

# AMILOG

Issue 1 | August 2015



**CONVOCATION**  
**OUTGOING BATCH**

**MOHIT GAUR**  
**We Nurture Talent**



# WORD FROM OUR LEADERS



CONGRATULATIONS! To Amity School of Communications for bringing out this magazine for Jaipur campus. Amity has always encouraged students to aspire for excellence in everything they do, not just in academics but also in curricular and co-curricular activities. I hope students of Jaipur campus make this magazine a beacon of success for all to follow.



I am overjoyed by this effort of Amity School of Communication and my heartfelt good wishes to the entire editorial team. A campus magazine is the need of the hour for it will bring out the latent talents of our juniors in writing, editing and news gathering.



Blessing to all who have worked to make this magazine a success. Amity University Rajasthan is greatly enriched by this effort of its student community. This campus needed a vehicle like this for the expression of the genuine voice of youth. I wish it all success.



Great things often have a small beginning, AMILOG is one such effort of a dedicated group of students and teachers. I hope they show the way to others in reaching the pinnacle of success by dint of hard work and perseverance.

# CONTENTS



## Convocation

Narayana Murthy Says:  
Quality of the mind determines the future of the nation.

4-5

## Activity

Literacy Mission:  
Beginning in the neighbourhood

6-7



## Leadership Fest

Incubating future leader  
Fun, frolic and edifying activities

8-11

## Military Training Camp

Marching to a better future  
Thrills and excitement with learning

12-13

## Life

No Plastic Zone:  
Amity Campaign is successful

14-15

## Article

Greening of the campus:  
Meticulous planning was required

16-17

## Sports

Lively Entertainment:  
A Glimpse of Sangathan

18-21

## Photography

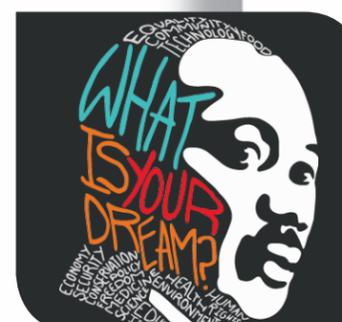
Amity in Pictures:  
Various events showcased

22-23

## Achivements

Amity Innovation Incubator  
Dreams & Reality

24-29



# CONVOCATION 2015

Quality of the mind determines the future of the nation, says N. R. Narayana Murthy

Amity University Rajasthan held a special convocation on Sunday, January 25th- 2015, to honour Nagavara Ramarao Narayana Murthy (Industrialist) and pioneer in information technology. The university was honoured to present "Doctor Honorius Causa in Philosophy" on the eminent industrialist. The degree was handed over to him by our Honourable Chancellor Dr Aseem Chauhan. The event was attended by eminent personalities including the Chancellor, Vice-Chancellor, Pro-VC and Dr W. Selvamurthy,

It was an immense pleasure and a great honour in having N. R. Narayana Murthy with us. According to our Chancellor, he is a great inspiration to Amitians.

In his 25-minute mesmerizing address to Amitians and teachers he emphasised on discipline, time management, responsibility, commitment, innovation and new aspiring ideas of youth. he has taken classroom on learning was it should not be merely an effort to encourage students to secure the first position. He said it should ensure solutions to problems of life.

To illustrate this he narrated the following experience. When some time ago he had visited an Indian school, he asked the students: Why do we have seasons? (Spring, autumn, summer etc.) There was no response. He explained the axial rotation of earth was the cause for



change in seasons.

A week later when he was in Tokyo he asked the same question to a Japanese girl who replied correctly. He asked her what if the axis was tilted a bit what would happen. The 12-year-old asked, "Why would you want Tokyo to be covered by snow always?"

His idea behind the anecdote was proper implementation of classroom learning. Dr Narayana Murthy said it's not about studying and mugging up. The classroom learning has to be implemented on a day-to-day basis.

He assured the youngsters that if any work or study was done with determination along with the modern equipment and classroom learning it would be a great boost to every youth. He said his teachers never allowed him to ask questions or think of one...! He says time has changed. Students need to study their course material at their house and come back prepared to discuss and ask questions and solve problems.



Honourable Chancellor Aseem Chauhan presenting a Doctrate Degree to N. Narayana Murthy as Dr W. Selvamurthy looks on



Narayana Murthy addressing dignitaries at the special convocation to confer on him a special doctorate degree

He said that a "High Quality Mind" is the only way to build up a bright nation, creating institutions that help our youngsters to discuss and debate with the help of IT, data, facts and courtesy which is conducive to liberalization. His aim was to bring in responsibility in each individual to improve the quality of mind and help the less fortunate.

Dr Naryana Murthy advocated that the poorest child in India must get a decent education, shelter and healthcare and he encouraged all Amitians to work for it. He called upon students to ensure the following for a better society:

- Being a good citizen means abiding laws and being courteous and decent to strangers.
- Youth should give importance to the Nation rather than their personal life.
- Most importantly he highlighted the level of discipline to be followed by Indians. He said India is extremely poor in discipline which is a barrier to the

growth of our country.

He recalled a recent incident when he was invited as a chief guest for a function which was supposed to start at 6:00 pm but it started at 6:40 pm. He was scheduled to speak for 15 minutes. He walked towards the podium and spoke for only two minutes. He believes discipline translates to honesty, integrity and hard work.

