



Ami Business Pulse

A newsletter of Amity Business School

The Fall Issue July – December 2025

Volume.2 Issue.2



INSIDE WE ALSO TALK ABOUT:

In Focus

Seminar/FDP/
Events

Mind's Eye

Achievements

Community
Development

Industrial corner

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What Amitians Speaks

KEY HIGHLIGHTS

Amity Business School has had a vibrant quarter, highlighted by several key events enhancing student experience. The Amity Convocation celebrated graduate's 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

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 PRO VICE- CHANCELLOR'S DESK



Dear Students, Faculty, and Esteemed Readers,

As Amity Business School enters the new academic session of 2025, 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
Pro Vice-Chancellor & Professor
Amity Business School, Raipur***



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In Focus



Seminar / FDP / Events

Faculty Development Programme (FDP) on "AI and Data"

Amity Business School, Amity University Raipur, organized a **One-Week Hands-on Faculty Development Programme (FDP)** on "AI and Data Analysis for Research" from **28th July to 1st August 2025** at the Seminar Hall, AUC Main Building. The FDP aimed to provide faculty members, research scholars, and students with practical exposure to Artificial Intelligence and Data Analytics tools for enhancing the quality of academic research.



The programme was graced by distinguished experts from reputed institutions including NMIMS, IIIT Allahabad, IIM Indore, ISI Kolkata, and Christ University, along with internal faculty members of Amity Business School. With over 127 participants, the FDP combined theoretical insights, hands-on training, and interactive sessions, covering topics such as AI-driven literature reviews, machine learning applications, data visualization, statistical analysis, NLP techniques, and ethical considerations in AI research.

This event successfully served as a platform for knowledge exchange, skill development, and fostering collaborations, in line with the vision of the National Education Policy (NEP) 2020.

BITCOIN- An Alternative Investment Asset

As finance is changing—fast. Bitcoin is no longer just a tech experiment; it's a serious conversation in boardrooms, portfolios, and policy circles. Understanding Bitcoin helps us explore diversification, risk management, financial innovation, and the future of money. Its unique behaviour, global accessibility, and evolving institutional



acceptance make it a powerful case study for students, researchers, and professionals. In a world moving toward digital assets, studying Bitcoin means staying future-ready.

Industrial/Educational Visit- Chhattisgarh Mushroom

The industrial visit was organized to provide students with practical exposure to real-world business operations and to enhance their understanding of industry processes beyond classroom learning. Through this visit, students experienced firsthand how modern production units function, interacted with industry professionals, and gained valuable insights into operational efficiency, quality standards, and market dynamics. The event aimed to bridge the gap between academic concepts and industrial practices while fostering a deeper interest in entrepreneurship and innovation.



Seminar - GD-PI-WAT: From Campus to Corporate

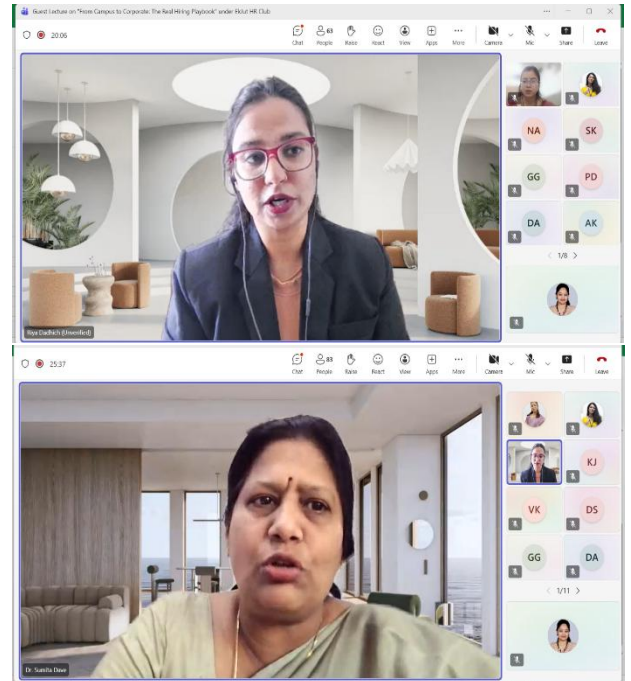
On November 11th, 2025, Amity Business School hosted a transformative seminar, "GD-PI-WAT: From Campus to Corporate," featuring Mr. Mandeep Singh Bhatia, Founder & CEO of Master Minds. Held in the university auditorium, the session was designed to equip undergraduate students with the essential tools needed to navigate competitive management entrance exams and corporate placement processes. By focusing on the "Triple Threat" of selection—Group Discussions (GD), Personal Interviews (PI), and Written Ability Tests (WAT)—the event aimed to foster professional self-awareness, enhance articulation, and promote early career mapping.



