

AMITY UNIVERSITY RAJASTHAN  
OFFICIAL UNIVERSITY MAGAZINE

# AMILOG

ISSUE 4/ JANUARY 2017



SANGATHAN

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# Editor's Desk

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## Greetings

The 4th issue (January 2017), of Amilog, an official magazine of Amity University Rajasthan is before you now. The period is most important for faculty, staff and students for it is the vital time when important events and activities were constantly happening in the campus. The myriad variety and depth of such occurrences is simply breathtaking. It includes the weighty and solemn conference of ICOMAP which discusses management perspectives on recent issues of development and innovation and also the most important and exciting annual sports event of Amity viz. Sanghathan.

It was a dazzlingly colorful and eventful time with enthusiastic faculty and pupils doing their utmost to make Amity proud. Knowledge, excellence and innovation were the buzzwords. The university's focus on research was exemplified in many ways – especially by the fact that the number and quality of the research scholars and the projects received by Amity went up significantly. It was also the time when Amity University Rajasthan welcomed a fresh batch of students in its graduate and post-graduate courses. The faculty and staff welcomed the fresh batch and in full swing started to teach them values that Amity holds innovation, fraternity and a drive for excellence. Special Orientation for courses were spread over five days to cater to the needs of various departments of the university.

Amity believes in giving the best to its students and employees. Amilog wishes its readers a happy and prosperous new year-2017.

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# Amity Celebrates Innovation Day

**A**mity University Rajasthan (AUR) celebrated Innovation Day on 28th September 2016 with great enthusiasm and zeal. The theme was aptly called: Ignited Minds: A Journey to Innovation' for it certainly did just that and brought out the enthusiasm in all the departments of AUR. Various activities were held on the occasion. However, all eyes turned to the main event in the main auditorium of the university. A capacity crowd cheered lustily when the Hon'ble Chancellor, Dr. Aseem Chauhan spelt out the objective of the celebration namely to foster innovation, creativity, promote entrepreneurial spirit.

The Vice-Chancellor Prof. (Dr.) Shishir K. Dube, Prof. (Dr.) S.L. Kothari, Pro Vice-Chancellor also addressed the audience exhorting and motivating them on Innovation, Creativity and Entrepreneurship by drawing inspiration from a leader like Dr. Aseem Chauhan, whose Birthday is being celebrated as Innovation Day.

After the day's main celebration in the morning Institute/Department level programmes took place in the afternoon which included Nukkad Natak by Anti Narcotics Club, Nanotechnology Innovations, Furniture out of waste and short films on socially relevant subjects.

## The highlights of the programme included the following

**O**pening remarks by Prof. (Dr.) D.D. Shukla on 'Ignited Minds: Journey to Innovation', sharing of memorable moments and latent facets of the personality of Hon'ble



*Prof.(Dr) S.L. Kothari addresses students*

Chancellor by Maj. Gen. B. N. Kaul (Retd.), Brig. G. S. Rathore (Retd.), Prof. (Dr.) V.S. Dahima and Prof. (Dr.) Manish Verma.

This was followed by an exhaustive and interesting presentation on "India and unstable neighbourhood: Innovative Solutions" by Maj. Gen. C. P. Singh (Retd.). Later, a mind-blowing address by Chief Guest, Prof. (Dr.) Ranjan Gangopadhyay, Former Professor and Head, Electronics and Electrical Engineering, IIT Kharagpur, left all spell-bound. The address on "Innovation: The Key Determinant to Progress and Prosperity" was an inspiration to all.

## Among other notable events were

**A**mity Business School conducted Business Plan Competition on Innovation Day - 2016. The main topic was tackled by Business Executive Director of Shaurya International Jaipur. Six teams participated with ideas such as Portable D2H, No-worry.com, Micoriza, Hangout Café and Solar E --all with different approaches and plan. The competition was "Innovative Entrepreneurship". This was followed by an expert talk by Mrs. Shalu Makhijathe.

All ideas were well-appreciated by Mrs. Makhijathe, judge for the event. She also lectured on "Innovative Entrepreneurship".

