

### FORTHCOMING EVENTS

Synergy : 16th & 17th  
November 2018

Alumni Meet : 17th November  
2018

POSH MDP : 15th December  
2018



### EVENTS

#### ACBSP Visit to Saudi Arabia

Prof. Amit Sareen , officiating Director, ASM, visited Jubail Industrial College , in Jubail , Saudi Arabia , on ACBSP accreditation from 30th September to 3rd October 2018.

#### Blood Donation Camp

October 4, 2018, Apeejay Dwarka campus organised a blood donation camp in collaboration with Rotary Blood Bank on the occasion of 99th birth anniversary of Late Dr. Stya Paul, Founder Chairman of Apeejay Education Society. Dr. Amit Kumar Singh gave a motivational talk to the students, faculty and staff on blood donation. A brief documentary film on the need to donate blood was also screened. Eighty units of blood were donated by the faculty, staff and students for the noble cause.



#### Founder's Day Celebration



October 4, 2018, a special assembly was held in the auditorium on the occasion of 99th birth anniversary of Late Dr. Stya Paul, Founder Chairman of Apeejay Education Society. The program began with Saraswati vandana and lighting of the lamp. Dr. Amit Sareen, offg. Director shared an overview of the vision and values of Dr. Stya Paul. It was followed by reading out the message of Mrs. Sushma Paul Berlia, President, Apeejay Education Society by Prof. O. P. Khanduja, Executive Director. Presentations on 'Ethical Management Practices & Young Managers' were held by three teams of students. A cultural program of bhajans and devotional dance by students was also held. In the end, prizes were given to the winners of the presentation and winners for the Dr. Stya Paul Award for Human Values.

## Godhuli Senior Citizen's Home : A CSR initiative

ASM, Dwarka in continuing with its philosophy of wholistic development of students and contributing to causes of corporate social responsibility, organised an engaging program at Godhuli , a senior citizen home on the occasion of International Elderly Day, on 3rd October 2018. Over two dozen enthusiastic students welcomed the senior citizens to the venue with a rose and a handmade card. The event was made enjoyable with the blend of classic old songs, dance, skit, poem and finally live session on yoga and healthy living. The program concluded with cake cutting and discussions over tea. The program was a success with smiles and happiness on faces of the Godhuli family. The efforts of our students were applauded with blessings and loud cheers. It helped students build a bond with our experienced elders which taught values of caring and sharing to the students. The event was organized by Prof. Ishita Adhikari and Prof. Geetika Gahlot and was conducted in the presence of Executive Director, ASM, Professor O.P. Khanduja.



## Friday Action Button: Session on Sports as Stress Buster



ASM organized its first FAB session on "Sports as a Stress Buster" in association with Decathlon for students of PGDM students, on 12th October 2018. This occasion was graced by ,Dr. Amit Sareen (Director, ASM), Prof. Kamal Kishore (Dean, ASM) and all the faculty members of the institute. The FAB session has been introduced with the objective of providing students an exposure and opportunity to understand their potential and learn from corporate leaders. Mr. Rohaan Ahmad and Mr. Saransh Bhatnagar, Communication Mangers from Decathlon addressed the students, and shared the vision of Decathlon and also spoke on how Sports acts as a stress buster.

## Seminar on Marketing as a Career

A seminar was conducted by the Executive Director of ASM Dwarka, Prof. OP Khanduja for the undergraduate student of Gargi College Delhi University on 11th October 2018. In the session, he covered the details and scope of Marketing as career, related fields of Marketing , their scope and latest changes in modes of marketing which includes Branding, PR Management, Marketing Research, Digital Marketing , Media planner, Event management, Rural marketing and Direct Marketing . The seminar also addressed the doubts and myths about marketing.



## Friday Action Button: Session on Self Defense for Young Women and Gender Sensitization

ASM organized its second FAB session on Self Defense for Young Women and Gender Sensitization, on 26th October 2018. Women police officials addressed the safety concerns of the female students and demonstrated various easy and effective self defense tactics which women can use in the hour of need. It was followed by a talk on the issue of Gender sensitization by Ms. Pooja Goel.

