



AMITY UNIVERSITY

MADHYA PRADESH



Industry, Innovation and Infrastructure

Build resilient infrastructure, promote sustainable industrialization, and foster innovation.

Innovation, investment, and growth in infrastructure have a lasting impact on empowering communities. Universities are critical in encouraging, investing, and making innovation possible through industry partnerships.

Innovation is at the heart of Amity University Madhya Pradesh. The University supports start-up ideas through the Amity Innovation Incubator (<http://amity.edu/aii/>) to encourage and create an active entrepreneurship culture. Besides, the Incubation Centre we have state-of-the-art labs and centers dedicated to nurturing industry partnerships. Here is a glimpse of our work towards SDG 9 through our teaching, multidimensional research sponsored by various government funding agencies such as DST, MPCST, SERB, ICMR, Creative Commons & DRDO and by partnerships.

Amity University Madhya Pradesh is a research and innovation driven university wherein faculty are expected to do quality research. Faculty members are motivated to publish research papers only in the journals that are indexed in scopus or web of science. Incentives are being provided to the faculty those who publish quality research papers, carrying out research projects and consultancy assignments, file/publish a patent etc.

1. Amity University Madhya Pradesh Entrepreneurship Event Calendar Amity Innovation Incubator:

In accordance with the longstanding tradition of the Amity University Rajasthan (AUR), the 28th of September 2023, the birthday of our Hon'ble Chairperson was celebrated as Innovation Day. Project demonstrations, a highlight of the day, turned out to be a veritable tour de force. These segments were a clear reflection of the countless hours of hard work, innovation, and perspicacity invested by the students. The submission of an astonishing 66 projects, reflecting the concerted efforts of 190 enterprising students, meticulously

mentored by their faculty coordinators, stood as a testament to their analytical acumen, technical prowess, and an insatiable thirst for breaking new ground.

The evaluation criteria encompassed various parameters, including the projects' innovative essence, eloquence in presentation, clarity of communication, astuteness of research questions, robustness of design and methodology, and finesse in execution. The sheer brilliance displayed by the participants made the task of evaluation both challenging and exhilarating, reaffirming AUR's unwavering commitment to fostering and acknowledging the brilliance of its academic community.







2. Industrial Visit at Crompton Greaves power and industrial solutions, Gwalior

Department of Electronics & Communication Engineering of Amity School of Engineering & Technology, Amity University Madhya Pradesh, organized an Industrial Visit to CG power and industrial solutions limited, Malanpur, Gwalior on 20th October'2023. The Industrial Visit constituted a great opportunity for the students to understand the role of Transformers in Railways and Indian Metro station which are essential requirements for career development. During the visit the Senior manager Marketing, Mr Luv Kaushik and his team explained the core concepts of the domain knowledge and practically demonstrated the Manufacturing and working of various types of transformers of different voltages. This interaction created better learning opportunity for students and Faculty to understand the Industry developments and practical needs.

Students got to know about Different types of transformer which have various applications at various places. The students were addressed by **Senior manager ,Marketing , Mr. Luv Kaushik** first. He explained about various parts of a transformer and the steps which are included in the manufacturing of a transformer. He also explained the different types of windings made at different types of machine for different voltages according to the requirements. The assembly and the tanking part and the most important testing of a transformer before dispatching was explained and demonstrated. The different types of transformer based on applications they explained are i). Power generation: Transformers are used in power plants to increase the voltage of the electricity generated by the plant before it is sent to the grid, ii) Transmission and distribution: Transformers are used in the transmission and distribution of electricity to increase or decrease the voltage of electricity as it is sent from power plants to homes and businesses) Lighting: Transformers are used in lighting systems to decrease the voltage of electricity before it is sent to light bulbs, iv) Audio systems: Transformers are used in audio systems to increase or decrease the voltage of electricity before it is sent to speaker sand v) Electronic equipment: Transformers are used in a variety of electronic devices, including computers, TVs, radios, and cell phones.

The staff of the company explained about the Electronics control panels used for manufacturing and monitoring in the plant, about the instrumentation used for testing the final product and the percentage of strength required for good quality of Transformers. They explained about the different machines used in the manufacturing of various parts of the transformer etc. The complete manufacturing process in each section of the plant was being monitored on a computer and the reports at time can be generated about the manufacturing process was also demonstrated.

The students learnt about the career development path also. They also learnt about the skill requirements by Industry for successful career path. The students were happy and very excited during the visit. They got satisfactory answers to their questions from the

Senior Manager of the company. Visit may also be beneficial for further training of our students.

The Visit was coordinated by Dr Rinkoo Bhatia, Assistant Professor, Dept. of ECE. Other Faculty of the department, Dr Narendra Kumar Garg, Dr. Vivek Singh Kushwah also visited along with the students.





3. A one-day session by Amity Institute for competitive examinations on :

Amity Institute for Competitive Examinations conducted a one-day session on CAT, GMAT, GRE on 26th October 2023. The session was conducted by Ms. Jyoti Saxena, who is an expert in competitive exam preparation.

The workshop on Preparation for Competitive Exams aimed to equip students with essential strategies and insights for excelling in various competitive exams. It provided guidance on time management, efficient problem-solving techniques, and the key differences between major exams like CAT, GMAT, and GRE, helping students make informed decisions about their higher education and career prospects.

The workshop proved to be an insightful and productive experience for all attendees, offering them a clear understanding of effective exam preparation. Through interactive discussions, practical examples, and expert guidance from Ms. Saxena, students gained valuable knowledge of exam structures, common pitfalls, and strategic approaches to enhance their performance.



4. **An Awareness Program by ASAS**

Amity Chem Club, Department of Chemistry, Biochemistry & Forensic Science, organised an awareness program from 2nd – 8th November 2023. The initiative aimed to empower individuals to make informed choices regarding their food and contribute to the broader goal of food safety and sustainability.

The aim of the Food Adulteration Awareness Week was to educate the campus community about the importance of food safety and raise awareness regarding the dangers of food adulteration. By organizing a variety of activities such as surveys, quizzes, documentary screenings, expert lectures, and demonstrations, the Amity Chem Club sought to provide valuable knowledge and practical tools for identifying adulterated food and understanding waste management.

The Food Adulteration Awareness Week successfully highlighted the critical issue of food safety and provided a platform for learning and engagement. Through interactive sessions, expert insights, and hands-on demonstrations, participants gained valuable knowledge about identifying adulterated food, ensuring food safety, and promoting sustainability through waste management.



5. Amity University Punjab's Amity Law School Commemorates National Law Day

Amity Law School at Amity University Punjab observed National Law Day, also known as Constitution Day, on November 26, 2023, with a special lecture by Professor Emeritus Dr. Balram Gupta. The event aimed to commemorate the significance of the Constitution of India and foster a deeper understanding of its evolution.

Dr. Balram Gupta, a distinguished faculty member of Amity Law School, delivered an enlightening lecture on the topic, 'Do We Need To Embrace a New Constitution!'. The session delved into the historical journey of the Constitution, emphasizing its role as a guiding document for the nation. Dr. Gupta compared the Constitution to a living organism that requires continuous refinement through amendments, drawing parallels to pruning and manuring a plant for its sustained growth.

During his address, Dr. Gupta discussed the intricate history behind the making of the Constitution of India, highlighting the challenges it faced and the resilience it demonstrated over the years. He passionately conveyed that the Constitution, after 74 years, stands as a sacred document and a testament to the nation's progress.

He dismissed the notion of adopting a new Constitution, citing the existing document's longevity and supremacy. He stressed that the Constitution of India, in its current form, is a living document that has evolved with the changing times. Attempting to create a new Constitution, according to Dr. Gupta, would be virtually impossible given the rich

experience and enduring significance of the current framework.

The lecture witnessed overwhelming participation from students, who actively engaged in an interactive discussion during the question and answer round. The session provided a platform for students to gain insights into the intricacies of constitutional law and appreciate the enduring value of India's Constitution.

Amity Law School is dedicated to nurturing legal minds and fostering a deep understanding of the legal system. Events like these contribute to the holistic development of students by providing them with a broader perspective on the legal landscape.

