



**AMITY**  
**UNIVERSITY**  
—LUCKNOW CAMPUS—

INFORMATION BROCHURE



**AMITY**  
**UNIVERSITY**  
—LUCKNOW CAMPUS—

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## FOUNDER PRESIDENT'S MESSAGE



I strongly believe that in today's competitive world, the best theoretical knowledge alone is not sufficient without practical knowledge and pragmatic approach which my students learn while studying at Amity University Lucknow Campus. I am delighted to see that the students at Amity are getting all the motivation, guidance and help from our dedicated faculty in developing their outer and internal personality. These efforts are greatly helping them not only in achieving academic excellence but also enable them to possess great human values and traits to become a perfect professional or a successful entrepreneur.

Our students are well equipped to meet industry demands, goals and expectations and can become a great asset for an organisation by taking any challenging assignment entrusted to them to their fullest expectation. Our focus is to groom young future leaders who are value driven human beings and competent professionals with deep passion for humanity, who will lead the world.

I am proud that Amity University Lucknow Campus provides best of the practical and industry-focused education which attracts brilliant students. Our alumni are working in leading companies across the globe which is a testament that we inculcate in each student the spirit of dedication, sincerity and loyalty in collaboration with corporate industry who support our mission with so much of enthusiasm.

The focus of Amity University Lucknow Campus is to impart world class education so that each one of my students become a success story in his/her life and my blessings would always accompany them and their families throughout their lives.

A handwritten signature in black ink, appearing to read "Ashok K. Chauhan". The signature is written in a cursive style.

**Dr. Ashok K. Chauhan**  
Founder President, Ritnand Balved Education Foundation  
(The Foundation of Amity Institutions and the sponsoring body of Amity Universities)  
Chairman, AKC Group of Companies

## CHAIRMAN'S MESSAGE



It is with immense pleasure and a sense of pride that I welcome you to Amity University Lucknow Campus. The University is a core part of Amity, one of the leading education group of India.

Amity University Lucknow Campus with its evergreen campus spread over 40 acres, conducts a variety of programmes at UG and PG level, besides Ph.D programmes in the areas of Management, Engineering, Biotechnology, Computer Science-IT, Commerce, Journalism and Mass Communication, Fashion Design & Technology, Architecture, Pharmacy & Hotel Management. In addition to core and elective courses, the focus is on the holistic development of the students.

Amity University Lucknow Campus, has instituted global standards in education, training and research with world-class infrastructure and latest teaching methodologies. With the mission to train the future leaders of the corporate world, the University strives to blend modernity with tradition in each one of its students. Every student of Amity University Lucknow Campus gets additional inputs in terms of learning foreign languages, communication skills, behavioral sciences, games and sports, military training, etc. to help attain holistic development.

I invite you to be a part of this unique university and embark on a journey driven by exceptional pedagogy, inspiring faculty, global industry trends and deep rooted human values.

**Dr. Aseem Chauhan**  
Chairman  
Amity University Lucknow Campus



The innovative and research oriented vision of the Founder President, and the able guidance of the Chairman have shaped Amity University Lucknow Campus as a place to create not just world-class professionals, but also excellent human beings. Spread over 40 acres, the campus provides the perfect ambience for academic excellence and to pursue research-oriented activities of international standard. The University imparts high-quality education to students, equip them with foreign business language and prepare them to face, both local and global challenges. Within the short span of its existence, the University has achieved remarkable success and striving to perform better with new program initiatives: a modern curriculum, professional training, faculty development, international collaborations, state-of-the-art campus, industry partnerships and much more.

The University is committed to contribute towards improving course curriculum, pedagogical innovations and work towards education system that supports sustainability through research-based programs. The University also instills a spirit of professionalism, social consciousness, and deep sense of patriotism in students. It provides many opportunities to grow academically, intellectually, socially and as well-groomed human beings. We are a research driven University and provide our students every chance to excel in research, innovations, publications and patents.

We are happy to inform that the Amity Alumni have, in the last few years, made a mark for themselves in the industry by fast track growth in their careers through sheer performance. We welcome all the students, who aspire to emerge successful in their career pursuits, to join us.

**Prof. (Dr.) Sunil Dhaneshwar**  
Acting Pro Vice Chancellor  
Amity University Lucknow Campus




# Amity University Lucknow Campus

Amity University Lucknow Campus helps you strive for unbound success.