### N. Narayan Murthy says:

- \* A good Citizen means one who obeys the law and is courteous and decent to strangers
- \* Youth should give importance to the Nation rather than their personal life
- \* India is extremely poor in discipline which is a barrier to growth

He shared one more story with our Amitians, there was a couple along with a 8 year old son, the wife always used to nag her husband that

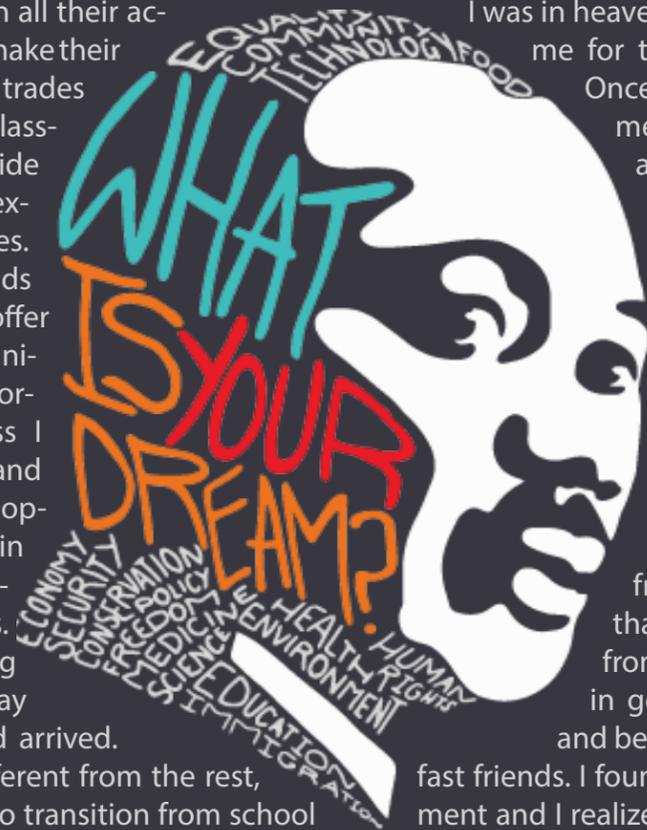
why he did not send away his father as it was tough to take care of him. Due to her continuous nagging he decided to bury his father in the woods so he went to the deep forest to dig a grave, his eight-year-old son too followed him and was wondering what his father was up to? He questioned his father what was it all about? The father replied he was digging a grave to bury his father, after some time the father went in search of his son and found him digging a grave. The father was curious and surprised and asked his son what was he doing? The kid replied he was digging a grave for him as he was doing for his father.

The moral of the story was the young generation will follow what the elders do. So the elders should be very careful in handling things and follow a disciplined way of living.

-S. Sunder Raman Vaishnavi

## THE UNIVERSITY OF MY DREAMS

The main aim of Amity University is to make sure the students receive world class education, they become passionate about learning and gain confidence in all their actions. Amity strives to make their students jack of all trades not just inside the classrooms but also outside it, through various extra-curricular activities. My joy knew no bounds when I received an offer letter from Amity University. After a rigorous screening process I had been selected and presented with the opportunity to study in one of the most renowned universities. I had been waiting anxiously for this day to come, finally it had arrived. That morning was different from the rest, it was finally my turn to transition from school to college with a set of new goals and new experiences to fulfil and uncover. Waking up early that day was a hard task since I was still functioning on vacation mode, got ready quickly fuelled with eagerness of seeing my dream college for the first time. As soon as I entered the campus I was blown away by the beauty surrounding me. Lush green trees of exotic varieties, prime breeds of dogs circling the campus for security, the crinkling sounds of water



coming from the lake with waddling ducks getting ready for their morning swim and many kids like me trying to figure their way around the campus.

I was in heaven, nothing could have prepared me for the beauty that lay before me. Once I finally reached my department I tried to make sense amidst all the chaos. I am usually very shy and an introvert but on this special day I found joy in speaking to everyone and getting to know as much as I could about the place where, I would be spending the next three years of my life. I met many people and was surprised by the diversity of culture I found around me. Someone came from Mumbai, others from Rajasthan, some from South and some from Bengal. No one wasted time in getting the introductions rolling and before I knew it we all had become fast friends. I found myself in a healthy environment and I realized that coming here would be a great way to polish myself before facing the world. As Nelson Mandela had said "Education is the most powerful weapon, one can use to change the world" I can say that after being here for a year the knowledge and inspiration I have found would have been a far stretch elsewhere. I feel this university will empower me to be the person I truly want to be for the greater good of the world.

- Himanshi Mehta

“ Try not to become a man of SUCCESS,  
but rather try to become a man of VALUE ”

- Albert Einstein

## Literacy Mission

Amity University Rajasthan has started a new vision of thinking for the poor people from the nearby areas of Amity who are willing to learn something. The work began some time ago under the supervision of Dr Uma Joshi (chair person, AIBAS), Mr Vinod Gaur (Amity Institute of Bio-technology), Mrs Shashi Singhal (Amity Business School) and Mrs Jayati Sharma (Amity School of Communication).

Beginning on March 2015 it has objectives such as the dream of education for all, especially the young, to provide literacy to all in the age group of 15-35 years.

It includes the values of national integration, conservation of environment, women's equality and observation of small family norms etc., The Amity team also conducts social and personal hygiene awareness, literacy awareness and make people know its importance so that they can improve their economic status and general well-being.

The mission is running effectively. It is evident by the high number of volunteers joining the mission. The number of

beneficiaries are also on the rise. They are actively participating in gaining knowledge out of it. As per this mission the children are given a very minimal amount of homework which they are doing willingly and avidly. The mission does not only focus on beneficiaries but also on volunteers. Those exceeding the 100 hours of teaching will be conferred with a certificate by the Government of India.

Till now more than 100 people have registered. They are being taught by the students of Amity University for the mission, from different villages and a lot more are expected to join.

-Dheeraj Gupta



A scene at a session of literacy mission in AUR campus

# AMITY LEADERSHIP FEST 2015

The spotlight annual event of Amity University, Rajasthan - Amity Leadership Fest – was held from 23rd to 25th March, 2015 at AUR campus. The three days were packed with events which aim to bring out the leader in every student, was full of fun, frolic and was most edifying. The entire campus turned in festive mood for three days with enthusiastic participation of more than 1,500 students who competed in 66 events. The event was headed by Dr (Prof.) Manish Verma and a team of dedicated and sincere faculty members and student coordinators. The students of Amity and various other colleges engaged in events that ranged from Leadership Challenges, Technical Skill Displays, Creative Contests, Cultural Performances and Exciting Sundowners.