The seminar emphasized practical application through live GD demonstrations and mock interview simulations, providing students with immediate expert feedback. Led by Mr. Mandeep Singh Bhatia, the session covered strategic WAT writing tips and professional etiquette. Participants gained essential insights into the communication and critical thinking skills required by top B-schools and global firms, leaving them better prepared and confident for their professional transitions.

HR Club - From Campus to Corporate: The Real Hiring Playbook-Alumni Talk

Amity Business School recently hosted Ms. Riya Dhadich, Talent Business Advisor at Deloitte USI, for an impactful session titled "From Campus to Corporate: The Real Hiring Playbook." Designed for final-year students, the event focused on bridging the gap between academic learning and industry expectations. Ms. Dhadich provided a "behind-the-scenes" look at modern HR strategies, data-driven hiring trends, and performance expectations within top-tier global firms. By sharing first-hand insights into what recruiters truly seek, the session equipped students with a strategic roadmap to position themselves effectively and excel as industry-ready graduates in today's competitive job market.



Industrial/Educational Visit - Heritage Hospital

MBA Hospital Management students recently undertook an industrial visit to **Heritage Hospital** to bridge the gap between healthcare theory and frontline operations. The visit focused on providing real-time exposure to hospital administration, patient care workflows, and advanced **Hospital Information Systems (HIS)**. By observing the



coordination between various clinical and administrative departments, students gained a deeper understanding of safety standards and quality management in a professional healthcare setting. This hands-on experience not only clarified the complexities of patient management but also served as a powerful motivator, strengthening the professional confidence of these future healthcare leaders as they prepare for careers in hospital administration.

Industrial/Educational Visit- Harsun Solar Panel Production

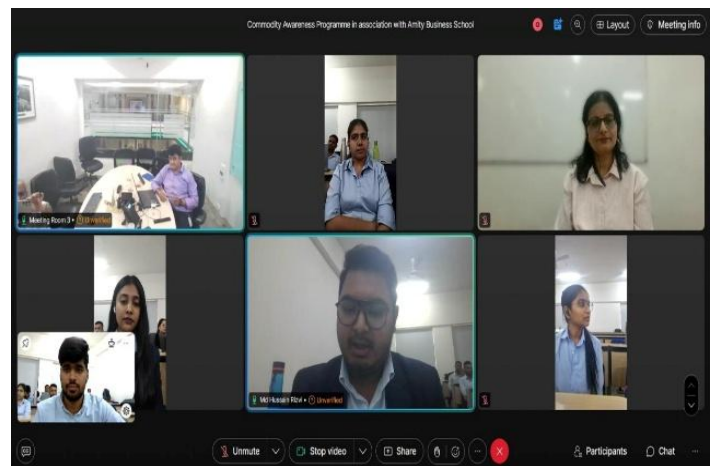
MBA students recently visited the **Harsun Solar Plant** to gain firsthand exposure to the manufacturing of solar and PVC panels. Led by **Mr. Harsh Gupta**, Director of Harsun Solar, the visit bridged the gap between classroom theory and the renewable energy industry. Students explored the technicalities of solar PV production while participating in a dedicated session on **Sustainable Development Goals (SDGs)**, focusing on clean energy and responsible innovation. The visit emphasized an entrepreneurial approach, featuring brainstorming sessions and market analysis exercises to help students refine



business concepts and evaluate customer needs. By combining technical insights into manufacturing with strategic advice on business planning and market validation, the event empowered students to view the green energy sector as a viable and vital pathway for future innovation and sustainable business leadership.

Event under MoU signed with MCX - Risk Management through Commodity Derivatives

Understanding the MCX (Multi Commodity Exchange) is essential in today's dynamic financial landscape because it allows individuals to engage with one of India's most vibrant markets for commodities such as gold, silver, crude oil, natural gas, metals, and agricultural products. Knowledge of MCX empowers students and investors to grasp how global economic trends, geopolitical events, and currency movements influence commodity prices.



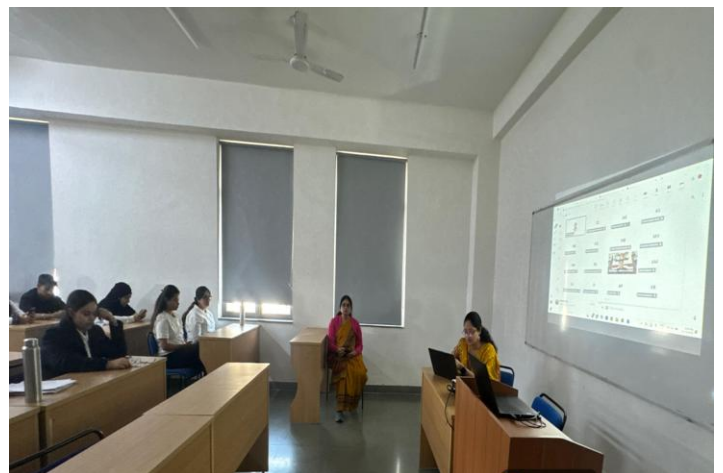
Fresher's Day of UG (Batch 2025-2029)s

Freshers' Day is a special occasion that marks the beginning of a new journey for our first-year students. It is a day dedicated to welcoming the newcomers into our academic family with warmth, joy, and enthusiasm. This celebration serves as a platform for students to interact, share their talents, and build new friendships that will enrich their college life. The event not only celebrates new beginnings but also reflects the spirit, energy, and unity of our institution. Through cultural performances, music, dance, games, and interactive sessions, Freshers' Day fosters a sense of belonging and inspires every student to make the most of their college experience.



