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In the context of a fast changing socio-economic milieu and emergence of a globally competitive world, Asian Business School works towards ensuring the quality and relevance of education to meet the emerging needs of the society. The need for highly skilled professionals is going up each day. The CRC initiative of academia-industry collaboration at ABS is to prepare students for the corporate world outside and help them sustain in this highly competitive world. This urgent need of making the students employable and industry ready has induced the CRC at ABS to redefine the curriculum, making industry interface an important part of the course, in which the student is required to work with a corporate for some part of his tenure at Asian Business School. The concept of ‘classroom to industry’ is gaining popularity and with more number of fresh students enrolling themselves for management studies at ABS, this concept helps them in being at par with the world outside.

I offer my appreciation to the CRC team for its dedication to the task of facing the challenges, thereby acting as a catalyst to transform Asian business School as a ‘Centre of Excellence’ in management education.
In today’s dynamic and progressive environment, the foremost question that rises in the minds of many young aspirants is “How can my institution help me progress in my career?” The Corporate Resource Cell at Asian Business School plays a very important and key role in guiding the students for a successful career. The CRC department is dedicated to grooming the students and preparing them not only for a better professional life but also for challenges they might face in the corporate world. They help a student understand the nature of a particular profile, the day-to-day responsibilities, skill requirements, necessary aptitude and attitude, realistic remuneration and potential upside, career growth paths, etc. Apart from finding the right opportunities, the CRC department ensures that the students are also well prepared to make the most of these opportunities. Our Corporate Resource Cell is committed towards maintaining an optimum level of relationships with quality corporate so as to visualize and achieve our objectives of procuring best placement opportunities for our students.
Asian Business School is one of the fastest growing management institutions in the country. As an institute of excellence, we aim at providing high-quality education through innovative management practices, inculcating ethical values & upmost professionalism among the students.

Our vision is to create future leaders & entrepreneurs who manage and create powerful organizations in the emerging corporate landscape. To ensure the best industry interface for students, the Corporate Resource Cell (CRC) at ABS makes continuous efforts to grow and develop our network with leading organizations & corporate centers. The Asianites are offered immense opportunities of live projects, research assignments and on the job training programs to learn the modern business practices, skills sets and an exposure to real life business challenges.

The recruitment session 2015 has once again been excellent at ABS wherein students PGDM 2013 batch for final placement & PGDM 2014 for summer internship are placed in leading organizations and various sectors, naming few BFSI, FMCG, Logistics, digital marketing & dot com, KPOs, PR & Media, manufacturing and real estate.

ABS is committed to offer good career opportunity to each student though excellent teaching and placement support and expect every Asianite to rise high in their career and make all of us feel proud.

I wish Team – CRC a great success for their further placement sessions.
In the rapidly changing business environment today, it has become critical for organizations to continuously change and evolve for success. The rich learning environment and the rigorous and comprehensive course structure at Asian Business School (ABS) empowers the students to become leaders that can facilitate this change. The industry rich curriculum is a perfect blend of short term projects, internships, live projects, workshops, seminars and guest lectures from industry experts to empower our students with practical knowledge and help them create new benchmarks. It is for this reason that the corporate look forward to visit the campus for recruitment.

ABS has a dedicated Corporate Resource Cell (CRC) for enhancing the exposure of the students to the corporate world in terms of final placement as well as arranging summer internship for them and to act as an interface between ABS and the Industry. It acts as a liaison between the industry leaders and our students. It is oriented to provide the best possible placements to our students in leading corporate houses/MNCs. The placement process strives for a best fit between the students and the companies and helps both these stakeholders make informed choices.

We have consistently maintained almost hundred percent placement records, and at times, our students exceed the expectations of the recruiters. It is the result of unrelenting, sustained effort with clear cut focus on all areas that contribute towards making our students ready to take on leadership responsibilities in their new roles. The CRC has developed very strong relationships with the doyens of the corporate world to facilitate the students in getting the real life exposure of the corporate world.

I congratulate the CRC team, an indispensible pillar of the institute, for their tremendous work and achievement in the successful training and placement of the students.

Wish you all the success for the future.
At Asian Business School, our prime focus is to develop professionals who can tackle the challenges of the dynamic and rapidly changing business environment. We strongly emphasize on building the leaders of tomorrow and we endeavor to strike a balance between the education that we impart and the demands and requirements of the industry.

Our Corporate Resource Cell (CRC) plays an active role in ensuring that the students gain optimum industry related exposure by inviting senior professionals from the industry for guest lectures, organizing industry visits and workshops to ensure their overall training and development. This interaction with the Industry and Academic professionals aid in effective grooming of the students and helps them prepare for a brighter future. CRC plans career guidance, counseling and training programs with the help of industry and academic professionals to effectively groom and counsel students towards a bright career.

The CRC maintains close contact with recruiters throughout the year and ardently works towards providing the best experience to the students not just through the Summer Internship Program but through Live Projects and Research Assignments as well. The students gain an opportunity to learn not just theoretically but also experientially.

Our CRC team is fully committed to attending to the individual needs of our students and ensuring they achieve desired platforms for launching their professional careers.

I wish the CRC team the very best for all their efforts and endeavors.
Since its inception, Asian Business School (ABS) has remained committed to offer best skills sets and education to its students. As a focused institute towards inculcating leadership & entrepreneurship skills, Asianites have made us proud by their excellent contribution to the industry and achieving high positions in top corporates.

The Corporate Resource Cell (CRC) believes in offering the best learning & training opportunities so that Asianites gets the best industry exposure and learn upmost professionalism. Outside the classroom, students engage in several activities to develop well-rounded personae. Some of the new initiates like LEAD – Lecture Series towards leadership and entrepreneurship development have tremendously helped students in career development.

The recruitment session 2015 has once again been excellent wherein students have been placed in leading industries and corporate centers for summer internship & final placements. With an increase in recruiters by 40%, many new opportunities have been offered to students in fields/ sectors like digital marketing, logistics, automobile, consulting & MR and telecom. This year witnessed 128 recruiters offering multiple job opportunities in marketing & sales, consulting, advertising, digital marketing, banking, IT, operations, supply chain, logistics and training & development. This year’s placement also includes international placement opportunities.

The only objective of ABS has been creation of knowledge, influencing management practices and integrate globally. Every student at ABS is provided with a highly professional environment of learning from the very first day. The institute places special emphasis on inculcating corporate values and skills required for complex decision-making, besides developing superior expertise on functional domains and garnering business knowledge.

I congratulate all the students for being placed in top corporate and starting their professional journey. I also take this opportunity to thank all our recruiters for continuously supporting us and appreciating ABS talent.
Established in November 1986, The Group’s history is a story of innovation and pioneering new technologies. Asian Education Group is the education arm of Marwah Studios Enterprise in media education from the last 27 years and has created enormous international records for which it has been highlighted and awarded more than a 100 times all over the World.

Asian School Of Film and Television (AAFT), Asian School Of Media Studies (ASMS), Asian Business School (ABS), Asian School Of Communication (ASC)-UCLAN, Asian School Of Graphics And Animation (ASGA), Asian School Of Performing Arts (ASPA) and Asian School of Fashion are together conducting 42 different UGC approved Degree and Diploma Media courses from three months to three years.

Alumni of Asian Education Group are placed all over the world.
Asian Business School is an innovative centre of academic excellence and one of the few institutes having an AICTE approved PGDM. Our programmes are purposeful and professionally oriented. The core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense inform of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well-being and growth of the society. This Business School is established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have radically changed the complexion of business and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses. (The motto of Asian Business School is ‘Growth with Education’).

ABS has international tie ups with similar institutions like United Kingdom’s University of Central Lancashire, Northumbria University, Winchester University & Oxford Business College and some of the overseas institutions of higher learning are lending support to ABS in management education. ABS has strong industry – business school interface to integrate class room teaching and training and practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capability of the students to lead and manage businesses by learning to adopt a systematic approach to identifying problems and finding their solutions using analytical, problem solving and decision making skills and understanding financial and accounting aspects of business in a logical manner. Asian Business School also prepares its students to pursue opportunities for doing business with regard to the resources one controls. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship in its students. Personality development,
physical fitness, personal grooming and training in communication skills are integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self-confidence.

ABS, under the aegis of renowned **Asian Education Group**, provides an integrated education programme which offers the following benefits:

- **ABS** is an AICTE approved institution by ministry of HRD, Govt. of India
- The faculty enrolled has an enriched experience in both industry and corporate
- Library is well equipped with books, Textbooks, Reference books, Periodicals and National and International Journals. The students can freely access these books, references and e-journals
- **100% Placement Assistance and Internship**
- 1 week residential educational trip to Oxford Business College, Oxford, U.K.
- Mentor-mentee allocation of students for personalized development of individual
- Periodical assessments, professional training sessions, industry interface, strategic pedagogy to improve individual’s growth graph of place-ability score
- Personalized attention and customized goal trainings
- Disciplined and structured academic environment enriching intellectual capital of students
- Focus on improvement of personality traits by providing inter and intra campus opportunities in the field of academics, co-curricular and sports
- Centrally air conditioned campus which has amphitheatre class rooms
- The Board of Governance comprises of eminent people from the industry
- ABS believes to prepare students to become responsible citizens of the society and Global Managers with cross cultural training.
Being an innovative centre of academic excellence and one of the top colleges for PGDM / MBA in India, Asian Business School has successfully created competent professionals with knowledge and values. Apart from gaining an internationally recognized qualification by the finest academic minds, students at ABS are exposed to various opportunities which enable them to hone and enhance their talents and develop skills which make it possible for them to touch the sky.

From ‘Being Known to Well Known’, Asian Business School has immense support from the Industry which is evident not only in the form of Summer Internship and Final Placement, but also with numerous research and development projects which were bagged by the students. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well-being and growth of the society. This Business School is established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have radically changed the complexion of business and their management across the world. At ABS, our sole intent is to be agents of change in transforming human potential to gainfully employable human capital with a high investment index. Our purpose gathers meaning from the fact that the economic growth of India faces critical challenges due to acute shortage of qualified manpower. This is further convoluted by a comparatively low value addition imparted by the tertiary education sector in comparison to the value proposition demanded by corporations to compete in a dynamic and competitive economic scenario. With an equally immense focus on personality development and its incorporation in the core curriculum, ABS ensures that the students are confident, groomed and all set to succeed with flying colours in any avenue of life. Be it academics or extra-curricular activities, we groom our students to be at the winning side.

A feature that sets ABS apart from other B-schools is the blend of handpicked students who come from diverse backgrounds. Students can leverage from each other’s experience in addition to theoretical studies in the classroom, thereby creating a truly stirring and enriching learning experience. The learning is converted to applicability and skill which is showcased when leading companies come to the campus for placements. Along with the opportunity to work in some of the top ranking organizations, students are regularly presented with the opportunity to be a part of short term research projects with top organizations, both in public and private sectors, for knowledge enhancement and skill development. This prepares them to understand and meet with the expectations of a challenging, competitive business environment. ABS has had the privilege of playing host to leading industry stalwarts who were visiting the campus for Guest Lectures, Seminars and Conferences. This interaction provides exposure to the students to gain more insight into the working of an organization. Apart from exposure within the campus, various visits to the leading industries allow the students to practically experience the working system within an organization.

ABS had aimed at creating itself as a centre for innovation and management research wherein we are to mentor organizations for their development. Our highly professional and focused management approach takes us closer to the achievement of the target with the establishment of Asian Law School and Asian School of Business. Our challenges are clear, but the year ahead will be one of new initiatives and bold steps taken.
The 360 degree development program of ABS ensures that a student develops best domain knowledge and workplace competencies so as to become a potentially effective performer & achiever.