The celebration of National Law Day at Amity University Punjab's Amity Law School serves as a testament to the institution's commitment to promoting legal education, fostering critical thinking, and instilling a sense of responsibility among future legal professionals.





6. As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) Institution's Innovation Council, Amity Business School, AUMP organized a field visit to the incubation centers (Centre for Agribusiness Incubation Entrepreneurship Gwalior) in collaboration with MITS Gwalior for MBA students. It is an interaction of existing students with alumni. The alumni Ms. Swechha Vyas shared her experience from a village girl to the Regional Sales Manager at Vodafone,

and how Amity helped shape her career. She was placed in Vodafone in a campus placement drive at Amity, and her faculty members at Amity had motivated her to participate. Students could relate to the alumni and were motivated to achieve more and how Amity can be their way to achieve their dreams.



7. TWO DAYS NATIONAL LEVEL WORKSHOP ON “INTELLECTUAL PROPERTY RIGHTS IN INDIA : LAWS , ISSUES OPPORTUNITIES AND CHALLENGES”

DAY-1 @ 19 December ,2023

IPR stands for Intellectual Property Rights. It refers to legal rights that protect creations of the mind, such as inventions, literary and artistic works, designs, symbols, names and images used in commerce. Examples of intellectual property includes patents, copyrights, trademarks and trade secrets.

The Two Days National Level Workshop was fully funded by MPCST (Madhya Pradesh Council of Science and Technology), Bhopal.

To highlight the importance of Intellectual Property Rights in our life, Amity Business School, Amity University Madhya Pradesh organised a Two days National Level Workshop on “**Intellectual Property Rights**” under the able guidance and leadership of Honourable Pro Chancellor Amity University Madhya Pradesh, Lt. General V.K. Sharma, AVSM (Retd.). This Two Days National Level Workshop was a result of continuous support, guidance and motivation of Prof. Dr. Anil Vashisht, Offg. Vice Chancellor, Amity University Madhya Pradesh and Director, Amity Business School.

Dr. Rajeev Dwivedi, Dr. Arif Hasan and Dr. Sandeep Raghuvanshi were the event coordinators.

The objective of the workshop was to create awareness regarding the benefits of Intellectual Property Rights, it includes promoting innovation, protecting the rights of creators, encouraging economic development, and fostering fair competition by granting legal exclusivity for a limited periods to inventors and creators for their intellectual creations .The event began with the blessings of Maa Saraswati by garlanding of the idol of Maa Saraswati and lighting of the lamp by Hon’ble Pro Chancellor of Amity University Madhya Pradesh along with respected Offg. VC of Amity University Madhya Pradesh, Prof. Dr. Anil Vashisht, followed by Saraswati Vandana.

The inaugural ceremony of this dedicated IPR Workshop marked the beginning of a new study and provided a medium to increase interest and awareness in Intellectual Property Rights (IPR) to the younger generation. He said that when an individual or an organization develops a new product, which involves a lot of processes, content, resources etc., a lot of time and money is invested. It is natural for the inventor or organization to have the expectation of being able to own exclusive rights over the invention, while excluding others from benefiting from it.

Dr. Rakhi Singh (Director Amity Law School) in her speech explained the importance of IPR and stressed the need to promote it as an important tool in the lives of students. She also explained how managing IPR properly can enhance students' knowledge and support new

ideas. The process – from registering IP to granting the patent, trademark, copyright or utility design involves a lot of research on the part of the individual or entity granting the IP. The entity granting the IP is required to ensure that the creation is original, authentic and not lifted from another innovation. It involves publishing the new creations in IP journals to fact-check any other individual or entity claiming IP rights against the same or similar creations.

DAY-2 @ 20 December,2023

The Dr. Neeti Pandey (Principal Madhav Law College) also gave an important message and inspired the students to develop their interest in the field of IPR. She discussed the importance & significance of IPR and suggested the students to learn by examples.

She stressed that it is essential to protect IPRs. Firstly, inventors get exclusive control to use their IP to their benefits – both in terms of usage as well as financial benefits. The inventor can decide the price of the invention, the marketing and distribution channels and countless ways to turn a profit and earn a high return on investment.

At the end Dr. Mohammad Sohail gave an inspirational address in which he motivated the students to learn how they can protect their new inventions and ideas through IPR and he discussed about the features of IPR. Also, he explained how IPR plays a role in our lives.

He said that there is no law that can stop one from duplicating and seeking financial benefits from someone else's innovation if IP is not filed. Furthermore, it falls upon the owner to prove the ownership of the IP in a court of law if the IP is unregistered. If a trademark remains unprotected, the court cannot help the inventor, as it is not possible to claim ownership and/ or sue for infringement.

In this workshop, students were introduced to important principles and legal processes of IPR. Its main objective is to make students understand about the techniques of IPR and help them in protecting their ideas.

At the end of the session, Dr. Rajiv Dwivedi as the workshop Coordinator expressed his gratitude to all the participants for the success of the program. A large number of teachers, research scholars and students including the University's Officiating Vice Chancellor Dr. Anil Vashishtha actively participated in this program.

Organized by:
**AMITY BUSINESS
SCHOOL**



**AMITY
UNIVERSITY**
MADHYA PRADESH

Two Days Workshop on

INTELLECTUAL PROPERTY RIGHTS IN INDIA: LAWS, ISSUES OPPORTUNITIES & CHALLENGES



Catalysed & Supported

by



**19th - 20th
December**

MODE: Offline



**M.P. COUNCIL OF SCIENCE AND
TECHNOLOGY (MPCST), BHOPAL**









8. STARTUP – Growth in Adversity: Strategies, Tools & Tips for Startup Growth Resilience NATIONAL STARTUP DAY

As a part of the initiative of the Ministry of Education, Innovation Cell (Government of India) Institution's Innovation Council, Amity Business School, AUMP organized a workshop on **STARTUP – Growth in Adversity: Strategies, Tools & Tips for Startup Growth Resilience**

Workshop on January 16, 2024.

A) The **objectives of the workshop** were -

1. To make the students aware of the importance of Startups and innovation.
2. To develop an understanding of the role of Startups in Economy and Employment.
3. To make the students aware of the process of initiating a Startup.
3. To develop Practical entrepreneurial skills & knowledge to practice resilience and come back from failure.

Dr. Shaifali Garg, Associate Professor, Amity Business School, Amity University Madhya Pradesh gave the welcome address and spoke about the significance of Startup as a career growth opportunity.

B) The **Resource person for the workshop** – Dr. Rashmita Singh, Assistant Professor, Amity Business School, Amity University Madhya Pradesh.

At the outset, the students were welcomed and made aware of the objective of the workshop and the initiatives of the Innovation Cell (Ministry of Education, GoI).

The important aspects covered by the speaker during the workshop were

1. The concept of Startup
2. The types of Startup Growth Strategies
3. Market Expansion strategy
4. Stages of the Startup Science Lifecycle
9. Discovery
10. Validation
11. Efficiency
12. Scale
13. Sustain
14. Maintain
15. Decline
16. Strategic Mistakes that Kill a Startup
17. Market Penetration Before Product/ Market Fit
18. Market Development / Product Development Before Market Penetration
19. Diversification Necessary
20. Prematurity
21. How to avoid the critical scenarios of Failure.

Take away:

1. Understanding of the contribution of Startups to an economy's growth
2. Getting an insight on types of innovation and Startup Growth Strategies
3. Understand the Market Expansion Strategies
4. Develop an understanding of the Startup Science Lifecycle
5. Understand Strategic Mistakes that kill a Startup
6. Difficulties to be overcome to become a successful entrepreneur

The number of participants in the workshop was 55. The queries of the students were mainly aimed at the process and Government schemes meant for Startups and Innovative Entrepreneurs, which the speaker handled satisfactorily. The overall feedback of the workshop was very positive.

Supported by:



Organising a workshop on

STARTUP GROWTH IN ADVERSITY:
Strategies, Tools & Tips for Startup Growth Resilience



SPEAKER

Dr. Rashmita Singh
Asst. Professor, Amity Business School
Amity University, Madhya Pradesh



9. National Science Day-2024 ON Theme: Indigenous Technologies for Viksit Bharat

1) Amity Institute of Pharmacy, Amity University Madhya Pradesh, Gwalior organized a **National Science Day-2024** on 16th February 2024. This program is organised by the **Institution's Innovation Council** of Amity University Madhya Pradesh, Gwalior. The inspiration behind taking up this topic for the program is the 5th quarter activities of IIC 6.0, Ministry of Education's Innovation Council established by Government of India.