Seminar- Modern Marketing and Sustainable Energy: Strategies for the Next-Gen Manager

An Alumni Talk is an enriching interaction where former students return to share their professional journey, industry insights, and real-world experiences with current learners. It serves as a meaningful bridge between academic learning and corporate expectations. Through these sessions, students gain valuable exposure to emerging trends, workplace challenges, career opportunities, and the skills needed to thrive in a competitive environment. Alumni often speak about their transition from campus to career, the lessons learned along the way, and the importance of continuous learning, resilience, and adaptability. Their success stories inspire confidence and motivate students to set ambitious goals. Such talks also strengthen the bond between the institution and its alumni network, creating a supportive ecosystem of mentorship and guidance.



Seminar- Stress Management

A dedicated seminar on Stress Management was held to address the growing challenges of academic pressure and career uncertainty. Recognizing that stress directly impacts both physical and mental well-being, the session equipped participants with practical coping strategies and tools to maintain a healthy work-life balance.

The program focused on building emotional resilience through mindfulness and emotional intelligence. By fostering self-awareness and healthy lifestyle habits, the seminar empowered students and faculty to manage daily pressures effectively, ensuring long-term personal and professional success.



Industrial/Educational Visit- Sarda Energy & Minerals Ltd. Industrial

An industrial visit was organized for MBA students to Sarda Energy & Minerals Ltd., Siltara Unit, with the objective of bridging the gap between academic learning and real industrial functioning. The visit provided students with firsthand exposure to large-scale manufacturing operations, production technologies, safety systems, and the overall corporate environment. Through this experience, students gained valuable insights into the steel and power industry, enhancing their understanding of industrial processes and strengthening their practical knowledge aligned with their academic curriculum.



Social Outreach Activity - Awareness Session on Health, Hygiene, and Environmental Sustainability

A dedicated awareness session was conducted to educate students on the vital link between **personal hygiene** and **environmental protection**. The program focused on fostering sustainable daily habits, such as proper waste management and cleanliness, to improve both individual well-being and ecological balance. Inspired by the goal of building a more responsible society, the session empowered students to take ownership of their surroundings. By bridging the gap between personal health and community cleanliness, the event motivated young learners to become proactive contributors to a healthier, greener future.



Social Outreach Activity- A Step Toward Knowledge- Notebook and Pen Distribution Drive

"A Step Toward Knowledge" is a community-driven initiative dedicated to supporting students' academic journeys by providing essential learning materials like notebooks and pens. This drive was inspired by the belief that resource scarcity should never be a barrier to education. By equipping young learners with the tools to write their own futures, the program seeks to nurture creativity and boost academic confidence. More than just a distribution event, it serves as a powerful reminder that every small contribution helps build a more educated, enlightened, and empowered society.



Mind's Eye

Bridging Theory and Practice: Using Research to Solve Real Business Problems

Dr. Suresh Kumar Pattanayak
Associate Professor
Amity Business School
Amity University Chhattisgarh



In today's knowledge-driven economy, research is no longer limited to academics and scientists; it is a vital life skill for business students. Research builds critical thinking, improves decision-making, and supports innovation. Rather than copying existing studies or following fixed patterns, meaningful research begins with curiosity, self-discipline, and ethical thinking. Students should view research not merely as an academic requirement, but as a way of understanding real-world issues such as consumer behavior, financial trends, and organizational culture.

Good research starts with simple, familiar problems instead of overly complex topics. When students choose subjects driven by genuine curiosity, learning becomes more engaging and meaningful. There is no single "right" research method—students develop their own style through reading, case studies, surveys, interviews, and data analysis. Purposeful reading, critical questioning, and linking theory with real-life observations help students move beyond merely collecting literature to creating original insights.

Ethics and originality are the foundation of credible research. Honest use of sources, proper citation, and genuine findings are essential. Research also involves learning from failure and feedback, which builds resilience and analytical maturity. Teachers play a mentoring role by guiding students without controlling the process. Ultimately, research for business students is about developing the mindset to question, analyze, and contribute meaningfully to industry and society—starting with the question, "What do I want to understand?"