The employability enhancement program starts from the very first day of students joining the institute. It’s a one-to-one development process wherein every student is made to understand & realize their strengths & weaknesses. A thorough “Mirroring Exercise” is practiced with the support from faculty & industry mentors and corporate trainers so that students seriously take up the self-improvement efforts and overcome their weaknesses with full sense of commitment and a high level of motivation.

Some of the salient features of the program include –

- Capability Assessment of Student
- Functional Grammar & English Communication
- Interview Skills
- Group Discussions
- Quantitative Ability Sessions
- Verbal Ability Sessions
- Personal Interviews Sessions with feedback & improvement tips
- Mock Test
- Summer Internship Program, SSA & SPA
- Time, Resource & Priority Management sessions
- Distinguished Lecture Series – As Expert Talk
- Knowledge empowerment through 3C reports, CNA, CBA & short term projects
- Case Studies development & discussion sessions
- Workshops & conferences
- Industrial visits

**Faculty Mentorship Program (FMP):**

Faculty mentors play a crucial role in the success of students. Our goal in allocating “Faculty Mentor” is to ensure an overall development of the student, recognizing their areas for improvement and mentoring them at professional & personal front.

A mentor is one who:

- takes interest in developing others’ career and well-being
- has interpersonal as well as professional relationship with their mentees
- advances the person’s academic and professional goals in directions most desired by the individual
- tailors mentoring styles and content to individual requirements, including adjustments due to differences in culture, ethnicity and so on.

Mentoring benefit for students:

- It supports their advancement in communication skills, personality development, builds confidence, research activity, conference presentations, publications, pedagogical skills and grant-writing
- The experiences and networks of the mentors help them to accrue and improve the students’ prospects for securing professional placement
- The expert knowledge of the mentors would help in progressive development, which would lead to lower stress and better confidence building.
- Constructive interaction with a mentor and by participation in collective activities, one’s engagement in the field is enhanced.
Developing skills is an essential part of the time students spend at college. Skills are important to employers because they are viewed as essential indicators of what it takes to be successful in the workplace. Although one talks about skills as a part of the collection of qualities that combine to make one an individual, this does not mean that these skills are fixed. Personal skills can be acquired, developed and improved.

At Asian Business School we believe in developing competencies such as communication, team work and problem solving..., skills essential for success. Enhancing existing skills and developing new ones to make significant contribution for achieving the best possible placements is what we aim at. Here, we take into consideration the fact that employers are often looking for skills that go beyond qualifications and experience. Thus our skill development program focuses on:

- Communication,
- Interpersonal Skills, Critical Thinking Skills, Presentation Skills,
- Commercial awareness, Drive/energy, Confidence building, Willingness to learn, Commitment, Passion and enthusiasm, Tenacity and managing change, Innovation and entrepreneurship, Leadership and Professionalism.

Training programs for interview handling, spoken english and workshops for business writing are conducted on a routine basis for skill enhancement.

We teach them that lifelong learners are always valued in organisations. The employee who is open to learning and embraces change will be more successful than the person who is afraid of learning and resistant to changes in the organisation.

SupriyaSrivastava
Assistant Professor – Soft Skills Development

In the current age of accelerated growth and with the increase in global market competition, employers scout for individuals who are equipped with certain foundational skills. These skills enable employees to get along with their colleagues, to make crucial decisions, face challenging situations, develop respect and eventually become strong representatives for the organization. In this high competitive environment, with more and more candidates applying for a particular position, employers are more likely to select and favour applicants who possess well-rounded employability skills.

What are Employability Skills?
Employability skills are those skills necessary for getting, keeping and being successful in a job. They can be defined as the transferable skills needed by an individual to make them ‘employable’. Along with good technical understanding and subject knowledge, employers often outline a set of skills that they want from an employee. Employers believe that these skills will enable an employee to perform their role to the best of their capability. Often referred to as soft skills, they include skills such as communication, self-management, planning, decision making and problem solving. Your ability to demonstrate these skills is an important requirement when you are looking for work, as they are highly valued by employers and industry.

Developing employability skills
Our Corporate Communication and Personality Development programme aims not only to teach students how to manage the communication in the workplace, but also aims at developing the employability skills in the students. With the rigor around developing Communication, Teamwork, Problem Solving, Planning and Organizing, Being Proactive, Working Under pressure and ability to learn and adapt to their working environment, our students learn these key skills so that they can handle any challenging situation they face in their real life.

Supriya Massey
Assistant Professor – Corporate Trainer
In meeting its objective to impart Industry exposure to its students, Asian Business School organized an Industrial visit to the plant of Relaxo Footwear Limited, Bahadurgarh on 18th July 2014. The bus carrying 38 students from PGDM III and two faculty members started at 8.30 in the morning for the production Unit of Relaxo. On our arrival, we were welcomed by the Sr. General Manager and his team members. After a formal introduction and exchanging pleasantries the entire student group was divided into two sub groups for the plant visit.

Both the groups were guided by the members of the administration team at Relaxo. The students began their visit of the footwear plant and witnessed the entire process of production starting from the raw material required, production process and packaging. We were told that the plant has a production capacity of around one lakh pairs of footwear daily. The plant produces brands like Sparx, Flite and School Mate. The students were amazed to see the amount of hard work and man power that is required to produce the final product.

After the visit to the plant that lasted for about an hour, the students were treated with some refreshments and a session was organized by the company to answer their questions and clear their doubts. Many pertinent questions were asked by the students to which they were satisfactorily responded. The session was followed by a group photograph of the students along with the company officials. After that we decided to take leave and started our journey back to our institute. In this way the trip to Relaxo ended on a very positive note.

The factory coordinators appreciated the Q & A session and were impressed by the enthusiasm of ABS students. The HR Manager completed the learning approach of students & quoted that Asian Business School is certainly among the best business schools in Delhi/NCR which is highly focused towards the overall development of students. He thanked the faculty members & students for their visit.

On 18th July 2014, 47 students of Asian Business School accompanied by two faculty members went for an industrial visit to Parle India Ltd. At its Bhahadurgarh Branch. This branch is one of its main production houses in India. The key assembly line consisted of Parle-G biscuits, Parle Monaco, Krack-Jack & Full Toss. The HR manager Ms. Pallavi gave a very warm welcome to all the Asianites. She explained that the production process of Parle is divided into twelve steps. The assembly line was explained to the students during the plant visit. The quality parameters were as per the international standards. Most of the revenue of Parle comes from the foreign markets as conveyed by the HR. The students also learned the concept of material planning, grading and sorting. The role of the CAD/CAM machines was also explained the students. They were also explained about the recycling process of
the rejected packets and how they are blended with the next batch of production. It was quite an extraordinary learning experience for the students. At the same time we like to thank the Asian Business School CRC department and the management for organizing such a wonderful visit.

Ms. Pallavi, Manager – HR appreciated the Q & A session and was impressed by the enthusiasm of ABS students. He completed the learning experience of students & quoted that Asian Business School is certainly among the best business schools in Delhi/NCR which is highly focused towards the overall development of students. He thanked the faculty members & students for their visit.

At first, the students were shown a video which showcased the entire history of HONDA CARS, including, the day it began, challenges faced by the company, learnings and finally beating the competition and leading the market and standing at the 4th position. It was a life time experience for the students as for the very first time, they were given the opportunity to understand and visualize the entire assembling & manufacturing unit of a car.

Following are the key learning’s for ABS students during the visit:

- Details of manufacturing units in India
- Product range
- Honda’s market share
- Life works on one principle: if 99% you fail then, 1% chance is to succeed.

Mr. Saadi Alvi, factory coordinator appreciated the Q & A session and was much impressed by the enthusiasm of ABS students. He completed the learning approach of students & quoted that Asian Business School is certainly among the best business schools in Delhi/NCR which is highly focused towards the overall development of students. He thanked the faculty members & students for their visit.

As a part of the Orientation Programme, 50 students of PGDM 2014-16 Batch of ABS were taken for an Industrial Visit to Honda Cars India Ltd., Greater Noida, on 18th July, 2014.

Honda cars, one of the well-known & leaders in car manufacturing offered an excellent opportunity to ABS students to experience the assembly line of the ‘Amaze Car’ at their Greater Noida plant. HCIL’s first manufacturing unit was set up at Greater Noida, U.P in 1997. This plant is the culmination of the best manufacturing know-how and practices gathered from Honda’s global operations. The Honda Group is globally recognized for its concern towards the environment, safety and conservation of the society in which it operates.
Industrial visits are an important factor in the learning process of Management students. It makes them relate to the theories they learnt at the Institute with the actual working environment of an Industry. Industrial visits provide vital information about the organization, its performances and various functioning process of the organization. To offer the hands-on learning experience, an industrial visit for PGDM 2014 batch students was scheduled on Thursday, 22nd Sep 2014 at Anmol Bakers Pvt. Ltd. at their Greater Noida plant.

Anmol Biscuits is a prominent Biscuit Manufacturing Company of India. Formed in 1994, it is the fastest growing manufacturer of biscuits in India. Headquartered at Kolkata, the company operates with an all-India sales network of 600,000 retailers and 3,000 distribution channels. Today, taste, nutrition, hygienic standards, and acceptable price define the Anmol brand promise. Anmol always looks forward to fulfilling the aspirations with a global approach and delivers viable returns to the society, consumers and its stakeholders.

It was a great learning experience for students as they learnt about Anmol’s product range, marketing strategies, quality assurance, distribution channels, market share in the food industry and production process.

Ms. Suchita Joshi, factory coordinator appreciated the Q & A session and was much impressed by the enthusiasm of ABS students. She completed the learning approach of students & quoted that Asian Business School is certainly among the best business schools in Delhi/NCR which is highly focused towards the overall development of students. He thanked the faculty members & students for their visit.

Alps is dedicated to creating home textile products that take your breath away. With a heritage and history of making landmarks in innovations, creativity and aesthetics, Alps products include all possibilities in a home, right from Bedding, Windows Dressings, Decorative Pillows & Accents, Table Linen and Kitchen Linen.

Manufactured in the most modern & state of art facilities these products retail in almost all of the leading stores and feature on the pages of the premier shopping catalogues, across the globe. Moreover, they have been the pioneers in developing & promoting ecofriendly & sustainable textiles, since last few decades, including products made out of Vegetable dyed fabrics, Organic Cotton and Recycled cotton fabrics.

An industrial visit to Alps Industries Ltd. was scheduled for PGDM 2014 batch students to make them experience the production process, marketing strategies and product presentation. Mr. Ashok Pandey, Plant In-charge was kind to take-up all the queries put up by our students. He gave a detailed presentation regarding company history, product range, pricing and market strategies of the company. He also explained the factors taken into account for brand positioning and how to handle the competitors. Post presentation, the plant visit was arranged, which was an exciting and learning experience for all the students.
On 22nd August 2014, Mr. Rajneesh Singh was invited for the distinguished lecture series. Mr Singh is the Co-Founder and Managing Partner of SimplyHR Solutions LLP. His core capabilities lie in HR operations with a focus on Culture Building, Employee Engagement, Learning & Development and Talent Management. He has led a team of HR professionals towards providing Outsourced HR services to SMEs and HR Advisory services for other organizations. The latest addition to SimplyHR offering is a HR product in the technology space titled, Simpli.

Mr. Singh is an Arts Graduate & holds a PG Diploma in Personnel Management & Industrial Relations from XISS, Ranchi. He is also a Mentor at the SOIL, Gurgaon and MDI, Gurgaon. He is an advisor to 24x7 Learning.com, letsintern.com and instigence.com. With such a diverse experience in hand he has enlightened the students of ABS towards the benefits of choosing HR as a career. Professional experience of 25 years across Consulting, Manufacturing, FMCG, Telecom, Hospitality and Media helped him to bring in the all the facts of the major industries in context to the major hiring and firing situations.

