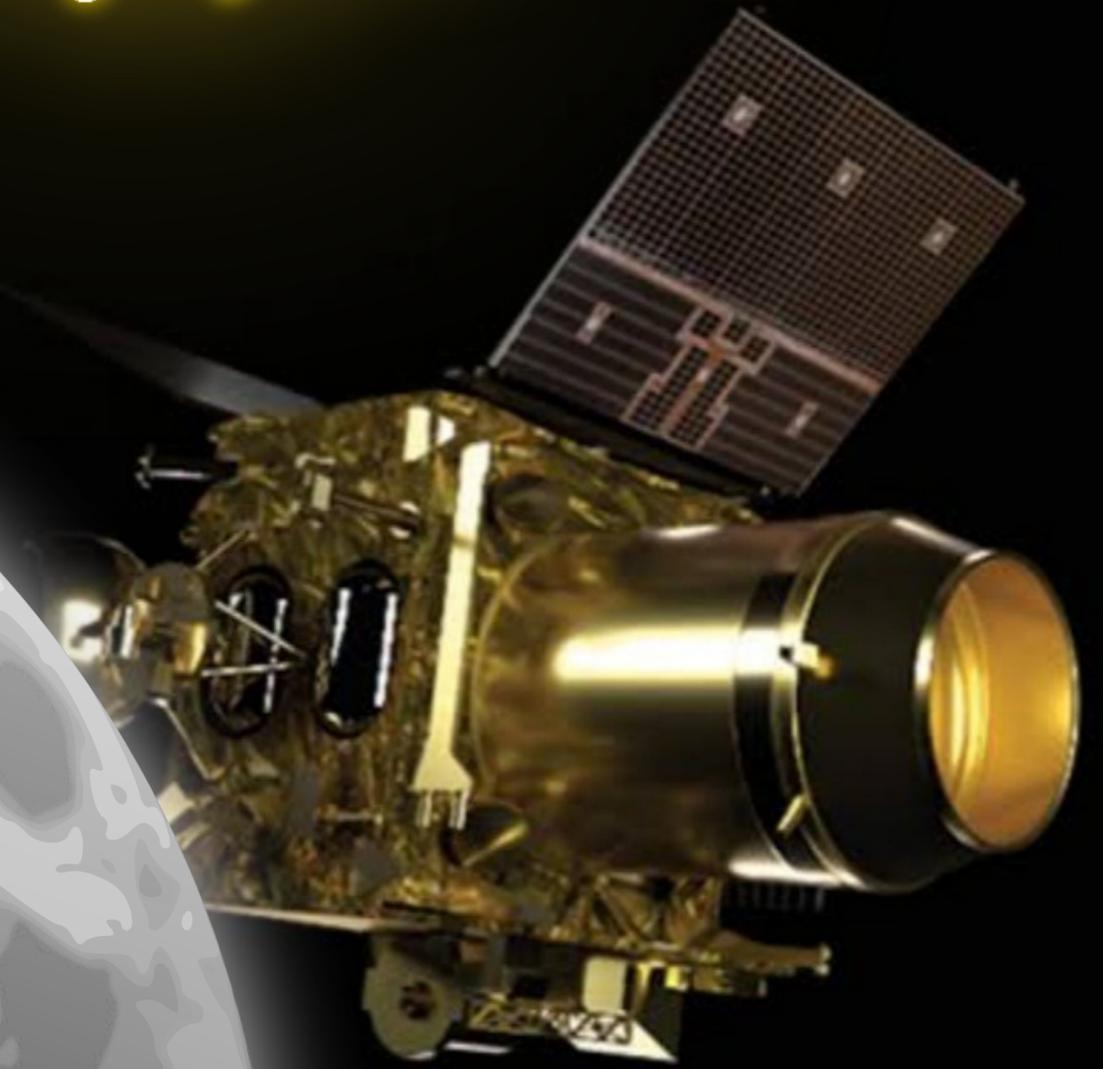
