

### FORTHCOMING EVENTS

Ethical Mastermind Contest: 4th September 2014

Faculty & Staff Appreciation Day: 5th September 2014

Blood Donation Camp: 23rd September, 2014

We Care Film Festival: 24th-26th September 2014

Founder's Day: 4th October 2014

6th National Conference on Contemporary Management & Research: 17th October 2014



Management Development Program at Maruti Suzuki India Limited

### EVENTS

#### Management Development Program at Maruti Suzuki India Limited

Apeejay School of Management and Apeejay Stya University organized a Management Development Program on 'Developing Analytical Mind-set' on 28-29 August 2014 for the staff of Maruti Suzuki India Limited. Dr Etinder Pal Singh, Prof Amit Sareen, Prof Ram Rritwik Sen, Dr Srirang Jha and Dr. Jyoti Doval served as resource persons at the training program. Case studies and interactive sessions enriched learning experience of the trainees drawn from various departments and cadres. The event was facilitated by Prof Ishita Adhikari.



#### Seminar on Emerging Trends and Practices in Recruitment

Seminar on Emerging Trends and Practices in Recruitment was held on 30 August 2014. Dr Deepak Malhotra, Vice President-HR, IL&FS Environmental Infrastructure & Services Ltd and Mr Lalit Mishra, Assistant Vice President-HR, Fusion Microfinance, shared their views on the seminar theme. Prof. Kamal Kishore, Dean, ASM felicitated the speakers. The event was facilitated by Dr Srirang Jha and Dr Shweta Jha.

#### Freshers' Party

Freshers' Party was held on 2 August 2014 to formally welcome students of PGDM

2014-16 batch. The event was bursting with fun, enthusiasm and a variety of colorful performances by students of PGDM 2013-2015 batch including a band performance by Udit Bhagchandani, Zafar Alam, Mahesh B. and Akshay Chugh, solo guitar performance by Zafar Alam, and a duet guitar performance by Udit Bhagchandani and Zafar Alam.

Excited and charged up, students of batch 2014-2016 participated in Mister & Miss Fresher Competition where Karan Kukreja won the title of Mr. Fresher 2014 and Nandini Soni was declared Miss Fresher 2014. Kushagra sang melodious songs and Harsh gave an electrifying 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 event was facilitated by Dr Chhaya Wadhwa.



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## Corporate Interface

**Dr Radhika Shrivastava Adholeya**, medical consultant, Columbia Asia Hospital, delivered a talk on 'Quality Practices in Healthcare' on 24 July 2014. This interactive session was facilitated by Prof Monika Arora.

**Mr Sarvesh Swarup**, formerly Deputy Director General, Ministry of Commerce & Industries delivered a talk on 'Project Management' on 19 August 2014. Mr Swarup discussed the case of Hoover Dam Project, USA. This interactive session was facilitated by Prof Monika Arora.

**Dr Mukesh Mehlawat**, faculty, Delhi University, conducted an interactive session on 'Quantitative Techniques' on 26 August 2014. This session was facilitated by Dr Shalini Vermani.

**Dr. Anup Girdhar**, CEO, Sedulity Solutions & Technology interacted with students on 30 August 2014. This session was facilitated by Dr Shalini Vermani.

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## Club Activities

### Orientation Meeting of HR Club

Orientation Meeting of HR Club was held on 13 August 2014. Shweta Dixit anchored the orientation session. She talked about activities and programs of the HR Club. She also shared membership benefits in terms of leadership skill, public speaking opportunities, networking and event management.

Following office bearers of the club for academic session 2014-15 were nominated at the meeting:

Conveners: Shweta Dixit and Udbhav Mehta

Co-conveners: Sonam Saxena, Darshana Jain, Anchal Chhabra, Prachi Sharma, Tripti Singh, Vrinda Kedia, Vishakha Gulati, Chandni, Sonam Singh, Neha Singh, Sakshi Saxena

Coordinators: Mausumi Mazumdar, Ashna Malik, Jaffy Gill, Nandani Soni

The meeting was facilitated by Dr Shweta Jha, Adviser, HR Club. Dr Srirang Jha, Head, HR Area was present on the occasion.



