

ASIAN BUSINESS SCHOOL

2 Year
POST GRADUATE DIPLOMA
IN MANAGEMENT

ANNUAL REPORT

2022-23

ASIAN BUSINESS SCHOOL OVERVIEW



Asian Business School is an institute of academic excellence and one of the few institutes having an AICTE approved PGDM which is accredited by National Board of Accreditation and granted equivalence to MBA degree by AIU (Association of Indian Universities). Our programs are purposeful and professionally oriented and 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 in the form 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. Asian Business School was 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. It may be added that Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses. ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic approach to identify problems and finding their solutions using analytical, problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner. Asian Business School also prepares its students to pursue opportunities for doing business with optimum utilization of available resources. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship among its students. Personality development, physical fitness, personal grooming and training in communication skills are an integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self confidence.

ASIAN BUSINESS SCHOOL OVERVIEW



VISION

GROWTH WITH EDUCATION

MISSION

The mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast-changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of students into managerial competence, required in today's competitive environment.

We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.

PROGRAM EDUCATIONAL OUTCOMES

PEO 1: Provide students with attitude and aptitude to identify, analyze and develop business opportunities as well as solve business problems

PEO 2: Develop the ability in students for strategic planning, leadership and team building across borders and cultures

PEO 3: Instill and hone the skills in students by knowledge transfer with a practical approach for making them competent management professionals through application of the acquired knowledge and skills

PEO 4: Develop the written and oral communication competencies of students to enhance managerial effectiveness

PEO 5: Enhance students' appreciation of the values of social responsibility, legal and ethical principles and corporate governance as a global citizen

PEO 6: Equip students with the necessary attitude and ability to adapt to dynamic business environment and the rapid changes in it due to technological advancements

PEO 7: Develop students into individuals of strong character with mental and emotional resilience towards situations of crisis and stress so as to make them emerge as agile leaders with ability of bringing about transformation and positive change

BOARD OF GOVERNORS



DR. SANDEEP MARWAH

PRESIDENT - ASIAN EDUCATION GROUP



AKSHAY MARWAH

CHIEF EXECUTIVE OFFICER,
ASIAN EDUCATION GROUP



MOHIT MARWAH

MANAGING DIRECTOR,
ASIAN EDUCATION GROUP



**DR. LALITYA VIR
SRIVASTAVA**

DIRECTOR, ASIAN BUSINESS SCHOOL



**DR. SAURABH
SHARMA**

DIRECTOR, ASIAN EDUCATION GROUP



**DR. GURDEEP SINGH
RAINA**

DIRECTOR, ASIAN EDUCATION GROUP

Dr. Lalitya Vir Srivastava

Director

Asian Business School, Noida



It gives me immense pleasure to present the Director's Annual Report for the academic year 2022–2023 of Asian Business School, Noida. This year has been marked by resilience, innovation, and a steadfast pursuit of academic excellence. Our institution remains deeply committed to nurturing future business leaders equipped with a global perspective, strong ethical values, and an entrepreneurial mindset.

The academic progress this year has been commendable. Our students have consistently performed well in their examinations, a reflection of their dedication and the academic rigor maintained by our faculty. The curriculum has been further enriched through the integration of industry-relevant modules, globally recognized certifications, and skill-building workshops, all designed to align with the evolving demands of the corporate world.

Despite the shifting dynamics in the job market, our Placement Cell has worked tirelessly to ensure excellent outcomes for our students. I am proud to report that the highest package offered this year was INR 10 LPA, with an average package of INR 6.86 LPA. Esteemed recruiters such as Deloitte, EY, HDFC Bank, KPMG, and Decathlon were among the many who extended opportunities to our students. Additionally, students secured internships with reputed organizations, gaining valuable hands-on experience and practical insights into real-world business operations.

Our commitment to industry engagement remained strong, with over 15 guest lectures and panel discussions hosted throughout the year. Flagship events such as the HR Conclave and the Lead Lecture Series brought in seasoned industry professionals, offering students a deeper understanding of contemporary business challenges and leadership practices.

Entrepreneurial development continues to be a cornerstone of our academic ecosystem. Through the Entrepreneurship Development & Incubation Centre, students were actively encouraged to conceptualize and develop their own start-up ideas. Notably, the YAETY 2025 competition witnessed a record number of participants, advancing to the semi-final stage to compete for a seed funding opportunity of Rs. 5,00,000—a testament to the innovative spirit fostered on our campus.

Our faculty members have made significant strides in academic research and professional development. They have published research papers in several national and international peer-reviewed journals and participated in Faculty Development Programs (FDPs) and conferences. Many were also invited to share their expertise as speakers and panelists at various academic and industry forums, enhancing the institution's academic reputation.

Student life at ABS remained vibrant and holistic, reflecting active engagement across a spectrum of initiatives. The year saw enthusiastic participation in cultural festivals, sports meets, and inter-college management competitions, all of which contributed to the all-round development of our students. Social responsibility was promoted through community outreach initiatives under our ABS CSR programs, while leadership and collaboration were strengthened through participation in various student-led clubs and committees, including the Marketing Club, Finance Club, HR Club, and others.

As we look ahead, Asian Business School reaffirms its commitment to academic innovation, global exposure, and the development of socially responsible, industry-ready professionals. Our focus will continue to be on strengthening our curriculum, expanding international collaborations, and driving excellence in research, innovation, and experiential learning.

In conclusion, I extend my sincere gratitude to the management, faculty, administrative staff, students, alumni, and parents for their unwavering support, dedication, and belief in our shared vision. Together, we continue to raise the bar in business education and remain dedicated to shaping future leaders who will make meaningful contributions to society and the corporate world.

Let us move forward into the coming academic year with renewed energy, purpose, and a collective commitment to excellence.

STUDENT ACCOLADES

PARTICIPATION AND PRIZES WON IN EXTERNAL EVENTS

External Competition Participation List					
S.No.	Name of the Student	Event	Position	Organised By	Date
01.	Utkarsh	Case Folio Competition	3rd	GIBS	17th Nov 22
	Harsh				
	Pranjali				
02.	Himanshi Pandey	Marketing Case Study Competition	6th	MDI, Gurgaon	3rd Feb 23
	Gautam Sharma				
	Jasmine Sa				
03.	Shariq Hasan Khan	HR quiz	Participation	MDI, Gurgaon	3rd Feb 23
	Khushi Jain				
04.	Himanshi Pandey	Marketing Case Competition	I Position, Cash prize 15000/-	Great Lakes Institute of Management, Gurgaon	24th Jan 23
	Gautam Sharma				
	Jasmine Sa				
05.	Himanshi Pandey	Finance case Competition	III Position, Cash prize 8000/-	Great Lakes Institute of Management, Gurgaon	24th Jan 23
	Gautam Sharma				
	Jasmine Sa				
06.	Himanshi Pandey	HR Case Competition	Participation	Great Lakes Institute of Management, Gurgaon	24th Jan 23
	Gautam Sharma				
	Jasmine Sa				
07.	Utkarsh	Finance case Competition	Participation	Great Lakes Institute of Management, Gurgaon	24th Jan 23
	Anushka Agarwal				
	Nikhil Chaudhary				
08.	Anmol Jaiswal	Cheq Digital Payment Utsav	Participation	Cheq	9th Feb 23
	Khushi Jain				
	Shariq Hasan Khan				
	Pritam Goswami				
	Simran Virmani				
	Shalu Kumara				
	Puja Singh				
	Siddhant Kumar				
	Mahima Jhamb				
	Mohini Chauhan				
09.	Debangshu Guha	Insta Story Telling Competition	1st Cash Prize 2500/-	Manav Rachna University	30th March 2023
	Gaurav Shahi				
10.	Debangshu Guha	Smart IDEathon	Participation	Manav Rachna Univaersity	26th June 23

LIST OF STUDENT PUBLICATIONS

S.No.	Name	Batch	Title of Paper / Book Chapter	Journal / Magazine / Book	Month/Year
1.	Ritika Sharma	2022-24	A Comparative Study of Mutual Funds and Insurance	ABS International Journal of Management, ISSN: 2319-684X	June 2023
2.	Anushka Aggarwal	2022-24	A Study of Evaluating Investment Opportunities in Indian Stock Market	ABS International Journal of Management, ISSN: 2319-684X	June 2023
3.	Neha Chaudhary	2021-23	A Study on Portfolio Construction of Client Acquisition Of Mutual Funds	ABS International Journal of Management, ISSN: 2319-684X	Dec 2022
4.	Anjali Singh	2021-23	A Study of Individual Investors Financial Planning	ABS International Journal of Management, ISSN: 2319-684X	Dec 2022
5.	Bharat Singh Samant	2021-23	A Study on Portfolio Management in Mutual Fund	ABS International Journal of Management, ISSN: 2319-684X	Dec 2022

LIST OF STUDENTS INTERNATIONAL CONFERENCE PAPER PRESENTATION

S.No.	International Conference	Batch	Organised by- College Name	Research Paper	Year	Name of the Students
01.	International Research Conference On Changing Contours Of Human Rights And Social Security	2022-24	Asian Law College, Noida	Mental Health Problems Plaguig Business And Its Employees In India.	29th April 2023	Ujjawal Joshi

DISTINCTIONS ACHIEVED BY STUDENTS IN THE COLLEGE 2022-23

SEMESTER TOPPERS BATCH 2021-23



Jatin Soni (GPA 9.1)

SEMESTER I



Jatin Soni (GPA 9.1)

SEMESTER II



Rashi Jhanwar (GPA 8.7)

SEMESTER III



Jatin Soni (GPA 8.9)

SEMESTER IV

BATCH TOPPER : JATIN SONI (GPA 8.8)



Jatin Soni (GPA 8.8)

SEMESTER TOPPERS BATCH 2022-24



Jasmine Sa (GPA 8.6)

SEMESTER I



Jasmine Sa (GPA 8.8)

SEMESTER II



Sneha Kumari (GPA 8.8)

SEMESTER II

STUDENT OF THE MONTH

Months	Year	StudentName	Batch
October	2022	Rishab Bucha	2021-23
November	2022	Utkarh	2022-24
December	2022	Jatin Soni	2021-23
January	2023	Bhavika Madhok	2021-23
February	2023	Jasmine Sa	2022-24
March	2023	Arun Das	2021-23
April	2023	Himanshi Pandey	2022-24
May	2023	Vaishanvi Raj Gupta	2022-24





WINNERS OF VARIOUS EVENTS



Event	Name of the Winner
Open Mic (7th July 2022)	Mr. Jatin Soni
Expressions (7th July 2022)	Mr. Utkarsh Deo
Junkyard (20th Aug 2022)	Ms. Jasmine Sa
	Mr. Kamalendu Acharya
	Ms. Himanshi Pandey
	Mr. Ujjawal Joshi
Vision Ladder (17th Sept 2022)	Saumy Mishra
	Aman Singh
	Nikhil Kumar V
	Arkan Khan
	Shruti Thakur
	Tushar Sharma
	Kanika Gupta
	Rajat Srivastava
	Kanav Kaler
	Aradhya Kumar
	Jagriti Nanwani
	Himanshi Pandey
	Upasana Nigaltia
	Tulika Singh
	Nisha Prakash
	Pritam Goswami
	Shorya Gupta
	Vikhyat Modi
	Akash Tiwari
Young Asian Entrepreneurial Challenge (YAEC)	Vaishnavi Raj Gupta
Talent Hunt	Kamlendu Acharya
Marketing Mela (5th Nov 2022)	Ujjawal Joshi
	Khushi Jain
	Pragya Singh
	Aadarsh Chhabra
	Shariq Hasan Khan
Seed Club : Young Asian Entrepreneur of the Year 2023	Jatin Soni

Event	Name of the Winner
NUKKAD NATAK - (3rd DEC 2023)	Jatin Soni
	Arun Das
	Ayushi Kaushik
	Bhavika Madhok
	Jasmine Sa
	Gautam Sharma
	Himanshi Pandey
	Naman Kamthan
	Anushka Mishra
	Bhawana Pandey
	Vaishnavi Raj Gupta
	Bharat Dwivedi
	Aanchal Mishra
	Aditi Singh
	Rashi Jhanwar
	Shweta Kumari
	Shruti Kumari
	Monika Agrawal
	Mayuri Agarwal
	Pragya Singh
Spin off Campaign (5th Dec 2022)	Arunima Pandey
	Shivangini Gupta
	Ekta Maurya
	Simran Virmani
Marketing Trivia (7th Jan 23)	Shruti Thakur
	Anukriti Mishra
	Jatin Soni
	Arun Das
Bulls & Bear (8th Feb 2023)	Bhavika Madhok
	Himanshi Pandey
	Likita Negi
	Shariq Hasan Khan
	Khushi Jain
	Mohd Arshad
	Naman Arora

OUTSTANDING CONTRIBUTION TO COLLEGE MAGAZINE (THE ZINE)



Name : Monika Agarwal

Batch : 2022

**Title : Happiness come
from within**



Name : Anuj Kumar Singh

Batch : 2022

**Title : Being a Boy
is not Easy**



Name : Archit Sharma

Batch : 2021

**Title : Don't Hesitate
when you can
count**



Name : Rashi Jahnwar

Batch : 2021

**Title : Finding your
Path: Navigating
Self Discovery**

ALUMNI ASSOCIATION

DISTINGUISHED ALUMNA AWARD ALUMNI OF THE MONTH AWARD

Months	Alumni Name	Batch
July 2022	Sargun Goolry	2013-15
August 2022	Pulkit Chowdhary	2012-14
September 2022	Rashmi Verma	2012-14
October 2022	Sobhan Chakraborty	2014-16
November 2022	Shelly Saini	2014-16
December 2022	Divya Golcha	2017-19
January 2023	Ankit Raj	2014-16
February 2023	Shivi Tripathi	2013-15
March 2023	Kiranmoy Sarkar	2013-15
April 2023	Zeba Siddiqui	2017-19
May 2023	Abinaya Kathiresan	2013-15

EVENTS CONDUCTED BY ALUMNI CELL

Alumni Meet:

The Annual ABS Alumni Meet is a special occasion that invites our esteemed alumni to reconnect with their alma mater, rekindle old friendships with batchmates, and build new bonds with juniors and seniors. It also offers a wonderful opportunity to engage with the faculty members who played a pivotal role in shaping their journeys.



Alumni meet 2022

Corporate Interface Sessions:

The Corporate Resource Cell at ABS, in collaboration with the ABS Alumni Association, regularly organizes alumni sessions throughout the year. These sessions provide a platform for alumni to share their industry experiences and valuable insights with both students and faculty, fostering learning and meaningful connections within the institute.