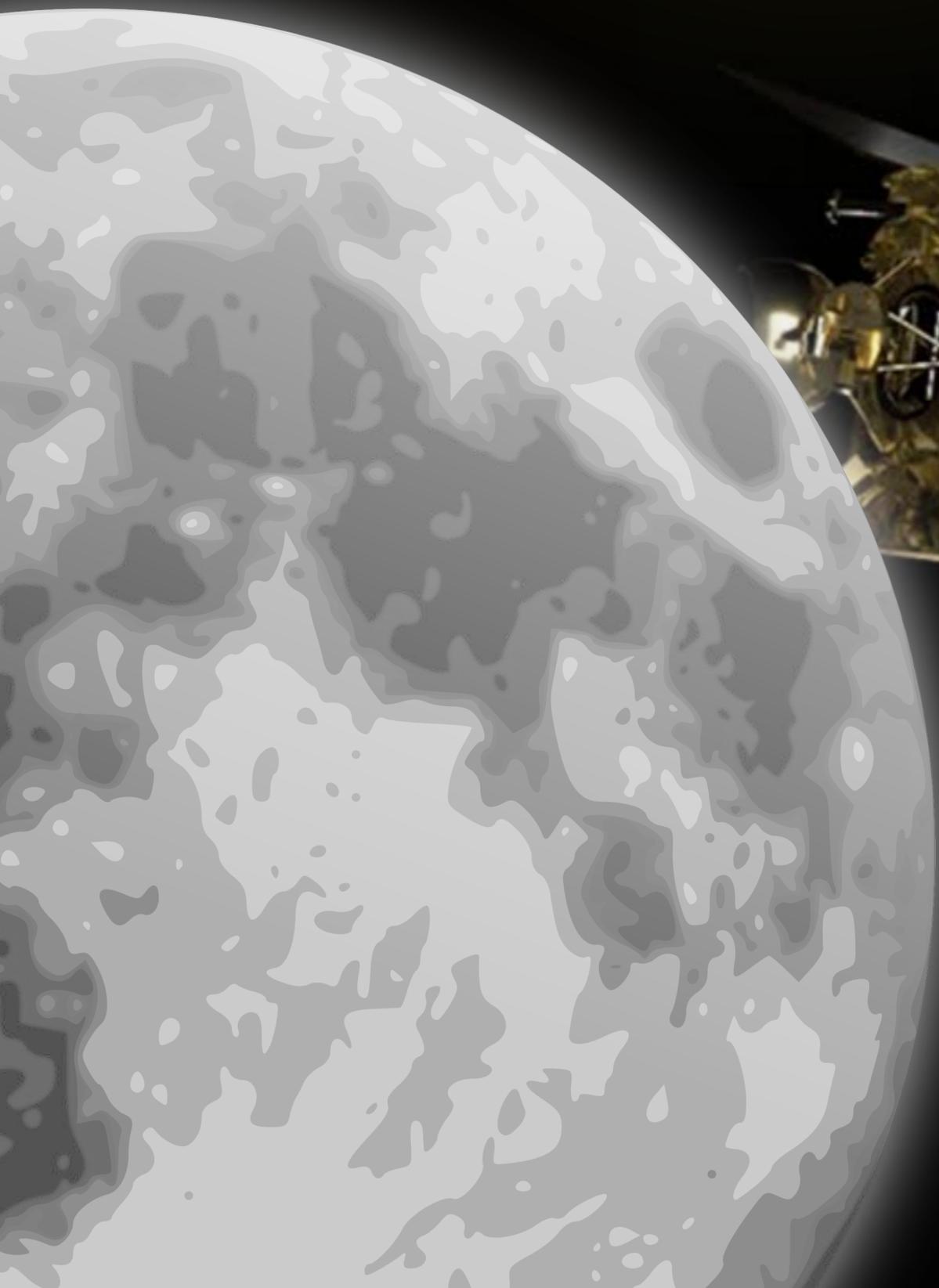