The first day started with Honourable Vice-Chancellor Dr S.K Dube who declared the event inaugurated by releasing multi-colored balloons in the air in the presence of other dignitaries, faculty members, student volunteers and participants. The events held on that day were Poetry competition, Business Plan and quiz, Creative Poster Designing, Solo Singing and Two Minutes to Fame. Apart from these debates on women empowerment floor became a platform for high power discussion on contemporary issues of gender equality and issues. The technical events like Chem E Ject, Junkyard Wards, LAN Gaming, Prototype, Robo Line created buzz around the techies and gave immense eagerness for other students. Mocktail and Chef competition from hotel and hospitality department was blended to taste and creativity. The evening witnessed energetic dance competition and eye candy fashion show.

The first Amity Intra Moot Court Competition was the highlight of Day 2 of the Amity Leadership Fest. Many Senior law practitioner of Rajasthan High Court like Shri N. M. Ranka, Anurag Sharma, Neeraj Bhamu, J.P. Sharma, A. K. Sharma and Anshuman Saxena graced the event by judging the event. The Economic Quiz, RJ Hunt, Solo Dance, Web Designing, Tech Quiz, RC Car Race, Mine, Debugging and Comicon were other major events where participants engaged. The photography exhibition and competition were also in-

augurated by Dr (Prof.) Manish Verma, Director, ASCO which attracted and praised by the audience. The exhibition was open till the third day. Mr. Anish Nair (Lead Singer, Night Wings-III) graced the evening by his presence and judging the Rock Band competition. The young buds of Amity also rocked the show with special appearance during Child Fashion Show.

The third and final event was filled with a variety of events like Film Festival, Ad Mad, Treasure Hunt, Rangoli Designing, Psych Artists, Hair Styling and Potpourri. The sundowners of the final day were the perfect mix of trend, beats and energy. It started with the showcase fashion show by the students of Amity School of Fashion Technology. Later, the most awaited event of Amity Leadership Fest, War of DJ turned Amphitheatre of Amity into a dance floor which spread energy and pulse among students. Popular DJ of Jaipur DJ Vaibhav Pareek was the judge of the event. The three days of Amity Leadership Fest 2015 became a memorable event for participants and audience.







# MILITARY TRAINING CAMP

## My Experience...

I can say that when I sit down to write my experience about the camp, my heart is thrilled with overwhelming excitement. This was the 1st time MTC was held in AMITY UNIVERSITY JAIPUR, earlier it used to take place on Manesar campus. And we were the 1st batch to experience this. This added up to "LIFE'S SWEET MEMORIES". So here it goes...

### DAY-1

On January 18, from the very morning all our adventurous hearts were elated by the upcoming thrill of the day. The authorities called us early at 7:30 A.M and then it started, the first day was devoted to rifle training. To hold a gun in your hand is a very unique experience, It was heavy, we were asked to shoot at a target!! when the rifle was fired for the first time, our thrill had no bounds, I enjoyed being with the rifle, and it served me back too as I bagged the third position in the shooting round. The day left us eager for what is going to happen the next day.

### DAY-2

It was quite painful to wake-up in the morning, but still we were sharp on time on the fields, and discovered we were about to have a cross country race!! At first, this came to us like a thunderclap, but then, we started. we soon found it was truly a lot of fun, our bodies were paining like anything, but still we kept moving, passing jokes among us, enjoying the terrain, slowing down a bit, then again gaining pace, it all was a stupendous.

But the day was not over yet, the 'BIG THING' was yet to come, we had to fly! It was time for parasailing -- 70 feet above the ground, the wind touching us all around, and we were floating in air.

But we had yet another event on the day, it was hurdle track, what a fun it was, to run across dugs, crawl through rope, climb tree, get through tube and what not. Although it was really difficult but once we were done, it felt as if we were on the ninth cloud. Thus second day was most exhilarating.

### DAY-3

Everything was set for the day, from very morning, our bags were packed with foods and water, we were to go for TRACKING, sounds cool doesn't it, and yet it was far more adventurous. We started in groups of 4, although it was really hard to climb the hill but the atmosphere and the spirit in us kept us moving. We fell, stood up, helped each other to step up forward, but kept on moving.

The ordeal taught us a lot, we made new friends; we all worked in group and enthusiastically and craved a lot of fun. At that

height even 150 acre AMITY looked tiny. And this is it ,our camp was over, although none of us wanted to leave, but this IS how it had to be. But still to have achieved this much in so short time span, we did deserve a party, and so we had it. We had a camp fire; we danced, we sung and had all fun.

The MTC was something which was not only fun but we had a lot to learn from it. Under the Guidance of Shekhawat sir, and his supportive team, it was really wonderful. We cannot have a better person than him to guide us.

"I am sure the memories of this camp are engraved in our lives forever!"

- Arudti Singh Rathore



Students performing Parasailing at MTC

## RELATIONS

Amity means friendly relations, I guess that is the relation I gained during the two years of my stay here in this campus. Some say that there are things you can't remember and there are things you can never forget. These relations I gained over time are not just beautiful but are priceless, relations with my faculty and my fellow batch mates. These I realized over time. There are two incidents related to me and my campus which I remember and are really close to my heart. One was with one of my faculty and one with my friends.

On a night, around 10, I felt homesick and started weeping over a very small and a silly matter. At that time all I could think about was my home, my mother. Seeing that, my roommate called up my mentor and handed over the phone to me. At that moment, all I could think about was, me and my faculty, and how she took care of me and comforted me as my mother would have done. That night the only thing mattered for me was my relation with my faculty, my mentor. The relation which was once just a faculty- student one, turned into an open friendly one.

Another incident which took place in my campus life was rejuvenating. Time when everyone is busy in events is the time of Amity leadership fest better known as ALF among the Amitians. I am a very introvert person. That time around the ALF changed me into what I am today. I am a classical dancer, but was afraid to show my skills in front of thousands of people because of my weight, there came my seniors. A bunch of my batch mates as well as my senior batch mates accepted me as me and calmly strained me into participate in the group dance. There, those relations formed were so deep and trustworthy that I still remember and will cherish my whole life.

