AMITY ALUMNI ASSOCIATION

AMITY UNIVERSITY –UTTAR PRADESH–

ALUM CHRONICLE

ALUMINI NEWSLETTER

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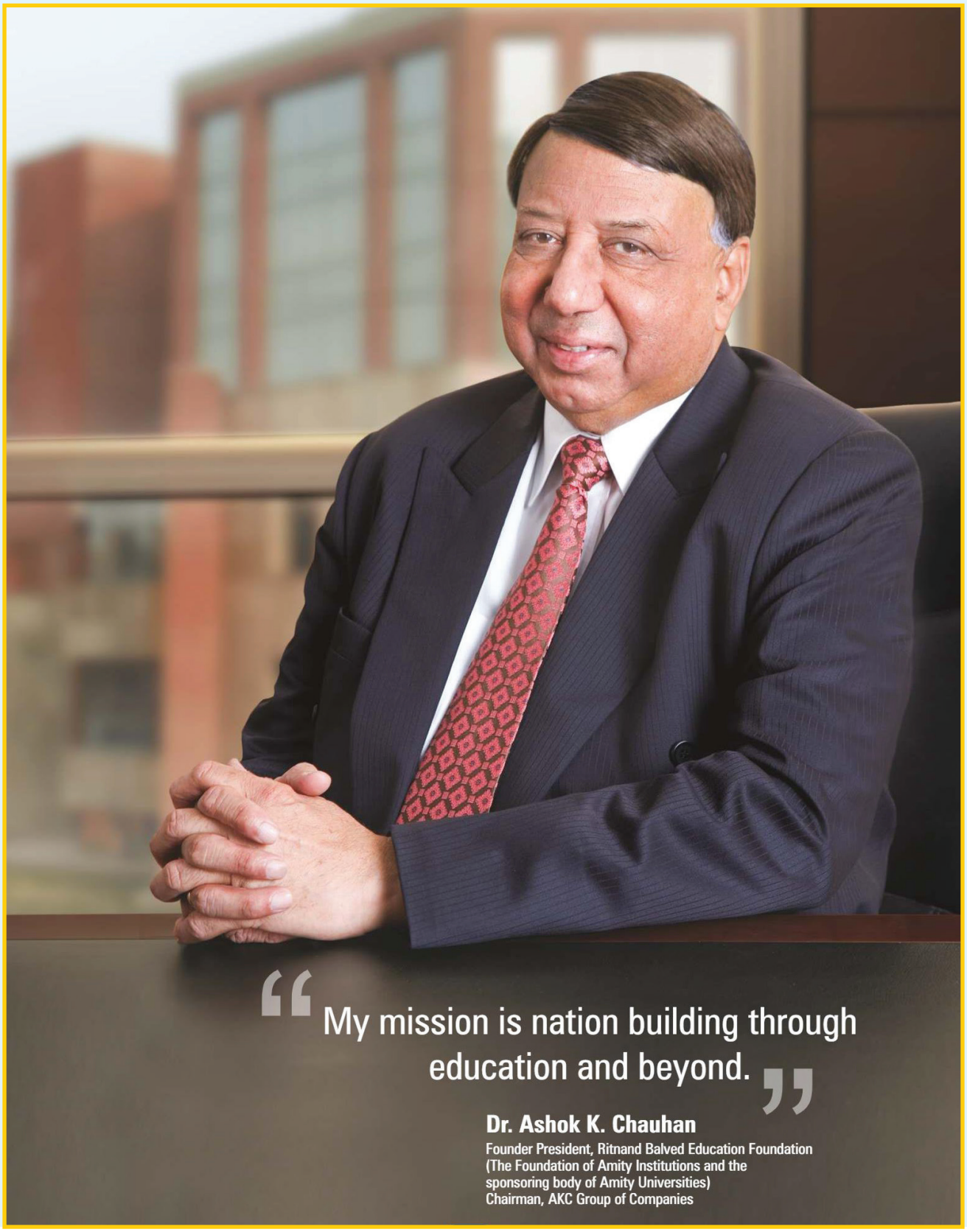


AMITY
ALUMNI ASSOCIATION

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OUR VISIONARY LEADER



LEADERSHIP



Dr. Atul Chauhan
Chancellor, Amity University
President- RBEF
CEO, AKC Group of Companies



Dr. Aseem Chauhan
Chancellor, Amity University
Additional
President, Ritnand Balved
Education Foundation
CEO, Amity Capital Ventures



Prof. (Dr.) Balvinder Shukla
Vice-Chancellor
Professor- Entrepreneurship,
Leadership & IT
Amity University, Uttar Pradesh



Prof. (Dr.) Anupam Narula
Professor- Marketing
Deputy Director, Alumni Relations
Amity University, Uttar Pradesh

UNIVERSITY ALUMNI COORDINATORS



Ms. Ritu Bhatnagar
Asst. Manager
Vice- Chancellors' Office, AUUP



Ms. Neha Bedi
Alumni Coordinator
Alumni Relations Office, AUUP

INSTITUTIONAL CONTRIBUTORS

Mr. Abhishake Shukla (AIOA, Noida)

Mr. Amit Massey (ASCO- Lucknow)

Dr. Anita Gupta (AIAS, Noida)

Ms. Anuranjana (ASET- IT, Noida)

Dr. Archana Sharma (AIP, Noida)

Mr. Jai Saini (AIBS, Noida)

Dr. Jasleen Kaur (AIVI, Noida)

Dr. Laxmi Ahuja (AIIT, Noida)

Dr. Monika Kamboj (ASAS- Lucknow)

Ms. Monika Gautam (AIE- Lucknow)

Dr. Pooja Srivastava (ASAS- Lucknow)

Dr. Raj Lakshmi Raina (AIBAS, Noida)

Ms. Ruchi Khandelwal (ASB, Noida)