MANAGEMENT

Vista

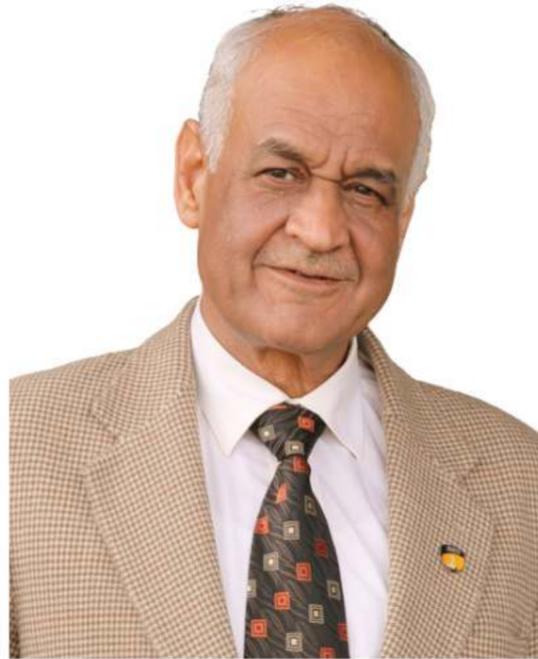


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Our Inspiration!



**Lt. Gen V.K. Sharma
Pro Chancellor and Sr. Vice President RBEF**



**Prof. (Dr.) M.P. Kaushik
Pro Vice Chancellor (Research)**



**Prof. (Dr.) Anil Vashisht
Pro. Vice Chancellor AUMP**

SPECIAL FEATURE

How happy were our earliest human ancestors? The question of course means that there is no easy reply, but it is impressive how many world cultural cultures seem prepared to give the very first human beings original happiness. Human culture essentially contains myths of a lost paradise or a disappearing golden age and their clear accounts of complete prosperity and ease are remarkable. Such accounts at least give signs of how human fortunes have changed over time, to say nothing about men's and women's tendency to imagine situations that are greater than themselves.

What about the men and women who created these myths for the first time?

Archeologists and anthropologists stress that early human life was remarkable, if not a paradise then maybe a "original wealthy society" to quote the famous formulation of Anthropologist Marshall Sahlins (1972). In this view, the hunters who roamed the world for much of the Paleolithic period enjoyed a range of comparative advantages before the advent of agriculture, about 12,000 years ago, that of their later, mythical descendants.

First, there was an extensive, diverse and healthy "paleo" diet, high in fibre, and high in protein and without refined carbohydrates. Our ancestors were apparently relatively well nourished. Fossilized skeletons and dental remains have evidence, for example, that early foragers suffer hunger or malnutrition less than their farmer/farming equivalents and were, as a whole, higher in stature (Harari, 2015). The average life expectancy for the first years after the birth was surprisingly high, upwards of sixty years, but decreased by high infant mortality, which compares favorably with the majority of human cultures before the time of the industrial revolution.

Furthermore, there was lack of infectious diseases which results from high-density populations and domesticated livestock. In the eve of the agricultural revolution, there were only five to eight million forgers living on the planet with enough space and resources to travel, so that conflicts could be disseminated within and among bands, simply by proceeding. An alternative to war was flight, and a tactic to deal with excessive coercion was to leave the parties alone. As several scientists have argued, in the absence of accumulation of private property early hunter-gatherers are likely to enjoy considerable independence and equality (Maryanski & Turner, 1992; Sanderson, 1995; Boehm, 2001; Veenhoven, 2005).

In this way their wealth was certainly greater than that of the vast majority of men and women who were born in highly coercive societies after the Agricultural Revolution, which was followed by widespread slavery and injustice and the norm was inequality (Scheidel, 2017).

Finally, the luxury of time was forging parties. Rough estimates indicate that hunter-gatherers' typical work week was much less than modern workers, calculated in the hours needed for food availability and vital tasks. This enabled ample possibilities for recreation, leisure and social communication in circumstances that were conducive for extensive interpersonal interaction (Sahlins, 1972; Harari, 2015).

-Dr. Abhishek Singhal
Associate Professor
Amity Business School

BUSINESS BYTES



CHANDRAYAAN II

Chandrayaan, India's lunar exploration mission, has been nothing short of a resounding success since its inception. Launched in October 2008, it marked a significant milestone for the Indian Space Research Organisation (ISRO) and placed India among the elite group of nations with lunar missions.

One of Chandrayaan's most notable accomplishments was the discovery of water molecules on the Moon's surface, confirmed by the presence of hydroxyl and water ice in the permanently shadowed regions of its poles. This finding opened new possibilities for future lunar exploration and potential colonization efforts.

Chandrayaan-2, launched in July 2019, continued the legacy of its predecessor and further cemented India's reputation as a space-faring nation. Despite a partial setback during the Vikram lander's descent, the orbiter component continued to function effectively and provided invaluable data about the Moon's surface and atmosphere.