It helps you realise your true potential and strength. And it does that by putting in place a rigorous regimen which emulates global standards in education, training and research in an academic ambience, enhanced by state-of-the-art infrastructure and latest teaching methodologies.

Amity University Lucknow Campus offers UGC (India's apex education body) recognized degrees that help in gaining job opportunities and higher studies.




Picturesque  
40 acre campus




Industry-driven  
curricula




Distinguished  
faculty




Extensive corporate  
interaction




Only 25 minutes drive  
from the Airport



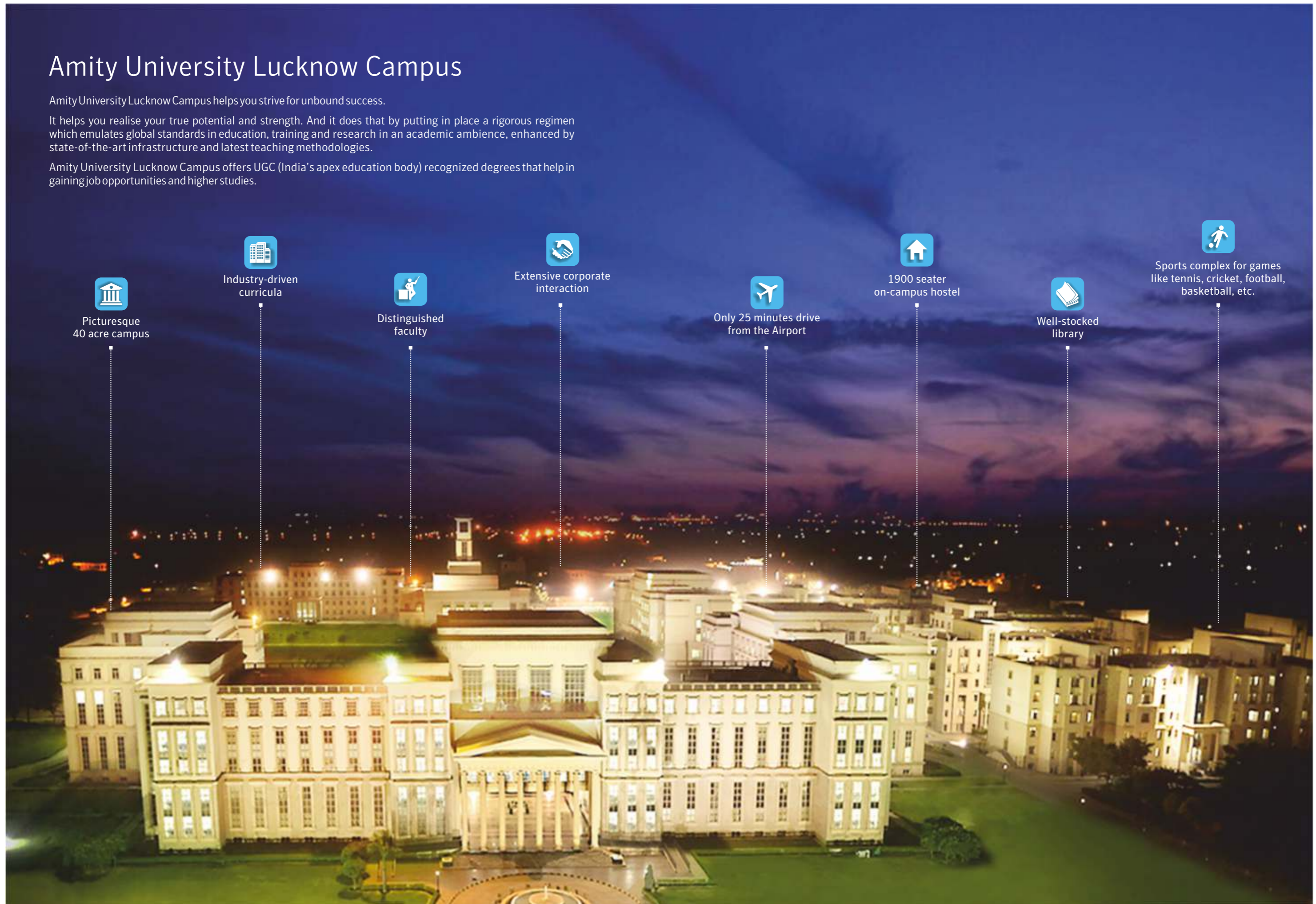
1900 seater  
on-campus hostel



Well-stocked  
library



Sports complex for games  
like tennis, cricket, football,  
basketball, etc.