2) This program was coordinated by **Dr. Naveen Sharma, Dr Jovita Kanoujia, Mr. Talever Singh, Mr. Arvind Singh Jadon, Dr. Mandeep Singh, Mrs Monika Kaushik, Mrs Neethu MV and Sangeeta Hazarika**. Students from all semesters and all faculty members actively participated. This program was successfully planned and organized with the coordination of **Prof. (Dr.) S. Mohana Lakshmi**, Director, Amity Institute of Pharmacy, Amity University MP.

3) The Objectives of the program were-

a. To celebrate National Science Day, 2024, Theme: Indigenous Technologies for Viksit Bharat

b. To encourage students to think about indigenous technologies plays a Fundamental role in wealth creation, improvement of the quality of life and real growth and transformation in any society.

c. To inspire the students about science and technology are now the key elements to development as the scientific revolutions reinforce economic progress, infrastructure and improve health and education system.

d. How to develop innovative skill for technological growth and leads to better living standards.

e. To create networking opportunities for indigenous technologies to interact, exchange experiences, and form collaborative partnerships that can lead to innovation and development. The degrees to which developing countries can emerge as economic powerhouse depends on their ability to apply insights from science and technology.

4) Dr Neeraj Mishra (Professor) welcomed the guest **Dr. Saroj Kothari, Professor and Head, Gajra Raja Medical College, Gwalior Madhya Pradesh**. He briefed our audiences about National Science Day-2024 by discussing the theme and encouraging them to actively participate in the celebration.

5) Dr Naveen Sharma (Professor, Dept. of Pharmacology, AIP) initiated the programme and delivered the historical information of National Science Day celebration.

6) Dr. Saroj Kothari was the distinguished guest speaker for this event. She has completed **MBBS, M.D. (Pharmacology)** from Pandit Bhagwat Dayal Sharma Post

Graduate Institute of Medical Sciences (PGIMS) Rohtak (Haryana) in 1992. Presently she is Professor & Head, Department of Pharmacology G.R. Medical College, Gwalior (M.P.), and served as Dean of the Gajra Raja Medical College. She has total teaching experience of 23 years in UG/PG. She is a Co-coordinator of Adverse drug reaction monitoring centre G.R. Medical College. Presently She is the president of Association of Physiologist and Pharmacologist of India Gwalior chapter. She has more than 50 publications in International and national journals indexed with good impact factor. She has written a book entitled “Manual of prescription writing” for second phase students as per new CBME based curriculum published by CBS Publishers in 2021. She has received Ratna Award in 2011, Vikram Sarabhai Award by National Jain association Gwalior, Icons of health 2021 certificate of excellence by TOI. She is a life member of many committees like Indian Pharmacology Society. Presenting research work at IPSCON, Association of Physiologist and Pharmacologist of India. She has participated in Indian Pharmacopoeia Commission sponsored induction cum training pharmacovigilance programme in 2016 at Ghaziabad. Online Good Clinical Practice training organized by SHODH CLINICALS. She is Member of various Ethical committee, Ethics Committee Regional Ayurveda Research Institute for drug development under ministry of Aayush Govt. of India Aamkho, Gwalior, Cancer hospital and research institute Gwalior, Chairperson ethics committee Smt. Vijayaraje Scindia Government medical college Shivpuri (M.P.)

7) The resource person delivered on the indigenous technologies for Vikshit Bharat, she focused on artificial intelligence used in pharmaceutical formulation and its development and, she gave the information about the various technologies which is beneficial for the patients in medical sciences.

8) The resource person is recommended by Dr. Naveen Sharma, Professor in Pharmacology, Amity University Madhya Pradesh, Gwalior.

9) The faculty members and students (235 members) of Amity Institute of Pharmacy attended and more than 30 students were participated in the different activities.

10) The take home points of the program are:

- Indigenous technologies drive the growth and diversification of the economy and contributes to the creation of wealth. Role of Indigenous technologies in economic development. Encourages innovation by bringing new ideas, products, and service. Contributes to social change by accepting Indigenous technologies that reduce people’s dependence on outdated technologies.
- Indigenous technologies not only provide large-scale employment and ways to generate income, but it also has the potential to improve the quality of individual life by developing services that are affordable, safe to use, and add value to their lives. Indigenous technologies remove the scarcity of essential commodities.

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- Indigenous technologies can be a path to economic independence for both the country and the people. It reduces the nation's dependence on other countries and promotes self-reliance.
 - The degrees to which developing countries can emerge as economic powerhouse depends on their ability to apply insights from science and technology. The potential of Science and Technology for growth is endless.

7) The following activities were organized for the students

1. Oral Presentation

2. Quiz Competition

8) 10 students participated in oral competition, and the first position was secured by Ms Shivani Prajapati (II- Semester), second position was secured by Surya Pratap Singh and Roshni (IV- Semester).

In the quiz competition, five groups from the different semester were made. Each group had two students and four rounds were conducted in the quiz. Total 10 students have participated in competition. First position was secured by Mr Jay Krishna and Arnav Bhardwaj (B. Pharm VI semester), second position was secured by Palak Velankar and Mr Shyam Arora (B. Pharm VI semester).







10. TEDxAUMP on Viksit Bharat Reimagine India

TEDxAUMP, a locally organized TED event, took place at Amity University Madhya Pradesh on March 01, 2024, under the theme "Viksit Bharat Reimagine India." The event aimed to ignite discussions and inspire action among the youth to reimagine the future of India.

The event commenced with an inspiring inaugural address by **Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.)**, who introduced the concept of TEDx and Reimagine India. He emphasized the pivotal role of social media platforms in empowering today's youth to discern between credible and misleading information, urging them to leverage these platforms for positive change.

The first speaker of the event, **Lt Cdr. Vartika Joshi**, mesmerized the audience with her journey as a circumnavigator on INSV Tarini. Speaking on the topic "Embracing Imagination to Reshape Reality," she shared her struggles and triumphs during the voyage, highlighting the power of imagination and perseverance in overcoming challenges. Lt Cdr. Joshi's talk was accompanied by captivating visuals and personal anecdotes, providing the audience with a glimpse into her extraordinary adventure.

Following Lt Cdr. Joshi, **Mr. Gaurav Juyal**, a renowned Learning Experience Designer and host of "Art Attack India" on Disney, took the stage. His talk, "Exploring the Logic of Peace and Harmony," captivated the audience as he seamlessly integrated real-time data and theories to emphasize the human body's incredible capacity to learn and adapt across

diverse domains. Mr. Juyal's interactive approach engaged the audience, encouraging them to think critically about peace and harmony in today's world.

The event's highlight was the appearance of **Sub. Maj. & Hon. Capt. (Retd.) Param Vir Chakra Yogendra S. Yadav**, a Kargil War hero. He shared his profound insights on Viksit Bharat Reimagine India, recounting his heroic journey during the Kargil War. He paid tribute to his fallen comrades and shared personal anecdotes, inspiring the audience with his courage and determination. Sub. Maj. Yadav's speech was met with a standing ovation, underscoring the deep respect and admiration the audience had for his bravery and sacrifice.

The event concluded with **Offg. Vice Chancellor Prof. Dr. Anil Vashisht** delivering heartfelt closing remarks, expressing gratitude to all the dignitaries, speakers, and coordinators for their invaluable contributions. **Dr. Astha Joshi**, Event Coordinator for TEDxAUMP, presented the vote of thanks, acknowledging the efforts of the organizing team, speakers, faculty coordinators, and student coordinators in making the event a resounding success.

TEDxAUMP Reimagine India proved to be a platform for meaningful discussions and inspiring stories, leaving a lasting impact on all attendees. The event embodied the essence of TED's mission to spread ideas worth sharing and encouraged the youth to actively participate in shaping a brighter future for India.