Relations formed during those years were and are still unforgettable. Now, whenever I am in need of a motherly or a fatherly support I contact my faculties and when I need a friendly support, I call my seniors and my friends, who are anytime available for a calm enforcement.

- Anoop Remesan

## SERENITY

An all-out confusion had broke out in my room. Two of my friends were talking..., or rather shouting on the benefits of two cameras, other two were debating on the topics for assignment. My roommate was cursing the administration for the crappy Wi-Fi reception. Living in-campus as a man in the men's hostel was no child's play and all of this was happening at around 5:30 in the evening.

I had a headache and asking these guys to quiet down was more difficult than teaching rocket science to a banana juggling monkey. In foresight, I decided to give up before even trying. Sleep was out of the question as sleep and headaches go together as rubber and glue. I craved for coffee but laziness prevented me to go all the way to the mess and drink coffee. Maybe a walk would clear my head. If not, by the time I return, I would be so tired that I might fall asleep. Thinking this, I left the Pandora's box that was my room to walk around the campus. I started with the mess and finally got my coffee. Sipping the coffee I walked on to the ASCO circle and the sight of young students practising their acts at the amphitheatre was not only refreshing but also inspiring. Walking on, I decided to go near

the reputed/well-known 'Lake side'. It was basically a lake, a very small lake, more like a pond, anyways, it had benches all around surrounding and facing it.

Because of its reputation, I was sceptical to sit at one of the benches with half a mind, I sat down. Despite all that had been said, it actually was serene. Once you get used to the smell, it is unbelievably relaxing. One deep breath and I could feel the tension and stress seep out of me. It was so relaxing that half-way through stifling a yawn, I realised that there is no one to judge me. I yawned freely and then I smiled.

The smile stuck on my face until the next morning in the class. The routine continues. Serenity accompanies me in the evenings and proves itself to be a better listener than majority of my friends. The importance of serenity is heavily underrated and Amity University taught me the importance and the fun in serenity.

-Anoop Remesan



## AMITY UNIVERSITY: A No-Plastic Zone

### Q. Why are plastic bags such a problem you ask?

Well, for starters they are extremely harmful to the environment. Even the smallest piece of plastic takes thousands of years to decompose and when they do they release toxic chemicals in the process.

Many animals especially, aquatic beings get their heads caught in plastic bags or end up eating plastic thinking them as food. Plastics are a non-renewable resource bringing demise to the greenery around us rendering the planet toxic to the future generations.

Amity University, Rajasthan recognised the problem and decided to curb it at the roots. They saw that shopkeepers were giving out plastic bags unlimitedly without any concern whatsoever. Even when the students didn't ask for or need bags they were being given one. This needed to be stopped immediately as the volume of plastic bags on campus was steadily increasing and so was the pile of bags strewn across the campus.

The university started off by banning plastic bags at the Cafeteria not allowing the students to carry food around in plastic bags next came the Departmental store and the small food shops on the campus, who were also no longer allowed to give students food in plastic bags anymore. Very soon, cloth bags and paper bags were introduced to be of ease to the students. After the initial stage of discontinuing distribution of plastic bags was stopped, students were individually made to sign pledges that they will strive to keep Amity campus a Plastic free zone.

Today, Amity University Rajasthan is proud to announce that it is successful in becoming a PLASTIC FREE ZONE!

# PARADISE OF AMITY: THE GREEN COVER

"Time spent amongst trees is never wasted"



- Bhavna Sharma

The pristine trees of Amity University Rajasthan campus greatly enhances the attraction of the campus. Amityans can be found enjoying their morning walks through the greenery on campus. During lunch break or after the classes are over for the day, students can be found seeking shade underneath the giant trees. Once, the sun goes down kids can be seen playing football, volleyball or basketball amidst the greenery.

As we walk around the campus of Amity University, we find ourselves enchanted by the lush green and serene environment around us. Amity has strategically designed its flora and fauna to enhance the landscape of the campus to its best ability. Human beings have had an intimate relationship with plants since time immemorial and it is exemplified in Amity's environment. Just outside the main gate of Amity, *Cycas circinalis*, can be found. This species is prevalent to India. It has a palm like appearance but it is not a true palm. The plant takes several years to grow. Other than this one can also find Amla trees nearby (*Phyllanthus emblica*) which ripens in autumn. Students walking by can be found picking up ripened Amlas and popping them in their mouths for a quick sour snack.

While walking from Amity Business School to Amity School of Engineering (ASET) we find the Palm Drive, aptly named by the students lined with rows of Date Palms (*Phoenix dactylifera*). The date palm is dioecious tree. A huge amount is spent on purchasing and main-

taining these trees. The horticultural flowers near ABS are Petunias. It can tolerate relatively harsh conditions and relatively hot climates. In AUR, they are watered daily due to the dry conditions.

Amity is famous for its Neem Forest. It grows well in tropical and semi-tropical regions, which is best supported by the soils of Aravalli Hills. All around from the Security Office to ABS circle, we can see tall trees with yellow flowers. These are none other than *Delonix regia*. It is noted for its fern like leaves and flamboyant display of flowers. It is known as Flame Trees.

At the Thadi or the tea stall near Amity Business School (ABS) one can see the beautiful Bamboo trees (*Dendrocalamus strictus*). The parking space near ABS has been beautified by the plantation of Kadamba trees (*Neolamarckia cadamba*). It has scented orange flowers in dense globe-shaped clusters. The flowers are used in perfumes.

The football ground has a line of trees called "Indian Tree of Heaven". In Hindi, it is known as Mahanimba (*Ailanthus excelsa*), it is a large dioecious tree and gives flowers from January to March. Its bark is used in India as a powerful fever cure and tonic. The myriads of flowers that one would enjoy gazing at, the scents and the perfumes that we swoon over, the rich colors that attract us, are all there as an aid to beautify AUR campus.