Dr. Ruchika Jeswal (ASB, Noida)

Ms. Sonia Singh (ASCO- Lucknow)

Dr. Vanita Chandel (AIVI, Noida)

Dr. Vartika Srivastava (AIE- Lucknow)

Ms. Vineeta Meena (AIP, Noida)


DEDICATED TO
THE BEST TIME
YOU SPEND AT AMITY
UNIVERSITY

UNIVERSITY ALUMNI IQAC MEMBERS (AY 2022-23)



Ms. Ayesha Bhalla
Market Director National Sales
(West India),
Marriott International, Mumbai
(PGDM, Class of 1998
ABS, Noida)



Mr. Tanmay Srivastava
Head- Business Development &
Strategy
Dale Carnegie, India
(PGDM, Class of 1999
ABS, Noida)



Mr. Biswapriya Bhattacharjee
Executive Vice President & Head,
Kantar, Bengaluru
(PGDM, Class of 2000 ABS, Noida)



Ms. Mansi Chaudhry
Founder & Managing Partner
The Frontiers Legal, New Delhi
(M.Sc. (Microbiology& Herbal
Medicines),
Class of 2007, AIMT, Noida)



Mr. Shrenik Jain
CIO, Senior Vice President IT
Siemens, Middle East, Dubai
(B. Tech- ECE, Class of 2008
ASET, Noida)



Adv. (Ms) Manisha Chaudhary
Managing Partner
UKCA and Partners, New Delhi
(BALLB (I), Class of 2010
ALS, Noida)



Mr. Farman Beig
Co-Founder & CEO,
Wat-A-Burger, Noida
(B. Tech- CSE, Class of 2010
ASET, Lucknow)



Ms. Zeinia Samar
Team Leader- Sports Science
Olympic Gold Quest, New Delhi
(MPT, Class of 2013
AIPT, Noida)

Alumni International Chapters Launch Ceremony (USA and Canada)





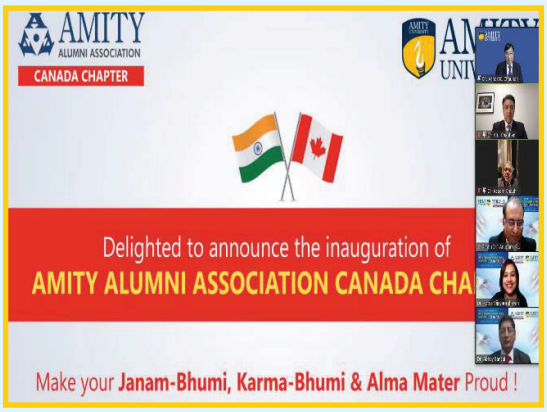


Amity Fraternity aspires to forge a lifelong and mutually beneficial relationship with the Alumni to serve and work together to make the world a better place for future generations. To develop and strengthen the bond between the university and Alumni on one hand and the Alumni to Alumni on the other hand through connecting, Involving, Engaging, and leveraging the long-term relationships for the benefit of all Amity Fraternity and the Society. Amity University proudly launched the Amity Alumni USA and Canada International Chapters online on 20th August 2022. The ceremony was started by Dr. Pooja Vijaya Raghavan and Prof. (Dr.) Laxmi Ahuja after seeking the auspicious blessings from the Honorable Founder President Dr. Ashok K Chauhan. Founder welcomed Chancellors, Vice-Chancellor, Group-Vice-Chancellors, Dignitaries, Faculty members, Alumni, and Students of Amity Education Group. Prof. (Dr.) Balvinder Shukla, Vice-Chancellor, Amity University AUUP welcomed the Founder President Sir, Chancellors, and all dignitaries, for the session. This was followed by lamp lighting and the presentation of Tulsi Saplings.

Mr. Sandeep Tewari, MBA, Class of 1999, Head, Amity Alumni Association International Chapters (USA & Canada) and Director, SST Global Services Inc., Canada briefed about the presence of Amity alumni all over the world. He discussed the presence of alumni members in Canada and the USA and elaborated on the distinct profiling of the two chapters. He also briefed the reasons for forming the chapters by explaining the significance of establishing Amity Alumni International Chapters in the USA and Canada with the nostalgic video about “Amity” and its campuses all around the globe.

Mr. AGK Karunakaran, President, and CEO, MulticoreWare, President, TiE Silicon Valley, USA was invited as the Guest of Honor of the event. He expressed his views on the launch ceremony and shared his three mantras for the success of Alumni Association -“Awareness, Engagement, and Fundraising”.

The Amity University proudly launched Amity USA and Canada Alumni International Chapters and these chapters will open the gateway for Amity Alumni to meet and connect with fellow Amitians around the globe. These Chapters will also inspire and support current students in many ways like providing Placement and Internship opportunities, Career Counselling and Mentoring Sessions, etc. Dr. Atul Chauhan, Chancellor, Amity University, President RBEF & CEO, AKC Group of Companies expressed that he felt proud knowing the success of alumni, Congratulated them and the Alumni Relations team for their great success. He raised the curtain and inaugurated the Amity Alumni Association Canada Chapter.



Amity University is the leading university in aspiring Values and Sankar's in students. The university develops critical skills and imparts knowledge throughout the community. Dr. Aseem Chauhan, Chancellor, Amity University, Addl. President, Ritnand Balved Education Foundation & CEO, Amity Capital Ventures said that these alumni chapters, alumni, and community have a chance to further collaborate and improve the science of education across the world. With this faith and trust, Dr. Aseem Chauhan congratulated all the alumni for their great success Finally, Chancellor raised the curtain and inaugurated Amity Alumni Association USA Chapter.



