



AMITY
UNIVERSITY
— JAIPUR —

REFLECTIONS

AUR Newsletter
Vol 2: Issue 2
January - June, 2021

Welcome to the world of Amity University Rajasthan where knowledge, discipline and recreation come together! The centre of learning set amidst a lush green valley is a treat for the eyes and the mind. Amity University Rajasthan (AUR) offers its students a campus for their superlative development. With a vision to be a global university, and provide value-based contemporary education with a thrust on innovation, research and productivity blended with modernity and tradition, AUR is marching towards the pinnacle of academic excellence and success.

AMITY UNIVERSITY | RAJASTHAN



*My mission is nation
building through education
and beyond.*

Dr. Ashok K. Chauhan
Founder President, Ritnand Balved
Education Foundation
(The Foundation of Amity Institutions and
the sponsoring body of Amity Universities)
Chairman, AKC Group of Companies



*Our endeavour is to nurture
holistic world citizen, who
are driven by human values
and equipped to excel on a
global stage.*

Dr. Aseem Chauhan
Chancellor
Amity University Rajasthan



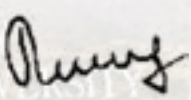
Message from the Vice Chancellor

Amity University Rajasthan has always been recognized for its praiseworthy endeavors in the direction of imparting quality education which has contributed in honing the skills of the students thus paving the way for making them employable and industry ready. Every effort from the side of the University has been unique in achieving the goal of all-round holistic development of the students and above all making them better humans.

Nobody is unaware of the fact as to how the entire world underwent a very tumultuous phase at the onslaught of Covid Pandemic. The infectious virus shook the entire global populace in various ways bringing the economy as well as the lives of the people to a sudden standstill. However, to boost up the morale of the AUR family and to keep the spirits of confidence and positivity high, the University seamlessly switched over to the virtual mode making optimum use of high-end technology to ensure that the quality of academics is not compromised, and the mental strength of the students and the faculty members doesn't get shattered. Amid the prevailing critical health scenario, the University kept the flag of organizing online classes and various informative online sessions and outreach programmes soaring high to ensure that the journey of knowledge dissemination along with compassion for the society doesn't fade away.

Amity University Rajasthan under the aegis of Amity Universe has always been in the forefront of organizing various co-curricular and extra-curricular activities which have sharpened the horizons of knowledge and the confidence of the faculty members and the students. AUR E-Newsletter, published bi-annually is a very innovative initiative in this direction which would keep the Amity family connected and informed by capturing some of the memorable moments and showcasing the outstanding activities/events organized by the University along with some of the exemplary achievements of its fraternity members




Prof. Rakesh Bhatnagar
 Vice Chancellor
 Amity University Rajasthan

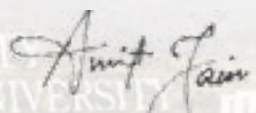
Message from the Pro-Vice Chancellor

I am pleased to present the Vol. 2 issue 2 of Newsletter of Amity University Rajasthan "Reflections". This Newsletter provides an overview of various academic, co-curricular, and extracurricular activities of the university from January 2021 - June 2021. Amity University Rajasthan is moving progressively to fulfill the vision of its Hon'ble Founder President to create a world-class, Research and Innovation driven Institution. The Journey to achieve excellence continued despite pandemic and lock down. The faculty, staff and students continued their undeterred endeavors not only to achieve academic excellence but also to serve the society and humanity. The dynamic leadership of our Hon'ble Chancellor kept us motivated to fight against all odds and give our best despite adversities.

The current situation of pandemic has hastened the adoption & use of Technology. The adage known as Murphy's Law that "Anything that can go wrong will go wrong" can be modified as "anything that can be done digitally will be done digitally". Technological innovations today are easing the way we work, communicate, or entertain ourselves. The revolution brought by industry 4.0 characterized by convergence of Physical, digital & Virtual environments through Cyber Physical Systems (CPC) and Internet of Things is helping businesses to build better products, reduce manufacturing cost and increase revenues. Though automation may lead to concerns regarding existence of several Jobs but at the same time several new opportunities will emerge for knowledge workers in the digital, data analytics & Automation Space. Our students & scholars should be quick to utilize the opportunities by upgrading their skills. The new age programmes introduced by AUR in Cyber Security, Data Analytics, Digital Marketing, Multimedia and Animation will help professional from all domains to operate with high efficiency and optimize their performance.

I am glad that all constituent Institutions, Schools, Departments, Sections, and student clubs have contributed whole heartedly to achieve the vision and mission of making Amity as one of the best institutions globally. We have been able to rank among top 150 universities in NIRF for last 2 consecutive years. I am happy to see that many initiatives of our faculty and students have been appreciated at national and international level. My good wishes to everyone for their future endeavors.




Prof. Amit Jain
 Pro-Vice Chancellor
 Amity University Rajasthan

REFLECTIONS

Dear Readers,

An institute is always recognized by its academic rigor and the quality of management of its academic activities which go a long way in enriching the educational horizons of the students making them successful in their walk of life. Amity University is recognized worldwide for always striving towards achieving academic excellence and the all-round holistic development of the students and the university takes the pride of having a rich array of alumni who have kept the flag of the university soaring high in sky.

The period from March, 2020 has been the most trying period for almost all institutions, including Amity University Rajasthan. Mankind faced one of the greatest challenges in the form of Covid Pandemic which tested the physical and mental strength of the people to the highest extent. We, here in Amity campus, boldly faced the challenge and through our hard work and strenuous efforts were able to overcome the negativities of the situation and continue with all our regular academic activities and achieve more than what we had expected earlier. Amity staff and students quickly and seamlessly adapted to the virtual online mode of work and great enthusiasm was noticed by each faculty member towards employing highly innovative teaching methods to make the classes just not a learning platform but very interesting and engaging sessions of interaction. The university created a noteworthy record of hosting a good number of highly qualitative Webinars, Online Workshops, Panel Discussions/ Seminars and Events.

As part of all our creative endeavours to not let the momentum of enthusiasm and determination fade away, AUR E-Newsletter is another noble initiative. The aim is to reach out to all stakeholders in the Amity fraternity and keep them enlightened about some of the noteworthy and memorable activities, events and achievements which got engraved in the pages of history on account of their excellent planning and execution. It is not just a communication bid but an organized approach towards showcasing creativity and to co-opt all in the vision of Amity.

To this end, the newsletter will be brought out periodically depending on the need of the institution. In order to achieve this, the newsletter focusses on varied topics ranging from Quarterly Events, Research Initiatives, Academic Milestones, Faculty and Alumni Achievements, major Co-Curricular and Extra-Curricular Activities/Events of AUR as well as Social Activities too. It will disseminate information on various things going on in the campus and in the outside world. The idea is to take a holistic view of education and knowledge and immerse all Amitians into an ocean of physical, intellectual and emotional journey.

Dr. Tanushri Mukherjee
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Trip Down the Memory Lane



Central Events

Celebration of International Women's Day

Gender Cell activities, the Gender Cell celebrated International Women's Day, from March 8th to March 12th 2021. As a part of the celebration, a series of events were organized at the departmental level to celebrate womenhood. The events organized by the various departments/institutes with the involvement of Amity students and nodal teachers included art work, poster making, poetry, open mic performances, mono act, panel discussion, essay, photography, quiz and debate competitions.



Session on "Kick-Start your Academic Career with Campus France"

The event Kick start your Academic Career with Campus France was organized by DIA, AUR on 26th February 2021 in association with Campus France Jaipur, Manager, Ms. Somya Jatwani. The expert described about the details of the upcoming event namely "Choose France Tour" and it was like an introductory session. They went on to talk about the different types of opportunities available to the Indian college students. The session focused on the small details to let the students be familiar with the different scholarship to enable them to understand which one of it the students should apply.

