



AMITY
UNIVERSITY
— CHHATTISGARH —

Ami Business Pulse

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KEY HIGHLIGHTS

Amity Business School has had a vibrant quarter, highlighted by several key events enhancing student experience. The Amity Convocation celebrated graduates' academic excellence, while Industrial Visits provided valuable insights into leading companies' operations. The Military Training Camp at Amity University Haryana fostered discipline, leadership, and teamwork among students. Additionally, our robust Placement program continues to secure promising career opportunities, with numerous top-tier companies participating in the recruitment drive. These activities reflect our commitment to holistic education, combining academic rigor with practical experience, and reinforcing Amity Business School's status as a beacon of innovation and academic excellence

Top News

Placement Season KICKS OFF!

AMITY RAIPUR STUDENTS HAVE BEEN
PLACED IN TOP CORPORATES



for the
BATCH OF 2024-25

Inviting
corporates to
connect with
top-tier talent



GPS Map Camera

Math, Chhattisgarh, India
9VVV+35Q, Math, Chhattisgarh 493225, India
Lat 21.395248°
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Amity Business School

ABS Guest Lecture

Message From Vice-Chancellor's Desk



Dear Students, Faculty, and Esteemed Readers,

It is with immense pleasure and pride that I pen this message for ***Ami Business Plus, the newsletter of Amity Business School, Amity University Chhattisgarh.*** As we navigate through a dynamic era of global transformation, our commitment to academic excellence, innovation, and holistic development remains steadfast.

The landscape of business and management is evolving rapidly, driven by technological advancements and ever-changing market demands. In this context, our mission at Amity Business School is not just to impart knowledge, but to cultivate leaders who are adaptable, ethical, and visionary. We strive to provide a learning environment that encourages critical thinking, fosters creativity, and nurtures entrepreneurial spirit.

Our faculty members, who bring a wealth of academic and industry experience, are dedicated to mentoring students and guiding them towards achieving their highest potential. Their continuous efforts in research and community engagement ensure that our curriculum remains relevant and impactful.

To our students, I urge you to embrace every opportunity with enthusiasm and resilience. Engage deeply with your studies, participate actively in co-curricular and extracurricular activities, and cultivate a global perspective. Remember, the skills and values you acquire here will be your compass in navigating the complexities of the business world.

As we reflect on our accomplishments and look ahead to future endeavours, I am confident that Amity Business School will continue to be a beacon of excellence and innovation. Let us work together to uphold our values of integrity, perseverance, and compassion, and to contribute meaningfully to society.

I extend my heartfelt gratitude to our faculty, staff, students, and stakeholders for their unwavering support and dedication. Together, we will continue to achieve great heights and set new benchmarks in the realm of business education.

With best wishes,

Prof. Dr. Piyush Kant Pandey
Vice Chancellor
Amity University Chhattisgarh

Message From Dy Pro Vice- Chancellor's Desk



As Amity Business School enters the new academic session of 2024, our spirits are elevated following the marked developments in the journey of our Institution! Whilst setting a high benchmark for academic and professional output, we have experienced a burst of student's creativity and innovation that is reflected in the vibrance throughout the school.

We recognize our vision as critical. Our pedagogy is crucial in the present industry landscape wherein we are witnessing the convergence of domains, melting of skillsets and a recategorization of jobs as they were. We focus teaching on how to attain managerial excellence through all our activities that are designed with a predetermined outcome. The Institution is making further headways in producing mindful managers with management pedagogy that aims to develop a sustainable organization.

Amity Business School, Amity University remains steadfast in its commitment to fostering a vibrant and inclusive academic community that encourages intellectual curiosity, critical thinking, and a commitment to social responsibility. The excellent faculty members serve as a catalyst for innovation and is the cornerstone of our academic vigor.

By nurturing exceptional talent, promoting impactful research, and fostering strategic partnerships, Amity Business school aims at attaining greater heights towards developing industry ready and socially responsible graduates. We are geared to welcome young minds with big dreams.

With best wishes,

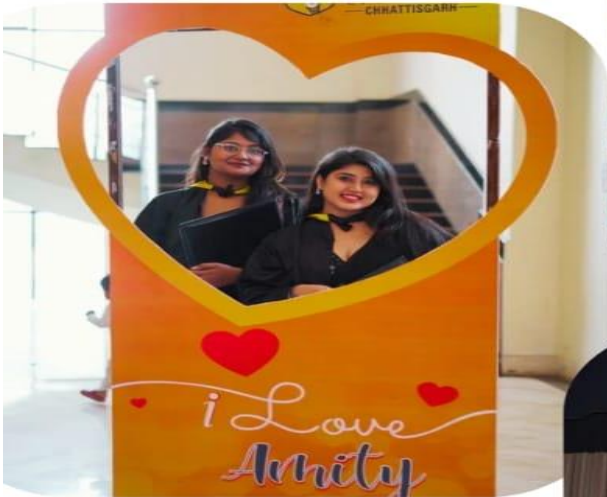
Prof. (Dr.) Sumita Dave
Deputy Pro Vice-Chancellor & Professor
Amity Business School, Raipur

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In Focus

Amity Convocation



festive ambiance

Industrial Visit

Industrial Visit to Jayaswal NECO Ltd. by Amity University Chhattisgarh



On March 5, 2024, Amity University Chhattisgarh organized an industrial visit to Jayaswal NECO Ltd. Coordinated by Dr. Imran Nadeem Siddiqui, Dr. Shilpa Pandey, and Dr. Rishikant Choudhary, the visit aimed to provide students with practical insights into the manufacturing processes of cast iron and steel products such as railway track fish plates, billets, and angles.

Students learned about the special steel manufacturing process, the workings of rolling mills, and other operational activities. An interactive session with Dr. Shaji Thomas, General Manager of HR, covered HR policies and industrial laws, motivating students to prepare for the competitive business world. Such industrial visits are crucial in bridging the gap between theoretical training and practical learning, offering students hands-on experience and enhancing their understanding of real-world industry operations.