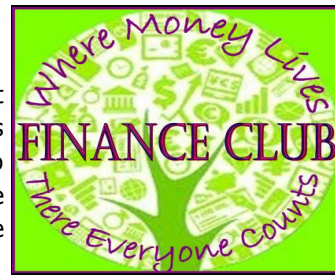
### Orientation Meeting of Finance Club

Orientation Meeting of Finance Club was held on 30 July 2014. Richa Batra and Rishabh Shukla were elected President and Vice President respectively. Mridul Bajpai, Aditi and Srinivas were elected as members of Advisory Committee. Orientation Meeting was facilitated by Prof Priya Gupta and Prof Divya Jindal, Advisers, Finance Club. Prof Kamal Kishore, Dean, ASM was also present on the occasion.



## Business News Analysis and Logo Contest

Finance Club organized Business News Analysis and Logo Contest on 13 August 2014. In the Business News Analysis session, members discussed important news items on financial matters. Members participated in the Logo Contest to design logo of Finance Club. Logo designed by Bhavya and Juhi won the best logo prize. The event was facilitated by Prof Priya Gupta and Prof Divya Jindal, Advisers, Finance Club. Prof Kamal Kishore, Dean, ASM was also present on the occasion.



## Quiz on Budget

Finance Club organized a quiz on budget on 20 August 2014. Eight teams participated in the quiz. Team of Richa Batra and Radhika Bhatnagar won the quiz. Prof Kamal Kishore, Dean, ASM conducted the quiz. The event was facilitated by Prof Priya Gupta and Prof Divya Jindal, Advisers, Finance Club. They gave away prizes to the winners.



## Orientation Meeting of Marketing Club

Orientation Meeting of Marketing Club was held on 13 August 2014. Future course of action was discussed in the meeting. It was emphasized that the members would benefit immensely in terms of learning practical aspects of marketing and key skills such as leadership, public speaking, networking and organizing among others. Shweta Sharma and Kushagra Gambhir were elected president and secretary respectively for the academic session 2014-15. Dr Rajneesh Mahajan, Adviser, Marketing Club, facilitated the event. Dr Etinder Pal Singh, Head, Marketing Area and Program Head-PGDM was also present on the occasion.



## Campaign Trails by Marketing Club

Members of Marketing Club organized two campaigns during August 2014. Theme of the first campaign was 'Love for the Nation' where students designed, created and distributed flag revolving around the campaign theme. Second campaign focused on protecting the tigers by taking signed endorsements from people concerned with the unique wildlife cause. The latter campaign was part of nation-wide 'Save the Tiger' initiative launched by Aircel and NDTV.

## Alumnus of the Month: Aditya Bansal



Mr Aditya Bansal, an alumnus of 2005-07 batch, is currently working as Manager, Presales at R Systems. Earlier, he has worked as Presales Consultant at Birlasoft, Business Analyst at Analec Infotech and Management Trainee at Centurion Bank of Punjab. Here we present edited excerpts from an e-mail based interview with Mr Bansal:

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

Life at ASM campus was good, full of energy and excitement. Library facility was good. I always remember all the events organized in the college auditorium.

### Would you like to share some fond memories of the institute?

Hostel life with friends was amazing and the fun we all had together will always remain close to my heart.

### **How did ASM help you in your personal as well as professional life?**

ASM has given the basic knowledge needed to survive and excel in corporate world. To help you adjust to your new life in the professional world, a professional degree becomes a must. It helps in career building. I feel fortunate in terms of being a proud member of the alumni community of ASM.

### **Faculty Accomplishments**

#### **Papers Published in Journals**

**Amiya Kumar Mohapatra** published a paper titled 'Fiscal Deficit: Trends and Implications' in the August 2014 issue of Yojana (indexed in Scopus).



#### **Seminars/Conferences/Workshops attended**

**Prof Ishita Adhikari** attended NHRDN 2nd National HRM Summit on 22 August 2014 organized by National HRD Network. Theme of the summit was 'Preparing for Talent 2020: Lead, Develop, Engage & Reinvent'. Prof Adhikari was invited as a distinguished guest.



**Editorial Team: Srirang Jha, Shalini Vermani**

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

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