

### FORTHCOMING EVENTS

Mini Marathon:  
November 21, 2015

Synergy:  
November 27 & 28, 2015



17th Convocation

### EVENTS

#### Founders Day Celebration

ASM and AIMC, celebrated the birth- anniversary of Dr. Stya Paul, founder Chairman of Apeejay Education Society on October 5, 2015. Students, staff and faculty members very fondly reminisced the legacy and life of Dr. Paul on this occasion.

A Blood donation camp was organized in collaboration with PAHAL (NGO) and Rotary Blood Bank, Tughlakabad. Dr.(Mrs.) Tejender Singh delivered a motivational talk to the students, faculty and staff and also screened a brief documentary film on the need to donate blood and awareness on Thalassemia. Seventy Three units of blood were donated during the camp.

The blood donation camp was followed by a brief cultural program. After lighting of the lamp, Prof. Alok Saklani, Director, ASM, shared the vision and values of the founder. Prof. Ashok Orga, Director, AIMC, read the message of Mrs. Sushma Paul Berlia, President, AES.

This was followed by the brief cultural performances by the students. Thereafter, presentations on Ethical Management Practices and Young Managers was held. In the end, winners for the presentations on "Ethical Management Practices and Young Managers" were awarded. The winners of Dr. Stya Paul Award for Human Values, comprising a citation and a cash prize of Rs.5000/- were announced and awarded.



#### Founder's Day Celebrations - Musical Mono Act Presentation "Saahab"

To commemorate the 96th birth anniversary of Dr. Stya Paul, Founder Chairman of Apeejay Stya Group & Apeejay Education Society and Founder Chancellor of Apeejay Stya University, a special function was organised on the evening of October 9, 2015 at Apeejay School, Sheikh Sarai, New Delhi.

The Founder's Day was marked by a musical mono-act presentation, 'Saahab' by eminent artiste Padma Shri Shekhar Sen. 'Sahaab' presented a story of a small boy and a journey to success despite several adversities. This was preceded by a soul-stirring and scintillating Sarod recital by Dr. Neha Berlia, granddaughter of Dr. Stya Paul.

A galaxy of esteemed dignitaries from across the country, along with members of the Apeejay family were present on the occasion.

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## 17th Convocation

ASM organized its 17th Convocation ceremony on 11th October, 2015 at its Dwarka campus. On this occasion, 149 graduating students received Post Graduate Diploma in Management. Five students were awarded medals for overall outstanding academic performance.

Prof. Furqan Qamar, Secretary General, Association of Indian Universities (AIU) was Chief Guest on the convocation and delivered the Convocation address. He emphasized on the value of experimentation and its impact on the society. He congratulated the graduating students and encouraged them to have an attitude of positivity that can win everyone's heart.



Mrs. Sushma Pual Berlia, President, Apeejay Education Society, Co-Founder and Chancellor of Apeejay Stya University, presided over the function and conferred the diplomas. Mrs. Berlia, during her address shared her views about the changing business scenario and advised the students to believe in themselves. She also talked about the value of being disciplined, dedicated, determined and giving back to the society. Prof. (Dr.) Alok Saklani, Director, presented the report on the institution's achievements in the past academic year. Mrs. Berlia also administered the oath of ethical conduct to the students. A galaxy of scholars, members of the Governing Body, Academic Advisory Council, graduating students and their parents, attended the convocation.

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## 7th National Conference on Business Innovations

ASM organized 7th National Conference on Business Innovations (NCBI-2015), on 16th October, 2015. The conference with the theme 'Business Innovations' served as an interactive forum to discuss contemporary issues and recent trends in business innovations and its role in dynamic global scenario. Delegates from across India, Delhi, National Capital Region (N.C.R.), Haryana, Punjab, Rajasthan, U.P. Maharashtra, Bihar, and Tamil Nadu attended the conference and presented their research papers.



Dr Alok Saklani, Director, ASM welcomed the guests and wished all the participants a great experience in the conference. In the opening remarks Prof. (Dr.) Pankaj Gupta, Vice Chancellor, Apeejay Stya University, discussed the importance of innovations in Business Corporations and shared his views on internal and external drivers to innovate.

Chief Guest, Mr. Sunil Pant, Independent Director Sembcorp (Subs.), Singapore, former Chef General Manager of SBI, gave the inaugural address. He emphasized on the relevance, meaningfulness and purpose of innovations. Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication delivered keynote address. He emphasized on dynamics of innovations.

A conference proceeding in the form of an e-book bearing an ISBN number was also released on this occasion. The inaugural session was followed by technical session wherein the delegates presented their papers on various aspects of Business Innovation and Research.