12. PHARMA ANVESHAN 2024

The **Amity Institute of Pharmacy**, Amity University Madhya Pradesh, Gwalior has celebrated the 122nd Birth Anniversary of Prof. Mahadeva Lal Schrof, Father of Pharmacy Education in India on Wednesday, **06th March 2024**. **Dr. Vikas Pandey and Mr. Kapil Gupta** were the Event Coordinator.

Pharmacy Council of India has decided to recognize the contribution of Prof. Mahadeva Lal Schroff for establishing the Pharmacy Education in India by declaring his 'Birth Anniversary' 6 March as "National Pharmacy Education Day" and has given the opportunities to all Institutions to celebrate the event PHARMA ANVESHAN 2024 on theme “Leveraging Synergism: Industry- Academia Partnership for Implementation of National Education Policy, 2020”.

In continuation to celebrate PHARMA ANVESHAN 2024, a guest lecture was organized in which **Mr. Narendra Khatuja**, General Manager (HR & Training), Godiva Bioadvances Pvt. Ltd., SIDCUL, Haridwar, Uttarakhand has delivered his expert talk. He is a renowned expert in the field of marketing, HR & Training and has over 40 years of experience working with top companies.

The event was celebrated with a lot of devotion and dedication by worshipping Goddess Saraswati. To welcome our guest, a token of gratitude in the form of a flower bouquet was given to **Mr. Narendra Khatuja** by Head of the Institution, Dr. S. Mohana Lakshmi.

In continuation, the introductory note was given by Head of the Institution, Dr. S. Mohana Lakshmi, enlightening the various important of Prof. Mahadeva Lal Schroff in establishing the Pharmacy Education in India.

Mr. Narendra Khatuja has given the expert talk regarding how marketing can be a good carrier and how to hold the way for success in your field. Students should have competition encourages creative expression, awareness on pharmaceutical innovation, effective communication and multidisciplinary approaches.

Mr. Narendra Khatuja's guest lecture was a resounding success, leaving attendees inspired and enlightened. His profound insights into the pharmaceutical industry and strategic importance of HR and training have undoubtedly left a lasting impression on all those present. The lecture was an interactive session, where attendees had the opportunity to seek clarification, share their experiences, and engage in meaningful discussions with Mr. Khatuja. His openness to questions and willingness to share knowledge enriched the learning experience for all participants.

Drawing from his extensive experience, Mr. Khatuja shared insightful case studies and best practices adopted in marketing and necessary for the success. These real-world examples offered practical strategies for addressing HR and training challenges and optimizing organizational performance.

More than 150 students have been benefited by the expert talk in the form of knowledge, facts and information in the integration of various disciplines such as science, technology, and entrepreneurship. These results collectively contribute to the educational and professional development of participants; align with the subject knowledge and experience. The event was also attended by the respective HODs and the Faculty members.

Finally, as a gesture of appreciation, the guest was presented with a shawl and a memento by the host organization. This thoughtful act served to express gratitude and honor towards the guest for their presence and contribution.

The program concluded with a vote of thanks delivered by **Mr. Kapil Gupta**. In his expression of gratitude, Mr. Gupta extended appreciation to all participants, speakers, and organizers for their valuable contributions and efforts throughout the event.





14. Seminar on “The synthesis and biochemical evaluation of nonbenzenoid aromatic scaffold comprising peptides and nucleic acids”

Amity Institute of Pharmacy, Amity University Madhya Pradesh organized a Seminar on “The synthesis and biochemical evaluation of nonbenzenoid aromatic scaffold comprising peptides and nucleic acids” on 22nd March 2024. **Dr. Nagendra K. Sharma**, Associate Professor, at School of Chemical Sciences, **National Institute of Science Education Research, Bhubaneswar** was the resource person. He is a renowned expert in the field of chemical sciences and has over 10 years of experience with several achievements.

To welcome our guest, a token of gratitude in the form of a flower bouquet was given to **Dr. Nagendra K. Sharma** by the Head of the Institution, **Dr. S. Mohana Lakshmi**. The session commenced with a warm welcome address by the Director of the institute, **Dr. S Mohana Lakshmi**, who expressed her gratitude to the attendees for their participation and enthusiasm. She emphasized the importance of staying abreast of the latest developments in research in chemical sciences and highlighted the relevance of the chosen topic in advancing scientific knowledge and innovation.

Dr. Nagendra K. Sharma began by providing an overview of nonbenzenoid aromatic scaffolds and their significance in drug discovery and development. He elucidated the synthesis pathways involved in creating these scaffolds and highlighted their structural diversity and potential applications in medicinal chemistry.

The lecture then delved into the biochemical evaluation of nonbenzenoid aromatic scaffolds, focusing on their interactions with peptides and nucleic acids. **Dr. Sharma** elucidated the various analytical techniques used to assess the efficacy and properties of these scaffolds, including spectroscopic methods, chromatography, and computational modelling.

Throughout the presentation, **Dr. Sharma** shared cutting-edge research findings and real-world examples to illustrate the practical implications of nonbenzenoid aromatic scaffolds in drug design and delivery.

The session concluded with an engaging Q&A session, during which attendees had the opportunity to seek clarification, share their insights, and engage in meaningful discussions with **Dr. Nagendra K. Sharma**. The interactive nature of the discussion fostered a collaborative learning environment and provided valuable networking opportunities for students and faculty alike.

The seminar was a resounding success. It served as a platform for knowledge exchange, critical thinking, and professional development, inspiring attendees to explore new avenues in pharmaceutical research and contribute to the advancement of science and healthcare. More than 200 students have been benefited by the seminar in the form of knowledge, facts and information in the integration of various disciplines such as science, technology, and research. The event was also attended by the respective HODs and the Faculty members. Finally, as a gesture of appreciation, the guest was presented with a shawl and a memento. The event was a testament to the commitment of Amity University Gwalior to academic excellence and innovation in education.







15. Workshop on Business Model Canvas

ABS In collaboration with Institution's Innovation Council has organised a workshop on Business Model Canvas on 04.04.2024 at 9:15 a.m. onwards through offline mode, The resource person for the session was Dr. Ajit Kumar Singh, Associate Professor, Amity Business School. In the session the resource person could enlighten the term business model canvas given overview how to build a business plan and sir has explain the building blocks of business model Canvas on the various steps required for the business model Canvas setup. All attendees were familiarized with the key elements of the canvas, including customer segments, value proposition, channels, revenue streams, and cost structure. Various case studies and practical exercises were utilized to illustrate how the canvas can be applied to different business scenarios. Additionally, participants were encouraged to actively engage in discussions and share their insights throughout the workshop.

Aim/Objectives of The Events

Here are some objectives for a workshop on the Business Model Canvas:

1. Understand the components of the Business Model Canvas.
2. Learn how to use the Canvas to visualize and analyze business models.
3. Explore different types of business models and their implications.

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4. Identify key value propositions and customer segments.
 5. Evaluate revenue streams and cost structures.
 6. Foster creativity and innovation in designing or refining business models.

No. of Faculty Participants along with List -: 3

1. Dr. Shaifali Garg, Associate Professor, ABS.
2. Dr. Arun Mishra, Associate Professor, ABS.
3. Dr. Rashmita, Assistant Professor, ABS.

No. of Students Participants along with List -: 52 (List Enclosed at Last)

Highlights of the Event

Here are some highlights from the workshop on the Business Model Canvas:

1. Understanding the purpose and structure of the Business Model Canvas, which provides a visual framework for developing and analysing business models.
2. Exploring each of the nine building blocks of the BMC, including customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
3. Emphasizing the importance of customer discovery to validate assumptions about customer segments, needs, and behaviours.
4. Techniques for crafting compelling value propositions that address customer pain points and differentiate the business from competitors.
5. Encouraging iterative development and refinement of the BMC based on feedback from stakeholders, market research, and experimentation.

Outcome-:

1. Students will be able to describe evaluate and discuss a business model using business model canvas.
2. Students can understand the effectiveness and customer relationships
3. Students will be able to understand the type of Business and evaluate Key activities and blocks required.

