To be the most preferred management school known for creation of valuable business leaders.

We nurture globally competent, socially sensitive and ethically sound managerial talent to lead businesses and organisations.

We inculcate creative thinking and problem solving skills through a dynamic curriculum in an interactive learning environment.

We do this with a set of committed faculty, deeply engaged in both creation and dissemination of knowledge strengthened by a rich academic and industry interface.
Apeejay Dwarka Campus organized its Annual Inter-College Management and Cultural Festival ‘Synergy 2021’ on 8th January 2021 on an online platform. Synergy offered a plethora of multi-faceted competitions for the students to explore and showcase their talents. The chief guest, Mr. Vishwas Kapoor, a popular Bollywood actor and voice artist shared his enriching experience with everyone. This was followed by a host of management competitions and cultural performances. Cultural and talent rounds included events like Dancing and Singing, Pot Painting, Fashion Show, Mehendi & Hand Painting and Mr & Ms Synergy contest.

The main sponsors included key industry brands Golmatol, Greenfit, Baidyanath, Anytime Fitness, Drewhub.com, Trippy T cafe, IPB Ltd to name a few. The co-sponsors that were associated with the festival were SkillCircle, Crown International, Super 77, Peptalk India, Tutedude, Tankbolt, Body Mechanix, Fitness Genes and our footwear sponsor was Foot Shield.

Mr. O.P. Khanduja, Executive Director, Apeejay School of Management, welcomed the delegates. Speaking on the occasion, Mr. Khanduja emphasised the need for linking researches with the emerging needs of the industry, especially in the wake of the worldwide spread of the Covid-19 pandemic.

Dr. Philip Russel, Dean, School of Business, Thomas Jefferson University, inaugurated the Conference. He observed that the status quo is not an option given how Covid-19 has disrupted all spheres of the communities, businesses, and governments. Dr. Russel mentioned that the institutions of higher learning need to come forward with a new business model and innovative value propositions for all the stakeholders to survive and thrive in the post Covid-19 scenario.

Dr. Amit Sareen, Director, Apeejay School of Management, presented the perspective of the Conference. Dr. D.K. Malhotra, Professor, Thomas Jefferson University, presented the keynote address on the impact of Covid-19 on Indian financial markets. Dr. Radhe S. Pradhan, Academic Director, Uniglobe College, presented the keynote address on the general impact of Covid-19 on the society & economy of Nepal and also shared his views on the way forward.

Researchers from various institutes like Amity University; Chandigarh University; Christ (Deemed to be) University, Delhi NCR; Gedu College of Business Studies, Royal University of Bhutan; Gitarattan International Business School, New Delhi; Graphic Era Deemed to be University, Dehradun and Haldwani Campus; Hansraj College, University of Delhi, Delhi; Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar;ICFAI Business School, ICFAI University, Dehradun; Indian Institute of Forest Management, Bhopal; Jaipuria Institute of Management, Vasundhara; JIMS, New Delhi; Lal Bahadur Shastri Institute of Management, New Delhi; MIT College of Management, MITADT University, Pune; Sharda University, Noida; Trinity Institute of Professional Studies, New Delhi; Vivekananda School of Business Studies, New Delhi, presented papers in the conference.
A meeting of the Board of Governors of ASM was held on 26th February, 2021. Mr. Aditya Berlia, Joint secretary, Apeejay Education, chaired the meeting. The meeting was attended by Shri M.C. Gupta, IAS Retd., Formerly Chief Secretary, Govt. of Haryana; Shri Dhanendra Kumar, Chairman, Competition Advisory Services; Mr. B.S. Baswan, Former Senior Consultant, Planning Commission; Mr. S.R.Bansal, Former CMD, Corporation Bank; Mr. S.K. Salwan, CEO, Apeejay Education; Mr. R.S. Dhanakar, Vice Chancellor, Apeejay Stya University, Gurugram; Prof. R.P.Hooda, Former, Vice Chancellor, Kurukshetra University & Maharshi Dayanand University; Prof. Ashok Ogra, Advisor, Apeejay Institute of Mass Communication; Prof. Amit Sareen, Officiating Director, ASM and Prof. Kamal Kishore, Dean, ASM Dwarka.