The event became more memorable and incredible as Honorable Founder President Dr. Ashok K. Chauhan graced the occasion and expressed his joy and pride in the initiative taken by Amity Alumni Association. He appreciated the initiative taken by Vice-Chancellor, Mr. Sandeep Tewari, and Alumni Relations Office and expressed that this will further raise the alumni to connect around the globe. Founder actively interacted with all the alumni panelists and showered his warm blessings on all attendees present. The event was formally ended by a vote of thanks given by Prof. (Dr.) Anupam Narula, Dy. Director (Alumni Relations) & Professor-Marketing, AUUP.





During the ceremony, an open house session was organized where the alumni from USA and Canada spoke about their journeys and experiences and their nostalgic memories with Amity University. Alumni gave their warm gratitude and all the credit to Amity University for success in their career and achievements in life. Alumni also praised Amity University, especially to Honorable Vice Chancellor Prof. (Dr.) Balvinder Shukla for inheriting values, ethics, and Sanskars in students which enabled them to achieve great heights in their life in all aspects and made them good human beings.

Glimpses of Launch Ceremony



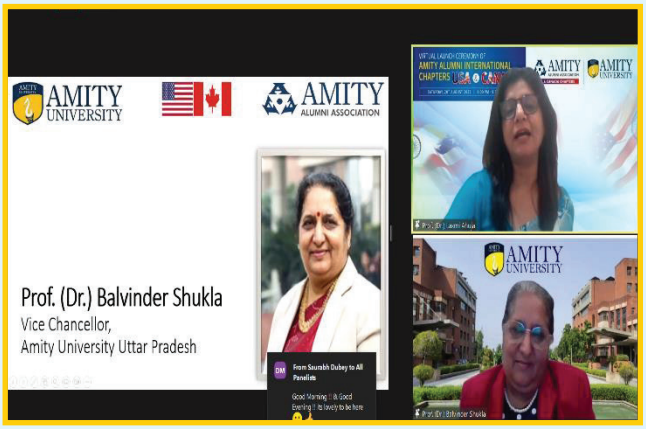








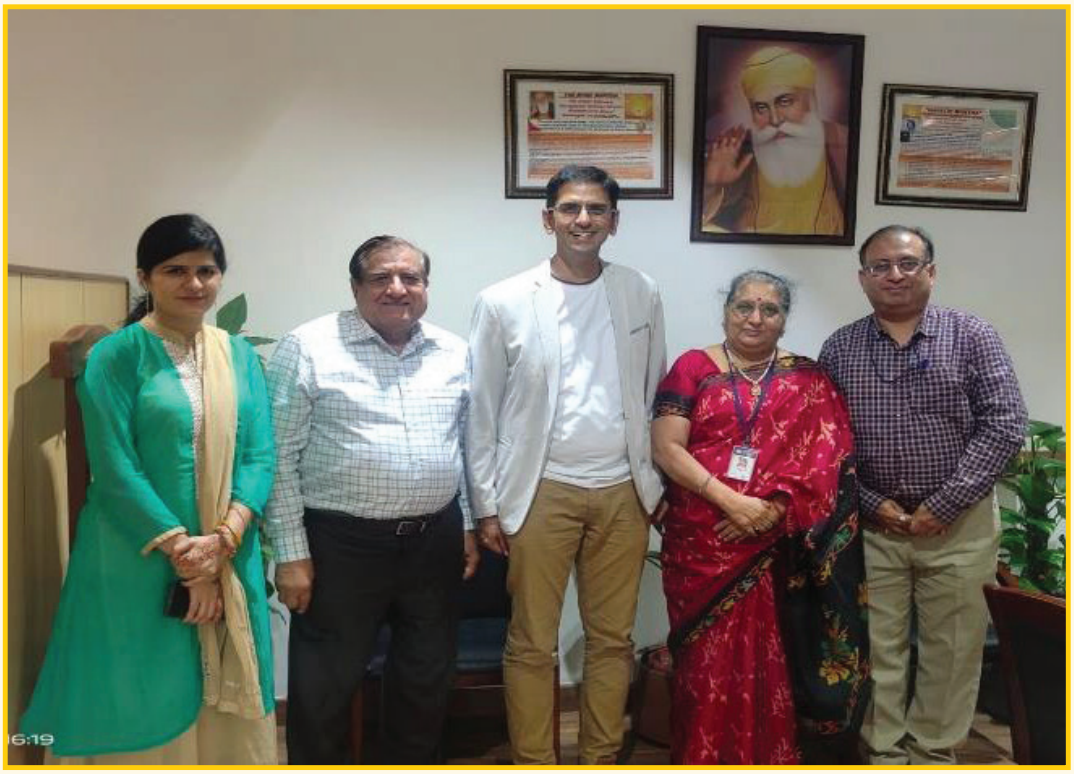

AMITY UNIVERSITY
VIRTUAL LAUNCH CEREMONY OF
AMITY ALUMNI INTERNATIONAL CHAPTERS USA & CANADA


AMITY UNIVERSITY
AMITY ALUMNI ASSOCIATION
Prof. (Dr.) Balvinder Shukla
Vice Chancellor,
Amity University Uttar Pradesh


Gaurav Bhutani...




Participants
Q&A
Chat
Share Screen
Raise Hand
Record
Apps



Mr. Sandeep Tewari- Head Amity Alumni Association USA & CANADA Chapters (MBA, Class of 1997, Amity Business School (ABS), Noida) working as Director, SST Global Services Inc. Canada visited Amity University, Noida campus. He studied at Amity in the very first Batch of 1995-1997 and carries the distinction of not only being the first Amitian to have joined the corporate world in the year 1997 but also the first ever Amitian to have earned the pay cheque in the month of April 1997. He has not only paid back to the University during his college days but also associated with the University after completion of the degree. Amity University is incredibly grateful for the overwhelming generosity and support he has extended to the alma mater. During his visit to India, Mr. Sandeep Tewari visited Amity University, Noida to seek the blessings of Hon'ble Vice-Chancellor Prof. (Dr.) Balvinder Shukla. Further, discussions were held on designing the strategies to achieve the mission of the Hon'ble Founder President sir and Hon'ble Chancellor Sir to connect alumni across the globe.