SESSION BY MS. SHREYA

FINAL PLACEMENT RECORD: PGDM BATCH 2021-23

S.No.	STUDENT NAME	UNIVERSITY SERIAL NO.	DISCIPLINE	YEAR OF PASSING FROM INSTITUTION	NAME OF EMPLOYER	DESIGNATION	MULTIPLE PLACEMENT OFFER
01.	Akanksha Mathur	ABS/PGDM/21/001	HR	2023	Aditya Birla Capital Ltd.	Dy. Manager	
02.	Anjali Singh	ABS/PGDM/21/047	Finance	2023	Deloitte Touche Tohmatsu Limited	US Tax Consultant	
03.	Anoushka Vishw karma	ABS/PGDM/21/048	Marketing	2023	Aviva Life Insurance	Managment Trainee	
04.	Anukriti Mishra	ABS/PGDM/21/003	HR	2023	Dabur India Ltd.	Executive - HR	
05.	Anushka	ABS/PGDM/21/004	Finance	2023	Wipro Ltd.	Financial Analyst	
06.	Apoorva Chauhan	ABS/PGDM/21/005	Marketing	2023	Poonawalla Fincorp Limited	Management Trainee	
07.	Archit Sharma	ABS/PGDM/21/006	Marketing	2023	Smollan Group	Management Trainee	
08.	Arun Das	ABS/PGDM/21/049	Marketing	2023	Aditya Birla Capital Ltd.	Deputy Manager	
09.	Arun Kumar	ABS/PGDM/21/007	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
10.	Arunima Pandey	ABS/PGDM/21/010	Finance	2023	YES BANK	Trade Finance Operations	
11.	Athrav Mishra	ABS/PGDM/21/008	Finance	2023	Placement Not Required (PNR)		
12.	Atul Kr Mishra	ABS/PGDM/21/009	Finance	2023	Wipro Ltd.	Financial Analyst	
13.	Ayushi Kaushik	ABS/PGDM/21/051	HR	2023	Astrotalk	HR Executive	
14.	Bandi Naga Lakshmi	ABS/PGDM/21/011	Finance	2023	Deloitte Touche Tohmatsu Limited	US Tax Consultant	
15.	Bharat Singh Samant	ABS/PGDM/21/012	Finance	2023	Yaantra (A Flipkart Company)	Management Trainee-Finance	
16.	Bhavika madhok	ABS/PGDM/21/052	Finance	2023	Yaantra (A Flipkart Company)	US Tax Consultant	

FINAL PLACEMENT RECORD: PGDM BATCH 2021-23

S.No.	STUDENT NAME	UNIVERSITY SERIAL NO.	DISCIPLINE	YEAR OF PASSING FROM INSTITUTION	NAME OF EMPLOYER	DESIGNATION	MULTIPLE PLACEMENT OFFER
17.	Bhavya Bakhshi	ABS/PGDM/21/013	Marketing	2023	The Burger Company	Management Trainee	Regalo Kitchen 6:00 LPA
18.	Chhavi Sharma	ABS/PGDM/21/053	Finance	2023	Wipro Ltd.	Financial Analyst	
19.	Deepika	ABS/PGDM/21/014	Finance	2023	Yamaha Motor Solutions India	Management Trainee	
20.	Divya Jain	ABS/PGDM/21/054	Marketing	2023	COLGATE PALMOLIVE (INDIA) LTD.	Customer Development Officer (CDO)	
21.	Divyansh Singh	ABS/PGDM/21/055	Marketing	2023	Piramal Capital & Housing Finance Limited	Management Trainee	
22.	Ekta Maurya	ABS/PGDM/21/017	Finance	2023	WNS Global Services	Associate	
23.	Garima Batra	ABS/PGDM/21/018	Marketing	2023	STRATACACHE India	Sr. Sales Engineer	
24.	Garima Kumari Chaudhary	ABS/PGDM/21/049	Marketing	2023	Hero Vired	Management Trainee	
25.	Gunika Gangwar	ABS/PGDM/21/056	HR	2023	Smollan Group	Management Trainee	
26.	Harsh Gupta	ABS/PGDM/21/057	Marketing	2023	Regalo Kitchens Pvt. Ltd.	Business Development Manager	
27.	Jatin Soni	ABS/PGDM/21/020	Marketing	2023	Aditya Birla Capital Ltd.	Deputy Manager	
28.	Jaya Krishna CH	ABS/PGDM/21/021	Marketing	2023	Regalo Kitchens Pvt. Ltd.	Business Development Manager	Smollan Group CTC: 7.00 LPA
29.	Karruna Kharbanda	ABS/PGDM/21/022	Marketing	2023	Opted for PNR - Getting Married		
30.	KM Shrashti kashyap	ABS/PGDM/21/059	Marketing	2023	ICICI Bank Ltd.	Deputy Manager Brabd - 1	
31.	Komal	ABS/PGDM/21/012	Finance	2023	Smollan Group	Management Trainee	
32.	Kunal Aboti	ABS/PGDM/21/060	Marketing	2023	COFFEE DAY BEVERAGES	Sales Trainee	

FINAL PLACEMENT RECORD: PGDM BATCH 2021-23

S.No.	STUDENT NAME	UNIVERSITY SERIAL NO.	DISCIPLINE	YEAR OF PASSING FROM INSTITUTION	NAME OF EMPLOYER	DESIGNATION	MULTIPLE PLACEMENT OFFER
33.	Kush Dilawri	ABS/PGDM/21/061	Finance	2023	Deloitte Touche Tohmatsu Limited	US Tax Consultant	
34.	Mansi Pal	ABS/PGDM/21/062	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
35.	Mansi Pal	ABS/PGDM/21/062	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
36.	Manu Kansal	ABS/PGDM/21/024	Marketing	2023	Aditya Birla Capital Ltd.	Deputy Manager	
37.	Mayank Shekhar	ABS/PGDM/21/064	Marketing	2023	Vodafone Idea Ltd.	Cluster Manager	
38.	Mayank Tripathi	ABS/PGDM/21/025	Marketing	2023	Regalo Kitchens Pvt. Ltd.	Business Development Manager	
39.	Md Rohil	ABS/PGDM/21/065	Marketing	2023	BLUESTONE JWL. & LIFESTYLE PVT. LTD.	Assistant Store Manager	
40.	Mohd Umer	ABS/PGDM/21/066	Marketing	2023	Crown Advertising India (PNR)		
41.	Mohit Kashyap	ABS/PGDM/21/067	Marketing	2023	COLGATE PALMOLIVE (INDIA) LTD.	Customer Development Officer (CDO)	
42.	Muskaan Mehra	ABS/PGDM/21/027	Marketing	2023	Aditya Birla Capital Ltd.	Deputy Manager	
43.	Muskan Chaudhary	ABS/PGDM/21/068	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Trainee	
44.	Muskan Sharma	ABS/PGDM/21/094	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
45.	Nakul Yadav	ABS/PGDM/21/092	Marketing	2023	COLGATE PALMOLIVE (INDIA) LTD.	Customer Development Officer (CDO)	
46.	Naman Thapliyal	ABS/PGDM/21/097	Finance	2023	Aavas Financiers Limited	Management Trainee-Credit	Muthoot Finance
47.	Neha Chaudhary	ABS/PGDM/21/028	Finance	2023	Aavas Financiers Limited	Management Trainee-Credit	Muthoot Finance
48.	Nikhil Sharma	ABS/PGDM/21/029	Finance	2023	YES BANK	Trade Finance Operations	

FINAL PLACEMENT RECORD: PGDM BATCH 2021-23

S.No.	STUDENT NAME	UNIVERSITY SERIAL NO.	DISCIPLINE	YEAR OF PASSING FROM INSTITUTION	NAME OF EMPLOYER	DESIGNATION	MULTIPLE PLACEMENT OFFER
49.	Palkein	ABS/PGDM/21/070	Finance	2023	Opted for PNR - Shifting Canada		
50.	Pawan Tiwari	ABS/PGDM/21/030	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Trainee	
51.	Pradyuman Singh	ABS/PGDM/21/071	Marketing	2023	Aditya Birla Capital Ltd.	Deputy Manager	
52.	Prakhar Chaurasia	ABS/PGDM/21/072	Finance	2023	Aavas Financiers Limited	Management Trainee - Credit	
53.	Pranav Vats	ABS/PGDM/21/031	Finance	2023	Deloitte Touche Tohmatsu Limited	US Tax Consultant	
54.	Pratyaksh Parashar	ABS/PGDM/21/032	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
55.	Praveen Kumar	ABS/PGDM/21/033	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Trainee	
56.	Raghav Sharma	ABS/PGDM/21/073	Marketing	2023	Smollan Group	Management Trainee	Piramal Capital & Housing Finance Limited Management Trainee CTC: 7.05
57.	Rahmat Ali	ABS/PGDM/21/074	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
58.	Rahul Aggarwal	ABS/PGDM/21/034	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Trainee	
59.	Rahul Dhillan	ABS/PGDM/21/075	Marketing	2023	Regalo Kitchens Pvt. Ltd.	Business Development Manager	Piramal Capital & Housing Finance Limited Management Trainee CTC: 7.05
60.	Rashi Jhanwar	ABS/PGDM/21/035	HR	2023	Aptech Ltd.	Trainee Manager - Human Resources	
61.	Rishab Bucha	ABS/PGDM/21/076	Finance	2023	Deloitte Touche Tohmatsu Limited	US Tax Consultant	
62.	Saba Khan	ABS/PGDM/21/077	Marketing	2023	Smollan Group	Management Trainee	
63.	Sagar Saurabh	ABS/PGDM/21/036	Finance	2023	Aavas Financiers Limited	Analyst Financial Advisory	Aavas Financiers Limited Management Trainee - Credit CTC: 5.00
63.	Saket Jaiswal	ABS/PGDM/21/078	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	

FINAL PLACEMENT RECORD: PGDM BATCH 2021-23

S.No.	STUDENT NAME	UNIVERSITY SERIAL NO.	DISCIPLINE	YEAR OF PASSING FROM INSTITUTION	NAME OF EMPLOYER	DESIGNATION	MULTIPLE PLACEMENT OFFER
65.	Sakshi Tandon	ABS/PGDM/21/098	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
66.	Sanjana Sharma	ABS/PGDM/21/079	Marketing	2023	Gramener Technology	Associate-Inside Sales Specialists	Regalo Kitchens CTC: 6.00 LPA
67.	Saurabh Bhattacharjee	ABS/PGDM/21/080	HR	2023	The New Shop	Corporate Trainer - NSO	
68.	Saurabh Singh	ABS/PGDM/21/037	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Traneer	GoDigit Insurance (A FairFax Company) Executive Trainee CTC: 6.00
69.	Shagun Agarwal	ABS/PGDM/21/081	Marketing	2023	Regalo Kitchens Pvt. Ltd.	Regional Manager	
70.	Shiv Kumar	ABS/PGDM/21/082	Finance	2023	WNS Global Services	Associate	
71.	Shivam Chopra	ABS/PGDM/21/083	Finance	2023	Wipro Ltd.	Financial Analyst	
72.	Shivani	ABS/PGDM/21/084	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
73.	Shubham Singh	ABS/PGDM/21/040	Marketing	2023	Muthoot Financ	Management Trainee-Sales	
74.	Shweta Kumari	ABS/PGDM/21/041	HR	2023	Regalo Kitchens Pvt. Ltd.	Hr-Executive	
75.	Siddharth Tripathi	ABS/PGDM/21/085	Marketing	2023	TATA AIA Life Insurance Co. Ltd.	Agency Sales Trainee	
76.	Sonia Chaudhary	ABS/PGDM/21/042	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Traneer	
77.	Subhankar Subhasis Rout	ABS/PGDM/21/043	Finance	2023	Muthoot Finance	Management Trainee-Finance	
78.	Sudhanshu Kishor Jha	ABS/PGDM/21/044	Marketing	2023	TATA AIA Life Insurance Co. Ltd.	Agency Sales Trainee	
79.	Swati Kaushik	ABS/PGDM/21/086	Marketing	2023	Piramal Capital & Housing Finance LTD.	Management Traneer	
80.	Tanishq Singh	ABS/PGDM/21/087	Marketing	2023	Poonawalla Fincorp Limited	Management Trainee	

FINAL PLACEMENT RECORD: PGDM BATCH 2021-23

S.No.	STUDENT NAME	UNIVERSITY SERIAL NO.	DISCIPLINE	YEAR OF PASSING FROM INSTITUTION	NAME OF EMPLOYER	DESIGNATION	MULTIPLE PLACEMENT OFFER
81.	Tarun Sharma	ABS/PGDM/21/045	Marketing	2023	Smollan Group	Mangement Trainee	
82.	Ujjwal Vyas	ABS/PGDM/21/096	Finance	2023	Aavas Financiers Limited	Management Tranee-Credit	
83.	Utkarsh Deo	ABS/PGDM/21/088	Finance	2023	Deloitte Touche Tohmatsu Limited	US Tax Consultant	
84.	Vivek Choubey	ABS/PGDM/21/089	Marketing	2023	ICICI Prudential LIC Ltd.	Business Trainee	
85.	Yash Saxena	ABS/PGDM/21/090	Marketing	2023	Regalo Kitchens Pvt. Ltd.	Business Development Manager	STRATACACHE India Sr. Sales Engineer 8.00 LPA
86.	Yash Agarwal	ABS/PGDM/21/046	Marketing	2023	ASIAN PAINTS LTD.	Executive I - Project Sales	
87.	Jaya Bharti		Marketing	2023	Regalo Kitchens Pvt. Ltd.	Business Development Manager	

SUMMER INTERNSHIP PROGRAM 2022: PGDM 2021-23 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
01.	ABS/PGDM/21/001	Akanksha Mathur	HR	Aditya Birla Capital Ltd.	60
02.	ABS/PGDM/21/002	Anant Kumar Yadav	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
03.	ABS/PGDM/21/047	Anjali Singh	Finance	Assets Banking	60
04.	ABS/PGDM/21/048	Anoushka Vishwakarma	Marketing	ITC Ltd.	60
05.	ABS/PGDM/21/003	Anukriti Mishra	HR	General Energy-Management Systems (P) Ltd. (GEMS)	60
06.	ABS/PGDM/21/004	Anushka	Finance	Hedge Equities	60
07.	ABS/PGDM/21/005	Apoorva Chauhan	Marketing	Unacademy	60
08.	ABS/PGDM/21/006	Archit Sharma	Marketing	99acres.com (Info Edge India Ltd.)	90
09.	ABS/PGDM/21/049	Arun Das	Marketing	Valuedrive Drive Technologies Private Limited (Spinny.com)	60
10.	ABS/PGDM/21/007	Arun Kumar	Marketing	Gujarat Cooperative Milk Marketing Federation - GCMMF (AMUL)	90
11.	ABS/PGDM/21/010	Arunima Pandey	Finance	Hedge Equities	60
12.	ABS/PGDM/21/050	Aryan Tyagi	Finance	ITC Ltd.	60
13.	ABS/PGDM/21/008	Athrav Mishra	Finance	Profit Idea	60
14.	ABS/PGDM/21/009	Atul Kr Mishra	Finance	Assets Banking	60
15.	ABS/PGDM/21/051	Ayushi Kaushik	HR	Steel Authority of India Ltd. (SAIL)	60
16.	ABS/PGDM/21/011	Bandi Naga Lakshmi	Finance	Eduvanz	60
17.	ABS/PGDM/21/012	Bharat Singh Samant	Finance	Assets Banking	60
18.	ABS/PGDM/21/052	Bhavika madhok	Finance	SMC Global Securities Ltd.	60
19.	ABS/PGDM/21/013	Bhavya Bakhshi	Marketing	99acres.com (Info Edge India Ltd.)	90
20.	ABS/PGDM/21/053	Chhavi Sharma	Finance	KRG Strategy Consultants Pvt. Ltd.	60
21.	ABS/PGDM/21/014	Deepika	Finance	Steel Authority of India Ltd. (SAIL)	60
22.	ABS/PGDM/21/054	Divya Jain	Marketing	99acres.com (Info Edge India Ltd.)	90
23.	ABS/PGDM/21/055	Divyansh Singh	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
24.	ABS/PGDM/21/017	Ekta Maurya	Finance	Bajaj Capital Ltd.	60