Now near the faculty corner, one can see *Verbesina encelioides* which is a flowering plant, commonly known as Cowpea Daisy. It is a bright yellow and the species is

considered as an intruder, which spreads over fertile land quickly.

Amity employs a large number of gardeners who are responsible for the upkeep and maintenance of all the trees and plants on campus. Other than this, electronic sprinklers are installed all around the campus which help keep the ground wet and moist from maximum plant growth and greenery. Gardeners are responsible for regular weeding, planting and fertilizing of all trees. Last year during Amity Convocations, 2014 on World Plantation day Amity University was one of the few colleges that took the initiative to plant trees along the Palm Drive to increase the greenery on campus and support plantations throughout the city. These plants were supported with bamboo sticks and are have now one year later are maturing into strong foundations.

## Biological Terms

**Pollination :** Pollination is the process by which pollen is transferred from the anther (male part) to the stigma (female part) of the plant, thereby enabling fertilization and reproduction. This takes place in the angiosperms, the flower bearing plants.

**Autogamy:** self-fertilization, especially the self pollination of a flower.

**Xenogamy:** fertilization of a flower by pollen from a flower on a genetically different plant.

**Xerarch:** developing in a dry place

**Pioneer:** a person who is among the first to explore or settle a new country or area.

**Xerophytic:** A xerophyte (from Greek xero dry, phuton plant) is a species of plant that has adapted to survive in an environment with little water, such as a desert or an ice- or snow-covered region in the Alps or the Arctic.

**Mesophytic:** Mesophytes are terrestrial plants which

are adapted to neither a particularly dry nor particularly wet environment. An example of mesophytic habitat would be a rural temperate meadow, which might contain goldenrod, clover, oxeye daisy, and *Rosa multiflora*.

**Dioecious:** (of a plant or invertebrate animal) having the male and female reproductive organs in separate individuals.

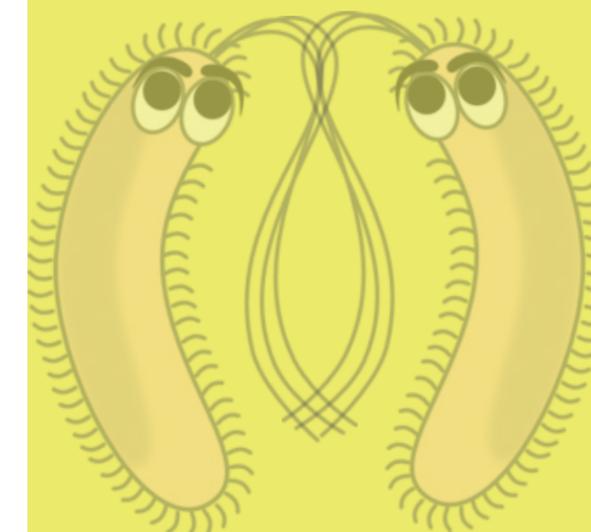
**Monoecious:** (of a plant or invertebrate animal) having both the male and female reproductive organs in the same individual; hermaphrodite.

**Bulbils:** a small bulb-like structure, in particular one in the axil of a leaf, which may fall to form a new plant.

**Glabrous:** (chiefly of the skin or a leaf) free from hair or down; smooth.

**Copiously:** . large in quantity or number; abundant; plentiful

**Lenticels:** one of many raised pores in the stem of a woody plant that allows gas exchange between the atmosphere and the internal tissues.



# SANGATHAN



Javelin Throw



Dance Performance by Impulse Group



ASCO Football Team



Lighting of the Torch



Jumping to Glory



March Past by Students



Volleyball Match



Cricket Tournament



The Honourable Chancellor at the Closing Ceremony



Marathon



Kho-Kho Competition



Sprint Relay



Encouraging the Basketball team



Sangathan 2015 Begins



Kabbadi..Kabbadi..Kabbadi...



Girls Boxing Match



A Salute by the Band



High Power at Tug-of-War



Shooting Practice



Basketball Winners

# Looking Back

## ASCO SHONE IN LAST SANGATHAN

Annual Intra – Amity Sports Meet.

# SANGATHAN

The sports contingent of Amity University Rajasthan (AUR) triumphed in the Intra Amity Sports Meet, Sangathan 2013, held in Amity Noida on the 24th of October, to win the Sports Trophy for that year.

The sports meet is organized to mark the 'Founders Day' of the Amity Group of Institutions. Contingents from Amity University Uttar Pradesh (AUUP) Noida and Lucknow, Amity University Madhya Pradesh (AUMP) Gwalior, Amity University Haryana (AUH) Manesar and Amity University Rajasthan (AUR) Jaipur participated in this sports extravaganza.

The team events held in the meet included Volleyball (Boys & Girls) and Basketball (Boys & Girls). The



AUR boys team clinched a win in the Basketball and were the runners up in the Volleyball match in which AUH came in first. The Girls however, won the Volleyball event and clinched second place in the

Basketball event ceding first place to AUUP Lucknow. The Overall Sports Trophy for this year was conferred on AUR by the Honourable Founder President of Amity Group of Institutions, Dr. Ashok Chauhan.

The glittering event also included a cultural show presented by the contingents from various universities. The 'Kalbeliya' dance performed by Amity University Rajasthan was specially appreciated by dignitaries and students alike. -S.Vaishnavi



Sangathan is a prestigious events in Amity Calender. The endeavour is to increase the number of games & events every year to cater to all sorts of tastes and trends.

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# AMITY @6 AM

See, how the view of Taj Mahal during a full moon is an ethereally beautiful sight. Similarly heavenly is the sight of Amity University Rajasthan during early morning hours, when the entire campus is covered by shadows of the mountains, cast by the rising sun. it is completely free of the hustle that Amity beholds during the college hours. It so happened to me, that I woke up at 4:30 hours, by some far off but loud enough sounds.

It were the horses neighing in their stables, which are clearly visible from my room windows. Not able to fall back asleep till

an hour later, I put on my leather jacket and shoes, and decided to fetch myself a cup of tea, from the *thadi*.

