

FORTHCOMING EVENTS

FDP on Entrepreneurship
21 November 2012

Visit to Godhuli (Old Age Home)
22 November 2012

Seminar on Leveraging HR for Competitiveness:
24 November 2012

Seminar on Leadership Challenges in Knowledge Economy:
19 January 2013



Synergy 2012 at Apeejay Dwarka Campus

EVENTS

Founder's Day Celebrations

Apeejay School of Management celebrated Founder's Day on 4 October 2012 to mark 93rd birth anniversary of Late Dr Stya Paul. Blood donation camp, cultural program and presentations on ethical management practices were organized on the occasion. Two students received Dr Stya Paul Human Values Award at the function



Faculty members, staff and students donated sixty units of blood at the Blood Donation Camp organized by the institute in collaboration with Rotary Blood Bank, Tughlabad, New Delhi. Dr Tejinder Singh of Rotary Blood Bank motivated the Apeejay community to donate blood and encouraged them to go for screening of thalassemia trait. Dr Singh was overwhelmed with the response and enthusiasm of the donors and volunteers at the camp.

Cultural program to commemorate the legacy of Dr Paul began with the ceremonial lighting of the lamp and Saraswati Vandana. Dr Alok Saklani, Director, Apeejay School of Management, presented an overview of the life, mission and vision of Dr Paul in his inaugural address. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, read out the Founder's Day message of Mrs Sushma Berlia, President, Apeejay Education Society. Students presented devotional songs and dances on the occasion.

Dr Alok Saklani and Prof Ashok Ogra presented Dr. Stya Paul Award for Human Values to Ms Shivangi Bhardwaj of

Apeejay School of Management and Mr HareemFarooqui of Apeejay Institute of Mass Communication for their outstanding tenacity to uphold human values. The award carries a citation and a cash price of Rs.5000/- each.



We Care Film Festival

Apeejay Institute of Mass Communication & Apeejay School of Management organized 'We Care Film Festival' in collaboration with Brotherhood during 10-12 October 2012. This three-day event showcased films and documentaries on diverse themes revolving around disability. A number of national and international award winning films were screened during the festival to raise awareness about disability and the role of media in reporting the same.

Major Gen. S.K Razdan, the first wheelchair-user General of the Indian Army inaugurated the We Care Film Festival. Mr.Sunit Tandon, Director General, Indian Institute of Mass Communication, Ms.Kiran Mehra - Kerpelman, Director,United Nations Information Centre for India & Bhutan and Mr.ArunChaddha, film-maker and National Award Winner also graced the inaugural session.

Speaking on the occasion, Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication (AIMC) observed that the festival aimed at raising awareness about disability and changing worldview of the community about people with disabilities through films. Mr Satish Kapoor of Brotherhood spoke about the importance of festivals on themes such as 'Disability' and urged the students to develop sensitivities in reporting on issues of 'differently- abled'.

Some of the interesting films screened during the festival included Dove's Tale, Drop of Sunshine, Mindscape, Shining Stars, and Taste of Berry. These films highlighted the sensitivities related to disability and the experiences of the people with disabilities. Dove's Tale and Mindscape dealt with the issue of sexuality and disability, while Drop of Sunshine took a bold and constrained approach and offered hope to the patients and caregivers of schizophrenia. Taste of Berry explored the life in a 'therapeutic community' and Shining Stars, an Israeli film highlighted the struggles of a single disabled mother who wanted to commence fertility treatments to have a child.

A Photography Exhibition on Disability was organized on the side-lines of the festival. Over 50 photographs received from a score of media colleges were displayed for the visitors of the film festival.

Mini-Marathon to Keep Dwarka City Clean

Apeejay School of Management and Apeejay Institute of Mass Communications organized Mini-Marathon with a theme of 'Keep Dwarka City Clean' on 28 October 2012. This event was aimed at raising awareness about cleanliness and hygiene. Faculty, staff, students and members of local community participated in the 6.5 kilometre mini-marathon.



Faculty members, staff and students donated sixty units of blood at the Blood Donation Camp organized by the institute in collaboration with Rotary Blood Bank, Tughlabad, New Delhi. Dr Tejinder Singh of Rotary Blood Bank motivated the Apeejay community to donate blood and encouraged them to go for screening of thalassemia trait. Dr Singh was overwhelmed with the response and enthusiasm of the donors and volunteers at the camp.

Cultural program to commemorate the legacy of Dr Paul began with the ceremonial lighting of the lamp and SaraswatiVandana. Dr AlokSaklani, Director, Apeejay School of Management, presented an overview of the life, mission and vision of Dr Paul in his inaugural address. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, read out the Founder's Day message of Mrs Sushma Berlia, President, Apeejay Education Society. Students presented devotional songs and dances on the occasion.