Industrial Visit to Jayswal NECO Ltd.

On February 8th, 2024, Amity Business School organized an industrial visit to Jayswal NECO Ltd., coordinated by Dr. Imran N Siddiqui, with Dr. Shantanu S Bose, Dr. Pradeep Kumar Asthana, and Dr. Indu Santosh as moderators. This visit provided students with invaluable hands-on experience in industry operations, bridging the gap between theoretical training and practical application. Students observed the manufacturing processes of various cast iron and steel products, including railway track fish plates and billets. They learned about special steel manufacturing, rolling mills, and other operational activities.



An interactive session with Director HR Mr. Mohanty covered HR policies and industrial laws, motivating students to prepare for the complexities of the modern business world. This visit exemplified the importance of active learning experiences both inside and outside the classroom, enriching students' understanding of real-life industry environments.

Industrial Visit to ICON Solar Plant

Amity Business School organized an industrial visit to the ICON Solar Plant in Dighari, Khamhariya, Chhattisgarh, providing MBA and Engineering students with a unique opportunity to explore the practical applications of solar energy technology. Coordinated by Dr. Imran Nadeem Siddiqui, Dr. Disha Sharma, Dr. Sanjay Ku. Sharma, Mr. Sudhakar Rao, and Dr. Raj Kumar Sahu, the visit offered insights into the operations of a solar power plant, covering components like photovoltaic cells, inverters, and power distribution systems.

Students gained a deeper understanding of renewable energy's role in sustainable development, appreciating its economic and environmental benefits. The hands-on experience highlighted the technical and managerial challenges of operating a large-scale solar plant, emphasizing the importance of interdisciplinary collaboration. Such visits bridge the gap between theoretical training and practical learning, fostering active and interactive learning experiences both in and outside the classroom.



Military Training Camp at Amity University Haryana

From January 21 to January 26, 2024, Amity Business School, Amity University Chhattisgarh, organized a military training camp at Amity University Haryana. Moderated by Dr. Manoj Kumar Sahoo and Dr. Shikha Chauhan, with instructors Mr. Satyavir Solanki and Mr. Vijay Kumar, the camp offered a week of intense physical and mental challenges.



Participants began each day with cross-country runs and drill sessions, enhancing their physical endurance and discipline. Activities like bridge scaling, obstacle courses, and skydiving tested agility, problem-solving skills, and courage. Precision shooting sessions demanded focus and accuracy, while tug-of-war competitions fostered teamwork and determination. The camp concluded with medals and prizes awarded for outstanding performances. This immersive experience not only strengthened participants' physical and mental abilities but also forged unbreakable bonds and lasting memories, leaving them more disciplined and resilient individuals.

Seminar/FDP/Events

Amity Business School Hosts Debate Competition on India's Development by 2047

Amity Business School organized a compelling Debate Competition on January 15, 2024, centered on the topic, "Can India Become a Developed Country by 2047?" under the Viksit Bharat Abhiyan initiative. The event, held from 2:30 pm to 4:30 pm, saw participation from 9



students of the 4th and 6th semesters. The competition began with an inspiring speech by Prof. (Dr.) Sumita Dave, followed by hosts Dr. Shivani Guru and Mr. Shohrab Alam guiding the two-round event. The first round featured introductory discussions, while the second round involved rebuttals. Judging criteria included clarity, effective arguments, examples, rebuttals, and presentation style. Dr. Kailash Kumar Sahu,

Coordinator of the Debate Competition, addressed the participants and audience before the winners were announced. The 1st prize was awarded to Muskan Agarwal (BA Eco 6th semester), followed by Swastika Bajpayee (B.Com. 4th semester) and Hancy Makhijani (B.Com. 4th semester). Dr. Indu Santosh also played a key role in organizing and ensuring the event's success. All participants received 'Participation Certificates'. The event aimed to enhance communication and critical thinking skills, fostering meaningful contributions to society and national growth.

Alumni Talk: From Campus to Corner Office

Amity University Chhattisgarh organized an insightful alumni talk titled "From Campus to Corner Office: Alumni Stories" on February 16, 2024. Coordinated by Dr. Disha Sharma and the CRC Cell of Amity Business School, the event featured alumna Priyanka Sahu, who shared her invaluable industry experiences. Sahu's talk enhanced students' understanding of current industry trends, job search strategies, and professional development opportunities. By providing practical examples, she elucidated the complexities of the corporate world, enabling students to make informed career decisions. Additionally, her expertise and interactive session addressed various aspects of career planning and skill development, helping students gain clarity on the necessary competencies to excel in their fields. Sahu's session empowered students to set clear career goals and pursue their professional aspirations with confidence. The event was a significant step towards bridging the gap between academic learning and real-world professional success.



Guest Lecture Report: The Power of Habit

Amity School of Business hosted a compelling guest lecture on "The Power of Habit" on February 7, 2024, organized by Dr. Indu Santosh and Dr. Shivani Guru. Students immersed



themselves in a deep exploration of human behaviour, gaining insights into how habits shape our lives. The session sparked introspection among attendees, encouraging them to reflect on their behaviours and consider positive changes. Through critical analysis and engaging discussions with the guest lecturer and peers, students developed a clearer understanding of human psychology's practical applications. This enriching experience promises to influence both

personal and professional spheres, equipping students with valuable tools to enhance their lives.

Workshop on TALLY ERP 9



On 23 February 2024, Amity Business School organized a workshop on TALLY ERP 9, coordinated by Dr. Pradeep Kumar and Dr. Annapurna Metta. The session focused on various types of accounting information and entries. Participants engaged in detailed discussions about groups, ledgers, stock groups, stock items, and units of measure creation. Practical exercises allowed students to practice entries for a company and maintain group ledgers and inventory. The workshop also

covered taxation-related areas, enhancing students' understanding of creating groups and ledgers. The interactive and informative session provided valuable hands-on experience with TALLY ERP 9, offering students an excellent learning opportunity.

