FORTHCOMING EVENTS

- Faculty Team Building Retreat
- Staff Training Workshop
- Term Ends
- Internships begin
- Faculty Seminar Series

EVENTS

International Seminar on ‘Higher Education Policy in Developing Countries: Lessons from Polish & Indian Experience’ in Kathmandu

Dr Alok Saklani, Director, Apeejay School of Management, shared the Indian experience in higher education at the International Seminar on ‘Higher Education Policy in Developing Countries: Lessons from Polish & Indian Experience’ organized by Institute of Policy Research & Development in Kathmandu on 29 March 2012. The panel chaired by Dr Ganesh Man Gurung, Chairman, University Grant Commission, Nepal, and other speakers including Dr. Wlodzimierz Lengauer, Vice Chancellor, University of Warsaw, Poland and Dr. B. Sitaula, University of Life Sciences, Norway.

Dr Saklani further explained about the progressive stride of Indian higher education, mentioning the goals under the XI plan, the policies recommended by the Higher Education Committee, as well as, the National Knowledge Commission’s Reports. He further showed how the growth of the private sector had brought in a lot of innovations in the sector. Prof Lengauer and Prof Sitaula shared their views on higher education in Poland and Norway respectively.

Dr Langauer described how Poland struggled in its higher education journey, before and after the world war and until their civil movement 22 years ago. He also explained how they have shaped out subsequently, following the ECTS system and the Bologna process and arrived at a healthier Gross Enrolment Ratio. Dr Sitaula elucidated on the methodical approach of the Universities in Norway and how their faculty spent a lot of time in research & publications, while also engaging themselves in teaching.

Dr Ganesh Man Gurung, Chairman, University Grant Commission, Nepal shared Nepalese perspectives on higher education especially in the context of increasing role of private sector in this area. A report based on discussion held in the seminar is likely to be submitted to the Government of Nepal.

Dr Deepankar Chakrabarti, Dean, ASM also participated in the seminar which was attended by a number of academics, education providers and international agencies. Dr. Chakrabarti also had discussions at length on common issues with respect to management education with Vice Chancellor, Pokhara University, Dean of Management Science, Pokhara University and polish delegates.
Seminar on HR Transformation: The Road to 2020

HR Transformation: The Road to 2020” on 16 March 2012. The panel consisted of four eminent speakers from different industries like steel, consultancy, and telecom. Alumni and corporate executives from various companies also participated in the seminar.

Dr. Maninder S. Khalsa, Head Talent Acquisition, Development and Nurturing, Viom Networks Ltd. delivered a presentation on ‘key competencies required by transformational HR to live the role’. Ms. Deepika Jindal, HR and OD Consultant, formerly Group HR Head Trident Industries Ltd. shared her views about ‘Role of Transformational HR’. Mr. Ashish Pradhan, DGM-HR, Jindal Steel & Power Ltd. delivered a presentation on ‘Key Deliverables for the Transformational HR role’.

Mr. Debashish Das, founder and CEO, Elenchus-HR -India's first THRO (Transformational HR Outsourcing organization) shared his views on ‘opportunity for benefits to other stakeholders owing to new transformational HR role’. Senior executives from companies like ICICI Venture, RFCL, Lepton Software etc., management faculty and students attended the seminar. The presentations were followed by an open house.

Industrial Visit

PGDM and PGDM (IB) students visited Yakult Dablock and Escorts Agri Machinery Group on 22-23 March and 27 March respectively as part of institute-industry interface. These visits were organized by Corporate Resource Centre (CRC) of ASM.

The students visiting Yakult Dablock, Sonipat were exposed to company policies, product lines, marketing strategies and HR systems. After the interactive session, the students were taken for a site visit. The students were amazed to see such a modern manufacturing facility. The students’ groups were led by Dr. Deepankar Chakrabarti, Prof Kamal Kishore, Prof Amit Sareen, Prof Manupriya Bali, Prof Shilpa Bhaskar, Prof Chirag Malik, Prof Divya Jindal and Prof Anchal Gupta.

The students visiting Escorts Agri Machinery, Faridabad were introduced to organizational structure and strategies, history and aspirations, competition and challenges that the company is facing. The students were taken on a guided tour of the plant that happens to be one of the oldest and largest of its kind. The visit was facilitated by Prof Akshey Kumar, Dr Shalini Vermani and Prof Rajesh Sinha.