In conclusion, Chandrayaan's success is a testament to India's dedication to space exploration and technological advancements. Through its achievements, India has not only expanded humanity's knowledge of the Moon but also inspired generations of scientists, engineers, and dreamers worldwide to reach for the stars. With Chandrayaan as a shining example, India's future in space exploration looks even more promising.

BUSINESS TIMES!

01. ***Sensex plunges 700 points as weak economic data spooks investors-*** Nifty below 19,550-Among the Sensex stocks, Tata Steel, L&T, JSW Steel, Bajaj Finserv, HDFC Bank, TCS, and Tata Motors opened lower, while only Reliance Industries and Asian Paints opened higher.

02. ***Govt launches digital crop survey in 12 states on pilot basis-*** The Centre has launched digital crop survey in 12 states on a pilot basis from kharif (summer-sown) season of this year for better sowing data collection. "Government has launched pilot on Digital Crop Survey (DCS) in the 12 states from Kharif -2023," agriculture minister Narendra Singh Tomar said in a written reply to Lok Sabha.

03. ***CAMS launches AI-embedded KYC to onboard customers instantly-***With the new CAMSKRA solution, businesses can verify the identity of their new customers in a seamless, frictionless process without breaking the onboarding journey and completing the KYC registration in under ten minutes.

04. ***Tata Cliq struggles as losses rise after exit from key categories-*** In the filings to the Registrar of Companies (RoC) made on July 25, Tata UniStore attributed the drop in turnover to the platform's exit from certain categories of electronics, and said the loss increased as it continued to invest in scaling up the business.

QUIZ HOUR!

01. What is the primary objective of Chandrayaan-3?

- a) Study the atmosphere of the Moon
- b) Establish a permanent human settlement on the Moon
- c) Achieve a soft landing on the lunar surface and conduct scientific investigations
- d) Retrieve samples from the lunar surface and bring them back to Earth

02. What is the estimated cost of Chandrayaan-3?

- a) 100 crore Indian rupees
- b) 300 crore Indian rupees
- c) 615 crore Indian rupees
- d) 1 billion US dollars

03. The Chandrayaan-3 mission rover is called as-

- a) Vikram
- b) Pragyaan
- c) Dhruv
- d) Aditya

QUIZ HOUR!

04. Who is the director of Chandrayaan-3 mission?

- a) K. Sivan
- b) M. Vanitha
- c) J.J. Robinson
- d) Ritu Karidhal

05. What are the components included in Chandrayan-3?

- a) Orbiter only
- b) Lander and rover only
- c) Orbiter, lander, and rover
- d) Lander and orbiter only

Answers of the last quiz!

01. (b)

02. (a)

03. (d)

04. (a)

05. (a)

06. (a)



STUDENT CORNER

CHANDRAYAAN-3

India's latest lunar project

Chandrayaan-3 is India's ambitious lunar mission, following in the footsteps of its predecessors, Chandrayaan-1 and Chandrayaan-2. Chandrayaan-3 is India's second attempt to achieve a soft landing on the Moon's surface. It is a project undertaken by the Indian Space Research Organisation (ISRO) to achieve a successful landing on the moon's surface and deploy a rover to conduct experiments and gather valuable data. The mission is focused on studying the moon's geology, mineralogy, and exosphere, which will contribute to our understanding of the moon's origin and evolution.

The mission objectives of Chandrayaan-3 are to demonstrate a safe and soft landing on the lunar surface, to demonstrate rover roving on the moon and to conduct in-situ scientific experiments. To achieve the mission objectives, several advanced technologies are present in Lander. Through Chandrayaan-3, India aims to showcase its technological prowess, scientific capabilities, and its commitment to space exploration.

If Chandrayaan-3 is a success, it will further strengthen India's position in the global space community. This mission will inspire the younger generation to pursue careers in science, technology, engineering, and mathematics (STEM)

-Utkarshni Barua
BBA (III Sem)

CHANDRAYAAN-3

India's third lunar exploration mission, Chandrayaan-3, has embarked upon its historic and circuitous journey to the moon. Chandrayaan-3 launched to the moon on July 14, 2023, at 5:05 a.m. EDT (0905 GMT or 2:35 p.m. local time July 14) from the Satish Dhawan Space Center in Sriharikota, India atop the medium-lift Launch Vehicle Mark-III (LVM3) rocket.