## THE GLOBAL EDUCATION GROUP

150,000 STUDENTS

4,500 FACULTY

9 UNIVERSITIES

25 SCHOOLS & PRE-SCHOOLS

10 INTERNATIONAL CAMPUSES

150+ INSTITUTIONS & CENTRES

OVER 25 NATIONAL & INTERNATIONAL ACCREDITATIONS

52,000 ON-CAMPUS PLACEMENTS OVER THE LAST YEARS

25,000 SCHOLARSHIP HOLDERS

### AMITY GLOBAL BUSINESS SCHOOL CAMPUSES IN INDIA

- Ahmedabad • Bangalore • Bhubaneswar
- Chandigarh • Chennai • Hyderabad
- Indore • Kolkata • Kochi • Mumbai
- Noida • Patna • Pune

### AMITY'S INTERNATIONAL CAMPUSES

- London • Singapore • New York • Dubai
- Abu Dhabi • Mauritius • South Africa
- Beijing • Nanjing • Amsterdam • Romania

## REASONS WHY BRILLIANT STUDENTS CHOOSE AMITY

- 1 Top-10 ranked Institutes in Mgmt., Biotech., Engg., Telecom, Law, Fashion, Mass Comm., Hospitality & Insurance
- 2 Part of the Group with such prestigious accreditations, recognitions and rankings such as: Top global rankings by QS. Accredited by WASC (The Gold Standard of Accreditations globally).
- 3 Over **930** patents filed and **2,000** case-studies developed by Faculties in the last years
- 4 Students credited with filing over **100** patents and **300** Scopus indexed research papers
- 5 Collaboration with over **80** global Universities
- 6 Faculty working on **300** Govt. funded research projects
- 7 Industry interaction with over **1,500** corporate leaders till now
- 8 **52,000** on-campus placements over the years
- 9 **25,000** students on scholarships
- 10 Brilliant students selected for higher studies in global universities such as Stanford, Wharton, Columbia, Carnegie Mellon, among many others

## Amity University Lucknow Campus RECOGNITIONS & ACCREDITATIONS



Member of Association of Indian Universities



Law Programmes Accredited by the Bar Council of India



Architecture Programmes Accredited by Council of Architecture, India



Educational Programmes Accredited by National Council of Teachers Education (NCTE)



Distance Education Programmes Accredited by Distance Education Council (DEC)



Recognized as a Scientific & Research Organization by DISR, Ministry of Science & Technology, Government of India



Learning Disability & Clinical Psychology Programmes accredited by Rehabilitation Council of India



Pharmacy Programmes Approved by Pharmacy Council of India



Amity University is included in the list of Universities maintained by the International Association of Universities (IAU)



ACCREDITED WITH GRADE 'A\*\*'



INDIA'S #1 RANKED PVT. UNIVERSITY BY INDIA TODAY

Conferred **INDIAN EDUCATION AWARD 2016** FOR INDIA'S BEST UNIVERSITY FOR PLACEMENTS



Accreditation Council for Business Schools and Programs (ACBSP), USA



Asia's only not-for-profit university to get US regional accreditation



Ranked in top Universities in Asia (2014, 2015 & 2016) and in top 120 Universities in 'BRICS' Nations (2016)

\*2nd cycle in progress



## INSPIRING FACULTY

The core faculty comprises knowledge leaders who are equally proficient in academics and professional endeavours. In fact, it is a healthy mix of ex-captains of industry and academic gurus. They not only bring in rich global experience from leading universities from across the world but also from top MNCs. The breakthrough work done by the faculty is manifested through the numerous patents filed; conducting of prestigious research projects funded by leading governmental as well as international agencies; and many case studies developed, which are highly sought after by leading institutions and organisations. No wonder, under the tutelage of this faculty, students are also truly inspired to fulfil their potential and realise limitless possibilities.



### UNPARALLELED MENTOR-MENTEE PROGRAMME

Amity University Lucknow Campus has instituted the Mentor-Mentee Programme to help you make the right career choice and overcome all hindrances to a successful career. Through this programme, you are assisted by faculty at the time of need. The extremely low student-teacher ratio ensures that each faculty member has a group of students under them whom they can guide through regular career counselling, just like a true mentor.



## CURRICULUM

Learning at Amity is driven by the industry. The evolution of the curriculum itself is a highly interactive process that involves constant interaction with not only leading professionals but also various domain leaders.