On 7th April 2015, a highly respected and accomplished teacher of Vedanta, Yoga and meditation, Swami Bodhanandaji was invited to ABS. He is not only known in India but in several other countries. He had a brilliant academic career and after graduating in Economics left his home in search of divine understanding. Swamiji is the spiritual founder and director of eleven organisations and ashrams under the umbrella of Sambodh foundation. He has also set up a society in Michigan USA to carry India’s message of spirituality and universal brotherhood to the Western audience.

Swamiji has written several books, some of them are: Indian Management and Leadership, Seven Hindu Spiritual Laws, Happiness Unlimited, Gita and Management; Meditation: The Awakening of Inner Power.

His lecture on Indian spirituality has imprinted his positive thoughts on the young minds of ABS students. His mission of teaching and awakening the hidden potential of human beings could very well be seen in his speech. Being a powerful speaker with lively humor he was abreast with latest developments in economics, science and society.
He not only spoke about the facts of Gita and Upanishads but also on modern management techniques giving valuable insights to students on how to attain excellence in life as well as at the work-place.

Dr. KD Gupta, a sensitive environmentalist, has several ecological initiatives under his belt. He spoke about the ‘Ecological impact on the global economy’ and addressed the issue of Global warming. His encouraging delivery was to motivate and sensitize the students for active participation in mitigating the climate change and to take up entrepreneurial initiatives, as management students to combat global warming. He emphasized protection of the environment, as the need of the hour.

As a person he is actively involved in social events & activities pertaining to the environment. He has a keen interest in safeguarding the nature and its resources. It is evident from his varied interest that he understands that corporations have huge role to play to contribute towards the economical well being of humanity because of the political economic social and environmental crisis.

On 14th July 2015, Mr. Abhik Saha, Director, Benetton India Pvt. Ltd. was invited for a guest lecture to enlighten the students with the changing trends in the apparel/retail industry.

He comes with 17 years of experience across multinational apparel/retail organizations as well as Technology Consulting organizations. He is known for establishing, planning, and directing an organization's strategic long-term goals, policies, procedures,
objectives and initiatives for the attainment of short and long term goals. He guided the students with a wide degree of creativity and latitude and relied on extensive experience and judgment to plan and accomplish goals. With expertise in a variety of concepts, practices and procedures across Sales and Marketing, Supply Chain Management, Finance and Accounts, Human Resources and Information Technology, he talked about how to concentrate on a goal in life and not look for any shortcuts on the way.

Mr. Saha demonstrated that you gain expertise by taking risks, accepting failures and bouncing back; things which are required for reaching the ultimate goals and objectives.

He started his professional journey with Aditya Birla Group as a Management Trainee and progressively rose to the position of Assistant Manager and Manager in the areas of Sales. Having worked with leading organizations like Vanguard Technologies and Wipro technologies, he was finally appointed as the Director with Benetton India Pvt. Ltd. as the Head of Supply Chain function for South Asia, ASEAN and ANZ. He admits that hardwork and passion towards his goal has blessed him with what he is today.

On 15th July 2014, Mark Runacres, partner, The Health Education Advisors was invited as esteemed guest during the Orientation Program. He talked about all the traits the young generation has, to be successful and what are the current international career opportunities. As he is actively involved in the corporate and civil society, and a member of numerous committees, he appreciated all the students for choosing management as their career path. He stated that the right blend of education and corporate exposure will shape every mind in the right direction. His 25 years in the British Diplomatic Service prepared him to deal with any challenges that life unfolds and so he conveyed it to the students.

Mr. Runacres is the India Adviser to the Confederation of British Industry and runs the British Business Group in Delhi. His interests not only cater to one sector, he is also on the Advisory Board of Avian Media, one of
India’s fastest growing PR/Public Affairs firms, as well as Public Affairs Asia, Independent Director of the Business and Community Foundation, a member of the Research Advisory board of the Asia Energy Institute and he is also on the India Board of the British Foreign Ministry’s Prosperity Fund.

Mr. Gaurav Verma  
Group Business Director  
IMRB International  
Topic: Rural Marketing with clear Examples of use of Market Research  
14th July 2014

On 14th July 2014, Mr. Gaurav Verma, Group Business Director, IMRB International was invited for a guest lecture at ABS. He is a seasoned professional with over 16 years of experience in program management, market research, media, telecom, product management, corporate finance/ company valuation, banking and operations management. He is a double graduate from Narsee Monjee Institute of management & Master of International Finance.

With strong set of values and dedication he shared his experience on how he managed to bridge the gap between the requirements of refrigerators for the rural people at nominal costs. He came up with an idea of low costs refrigerators, for which he was highly appreciated.

He conveyed to the students that it does not matter how you see yourself or whatever may be your age; as soon as you make that first impression, you have taken the first step in becoming a powerful leader. He said that when money is tight, stress levels are high and success doesn’t happen like you had planned, it’s easy to let those emotions get to you. In such situations, take a deep breath, calm down and remind yourself of the leader you are and would like to become.
On 15th July 2014, Mr. Niranjan Khatri, GM, ITC Hotels, was invited as our distinguished guest on the first day of Orientation Program.

He is a benevolent, compassionate and very kind hearted gentleman. With his knowledge and intelligence, he has pioneered the concept of eco designing in the industry. He has not only taught the Railway staff but Senior Management in Indian Railways. He talked about the ways and means to keep the surroundings clean and congenial with small basic amendments in the daily routine. He conveyed that it takes a second to destroy and ages to build. His clean thoughts towards saving the surrounding will ultimately save each one of us.

For all the good he has done so far he, has been recognized and awarded not only with the Helen Keller Award 2006 & 2011 but Karamveerpuraskar2009 and Green hotelier award 2010.

On 16th July 2014, Aniruddha Bose, Director 7 Business Head, Finedge Advisory Pvt Ltd, was invited as guest in the first day of orientation Program. He has a penchant for start-up companies and enjoys the complex challenge of building businesses from scratch.

Mr. Bose began his career with Standard Chartered Bank in 2003 as a sales officer and worked there until 2006. He then joined the startup team at Destimoney Securities as a Wealth Manager. Joining as the 30th employee in a greenfield venture, he worked his way up to various
leadership capacities at Destimoney prior to being assigned the role of National Head – Wealth Management in 2009. He is an MBA with Distinction from Oxford University, U.K. After completing his MBA, he joined the start-up team at FinEdge Advisory in 2012. Over the past two and a half years, Aniruddha has helped set up FinEdge and contributed towards building it into one of the leading personal Financial Planning companies in India, with a client base of over 30,000 retail customers spread across 165 cities. With zeal and enthusiasm he shared his experiences of his role at FinEdge, a diverse set of business functions including recruitment, training, sales management, business development, strategy and marketing. He offered the students to come and work with his organization as he is very passionate to work with fresh graduates and is avid about career development and personal development for young early stage professionals. It is his rigorous book reading habits, which has got him to excel with the changing paradigms.

Mr. G.C. Sharma is a well-known and established name in the education industry. On his visit to ABS, he shared his journey with the students and motivated them towards their goals. As he is known for developing employable skills in financial markets and spread financial literacy in India, he not only motivated the students towards attending workshops, trainings and seminars but to inculcate a practice of jotting down the learning and reviews on a timely basis. As he heads the Financial Education Schools & Universities for NSE, he shared the benefits of undergoing a dual specialization management degree. He is an active speaker in a number of conferences such as international conference Vigyan Bhawan, New Delhi, Karnataka State Open University, State Education Summit (MP), Digital Learning Conference by ELTS Noida, ASSOCHAM etc.

Mr. Sharma is a MBA, LLB with more than 37 years of varied experience as Director, CEO, Vice President (Equity Research) etc. in Govt. and private sector.

On 14th July, Mr Sanjay Upadhyay, AGM, SAIL was invited as guest speaker wherein he spoke about his journey in SAIL and key traits for human resource management system.

Having done his graduation in Mechanical Engineering and MBA in HR he has been associated with Human Resource Development function for past two decades. He is a very simple, kind hearted and a down to earth gentleman which forms the foundation of everything he does professionally. He is capable, articulate and drives change.

Having hands-on experience in all the facets of HRD-staffing, recruitment, payroll, ESI, salaries, interviews, screening, induction, orientation and more, he has equipped himself with technical & managerial skills and has made a valuable contribution in enhancing competence of the men and women at SAIL.

True to his profession, Mr Upadhyay is widely appreciated as a Quiz master. He has conducted Quiz competitions not only for SAIL employees but also for inter PSU employees. He is a certified trainer & a certified lead auditor and played a significant role in the ISO certification of HRD function at Bokaro Steel Plant.

Mr Upadhyay has a close bond with the new generation as he has been handling the Induction & Orientation training of New Entrants at Bokaro Steel Plant. Working closely with these students, he acknowledged the expectations and ambitions of the young talent.
Ms. Varsha Bhala
GM – Human Resource
Madura Fashion & Lifestyle
Topic: Importance of Training & Development
16th July 2014

Ms. Varsha Bhala addressed the audience on the importance of training and development for an individual in an organization. She talked about the changing trends in the recruitment process and emphasized on the skill set required to be a successful HR personal. She dared everyone to be positive in any and every situation, with any business, large or small, and the most important thing is not to panic and stay confident.

She shared the expectations of an HR while interviewing a fresher. She made the students note all points to be taken care of before appearing for an interview. Proper dressing, body language, confidence, preparation about the company and knowledge of the recent deals and bonds signed by the company will give an edge to the candidate during the selection.

She has done Executive Program in Human Resource Management from IIM – Lucknow, a Post Graduate Diploma in Human Resource Management.

She possesses extensive experience in HR generalist affairs, including experience in hiring & training, employee engagement and retention, staff development, conflict resolution, campus hiring, internal transactions etc. She has been awarded the ABG Award by Mr. K M Birla in 2010 for transformation in Retail HR process. She has worked with the brands like Aditya Birla Group, TESCO & DAWAR Footwear.

Mr. Rajiv Khurana
Founder
The Personnel Lab
Topic: Strengthen Your Personal Brand
15th July 2014

He is a transformationist, an International Management Consultant, Trainer, Executive Coach and Venture Mentor by description. He is a well published writer,
author and a digital expressionist. He has been a TV and Radio anchor. He is also an inquisitive award winning photographer and a serious poet. Mr. Rajiv Khurana is a Certified Management Consultant and a Fellow of the Institute of Management Consultants of India. He firmly believes that every leader needs to have proper personal branding which should be carefully cultivated for them to lead the people. He conducted a very interactive session with the audience.

He is an alumnus of Shri Ram College of Commerce, Delhi University. He holds numerous degrees/courses in Law, Company Secretary and Management. He heads THE PERSONNEL LAB, Management Consultants, New Delhi. He has 5 years of industry and 29 years of consulting and training experience with a variety of MNC’s, has authored 8 books, more than 1800 of his articles/columns have been published in English and Hindi national dailies. Rajiv edits a monthly e-Magazine “Ymag – A window for action loving professionals”. He has been the National Vice-President of the Institute of Management Consultants of India and Chairman of its Delhi Chapter. He works 5 days a month on ‘pro bono’ basis for various NGOs and professional bodies.

Mr. Gaurav Mahendru was invited for a guest lecture at ABS. He comes with 16+ years of experience in managing Business Development Functions entailing Sales & Distribution channel management, Strategic business planning, Process and systems, Product Promotions, HNI client management, Growth initiatives, Marketing and Client Relationship Management, skilled in building organization and Team building. He has worked for top notched companies like Onida, Gillette, P&G and Biotique. He shared his experience on the tools of promotions, advertising, Public Relations, Sales & Marketing.