SUMMER INTERNSHIP PROGRAM 2022: PGDM 2021-23 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
25.	ABS/PGDM/21/018	Garima Batra	Marketing	Decathlon India	60
26.	ABS/PGDM/21/002	Garima Kumari Chaudhary	Marketing	Turbo Oil & Power Industry (P) Ltd	60
27.	ABS/PGDM/21/056	Gunika Gangwar	HR	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
28.	ABS/PGDM/21/057	Harsh Gupta	Marketing	ITC Ltd.	60
29.	ABS/PGDM/21/019	Himanshu Singh	Finance	Finoability	60
30.	ABS/PGDM/21/020	Jatin Soni	Marketing	Valuedrive Drive Technologies Private Limited (Spinny.com)	60
31.	ABS/PGDM/21/021	JayaKrishna CH	Marketing	Dabur India Ltd.	60
32.	ABS/PGDM/21/022	Karruna Kharbanda	Marketing	99acres.com (Info Edge India Ltd.)	90
33.	ABS/PGDM/21/023	KM Shrashthi kashyap	Finance	unlistedassets.com	60
34.	ABS/PGDM/21/059	Komal	Marketing	Turbo Oil & Power Industry (P) Ltd	60
35.	ABS/PGDM/21/060	Kunal Aboti	Marketing	Yaantra - A Flipkart Company	60
36.	ABS/PGDM/21/061	Kush Dilawri	Finance	Profit Idea	60
37.	ABS/PGDM/21/095	Manas Agarwal	Finance	ITC Ltd.	60
38.	ABS/PGDM/21/062	Mansi Pal	Marketing	ITC Ltd.	60
39.	ABS/PGDM/21/024	Manu Kansal	Marketing	Decathlon India	60
40.	ABS/PGDM/21/063	Mayank Gupta	Marketing	99acres.com (Info Edge India Ltd.)	90
41.	ABS/PGDM/21/064	Mayank Shekhar	Marketing	JOHNSON CONTROLS - HITACHI	90
42.	ABS/PGDM/21/025	Mayank Tripathi	Marketing	JOHNSON CONTROLS - HITACHI	90
43.	ABS/PGDM/21/065	Md Rohil	Marketing	JOHNSON CONTROLS - HITACHI	90
44.	ABS/PGDM/21/066	Mohd Umer	Marketing	MyGen	60
45.	ABS/PGDM/21/067	Mohit Kashyap	Marketing	99acres.com (Info Edge India Ltd.)	90
46.	ABS/PGDM/21/027	Muskaan Mehra	Marketing	99acres.com (Info Edge India Ltd.)	90
47.	ABS/PGDM/21/068	Muskan Chaudhary	Marketing	ITC Ltd.	60
48.	ABS/PGDM/21/094	Muskan Sharma	Marketing	ITC Ltd.	60

SUMMER INTERNSHIP PROGRAM 2022: PGDM 2021-23 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
49.	ABS/PGDM/21/092	Nakul Yadav	Marketing	ITC Ltd.	60
50.	ABS/PGDM/21/097	Naman Thapliyal	Finance	ACME Finvest Pvt. Ltd.	60
51.	ABS/PGDM/21/028	Neha Chaudhary	Finance	Bajaj Capital Ltd.	60
52.	ABS/PGDM/21/029	Nikhil Sharma	Finance	SMC Global Securities Ltd.	60
53.	ABS/PGDM/21/069	Ojaswi Gupta	Finance	Bajaj Capital Ltd.	60
54.	ABS/PGDM/21/070	Palkein	Finance	Bajaj Capital Ltd.	60
55.	ABS/PGDM/21/030	Pawan Tiwari	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
56.	ABS/PGDM/21/071	Pradyuman Singh	Marketing	Dabur India Ltd.	60
57.	ABS/PGDM/21/072	Prakhar Chaurasia	Finance	Steel Authority of India Ltd. (SAIL)	60
58.	ABS/PGDM/21/031	Pranav Vats	Finance	ITC Ltd.	60
59.	ABS/PGDM/21/032	Pratyaksh Parashar	Marketing	Valuedrive Drive Technologies Private Limited (Spinny.com)	60
60.	ABS/PGDM/21/033	Praveen Kumar	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
61.	ABS/PGDM/21/073	Raghav Sharma	Marketing	Dabur India Ltd.	60
62.	ABS/PGDM/21/074	Rahmat Ali	Marketing	Gujarat Cooperative Milk Marketing Federation - GCMMF (AMUL)	60
63.	ABS/PGDM/21/034	Rahul Aggarwal	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
64.	ABS/PGDM/21/075	Rahul Dhillan	Marketing	ITC Ltd.	60
65.	ABS/PGDM/21/035	Rashi Jhanwar	HR	Aditya Birla Capital Ltd.	60
66.	ABS/PGDM/21/076	Rishab Bucha	Finance	Assets Banking	60
67.	ABS/PGDM/21/077	Saba Khan	Marketing	ITC Ltd.	60
68.	ABS/PGDM/21/036	Sagar Saurabh	Finance	Bajaj Capital Ltd.	60
69.	ABS/PGDM/21/078	Saket Jaiswal	Marketing	Turbo Oil & Power Industry (P) Ltd	60
70.	ABS/PGDM/21/098	Sakshi Tandon	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
71.	ABS/PGDM/21/079	Sanjana Sharma	Marketing	Trident Hotels	60
72.	ABS/PGDM/21/080	Saurabh Bhattacharjee	HR	Dabur India Ltd.	60

SUMMER INTERNSHIP PROGRAM 2022: PGDM 2021-23 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
73.	ABS/PGDM/21/037	Saurabh Singh	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
74.	ABS/PGDM/21/081	Shagun Agarwal	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
75.	ABS/PGDM/21/082	Shiv Kumar	Finance	Profit Idea	60
76.	ABS/PGDM/21/083	Shivam Chopra	Finance	ITC Ltd.	60
77.	ABS/PGDM/21/084	Shivani	Marketing	JOHNSON CONTROLS - HITACHI	90
78.	ABS/PGDM/21/039	Shruti Kumari	Finance	Assets Banking	60
79.	ABS/PGDM/21/040	Shubham Singh	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
80.	ABS/PGDM/21/041	Shweta Kumari	HR	Dabur India Ltd.	60
81.	ABS/PGDM/21/085	Siddharth Tripathi	Marketing	Turbo Oil & Power Industry (P) Ltd	60
82.	ABS/PGDM/21/042	Sonia Chaudhary	Marketing	JOHNSON CONTROLS - HITACHI	90
83.	ABS/PGDM/21/043	Subhankar Subhasis Rout	Finance	Bajaj Capital Ltd.	60
84.	ABS/PGDM/21/044	Sudhanshu Kishor Jha	Marketing	Gujarat Cooperative Milk Marketing Federation - GCMMF (AMUL)	90
85.	ABS/PGDM/21/086	Swati Kaushik	Marketing	Valuedrive Drive Technologies Private Limited (Spinny.com)	60
86.	ABS/PGDM/21/087	Tanishq Singh	Marketing	Unacademy	60
88.	ABS/PGDM/21/096	Ujjwal Vyas	Finance	ACME Finvest Pvt. Ltd.	60
89.	ABS/PGDM/21/088	Utkarsh Deo	Finance	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
90.	ABS/PGDM/21/089	Vivek Choubey	Marketing	Gujarat Cooperative Milk Marketing Federation - GCMMF (AMUL)	90
91.	ABS/PGDM/21/090	Yash Saxena	Marketing	99acres.com (Info Edge India Ltd.)	90
92.	ABS/PGDM/21/046	Yash Agarwal	Marketing	Kidzania (Imagination Edutainment India Pvt. Ltd)	60
93.		Jaya Bharti	Marketing	Harvard Alumni Entrepreneurs	60

COLLEGE LIBRARY

The ABS Library is fully automated through the Edumarshal ERP system and houses an extensive collection of Indian and international books, journals, and reference materials across diverse disciplines such as management, commerce, and related fields. Designed to cater to the academic and research needs of students, faculty, and scholars, the library is continually enriched with the latest publications to keep users informed on current and emerging trends.

With thousands of volumes and non-book resources, the library features a unique collection that includes management classics, fiction, rare books, and curated materials from standard selection sources. Additionally, it regularly acquires government documents, technical and project reports, conference proceedings, and corporate annual reports to support in-depth research and learning.



FELICITATIONS

EMPLOYEE OF THE MONTH

Month	Name	Designation	Department
July 2022	Pawan Kumar Yadav	Assistant Professor	Academics
July 2022	Naveen Kumar Gajayan	Graphic Designer	IT
July 2022	Kamini Sharma	Admission Counsellor	Admissions
August 2022	Dr. Sunita Verma	Dean DSW	Academics
August 2022	Neeraj Rawat	Academic Coordinator	Academics
August 2022	Himani Sharma	Manager Admissions	Admissions
August 2022	Geetika Petwal	Manager Admissions	Admissions
September 2022	Ravi Sharma	Dean CRC	Academics
September 2022	Mukesh Kumar	Admin Executive	Administration
September 2022	Farman Ahmad	Manager Program Office	Academics
October 2022	Mehnaz Khan	Manager CRC	Academics
October 2022	Maleha Khan	HOD Marketing & Admissions	Admissions
November 2022	Poornima Singh	Assistant Professor	Academics
November 2022	Garima Malhotra	Head CPP	Academics
November 2022	Dr. Veenu Arora	Associate Professor	Academics
November 2022	Dr. Rachita Kapoor	Assistant Professor	Academics
December 2022	Dr. Shweta Batra	Dean	Academics
January 2023	Suvidha Aggarwal	Assistant Professor	Academics
January 2023	Sangeeta Biswas	Admission Counsellor	Admissions
February 2023	Dr. Maroof Ahmad	Associate Professor	Academics
February 2023	Richa Khanduja	Manager Admissions	Admissions
February 2023	Ravindra Kumar Sahu	Pantry Boy	Support Staff
February 2023	Pramod Singh Sengar	Driver	Support Staff
March 2023	Himanshu Kumar	Chief Technology Officer	Academics
March 2023	Pramod Kumar	Driver	Support Staff
April 2023	Shipra Shrivastava	Program Convener	Academics
April 2023	Sunita Kumari	Assistant Professor	Academics
April 2023	Harinder Kumar	Electrician	Support Staff
May 2023	Ashpreet Kaur	Front Desk Executive	Admissions
May 2023	Nishika Verma	Front Desk Executive	Admissions
May 2023	Simran Kaur	Front Desk Executive	Admissions
May 2023	Manpreet Kaur	Front Desk Executive	Admissions
June 2023	Dr. Prity Sharma	Head DSW	Academics
June 2023	Upesh Bhatnagar	Assistant Professor	Academics
June 2023	Tarun Tyagi	Video Editor	Marketing
June 2023	Neha Chawla	Manager Admissions	Admissions

FACULTY ACHIEVEMENTS

Ph.D. title awarded

Dr. Poornima Singh



FACULTY ACCOLADES

Dr. Shweta Batra

FDP/Training/Workshops Attended

- IP Awareness/ Training program on Intellectual Property Rights conducted by NIPAM, under Ministry of Education, 2022
- Innovation Ambassador training (foundation and Advanced level) in 2022 by Ministry of Education's Innovation Council.

Consultancy assignments for

- DIGITAL EDUCATION TRANSFORMATION PRIVATE LIMITED
- AMICE PLANNERS PRIVATE LIMITED

Professional Membership

- Noida Management Association

Dr. Veenu Arora

FDP/Training/MDP attended/Workshops Attended:

- Attended EMCS Case webinar in collaboration with Emerald India August 16th, 2022 at FORE School of Management
- Attended FDP on Emotional Intelligence and Neuroplasticity, 12th-16th July 2022 at BVIMR, New Delhi
- Attended FDP on "Developing & measuring competencies"; a way towards building dynamic organizations 26th - 30th September 2022 organized by Ajay Kumar Garg Institute of management, Ghaziabad
- Attended "Education leadership summit 2022 on 23rd November 2022 organized by Microsoft and ETGOVERNMENT.
- Attended FDP on the theme "Inculcating Universal Human Values in Technical Education" in May 2023, organised by All India Council for Technical Education (AICTE)
- Attended FDP on transforming teaching & research in June 2023 organised by Asian School of Business, Noida

FACULTY ACCOLADES

Shipra Shrivastava

Publications

- Cross Training and its Impact on Employees in Manufacturing Industry || Academy of Marketing Studies Journal (AMSJ) volume 26 issue 5 || ABDC B || 2022
- An Empirical Study on The Effects of Green Management Issues and Challenges on Firm Performance || The British Journal of Administrative Management || ABDC C || 2022

FDP/Workshops attended

- Foundation and Advanced Level of Innovation Ambassador || Institute Innovation Council || 60 hours

Consultancy

- MARWELL TOURS & TRAVELS
- SAS EXHIBITIONS AND MEDIA SOLUTIONS

Sumit Rastogi

FDP/Training/Workshop Conducted:

- FDP on 'Data Analysis & Structural Equation Modeling'
- FDP on Data Analysis using SPSS

Vinod Kumar Dhar

Professional Membership

- Noida Management Association

Dr. Swati Bhatia

Publications

Research Papers

1. IITM Journal of Business Studies included in UGC CARE LIST on, "A Study on Sustainable Development Through Financial Inclusion in India," Vol: 10 Issue 1; January – December 2023; ISSN Print 2393-9451 and ISSN Online: 2394-5028.
2. The British Journal of Administrative Management, ISSN: 1746-1278; Vol 58 Issue 156 Sep 2022, ABDC Journal, C Category paper titled "An Empirical Study on The Effects of Green Management Issues and Challenges on Firm Performance"

FACULTY ACCOLADES

Books Edited

1. "Interdisciplinary approach to Global Business and People - A Collection of Case Studies", LAMBERT Academic Publishing, ISBN 978-620-5-49516-2, SEPTEMBER 2022, (International Publication).
2. "Human Resource Management", ISBN 978-93-91987-69-5, Jayalakshmi Publication, Madurai, First Edition July 2022

Book Chapters/Cases Publications

1. Publication in Book of Proceedings "Sustainable Business Management with Paper titled, "GHRM, Sustainability Leadership and Sustainability Culture in Environmental Sustainability Performance of Organizations" with ISBN: 978-93-94086-21-0, Pg 87 published by Department of Management Studies, IIT Roorkee.
2. Book Chapter titled "The Inherent Risk of Climate Change Becoming a Hindrance in a Business Supply Chain" in the book "Contemporary Studies of Risks in Emerging Technology" series title & Vol no. Emerald Studies in Finance Insurance and Risk Management ESFIRM Vol 8, Emerald Publishing Limited (Emerald) ISBN: 978-1-80455-563-7, eISBN: 978-1-80455-562-0
3. Book Chapter in book titled "Advances in Multidisciplinary and Current Research," Volume - 11, chapter titled "Understanding Behavioural Aspects of Financial Planning and Investing During a Crisis" © Weser Books, Germany, Publication Year: 2021, ISBN: 978-3-96492-278-6, Pg 35-43

FDP/Training/Workshops Attended

- Workshop from AIMA – AIMABizlab trainer
- FDP from Christ University - Holistic Academic Development of Faculty
- MDP from NDIM – Corporate and Future Skills for Employess at workplace
- FDP from Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Sate Technological University of Madhya Pradesh on Understanding SPSS for Analysing Research Data

Consultancy assignments for Professional Membership

- **Member** Noida Management Association
- **Life Membership** - Knowledge Research Academy
- **Member** Global Professors Welfare Association Forums – ID No.10445

Chaired / Guest Speaker

1. **Chaired Technical Session** for the 2nd International Conference on Multidisciplinary Research and Studies on 20th August 2022 Organized by Indirapuram Institute of Higher Studies (IIHS) Indirapuram, Ghaziabad, Uttar Pradesh.