It is designed to develop analytical skills, communication, and problem solving abilities and also inspires team work. No wonder, case studies, industry projects, presentations, research work and role-plays form an integral part of it.

Learning at Amity is also a liberating experience that allows one to explore much beyond the ambit of the immediate subject of specialisation. That's why the inter-disciplinary curriculum allows students to explore a plethora of certificate and diploma programmes those expand their horizons manifold.



## CHOICE BASED CREDIT SYSTEM

In the backdrop of achieving academic excellence and the vision of being an Industry-Integrated University, Amity University has introduced the Choice Based Credit System, which focuses on leveraging the talent and innovative capabilities of the budding professionals to meet the needs of the current, dynamic business environment, and to make students industry-ready. It gives students the flexibility to design their own degree.

### FLEXIBLE CREDIT SYSTEM Choice Based Credit System (CBCS)

The CBCS provides choice for students to select from the prescribed courses  
(core, concentration elective or open elective or skill based courses)

Choice of MINOR OPEN ELECTIVES: 3 Credits / Semester

#### MINOR

ACCOUNTING	DRAWING	LITERATURE STUDIES
ADVERTISING AND MARKETING COMMUNICATION	ECONOMICS	MARKETING MANAGEMENT
AEROSPACE ENGINEERING	ELECTRONIC MEDIA	MECHANICAL & AUTOMATION ENGINEERING
ANIMATION	ELECTRONICS & COMMUNICATION ENGINEERING	MEDIA COMMUNICATION & IT
APPLIED ART	EVENT MANAGEMENT	OPERATIONS MANAGEMENT
APPLIED CHEMISTRY	FASHION COMMUNICATION	PAINTING
APPLIED MATHEMATICS	FASHION DESIGN	PERSONAL & CIVIL LAWS
APPLIED PHYSICS	FASHION MANAGEMENT	PHARMACEUTICS
ARCHITECTURE	FILMMAKING AND FILM STUDIES	PHARMACOLOGY
ARTIFICIAL INTELLIGENCE	FINANCIAL MANAGEMENT	POETRY
AUTOMOBILE ENGINEERING	FOREIGN LANGUAGES	POLITICAL SCIENCE
BIOTECHNOLOGY	GENDER STUDIES	PRINT MEDIA
BUSINESS LAW	HISTORY	PROSE
CIVIL ENGINEERING	HOSPITALITY MANAGEMENT	PSYCHOLOGY
CLIMATE SCIENCE	HUMAN RESOURCES MANAGEMENT	PUBLIC HEALTH
COMPUTER FORENSICS & CYBER SECURITY	INFORMATION TECHNOLOGY	PR & CORPORATE COMMUNICATION
COMPUTER SCIENCE AND ENGINEERING	INTELLECTUAL PROPERTY LAW	STATISTICS
CONSTITUTIONAL LAW	INTERIOR DESIGN	TEXTILE DESIGN
DRAMA	INTERNATIONAL LAW	VISUAL COMMUNICATION

On successful completion of 18 Credits, students earn a MINOR



## SCHOLARSHIPS

Amity has always been driven by the vision of its Founder President, Dr. Ashok K. Chauhan, to develop the next generation of leadership for organisations, communities and society at large. As a part of his vision, the Amity Scholarships were instituted to help those who are brilliant in academics and those who deserve world-class education but don't have the means.

At Amity, financial limitations do not restrict academic pursuits and career dreams of deserving students. In view of that, the Institution has also tied up with premier banks to offer easy Education Loans to students.



**Ayush Verma**  
100% Amity Scholarship  
in B.Tech. (MAE)



**Shefali Jain**  
100% Amity Scholarship  
in BBA



**Samreen Saghir**  
100% Amity Scholarship  
in B.A. (J&MC)



**Vipin Pahwa**  
100% Amity Scholarship  
in B.Tech. (CSE)



“Hard work brings good things, and one of them is the Amity Scholarship.”

**Rachel Gupta**  
100% Amity Scholarship  
in B.Tech. (Biotech)

## HOLISTIC DEVELOPMENT

### MILITARY TRAINING: PINNACLE OF LEADERSHIP, DISCIPLINE AND TEAMWORK DEVELOPMENT

A week long mandatory Military Training Camp (MTC) is intrinsic to the Personality Enhancement Module at Amity University Lucknow Campus. Students get an opportunity to participate in many activities such as parasailing, trekking and shooting, which test and enhance their mental and physical agility. The drills and exercises instill discipline and team work and augment strength and stamina in students.