## 12th Annual Mini Marathon

Over 350 participants braved the hazy Sunday morning and ran to support Apeejay Dwarka Campus' initiative themed 'Hum Veer Hain' in the 12th annual mini-marathon, organized on 28th October 2018. Hum Hain Veer' emphasized the need for citizens to respond to our call of duty - towards our society, the people and our country - at all times will help in evolving India to a society that is just and progressive. Residents of Delhi, from senior citizens to college students to school children, ran on the roads of Dwarka to show solidarity for the cause. The awareness run aspired to instill the spirit of going beyond the call of duty and investing oneself for growth and advancement of our nation. Chief guest, Mr. Anto Alphonse, Dy. Commissioner of Police, Dwarka District and Prof. OP Khanduja, the Executive Director, Apeejay Dwarka Campus flagged off the race. The event concluded with Prof. Khanduja; Prof. Amit Sareen, Officiating Director, ASM; Prof. Kamal Kishore, Dean, ASM; Prof. Etinder Pal Singh, Program Head, ASM along with ASM & AIMC faculty felicitating marathon winners in the award ceremony. The 2018 Apeejay Mini-marathon Gold Medalists are: Mr. Tanish Vats & Ms. Aditi in the General Category, Ms. Malobika in the Senior Citizen Category, Aditya & Vishakha in the School Children upto 15 years Category, Axino Ajay & Deepshika, Student, Apeejay School of Management in the Apeejay Students Category, Dr. Rajeev Kumar Panda and Prof. Shweta Jha in the Apeejay Faculty/Staff Category.



## Workshop on 'Entrepreneurship Development'

Entrepreneurship Cell at ASM organised a Workshop on 'Entrepreneurship Development' on 31st October 2018 for PGDM students. The workshop was delivered by Mr. A. Din. Pangotra, Mentor & Trainer, National Entrepreneurship Development Centre (NEDC). He motivated the students and encouraged them to inculcate entrepreneurial and innovative spirit. Certificates were given to the students after completion of the workshop.

### Corporate Interface

**Dr. Monika Bansal**, Head, Department of Management, Deen Dayal Upadhyay College (Delhi University) delivered a lecture on 'Diversity in Organizations: Issues and Challenges' on 5th October 2018.

**Dr. Anup Girdhar**, CEO, Seludity Solutions, delivered a session on Security Threats in E-Commerce, on 6th October 2018

**Mr. Umesh Kalra**, CEO, Real Estate Group , delivered a session on Currency Depreciation on 8th October 2018

**Mr. Satish Chandra Kochhar**, Independent Director, Yamuna Power & Infrastructure, delivered a session on Applications of Operations Research Techniques in Industry, on 9th October 2018

**Dr. Rachita Rana**, Director, Maharaja Surajmal Institute , delivered a session on Make in India, on 12th October 2018

**Mrs. Rituparna Prason**, Managing Editor, Manupatra, delivered a session on Strategic HR and Employee Engagement, on 12th October 2018

**Mr. Partha Sarthi Bagchi**, Corporate Planning & SCM Head, Shriram Pistons & Rings, delivered a session on Balanced Scorecard: Concepts & Applications, on 15th October 2018

**Mr. Girdhari Lal**, Associate Vice President, Economic Development Advisory at Ernst & Young delivered a session on 16th October 2018.

**Mr. Rajan Gupta**, Research & Analytics Consultant Inactus, delivered a session on Data Assessment & Quality, on 17th October 2018

**Ms. Srishti Aggarwal**, Business Analyst, Gramin Health Care, delivered a session on Role of Analytics in Business, on 18th October 2018

**Dr. Ajay Garg**, a certified corporate valuer, delivered a session on 18th October 2018.

**Ms. Ekta Bhardwaj**, Head HR, Nissan Motors, delivered a session on Measuring Effectiveness of Strategy & HRM, on 29th October 2018

**Ms Sheila George**, Director, Ashish Foundation for the Differently Abled Charitable Trust, conducted a session on 'Strategic Planning and Resource Mobilization' on 29th October 2018.

### Faculty Intellectual Capital

#### Paper Publications

**Prof. Sudhir Naib** was invited as 'Distinguished Guest Faculty' in the SCOPE-Academy of Public Sector Enterprises, in its Executive Development Program on 11th October 2018. About 30 Executives from 12 Central Public Sector Enterprises participated in 2 hours session on "Happiness and Organizational Productivity".



**Prof. Sudhir Naib** attended ICRIER's Annual International Conference on 11th & 12th October 2018 on "From Global Cooperation to Building Consensus".

**Prof. Shweta Jha & Prof. Kamal Kishore** published a case study on 'Exit of a Professional Executive', in the Case Centre, UK, in October 2018.





**Editorial Team: Shalini Vermani, Chhaya Wadhwa**

**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.dwt.del@apeejay.edu](mailto:asm.dwt.del@apeejay.edu)**

--	--	--	--