

FORTHCOMING EVENTS

Founder's Day Celebrations:
4 October 2012

We Care Film Festival:
10-12 October 2012

National Conference:
19 October 2012

Mini-Marathon:
28 October 2012

Annual Fest Synergy:
31 October-1 November 2012

Seminar on Leveraging HR for
Competitiveness:
24 November 2012



Student Excursion Trip to Shimla and Kufri

EVENTS

Teachers' Day Celebration

Students of PGDM & PGDM (IB) programs celebrated Teachers' Day on 5 September 2012. They presented dance, songs and skits on the occasion. The students also organized a few games for the faculty members. The event was facilitated by Ms Chhaya Wadhwa & Ms Anshu Rai.



Students' Excursion

PGDM & PGDM (IB) students of 2011-13 batch went on an excursion to Shimla and Kufri during 28 September-1 October 2012. The students participated in trekking, hiking, and adventure sports. They developed camaraderie and leadership skills during this out-bound program facilitated by Dr Etinder Pal Singh, Ms Jyoti doval and Ms Divya Jindal.

Corporate Interface

Ashok Suyal, President, Global Human Capital Solutions, delivered a talk on 'How to Woo HR Managers?' on 7 September 2012. He used a number of real-life stories to unfold the secrets of wooing HR managers for campus recruitment while sharing his views on the theme with first year students of PGDM & PGDM (IB) programs. Later he delivered a talk on 'Leveraging the Network You Are In' for the students specializing in Human Resource Management. These interactive sessions were facilitated by Ms Jyoti Doval and



Dr Srirang Jha respectively.



Mr Anil Girotra, formerly, Executive Director, Andhra Bank, delivered a talk on 'Banking Products' on 11 September 2012. Mr Girotra shared his views on banking products with the PGDM and PGDM (IB) students specializing in Finance. This interactive session was facilitated by Prof Kamal Kishore.

Mr Manmohan Bhutani, Vice President, People & Operations, Fi Serve, delivered a talk on 'Expatriate Communication' on 11 September 2012. Mr Bhutani shared his views on expatriate compensation with the PGDM & PGDM (IB) students specializing in Human Resource Management. This interactive session was facilitated by Ms Anshu Rai.

Mr Guarav Sharma, Senior Manager, NetCarrots, delivered a talk on 'Loyalty Programs' on 17 September 2012. Mr Sharma shared his views on emerging trends in loyalty programs with PGDM and PGDM (IB) students specializing in Marketing Management. This interactive session was facilitated by Dr Manisha Bachheti .



Ms Neha Chopra, Strategic Planning Director, DraftFCB Ulka Advertising, delivered a talk on 'Role of Advertising Agency in Building a Brand: 360 Degree Approach'on 18 September 2012. Ms Chopra shared her views on the theme with PGDM and PGDM (IB) students specializing in Marketing Management. This interactive session was facilitated by Ms Preeti Suryavanshi .



Ms Puja Khan Juneja, free-lance communicator based in New Delhi, delivered a talk on 'From Campus to Corporate-Grooming' on 18 September 2012. Ms Juneja shared her views on importance of grooming for success on the campus as well as in the corporate world. This interactive session was facilitated by Ms Jyoti Doval.

Alumnus of the Month: Sajid Mahmud



Mr Sajid Mahmud, an alumnus of 1994-96 batch, is currently working as Cluster Head with ICICI Bank in Gorakhpur (Uttar Pradesh). In the present position, he is leading customer service, audit, compliance and business development efforts of the bank. His team has won several accolades for commendable accomplishments such as Sword of Honor and trip to Switzerland. Here we present excerpts from a conversation with Mr Mahmud.

How do you recall your life at ASM?

Life at Apeejay was really cool. We had great fellowship. Faculty and infrastructure were commendable. We had great learning experience while having good deal of fun on the campus.

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

We used to hang around the canteen. We had great fun during fresher's party, annual fest and other events. We turned quite emotional during our farewell party. We had developed such a wonderful bond in two years that parting of ways became a bit difficult for all of us.

How ASM contributed to your overall professional development in particular and life-experiences in general?

A professional qualification is a must in a highly competitive job market. I feel privileged to have studied Management at Apeejay. I owe my success to my alma mater in true sense. Interestingly, even today I use a lot of insight I developed from role plays in the class. Often, real-life situations are close to the role plays and scenarios we were exposed to. Had Apeejay not been part of my life, I might not have been what I am today.

Faculty Accomplishments

Resource Persons in Training Programs

[Ms Anshu Rai](#) and [Ms Chhaya Wadhwa](#) conducted a workshop on Time Management for students at Kendriya Vidyalaya, Dwarka, New Delhi on 26 September 2012.

[Dr Etinder Pal Singh](#) & [Ms Jyoti Doval](#) conducted a workshop on Team-building for students at St. Mary's School, Dwarka, New Delhi on 27 September 2012.

[Ms Chhaya Wadhwa](#) conducted a workshop on Soft Skills for teachers at Kendriya Vidyalaya, Dwarka, New Delhi on 29 September 2012.

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