



ASIAN BUSINESS SCHOOL

# ANNUAL REPORT

2021-22

## ABS-PGDM

AICTE APPROVED  
POST GRADUATE DIPLOMA  
IN MANAGEMENT

Equivalent to MBA



AIU  
AFFILIATED



NBA  
ACCREDITED

# 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 is with great pride and satisfaction that I present the Director's Report for the academic year 2021-22. This year marked a significant transition, as we gradually moved from the online mode back to traditional offline learning. While the journey posed challenges for many, it also reflected the spirit of resilience and adaptability. As the saying goes, "the boat must keep sailing," and at Asian Business School, we embraced this period of change with renewed energy, optimism, and a strong focus on transformation and growth.

The shift in learning modes was effectively supported through a blended approach, combining both offline and online experiences. This transition encouraged everyone to embrace new technologies, ultimately fostering a more dynamic and enriched learning environment.

The institute also launched a special initiative to felicitate our distinguished alumni, recognizing their career achievements and inviting them to participate in the Alumni Talk Series. These sessions served as a powerful platform for knowledge-sharing, mentorship, and networking.

We also took a step forward in recognizing the hard work of our dedicated staff members through a new felicitation program, which fostered a culture of appreciation and motivation within the ABS community.

Student clubs continued to thrive and engage learners through interactive events.

The Research and Development Cell successfully organized both an International Conference and a National Seminar in online and hybrid formats. Although this approach was a new experience for all of us, the events were conducted seamlessly and with exceptional professionalism.

As we look back on the year, I would like to express my heartfelt gratitude to our faculty, staff, students, alumni, and partners for their unwavering support and dedication. Together, we continue to build on the legacy of Asian Business School as a hub of academic excellence and industry readiness.

## STUDENT ACCOLADES

List of Student Publications					
S.No.	Name	Batch	Title of Paper / Book Chapter	Journal / Magazine / Book	Month / Year
01.	MANJU DAHIYA	2020-2022	A STUDY ON INVESTOR'S PERCEPTION FOR MUTUAL FUNDS	ABS INTERNATIONAL JOURNAL OF MANAGEMENT (JOURNAL ISSN: 2319-684X)	JUNE, 2022
02.	SAGAR SAURABH	2021-2023	A COMPARATIVE STUDY OF MUTUAL FUNDS AND INSURANCE IN INDIA	ABS INTERNATIONAL JOURNAL OF MANAGEMENT (JOURNAL ISSN: 2319-684X)	JUNE, 2022
03.	UTKARSH DEO	2021-2023	EXPERIENTIAL LEARNING & ITS EFFECTS ON CHILDREN	ABS INTERNATIONAL JOURNAL OF MANAGEMENT (JOURNAL ISSN: 2319-684X)	JUNE, 2022
04.	KRITI JAIN	2020-2022	BLUE BRAIN: THE STIMULATION ALGORITHM	ABS INTERNATIONAL JOURNAL OF MANAGEMENT (JOURNAL ISSN: 2319-684X)	DEC, 2021

## DISTINCTIONS ACHIEVED BY STUDENTS IN THE COLLEGE

**Semester Toppers Batch 2020-22**

**Semester I: Kriti Jain (GPA 8.6)**

**Semester II: Kriti Jain (GPA 9.1)**

**Semester III: Kriti Jain (GPA 8.9)**

**Semester IV: Kriti Jain & Akanksha (GPA 8.9)**

**Batch Topper : Kriti Jain (GPA 8.9)**

**Semester Toppers Batch 2021-23**

**Semester I: Jatin Soni (GPA 9.1)**

**Semester II: Jatin Soni (GPA 8.7)**

## CERTIFICATES OF MERIT AWARDED FOR THE CONTRIBUTION TO THE COLLEGE ACTIVITIES DURING THE YEAR 2021-22

### Events conducted in the college

S.No.	Club	Activity	Date
01.	Marketing Club (Marktechos)	"Marketing Biz"	13th Nov 21
02.	GNOSIS Club Activity	"The Literal Treasure Hunt"	20th Nov 21
03.	Athleema Club	Energia	27th Nov 21
04.	Finance Club - Bulls n Bear	Budget Conclave 4.0	14th Feb 22