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## Workshop on Group Discussion Skills

A workshop on participating effectively in group discussions, which are an integral part

of the interview process, was conducted for the second year students on 12 October 2015. The workshop was conducted by Mr Piyush Sehgal who explained the nuances of the GD handling skills and conducted mock group discussions followed by the collective and individual student feedback.



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## Entrepreneurship Empowerment Program

A one-day Workshop on "Entrepreneurship Empowerment Program" was organised as a part of Entrepreneurship Cell Activity for PGDM students on 13th October, 2015 at ASM. Mr. A. Din Pangotra from National Entrepreneurship Development Center (NEDC) conducted this interactive workshop emphasizing on the basic fundamentals and recent developments in the area of entrepreneurship. Around 77 students actively participated and received the certificate of participation.

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## Faculty Development Program

As part of its civic engagement and social responsibility, ASM conducted a Faculty Development Program on "Workshop on Application of Statistical Tools in Research using Non Parametric Tests" for the faculty of Kamal Institute, New Delhi, on 17th October 2015. The sessions were taken by Dr. Alok Saklani, Director, ASM and by Dr. Chhaya Wadhwa.



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## Session at Banarasidas Institute of Professional Studies

Prof. Divya Jindal took a session on "Standard Costing and Variance Analysis" at Banarasidas Institute of Professional Studies, Dwarka on 20th October 2015. The interactive session, which was attended by over 70 students, touched upon the process of standard costing and the determination and analysis of different variances. The possible causes of the variance were also explored. Prof. Nidhi, faculty of finance at Banarasidas Institute of Professional Studies, was also present during the session.

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## Vigilance Awareness Week

ASM observed the Vigilance Awareness Week from 26-31 October 2015. An audiovisual clip depicting reviews of various personalities from corporate as well as educational institutions was also played for the students. Encouraging students regarding vigilance over their ethical behavior will certainly contribute towards corporate grooming. Participants came up with well-researched inputs serving the purpose to promote importance of being moral and rational in the profession.

A debate competition was also organized for the students on 29th October 2015. Being part of the Vigilance Week, the debate competition aimed at creating awareness amongst students. This year's theme of the awareness week was 'Preventive vigilance as a tool of good governance.' This year's theme of the awareness week is 'Preventive vigilance as a tool of good governance.' This year's theme of the awareness week is 'Preventive vigilance as a tool of good governance.' The topic given for the debate was "Value crisis amongst youth is responsible for lack of honesty in the society". The competition witnessed enthusiastic participation and commendable performances by the students in which Samiksha Sawhney and Indu Sharma bagged the first position whereas, Sommyadip Biswas, Harshmeet Singh and Vanshika Trehan stood second. Special prize and appreciation certificate were given to the each participant by Prof. Alok Saklani, Director, ASM and the jury members.

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## Polish Band Performance

ASM hosted the Polish Band 'Mosaik' as part of ongoing Delhi International Arts Festival (DIAF) on 28th October 2015. DIAF has been the most influential and prestigious arts festival of Delhi and is supported by several governmental, semi-governmental and non-governmental organizations. The festival showcases performances from various parts of



the India and the world comprising of visual and performing arts, films, literature, etc.

MOSAİK is a band which fuses early, traditional Polish music with the Orient as well as with World music. The Band has participated in numerous international World Music Festivals. The ensemble played historical and traditional instruments from different countries. The event was hosted at Apeejay in collaboration with Dwarka Collective and Anhad. The performance was enjoyed by a full house of over 400 participants that comprised of students from various institutes and schools and people from various walks of life having keen interest in traditional and folk music

## Corporate Interface

**Mr. Debasis Bachi** the former Inspector General of Police and CVO in Central Government of India , discussed his experiences and shared his views on impact of terrorism on Global Marketing.

**Dr. Jatinder Singh Gujral** , Director, Kamal Institute of Higher Education and Advance Technology, addressed first year students on "Marketing Environment" on 13 October 2015. Dr. Gujral shared his views on Scanning of Marketing Environment, and various issues related to environment.

**Mr N.K. Thukral** gave a lecture on Corporate Governance to the second year students.

**Mr. Gaurav Kaila** , Assistant Manager, US Industries & Markets, KPMG Global Services delivered a lecture on "Strategy and Risk Assessment" to the PGDM first year students on 28th October 2015. He outlined what is risk and constitutes a strategy with various examples of different companies and the strategies adopted by them in different situations.

## Faculty Accomplishments

### Paper Publications

**Chhaya Wadhwa** , 'Role of work Family Conflict and Job Satisfaction in turnover intentions of women managers', Journal of Global Management Horizon , January - December 2014.



**Neeraj Singhal**, Case Analysis- Nokia Ltd: Travails of a Market Leader, Vision: The Journal of Business Perspective, September 2015 19: 286-287, Sage Publication



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