FACULTY ACCOLADES

Conference / Seminar

1. **Presented** Paper titled, "GHRM, Sustainability Leadership and Sustainability Culture in Environmental Sustainability Performance of Organizations" in Conference SBM 2023, IIT Roorkee on 23rd March – 25th March 2023

Dr. Sunita Verma

FDP/Training/Workshops Attended

- FDP on "Academic Writing for Research" || Ramanujan College || Feb 2023 || 7 Days

Dr. Bushra

Publications

- Bushra, Dr. Shalini Srivastav and Dr. Asheesh Pandey, "Impact of Financial Attitude on Trading Activity of Investors during Covid-19" published in Purushartha – A Journal of Management, Ethics and Spirituality, Scopus Indexed Journal. (May, 2023)
- Bushra, Dr. Shalini Srivastav and Dr. Asheesh Pandey, "Demography of Investors and Behavioral Biases – An Empirical Study" published in SCMS Journal of Indian Management, Scopus Indexed Journal. (Mar, 2023)

FDP/Training/Workshops Attended

- One week FDP on "Data Analysis & Structural Equation Modeling" organized by Asian Business School, Noida. (24th -30th June, 2023).
- 5 Days Faculty Development Program on 'Transforming Teaching & Research' from 19th -23th June, 2023 organized by Asian School of Business, Noida.
- 6 Days FDP on Basics of Research Methodology organized by Asian School of Business, Noida. (22nd Aug to 26th Aug, 2022).

Professional Membership

- Noida Management Association

FACULTY ACCOLADES

Dr. Maroof Ahmad Mir

Book Chapters/ Cases Publications

- Case titled “Matrix Structure: A Deterrent to Enhanced Organisational Effectiveness” published by Case Centre, U.K. (Ref. no. 422-0133-1), (Co-authors T.K. Mandal, S. Singh) (2022).

FDP/ Training/ Workshops Attended

- Successfully completed five day workshop on Structural Equation Modeling using SmartPLS4 organized by EdMaestro Pvt. Ltd. (Training & Consulting Company registered under MSME) from Dec 12 - 16, 2022.

FDP/ Training/ Workshops Conducted

- FDP on 'Transforming Teaching and Research' || 19th to 23rd June 2023

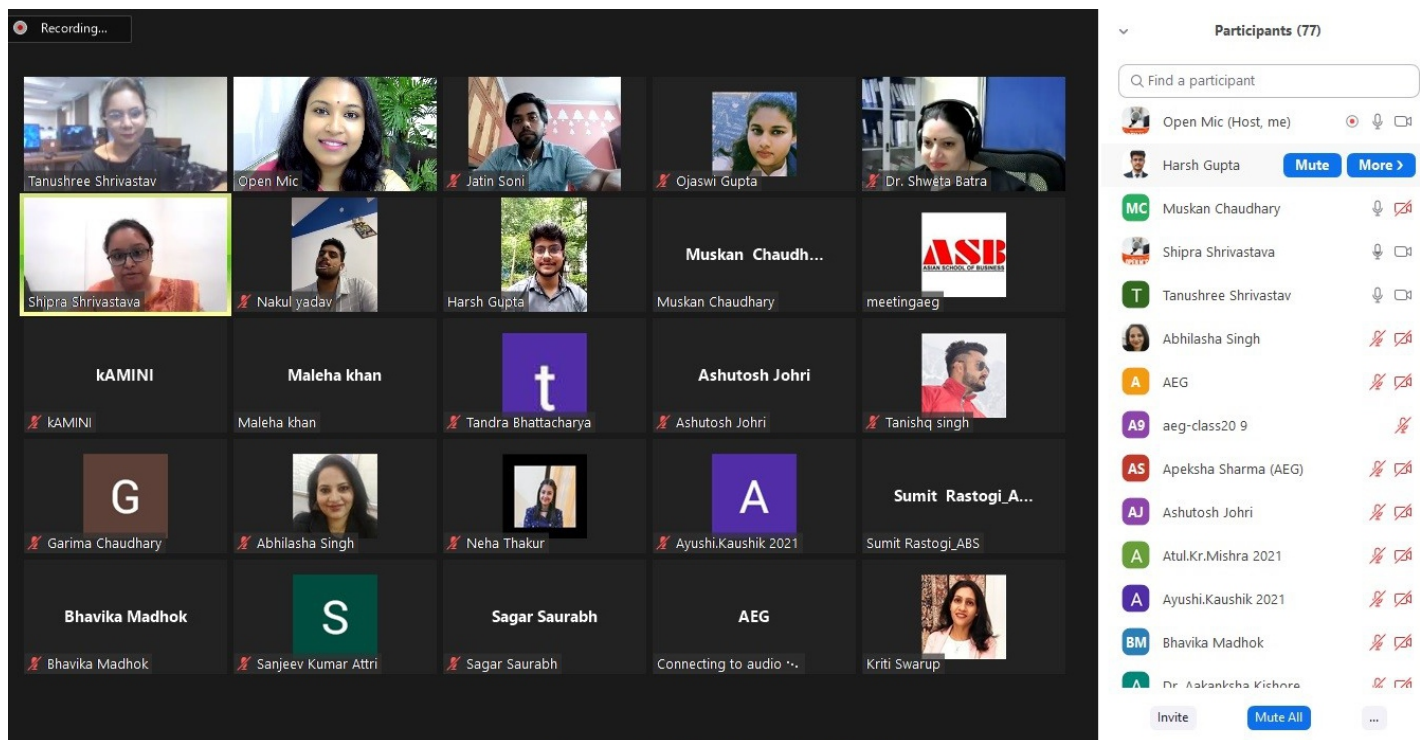
Dr. Kavita Khurana

Book

- Marketing Management || Publisher Name: Book Rivers || ISBN: 978-93-5515-667-9 || Jan 2023

HIGHLIGHTS OF THE ACADEMIC YEAR (INTERNAL EVENTS)

GNOSIS & NDLI CLUB : OPEN MIC : 9TH JULY 22



Asian Business School organized Open Mic on 9th of July, 2022 on the National Digital Library of India platform. It was an open platform to showcase the hidden talents that our students possess.

The students from Asian Business School participated in enthusiasm and presented their ideas in forms of recitation, storytelling, book review, and movie review.

It was a truly motivating event. Students utilized their critical thinking and talent in making the event a successful one.

Around 120 students registered, and 10 students participated and put across their content. Judges marked them on the following three parameters:

1. Content
2. Expressions
3. Flow of thoughts

The major skill enhanced in this process were:

1. Presentation Skills
2. Speaking Skills
3. Narrative Skills
4. Analyzing Skills

The winner of the event was Jatin Kr Soni, who recited his own written poetry on the hardships faced by the third gender people. Everyone appreciated the social cause that was prevalent in his narrative.

ASIAN BUSINESS SCHOOL INAUGURATES WEEK LONG PGDM ORIENTATION 2022 PROGRAM



Asian Business School, Noida, organized the “Inaugural Ceremony” of PGDM Orientation 2022 – 24 Batch on 25th July, 2022 with full zeal and enthusiasm. The first year Batch of PGDM were fervently welcomed to the campus with a formal Kit in place and a piping ceremony held, where the badges were disbursed to them by the seniors. The Inaugural session started with the lightening of the lamp, followed by a welcome address delivered by Dr. Lalitya Vir Srivastava, Director-Asian Education Group (AEG). The Chief Guest of the Inaugural Session was Dr. Kiran Bedi, 1st Women IPS Officer of India, Former LG Puducherry and Guest of Honour-Mr. Mukesh Rohila, Director-Human Capital Advisory, KPMG India. Dr. Lalitya envisioned the students for evolving one's creativity, direction and gratitude towards opportunities.

The Inaugural address was presented by Mr. Saurabh Sharma, Director-Asian Education Group (AEG), who enlightened the students on bridging the gap from 'Earning to Learning'. Mr. Gurdeep Singh Raina, Director-Asian Education Group (AEG), emphasizing upon the attribute of diversity, divulged the fact that students from 18 states and 81 cities have been a part of the current year PGDM Batch. Proceeding to the Inaugural addresses, Dr. Sandeep Marwah, President, Asian Education Group (AEG), orated a very motivating and mesmerizing disquisition expounding the definition of term 'EDUCATION' to the students.

ASIAN BUSINESS SCHOOL, NOIDA

WHAT INDUSTRY EXPECT-THE HR PERSPECTIVE-HR CONCLAVE



ASIAN BUSINESS SCHOOL



FIRST STEP

TOWARDS THE ULTIMATE
MILESTONE

ORIENTATION PROGRAMME 2022

25TH - 30TH JULY, 2022

PGDM 2022-24 BATCH

EQUIVALENT TO MBA



26TH
JULY 2022
TUESDAY

CONCLAVE 2022

WHAT INDUSTRY EXPECT -
THE HR PERSPECTIVE



GUEST OF HONOR

Tania Chatterjee

Director HR
India Lead - Inclusion, Wellbeing & Culture
NatWest Group, India



NatWest Group



GUEST OF HONOR

Teena Khanna

Head Talent Acquisition & Continuous
Learning (L&D)
Lenskart.com



GUEST OF HONOR

Sushant Kumar

India Lead - University Relations
and Campus Recruitment
TATA Technologies Ltd.



Asian Business School, Noida, organized an HR CONCLAVE Session for 1st Year PGDM students on Tuesday, 26th July 2022. The Guest of Honour was Ms. Tania Chatterjee, Director-HR, India Lead-Inclusion, Wellbeing & Culture Natwest Group, India; Mr. Sushant Kumar, India Lead-University Relations & Campus Recruitment, TATA Technologies Ltd., and Ms. Teena Khanna, Head Talent Acquisition & Continuous Learning (L&D), Lenskart.com. The welcome address was delivered by Dr. Veenu Arora, Associate Professor, Asian Business School, highlighting the major gap between acquired and required knowledge. The Guest speaker Ms. Tania Chatterjee steered the students to have a meaningful purpose in life and careers. She instigated the students to be the change agents in the Human Capital Development stage. The emphasis was laid upon 'Energy Management' and channelization.

Proceeding to the event, Mr. Sushant Kumar galvanized the crowd to follow one's passion and to have a roadmap ahead. He focused upon the traits of acquiring the required skill-set, being tech-savvy, and to acumen knowledge in today's era of digitalization.

Ms. Teena Khanna instilled the students with the importance of recognizing Emotional Intelligence as a new strength. The Guest speakers who are maestros in their fields shared valuable insights and pointers with the students. They underlined the concepts of 'cross-collaboration', mental resilience, Hybrid culture, cognitive ability and networking.

A fruitful Question and Answer round was held that paved the way for a two-way interaction round between the Guest Speakers and students. The concluding part of the session summed up the thought process of all the guest speakers with the 3 Ps on the forefront i.e. Purpose, Plan and Passion. It was indeed an enlightening and power pact session for the students.

In the end, a Vote of thanks was delivered by Dr. Veenu Arora, Associate Professor, Asian Business School, Noida, followed by a felicitation of guests with Shawl and Memento.

CAMPUS CONNECT



ASIAN BUSINESS SCHOOL



FIRST STEP

TOWARDS THE ULTIMATE
MILESTONE

ORIENTATION PROGRAMME 2022

25TH - 30TH JULY, 2022

PGDM 2022-24 BATCH
EQUIVALENT TO MBA



ABS
IMPACT

ALUMNI TALK SERIES



GUEST OF HONOR

Sayantan Dasgupta

PGDM Batch 2014-16
Senior Director Demand Generation
Gramener

Gramener
Insights as Stories



GUEST OF HONOR

Sargun Goolry

PGDM 2014-16 Batch
Business Head - India
MadHawks

MADHAWKS

Day 3rd of the orientation program started with a CAMPUS CONNECT wherein Dr. Lalitya Vir Srivastava, Director, Asian Business School acquainted the students with the Institution's code of conduct and anticipations. Students were excited to know about the systems and procedures which will add value to their skill sets. All the faculties were then got introduced to the students who will be part of their 2years journey at ABS. Dean Academics & Examinations, Dean CRC, Dean DSW, Heads of various departments and faculty members interacted with the students. There was a lot for the students to take it with them as nuggets of life lessons.

In the second half of the day an impactful Alumni Talk Series was organized. The Guest of Honour was the proud Alumni of ABS Mr. Sayantan Das Gupta, PGDM Batch:2014-16, Sr. Director-Demand Generation, GRAMENER and Ms. Sargun Goolry, PGDM Batch: 2014-16, Business Head-India, MADHAWKS. Ms. Sargun Goolry shared her journey in the campus and the learnings that was imbibed from the Institution. She accentuated the importance of self-creativity and a learning attitude for success. She also emphasized on the participation of students in various events and activities which she believes has made her more confident and helped her in grooming and developing the way she is today.

Mr. Sayantan stressed upon three parameters for accomplishment i.e. 'reflect', 'introspect' and 'radiate'. He quoted 'Time-Management' as the key mantra for consistent performance. The students gained insight into the relevance of concepts like Brand Equity, Networking and smart work in today's competitive environment. Proceeding to the session, A Question and Answer Round was conducted for a candid discussion with the students. The students felt motivated and exhilarated to receive such words of wisdom from their Alumni.

In the end, a Vote of thanks was delivered by Dr. Shweta Batra, Dean, Academics and Mr. Ravi Sharma, Dean, CRC Department, followed by a felicitation of the Alumni with Shawl and Memento.

NDLI / UTSAV (CULTURAL CLUB) : AZADI KA AMRIT MAHOTSAV - LETS UNITE : 13TH AUG 22



To mark the anniversary of India's "Tryst with Destiny" on August 15th, 2022, Asian Business School, Noida, celebrated Azadi Ka Amrit Mahotsav, on Independence Day to re-experience the spirit of patriotism and to honour the glorious past of our country.