AMITY BUSINESS SCHOOL, GWALIOR

ORGANISES

Workshop on

Business Model Canvas

Thursday, 4th April 2024 | 10:00 A.M. onwards

S P E A K E R



Dr. Ajit Singh,
Associate Professor

FACULTY COORDINATOR:
Dr. Shefali Garg, +91 78958 77627





16. Poster Presentation of Business Plans & linkages with Innovation

The poster presentation competition of our business plan aimed to foster creativity, entrepreneurship, and forward-thinking among participants. This event provided a platform for both undergraduates (BBA, BCOM, BA Eco.) and Post Graduates students (MBA) to showcase their potential on canvas by presenting ideas on identifying Business market opportunities, developing strategic plans, and incorporating novel concepts to address Business contemporary challenges.

This initiative aimed to cultivate an entrepreneurial mindset among all participants and encouraging to present via. poster (chart paper) which may create value through innovations. Poster presentation competition covers every aspect of ideas from product development to marketing strategies which meticulously crafted to leverage cutting-edge technologies and novel approaches where business plan and innovation evident in the way we identified emerging trends, adapted to changing market dynamics, and capitalized on opportunities for disruption. Our IIC activities vividly illustrate how innovation was not just a component but the very essence of our business model to promote entrepreneurial ecosystem and propelling towards success in the dynamic landscape of entrepreneurship.

Objectives of the Poster Presentation of Business Plans & linkages with Innovation:-

1. The primary objective of the poster presentation is to stimulate innovations among Business Management students

2. Highlight how the business plan innovations incorporates innovative ideas, products, or services that differentiate it from existing offerings in the market.

3. Educate the Students about the innovative aspects of the business plan, inspiring them to think creatively and entrepreneurially.

4. Utilize the poster presentation as a networking opportunity to connect with budding entrepreneurs among themselves or who may be interested in supporting or contributing to the business venture.

5. Encourage and promote the entrepreneurial spirit among students by showcasing real-world examples of innovative business ideas and plans.

6. Foster critical thinking skills among students by evaluating the strengths and weaknesses of different business plan and innovative concepts presented in the posters.

No. of Faculty Participants along with List -: 5

1. Dr. Astha Joshi, Programme Coordinator (UG) , Amity Business School, AUMP.
2. Dr. Rajeev Dwivedi , Programme Coordinator (PG), Amity Business School, AUMP.
3. Dr. Ajeet Kumar Singh, Associate Professor, Amity Business School, AUMP.
4. Dr. Rashmita Singh , Assistant Professor, Amity Business School, AUMP.
5. Dr. Ujwal Pathak, Assistant Professor, Amity Business School, AUMP.

No. of Students Participants along with List -: 28

Highlights-:

Here are some highlights of Poster Presentation of Business Plans & linkages with Innovation

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- The event witnessed a diverse range of Posters for presentation on Business plans in linkage with different innovative ideas which covers different span of various industries, showcasing the creativity and ingenuity of ideas .
 - Highlights included poster presentations on sustainable business models, disruptive technologies, and market-disrupting innovations.
 - Participants demonstrated their ability to identify market gaps, devise innovative solutions, and articulate comprehensive business strategies to capitalize on emerging opportunities.
 - The event fostered lively discussions, networking opportunities of all different class, and valuable feedback from judges from their enriching the learning experience which inspiring future collaborations.
 - Engaging poster presentation showcasing a comprehensive business plan integrating innovative strategies.
 - Demonstrated practical applications of innovation in fostering entrepreneurial endeavours.
 - Emphasized the role of creativity and forward-thinking in shaping successful business ventures within the academic environment.

Outcomes-:

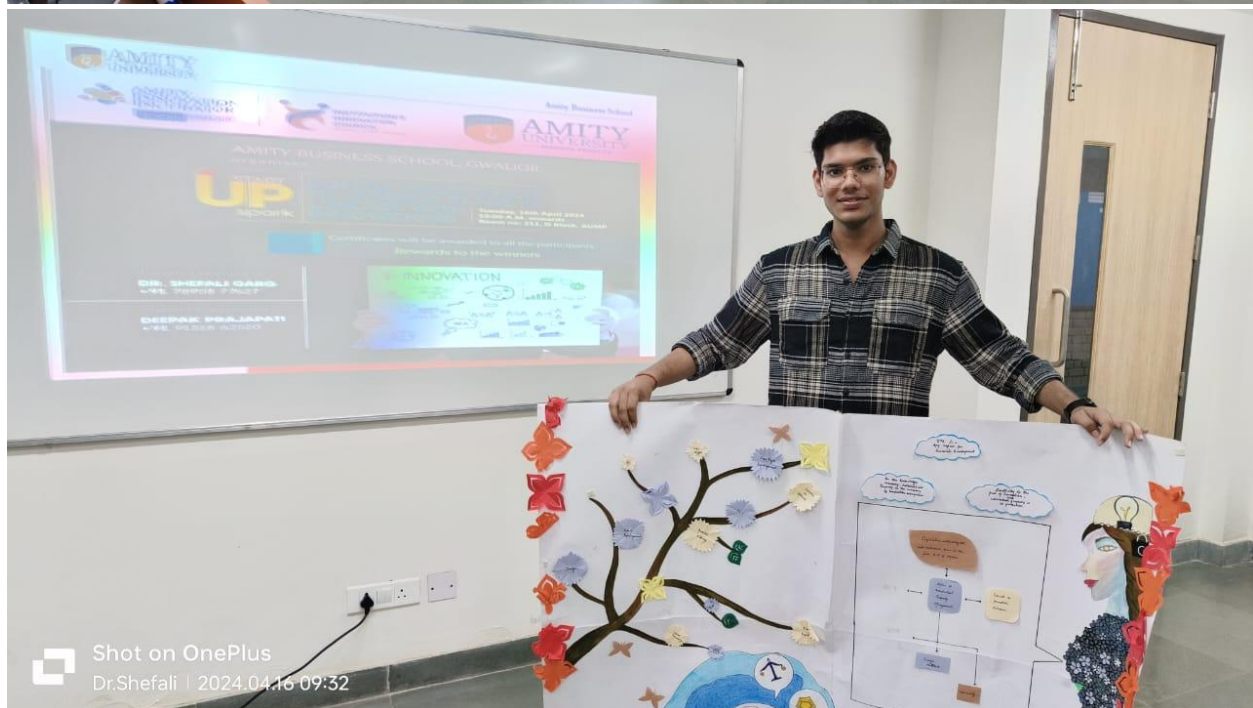
The poster presentation of business plans in linkage with innovations yielded several positive outcomes:

1. Participants gained practical insights into the integration of innovation into business planning processes, enhancing their entrepreneurial skills and mindset.
2. The activity inspired participants to pursue innovative ventures, contributing to the creation of a vibrant entrepreneurial ecosystem within the academic community.
3. Poster presentation of business plan fosters entrepreneurial skills among college students.
4. Encourages collaboration and networking among students and faculty.
5. Promotes critical thinking and problem-solving in real-world scenarios.

-
6. Enhances students' understanding of market dynamics and feasibility analysis.
 7. Cultivates an environment conducive to fostering creativity and innovation.

The event served as a catalyst for fostering creativity, innovation, and entrepreneurial spirit among participants, paving the way for future endeavours in the realm of business and innovation.





17. Workshop on the Central/ MP State Government Financial Schemes for the Startups Funding

Amity Business School organized a student driven workshop aimed to foster entrepreneurship, and awareness among participants. This event provided a platform for MBA students to showcase their knowledge on various governmental schemes, to identify

Business market opportunities, developing strategic plans, and incorporating novel concepts to address contemporary challenges.

This initiative aimed to cultivate awareness and entrepreneurial mindset among all participants, propelling towards success in the dynamic landscape of building the entrepreneurial infrastructure in the country.

Objectives of the activity:

1. The primary objective of the presentation is to create awareness related to various schemes among Business Management students and provide them an activity-based learning.
2. To highlight how the central /state government supports the entrepreneurs by providing different types of financial support.
3. To educate the students about the innovative aspects of the business plan, inspiring them to think creatively and entrepreneurially.
4. To utilize the presentation as a networking opportunity to connect with budding entrepreneurs among themselves or who may be interested in supporting or contributing to the business venture.
5. Encourage and promote the entrepreneurial spirit among students by showcasing real-world examples of innovative business ideas and plans.