How Neuromarketing is Reshaping Consumer Intelligence

Dr. Indu Santosh
Associate Professor
Amity Business School
Amity University, Raipur, Chhattisgarh



Neuromarketing is revolutionizing how businesses understand consumer behavior by using brain science and artificial intelligence (AI). Unlike traditional surveys, it measures subconscious decision-making, representing 85% of all buying behavior and is projected to become 3.67 billion industries by 2033.

Using tools like EEG, fMRI, eye-tracking, and facial coding, neuromarketing taps into real-time, subconscious reactions. This data reveals what consumers truly feel and remember beyond what they can articulate, helping brands understand emotional engagement and cognitive load.

Top companies like PepsiCo, eBay, and Frito-Lay use neuromarketing for product testing, UX design, and ad optimization. Since the COVID-19 digital pivot, the market has grown rapidly, with North America and Europe leading, and Asia-Pacific regions emerging fast.

AI is making neuromarketing faster, cheaper, and more scalable. It enables real-time reaction tracking, emotional resonance modeling, and predictive analytics. Combined with AR/VR, it opens doors to immersive, emotionally tailored experiences in marketing.

The technology reveals hidden consumer truths, like how warning labels can increase craving or how iconic brands trigger brain responses similar to religious symbols. It's no longer just for corporate giants. AI is democratizing access to deep consumer insight.

Neuromarketing, empowered by AI, is reshaping the marketing playbook. As it enters mainstream use, it provides unmatched tools for emotional targeting and consumer prediction. Brands embracing it today gain a decisive edge in tomorrow's market.

Learning from Our Roots: Indian Knowledge Systems in Contemporary Context

CMA (Dr.) Shilpi Gupta
Associate Professor
Amity Business School
Amity University Chhattisgarh



India is recognized as a global leader in Indian Knowledge Systems (IKS) due to the depth, continuity, diversity, and applicability of its indigenous knowledge traditions. Indian civilization is one of the oldest living civilizations in the world, with an unbroken knowledge tradition spanning over five millennia. This continuity has enabled the systematic development, preservation, and transmission of knowledge across generations. India is considered the originator of Indian Knowledge Systems (IKS) because many of the foundational ideas, texts, practices, and methods that define IKS originated, evolved, and were systematized within the Indian subcontinent over thousands of years. These knowledge traditions are indigenous to India and represent original contributions to human civilization.

One of the primary reasons for India's leadership in IKS is the vast corpus of original texts and traditions. The Vedas, Upanishads, Smritis, Puranas, Artha shastra, Charaka Samhita, Sushruta Samhita, Yoga Sutras, and classical works in mathematics, astronomy, linguistics, and philosophy reflect advanced understanding in both theoretical and applied domains. These texts demonstrate India's early contributions to zero, decimal systems, surgery, medicine, grammar, logic, and governance.

India's leadership is also rooted in the holistic and interdisciplinary nature of IKS. Unlike fragmented modern disciplines, Indian knowledge integrates science, ethics, spirituality, ecology, and social responsibility. This systems-based approach makes IKS highly relevant to contemporary challenges such as sustainable development, mental health, climate change, and ethical leadership.

The Changing World of Work: What India's New Labour Reforms Mean for Future Professionals

Dr. Shweta Patel
Assistant Professor
Amity Business School
Amity University Chhattisgarh



India is undergoing a significant transformation in its employment framework with the introduction of four new Labour Codes that replace nearly 29 older labour laws. At the Centre of this reform are the Code on Wages, Industrial Relations Code, Code on Social Security, and the Occupational Safety, Health and Working Conditions Code—each designed to streamline compliance, widen worker protections, and enable greater labour-market flexibility. These reforms aim to simplify regulations, improve worker protection, and align employment practices with the realities of a modern economy. For students preparing to enter the workforce, these changes carry important implications. One of the key objectives of the new labour reforms is to extend social security and minimum wage protection to a wider section of workers. With a workforce of over 500 million people, India has long faced challenges related to informal employment and unequal access to benefits. The new framework introduces a more transparent wage structure and strengthens provisions related to provident fund, gratuity, and insurance.

“Labour reforms today are no longer just about compliance; they are about redefining the relationship between work, security, and growth.”

Another important development is the recognition of gig and platform workers such as delivery partners, app-based drivers, and freelancers—roles increasingly taken up by young professionals. By bringing these workers under social security schemes, the reforms acknowledge the changing nature of careers in the digital age. The labour reforms also give organisations greater flexibility through fixed-term employment and revised thresholds for workforce restructuring. While this may help businesses respond quickly to market changes, it also highlights the need for students to focus on skill development and adaptability rather than relying on traditional notions of job security.

“In the future of work, employability will matter as much as employment.”

Overall, the new labour reforms are reshaping India's employment landscape. For students, understanding these changes is essential to navigating careers that will increasingly value flexibility, awareness of rights, and continuous learning.