Personality Grooming and Communication Development



On February 12, 2024, the JAGRUK JANTA EKJUT-HR Club of Amity Business School organized an event on Personality Grooming and Communication Development. Coordinated by Dr. Reshma Shrivastava, Dr. Shilpa Pandey, Ms. Roshani Rathore, and Vanshita Nath, the event aimed to enhance students' management skills and general awareness. Participants engaged in group discussions on topics such as culture, the cashless economy, social media authenticity, and

the confidence of today's youth. Another activity involved news reading, where students narrated brief news pieces on the discussed topics. The event also featured management games designed to improve active listening skills. Students benefited from creative learning,

working on new ideas, and understanding the dynamics of different situations. The HR activities effectively supported the academic needs of Amity Business School's undergraduate students, fostering communication skills and teamwork.

Cervical Cancer Awareness Event at Amity Business School

On February 20, 2024, Amity Business School, under the Center of Excellence for Gender Studies, organized an event titled "Understand...Learn...Prevent: Navigating Cervical Cancer." Coordinated by Ms. Shweta Patel, the campaign aimed to educate girls on the importance of regular screenings and HPV vaccinations. This initiative empowered participants with essential information, fostering a proactive approach to cervical health. By highlighting the risks, preventive measures, and early detection strategies, the campaign promoted health consciousness and well-informed choices. The broader goal was to benefit society by reducing the healthcare burden and enhancing overall well-being through education. This event underscored the importance of understanding risks, adopting preventive measures, and prioritizing regular screenings, contributing to a culture of proactive women's health.



Amity Business School Hosts Quiz Quest and Dance Clash

On February 20, 2024, Amity Business School organized an engaging event titled "Quiz Quest and Dance Clash," coordinated by Ms. Pratiksha Mishra. The event provided students with practical knowledge and an understanding of business concepts, applicable in real-world scenarios. The quiz enhanced critical thinking, problem-solving skills, and teamwork as students analyzed questions and collaborated within teams. The dance clash showcased individual and group dance talents, promoting creativity and friendly competition in a vibrant atmosphere.



Students' stage performances boosted their confidence, general wellbeing, and self-esteem. The business quiz also exposed participants to diverse business concepts, preparing them for future careers, promoting awareness of current affairs, and fostering entrepreneurial thinking in an enjoyable manner. Overall, the event was a dynamic blend of learning and entertainment, contributing to the holistic development of students.

Amity Business School Hosts Open Mic on Interim Budget 2024-25

On February 1, 2024, Amity Business School organized an Open Mic Discussion on the "Interim Budget 2024-25" from 3:20 pm to 4:40 pm. Coordinated by Dr. Shivani Guru and Dr. Rishi Chaudhary, the event aimed to enhance students' understanding of budgeting, taxation, government expenditures, and economic policies. Prof. (Dr.) Sumita Dave, Dy. Pro Vice Chancellor and Director of Amity Business School, inaugurated the session with an inspiring speech. Hosted by Dr. Rishi Chaudhary and Dr. Manoj Sahoo, the discussion allowed



students to delve into the essential elements and implications of the interim budget. The interactive format encouraged active participation, public speaking, and communication skill development. This practical exposure provided a real-world context to theoretical classroom concepts, emphasizing the budget's role in sustainable development and sectoral needs.

Panel Discussion on Intersecting Horizons: RBI and Paytm in the Digital Economy

On February 21, 2024, the Amity School of Business hosted an insightful panel discussion titled "Intersecting Horizons: RBI and Paytm in the Digital Economy." Coordinated by Dr. Shilpi Gupta, Dr. Pradeep Asthana, and Dr. Shivani Guru, the event highlighted regulatory challenges faced by digital payment platforms like Paytm. Students explored specific instances where Paytm's policies did not fully comply with RBI regulations, including breaches of consumer protection laws and KYC documentation issues. The panelists discussed the underlying reasons for non-compliance, such as negligence, and assessed the impact on consumers, investors, regulators, and the digital economy. The discussion aimed to drive awareness and action towards a more compliant digital payments ecosystem. By analysing Paytm's case, students gained valuable insights into risk management, innovation, strategic decision-making, and ethical issues in company management, better preparing them for future academic and professional pursuits.



SHE-HUB Entrepreneurship Development Program



Amity Business School (ABS), Amity School of Engineering & Technology (ASET), and Amity Institute of Biotechnology (AIB) jointly organized the SHE-HUB Entrepreneurship Development Program on March 21, 2024, under the aegis of Amity Innovation Incubation Raipur. Coordinated by Dr. Annapurna Metta and Dr. Sushant Singh, the event aimed to foster networking opportunities and provide intensive training for entrepreneurs. Designed for both students and faculty, it placed special emphasis on female participants.

The event focused on building entrepreneurial networks, raising awareness about government funding schemes, and helping future entrepreneurs understand business operations. Through conceptual knowledge, corporate experience, and an entrepreneurial attitude, SHE-HUB sought to empower participants with the tools and insights needed for successful entrepreneurship. This initiative underscores Amity's commitment to nurturing the entrepreneurial spirit, particularly among women, within its academic community.

Uddyam: Inspiring Future Entrepreneurs



The Amity Business School successfully organized an entrepreneurship event, "Uddyam," on 6th March 2024, coordinated by Dr. Annapurna Metta. The event was designed to foster entrepreneurial skills among undergraduate students by delving into business models, challenges and opportunities, and financial obligations in startups.

Aimed at bridging the gap between academic knowledge and current trends in

entrepreneurship, Uddyam introduced students to prominent entrepreneurs from Raipur. This interaction provided invaluable insights and real-world experiences. The event emphasized managing business operations, equipping future entrepreneurs with practical knowledge.

Workshop on Advanced MS Excel at Amity Business School



Amity Business School recently hosted an Advanced MS Excel workshop from April 18-22, 2024. Coordinated by Dr. Pradeep Kumar, Dr. Disha Sharma, and Ms. Pratiksha Mishra, the event saw enthusiastic participation from students. The workshop aimed to enhance students' understanding of MS Excel and its practical applications.