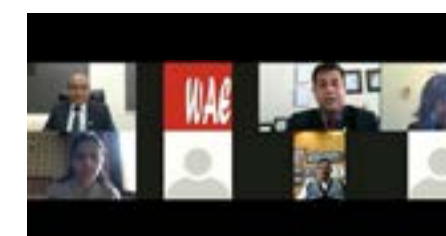


International Yoga Day



Yoga is the medium to escape from the fast levish life and to witness the real self and the calm soul. To spread the awareness of healthy living, self awareness, depression and to make everyone feel thier inner self, Amity University Rajasthan organized a yoga challenge on 21st June which is celebrated as international yoga day. We asked our students to do yoga poses and share thier photographs with tagging 5 friends on social media handles to do the same. Great response was received by us.

Webinar on PR in Covid Times & Future Roadmap



A Webinar was organized by ISTD, Jaipur Chapter and Amity University Rajasthan on 22nd January 2021 to discuss on the extremely fruitful and indispensable role played by PR/ Communication Managers in the difficult times of Covid-19 to ensure that stakeholder management as well as engagement is taken care of in a very effective and positive manner and on what lies ahead as their future roles and responsibilities in the post Covid Times. The eminent speakers of the sessions were Mr. Anuj Dayal, Excecutive Director Corporate Communication, DMRC Ltd. and Prof. Dr. Amit Jain, Pro-Vice Chancellor, AUR.

A Webinar by Prof. Thorsten Hens

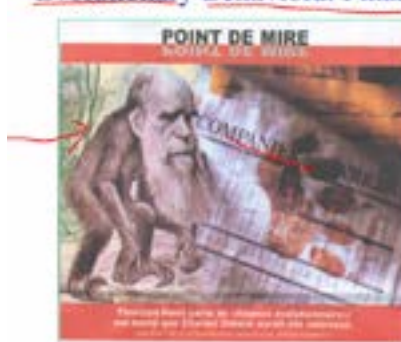
A Webinar on "Evolutionary Behavioural Finance" by Prof. Thorsten Hens was organised by Directorate of International Affairs, AUR, on 7th April 2021.

The Objectives of the session were:

- To sensitize the audience with the theme "Evolutionary Behavioural Finance".
- To make the participants aware of the theoretical aspects of evolutionary behaviour in the field of Finance.
- To create awareness about the individual behaviour, market scenarios, natural events etc. that impact the investment patterns of the investors.

The speaker spoke about the diverstification of one's investment thereby minimizing the risk factor.

Evolutionary Behavioral Finance



Amity University Rajasthan April 7th 2021

Insightful Session by Directorate of International Affairs

Directorate of International Affairs (DIA), AUR, Jaipur organised a webinar on 28th April 2021 dealing with the topic “*Employment Relations and COVID-19*”. The guest speaker was Prof. John Martin, Industry fellow/tutor, University of Queensland, Australia. The Objectives for the event were as follows:

- To sensitize the audience with the theme “Employment Relations and COVID 19”.
- To make the participants aware of the practical aspects about the precarity of the employment in the current times.
- To create awareness about the different parameters like Low Wage Growth, Revisions in the Employment etc.

He discussed the Australian industrial relations systems, precarious job situations and the trends related to the present employment scenario.



Techno-Cultural Fest: Odyssey 2021

A three-day Techno-Cultural Fest of Amity University Rajasthan was successfully organized amidst the lockdown state. The event was a motivation for the students to exhibit their leadership traits. The event was solely handled by the student coordinators. The event depicted the organizational and leadership skills of the students.



Fruitful Session on “Higher Education Quality Enhancement through Accreditation and Assessment”



AUR organized a webinar/ workshop on *Higher Education Quality Enhancement through Accreditation and Assessment* on 25th January 2021. The new format of NAAC & NIRF exercise, the relevant co - extracurricular events and the significance of proper documentation were explained in the event. Besides explaining the new formats, such exercises would align university documentation and help in improving grades in forthcoming cycles. The event had 268 participants (Teaching and Non-Teaching members of AUR, AUMP, AUH, AUM, Rajasthan University, BITS Pilani, etc..)



The main purpose of Odyssey is to inculcate leadership qualities among the students and to inspire them to perform with excellence in their lives. The event was highly engaging as it received overwhelming participation of the students in the various events organized under Odyssey and provided an excellent platform to them to showcase their talents.

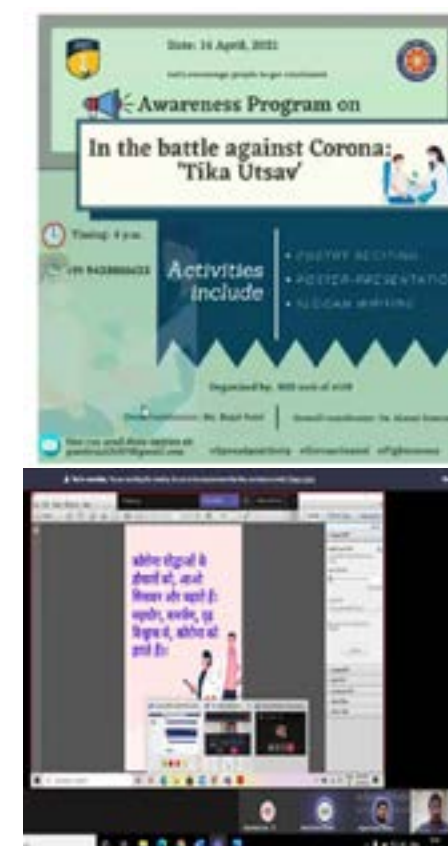
Webinar on “Can Employee Voice Improve Organizational Outcomes”

To keep the faculty and students abreast with recent research trends and to share knowledge, ideas, and updates with people around the world in diverse areas, webinars on diverse themes are planned for the benefit of faculty and students. A webinar was organized on 3rd March 2021 dealing with the topic *Can Employee Voice Improve Organizational Outcomes* by DIA, AUR. Prof Pauline Stanton, RMIT University, Melbourne Campus, Australia was invited to deliver an exclusive webinar on the topic of her interest. Prof Pauline suggested that the topic of employee voice was very apt, as Employee Voice is a key to a positive work environment and giving employees a share of voice is a critical component of establishing a workforce that's happy, productive, and engaging.

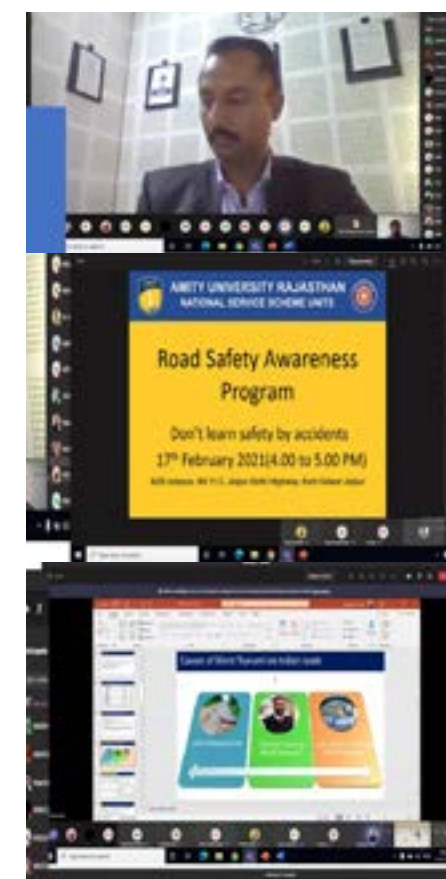


Tika Utsav

NSS Units of Amity University Rajasthan celebrated *Tika Utsav* on 14th April, 2021. This event was carried out to spread awareness among people for vaccination against COVID-19. Awareness is being spread on various social media and in person by NSS Units to encourage people to get vaccinated.



Road Safety Awareness Program



NSS Units of Amity University Rajasthan organized Road Safety Awareness Program on 17th February 2021. The main aim of this program was to educate volunteers regarding traffic rules considering the fact youngsters are more prone to rash driving.

Women's Day Celebration

ASAS & NSS units of AUR jointly organised and celebrated International Women's Day on 8th March, 2021. The day witnessed series of events such as all forms of self- created art display. Ms. Gayatri Pandey Student of M.Sc AC recited her self- written poem having the subject “NAARI”. Video clips from the family members of the students which were having the message of thanks for women who have contributed in their lives were displayed.



