 students from different departments of the University appeared for the Quiz competition. The quiz was categorized in three rounds name, the faster the best round, the testing times and The Challenge (KBC themed) round. The winner of Quiz Competition is Karan Golani, Student of BBA V Section B.

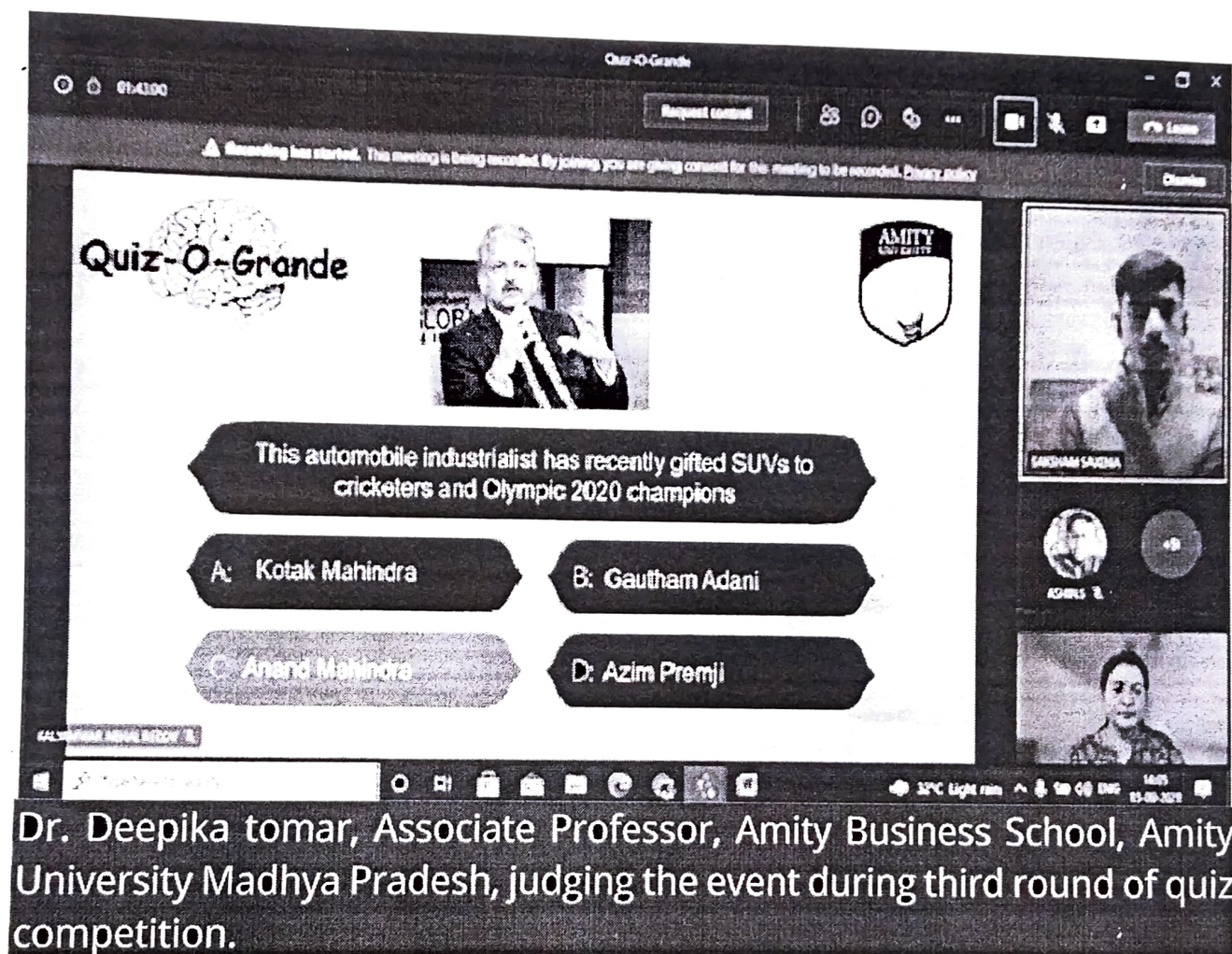
The event was coordinated by Dr. Anil Singh, Mr. Vinod Patel, Assistant Professor, Amity Business School, Amity University Madhya Pradesh along with student coordinators- Asin Bakliwal, by Jatin Soni BBA V sem., and Saksham Saxena, Kalyamvar Nehal Reddy, Poorti Gupta from BBA III Sem.

The event was judged by Dr. Deepika Tomar, Associate Professor, Amity Business School, Amity University Madhya Pradesh.

#### FEW SNAPSHOTS OF THE EVENT









03 Sep 2021 | Gwalior

"CORPORATE TALK" on the topic "Achieving \$5 Trillion Economy for India: Opportunities and Challenges".



**Amity Business School, Amity University Madhya Pradesh organized "CORPORATE TALK" on the topic "Achieving \$5 Trillion Economy for India: Opportunities and Challenges".**

Amity Business School, AUMP organized a corporate talk for the student of Amity University Madhya Pradesh.

The CORPORATE TALK was graced with the presence of Mr. Nilesh Shah, the Group President and Managing Director of Kotak Mahindra Asset Management Company Limited. was the guest and keynote speaker at the series.

Hon'ble Vice Chancellor Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd) said, the topic of the Corporate Talk is very apt and India is one the fastest growing economy of world. The contribution of every Indian will make India a \$5 trillion economy. He emphasized on the role of youth as the 55% of the population is below the age of 35.

Mr. Nilesh Shah, the Group President and Managing Director of Kotak Mahindra Asset Management Company Limited deliberated on topic at length. He mentioned about the way digital ecosystem and innovation is keeping India ahead. He also mentioned, there are certain challenges associated with fiscal deficit which we need to overcome.

He answered so many questions asked by the students and faculty members related to stock market, cryptocurrency, and Indian Economy.

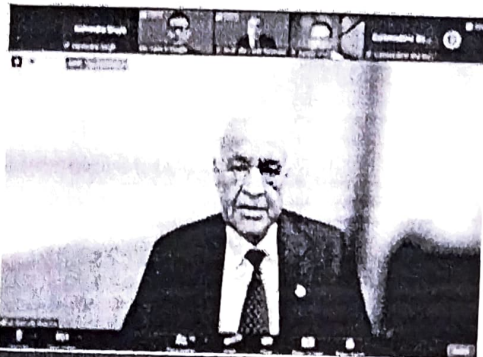
Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik gave the concluding remarks of how important the event of this kind is to nurture students and expose them to economic scenario, opportunities and challenges.





Deputy Pro Vice Chancellor and Director, Amity Business School, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht said, the Amity University Madhya Pradesh will continue to organize events of this Stature as this will enlighten the students and synergies can be developed with corporates.

The event was live on YouTube and Zoom and around 1500 students attended the session. The session was moderated and coordinated by Mr. Naresh Kedia and Mr. Harendra Singh.



Hon'ble Vice Chancellor, Amity University Madhya Pradesh, Lt. Gen. VK Sharma, AVSM (Retd) giving his opening remarks.



Mr. Nilesh Shah, the Group President and Managing Director of Kotak Mahindra Asset Management Company Limited deliberating his talk on Achieving \$5 Trillion Economy for India: Opportunities and Challenges.



Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik gave the concluding remarks of how such kind of event can nurture students





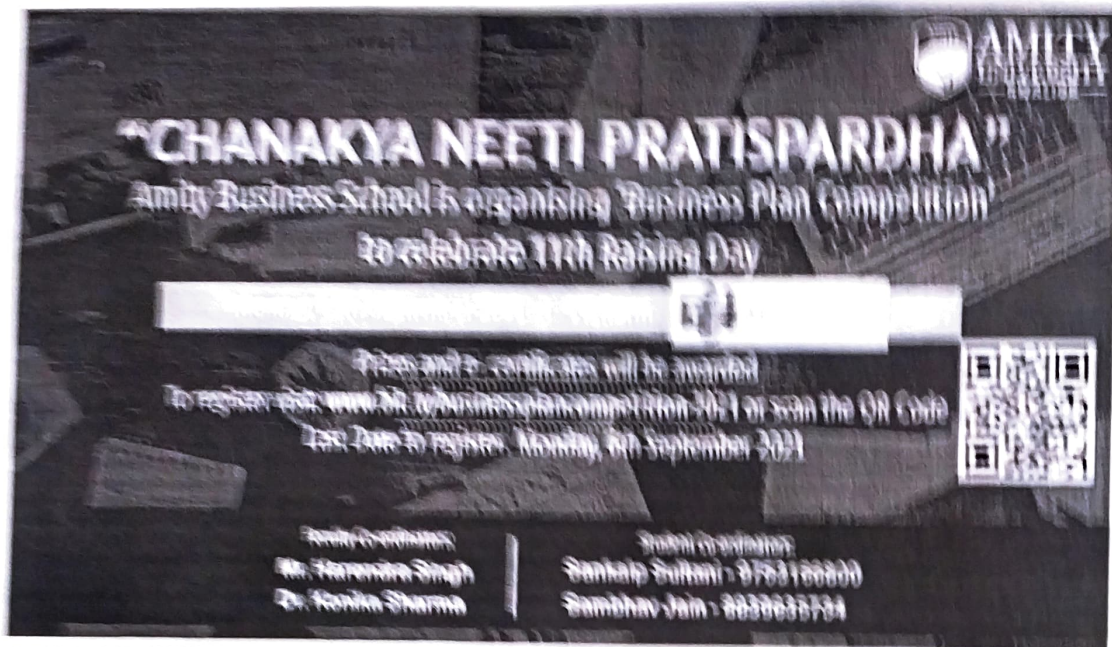
Deputy Pro Vice Chancellor and Director, Amity Business School, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht telling about the importance of talk





13/09/2021 (Gwalior)

## "CHANAKYA NEETI PRATISPARDHA BUSINESS PLAN COMPETITION"



"CHANAKYA NEETI PRATISPARDHA- BUSINESS PLAN COMPETITION"  
AMITY BUSINESS SCHOOL

AMITY UNIVERSITY, MADHYA PRADESH

13/09/2021

### Report

Amity Business School, AUMP organized an online event, "Chanakya Neeti Pratispardha- Business Plan Competition" to celebrate 11<sup>th</sup> raising day of Amity University, Madhya Pradesh on 13<sup>th</sup> September, 2021 under able guidance of Prof. (Dr.) Anil Vashishth, Dy. Pro. VC & Director ABS. Around 35 enthusiastic students in teams, across the university, participated in the competition. Students came up with real innovative ideas for business plan for which their creativity is really appreciable. Panellists for the judgement were- Mr. Nareesh Kedia, Dr. Astha Joshi and Mr. Rajiv Dwivedi who were astonished by listening to the unique business ideas of the students of Amity University, Madhya Pradesh. The winning teams were-

**Team on First Position:** Jalaj Gupta, Sanskar Gupta and Harshita Jain of BBA III sem., sec. A with the business plan "Greenoglobe"

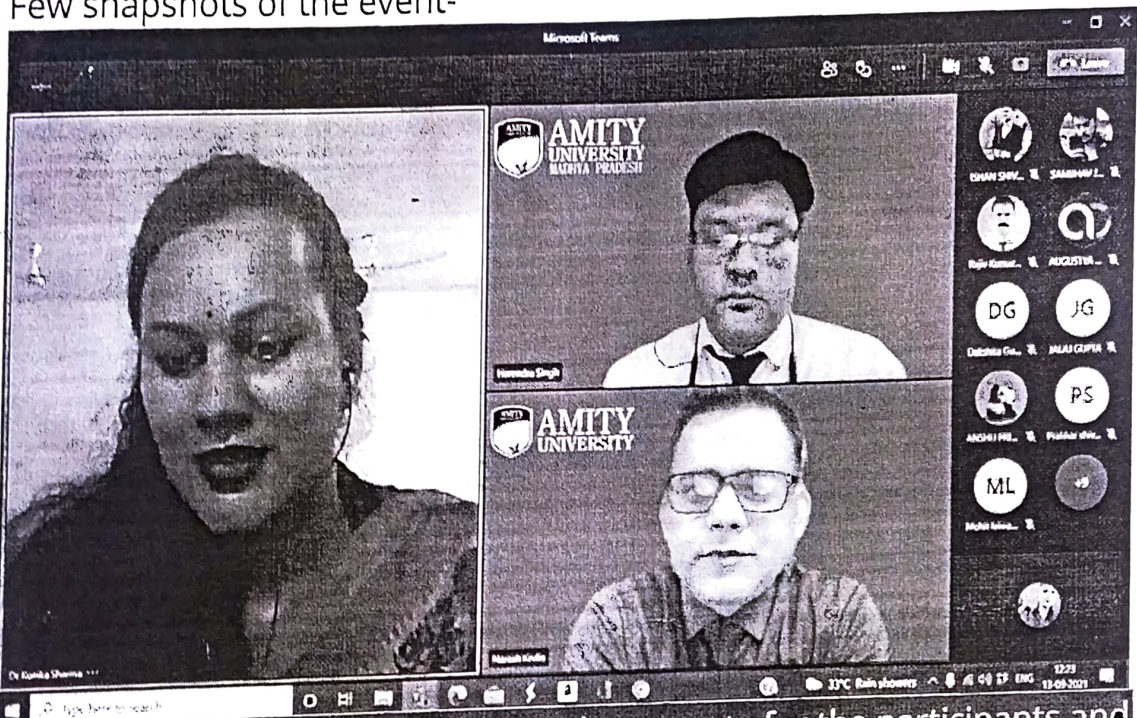
**Team on Second Position:** Augustya Chaturvedi and Eesha Tomar of BBA I sem., sec. A with the business plan "Get it Trans"





**Team on Third Position:** Anshu Priya, Aditya Shrivastava, Harsh Agarwal and Ishita Aryan of BBA III sem., sec. A with the business plan- "Surepick"  
The event was coordinated by Mr. Harendra Singh and Dr. Konika Sharma along with student coordinators- Sankalp Sultania and Sambhav Jain of BBA V sem., sec, C.

Few snapshots of the event-



Dr. Konika Sharma extending the welcome note for the participants and judges



Team presenting their business plan





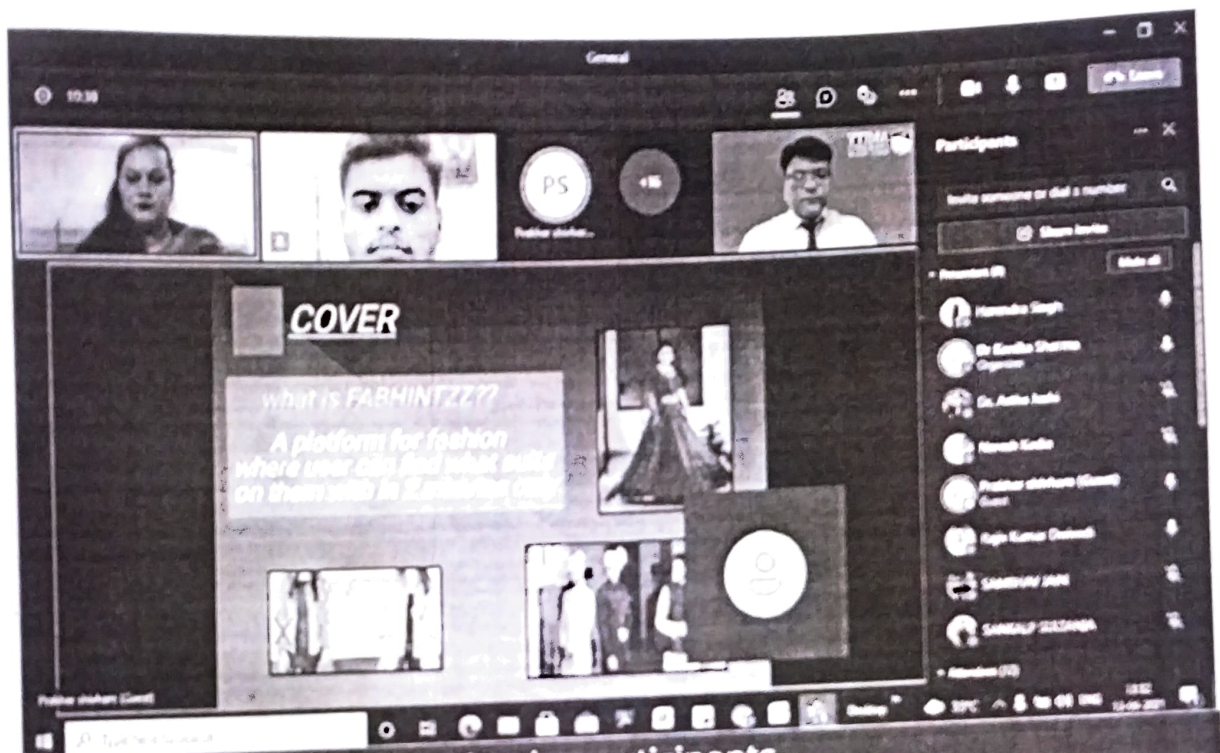
One of the judges, Dr. Astha Joshi appreciating the participants