Participants learned the importance of Excel in

executing various organizational tasks, enabling automatic data analysis, and managing structured information efficiently. They also gained insights into tracking sales leads, project statuses, and generating invoice reports effectively. The hands-on sessions provided a comprehensive understanding of Excel's capabilities, equipping students with essential skills for research and professional endeavours. Overall, the workshop significantly improved the students' proficiency in MS Excel, preparing them to leverage this powerful tool in both their academic and professional lives.

Panel Discussion on "Entrepreneurial Mindset: Becoming the Top 1% in Your Field" at Amity Business School

On April 1, 2024, Amity Business School hosted a panel discussion titled "Entrepreneurial Mindset: Becoming the Top 1% in Your Field," coordinated by Dr. Disha Sharma, Assistant Professor. This event aimed to enlighten students on the importance of cultivating an entrepreneurial mindset to achieve exceptional success. By featuring successful entrepreneurs and industry leaders, the discussion provided participants with real-life examples and experiences emphasizing innovative thinking, risk-taking, and continuous growth. Through interactive discussions and practical insights,



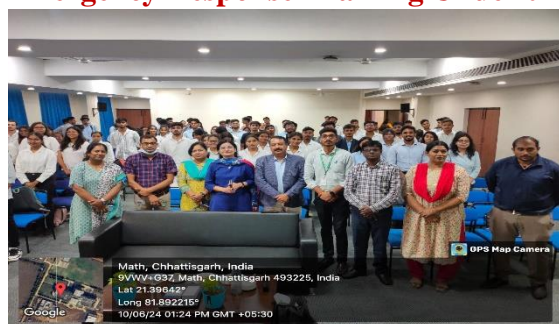
attendees gained a deeper understanding of the entrepreneurial mindset's role in standing out as top performers. The event facilitated clarity on key principles, strategies, and mindset shifts necessary for excelling in their fields. Renowned speakers shared personal experiences, challenges, and success strategies, offering practical applications of entrepreneurial mindset principles. This enriching experience was designed to inspire and guide students toward becoming top performers in their chosen domains.

Orientation on IGNITE 3.4 by Wadhvani Foundation

On June 11, 2024, Amity Business School, led by Dr. Monica Sainy, organized an engaging orientation program for IGNITE 3.4, a course by the Wadhvani Foundation. This program aims to broaden perspectives on entrepreneurship opportunities across various industries. It highlights common challenges such as market competition, financial constraints, and regulatory hurdles. The Wadhvani Foundation is dedicated to building strong entrepreneurial ecosystems, driving job creation, and enabling economic development globally. Emphasizing that entrepreneurship is more than just starting a business, the program focuses on identifying opportunities, solving problems, and creating value. It is designed to equip participants with the necessary knowledge, skills, and mindset to navigate the entrepreneurial landscape and turn ideas into successful ventures. This initiative promises to be a significant step towards fostering innovation and economic growth.



Emergency Response Training Under the Vertical of Road Safety



Amity Business School hosted an event on June 10, 2024, titled "Emergency Response Training Under the Vertical of Road Safety." Coordinated by Dr. Shilpi Gupta, Mr. V. Sudhakar Rao, and Dr. Disha Sharma, all Assistant Professors, the session aimed to equip students with essential skills for effectively responding to road emergencies. By fostering a culture of safety and responsibility, the event sought to reduce

road incidents, save lives, and promote a safer road environment. The session was supported by EMRI Green Health Services, the leading professional Emergency Service Provider in India, operating in a Public-Private Partnership (PPP) mode. As a not-for-profit organization, EMRI Green Health Services has set the benchmark in emergency management services in India. This collaborative effort highlighted the critical importance of road safety education and its role in enhancing public health and safety.

Guest Lecture on Mental Health and Wellbeing

On April 8, 2024, Amity School of Business organized a Guest Lecture on "Mental Health and Wellbeing," coordinated by Dr. Pradeep Kumar and Ms. Pratiksha Mishra. The session provided students with a profound understanding of mental health concepts and revival strategies. Mental health encompasses emotional, psychological, and social well-being, crucial for coping with everyday stressors, productivity, decision-making, and community involvement.

The lecture clarified the distinction between poor mental health and mental illness, emphasizing mental well-being regardless of psychiatric conditions. Designed to support the academic needs of undergraduate students, the session offered valuable insights into innovative trends and the importance of mental health. It aimed to foster a holistic perspective towards oneself, society, industry, and the country, ultimately broadening career opportunities for students. The event significantly enhanced students' comprehension of mental health issues, equipping them with knowledge beneficial for their personal and professional growth.



Psychometric Testing - HR CLUB" at Amity Business School



Amity Business School hosted an insightful event on May 13, 2024, titled "Psychometric Testing - HR CLUB" under the theme "Personality Assessment, Clarity for Career Choices." Coordinated by Dr. Reshma Shrivastava and Dr. Shilpa Pandey, the event aimed to equip students with valuable knowledge about different personality types and their impact on career choices. Participants engaged in various activities to understand the strengths and weaknesses associated with each

personality type. They received personalized psychometric test results, offering clarity on career options aligned with their traits and future potential. This thoughtfully designed activity fostered a deeper understanding of personal attributes, enhancing self-awareness and enabling students to make informed decisions regarding their academic and career paths. The event was a significant step towards helping students align their inherent traits with suitable career opportunities.

Amity Business School Hosts Panel Discussion on Startup Growth Tactics

On April 3rd, 2024, Amity Business School hosted a panel discussion titled "Growth Tactics for Unparalleled Networking Opportunities & Branding of New Age Startups." The event featured entrepreneurs and thought leaders exploring the dynamic landscape of entrepreneurship.