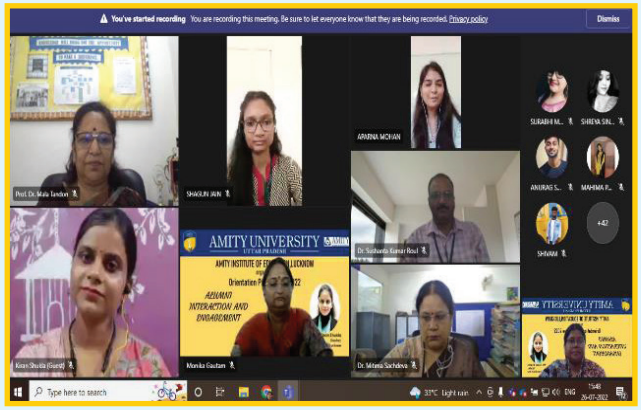
Orientation Programmes



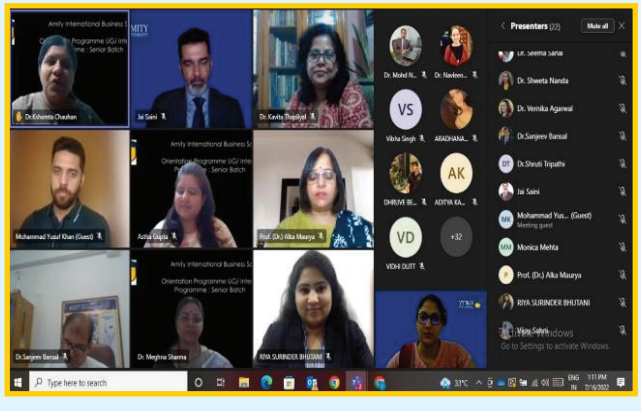
"Talent like a plant must be nurtured". Living up to this philosophy Amity University has always focused on the discovery and exploration of skills and talents in its students, Hence, keeping the motto "Amity nurtures Talent" alive and following the tradition, the Amity University organized "Deeksharambh"- the Orientation Programme for Postgraduate (PG) and Undergraduate (UG) students to mark the beginning of the new session for newcomers to the university. The orientation programme facilitates the newly joined students to familiarize themselves with the institution and university campus and helps them interact with their faculty members and classmates. The newly joined students were introduced to the universities policies, procedures, programs, and infrastructure. The Amity Alumni Relations Office in coordination with institutions organized "Alumni Interaction and Engagement Sessions" at the institutional level, where alumni interacted with students and shared their experiences about various career opportunities in a dynamic market. Alumni also ensured students for time- to- time guidance and interactions on various future events.

THE ORIENTATION PROGRAMMES FOR UNDERGRADUATE STUDENTS





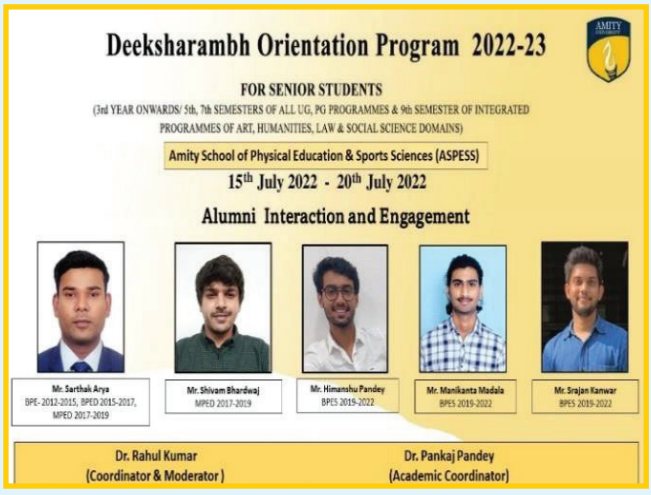




THE ORIENTATION PROGRAMMES FOR UNDERGRADUATE STUDENTS













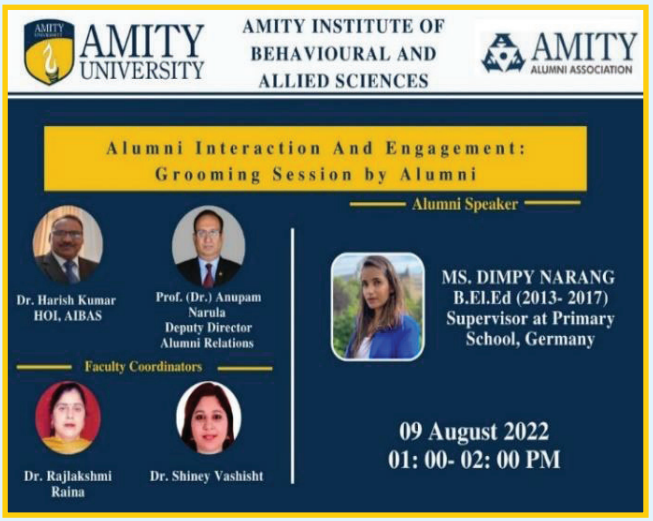
CAREER COUNSELLING AND GUIDANCE SESSIONS

To broaden the horizon of students for their career choices and aspirations a motivating and insightful Career Counselling and Guidance Alumni Interaction Sessions were organized by respective institutions. The Alumni with their highly expertise knowledge were invited as guest speakers. Key speakers shared their industry relevant experiences with the students throwing a guiding light on the career prospects and opportunities present in their respective sectors. Industries like Telecom, Media, Banking, E-Commerce, Agriculture, Horticulture and Healthcare were discussed at length. Students were guided and mentored on maintaining the habit of Questioning, Cross culture relations and importance of having a strong foundation. The main stress was given on broadening horizons in terms of being industry specific and keeping basics correct. Also, scanning the industry before entering and agility in any field can lead to massive career growth was mentioned by the panel members. Overall, the sessions were motivating and educative for the students and well appreciated by all participants.