As I stepped out of the hostel doors, a fresh cold breeze, with grassy essence, touched me gently on the solely uncovered cheeks in the winter morning.

That felt like the real awakening of my senses. Peaceful is the word that comes to my mind seeing the campus hold the seldom-witnessed silence. Sounds of birds chirping and the breeze blowing is often covered by noises from the crowd, but when witnessed it tends to be-

come an addiction.

Moreover, the ambience of the campus at 6 in the morning is a very supportive one for mental and physical wellness, which makes fitness freaks leave their beds at a time which is too soon for others.

The fresh oxygen-rich air of the green campus makes the 'up-so-early?' 'routine a worthy one. The early morning at AUR is a must visit for all, and as mentioned earlier, it is an addiction, an addiction which has been keeping me going for the recent past months.

- Harkirat Singh

# CLICKOGRAPHY

S. Vaishnavi



Sohmya Garg



Sohmya Garg



Abhishek Yadav



Nehal Nayar



Abhirath Tiwari



Shivam Dubey



Shivam Dubey



Sohmya  
Photo

# 10 People You Are Likely To Meet In Every College Hostel

The word 'Hostel' rings many bells down the memory lane for almost every one of us. Hostels, even after being a maddening place becomes a second home. Hostel stories are never ending and so is the chance to hobnob with many shades of humankind.

When it comes to boys, they have their different set of fun, logics and sources of entertainment. Hostel lifestyle ingrains many interests and changes in boys which one can find commonly. These guys add up value to our life and open the horizon to explore the world with them. Here are few categories of people we all can find commonly in hostels.

## 1) THE GUY WHO PLAYS THE GUITAR!

The guitar guy will always spin your mood and we all can find ultimate solace in his strings. The guitar guy is loved by all and is friend to everyone. He is the rock star of hostel. Many concerts are held in night hours to entertain the hostellers.

## 2) CROWD, EXCITEMENT AND STORIES!

Hostels constitute a different world in themselves. People living there become family and they find their ways to inject the thrill in their life. The more crowd, more excitement and more stories are there to tell and share. This makes hostel a very special memory imprinted in heart.

## 3) THE GUY WITH ONLY TWO SET OF CLOTHES

Sharing is caring is his motto, which he keeps telling others. So he shares (never lends only borrows) accessories and clothes, whereas he has only two sets of clothes as his own in possession but that is a top secret.

## 4) AN EXTREMELY COOL GROUP

For them 'you only live once' is the motto for life. Laughter dominates their conversations; telling stories about last night; having fun planned for that night and guess what you are not invited!

## 5) CULTURE FIRST, REST RESTS

These are the people who prefer and love talking in their mother tongue, feeling proud out of it. It seems like Hostel is the only last stage where they

can stand strong with their culture.

## 6) LONELY PLANETS

These people talk less, interact less and prefer being lonely. Their own company is the best companion for them. It doesn't make them bad but the odd one out for sure. They might just have good reasons for being so. You will often find them smiling back at you and many of them turn up when everyone else leave you.

## 7) THE ONE AND ONLY LOVE

There is always one person in everyone's life whom you will never get but still you will never forget. This one girl, with whom you will spend the rest of your life with her memories, even though you have never had a single word of conversation with her. But college time will give you enough glimpses of her to live in reverie.

## 8) THE JUGAAD GUY

This guy will have solution to everything because he has vast social circle to rely on and get things done. He is always friends with guards, chai wallah bhaiyya and even the dean of college knows him. Top scorers of college are left with a question mark when they see him doing what they couldn't accomplish.

## 9) THE OBNOXIOUSLY HAPPY COUPLE

They not only sit together, eat together, come together but also decide the colour themes to wear to create the lovey dovey effect. They will be spotted in corners of corridors looking into each other's eyes and talking through them. They are oblivious to the world around them as they have their world in each other's presence.

## 10) THE NOTORIOUS AND CARE FREE GUY

Ok! This kind of friend is extremely good to have. He relieves you of all the stress you have and gives you a reason to smile. You might just be lucky to have him.

- Harkirat Singh

# MY DREAM WORLD

I dream of a world where fly the birds of paradise,  
Where beautiful is the sunrise.  
Where happiness resides in every human being,  
Where in the dawn, sparrows sing.  
Where joy surrounds people like a ring,  
Where neither any inferiors nor any kings.  
Where everyone is united,  
Where selfishness is never sited.  
Where there is a smiling face on every turn,  
Where no one with jealousy burn.  
Where people belong to every race,  
Where time travels at its own pace.  
Where no one commits a single mistake,

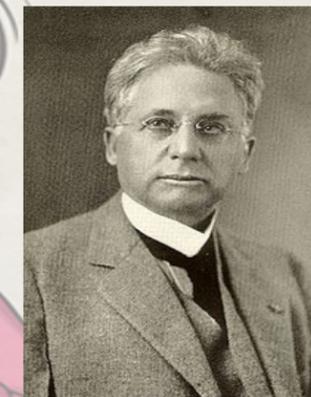
Where everything is a piece of cake.  
Where everyone care for others,  
Where neighbors are like brothers.  
Where everywhere blossoms true friendship,  
Where everyone knows the meaning of a relationship.  
Where everyone is attached to each other by the strong threads of emotion,  
Where everyone is united, like a great ocean.  
Where showing emotions is not pretentious,  
Where hoping is not useless.  
Where trust is not a rare entity,  
Where people are known for their simplicity.

Where the spark of love burns bright,  
Where even standing in the shadows would feel like light.  
Where giving respect is not under-rated,  
Where blessings of our elders flow unabated.  
Where we are not divided by boundaries,  
Where we are known by our deeds not by our countries.  
Where the aim is to, with honesty, reach your goal,  
Where beauty that matters is of the soul.  
Where fly the birds of paradise,  
Where beautiful is the sunrise.

- Apeksha Bagchi

“To dream anything you want to dream. That's the beauty of the human mind. To do anything you want to do. That is the strength of the human will. To trust yourself to test your limits. That is the courage to SUCCEED.”

- Bernard Edmonds



Innovation starts from  
YOU.