Another interesting event on Innovation Day was showcased by

Amity School of Applied Sciences and Amity Centre for Ocean, Atmospheric Science and Technology. They included a poster presentation on 'Innovation in Science and Technology' by the students who also explained the theme and idea behind the posters. Next came a quiz competition based on G.K. and Science. A talk on recent developments in the field of science was given by the students. Mr. Yash Sharma, Applied

our responsibility we have towards tourists who are our guests and bring foreign currency. Students made placards, banners, and hoarding that showed the various places that exhibiting our rich culture. A fabric painting competition was also conducted by students of ASH.

Meanwhile, Amity School of Fashion Technology students organized the Central Fashion show in which nine costumes were displayed which was made



*Prof.(Dr) S.K. Dube, Vice-Chancellor, at an exhibition on Innovation Day*

Mathematics student, gave a talk on 'Recent Advances in the field of Cryptography' and Mr. Vivek Kumar, student of applied chemistry, explained the importance of 'Manufacturing of Bio-Diesel and Synthetic-Diesel. Mr. Ankit Kumar gave the idea of bulb invention. Finally, Prof. Kanad Ray, Head, Applied Physics, Prof. Upendra Mishra, Head, Applied Mathematics, Prof. P. V. S. Raju, Dy. Director COAST, Prof. Jagdish Prasad, Coordinator ASAS, shared their views on innovation and research.

Yet another remarkable event was Amity School of Hospitality's (ASH) campaign on Tourism which displayed "Change self, Change world". The students showcased a small play that portrayed the under-maintained tourist destinations in India and their effect they have on tourism. It reminded us of

### 3D Models

by using newspapers, charts, and tissue papers. Also beautiful Rangoli was made in the reception wishing Happy Birthday to Hon'ble Chancellor.

The students of Amity School of Behavioural and Allied Sciences (AIBAS) created some amazing and interesting 3D models. The lit up human brain recreation was an interesting piece of art representing the functions of the vital organ that is mind does for us. The 3D Kite made in Amity's theme colour yellow and blue was a personification of the opportunities which Amity students get and cherish.

All the branches in the Amity School of Engineering and Technology (ASET) Department showcased their innovative ideas and Projects and Posters at the Seminar Hall. Numerous projects were displayed in



the seminar hall related to robotics, software applications, artificial intelligence, etc.

Hon'ble Vice-Chancellor, AUR, Prof. (Dr.) S.K. Dube and Pro Vice-Chancellor, AUR, Prof. (Dr.) S.L. Kothari visited this exhibition and appreciated innovative efforts of ASET students. The students were motivated by Prof. (Dr.) D.D. Shukla, Director, ASET,

visiting Mycobacterium Tuberculosis Detection Kits developed by Dr. Jagdeep Singh Sohal, Assistant Professor. The institute also presented its ongoing research works entirely based on innovative methods for production of bacteriocins and pharmaceutically important secondary metabolites. One student of AIMT also made a beautiful portrait of Hon'ble Chancellor. Last

but not the least, Amity Institute of Biotechnology (AIB) 'Innovations in Pipetting' an informative talk and New ways of manufacturing automatic pipettes', were explained by the executives from Eppendorf Company, New Delhi. They were Mr. Tarachand Patel, Branch Manager, Mr. P. Babu, National Manager, Consumables and Mr. Pulin Tewari, Health Biotech specialist.

Mr. Shailesh Kumar presented on molecular dynamics of large and small molecules like proteins and drugs. These dynamics simulation studies help in understanding the various conformations of proteins and drugs inside the natural system with their interactions.

*Prof. (Dr.) S.K. Dube performs the Havan in the morning*



with his inspiring words.

The following events were conducted in Amity Law School: A Poster Competition on Law from the eyes of Infant. Through this event the students got an opportunity to express their views and understanding they developed after entering this new world; THE LEGAL WORLD a Nukkad Natak on child rights, was conducted in which 13 participants performed enthusiastically on child rights in which they covered many areas such as child marriage, right to education etc. Amity School of Microbial Technology (AIMT) presented inno-



*Rangoli displayed for the occasion*





*Cultural event by students on the occasion at the main auditorium*

Amity School of Communication conducted a one-day short film-making competition and photography exhibition on account of Innovation Day - 2016. The special day is celebrated each year on 28 September on the birthday of Hon'ble Chancellor Dr. Aseem Chauhan.