On the occasion, Asian Business School Inaugurated the Independence week celebration of the freedom to showcase awareness of independence and patriotism in the form of activities from 6th-17th August 2022.

On 6th August ABS celebrated the inaugural of Azadi Ka Amrit Mahotsav and Har Ghar Tiranga initiative of the Government. The students came in their traditional attire and presented group songs and group dance celebrating the 75th year of independence. All the students were piped with the badges of the Indian flag by the faculties instilling the feeling of patriotism and pride. The event started with the piping ceremony followed by the cultural programs including group songs and group dances.

SYNERGIZE TO-GET-HR : HR CLUB : HR VISION LADDER : 17TH SEP 22



On 17th Sept 2022 the Synergize togetHR – The HR Club of ABS organized a club activity in the campus for students of PGDM. As it has been said that “a single stick of a broom is easiest to break, but if the sticks are joined together, they are the strongest and hardest to break”, with this spirit Team Building Strategy- VISION LADDER have been organized as an effective learning tool for the students. This activity was designed so that the students learn about team building sprit and leadership quality with active participation.

For the activity nominations were taken from all the batches. This activity helped to instil amongst the students' positive attitude that is required in professional life to step up the success ladder and negative attitude leads to downfall as bitten by the snake. Students had to make a big VISION carpet using the 30 chart papers, scissor, coloured markers, cello tapes and adhesive. Once the square VISION carpet is made, the team had to coin 30 words related to the vision carpet given. Out of 30, 20 will be positive behaviour words or phrases representing positive ladder and 10 will be negative words representing snakes indicating negativity. This activity also brought into focus the positive collaboration of team to achieve greater heights.

The event was an opportunity for the students to create the dynamic atmosphere and learning environment where all of them have demonstrated high energy, team spirit and coordination skills. It also enabled them to create interest towards Human Resource Management and develop interpersonal skills needed when working together in a team. They learnt every member of the team has to work in coordination with each other and every step forward has to be monitored to succeed. It proved to be an overwhelming event where students have participated with great zeal. Great participation was seen from students as team players. All the faculty members and students of PGDM had a great time sharing their thoughts and ideas. The Beguiling Climbers were the winners of Team Building Strategy- VISION LADDER with vision carpet Moral Values Mantras – Saumy Mishra, Aman Singh, Nikhil Kumar V, Arkan Khan, Shruti Thakur, Tushar Sharma Kanika Gupta, Rajat Srivastava, Kanav Kaler, Aradhya Kumar, Jagriti Nanwani, Himanshi Pandey, Upasana Nigaltia, Tulika Singh, Nisha Prakash, Pritam Goswami, Shorya Gupta, Vikhyat Modi and Akash Tiwari from PGDM 1st Semester. They were appreciated on their great performance and team spirit.

NATIONAL UNITY DAY



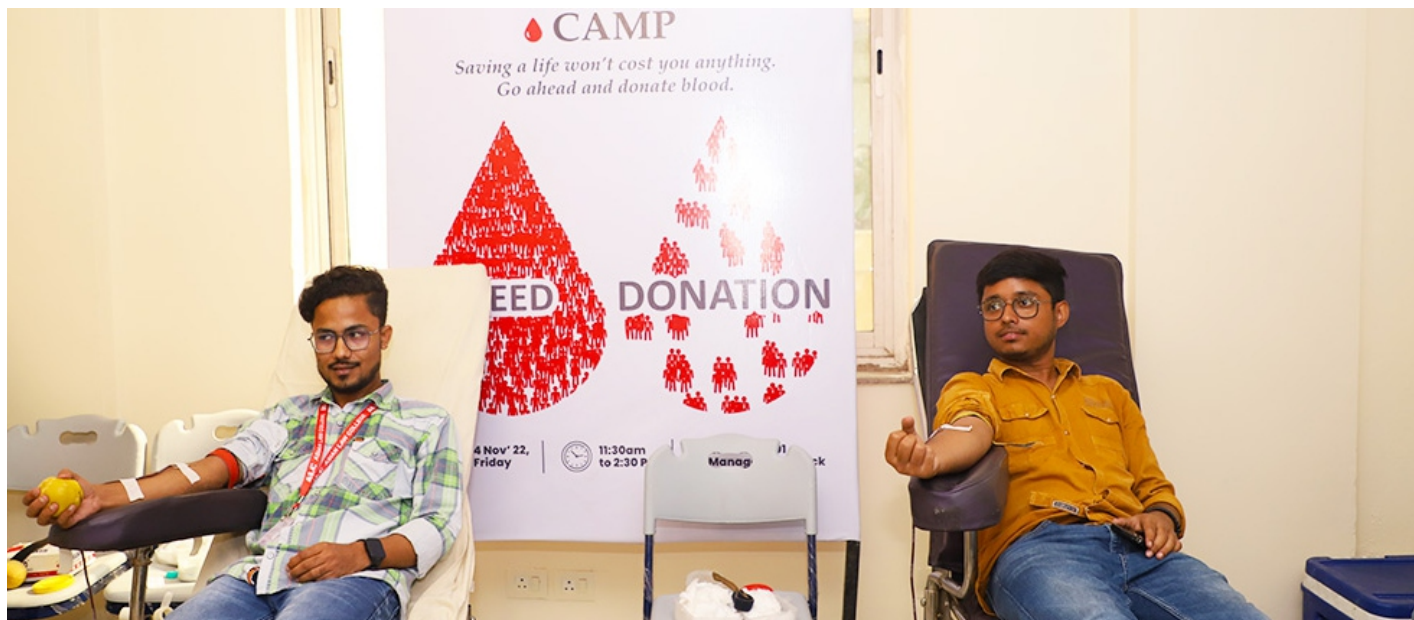
On October 31, 2022, Asian Business School held a celebration in honour of National Unity Day. The anniversary of Iron Man Sardar Vallabhbhai Patel's birth is commemorated on this day. In 2014 the Indian government first declared this day as the day of celebrating National Unity Day. Patel played a significant part in India's political unification and is honoured for his contributions.

All of the students congregated in the sports field, where they were given the instruction to form a human chain. In addition to that, they swore to the following oath:
I SOLEMNLY PLEDGE THAT I DEDICATE MYSELF TO PRESERVE THE UNITY, INTEGRITY AND SECURITY OF THE NATION AND ALSO STRIVE HARD TO SPREAD THIS MESSAGE AMONG MY FELLOW COUNTRYMEN. I TAKE THIS PLEDGE IN THE SPIRIT OF UNIFICATION OF MY COUNTRY WHICH WAS MADE POSSIBLE BY THE VISION AND ACTIONS OF LATE SARDAR VALLABHBHAI PATEL. I ALSO SOLEMNLY RESOLVE TO MAKE MY OWN CONTRIOBUTION TO ENSURE INTERNAL SECURITY OF MY COUNTRY.

The Dean of Asian Business School highlighted the importance of the day. The students read the sacred scriptures of different religions based on the unity and integrity of our nation. A hymn was also sung. All the students and teachers took the oath of Unity in Diversity on this occasion. A sense of pride and togetherness could be seen in the students and the staff who were a part of this event.

The programme was concluded by the singing of the National Anthem.

ASIAN BUSINESS SCHOOL AND ROTARY CLUB ORGANIZED A BLOOD DONATION CAMP AT CAMPUS ON 4TH NOVEMBER 2022



“People Who Give and Donate Are Happier Than People Who Receive” is a truism. And this was seen on the 4th of November 2022 at the Asian Business School campus in Noida when the students and staff members donated blood with a grin on their face. Blood donation is regarded as one of the most honourable acts one can perform. It is important to keep in mind that blood can be considered “a gift of life,” the most valuable present that one person can give to another. Up to three people's lives can be saved with just one unit of blood. The growing number of illnesses calls for an ever-increasing supply of blood, which is difficult to get. The lack of a blood supply claims the lives of more than a few people. Due to the fact that blood cannot be preserved for an extended period of time, it is imperative that healthy individuals regularly donate their blood in order to guarantee that those in need will not experience a shortage of blood. A few individuals were complaining of dizziness, but they were content with the fact that they had been able to assist the community in some fashion.

The Asian Business School would like to express their gratitude to all of those who assisted in the completion of this project, including the doctors, volunteers, faculty members, and all of the administrative personnel. Special thanks to Lions Blood Bank for the wonderful initiative. The Blood Bank conveyed sincere thanks to Asian Business School and Rotary Club for organizing this camp.

It was a successful event that gave immense pleasure and satisfaction to everyone who worked for it. It would not have been possible without everyone's support and enthusiasm. A certificate of appreciation was given, to each donor and each volunteer who worked for such a noble cause. The College also received a certificate of appreciation for organising such a valuable event.

A question worth wondering is, how to bring back a life back to power? It's quite easy. Donate Blood. Make it your responsibility. Sparing only 15 minutes of your life can save a life.

SELF DEFENSE TRAINING SESSION



A healthy and safe society is the right of every citizen. Asian Business School in association with Delhi Police took the initiative of training the youth and its students via a highly important “Self Defense Training Session” on 4th November 2022 at ABS campus.

These day we realize that how important it is for both females and males to learn to defend themselves in the odd situations so a very impactful session was taken by “The lady Singham of Delhi Police” Ms. Kiran Sethi, Sub Inspector, Delhi Police Central District and Dr. Shiv Kumar Kohli, Self Defense Specialist, Founder- Naina Activity Education Society.

The students were filled with enthusiasm and felt more confident after the session. Delhi Police also awardee students with the participation certificates.

MARKETING CLUB (MARKTECHOS) : MARKETING MELA : 5TH NOV 22



Asian Business School's Marketing Club-MARKTECHOS organized the Marketing Mela on Saturday, 5th November'2022 at its campus in Noida. The activity was organized in the form of a mela. In this activity, the students participated in groups of 3-5 members each. They showcased and sold products/offerings of their choice ranging from clay jewellery, food items, snacks, smoothies, games, spiritual books etc. and generate revenue. The preparation for the event started well in advance by creating awareness-through posters etc. in common areas, frequented by the target audience (students, faculties etc.). The variety of products and offerings was quite diverse and held the interest of the audience and engaged them. The team with the maximum revenue along with meeting other judgement criteria like creativity, teamwork, presentation etc. was declared the winner. The mela was thoroughly enjoyed by the students and faculty members visiting it.

The mela was organized to hone the essential and critical marketing skills of Presentation, creativity, team-work, organizing and promotion. Students carried it out with utmost fervor and thoroughly enjoyed in this process of learning through doing. This event also sparked entrepreneurial spirit in many of them, who aspire to be budding entrepreneurs in the near future and successfully carry out their business ventures for the larger good of society and to solve a key problem in the lives of general population.

The winning team comprised of students of PGDM-I: Ujjawal Joshi, Khushi Jain, Pragya Singh, Adarsh Chhabra and Shariq Hasan Khan.

FRESHER 2022 @ASIAN BUSINESS SCHOOL



A journey of a student's life is measured by multiple happy and cherishing moments spent in the institute. Along with the academic's students also look forward to various events where he/ she can gather memories of a life time. One such event is the Fresher's which is an event where a student starts networking with their batch mates and develops an everlasting bond of friendship. Enriching the journey of its students Asian Business School, Noida organized Fresher's 2022 which was held on 19th November 2022.

The event started with the lamp lighting ceremony followed by the Ganesh Vandana Performance of the students. Exuberant smiles and shining faces marked Fresher's 2022 an event full of enthusiasm. Music, Stage, and the tapping foots of the students marked the begging of a new journey and filled the place with a new vibe. The Competition for the title of Mr. and Ms. Fresher brought an awe to the audience with the level of ramp walk and which was followed by the question and answer round. Mr. Kamlendu and Ms. Shivangi bagged the title of Mr. and Ms. Fresher 2022.

The Fresher party cannot end better than with the exuberant performance by Ms. Sunanda Sharma, one of India's most popular singer. Everyone at Asian Business School loved her signature Punjabi style of singing and it was a memorable evening for one and all to cherish.

CONSTITUTION DAY CELEBRATION



Constitution Day also known as 'Samvidhan Divas', is celebrated in our country on 26th November every year to commemorate the adoption of the Constitution of India. On 26th November 1949, the Constituent Assembly of India adopted the Constitution of India, which came into effect from 26th January 1950.

The Ministry of Social Justice and Empowerment on 19th November 2015 notified the decision of Government of India to celebrate the 26th day of November every year as 'Constitution Day' to promote Constitution values among citizens.

Being a part of this country India Asian Business School celebrated Constitution Day on 26th November 2022. The students took the following pledge

WE, THE PEOPLE OF INDIA,
having solemnly resolved to constitute India
into a SOVEREIGN SOCIALIST SECULAR DEMOCRATIC
REPUBLIC and to secure to all its citizens:
JUSTICE, social, economic and political;
LIBERTY of thought, expression, belief, faith and worship;
EQUALITY of status and of opportunity;
and to promote among them all
FRATERNITY assuring the dignity of the individual and
the unity and integrity of the Nation;
IN OUR CONSTITUENT ASSEMBLY this 26th day of
November, 1949, do HEREBY ADOPT, ENACT AND GIVE
TO OURSELVES THIS CONSTITUTION

UBA CELL & CSR CLUB : NUKKAD NATAK : 3RD DEC 22



On 3rd Dec 2022 CSR Club of ABS in collaboration with UBA cell organized a club activity in the campus for students of PGDM. As it has been said that "Businesses cannot be successful when the society around them fails.", with this spirit of contact with impact and Team Building Strategy- Nukkud Natak was organized as an effective tool for spreading various messages for awareness of social issues. This activity was designed so that the students learn about social responsibility, team building spirit and leadership quality with active participation. The theme of Nukkud Natak revolved around

- Right to Education
- Various benefits schemes provided by Govt for free education
- Child marriage
- Swachh Bharat Abhiyan
- Pollution issues

This activity helped to instil amongst the students' positive attitude and sense of contribution to society, that is required in professional life too. Students performed various role plays and represented various social causes. This activity also brought into focus the positive collaboration of team to achieve greater heights. It was a good and overwhelming experience for ABS students also. The event was an opportunity for the students to create the dynamic atmosphere and learning environment where all of them have demonstrated high energy, team spirit and coordination skills. It also enabled them to create interest towards society and develop interpersonal skills needed when working together in a team. They learnt every member of the team has to work in coordination with each other and every step forward has to be monitored to succeed. It proved to be an overwhelming event where students have participated with great zeal. Great participation was seen from students as team players. All the faculty members and students of PGDM had a great time sharing their thoughts and ideas. They were appreciated on their great performance and team spirit. Winners of activity were Jatin Soni, Arun Das, Ayushi Kaushik, Bhavika Madhok, Jasmine Sa, Gautam Sharma, Himanshi Pandey, Naman Kamthan, Anushka Mishra, Bhawana Pandey, Vaishnavi Raj Gupta, Bharat Dwivedi, Aanchal Mishra, Aditi Singh.