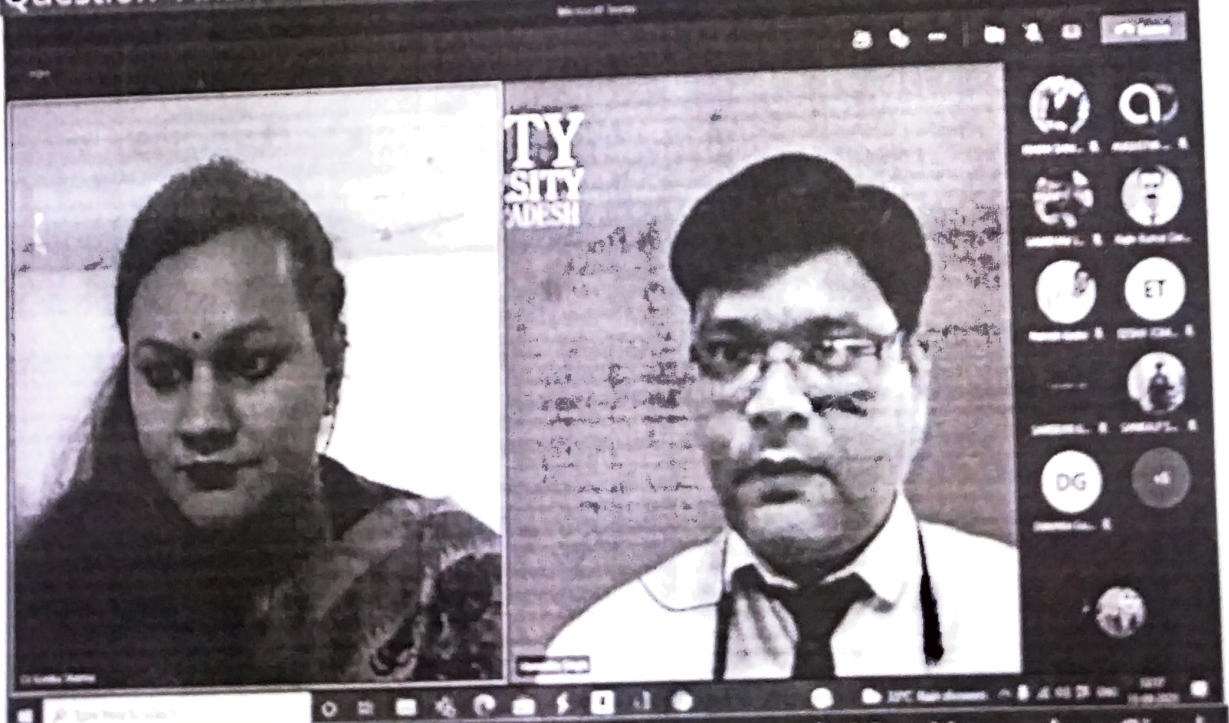
Mr. Naresh Kedia extending the thank you note for the judges and participants







## Question- Answer session for the participants



Faculty coordinators, Dr. Konika Sharma and Mr. Harendra Singh, familiarizing participants with the guidelines for event and participation

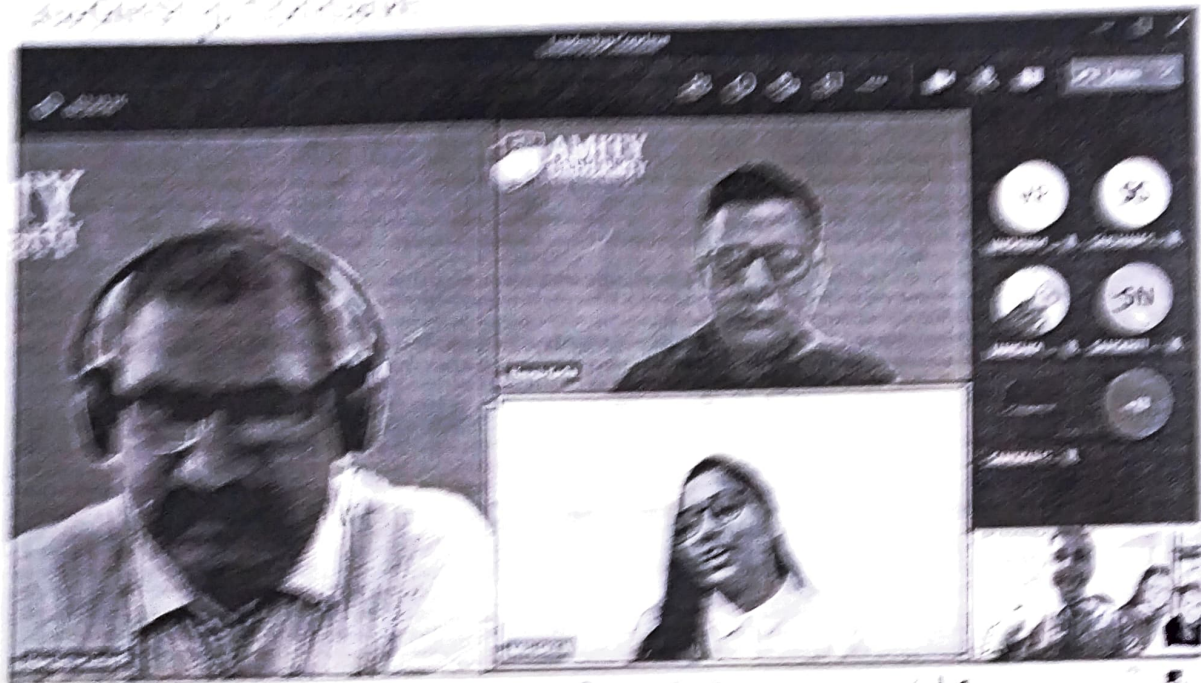
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Leadership Concclave

Amity Business School, Amity University, Madhya Pradesh



**Student of Amity Business School anchoring the event**  
**Amity Business School, Amity University, Madhya Pradesh**  
**"Leadership Concclave"**

To celebrate the 11th Founding Day of Amity University Madhya Pradesh, Amity Business School organized "Leadership Concclave" on September 14, 2021. Amity Business School's Leadership Concclave was an opportunity for the students to share their ideas and thoughts on successful business leaders, their business strategies, successful management case studies and the most innovative, ethical and successful business organizations that are contributing to India's economic growth. The objectives of the "Leadership Concclave" were

1. To develop the communication skills in the students
2. To make them aware about great business leaders
3. To make them aware about great business organizations
4. To make them learn from top business leaders
5. To make them tomorrow's leaders.

More than 20 students from different departments of the University appeared for the auditions. Out of the total lot, 15 students were selected for the finals by the faculty coordinators.





On the day final (14<sup>th</sup> September 2021) at the outset the Faculty coordinators, Judges and the participating students were welcomed by the Anchors (Kirti Diseja, student B.Com (H) III semester and Saksham Saxena, student BBA III C). The objectives of the event were put across by Shirali Tiwari, student BBA III C and thereafter the rules and regulations were conveyed to the students by Bhoomi Jain, student BBA III A.

All the students spoke exceptionally well and did a fantastic job. At the last the vote of thanks was given by Srijita Bhattacharya, student BBA III C.

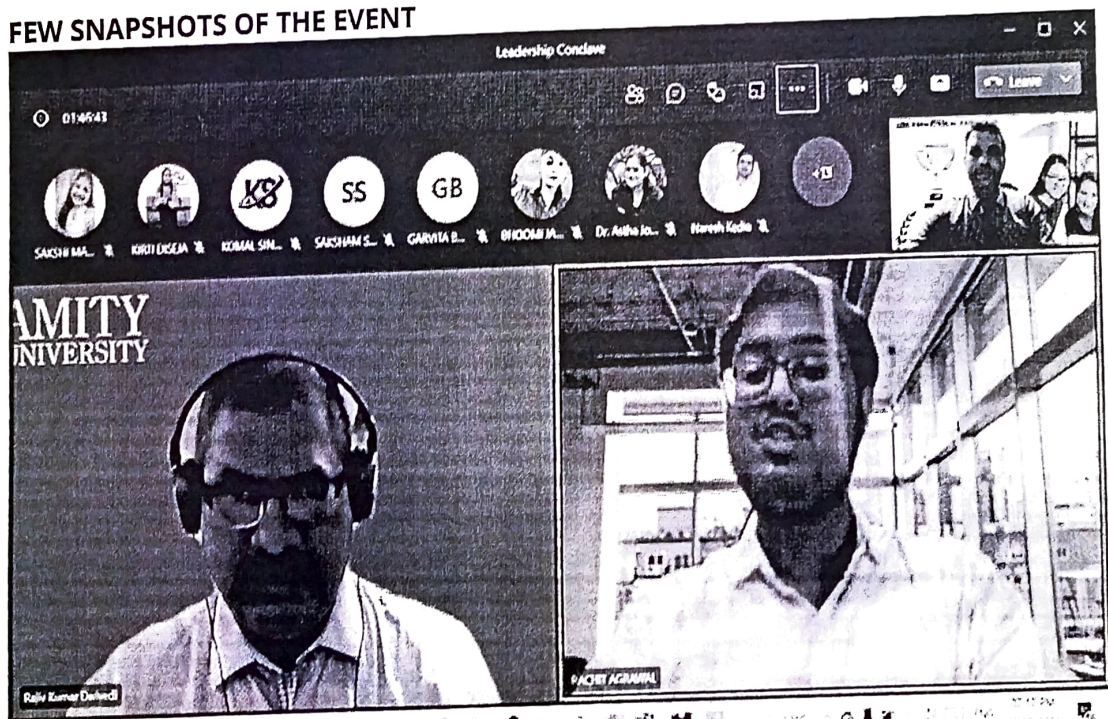
The event was flawless and a great success by all means.

The faculty coordinators of the event were Mr Rajiv Dwivedi, Assistant Professor ABS and Dr Sandeep Raghuwanshi Assistant Professor ABS.

The judges for the event were Dr Astha Joshi Assistant Professor ABS and Program Coordinator BBA and Mr Naresh Kedia Assistant Professor ABS and Program Coordinator B.Com (H).

The entire event took place under the able guidance of Prof.(Dr.) Anil Vashisht Dy Pro VC AUMP and Director ABS.

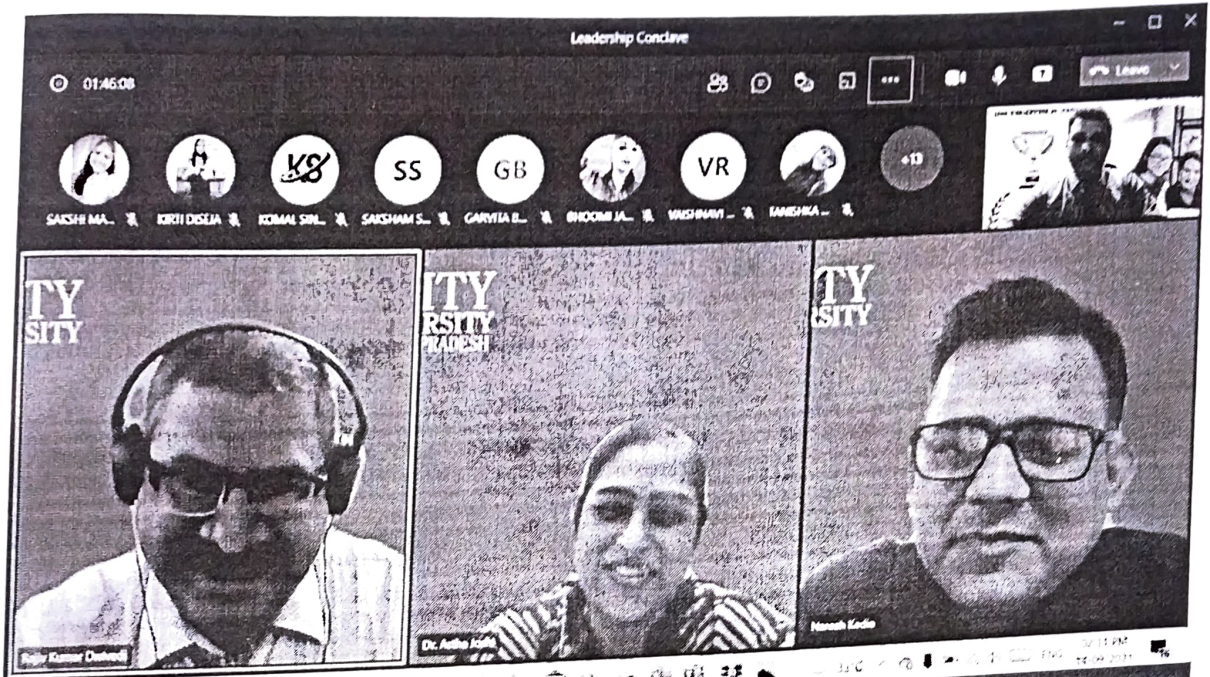
#### FEW SNAPSHOTS OF THE EVENT



Participants of the event giving their presentation







## Faculty coordinators and Judges of the event



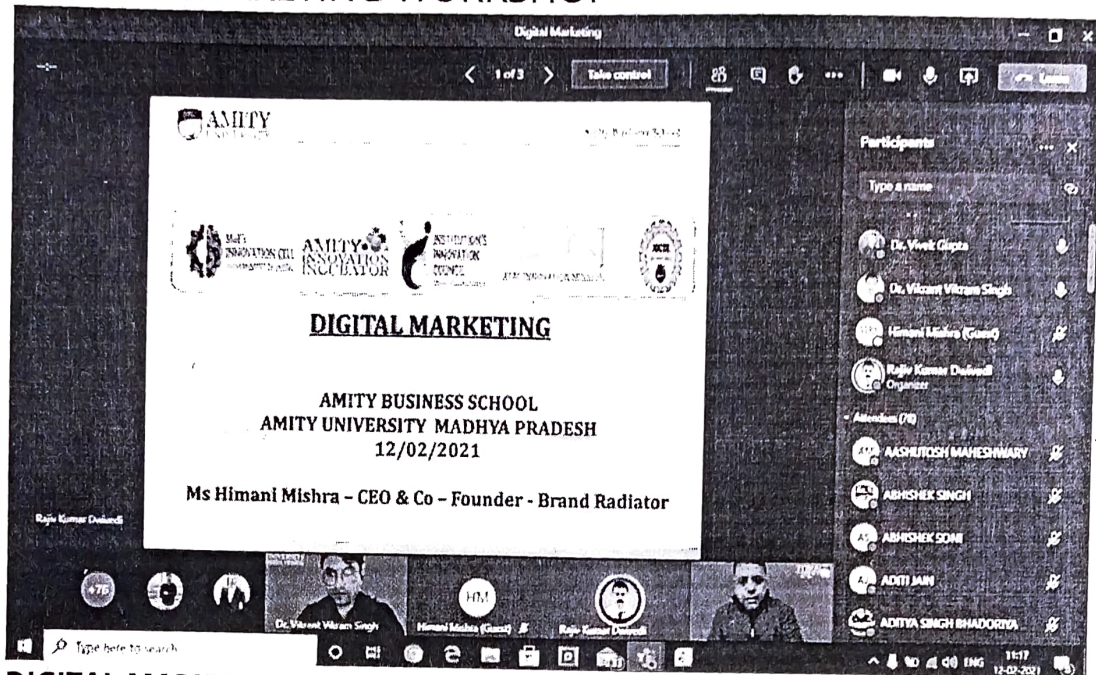
## Participants of the event giving their presentation





12 Feb 2021 | Gwalior

## DIGITAL MARKETING WORKSHOP



### DIGITAL MARKETING WORKSHOP

#### AMITY BUSINESS SCHOOL, AMITY UNIVERSITY, MADHYA PRADESH

Amity Business School, AUMP organized a DIGITAL MARKETING WORKSHOP for its Students of 4th semester (BBA & B.Com (H)) on 12<sup>th</sup> Feb 2021. The objectives of the workshop were

1. To tell the students, the importance of Digital Marketing.
2. To develop them on new emerging domains
3. To develop problem solving skills of students
4. To develop digital marketing skills
5. To make them successful future digital marketers

The resource person for the workshop was Ms Himani Mishra, CEO & Co Founder Brand Radiator. At the outset the students were welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & made aware about the objective of the workshop. The important aspects covered by the speaker during the workshop were

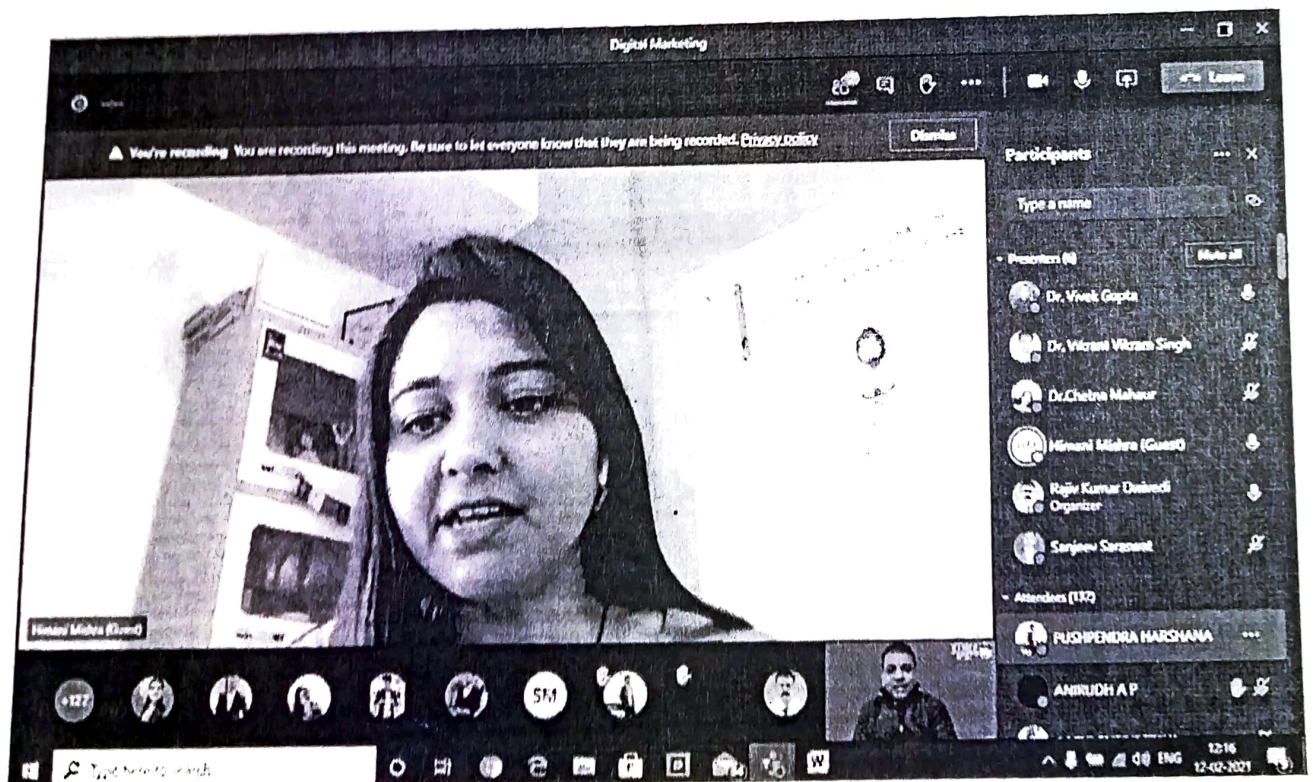
1. Digital Marketing aspects
2. Brand Strategy
3. 4P's of Marketing