KNOWLEDGE SHARING SESSIONS



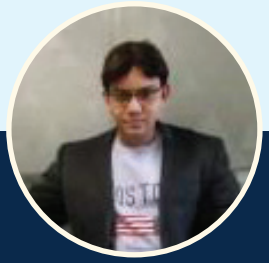
Sharing knowledge is the best tool for any Academic Institution to connect alumni with their alma mater and students. This helps students to connect, perform better, and become stronger professionals for the future. To build a bond and to provide practical experience to students Amity School of Business (ASB), Noida organized knowledge-sharing series on 29th September 2022. The topic of discussion was "Management in Action –Social, Economic and Ethical Issues". The students regularly participate in lectures with industry experts but these knowledge-sharing sessions with the alumni gave them a fresh perspective on how the industry works from the bottom up and what are industry practices. They got direct inputs about how these alumni are applying the knowledge that they have acquired. This is beneficial for them not only on a technical level but are also very helpful in establishing a rapport between the students and the alumni. This was their first step to networking which is one of the most important soft skills for professional growth. The experienced aviation professionals were skilled in Financial analysis, Variance analysis, Account Management, Business Process Improvement, and Quantitative Analytics across the aviation value chain. Mr. Varun Kumar, BBA, Class of 2009 working as Manager at Bain Capability Network, Bain & Company was invited as a guest speaker. He gave very useful tips to the young enthusiastic students on what skills would be helpful to inculcate as per industry demand. The respective talks were followed by question-and-answer sessions where alumni experts took questions from the students.

CONFERENCE



Amity International Business School (AIBS), Noida organized one of the biggest two-day Model United Nations (MUN) Conference, on the agenda 'Global Economic Crisis during Covid-19 with special emphasis on Sri Lankan Economic Crisis' in their WORLD BANK COMMITTEE on 29th September 2022. The conference was a leadership stimulation exercise that hosted more than 160+ students as delegates of member nations, to debate, negotiate and produce working papers that could aid Sri Lanka, as they adhered to their foreign policies while deliberating on world issues, with the mission of promoting peace and cooperation amongst member nations of the UN.

SUCCESS STORIES



Mr. Apar Gupta
Founder, Blu Ocean Studios Pvt Ltd.
MBA (Marketing), Class of 2009
ABS, Noida

Mr. Apar Gupta has always desired to address the larger issues of society through innovations, with the vision to revolutionize the wellness and healthcare industry in India. He introduced unique and novel technologies for healthcare and bring innovation to the Indian wellness and healthcare sector. He founded a deep-technology start-up called Blu Ocean Studios Pvt Ltd. In the year 2018, his intellectual property-rich deep-tech start-up was selected among the Top 13 Start-ups in the country and met Prime Minister Shri Narendra Modi and the Chief Minister of the state Shri 'Yogi Aditya Nath at the GBC event held in June 2022. He was awarded and accoladed at Time2Leap MSME 2021 awards as "Outstanding innovation in healthcare", recognized by Start-up lanes for "Novel ecosystem into healthcare" and "American Cancer Society". His company was also recognized by the Confederation of Indian Industry as an Intellectual Property rich start-up at National IP Awards 2021 and International Trade Council, Washington DC, as a Top placer in Healthtech at Go Global Awards 2021. His website was awarded "Best website into healthcare" in Dec 2021 by CSSDA. The awards, honours, and success of Mr. Apar made Amity feel proud to nurture such great talent.



Mr. Sudeep Gupta
Founder & CEO- Store my Goods
B.sc (IT), Class of 2007
AIIT, Noida

Mr. Sudeep Gupta, Founder & CEO, Store My Goods is an Entrepreneurial Leader with over 12 years of experience in launching new businesses, Growth Strategy, and Start-Ups in e-commerce, F&B, Automotive, Hospitality, and Real Estate. He is currently building Store My Goods - a tech-enabled storage solutions company. Mr. Sudeep worked with OYO Hotels as Director – International Business leading Europe, US & Canada Markets. Prior to this, he was associated with Cars24 in the core leadership team spearheading three verticals from greenfield stage growth, franchising, and alliances. Earlier in his career, Sudeep founded Café Buddy's Foods Pvt Ltd., F&B retail chain, dictating the shape of modern food retailing. Sudeep has extensive work experience in international markets of Europe - France, UK, Germany, Spain, Italy South Korea, Canada, and South Korea. Sudeep's core strength lies in Business Development, Strategy, setting up the company from scratch, Developing a Franchise Network, and Expansion of retail stores at the PAN India level. He has been awarded as Entrepreneur of the Year by Mr. Franck Riester, Minister of Foreign Trade and Economic Development and H.E. Mr. Emmanuel Lenain, Ambassador of France at the Indo-French Business Awards 2022. **His company has also been offered funding by Shark Tank India.**



Mr. Rupin Pahwa
Singer, Actor, Composer, Lyricist and Ex-Google
MBA, Class of 2010
ABS, Noida

Mr. Rupin Pahwa is constantly questioning the status-quo, challenging himself and people around him to do more. He believes that life should be a continuous pursuit of learning, growing, and excelling. The MD & CEO of Caravan Records, Rupin grooms and prepares musicians, build their digital marketing portfolio, and helps them to connect with clients (corporates, event management, artist management, private parties). He has spent three and half years working in Google in various capacities. He has worked on SMB & Consumer Marketing Projects covering a wide variety of products and services under the Google Product Portfolio. He is an Online Search and Display Marketing Expert with extensive knowledge of Google AdWords, Facebook Marketing, etc. He has worked with clients in Australia, New Zealand, North America, Germany, Russia, India and other South Asian Countries like Indonesia and Singapore in different capacities as an Ad Policy Expert, AdWords Specialist. He has also worked with the YouTube team and has helped hundreds of musicians in understanding the YT Partner Program. During his stint, he won numerous peer bonuses, a Platinum award in his first quarter, followed by a gold award in his second year. He has also worked with Audi Gurgaon as a Customer Relationship Manager prior to Google. He holds a Dual Specialization MBA degree, Major in Marketing and was awarded the 'Best All-Round Student' (Best Manager) at the Amity University Convocation.