Keynote speaker Mr. Pranjal Kamra shared his personal journey and insights on startup funding, emphasizing resilience and innovation. Panel discussions covered key topics such as networking, market trends, financial aspects, emerging technologies, and sustainable business practices. Distinguished panelists engaged in thought-provoking discussions, offering practical strategies for success. The interactive sessions facilitated meaningful exchanges between panelists and attendees, fostering a collaborative learning environment and providing valuable insights for both aspiring and seasoned entrepreneurs.

Mind's Eye

To the Graduates

Dr. Shilpa Pandey
Assistant Professor,
Amity Business School
Amity University Chhattisgarh



In halls where dreams were whispered low,
Through sleepless nights, where hopes did grow,
You've faced the tests, you've walked the night,
and now you stand in morning's light.

Remember this, as paths unfold,
With courage vast, be brave, be bold.
The world awaits, your future calls,
With dreams that soar beyond these walls.

With hearts alight, you dared each fear,
Through laughter bright and silent tear.
You've reached the crest, the journey's end,
With wisdom earned, and strength to lend.

So go, dear graduates, hearts ablaze,
Embrace the world, in countless ways.
With stories yet to be unfurled,
Rise high, and shine upon the world.

WHO AM I?

Dr. Shivani Guru
Assistant Professor,
Amity Business School
Amity University Chhattisgarh



I am the murmurs of the morning dew,
I am a dream that graciously dances on the breeze,
I am the gentle echo of a aloof view,
I am a story fondly carried by the seas.

I am the precious memories of moments past.

I am the joyful amusement of a child,
I am the twinkle in a lover's eye,
I am the free-spirited opinions that play,
I am the noiseless tear when goodbyes pass by.

I am the inner strength within the weak,
I am the bravery discovered in the darkest night,
I am the voice that valiantly speaks out,
I am the desire for what's fair and right.

I am the vivacious colors of the dawn,
I am the shadows that the twilight lovingly brings,
I am the sweet strain of a bird at morn,

I am the hope that heals wounded hearts,
I am the reliance that leads when paths diverge,
I am the loyal and committed friend,
I am the reality that endures, even when denied.

I am the peak of all I've experienced,

I am the daydreams I pursue, the fears I
keep inside,
I am a soul that endlessly seeks,
I am in hunt of the answers to the person
within.

Who am I?
An everlasting question,
A journey of self-discovery,
A secret wrapped in words and rhyme,
A spirit on an unending quest.
A Person whose journey is never easy

Marketing in Everyday Life: Untwist the Web of Influence

Dr. Indu Santosh
Associate Professor
Amity Business School
AUC, Raipur



Marketing is not just a business strategy but it's a general force that shapes our daily lives in ways we frequently overlook. From the moment we wake up until we go to bed, we're exposed to many marketing platforms and strategies that impact our choices, preferences, and actions. In this composition, we'll explore the omnipresence of marketing in our everyday lives and shed light on its subtle yet profound impact. Let's look at some of the aspects:

- ❖ **The Morning Routine:** Your morning routine is a high illustration of how marketing infiltrates your life. The brand of toothpaste you use, the coffee you brew, and indeed the news source you read are all told by marketing. Your toothpaste promises a brighter smile, your coffee is associated with a particular lifestyle, and your chosen news platform strategically delivers content acclimatized to your interests.
- ❖ **Wardrobe Choices:** Choosing what to wear isn't just about functionality, it's also about personality. Clothing brands and fashion trends are the result of diligent marketing practices. Brands trade their products to align with specific cultures, values, and aesthetics, shaping the way you present yourself to the world.
- ❖ **Online relations:** In the digital age, our online relations are flooded with marketing. Social media platforms and search engines are designed to deliver validated content and announcements based on your interests and online experience. Every click, like, or share provides data that helps understand the selling strategies.
- ❖ **Grocery Shopping:** A trip to the grocery store definitely seems like a marketing battlefield. Product placement, packaging design, and pricing strategies are precisely designed to impact your choices. The "impulse buy" section near the checkout counter is a classic illustration of marketing tactics at work.
- ❖ **Entertainment:** Whether you are watching your favorite television show, listening to music, or browsing the internet, marketing is connected with your entertainment choices. Product placements in pictures and television series, patronized content on YouTube, and targeted advertisements on streaming platforms are all part of the entertainment ecosystem.
- ❖ **Health and Wellness:** Health and mental awareness is a booming space heavily driven by marketing. From fitness apps to dietary supplements, products, and services all are retailed as results to your health and wealth. The commitment to better well-being and a healthier life is applied to marketing hooks.

- ❖ **Transportation:** Indeed your choice of transportation can be told by marketing. Auto manufacturers request vehicles as symbols of status, safety, or environmentally friendly. On social media platforms, electrified vehicle companies campaign themselves as the most efficient choice of transportation and even environment-friendly. Marketing is used in this sense as well.

Conclusion

Marketing isn't confined to billboards, commercials, or advertising campaigns but it's inclusive in the cycle of everyday life. By understanding the power of marketing's influence, we can become more sensible or wise consumers and make sound choices that align with our values and preferences. As marketing continues to evolve with advancements in technology and consumer requirements, it's essential to remain aware of its universal presence.

By critically evaluating the messages and influences we encounter daily, we can navigate the marketing landscape with greater awareness and agency.

In essence, marketing in everyday life is a multifaceted phenomenon that reflects our aspirations, desires, and needs. It's a mirror to our society and an ever-present force that shapes our choices, both consciously and subconsciously.

The Power of Living for Others

Dr. Kailash Kumar Sahu
Assistant Professor
Amity Business School



In the ever-evolving landscape of movies and web series, superhero narratives have captured the hearts of many, with Spiderman standing out as a beloved figure. His popularity can be attributed to his focus on resolving neighborhood problems with his unique abilities, embodying the message his uncle imparted: “With great power comes great responsibility.” This profound statement transcends the realm of superhero abilities and speaks to the essence of human potential. It urges individuals to leverage their skills and talents for the greater good, benefiting family, society, and the world at large.