Mr. Berlia, shared that within 2-3 days after lock down Apeejay schools and institutes were fully online in terms of conducting classes, examination, attendance etc. He highlighted that amid pandemic, Apeejay Moodle raised its concurrent users from 300 to 65000 in all across schools and colleges. He proudly shared that during the pandemic, Apeejay had marked a silver lining initiative in conducting a chain of approximately 67 webinars collaborated with the National and international speakers.

Dr. Amit Sareen, Officiating Director, ASM, presented a detailed report about ASM activities. Mr O.P Khanduja, Executive Director, apprised the members about the future plans of ASM which included the implementation of National Education Policy 2020, more Alumni engagement through the new Alumni Portal, increase Market Research and Consultancy assignments, MDP and research etc.

The BOG members appreciated the efforts made by the institute, and suggested that Institute should look for Multidisciplinary Programs. They also suggested that the institute may implement the latest technology in their classrooms such as Artificial intelligence, Machine learning and Blockchain.
Workshop “Making Elders Tech-Smart”

’Apeejay Dwarka Campus’ in association with ‘Senior Hub Dwarka’ organized a Workshop “Making Elders Tech-Smart” under Apeejay Community Circle on 6th January 2021. The theme of the workshop was ‘How to Safeguard Yourself against Frauds and Threats related to Online Financial Transactions’. This initiation was taken to make elders tech savvy amidst the growing instances of electronic frauds in the digital age. The e-workshop served as an interactive platform for learning about various security aspects when doing banking and credit/debit card transactions electronically. This Workshop brought together 40 people of age more than 55 years from various societies and NGO’s of Dwarka. The workshop was appreciated by all the participants and was a great success all together.

Seminar on “A Mission for Life”

CSR Club of ASM organised a seminar on “A Mission For Life” on 15th January 2021. Dr. Neeti Leekha Chhabra, Founder Director “Yes to Life” shared her journey of being a cancer survivor and how she felt the need to come up with an NGO, which helps people to get educated about breast cancer. She shared the various campaigns that she led including the one in Cyber hub where they had made a human chain and they had spread awareness through that. On an emotional note, she also shared that it’s not only difficult for a patient to deal with cancer but for their family also and by keeping a positive attitude towards life helps to fight the disease. Dr. Neeti Leekha Chhabra ended her speech by telling the attendees that the desire to contribute towards a social cause comes from within and the collective efforts by people can make a huge impact in improving the lives of the needful.

Workshop on “Qualitative Data Analysis”

A faculty workshop was organised on “Qualitative Data Analysis” by Dr. Ajay Chauhan on 22nd January, 2021. He discussed the various qualitative methods available in literature for qualitative data research and explored thematic analysis, meta-analysis and NOVA in depth. The session was very knowledgeable and interactive.
Seminar on Emerging Areas in Operations

The Operations Department of ASM organised a Seminar on Emerging Areas in Operations, on 19th March 2021. The interactive sessions were delivered by Mr. Roopak Chhadha, Asst Vice President - Operations at EXL Service.com (I) Pvt Ltd and Mr. Angad Singh Customer Success Specialist at Oracle. This seminar gives a perspective on how technology provides solutions with services in marketing. The seminar highlighted the importance of mystery shopping and it can be used in the organisations as an innovation.

Webinar on “Wellness Quotient” on occasion of International Women’s Day

Uniworld Care India in collaboration with Apeejay School of Management celebrated the International Women's Day on 8th March 2021. Webinar was focused on the theme “Wellness Quotient of Urban Working Women”, initiating dialogue to discuss the needs and challenges faced by today's stalwart corporate women in climbing the ladder of success, and the plausible solutions for bringing work - life balance for improving quality of their life and healthy aging, longevity and better productivity.

The webinar panelists were Dr. Tripti Sharan - Gynecologist, BLK Super speciality hospital, New Delhi, Dr. Vandana Mishra - Private practitioner and school psychologist, Dr. Shauju Beri - Department of Zoology, Kalindi College, University of Delhi, Ms. Sanjoyita Raina - Senior Corporate Leader and Pharmaceutical Sales Management Professional, Ms. Nimisha Dutta - Head, ReLawnch, Ms. Tasneem Ali - Certified Nutrition and Lifestyle Specialist and Ms. Garima Gulati Bhutani- Vice President- HR & Communications at Client Associates.