He claimed on the basis of his experience that marketing is the heart of all businesses and all other functions depend upon the same for keeping the business moving. It is a sales manager who plays a key role in the success and failure of an organization. He said attitude and personality plays an important role for any business and that is what helps an individual to grow.
His obsession with building conglomerates talks about his personality. A very charismatic, captivating, enchanting and fascinating individual, a Commerce Graduate and a Post Graduate in Management, he comes with 25 years of experience in multitasking and strategising and is possessed with an unbridled inner drive to do something out of the common.

He has successfully cofounded IRIS Corporate Solutions Private Limited, a new age of Human Resource Operations Solution & Services Provider. He takes care of charting the company’s course in customer relationship, program management and business development.

He shared amongst the students the appreciation of his work globally. He abounds in positive energy which is reflected in the chain of satisfied clients he has served in the realm of IT services, offshore engagement modelling, process engineering and setting up global delivery infrastructure.

He stands out as a serial entrepreneur and a global management professional who is in relentless pursuit of perfection. His contribution and the zeal towards perfection is being appreciated by the clients globally and definitely sets a platform for the young generation towards incorporating entrepreneurial skills. He has demonstrated his uncanny ability for zeroing in on the best-fit solutions across several client engagements.

Sanjay is passionate about what he does and is a master of the art in researching tailor made solutions.

Ms. Shukla Mistri is a very strong lady. She has 26 years of experience and is working with India Oil.

She has spent 8 Years in the Inspection Deptt, 12 Years in Engineering Services, 6 years in Projects. It was a pleasure having her at ABS and she has set a benchmark for all the people in the society. She talked about the power a woman has; all you need to realize is nothing is impossible. If you are determined, nothing can stop you to reach your goal.
At a very young age she was posted to various refineries across the nation. Haldia Refinery in West Bengal, Barauni Refinery in Bihar, Qatar Petroleum in Qatar and Panipat Refinery at Haryana. She is now at the Refinery Head Quarter at New Delhi. She has been the first women Inspection Engineer, women project engineer, first women to go on a deputation & has worked as an inspection engineer, which is even more difficult for a man to work. She has successfully proved her determination and fanaticism towards her goal. She has been the first women to receive the award from Honourable Minister of Petroleum, Shri Ram Nayak. The only woman Engineer who worked in night shifts including strike day to attend emergency duty as and when required.

She has been actively involved in publications of Technical 7 Nion Technical Publications at National 7 International Level. After achieving and proving her capabilities she has been offered with life time membership to the Institute of Engineers India and Indian Society of Non-Destructive Testing, National Association of Corrosion Engineers. USA.

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Dr. C V Ramanan has 33 years of experience in teaching, training and guiding individuals. He is a B.Tech., MBA and PhD in Vivek Management / Life Skills based on Indian Ethos. He has been the Director of a management institute for nearly a decade.

Blending modern thoughts and eternal values he enlightens the generation in a very distinct manner. He shared a wonderful relationship with his students based on love, affection, dignity and respect. This was reflected in his words, "I am committed to the welfare, development and happiness of students... I have lofty dreams and ideals for them. I am confident they will become leaders and nation builders of top quality..."

His powerful value-based philosophy and a wonderful pilgrimage of continuous learning and improvement for holistic happiness and success has emerged an eagerness amongst the students to believe in positivity and determination.
Dr. Ramanan is regularly invited as an Expert for selection of Faculty and Students and to evaluate Presentations and Articles by Institutions like Great Lakes, IIFT, FORE, IMI, BIMTECH, NDIM etc. In accumulation to his traits, he a prolific writer and in addition to articles on a variety of subjects, has written 6 books on Personal and Professional Excellence, the theme being - The Power to Enhance Our Lives...

Dr. Ramanan has conducted over 600 workshops on the values, importance and impact of life. He actively conducts TQP as a full-fledged subject in premier institutions like Great Lakes, IIT, FORE and IMM. He was recently honoured by a University and got the "Best Teacher, Trainer and Healer" award for his ability related to spirituality and values through his unique concept of Total Quality Person (TQP).

B. D. Nathani has 30 years of varied experience in Sales, Marketing and Retailing. His expertise & specialities are in Wholesale Business, Retail Business, Franchisee Business, Distribution Business, Advertising, Marketing and Brand Management and also specialises in Launching of New Brands.

Having hands on experience, he was appointed as sales & marketing consultant with ADIDAS & LIBERTY. He also ventured into Education Management and was the ADJUNCT FACULTY with top B Schools in town.

Mr. Nathani started his career in 1978 as Sales Executive and worked hard to finally achieve his ambition to become a C.E.O.
Sooner he was invited back to industry as Director – Marketing to re-launch LOTTO in 2011 and in 2012 he was designated as the C.E.O for Disney Footwear (G&D) in 2012.

Mr. Vikas Phogat
Head – Entry Product Line
SAFRON Group
Topic: Leadership
17th July 2014

He has 13+ years of experience in telecom industry, focusing on various value added services including m-commerce integration on the SIM cards. For last five years, he is extensively working in product management handling 2G GSM cards (Native and Java with browsers like WIB and Celltick), covering the entire globe for the group morpho e-documents. His main responsibility as a product manager is to understand the market and customer need to define a technical product. Maximizing margins is a regular affair by optimizing product mix and introduction of new hardware. He is a specialist in GSM, CDMA, 3G, Value Added Services, Product Management, PKI, M-Commerce, Mobile banking.

Mr. K. Bhushan
Head – Entry Product Line
SAFRON Group
Topic: Technology in advance learning
16th July 2014

He is an electronics engineer from Indian Institute of Science, Bangalore with Post Graduation in Management and with several years of experience in marketing, manufacturing & general management of businesses in Electronic components, Industrial & Digital Systems, Automation, Software and ITeS related services. He has Headed Premier National and Multinational corporations in India for around 30 years in the capacity of Chairman/Vice-Chairman/Managing Director and has established more than twelve projects in India with Foreign Collaborations with large reputed companies in U.S., Europe & Japan. Mr. Bhushan is currently Chairman of I.V. Communications Ltd. since 16th July, 2010.

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About GIMIC 2014:

India Vision 2020, is a practical perspective towards growth through an identification of potentials adding towards national development and anticipating challenges for accomplishment of the vision. India 2020 envisions our nation, emerging as a bustling combination of energy, entrepreneurship and innovation. With the focus on achieving the title of Silicon Valley of Asia, followed by the diversification from IT to biotechnology, medical science, widening the field of India’s international competitiveness and generating a large number of employment opportunities to the educated youth, the country also foresees to provide its people with better education and standard of living through productivity revolution in Indian agriculture sector, coupled with diversification towards commercial crops, agro-exports and massive strategic application, giving a fillip to the urban economy and the informal sector as well as rapid expansion of the service sector by 2020. Even the environmental issues remain a serious concern, to be taken care of by 2020 that call for strict enforcement of industrialization pollution control, emergence of Green concepts such as green marketing, waste management, harvesting management and many other critical issues to be attended.
Being the largest pool of young talent, managing and sustaining this young intellectual capital with improved quality of education, training & development, stabilized employment market is another most important goal to be achieved, for the growth and prosperity of nation’s economy. This young intellectual talent in return will be a profitable investment to the nation for emerging as one of the superpower nations with strong control over its trade, technological advancement, investment pattern & global market. Today the prevalent challenge drawing concern is chasing 2020 vision, in another five years ahead, with turbulent global issues seeking strategic vision. The current global scenario with radical changes is covered with major predicaments in almost all phases and fields from top to bottom, making the journey of accomplishing 2020 vision thorny.

The decade review, showcases all the momentous areas have shown palpable sign of moving toward crisis be it pattern of international trade, financial flux, cross border alliances and their issues, tariff barriers, talent acquisition and management, empowering education sector, managing industrial downturns, cheaper imports, technology advancement, global governance, foreign direct investment, ongoing issues pertaining to WTO & IMF and many more making this vision more turbulent to achieve.

Chase of 2020 Vision today calls for reinvention of business models, fostering innovation in business, encashment of opportunity over risk, catalyzing growth beyond core market, establishing India as a trusted global hub for services, building a pre eminent innovation hub, with the agenda of transforming business, transforming India. ABS Research & Development Cell organized its 2nd International Conference “GIMIC 2014”- Global Issues and Managerial Intervention to Chase – Vision 2020- “Global Strategic View” with an objective of providing cross-section platforms to experts involving academicians, practitioners, policy makers, research scholars and budding aspirants to put forth their strategic views to foster, chase toward 2020 vision more expedient. Our international conference intends to contribute towards strengthening of current global scenario with right managerial aptitude that can make this journey of accomplishment more stable.

The objectives of GIMIC 2014:

- To initiate innovative management models and insights to chase Vision 2020.
- To bring together researchers and practitioners from business communities and engage them in proactive cooperation
- To acknowledge purposeful issues through an interdisciplinary approach
- To encourage networking, exchange of experience and international cooperation between researchers

The conference had highly experienced industry professionals as speakers namely;

- Conference President: Dr. V. P. Singh, Executive Director & Chief Pupil, Devyani International Ltd. (RJ Corp)
- Distinguished Guest Speaker: Mr. Karan Chechi, Research Director, TechSci Research
- Key Note Speaker: Mr. Ashish Kundeshiya, Sr. Assistant Vice President, EXL Services
- Guest of Honor: Mr. AnshuTaneja, Associate Country Director, Vision Spring India
Guest Speaker: Dr. Srikant K. Panigrahi, Member – Board of Trustee, Indian Institute of Sustainable Development (IISD)

Guest Profile:

Dr. V. P. Singh, Executive Director & Chief Pupil, Devyani International Ltd. (RJ Corp)

Dr. Singh has been a leading human capital builder and leader in public and private sector entities for three decades. He has proven credentials in building people centric, customer focused and business driven organizations. Dr Singh has been a researcher, teacher and trainer in University of Pune and All India Management Association.

Dr Singh is part of human resources team at RJ Corp, which has brands like Pepsi, Pizza Hut, KFC, Costa Coffee, Cream Bell ice cream, Budweiser beer etc. In his current role, he guides leadership teams to enhance performance capabilities by coaching & mentoring with support of psychometric tests and other interventions. In addition to orthodox HR initiatives, he drives Balance Scorecard technology for enhancing organizational efficiency and effectiveness at Pizza Hut, KFC & Costa Coffee Business in India and Nigeria.

Dr Singh was also with Escorts Group (1993-2000), where he did pioneering work in domains of Assessment Center, Value Based Performance Culture, Performance Counseling, Leadership Practices, and Career Modeling. He had long innings in PSU’s such as Vishakhapatnam Steel Plant and Hindustan Copper Limited between 1982- 1993, where he managed employee relations as well as management development functions.

A post graduate from University of Calcutta with specialization in Business Laws, he has post graduate qualifications in Personnel Management from Punjabi University. He earned his doctoral degree from University of Pune, where he defended his dissertation on organization effectiveness (1977). He has been a Study Fellow, Department of Management Studies with University of Leeds (1985).

He has published 20 research and experiential papers and articles in leading management journals. He has keen interest in following domains: Vision & Mission Planning, Employee P&L, and Psychometric Testing & Indian Value Systems.
Dr. Singh is an Executive & Life Coach associated with International Coach Federation, USA & Member, Mentor Pool, Everwise, USA.

Mr. Anshu Taneja, Associate Country Director, Vision Spring India

Anshu Taneja is leading Vision Spring’s operations in India. Vision Spring’s mission is to provide affordable access to eyewear, everywhere. Mr. Taneja is an MBA from Said Business School, University of Oxford (United Kingdom), and a science graduate from St. Stephen’s College, University of Delhi. He has several years of experience working in the United Kingdom, Europe, and India, in a variety of roles ranging from general management to marketing and sales to strategy consulting. He has worked across several different sectors such as healthcare, FMCG, luxury, IT, social entrepreneurship, and others. He is passionate about leveraging business principles to maximize social impact. His hobbies include tennis, running, and travelling.