UBA Cell Activities

Unnat Bharat Cell, AUR in association with AIMT visited Govt. Upper Primary School, Kalwar and conducted a training workshop for the school students on 20th February 2021. The main objective of this program was to make students aware about the various scientific instruments. Dr. Jagdip Singh Sohal, Dr. Neeraj Khare and Dr. Dipansh Sharma interacted with students and motivated them about further studies followed by hands on training on instruments. Mr. Babu Lal Sharma, Headmaster (acting), Govt. Primary School welcomed all the faculty members of Amity University Rajasthan. Dr. Manoj Kumar, Coordinator, UBA thanked all the faculty members and HoI, AIMT for their support.



Special Online Camp

Special Camping forms an integral part of National Service Scheme. It has special appeal to the youth as it provides unique opportunities to the students for group living, collective experience sharing and constant interaction with community.

NSS Units of Amity University Rajasthan conducted week long activities as a special camp (virtual) for NSS Volunteers. The event took place between 3rd May to 7th May, 2021. The details are as follows:-

- Get Closer to the Nature
- Stay Healthy during COVID-19 Pandemic
- Stress Management Workshop
- Mask Design Competition
- Poetry/Slogan Competition
- Cyber Security Awareness

National Youth Day Celebration

NSS Units of AUR, celebrated National Youth Day on 12th January 2021. The main objective behind the celebration was to make a better future of the country by motivating the youths and spreading the ideas of Swami Vivekananda. NSS volunteers presented self-composed poems, slogans, posters and spoke on the theme “YUVAAH – Utsah Naye Bharat Ka.”



Prakram Diwas

NSS units of AUR celebrated Prakram Diwas on 23rd January 2021 to commemorate the 125th Birth Year celebration of Netaji Subhash Chandra Bose. In the inaugural speech, Dr. Manoj Kumar spoke about the contribution of Netaji for the nation. Students were shown a documentary based on Netaji followed by a song on Netaji.



An Awareness Program on COVID Vaccination

NSS Units of AUR conducted an Awareness Program on COVID Vaccination on 5th February 2021. In India, vaccination program has already been started for health care workers, front line workers. Dr. Jagdip Singh Sohal in his lecture explained nuances of vaccination program. He cleared all the doubts of volunteers and faculty members related to COVID-19 vaccination.



Memorable Visit to Differently Abled Children Rehabilitation Centre

Faculty Members and students visited Mentally Retarded Rehabilitation Centre, Jamdoli, Jaipur on 11th February 2021. Dr. Tanushri Mukherjee, Dr Vinod Gour and Dr Manoj Kumar went to the school and interacted with differently abled students. These students showcased their talent through making various drawings, paintings, singing etc. Students of Amity School of Communication and NSS volunteers of Amity University put their best efforts in organizing various events and making the day successful.



Webinar on “Blockchain and Its Technologies”

IEEE-ACM AUR conducted a webinar on *Blockchain and Its Technologies* which witnessed more than 400 registrations. It was an interactive session with Mr. Yash Sharma (manages Developer Relations at figment) on 24th April, 2021. He enlightened us with all the basics of the field, along with live instructions.

Workshop on Cryptocurrency-Current Scenario and Framework for Future

IEEE student branch and ACM student chapter of Amity University Rajasthan unleashes an amazing two-day Workshop titled: *Cryptocurrency-Current Scenario and Framework for Future* On 17th- 18th July, 2021.



A Session on “Research Essentials for Beginners”



IEEE-ACM successfully conducted a session on “*Research essentials for beginners*” on 28th August , 2021. It was an interactive session with Dr. Geeta T.V. (UGC -BGR faculty fellow, Retd. Senior professor, department of computer science and engineering, former dean, college of engineering, Guindy).

Session on “Relevance of Internships in Career Growth with Industry 4.1”

IEEE-ACM AUR successfully conducted exceptional session on *Relevance of Internships in Career Growth with Industry 4.1* on 19th June , 2021. It witnessed more than 280+ registrations. Speaker for the event was Mr. Prateek Vyas (Co-founder & CMO, Learn and Build- An Initiative by Techienest Pvt. Ltd.). He enlightened us with all the basics of the field, along with live instructions.



Webinar on Getting Started With the Basics of Game Development

IEEE-ACM AUR successfully conducted a webinar on *Getting Started With the Basics of Game Development* which witnessed more than 400 registrations. There was an interactive session with Mr. Malhar Devasthali (Game developer at Deftouch) on 20th February 2021. Mr. Malhar Devasthali enlightened us with all the basics of the field, along with live instructions.



Inauguration of new cells under IEEE

IEEE Student Branch of #Amity_University_Rajasthan reach another milestone with the inauguration of two new subject-specific societies EMBS and CS.

These new societies will focus on building aptitude in their particular fields along with Amity’s motto of research and innovation. The ceremony commenced with the introductory cum welcome note from Mr. Hemendra Sharma (Chairperson, IEEE-AUR). The event also witnessed the presence of Dr. Manju Kaushik (Member Execom IEEE Rajasthan Sub Section) and Kumar Verma, Advisor IEEE Engineering in Medicine & Biology Society AUR.

The Chief Guest of the event was Prof. Dr Vinay Sharma , Dean Research and Director of Amity Institute of Biotechnology at Amity University Jaipur .



Inauguration E-START 2021

Entrepreneurship cell AUR in association with Amity Innovation Incubator, Institution's Innovation Council and Atal Innovation Mission is launching E-Start, an eight-week pre-incubation certificate program.

E-Start is a course wherein all aspects of starting up a business would be taught by the industry experts. These include idea validation, strategizing, prototyping, design thinking and marketing etc.



Entrepreneurship Masterclass with Alumni 2021

Entrepreneurship Masterclass with Alumni is an event organized by Entrepreneurship cell, Amity University Rajasthan in association with Amity Innovation Incubator, Jaipur, Atal Innovation Mission, and Institution's Innovation Council. An event hosted every Sunday with the alumni of Amity University Rajasthan, where one could discuss business fundamentals ponder upon their unique journeys and career paths in the talk sessions held with the alumni.

Session 1: Topic: Foundation: Journey of turning Ideas into a Business



The first session of the Alumni Panel Discussion was held on 6th June 2021. It revolved around how to develop Entrepreneurial Ideas and Implement them in today's world. The session was a guide to turn Ideas into successful business opportunities.

Session 3: Topic: Customer Relations and Demand Analysis



Our speakers of the third session of the series were Mr. Utkal Sharma-Senior Software Engineer in Big Data at Tiger Analytics, Bangalore, Karnataka and Mr. Jatin Deewan-Assistant Manager at Hyundai Motor India Ltd. They dwelled on the topic of the relation and importance of customers and how to maintain customer relations to keep them in favor of the firm. It was held on 20th June 2021.

Session 2: Topic: Entrepreneurial Finance and Risk Management



The second session of this series was held on 13th June 2021. It was mainly focused on finance and risk management in Entrepreneurial Idea. The session was a guide about how to take and handle risk in any business idea.

Session 4: Topic: Innovation and Strategic Planning in Business Design



The fourth and last session of this series had Mr. Sagar Katva and Mr. Himanshu Sharma as speakers of the day. They discussed upon how to well plan and manage everything in a startup, the development of an innovation and stores to introduce it in the market.

Webinar on “E-Mail Etiquettes & LinkedIn Makeover”

The webinar was held on 10th January 2021. Mr. Ravi Verma explained the Email etiquette refers to the principles of behaviour that one should use when writing or answering email messages. Further, he moved on to LinkedIn profile, He explained about profile picture, it should be decent and many more.



Ideathon 2.0 was a three-day event, a platform to help budding entrepreneurs and their early-stage startup ideas.



On day one of the event, registration of participants was started and a grand inaugural ceremony was hosted. Dr. Himanshu Rai, Director, Indian Institute of Management, Indore talked on the topic- “Shaping Young Leaders”.

International Conference on “Global Entrepreneurship Trends and Empowerment”



The conference was held on 5th - 6th March 2021. Prof. Mike discussed the importance of software development in this new world. Ms. Suchi Sharma spoke about her initiative Anandam which considers the holistic development of student's relationship with the community. Research papers were presented by students and researchers and our speakers guided them for the same.