## WINNERS OF VARIOUS EVENTS



Event	Name of the Winner
Marketing Biz (13th Nov 2021)	Pranav Vats
	Deepika
	Arun Kumar
The Literal Treasure Hunt (20th Nov 21)	Arun Das
	Ayushi Kaushik
	Pratyaksh Parashar
Energia (27th Nov 2021) (Badminton)	Akanksha Mathur
Energia (27th Nov 2021) (Badminton)	Arun Das
Energia (27th Nov 2021) (Carrom)	Saket Jaiswal
Energia (27th Nov 2021) (Chess)	Jatin Soni
Energia (27th Nov 2021) (Cricket)	Aryan Tyagi
	Bharat Singh
	Himanshu Singh
	Manu Kansal
	Nikhil Sharma
	Pranav Vats
	Shivam Chopra
	Subhankar Raut
	Sudhanshu Jha
	Yash Saxena
Budget Conclave 4.0 (14th Feb 2022)	Yash
	Garima Chaudhary

# FINAL PLACEMENT RECORD: PGDM BATCH 2020-22

S.No.	STUDENT NAME	NAME OF EMPLOYER	DESIGNATION	CTC (LPA)	MULTIPLE PLACEMENT OFFER	STATUS
01.	Aakash Kumar	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.)	Relationship Manager	5.64		Placed
02.	Aashi Jain	FOREVER LIVING IMPORTS INDIA PVT. LTD.	Executive - HR	5.50		Placed
03.	Adesh Kumar	Wipro Ltd.	Analyst - LP Support	8.00		Placed
04.	Akash Lakra	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
05.	Amresh Kumar Singh	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
06.	Anant Singh	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
07.	Anisha Kumari	HDFC Bank Ltd.	Management Trainee	6.02	HCL Technologies Ltd. CTC: 6.00 LPA	Placed
08.	Ankita Badoni	MagicPin (Samast Technologies)	Business Development - Growth	4.50		Placed
09.	Ashish Naula	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
10.	Bedakshi Bhattacharya	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
11.	Deepanshu Yadav	Indiamart.com	Executive-Client Servicing KCD	5.00		Placed
12.	Dolly Arora	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
13.	Eban James	Mahindra Comviva	Management Trainee - HR	6.50		Placed
14.	Falguni Sharma	Supreme International	Marketing Executive	4.50		Placed
15.	Harshit Maheshwari	Marico Ltd.	MT - Sales	5.50	ICICI Bank Ltd. Deputy Manager - Grade 1 CTC: 4.50 LPA	Placed
16.	Himanshu Kumar	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
17.	Jasleen Kaur	HCL Technologies Ltd.	MT - Pricing	7.00		Placed
18.	Jyoti Dwivedi	HCL Technologies Ltd.	MT - PMO	7.00		Placed
19.	Karan Pareek	KredX	Asst. Manager Sales - MSME	8.57		Placed
20.	Kartik Rattan	HDFC Bank Ltd.	Management Trainee	6.02		Placed
21.	Kumud Nandan	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.)	Relationship Manager	5.64		Placed
22.	Manish Singh	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
23.	Manju Dahiya	S & P Global	Data Researcher	5.53	MCube Financials LLC Analyst CTC: 5.00   DOJ: 03.01.2022	Placed
24.	Mansi Chaturvedi	Easy Trip Planners Ltd.	Executive - HR	3.50		Placed
25.	Muskan Karanwal	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed

# FINAL PLACEMENT RECORD: PGDM BATCH 2020-22

S.No.	STUDENT NAME	NAME OF EMPLOYER	DESIGNATION	CTC (LPA)	MULTIPLE PLACEMENT OFFER	STATUS
26.	Nikhil Verma	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
27.	Nitin Saini	Nestle India Ltd.	Sales Officer Trainee	6.75	Price Water Cooper (PwC) Ltd. 6.00 LPA	Placed
28.	Palaksh Aggarwal	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
29.	Pritik Pritam Pattanayak	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
30.	Priya Chauhan	HCL Technologies Ltd.	Management Trainee - Projects	7.00		Placed
31.	Punit Bhandari	Cxl Technologies	Research Analyst	5.40		
32.	Purusharth Singh	Vodafone Idea Ltd.	Cluster management Trainee: -Enterprises	5.50		Placed
33.	Radhika Sharma	JK Cement Ltd.	Management Trainee	4.80		Placed
34.	Rohit Kumar	Homevista Decor and Furnishing Private Limited(Homelane.com)	Sr. Executive - Sales	8.00	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.) CTC: 5.64 LPA	Placed
35.	Rohit Singh	IPSOS Research	Research Analyst	6.50		Placed
36.	Shivang Gupta	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
37.	Srishti Sharma	SRF Ltd.	Executive - HR	4.50		Placed
38.	Soni Gupta	HCL Technologies Ltd.	Financial Analyst	7.00		Placed
39.	Tanvi Nagar	Deloitte Touche Tohmatsu Limited	US Tax Consultant	9.00		Placed
40.	Tejaswee Singh	IPSOS Research	Research Analyst	6.50		Placed
41.	Trishant Lodha	ImmunifyMe Healthcare Technologies	Area Sales Manager	4.50		Placed
42.	Vaibhav Garg	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
43.	Adwitendra Dwivedi	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
44.	Akanksha	HCL Technologies Ltd.	MT - Pricing	7.00		Placed
45.	Akshara M R	Artech Infosystems	Executive - HR	5.28		Placed
46.	Akshay Kumar	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.)	Relationship Manager	5.64		Placed
47.	Alok Gupta	Aron Global Pte. Ltd.	Assistant Manager	15.00	Aditya Birla Capital Ltd. Business Development Manager CTC: 10.00 LPA	Placed
48.	Ankit Dubey	MagicPin (Samast Technologies)	Relationship Manager	6.00	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.) CTC: 5.64	Placed
49.	Ankita Verma	Peopleist India Private Limited	Business Executive	5.00	CNH Industrial India Pvt. Ltd. HR Trainee CTC: 5.00 LPA	Placed
50.	Bhavya Dawra	Homevista Decor and Furnishing Private Limited (Homelane.com)	Sr. Executive - Sales	8.00	HCL Technologies Ltd. MT - PMO CTC: 5.50 LPA (4.75 Fixed + Variable) ----- MagicPin (Samast Technologies) CTC: 7.00 LPA	Placed

# FINAL PLACEMENT RECORD: PGDM BATCH 2020-22

S.No.	STUDENT NAME	NAME OF EMPLOYER	DESIGNATION	CTC (LPA)	MULTIPLE PLACEMENT OFFER	STATUS
51.	Bhavya Purohit	KPMG	Associate	8.13	Homevista Decor and Furnishing Private Limited (Homelane.com) 8.00 LPA ----- MagicPin 7.00 LPA	Placed
52.	Chetanya Luthra	Think & Learn Pvt. Ltd. (BYJU's)	Manager Business Development	8.00		Placed
53.	Deepak Sharma	Vodafone Idea Ltd.	Cluster management Trainee: -Enterprises	5.50		Placed
54.	Enayat Arora	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
55.	Harshit Chopra	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
56.	Harshita	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
57.	Hemank Sharma	HDFC Bank Ltd.	Management Trainee	6.02	ICICI Bank Ltd. CTC: 4.50 LPA	Placed
58.	Himanshu Gupta	Aditya Birla Capital Ltd.	Business Development Manager	10.00	MagicPin (Samast Technologies) CTC: 7.00 LPA	Placed
59.	Jagat Singh	IPSOS Research	MT - Quantitative Research	6.50	HCL Technologies Ltd. MT - GBO and FP&A CTC: 5.50	Placed
60.	Karan Dev	Real Time Data Services (RTDS)	Process Associate	4.50		Placed
61.	Kriti Jain	GLG	MT - HR	7.50		Placed
62.	Kumar Prateek	ImmunifyMe Healthcare Technologies	Area Sales Manager	4.50		Placed
63.	Kunika Gupta	AURAINÉ BOTANICALS P. LIMITED (Maison D' Auraine)	Executive Brand Marketing	6.00		Placed
64.	Mansi Sharma	Vodafone Idea Ltd.	Cluster Manager	5.50		Placed
65.	Nidhi Singh	HCL Technologies Ltd.	MT - PMO	7.00		Placed
66.	Prabhjeet Singh Saluja	Research & Ranking	Sales Wealth Counselor	7.00		Placed
67.	Pradeep Kumar	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.)	Relationship Manager	5.64		Placed
68.	Preeti	Colgate Palmolive India Ltd.	Management Trainee - Sales	7.50	Vodafone Idea Limited 5.50 LPA ----- HCL Technologies Ltd. 5.50 LPA	Placed
69.	Rahul	Opted for PNR 4541				PNR
70.	Rajan Kumar	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
71.	Rajan Singh	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
72.	Rajeev Singh	ImmunifyMe Healthcare Technologies	Area Sales Manager	4.50		Placed
73.	Sagar Kumar	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
74.	Sahil Dahiya	SIP Debarred Cases				SIP Debarred
75.	Sakshi Sharma	Wipro Ltd.	MT - LP Support	8.00	HCL Technologies Ltd. MT - GBO and FP&A CTC: 5.50 LPA (4.75 Fixed)	Placed
76.	Shalini Manickam	Unthinkable Solutions	Management Trainee	6.00		Placed