Inter-College Environment Quiz

Prakriti-Eco Club of Apeejay School of Management, organized Inter-College Environment Quiz on 19 March 2012 to create awareness and foster environmental ethics among undergraduate students. The event was sponsored by Department of Environment, Govt. of NCT of Delhi.

Samrat Pahari and Amit Debnath of Footwear Design & Development Institute, Noida won first prize while Gaurav Sareen & Nipun Kumar of Maharaja Surajmal Institute of Technology, New Delhi got second prize. The winners and runners up got cash prizes of Rs 4000/- and Rs. 2000/- respectively. Dr Alok Saklani, Director, ASM gave away the prizes. Students from Bharti Colleges, JIMS, Trinity Institute of Professional Studies, Dronacharya Institute of Technology, Noida Institute of Engineering Technology also participated in the event.

Corporate Lecture Series

In the ongoing Corporate Lecture series, Mr Barun S Mitra, Managing Trustee, Liberty Institute, Mr Mukul Jain, Certified Financial Education Trainer, SEBI, Mr Tarun Girdhar, AVP, Aspiring Minds and Mr Yogesh Bhola, Senior Vice President, Ace School of Professional Studies visited the campus and interacted with the students.

Mr Barun S Mitra, Managing Trustee, Liberty Institute, New Delhi delivered a lecture on Sustainability and Business on 21 March 2012. He debunked a number of myths regarding greenhouse gases and pollution. Mr. Mitra observed that the ecological problems are invariably connected to poverty and economic inequality. He emphasized that the solution lies in technology, innovations and entrepreneurship.

Mr Mukul Jain, Certified Financial Education Trainer, SEBI conducted a workshop on Financial Planning for Young Investors on 27 March 2012. Mr Jain emphasized on starting early and magic of compounding.
Mr Tarun Girdhar, AVP, Aspiring Minds shared his views on career and industry opportunities in an interactive session with students on 28 March 2012. Taking cues from his own experiences, Mr Girdhar encouraged students to nurture managerial skills and competencies while following their passion and dreams.

Mr Yogesh Bhola, Senior Vice President, Ace School of Professional Studies, New Delhi delivered a lecture on Need and Importance of Financial Planning on 16 March 2012. He answered queries of the students on personal finance and certified financial planning certification programme.

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**Farewell: Reminiscence 2012**

A farewell party was organized on 30 March 2012 for the class of 2012. The event was marked by singing and dancing. The graduating students were felicitated with titles and souvenirs. The passing batch felt very nostalgic while remembering their stay on the campus. The evening ended with DJ.

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**ALUMNI OF THE MONTH: ANANT RASTOGI**

Mr. Anant Rastogi is a seasoned marketing professional with over 16 years' experience in marketing communication & CSR with reputed organisations in diverse industries such as Education, Real Estate, Decorative Laminates, Recruitment and Events & Promotions. He has worked with leading media houses such as The Hindustan Times, The Indian Express and The Times of India. Anant is an alumnus of the first batch (1993-95) of ASM.

Mr Rastogi is currently working with the Graduate Management Admission Council® (GMAC®) as the Associate Director - Market Development, South Asia and is responsible for managing all marketing initiatives in the Region. Here we present excerpts from an exclusive interview with Mr Rastogi.

**How do you recall your life at ASM?**

When I reminisce the past, I am filled with nostalgia and fond memories.

There are numerous things like fun at the Amphitheatre, Trips to Agra and Dehradun, My esteemed Faculty members, Batch mates, AD Mad Competition, Birthday celebrations, ASM events, presentations etc etc. the list can really go on. But in short, life at ASM was like an enjoyable event.

We were a diverse group of students with different perspectives and world views yet we all agreed and learnt that it is healthy competition & collaboration which will make us all succeed.

Today, I am able to put to practice what I learnt not just through the curriculum, but also through the life and experiences I shared with my batch mates.

A sense of pride hits me each time I pass my Institute and my head bows down more as reflex action....and in my subconscious mind only these words reverb "Thank you Apeejay"

**Will you like to share some good memories/times you had at the campus?**

I cannot forget the Ad Mad competition held at one of the B Schools in New Delhi where our team won the first prize. We had to create a brand campaign and a jingle for "Anti Skid" tyres. The icing on the cake was the job offer given to one of our team members by a senior professional from a leading tyre company who was the guest of honour. The modern Ramlila was just unforgettable and the Mr. ASM competition, since I won it.

**What is your opinion regarding the contribution of a professional degree in your career?**

The professional world bears little resemblance to the cocoon of academics, mischief and experimentation you've been living in for the past few years. Not to worry though: the real world is actually a lot of fun. While the risks are a lot higher, so are the rewards. To help you adjust to your new life in the professional world, a professional degree becomes a must.