Ideathon 2.0

Our second keynote speaker Mr. Jukka Holappa, Commercial Counsellor, Country Director India, Business Finland talked about learnings from the biggest startup ecosystem in the world- Finland.

The first prize was bagged by ID205 Mr. Nikhil Pawar, Mr. Sahil Verma and Mr. Kartikey Porwal and their idea- Gymtrainers, first runner up were ID210 Mr. Umang, Mr. Gaurav Bhati and Mr. Apurv Jain and their idea Shape It, and third by ID208 Mr. Ajinkya Upadhyay, Mr. Fahad Alam, Mr. Sheersh Bhatnagar and their idea BillBook. Team ID205, the winner team got INR 6000 cash price. Team ID210, the first runner up got INR 3500 cash price and Team ID208, the second runner up got INR 2000 cash price. These three teams also got a free mentorship and six months of incubation for their idea at Amity Innovation Incubator, along with discount vouchers from the sponsors, Finladder and Kaploths.

Entrepreneurship Awareness Camp 2.0

- 18th February- The speaker was Mr. Sachin gupta, He basically focused on 'Ideation and Team Building' Dr. Manju Kaushik coordinated and made this workshop so successful. He motivated all the students for their startup ideas.
- 19th February- The speaker was Ms. Shivi jain. She focused on 'Creating Business Model'. She is the founder of 1K Entrepreneurs.
- 21st February- The speaker was Mr. Saurabh Sahu. He guided the students regarding Food Industry, Green Industry and variety of other business ideas.
- 22nd February- The speakers were Mr. Priyesh Tiwari and Dr Devendra Kumar. They held a session on minimum viable products. These industry experts have got a lot of insight about the entrepreneur industry.
- 23rd February- The speaker was Ms. Priyanka Madnani. She gave very detailed information about pitching techniques because the art of pitch persuasion and presentation or the skills that wins business.



Snippets of Departmental Happenings

Amity School of Languages

- Amity School of Languages organized a panel discussion on **My Language: My Roots** to celebrate the linguistic heritage of the world via online mode on 24th February 2021.
- Amity School of Language organized a webinar on **Kick Start Your Academic Career With Camps France** on 26th February 2021.
- A panel discussion on **Women At Workplace** was conducted on 8th March 2021 by Amity School of Language.
- A webinar on **World Francophonie: A Strength Or Mere Convention** along with competitions like quiz on francophonie, French skit, recitations and songs, was conducted by Amity School of Language on 19th March 2021.

- A webinar on **Representation Of Indian Latin American Literature** was conducted by Amity School of Languages on 7th April 2021.



- A Webinar on **French Teaching Today In The Digital Era: Challenges And Opportunities** was conducted by Amity School of Languages on 16th April 2021.
- A webinar on **French Studies In The Post Covid Period** was conducted by Amity School of Languages on 19th June 2021.
- Amity School of Languages organized a webinar on **English Studies in the Post Covid Period** on 23rd June 2021.



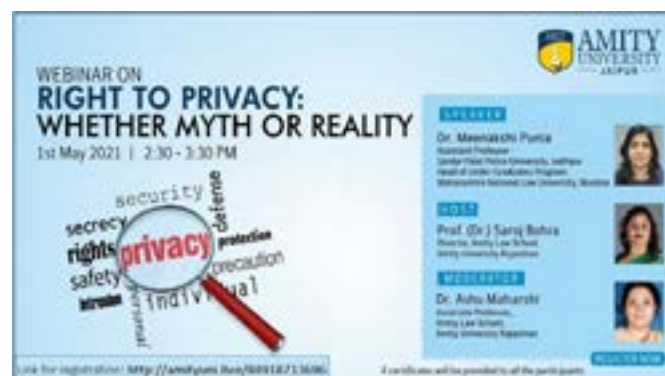
- A webinar on **Issues And Concepts In Sociolinguistics** was conducted by Amity School of Languages on 24th March 2021.



Amity Law School



- A webinar on **Introduction To Intellectual Property Rights: Various Dimensions** was conducted on 9th April 2021.
- A Guest lecture was organized on **Labour Law Changes In The Present Scenario**.
- A webinar on **Cybercrimes And Cyber Law (Awareness)** was conducted on 11th April 2021.
- A webinar on **The WTOs Dispute Settlement System: Impressive Past, Uncertain Future** on 12th April 2021.
- A Guest lecture on **Delegated Legislation** was conducted on 14th April 2021.



- A webinar on **Cartels And Competition Regulation In Current Scenario** was conducted on 16th April 2021.
- A webinar on **Contract Drafting And Client Handling-Practical Aspects** was conducted on 18th April 2021.
- A webinar on **Right To Privacy: Whether Myth Or Reality** was conducted on 1st May 2021.
- A webinar on **Law Relating To Offences Against Property Under Ipc In Special Reference To Theft, Extortion And Robbery** was conducted on 30th April 2021.
- Amity Law School organized **Amity National Moot Court Competition** via online mode from 8th-9th May 2021.

Amity School of Fashion Technology

Major Departmental Happenings:

Amity School of Fashion Technology organized an Internal Creative Design Competition on the theme Construction from Deconstruction on 17th March 21 at ASFT lab in a hybrid Mode. In this event, students were given the freedom to use any kind of waste material and make something new and sustainable out of it by using their creativity. The students really performed well and used tissues, papers, straws and waste clothes to make beautiful sustainable products like bags, jewelry, portraits, and even trendy outfits too.



Amity School of Liberal Arts

- A webinar on **Federalism And Deocracy In India** was conducted on 10th February 2021.
- A Webinar on **Cracking Civil Services- Making A Purposeful Life** was organized on 9th January, 2021 in association with RAUs IAS Study Circle. The webinar was addressed by Dr. Nagendra Pratap, Director Research and Innovation Team, Raus IAS Study Circle. The webinar was moderated by Dr. Harshlika Khangarot.
- A webinar on **Kick Gandhi, Nehru And Patel: Unity In Diversity** was conducted on 22nd January 2021.
- A webinar on **Wages For Housework: Some Reflections** was conducted on 25th February 2021.



Amity Institute of Microbial Technology

Major Departmental Happenings:

The webinar on **Petroleum Industry and Microbial Technology: Applications and Opportunities** held on 16th April 2021, focused on micro-organisms in the petroleum industry and microbial enhanced oil recovery. It also covered the role of micro-organisms in the degradation of oil pollutants. Dr. Sanket J. Joshi (Deputy Director, Oil & Gas Research Center, Central Analytical and Applied Research Unit, College of Science, Sultan Qaboos University, Muscat, Sultanate of Oman) was the speaker of the event.



Amity Business School

A webinar was conducted on 2nd January, 2021, organised by Amity Business School. The topic for the session was **Road Safety for young generation in Recent Times** Speaker Shri Ravi Menaria.

A webinar was organised by Amity Business School, Amity University Rajasthan, on 20th January 2021. The topic was **Carrer Awareness and Planning**.

A webinar was conducted by Amity Business School, Amity University Rajasthan, on 3rd February, 2021. The topic was **International internships opportunities delivered by PAX Edutainment**.



An interactive Guest Lecture was conducted on **Managing People - Stop Overengineering People Management** was conducted on 4th February 2021 by Prof. Perter Cappelli, The Wharton School, University of Pennsylvania.



An Online event was organised by Amity University Jaipur, on **International Internships Opportunities** on 10th February 2021 delivered by PAX Edutainment.

A Panel Discussion was conducted by Amity Business School, on **Union Budget-2021** on 26th February 2021.



A webinar on **Can Employee Voice improve organisational outcomes** by Prof Stanton Pauline, Professor of Management RMIT University, Melbourne Australia was organised by AUR on 3rd March 2021.

A Workshop was conducted by Amity Business School, for the Celebration of International Womens Day- **Financial and Tax Planning**, organized in on 3rd March 2021.