# FINAL PLACEMENT RECORD: PGDM BATCH 2020-22

S.No.	STUDENT NAME	NAME OF EMPLOYER	DESIGNATION	CTC (LPA)	MULTIPLE PLACEMENT OFFER	STATUS
77.	Shruti Barthwal	TALENT SUCHE	Associate - Recruitments	4.50		Placed
78.	Shyam Kumar Sah	Tata AIG General Insurance Company Limited	Sales Officer	4.50		Placed
79.	Sricharitha Andra	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
80.	Taneti Priyanka	Peopleist India Private Limited	Executive - HR	5.00		Placed
81.	Tina Singh	S & P Global	Data Researcher	5.53		Placed
82.	Vanshika	Gerson Lehrman Group (GLG)	Network Development Associate	6.00		Placed
83.	Vicky Uttam	MagicPin (Samast Technologies)	Business Development - Growth	7.00	ICICI Bank Ltd. Deputy Manager - Grade 1 CTC: 4.50 LPA	Placed
84.	Vikash Kumar Yadav					
85.	Vikrant Mishra	Nestle India Ltd.	Sales Officer Trainee	6.75	Bajaj Finance Ltd. Assistant Manager - CD - Growth North CTC: 4.80	Placed
86.	Aashi	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
87.	Aditya Bhardwaj	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
88.	Aman Singh	Indiamart.com	Executive-Client Servicing KCD	5.00	Tata AIG General Insurance Company Limited Sales Officer CTC: 4.50 LPA	Placed
89.	Aman Sinha	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
90.	Anand Kumar Tripathi	Unthinkable Solutions	Management Trainee	6.00		Placed
91.	Anushka Tyagi	Deloitte Touche Tohmatsu Limited	US Tax Consultant	9.00		Placed
92.	Ashish Sharma	Competent Automobiles Co. Ltd. (Maruti Suzuki Ltd.)	Relationship Manager	5.64		Placed
93.	Baiju Kumar	Daloopa Private Ltd.	Analyst	4.50		Placed
94.	Dinesh Kumar	Berger Paints Ltd.	Sr. Sales Officer Trainee (SOT)	5.75	ICICI Bank Ltd. Deputy Manager - Grade 1 CTC: 4.50 LPA ----- Indiamart.com Executive - Client Servicing KCD CTC: 5.00 LPA	Placed
95.	Divyansh Maheshwari	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
96.	Faheem Khan	Homevista Decor and Furnishing Private Limited (Homelane.com)	Sr. Executive - Sales	8.00		Placed
97.	Harshita Chauhan	Artech Infosystems	Executive - HR	5.28		Placed
98.	Jaya Bharti	Batch Transfer				Batch Transfer
99.	Kuldeep Singh	Deloitte Touche Tohmatsu Limited	US Tax Consultant	9.00		Placed
100.	Kunjika Manchanda	IPSOS Research	MT - Quantitative Research	6.50		Placed
101.	Kushagra Tiwari	KANTAR	Associate Research Manager	7.05	HCL Technologies Ltd. MT - PMO CTC: 6.50 LPA (6.00 Fixed + Variable) ----- Gerson Lehrman Group (GLG) Network Development Associate CTC: 6.00 LPA Fixed	Placed

