



Psychologically Positive!

Amity University, Rajasthan

The importance of being positive cannot be underestimated in the present day scenario. Recently Amity University, Rajasthan embraced the significance of being positive by kick starting a three day India's first International Conference on "Positive Psychology: A New Approach to Mental Health." The aim of the conference was to promote "Positive Psychology" amongst individuals, which entails optimism, health, happiness and harmony to improve quality of life. The Conference was inaugurated by Hon'ble Minister of Medical & Health, Family Welfare, Ayurved and Medical Education, Govt. of Rajasthan - Mr. Aimaduddin Ahmad Khan (Durrumiyani). Dr. Ashok K. Chauhan-Founder President, Amity Group and Mr. Aseem Chauhan-Chancellor, Amity University Rajasthan also graced the occasion. Inaugurating the conference Mr Aimaduddin Ahmad Khan laid stress on

mental happiness of people for the proper growth of a nation. He said, "mental illness is universal and it is second to heart disease." He also talked about how modern life paved way for tensions, stress, lack of patience and tolerance. The solution for which he said could be more counselors and motivators, motivating people to be happy. Dr. Ashok K. Chauhan- Founder President, Amity Group, too held similar thoughts. He said, "The topic of the conference is very relevant in today's scenario. Every human being desires to have joy, happiness, fulfillment, success, prosperity, health and bliss in life, which can only be attained through positive psychology. A person with positive psychology is always optimistic and friendly and desirable in social circles. I am sure the conference will be a milestone in this area and will lead to fruitful results." The conference received a huge response and saw participants from different countries including China, Ger-



many, USA, Japan, Iran, Nepal and Australia. The participants conferred on the topic, "Perspectives of Positive Psychotherapy in the 21st Century." Other subjects which the participants dealt with include "Spirituality and Mental

Health", "Peseschkian's Approach to Psychotherapy in the Time of Globalization", "Positive Psychology-The Confluence of Eastern and Western Thoughts" and "Perspectives of Health-Positive Psychology in Indian Context".

Each of these subjects were handled by various experts who had flown in from different corners of the country. With such positive conferences, one can surely expect a wave of optimism running through the present generation. 6

Amity Business School



A brush with challenges and opportunities

The present day corporate world brings with itself a plethora of challenges and lucrative opportunities simultaneously. Students at the Amity Business School got a brush with both. A corporate forum was organized by Amity Business School on the theme "Challenges & Opportunities for the

Marketers in the Corporate World". The forum was spearheaded by Mr. Sanjeev Srivastava, VP & Zonal Sales Manager, Kotak Mahindra Bank and Mr. HL Passi, General Manager, Marketing, IRPPL. The corporate forum offered students a perfect sneak peek into the real corporate world. 6

Tête-à-tête with Mr. Amit Bajaj - Mudra Communications

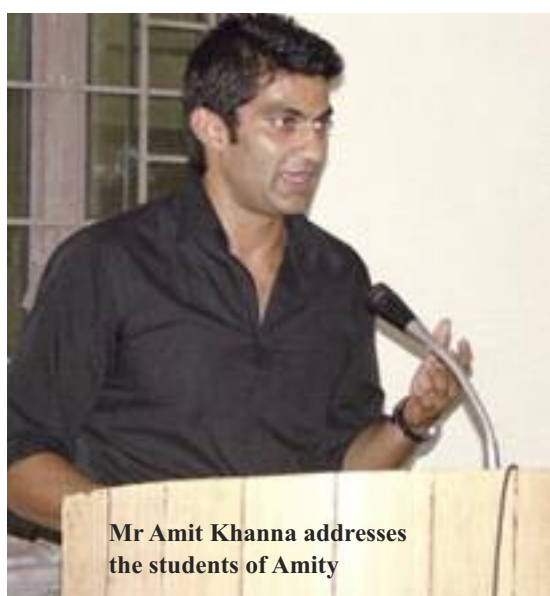
Amity Institute of Competitive Intelligence organized an orientation ceremony from August 04 - 06, 2010. On the second day, the students had the chance to interact with Mr. Amit Bajaj of Mudra Communications. Mr. Amit Bajaj is presently associated with MUDRA MAX, a unit of Mudra Communications Group in capacity of Brand Communications Manager. His role envisages promotional and integrated events marketing, with team integration and client management being his forte.

While addressing the students Mr. Amit Bajaj emphasised on the importance of Competitive Intelligence in any company. He quoted several examples where a strategy to beat rival brand is made in matter of days prior to any new launching. Mr. Bajaj also highlighted the importance of cross branding and proper marketing mix strategies. Maj. Gen Ashok Krishna, Director General, Amity Institute of Competitive Intelligence, and senior officials of Amity were present during the occasion. 6

Amity Institute of Competitive Intelligence



Sporty orientation



Mr Amit Khanna addresses the students of Amity

Amity School of Physical Education & Sports Sciences

If you are a sports enthusiast, then you would well understand the thrill of interacting with eminent sports personalities. Students of Amity School of Physical Education & Sports Sciences experienced this thrill as a part of their orientation ceremony. Amity School of Physical Education & Sports Sciences organised an orientation program for students from August 04 - 06, 2010. A panel discussion by sports industry expert Mr. R.K. Sharma, RMI Fitness Equipment, Mr. Shiv Kumar, Shiv Naresh Sports and Mr. Atul Khanna, Former Fastest Indian Athlete was held on the first day of the orientation ceremony. The second day of the ceremony gave students a chance to interact with Mr. Amit Khanna, fastest sprinter in India and Mr. Kiran Pal Rana, famous volley ball player.

During the interaction, Mr. Amit Khanna emphasized on the importance of physical fitness. He stated that success is unachievable without a fit body. Apart from advocating the need for being fit, he also endorsed honesty towards the profession. He said that most youngsters choose sports as profession to acquire some job in government sector or to seek admission in college under sports quota. Mr. Kiran Pal Rana, famous volley ball player also shared his views with the students on the occasion. He recommended honesty, dedication and hardwork as the mantras to succeed in any field including sports. "In sports, you are the winner till the time you do not lose. Defeat gives you another chance to take part and succeed," said Rana. Prof. (Dr.) Kalpana Sharma, Director, Amity School of Physical Education & Sports Sciences, along with faculty and senior officials of Amity University were present during the occasion. 6

Amity School of Fashion Technology

Making it worth it!

Students of Amity School of Fashion Technology recently had the chance to interact with senior professionals from the leading Fashion & Lifestyle brand L'OREAL. The team from L'OREAL included Ketan Takalkar, Market Development Manager; Caroline Lannuzel, National Manager School Academy Project & Archana Shivanandan Mukherjee, Product Manager. They interacted with Amity students briefing them about the evolution of L'OREAL on the Indian and global platform. The team also had a comprehensive discussion with Dr. Pradeep Joshi, Director (ASFT & ASFA).