The theme of this year's Innovation Day was "Ignited Minds – Journey to Innovation" in which all department organized various events which aimed to bring out the innovative ideas of students and faculty members. Amity School of Communication, the department which is known for its innovative ideas in teaching and mentoring organized a short film competition and photography exhibition.

The exhibition and short film screening were inaugurated by Hon'ble Vice-Chancellor Prof S.K Dube. There were more than 100 entries for the photography and 8 entries short films. Prof. Dube congratulated the efforts of students to make the event



*Vice-Chancellor at the chemistry lab*

successful. The short films were screened and awards were distributed by Prof. Manish Verma. A special talk on "Innovation in the field of Media Production" was delivered by Dr. Ashish Rao, Assistant Professor, ASCO.

The winners for **Best Film** was *Every Step* in an Innovation by Kartick Pareek and Soubhagya Sharma. Runners Up was *The Dream* by Priyansh Dwivedi and Tapeswar Singh Rathore. Best Photography award went to Bhanupratap Singh and Runners Up was Chetan Singh Rathore.



**WINNER  
and  
RUNNERS UP**



# VISITS OF IMPORTANT DIGNITARIES TO AMITY UNIVERSITY RAJASTHAN

**A**mity University Rajasthan (AUR) has always welcomed exchange of ideas on modern subjects with experts from all over the world. This period covered by the present issue of the magazine saw some very significant steps taken by AUR to foster good relations and encourage research. Memorandum s of Understanding were signed, guest lectures and workshops organized to showcase the excellent work done by Amity scholars, staff and students.

## Event - (ASAP) : First Council Meet

First Council Meet (NASA India) was organised by the Amity School of Architecture and Planning, AUR Jaipur from 21st to 25th June, 2016. The National Association of Students of Architecture (NASA) is the association for undergraduate students of Architecture. NASA is one of the largest Architectural Student Organizations in the world. First Council Meet (FCM) hosted by AUR started with the Academic session, where in the delegates from all over India gathered to discuss about the happenings of NASA, discussed their audited accounts, drew agenda of the present year, to identify their problems and to invite suggestions for the betterment of the association works. Various events like Heritage Walk, Photography, Product designing and Out-door games were organised during the meet. The meet was attended by 375 delegates and 13 council members.

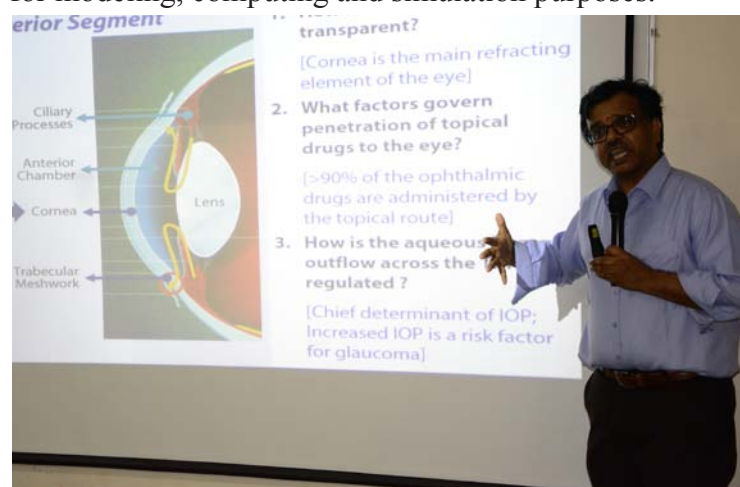
## Workshop - ASAS

One day workshop by Prof. (Dr.) Jagdish Prasad, Coordinator ASAS, on 'Role of Statistics in Research methodology and Research design' was held in AIBAS. The Workshop was attended by the Members of faculty from AIBAS, ABS, ASFT departments of AUR.

## FDP/ Workshop - ASET

A Faculty Development Program (FDP) on "SCILAB: An open source software for academics and research" was organised on 12th July 2016. The FDP was organized in association with "The Spoken Tutorial Project" of MHRD, Govt. of India run by IIT Bombay, about teaching and learning a particular

FOSS (Free and Open Source Software) via an easy audio-visual tool. The FDP aimed at stimulating discussions on various research applications and new directions in the field of SCILAB, an open source software which is useful for modeling, computing and simulation purposes.