Dr Alok Saklani and Prof Ashok Ogra presented Dr.Stya Paul Award Mr S K Kapoor, Formerly Director General, Doordarshan and All India Radio and Dr AlokSaklani, Director, Apeejay School of Management, flagged off the marathon. Mr Kapoor appreciated the theme and lauded the efforts of organizers. He encouraged the students to take up socially relevant projects and contribute towards overall development of the community.

In the open category, Mr Rinku and Mr Sundar won the first and second prize respectively. In women's category, Ms Seema came first. In the senior citizens' category, Mr N C Mahto was first to complete the race. Dr Puja Mahesh came first among female faculty members who participated in the race. The winners of various categories received cash prizes and certificates.

The event was sponsored by Wave Industries, Cream Bell, Giani, Big FM, Dwarka City, Rediscover, Pepsi, and Worlds of Wonder.



Annual Fest Synergy

Apeejay School of Management and Apeejay Institute of Mass Communication organized Annual Inter-College Management and Cultural festival 'Synergy 2012' on 31 October-1 November 2012. An array of events such as Ad-mad Show, Mock Press Conference, RJ/VJ Hunt, Story Telling, Bulls and Bears, Photography, Dumb Charades, Dancing and Singing, Street Play, Poster Making, Rangoli, Pot Painting, Fashion Show, etc. were held on the occasion.

The program commenced with lamp lighting by Dr.AlokSaklani, Director, Apeejay School of Management along with Prof. Ashok Ogra, Director of Apeejay Institute of Mass Communication, Dr DeepankarChakrabarti, Dean and Dr Etinder Pal Singh, Convener of the event.

The key attractions of the function were various sports like Tug of war, Shot Put, Slow biking and 3 leg race, to name a few. These were followed by various management games like Ad-mad Show, Mock Press Conference, RJ/VJ Hunt, Story Telling, Bulls and Bears, and Lan Gaming. The cultural and talent rounds included events like Photography, Dumb Charades, Dancing and Singing, Street Play, Treasure Hunt, Collage Making, Qwaali, Poster Making, Rangoli, Pot Painting, Fashion Show, and Mr.&Ms. Synergy Contest

Mr.GauravGoswami and Ms.HareemFarooqui from Apeejay, Dwarka bagged the titles of Mr.&Ms. Synergy 2012-13 and Mr Abhishek Sharma and Ms VainiMehra were adjudged Mr and Ms Personality respectively. This cultural extravaganza portrayed a cultural blend, as students from more than fifteen institutes including Asia Pacific, Dyal Singh, Khalsa, Ramjas, Hindu, Laxmibai and various other institutes showcased their talents along with the Apeejay students.

This highly charged and fun-filled festival provided students a platform to express their opinions, interact with other young minds and exchange ideas through a series of thought provoking and stimulating activities.

The chief guest for Synergy 2012 was Mr.M.K.Kaw, Former Secy Education (retired), a distinguished author and poet, distributed prizes to the winners. Speaking on this occasion Mr. Kaw congratulated all the winners and motivated the students to pursue their interests and go for glory. He also recited a beautiful poem 'sawaal' that was loved by the audience.

The event was sponsored by reputed national and global brands such as: Pepsi, Wave Industries, Giani ice cream, Creambell, Maruti Suzuki Colours of Youth, Bonzai 5D, Neo Aid Communications and WeChat. The entertainment partners were Entertainment City and Worlds of Wonder. The media partners were 92.7 BIG FM and Dwarka City.

Like every year students worked enthusiastically for the fest and thereby learned the art of time management, planning and teamwork. This also stimulated confidence and leadership skills among students. The event was well supported and represented by both academia and industry.

National Conference

Apeejay School of Management organized 5th National Conference on Contemporary Issues in Business Management on 19 October 2012. Over fifty faculty members and research scholars from leading institutions in the country presented their papers at the conference.



Mr Tarun Singhal, CEO, T & T Motors, Delhi inaugurated the conference and shared issues and concerns that are affecting the global business environment across industries. Earlier, Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, welcomed the guests. Dr Alok Saklani, Director, Apeejay School of Management, set the theme of the conference in his opening remarks. Dr Madhu Vij, Professor, Faculty of Management Studies, Delhi University and Dr Suresh K Bedi, Professor & Dean, Institute of Management Technology, Ghaziabad delivered plenary lectures on the occasion.

Delegates drawn from IIM Ahmedabad, IIT Roorkee, JNU New Delhi, SRM University, NERIM Guwahati, IIIT Noida, Baba Bhim Rao Ambedkar University, Lucknow, Motilal Nehru National Institute of Technology, Allahabad, Lovely Professional University, Phagwara, Symbiosis Institute Of Telecom Management, Pune, ICICI Bank Ltd., Nasik, Anna University, ApeejayStya University, etc. presented their papers in various technical sessions. Technical sessions of the conference were chaired by Dr Madhu Vij, Dr Suresh Kumar Bedi, Dr Deepankar Chakrabarti, Dr Etinder Pal Singh, Prof Kamal Kishore and Dr Srirang Jha and Dr Mainsha Bachheti. The conference was facilitated by Dr Neeraj Singhal & Dr Pankaj Varshney.