Green Operations & AI in Operations

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



As organizations face rising environmental concerns and competitive pressure, Green Operations and Artificial Intelligence (AI) in Operations are becoming game-changers in modern operations management.

Green Operations: Green Operations focuses on minimizing environmental impact while maintaining efficiency. It emphasizes:

- Reduced waste and emissions
- Efficient use of energy and resources
- Sustainable sourcing and eco-friendly processes

By embedding sustainability into daily operations, firms not only comply with regulations but also reduce costs and enhance brand value.

AI in Operations: AI in Operations leverages data, machine learning, and automation to improve operational performance. Key applications include:

- Accurate demand forecasting
- Predictive maintenance
- Smart inventory and scheduling systems

AI enables faster, smarter decisions and helps organizations respond proactively to operational challenges.

A Powerful Combination: When AI supports Green Operations, organizations can monitor energy use in real time, optimize logistics to cut fuel consumption, and reduce process waste—creating smart, sustainable operations.

Efficient operations today ensure a sustainable tomorrow.

Agentic AI in Human Resource Management: From Automation to Autonomous Partnership

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



Human Resource Management (HRM) is undergoing a major transformation with the rise of Agentic Artificial Intelligence (Agentic AI). Unlike traditional AI that reacts to predefined inputs, Agentic AI can act autonomously, set goals, learn from feedback, and make context-aware decisions. This marks a shift from HR automation to HR autonomy, reshaping how organizations manage people, processes, and performance, especially in an era of talent shortages, hybrid work, and demand for personalized employee experiences.

Agentic AI functions as an intelligent agent that can sense complex situations and take independent actions aligned with organizational goals. Instead of merely assisting HR professionals, these systems actively contribute to HR outcomes. In talent acquisition and workforce planning, AI agents can scan labor markets, predict skill needs, engage candidates, schedule interviews, and improve hiring quality while reducing bias and time-to-fill. This enables HR teams to move from reactive hiring to proactive talent strategy.

In learning and development, Agentic AI acts as a personalized career guide by recommending upskilling based on employee performance, preferences, and career goals. This supports continuous learning and helps employees take ownership of their growth. In performance management, AI agents provide real-time feedback, detect early signs of disengagement or burnout, and suggest timely interventions, making HR more responsive and human-centered.

Agentic AI also improves HR operations and compliance by tracking regulatory changes, ensuring policy adherence, detecting payroll issues, and flagging ethical or legal risks. However, it raises important ethical concerns related to data privacy, bias, transparency,

and accountability. Responsible implementation requires strong governance, human oversight, and ethical frameworks.

Overall, Agentic AI represents a paradigm shift in HRM, transforming HR from an administrative function into an intelligent strategic partner. For business schools, it offers an opportunity to integrate AI literacy, ethics, and strategic decision-making into HR education. For organizations, Agentic AI does not replace HR professionals but empowers them to focus on strategic priorities, employee relationships, and long-term organizational growth.

Balancing the Books and Breaking the Boredom: Making Accounts Classrooms More Interactive

Dr. Payal Dubey
Assistant Professor
Amity Business School
Amity University, Raipur, Chhattisgarh



Accounting is often perceived as a rigid, rule-bound, and number-focused subject, which can make it seem monotonous to many undergraduate students. Traditional lecture-based teaching sometimes fails to hold students' attention, leading to low engagement and weak conceptual understanding. However, accounting can be taught in ways that are both academically rigorous and engaging by using interactive and application-based teaching methods.

Connecting theory to real-life business situations helps students see the relevance of accounting in everyday decision-making. Short discussions on current financial news or business events at the start of class spark curiosity and prepare students for deeper learning. The "I Do, We Do, You Do" method supports step-by-step learning by first demonstrating concepts, then practicing them collaboratively, and finally encouraging

independent problem-solving. This makes complex topics easier to understand and builds student confidence.

Gamification, group activities, and case studies make classrooms more lively and participative. Role plays and mock business setups allow students to experience real-world roles such as accountants or auditors, promoting teamwork, ethical thinking, and practical understanding. Technology further enhances learning by giving students hands-on exposure to accounting software like Tally and Excel, improving their digital skills and career readiness. Peer presentations, projects, and reflective tasks strengthen communication, critical thinking, and self-directed learning.

Overall, interactive teaching leads to better attendance, higher participation, and stronger conceptual clarity. It does not reduce academic rigor; instead, it enhances it by making learning meaningful and practical. By presenting accounting as a real-world tool for analysis and decision-making, educators can help students become more confident, adaptable, and professionally prepared for the modern business environment.

LIFE

Gargie Gautam
BBA 6 D
Amity Business School
Amity University, Raipur, Chhattisgarh



Life wakes us up with unfinished plans,
Coffee gone cold, dust on our hands.
We rush through hours, count the days,
Chasing "someday" in quiet ways.

Some dreams arrive with a little delay,
Some leave early, don't even stay.
We smile in crowds, cry alone at night,
Learning the cost of holding on tight.