He believes that a healthy mind resides in a healthy body and swears by Taekwondo, Karate, Kick boxing and other Martial arts techniques to keep oneself fit. He is passionate about Music - knows how to play 07 instruments and is a respected Singer-Songwriter in Bollywood industry. Few glimpses of his success projects are Lyricist of Song of The Year 'Tareefan' from the movie 'Veere di wedding', Singer songwriter, composer, performer of 'Koi Nahi, Soneya', Lead Actor of India's Biggest Bollywood Broadway Musical – 'Oye Balle Balle', Lead Actor of Nivedita Basu's TV show – 'Ek Vivaah Aisa Bhai', Finalist on the TV Reality show 'The Stage' Winner of KWC India 2014'. He is also a lead role in advertisements.



Mr. Rahul Goel
Founder, Woodman
B.com (H), Class of 2016
ACCF, Noida

Mr. Rahul Goel started helping his father in his business during his studies at Amity University, Noida. He helped his father in his car accessories business located in Karol Bagh, New Delhi. The company dealt in making car mats, speakers, and other accessories. One day, while working at their office, he found that his father has the registered trademark for a brand 'Woodman' but never used it.

"Living in times when internet penetration has gone so deep, He asked his father to use the brand trademark and sell car accessories products online. The support extended by his father, guided him towards starting up his own new brand as separate entity rather than scaling up the existing business.

Rahul already had a knack for entrepreneurship, initiating a new business wasn't hard for him. In 2015, he approached ecommerce platforms like Flipkart and Amazon to list his android car stereo system on the marketplace.

"Flipkart had newly launched the car accessory category in 2015," Rahul says that just after he listed his products, the demand poured in and within seven months he had done the business of around Rs 60 lakh.

After knowing the efforts of Rahul Amity University Uttar Pradesh awarded him the **'Best Entrepreneur Award 2016'**.

However, his venture saw several ups and downs but with his continuous focus, determination and commitments Rahul recovered losses and restarted the business that holds such a good position today that he is aiming for ambitious expansion in 2023.



Ms. Divya Rawat
Founder & CEO-
Soumya Foods Private Limited Company
BSW, Class of 2012
AISS, Noida

Ms. Divya Rawat "The Mushroom Lady", was born in a village named **Chamoli in Uttarakhand** and faced many difficulties in her life as a kid. Life was not a bed of roses for her when she lost her father at the age of seven. Hailing from a small village, Divya Rawat had to face a lot of difficulties from her childhood. She came from Uttarakhand to Delhi to pursue her undergraduate and Master's degrees in social work. After that, she found a job in a leading NGO, where she worked on human rights issues. It hurt her to see people from her state living miserable lives in the city while the villages back home turned into Desolated Villages. She wanted to do something about the situation but meanwhile, Uttarakhand was hit by the tragic floods in 2013. Divya immediately quit her job and went back to Dehradun. Her plan was to try and revive decent livelihoods for the people of Uttarakhand. She wanted people to find employment and lead dignified lives within the state. In Dehradun, she came to know about this mushroom business and learned its intricacies and launched her own mushroom farming. The interesting fact about mushroom farming was that the crop could be cultivated indoors also. Thereby effects of natural calamities could be avoided. Another advantage of this mushroom cultivation is it needs less space when compared to others. **"Sometimes the best solutions lie in the simplest of things,"** says Divya, who found her solution to the big problem of growing mushrooms.

She decided to make mushroom growing a household project and the brand got registered with the name **"Soumya Foods Private Limited Company"**. Divya used bamboo racks for vertical cultivation, eliminating the need for large spaces and costly metal structures. She decided to grow three varieties that were suitable for Uttarakhand – Button, Oyster, and Milky Mushrooms. These varieties can be grown indoors in all seasons and do not require air conditioning. She started growing mushrooms in large quantities and provided employment to many people. The market demand for mushrooms was high – Divya and her mushroom entrepreneurs had no difficulty in selling their produce. She has added innovation in mushroom farming and provided training in mushroom cultivation. She helped people become entrepreneurs with minimal investment. Along with her friends, this 26-year-old began identifying desolated villages and started mushroom production units there. In the village of Seriadhar, where people were desperate for livelihoods, Divya Rawat brought about the change they were looking for, People come to the village to buy mushrooms now and learn how to grow mushrooms. Some migrants have started returning back to the village by her efforts.

She received the prestigious Nari Shakti Award in 2016 from the Hon'ble President of India for her contribution to curbing migration and providing livelihoods to people in Uttarakhand.

True Inspiration "Divya Rawat" - The Mushroom Lady of Uttarakhand!

Amity University appreciates her efforts and wishes her great future ahead !

ALUMNI SPEAK



Ms. Princi Singh
Fashion Photographer
Moksha Creative Services
BJMC, Class of 2013
ASCO- Lucknow

Passion to Profession

"Eleven years ago, the decision of joining the Amity School of Communication (ASCO) changed my entire life and helped me in transforming my passion into a profession. I still remember my final semester project in which I had taken "Photography" as my specialization that helped me in developing confidence and gave me clarity for pursuing Photography as my career, the faculty members motivated me in my skill and appreciated me always for my work.