Mr. Ashish Kundeshiya, Sr. Assistant Vice President, EXL Services

Ashish Kudaisya is a senior assistant vice president with EXL services. He has over a decade of work experience in the offshoring industry with Genpact, across several international locations including New York, Chicago, London, Dubai, Melbourne, Dublin, among others. By education he is a Masters in Finance & Controllership (M.F.C) from the university of Delhi south campus, in addition to being a Chartered Property & Casualty Underwriter (C.P.C.U.) from the insurance institute of America. He is additionally a
certified six sigma black belt trainer and was working in a master black belt role in his recent assignment. He is also a certified DMAIC and Lean Trainer. He is also An Associate in Risk Management. He has held many Financial & Risk management profiles in Dubai, Re-engineering consultant at Merril Lynch, Financial Planning & Risk Management at Genpact, Mr. Ashish is a recipient of many prestigious awards like genpact BFSI Leadership award in 2013, Genpact Global Diamond Award in 2012, and an alumni of Genpact Gold Leadership Development programme.

Mr. Karan Chechi, Research Director, TechSci Research

Mr. Karan Chechi is a seasoned market research and consulting professional specializing in creative and innovative strategies and methods of new market penetration, new product development, and product introductions with over a decade of experience. This experience coupled with research and interfacing with customers, gives him the ability to spot new market and product opportunities for his clients. Mr. Chechi is an avid speaker in many conferences such as Asian Tyre and Rubber Conference, Cold Chain Industry Conference, India Food Processing Conference, Nanotechnology Awards and much more.

Dr. Srikant K. Panigrahi, Member – Board of Trustee, Indian Institute of Sustainable Development (IISD)

Dr. Panigrahi, has obtained his formal degree in Civil Engineering and then received other degrees in Environment Planning, Management & Business Administration from credible Universities of India and abroad including Technical University of Dresden (TUD), Germany and School of Planning & Architecture, New Delhi. He was also an UNEP/UNESCO Fellow, where he delivered Guest Lectures in five prestigious Universities of Europe at Hamburg, Dresden, Prague, Vienna and Zurich.

He has worked for several Organizations of national and international importance, especially with Government of India and the United Nations. In fact, he was the Member-Secretary of a prestigious Working Group at Planning Commission, to prepare the historic “National Action Plan for Operationalising Clean Development Mechanism (CDM) in India “,
Dr. Prafulla Panigrahi, known as the "Chief Architect of Indian Carbon Market," has been instrumental in the initiation of Kyoto in India, the entire UNFCCC CoP Process, Climate Change Negotiations and DNA formation and subsequently as its Member to implement the National Action Plan, which he formulated and Operationalized. CDM and it is only because of his personal pursuance and Leadership initiatives; India was first to start CDM, among developing World and could emerge as a Global CDM Leader.


He is the Member of many prestigious high powered committees of Government of India, including - National Strategic Knowledge, National Sustainable Habitat, National Water and other prestigious Missions on Climate Change at Indian Prime Minister’s Council. In addition, he was instrumental in the formulation of Tenth and Eleven Five Year Plan and also had played the Key role in Planning Commission in its’ implementation in Environment & Forest Sector of the nation. Dr. Panigrahi is now the national Vice-President Indian Society of Remote Sensing (ISRS) & Chairman, Delhi Chapter. He is a Fellow Members of Institute of Town Planner’s (India) & Institute of Engineer’s (India). In addition, He is in Governing Council of Solar Energy Society of India (SESI). He is the Director General, Carbon Minus India (CMI), New Delhi – the premier Organization, engaged in stabilizing Planet’s Climate and Member, Board of Trustees, Indian Institute of Sustainable Development (IISD), New Delhi.
Dr. Panigrahi was also awarded National Science Popularization Award by the Hon’able Prime Minister of India in 2004-05; for his extraordinary contribution and commitment to popularize Science among common mass. He has been working in the areas of Environment Protection, Energy Conservation and Sustainable Development for last more than 25 years.
Leadership & Entrepreneurial Aspiration Development (LEAD) - Program

*LEAD*, an initiative of ABS aims at developing & inculcating the leadership & entrepreneurship spirit among the young generation. Leadership & Entrepreneurship development is the need of the hour and a necessary tool for sustainable development, business growth, employment generation & empowerment. ABS – LEAD invites top industry professional wherein they share their valued experiences, guide students towards innovative thinking, benefits of new ventures, self-development and attributes for being an effective & efficient leader.

Mentioned highly intellect & experienced professional from industry supported the initiative and guided the young generation for being an effective professionals.

**Mr. Vijay Jasuja**
Chief Executive Officer
SBI Card & Payments Services Pvt. Ltd. (GE-SBI)
Friday, 9th January 2015

**Leadership**

Mr. Vijay Jasuja, an expert in banking industry with rich experience over three decades started his corporate journey with State Bank of India (SBI) in 1982. Over the years, he has handled several challenging assignments at India’s largest and
oldest bank including, General Manager, Hyderabad, General Manager (IBG), Mumbai, Country Head and CEO, Maldives and Regional Head, Sub Sahara Africa.

His session on Leadership was highly inspirational and motivational for the students. Sharing his corporate journey & experience he impressed upon taking risks and self-believing. Touching upon the basics, he suggested that one should have the critical analysis & good thought process before implementing his/her business plan or a policy. He further suggested younger generation to look for entrepreneurial ideas and become a source of employment rather than seeking employment. The two hours session was highly interactive wherein students asked questions related to business ideas, leadership and how an effective professional should be.
Mr. Dheeraj Kumar has 13 years of work experience with leading multinationals RBS, Genpact and Ernst & Young (E&Y) and has handled various national & international assignments in USA and India. Presently working as AVP – GTF Securitization Markets & International Business with Royal Bank of Scotland (RBS), he is a highly intellectual & experienced person known for his leadership style and effective professional working in multi cultured platforms.

He visited ABS on 28th November 2014 for a session on “Corporate Journey”. His session was enlightening & inspiring for students wherein he shared his experience working in multinationals in both domestic & international locations. He spoke about creating an efficient & effective team with multi cultured people, aligning the thought process to achieve the organizational goal and human resource management.

During the highly interactive Q & A session, students learnt about task planning & implementation, best leadership practices and career opportunities internationally.
4\textsuperscript{th} National CSR Debate Competition

on

“Whether The Companies Act 2013 will usher in Responsible Business Practices & enhance CSR?”

Organized by

GIZ Germany, Indian Institute of Corporate Affairs (IICA) & Business Community Foundation (BCF)

3\textsuperscript{rd} November 2014

Shivi Tripathi, student of PGDM 2013-15 batch participated in the 4\textsuperscript{th} National CSR Debate Competition organized by GIZ Germany, Indian Institute of Corporate Affairs (IICA) & Business Community Foundation (BCF) on 3\textsuperscript{rd} November 2014. The competition was held at India International Centre (IIC) wherein more than 20 college & universities students participated. She represented ABS for the motion on topic “Whether The Companies Act 2013 will usher in Responsible Business Practices & enhance CSR?

The jury members Ms. Deepa Menon (PVR), Justice Leila Seth, Mr. Ashok Bharati (Nacdor), Prof. Svétha Venkatesh (Deakin University) & Ms. Pushpa Sundar highly appreciated her efforts & contribution to the topic.
To ensure best exposure for students, they are regularly sent to participate in various national level workshops, conference & guest lectures. These events help students in networking, meeting the best industry professionals & gaining the updated knowledge, latest business trends and opportunities.

Interactive Session with

Padam Shri Prof. Anil Gupta
Professor IIM – Ahmedabad, Coordinator – SRISTI, Founder - Honey Bee Network, Executive Vice Chair - National Innovation Foundation at India International Centre (IIC) | 28th Nov 2014

ABS students attended an interactive talk on ‘Expansion of the global as well as the local space for grassroots innovators by ensuring them recognition, respect and reward’ with IIM-A Professor, Mr. Anil Gupta on Friday, 28th November 2014 at India International Centre (IIC). The session was highly thoughtful & innovative wherein Prof. Gupta encouraged students to look around for smaller problems and seek the best innovative idea to solve it. He shared various examples of how youngsters and people from small towns developed amazing technologies for solving the day-to-day basic problems of mankind with cost effectiveness and efficiency. He further requested academicians to include as many real life projects in the curriculum and establish an ‘Innovation Centre’ on campus. He also shared various innovators’ reward schemes announced by honorable President and Govt. of India. During his closing remarks, he advised the students to focus on experiential learning and creating a value from everything they learn and practice.
"The team behind India's historic Mission to Mars"
Asianites in discussion with scientists from ISRO for their success of MANGALYAAN
during the NDTV talk show

On 12th November 2014, students from ABS attended a live talk show of NDTV highlighting India’s pride since winning the race to mars", which was entitled as "The team behind India's historic Mars Mission".

Mr. Ravish Kumar, the anchor, congratulated the scientists from ISRO for their success of MANGALYAAN and appreciated all the team members for their immense contribution to the mission.

Our students were amazed to know that the cost of the mission was less in comparison to a Hollywood movie. In addition, they launched their latest book "Reaching the stars" which entails all the detailed information about their journey and the challenges faced by the team. These students were extremely inquisitive during the show and were enthusiastically involved. A zealous interactive session wrapped up the show.
Interactive Session
On
“Corporate Happiness”
With Dr Rekha Shetty, Founder, Mindspower Brand, and Managing Director, Farstar Distribution Network on Wednesday, 20th May 2015

National Leadership Conclave
“From Agenda To Action: Meeting New Expectations”
29-30 April, 2015 I Hotel Le Meridien, New Delhi

Interactive Session
on
"Building Multi-Cultural Organizations"
With Mr Matt Crabtree, Founder and Principal Partner, Positive Momentum and Mr Rajnish Virmani, Managing Partner India, Positive Momentum on Wednesday, 22nd April 2015

Interactive Session
on
“Dharma and Indian Leadership”
with Swami Bodhanandaji, an accomplished teacher of Vedanta, Yoga, meditation and Founder and Director, Sambodh Foundation on 27th March 2015

Interactive Session
on
“Creativity and Innovation in Organisations: An HR and Multi-Cultural Perspective”
With Prof (Dr) Ullrich Guenther, Professor of Organisational, Personnel and Cross-Cultural Psychology, Leuphana University, Lueneburg, Germany.
On 19th March 2015

Interactive Session
on
“Magic of Selling and Fulfill Your Dreams”
With Mr. Prabhat Chadha, Managing Director - Motivator
On Friday, 27th February 2015
Interactive Session
on
“Goal Setting to Goal Getting”
With A K Srivastava, Chief General Manager (Operations), MTNL.
On Monday, 29th December 2014

Interactive Session
on
“The Future of India and Technology”
With Mr. P K Agarwal, Chief Executive Officer, TiE Global as the Speaker and Mr P Balaji, Former Managing Director, Microsoft Devices Group
on 27th August 2015

Interactive Session
on
“Leadership 2020: Reinventing the Wheel”
With Ms. Nina Chatrath, Founder, Enhance Consulting and Former Partner, Heidrick & Struggles
On Monday, 30th June 2014

6th Innovation Practitioner’s Summit
‘Innovation Led Transformation’
Showcasing India’s Leading Breakthrough Innovations & Innovators in Manufacturing, Marketing, R&D, L&D and Environmentally Sustainable Solutions
19 March 2015, Sheraton Hotel, Saket, New Delhi

AIMA 4th World Marketing Congress
Theme: “The New Age Marketing Variables”
10th February 2015: Shangri-La - Eros Hotel, New Delhi
Interactive Session on “Strengthening Your Personal Brand”
With Mr. Rajiv Khurana, Founder CEO, The Personnel Lab.
On Friday, 31st October 2014

Interactive Session on “How to lead a powerful life & achieve your dreams”
With Dr Anil Sethi, Founder G K Group of Companies, Motivator, Transformation Guru and a Corporate Trainer.
Friday, 30th January 2015

Asianites with Prof (Dr) Ullrich Guenther, Professor of Organisational, Personnel and Cross-Cultural Psychology, Leuphana University, Lueneburg, Germany.
Under the Skill Development initiative, the students are regularly offered Short Selling Assignments (SSA), Short Paid Assignments (SPA) and Operational workouts. These are important activities wherein students get the real industry exposure, specialized and specific skill development, team building and organizing skills.