### ALL-ROUND PERSONALITY DEVELOPMENT

Enhancing and honing skills and helping students to undertake self-enrichment have been the constant endeavors of the Amity University Lucknow Campus. The varsity's stress on personality enrichment and grooming sessions strengthens soft skills of students. This helps in morphing students into industry ready impeccable professionals. The Amity School for Communication Enhancement and Transformation (ASCENT) boosts students' confidence by imparting training on Grooming, Personality Development, Communication Skills, Resume Writing, and Facing Placement Interviews.

### SPECIAL COUNSELLING CELL FOR STUDENTS

The Counselling Cell at the Amity Institute of Behavioral & Allied Sciences (AIBAS) looks after well-being, emotional needs, and behavioural issues of students. The cell works under able guidance of experts, counselors and professional psychologists, who address concerns of students and help them to succeed in life.

### GLOBAL EDGE THROUGH FOREIGN LANGUAGES

Amity University Lucknow Campus, equips students with foreign language programmes, hence making them ready for a global workspace. Students can opt for any language, including French, German and Spanish. Language proficiency besides a professional degree resonates well with most of the global brands and MNCs. The additional language courses give an extra edge to Amityans in the global work space.

The Amity University Lucknow Campus offers Managerial Competency and Career Development (MCCD) and Managerial Excellence (ME) pertaining to personality development modules this programme is based on common European framework of reference for languages (whereas possible) Students are awarded certificate of participation post completion of course.





## WORLD-CLASS INFRASTRUCTURE

Adorned with carefully conceived and well-designed features and infrastructure, Amity University Lucknow Campus, provides students an impeccable launching pad to embark on a highly rewarding career. Overall, the varsity is an environment-friendly campus and is home to several architecturally striking buildings. The campus is an optimal setting that fulfills needs of students, teachers and non-teaching staff.

### CLASSROOMS

The sprawling campus has 215 state-of-the-art air-conditioned classrooms spread across five Academic Blocks. These blocks comprise 93 Lecture Theatres, 84 Tutorial Rooms and 38 Classrooms. The campus also has 194 laboratories to pursue research and development.

### LIBRARY

Also called Integrated Knowledge Resource Centre, the campus library is the backbone of its academic ecosystem. This academic abode has over two lakh books and around 13,000 Journals from Amizone (Cambridge University Press, Nature Journal, Oxford University Press, Royal Society of Chemistry among others). A treat for bibliophiles, the library stacks more than 65,911 volumes, 12,377 titles and over national and international journals. The digital arm of the existing library (EPSCO) is equally popular with students and teachers' fraternity. This repository of books has become a reference point for many bibliophiles and learners since its inception.

### AUDITORIUM

Students have access to a world-class auditorium having seating capacity of over 594.

The campus also has a Seminar Hall which can accommodate 200 people at one go.



### HI-TECH LABS

180 hi-tech laboratories are breeding ground for several research and development projects as well as start ups. The laboratories in the campus provide opportunities to students for hands-on learning and put theoretical learning into practice. Equipped with latest technological innovations and facilities across diverse disciplines, these laboratories have been helping students and teachers to produce outstanding results. Students pursuing Engineering, Biotechnology, Nanotechnology, Computer Science, Architecture, Psychology and Health Sciences have been yielding exceptional outcomes in these hi-tech labs.

### LEARNING STUDIOS

The Learning Studios in Amity have been developed to provide students with simulations that reflect real life situations or actual work conditions. These avant-garde Learning Studios create a unique space for students to practice what they have learnt and provide them with a platform that reflects actual work conditions in an interactive manner. Students perform practical applications of theoretical learning and skills with the help of simulations. A slew of Learning Studios include Moot Court and Live Television Studios spanning diverse disciplines such as Law, Mass Media, Psychology, Fine Arts and Fashion Designing among others.





## WORLD-CLASS FACILITIES

### DIVERSE SPORTS FACILITIES

Amity University Lucknow Campus has a world-class sports complex and extensive sports facilities. Constructed on the lines of global standards, sports grounds, courts and practice areas are dedicated to a wide range of games like cricket, football, basketball, baseball, badminton, tennis and volleyball among other outdoor activities. The campus has facilities for an array of indoor games and sporting activities, including chess, carrom, snooker, table tennis and a fully equipped gymnasium.