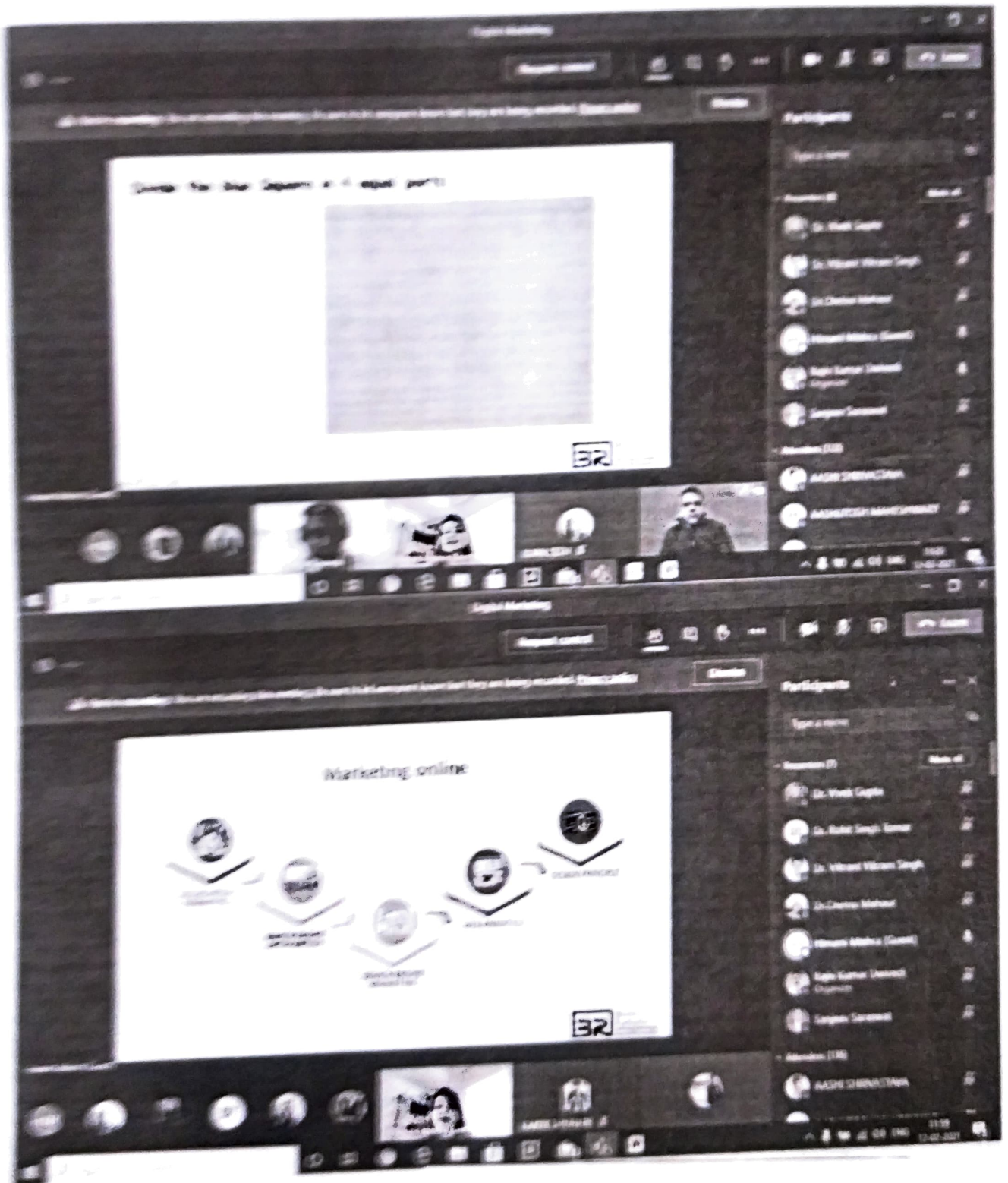




4. Concept of Digital Marketing
5. Growth of Digital Marketing in India and during pandemic.
6. Advantages of Digital Marketing
8. Scope of Digital Marketing
9. Career and Job Opportunities in Digital Marketing.
10. Key Pillars of Digital Marketing
11. Classification of Digital Marketing and how it works.
12. Research Parameters, Campaign and Advertisements on social platforms.

About 130 students of BBA 4th semester and B.Com (H) 4th semester attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.



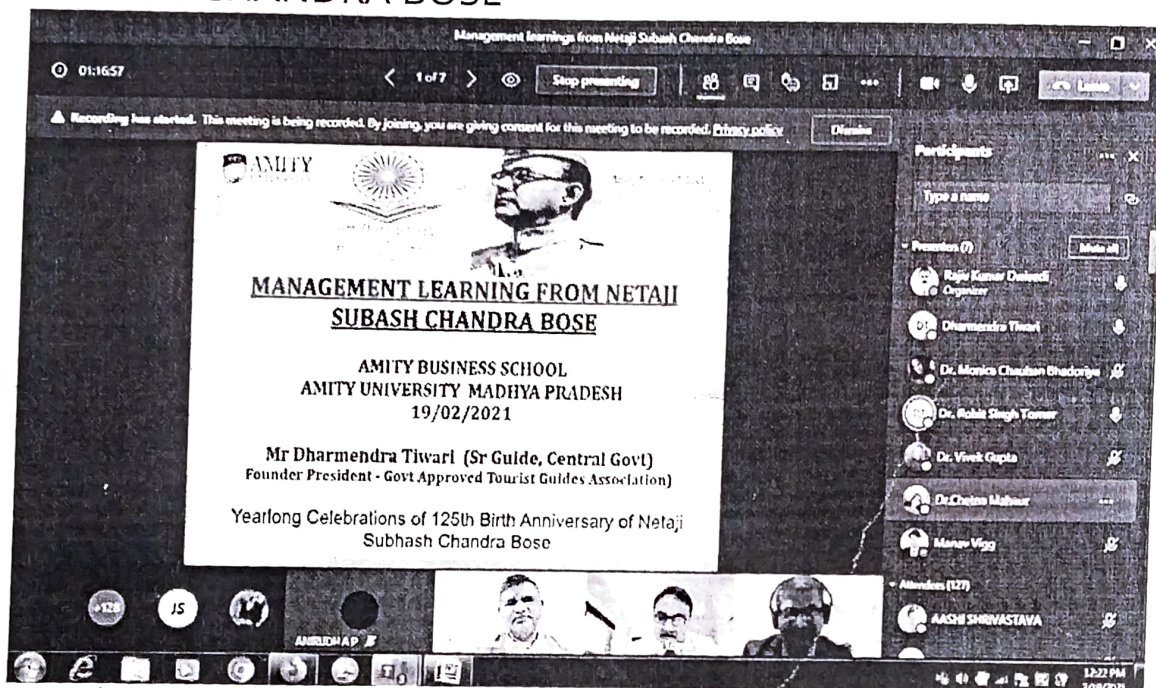




(19)

19 Feb 2021 | Gwalior

## WEBINAR ON MANAGEMENT LEARNING'S FROM NETAJI SUBHASH CHANDRA BOSE



### WEBINAR ON MANAGEMENT LEARNING'S FROM NETAJI SUBHASH CHANDRA BOSE

AMITY BUSINESS SCHOOL

AMITY UNIVERSITY, MADHYA PRADESH

19/02/2021

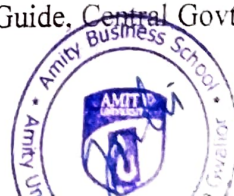
To commemorate the unparalleled contribution of Netaji Subhash Chandra Bose to our great Nation, the Government of India has decided to hold Year long Celebrations of 125th Birth Anniversary of Netaji Subhash Chandra Bose commencing 23 January, 2021 at National and International levels. It has also been decided to celebrate his birth anniversary as "Parakram Divas".

He is credited with the very famous slogan, "Give me blood, and I shall give you freedom!" as well as "Jai Hind. " He is also credited to be the first man to call Mahatma Gandhi "Father of the Nation", in his address from Singapore, when he also asked for his blessings and good wishes for the war he was fighting. Netaji Subhas Chandra Bose will always be remembered for his sacrifices he made.

Amity Business School, AUMP organized a WEBINAR ON NETAJI SUBHASH CHANDRA BOSE for it's Students of 4th semester (BBA & B.Com (H)) on 19<sup>th</sup> Feb 2021. The objectives of the workshop were

1. To make the students aware about the life and freedom struggle of Netaji Subhash Chandra Bose.
2. To make the students aware about the unparalleled contribution of Netaji Subhash Chandra Bose to our great Nation.
3. To develop patriotic feeling among students, for the nation.
4. To develop the leadership skills of the students.
5. To understand the management learning's from Netaji Subhash Chandra Bose.

The resource person for the workshop was Mr Dharmendra Tiwari (Sr Guide, Central Govt), Founder President - Government Approved Tourist Guides Association)





At the outset the students were welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & made aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were

1. The early life and the education of Netaji Subhash Chandra Bose.
2. How he was strongly influenced by Swami Vivekananda's teachings and was known for his patriotic zeal as a student.
3. How he came under the influence of Mahatma Gandhi and joined the Indian National Congress. On Gandhiji's instructions, he started working under Deshbandhu Chittaranjan Das, whom he later acknowledged his political guru
4. Formation of Forward Bloc.
5. Formation of Azad Hind Fauj, also known as the Indian National Army, or INA.
6. The contribution and freedom struggle of Azad Hind Fauj, also known as the Indian National Army, or INA.
7. Management learning's from Netaji Subhash Chandra Bose.
8. How Netaji encountered failures several times, but he converted those failures to triumph with his struggle. Whether it is municipal politics, the journey from a common Congressman to the Congress president's position, the formation of the Forward Bloc or the struggle of the Indian National Army, he passed every test with distinction.
9. Netaji's contribution of giving global identity to the Indian leadership. Earlier, Swami Vivekananda had enlightened the world about India's spiritual and cultural superiority and identity.
10. His deep love for our great Nation.

About 130 students of BBA 4th semester and B.Com (H) 4th semester and many faculty members attended the workshop. The students were highly motivated and has lot of queries. The queries of the students were very well handled by the speaker. The webinar was organized and moderated by Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) under the guidance of Prof.(Dr) Anil Vashisht, Director ABS and Dy Pro VC AUMP. The vote of thanks was given by Dr Rohit Singh Tomar, Associate Professor, ABS, AUMP. The feedback of the workshop was very positive and it was a great learning for the students.









13 Mar 2021 | Gwalior

Guest Lecture on "Marketing Financial Products to Millennials"

# Guest Lecture on "Marketing Financial Products to Millennials"

## Guest Lecture on "Marketing Financial Products to Millennials"

Amity Business School, AUMP organized a Guest Lecture on "**Marketing Financial Products to Millennials**" for its Students of BBA VI, BBA IV, B.Com.(H) VI, B.Com.(H) IV and MBA IV semester students on 13 March 2021.

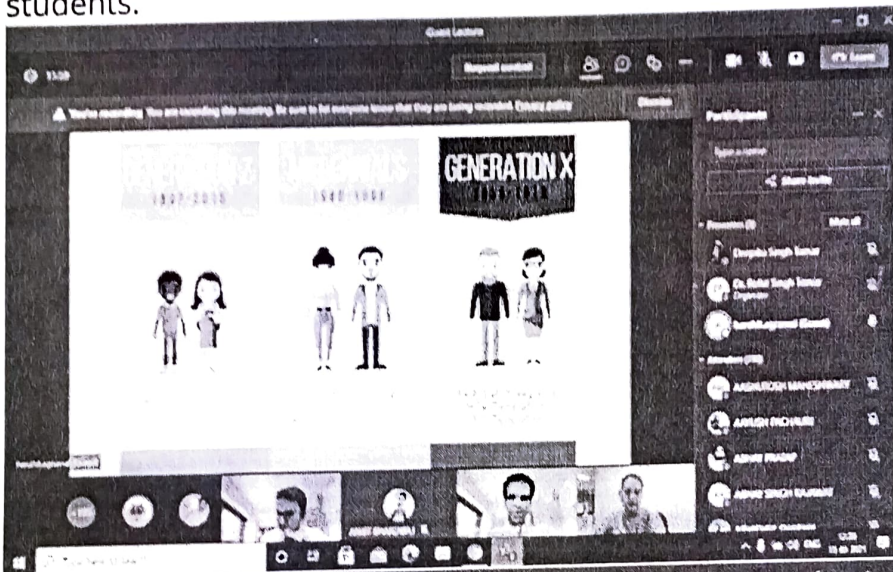
The resource person for the guest lecture was Mr. Harshit Agrawal, Country Head Online Marketing and CRM, old Muthoot Blue Group. He is also the recipient of the Young Marketing Leader Award in NBFC category. At the outset, the students were welcomed by the moderator Dr Rohit Singh Tomar, Associate Professor, Amity Business School, AUMP & made audience aware about the objectives of the workshop. Important aspects of the program were: (1) Introduction of NBFC (2) Marketing strategies adopted by NBFC (3) Online marketing strategy of Muthoot Fincorp (4) Question and answer round.

About 247 students of BBA VI, BBA IV, B.Com.(H) VI, B.Com.(H) IV and MBA IV semester and many faculty members attended the lecture. The students were highly motivated and have lot of queries. The queries of the students were very

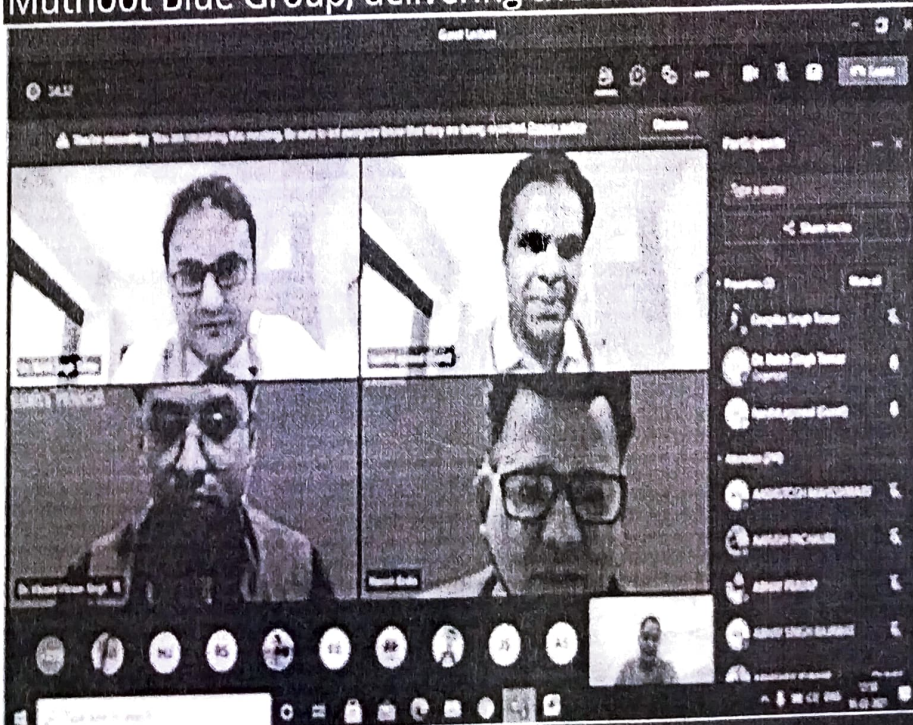




well handled by the speaker. The Guest lecture was conducted under the able guidance of Prof. (Dr) Anil Vashisht, Director ABS and Dy Pro VC AUMP. The vote of thanks was given by Mr. Naresh Kedia, Assistant Professor, ABS, and AUMP. The feedback of the workshop was very positive and it was a great learning for the students.



Mr Harshit Agrawal, Country Head Online Marketing and CRM, old Muthoot Blue Group, delivering the Lecture



Mr. Naresh Kedia, Assistant Professor, Amity Business School, AUMP giving vote of thanks



15 Mar 2021 | Gwalior

Business Plan Competition



AMITY UNIVERSITY  
Gwalior

# BUSINESS PLAN COMPETITION

## Business Plan Competition

As a part of the initiative of Ministry of Human Resources Development, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized the Business Plan competitions for its Students on 15<sup>th</sup> March 2021.

The Business Plan competition commenced with the opening remarks of Prof. (Dr.) Anil Vashisht, Deputy Vice-chancellor and Director Amity Business School.