A Competition was organised by Amity Business School, for the Celebration of International Womens Day- **Abhivvyakti** - Ms. Tejaswani Gautam IPS Officer And Prof Amit Jain Pro-Vice-Chancellor, Amity University Rajasthan, organized on 8th March 2021.

An Online event was organised by Amity University Jaipur, for the Celebration of International Womens Day - **Expression**

Amity Business School

An FDP was conducted on 22nd March 2021, organised by Amity Business School. The topic for the session was **Teaching Methodologies using Harvard Business Publishing Educator Access** Speaker- Mr.Manik Kathuria Regional Manager-Higher Education North & East India Harvard Business Publishing.

A Guest Lecture was organised by Amity Business School, on 26th March 2021. The topic was **Tax Planning & Tax Avoidance: Direct & Indirect Taxation in India** Speaker- CA Piyush Mittal Founder & Partner AVPM Associates.



An interactive webinar on **Evolutionary Behavioral Finance** was conducted on 7th April 2021, by Speaker-Prof. Thorsten Hens Professor of Financial Economics, University of Zurich.



A workshop was organised by Amity University Jaipur, on **Data Analysis in Social Sciences using Bluesky, Statistics, Jamovi & JASP** Key resource person- Dr. P Murugan on 13th April 2021.

A Freshers Party was organised by Amity Business School, **Aarambh** on 28th April 2021.

A Webinar was conducted by Amity Business School, on 28th April 2021. The topic was **Employment relations and Covid-19** Speaker- Prof John Martin, Australia.

An Activity was organised by Amity University Jaipur. The Topic was **Creativity** on 1st May 2021.

A Social Business Idea Presentation Competition was organised on 14th May 2021 by Amity Business School. The topic was **Social Enterprise I-Diya**.

A Workshop was conducted by Amity Business School, on 14th May 2021 by the topic **Connecting Candidates to corporate** -Speaker Dr. Amit Jain PVC AUR & Mr. Deependra Ojha, Assistant Manager-HR in Sigma Minerals Ltd.

A webinar on **Importance of HR Avenues and How Technology Enhances HR Capabilities & Last Mile Excellence for Great Customer Experience** was organised by AUR on 29th May.



Amity School of Engineering Technology

The webinar on **Technologies worth Exploring Today** held on 22nd April 2021. Guest speaker of the event was Dr. Ajay Agrawal (Sr. Principal Scientist, Coordinator, Smart Sensors Area, & Head of the Nano Biosensors Group at CSIR-Central Electronics Engineering Research Institute, Pilani). the coordinators were Dr. Sanjay Kumar Singh and Mr. Vinod Kumar Sharma and was moderated by Mr. Pushpa Gothwal (ass. Prof. ECE & EEE).



The webinar on **Cognitive inspired IoT** held on 14th April 2021. Guest speaker of the event was Dr Tapan K. Gandhi, Associate Professor, Department of Electrical Engineering, IIT Delhi. the coordinators were Dr. Sunil Pathak, ASET, AUR with co-coordinator Dr. Shweta Sharma and Dr. Muskan, ASET, AUR and was moderated by Dr. Kapil Kumar Nagwanshi, Associate Professor, ASET, AUR



The webinar on **How to deal with Covid patient for fast recovery** held on 19th May 2021. Guest speakers of the event was Dr. Ruttuja Karkhanis (NMIMS university, Mumbai and Dr. Nudrat Jahan (assistant professor, department of clinical psychology, SGT university, Gurugram). the coordinators were MS. Pushpa Gothwal and Mr. Sachin Bansal and moderated by Mrs. Sangeeta Tripathi.

The webinar on **GREEN TECHNOLOGY AND SUSTAINABLE DEVELOPMENT (GTSD-2021)** held between 14th June 2021 to 18th June 2021. the coordinators were Dr. Shweta Kulshreshtha (Associate Professor) and Dr. Nitesh Singh Rajput (Asst. Professor)



The webinar on **Resilience and wellbeing during the Second mutant of Covid-19** held on 19th May 2021. Guest speaker of the event was Dr. Nudrat Jahan (assistant professor, department of clinical psychology, SGT university, Gurugram). the coordinators were MS. Pushpa Gothwal and Mr. Sachin Bansal and moderated by Mrs. Sangeeta Tripathi.



Amity Institute of Biotechnology

The webinar on **Bioinformatics Contributing in COVID-19 Pandemic rescue** held on 8th June 2021. Guest speaker of the event was Dr. Sandeep Dhanda (Bioinformatics Research Scientist). The speaker of the event was Prof. Vinay Sharma (Director, AIB, AUR) and it was moderated by Dr. Ravi Ranjan Kumar Niraj.



Webinar on **Staying positive with cancer** on 4th Feb 2021. To raise awareness about the symptoms, types, and statistics about Cancer, the faculties & students of Amity University Jaipur share their knowledge and insights about the same.



It is 5 Days FDP which was sponsored by ATAL-AICTE was conducted on 14th - 18th June 2021. Different approaches related to green technology and sustainable technologies were discussed such as waste water treatment along with value added product recovery, 3D printing in Biotechnology, Mushroom cultivation for sustainable development, thin film solar cells, biodegradable composites, nanocomposites for sustainable development, research opportunities in nuclear waste management. One session on stress management was also delivered.



Amity Institute of Information Technology

Major Departmental Happenings:

A webinar on **World of Cyber Security- Challenges, Opportunity & Career** was conducted on 12th June 2021. The webinar was based on cyber security-challenges, opportunities and career. Participants got know more about the concepts, applications, challenges of cyber security. They understand about different fields and opportunities in cyber security which the students can choose for their career. Students of UG and PG courses of Amity, Students seeking admission to UG and PG courses and faculty members actively participated in the webinar.

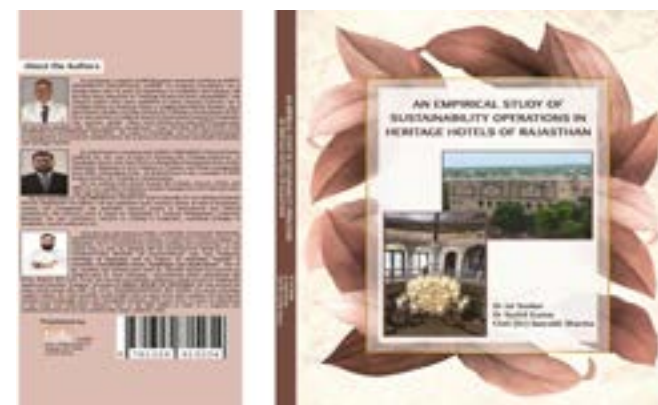


Amity School of Hospitality

- Amity School of Hospitality conducted a webinar on **New Tourism Marketing Strategies Post Covid-19** On 25th February 2021.
- A webinar on **Hospitality Tomorrow & Career Opportunities** was conducted by Amity School of Hospitality on 5th May 2021.
- Amity School of Hospitality conducted a webinar on **Tourism Destination Management** on 2nd June 2021.
- Amity School of Hospitality conducted a webinar on **Responsible Tourism-How Does Tourism Help Preserve Wildlife** On 12th March 2021.
- ASH conducted a five day online faculty development program on **Effective Teaching Skills in New Era** from 21st - 25th June 2021.
- Amity School of Hospitality conducted a webinar on **Trends in hospitality & Tourism Industry: 2021 and Beyond** on 2nd June.
- A webinar on **Revenue Management in Club Operations (F&B)** on 9th June, 2021 was conducted by Amity School of Hospitality. The chief speaker of the event was Mr. Somitra Saxena, Club Manager, DLF Chandigarh.



- Amity School of Hospitality conducted a webinar on **Sustainable Landscaping in Modern Hotels & Resorts** 23rd June 2021. The chief speaker of the event was Ms. Pooja Ray, Chief Architect, MetroWoods Landscape.
- Amity School of Hospitality presented **Culinary Champion 2021** judged by 14 Famous Chefs of India from 19th Feb - 7th April, 2021. Many schools and coaching centers were approached to motivate their students and faculty members to participate.