FACULTY PARTICIPANTS –

1. Prof. (Dr) Deepika Singh Tomar, Amity Business School, AUMP.
2. Mr. Ujwal Pathak, Assistant Professor, Amity Business School, AUMP.

PRESENTERS –

1st Presentation

START- UP INDIA

Startup India is a flagship initiative of the Government of India, aimed at promoting entrepreneurship and fostering a conducive ecosystem for startups. It provides various benefits such as tax exemptions, funding support, and easier compliance requirements to

encourage the growth of startups in India. The group also demonstrated the procedure of application for the scheme.

Presented by: Aditi Jha, Ravina Kalra, Shubhi Sengar, and Brijmohan Sharma

2nd Presentation

DAIRY INFRASTRUCTURE DEVELOPMENT FUND

The DIDF scheme aims to modernize and enhance the infrastructure of the dairy sector in India. It provides financial assistance for the establishment of dairy processing and manufacturing units, as well as for the procurement of modern equipment and machinery, ultimately boosting milk processing and production capacity. The group also demonstrated the schemes and procedure of application for the scheme through web portal.

Presented by: Umesh, Pradum, Akash, and Mansi Tripathi

3rd Presentation

MUDRA YOJNA

Mudra Yojna, also known as the Pradhan Mantri Mudra Yojana (PMMY), aims to provide financial support to micro-enterprises and small businesses. Under this scheme, loans up to Rs. 10 lakh are offered through various financial institutions to facilitate the growth and expansion of small businesses.

Presented by: Monu Sharma, Ayush Chaudhary, and Purvi Gupta

4th Presentation

ASPIRE SCHEME

ASPIRE (A Scheme for Promotion of Innovation, Rural Industry, and Entrepreneurship) aims to promote entrepreneurship and innovation in rural areas. It provides financial assistance, skill development, and infrastructure support to micro-enterprises and startups in rural areas, thereby promoting employment generation and economic development.

Presented by: Priya Bhagwani, Hanshika Singh, and Shri Priya

5th Presentation

PRIME MINISTER EMPLOYMENT GENERATE PROGRAMME PMEGP SCHEME

It is a credit-linked subsidy scheme aimed at generating employment opportunities in rural and urban areas of India. It provides financial assistance for setting up new micro-enterprises and small businesses, with a focus on traditional and non-farm sectors.

Presented by: Krishna Goyal and Raj Panday

6th Presentation

STAND UP INDIA SCHEME

Stand Up India aims to promote entrepreneurship among women, Scheduled Castes (SCs), and Scheduled Tribes (STs) by providing loans for setting up greenfield enterprises. The scheme offers financial assistance, handholding support, and entrepreneurial training to empower marginalized sections of society.

Presented by: Ananyaa Gupta, Jyoti Kumari, and Bhumika Chauhan

7th Presentation

PMEGP SCHEME

PMEGP, an extension of the Khadi and Village Industries Commission (KVIC), aims to generate employment opportunities in rural and urban areas through the establishment of micro-enterprises. It provides financial assistance for setting up new projects or expanding existing ones in the khadi, village industries, and traditional artisan sectors.

Presented by: Pratiksha Bhadoriya and Nidhi Jha

OUTCOMES –

The Presentation on various central/ MP state governmental financial schemes yielded several positive outcomes: -

1. Participants gained practical insights into the various schemes of government for the startups funding with an objective to develop more entrepreneurs by offering them support.
2. The activity inspired participants to pursue innovative ventures, contributing to the creation of a vibrant entrepreneurial ecosystem within the academic community.
3. It encouraged business students to contribute to the development of entrepreneurial infrastructure of the country.





18. Two days' workshop on “Intellectual Property Rights (IPRs) and IP management for Start-up”

Department of Civil Engineering, Amity School of Engineering and Technology, AUMP, Gwalior, organized **Two days' workshop on “Intellectual Property Rights (IPRs) and IP management for Start-up” under IIC Activity** under the supervision of Prof. (Dr.) Vivek Jaglan (Hoi ASET), on 30th April & 1st May 2024.

Aim & Objective of the Programme

The objective of this workshop was to train the participants about the mechanism of accessing & using IPR for further research development in developing new products/ Start-up process, and their use in business development. The workshop was aimed to equip students with comprehensive knowledge about Intellectual Property Rights (IPRs) and their significance in startup ventures. The session provided practical insights and tools for effective IP management tailored to the needs of startup ventures.

The participants learned the fundamentals of various forms of IPRs such as patents, trademarks, copyrights, and trade secrets, along with their applications in startup ecosystems. They will also learn the applications of IPRs in startups and challenges of startups.

Details of the Programme:

The workshop started with the welcome speech delivered by Dr. V. K. Gupta, HOD (Civil Engineering ASET, AUMP). The workshop was carried out in 4 sessions and the contents of the sessions are as follows.

First Session: This session was taken by Ms. Shubhangi Gupta, ALS, AUMP. She delivered the talk on Intellectual Property laws & its Practices. In this session, a complete introduction on intellectual properties, intellectual property laws & their clauses. In this session, the students were taught about Intellectual Property Rights & their principles. Also, the students were given enough information about how to use this knowledge to proceed forward in a startup company. Also, they have been taught how to use intellectual property laws in case of injustice and the legal options available in Indian judicial system.

Second Session: This session was conducted by Prof. (Dr.) Vivek Jaglan, Director, ASET, AUMP. He delivered the talk on Intellectual Property Rights, Innovation and Development. Complete information on intellectual properties like patents, copyright, trademark, design, trade secret etc. was given. He discussed how to file Patent, its procedure with various form etc.

Third Session: This session was conducted by Dr. Vartika Saxena, ALS, AUMP. Complete information on Intellectual Property Rights Policy Management (IPRPM) framework was given. She taught the IPR, claim the benefits & get security in their start-ups. She discussed Trademark, and its IPR related issues.

Fourth Session: This session was conducted by Dr. Vimal Kumar Gupta HOD (Civil Engineering Department). In this session, the introduction on Startup along with the statistics of startups in India was delivered. The speaker also discussed best startups in India. The speaker covered the fundings during various stages, the role of startup in the growth of Indian Economy, types of startups in India, factors affecting operations of startup, life cycle of startup and issues and challenges of startups along with opportunities of startups in India in his lecture. This session included an activity session for the students where students were given an activity to come up with an innovative idea, solution & presentation for the given problem statements. The students were given enough information about how to use this knowledge to proceed forward in a startup company.

Finally, the program was concluded by the vote of thanks delivered by Dr. Mohan Kantharia, Associate Professor (CED) and Coordinator of the workshop followed by photo session.

All the above sessions of Seminar received the overwhelming appreciation from both faculties and students. The students highly benefited from the interaction and gaining valuable information about the fundamentals of various forms of IPRs such as patents, trademarks, copyrights, and trade secrets, along with their applications in startup ecosystems. They have also learned the applications of IPRs in startups and challenges of startups along practice session.



19: Workshop on Rotary Vacuum Evaporator (Buchi, India Pvt Ltd)

Amity Institute of Pharmacy, AUMP organized a “**Workshop on Rotary Vacuum Evaporator (Buchi, India Pvt Ltd)**” on **09th May 2024** from **02:30 to 05:00 pm**. The training was initiated by **Mr. Naresh Singh, Senior Service Engineer**, Buchi India Pvt. Ltd. He gave the overview of the Rotary Evaporator (R-300 generation) by showing various components including chiller machine, heating bath, condensed solvent collector, condenser, vacuum pump, temperature cum rotation controller, and waste vessel. He has also shown the digital interface of the rotary evaporator to get the information on vacuum settings in terms of (m bar). Mr. Singh demonstrated the different operations, such as setting the vacuum, fixing the sample solvent vessel, and setting the temperature cum Rotation to participants. He has detailed the rotary evaporation, which works on the principle of reduced pressure, thin film formation of solvent across the glass flask using rotation and applying elevated temperature. Moreover, he also discussed troubleshooting the common rotary evaporator issues and basic preventative measures.