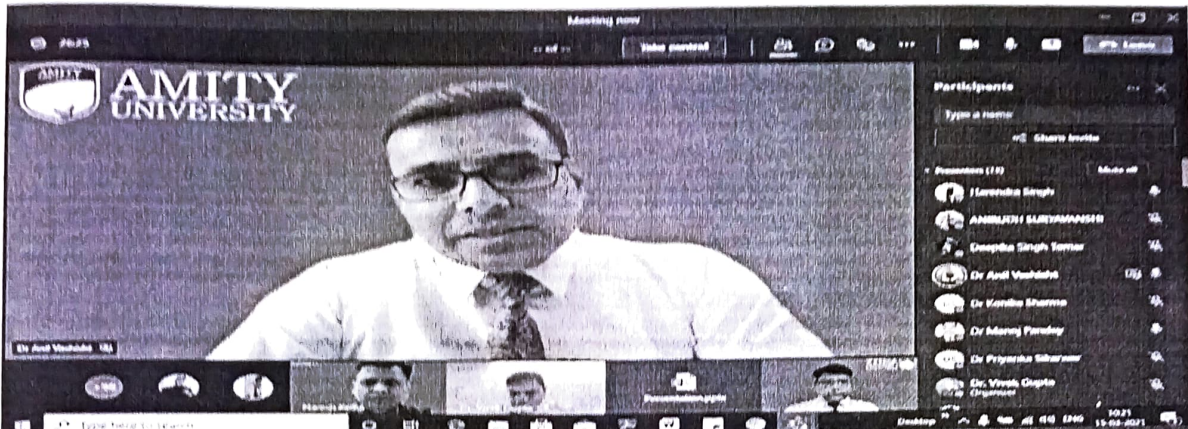
16 teams from MBA, BCom(H), BBA had come up with their innovative business plans. A panel of three faculty members had judged these business plans and had given their valuable inputs to the students.

Some of the business plans were: Luggage on wheel services, organic ayurveda products, innovative farming, FIT-FREE Zym Services, Virtual Psychological Assistant, Food-Tree: Making your food sustainable etc.

Winners were awarded with certificates to appreciate their business ideas and participants were given the participating certificates to encourage them.







Opening remarks during competition by Prof. (Dr.) Anil Vashisht, Deputy Vice-chancellor Amity Business School, Amity University, Gwalior

**AMITY UNIVERSITY**

**Executive Summary**

Food tree is an innovative farming business, which uses the modern technology in field of agriculture and disruptions to make through challenges of sustainability in intensive farming methods.

We use the methods such as organic farming, and precision controlled farming methods, to produce green, sustainable and healthy food for our customers. Our aim is to adopt an advanced and efficient system and to experiment to give farmers the best and healthy future.

- Multifold Increase in farmers income**
- 60-70% reduction in resources**
- Increase in yield up to 7 times**
- Growth in exports and ease of raw material to agri manufacturing**
- Inclusive growth through franchise schemes**

**AMITY BUSINESS SCHOOL**

Participants: Harendra Singh, AMISHA NICOTE, AMSHIKA GUPTA, Dr. Devendra Kumar Pandey, Dr. Priyanka Sikanwar, Dr. Anil Singh Panihar, Dr. Vivek Gupta Organizer, Manav Vigg

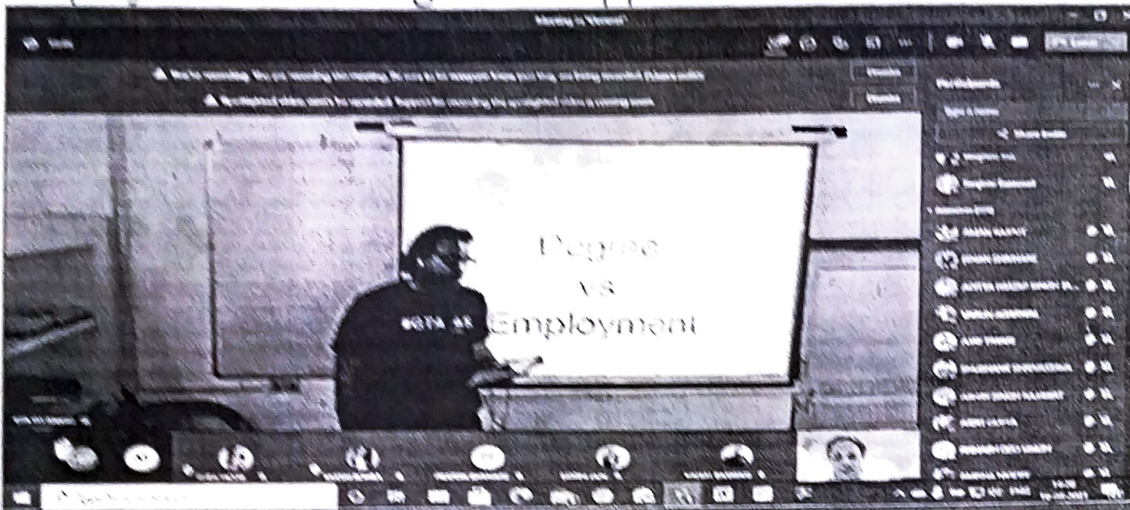
Business Plan presentation during the competition by students.





18 Mar 2021 | Gwallor

## Guest Lecture on "Salaried Employment and Self Employment: Challenges and Opportunities"



Mr. Tarun Pratap Singh, Director, GTA IAS and Deputy Vigilance Officer introducing the topic

### Guest Lecture on "Salaried Employment and Self Employment: Challenges and Opportunities"

Amity Business School, AUMP organized a Guest Lecture on "**Salaried Employment and Self Employment: Challenges and Opportunities**" for the Students of MBA, BBA, B.Com. (H) on 18/03/2021.

The resource person for the workshop was Mr. Tarun Pratap Singh, Director, GTA IAS and Deputy Vigilance Officer with Govt. of India.

At the outset the guest and the students were welcomed by the moderator Dr. Monica Chauhan Bhadoriya, Assistant Professor, Amity Business School, AUMP. The objectives of the guest lecture were conveyed to the students.

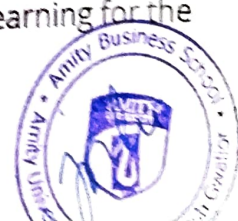
Important aspects of the program were –

1. Introduction of various employment options.
2. SWOT of self-employment.
3. SWOT of salaried-employment.
4. Motivation of students towards civil services.
5. Providing solution to students' queries.

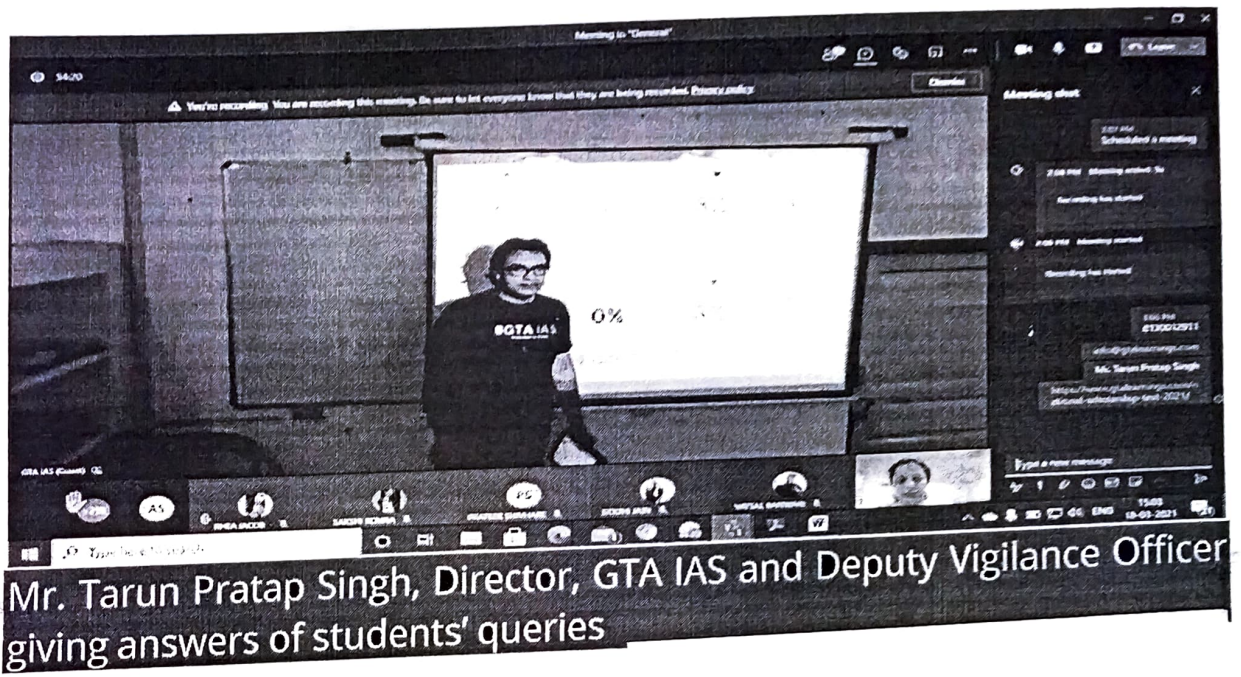
225 students of MBA, BBA and B.Com.(H) and 10 faculty members of ABS attended the lecture. The students were highly motivated and had lots of queries which were very well handled by the speaker. The Guest lecture was conducted under the able guidance of Prof.(Dr) Anil Vashisht, Director ABS and Dy Pro VC AUMP.

The vote of thanks was given by the organizer.

The feedback of the workshop was very positive and it was a great learning for the students.



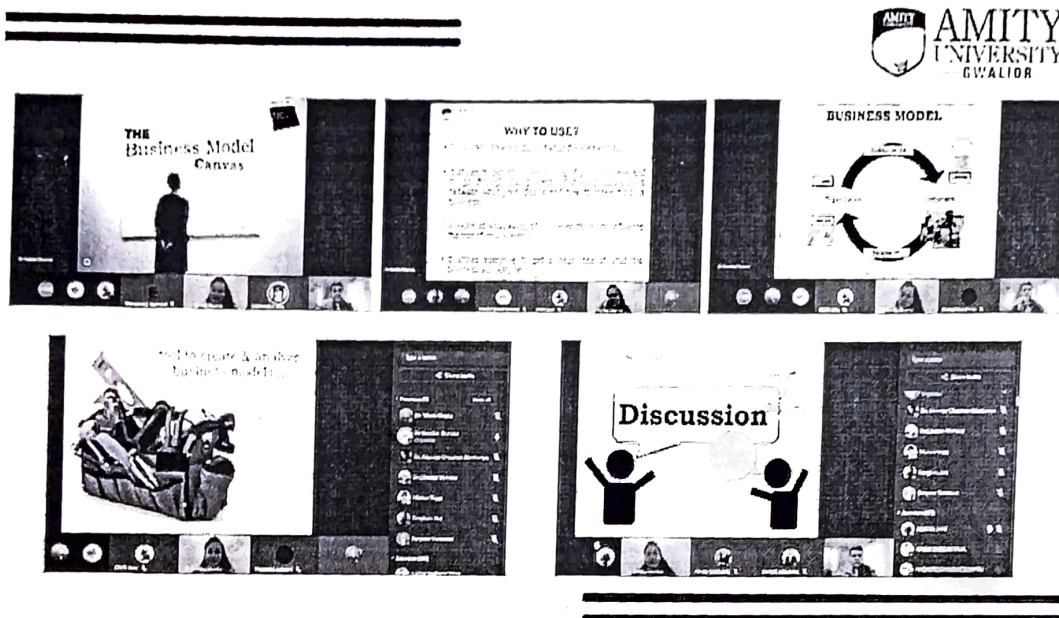




Mr. Tarun Pratap Singh, Director, GTA IAS and Deputy Vigilance Officer giving answers of students' queries



## 22 Mar 2021 | Gwalior Session on 'Business Canvas Model'



### **BUSINESS CANVAS SESSION AMITY BUSINESS SCHOOL AMITY UNIVERSITY, MADHYA PRADESH**

As a part of the initiative of Ministry of Human Resources Development, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a session on 'Business Canvas Model' for its Students on 22<sup>nd</sup> March 2021. The objectives of the workshop were:

1. To help students for understanding the usage of business canvas model.
2. Encourage students to come with innovative business ideas for their entrepreneurial development.
3. To encourage them for Entrepreneurship in future.

I conducted the session for introducing the business canvas model to the students of BBA IV SEMESTER (all sections) and B.COM. (H) IV SEMESTER. Students were encouraged to plan their own start-ups. They were given insights for how to plan and initiate a start-up by using business canvas model.

The outcome of the workshop:

1. This will help students to do need analysis for a new venture
2. It will motivate students to understand how to develop a business plan.
3. Students will be sensitized to choose entrepreneurship for future.