The mission and launch are managed by the Indian Space Research Organisation (ISRO). ISRO's roots go back to the beginning of space exploration, as a predecessor agency was set up in 1962 and its first rocket launch was in 1963. ISRO itself was established in 1969. In June 2023, shortly before the scheduled Chandrayaan-3 launch, India also signed on to the NASA-led Artemis Accords aiming for peaceful human and robotic exploration of the moon. While the immediate benefits of the accords accrue to human spaceflight, according to the White House, the data from Chandrayaan-3 may be useful for future Artemis human landings too.

The three main objectives of Chandrayaan-3 are to land safely on the surface, to demonstrate rover operations and to perform scientific experiments on site, according to the official website. It is expected to land around Aug. 23 or Aug. 24

-Yatharth Arora
BBA (III Sem)

CHANDRAYAAN-3

India's space agency, the Indian Space Research Organisation (ISRO), has been making remarkable strides in space exploration over the past few decades. One of its most ambitious projects is the Chandrayaan series of missions, aimed at exploring the Moon.

Learning from the experiences of Chandrayaan-1 and Chandrayaan-2, ISRO has been working tirelessly to develop and launch Chandrayaan-3. The primary objective of this mission remains to explore the lunar surface, analyze the geology, and search for potential resources.

Like its predecessors, Chandrayaan-3 is expected to foster international collaboration. ISRO has a history of sharing data and resources with other space agencies, providing an opportunity for collaborative scientific research on a global scale.

Chandrayaan-3 represents India's unwavering commitment to space exploration and scientific discovery. With its advanced technology and upgraded instruments, the mission aims to make significant strides in lunar science and pave the way for future lunar missions.

As Chandrayaan-3 embarks on its journey, the world watches with anticipation, eager to witness India's continued success in its quest to unravel the mysteries of the Moon.

-Yatharth Arora
BA (III Sem)

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-Yatharth Arora
BA (III Sem)

The Secret

-Rhonda Byrne

About **the book.**

Rhonda Byrne explains how we can use the law of attraction to attract everything we want in our lives, and shows us how to control our thoughts.

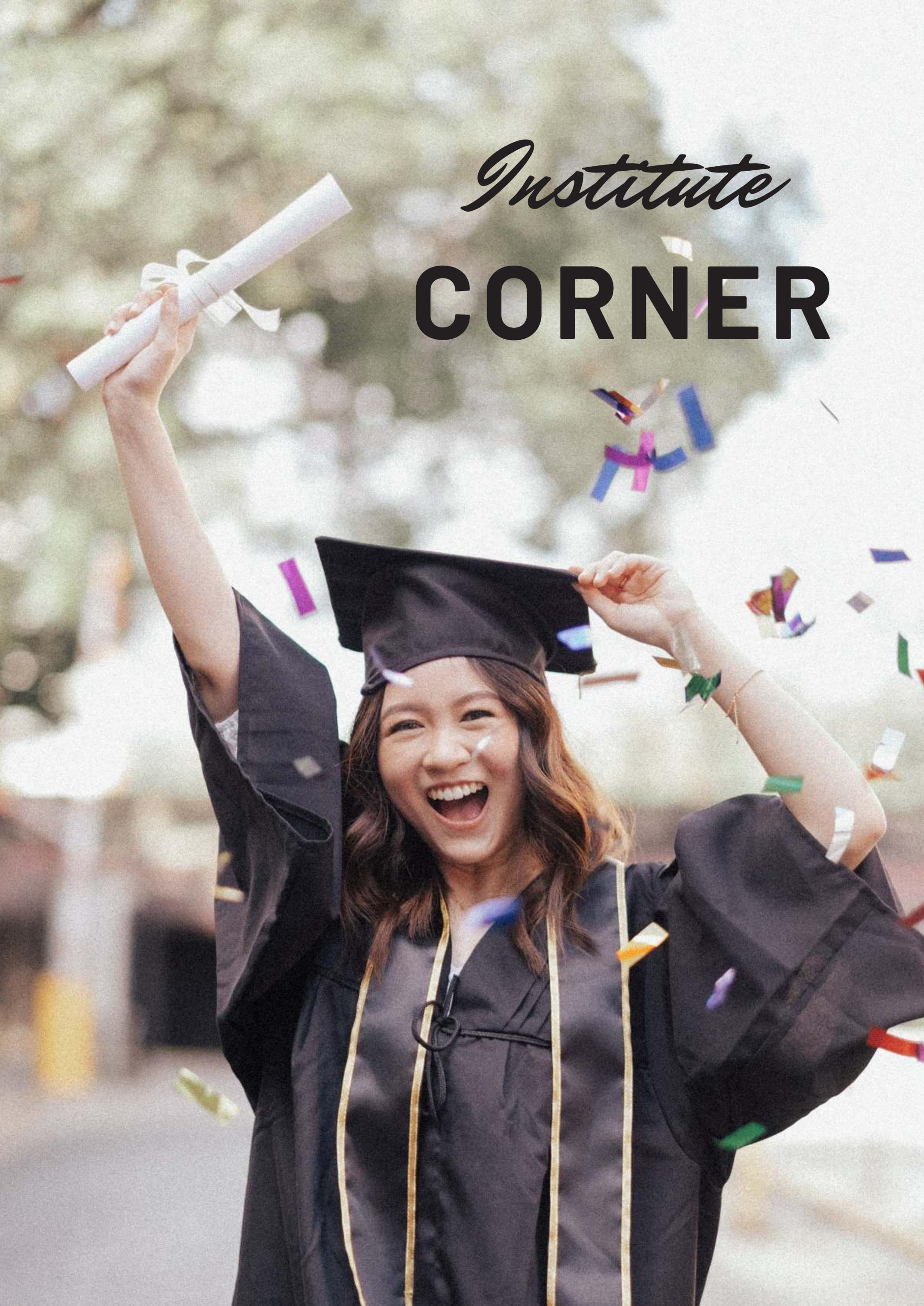
In the words of RHONDA BYRNE, “Your life is in your hands. No matter where you are now, no matter what has happened in your life, you can begin to consciously choose your thoughts, and you can change your life. There is no such thing as a hopeless situation. Every single circumstance of your life can change!”