The faculty members and non-teaching of Amity Institute of Pharmacy have participated in the workshop enthusiastically. The workshop was attended by 22 faculty members, 07 non-teaching staff and B. Pharm students. The session provides a comprehensive understanding of the distillation under reduced pressure using different parameters such as Rotation per minute, elevated boiling points, and condensation of evaporated solvent, including a hands-on session on how to set up, operate, and clean a rotary evaporator. The program was organized by **Dr. V. Murugesan, Professor, Department of Pharmaceutical Chemistry**. This program was successfully planned, and organized with the co-ordination of **Prof. S. Mohana Lakshmi, Director, AIP, AUMP**.



Faculty and non-teaching staff participated in a workshop on the Rotary evaporator



Mr. Naresh Singh explained the setup of the Rotary evaporator to the students

20: Creative Workshop titled “High Performance Computing (HPC) & Industrial Computer Aided Engineering (CAE)

Department of Electronics & Communication Engineering of Amity School of Engineering and Technology, Amity University Madhya Pradesh Gwalior organized Creative Workshop on “High Performance Computing (HPC) & Industrial Computer Aided Engineering (CAE) “on 09th May 2024 from 11:30 am to 1:15 pm in offline mode in seminar Hall Block-A. The talk was delivered by eminent speaker **Mr. Bharat Raj Agrawal**, working as Lead R&D Engineer at Ansys, USA. The objective of the workshop was to provide an overview of High-Performance Computing (HPC) and its applications in Industrial Computer Aided Engineering (CAE) and how HPC are significant for modern industries and updated the participants about HPC for the development of modern advanced devices. The online live demonstration of HPC was shown by **Mr. Bharat Raj Agrawal** to all the participants. The workshop emphasized on the Potential thrust areas like HPC, different forms of HPC, four-core form of HPC i.e., Independent Parallelism, Distributed, memory MPI, Shared memory, Open MP, Fine grain, Open ACC etc.

Registrations and Participation.

Approximately 220 participants including faculty members from various disciplines of ASET registered and attended the event in offline mode.

Session 11:30 AM to 1:15 PM

The session was moderated by Ms. Shravani Vaidhya, Student Department of Computer Science & Engineering. She initiated the session by extending formal welcome to all the participants, speaker **Mr. Bharat Raj Agrawal**, HOD-ECE **Prof (Dr.) Raghavendra Sharma**, Dr. Rinkoo Bhatia Coordinator of the event and faculty members by giving introduction of speaker to the participants.

Opening Remarks of the session was given by **Prof (Dr.) Raghavendra Sharma**. He explained the basic concepts of HPC and need of HPC for various practical applications in modern industry. **Mr. Bharat Raj Agrawal** initiated his session with the brief introduction to high performance computing which includes the definition, different forms of HPC, benefits and resources. He further elaborated about it with the help of some case studies like on RJM international, Saudi Aramco, Peloton, Emirates team New Zealand and many more.

He also explained with the help of online demo videos on HPC to understand specifically about its mechanical and hardware part. He also said that “High performance computing

is a benchmark for hardware and software”. He further emphasized on how High-Performance Computing (HPC) is related to Industrial Computer Aided Engineering (CAE) by starting to explain what CAE is.

Mr. Bharat also explained the different consideration of software and hardware and the four-core form of HPC i.e., Independent Parallelism, Distributed, memory MPI, Shared memory, Open MP, Fine grain, Open ACC. He stated that the infrastructure evolution of HPC at Ansys (which is the engineering stimulation software. At the end, he concluded his presentation by showing some more demonstrations on High performance computing to understand better.

The workshop was followed by question answer session which was well taken up by the speaker. The summary of event was presented by **Dr. Rinkoo Bhatia**, Associate Professor, Department of Electronics & Communication Engineering. The Vote of Thanks was delivered by **Prof (Dr.) Raghavendra Sharma**, Professor & Head, Department of Electronics & Communication Engineering. The event was supported by the faculty members of ECE department Dr. Narendra Kumar Garg, Dr. Shally Goyal & Dr. Ajay Kumar Dadoria. The Workshop was well appreciated by all the participants.











21: Rise AUMP 2024: "Business Plan Competition"

Date: 5/15/2024

The "Rise AUMP 2024 conducted by Amity business school on 15 May 2024: Business Plan Competition" was a dynamic platform that showcased the entrepreneurial spirit and innovative ideas of students from across university. The event provided aspiring student entrepreneurs with an opportunity to pitch their startup concepts to professionally distinguished jury of industry experts, investors, and mentors. Mr. Rahul Lakhmani IIT B, IIM C founder Skiify, Mrs. Kanika Talwar founder COS IQ through engaging presentations, insightful feedback, and networking opportunities, participants gained valuable experience and support to advance their entrepreneurial ventures.

The event commenced with an inspiring inaugural address by **Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.)**, who introduced the concept of Rise AUMP. He emphasized the pivotal role of entrepreneurship and research in countries growth. Followed by the expert lectures of Mrs. Kanika Talwar and Mr. Rahul Lakhmani who discussed about the importance of research, innovation, start up and entrepreneurship and how one can develop a great business idea from starch.

The event concluded with concluding remarks by **Prof. Dr. Anil Vashisht, Offg. Vice Chancellor** where he delivered heartfelt closing remarks, expressing gratitude to all the dignitaries, speakers, and coordinators for their invaluable contributions.

Event Overview:

- Rise: Business Idea Competition Aump 2024

- Date: 10,15 May 2024

-Location: Amity Business School, Aump

- Theme: Empowering Student Entrepreneurs to Rise with innovation, sustainability, and entrepreneurship.

Key Objectives:

1. Provide a platform for student entrepreneurs to pitch their startup ideas.
2. Connect aspiring entrepreneurs with industry experts, investors, and mentors.
3. Foster innovation, creativity, and collaboration among students.
4. Inspire and support the next generation of entrepreneurs.

Highlights:

1.Startup Pitch Competition: Aspiring student entrepreneurs pitched their startup ideas to a panel of judges, showcasing their innovation, market potential, and feasibility. Each pitch was followed by Q&A sessions where judges provided valuable feedback and insights.

2.Keynote Speakers: Renowned entrepreneurs, investors, and thought leaders delivered inspiring keynote presentations, sharing their insights, experiences, and advice on entrepreneurship and innovation.

3.Networking Sessions: Participants had the opportunity to network with peers, mentors, investors, and industry professionals, fostering valuable connections and collaborations.

4. Workshops and Mentorship: Interactive workshops and mentorship sessions provided participants with practical guidance, tools, and resources to develop their entrepreneurial skills and navigate the startup ecosystem.

Key Outcomes:

1.Entrepreneurial Development: Participants gained valuable experience and feedback

from pitching their startup ideas to a panel of judges, helping them refine their concepts and strategies for future growth.

2. **Networking and Collaboration:** The summit facilitated meaningful connections and collaborations among student entrepreneurs, mentors, investors, and industry professionals, creating a supportive ecosystem for innovation and entrepreneurship.

3. **Inspiration and Empowerment:** Attendees left the summit feeling inspired, motivated, and empowered to pursue their entrepreneurial dreams and make a positive impact in the world.

4. **Access to Resources:** Participants received access to resources, mentorship, and funding opportunities to support the development and growth of their startups, accelerating their journey towards success.

The "Rise AUMP 2024: Business Plan Competition" was a resounding success, achieving its objectives of empowering student entrepreneurs, fostering innovation, and connecting aspiring founders with valuable resources and support. The event served as a catalyst for the next generation of entrepreneurs to rise and make their mark on the world.



Honourable Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.) giving his opening remarks



Mr. Rahul Lakhmani delivering his talk



Mrs. Kanika Talwar delivering her talk



Respected Prof. Dr. Anil Vashisht, Offg. Vice Chancellor presenting a memento to Honourable Pro Chancellor Lt. Gen. V.K. Sharma AVSM (Retd.)

23: World Intellectual Property Day 2024

Date: 5/28/2024

1) Amity Institute of Pharmacy, Amity University Madhya Pradesh, Gwalior organized a world intellectual property day on 28th May 2024. This program is organised by the **Institution's Innovation Council** of Amity University Madhya Pradesh, Gwalior. This is the 3rd quarter activities of IIC 6.0, Ministry of Education's Innovation Council established by Government of India.