Amity School of Communication

Amity School of Communication Industrial Advisory Council Meet

Rich Industry-Academia Interface has always been fruitful in improving the academic delivery and the professional training process and knowledge enhancement of the students. Amity School of Communication organised its 2nd Industrial Advisory Council Meet on 6th June, 2021. The meet was graced by a rich galaxy of senior Media Professionals representing different walks of Media Industry. The members provided valuable inputs in the direction of enriching the quality of media academics.



Amity School of Communication launches PRCI Young Communicators Club

With the purpose of providing a vibrant platform to enhance the communication and professional skills of the students, Amity School of Communication, Jaipur collaborated with Public Relations Council of India (PRCI) to launch the Amity Jaipur Chapter of Young Communicators Club (YCC) on June 10th, 2021. The event was attended by the senior officials of national governing body of Public Relations Council of India, Deans and Directors of Amity Institutions, Faculty members and the students of Amity School of Communication, Jaipur.



Proud Moment for Amity School of Communication, Jaipur

Amity School of Communication, Jaipur has been ranked 8th in India Today's 2021 ranking of the top 10 Mass Communication Colleges in India under the category Best Value for Money. India Today- MRDA Ranking 2021 survey was conducted nationally for Central, State, Deemed and Private Universities. Amity School of Communication, Jaipur is the only school from Rajasthan to be ranked in the list. This ranking is based on technological advancements, placement record, research publication, industry-oriented curriculum, mentorship, and the holistic development of a student.



Amity School of Architecture and Planning

- Amity School of Architecture and Planning organized a panel discussion on the **Architecture Profession; Program to Practice** on 16th July 2021 with Ar. Mukul Goyal, Director at MG Associates, Delhi and Ar. Dipankar Mazumdar, Partner at ENAR Associates, Delhi to discuss the practical issues involved in real architectural practice and share their professional experiences with the students of architecture & design.
- Amity School of Architecture & Planning conducted a panel discussion on **Interior Design Profession: Program to Practice**, to discuss the practical issues involved in real architectural practice and share their professional experiences on 23rd July 2021. The eminent speakers were Ar. Anshuman Sharma, Chairman, Institute of Indian Interior Designers for Jaipur Regional Chapter (JRC), and Ar. Vyom Sinha, Partner at Designer WEB, Chennai.



- The Pedagogy & Research Forum (PRF) at Amity School of Architecture & Planning organized a webinar on **Water Heritage of Rajasthan** with Mr. Neeraj Doshi, Founder of Research, Advocacy & Innovation in water (RAINWATER), Jaipur on 29th of June 2021. The session showcased the implementation of water management projects in urban settings.



- Pedagogy & Research Forum (PRF) at Amity School of Architecture and Planning (ASAP) organized webinar on **Employment and Business Opportunities: Enhancing Skills** by Ar. Gurpreet S Channi on 10th March 2021.
- Pedagogy & Research Forum (PRF) at Amity School of Architecture and Planning (ASAP) is formulating an IGBC Students Chapter at the Institution. An awareness session **Introduction to Green Buildings** by Jaimni Oberoi and Dr. Shivraj Dhaka was organized on 6th Apr 2021.



Amity Institute of Behavioural and Allied Sciences

Webinar on Violence Against Women: With Special Reference to Counselling

Organized by AIBAS, Amity University Rajasthan in collaboration with National Commission for Women on 10th January 2021. In this webinar, the key resource persons discussed effective methods to reduce the sense of poor self-respect, hopelessness, helplessness, and low confidence among the women population.



Webinar on: Yogic and Ayurvedic Perspectives to Stress Management and Mental Health

Organized by Dr Chirmi Acharya, Assistant Professor, Amity Institute of Behavioral and Allied Sciences, Amity University Rajasthan on 27th Feb 2021.

Guest Lecture: Indian Psychology

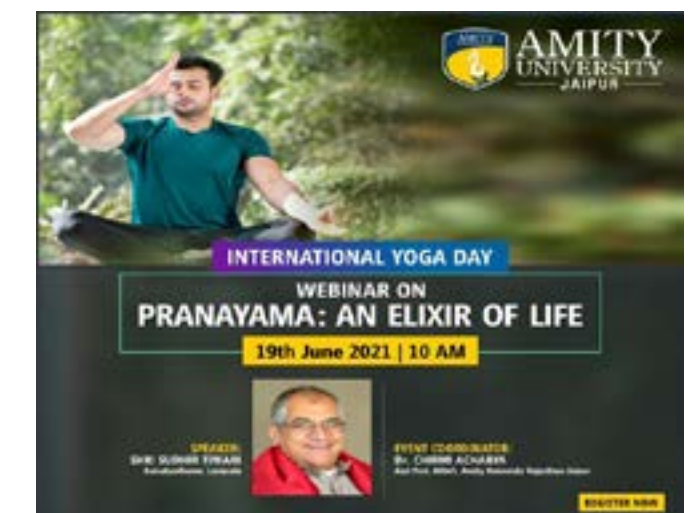
Organized by Amity Institute of Behavioral and Allied Sciences on 24th March 2021. Indian psychology is recent development in the field of psychology. The concepts of Indian psychology have been derived from scripture, upanishad & ancient philosophical thoughts & schools/ systems of Indian philosophy. The concept of personality, emotions, mind-body relation consciousness, have been discussed in Indian tradition. In the contemporary world, its a need of an hour to have a healthy mental and emotional health which can be attained through different techniques explained in Indian psychology. Speakers from JNU, DU and BHU graced the event to spread awareness on the concepts of Indian Psychology.

Guest Lecture Psychological Perspective on online Education: An Aftermath of the Pandemic

Organized by Amity Institute of Behavioral and Allied Sciences on 9th May 2021. Dr Archana Shukla from Lucknow University spoke about the new normal of the changed education system that pandemic has brought about.

Pranayama- The Elixir of Life

Organized by Amity Institute of Behavioral and Allied Sciences on 19th June 2021. The webinar was organized to celebrate the International Yoga Day. The speaker Shri Sudhir Tiwari is a veteran yoga practitioner and an international name in Pranayama training. He spoke about the psychological principles as talked about in Patanjalis Yoga Sutras regarding pranayama and how it can be used both as a tool to sustain life and enhance psychological benefits. He guided the participants through mantra chanting and taught basic breathing skills which can be beneficial in the current times to keep oneself healthy.



Guest Lecture on: Autism Awareness

Organized by Amity Institute of Behavioral and Allied Sciences. The session focussed on how people with autism transition into adulthood and talk about different modalities to treat autism. The speaker provided a real time insight into the lives of children with autism and offered to provide students with training in occupational therapy.

Amity Centre for Ocean-Atmospheric Science and Technology

Earth Day 2021 was celebrated in Amity University Rajasthan, with full vigor and enthusiasm to understand the current challenges and potential solutions to restore our mother Earth for sustainable development and growth of all living beings. Due to pandemic (COVID-2019), Earth Day 2021 was organized online a guest lecture by an eminent scientist of the country, Dr. Atul Kumar Sahai, Scientist-G at the Indian Institute of Tropical Meteorology (IITM), Pune. Dr. Sahai graced the occasion by delivering a lecture via an online platform on the Role of MoES in Enhancing Water Security over India. Before the talk started, Prof. (Dr.) P.V.S. Raju, Director of the Center (COAST), welcomed and introduced Dr. Sahai to all the participants.



Dr. Sahai emphasized the current global scenario of water security and associated crisis and how MoES (ministry of Earth Sciences, India) is countering the challenge of water-related issues in the country, especially in the light of climate change. Further, elaborated the role of water in the socio-economic growth, environmental, and political perspective of the country. Dr. Sahai enlightened us on the potential causes of water security such as increasing water demand due to population increase and industrialization, degrading water quality because of human intervention, natural causes such as monsoon patterns in India, choice of agricultural practices, human-induced deforestation, and



other natural and anthropogenic causes of declining water availability. Dr. Sahai cited the reports from Niti Aayog (2018) suggesting India is on the verge of facing the worse water crisis ever. The Niti Aayog report predicts that because of increasing population demand for food production and industrial setup, our water resources will be under immense pressure as groundwater withdrawal has already been at threatening increasing levels in northwestern states in conjunction with declining recharge levels due to lack of monsoon rains or increasing levels of impermeable surfaces in urban developments.

