

FORTHCOMING EVENTS

Conference on Innovative Financial Practices and Developments: Emerging Financial Paradigms: 20 December 2013

Conference on Innovative Practices in Information Technology and Operations Management (Innovations-2014): 17 January 2014



We Care Film Festival 2013

EVENTS

We Care Film Festival 2013

Apeejay Institute of Mass Communication and Apeejay School of Management organized 6th edition of a three-day 'We Care Film Festival' in association with Brotherhood on 27-29 September 2013. The festival aimed at debunking myths about differently-abled people and showcase their special competencies through short films and documentaries. The event was supported by UNESCO, National Trust, AAFT, National Institute of Hearing Handicapped and UN Information Centre.

Speaking on the occasion, Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication said: 'This film festival is an effort to eradicate the prejudices associated with the differently-abled people. The idea is to reach out and appeal to the youth through cinema. The festival is themed around 'Celebrating Diversity', which epitomises the very fact that each individual, regardless of his or his physical appearance is special'.

Chief Guest, Mr. Ajay K. Lal, Jt. Secretary & CEO, National Trust appreciated Apeejay for hosting the event and sensitising the youth towards the cause. Mr Lal observed, 'disability is a state of mind, and we all have some dependencies'. Guests of honour included Mr. Darain Shahidi, Sports Journalist, IBN7; Dr. Joel Rodney- Dean Academics, Apeejay Stya University; Mr. Pervaiz Imam, Film-maker; Rj Ayaz Khalid, Radio City; Mr. Anurag Ranjan Jha, Producer, Radio Dwarka and Dr. Radhika Adholeya. Mr. Satish Kapoor, Founder, Brotherhood informed the audience that every year the 'We Care' festival begins from Apeejay Campus, Delhi and spans across countries.

Some of the films screened at the festival included The Butterfly Circus, Independent Living, I am Special and so are you, Why, Bilal, Betterhalf, White Balance, Little Feet and Cutting the Pain. A film- 'Language of Humanity' produced by students of Apeejay Institute of Mass Communication got excellent



response from the audience. The festival saw widespread participation from students of various colleges and universities across NCR. A photography exhibition was also held on the side-lines of the festival.



Workshop on Art of Case Teaching

Prof Etinder Pal Singh conducted workshop on 'Art of Case Teaching' on 19 and 25 September 2013 for the faculty members. Mr Singh shared some practical tips for handling cases in the classroom. Faculty members enthusiastically participated in the case study during the workshop. The event was facilitated by Ms Ishita Adhikari.

Teachers' Day Celebrations

PGDM students celebrated Teachers' Day on 5 September 2013. They organized a cultural program and games for faculty members on the occasion. HDFC Bank had put up a special wall for the students to write compliments for their favourite teachers. The event was facilitated by Ms Chhaya Wadhwa.

Corporate Interface

Mr Rajiv Arora of Firsttrain Inc. interacted with PGDM students on 4 September 2013. He shared his views on 'how to crack the first job?' Mr Arora gave practical insight into job search for the Management graduates without any job experience. This event was facilitated by Ms Hira Roy, Senior Manager, Corporate Resource Centre.

Ms Rhythm Dhingra, Wealth Manager, HSBC Bank, interacted with PGDM students on 6 September 2013 and delivered a lecture on 'sales management practices in banks'. This event was facilitated by Ms Shilpa Bhaskar.



Alumni of the Month: Mr. Mayank Saran



Mr Mayank Saran, an alumnus of ASM, is Director, Advisory Consulting Practice at The Hackett Group (NASDAQ:HCKT), a process level Advisory and Benchmark Consulting firm. He is currently based out of Hackett Group's Hyderabad office. With a decade of consulting and research experience, Mr Saran has worked for a number of projects and assignments for Fortune 500 clients across all major domains and functions. In his current role, he heads up the Advisory practice and the Research function for the organization. Previously, he has worked for Gerson Lehrman Group, Tecnova India and Hughes Escort Communications. Here we present excerpts from an e-mail-based interview with Mr Saran:

How do you recall your stay at ASM?

Life at Apeejay was always forward looking and directional. I would like to thank all my faculty members for providing

us with the right blend of theoretical knowledge with corporate exposure. Many of us were provided opportunities to do lot of short term projects at various corporate organizations that not only provided a new paradigm to our thought process but also opened up the horizon to think beyond the curriculum and books. The auditorium, library, computer labs and the class-rooms have always been the hallmark of Apeejay's infrastructure.

Will you like to share some fond memories of your campus life? Time spent with friends, faculty and Program Director have always left a long lasting impact on my memory. From being a Navratna to the Campus Placements has always been very nostalgic to me.

How ASM contributed to your professional development? People often doubt the viability of MBA curriculum and it's linkage to the corporate world. Ten years in consulting is long enough for me to vouch that every subject and assignment have had a direct or indirect linkage to what we do in our day-to-day work as a corporate professionals. A technical degree/diploma program like MBA helps in carving the best out of the inner self and helps in molding the personality to suit and adapt to the requirements of the professional world. It's truly the first step towards accomplishing professionalism. I owe a lot to ASM for my professional accomplishments.

Faculty Accomplishments

Papers published in Peer-reviewed journals

Prof Monika Arora published a research paper titled 'Knowledge Management in Business: A Review of Techniques and Tools' in International Journal of Knowledge Management and Practices, Volume 1, Issue 2 (September 2013). The paper has been co-authored by Ms Parul Sinha and Dr Narendra Mohan Mishra.



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