Echoing this sentiment, Pope Francis' words resonate deeply: “Rivers do not drink their own water; trees do not eat their own fruit; the sun does not shine on itself, and flowers do not spread their fragrance for themselves. Living for others is a rule of nature. We are all born to help each other. No matter how difficult it is...life is good when you are happy; but much better when others are happy because of you.” This quote underscores the intrinsic value of selflessness and communal support. It emphasizes that true fulfillment comes not from personal gain but from contributing to the happiness and well-being of others.

In aligning these two powerful messages, we are reminded that the greatest achievements are those that serve a purpose beyond ourselves. Whether through heroic deeds or everyday acts of kindness, our best abilities should be harnessed to uplift and support those around us. This collective effort towards mutual betterment creates a ripple effect, enhancing the quality of life for everyone and fostering a sense of unity and shared responsibility. By embracing this philosophy, we not only enrich our own lives but also contribute to a more compassionate and harmonious world.

THE INSPIRATION CORNER: KARMA HAS YOUR ADDRESS:

Dr. Shilpi Gupta
Assistant Professor
Amity Business School,
AUC, Raipur



In a bustling city, there lived a young woman named Raji. Raji was known for her kindness and always went out of her way to help others. Despite her own modest means, she believed in the power of good deeds and the Law of Karma, which taught that what goes around, comes around.

One chilly evening, as Raji was returning home from work, she noticed an elderly man struggling to carry his groceries. Without hesitation, she approached him and offered her help. The man, grateful and a bit surprised by her kindness, accepted. As they walked, he shared stories of his life and struggles, and Raji listened attentively, providing a comforting presence.

After ensuring the elderly man safely reached his home, Raji continued her way. She felt a warm sense of fulfillment, knowing she had made someone's day a little brighter. Little did she know this small act of kindness was about to change her life.

A few weeks later, Raji faced a difficult situation at work. Her company was downsizing, and she lost her job. With bills piling up and no immediate prospects, she began to feel the weight of anxiety and despair. Despite her worries, Raji remained optimistic, believing in the principle of Karma.

One afternoon, as Raji was searching for job opportunities online, she received an unexpected phone call. It was from a prestigious company she had applied to months ago but had never heard back from. They wanted to schedule an interview for a position that seemed tailor-made for her skills and passions.

Excited and hopeful, Raji prepared diligently for the interview. When she arrived at the company headquarters, she was warmly greeted by the hiring manager, who turned out to be the son of the elderly man she had helped weeks earlier.

The hiring manager recognized Raji instantly. "My father couldn't stop talking about the kind young woman who helped him when he was struggling. He described you perfectly. When I saw your application, I knew I had to give you a chance," he said with a smile.

The interview went exceptionally well, and Raji was offered the job on the spot. It came with a better salary and opportunities for growth she had never imagined. Raji was overwhelmed with gratitude, realizing that her act of kindness had come back to her in the most unexpected and profound way.

Raji's story quickly spread among her friends and colleagues, inspiring many to embrace the power of good deeds and the Law of Karma. She often shared her experience, saying, "Karma serves you back when you least expect it. Every act of kindness, no matter how small, creates ripples that eventually return to you. Always believe in the goodness of your actions."

Through Raji's journey, it became clear that the kindness we show to others can indeed come full circle, often in ways that transform our lives for the better. Her story reinforced the timeless truth that when we put positive energy into the world, it finds its way back to us, magnified and meaningful.

Unplugging to Recharge: The Power of Digital Detoxification

Dr. Tushar Ranjan Sahoo
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In today's interconnected realm, it's a formidable task to visualize existence without ceaseless notifications, boundless scrolling, and the pervasive radiance of screens. Millennials, often referred to as the digital generation, have matured alongside rapid technological advancements. Notwithstanding their reputation for being constantly attached to their devices, a growing cohort of millennials are embracing the idea of a digital detox - the custom of stepping away from screens to reintegrate into the physical world and their inner selves. Millennials were the foremost cohort to mature with the internet, social media, and smartphones. This unique position has its advantages: immediate access to information, seamless communication, and a platform for self-expression. However, these advantages have also brought challenges. Data demonstrates that an extremity of screen usage can bring about complications such as tension, despair, and sleep disturbances. The pervasive presence of technology can induce feelings of burnout and mental exhaustion. Introducing the digital detox, a purposeful and mindful initiative to distance oneself from electronic gadgets for a period of time. This practice isn't about condemning technology but rather about achieving equilibrium. The objective is to alleviate the adverse effects of digital overload and cultivate healthier routines.

Gen Yers are more concerned about their health and are more aware of mental well-being than preceding generations. They acknowledge the negative impacts of constant digital connectivity and actively explore methods to enhance their mental health. The blurred

boundaries between work and personal life, brought about by the emergence of remote work and the gig economy, are prompting Millennials to reassert control over their time and establish limits to prevent exhaustion. In a contemporary landscape where social media often feels artificial, many Echo Boomers are yearning for authentic human connections. By engaging in a digital detox, they are able to fully engage in their social interactions and nurture more profound relationships. Articulate the objectives you aim to fulfil through your digital detox experience. Whether the goal is stress reduction, enhancement of sleep quality, or dedicating more meaningful time to loved ones, having a clearly defined purpose can serve as a source of motivation. Specify particular time frames or environments where electronic devices are prohibited. For instance, refrain from using phones during meal times or allocate an hour before bedtime for screen-free activities. Substituting screen usage with pursuits that bring joy and relaxation, like reading, hiking, or engaging in a hobby, is recommended. Utilize applications that monitor your screen usage to increase self-awareness of your habits, enabling you to recognize trends and make informed decisions regarding your device utilization. Similar to any behavior modification, committing to and maintaining a digital detox regimen necessitates dedication and regularity. Initiate the process with small, achievable actions and gradually extend the duration of time spent away from screens.

