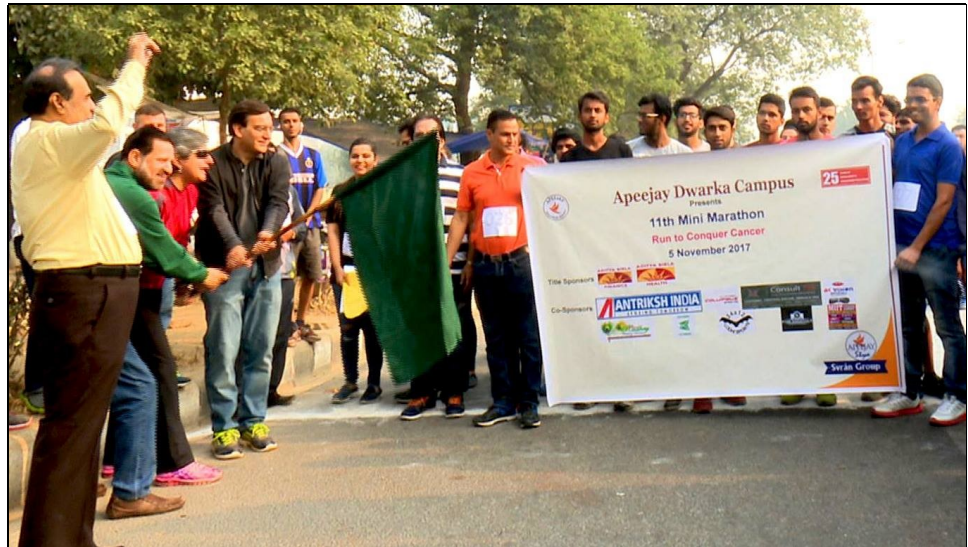


### FORTHCOMING EVENTS

9th National Conference on  
Contemporary Management  
Research: 2nd February 2018



Mini Marathon 2017

### EVENTS

#### Mini Marathon 2017

11th annual Mini Marathon organized by Apeejay Dwarka, on November 5, 2017 brought together the residents of Delhi in its Run against Cancer. Over 150 participants braved the hazy Sunday morning and ran to support Apeejay Dwarka's initiative to fight cancer in the 11th annual mini-marathon. Residents of Delhi, from senior citizens to college students to school children, ran on the streets of Dwarka to show solidarity for the cause. The awareness run aimed to sensitize people about the benefits of exercising in combating cancer. Integrating regular exercises does not only help cancer patients in overcoming treatment side effects but can also help reduce the risk of getting cancer.

Chief Guest, Ms. Dilshad Master, a cancer survivor, media veteran and Director at Outward Bound India Himalaya, flagged the race open. Speaking on the occasion, she said, "We see more and more people contracting cancer every year. It is important to recognize that awareness saves lives. I commend Apeejay's efforts towards mobilizing support against the spread of this disease and creating a society with less cancer and more smiles."

"We have been organizing the mini-marathon for the past 10 years. In its 11th edition, the theme is 'Run to Conquer Cancer' emphasizing on the health benefits of regular exercise. I would like to thank all the participants of the marathon for making this a highly successful event", said Prof. Amit Sareen, Director, Apeejay School of Management.

Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, said "It is heartening to see that people from all over Delhi and of all ages have come to support us in our commitment to fight cancer. With nearly 5.5 lakh people dying of cancer each year in India, cancer is a very real problem in our country. And with Delhi clocking maximum cancer incidences in India, it becomes our responsibility to fight its spread."

## Film Screening & Open interaction with the film maker of the movie : The Swallow

Apeejay Dwarka, in collaboration with the Embassy of Switzerland, hosted the screening of the Swiss film and open interaction with the film maker of the film - The Swallow. The movie is about Mira, a young Swiss in search of her roots, travels to Iraqi Kurdistan, where she is confronted with terrorism, war crimes and street justice, but also with love. The film offers a journey to the breathtaking landscapes of Kurdistan, but also to the political reality of a region full of conflicts.

After the screening of the film, the audience had an open interaction session with the film maker Mr. Mano Khalil. Mano Khalil is a Kurdish filmmaker. He lives in Switzerland. 1981-86 he studied History and Law at Damascus University. Between 1987-94, he studied film direction at the Film Academy in Bratislava. Until 1995, he worked as a freelancer for Czechoslovakian and Slovakian television. He is director and producer. In 2012, he started the Frame Film production company in Bern.

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### Corporate Interface

**Ms. Indu Sharma**, Team Leader CRM, Jaypee Greens Golfs & Spa, delivered a lecture on Compensation Scenario in Hospitality on 3rd November 2017.

**Ms. Indu Sharma**, Team Leader CRM, Jaypee Greens Golfs & Spa delivered a lecture on Gender Equality in Hospitality Sector on 3rd November 2017.

**Mr. A. Din Pangotra**, Chief Mentor, NEDC delivered a lecture on Entrepreneurship Development Program, on 8th November 2017.

**Mr. Rajan Gupta**, Research & Analytics Consultant, Inauctus, delivered a lecture on Application of Analytics in Business, on 8th November 2017.

**Ms. Shefali Gaur**, Global HR Rep., ERICSSON, delivered a lecture on Role of HR in PMS, on 8th November 2017.

**Dr. Raachita Rana**, Director, IITM, Janakpuri delivered a lecture on Macro Economic, Indicators, on 20th November 2017.

**Mr. Satish Kochhar**, Associate Director, Yamuna Power Ltd., delivered a lecture on Applications of Operations Research in Industry, on 21st November 2017.

**Mr. Kamal Nayan**, Ex-DGM, SAIL delivered a lecture on Operations Strategy - Role & Relevance, on 22nd November 2017.

**Mr. Umesh Kalra**, CEO, AIMS Construction Group delivered a lecture on Growth of Indian Economy, on 23rd November 2017.

**Mr. Dhruv Sood**, Head of Exports, Ozone Overseas P. Ltd., delivered a lecture on Channel Management Strategies, on 23rd November 2017.

**Mr. Aarti Khanna**, Retail Planner, Nike delivered a lecture on Nike - The Positioning Story, on 24th November 2017.

**Dr. Raachita Rana**, Director, IITM, Janakpuri delivered a lecture on Macro Economic, Indicators on 24th November 2017.

**Ms. Rituparna Prasoan**, Managing Editor, MANUPATRA conducted a for Workshop on Making of a Balance Sheet Score Card on 25th November 2017.

**Mr. Mritunjay Tiwari**, Sales Director, South and Central Asia Netsweeper Inc. delivered a lecture on Cross Cultural Business Communication on 28th November 2017.

**Mr. Lovely Kumar**, Training Deptt., Larks Learning delivered a lecture on Women as Leaders, on 29th November 2017.

**Mr. Vikas Sangara**, Senior HRBP, Sterlite Power Transmissions delivered a lecture on Training & Development, on 29th November 2017.

**Ms. Geetika Batra**, VP Sales, Blue Dolphin delivered a lecture on How to become a better sales professional, on 29th November 2017.

**Ms. Swati Verma**, Sr. BD Manager, Shriram Foods delivered a lecture on Franchise Network, on 30th November 2017.

**Mr. Prem Nath Pandey**, Supply Chain Consultant, Bajaj Process Pack Ltd. delivered a lecture on Supply Chain Issues, Opportunities and Challenges, on 30th November 2017.

**Editorial Team: Shalini Vermani, Chhaya Wadhwa**

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