Personal opinions

I thoroughly enjoyed this book, even though I did go into it slightly sceptically. It's definitely a book that is accessible to everyone and once you get into the language and content, it's an interesting read. Even if you don't fully believe in the Law of Attraction, it's intriguing and insightful.

The Secret is split up into different sections and explains how you can utilise the Law of Attraction into every aspect your life. For example, it touches upon love, gratitude, money, happiness, health and relationships. It's a non fiction book and is very informative. I will say that it is very information heavy, so although it's only 199 pages long, it's not necessarily a quick read. This is definitely a book I'm going to reread a few times because there's so much to take from it. It's almost like learning a new skill rather than just reading a book.

-Yashaswi Shaw
BBA III Sem



Institute
CORNER

Guru MANTRA



Undergraduate and post graduate students of business management aspire to join a good company in a managerial position or start up their own business. For this purpose, they need to focus not only on academic achievements but also on events and happenings in the world. Whenever a student goes for a interview or group discussion they are supposed to exhibit knowledge about national and international business and other news. If a student falters on this count his chances of selection become very thin despite having good academic records.

Nowadays the business world is very volatile. Every day new activities take place that affect not only the people of one area or country rather the entire globe. Now the entire world is a village. With changes taking place so fast the business organizations must also make necessary changes in the business strategies and functioning. If organizations are not able to inculcate such changes, they will not be able to survive. These changes affect the entire business world. Everyone associated with business firms must have the relevant changes taking place across the globe.

Guru MANTRA



In this backdrop it is pertinent to go through the happenings taking place across the world. The best way to have knowledge about the same is to go through newspapers. There are some specific business news papers whereas there are some other good newspapers also. One can choose at least any newspaper and make it a habit to read it on a regular basis. The habit of reading newspapers not only provides the relevant information but also develops the capacity of analyzing the news. Now e-newspapers are also very popular. One can read it on smart phones and other gadgets too.

After reading newspapers the students can discuss the news in classrooms also. The discussion may include pros and cons of the things and happenings in an industry or a sector through SWOT analysis and ways to initiate changes to gain some advantages for the sector or the industry. They may get the help of faculty members also in this regard.

Mr. Ujjwal Pathak
Assistant Professor
Amity Busienss School

National Level Lecture

Green Yoga and the Art of Living with Nature

Yoga is a practice that has been around for centuries and has gained immense popularity in recent times. It is not just a physical exercise, but a holistic approach to wellness and self-care.