To address the alarming issue of water security in India, Dr. Sahai outlined the plans by the MoES and other initiatives taken by locals to the Government of India level. He presented examples from ancient India where communities were more responsible and visionary in protecting and preserving our most important natural resource -Water. For example, Kundi systems in Rajasthan, Zings in Ladakh, Guls in Himalayan region, Ahar Pynes in South Bihar, Bamboo drip irrigation in Meghalaya, Madakas in Karnataka and Kerala, and Cascade tank methods in Tamil Nadu were a few traditional methods of rainwater harvesting that were actually originated from a scientific mindset of those communities. The need of the hour is to think and apply such techniques and encourage the population to innovate more for the future to preserve and protect water for our sustainable future. Dr. Sahai further emphasized the need to harvest rainwater, to encourage micro-irrigation and crop diversification, to utilize nature's support in cultivating organic produce, to recycle wastewater into the agricultural fields, and managing aquifer recharge to increase groundwater levels that should be considered as major action plans to counter increasing water deficit in the country.

Finally, Dr. Sahai responded to a few questions or concerns raised by the participants on the role of MoES in tackling water-related issues.

Earth Day 2021 was concluded with an increased level of understanding about our most precious and most wasted natural resource -Water. In the end, We promised and committed that we all should work in accordance and complement each other to protect and preserve water on our planet Earth and help in restoring its glory for the survival of living beings for generations.



Faculty Spotlight

AIMT



He Published a book named "Advances in Applied Microbiology for Sustainable Development" on 5th May.

Dr. G. K. Aseri

ASH



He was presented with the "Man of Excellence Award" by Indian Achievers Forum on 4th Jan 2021.

Prof (Dr.) Sanjeeb pal

ALS



She was included in 10 Influential Women Leaders in Education, 2021 in India by the Higher Education Digest on 12th April 2021.

Dr. Saroj Bohra

ASET



He has been awarded with the Best Paper Award on 5th April 2021. His paper "Study of Performance Efficiencies for Jaipur City's Metro Mass Transit System" was presented in an International Conference on "Recent Challenges and Opportunities in Engineering" during 13-14th March 2021.

Mr. Pankaj Sharma

ASCO



She was felicitated with the "Educator of the Year" Award by Exchange4media group. The pioneers in b2b media and the leading single stop information platform for latest news in Marketing, Advertising & Media Professionals on June, 2021.

Dr. Tanushri Mukherjee

AIMT



He authored a book titled "Biosurfactants Greener Surface-Active Agents for Sustainable future" on 4th June 2021.

Dr. Deepansh Sharma

AIB



She got patent issuance titled "Method of biosurfactant production using a noel bacterial isolate bacillus thuringiensis SMT2 and agro-industrial wastes" on 10th Feb 2021.

Dr. Shruti Mathur

AIB



She Published a book named "Advances in Applied Microbiology for Sustainable Development" on 5th May.

Dr. Neelam Jain

AIB



His research paper "Cysteine proteases: Battling pathogenic parasite protozoans with omnipresent enzymes" was published in journal of Microbiological Research with an Impact Factor 3.97 on 31st May 2021.

Dr. Vijay Kumar Srivastava

ASH



He received the Best Paper Award for his paper "Effects of Covid-19 Outbreak on Travel and Tourism Industry: A Study on Udaipur Hotels Perspective" on 8th March 2021.

Dr. Yashwant Singh Rawal

ASCO



She was awarded with Best Paper Award for her Research Paper titled "Persuading Consumers through Scientific Claims: A study on Pseudo-Scientific claims in Advertisements" at 6th International Conference held on April 23, 2021.

Dr. Pallavi Mishra

ASL



She published a book named "Rethinking Theatre Drama & Sustainable Studies" in May 2021.

Prof. Dipa Chakrabarti

ASLA



His Paper on “*Mercenaries in Africa - Legality and Geopolitics*” has been accepted for publication in Inderscience’s African Journal of Economic and Sustainable Development (ABDC Ranked) on 24th May.

Dr. Ashutosh Singh

AIIT



She was re-elected as the member of IEEE Rajasthan Subsection ExCom 2021 on 1st Feb 2021.

Dr. Manju Kaushik

ABS



She received an appreciation letter from Mr. Udai Lal Anjana (Hon. Cabinet Minister) for her contribution in conducting a workshop on “*Prevention of sexual harassment at workplace*” on 11th June 2021.

Dr. Deepali Bhatnagar

ASLA



He got his paper titled “*India: Nuclear strategy and emerging challenges*” accepted for publication in Inderscience’s International journal of global energy issues on 23rd Feb 2021.

Dr. Ashutosh Singh

AIBAS



She was honoured with “*Best Young Faculty Award*” by “*Noval Research Academy*”, Puducherry, India for her academic contribution in Psychology in 2020-2021.

Dr. Neharshi Srivastava

ABS



He got his paper titled “*Infrastructure project finance: A systematic literature review and directions for future research*” has been published in qualitative research in financial markets on 25th Feb 2021.

Dr. Ashish Kumar



Shining Stars

ASCO



He joined the jury board of Columbus International film and animation 2021 on 1st May, 2021. It is the first and oldest film festival in the US, since 1952.

Mr. Eshan Harsh

ASAP



He has been selected in Alchemy Design Works LLC. Dubai, UAE as a Junior Interior Designer on 5th May, 2021.

Mr. Bharat Sharma

ASH



He started his own venture CRAZY MANIA: a place where 8 different flavors of chai and stories unite on June 2021.

Mr. Rishi Gehlot

ALS



He was selected in Gujarat Judicial Service 2021 on April 2021.

Mr. Jaiveer Singh Rathore

ASL



He participated in the 13th International Students Festival of Harkat and has been selected one of the 100 top projects from 45 countries the festival was held virtually from 13 to 15 March 2021 and organized by the Ministry of Science, Research and Technology of Islamic Republic of Iran.

Mr. Shafaat Hussain Bhat

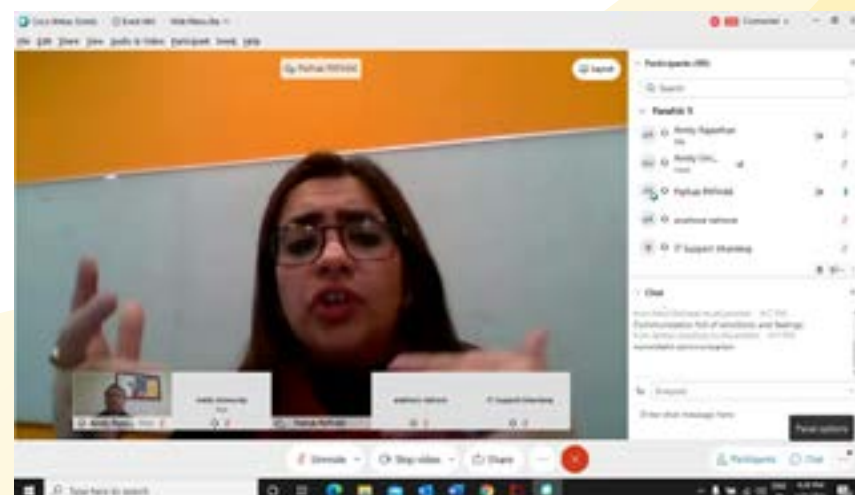
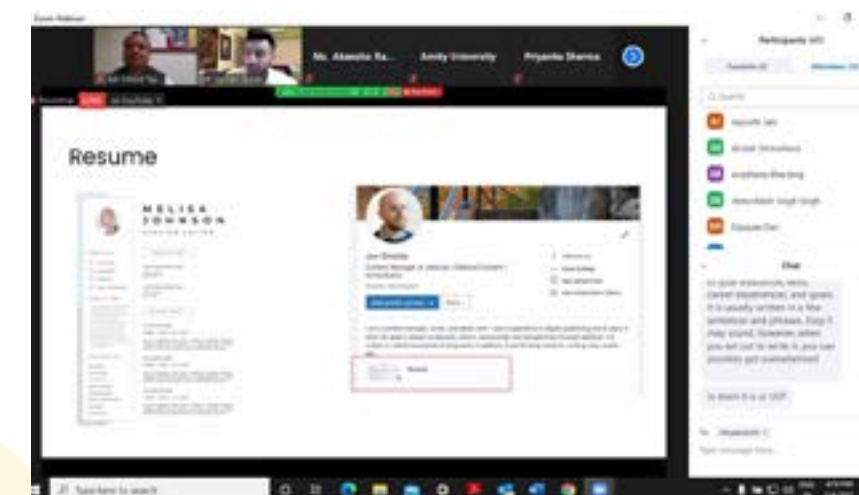
Industry Connect Initiatives