Time doesn't teach, it nudges instead,
Whispers through things we never said.
A laugh, a scar, a long goodbye
Proof we lived, not passed time by.

We break, we bend, we lose our way,
Still show up somehow, day by day.
Hope survives in ordinary art
A shared silence, a beating heart.

And if life asks what made us real,
Not what we owned, but what we felt
The love we gave, the risks we chose,
The courage to heal, the strength to grow.

Krishna: A Portrait of Peace



Amol Singh Rehal



A soft watercolor illustration reflecting sacred calm and gentle power.

Glow in the Darkness



Anshika Singh



A warm lantern glow gently illuminating simple forms against a deep, quiet dark.

Krishna In Serene Slumber



Preeti Kataria

A peaceful portrait capturing the divine in a moment of gentle rest and calm.



Faces of Devotion



Parijat Sahu

A moment of divine recognition expressed through sacred art.



Student's Achievements



Sarang Pandey

A certificate of commendation awarded for securing 2nd position in basketball at Sangathan 2025



Poornanand Agnihotri

Recognition for achieving second place in the volleyball event at Sangathan 2025.



Chandra Sekhar

An achievement certificate honoring excellence in kabaddi at Sangathan 2025.



Chapter 20
“An Analytical Study on GST Compliance and Accounting Practices at Sterling Tax Partners LLP Using Tally Prime: A Statistical Approach”

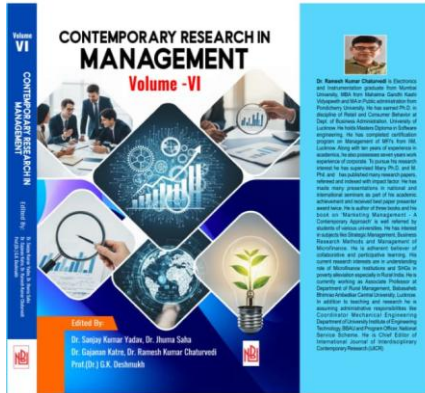
Dr. Shivani Guru¹ and Mr. Adarsh Bajpai²

ABSTRACT

This study examines GST compliance and accounting practices at Sterling Tax Partners LLP, focusing on how Tally Prime software improves financial operations. The research looks at how GST awareness, employee training, and the quality of vendor documentation affect accounting accuracy and compliance efficiency. Researchers collected data from 20 participants using a structured questionnaire. They analyzed the data with the percentage method to evaluate

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² MBA Student, Amity University, Raipur, Chhattisgarh; adarshbajpai349@gmail.com



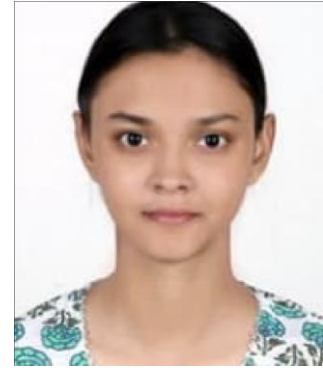
Adarsh Bajpai

I am pleased to share that my research paper has been published in the Book of Complementary Study in Management, Volume 3.



Mahakpreet Singh

Secured multiple podium finishes at Sangathan 2025, earning 2nd place in Kabaddi and Shot Put, and 3rd place in Discus Throw at Amity University Chhattisgarh.



Palak Shrivastava

Recognition for outstanding achievements in football and the 4×100 m relay at Sangathan 2025.



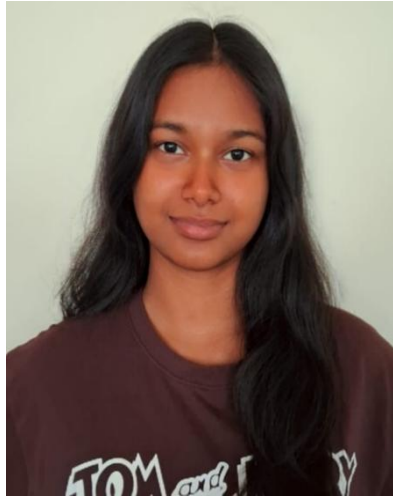
Parag Pandey

A certificate of commendation awarded for securing 2nd position in kabaddi at Sangathan 2025.



Ankit Kumar, Ayush Patra, Sunaina Sahu

Secured **3rd position** in the Innovation Day Painting/Poster Competition at Amity Business School, Amity University Chhattisgarh (8th October 2025)



Renuka Bose

"Winning gold for my college in Kho Kho was a proud moment. This victory reflects the power of determination and seamless team collaboration!"



Secured **1st position** for a thematic act on Shaheed Bhagat Singh during Sangathan Time, celebrating patriotism, youth power, and national values.



Ankit Kumar

Represented Amity University Raipur as Co-Chair, Health Vertical (Young Indians–CII) and played a key role in Yuva Utsav 4.0.



