

### FORTHCOMING EVENTS

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

Conference on Innovative  
Practices in Information  
Technology & Operations  
Management  
17 January 2014



Dr Stya Paul Award received by Harpreet Kaur

### EVENTS

#### Founder's Day Celebrated

Apeejay School of Management and Apeejay Institute of Mass Communication celebrated birth-anniversary of Dr. Stya Paul, founder Chairman of Apeejay Education Society, on 4 October 2013. Students, staff and faculty members remembered life and legacy of Dr Paul on the occasion.

Dr Alok Saklani, Director, Apeejay School of Management, reflected on the phenomenal contributions and larger than life vision of Dr Paul in education, business and community service. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, presented the Founder's Day message sent by Mrs Sushma Berlia, President, Apeejay Education Society.

Blood Donation Camp was organized in collaboration with Rotary Blood Bank, Tughlakabad, New Delhi. Students, staff and faculty members donated 86 units of blood. Dr Tejinder Singh of Rotary Blood Bank generated a lot of interest about blood donation through her motivational appeal and screening of documentaries on the theme.

Nikita Nigam of Apeejay School of Management and Harpreet Kaur of Apeejay Institute of Mass Communication received Dr Stya Paul Award for Human Values for their exemplary social sensitivity, ethical conduct and community service. The award carrier Rs. 5000/- each and a citation and presented every year on the occasion of Founder's Day.



## Management & Cultural Festival 'Synergy 2013'

Apeejay School of Management and Apeejay Institute of Mass Communication jointly organized Annual Inter-College Management & Cultural festival 'Synergy 2013' on 19 October 2013. The festival was inaugurated with lamp lighting by Dr. Alok Saklani, Director, Apeejay School of Management, Prof. Ashok Ogra, Director of Apeejay Institute of Mass Communication, and Dr Etinder Pal Singh, Convener, Synergy 2013.



The key attractions of the festival were various sports like Tug of war, Shot Put, Slow biking and 3 leg race, to name a few. These were followed by various management games like Ad-mad Show, and Lan Gaming. The cultural and talent rounds included events like photography, dancing, singing, street play, treasure hunt, rangoli, fashion show and Mr. & Ms. Synergy Contest.

Mr Rajinder Kachroo, noted classical and Sufi singer, graced the occasion as Chief Guest. Mr. Kachroo congratulated all the winners and motivated the students to pursue their interests and go for glory. He felicitated the winners of various events. He observed that such highly charged and fun-filled festivals provide students a platform to express their opinions, interact with other young minds and exchange ideas through a series of thought provoking and stimulating activities.



Udit Bhagchandani and Prema Srivastava of ASM bagged the titles of Mr. & Ms. Synergy 2013-14 and Mr Aditya Pratap Om and Ms Lasna sharma were adjudged Mr and Ms Personality respectively. This cultural extravaganza portrayed a cultural blend, as students from more than fifteen institutes including Keshav Mahavidhyalaya, Dyal Singh, Maitreyi, Lal Bahadur Shastri Institute of Management, IITM and various other institutes showcased their talents along with the Apeejay students.

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## Corporate Interface

Col. Sukumar Sudhakar, Director, Operations, TENON Group of Companies, interacted with PGDM students on 8 October 2013. Col. Sudhakar delivered a lecture on 'Attitude and Job Satisfaction'. This interactive session was facilitated by Prof Ishita Adhikari.



Ms Kalpana Sinha, Senior Consultant, National Entrepreneurship Network, conducted a workshop on idea generation for 2nd Year PGDM students as part of Entrepreneurship and Family Business Management course on 14 October 2013. This workshop was facilitated by Dr Shweta Jha.

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## Alumnus of the Month: Vivek Goel



Mr Vivek Goel, an alumnus of 2003 batch, is a successful entrepreneur. He runs 'Indo Siam Textiles' -a company which manufactures and exports premium bed and bath linen to luxury hotels and resorts in India, Maldives, UAE and other parts of the world. His company is launching an e-commerce portal [www.loveforwhite.com](http://www.loveforwhite.com) for domestic retail customers looking for premium pillows, quilts, duvets and bed linen. Here we present edited excerpts from an e-mail-based interview with Mr Goel:

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

We had a very good faculty and indulged in lots of case studies and discussions. The library was very well equipped with international books on management. ASM has a nice and a large auditorium where guest lectures, debates, quizzes and also the annual fest took place.

### **Would you like to share your fond memories at the institute?**

I have some great memories of the institute. I was awarded the gold medal that year and it remains one of the high point of my life.

### **How did a professional education at ASM help you in your entrepreneurial venture?**

The professional education provided me with a deep insight into strategy and entrepreneurship. It gave me the confidence to start my own venture and keep it growing in this competitive environment. I would like to thank ASM for providing me the opportunity to study in a very enriched campus and also enabling me to take advice from a very competent faculty from time to time.

### **How do you view the role of ASM in your personal and professional life?**

College has a very significant role in one's lives. You get the chance to meet and interact with new people, make friends and learn/share some great experiences and values. When I joined ASM, I was standing at the crossroads in my career. I had quit merchant navy and was looking at an alternate career. During my interaction with the HOD of ASM, I was advised to start my own venture and thankfully that turned out to be the right decision. Therefore, I would like to thank ASM for guiding me in the right direction and imparting me the skills to shape my future.

## **Faculty Accomplishments**

### **Papers published in Peer-reviewed journals**

**Prof Monika Arora** published a paper titled 'The Design and Implementation of an Intelligent Online Recommender System' in International Journal of Business Analytics and Intelligence, Vol. 1, No. 2, October 2013.



**Dr Amiya Kumar Mohapatra** published a paper titled 'Drinking Water: A Sure Way to Improve Rural Life' in October 2013 issue of Kurukshetra: Journal of Rural Development.



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