**How ASM has contributed to your professional development?**

Most students believe that their B-School should, in some way, prepare them for "the real world." ASM did exactly that. It helped us experience
"real-world" standards.

What does one typically expect of a B-school? Faculty with good knowledge and experience, supportive infrastructure, modern teaching methodology, and most importantly, course-ware designed in collaboration with industry / course-ware that incorporates actual business/industry practices and situations – something that conditions you into a true professional the day you step into the corporate world. I got all this, and more, at ASM.

What role did the institute play in your life in general?

Like a Flight Simulator, a college is a "Realty Check Simulator". It helps in your transition to "Real life"

ASM has helped several thousand students materialize their dreams. This thought of making a difference in someone’s life has always inspired me and through my work I always try and do so. ‘Some folks are wise, some are otherwise’. I am glad ASM has always helped me make wise decisions in life.

International Visitors

Dr Karina Jędrzejowska of Institute of International Relations, University of Warsaw, Poland and Dr Manish Thapa of Tribhuvan University, Kathmandu, Nepal visited ASM campus on 2 March 2012. They interacted with Dr Alok Saklani and Dr Deepankar Chakrabarti on an array of issues revolving around academic collaboration.

CORPORATE RESOURCE CENTRE UPDATE

Over 45 companies visited ASM campus at Dwarka in March 2012 for final placement as well as recruitment of interns for summer training.


Companies that visited the campus for recruitment of summer training included Westin Hotel, RFCL, World Fashion Exchange, Coca Cola, ACL Wireless, Kohler, CII Dexter Consulting, Hansol Logistics, Courtyard by Marriott, Empyrean Partners, Adecco Outlook, Bank of India, Dynamic Orbits, Wisdom Park, Claridges, Sharekhan and Kingdom of Dreams. Four companies namely Cargill, The Oberoi Hotel, Matrix Cellular and BOP Group visited the campus both for summer training and final placement.

FACULTY ACCOMPLISHMENTS

Ph D Awarded

Pankaj Varshney received Ph D degree from University of Delhi in the 89th convocation held on 24 March 2012. He worked on ‘Corporate Governance and Performance Measurement: An Economic Value Added Approach’ for his doctoral research. The degree was conferred by Prof. Dinesh Singh, Vice Chancellor, University of Delhi. Newsletter team congratulates Dr Varshney on his outstanding academic accomplishment.

Papers published
Ms Shweta Jha published a paper titled ‘Management Education in India: Issues & Challenges’ in Journal of Management & Public Policy (Vol. 3, No. 1). The paper has been co-authored with Dr Manoj Kumar of MDS University, Ajmer.

Prof Monika Arora published a paper titled ‘An Intelligent Information Retrieval: A Social Network Analysis’ in International Journal Web Based Communities (Vol. 8, No. 2). The paper has been co-authored with Dr. Uma Kanjilal, IGNOU, New Delhi and Dr. Dinesh Varshney, Devi Ahilya University, Indore

Resource Person at MDP

Centre for Management Development, University of Petroleum & Energy Studies, Dehradun, invited Dr Etinder Pal Singh to take a session on ‘Supply Chain Strategy: Efficiency vis-à-vis Responsiveness’ at Management Development Programme on Demystifying Supply-Chain Management on 24-25 February 2012.

Conference/Seminars/Workshops attended

Dr. Alok Saklani, Prof Amit Sareen, Dr Srirang Jha and Ms Priya Gupta attended the 1st World Summit on Accreditation organized by National Board of Accreditation (NBA) in New Delhi on 25-28 March 2012. World Summit on Accreditation (WOSA) was organized as a culmination of various initiatives undertaken by NBA to create an environment of global quality standards on Indian campuses imparting technical and professional education to help seamless mobility during academic studies and also supporting students take up careers with industry.

Prof. Amit Sareen, Ms Priya Gupta & Ms Anshu Rai attended the National Convention on Indian Higher Education -’Vision for Quality, Autonomy & Accountability’. The Convention was held from March 24 to 25 at PHD House and was attended by leaders from Academia, Government & Industry. The Convention was organized by the Education Promotion Society for India.

Ms Ruchi Malik and Ms Preeti Suryawanshi attended AIMA's 2nd World Marketing Congress: Exploding MarketingPower, held on 2- 3rd March, 2012 at Hotel Lalit, New Delhi.