*Guest Lecture-ASFT*

## Workshop - AIB

A Three Day Workshop (19th - 21st July, 2016) on Biomedical Instrumentation and Bioinformatics was organised by Amity Institute of Biotechnology. The inaugural session on 19/07 was attended by over 200 students and faculty members. The Resource persons for the workshop were Dr S.P. Srinivas, Indiana University, Bloomington, USA, Dr Pankaj Goyal, Head, Department of Biotechnology, School of Life Sciences, Central University Rajasthan and Dr. Pritesh Bhat, Schrodinger INC, Bangalore, Dr Sumita Kchhwaha, Assoc Prof, University of Rajasthan. All resource persons were welcomed by Prof. (Dr.) S.L. Kothari, Hon'ble Pro Vice-Chancellor and Director, AIB. The workshop was uniquely designed for students, research scholars, faculty members, scientists, and doctors with broad interests in pharmacology,



bio-sensing, drug delivery, pharmaceutical sciences, nanomedicine, nanotechnology, chemical engineering, biotechnology, bioinformatics, clinicians in ophthalmic care and pharmaceutical/medical device industries.

ing members of 'The Grand Fashion Icon, Bombay' Mr. Dharm Singh Chaudhary & Mr. Kuldeep Raj Purohi and Mr. Dhanesh Ahamed Khan, Mr. Deepash, Mr. Prashant Bali, Mr. Chavi Singh, Associate Partners, Ms. Tavidha Khan- Asst. Choreographer from The Grand Fashion Icon gave the wonderful tips, excellent knowledge and shared real life experiences.

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### Guest Lecture-AIIT

A Guest Lecture on 'Big Data Science : Applications from Real World' was organised under the aegis of Amity Institute of Information Technology (AIIT) in the Seminar Hall. The key resource person was Prof. Anand (Bharat Bhushan) Verma International Visiting Scholar, University Utara, Malaysia. The lecture primarily focused upon problem conceptual-



*A view of the seminar in progress*

ization, research design and data transformation from business perspective. It gave the participants an insight, on how to approach a Big Data problem.

Nearly 100 students and faculty members from AIIT, ASET, ASCO attended the conference.

### Guest Lecture on eligibility criteria for designers and models

A Guest Lecture on 'Eligibility Criterion and Essential Qualities in Designers and Models for Successful Participation in the Fashion Event' was organised by Amity School of Fashion Technology. The organis-



*Students at the guest lecture*

### Workshop/Guest Lecture- ASCO

Dr. David Dunkley, a well known communicator and video journalist, Mr. Nick Davies, a freelance journalist working for the



*Guest Lecture*

Guardian, and Prakash Chandra Hota, the famous Journalist, visited Amity University Rajasthan, Jaipur and interacted with the students. Approximately 100 students as well as members of faculty of ASCO attended the session.

### Event : Workshop (ASH)



A workshop on 'Vegetable & Fruit Carving' under the aegis of Amity School of Hospitality was held in the Training Restaurant 2nd Floor, SRC Building. The key resource person was Chef Dwarka Andrew, Sous Chef, Hotel Rajputana Sheraton, Jaipur and was attended by the available members of faculty as well as students.

## Guest Lecture - Amity COAST

A Guest Lecture on 'Climate Extremes' was organized under the aegis of Amity COAST in Academic Block, 1. The key resource person was Prof. Rajeev Bhatla, Banaras Hindu University, Varanasi.



*Science behind Monsoon*

A Guest Lecture-cum-Interaction Session on 'Computer Aided Drug design with Techniques and Recent Trends in the Area' was organized under the aegis of Amity Institute of Biotechnology (AIB) in Academic Block - IV. The key resource person was Dr. Virupaksha Bastikar, Scientist, and European Union. Prof. Bastikar discussed few case studies related to drug design and development methods, commonly used in Pharmaceutical and Biotech companies. After the interaction session, Dr. Bastikar gave demonstrations on various Docking methods and its result analysis followed by NAMD (Nanoscale Molecular Dynamics) simulation studies.



*Lecture on recent trends in drug design*

Dr. Bastikar, also expressed his desire, during his interaction with Prof. (Dr.) S. L. Kothari, Pro Vice-Chancellor & Director - AIB, to have collaboration with Amity University Rajasthan, for collaborative research. The lecture was attended by students, research scholars and members of faculty of AIB.