The Two Days National Level Lecture Programme was fully funded by ICPR (Indian Council of Philosophical Research) which is a part of Ministry of Education, Government of India. To highlight the importance of yoga in our life, Amity Business School, Amity University Madhya Pradesh organised a Two days National Level Lecture Programme on “Green Yoga and the Art of Living with Nature” under the able guidance and leadership of Honorable Vice Chancellor Amity University Madhya Pradesh, Lt. General V.K. Sharma, AVSM(Retd.). This Two Days National Level Lecture Programme was a result of continuous support, guidance and motivation of Prof. Dr. Anil Vashisht, Deputy Pro Vice Chancellor, Amity University Madhya Pradesh and Director, Amity Business School. Dr. Rajeev Dwivedi and Dr. Shweta Saxena were the event coordinators.

The objective of the workshop was to create awareness regarding the benefits of Yoga on physical, mental and spiritual health of people and to learn the art of self-expression, finding the rhythm and our own path.

The workshop started with an introductory lecture of Hon'ble Vice Chancellor, Amity University Madhya Pradesh, Lt. General VK Sharma (Ati Vishisht Sewa Medal) on the topic “Yoga for Body, Mind and Soul”. He began the lecture by emphasizing that “Yoga is not just about doing the asanas and pranayama but it is very much beyond that”.

The lecture was followed by a yoga practice session for the participants which was directed by the AUMP Sports Officer Dr. Bhoomika.

In the second half of Day-1, of the Two Days National Level Lecture Programme, a lecture on “Green Yoga and the Art of Living with Nature” was delivered by the guest speaker Dr. Vijay Moghe who is the member of Sports Psychology Association of India and also Associate Professor and HOD of Department of Physical Education in IPS College, Gwalior. He informed that Green Yoga is a concept that combines the practice of yoga with a focus on environmental sustainability, it recognizes the interconnectedness of our personal well-being and the health of the planet, emphasizing the need to live in harmony with nature.

The lecture was then followed by a yoga practice session for the participants which was directed by the AUMP Sports Officer Dr. Bhoomika and Dr Malkhan. The participants were instructed to perform prayers followed by yoga asanas & exercises like Suryanamaskar, Tadasana, Uttanasana, Ardhchakrasana, Janushirasana, Bandhkonasan, Ustrasana, Padmasana, Setubandhasana, Shavasana etc.

In the second half, the final lecture of the two days yoga workshop was given by the guest speaker Dr. Narendra Yadav who is an assistant professor in LNIPE, on the topic “Green Yoga and Nutrition”. Dr. Yadav stated that adequate nutrition along with Green Yoga is an essential part of the path towards a healthy and peaceful lifestyle. He told that doing Yoga alone is not enough, it has to be followed by appropriate nutrition in order to avail the best results. He told us to minimize the use of packaged and processed food items and encourage the use of fresh fruits, vegetables, millets and ayurvedic items in order to obtain balanced nutrition for a healthy lifestyle.

Alumni Corner



"Life is a canvas waiting to be painted with purpose and passion. Each challenge is an opportunity to grow, and every achievement is a stepping stone towards something greater. Embrace the journey, for it is what shapes us into who we are meant to be."

College life is not just about attending classes and acing exams; it offers a plethora of extra activities that can ignite the flame of motivation. These activities serve as a vibrant tapestry, woven with opportunities for personal growth, skill development, and lasting memories.

But these activities should not and cannot hamper your academic performance, so we need to create a proper balance between both studies and these extra activities. This will require the following things-

- Time Management: Balancing classes, assignments, extracurricular activities, and social life requires effective time management. Learn to prioritize tasks and create a study schedule to stay organized and avoid last-minute cramming.**
- Problem Solving: College life often presents complex challenges. Cultivate problem-solving skills by breaking down issues into manageable parts and brainstorming creative solutions.**
- Adaptability: College is a time of change, and being adaptable helps you adjust to new situations, people, and environments more smoothly.**
- Goal Setting: Set clear, achievable goals for both short-term and long-term objectives. Having a sense of direction will keep you motivated and focused on your aspirations.**

Kirti Diseja

B.Com. (H)

Amity Business School

Batch 2020-23

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Kindly give your feedback and suggestions in the space provided:

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