### MESS AND CAFETERIA

The Amity University Lucknow Campus has a vibrant and lively cafeteria and mess offering a wide variety of lip-smacking cuisines. These facilities also offer several branded food outlets within a stone's throw. A team of professional dieticians in the mess carefully prepare the daily menu to ensure a well-balanced diet for students. The mess and cafeteria offers pocket-friendly delicacies from India and abroad. The aroma from palatable meals invites one and all to savour dishes. The pleasant indoor and ambience add a zing to food connoisseur's delight.





## EXCELLENCE IN RESEARCH

Amity University Research Cell at Lucknow Campus is Headed by Dr. Qamar Rahman (Dean) and assisted by Dr. Suneela Dhaneshwar (Deputy Dean) and Dr. D Ohri (Deputy Dean).

### Research Initiatives

- Amity has filed patents in the areas of Nanotechnology, Biotechnology, Biosensors, Forensic Science, Microbiology, Electronics etc.
- Amity is recognized as a Scientific & Industrial Research Organization by DSIR, Ministry of Science & Technology, Govt. of India.
- Amity has carried out funded projects sponsored by leading Govt. bodies like DST, CSIR etc.
- Amity has collaborated with eminent Universities and laboratories for research.

### MoUs Signed

- Indian Institute of Sugarcane Research (Unit of Indian Council of Agricultural Research, New Delhi)
- CSIR – CDRI, CSIR – IITR Lucknow
- Dr. Ram Manohar Lohia Institute of Medical Sciences, Lucknow
- Central Institute for Subtropical Horticulture, Lucknow
- Dr. Reddy's Laboratory, Hyderabad
- Biotech Park, Lucknow



### DIVERSE CENTRES OF EXCELLENCE FOR BREAKTHROUGH ADVANCEMENTS

- Amity Centre of Excellence for Risk Management & Data Analytics
- Amity Centre of Excellence for Drug Discovery & Development
- Amity Centre for Research and Interventions for Adolescents
- Amity Centre For Excellence in Photonics and Optoelectronics
- Amity Centre of Excellence for Information Security & Cyber Forensics
- Amity Centre for Sustainable Architecture Practices
- Design Studio for Development of Fashion Clothing- DSDFC
- Amity Centre of Excellence in Media Studies

## STUDENT ACHIEVEMENTS

### Lucknow Metro Rail Corporation (LMRC) Project

LMRC has decided to install selected murals on the walls of Metro Stations coming up in Phase-I of LMRC, designed and prepared by students of Architecture & Planning department.

### Uttar Pradesh State Road Transport Corporation Project (UPSRTC)

The Managing Director, UPSRTC has agreed that the following three extremely important and prestigious tasks are to be undertaken by students of Fine Arts department.

- Mural and Painting at their Headquarters "Parivahan Bhawan"
- Façade treatment at Kaiserbagh Bus Station
- Façade treatment at Alambagh Station

### Amity Legal Aid Cell Project

Amity Legal Aid Cell in collaboration with the Uttar Pradesh State Legal Services Authority adopted Markhapur Village on 24 September 2017 to make it a litigation free village and to create legal awareness among the villagers. During last six months the achievements of the Legal Aid cell have been as follows:

- Toilets in the primary school have been repaired and water supply has been provided to area residents
- Drainage system has been repaired
- Electricity transmission has been setup
- The village has been equipped with street lights
- Funds for building toilets have been allocated and received by the Gram Pradhan and the toilets are under construction
- An office of the Amity Legal Aid Cell has been setup in Markhapur village for the regular follow up of the work proposed and underway





## EXPERIENTIAL LEARNING

Enthralling Events, Knowledge Festivals, Challenging Competitions...

For students of Amity, life is all about non-stop learning both inside and outside the classroom. No wonder, they are so adept at not only organising Events, Festivals and Competitions, but also winning them.

Displaying great leadership and teamwork skills, Amitians leave a lasting impression wherever they go.



Amity Lucknow organized an International Conference on Impact of Environment on Women's Health & felicitated Ms. Linda Silber Birnbaum



Felicitating of Ms. Sharmila Tagore by Amity Lucknow



Irshad Kamil shared his experiences with Amity Lucknow students



Sonakshi Sinha's visit at Amity Lucknow



Amity Lucknow's representation as Knowledge Partner at India Today event

## EXTENSIVE INDUSTRY INTERACTION

At Amity University Lucknow Campus, regular interactions with business leaders and marketing gurus, empowers students with insights and knowledge far beyond the ordinary. Amity students regularly interact with heads of the industry through CEO Forums, the CEO Dinner Series and Corporate Mentoring Programmes. Regular interactions with Global Marketing Gurus and industry leaders from around the world exposes students to the latest global trends and practices in Science, Technology, Research, and Communication amongst others.