### **Few snapshots of the workshop**





# THE Business Model Canvas



Dr. Konika Sharma



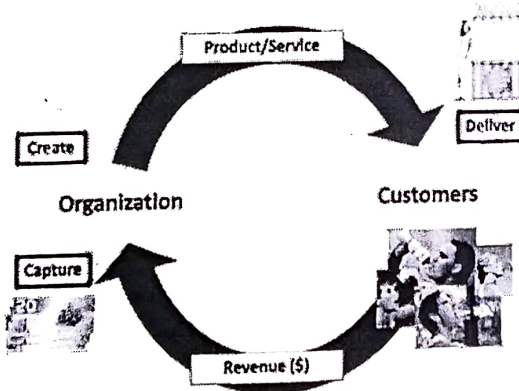
TANUSHREE RAIPUT



SIDDHARTI JAIN



## BUSINESS MODEL



Dr. Konika Sharma



STUTI JAIN

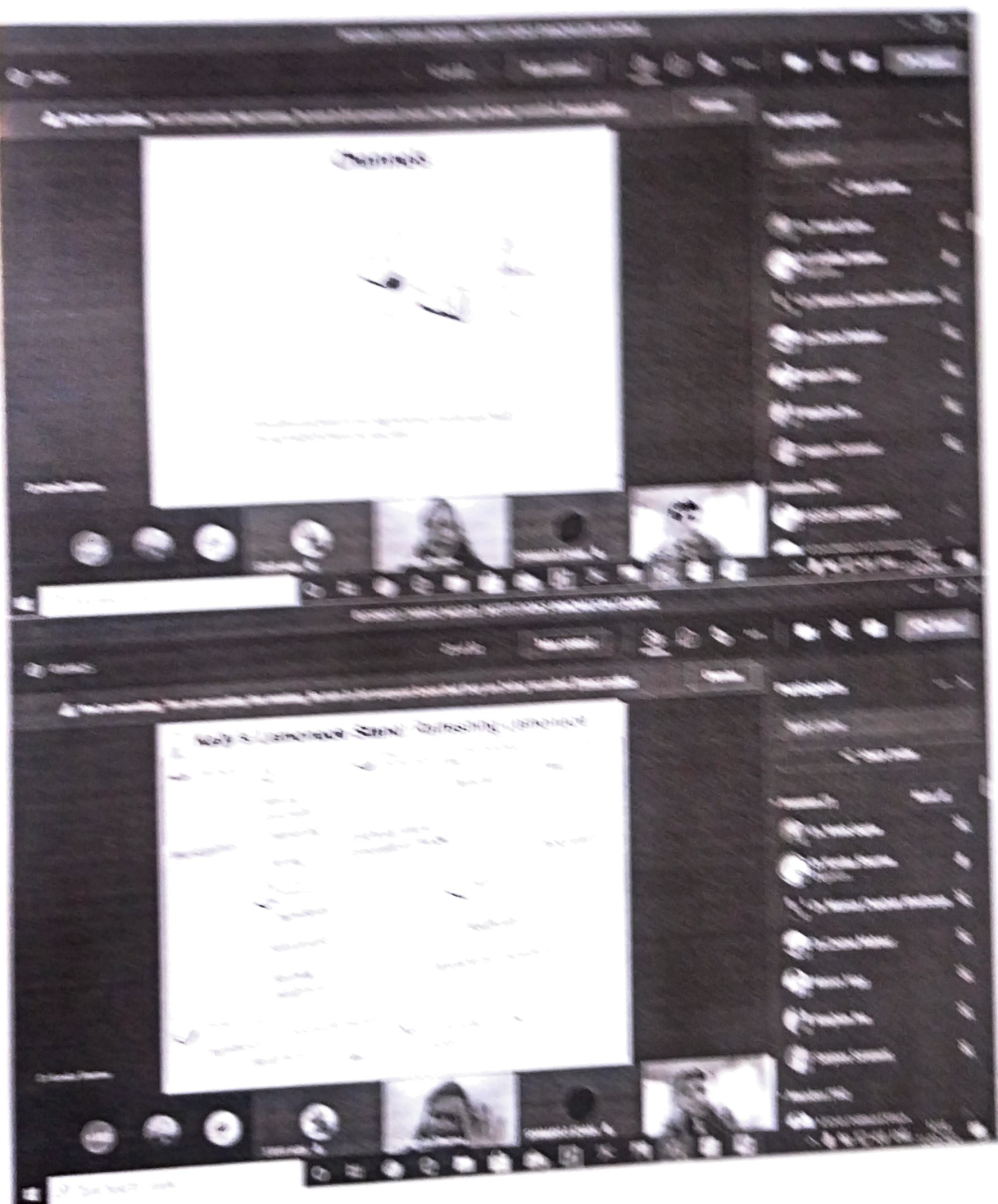


Dr. Konika Sharma



SHAMAYLA KHAN

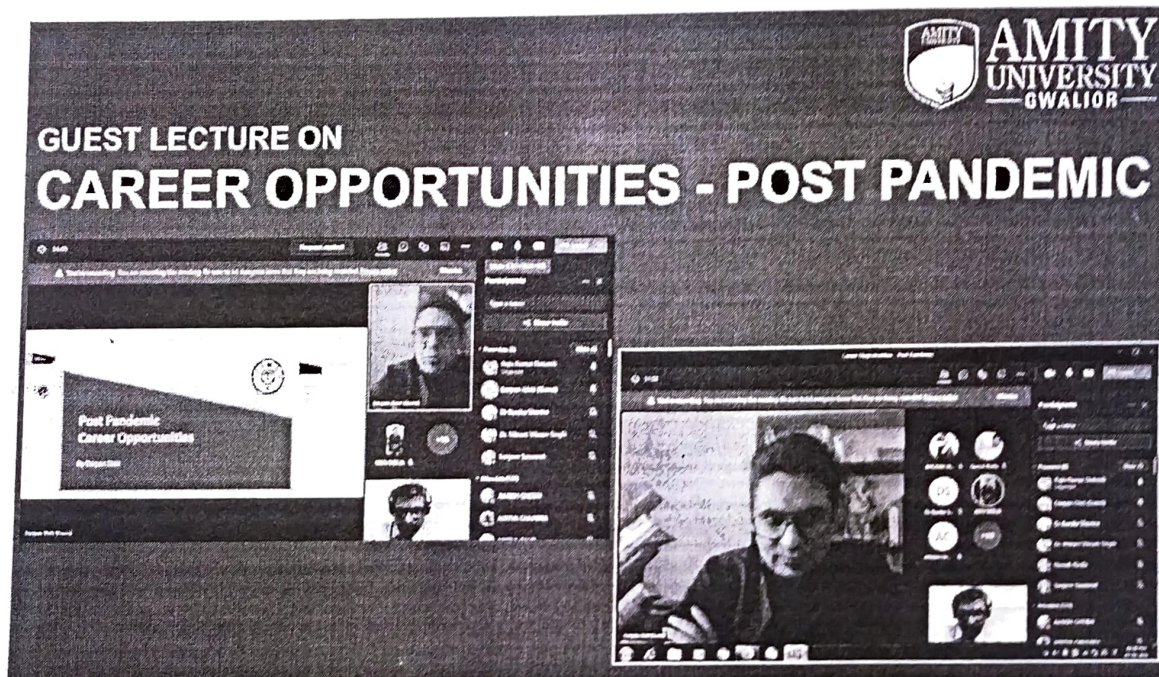






07 May 2021 | Gwalior

## Guest Lecture on Career Opportunities – Post Pandemic



### Guest Lecture on Career Opportunities – Post Pandemic

Amity Business School, AUMP organized a Guest Lecture on "Career Opportunities – Post Pandemic" for its Students of II semester (BBA & B.Com (H)) on 7<sup>th</sup> May 2021.

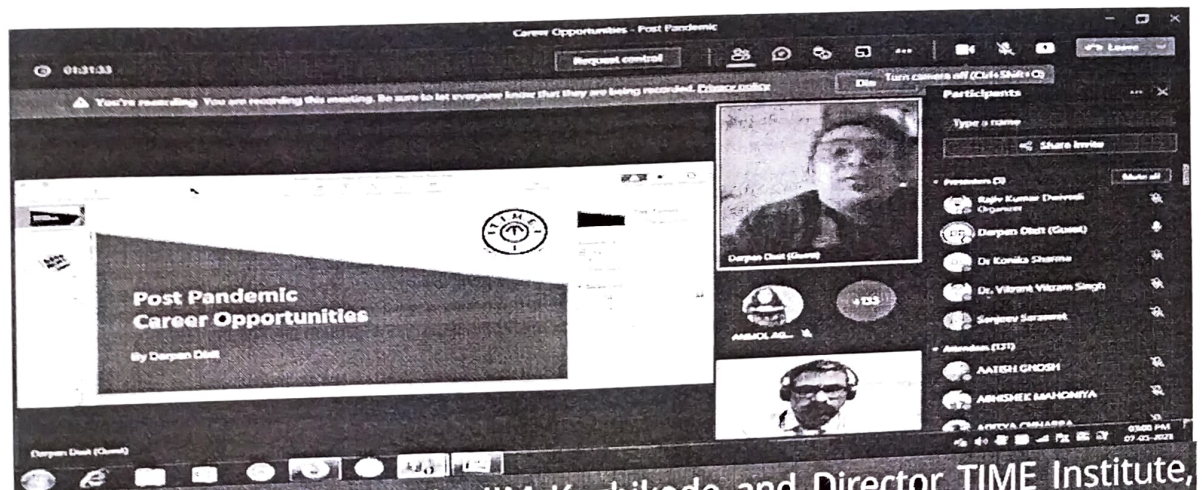
The resource person for the workshop was Mr Darpan Dixit, Alumni - IIM Kozhikode and Director TIME Institute, Gwalior. At the outset the students were welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & made aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were

1. Career planning
2. Covid challenges
3. The positive side of pandemic
4. Different career opportunities available
5. Fitment mapping
6. Newer opportunities during Covid
7. Gap analysis
8. Working on the gaps
9. Developing a vision
10. Making and working on action plan

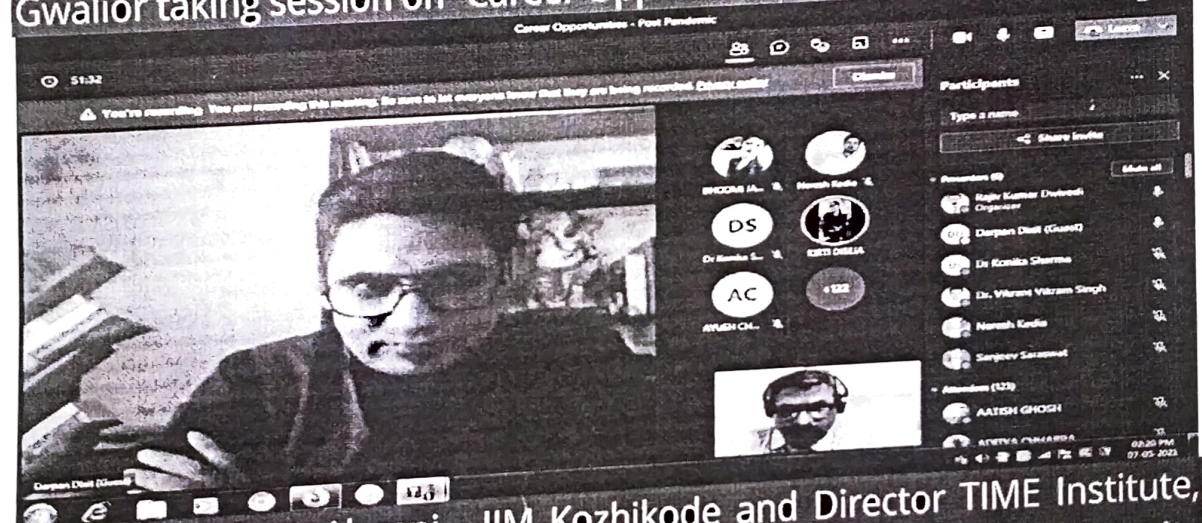
About 130 students from BBA and B.Com (H) II semester and many faculty members attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive. The guest lecture was coordinated & moderated by Mr Rajiv Dwivedi (Asst Prof – ABS) and guided by Prof.(Dr) Anil Vashisht (Dy Pro VC & Director ABS) & Dr Manoj Pandey (Head of Department - ABS).







Mr Darpan Dixit, Alumni - IIM Kozhikode and Director TIME Institute, Gwalior taking session on "Career Opportunities – Post Pandemic"



Mr Darpan Dixit, Alumni - IIM Kozhikode and Director TIME Institute, Gwalior, Mr. Rajiv Dwivedi (Asst. Prof – ABS) and students of Amity Business School during guest lecture





13 May 2021 | Gwalior

## Guest Lecture on "Theories of Talent Acquisition to its Implementation in Corporate World"



### Guest Lecture on "Theories of Talent Acquisition to its Implementation in Corporate World"

Amity Business School, AUMP organized a Guest Lecture on **"Theories of Talent Acquisition to its Implementation in Corporate World"** for the Students of MBA, BBA, and B.Com (H) on 13/05/2021.

The resource person for the workshop was Ms. Shefali Paliwal, HR Manager, Liberty General Insurance, Mumbai.

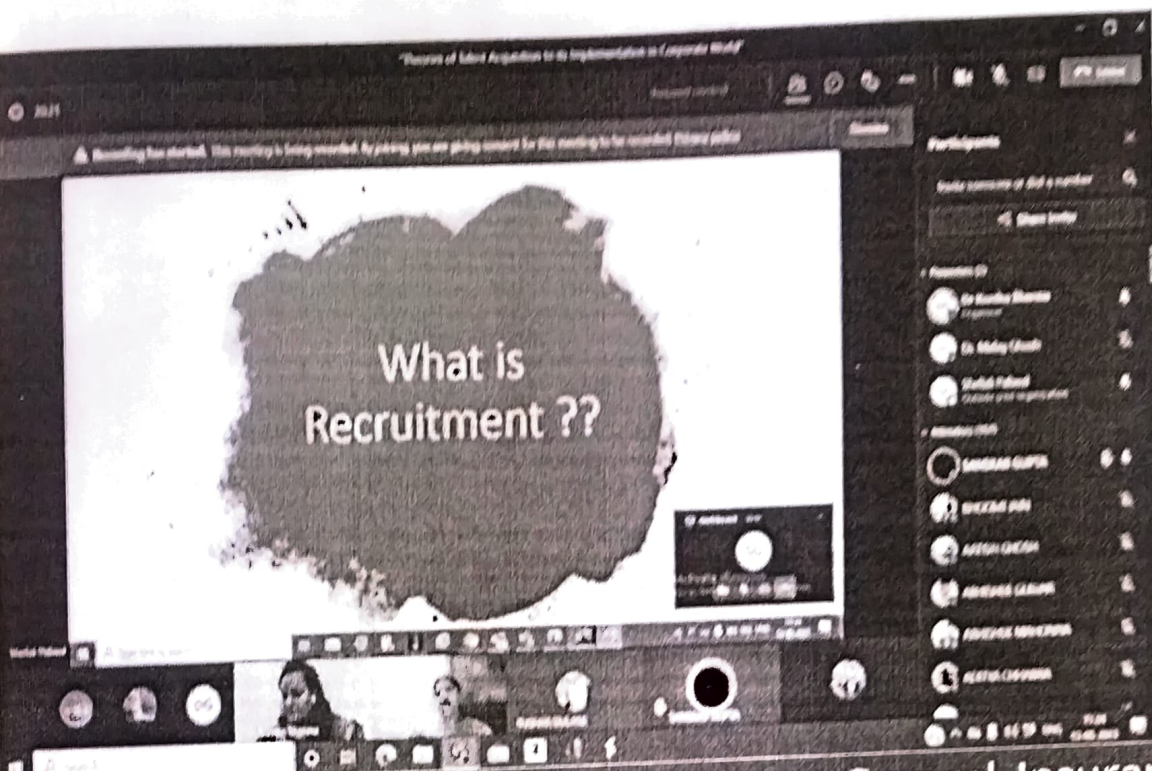
At the outset the guest and the students were welcomed by the moderator Dr. Konika Sharma, Assistant Professor, Amity Business School, AUMP. The objectives of the guest lecture were conveyed to the students.

182 students of MBA, BBA and B.Com.(H) and 2 faculty members of ABS attended the lecture. The students were highly motivated and had lots of queries which were very well handled by the speaker. The Guest lecture was conducted under the able guidance of Prof.(Dr) Anil Vashisht, Director ABS and Dy. Pro. VC AUMP.

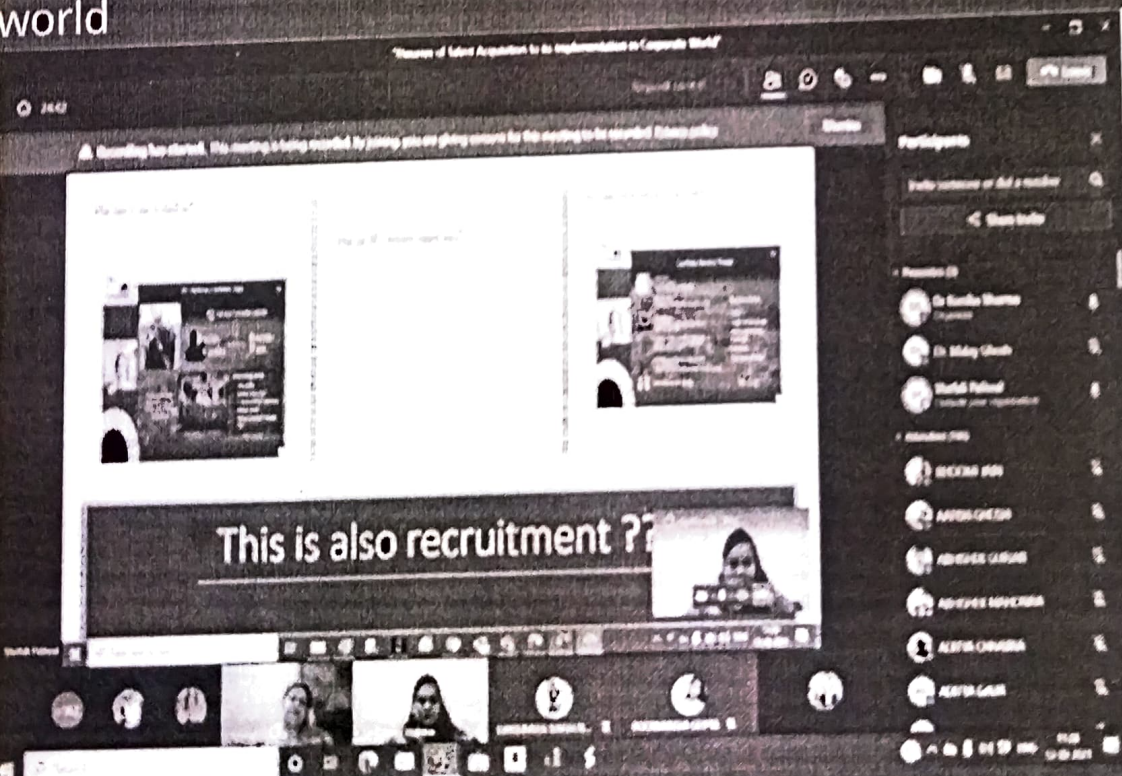
The vote of thanks was given by the organizer. The feedback of the workshop was very positive and it was a great learning for the students.







Ms. Shefali Paliwal, HR Manager, Liberty General Insurance, Mumbai talking about implementation of recruitment practices in real corporate world



Ms. Shefali Paliwal, HR Manager, Liberty General Insurance, Mumbai interacting with students of Amity Business School Amity, University Madhya Pradesh

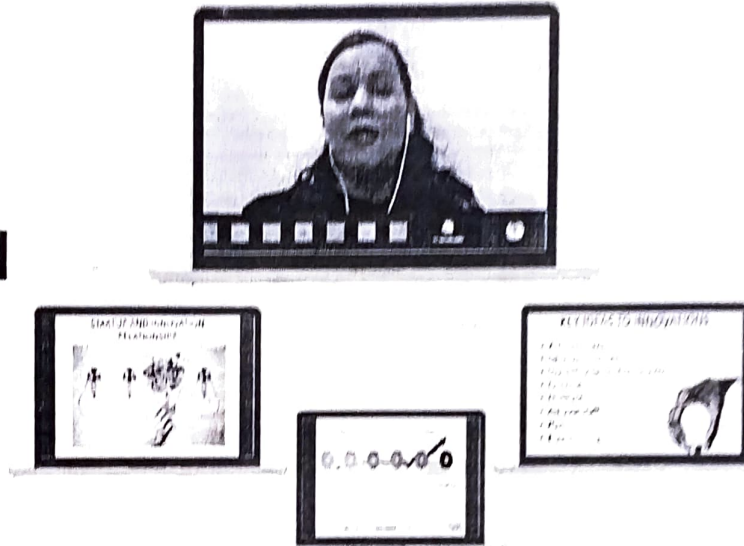


26  
10 Jun 2021 | Gwalior

## STARTUP AND INNOVATION ECOSYSTEM

ONLINE SESSION  
ON

# STARTUP AND INNOVATION ECOSYSTEM



### 'STARTUP AND INNOVATION ECOSYSTEM' SESSION AMITY BUSINESS SCHOOL AMITY UNIVERSITY, MADHYA PRADESH

As a part of the initiative of Ministry of Human Resources Development, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a session on **"Startup and Innovation Ecosystem"** for its Students on 10<sup>th</sup> June 2021. The objectives of the workshop were:

1. To help students for understanding the Initiation of a start-up and its various developmental phases.
2. To make students understand the start-up ecosystems and relationship between start-up and innovation.
3. Encourage students to come with innovative business ideas for their entrepreneurial development.
4. To encourage them for Entrepreneurship in future.

I conducted the session for introducing the start-up and innovation ecosystem to the students of BBA II SEMESTER (all sections) and B.COM. (H) II SEMESTER. Students were encouraged to plan their own start-ups.

They were given insights for how to initiate a start-up and create start-up ecosystem using their innovation. The session was very well received by the students.