A journey that I started in Lucknow took me to Delhi where I got a chance to assist well-known renowned photographer Mr. Kapil Gulati to whom I have assisted to get my hand on experience in Professional Fashion Photography. The foundation that I have received from the Amity School of communication (ASCO) helped me to transform a laymen's vision into an artistic one.

After completion of apprenticeship, I secured a job in Moksha production from where I attained industry experience in Professional Photography. The experience provided me the opportunity to polish hands-on freelance projects with brands like Kasmia Jewellers, Mehrasons Jewellers, Needle Dust, Berzeri Shoes, Kapoor Watch, Jabong.com, Mr. Button, Saint shoes, Myntra, Peter England, Vasundhra Jewellers, Pawan Sachdeva, Tarun Tahiliani, Anju Modi, and list goes on.

My piece of advice for budding photographers who want to get into any genre whether it be fashion or Journalism, read pictures, notice the smallest of the details, and most importantly develop your own style because that will make you stand out from the crowd".

ACHIEVEMENTS



Mr. Sahil Choudhary
B. Tech (IT), Class of 2022
ASET, Noida
Achievement: Secured All India Rank 1 (IT Stream), Service Selection Board (SSB).

Mr. Sahil Chaudhary secured All India Rank 1 (IT Stream), Service Selection Board (SSB). He has been offered the position of Grade A, Gazetted Officer by the Indian Army and has also been selected as Flying Officer in the Indian Air force. He appeared for an SSB interview through SSC Technical Entry, cleared SSB from Allahabad Board, and finally the last stage of the experience process, the medical examination. SSB includes a rigorous five–day selection process, whereby 15 officers were shortlisted and the selection rate for the same is very minimal, hardly 2-3 %.

Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP said "It is a proud moment for the Amitians as Amity believes in preparing leaders with values and Sanskaars of tomorrow so that they can contribute to the nation-building and always be ready to fight for the country". She congratulated Mr. Sahil Chaudhary on behalf of the Amity Fraternity for this huge accomplishment.



Ms. Gauri Agrawal
M.Sc. (Applied Mathematics),
Class of 2020
ASAS- Lucknow
Achievement: DST-INSPIRE Junior Research Fellowship

Ms. Gauri Agrawal completed her Master's from Amity School of Applied Science (ASAS), Lucknow, Amity University Uttar Pradesh in the Year 2020. She has been chosen for DST-INSPIRE Junior Research Fellowship in 2021 and joined Amity School of Applied Science (ASAS), Lucknow, as Ph.D. Scholar.

The title of the project submitted to DST was "Modelling the impact of anthropogenic emissions of pollutants on rainfall". The project expressed the real world's physical problems in mathematical language, whose systematic formulation and solution approach helped to identify the key parameters responsible for the problems, termed as mathematical modelling. The project aimed to formulate and study the mathematical models to see the impact of anthropogenic emissions of atmospheric pollutants on precipitation. The results obtained in the research enhanced the understanding of the precipitation in presence of anthropogenic emission of atmospheric pollutants. The analysis of the formulated mathematical models provided directives to overcome flood/drought-like situations occurring in nature. The problems studied in this research work will provide fruitful information for the sustainable development of nature and society.

Amity University feels proud to have such talent!

ALUMNI INTERVIEW



Ms. Ritika Malik
Co- Founder- Combine ways
B.Sc-IT, Class of 2010
AIIT, Noida

Information about yourself and your organization

As the Co-founder & Market Research Consultant of Combine Ways, currently manage end-to-end operations, Market Research services (both Qualitative and Quantitative Studies) and provide strategic expertise to Local and Global Clients for the Indian Market. With over 9+ years of work experience and having managed global MR projects for clients based out of India, USA, UK, France, Germany, Sweden, Dubai, Singapore etc. in numerous industries such as IT, Telecom, FMCG, Healthcare, Education, Automotive, Infrastructure, Advertisement, NGOs and many more.

Combine Ways' Introduction:

We, Combine Ways, have been providing multi-core solutions at a single stop. We start with identifying our Client's requirements, analysing the Market Research insights, developing Go-to-Market Strategy and move on to supporting with the Business Development and Consulting framework. Our network includes marketers and markets in-charge of Launching/ Developing new or modifying existing Products/Services for B2B, B2C, B2G Segments across multiple industries.

Shortlisted for one of the "Top 10 Best Women Leaders in Market Research 2022" by Women Entrepreneur Magazine, India.

Challenges faced during your success journey

Some of the most common challenges that we face today is the perception of Market Research as an important service in the country. Organizations need to understand that consumer feedback is critical for their brand and product/service development and unfortunately, we have to convince them for that.

Secondly, there are global market research brands that are quite established and have the majority of the market. And thus, making our presence big is going to take some time. Lastly, a business doesn't always provide steady income, there's a lot of self-doubt and continuous need to prove oneself day in and out, but that's what makes us try to achieve a better quality of life, along with helping our clientele fathom what miracles can research bring to their businesses. It has always been a learning journey!

Further, future plans and goals

The need to be hundred percent digitally upgraded is what we have been aiming for now, technology and better operational management have definitely led to increase in our efficiency, and reduction of our challenges.

Fondest memories at Amity University :

It is always the learning years of an individual that inculcate the desire to do what we love. Amity University - AIIT and AIBS definitely gave me that! I can never forget my enthusiasm for multiple Marketing or IT Clubs that churned me to think differently and do whatever I wanted, not worrying about the how's and why of it all, just setting my heart to complete a task and doing it all the way along with the team members to support me and faculty members to guide me. My faculties till date infuse so much positivity that I keep coming back to Amity to meet them, as thanking them won't be ever enough!