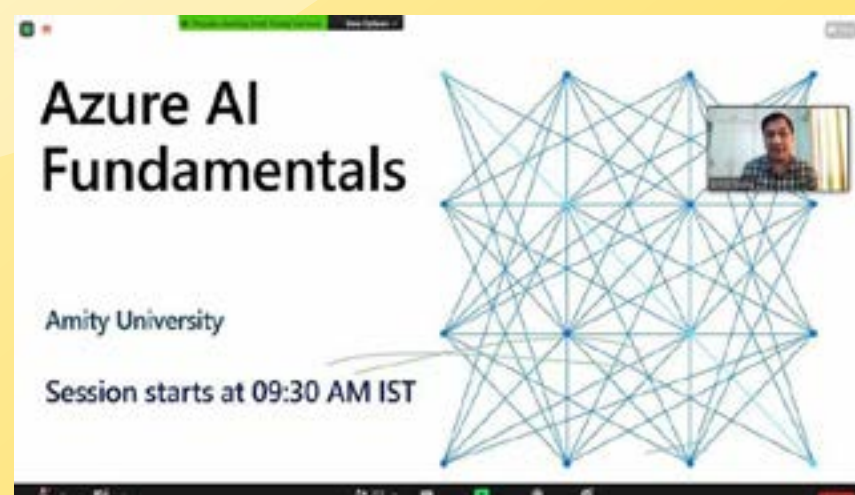
Webinar on “*The Why and How of Digital Marketing as a Career Option*” was conducted by Corporate Resource Center- AUR. Guest speaker from industry Ms. Harpreet Kaur, Marketing Head- Kangaroo Group of Companies , Mr. Gajendra Singh, Lead Digital Operations - Uplers along with Pro Vice Chancellor- AUR Prof. Dr. Amit Jain shared their views and knowledge and enlightened students on the importance of Digital Marketing as career option.

Webinar on “*How to build your profile*” was conducted on 4th Feb 2021 by Corporate Resource Center-AUR. Guest speaker from industry Mr Vvihan Gulati (Director) Mediagraphix PR and moderator Mr Vinod Tejawani (Director Corporate Resource Center-AUR) contributed their views on the importance of having a good profile.



Webinar on “*Trends that will shape up PR & Social Media in post Covid*” was conducted by Corporate Resource Center- AUR. Guest speaker from industry Ms. Pooja Pathak (CEO & Founder) Media Mantra and moderated by Mr Vinod Tejawani (Director Corporate Resource Center- AUR) contributed their views on the importance of trends that will shape trends in PR & Social media.

Webinar on “*Career Opportunities in Indian Air Force*” on 19th May 2021. The guest speaker of the webinar was Wing Commander KJM Reddy, Sr. Education Officer – Indian Air Force and the session was moderated by Mr. Vinod Tejawani.

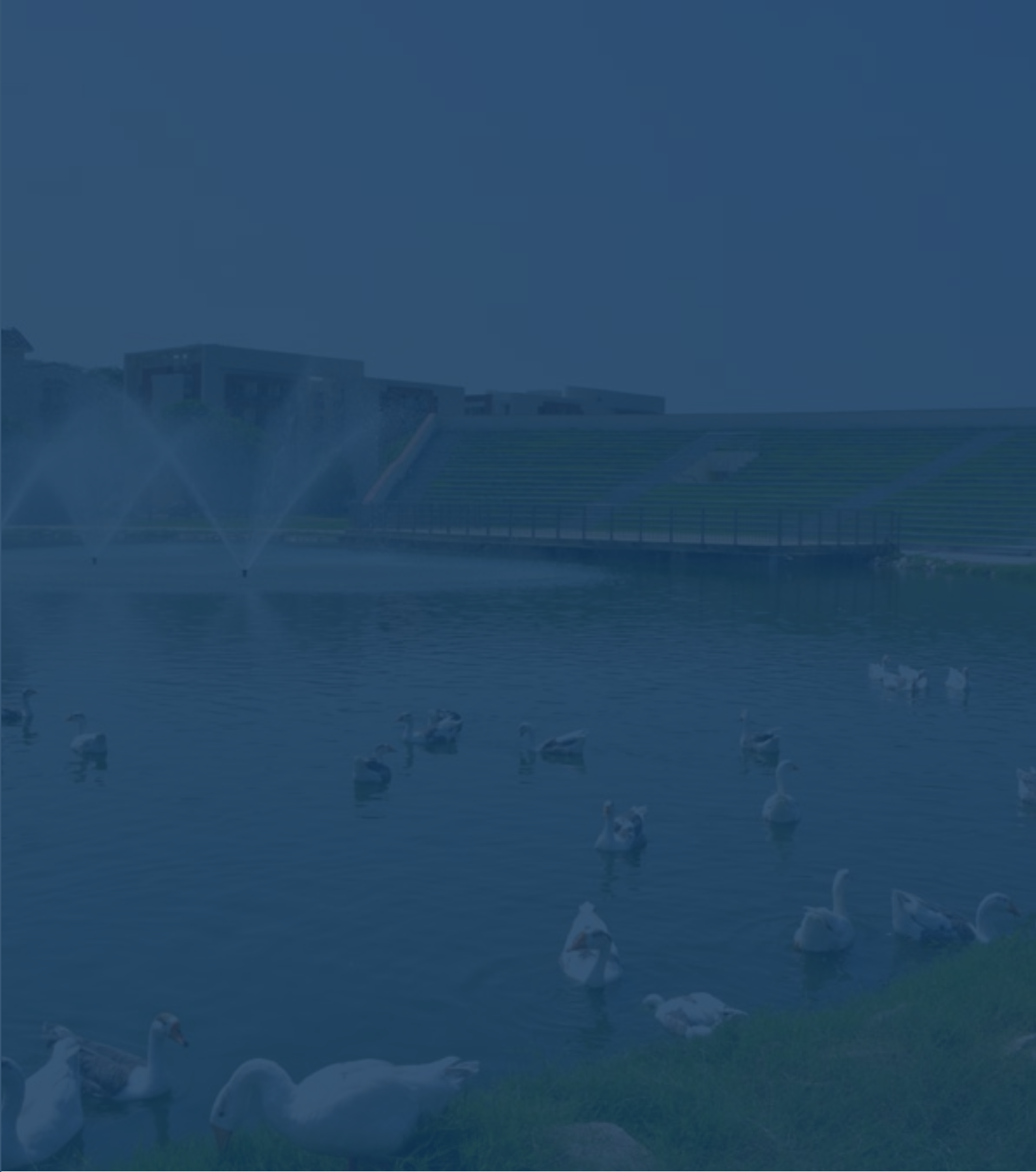


CRC- AUR in association with Ernst & Young and Microsoft organized “*Microsoft Cloud Awareness Trainings*” through Virtual Live Instructor-led mode. The full day workshop was scheduled on 06 th Feb 2021 on AI-900 Microsoft Azure AI Fundamentals for all the students, Faculty and Staff of AUR.

Webinar on “*Boost Your Career in Hospitality and Journalism*” on 26th June 2021. The guest speaker of the webinar was Dr. Sanjeeb Pal, Director, ASH, AUR | Dr. Jayati Sharma, Coordinator, ASCO, AUR and the session was moderated by Dr, Megha Bhargava, Sr. Counsellor, Admissions, AUR.







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