ARYA SHARMA

I secured 1st position in the Poster Making Competition on the theme "Let's Innovate", which was organised on 8 October at ABS.



PREET DULHANI

Participating in my first TEDx event as a Communication Associate gave me hands-on experience in collaboration, communication, and executing impactful ideas beyond boundaries.



Vishnu Vardhan and Satvika Singh

Proud moment! Vishnu Vardhan and Satvika Singh won 1st Prize in Duet Singing at Colossus 2025, HNLU's flagship national-level inter-college festival a vibrant blend of culture, music, and celebration that brings together talent from across India.



Community development



On 28 November 2025, the Economics 2nd Year students visited Sudha Society Foundation as part of a community outreach and social responsibility project. The foundation provides free coaching and academic support to children from economically weaker sections, helping them improve their learning outcomes and build confidence.

During the visit, students interacted with the children and volunteers, gaining firsthand insight into the challenges faced by underprivileged communities and the transformative role of education in social development.

The visit encouraged students to reflect on the importance of social responsibility and the value of contributing to community welfare. Our interaction also highlighted how collective efforts by volunteers and organizations can create meaningful change in society.

This initiative received coverage in the local newspaper, acknowledging our visit and the positive social contribution made by the students.

The attached newspaper cutting reflects the impact of this community engagement activity and its role in promoting awareness about educational support for underprivileged children.

Industrial Corner

Harsun Solar Panel Production



Studying at Amity University Chhattisgarh gave me invaluable practical exposure to meet the ever-evolving industrial demands. Amity not only provides excellent infrastructural facilities but also plays a vital role in building a strong personality, helping students gain confidence and the ability to outshine in every competition of life. The learning environment here is highly motivating, and the curriculum is well-designed to balance both theoretical knowledge and real-world application.

The teachers are truly wonderful and well-versed in their respective fields. Their guidance, constant support, and encouragement have helped me grow not just academically but also personally and professionally. I would like to extend my special thanks to Dr. Sumita Dave Ma'am and all the respected teachers for nurturing the essence of key life principles within me, instilling discipline, ethics, and self-belief, and for always inspiring me to strive for excellence. Their mentorship has played a crucial role in shaping my vision, broadening my perspective, and preparing me to face future challenges with confidence and clarity.

Alumni corner



Ayush Gattani

MBA 2023-25 Batch

Company Name - Flipkart

Current Designation - Senior Executive

Location - Kolkata

Wow, it's hard to believe that just yesterday I was the one asking my seniors about their experiences at Amity and today, I'm being asked to share mine.

First and foremost, I want to tell each one of you this: keep communicating. Talk to your classmates, your professors, students from other departments—about anything and everything. The ability to communicate and understand different perspectives is what truly takes you forward in life, and it's a quality that will always set you apart.

Secondly, make memories. Yes, academics are important but trust me, they won't be the first thing you remember when you look back at your two years of MBA. Bunk a few classes, laugh a little more, and build genuine relationships—not just with friends, but also with your teachers.

You are surrounded by a pool of brilliant and talented minds: - in the form of teachers like Gazala Ma'am, Disha Ma'am, Shivani Ma'am, Shilpi Ma'am, Monica Ma'am, and Suresh Sir. Make the most of it. Pick their brains, keep asking questions, and don't hesitate to keep nagging them about everything—from academics to career guidance and life advice.

Afraid of dancing? Enroll yourself in a dance competition.

Scared of public speaking? Take the initiative, host events, coordinate with people, put yourself out there.

These are the years to try everything until you discover what your niche is and what you're truly good at. Experiment, fail, learn, repeat. Keep learning and keep upskilling, be it something technical, artistic, or completely out of your comfort zone.

And try to avoid negative thoughts this early as life will throw enough of them at you eventually. For now, allow yourself to be carefree, curious, and a little reckless. Make the most of these years. They pass quicker than you think.



Ayush Kumar Jha

MBA (BATCH - 2023-2025)

Amity Business School

Current Designation- Senior BDE

Company- People Link Unified Communications Pvt Ltd

The past two years have been an incredible journey of learning, growth, and self-discovery. The faculty and staff have been incredibly supportive, and their guidance has been immense. I am proud to be a part of the MBA batch of 2023-25 and grateful for the experiences that have shaped me. I am confident that the skills and knowledge I've gained at Amity will help me excel in my career and make a meaningful impact in the business world.



Tripti Jindal

MBA (2023-2025)

Amity Business School

Current Designation- Data Analyst

Company- Fin factor Technologies Private Limited

My time at Amity University Chhattisgarh has been truly special and full of moments that shaped my confidence and outlook on life. Every class, conversation, and challenge taught me lessons that went far beyond academics. The encouragement and guidance from the faculty made the journey smoother and more meaningful. To the students who are still on this path—believe in yourself, take things one step at a time, and don't rush the journey. Trust that the effort you put in today will quietly shape the opportunities of tomorrow.