## Event: Guest Lecture: ASFT

A Guest Lecture on 'Garment Industry the Present Scenario and Future Prospects' was organised by Amity School of Fashion Technology, AUR Jaipur in Academic Block 1. The resource person was Mr. Pramod Yadav, Former Joint Director Apparel Training & Design Center (ATDC), Ministry of Textiles, Govt. of India. The lecture updated the knowledge of the students about the prospects in the garment industry and helped to appraise the students about the latest in the garment industry. A total of 56 participants consisting of students & faculty attended the event.



*Students at the lecture*

## Event: Guest Lecture: ASFT

A Guest Lecture on 'Fulbright Foreign Language Teaching Assistant (FLTA) Program' was organised under the aegis of Amity School of Languages (ASL), in Academic Block-I. The guest speaker was Dr. Gayatri Singhal, Indian Program Manager, USIEF.



*Teaching foreign languages*



Prof. Sebastian Basterrech, Researcher, Department of Computer Science, Faculty of Electrical Engineering & Computer Science, VSB Technical University of Ostrava, Ostrava, Czech Republic, was the Key Resource Person for the seminar. Dr Basterrech delivered 04 sessions on Artificial Neural Networks, its experimental set up, Brain Computer Interface and other applications of Soft Computing methods. The research scholars and students of ASET and AIIT discussed their research work with Dr. Basterrech. Dr Baster-

### International Seminar: ASET

rech agreed to explore Two day International Seminar under the aegis of Amity School of Engineering & Technology (ASET) on 'Soft Computing and Machine Learning' was organised in the Seminar Hall of Academic Block II. Prof. Sebastian Bas-



*Soft computing explained*

terrech, Researcher, Department of Computer Science, Faculty of Electrical Engineering & Computer Science, VSB Technical University of Ostrava, Ostrava, Czech Republic, was the Key Resource Person for the seminar. Dr Basterrech delivered 04 sessions on Artificial Neural Networks, its experimental set up, Brain Computer Interface and other applications of Soft Com-

puting methods.

The research scholars and students of ASET and AIIT discussed their research work with Dr. Basterrech. Dr Basterrech agreed to explore the possibility of collaboration in research work. He also invited students to send him proposals of doing research at VSB Technical University. Approx 100 participants, including B. Tech./M. Tech. students / PhD scholars from ASET/AIIT, students from colleges of Jaipur and Punjab, Faculty Members of AIIT and ASET attended the seminar.

### Visit to AUR : MoU with Flinders University

A 15-member Australian Delegation visited Amity University Rajasthan, Jaipur on Tuesday. They arrived at the campus. The delegation was led by Professor Robert Saint (VicePresident & DV-C Research), Prof. Christopher Franco (Biotechnology), Professor Kerry Bissaker (Education) and Professor Gunther Andersson (Nanotechnology).

After the traditional welcome, a round table discussion amongst the delegates and all Deans/ Directors/ HoIs was arranged in the conference Room, Block I to deliberate on the possible areas of collaboration. Later, the team was taken for



*Brig. S.K. Sareen with visiting dignitaries*

a campus round and visit to all the departments and laboratories, studios etc. After lunch, the MoU signing ceremony was held in the Chancellor's Room. Professor Robert Saint (Vice President & DVC Research) signed on behalf of the Flinders University and Registrar – AUR



*Lecture on video art*

Amity School of Communication organized a guest lecture on 'Video Art', in the seminar hall. The resource person was Mr. Paul Holmes, Academic Lead, International School of Arts and Creative Industries at Edinburgh Napier University, Scotland. During the interactive session he introduced the world of video arts to the students. The session was beneficial for the students got a chance to clear their doubts on the topic in a very informal interactive session.

# Independence Day 2016 at Amity

The 70th Independence Day was celebrated on 15th August, 2016 in Amity University Rajasthan (AUR) with traditional fervor and gaiety. The campus was abuzz since morning with 'Desh Bhakti Sangeet' (patriotic songs) on loudspeakers and the whole atmosphere was mesmerizing and charged with the spirit of 'Indian' culture. The tricolor was hoisted by the Chief Guest of the event, Hon'ble Vice-Chancellor of AUR, Prof. (Dr.) Shishir K. Dube. The flag hoisting was immediately followed by the National Anthem.