Corporate Interface

Ms Neha Chopra, Accounts Manager, O&M, delivered a talk on Advertising Management on 18 October 2012. Ms Chopra interacted with PGDM students specializing in Marketing.



Mr Ajit Chandra, Senior Manager, Mazars, delivered a talk on Financial Modelling on 18 October 2012. Mr Chandra interacted with PGDM students specializing in Finance. This talk was facilitated by Ms Manupriya Bali.



Mr Shantanu Ghatak, Brand Manager, Ogilvy, delivered a talk on Sports Marketing: Special reference to IPL on 23 October 2012. Mr Ghatak interacted with PGDM students specializing in Marketing. This talk was facilitated by Ms Preeti Suryavanshi.

Mr. Aniruddha Bose, Partner, Finedge, delivered a talk on Financial Planning & Spin Selling on 29 October 2012. Mr Bose interacted with PGDM students specializing in Finance. This interactive session was facilitated by Ms Manupriya Bali.

Mr Rajat Juneja, Research Associate, Capital IQ, delivered a talk on Mergers & Acquisitions on 29 October 2012. Mr Juneja interacted with PGDM students specializing in Finance. This talk was facilitated by Ms Manupriya Bali.

Alumnus of the Month: Jaspreet Singh



Jaspreet Singh, an alumnus of Apeejay School of Management (2001-2003), is working with Birla Sun Life as Associate Partner since 2004. Jaspreet leads a team of entrepreneurs and agency managers. Here we present excerpts from a brief conversation with our alumnus of this month:

How do you recall your life at ASM?

Life at ASM was filled with energy. Learning environment and opportunities for holistic development were fabulous. Education was linked with lot of team building exercises, role plays, industrial visit, etc. I developed some life-long friendships with my illustrious batch-mates. Faculty members blended theories and practical knowledge effortlessly. They shaped our personality, world-views and approaches towards life and career. ASM as a platform gave us the liberty to speak our mind and express our creative thinking.

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

We had great exposure by way of presentations and activities like declamations, debates, etc. These activities were not only fun-filled but also helped in fine-tuning our communication skills. I remember farewell party as one event that is registered in my sweet memory of Apeejay.

How ASM contributed to your overall professional development personal life?

ASM helped me develop the leadership qualities and communication skills. Of course, learning through role plays made a huge difference. The great institutional motto 'Soaring high is my nature' is still fresh in my mind. Aspirations are still high nothing less than excellent is what I aspire for... and this attitude will remain as it is embedded in our subconscious mind.

Faculty Accomplishments

Papers Presented in the Conferences

[Prof Amit Sareen](#) presented a research paper titled 'The Effect of Network Relationships on Innovations in Service Industries' Determinants of Foreign Direct investment in BRIC Nations' at the 6th International Conference on Contemporary Business 2012 organized by Indian Institute of Technology Delhi in collaboration with Curtin University Australia on 18-20 October 2012.



[Mr Rajesh Kumar Sinha](#) presented a research paper titled 'Consumer Involvement and Opt-in Intention for E-mail Promotion' at the 6th International Conference on Contemporary Business 2012 organized by Indian Institute of Technology Delhi in collaboration with Curtin University, Australia on 18-20 October 2012.



[Ms Priya Gupta](#) presented a research paper titled 'Determinants of Foreign Direct investment in BRIC Nations' at the 6th International Conference on Contemporary Business 2012 organized by Indian Institute of Technology Delhi in collaboration with Curtin University Australia on 18-20 October 2012.



[Ms Monika Arora](#) presented a paper titled 'Knowledge Management in Business: A Review of Implementation Issues & Evaluation Techniques' at the 5th National Conference on Contemporary Issues in Business Management organized by Apeejay School of Management, New Delhi on 19 October 2012.



Resource Persons in Training Programs

[Prof Amit Sareen](#) and [Ms Anshu Raj](#) conducted a workshop on Time Management for students at FrAgnel School, New Delhi on 11 October 2012.

[Dr Shweta Jha](#) & [Ms Manupriya Bali](#) conducted a workshop on Time Management for students at St. Mary's School, Dwarka, New Delhi on 18 October 2012.

Editorial Team: Deepankar Chakrabarti, Etinder Pal Singh, Srirang Jha, Monika Arora, Manisha Bachheti

Apeejay School of Management, Sector VIII, Institutional Area, Dwarka, New Delhi- 110077

Phone: 011-2536 3979/ 80/ 83/ 86/ 88, 2536 4523, Fax: 011- 2536 3985, E-mail: asm.dwk.del@apeejay.edu

[facebook](#)

[Linked in](#)

[Join Us](#)

[GIVING BACK](#)