Invite participants or dial a number

Share Invite

Presenters (2)

- Rajiv Kumar Dabwadi
- Dr. Konika Sharma, Organizer

Attendees (100)

- AATISH GHOSH
- ABHISHEK GURJAR
- ADITYA CHAUDHARI
- ADITYA GAUR
- ADITYA OJHA
- ADITYA BHATTACHARYA

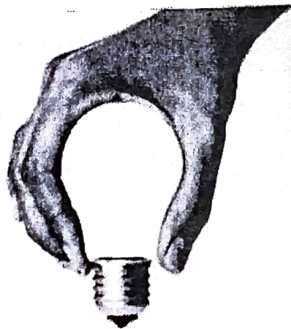
Dr. Konika Sharma

6 of 107

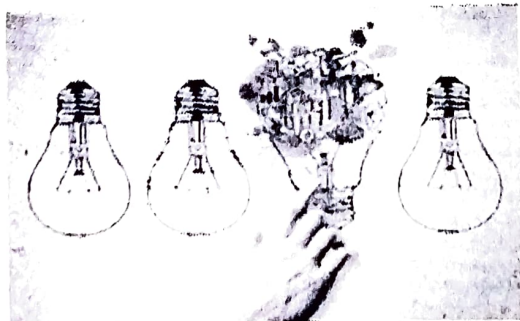
Activity pop-up

## KEY IDEAS TO INNOVATIONS

- Ask customers
- Observe customers
- Use difficulties and complaints
- Combine
- Eliminate
- Ask your staff
- Plan
- Brainstorming



## STARTUP AND INNOVATION RELATIONSHIP



< 6 of 107 > [Icons]

Dr. Konika Sharma

6 of 107

Activity pop-up

Dr. Konika Sharma

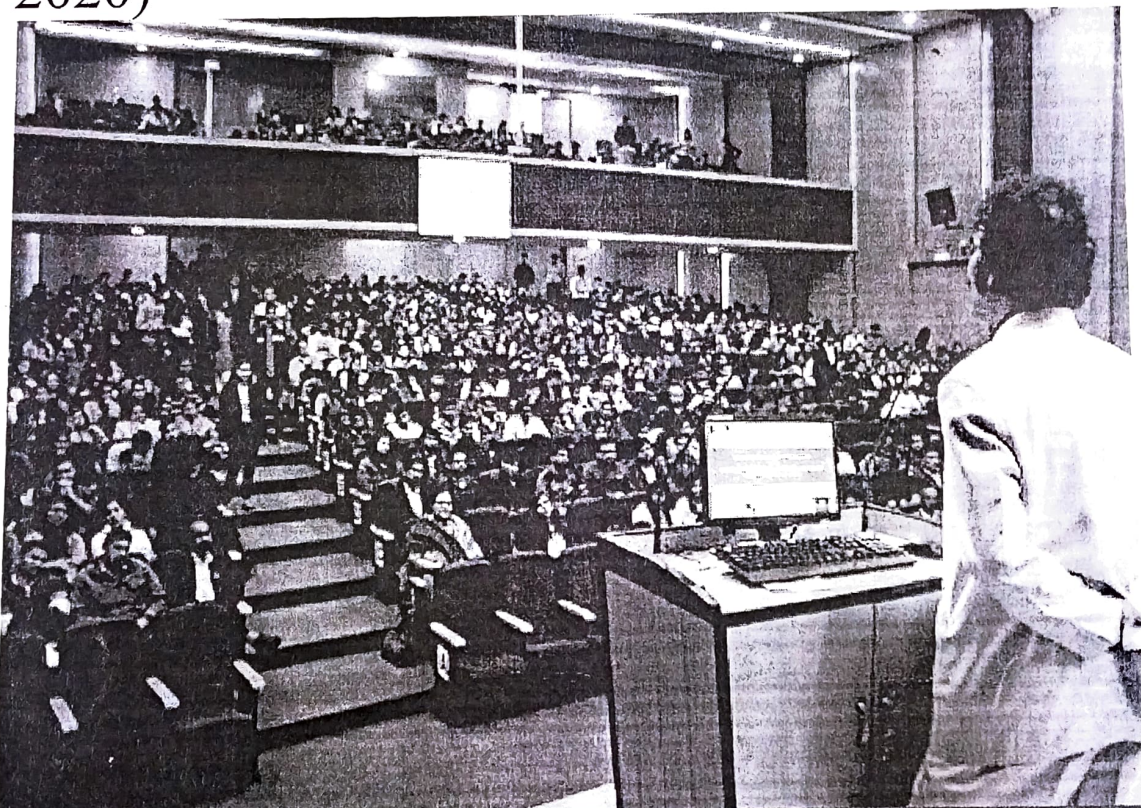
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Activity pop-up



(31)

## International Conference on Sustainable Development and Climate Change (ICSDDCC 2020)

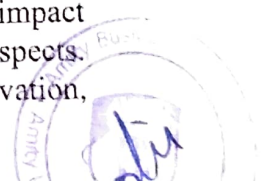


**Dr. Alope Mukherjee delivering Keynote Lecture**

Department of Environmental Science, Amity University Madhya Pradesh organized an International Conference on Sustainable Development and Climate Change on 10-11, February 2020. The Conference began with the inaugural session i.e., Lighting of Lamp, Saraswati Vandana and Felicitation of the guests. The opening remarks were given by Honorable Vice Chancellor, Lt. Gen. VK Sharma AVSM (Retd). He spoke about climate change around the globe and how global warming will lead to extinction of species as they cannot bear these extreme changes.

**Chief Guest, Dr. Mangla Rai**(Former Secretary DARE, GOI and DG, Indian Council of Agricultural Research (ICAR), New Delhi), addressed the audience and emphasized that in pursuit of development, we need to keep in mind that in the natural ecosystem, agro-ecosystems are to be so evolved that land capabilities are continuously capable of meeting the ever-changing and growing demands. Thus, the course of development needs to increase agricultural production with environmental protection. To meet this endeavor, technology development must outpace problems faced and challenges posed.

**The first Keynote speaker- Dr. Ashutosh Gautam**(Vice President & Head Environment Management Division, India Glycols Limited, Kashipur, Uttarakhand)highlighted the concept of EIA ( Environment Impact Assessment ) and he explained the possible negative impact that a proposed project may have on the environment's natural, social and economic aspects. He also added and explained the major aims of EIA which include Resource conservation,





Waste minimization, Recovery of by product and most importantly sustainable development. During his speech, he thoroughly explained the process of EIA.

**The second Keynote speaker-Dr. Alope Mukherjee**(Senior Scientific Secretary, South Asian Start Centre on Global Change Research, RASD, New Delhi). He initiated his speech by quoting the statement that we need to be optimistic about the changes that are taking place. He also stated about the four movements in oceanic circulation and the importance of climate study. He told about Ozone up and Ozone down and how Ozone up is good and Ozone down is bad.

The inaugural session ended with the release of the Abstract Book and presentation of Mementos to the chief guest and keynote speakers.

The conference was divided into six technical sessions where participants from different parts of India and participants from Egypt, Middle East countries & USA participated and presented their research papers.

The conference received 150 papers from educational institutions, research organization & other stakeholders. 05 participants from USA, Middle East & Egypt participated in the conference.

**The technical session 1 & 2** were chaired by **Dr. S P Singh**(Principal Scientist & Head, ICAR-CPRI Research Centre, Gwalior).

**Plenary lecture 1** was chaired by **Br. Badre Alam**(Principal Scientist CAFRI, Jhansi, UP) and he spoke on

“Agroforestry for Ecosystem Services for Environmental Security and Sustainable Development in the Context of Climate Change”

**Plenary lecture 2** was chaired by **Prof. (Dr.) B. P Mishra**(Professor & Head, Department of Environmental Science, Mizoram Central University, Aizwal) and he spoke on

“An overview of the Biosphere Reserves in India: Ecological investigation on diversity-distribution of plants in core and buffer zones of Nokrek Biosphere Reserve in Meghalaya, a potential tool for formulation of conservation strategies on sustained basis.”

**The technical session 3** was chaired by **Prof. (Dr.) B P Mishra**(Professor & Head, department of Environmental Science, Mizoram Central University, Aizwal)

**Plenary lecture 3** was chaired by **Prof. (Dr.) Amit Pal**(Bundelkhand University, Jhansi, UP) who spoke on

“Aquatic macrophytes could be used as metal accumulator from contaminated aquatic ecosystems of Bundelkhand region of Uttar Pradesh, India”

**Day 2. February 11, 2020** began with the **technical session 4**, chaired by **Prof. (Dr.) S. Ganapathy Venkatasubramanian** Professor, Centre for Environmental Studies, Anna University, Chennai.

**Plenary lecture 4** was chaired by (Dr.) Avinash Tiwari, Professor, Jiwaji University, Gwalior M.P who spoke on

“Urban Forestry- A Concept for Sustainable Urban Development”

**The technical session 5 & 6** were Chaired by **Prof. (Dr.) Alope Mukherjee** Senior Scientific Secretary, South Asian Start Centre on Global Change Research, Centre on Global Change, RASD

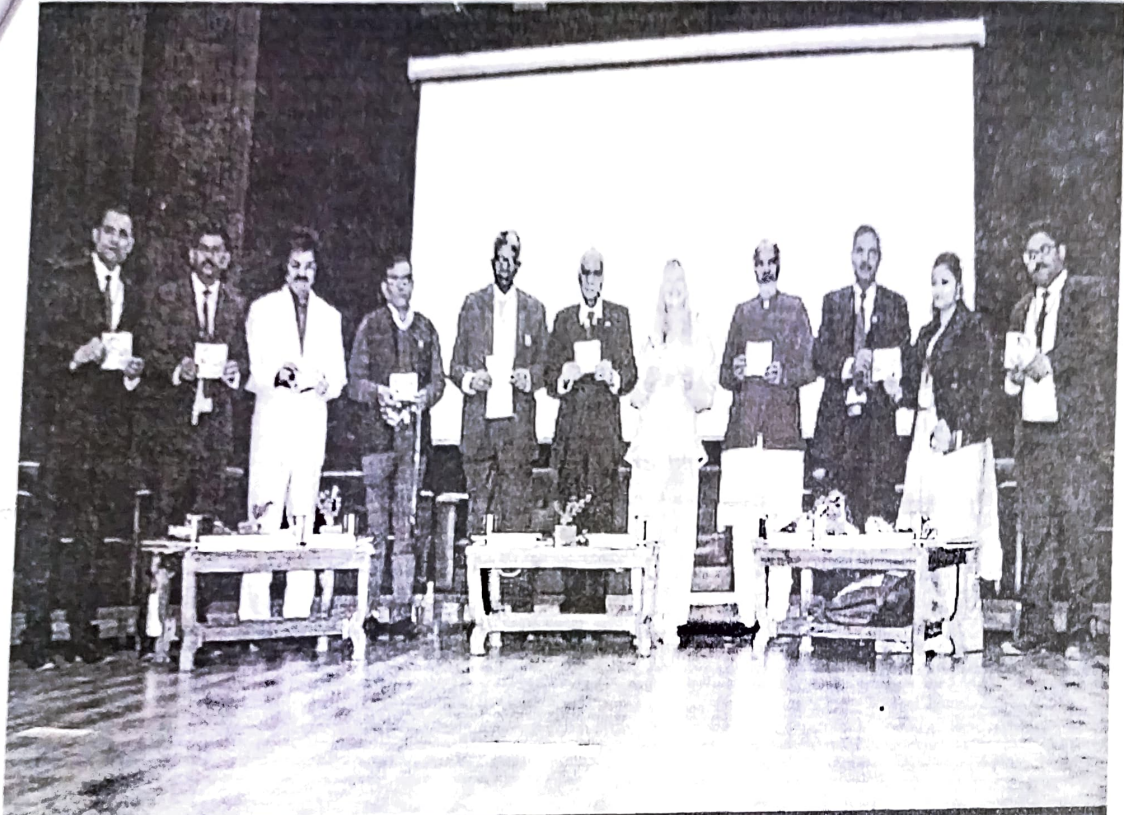
**Plenary lecture 5** was chaired by **S. Ganapathy Venkatasubramanian** Professor, Centre for Environmental Studies, Anna University, Chennai and he spoke on

“Judicial Activism for the Emergence of Environmental Jurisprudence, Sustenance of Sustainable Development and Legal Initiatives of Environmental Justice. In India”

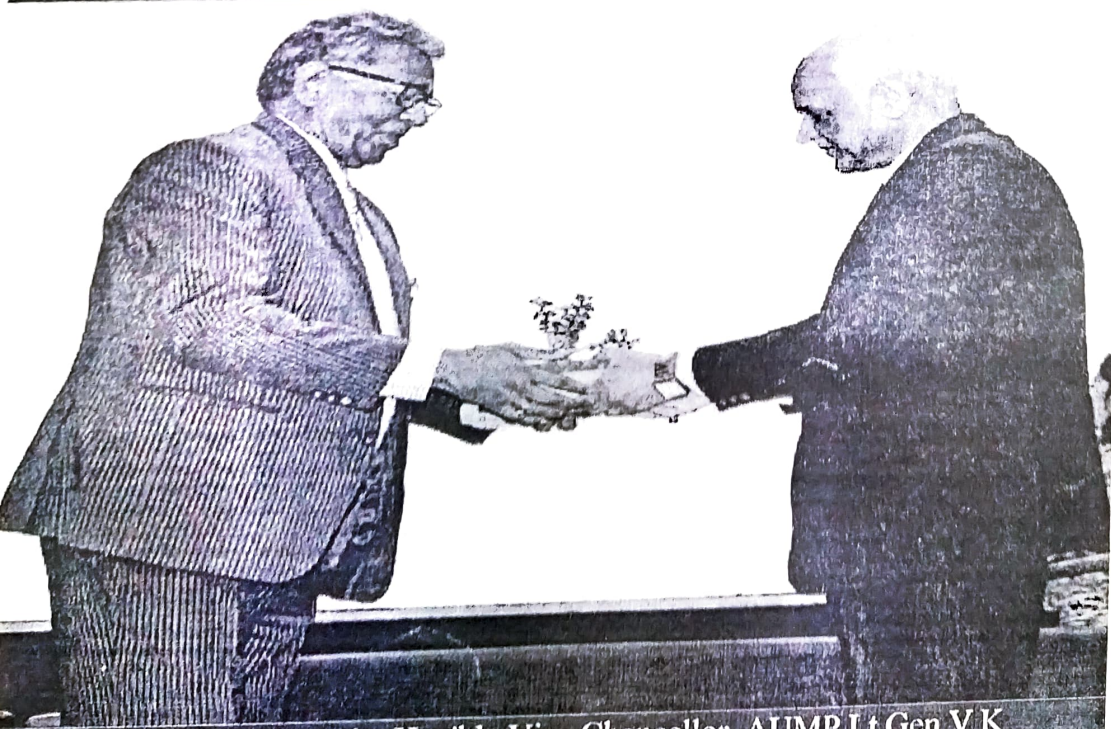
All the plenary lecture were followed by **Parallel Contributory Papers & Poster Presentations.**



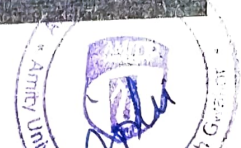




Hon'ble Vice Chancellor, Lt. Gen V. K. Sharma, AVSM (Retd.), Prof.(Dr) MP Kaushik, Pro Vice Chancellor and dignitaries of conference releasing the CD of Proceedings.



Salutation of Chief Guest by Hon'ble Vice Chancellor, AUMP Lt Gen V K Sharma, AVSM (Retd.)



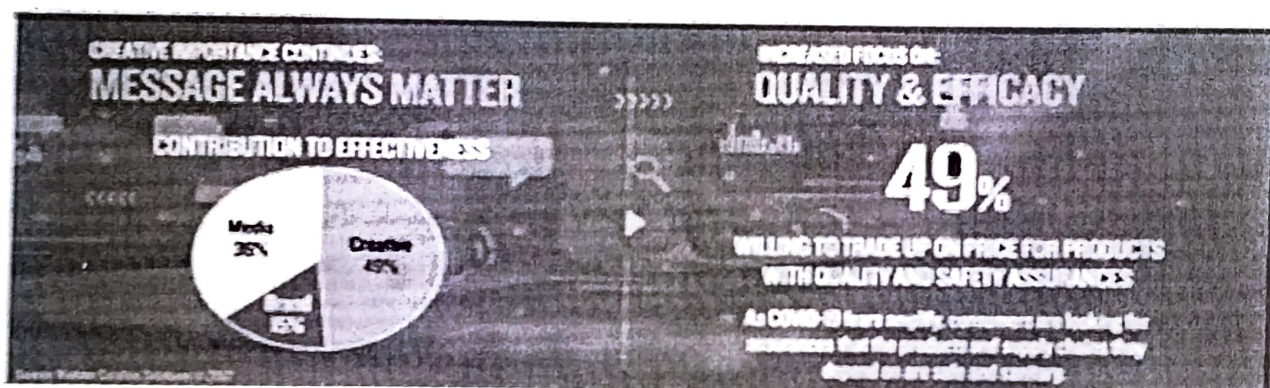


Dr Swapnil Rai felicitating the Guest





# WEBINAR ON UNDERSTANDING CHANGING CONSUMER BEHAVIOUR AND HOW BRANDS SHOULD RESPOND AND MARKET IN THE TIMES OF COVID



Amity Business School, AUMP organized a webinar on "Changing consumer behaviour and how brands should respond and market in the times of COVID" on 08/05/20. This session was joined by almost 180 attendees.

The guest speaker for this webinar was Ms Poornima Katyal, Brand Marketing Manager, Google India.

Dr. Deepika Singh Tomar, Associate Professor, Amity Business School, AUMP was the moderator for the session.

The objectives of the webinar were:

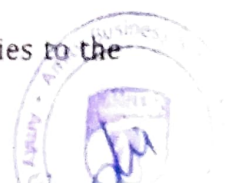
1. To make audience aware about changing consumer behaviour in times of Covid 19,
2. To access the impact of Covid 19 on different industries,
3. To explore that how industries can utilise this changing consumer behaviour as an opportunity, and
4. To know that how brands can create a positive impact on minds of consumers in this situation of crisis.

