University Buzz

Year One @ Amity

MJMC, AU Rajasthan

First Person

ring-tring' my cell phone perturbed my favourite activity; my syrupy cock-crow nap. It was my alarm with the reminder 'Time for college.' I was 30 hours away from my sweet home in the college hostel. No doubt I was angry as I could not sleep any more but campus life fascinated me to go ahead. First day of college is always a dream come true for everyone and I was no different.

August 4, my very first day at Amity, was full of excitement and inquisitiveness. Trying to guess many things about the new Amitians, thousands of thoughts were striking my innocent mind – where will be my classroom, will I make good friends, how will my teachers be and so on.

From the main access of my college, I turned back as if someone had called me and found the world of Amitians with me. After enquiry I

came to know my class is on third floor. After registration, I was guided to to the auditorium for orientation.

As soon as I stepped in, I found an Auditorium fully packed with new Amitians. All were freshers like me but from different courses. During orientation, Honorable speakers like Chancellor Amity University Rajasthan,

Well, it was quiet interesting. Activities based on stage fear, knowing each other and team work were the main ingredients of ice-breaking.

The adventure didn't end here. The next day was even more exciting as I got to meet my class fellows. I got timely dressed as it was the first day of my class and I didn't want to be late. My classmates and



Mr. Aseem Chauhan, and Vice Chancellor Prof. Rajpal Singh Sirohi, addressed and introduce us to the Amity Universe.

This was really a wonderful session for all of us. And then, 'Ice Breaking' session was awaiting us in the library.

I looked at each other with curiosity. I still remember the day we first met.

Not knowing each other, wanting to know but not even smiling; then we started with blank smile, followed by formal talks, then with ji, hanji, bol yaar, then assigned each

other funny names, shared our days, hours together. In Amity, I have found some real friends, rather gems. May our friendship be immortal!

At Amity, I learnt how to behave, learn and achieve. Well, life teaches as you move on. I have learnt to condition myself into solving problems and come out of situations. I have learnt to manage my social, personal and professional lives here.

My heart is bound to pay gratitude, but I can't express my profound sense of gratitude and cumulative appreciation in one word to Amity University Rajasthan.

Picture- (R-L, 1st Row): Priyanka Verma, Neha Chabaria, Shubham Mishra, Neha Jain. Vineeta Arora, Dimple Bajwa, Amrita Adnani. (R-L, 2nd Row): Rajpal Singh Rathore, Udai Khanna, Suraj Singh, Prateek Chamoli, Kapil Panchal, Muhammad Zulqarnain Zulfi (R-L, 3rd Row): Tiwari Sukesh, Kumar Vibhav, Pranav Koolwal

Managing people

yyan

Dipti Ranjan Sarangi & **Paresh Kumar Singh**



r. Dipti Ranjan Sarangi and Mr. Paresh Kumar Singh of Amity Global Busio Urti ness School, Bhubaneswar participated in a National Seminar

- "Re-inventing HR & IR vision in the new economy" held at Utkal University, Orissa. They contributed scientific papers on "Merger sand acquisitions: HR Challenges to align people and culture" & Talent Management: Nurturing and Developing the people potentials" respectively.

Mergers and acquisitions - HR Chal**lenges:** The changing market conditions and deregulations have motivated the companies to go for strategic alliances in the form of mergers and acquisitions with the expectation that underlies such deals as the combined entity will have a greater value than individual entity. But, despite optimistic expectations, corporate mergers and acquisitions frequently fail. Companies do pay considerable attention to financial and strategic issues during mergers and acquisitions, but, they frequently neglect people and culture issues. Mergers and acquisitions may fail if the employees from both the organisations have their apprehension about culture, leadership and manage-

Talent Management- Nurturing and **Developing the People Potentials:** Talent Management (TM) is often put aside during periods of economic uncertainty

and recession. However HR can usually be in an excellent position to help guide a

company as it pertains to Human Resources. Due to changing demographic patterns, organisations universally are facing an increase in the number of employees due for retirement and a dwindling number of younger workers available to replace them. One of the top concerns to organisations today, is availability of talent. At the same time, the rewards of a true TM strategy are coming to light. A good and effective approach can build on existing processes, provided that the HR is already using a common language to define what an organisation needs from its employees to meet its performance requirements both now and in the future.

Survival of the interest

Ranjeet Mohanty Faculty Amity Law School, AU Rajasthan



Many people find interesting careers, many find their career interesting, still some search

where their interests lie. If a person is in the IAS, it gives him immense scope to enjoy power, serve people, earn money, enjoy the admiration of others. and sometimes become a scapegoat. A businessman runs a corporate house where he is able to earn profits, serve the people, enjoy monopoly, awards and recognition or ire of the authorities through raids and is compelled to bribe to save himself.

A doctor practices to earn money, serve the people, admiration for curing people, power and glamour (fat clientele), etc. A Lawyer who advocates for people to earn money, name and fame for being able to get prompt relief from courts, also serve the people by giving legal aid to poor and deprived. The same goes for academicians, actors, models, engineers, scientists, etc. In this era of competition, the career makes little difference but the real motivator is your interest i.e. money, food, house, living, hegemony - power, service to society, etc. The bottom line is, in this era of competition the most important thing a person should look for is the survival of his interest although the degree may vary from case to case and time to time.