Later, Professor Dube inaugurated the Night CCTV Surveillance System on the campus consisting of 16 new night surveillance cameras installed and integrated into existing system to enhance security.

The Vice-Chancellor, during his address, exhorted the youth not to forget the sacrifices of those who took part in the nation's freedom struggle and urged them to take part in nation- building.

The student achievers were also felicitated. This included the AUR Martial Arts Team, Captains of AUR Sports Teams and Ms. Bhoomica Yadav – NSS participant in RD Parade 2016. The celebrations ended with the memorable 'Desh Bhakti Sangeet' program presented by The Music and Singing Club of AUR and distribution of sweets to all present. More than 500 members of faculty, staff and family members along with students participated in the event.

AUR also observed a 70th Independence Day Fortnight from 9th to 24 August with the theme AZADI 70th – Yaad Karo Kurban. The celebrations were carried out with a series of events with all faculty members, their families, staff and students taking part with nationalistic fervor and great enthusiasm.

The highlights of the celebration included: flag hoisting on 15 August, which was the main event, Run for Independence on 17th August, and a debate on 'India as Emerging Super Power in 21st Century.'

This was followed by mass singing of the national anthem on 23rd August. This was a unique event with 3,500 proud citizens in AUR campus from all walks of life joined together in chorus with pride.







# SANGATHAN



1. VC flags off the Sangathan opening.
2. Beginning of the march past.
3. Participants carrying the torch.
4. VC holding the torch.
5. Prof. Dube releasing balloons.
6. Gorkha band in motion.
7. Gorkha band at attention.
8. Departmentwise students holding flags.
9. VC receiving the march past.
10. Marching students saluting the flag.
11. Students in attention holding flags.
12. VC hoisting the Sangathan flag.



# T H A N - 2016



13. Prof. Dube addressing the audience.
14. Dance on the field by students.
15. VC shaking hands of participants.
16. Brig. G.S. Rathore shake hands with students.
17. Exciting moment at Volleyball game.
18. Football match in progress.
19. Students are in attention before the match.
20. A view of bicycle race by women.
21. Basketball players in action.
22. A female participant jumps high.
23. Trophy handed over to victors.





# Amity Honours Great Souls

Amity University Rajasthan has always upheld the values and recalls the excellence of the great sons of India such as Mahatma Gandhi, Sardar Vallabh Bhai Patel and former Prime Minister Lal Bahadur Shastri. The birthdays of these great sons of India are always celebrated with reverence and fondness on the campus. Floral tributes are paid at designated spots and meetings held on the campus to recall their deeds and honour them. In 2016 too, Gandhi Jayanti on 2nd October

was celebrated in a befitting manner as it is national festival. The contribution of the Father of the Nation in the Independence struggle and nation-building was recalled and floral tributes were offered at AUR's main building reception area in the morning. Since it was also the birth anniversary of Lal Bahadur Shastri, floral tributes were also offered in his memory. Speakers recalled the immense contributions of these two great leaders. Bhajans were sung with reverence. A documentary film was also shown.



**Mahatma Gandhi**

As per guidelines of the Government of India and the University Grants Commission to all educational institutions all over India, the day was also celebrated as Swachhta Diwas, commencing the fortnight-long Swachh Bharat Abhiyan.

As part of this, the Amity Swachhta Abhiyan, which commenced on this day, was to carry out spring cleaning of all corners of the Amity premises (campus and city office).

Sardar Vallabhbhai Patel (31 October 1875 – 15 December 1950) was the first Deputy Prime Minister of India. He was an Indian barrister and statesman, a leader of the Indian National Congress and a founding father of the Republic of India who played a leading role in the country's struggle for independence and guided its integration into a united, independent nation. In India and elsewhere, he was often addressed as Sardar, which means Chief in Hindi, Urdu, and Persian. He acted as *de facto* Supreme Commander-in-chief of Indian army during Political integration of India and Indo-Pakistani War of 1947.

Patel was born and raised in the countryside of Gujarat. He was employed as a lawyer. He subsequently organised peasants from Kheda, Borsad, and Bardoli in

Gujarat in non-violent civil disobedience against oppressive policies imposed by the British Raj, becoming one of the most influential leaders in Gujarat.