NDLI & GNOSIS CLUB : SPIN OF CAMPAIGN : 5TH DEC 22



On December 5th, NDLI and GNOSIS club presented an Event SPIN OFF CAMPAIGN Activity. For this activity we asked students to prepare video on product of their choice and promote it. 25 students under the guidance of their mentor participated. The aim to organize such Event was just to encourage students so, that they can show their creativity which they are capable of.

They all were so excited to shoot video with perfection and really did commendable job by giving their 100%. All videos were interesting and fascinating. It was worth watching it. After showing their video participants shared their experience with everyone.

In the end, Audience were asked about the learning through this activity and encouraged the students to participate in such events every time.

That was an amazing and informative Event for students as well as Faculty. These types of Events are a source to increase creativity and interest among students.

YOGA AND ZUMBA SESSION @ ABS



Yoga is considered to be the one of the most effective ways of keeping oneself healthy and positive.

It eases the body mind and soul. Asian Business School understands the need of the having a relaxed body and mind for the growth and development of every individual. Keeping this in mind on 9th January 2023 ABS organized a Yoga and Zumba session from 2:30 pm onwards in the sports arena of the campus.

The first session was taken by Mr. Gurpal Singh the sports instructor who made the students do Sukhasana with chanting followed by Sukshamvyayam. He made the students perform various other asanas that included- Standing asana (Taadasana, Trikonasana, Vrikshasana, Garudasana, Ardha Chakrasana), Sitting Asana (Ardha Matsyendrasana, Trikonasana, Vrikshasana, Garudasana, Ardha Chakrasana), Reclining (Bhujangasana, Naukaasana, Setu Bandasana, Halasana, Sarvangasana), Pranayama and Surya Namaskar. The instructor, Mr. Gurpal Singh, also explained the importance of yoga in everyday life to the students.

The second session was of Zumba which was taken by Ms. Meenal Pathak, founder of Mee Studies, she is also a celebrity fitness coach. She made the students do Zumba on the tapping numbers. Students enjoyed both the sessions for around 45 minutes each.

The event was concluded by the felicitation of the instructors by Dr. Preeti Sharma, Head DSW.

SPORTS CLUB: ATHLEEMA : SPORTS MANIA : 21ST JAN 23



The Athleema Club of Asian Business School conducted an event “Master Sports League” on Saturday, 21.01.2023. The objective of the event was to engage the students in competitive activities, while promoting sound health and physical fitness. Physical activities are a common form of recreation and a source of well-being and it works as a key for improving physical fitness as well as mental health.

The variety of sports which were organized in the event were Shot Put, 50 m Dash, Kabaddi, Basket Ball, Badminton, Volleyball, Chess, Carrom and Tug of War. In the event a total of 126 students nominated in the different sports. The knock rounds for the event started on Friday i.e. 20th January 2023 only. Students participated in each event with full enthusiasm and the faces of winners of each game were full of energy. Initially four games Badminton, Chess, Carrom and Shot put were conducted and girls and boys have shown full energy and enthusiasm in each game.

The students were very excited for shot put and showed a fair participation and game spirit. At the end of event the last game was Tug of War in which there were different teams for boys and girls. It was a great event. Winners of each game were announced and congratulated.

The event was organized by Mr Sumit Rastogi (Faculty Coordinator) and Mr Gurpal Singh (Sports Instructor) with the support of student coordinators.

AIMA PANEL DISCUSSION – 3RD FEB 23



On February 03, 2023, AIMA in association with Lung care foundation has organised a panel discussion session, where they had invited Mr. Rajeev Khurrana, Mr. Kartik Sharma, Ms. Simrit Kaur, Mr. Sudhir Bhatnagar and Mr. Vijay Rai as chief guests, where 48 students from Asian Business School have taken part.

The session was about major steps to be taken with regards to cleaner air and the panelists had given five following mantras:

1. Students should take up ISR (Individual Social Responsibility) to take care of the environment.
2. Everyone should read "VAYU RAKSHAK" which is a basic school book that teaches kids about the environment and how to care for it.
3. Awareness generation – We need not only make people aware of the solution but also passionate about it.
4. Green/Red Button Concept – Every house will have a button outside indicating whether you follow the ISR.
5. Buying energy-efficient items – The discussion ended with a moral learning for the students to take of the environment for present and future generations.

BULLS & BEAR - THE FINANCE CLUB : BUDGET CONCLAVE 5.0 : 8TH FEB 23



The Finance Club “Bulls n Bears” at Asian Business School organized the “Budget Conclave 5.0”, an interpretation and analysis of the Union Budget 2023, on 8th February, 2023, wherein students from PGDM participated as researchers and panel Speakers. The panel speakers discussed and analysed the impact of the Union Budget, 2023 on twelve different crucial sectors viz. Railways, Automobiles, Communication Services, Education etc. A panel of judges evaluated the performances of speakers and winners were announced in two categories i.e. Best Speaker and Best Researcher. Mr. Naman Arora won the title of Best Speaker and Mohd. Arshad won the title of Best Researcher.

TECHNOCRATS – IT CLUB : TECH LE'ON : 17TH MAR 23



In Asian Business School, Technocrats is a world of fun, excitement, and learning. On 17th March, 2023, Technocrats – IT Club of Asian Business School, organized an event “Tech Le'on: A Digital Poster Making” for PGDM Students under the theme “G-20 Summit, 2023”. The event was very enthralling as the students really have used their creative ideas & technical skills to design & create the wonderful posters. Some of the posters were too interesting & the objects used were also very innovative. All the digital posters were quite informative, beautiful, and revealing with the base theme: G-20 Summit, 2023.

The Objective behind the event is to bring out the creative expression of the students and to gauge their knowledge, skills, and awareness regarding G-20 Summit, 2023. Around 15 Teams participated in the event. This event has created a buzz among the students about G20 summit, as the students become very inquisitive and they started looking for more information about the summit to be held in India this time.

The posters were well designed and presented by all the teams, and all of them explained the importance of symbols used in G20 Summit and also the Tag Line of “Vasudev Kutumbakam” which explains the belief of our nation- One Earth, One Family. The entire event went well and the judges also faced difficulty in giving final judgement. Team comprising of Himanshi Pandey, Jasmine Sa, Gautam Sharma & Jatin Soni have won the competition. The event was well coordinated by the Faculty Convener – Ms. Rekha & Students Coordinators of the club.

CONVOCATION CEREMONY 2023



On Saturday, March 18, 2023, Asian Business School held its 12th Convocation Ceremony at the Dr. Ambedkar International Centre on Janpath Road in New Delhi. The ceremony started with the student procession followed by an academic procession in which the dignitaries, namely, Shri M. Venkaiah Naidu – Former Vice President of India, Dr. Sandeep Marwah-President- Asian Education Group, Dr. Lalitya Vir Srivastava- Director- Asian Education Group, Mr. Saurabh Sharma-Director- Asian Education Group, Mr. Gurdeep Singh Raina-Director-Asian Education Group, along with the Dean, Head of departments and the faculty members, were ushered to the accompaniment of the college band.

With their exquisite caps and gowns, the dignitaries adorned the dais. After the customary invocation song and lighting up the lamp, the programme coordinator welcomed all the dignitaries, invitees, parents, faculties, and graduands. All the dignitaries were felicitated with bouquets and mementoes and were introduced to the gathering. Dr. Lalitya Vir Srivastava, Director-Asian Education Group, then declared the graduation day open. The ceremony began with an endearing welcome address by Mr. Saurabh Sharma – Director Asian Education Group, followed by the presentation of the academic report by Dr. Lalitya Vir Srivastava – Director Asian Education Group, all the dignitaries enlightened the students and motivated them towards the achievement of their visions and goals, oath taking ceremony was then recited by Dr. Shweta Batra, Dean Asian Business School & Examination Asian Education Group, and repeated by the students.

ABS's 12th Convocation ceremony marked another milestone too, as this year the college administered its Distinguished Faculty Awards 2023 too, along with the awarding of diplomas and medals to all the graduands. The proud recipient of the gold medal, the topper of the programme, namely Kriti Jain (2020-2022 batch) made a grand prelude to the convocation ceremony, followed by the award of Post Graduate Diploma to the remaining graduates, who walked up magnificently in their convocation robes to be conferred with their diploma's. Dr. Veenu Arora was given "The Distinguished Faculty Award-2023" for having a positive impact on students.

The ceremony was charged up with the address of Dr. Sandeep Marwah, President AEG and Mr. Gurdeep Singh Raina, Director AEG. The cherry on the cake for this year's Convocation ceremony was the chief guest Mr. Venkaiah Naidu, Former Vice President of India. His address engaged the audience and took them to another world of proud India.

The vote of thanks was delivered by Dr. Maroof Mir Ahmed thanking everyone who took time to attend the ceremony and to those who were involved in making the event a grand success. The event ended with the photoshoot of students holding their diploma and certificates in hand with all the smiling faces. Collecting all the memories of their journey with Asian Business School brought tears in the eyes but passing out with flying colours brought the happiness on the face.

NDLI : QUIZOLLAGE : 24TH MAR 23



Asian Business School, has organised a Quizollage – Sports Mania event under NDLI Club. It was an online event conducted through Google meet. The Club had conducted two competitions to encourage students to gain general knowledge on sports.

The event was started with the Quiz competition. The Quiz was unique in itself because it was held on virtual platform. It had two rounds. Two-round competition included Objective, Direct answer and visual round. There were 14 teams and all the teams were well prepared. The students surprised the audience with their knowledge and information. The questions put forth to the teams were captivating, exciting and made the student applaud excitedly when the teams answered correctly. The competition was very tough but, in the end, the most exciting and thrilling battle was won by Mayank Tripathi and Jayakrishna Ch.

Collage and paper art helps to develop reasoning, creative, imaginative, and problem-solving skills. With this thought, Club had organised the other competition that was Collage Making Competition. The students were briefed about the significance of Collage, which is a technique of an art production, primarily used in the visual arts, where the artwork is made from an assemblage of different forms, thus creating a new whole. All the participants brought the pre made collage and two minutes were allotted to each team to showcase their creativity followed by the theme. The students were judged by Dr. Shweta Batra and the criteria of judgment were Creativity, Theme and Presentation. All the students participated enthusiastically along with competitive spirit and in the end the most creative collage made by Debangshu Guha and Abhishek Bhagat got the 1st position. Thanking note was given by Ms. Shipra Shrivastava and the student assembled for the photographs at the end of the event.

ATHLEEMA 2023, ANNUAL SPORTS MEET



Asian Business School, Noida held its 10th annual sports meet, ATHLEEMA 2023 from 4th-7th April 2023 at Jasola Sports Complex, New Delhi with great enthusiasm and glory, much accentuated by the glorious presence of Prince Narula – The King of Reality Show as the chief guest for the occasion.

A total of 63 top colleges of Delhi NCR and 3000 students participated in this mega inter-college sports meet including the two other constituent group colleges of Asian Education Group, namely Asian School of Business (ASB) & Asian Law College (ALC).

The inaugural function on 4th April 2023 began with the auspicious torch-lighting ceremony, ignited by the chief guest, Mr. prince Narula; Dr. Sandeep Marwah, President-AEG; and Directors AEG, namely Dr. Lalitya Vir Srivastava, Mr. Saurabh Sharma and Mr. Gurdeep Singh Raina. After this, the distinguished dignitaries on the dais inspired the participating students with some zestful speeches.

The inaugural ceremony of the Athleema 2023 was full of energy and hope of winning the trophies could be seen in all the participants. The Athleema 2023 was declared open by Dr. Sandeep Marwah followed by the start of the first game/ match of every sport. Games in which competition was held included Cricket, Volleyball, Football, Table Tennis, Tug-O-War, Basket Ball Badminton, Chess, Carrom, Athletics (Shot Put & 100m Race), Kabaddi, Kho-Kho, and Pool.

After three days of great competitions, the grand Valedictory function for ATHLEEMA-Season 10 was held on Friday, 7th April 2023 at the AEG campus in Noida to felicitate students for their exemplary performance and zealous participation at the games.

The Trophies were awarded by, Dr. Sandeep Marwah – President AEG; the Directors of AEG, namely Dr. Lalitya Vir Srivastava, Mr. Saurabh Sharma and Mr. Gurdeep Singh Raina; who aptly complimented and applauded the winners.

All in all, the 10th annual sports meet ATHLEEMA 2022 turned out to be a huge success and left behind a trail of great memories and achievements for students to cherish for a long time.

YOUNG ASIAN ENTREPRENEUR OF THE YEAR 2023 SEMI FINALE



Once again, a grand event was hosted in Asian Business School, on 19th April 2023. The event was Semi Finale of Young Asian Entrepreneur of the Year 2023, a business plan hackathon for the students of final Year of PGDM Program. The event was judged by one of the prominent entrepreneur, who recently has been on to the stage of Shark Tank as well, Ms. Shreedha Singh, Founder & CEO – The Ayurveda Company.

Ms. Shreedha inaugurated the event with a brief introduction of her entrepreneurial journey and motivated the students to come up with start up ideas, and utilise the various stages, schemes and funding opportunities available in market through venture capitals and government as well. After listening to her journey the audience were ready to witness the business plans prepared by our semi-finalists. The first presenter was Ms. Divya Jain, she brought her idea along in the form of prototype and pitch, after presentation the Q&A, took place for few minutes, where Ms. Shreedha has given her inputs as well, afterwards was the sequence of students presented their ideas and taken inputs from mam, which were really valuable and to be incorporated in the presentations further.

Shreedha Mam, appreciated few of the presentation very much, as students really gave their best in presenting, like Jatin Soni, started his idea with a rap song, which he himself written for his venture SharkPi and Manas added the video of Diabetic patients in his plan, which created an impact in his presentation of Mango Story. Pradyuman has also got his prototypes along and shown how his plan is very much suitable for Finale of the event. The audience really got mesmerised with all the 14 Business Plans. Once all the presentations were done, students, participants and all the staff members were really ecstatic and eagerly waited for the result and announcement of the Finalist, who are going to compete in the Finale, which will happen on 25th April 2023.

After all the analysis and calculation, Ms. Shreedha announced the result where she selected six students and one student was already there, Being the winner of the Young Asian Entrepreneurial Challenge, Mr. Arun Das. So, in total there were seven students selected as Finalists, who will compete for the Grand Seed fund of Rs, 5 Lakhs. This amount will be provided to the winner from the institute to initiate the idea and convert it into a startup. In the end Ms. Shreedha was felicitated by Dr. Shweta Batra & Mr. Ravi Sharma for giving her valuable time and inputs to the students and thanked her so much for her presence in the institution.

CSR CLUB : E WASTE DRIVE : 21ST TO 26TH APR 23



The Group of Twenty (G20) is the premier forum for international economic cooperation. It's playing an important role in shaping and strengthening global architecture and governance on all major international economic issues. India is on a mission to bring about a shared global future for all through the Amrit Kaal initiative with a focus on the Lifestyle for the Environment (LiFE) Movement which aims to promote environmentally-conscious practices and a sustainable way of living. To promote environmentally conscious practices and a sustainable way of living. To continue the same purpose, CSR club of ABS organized E-WASTE collection drive from 20-26th April, 2023. Collection drive included following e waste:

- Laptops
- Tablets
- Ear phones
- Chargers / charging wires
- Mobile phones
- Laptop battery
- Printer
- Electronic watches/toys
- Any other electronic goods

This activity helped students in getting more awareness related to segregation of E waste from solid waste. This drive also enabled them to create interest towards positive impact towards environment through working on science of E-waste management. Great participation was seen from student's side during drive.