Seminar on ‘Role of 3D Printing in Operations Management’

The Operations Department of ASM organised a seminar on ‘Role of 3D Printing in Operations Management’ for students. Mr. Ashok Kamal, Chairman, ‘Orient Resins Ltd Group’ and Mr. Avikshit Saras, Chief Operating Officer, ‘I Print My Things’ were the guests of honour. The seminar hi-lighted how 3D printing turns software design and engineering files into three-dimensional objects by layering plastics, ceramics, metals or biological materials and also its ability to fabricate and customize products closer to customers. The seminar also included the applications of 3D printing in sectors like defence, healthcare and automobile etc. It was an interactive session and was a great learning experience for the students.
**Predictive HR Data Analysis Using Python**

Two days workshop on "Predictive HR Data Analysis Using Python" was organised on 27-28 February 2021. Participants from both corporate as well as from academia, were given hands-on training on using Python to build a predictive model. The session was conducted by Dr. Shweta Jha. The participants were very appreciative of the session and requested for more such sessions in future.

**MDP on Data visualisation using Tableau February 27, 2021**

ASM organised a one day Online Management Development Program/ Faculty Development Program on Data Visualisation using Tableau on February 27, 2021 over zoom. The MDP covered topics such as Data Visualization, Analysis and Text Analytics, the visualization such as line-chart, bar-chart, Tree map, map, scatter plot etc and the unique features such as creating interactive dashboards and stories, text analytics techniques such as word cloud and network diagram using the Voyant tool. The participants were the mix of corporates and teaching professionals. The resource person was Dr. Monika Arora, Associate Professor, ASM.

**MDP on Labour Law Reforms and Labour Codes**

ASM organized an MDP on Labour Law Reforms and Labour Codes for the HR officers of POSOCO on 1-2 February 2021. Prof Kamal Kishore, Dean, ASM, Dr. Srirang Jha, Associate Professor & Head, General Management Area and Dr. Ishita Adhikari, Associate Professor and Head, HR Area were the resource persons at the MDP. The MDP was conducted in an interactive manner with lots of quizzes and discussions.

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Visit to Street School an NGO, “Pehchaan”

CSR, club ASM organized a visit to a Street School an NGO, “Pehchaan” working on educating underprivileged children of slum areas on 27th February 2021. It is located amidst slums of Indraprastha, Delhi. Students of the CSR club engaged with these children who belonged to different class groups from nursery to fourth standard. They were really excited to study in person as due to the pandemic these kids had stopped going to their respective schools. The visit was a great experience for ASM students who realized that they spend too much time cribbing about the smallest things in their lives. We should learn from these kids how privileged we are and should always do our part to give them back.

E-Cell Activities at ASM

ASM, celebrated the E-Week 2021 on 18th -19th March, 2021. In the E-week 2021, various activities and competitions were organised. The “Innovation with Clues” activity was conducted on 18th March from 2 pm to 3 pm in which the participants were provided with clues and they had to make an entrepreneurial story from the same in the given time. “Let’s and Create Cell Activity was conducted on 19th March from 11 am to 12 noon where participants needed to design something which can be utilized, with straws. Students also showcased their talent in Business Plan competition and Collage Making. The Quiz on Entrepreneurship was conducted on 19th March 2021 where various students participated and handled entrepreneurial questions in many rounds. The winners were awarded with certificates.

Gender Cell at ASM

Gender Champion Cell conducted a group discussion activity for First Year Students on 19th March, 2021. In this activity around twelve students participated. The topic was: There exists gender differences and gender inequality in the corporate world. At the end of the Group Discussion students were given inputs for further improvements. It was followed by discussion on a few gender studies.
Apeejay School of Management, New Delhi
Corporate Resource Centre (CRC)
PGDM 19-21 Batch: Proud Achievements

PLACEMENTS HIGHLIGHTS

ICICI Bank

Tata Capital

ICICI Securities

Tata Power

ICICI Bank

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