He rose to the leadership of the Indian National Congress, in which capacity he organised the party for elections in 1934 and 1937 even as he continued to promote the Quit India Movement.

As the first Home Minister and Deputy Prime Minister of India, Patel organised relief efforts for refugees fleeing from Punjab and Delhi and worked to restore peace across the nation. He led the task of forging a united India, successfully integrating into the newly independent nation those British colonial provinces that had been "allocated" to India. Besides those provinces that had been under direct British rule, ap-



**Sardar Patel**

proximately 565 self-governing princely states had been released from British suzerainty by the Indian Independence Act of 1947.

Employing frank diplomacy with the expressed option to deploy military force, Patel persuaded almost every

princely state to accede to India. His commitment to national integration in the newly independent country was total and uncompromising, earning him the sobriquet "Iron Man of India".

# The Amity Way of Orientation

Amity has a special orientation programme for new students every year. It is a huge across departments' activity that involves faculty, staff and students. The students are familiarized with rules regulations and values that Amity upholds. The message is imbued with positivism and ethics. Amity takes this activity most seriously and this time too it was decided to hold a series of meetings and programmes from 1st to 5th August. The activities included registration of students, briefings on campus life, placements, psychological profiling, information was provided on the curricula, military training camps et al.

## 1st August, 2016 (Monday)

The Orientation Programme (1st August to 3rd August 2016) for fresh students commenced at 9:30 a.m. with registration of students in respective institutions. The first day schedule was for PG students of all concerned departments only. The lunch arrangement for the students and the parents was made by AUR. After lunch, the Vice-Chancellor, Pro Vice -Chancellor and Deputy Dean, Academics, addressed the students as per schedule. This was followed by a detailed briefing by the Dean of Students' Welfare and Campus Life in the Auditorium.





### 2nd August, 2016 (Tuesday)

The three-day Orientation Programme (2nd August - 4th August) for UG students of ASET commenced early. After registration of the students in the ASET department, the students gathered in the Auditorium, Block-I. Post-lunch the Vice-Chancellor, Pro Vice-Chancellor and Dy. Dean Academics addressed the students followed by the briefing by Dean Students' Welfare and Campus Life in the Auditorium Block I.



The Orientation Programme for all PG students continued for the 2nd day. The day witnessed the events like Psychometric Profiling, Lecture on Heritage Awareness, Talent Hunt, Ice Breaking Event followed briefings on various AUR facets and facilities like Hostel Regulations, Discipline, Placements, Amizone, MTC, Study Abroad Programme etc. by the respective heads in the Auditorium, Block -I. After these events students proceeded for briefing on curricula to their respective institutions. The normal classes for the PG courses commenced on 3rd August, 2016

### 3rd August, 2016 (Wednesday)

The three- day Orientation Programme (3rd August -5th August) for all UG students (except ASET) commenced. After registration of the students in the respective institutions, they gathered in the Auditorium, Block-I. Post lunch Vice-Chancellor, Pro Vice-Chancellor and Dy. Dean Academics addressed the students followed by the briefing by Dean Students' Welfare and Campus Life in the Auditorium Block I.

The Orientation Programme for UG students of ASET continued on the 2nd day. The day started with the events like Psychometric Profiling, Lecture on Heritage Awareness, Talent Hunt,

Ice Breaking Event and briefing on various AUR facets and facilities like Hostel Regulations, Discipline Placements, Amizone, MTC etc by the respective heads in the Auditorium, Block -I. After these events the students proceeded for briefing on curricula and other academic activities to their respective institutions. The normal classes for the UG (ASET) courses commenced on 5th August, 2016

### 4th August, 2016 (Thursday)

The Orientation Programme for UG students (except ASET) continued on the 2nd day. The day started with similar events like Psychometric Profiling, Lecture on Heritage Awareness, Talent Hunt,

Ice Breaking Event and briefing on various AUR facets and facilities like Hostel Regulations, Discipline Placements, Amizone, MTC etc by the respective heads in the Auditorium, Block -I. After these events the students proceeded for briefing on curricula and other academic activities to their respective institutions. The normal classes for the Under Graduate (except ASET) courses too began on 5th August.

### 5th August, 2016 (Friday)

The last day was spent by those in charge of the activities to review their work and identify any gaps if any. It was concluded that the overall performance was most satisfactory.