PLEDGE FOR LIFE



Faculties & Students of Asian Business School, has take the Pledge for LIFE, the initiative of Ministry of Environment Forest & Climate Change, NitiAyog, Government of India in association with UBA Cell of IIT Delhi. This year, the MoEFCC is focused on World Environment Day 2023 and giving special attention to the Mission LIFE. On June 5 2023, which is World Environment Day, people all over the world will come together to raise awareness and take action to protect the environment.

India started the LiFE Global Movement on World Environment Day, June 5, 2022, to inspire researchers, start-ups, and academics to find scientific solutions to the environmental crisis. Mission LiFE follows the Pro Planet People (P3) concept, promoting a lifestyle of, for, and by the planet. It supports a circular economy that balances development, economic growth, and sustainability through reduce, reuse, and recycle. The goal makes everyone a steward of the environment, which means they are responsible for taking care of it and keeping it safe. It aims to change the way we all think about sustainability by encouraging people to do things that are good for the environment, making it easier for businesses and markets to respond quickly to changes in demand, and getting government and business policies to support sustainable consumption and production.

The fight against climate change requires more than just making policies. It also needs help from people, families, and communities to protect the environment and the planet and to help each other during climate-related disasters and extreme weather calamities. India also has the chance to lead the way into a new age of sustainability in line with its history, culture, and traditions now that it is in charge of the G20. This way every one of us contributes a bit to save our environment

ENVIRONMENT CLUB : PLANTATION DRIVE : 8TH JUNE 23



“Just living is not enough, one must have sunshine, freedom, and a little flower.” – Hans Christian Andersen.

Nature is God's most beautiful creation. It felicitates the growth, development and nourishment of all its creatures. Under the Prakriti club, a “Tree Plantation Drive –Power of nature” was organized in Asian Business School on Thursday, 08th June 2023. The campaign's main aim was to direct minds in constructive activities with the positive outcome through the facilitation of contributing to the society and to bring awareness among people about keeping the environment clean and safe from pollution. For this purpose, we all should plant more trees to purify the air and make the earth green. The program started at 11.00 am.

The teaching and non- teaching staff brought various sapling and participated in the drive enthusiastically and helped each other in planting the saplings. All the saplings were planted in the college ground by Dean, Faculty and non-teaching staff. Some of the faculties also shared their experiences and shared their joy with others. This really helped to realise the importance of environment and created a sense of responsibility amongst us all.

Faculties later exchanged the planters, they brought for one another and taken oath to plant more saplings for better future of the coming generations.

Such little steps taken together by us will surely help in fostering strong mental and social health amongst people so that they connect with their peers, their elders, their community and their environment.

This was an amazing and interesting activity hosted by Asian Business School.

PLASTIC COLLECTION DRIVE: CSR & ENVIRONMENT CLUB : PLASTIC WASTE COLLECTION : 8TH JUNE 23



Plastic pollution is a huge environment and health issues as it harms us in more than one way such as it clogs drains, causes visual pollution and proves fatal for stray animals.

To celebrate the World Environment Day, Asian Business School has taken an initiative of "Plastic waste collection drive" under Prakriti club. The theme for the event was 'Beat the Plastic'.

The primary objective of the Drive was to collect plastic waste, raise awareness about the adverse effects of plastic pollution, and inspire sustainable practices among teaching and non-teaching staff. Under this event Teaching, non- teaching staff and students were told to bring plastic waste. The event aimed to raise awareness about the environmental impact of plastic pollution and to actively engage the staff in promoting environmental responsibility and fostering a cleaner and healthier environment. With enthusiasm and dedication, the faculties actively engaged in waste collection. Faculties also shared personal experiences, insights, and knowledge on the impact of plastic pollution, emphasizing the need for sustainable alternatives and responsible plastic waste management. The active participation of dean, faculties and non- teaching staff demonstrated a collective dedication towards creating a cleaner and greener environment.

Together, let us strive for a sustainable and plastic-free future!

INTERNATIONAL PROGRAM

ABS has a partnership with Oxford Business College in the United Kingdom, offering students an enriching International Learning Educational Tour to Oxford and London. This tour provides students with a global perspective as they visit Oxford Business College in the UK.

This year the trip to Oxford Business College were done on the following dates:

- 14th March to 20th March 2023
- 21st March to 27th March 2023



INTERNATIONAL PROGRAM



INTERNATIONAL CONFERENCE

Asian Business School held its highly-vetted 10th International Conference ABSIC 2022 “Sustainable Development & Green Business Models” on Saturday, 26th November 2022 at its Noida campus with great success. The event was smoothly coordinated by the Research & Development (R&D) Cell of Asian Business School that operates with the mission to become a centre of excellence in management education by focused research pursuits, through an interface with industry and academia. Amitava Sen President - Vice President - Strategy & Alliances-Deshwal Waste Management, Dr. Kazem Samandari, Executive Chairman-French Bakery Pvt. Ltd, Aashish Beergi Founder & CEO - MASH Project Foundation were the eminent guests and speakers at this inaugural ceremony of conference who shared their valuable thoughts on the topic.



International Conference on “Sustainable Development & Green Business Models”



10th International Conference “Sustainable Development & Green Business Models”

INTERNATIONAL GUEST LECTURES

Asian Business School consistently organizes international guest lectures, providing students with valuable insights into global happenings. As part of the faculty exchange program, Ms. Katherine Boxale from the UK visited the Asian Business School to teach students diverse aspects of Global Marketing. Additionally, the college hosted guest sessions led by distinguished personalities from around the world.

List of International Guest Lectures conducted by ABS, Noida

S. No.	Name	Designation / Organization	Topic	Duration
01.	Dr. Kazem Samandari	Exec. Chairman L'Opera, President KCSH & Associates, President Terra Firma International	Sustainable Development & Green Business Models	26th November 2022
02.	Dr. Augusto Lopez Claros	Executive Director and Chair of the Global Governance Forum	Economic Governance in the Post Covid World	23rd November 2022
03.	Dr. Arthur Lyon Dahl	President of the International Environment Forum and a retired senior official of UN Environment	One Planet one Habitat	22nd November 2022
04.	Dr. Joshua Lincoln	Senior Fellow (non-residential) at the Centre for International Law and Governance at Fletcher	Peace and Security Issue	21st November 2022

Some Glimpses of the International Guest Sessions:



Dr. Kazem Samandari

INTERNATIONAL GUEST LECTURES



Dr. Augusto Lopez



Dr. Arthur Lyon Dahl



Dr. Joshua Lincoln

DISTINGUISHED VISITORS TO THE COLLEGE

Guest Lectures / Speaker Series:

Inviting industry experts, professionals, or entrepreneurs to deliver talks, seminars, or workshops on current trends, innovations, challenges, and opportunities in the industry. The details of industry experts invited for the session 2022-23 are as under:

List of Guest Lectures in the year 2022-23

S. NO.	NAME	DESIGNATION	COMPANY	DATE
01.	DR. KIRAN BEDI	FOUNDER	NAVJYOTI INDIA FOUNDATION	25.07.2022
02.	MUKESH ROHILA	DIRECTOR - HUMAN RESOURCE CAPITAL ADVISORY	KPMG	25.07.2022
03.	KANIKA TEKRIWAL	FOUNDER & CEO	JETSETGO AVIATION SERVICES PVT. LTD.	25.07.2022
04.	TANIA CHATTERJEE	DIRECTOR - HR	NATWAEST GROUP	26.07.2022
05.	TEENA KHANNA	HEAD TALENT ACQUISITION & CONTINUOUS LEARNING (L&D)	LENSKART.COM	26.07.2022
06.	SUSHANT KUMAR	INDIA LEAD - UNIVERSITY RELATIONS	TATA TECHNOLOGIES LTD.	26.07.2022
07.	ARUNABH SINHA	CO-FOUNDER	UCLEAN	29.07.2022
08.	PRASHANT PITTI	CO-FOUNDER	EASEMYTRIP.COM	30.07.2022
09.	NEELAM SINGH	FOUNDER & CEO	THE BURGER COMPANY	04.08.2022
10.	VIR BHARAT	HEAD - HR	YAMAHA MOTORS SOLUTIONS PVT. LTD.	03.11.2022
11.	ANKIT JAMB	CHIEF LEARNING OFFICER	GRANT THORNTON BHARAT LLP	04.11.2022

STUDY TOURS / FIELD VISITS

Organizing visits to industrial facilities, factories, or relevant companies provides students with firsthand exposure to industrial processes, operations, and technologies. The details of visits for the Academic Session 2023-24 are as under:

List of Company visits in 2023-24

S. NO.	Date of Visit	Name of the company	Batch	Group/ Section	No. of Students
01.	14.09.2022	Yakult Danone India Pvt. Ltd.	PGDM 2022	A	60
02.	15.09.2022	Yakult Danone India Pvt. Ltd.	PGDM 2022	B	60
03.	16.09.2022	Yakult Danone India Pvt. Ltd.	PGDM 2022	C	60
04.	02.11.2022	Dabur India Ltd.	PGDM 2022	Capstone Project	8
05.	04.11.2022	Deshwal Waste Management	PGDM 2022	A	16
06.	06.12.2022	Yakult Danone India Pvt. Ltd.	PGDM 2022	Capstone Project	8
07.	09.01.2023	Haier Appliances India Pvt Ltd.	PGDM 2022	A	50
08.	10.01.2023	Haier Appliances India Pvt Ltd.	PGDM 2022	B	50
09.	16.01.2023	Haier Appliances India Pvt Ltd.	PGDM 2022	C	50
10.	29.11.2022	Hewlett Packard Enterprises	PGDM 2022	Capstone Project	8
11.	06.12.2022	SMC Global Securities Ltd.	PGDM 2022	Capstone Project	8
12.	31.01.2023	Coca Cola Beverages Ltd.	PGDM 2022	Capstone Project	8
13.	10.02.2023	UAS International Ltd.	PGDM 2022	Capstone Project	8
14.	10.02.2023	ITC Ltd	PGDM 2022	Capstone Project	8
15.	24.11.2022	Lenskart.com	PGDM 2022	Capstone Project	8
16.	01.12.2022	UClean	PGDM 2022	Capstone Project	8
17.	24.01.2023	The Burger Company	PGDM 2022	Capstone Project	7
18.	08.02.2023	MadHawks	PGDM 2022	Capstone Project	7
19.	20.02.2023	Steel Authority of India Ltd. (SAIL)	PGDM 2022	Capstone Project	7
20.	20.01.2023	Decathlon	PGDM 2022	Capstone Project	8
21.	08.02.2023	PeeSafe	PGDM 2022	Capstone Project	8

RESEARCH & DEVELOPMENT CELL

FDP ON DATA ANALYSIS USING SPSS

Research and Development Cell of Asian Business School hosted a **5 Days Faculty Development Program** on 'Data Analysis using SPSS' from 12-16th July, 2022. FDP started with the gracious presence of Dr. Lalitya Vir Srivastava, Director, Asian Education Group and he described explicitly the necessity of Research Methodology & Data Analytics and how it is required to adopt the methodologies and techniques for effective research. Dr. Shweta Batra, Dean Examinations, Asian Education Group also shared her insights and Ms. Bushra, member RDC cell, welcomed all the participants. Mr. Sumit Rastogi, Assistant professor, Asian Business School, was the Resource person of this FDP.



FDP on 'Data Analysis using SPSS'

FDP ON DATA ANALYSIS USING SPSS

Research and Development Cell of Asian Business School hosted a **5 Days Faculty Development Program** on 'Transforming Teaching and Research' from 19th -23rd June, 2023 organized by IQAC. FDP started with the gracious presence of Dr. Shweta Batra, Dean Asian Business School, and she described explicitly the necessity of transforming teaching and research and Dr. Swati Bhatia, Convener R&D cell, welcomed all the participants. Dr. Maroof Ahmad Mir, Associate Professor, Asian Business School, and Mr. Abhay Jain, Assistant Professor at IBMR Group of Institutions, Gurgaon were the resource persons of this FDP.

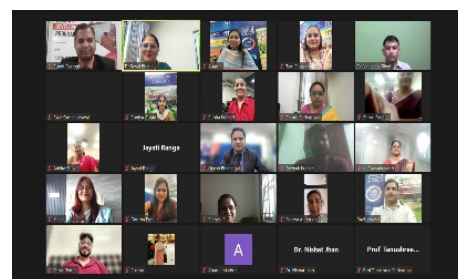


FDP on 'Transforming Teaching and Research'

RESEARCH & DEVELOPMENT CELL

FDP ON DATA ANALYSIS USING SPSS

Research and Development Cell of Asian Business School hosted a **5 Days Faculty Development Program** (Hybrid mode) on 'Data Analysis using SPSS' from 24th - 30th June, 2023. FDP started with the gracious presence of Dr. Shweta Batra, Dean Academics, Asian Business School and she emphasized the necessity of Research Methodology & Data Analytics and how it is required to adopt the methodologies and techniques for effective research and Ms. Bushra, member RDC cell, welcomed all the participants. Mr. Sumit Rastogi and Mr. Manoj Kumar Mishra were the resource persons of this FDP. This FDP was intended to train participants with basic & advanced data analysis skills using SPSS & AMOS to produce quality research work.



FDP 'Data Analysis using SPSS'

SEMINAR : THE ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT : THE ROAD AHEAD

Asian Business School organized its 9th National Seminar on “The Role of Entrepreneurship in Economic Development: The Road Ahead” on Wednesday, 9th November 2022 to celebrate National Entrepreneurship Day. Entrepreneurship can be a key to different roadblocks in the course of development to the economy. It acts as the foundation for economic growth and gives millions of people decent jobs. The seminar commenced with the lighting of lamp and welcome introduction of dignitaries present on and off the dais. In Inaugural Ceremony the welcome address was delivered by Dr. Shweta Batra, Dean -Asian Business School and Inaugural address by Mr. Vinod Dhar, Head IC-Asian Business School. This was fostered by the wise words of Ms. Shreedha Singh , Founder & CEO of T.A.C, Mr. Ankit Prasad, Founder Bobble AI. They shared different perspective about entrepreneurship development through Innovations During Uncertainties, Entrepreneurship Discourse & Transformation through marketing activities and Professional Investment. The Plenary Session was moderated by Ms. Shipra Shrivastava, Convener ABS. The session was fostered by the wise words of Ms. Divya Gandotra Tandon, Director The Scoop Beats, the youngest entrepreneur and an influential figure and Ms. Gujan Taneja , Co- Founder Head of Marketing & Product U CLEAN.