# FINAL PLACEMENT RECORD: PGDM BATCH 2020-22

S.No.	STUDENT NAME	NAME OF EMPLOYER	DESIGNATION	CTC (LPA)	MULTIPLE PLACEMENT OFFER	STATUS
102.	Laxmi Yadav	Optimum Future	Executive HR	4.80		Placed
103.	Md Mujahidul Islam	Think & Learn Pvt. Ltd. (BYJU's)	Manager Business Development	8.00		Placed
104.	Mohit Shukla	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
105.	Monika Pundir	IPSOS Research	MT - Quantitative Research	6.50		Placed
106.	Neeraj Kumar Yadav	ImmunifyMe Healthcare Technologies	Area Sales Manager	4.50		Placed
107.	Nisha	HCL Technologies Ltd.	MT - PMO	7.00	Vodafone Idea Ltd. CTC: 5.50 LPA	Placed
108.	Nitish Singh	Launchpad Fintech Private Limited (Bonds India)	Management Trainee	4.50		Placed
109.	Priya yadav	Opted for PNR				PNR
110.	Priyanka Dhull	Federal Bank Ltd,	Jr. Manager - Grade 1	12.50	Vodafone Idea Ltd. (CTC: 5.50 LPA) ----- IPSOS Research (CTC: 6.50 LPA) ----- Research & Ranking (CTC: 7.00)	Placed
111.	Priyanshu Singh	IPSOS Research	MT - Quantitative Research	6.50	ImmunifyMe Healthcare Technologies Area Sales Manager CTC: 4.50	Placed
112.	Prkhhar Agarwal	99acres.com	Sr. Executive Corporate Sales	6.85	Payed International Freemoney Limited Business Development Manager CTC: 6.00 LPA	Placed
113.	Rakesh Kumar Tiwari	ICICI Bank Ltd.	Deputy Manager - Grade 1	4.50		Placed
114.	Raman Kumar Thakur	HCL Technologies Ltd.	Pricing	7.00		Placed
115.	Ravikant Kaushik	HCL Technologies Ltd.	Financial Analyst	7.00		Placed
116.	Rishabh Raj Dhawan	AURAINÉ BOTANICALS P. LIMITED (Maison D' Auraine)	Executive Brand Marketing	6.00		Placed
117.	Rohini Kumari	HCL Technologies Ltd.	MT - PMO	7.00		Placed
118.	Saksham Mittal	AURAINÉ BOTANICALS P. LIMITED (Maison D' Auraine)	Executive Brand Marketing	6.00		Placed
119.	Sheenam Shah	Wipro Ltd.	Analyst - LP Support	8.00		Placed
120.	Shubham Swarnkar	HCL Technologies Ltd.	Management Trainee - Projects	7.00		Placed
121.	Simran Miglani	S & P Global	Data Researcher	5.53	MCube Financials LLC Analyst CTC: 5.00   DOJ: 03.01.2022	Placed
123.	Srikanta Panja	ImmunifyMe Healthcare Technologies	Area Sales Manager	4.50		Placed
124.	Vijay Kumar Keshari	Launchpad Fintech Private Limited (Bonds India)	Management Trainee - Digital Marketing	4.50	Clearwater Analytics Client Servicing Analyst CTC: 4.50 LPA	Placed
125.	Vikrant Dutt	Unthinkable Solutions	Management Trainee	6.00	HCL Technologies Ltd.MT - PMO 5.50 LPA (4.75 Fixed + Variable)	Placed
126.	Vishal Singh	Research & Ranking	Sales Wealth Counselor	7.00	AURAINÉ BOTANICALS P. LIMITED (Maison D' Auraine) Executive Brand Marketing CTC: 6.00 LPA	Placed

## FINAL PLACEMENT RECORD: PGDM BATCH 2020-22

S.No.	STUDENT NAME	NAME OF EMPLOYER	DESIGNATION	CTC (LPA)	MULTIPLE PLACEMENT OFFER	STATUS
127.	Abhishek Bajpai	Colgate Palmolive India Ltd.	Management Trainee - Sales	7.50		Placed
128.	Komal Kasaudhan	HCL Technologies Ltd.	MT - GBO and FP&A	7.00		Placed
129.	Lipi Harsha	Opted for PNR				PNR
130.	Monika Sharma	Deloitte Touche Tohmatsu Limited	US Tax Consultant	9.00		Placed
131.	Sonali Kashyap	MagicPin (Samast Technologies)	Project Manager	8.00	HCL Technologies Ltd. MT - PMO 7.50 LPA (6.00 Fixed + Variable)	Placed