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1. Dr. Amrita Dass, Founder - Director, ICS International, Lucknow guiding students about various career options at Amity Lucknow
2. Ms. Anupama Raag, a renowned Bollywood Singer, interacting with the students during a National Seminar on Power Dressing organized by Amity Lucknow
3. Ms. Pankaj Bhadoria, MasterChef India being felicitated by Amity Lucknow during a event organised by Amity School of Hospitality
4. Mr. Jugal Kishore, famous theatre personality, Actor, Director & Writer and Chief Guest of VIA SCREEN- National Students' Film Festival being honored
5. Visiting guest Mr. Abhigyan Prakash, Sr. Editor, NDTV Hindi, addressing the audience during his visit to the Amity Lucknow
6. Mr. Aamir, Programmng Head (JP) Big FM, addressing the students during 'VIA MEDIA' Radio Awards
7. Mr. Kamal Khan from NDTV being felicitated during Placement & Personality Grooming Workshop



## AMITY ENTREPRENEURSHIP CELL (AEC)

Amity Entrepreneurship Cell (AEC) was started in 2014 with the aim of fostering Entrepreneurial culture amongst the aspiring student community through regular interactive and mentoring sessions with eminent Academicians, Entrepreneurs, Investors, Venture Capitalists and Corporates.

The E-Cell provides budding entrepreneurs a range of hard and soft infrastructure support like physical spaces & infrastructure, advisory & mentoring services, IP & technology transfer assistance and fund raising services.



## AMITY SYSTEM OF COMMUNICATION ENHANCEMENT AND TRANSFORMATION (ASCENT)

ASCENT caters to the diverse placement and communication skills needs of all the 17 institutions of Amity University Lucknow Campus.

Students are trained in spoken English, GDs, Pls, Quantitative Aptitude, Reasoning, Resume Writing and Professional Grooming. It pays special attention to developing additional employability skills of students such as team working, leadership, corporate etiquette & interpersonal skills.

Pre-placement Intensive Training Programme is one of the initiatives taken by ASCENT department with the objective of not only giving students rigorous training in the aforementioned areas but also to create a simulation of the entire placement process such that the students are well prepared for campus placements. Students are first given an MCQ written aptitude test that is followed by Group Discussion evaluation. Finally, students are put through technical and HR interview rounds that are conducted by industry experts.



Mock Interview session organised for Final Year Students with industry experts



Conducting workshop on Resume making for ASCO students



Workshop for students on resume writing skills



“The Process is innovative and I appreciate it. This will certainly help candidates improve employability. Pleased to be here at Amity.”

**Mr. Raju Soni**  
Co-Founder  
GS Forex Services Pvt. Ltd.



Supported By:  
Ministry of Science & Technology and  
Ministry of Micro, Small & Medium Enterprises

AMITY  
CAPITAL  
VENTURES

The Amity Innovation Incubator, located within the campus, is first of its kind in India that is aimed at empowering Amity students and entrepreneurs to realise their biggest business ideas. It provides experiential learning and world class entrepreneurship frameworks for the entire start-up lifecycle, and is counted amongst the top business incubators in India today with a growing nationwide network of 17 virtual incubation centers. It has successfully nurtured over 200 business ventures across diverse industries, and has also been widely recognized on multiple platforms that include - 'The Power of ideas', Red Herring Global winner, Tata NEN and NASSCOM Innovation Awards winner. It is closely supported by Amity Capital Ventures – an independent proprietary fund that financially supports start-ups and entrepreneurs via seed investments, and also by DST, Ministry of Science & Technology, Government of India.