RESEARCH & DEVELOPMENT CELL

MDP : AIMA BIZLAB

The Management Development Program (MDP) conducted at University of Petroleum Energy Studies, Dehradun from 9th & 10th November 2022, was a comprehensive initiative aimed at enhancing the managerial skills and capabilities of the management employees. The program, facilitated by Dr. Maroof Ahmad Mir, utilized simulation-based case studies provided by AIMA Biz Lab to provide practical learning experiences for the participants. Objective of the Management Development Program was to enhance the Practical Application of Management Concepts, utilizing simulation-based case studies to apply theoretical concepts to real-world scenarios, enhancing decision-making abilities by analyzing complex business situations and formulating effective strategies, fostering collaboration and teamwork among participants to tackle challenges collectively & cultivating leadership qualities essential for driving organizational success. The two-day program was structured around simulation-based case studies provided by AIMA Biz Lab.



Management Development Program (MDP)

The Management Development Program (MDP), which took place at the University of Petroleum Energy Studies (UPES), Dehradun, from December 14th & 15th, 2022, was meant to help workers become better managers. The session was led by Dr. Maroof Ahmad Mir, Professor at Asian Business School. Over the course of two days, there were a number of simulation-based case studies that were meant to reflect real-life business situations. People were pushed to use their management knowledge and skills to make strategic choices through lectures, group discussions, and hands-on activities. The program's goal was to help people think critically, solve problems, and work together.



Management Development Program (MDP)

RESEARCH & DEVELOPMENT CELL

The **Management Development Program (MDP)** held at **PMI, Noida** on April 27th, 2023, aimed to provide participants with important insights and practical learning experiences. Dr. Maroof Ahmad Mir of Asian Business School supervised the session, which included simulation-based case studies offered by AIMA Biz Lab. The primary goal of the MDP was to improve the participants' managerial skills and capacities by using simulation-based case studies. The program's goal was to develop critical thinking, decision-making, and leadership skills, all of which are necessary for organizational success. The one-day training was organized around simulation-based case studies that were aimed to mimic realistic business circumstances. Participants were encouraged to make strategic decisions using their management knowledge and abilities via lectures, group discussions, and hands-on exercises.



Management Development Program (MDP)

RESEARCH & DEVELOPMENT CELL

MDP : NON VIOLENT COMMUNICATION FOR DELHI POLICE

MDP – session 1 was conducted on Orientation Programme on Nonviolent Communication for Better Interaction between Police and the Public on 5th May 2023 at Gandhi Dashan, Raj Ghat. The programme started with the inaugural session attended by Shri. Vijay Goel, Vice Chairman, GSDS, Shri Sagar Khalsa, DCP North DELHI POLICE, Shri Paramaditya, Joint CP Delhi Police, Mr. Ajay Jha, director incharge GSDS, Dr. Prity Sharma, Asian Business School and Dr. Vedabhyas Kundu Programme Officer, GSDS along with 108 policemen.



MDP on Orientation Programme on Nonviolent Communication for Better Interaction between Police and the Public – Session 1

MDP – session 2 was conducted on Orientation Programme on Nonviolent Communication for Better Interaction between Police and the Public on 5th June 2023 at Gandhi Dashan, Raj Ghat. The programme started with the inaugural session attended by Shri. Vijay Goel, Vice Chairman, GSDS, Shri Sagar Khalsa, DCP North DELHI POLICE, Shri Paramaditya, Joint CP Delhi Police, Mr. Ajay Jha, director in charge GSDS, Dr. Prity Sharma, Asian Business School and Dr. Vedabhyas Kundu Programme Officer, GSDS along with 108 policemen.



MDP on Orientation Programme on Nonviolent Communication for Better Interaction between Police and the Public – Session 2

LIST OF THE SPONSORED RESEARCH PROJECTS

S.No.	Project Title	Funding Agency	Duration
01.	Designing a Blue print for Online Branding for Digital Education Transformation Private Ltd.	Digital Education Transformation Private Limited	15th June 2022 to 1st March 2023
02.	Post Pandemic Assessment of Travel Behaviour of Consumers in the demographic segment of 18 to 30 years in Delhi NCR for Marwell Tours and Travels.	Marwell Tours & Travels	5th July 2022 to 10th March 2023
03.	SAS Exhibitions and Media Solutions event management strategies for scaling up reach in Auto Industry events.	SAS Exhibitions and Media Solutions	10th March 2022 to 27th March 2023
04.	Strategies for tapping the digital event market for AMICE planners Pvt.Ltd.	AMICE Planners Private Limited	21st Jan 2022 to 15th Feb 2023

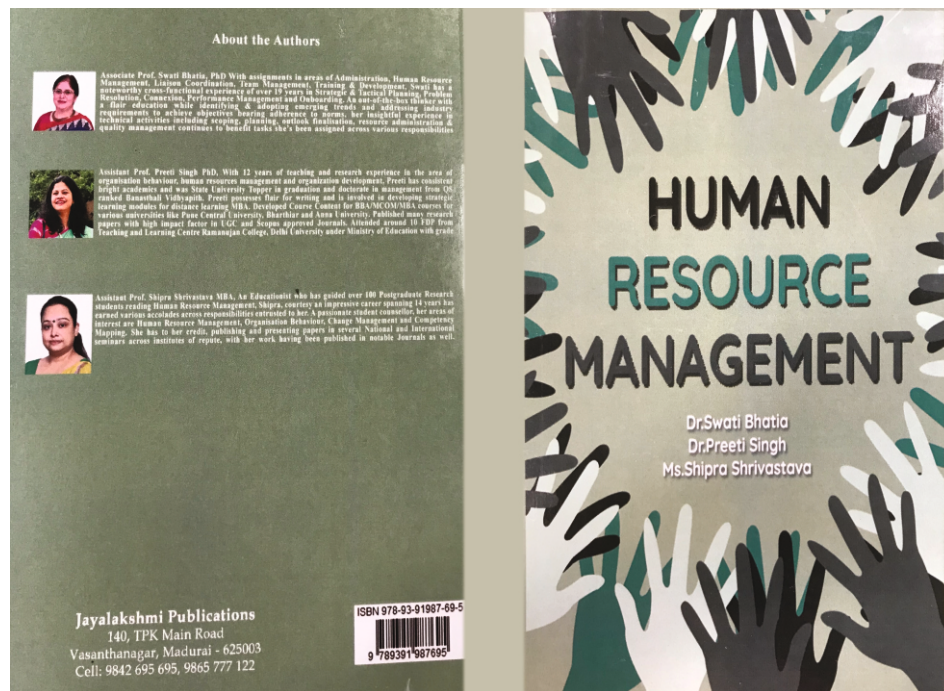
LIST OF THE CONSULTANCY PROJECTS

S.No.	Agency	Project Title	Duration
01.	AMICE Planners Private Limited	Analysing event feedback for AMICE Pvt. Ltd: A qualitative Investigation into participant perspective on Event Management Practices.	5th Sept 2022 to 8th March 2023
02.	Jovee Bencha India Pvt. Ltd.	Growth strategies for elevator start-up Jovee Bencha India Pvt. Ltd. vis a vis Established market players.	2nd Nov 2022 to 2nd March 2023
03.	Marwell Tours & Travels	Business expansion potential in new segment for Schools and College students under exchange programme.	10th Oct 2022 to 28th Feb 2023
04.	Digital Education Transformation Pvt Ltd.	Designing for Personalized Learning Journeys: Adapting Digital Content for Individualized Education	10th Jan 2022 to 20th Feb 2023
05.	Digital Education Transformation Pvt Ltd.	Content creation plan and market study for digital content facilitators: Digital education Transformation Pvt. Ltd.	16th July 2022 to 14th March 2023

BOOK PUBLISHED BY FACULTY MEMBERS OF ASIAN BUSINESS SCHOOL

Title of the Book: Human Resource Management:

Dr. Swati Bhatia & Ms. Shipra Shrivastava (ISBN: 978-93-91987-69-5)



Title of the Book: Interdisciplinary Approach to Global Business & People:

Dr. Swati Bhatia (ISBN: 978-620-5-49516-2)



ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

Events Conducted under EDIC

- Young Asian Entrepreneurial Challenge 2022
- Quarter-finale of Young Asian Entrepreneur of the Year 2023
- Semi-Finale of Young Asian Entrepreneur of the Year 2023
- Finale of Young Asian Entrepreneur of the Year 2023
- Lead Lecture Series: Ms. Pritika Mehta, Founder of SOCKSOHO
- Marketing Mela
- Lead Lecture Series: Ms. Kanika Tekriwal, Founder Jet Set Go
- "World Entrepreneur's Day." August 21, 2022

YOUNG ASIAN ENTREPRENEURSHIP OF THE YEAR 2022

ABS's Entrepreneurship Development and Incubation Centre (EDIC) hosted Young Asian Entrepreneur of the Year, a competition between students in their final year of PGDM for seed funding of INR 5 lakh to launch a business. The incredibly fortunate IKIGUYZ team won Rs. 5 Lacs from Asian Business School.

We are further thrilled and proud to announce that Team IKIGUYZ, the winners of Young Asian Entrepreneur of the Year'22, has entered Stage II of the development of their start-up. They have our best wishes and support as they embark on their entrepreneurial journey.



ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

IIC Asian Business School, Noida – “World Entrepreneur's Day.”

The Institute Innovation and Entrepreneurship Cell (IIC) of Asian Business School organized World Entrepreneur's Day on 20th August, 2021 for the students of the Institute. The event provided a platform for the students to showcase their creative side. August 21 is celebrated as World Entrepreneur's Day every year worldwide. Entrepreneurs play a major role in the economic growth of any country by bringing new ideas and innovation to the market. An activity named “Junkyard Enterprise” was organized for PGDM students in which the students were required to create a product with utility from junk and waste and pitch for the product in front of an Audience. The Audience were required to pay by dummy cheque. The team generating the maximum amount of revenue was declared as the winner. A total of 14 teams participated in the event and exhibited their talents on the show. 105 students participated in the event. The enthusiasm of students escalated the level of the event marking a glorious celebration of Entrepreneur's Day.



ABOUT UNNAT BHARAT ABHIYAN (UBA)

VISION

Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India.

MISSION

The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth. It also aims to create a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professions and to upgrade the capabilities of both the public and the private sectors in responding to the development needs of rural India.

GOALS

- To build an understanding of the development agenda within institutes of Higher Education and an institutional capacity and training relevant to national needs, especially those of rural India.
- To re-emphasize the need for field work, stake-holder interactions and design for societal objectives as the basis of higher education.
- To stress on rigorous reporting and useful outputs as central to developing new professions.
- To provide rural India and regional agencies with access to the professional resources of the institutes of higher education, especially those that have acquired academic excellence in the field of science, engineering and technology, and management.
- To improve development outcomes as a consequence of this research. To develop new professions and new processes to sustain and absorb the outcomes of research.
- To foster a new dialogue within the larger community on science, society and the environment and to develop a sense of dignity and collective destiny.
- To provide rural India and regional agencies with access to the professional resources of the institutes of higher education, especially those that have acquired academic excellence in the field of science, engineering and technology, and management.
- To improve development outcomes as a consequence of this research. To develop new professions and new processes to sustain and absorb the outcomes of research.
- To foster a new dialogue within the larger community on science, society and the environment and to develop a sense of dignity and collective destiny.

ABS – VISIT TO LOCAL GOVERNMENT SCHOOL IN ASGARPUR



Asian Business School in collaboration with Unnat Bharat Abhiyan cell and CSR club organized a visit to local government school in village Asgarpur on 1st December, 2022. The faculties along with volunteered students of PGDM went for the Exploration – Need Identification Drive in Govt School, Asgarpur Village. They interacted with school Principal Ms. Geeta Devi and the class teachers to explore more in terms of future plan of action of student engagement in the classes particularly subjects like English, Mathematics and Science.

The ABS academic team and the student volunteers educated the students about the serious and detrimental effects of pollution and its ramifications on physical, mental, and environmental health with the aid of role playing. In addition, the students were made to undertake quizzes on their subjects and play educational games like scrambled words and general knowledge questions. In addition, the students were taught the fundamentals of verbal communication in the English language and how to introduce oneself formally. The students were highly engrossed the entire time and gained a lot of fresh knowledge and insights about their respective courses. Additionally, a six-month schedule of events was created with input from the principal and teachers at the school for the benefit of the students.

ABS – NUKKAD NATAK – AWARENESS ON SOCIAL ISSUES



On 3rd Dec 2022 UBA cell of Asian Business School has organized a club activity in the campus for students of PGDM. The Coordinator of the event was Dr. Swati Bhatia & Dr. Veenu Arora. Dr. Shweta Batra inaugurated the event with a positive message that it is very important for all of us to think of change and take it positively, also how we can contribute more towards the betterment of the society.

With the theme of "Businesses cannot be successful when the society around them fails.", Nukkad Natak was organized as an effective tool for spreading various messages for awareness of social issues. This activity was designed so that the students learn about social responsibility, team building spirit and leadership quality with active participation. The theme of Nukkad Natak revolved around

- Right to Education
- Various benefits schemes provided by Govt for free education
- Child marriage
- Swachh Bharat Abhiyan
- Pollution issues

ABS – LEARNING SESSIONS FOR CLASS 6 TH TO 8 TH IN ASGARPUR GOVERNMENT SCHOOL



Asian Business School in collaboration with Unnat Bharat Abhiyan cell visited local government school and village Asgarpur on 7th December, 2022. The event was coordinated by Dr. Swati Bhatia & Dr. Veenu Arora, Keeping in mind the various requirements and outcomes of first exploration visit, students conducted teaching sessions for class 6th to 8th under three subject's domain -English, Mathematics and Science as per NCERT syllabus. Sessions were designed according to learning outcome-based methodology as required for their assessment purpose. They taught school children in creative and innovative ways to enhance their learnings and provide them with good learning experiences. The school children were thrilled with the experience and enjoyed the learning sessions. The students of ABS also contributed to the school stationary items, sports equipment and notebooks in order to provide and assist in 360° learning experiences.

CYBER LAW AWARENESS CAMP



Information Technology solutions have paved a way to a new world of internet, business networking and e-banking, budding as a solution to reduce costs, change the sophisticated economic affairs to easier, speedy, efficient, and time saving method of transactions. Various criminals like hackers, crackers have also found ways and measures to interfere with the internet accounts and have been successful in gaining unauthorized access to the user's computer system and stolen useful data.

These days Villages have updated and every home has the facility of internet as it is very easily available on every mobile phone. With the increasing use of mobile phones and internet it has also become very important to make people aware of the cyber-crimes happening around the globe and the laws attached to it so that we are able to protect that part of society which is very prone to be victimized under this crime.

Asian Business School organized Cyber Law Awareness camp in the Asgarpur village to make people understand how they can be the victim on cyber-crime and what measures they can take to protect themselves to be the victims and what all laws are there to reduce such incidents and also the punishments attached to it.

People of the village were very happy to know as they were unaware of most of the things they were told.



SWACHH BHARAT ABHIYAN

Swachh Bharat Mission (SBM), Swachh Bharat Abhiyan, or Clean India Mission is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve solid waste management. It is a nationwide drive to create the awareness about the importance of cleanliness and disposal of waste materials.

Asian Business School organized the cleanliness drive in their adopted village Asgarpur on 1st October 2022 with the students. The event went really well as the people in the village also came forward contributing in cleaning the village. Students also educated them about the problems and the diseases they might incur because of the unhealthy surroundings.