The perks of embracing a digital detox are extensive. Numerous individuals who have embraced this practice have reported improvements in cognitive clarity, superior quality of sleep, and a heightened sense of peace. Interpersonal relationships often experience positive changes as people become more attentive and involved with those in their surroundings. Furthermore, distancing oneself from electronic screens can enhance one's creativity and efficiency, leading to more significant and rewarding experiences. As technology continues to progress, maintaining a healthy equilibrium will remain essential. Millennials, as digital natives, are improbable candidates for being at the forefront of acknowledging the significance of taking a step back and reestablishing connections with the world beyond digital devices. The digital detox represents more than just a passing fad; it symbolizes a shift towards mindfulness, wellness, and a more harmonious lifestyle. By disconnecting from technology, millennials are bettering their lives and serving as role models for future generations regarding the significance of digital awareness.

A Student's view on Positive Parenting

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Note for parents :

- ❖ Don't lose your temper or yell at your child. You are only showing the kind of behaviour you want to discourage in your child.
- ❖ Don't tell your child how to do things. Tell them what to do. You'd be surprised at how she finds her own ingenious methods of doing them.
- ❖ Don't shield your child from every upsetting situation. It may make him unfit to handle the reality of life.

- ❖ When you discipline your child, make it clear that it is the behaviour that you are condemning and not him.
- ❖ Never use fear to make your child do something. It could lead to phobias and emotional imbalance.
- ❖ Respect your child, irrespective of his size or age. He too has a self –
- ❖ esteem; he too has feelings like yours.
- ❖ Respect the view point of your child. His saying "No" to you doesn't mean he is undermining your authority but has a different view point other than yours.
- ❖ If you want your child to accept his mistakes, first you apologize for your mistakes
- ❖ Never talk about your child's teacher with disrespect. The moment the child sees his parents make fun of the calibre of the authority of his teachers, his respect for teacher stops. And so stop his learning.
- ❖ It is important to develop in your child the ability to take right decisions. But it is more important to develop in him the courage to face life when the decisions go wrong.
- ❖ Whenever you are about to lose patience with your child, just pause and remember your childhood.

The True Essence of Humanity, Empathy in Action

Vani Kerwani
BA Eco



In the Grand Symphony of life, what is the melody that harmonizes our differences , resonates with our empathy and echoes the beauty of our shared human experience ?

The wise words of Mahatma Gandhi when he said, “The best way to find yourself is to lose yourself in the service of others.”

As we navigate the complexities of modern life its easy to sight of what truly matters , we are constantly connected yet feel isolated, we are bombard with information yet struggle to find meaning , we are driven to succeed yet forget to live . The answer to all these claims lies to our very own existence. The question we need to ask ourselves is are we even human we don't have sense of humanity in us? Where will this lead us? Should we not try to be good Human Beings first rather than being successful or rich? In the era of violence and discord, where the slightest provocation can unleash the maelstrom of fury , we find ourselves poised to rend each other asunder. Politics, caste, religion and social issues have become the fault lines along which our collective humanity is fractured . And yet, it is in these very moment of darkness that we are reminded of the paramount importance of our shared Humanity .

In the midst of a world beset by suffering, humanity's collective voice has become muffled , where posting about certain issues has become a a substitute for genuine action , social media has devolved into a mere showcase of performative activism , we share articles , sign online petitions , and post impassioned pleas , but often fail to translate our outrage into tangible change , The click of button has become a way to make ourselves feel better about not doing anything to help important issues , allowing us to momentarily assuage our guilt without committing to real-world engagement. ‘Meanwhile, the world outside our screens continues

to burn – literally and metaphorically. The disconnect between our online rhetoric and offline actions has become a stark reminder that the true changes require more than just digital declarations. It demands Sweats, Tears, and Sacrifice. Our shared humanity is diminished when we settle for superficial expressions of solidarity, rather than rolling up our sleeves to serve. The cries of the marginalized, the oppressed, and the vulnerable grow fainter as we prioritize digital grandstanding over genuine engagement. "Humanity's greatest achievements have always sprung from collective action, not mere sentiment. We must bridge the chasm between our words and deeds, embracing a humanity that is defined by its capacity for selflessness, kindness, and courage.

Humanity is not merely a notion, but a nuanced manifestation of our daily interactions. It is embodied in the words we choose, the tone we convey, and the empathy we exhibit. Our humanity is revealed in how we respond to the behaviours of others - with kindness or cruelty, compassion or indifference. It is in these moments that our true nature is exposed, and the authenticity of our humanity is tested. The essence of humanity lies not in our similarities, but in our differences. It is the contrasts between us that give rise to the complexities of human experience. And it is precisely these differences that we must learn to embrace, to bridge the gaps that separate us, and to find common ground in our shared humanity. For humanity is not just a concept, but a choice. It is a decision to act with empathy, to speak with kindness, and to treat others with dignity and respect. It is a commitment to understanding, to compassion, and to the inherent worth of every human being. In the end, it is not what we say that matters, but how we behave, how we treat others, and how we choose to live our lives."

Humanity is not just a word, it's a revolution. A revolution of the heart, of the mind, and of the soul. We live in a world where divisions run deep, where inequality and injustice reign supreme. But now It's time to rise up and reclaim our humanity. To recognize that every single person on this planet is worthy of love, of respect, and of dignity. We must choose to see the humanity in each other, even when it's hard. Even when we disagree. Even when we're afraid. Because when we choose humanity, we choose compassion over cruelty. We choose empathy over apathy. We choose love over hate. So let us march forward together, my friends. Let us create a world where humanity is not just a word, but a way of life. A world where every person can live without fear of persecution or oppression. A world where every person can thrive and reach their full potential. We are the ones we've been waiting for. We are the change we seek. Let us rise up and let our humanity shine!!

“Strong people stand up for themselves, but stronger people stand up for others”, try and do good to others and witness the positive change it brings about in your life .