# Blood Donation: Saving life! Amity shows the way



## NSS INITIATIVE

A Blood donation camp was organized by Service Scheme units of Amity University Rajasthan, Jaipur on 9th of November 2016. A medical team from Santokba Durlabhji Memorial Hospital Jaipur, led by Dr Choudhary, collected blood from volunteers after ensuring their medical fitness. Brig. G S Rathore, Officer on Special Duty to the Chancellor, welcomed the medical team, blood donors and the team from HDFC Bank Jaipur.

The bank sponsored and distributed refreshment to the blood donors. Many dignitaries, including Vice-Chancellor Prof. (Dr.) S.K. Dube, Pro Vice-Chancellor S.L. Kothari, Registrar Brig S.K. Sareen, DSW Maj Gen C.P. Singh, Dy Pro Vice-Chancellor Dr V.S. Dahima and Proctor Mr S.S. Bhal, visited the venue and motivated the volunteers. More than 200 units of blood were donated by male and female students, faculty members, staff and security guards of AUR. Senior officials, including Prof G.K. Aseri, Prof. PVS Raju and Mr S.S. Grover, set an example for volunteers by coming forward to donate blood.

Dr. Vinod Singh Gour, Programme Coordinator, NSS, was in charge of this programme. Significant contributions were made by Manoj Kumar, Programme officer of NSS, and Mr Vikas Chouhan, Deputy Director, Administration for successful organization of the camp. Photography was covered by Mr Avinash Singh from ASCO.





*Honourable Vice-Chancellor encouraging the blood donors*



*Visit of Pro Vice-Chancellor at Blood Donation Camp*



*Student volunteer participating in the blood donation camp*



*Honourable Vice-Chancellor presenting certificates to the blood donors*



*Visit of dignitaries at Blood Donation Camp*

# International Conference on Management Perspectives: Transforming Business Practices, Innovation and Development



*Lighting of the lamp and the inaugural session*

The two-day International Conference started with inaugural function where the Director, ABS, Prof. Vijay Singh Dahima gave a warm greeting to the audience to the Conference Theme and Agenda, followed by the versatile talks of Honourable Vice-Chancellor Professor (Dr.) S.K. Dube and the Chief Guest Prof. R. L.Raina.

Delegates from academics and industry from different parts of the country and abroad were present. Issues were discussed on different business practices, innovation and development perspectives. It was agreed that research should be people-oriented and India can capitalise on the best demographic dividend that she possesses.

The plenary sessions were an enriching experience with insightful and intellectual talks on management perspectives and governance with eminent speakers and resource persons on the dais. The students

were encouraged to ask questions so as to imbibe more knowledge and understand varied perspectives. Experts stated that the capacity-building innovations and increased start-ups in the realty sector constitute the need of the hour.

The research papers were presented from Jordan, Mauritius, Singapore, Mexico and various parts of India. Active discussions were held on governance and innovative practices making it an excellent knowledge sharing platform.

The conference ended with valedictory function with the Chief Guest Mr. I. C.Srivastava (Retd. IAS), in the presence of all honourable dignitaries, delegates, academicians and students marked a grand ending of ICOMAP 2016. It was indeed a memorable and proud event for the entire Amity fraternity.



# Arch-O-Lunio 2016: Celebrating World Architecture Day

The World Architecture Day was celebrated at Amity University under umbrella event 'Arch-O-Lunio' on 21st October 2016. The event was a fusion of art, entertainment, design, culture and adventures. Vice -Chancellor Prof. (Dr.) S. K. Dube, inaugurated the event by lighting of the lamp. Mr. Tarush Chandra, Head and Associate Professor at Department of Architecture and Planning, Malaviya National Institute of Technology Jaipur was the key note speaker for the event. Various on the spot events, bike stunt show, cultural events, exhibition of students worksetc were conducted.



*Inauguration of the event*



*Creative work demonstration*



*Cultural night*



*During the bike stunt*



*Amity School of Architecture and Planning during the event*

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We are extremely grateful to many who helped us in this project in numerous way such as coordination, research, proof-reading, gathering photos, forming a database and archiving





# AMITY UNIVERSITY

## JAIPUR

### A VIEW OF THE AMITY CAMPUS





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