Following are the recent opportunities offered:

**Company: Google India**  
**Duration:** 8 weeks  
**Project:** Digital Marketing

Students got the opportunity to work with Google India. It was an 8 weeks project on digital marketing, SEOs, internet marketing and concept selling.

**Company: UAS International**  
**Duration:** 4 weeks  
**Project:** Marketing

Training on employment engagement, training initiatives, recruitment and employee retention.

**Company: JBM Group**  
**Duration:** 2 Weeks  
**Project:** HR – Employment Engagement & Skill Development

Exposure to the online market research tools, promoting WeChat and increasing the user of the application.
Company: Grasim Suiting  
Duration: 4 weeks  
Project: Marketing & Promotions  
Exposure to product knowledge, marketing skills and selling techniques.

Company: PHILIPS India Ltd.  
Duration: 12 weeks  
Project: Brand Positioning & Establishment  
Online marketing of products, identifying the right target audience, writing blogs and designing the online marketing plan.

Company: Bikanervala Foods Private Limited  
Duration: 2 weeks  
Project: Digital Marketing  
Online marketing of products, identifying the right target audience, writing blogs and designing the online marketing plan.

Company: Ernst & Young (E&Y)  
Duration: 8 weeks  
Project: Research  
Research, business proposal making, analysis and report generation.
A Workshop on
“Financial Education”
by
Securities and Exchange Board of India (SEBI)

A financial education workshop for Young Investors Group at Asian Business School was scheduled on Aug 29 2014 where approximately 100 participants were present. This workshop was headed by Mr. Mandeep Gupta, a Certified financial education trainer of Securities and Exchange Board of India (SEBI).

The workshop covered the following points:

- Awareness on the products available in stock market
- Why should one invest?
- How should one invest?
- Benefits of investing the Stock market
- Rights & obligation in securities market
- Procedure of investing
- Working of a terminal

ESTABLISHMENT OF SEBI: The Securities and Exchange Board of India was enacted on April 12, 1992 in accordance with the provisions of the Securities and Exchange Board of India Act, 1992.

PREAMBLE: The Preamble of the Securities and Exchange Board of India describes the basic functions of the Securities and Exchange Board of India as "...to protect the interests of investors in securities and to promote the development of, and to regulate the securities market and for matters connected therewith or incidental thereto”

This workshop was organized to spread basic financial awareness and financial planning among students, so that they can make sound financial decision once they start earning. He conveyed it to the students that most individuals will consider money as at least a portion of their recipe for success. Thus, learning practical money skills can prepare & help people towards living their dream. Mr. Mandeep gave live examples of investments and showed their website to make the students understand how exactly a terminal works, how quick the market crashes and how soon it falls. He shared everything related to understanding and studying a project thoroughly and then using it henceforth.
A Workshop on

“STOCK MIND”
by
ICICI Securities Ltd.

The students of Asian Business School were given an opportunity to participate in a workshop conducted by Ms. Malini Prasad & Mr. Sanjeev Chaudhary from ICICI Securities.

As a part of the initiative of ICICI Direct Centre for Financial Learning, STOCK MIND 3 conducted a contest for our students, to challenge the sharpest minds by offering them a platform to learn, compete and win exciting prizes. They were showed the live terminals and were taught how to invest in a particular stock. The students were not just provided with an insight into investment, but were also given a Virtual Amount to invest as per their understanding on the Live Virtual Terminal. 100 plus students participated from ABS. The contest was to identify and award the participant who understood the technicalities of investment and was able to yield maximum returns. Our students were awarded with certificates for their interest and proved to be the “Best Young Investors”.

Key highlights of the STOCK MIND Workshop:

- Discussion on ‘Importance of Stock Market for students’
- Virtual trading platform - a replica of ICICIdirect.com
- Almost live market feeds
- Risk-free trading with virtual money
- Exciting prizes at all levels
- Grand Prize of Rs. 1,00,000

How did the workshop help the students?

Develop critical skills: The workshop helped students develop valuable skills like critical thinking, risk taking, analyzing and decision making that go into the making of thorough professional.

Gain investment skills: The competition encouraged students to learn the nuances of the stock market by using virtual money in real market situations, thereby eliminating monetary risks.

About ICICI Group:

ICICI Bank is India's largest private sector bank with total assets of Rs. 5,946.42 billion (US$ 99 billion) at March 31, 2014 and profit after tax Rs. 98.10 billion (US$ 1,637 million) for the year ended March 31, 2014. ICICI Bank currently has a network of 4,050 Branches and 12,642 ATM's across India. ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial institution, and was its wholly-owned subsidiary. ICICI Bank is deeply engaged in human and economic development at the national level. The Bank works closely with ICICI Foundation across diverse sectors.
and programs ICICIdirect.com is a part of ICICI Securities and offers retail trading and investment services. Copyright© 2015. All rights Reserved. ICICI Securities Ltd. ®trademark registration in respect of the concerned mark has been applied for by ICICI Bank Limited.
A workshop was conducted on ‘Entrepreneurship Oriented Program (EOP)’ for students of ABS in order to create awareness amongst them about the option of setting up new small business enterprises. These Workshops envisage benefiting the students by educating about the option of starting a small business enterprise which may be a manufacturing or service oriented unit after they complete their education instead of looking for jobs.

About NSIC:
National Small Industries Corporation, is a Government of India Enterprise with the Ministry of Micro, Small & Medium Enterprises and has been working to fulfill its mission of promoting and fostering the growth of Micro & Small Enterprises in the country. NSIC has embarked upon creating self-employment opportunities by imparting training in entrepreneurship building and skill development to the unemployed who intend to set up their small enterprises or seek employment opportunities. For this purpose, NSIC is operating through its Technical Services Centers at various locations across the Country. NSIC has established innovative low-cost technology Incubators for Rapid Incubation for
Small Enterprise Establishment in India. The Incubators envisage transformation of an unemployed youth into budding entrepreneur in just three months’ time.
A workshop on “Employability Enhancement Training and FMCG Orientation” was organized at Asian Business School, conducted by The Catalyst, official recruiter of Colgate Palmolive in North India, on 13th and 14th of November 2014. The workshop, spread over two days, gave students a detailed insight on the topics like “Selection process in FMCG companies, competencies assessed, process followed”, “Introduction to sales career in FMCG, roles and responsibilities, typical day and month in the life of a TSI” and “Career growth in FMCG companies, expected salary and promotion, exit opportunities”.

The first day of the workshop was dedicated to “Practice Aptitude Tests”, “Practice GD sessions with FMCG related topics” and “Practice interview sessions with FMCG industry specific questions and ideal answers”. Day 2 was given to the “Orientation to the FMCG Industry”. The students were explained about the FMCG Industry, it’s Products, Distribution Network and the Retail Environment, along with the orientation to Sales Planning and Review and Infrastructure Management of the Industry.
Placements at ABS

ABS has marked its presence among the best industries and is known for its highly skilled and committed students. We are proud to mention that today, ABS is among the well-known education brands in the industry and is associated with leading organizations for placements, training & summer internship. The recruitment session 2015 has been excellent with 40% new recruiters from logistics, automobile, BFSI sectors were introduced. The class of PGDM 2013 has been well placed with excellent salary package even before the completion of their session in the month of July 2015.

TOP RECRUITER

- Dabur India Ltd.
- Trident Group
- Capitalvia Global Research Ltd.
- 99acres.com
- Smollan Group
- Dun & Bradstreet (D & B)
- DLF India Ltd.
- LAVA International Pvt. Ltd.
- Sheela Group (Sleepwell)
- Colgate Palmolive India
- LANCO
- PNB Housing Finance
- Citi Financials
- HDFC Bank
- Arise India Ltd.
- Asian Paints Ltd.
- Practo Technologies
- Axis Bank
- Indusind Bank
- CSC Ltd.
- Berger Paints
- Jaro Education Inc.
- Ameriprise Financials
- Zomato
- Nestle India
- Asahi Glass India Ltd.
- ICICI Securities Ltd.
- Honda Cars
- Godrej
- CoCubes.com
- UniCommerce
- Getit Stores India Pvt. Ltd.
- Copal Amba
- Puma
- SBI Cards & Payments Services Pvt. Ltd.
- TYBROS Infratech Pvt. Ltd.
- Housing.com
- Mahindra Finance
- Parle Products Pvt. Ltd.
Recruitment Partners

- HDFC Bank
- UAS International
- Team Computers
- Source Key media pvt ltd
- 3A Learning
- Denave
- Ambience Water
- Carte Blanche
- Stratbeans Consulting - HR
- Helping Docs
- ICICI Securities
- SSN Technologies
- Prione Business Services
- Cease Fire Industries Ltd.
- Arshiya Ltd.
- Floor and Furnishings (I) Pvt. Ltd
- iACT Global Education
- Shaadi.Com
- World Consulting & Research Corporation Ltd.
- India Info Line Ltd. (IIFL)
- Next Step Services
- Daffodills Software
- Uday Homes
- Home For Everyone
- AIETE
- Godrej
- ONICRA
- RV Management Services
- Carte Blanche Solutions Pvt. Ltd.
- IMPACT Research
- Investor Clinic
- RNA Life Sciences
- Alps Industries Ltd.
- XL Group
- Stratbeans Consulting
- Parle Agro Pvt. Ltd.
- Bajaj Capital Ltd.
- Arm Digital
- Mansukh Securities
- Vodafone
- Home Shop 18
- NJ India Invest
- Fidelity
- Spice Digital Ltd.
- Mastech
- Hi-Impact
- 99 Acres
- University 18
- Innovazion Research Pvt Ltd.
- Litchi Knowledge
- DLF Ltd.
- Xoriant
- Franchise India
- Matrix Cellular
- TechSci Research
- Info Edge Group
- The Chopras
- Reitzel
- India Bulls Distribution Services Pvt. Ltd.
- Alpha Photo Soft
- Edelweiss
- Avisso Technologies
- Smartican
- SMC Securities Ltd.
- Anchor
- HT MEDIA
- DainikJagran
- Helping Docs
- Finedge Advisory Pvt Ltd
- Citi Bank
- Carwale.com
- Beeta Tissues
- Chegg India
- Hero Electric
- Aptara Corp.
- AXIS APM India Pvt Ltd
- CSC India Pvt Ltd
- TDI International Pvt Ltd
- Da Milano
- Expertscan Consulting Pvt. Ltd.
- Barista Coffee Company Ltd
- Raj Nakra Associates
- Yes bank
- Quatrro Global Services
- GE & SBI Cards
- Housing.com
- Insight Alpha
- Unnati Fortune Group
- Yes bank
- A N Humanage Manpower Services Pvt Ltd
- Copal Amba
- AskMe.Amba
- Genesis Burson-Marsteller
- UNICOMMERCE
- Arise India Ltd
- Vishal Video Appliance Pvt Ltd
- Investeurs Consulting Pvt. Ltd
- Mahindra Finance
- First Cry
- Cosmic Structures Ltd.
- EduPristine
- Airtel
- Sparrow Interactive
- Naukri.com
- PropTiger
Campus Recruitment Drives (Placement Session 2014-15)

99acres.com (Info Edge India group) | 18th November 2014

Automotive Exchange Private Limited (Carwale) | 17th February 2015

Ceasefire Industries Ltd. | 26th December 2014
CoCubes.com | 21st March 2015

Expertscan Consulting Pvt. Ltd. | 12th March 2015

Finedge Advisory Pvt. Ltd. | 17th December 2014
Outlook Publishing (India) Pvt. Ltd. | 20th March 2015

Prione Business Service Pvt. Ltd (Amazon Affiliate) | 5th January 2015
Motion Punch Studios Pvt. Ltd. (Smartican) | 29th December 2014

Smollan Group | 31st March 2015

UAS International | 17th February 2015
Vision Spring India | 13th March 2014

Corporate Events @ ABS
Asian Business School achieved stellar placements for the batch of 2013-15. The batch comprises of 104 students of PGDM specialized in Marketing, Finance, HRM & IT and was presented to 141 potential recruiters of various sectors that recognized & appreciated the ABS talent during the recruitment session 2015.