Community Development

Financial Literacy Initiative at Mohrenga Village



On 8th February 2024, the students of Amity Business School, Amity University, conducted an interactive session on "Financial Literacy" for the residents of Mohrenga village. Coordinated by Dr. Imran N Siddiqui, this comprehensive program aimed to enhance financial literacy in rural areas. The initiative empowered residents with knowledge about basic financial concepts, banking policies, and digital financial services. Informative materials were distributed to bridge the financial literacy gap in these communities.

The session covered essential topics such as personal financial management, budgeting, and investing, and provided information on government schemes like the Kisan Credit Card, Pradhan Mantri Mudra Yojana, and Atal Innovation Mission. This effort was a significant step towards empowering rural communities with the financial knowledge needed for better economic management.

Inclusive Harmony: Celebrating Abilities at Amity Business School

On April 22, 2024, Amity Business School, in collaboration with Special Olympics Bharat, hosted "Inclusive Harmony: Celebrating Abilities," a vibrant cultural event dedicated to uplifting specially-abled children. Coordinated by Mr. Shiv Swaroop Jha, the event from 11:00 AM to 03:00 PM brought joy, inclusion, and emotional support to its participants, while also providing club members with valuable event planning and management experience.

Esteemed guest Dr. Sheela Pillai, Principal of Akansha School, inspired attendees with her dedication to inclusive education. The event featured music, dance, and art, celebrating the unique talents of every individual and reaffirming a commitment to diversity and empowerment. "Inclusive Harmony" was more than a celebration—it was a powerful statement that our society thrives on the richness of its diversity, ensuring every individual is valued, respected, and given the opportunity to shine.



What Amityians Speak

Being a student at Amity University is an enriching experience filled with growth, challenges, and opportunities. From the first day on campus, we are exposed to a diverse range of subjects, ideas, and people, broadening their horizons and shaping perspectives. The environment of Amity University always encouraged critical thinking, independence, and self-discovery, fostering personal and academic development. We are always engaged in discussions, debates, and projects that not only deepen our knowledge but also enhanced our communication and collaboration skills. The university experience is a transformative journey which helped us for the future, equipping with the tools and confidence to navigate the complexities of the world beyond academia.

Hancy Makhijani
B.COM VA



Amity, a world itself. It is a place where the students are nurtured, developed and are prepared to achieve the greatest milestones. The campus reminds me of a serene country side area. The faculty which is always available to help us through our thick and thin. The various curricular activities such as stock and trade seminars, motivational speeches by great authors like Akshat Gupta, intellectual interviews Vijendra Chouhan, finance master Pranjali Kamra, has enlightened us with great knowledge and exposure. Apart from this, cultural and sports genre are also given much attention. Sangathan, an all sports events instills unity and strategic development in students. It includes various sports competitions and events such as Football, Kho-Kho, Cricket, Kabaddi etc. Traditional folk dances, dance face off, debates, are regularly held to showcase the talent of various students in the campus. AMISPARK, the fest held by Amity is filled with thrill, enthusiasm and fun. Various competitions, games, performances are arranged by the students and for the students. They also ensure proper focus on studies. Regular classes, doubt sessions, topic discussion etc are held to excel in the educational field. To sum up, AMITY focuses on 360 degree development of an individual. Amity is what every child needs which will bring him closer to his success.

Astha Agrawal
B.com V B



So Here is my experience during my first year at Amity University was truly transformative. I had the opportunity to explore different subjects, meet new friends, and engage in various activities. The professors were supportive and knowledgeable, guiding me through my academic journey. The campus environment was dynamic, providing a perfect blend of academics and extracurricular opportunities. Overall, my first year at Amity University laid a strong foundation for my future academic and personal growth.

During my 1st year at Amity University Chhattisgarh, I had the chance to immerse myself in a rich tapestry of cultural activities. From traditional dance performances to modern, the university's cultural scene was vibrant and diverse. Participating in cultural events not only allowed me to appreciate different art forms but also helped me connect with students from

various backgrounds. The cultural activities at Amity University added a colorful dimension to my overall university experience, fostering a sense of inclusivity and appreciation for diversity.

Thank you so much AUC 😊🎓

I'm excited about the future and all the potential experiences that await me at Amity University. Your support means a lot, and I'm grateful for your encouragement. Here's to more enriching experiences and growth ahead!

It's been a pleasure sharing my experiences with you 😊 !

Palak Jaiswal
B. Com



Being an MBA student at Amity Business School has been an enriching experience on multiple fronts. The faculty's depth of knowledge and commitment to teaching have provided me with a strong academic foundation. The collaborative atmosphere among students has not only enhanced my learning but also broadened my perspective through engaging discussions and teamwork.

The college's emphasis on practical learning through industry interactions and case studies has equipped me with relevant skills for the business world. Overall, Amity Business School has exceeded my expectations, offering a holistic MBA experience that balances academic rigor with personal and professional growth opportunities.

Prabhdeep Kaur
MBA 2 A

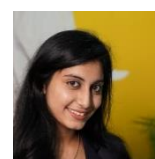
As I approach the end of my BBA (final year) journey at Amity University Raipur, I am filled with a sense of accomplishment and nostalgia. The past 2 years have been a whirlwind of lectures, projects, and memories that have profoundly shaped who I am today.

One of the most enriching aspects of my time here has been the interaction with our diverse faculty. Their insights and real-world experiences have transformed mundane subjects into fascinating discussions. Courses that initially seemed daunting, like financial management and business law, became exciting challenges, thanks to their engaging teaching methods.

Beyond academics, Amity University Raipur has provided a platform to explore and hone various skills. Being part of different clubs and societies has not only been fun but has also instilled in me critical skills such as leadership, effective communication, and strategic thinking. Organizing events, participating in competitions, and engaging in community service have all contributed to a holistic educational experience.

As I stand at the threshold of graduation, the future appears both exciting and uncertain. However, the comprehensive education and support system at Amity University Raipur have instilled a confidence in me to face whatever comes next. To my peers, I would like to say, cherish every moment of this journey, remain curious, and persist through challenges. We are equipped with the tools to make a difference, and our adventure has just begun.

- Faiza Banu
BBA 5B



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