# AMITY INNOVATION INCUBATOR

Amity Innovation Incubator (All) is a registered 'not-for-profit' society supported by an advisory body consisting of industrialists, venture capitalists, technical specialists and managers established to help entrepreneurs realize their dreams through a range of infrastructure, business advisory, mentoring and financial services.

The Core team of Amity Innovation Incubator has decades of experience in assisting entrepreneurs through Incubation and Venture Capital Funding. Amity Innovation Incubator offers a range of incubation services to nourish entrepreneurial talent such as - Business Planning, Company formation, Legal & IPR assistance, Managerial Support, Technology Support.

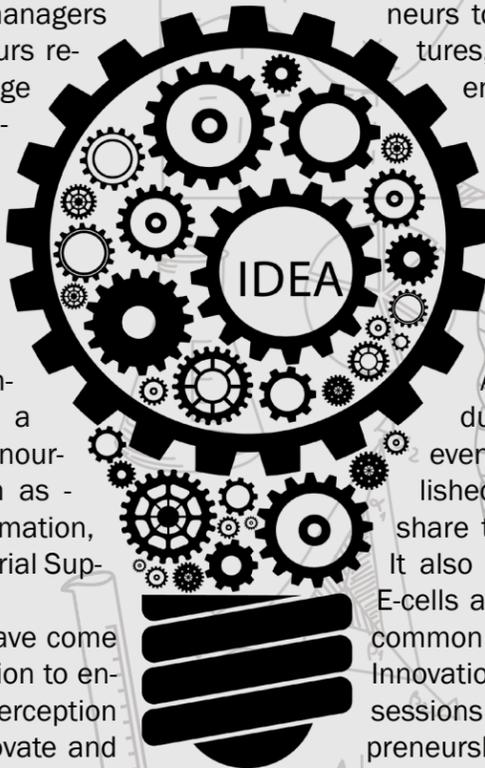
Members of All say, "We have come together with an inbred inspiration to encourage the entrepreneurship perception and to seed in the idea to innovate and impact the world. We aim to follow a 'learn and teach' method to understand the components and struggles adhered to bring about an evolution or change." The organization aims to provide total support to raise funds, interact with Venture Capitalists, establish business, write business plans, recruit talent, network with peers and provide training, among many other services, to help an individual in attaining success in his or her busi-

ness venture.

Amity Innovation Incubator, in its endeavours to mentor various start-ups and budding entrepreneurs towards successful business ventures, introduces experts from different industry domains to those who need advisory support to scale up. It has an esteemed network of global CEOs and CXOs from renowned business houses extending mentoring support and guidance to the student entrepreneurs.

As a department All aims to conduct workshops, talk sessions and events by start-up founders, established industrialists and investors to share their experience and knowledge. It also establishes networks with other E-cells and incubators to work towards a common goal of entrepreneurship. Amity Innovation Incubator has brainstorming sessions and meet-ups to facilitate entrepreneurship spirit. Members work in teams assigning different responsibilities and goals.

The CEO of All is Honourable Chancellor AUR, **Dr Aseem Chauhan**. The department falls under the responsibility of Dy. PVC (Student's Affair) **Prof. (Dr) V S Dahima**, the Faculty In charge is Proctor AUR, **Mr S. S. Bhal**. The Faculty Coordinator is **Dr Deepali Bhatnagar**. The students' president is **Ms Kruti Shah**. Currently, it has a team of around 60 students.



## Feather in the cap:

At All we nurture entrepreneurship and aim at providing all possible help to new ventures. With the same objective till date All have facilitated in setting up two ventures, which are as follows:

## Hashtag Food Pvt. Ltd. :

Frush, which is a subsidiary of Hashtag Food Pvt. Ltd, is a food truck which provides quality fast food to the customers and has grown to a choice food corner option for amity students in a very short span of time. Excellent taste mixed with healthy food has helped the company to set a benchmark in the campus.



## T- Shirt Venture:

Mr. Bhasker Maheshwari- Ex student ABS, AUR started this venture of printing T-Shirts. It specializes in making T-shirts, Sweatshirts, Shorts and Track-Pants for Kids, Boys and Mens. He has made significant progress.



# Fashion Technology moving Forward

AMITY SCHOOL OF FASHION TECHNOLOGY was established in 2009 under umbrella of AMITY UNIVERSITY. The design School is renowned among school flyers to pursue a career in design. The advent of modern technology has created changes in the lifestyles of people leading to extremely competitive demand for modern, innovative and exclusive needs in career, to fulfill these essential demand Fashion school is offered 4 Years bachelor of Design and Ph.d in Fashion design and textile field from 2014 onwards. From 2015; three continental program offered by department as study abroad program in which student will study at overseas centre of AMITY.

Amity School of Fashion Technology has more than 40 paper publications in national and international journal. Time to time faculties have enriched from various FDP conduct by AUR and other funding agencies.

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In Graduation Design Collection Present in ALF by VI Sem Students. Batch 2012-15



# ACHIEVEMENTS

## WHAT WE HAVE ACHIEVED SO FAR...

### LAW School

1 - Moot Court:

a) Aaditya Tantia BBA LLB (H) VII Semester, Anu Singhai BA LLB(H) VII Semester, Bharat Parmar V Semester.

Won "Best Memorial (Gold Trophy Awarded) in 'Technorazz' Jaipur National University National Moot Court Competition, 2014. Date 29th September 2014 to 1st October 2014 at Seedling School of Law, JNU, Jaipur.

2 - Sports:

a) Yashwardhan Verma Won Gold Medal In Basket Ball Team Amity On March 2015 at Jaipur Engineering college, Jaipur

**Ms Sanya Yadav** (Assistant Professor) Received Nani A Palkhivala Endowment Gold Medal Award by National University of Advanced Legal Sciences kochi, kerela for the best student in law at the 8th Annual Convocation of the university held on 21st February 2015.

Ms. Sanya Yadav (Assistant Professor) Received the Rank Certificate for the First Rank in LLM Degree Examination by National University of Advanced Legal Sciences, kochi kerela on 21st February 2015.