2) The event was held at seminar hall Block 'C' AUMP. This program was planned and coordinated by Dr. Naveen Sharma and Mr. Arvind Singh Jadon under the guidance of Prof (Dr.) S. Mohana Lakshmi, Director, Amity Institute of Pharmacy, Amity University Madhya Pradesh.

3) Objectives of the program:

Ø To create an awareness among the students about the Intellectual property rights and its benefits in promoting investment in research and development.

Ø To encourage students to innovation and creativity by providing legal protection to inventors and creators.

Ø To aware the students about how IPR helps to ensure the consumers in buying genuine and safe products, not counterfeits or pirated versions.

4) In this program, **Dr Umang Garg**, IPR expert, Amity School of Engineering & Technology, Amity University Madhya Pradesh, was invited as guest to judge the participants who took part in different activity. Dr Umang said that intellectual property (IP) concerns to any original creation of the human intellect such as artistic, literary, technical, or scientific creation. He also said Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his invention or creation for a certain period. These legal rights confer an exclusive right to the inventor/creator or his assignee to fully utilize his invention/creation, it is very well settled that IP play a vital role in the modern economy.

5) There were 85 B. Pharm students from the 2nd semester who have actively participated and during the program elocution competition and essay writing competition were conducted. There were 15 students participated in elocution competition and 23 students were participated in essay writing competition.

6) In the elocution competition, a total of 15 students were participated and the first position was secured by Bhoomi, second and third position secured by Raghavi Bansal and Devam Mishra.

7) In the essay writing competition, a total of 23 students were participated out of which the first prize was secured by Deepanshi Baloni and the Second and third prize was won by Deepka Mandol and Nanshi.

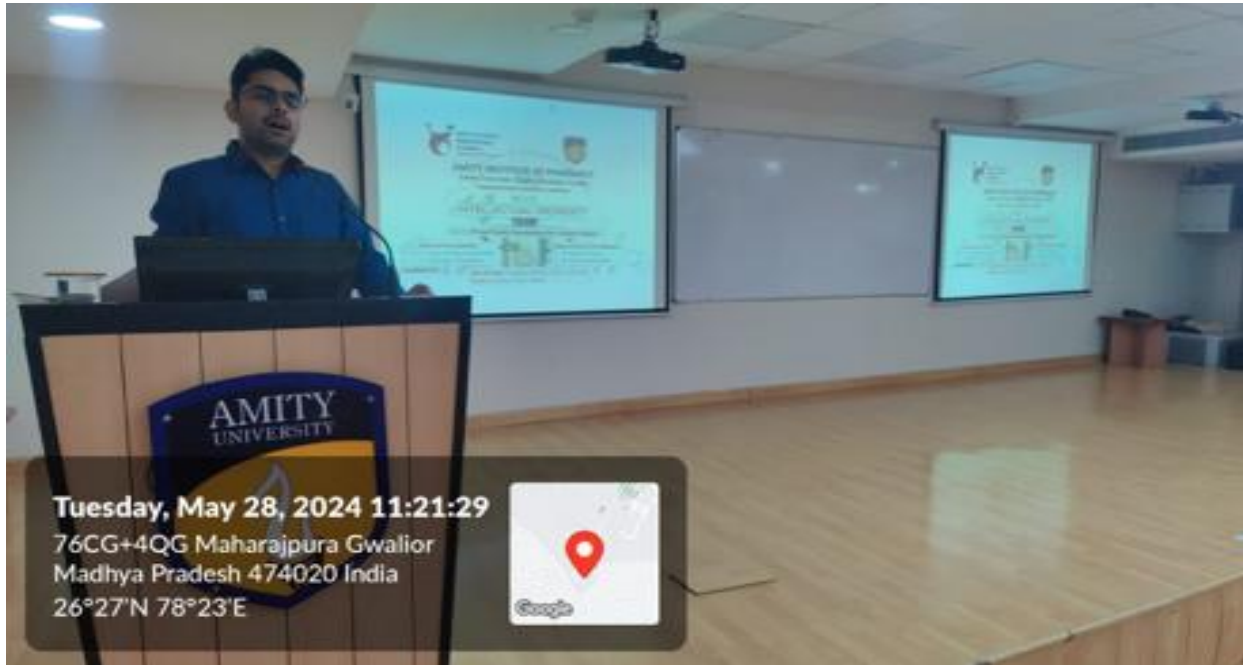
8) At the end of the events, after the declaration of the results, the Vote of thanks was given by Dr Naveen Sharma. A special thanks to our guest Dr. Umang Garg for his valuable time and words. Also give the special thanks to Prof. (Dr.) S. Mohana Lakshmi, Director, Amity Institute of Pharmacy, and other faculty members for their valuable suggestions. A good appreciation was also conveyed for the student's efforts and contributions to complete this program.

9) Program Outcomes:

IPR plays a crucial role in fostering innovation, providing legal protection, and offering financial and professional benefits to students. By understanding and leveraging IPR, students can enhance their academic achievements, career prospects, and entrepreneurial ventures, contributing to a culture of innovation and creativity within the academic community and beyond.



Welcome address by Dr Naveen Sharma



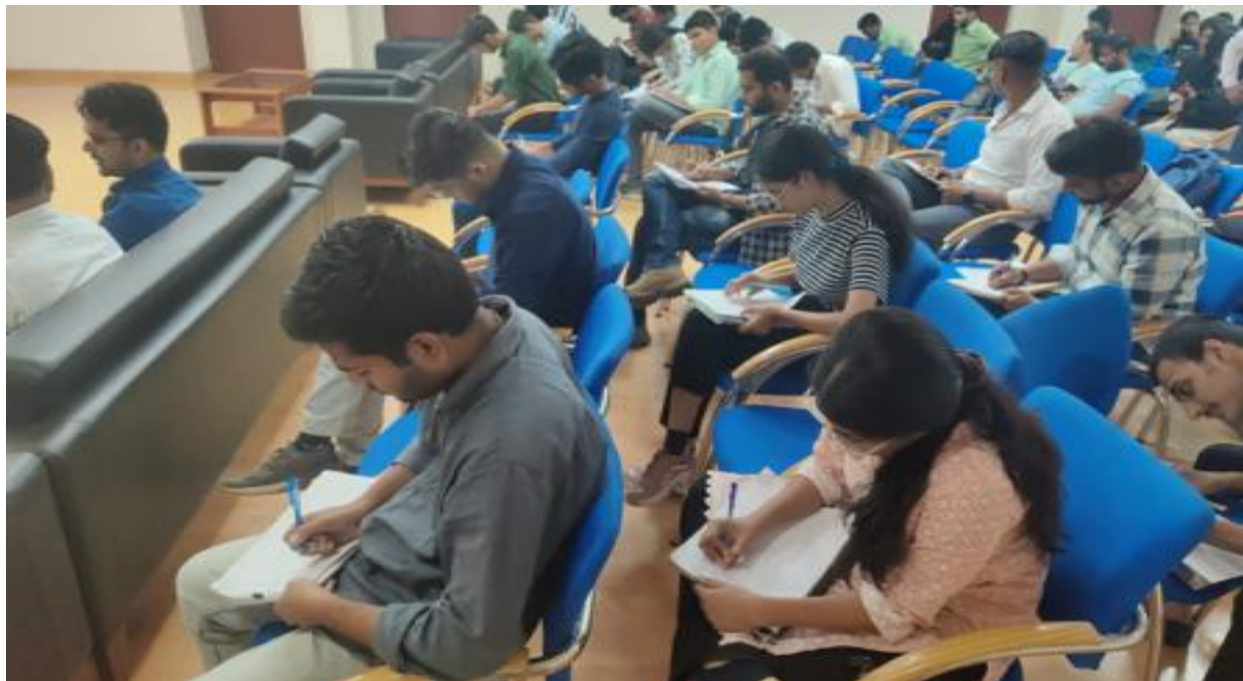
Address by Dr Umang Garg



Participation of students in Elocution competition



Participation of students in Elocution competition



Essay writing on IPR by B Pharm Students



Evaluation of essays written by students



Winners of elocution competition



Winners of Essay writing competition