

### FORTHCOMING EVENTS

Founder's Day:  
4 October 2013

Youth Summit on Environment &  
Sustainability:  
13 November 2013

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



ASM receives Intl accreditation certificate from Mr Douglas Veighland, Exec Director of the ACBSP (USA)

### EVENTS

#### ASM Received Certificate of Accreditation from ACBSP

Mr Douglas Viehland, Executive Director ACBSP, presented the Certificate of Accreditation to Dr Alok Saklani, Director, ASM on 1 August 2013 at the institute's campus. Mr. Viehland described the benefits of ACBSP accreditation and congratulated the students, faculty and staff of ASM for receiving the accreditation. PGDM students and faculty members who had participated in the ACBSP accreditation process were present on the occasion. Mr. Viehland appreciated the team work of faculty and the core committee led by Prof. Amit Sareen (Champion), Dr Shweta Jha and Prof Priya Gupta.



#### Freshers' Party for PGDM 2013-15 Batch

Freshers' party for PGDM 2013-2015 batch was organized on 4 August 2013. The event was marked with fun, enthusiasm and a variety of colorful performances by senior students of PGDM 2012-2014 batch. Aneesh, Sandeep, Abhishek, and Mridul presented a band performance while Mansi, Swati, Ruchika and Niharika presented group dance and Ashish sang a melodious number to catch the imagination of freshers. Among the first year students, Aditya Pratap Om and Udit Bhagchandani mesmerized the audience with an electrical group dance performance. The eventful day came to an end with a jam session with all the

students dancing to beats of the latest songs and enjoying themselves thoroughly. The program was facilitated by Prof Chhaya Wadhwa

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## Corporate Interface

**Ms Neha Chopra**, Planning Director, Ogilvy & Mather, interacted with 2nd Year PGDM students on 5 August 2013. She shared her views on 'Role of an Advertising Agency'. Ms Chopra explained the process of developing an advertisement using narratives from Vodafone and McDonald's. This interactive session was facilitated by Prof Jyoti Doval as part of Corporate Guest Lecture Series.

**Mr Saurabh Kalra**, CEO, The Lighting Mentors, interacted with 2nd Year PGDM students on 7 August 2013. Mr Kalra shared his views on FDI and Licensing in Indian Retail. This interactive session was organized as part of the Corporate Guest Lecture Series.

**Mr Deepak Sharma**, CEO, The Road Ahead, interacted with 1st Year PGDM students on 8 August 2013. Mr Sharma shared his views on dysfunctions of team and provided practical tips on creating and developing winning teams. This interactive session was facilitated by Prof Jyoti Doval as part of Corporate Lecture Series.



**Dr Rajat Baisya**, Chairman, Strategic Consulting Group, delivered a lecture on 'Strategies for Business Excellence: Developing Competitiveness' on 29 August 2013. Dr Baisya interacted with 2nd Year PGDM students and shared his views on leveraging strategies to develop competitiveness and competitive advantage. This interactive session was facilitated by Dr Srirang Jha as part of Corporate Lecture Series.

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## Alumni of the Month: Mr. Anant Rastogi



Mr. Anant Rastogi is a seasoned marketing professional with over 16 years' experience in marketing communication & CSR with reputed organisations in diverse industries such as Education, Real Estate, Decorative Laminates, Recruitment and Events & Promotions . He has worked with leading media houses such as The Hindustan Times, The Indian Express and The Times of India. Anant is an alumnus of the first batch (1993-95) of ASM. Mr Rastogi is currently working with the Graduate Management Admission Council (GMAC) as the Associate Director - Market Development, South Asia and is responsible for managing all marketing initiatives in the Region. Here we present excerpts from an exclusive interview with Mr Rastogi.

### How do you recall your stay at ASM?

When I reminisce the past, I am filled with nostalgia and fond memories. There are numerous things like fun at the Amphitheatre, Trips to Agra and Dehradun, My esteemed Faculty members , Batch mates, AD Mad Competition, Birthday celebrations, ASM events, presentations etc etc. the list can really go on. But in short, life at ASM was like an enjoyable event. We were a diverse group of students with different perspectives and world views yet we all agreed and learnt that it is healthy competition & collaboration which will make us all succeed. Today, I am able to put to practice what I learnt not just through the curriculum, but also through the life and experiences I shared with my batch mates. A sense of pride hits me each time I pass my Institute and my head bows down more as reflex action and in my subconscious mind only these words reverb "Thank you Apeejay"

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

I cannot forget the Ad Mad competition held at one of the B Schools in New Delhi where our team won the first prize. We had to create a brand campaign and a jingle for "Anti Skid"tyres. The icing on the cake was the job offer

given to one of our team members by a senior professional from a leading tyre company who was the guest of honour. The modern Ramlila was just unforgettable and the Mr. ASM competition, since I won it.

### **How ASM has contributed to your professional development?**

Most students believe that their B-School should, in some way, prepare them for "the real world."ASM did exactly that. It helped us experience "real-world"standards.

What does one typically expect of a B-school? Faculty with good knowledge and experience, supportive infrastructure, modern teaching methodology, and most importantly, course-ware designed in collaboration with industry / course-ware that incorporates actual business/industry practices and situations - something that conditions you into a true professional the day you step into the corporate world. I got all this, and more, at ASM.

### **What role did the institute play in your life in general?**

Like a Flight Simulator, a college is a "Realty Check Simulator". It helps in your transition to "Real life"

ASM has helped several thousand students materialize their dreams. This thought of making a difference in someone's life has always inspired me and through my work I always try and do so. 'Some folks are wise, some are otherwise'. I am glad ASM has always helped me make wise decisions in life.

## **Faculty Accomplishments**

### **Papers Published in Conference Proceedings**

**Prof Monika Arora** published a paper titled 'Application of Business Intelligence: A case on Payroll Management' in the proceedings of International Symposium on Business Intelligence, IEEE Computer Society held on 24-26 August 2013.



### **Book Published**

**Dr. Amiya Kumar Mohapatra** published a book titled 'Recent Advances in Management'. The book has been brought out by Prateeksha Publications Jaipur. This is an edited volume.



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