Major recruiters for the batch:

Marketing & Operations:

Consulting/Research/HRM:
Some of the top consulting including S & P Capital IQ, ONICRA Credit Rating, IMRB, Impact Research, Ernst & Young, BMR Advisors, Aptara Corp., Aon Hewitt, Newton Consulting, Innovazion Research, TechSci Research, KPMG, CapitalVia Global Research Ltd, Prione Business Services, Insight Alpha Research, Maven Workforce, IKYA Consulting, Carte Blanche and few more offered Analyst & Research Associate profile for all specialization students.

Banking & Financial Services:
The students picked up the offer from leading financial institution wherein following know financial companies offered placement opportunities like Mansukh Securities, SMC Global Securities Ltd., CITI Financials, HDFC Bank, Axis Bank, Indusind Bank, ICICI Securities, XL Group, Yes Bank, GE – SBI, Quattro Global Services, Mahindra Finance, Muthoot Finance, PNB Housing Finance, Zorient, Edeilweiss Financial Services, Ameriprise Financials, Bajaj Capital, XL Dynamics, Fidelity and few more offered profiles of Business Development, Assistant Manager – FDOs & Financial Advisors.

IT/iTesi.com:
Companies such as HCL Technologies Ltd., Daffodils Software Ltd, askme.com, carwale.com, Unicommerce, Zomato, Housing.com, PSPL Ltd., Smarticans, 99acres.com, Team Computers, shiksha.com, naukri.com & SSP Technologies offered digital marketing, business development, operations & HR profile to marketing & HRM specialization students.

Realestate/Logistics/Manufacturing & others:
Trident Group, Sheel Group(Sleepwell), Denave, Investor Clinic, Cosmic Structures Ltd., TYBROS, Arshiya Group, OM Logistics, Varuna Logistics are few leading organizations of this sector offered Business Development, Logistics, Supply Chain and Operations profile.
Sector wise placement opportunities:

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<th>Sector</th>
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<td>Services/ Media &amp; Advertising</td>
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<tr>
<td>Telecom</td>
<td>5</td>
</tr>
<tr>
<td>Realestate/ Logistics</td>
<td>15</td>
</tr>
<tr>
<td>IT/iTesi/Tes/dotcom</td>
<td>20</td>
</tr>
<tr>
<td>Research &amp; Consulting</td>
<td>25</td>
</tr>
<tr>
<td>FMCG &amp; CD</td>
<td>30</td>
</tr>
<tr>
<td>Banking &amp; Financial Service</td>
<td>35</td>
</tr>
<tr>
<td>Automobile &amp; Manufacturing</td>
<td>40</td>
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</tbody>
</table>

Nature of Job:

<table>
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<tbody>
<tr>
<td>HR &amp; Others</td>
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<tr>
<td>Finance</td>
<td>30</td>
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<tr>
<td>Operations</td>
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<tr>
<td>Marketing</td>
<td>70</td>
</tr>
<tr>
<td>Consulting</td>
<td>30</td>
</tr>
</tbody>
</table>
Placement Record – PGDM 2013 Batch

Aamir Khan
SBI Cards & Payments Services Pvt. Ltd.
Associate - Customer Service

Aashika Srivastava
Getit Stores Pvt. Ltd. (AskmeBazaar.Com)
Management Trainee - Operations

Ajeet Kumar
Matrix Cellular International Services Ltd.
Executive

Ajay Kumar Mahto
ICICI Securities Ltd.
Management Trainee

Ajay Singh
SBI Cards & Payments Services Pvt. Ltd.
Associate - Customer Service

Akash
Alps Industries Ltd.
Sales Trainee

Akash Puri
Ceasefire Industries Ltd.
Management Trainee

Anant Saini
SBI Cards & Payments Services Pvt. Ltd.
Associate - Customer Service

Anirban Nag
Ceasefire Industries Ltd.
Management Trainee

Ankit Garg
Spice Digital Ltd.
Management Trainee
Ankur Chawla  
Edelweiss Financial Services Ltd.  
Jr. Associate

Ankur Kumar  
SBI Cards & Payments Services Pvt. Ltd.  
Executive - Operation Monitoring

Ankur Chawla  
IndusInd Bank  
Management Trainee

Anoop Ratan Shukla  
DLF Ltd.  
Sales & Marketing Executive

Arohi Srivastava  
Capital Via Global Research Ltd.  
Executive Trainee

Arun Pandey  
STI Apparel Automation (P) Ltd.  
Manager Business Development

Avinash Sharma  
Axis Bank  
Assistant Manager – FDO

Ayudh Gupta  
Arise India Ltd.  
Marketing Executive

Asian Business School (ABS) | Corporate Interface – Vol. 3
K. Abinaya
SMOLLAN Group
Management Trainee

Kiranmoy Guha Sarkar
ICICI Securities Ltd.
Management Trainee

Babita Aggarwal
Onicra Credit Rating
Agency of India Ltd.
Executive - EBS Ops

Magandeep Singh
Getit Stores Pvt. Ltd. (AskmeBazaar.Com)
Management Trainee - Operations

Manish Kumar
SBI Cards & Payments
Services Pvt. Ltd.
Associate - Customer Service

Mayank Sharma
ICICI Securities Ltd.
Management Trainee

Md. Saad
Indiabulls Securities Ltd.
Associate Manager - Sales

Md. Sabaudin
Dainik Jagran
Marketing Executive

Md. Noorul Imam
Getit Stores Pvt. Ltd. (AskmeBazaar.Com)
Management Trainee - Operations

Md. Ammar Zaeem
Hero Electric Pvt. Ltd.
Management Trainee
Mohit Dixit
Edelweiss Financial Services Ltd.
Advisor - Equity

Mukul Gupta
Just Dial Ltd.
Ambassador - Sales & Marketing

Nidhi Singh
Automotive Exchange Pvt. Ltd.
(Carwale.Com)
Management Trainee

Deepak Kumar
Just Dial Ltd.
Ambassador - Sales & Marketing

Niladri Bagchi
Spice Digital Ltd.
Management Trainee

Nishant Goyal
ICICI Securities Ltd.
Management Trainee

Nitin Singh
Getit Stores Pvt. Ltd.
(AskmeBazaar.Com)
Management Trainee - Operations

Pankaj Kumar
Getit Stores Pvt. Ltd.
(AskmeBazaar.Com)
Management Trainee - Operations

Pankaj Yadav
Automotive Exchange Pvt. Ltd.
(Carwale.Com)
Management Trainee

Pragati Singh
SMOLLAN Group
Management Trainee
Raibul Khan  
Arise India Ltd.  
Sales Executive

Rohit Kumar  
Matrix Cellular  
International Services Ltd.  
Executive

Sagar Charaya  
Vishal Video & Appliances Pvt. Ltd.  
Area Sales Manager

Samima Khatun  
Capital Via Global Research Ltd.  
Executive Trainee

Himanshu Sharma  
Maven Workforce  
Team Member- Talent Acquisition

Jit Basak  
FirstCry.Com  
Business Development Manager

Sandeep Kr. Patel  
Axis Bank  
Assistant Manager – FDO

Saurabh Khuswaha  
Edelweiss Financial Services Ltd.  
Jr. Associate

Shahdab Akhtar  
SBI Cards & Payments Services Pvt. Ltd.  
Associate – Customer Service

Shakeel Ahmed  
Dainik Jagran  
Marketing Executive
Shibu Varghese  
Automotive Exchange Pvt. Ltd.  
(Instawale.Com) Management Trainee

Prabhat Ranjan  
AIRWIL Group  
Management Trainee

Shilpi Garg  
Getit Stores Pvt. Ltd.  
(AskmeBazaar.Com)  
HR - Operations

Shubham Singh  
99Acres.Com  
Sr. Executive - Corporate Sales

Shubrajit Saha  
Hero Electric Pvt. Ltd.  
Management Trainee

Sonu Verma  
IndusInd Bank  
Management Trainee

Kasturi Paul  
Paul & Co.  
Management Trainee

Sukriti Bhattacharyya  
Ceasefire Industries Ltd.  
Management Trainee

Suchismita Das  
Axis Bank  
Assistant Manager – FDO

Surbhi Khanna  
Franchise India Brands Ltd.  
Management Trainee
Summer Internship Program (SIP)

Summer Internships are an integral part of the education imparted at Asian Business School (ABS). This is serious business. The students work on highly result oriented projects & assignments during their internships. The outcome could mean a career with the company and very valuable lessons on a working life which helps them become successful professionally in their respective field/sector.

Internships for students start at the end of Year 1 (around May) for 6 to 8 weeks.

Objectives of Summer Internships:

- Students who have no prior work experience get exposure to corporate life as they work on live projects, meet real life challenges & realize where their interests lie, which sector is best suited to them and where they would like to begin their career

- For students with prior work experience, the Summer Internship Program is an opportunity to gain exposure to different industries, new companies and diverse functions

- Provide an opportunity for both the student and the company to decide on mutual compatibility. Very often, companies offer pre placement offers to student interns, impressed with their performance.

A well structured & highly monitored summer internship program at ABS is designed to ensure best industry interaction & learning for students. The students are offered companies basis projects and key learning areas offered. The students are expected to maintain high standard discipline & performance during the course of internship. The successful internship is considered only if student meets the minimum 80% working days attendance and above 90% industry feedback.