### ACHIEVEMENTS

- 100 Companies Incubated (physical & virtual); all showing significant financial & operating growth
- Employment generated for more than 2500 people
- Over 200 patents filed for entrepreneurs and 30 technologies commercialised
- More than 25 funding rounds completed
- Network of more than 100 mentors countrywide
- Ground breaking technologies being commercialised and utilised by groups such as Delhi Metro, LG Electronics, Microsoft, GreenSocs, Cadence Design Systems, Himachal Pradesh Geological Department, Noida Traffic Police, etc.
- Strategic collaboration with Incubators in Europe, USA and Asia
- 30 start-ups established by Faculties & Students of Amity University
- 11 Incubatees funded under “Support of Entrepreneurial and Managerial Development of SMEs through Incubators”
- Risk Capital raised for 4 Incubatee Companies under SIDBI-SAS Scheme
- Over US\$40 million invested in Incubatee companies through Mergers & Acquisitions and Angel Investments



## GLOBAL OPPORTUNITIES

Amity University has taken major strides for enhancing internationalisation in the campus. The intent is to create a multi-cultural environment that facilitates a truly international and collaborative learning process. Taking forward Amity's philosophy of nurturing global citizens who are at home across the world. Today, Amity University is home to students from 27 nations as diverse as United Kingdom, Japan, Mauritius, Cambodia, Bahrain, Iraq, Kenya, Afghanistan, Bhutan, Nepal, Chile, Nigeria and Yemen among others.



### STUDY ABROAD PROGRAMME (SAP)

The Study Abroad Programme enables Amity Students to gain valuable international experience at Amity campuses in Dubai, Singapore, London & New York. This unique programme spanning 6-8 weeks adds real value to students in the form of international experience and gaining a global perspective, and also enhances their resume for better career opportunities.



AMITY UNIVERSITY DUBAI



AMITY SINGAPORE



AMITY UNIVERSITY (IN) LONDON



AMITY NEW YORK

### International Linkages

Amity has tie-ups with over 100 international Universities, Laboratories and Research Centres in areas of student exchange, faculty exchange, joint research, curriculum development and educational tours for students.

India's only Education Group with Campuses in London, Singapore, Dubai, Abu Dhabi, Mauritius, South Africa, China & Romania.

### 3 Continent Programme

Amity has a unique 3C programme in India, through which students study in India at Amity University, and complete their final semesters from UK or USA.

### International Collaborations



Shahidi Beheshti University of Medical Sciences



TEHRAN UNIVERSITY OF MEDICAL SCIENCES



Universität Rostock



UNIVERSITÄT DUISBURG ESSEN



National Institute of Occupational Health



COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK



UNIVERSITY OF LOUISIANA LAFAYETTE

## ASPIRATIONS REALISED

### OUTSTANDING PLACEMENTS

A dedicated Placement Cell guides students on their most appropriate career plans, following a scientific method to map their efficiencies, and subsequently grooms them towards their ideal goals. The Cell also prepares students for success in interviews through group discussion and public speaking techniques.


## ALUMNI SPEAK



“It has been great pleasure studying at Amity University Lucknow Campus, as it gave me various opportunities to develop my academic as well as professional skills. I feel honoured to be a part of such institution which works for welfare of the students.”

**Ms. Aliyah Rahman**  
Trademark Associate  
Lex Orbis, New Delhi  
LLM (2015-2016)



“Education at Amity was practical, case study oriented, up-to-date, had value added courses – like communication training as regular part of curriculum and host of extra-curricular activities to participate in. All these differentiate us from other MBA graduates and companies focus a lot on such skills while interviewing. MBA from Amity Lucknow Campus has been the best professional education I underwent.”

**Arvind Srivastava**  
Asstt. General Manager  
Paytm Payments Bank  
MBA (2005-2007)



“Amity has given me enormous opportunity to learn and experiment new theories and concepts. Education in Amity is all about Innovative learning.”

**Phanindra Nath**  
Staffing Partner  
Microsoft, Hyderabad  
MBA (2005-2007)



“As my alma matter, Amity University has been instrumental in imparting world class knowledge in the subject and has provided ample opportunities to shape my overall personality.”

**Rahul Pradhan**  
Territory Manager  
Johnson & Johnson  
B.Tech – Biotech. (2004-2008)



“Amity served as a true companion for shaping my career. The faculty and its campus environment always provided a zeal to aim for bigger dreams and provided all the possible ways to prepare me in acclimatizing with the Corporate world. I am proud to be an Amitian and will always be.”

**Ankit Kumar Singh**  
Asstt. Manager  
Biocon  
B.Tech - Biotech. (2006-2010)



“Being an Amitian was the right strategic step that I took to jump start my professional career. A Big Thank You to all the faculty members who have relentlessly supported and guided us in understanding the core fundamentals of the corporate business.”

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