

FORTHCOMING EVENTS

Students' Excursion:
28 September-2 October 2012

Founder's Day Celebrations:
4 October 2012

National Conference:
19 October 2012

Annual Fest Synergy:
31 October-1 November 2012



Business Quiz at Apeejay Dwarka

EVENTS

Live Case Study: Mumbai Dabbawalas

A team of Mumbai Tiffin Box Association, popularly known as Mumbai Dabbawalas visited the Apeejay campus to present a live case study on their operational excellence on 8 August 2012. The event was organized in collaboration with Delhi Management Association. Mr Subodh Sangle, Chief Coordinator and Mr Kiran Gawande, Supervisor made a mesmerizing presentation on vision, mission, team spirit and sense of purpose that make Mumbai Dabbawalas a great organization with superb operational efficacy.

By their own account of the operations, their results are achieved daily by using simple techniques clubbed with the sincere hard work and dedication on part of each of the Dabbawallas who is considered as a partner in this hugely successful and sound venture running for the last 120 years. In their journey they have lived up to the trust of millions of housewives in Mumbai day on day and earned global acclaim for the excellence.



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Freshers' Party

Freshers' Party for 2012 batch was organized on 9 August 2012. Singing and dancing filled the students with rejuvenating energy. In competitive events, Shiv Gusain and Anshpreet Kaur were adjudged Mr and Ms Fresher while Siddhant Bhatia and Shilpi were declared Mr and Ms Personality. A JAM session was also organized for the students.

Corporate Interface

Mr Paul Singh, Chief Creative Officer and Kenny Sharma, Head Social Media, H Degree, delivered a talk on Brand Strategy on 8 August 2012. Mr Singh shared his views coupled with his own corporate experiences in brand strategy domain. His talk was followed by an interactive session where the students clarified their doubts.



K. Raghava, G M, Marketing, Jyothy Labs visited ASM on 1 August 2012 to discuss the possibility of collaborative projects. Mr Raghav interacted with the faculty members of Marketing Area.



Mr Siddhartha Sharma, Chief executive Officer, Success Monks, delivered a motivational talk on entrepreneurship as a way of life on 29 August 2012 at the orientation program of the entrepreneurship development cell of the institute. The event was organized in collaboration with National Entrepreneurship Network.

Ms Sonu Pant, Independent CRM Consultant, conducted a hands-on seminar on CRM Implementation. Ms Pant shared her thoughts on theory and practice of effective CRM implementation.

Mr Santosh Desai, Managing Director & Chief Executive Officer, Future Brands India, delivered a talk on 'Social Networks as a tool for Building Brands' on 30 August 2012. This event was organized by Apeejay Institute of Mass Communication in collaboration with Apeejay School of Management.



Faculty Development Program on Hands-on SPSS & Hypotheses Testing

Apeejay School of Management organized a Faculty Development Program on Hands-on SPSS and Hypotheses Testing on 17 August 2012. This program was organized as part of research capacity building initiative of the institute aimed at empowering the faculty members of undergraduate colleges in NCR Delhi. Dr Alok Saklani of Apeejay School of Management and Dr Ajay Chauhan of Lal Bahadur Shastri Institute of Management animated the workshop as resource persons.



Business Quiz



An intra-college business quiz was held on 24 August 2012. Ruchir Gulati and Ishaan Negi won the first prize while Ishan Vig and Anusha Verma won second prize. Dean Dr Deepankar Chakrabarti gave away prizes and certificates to the winners and runners-up. The quiz was hosted by Varun Nayyar and Aneet Singh.

Finance Club of Apeejay School of Management organized Business Quiz 2012 on 1 August, 2012. Five teams participated in the final rounds. Vaibhav Kukreja and Ravi Kumar won the first prize while Sarneet Kaur and Saurabh Mathur won second prize.

International Visitors

Dr D K Malhotra, Professor, Philadelphia University, visited ASM campus on 11 August 2012 to discuss the framework of a collaborative research projects aimed at preparing comprehensive business plan involving students from both the institutions. The project will be spearheaded by faculty members of Philadelphia University and Apeejay School of Management.

Mr. Douglas Viehland, Executive Director, ACBSP, visited the campus on 21 August 2012. Mr. Viehland presented certificate of membership of ACBSP. Mr. Viehland shared his views on accreditation process and how all the stakeholders would benefit from the accreditation. All the standard owners of ACBSP Process at ASM along with student representatives attended the event.



Alumnus of the Month: Ashutosh Gaur



Ashutosh Gaur, an alumnus of 2001-2003 batch, is currently General Manager (Channel Sales & IT Solutions) at Plus Systems, Delhi. He is a seasoned management professional with expertise in strategic planning and consulting, strategic partnerships, forecasting and budgeting, resource optimization, market intelligence, techno-commercial operations etc. Here we present excerpts from a conversation with Mr Gaur.

How do you recall your life at ASM?

Life at ASM was a great learning experience. We were treated as managers. Such treatment gave us confidence to

humility and enabled us to think and take objective view of life and work. We had a great faculty drawn from diverse backgrounds. I remember, many of my friends had started their enterprising projects while studying at ASM.

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

I remember a tree-plantation campaign where all my batch-mates participated. The event was a great success thanks to our indomitable team spirit and camaraderie.

How ASM contributed to your overall professional development?

Education at ASM helped me develop divergent thinking. I learnt to work in a team, lead the team, solve problems and handle crisis situations. I developed appropriate sense dressing, confident body language and seamless articulation during my stay at ASM. I owe my corporate and personal success to ASM.

Faculty Accomplishments

Papers Published

[Ms Jyoti Doval](#) published a paper titled 'Luxury Brands and Social Media' in a book titled 'Emerging Trends in Corporate Management' brought out by Galaxy Group of Institutions. The paper was co-authored by [Prof Etinder Pal Singh](#) and Prof G. S. Batra.



[Prof Kamal Kishore](#) and [Dr Srirang Jha](#) published a paper titled 'Efficacy of Independent Directors in Corporate Governance: Indian Scenario' in Journal of Politics & Governance, Vol. 1, No. 2/3, September 2012.



[Ms Monika Arora](#) published a paper titled 'Framework for a Knowledge Management Platform in Higher Education Institutions' in International Journal of Soft Computing & Engineering, Vol. 2, No. 4, September 2012. The paper was co-authored by Parul Sinha and Narendra Mohan Mishra.



[Mr Rajesh Sinha](#) published a paper titled 'OD Interventions for Voluntary Organizations: A Strategic Framework' in Review of Management, Vol. 2, No. 1/2, June 2012. The paper was co-authored by Dr Subhojit Banerjee.



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