The one-to-one faculty mentorship program is effective as it continuously monitors the student’s performance over the weeks, quality of work done, project/assignment offered, analyzing the key learning for the work allotted and timely preparation of SIP project report. It’s not only about monitoring students but also to guide them during internship, helping in understanding the task, planning & implementation to achieve the desired objective. The SIP-Faculty Internship has helped students in building confidence, discipline, meeting the industry expectations and successful completion of training. The CRC department also arranges fortnightly meeting of college & industry mentors for the better understanding of an individual student’s performance.
Summer Internship Program: Batch-PGDM 2014-16
(4th May – 4th July 2015)
STUDENT PLACED FOR SUMMER INTERNSHIP IN FOLLOWING COMPANIES
Abhineet Sharma  
Specialization: Marketing

Akshay Kanojia  
Specialization: HRM

Adesh Kumar  
Specialization: Marketing

Aishwarya Raj  
Specialization: Marketing

Akanksha Gupta  
Specialization: Finance

Akashdeep  
Specialization: Finance

Akhtar Imam  
Specialization: Marketing

Akshay Pal  
Specialization: Marketing

Akshay Rai  
Specialization: Marketing

Alex Joseph  
Specialization: Marketing
Ankita Singh  
Specialization: HRM

Ankur Dikshit  
Specialization: Marketing

Anmol Rai  
Specialization: Finance

Anmol Sinha  
Specialization: Marketing

Anshul Gandhi  
Specialization: Marketing

Archana Sinha  
Specialization: HRM

Aritra Roy  
Specialization: Marketing

Arun Kumar Poddar  
Specialization: Marketing

Arvind  
Specialization: Marketing

Asfar Hussain Siddiqui  
Specialization: Finance
Arman Ahmed
Specialization: Marketing

Atrish Mudgal
Specialization: Marketing

Bandita Saha
Specialization: Marketing

Budhisatyar Bhatcharjee
Specialization: Marketing

Chetna Baweja
Specialization: Marketing

Chirag Bhatia
Specialization: Finance

Deepak Kumar Mukharji
Specialization: Marketing

Deepak Sekhri
Specialization: Marketing

Deepender Siwach
Specialization: Marketing

Deepika Singh
Specialization: HRM
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<tr>
<td>Puja Sinha</td>
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<td>Rajat</td>
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<td>IDBI Federal Life Insurance Co Ltd</td>
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<tr>
<td>Rajul Gaikwad</td>
<td>Finance</td>
<td>Bajaj FinServ Limited</td>
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<td>Rishabh Yadav</td>
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<td>Rohit Yadav</td>
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<td>RSPL</td>
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<tr>
<td>Ruby Shukla</td>
<td>Marketing</td>
<td>Motrix</td>
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</table>
Rupsha Mitra  
Specialization: Marketing

Sachin Kumar  
Specialization: Marketing

Sachit Yadav  
Specialization: Marketing

Sargun  
Specialization: Marketing

Sayantan Dasgupta  
Specialization: Marketing

Shamim Ahmed Khan  
Specialization: Marketing

Shelly Saini  
Specialization: Marketing

Shibam Sarkar  
Specialization: Marketing

Sheikh Rehan Ahmed  
Specialization: Marketing

Shivam Wadhwa  
Specialization: Finance
Shivangi Singh
Specialization: HRM

Shraddha Khattri
Specialization: Finance

Shubham Sinha
Specialization: Finance

Simran Cheema
Specialization: HRM

Shivani Pathak
Specialization: HRM

Shreya Chaurasia
Specialization: Finance

Siddhartha Singh Sisodia
Specialization: Marketing

Sobhan Chakraborty
Specialization: Marketing

Sonali Khuntia
Specialization: Finance

Stuti Sinha
Specialization: Marketing
<table>
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<td>Sunil Kumar Vishwakarma</td>
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<td>Tushali Ranjan</td>
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<td>Tushar Dey</td>
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<td>Twinkle Divyant</td>
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<tr>
<td>Pummy Wadhawan</td>
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<td>Vipul Mathur</td>
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<td>Vandana Hari</td>
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<tr>
<td>Name</td>
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<tr>
<td>Abhishek Gupta</td>
<td>Marketing</td>
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<tr>
<td>Aman Dhankhar</td>
<td>HRM</td>
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<tr>
<td>Ashish Kaushik</td>
<td>HRM</td>
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<tr>
<td>Bharamdatt Nayak</td>
<td>Marketing</td>
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<tr>
<td>Drimit Chakraborty</td>
<td>HRM</td>
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<td>Priti Bhagat</td>
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<td>Shahnawaz</td>
<td>Marketing</td>
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<td>Sneha Bose</td>
<td>Finance</td>
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<tr>
<td>Utkarsh Kumar</td>
<td>HRM</td>
</tr>
<tr>
<td>Vaibhav Shukla</td>
<td>Marketing</td>
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</table>
Some of the best performers of Summer Internship Program 2014

Company: ICICI Securities Ltd.
Nishant Goyal, PGDM 2013-15 Batch
Over achieved his target by 150% and awarded with cash prize by the company.
Offered pre-placement offer from the company.

Company: SMC Global Securities Pvt. Ltd.
Priya Tiwari, PGDM 2013-15 Batch
Recognized as one the most sincere & dedicated intern who completed all the assignments allocated on time with good professionalism.

Company: Pulp Strategy Communications Pvt. Ltd.
Japneet Khurana, PGDM 2013-15 Batch
Offered pre-placement offer & highly appreciated for her creative marketing skills & research methods. Successfully complete the project assigned for some very important clients of company like PHILIPS, DELL, DAWAT Rice etc.

Company: Insight Alpha Research Pvt. Ltd.
Magandeep Singh, PGDM 2013-15 Batch
Appreciated for his discipline, quality of work, client interaction, business development skills and overall professionalism during training.
"Joining Asian Business School has turned out to be the best decision of my life. I have not only learned here the basics of corporate culture and professionalism but also developed an insight into my inner self. I am, from the bottom of my heart, thankful to the institute, the faculty and my friends at Asian Business School for bringing out the best in me. Being placed as a Senior Executive (corporate sales) in 99acres.com has been a wonderful experience for me. And I hope in the future, there will be much more from my side of which my alma mater would be proud of."

Shubham Singh, Sr. Executive – Corporate Sales, 99acres.com

Any student joining an MBA program has a main concern for corporate life. So while joining ABS I had these thoughts too. But my worries were put to rest. I got everything I wanted from corporate visits to companies like Yalkult, Parle, Honda, Relaxo. The experiences were amazing, learnt from the inside people themselves. Overall the experience at ABS is great from these visits to in-house activities will boost up your confidence and give every a chance to grow and excel. There is no limit to learning and you will get support from everyone here.

Surbhi Khanna, Management Trainee, Franchise India Brands Ltd.

Like any other student, I also had a lot of queries in mind regarding my future. When I joined ABS, all my worries and questions were clarified and my doubts put to rest. With an extensive program which combines theoretical learning with practical exposure, I was able to maximize my learning not just from the lectures, but through Industry Visits, Live projects and summer internship programs.

Overall the experience at ABS was great. From the visits to in-house activities, they all gave me an avenue to grow and boost my confidence and gave me an opportunity to excel. There is no limit to learning and you will get support from everyone here.

Hemnisha Singh, Management Trainee, Franchise India Brands Ltd.

ABS- Whenever I hear this name it is not the words but the feelings that come into play. Like our parents teach us to walk, eat & talk, the same ways ABS taught us to learn, explore and grow. ABS has the power to absorb us in its culture and train us as a corporate professional by giving us the best of environment, faculty, mentors, industry visits, expert lectures, internship and finally the placements. At ABS, we learn the true meaning of the word enjoyment which we inculcate in everything we do; be it celebration or hard core tasks. Proud to be a part of ABS family.

Japneet Khurana, Manager – Operations, Askme.com
'Whatever happens happens for a reason'- I actually had no idea about ABS till I came here and started with my course. The year 2014 has been a milestone for my career and my overall personality development. The CRC department, the best faculties, guest lectures by eminent speakers, industrial visits, fresher, Athleema, Saturday activities etc have turned me into a true professional. I truly thank God, my parents and also ABS for giving me this privilege to study in one of the top college of Delhi NCR., getting so much exposure and being already placed in IDBI FEDERAL LIFE INSURANCE LTD. for my summer internship. I am also eagerly looking forward for the London trip to Oxford Business School after two years.

Rupsha Mitra

"Dreamz of a Distant Future! " and Yes, the Dream has come true after coming to Asian Business School. The faculties here impart holistic knowledge and help you in grooming your personality. The Practical Sessions, Workshops, Guest lectures and Industrial Visits helped me to enhance my practical knowledge. The Live Project in Newton Consulting enhanced my practical experience and have come across the various aspects of Market. Thanks to CRC Department for giving me this opportunity for my Career development.

Parthvi Upadhyay

ABS has given me an opportunity to understand my strength and weakness and get to know for which kind of work I am best suited. Great support and individual attention given to every student, CRC department and management work hard for students so that they can get as much as possible industries experience i.e. by live projects, industrial visit, seminar etc .Environment is so friendly that I didn't feel like a stranger even for a day. I am thankful that I am a part of ABS.

Deepak Sekhri

In ABS I started my journey towards my career development and to am getting prepared for corporate life. The support which I got from my faculty members and mentor has helped in my overall grooming and realizing my potential. The CRC department provides a mix blend of corporate exposure by arranging industrial visits, seminars & guest lecturers which help me a lot in developing soft skills. I am proud to be a part of this institution and to be called an “ASIANITE”.

Akshay Pal
Alumni Speak

**AWANTIKA TIWARI, PGDM 2012-14**

ABS has given me much more than just a qualification; it has given me learning, exposure and experience not only in academics but also in my professional career. It has given me innumerable memories which I shall cherish forever. ABS has provided us many opportunities to explore our capabilities and apply them in the right direction. It has been a fun filled two year journey with ABS which will last with me forever and make a better person day-by-day. Thank you ABS.

**DEEPAK ARORA, PGDM 2012-14**

ABS(Assian Business School) or which can also be referred to always AT BEST STAGE/SERVICE(ABS), provided me a multi-dimensional support. Not only have they equipped me with knowledge, personality development and analytical thinking but have given me a new way to live life and contribute to economy, where I have got immense opportunities to prove ABS at international platforms at JAPAN AND UK and is currently working with AXIS BANK, US EMBASSY, NEW DELHI, held responsible to provide financial solutions at diplomatic mission.

**PULKIT CHOUDHARY, PGDM 2012-14**

"Asian Business school prepared me not only to compete but also be in the right place at right time "!

I’m convinced that a PGDM today can be extremely helpful, especially one received from a good school like ABS. A college education provides you with the basic skills to be employable. However, to grow further in your domain specialized learning and exposure while pursuing a PGDM can create a huge impact.

“As a management professional who has chosen to pursue PGDM at Asian business school, I find that it is truly rewarding to be back in the classroom with a diverse set of peers who enrich the learning experience. The course is delivered by very accomplished faculty – many of them world class. A truly life-challenging experience!”
"Students at ABS are well groomed. I liked the course structure wherein students get multiple industrial trainings and the effect/ improvement of same can been seen during the interviews. It was a good experience recruiting at ABS. I wish ABS & its students a great future ahead."

Kapil Sharma, Manager – HR, ICICI Securities Ltd.

ABS students definitely have the skill set & knowledge we look at in our talent pool. We are happy to take students on board and looking forward for same quality during future recruitment drives as well.

Sakshi Mathur, Talent Acquisition – Campus Hiring, AXIS Bank

It was as absolute pleasure to come to your college and meet your students. I was very impressed with the sharp & bright students that we met. I wish each one of them all the very best for their future. Looking forward to coming here again.

B. Sanjeev Kumar, Head – Online Trading Business Development, SMC Global Securities Ltd.

Good infrastructure, good facilities to students, we can say better opportunity for them here, good in communication.

SriramIyer, Manager – HR, Hindustan Field Services Pvt. Ltd. (Joint Venture of Global Smollan Holding & Hindustan Unilever Ltd.)

Quality of students was good; it was great interacting with them. Thanks for the support and the hospitality.

Javed Khan, Vice President – Marketing, Ceasefire Industries Ltd.

Would like to thanks ABS management for its excellent hospitality, it was a good experience hiring ABS students. I wish the students and institute a bright future ahead.

Ajay Kumar Singh, Deputy Manager, Outlook Publishing India Pvt. Ltd.
International Initiatives

Students Exchange Program with

Oxford Business College

19th August 2014

A group of students from Oxford Business College (OBC), Oxford visited ABS on 19th August 2014 towards student exchange program. It was an excellent opportunity for ABS & OBC students to interact and understand the cross cultural education system, research initiatives and career opportunities. The event was well planned with faculty lecture, management games and student interaction.