Thus, career is not so important as you could be in it by choice or chance but try to search and survive your interest by using your intelligence.

MZ Zulfi & T Sukesh

MJMC, AU Rajasthan

rs. Jayati M. Sharma is a popular name among the students ■of Amity University Rajasthan. Jayati Mam is a teacher who believes and stresses more on ethics than techniques. She stresses that acquiring education is more important than getting a job. Rajpal Rathore of ASCO-AUR says, "She is intelligent, talented, and specialises in multi-tasking." Jayati Mam is equally famous among both students and faculty members. "She is an inspiration for all of us," says Vineeta Arora, a student of BJMC AUR. She played a major role in the success of AUR's first inter-college fest AYAM '09. She managed the entire cultural committee with confidence and efficiency. For her, "Music is just like life. It rejuvenates body and relieves tension". She loves reading books of Munshi Prem chand, Sarath Chandra and our former national poet Harivanshrai Bachchan.

Know Your



Mrs. Sharma belongs to a media family and is a good writer with a passion for photography. She firmly believes "Anything which you personally dislike, don't offer it to the poor." Mrs. Jayati M Sharma unfolded her career as a journalist in 1998 while perusing Masters in

Mass Communication (MMC) from Devi Ahlaya Vishva Vidhalaya (DAVV), Indore. She did her internship from Enadu Television Bhopal and then started working there itself, later transferred to Hyderabad, Later, she worked in Indore with ETV.

After many years in electronic media she joined 'Nav Bharat Times' in the Higher Education Beat and soon after, took up crime beat. In 2005, she joined the Amity family, where a strong and wilful journalist was groomed into a successful teacher. Presently she is a mentor and teacher for Bachelor of Journalism and Mass Communication (BJMC). "She is a true counselor when you are confused or in dilemma," claims Kumar Vibhav, a student of MJMC AUR.

From this issue, GT starts the column 'Know your Guru.' Students are invited to write about their favourite teachers/interview them and the best entries will be featured in GT. Email your write up to: tbanerji@amity.edu

Amity campuses in London and Singapore

rn today's global business environment, students with a global Lacademic experience have an edge in the industry. To cater to this need, Amity, one of India's leading educational groups with over 60,000 students has opened new campuses in London and Singapore. A counselling session was organised in Ramada Plaza Hotel, New Delhi where students and parents were counselled by Prof. Dr. Gurinder Singh, Pro Vice Chancellor (International), Amity University & Director General, Amity International Business School and Dr. Peter Taylor, Marketing Management Expert & Director, Amity Global Business School London.

During the session, Mr. Atul Chauhan, Chancellor, Amity University, Uttar Pradesh shared that it's a unique opportunity for the students to study one semester in UK, one semester in Singapore and one semester in India, with a globally recognised degree from Anglia Ruskin Univer-



sity, a leading UK University. And to cap it all, after the completion of 1 year MBA course the students will get two years work visa of UK. The students in these global campuses will get all the contemporary facilities offered by other Business Schools. Dr. Taylor highlighted the programmes

that will be offered by AGBS from their first session starting September, 2009 onwards including MBA (1 year), MBA (2 Years), M. Sc. Management (1 Year) and BA (Hons) Business Management (3 years) for Indian as well as foreign students. He emphasised that the students of AGBS will have access to best of resources and get personalised attention by globally competent faculty.

Amity London Campus is housed in a Grade 1 listed heritage building in the prestigious Bloomsbury area of Central London next to British Museum. Top academic institutions and cultural landmarks like British Library, London School of Economics, London Business School, Piccadilly Circus and Trafalgar Square are within walking distance.

Amity Singapore Campus is located in Raffles Place, one of the most prestigious locations in the city. It is walking distance from landmarks like Boat Quay, the Merlion, Singapore Management University, National Li brary of Singapore, etc. Dr. Craig Ewan, Director, AGBS, Singapore has over 22 years in academics and in the industry. He was formerly with the Australian National University, one of the top 20 universities in the

Olympiad Workshop for Science & Mathematics

Join the League of Rank Holders

Our students were last year's Olympiad & NTSE Toppers

NEEL BAKHOLIA Balshree Award Winner for Creative Science, Topper of Intl. Je Science Olympiad team (Representing India in VI LUSO at Azerbaijan)

TWINKLE PAREKH | NTSE Topper, NSTSE Rank 1 & Balshree Award Winner to: Creative Science Selected in Sr.

Astronomy Clympiad and many more.

Olympiad

Amity Centre for Science Olympiad (ACSO) will be conducting a 8 day Science and Mathematics Olympiad Workshop at Amity University Campus, Sec - 125, Noida from 19th - 26th September '09.

SALIENT FEATURES:

- . Training for National / International Level Olympiad (Day and night programme) . Highly renowned faculty comprising Olympiad experts, IITians, Ph.Ds, etc.
- · Comprehensive study material · Home-assignments Hostelfacility

Last date for registration: Sept. 18, 2009

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