RIYA DADHICH

MBA (Batch 2017-19)

Amity Business School

Company- Deloitte USI

During my time at Amity University, I had the opportunity to grow not just academically but also personally. The guidance and support from our professors played a crucial role in shaping my thinking, confidence, and professional approach. Their accessibility, encouragement, and emphasis on practical learning helped me build a strong foundation for my career.

I was actively involved in both official and unofficial campus activities, including academic events, visits, and student-led initiatives. These experiences taught me teamwork, communication, and leadership beyond the classroom. Also, the vibrant campus environment and exposure to diverse activities helped me understand the importance of balance between academics and real-world learning.

To current students, I would say-

make the most of every opportunity your campus offers. Participate, ask questions, explore beyond your comfort zone, and trust the process. The experiences you gain here will stay with you longer.



Kaushiki Agrahari

B.COM (Batch 2022 -2025)

Amity Business School

Designation- credit and risk analyst

Company- Credit Sea

The day will end, the night will fall, and morning will rise again for sure.

Don't lose your courage—Amity teaches us to aim beyond what seems far and obscure.

From this place, I learned confidence—not loud, but unshaken,

To stand steady when chaos feels overwhelming and taken.

I learned to handle storms with calm in my face,

And patience became my strength in the most chaotic space.

A little patience, a little faith, and I'll rise for sure,

I'm an Amitian—and my journey will shine with its own kind of light.

What Amitians Speak



MOHIT GURUWANI

BBA 6 'D'

Amity Business School

As I stand on the verge of completing my BBA journey at Amity University Raipur, I realize how quickly time has flown. What once felt like an unfamiliar campus soon became a place filled with laughter, learning, and memories that I will carry forever. Amity didn't just teach me subjects—it taught me life.

From early morning lectures and last-minute presentations to group discussions that turned into friendships, every day added something new to my journey. The constant support of faculty members and the academic exposure helped me grow in confidence, sharpen my communication skills, and understand the importance of discipline and teamwork.

One of the most unforgettable chapters of my Amitian life has been **hostel living**. The hostel wasn't just a place to stay—it was a space where strangers became family. Late-night study sessions before exams, sharing food, endless conversations, creating memories, and laughing over the smallest things made hostel life truly special. Those moments taught me independence, patience, and the value of togetherness.

What makes Amity University Raipur truly memorable is the way it shapes individuals beyond classrooms. The vibrant campus culture, student activities, and everyday experiences helped me discover myself and prepare for the future. As this chapter comes to an end, I leave with a heart full of gratitude, friendships for a lifetime, and memories that will always remind me what it meant to be an Amitian.



Muskan Kochar

BBA 6 'C'

Amity Business School

My journey at Amity began without a clear plan or defined vision. When I stepped into this vast academic world, I had little awareness of how it functioned or what lay ahead. I was an introvert, unsure of myself, hesitant to speak, and uncertain about my place in such a large and dynamic environment. What followed over the next three years, however, was a transformation I could never have anticipated.

Amity became a space of exploration and growth. Gradually, I stepped out of my comfort zone, discovered new skills, met diverse people, and learned to understand different perspectives. Each interaction added a new layer to my personality, helping me grow not only academically but also personally. The academic journey, filled with examinations and projects, offered me valuable insights into the world of business and practical learning beyond textbooks.

One of the most impactful aspects of this journey was the support system. The faculty members were not just teachers but mentors who guided, encouraged, and believed in our potential. Their support played a crucial role in shaping my confidence and direction.

Looking back, these three years have been an unforgettable and essential part of my life. I can proudly say that Amity helped shape the person I am today, and this journey will always remain close to my heart.



VISHNUPRIYA H KAMATH

B.COM(HONS) 6

Amity Business School

My Journey at Amity University

When I first entered Amity University, I was a quiet introvert who preferred to stay in the background. The warm and supportive environment here, along with encouraging peers and faculty, helped me open up. Over time, I grew into a confident ambivert, learning to express myself without fear. This personal transformation is one of the greatest gifts Amity has given me.

Amity goes beyond academics by guiding students toward a meaningful future. Through seminars and interactions with inspiring personalities, I gained exposure to new ideas and life lessons that expanded my thinking beyond textbooks.

The teachers at Amity have played a vital role in my growth. Their constant support and motivation pushed me to participate in presentations, discussions, and activities that built my confidence and communication skills. They truly prepare students for the professional world.

Apart from academics, events like hackathons, Amispark, seminars, and volunteering helped me discover my interests and develop teamwork and leadership skills. These experiences gave me confidence, a sense of belonging, and unforgettable memories.

Today, as a 3rd-year B.Com (Hons) student, I feel empowered and ready to aim higher. I am no longer the shy person I once was—I am confident and grateful for the journey Amity has given me.

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