TESTIMONIALS



Mr. Shrenik Jain
Management Consulting and Internal Auditing
Siemens, USA
B. Tech – ECE, Class of 2008
ASET- Noida

"My B.Tech. (Electronics and Communication Engineering) degree at Amity gave me the platform to challenge and improve myself and meet smart people with innovative thinking. The skills for generating and validating ideas are timeless, and I believe being able to think critically and evaluate ideas beyond the surface level has been helpful in my career and made me a more valuable employee. One of the most important things I learned during my time at Amity was that sometimes it is important to fail at something to succeed at it later. I was never the most brilliant student, never amongst the highest scoring, I was someone who spent more time on stage than in the classroom, but the culture of Amity made me feel, whoever I was, they believed in me and wanted me to succeed."



Mr. Shivang Sharma
Sr. Manager (Sales & Marketing)
Integrated Plastic Packaging, Dubai
MBA (IB), Class of 2014
AIBS, Noida

"I count my Academic experience at Amity University as one of the most important events of my lifetime, and one I will always deeply cherish. The skills and tools taught to me have been invaluable and have prepared me for life skills after graduation. The faculties and my batchmates inspired me to continue learning, whether it's in the classroom or in the real world. When I reflect on my time spent on this campus, I conclude that the experience not only made me a better person but also prepared me in unpredictable ways for my career & life, especially in today's dynamic and everchanging world. Any success that I have had from this moment on is undoubted because of my time spent at Amity University. I will always be proud to be graduated from such an amazing institution and university. It's a privilege that I can get back to my Alma Mater as a recruiter over the last few years and interact with the professors, mentors and the new generation of future leaders".



Mr. Prateek Tanwar
B. Tech (ME), Class of 2020
Executive R&D, Escorts
ASET (ME), Noida

"It has been a great experience at the Department of Mechanical Engineering, Amity University Noida. It has provided me with enormous opportunities and has a very good approach to academics, as well as the faculty members, which have been very helpful during my entire course. In Amity, I have also got various opportunities for placements as the University is approached by various multinational core companies which gives a great chance to the students to get growth in their respective fields, one of those companies is Escorts limited with which I have got the golden opportunity to work. The students also get great exposure to research-oriented projects as faculty members have a highly research-oriented approach and it has many patents as well which clearly reflects the research background. The icing on the cake is the extra-curricular activities that can be done in Amity as there are many clubs for different activities like drama, acting, technical Competitions, sports tournaments, etc.

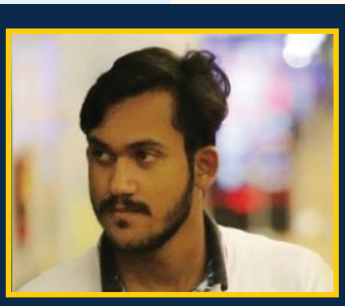
Being a part of Amity University has been a great experience where I gained a lot of knowledge and exposure and got the opportunity to work on various research-based projects.

This is a very small description of what I have gained from Amity it has been a great pleasure to be an 'AMITIAN'".



Mr. Anant Deep
Deputy Manager
People Experience (HR), Pfizer
BJ&MC, Class of 2014
ASCO- Lucknow

"A university is often a challenge to sail through, given the kind of diverse demography that it caters to. Adjustment to a new phase of life is critical. But Amity School of Communication (ASCO), Lucknow, makes us feel at home. From an ice-breaking session to delivering projects and facilitating learning, ASCO makes you self-reliant by the time students bid goodbye to the campus on completion of their academic course."



Mr. Nishant Chauhan
Director & Co-Founder
Neem Tree Agro Solutions
B.Sc. (A&FB), Class of 2020,
AIA, Noida

"I am very glad to share my positive journey of doing a B.Sc. from Amity Institute of Organic Agriculture (AIOA), Noida. As a student, I have noteworthy experience of more than five years in the field of Agriculture, Plant Pathology, Agronomy, Finance, and Management. I am an advocate of social rights and have a venture named 'Massomyiat', as an initiative against sexual abuse of children which received many accolades from the likes of Doordarshan, India. I am working on a mission to provide farmers with knowledge, technology, marketing, and extension services for improved quality and quantity of produce by efficient adoption of technology. I admire the knowledge gained and the time spend at Amity University. The University has wonderful and very cooperative faculty members. The tenure spent at Amity helped me to grow professionally and personally"



Dr. Karuna Nidhi Kaur
Project Research Scientist
Amity Institute of Public Health
MPH, Class of 2021
AIPH, Noida

"My journey spend at Amity University was splendid and all the kudos to Amity Institute of Public Health (AIPH), Noida for making it a meaningful part of my life. I got all the support & guidance from faculty members and other staff members. The institute organizes various industrial visits, guest lectures, and conferences to give hands-on experience to students. I would honestly say that if someone what to discover true potential and excel in the field of Public Health Research then Amity Institute of Public Health (AIPH) is the best place to go".



Tanushree Dutta
Assistant Manager- Global Agri System Pvt. Ltd.
M.Sc. (Horticulture), Post-Harvest Technology, Class of 2021
AIHSR, Noida

At Amity University I have gone through so many Post-Harvest Technology courses during my academic year and gone through an internship in Global Agri System Pvt. Ltd. My internship helps me a lot to gain industrial knowledge on new product development. I am happy that my courses and teacher's guidance at AIHSR help me a lot to get the placement at the Institute level.

VISION & MISSION

VISION

Amity Fraternity aspires to forge a life-long and mutually beneficial relationship with the Alumni to serve them and to work together to make this world a better place for future generations

MISSION

To develop and strengthen the bond between the university and Alumni on one hand and the Alumni to Alumni on the other hand through Connect, Involve, Engage, Evolve, and to leverage the relationships for an effective Outcome for the benefit of all Amity Fraternity and the Society.



AMITY UNIVERSITY
–UTTAR PRADESH–

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