Ms Katyal started her talk with discussing on important economic indicators and told audience about impact of covid 19 on demand and supply in current scenario.

She also discussed about different perspectives of consumers, markets and brands, wherein she said that, consumers are both increasing and decreasing spending but for different reasons.



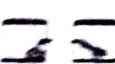
She also told that how brands can build connections, where she gave many examples from industry. She also talked about that how big brands are helping the nation in these times of crisis.

All the participants very actively attended the webinar and asked many queries to the expert speaker.



The webinar was conducted under the guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC and Director, Amity Business School, with an objective to enhance the brand image of Amity University among students and also to empower societies and people in realizing their goals, which is a part of Amity University's vision.

# Did You Know? In India, Consumers Are Ready To Pay For Increasing Spending Just For Different Reasons

				
Food Delivery	Alcohol	Packaged F&B	Luxury cars	Mobiles
<p><b>X</b> Not ready to pay for delivery charges</p> <p><b>✓</b> Ready to pay for delivery charges</p>	<p>Not ready to pay for delivery charges</p> <p>Ready to pay for delivery charges</p>	<p>Not ready to pay for delivery charges</p> <p>Ready to pay for delivery charges</p>	<p>Not ready to pay for delivery charges</p> <p>Ready to pay for delivery charges</p>	<p>Not ready to pay for delivery charges</p> <p>Ready to pay for delivery charges</p>

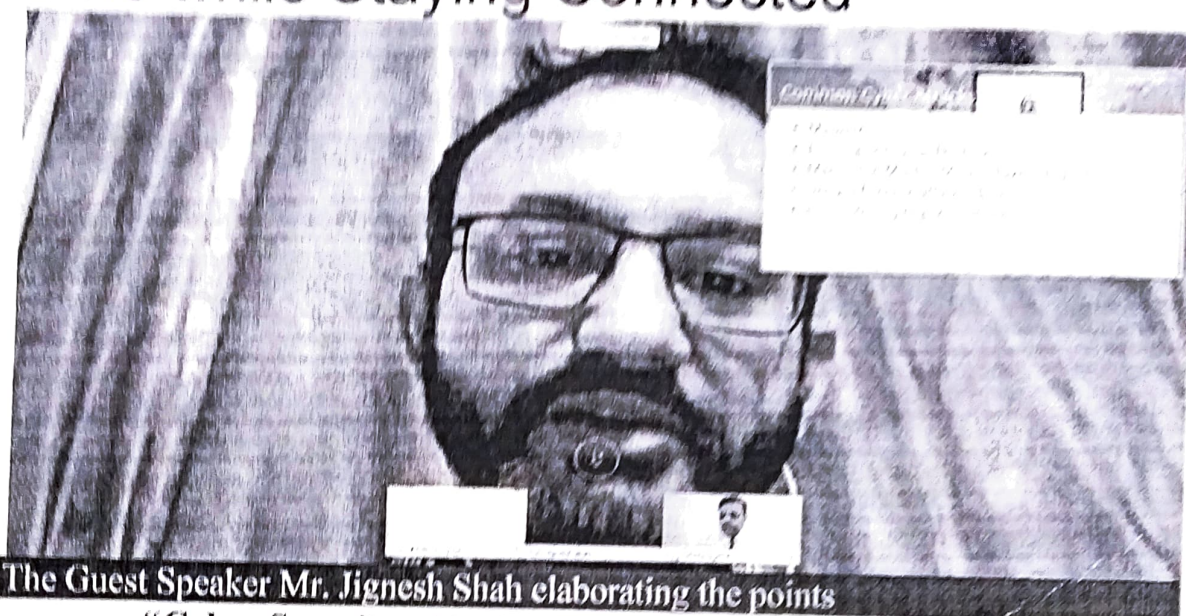


poornima katyal





# Webinar on "Cyber Security - Staying Safe while Staying Connected"



**"Cyber Security - Staying Safe while Staying Connected"**

**By: Mr. Jignesh Shah,**  
Sr Business Intelligence Architect  
Crum & Forster Insurance (FairFax)

**Date- 18th May 2020, Monday**

Amity Business School, AUMP has organized a Webinar on Webex on the topic "Cyber Security – Staying Safe while Staying Connected" held on 18th May 2020, Monday. The webinar was attended by the faculty members of AUMP and the students of 1st, 2nd and Final year students of BBA, B.Com. (H) and MBA. The guest for the session was Mr. Jignesh Shah who is Sr Business Intelligence Architect in Crum & Forster Insurance, a subsidiary of FairFax, a company of Mr. Prem Vatsya.

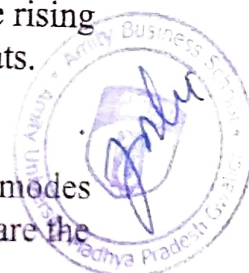
The session was organized by Dr. Vivek Gupta, Assistant Professor under the able guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC, AUMP and Director ABS, AUMP, Gwalior. Total 105 participants attended the webinar.

## **AIM:**

The aim of the session was to make the participants knowledgeable about the rising cyber threats related with online transactions and how to deal with such threats.

## **OBJECTIVE:**

The objective of this session was to make the participants aware of various modes in which threats emerging from online operations may affect them and what are the



ways in which people can safeguard themselves by updating their technical knowledge about the various gadgets they use for the online transactions.

### **METHODOLOGY:**

The session was conducted in Online mode as Webinar in which the Guest Speaker used the necessary Audio-Visual aids for imparting knowledge about how to be safe while using online mode of transactions.

### **SUMMARY OF THE LECTURE:**

The session was started by Dr. Vivek Gupta by introducing the background reflecting the necessity of the topic. Then he introduced the eminent Guest Speaker to the audience and welcomed the Guest Speaker.

The Guest Speaker Mr. Jignesh Shah initiated his lecture with the introduction of Cyber threats that have been taking place with the expansion of online transactions all around. He also stressed on the need of the users of the communicating/online devices to be educated in some of the technical aspects of the devices to keep themselves safe.

Then he elaborated upon the technical aspects of the Information Technology devices such as computer and mobile phones that are generally used by the common people in online transactions. He provided technical understanding of various online threats that may hamper the working of the people and organisations like Malware, Phishing and Spear Phishing, Man-in-the-Middle (MitM) / Eavesdropping, Denial-of-service attack (DDoS) and Cross-site scripting (XSS) attack etc.

Thereafter he deliberated upon the ways in which such kind of threats may be avoided by people and organisations by changing their ways of using these devices. He made the audience aware of many technical aspects of the softwares and hardwares that can be utilized by the people in order to save people from falling prey to the malicious activities of cyber criminals.

Thereafter many intelligent questions were asked by the participants that were satisfactorily replied by the esteemed speaker.

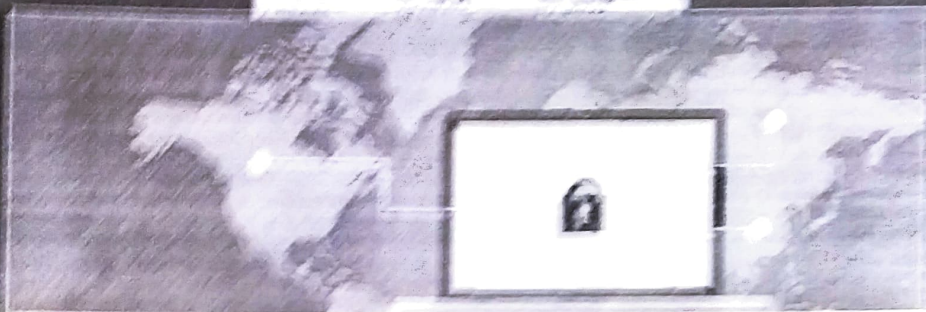
In the end of the session, Dr. Vivek Gupta thanked the esteemed guest on behalf of the ABS, AUMP.

### **OUTCOMES OF THE GUEST LECTURE**

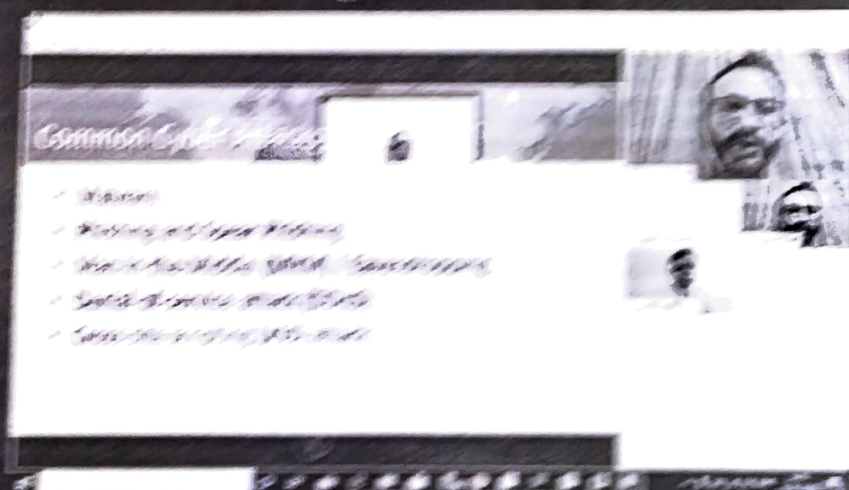
1. Participants became aware of various cyber threats.
2. Participants learned about technical aspects of the various cyber security threats.
3. Participants came to know about various precautions they should take to avoid threats.
4. Participants understood the techniques to use their IT devices in a better manner to keep themselves safe from every kind of cyber frauds.







### Impacts from the beginning of the Session



resentation by the Guest Speaker Mr. Jignesh Shah



# The Workshop on Professional Behaviour



**Dr. Pankaj Mishra conducting the session on communication Skills**

Amity Business School conducted a "Workshop on Professional Behaviour" on 12<sup>th</sup> July 2019 (Friday).

This workshop was focused on developing professional behaviour among the youth of Gwalior and surrounding areas because there is a huge gap between what is taught by other educational institutions and what is required by the professional organizations. So it was a small token of Amity Business School's contribution towards its social responsibility. The target audience of the workshop consisted of the students of Gwalior and surrounding areas who wanted to build their career with the industry and government. The workshop was attended by 15 students.

The workshop was conducted by Dr. Pankaj Mishra and Dr. Vivek Gupta. Various activities to develop professional behaviour like communication skills, interpersonal skills and self motivation etc. were conducted.

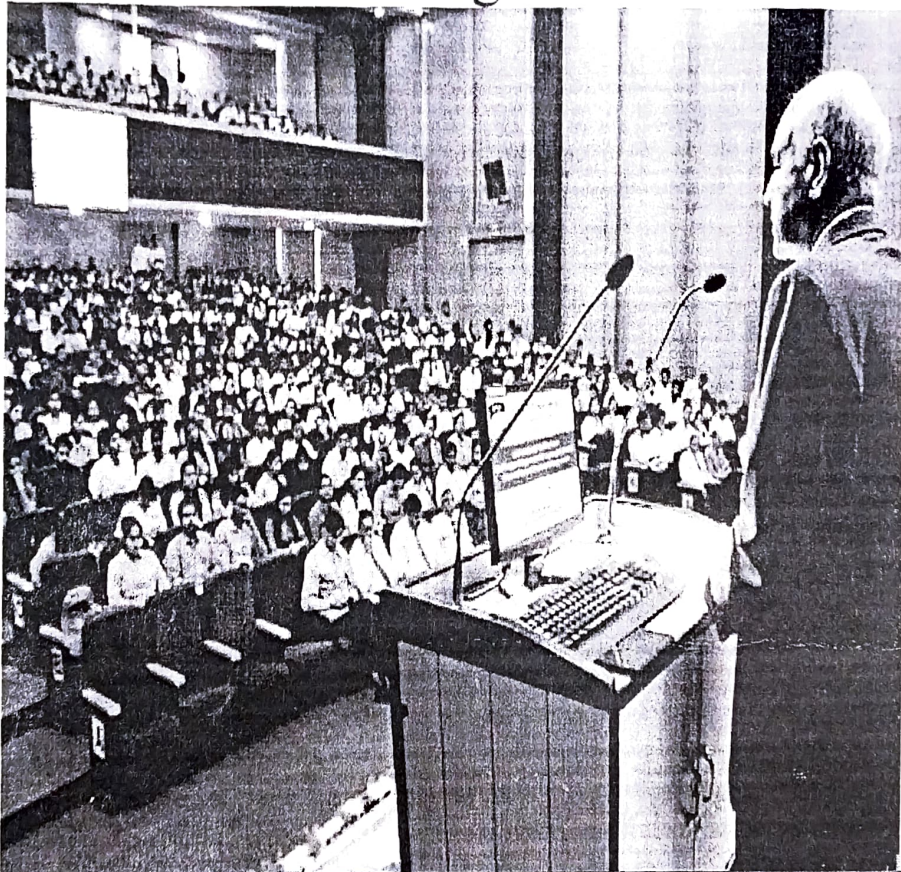
## Outcomes

1. The students became aware of the professional behaviour which is expected from them in the professional world.
2. The activity reflected the contribution of Amity Business School towards the social development.
3. The activity strengthened the brand image of Amity University in the Gwalior city.





## Amity Business School organizes International Conference on “Challenges and Opportunities in Social Sciences, Humanities and Business Management”



**Hon'ble Vice Chancellor, Lt. Gen V. K. Sharma, AVSM (Retd.) giving his Opening remarks.**

Amity Business School, Amity University Madhya Pradesh organized International Conference on Challenges and Opportunities in Social Sciences, Humanities and Business Management on November 1<sup>st</sup> 2019. In the inaugural session that commenced at 10.30 am, Hon'ble Vice Chancellor, Lt. Gen V. K. Sharma, AVSM (Retd.) gave the opening remarks and spoke on the new trends of entrepreneurship and business management. "Any business can only develop if we understand the actual need of the customer. New ideas will only flourish with a great team and hard work." he said. Prof. (Dr.) Sunita Sengupta, Dean, Faculty of Management Studies, Delhi University was the Chief Guest who spoke about the need of understanding Indian way of management instead on adopting western management. She suggested focusing on the rich culture of India. Mr. Saurabh Jain, Vice-President, Paytm was the Guest of Honor during the Inaugural Session. Mr. Jain emphasized and spoke on business innovation and transformational leadership. He also said Intrapreneurship and Entrepreneurship both are welcome in today's world.





Present in the occasion were Prof. (Dr.) M.P. Kaushik, Pro Vice Chancellor, Amity University Madhya, Prof. (Dr.) Anil Vashisht, Deputy Pro VC, Registrar, HODs, HODs, Members of faculty and large body of students.

Around 86 research papers were received, out of which after the proper scrutiny, only 51 were selected to be the part of conference proceedings. The book of proceedings was released by the dignitaries in the inaugural session.

In the inaugural session, 160-180 students & 2 escort teachers of the following schools attended the conference.

Army Public School, Ebenezer School, Gwalior Glory School, RKVM School, Mount Zee Litera School, AMI Shishu Mandir, Greenwood School

The inaugural session of the conference was followed by a technical session. The technical session was moderated by Dr. Manoj Pandey, HOD, Amity Business School and Dr. Rohit Singh Tomar, Faculty, Amity Business School. Prof. (Dr.) Manoj Patwardhan, Indian Institute of Information Technology, Gwalior was the keynote speaker. He spoke of Social Entrepreneurship and asked students to work with people of villages. Mr. Pedro Sanchez, a faculty from Spain mentioned how the business management students can contribute by doing proper marketing of products. Prof. Sanjeev Khanna, HOD at MITS, Gwalior spoke on the emerging challenges in business management.

Parallel sessions were conducted in which research scholars presented their papers on different areas of Entrepreneurship, management and social sciences. Mr. Sunil Srivastava, Guest of Honor, Senior HR Head, Britannia Industries, Mr. Santosh Pathak, Guest of Honor, DGM-HR, SRF Industries and Prof. Devendra Kr. Pandey, Faculty, Amity Business School, AUMP Gwalior judged the scholars on the basis of content, conciseness and research ideas.

Mr. Atul Mehta, Head- Sales, Razorpay and Mr. Rajeev Narang, Senior Vice President: SRF Ltd. were the Guest of Honor in the valedictory session of the conference. In his keynote address Mr. Mehta spoke about globalization of product and services and how a flavor of information communication technology is the new recipe of entrepreneurs. Mr. Khanna shared his vast experience and suggested the audience to think and act on global perspective. Prof. MP Kaushik, Pro Vice Chancellor gave concluding remarks and emphasizes the use of technology in doing business.

The following were the major conclusions of the conference:-

The change in the preference of the customers is the biggest challenge in today's time for entrepreneurs.

Adopt and change as per customer needs and requirements.

All entrepreneurship must result in product improvement, cost reduction, simplification/automation of procedures, and reduction in time delays, problem solving and reaching new customers.

Factors like social media, new media and digitalization could well influence business management and social sciences.

As far as Social Sciences are concerned, it is important for young India to move to rural places and work hard to improve the lives of people. Social Entrepreneurship is the need of the hour and must be encouraged in colleges.

The conference concluded with vote of thanks by Prof. (Dr.) Anil Vashisht, Deputy Pro Vice Chancellor, Amity University Madhya Pradesh and the Organizing Secretary of the conference.