### Amity School of Languages

Amity School of Languages, has opened a new programme from this semester (July 2015 to December 2015) in Bachelor of Arts Section with honours in English Literature. The course covers among others history of English literature, Drama, Poetry, Classics in Translation such as Iliad and Odyssey of the epic poet Homer. Plans are open for post graduate section for Mater of Arts students in near future.

### Faculty Focus

#### ASCO

Amity School of Communication(ASCO) has doubled its student strength in the last one year.

ASCO has introduce two new courses from this semester (July 2015 to December 2015) - Bachelor of Arts in Film and Television Production and Bachelor of Science in Animation and Visual Graphics. Bachelors of Arts in Film and Television Production comprises many subjects, both theoretical and practical, in various film and TV formats. Besides stressing on hard-core film and TV production which focuses on cinema history, basics of visual communication, the curriculum also focuses on radio journalism, audio fiction practice, idea on state and politics, storytelling and creative writing etc. The Bachelor of Science in Animation and Visual Graphics includes computer applications, drawing, multimedia appli-



**Dr. Nikhil Kumar Gouda**, Asst. Professor in Amity School of Communications (ASCO) was recently (26th June, 2015) awarded Doctorate of Philosophy (Ph.D.) from Berhampur University, Odisha. He worked for seven years under the guidance of Prof. Sunil Kanta Behera of Berhampur University and Prof. Gita Bamezal, Indian Institute of Mass Communication (IIMC), New Delhi to get the degree on the topic: Role of Communication to Reduce HIV/AIDS Stigma & Discrimination: A Study of Ganjam District of Orissa.

# Sci-Fi Film Festival Organised By ASCO

Amity School of Communication (ASCO) had organised the Artificial Intelligence Film Festival on 20-21 August 2015. Both days of festival was well received by the participants. It was organised in the auditorium of Amity University Rajasthan. The chief guests of the festival were

Ms Emily White, program director of American Center, Miss Supriya, president of Cinedarbaar. The festival was hosted by Shaksham and Isha, students of Amity School of Communication.

The first day had two science fiction movies. The host described science fiction movies that were shown on the day as those movies which are familiar to masses, they have scientific resolution and ideas which are otherwise difficult to understand. They spark the fire of curiosity in young minds.

After the lamp lighting ceremony, Emily White thanked Amity University for calling her to the festival. She said that she was very happy to be a part of festival. This was followed by the speech of Supriya Suri. She, who had been a student of Amity University, described the work of her organization Cinedarbaar, and welcome all the students to be a part of it. Then there was a presentation on American Library, New Delhi. A library official detailed what the library offered.

The first move was 'The Day the Earth Stood Still'. This was directed by Robert Wise in 1951. It's cast was Michael Rennie, Patricia Neal and Hugh Marlowe. The story is that an alien (Klootu) and a robot (gort) came to Washington in a spacecraft. People on earth were worried. When the soldiers fired at t Klootu then Gort, a large and powerful robot, came forward to save him. He melted all the weapons of the soldiers. But then Klootu ordered him to stop. Then Klootu was taken to hospital to be studied as an alien but he escaped to learn more about planet, and live with a family as a paying guest. When all begin to suspect him, he reveals himself and gives his message that 'If the people of earth does not live in a peace and keep peace of the galaxy then Gort will destroy Earth'. The rest of the movie is about how earth was saved.

After this movie Mr Bejoy Philip – a science fiction expert, ask some questions to the students and had a discussion on science fiction.

The next movie was 'Star Wars: Episode 4 - A New Hope. It was released in 1977 and is a science fantasy story. Princess Leia is held

hostage by the evil forces of the Galactic Empire in their effort to take over the galaxy. Luke Skywalker and dashing Captain Han Solo team together with the lovable robotic duo, R2-D2 and C-3PO, to rescue the beautiful princess and restore justice in the galaxy.

This was followed by a "robotic demonstration" by..... They show the work of robots according to the master robot. They used some tractors to show their presentation. After presentation there was a small discussion with students. This concluded the first day of the festival.

The second day of Artificial Intelligence Film Festival screened three movies.

The first movie was 'Blade Runner' directed by Ridley Scott and starring Harrison Ford, Rutger Hauer, Sean Young, and Edward James Olmos. Thismovie started at 9:45am.

In it Deckard, a policeman of the future, hunts down artificially created humans. He wants to get out of the force, but is drawn back because he had to hijack a ship back to Earth. The city in which Deckard must search for his ship is a huge, sprawling, horrible vision of the future. This film questions what it is to be human, and why life is so precious. After the movie a quiz on it was organised by Mr Bejoy Philip.

The next movie was about a honest police officer Alex Murphy. Unfortunately he was killed by a gang during a mission. But he regained life as a police robot called RoboCop. He was a very successful against criminals. And very soon he get to know about his previous life and then he killed his killers.

Alex Murphy came back as a powerful robot haunted by submerged memories. This movie too was followed by a Mr Bejoy Philip quiz.

The next movie was 'Chappie' directed by Neill Blomkamp and starring by Sharlto Copley, Dev Patel, Hugh Jackman. In this movie there was a powerful police team with many robo policeman. All these were made by Deon. He made a robot which was like a human baby. His name was 'Chappie'. But Chappie was stolen by a bad man, who used him for bad causes. But at last everything got right. The movie explored the idea of humanity in a mechanical world.

The theme too was good against bad. The last item of the day was followed by another quiz. Thus ended the Artificial Intelligence Film Festival organised by ASCO department.

-Deepsi Jain



## EDITORIAL TEAM

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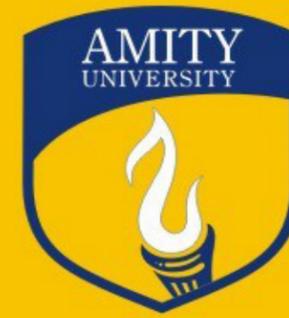
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# AMITY UNIVERSITY



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