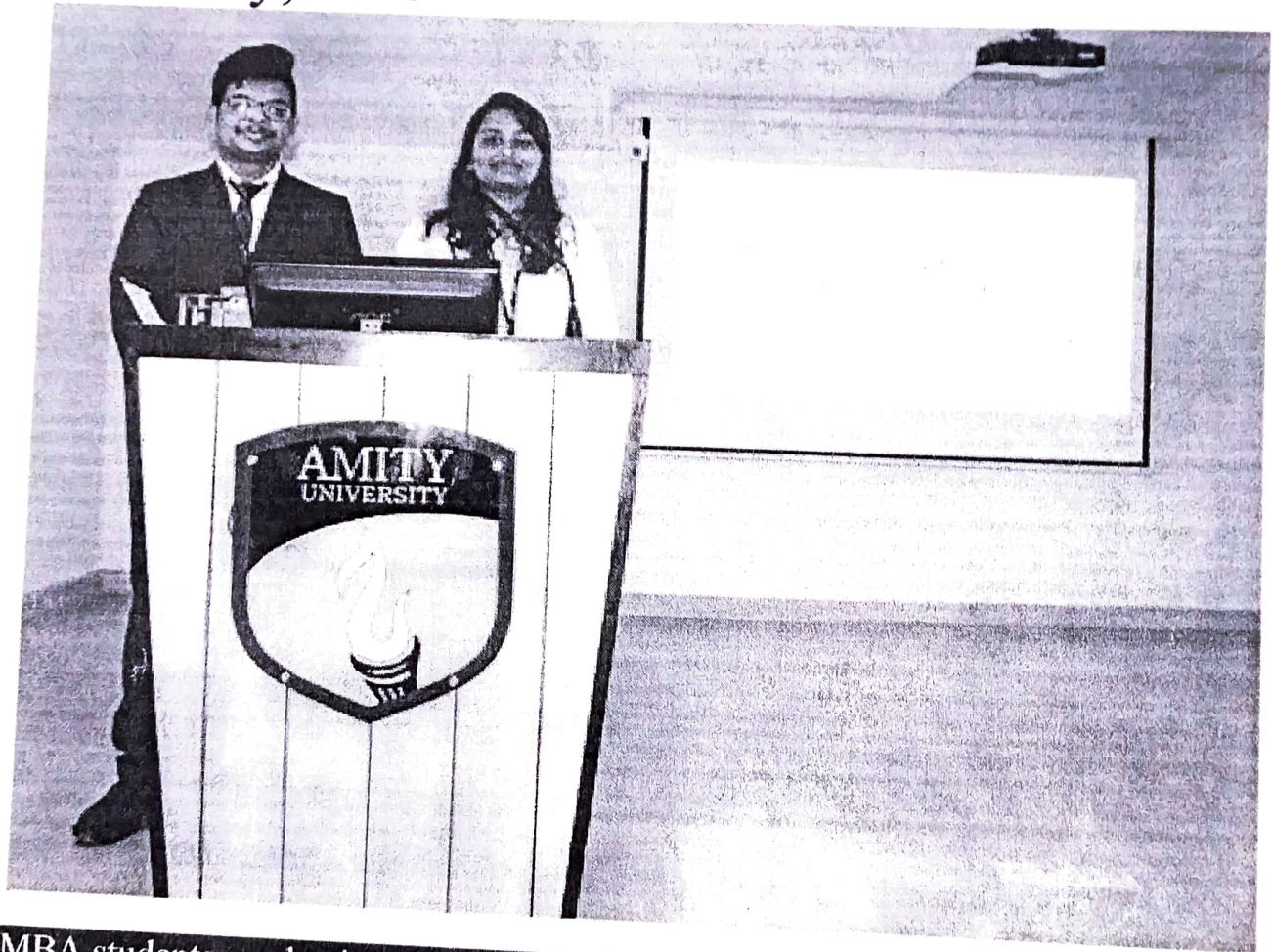
The feedback on conference received was very encouraging and positive. The participants attending the conference were very happy about the deliberations and absorbed all the innovative ideas shared during the conference. Overall, the conference





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# Amity Business School, Amity University Madhya Pradesh Celebrates National Management Day celebration on 21st February, 2019



## MBA students conducting quiz competition

Amity Business School celebrated the most coveted and memorable day in the golden history of Management Education being celebrated as the National Management Day on 21<sup>st</sup> February, 2019 all over the country. This event is celebrated in the commemoration of All India Management Association being founded on this auspicious day. This was the 63<sup>rd</sup> celebration of National Management Day.



The event was graced with the presence of the Hon'ble Vice Chancellor Lt Gen VK Sharma, AVSM (Retd), Amity University Madhya Pradesh, Pro VC Prof. (Dr.) M. P. Kaushik and Prof. (Dr.) Anil Vashisht, Director, Amity Business School.

Prof. (Dr.) Anil Vashisht motivated the students to be more aware and informative, to be sensitive to the changing demands of the consumer and the marketplace and develop curiosity and creativity within themselves to generate ideas to solve the unprecedented problems.

Many management activities were conducted by the students of ABS on this occasion. Major activities were Management Quiz, Success Stories of Entrepreneurs and Brand Quiz etc.

The first activity "Management Quiz" was organized by the MBA students. It was an open quiz session in which all the students were allowed to take part. The participants were divided into four groups. The students enthusiastically participated in the event. Team A emerged as a winner.

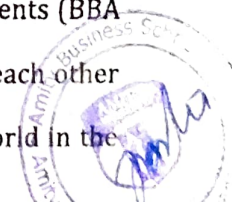
The second activity "Success Stories of Entrepreneurs" was conducted by the B. Com. Students. They presented the success stories and life lessons of the successful entrepreneurs. This session proved to be the guiding session for the participants. Group 2 emerged as a winner for making the most effective presentation.

The next activity "Brand Quiz" was organized by BBA students. Various activities like brand identification, jingle, logo recognition etc. were carried out in this section of the event. Team A emerged as a winner in the event.

Winners and the coordinators of the events were presented with the prizes by Prof. (Dr.) Anil Vashisht Director, Amity Business School.

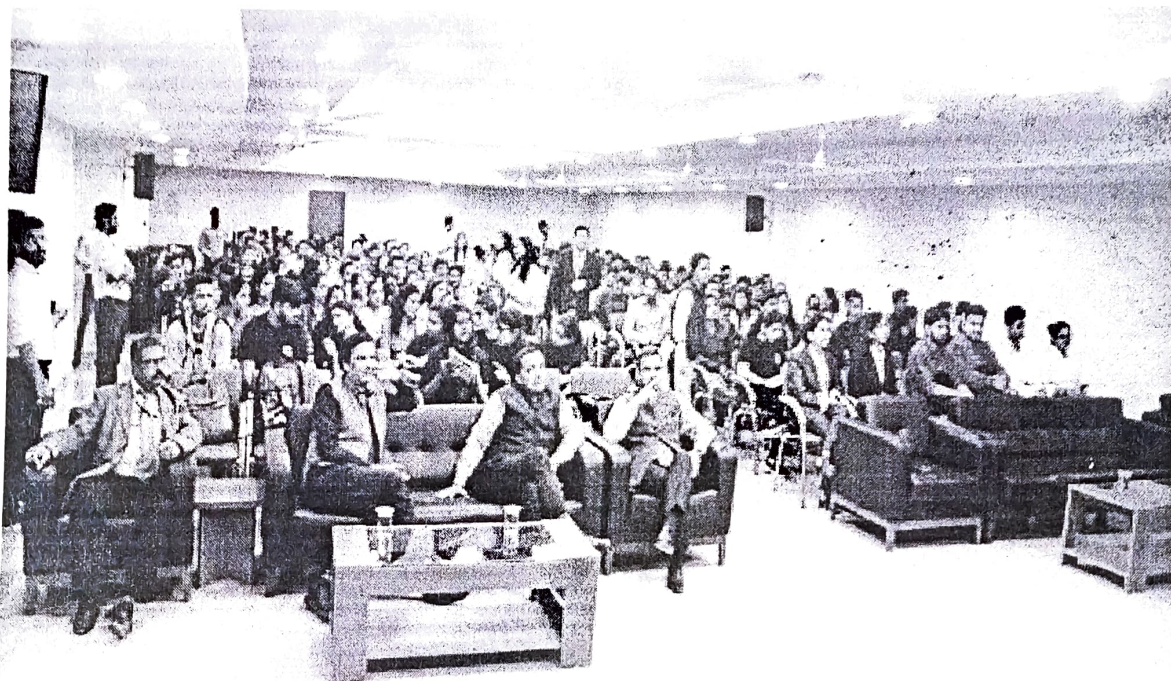
The students became aware of the evolution of Management (Practice and Education) in India and the contribution of AIMA in this sphere. The students showcased their Presentation Skills.

This event was coordinated by the efforts of Senior class (MBA) and Junior class students (BBA and B. Com.). This event gave an opportunity to students to interact and learn from each other (Peer Learning). The students became aware of many of the facts about corporate world in the





terms of business situations that come in the way of entrepreneurs, many unknown facts etc. The students showcased the innovative and creative way of organizing and participating in the events.



Prof. (Dr.) Anil Vashisth, Director – ABS & faculty in Management Day Celebration





**16 Oct 2018 | Gwalior**

Amity University Madhya Pradesh organizes a National Conference on "Emerging Trends in Entrepreneurship, Business Management and Social Sciences" on 16th October, 2018

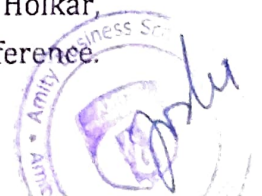
In the inaugural session that commenced at 11 AM, Hon'ble Vice Chancellor, Lt. Gen V.K. Sharma, AVSM (Retd.) gave the opening remarks and spoke on the new trends of entrepreneurship and business management. "Any business can only develop if we understand the actual need of the customer. New ideas will only flourish with a great team and hard work.", he said. Mr. Sanjeev Roy, KeyExpert: Higher Education, European Union Public Diplomacy in India through Policy and Outreach Partnership was the Chief Guest who spoke about globalization of product and services and how a flavor of information communication technology is the new recipe of entrepreneurs. Mr. Sudeep Gupta, Head: Business Development & Sales: CARS-24 was the Guest of Honor during the Inaugural Session. Mr. Gupta emphasized and spoke on business innovation and transformational leadership. He also said Intrapreneurship and Entrepreneurship both are welcome in today's world. He also shared his career graph and few cases of companies like Airbnb, Uber and CARS24.

Present in the occasion were Prof. (Dr.) M.P. Kaushik, Pro Vice-Chancellor, Amity University Madhya, Registrar, HOIs, HODs, Members of faculty and large body of students. Around 83 research papers were received, out of which after the proper scrutiny, only 49 were selected to be the part of conference proceedings. The book of proceedings was released by the dignitaries in the inaugural session.

The inaugural session of the conference was followed by a technical session. Mrs. Sally Holkar of the Royal Holkar Family and CEO of Women Weave was the keynotespeaker. She spoke on Social Entrepreneurship and how today's young generations should move to villages and work for rural people of India. She also mentioned how the business management students can contribute by doing proper marketing of products.

Parallel sessions were conducted in which research scholars presented their papers on different areas of Entrepreneurship, management and social sciences. Mr. Sunil Srivastava, Guest of Honor, Senior HR Head, Britannia Industries, Mr. Santosh Pathak, Guest of Honor, DGM-HR, SRF Industries and Mr. Harendra Singh, Faculty, Amity Business School, AUMP Gwalior judged the scholars on the basis of content, conciseness and research ideas.

Prof. Aman Agrawal, Director, Indian Institute of Finance and Mrs. Sally Holkar, CEO: Women Weave was the Guest of Honor in the valedictory session of the conference.





In his keynote address Prof. Agrawal spoke about importance of active learning, field based learning and team learning. He also mentioned how the entire outlook of Indian GDP has become very optimistic under the present government and this is the new India we are looking at.

The following were the major conclusions of the conference:-

All entrepreneurship must result in product improvement, cost reduction, simplification/automation of procedures, and reduction in time delays, problem solving and reaching new customers.

Factors like social media, new media and digitalization could well influence business management and social sciences.

As far as Social Sciences are concerned, it is important for young India to move to rural places and work hard to improve the lives of people. Social Entrepreneurship is the need of the hour and must be encouraged in colleges.

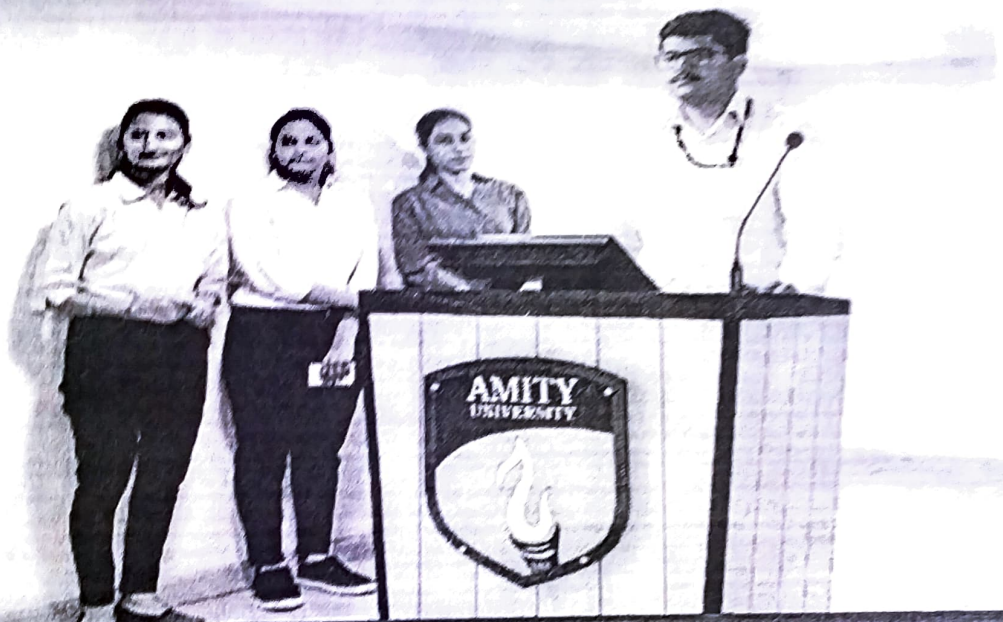
The conference concluded with vote of thanks by Prof. (Dr.) Anil Vashisht, Director, Amity Business School and the Organizing Secretary of the conference.

The feedback on conference received was very encouraging and positive. The participants attending the conference were very happy about the deliberations and absorbed all the innovative ideas shared during the conference. Overall, the conference was a grand success as its outcome reflected very creative and innovative ideas in business management and social sciences.



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## Workshop on Business Development Skills



**Student speak on a topic**

ABS continued with the Workshop on Business Development Skills for MBA Semester II students on the 1<sup>st</sup> March, 2019.

The whole class was divided into eight groups of four students each. Each group was given a sub-theme under a broader management theme "Value Creation in the Era of VUCA" a few days earlier and was asked to come prepared with it.

The idea behind this activity is that students should hone their research skills, confidence, speaking skills and knowledge of current affairs.

The activity took place at the seminar hall of Block C from 1.30 pm to 4 pm. As decided earlier, the frequency of this activity has been fixed at weekly intervals.

The activity was coordinated by Dr. D.K. Pandey and Mr. Manav Vigg. Apart from the coordinators, the Faculties which attended the activity were Dr. Vivek Gupta, Ms. Monica Bhadoria, Mr. Rajiv Dwivedi and Dr. Chetna Mahaur.

Each group prepared the topic and presented it on the podium. Each student in the group took turns to present his/her part of the presentation. After each presentation, the group members were told the duration for which they spoke along with detailed feedback from the Faculties present.

Some of the observations which came out from this activity are as follows:

1. Most of the students showed improvement in their confidence levels and communication skills as they presented their topics.
2. Students had prepared their topics diligently and they were very effective with their presentations.





3. Few of the students require thorough improvement in their preparation and presentation. The same was sensitized to them.

4. The same topics have been assigned to them to speak again in that next time they come with some more detailed and in-depth analysis of the topics and come prepared with latest material on the topics.

Outcome of the Activity: The activity led the students to learn new terminology, research skills, confidence, speaking skills and knowledge of current trends in business. This will ultimately lead to better placements.



**Faculties & Students at the Public Speaking Activity**



# Workshop on Business Development Skills organised on 15th Feb. 2019

ABS continued with the Workshop on Business Development Skills for MBA Semester II students on the above mentioned date second time.

Each student was given a topic to prepare a day before and was asked to come prepared with it. The topics given were mostly from Political and Economic domains and ranged from Demonetization to GST to Crypto-currency. It was made sure that none of the students repeated the topic they had presented in the previous session.

The idea behind the activity is to inculcate confidence, speaking skills and knowledge of current affairs in the students. The activity took place at the seminar hall of Block C from

1.30 pm to 4 pm on 15<sup>th</sup> of Feb 2019. As decided earlier, the frequency of this activity has been fixed at weekly intervals. The activity could not be conducted last week as all the students had gone for their MTC training.

The activity was coordinated by Dr. D.K. Pandey and Mr. Manav Vigg. Apart from the coordinators, the Faculties which attended the activity were Dr. Manoj Pandey, Dr. Astha Joshi, Ms. Monica Bhadoria and Mr. Rajeev Dwivedi.

Each student prepared the topic and presented it on the podium. After each presentation, the student was told the duration for which he/she spoke along with detailed feedback from the Faculties present.

Some of the observations which came out from this activity are as follows:

1. Most of the students have decent language and communication skills.
2. Students had prepared their topics well and were more confident than their previous presentation.
3. The students have started to develop reading skills which helped them gather more knowledge about current affairs.
4. Even though the students showed increase in both knowledge and confidence yet there is still a lot of scope for improvement which should happen over the next few weeks with their consistent participation in this activity.

Outcome of the Activity: The activity will lead to inculcate confidence, speaking skills and knowledge of current affairs in the students. This will ultimately lead to better placements.