## SUMMER INTERNSHIP PROGRAM : PGDM 2020-22 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
01.	ABS/PGDM/20/001	Aakash Kumar	Marketing	Tenhard India Pvt. Ltd.	60
02.	ABS/PGDM/20/002	Aashi Jain	HR	INNOVATORS AND YOU	60
03.	ABS/PGDM/20/004	Adesh Kumar	Finance	Alpha Derivatives	60
04.	ABS/PGDM/20/005	Akash Lakra	Marketing	Tenhard India Pvt. Ltd.	60
05.	ABS/PGDM/20/006	Amresh Kumar Singh	Marketing	WhiteHat Education Technology Pvt ltd	60
06.	ABS/PGDM/20/007	Anant Singh	Marketing	Vibgyor Advisors	60
07.	ABS/PGDM/20/008	Anisha Kumari	Finance	AFM ADVISORY	60
08.	ABS/PGDM/20/009	Ankita Badoni	HR	YOMA Multinational	60
09.	ABS/PGDM/20/010	Ashish Naula	Marketing	MentorCell	60
10.	ABS/PGDM/20/011	Bedakshi Bhattacharya	Finance	AFM ADVISORY	60
11.	ABS/PGDM/20/012	Deepanshu Yadav	Marketing	MentorCell	60
12.	ABS/PGDM/20/013	Dolly Arora	Finance	The Sparks Foundation	60
13.	ABS/PGDM/20/014	Eban James	HR	PHOTOSHOTO	60
14.	ABS/PGDM/20/015	Falguni Sharma	Marketing	SMC Global Securities Ltd.	60
15.	ABS/PGDM/20/016	Harshit Maheshwari	Marketing	Times of India	60
16.	ABS/PGDM/20/017	Himanshu Kumar	Finance	FINSKOOL	60
17.	ABS/PGDM/20/018	Jasleen Kaur	Marketing	WhiteHat Education Technology Pvt ltd	60
18.	ABS/PGDM/20/019	Jyoti Dwivedi	Marketing	Tenhard India Pvt. Ltd.	60
19.	ABS/PGDM/20/020	Karan Pareek	Marketing	WhiteHat Education Technology Pvt ltd	60
20.	ABS/PGDM/20/021	Kartik Rattan	Marketing	Tenhard India Pvt. Ltd.	60
21.	ABS/PGDM/20/022	Kumud Nandan	Marketing	WhiteHat Education Technology Pvt ltd	60
22.	ABS/PGDM/20/023	Manish Singh	Marketing	Tenhard India Pvt. Ltd.	60
23.	ABS/PGDM/20/024	Manju Dahiya	Finance	SMC Global Securities Ltd.	60
24.	ABS/PGDM/20/025	Mansi Chaturvedi	HR	YOMA Multinational	60

## SUMMER INTERNSHIP PROGRAM : PGDM 2020-22 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
25.	ABS/PGDM/20/026	Muskan Karanwal	Marketing	WhiteHat Education Technology Pvt ltd	60
26.	ABS/PGDM/20/027	Nikhil Verma	Finance	AFM ADVISORY	60
27.	ABS/PGDM/20/028	Nitin Saini	Finance	Times of India	60
28.	ABS/PGDM/20/029	Palaksh Aggarwal	Finance	BB ADVISORY	60
29.	ABS/PGDM/20/030	Pritik Pritam Pattanayak	Marketing	BB ADVISORY	60
30.	ABS/PGDM/20/031	Priya Chauhan	Marketing	Caribbean Infocom India Pvt. Ltd.	60
31.	ABS/PGDM/20/032	Punit Bhandari	Marketing	Times of India	60
32.	ABS/PGDM/20/033	Purusharth Singh	Marketing	Times of India	60
33.	ABS/PGDM/20/034	Radhika Sharma	Marketing	The Climber - My captain	60
34.	ABS/PGDM/20/035	Rohit Kumar	Marketing	BB ADVISORY	60
35.	ABS/PGDM/20/036	Rohit Singh	Marketing	Tenhard India Pvt. Ltd.	60
36.	ABS/PGDM/20/038	Shivang Gupta	Finance	Pioneer Management Consultancy Pvt. Ltd	60
37.	ABS/PGDM/20/039	Srishti Sharma	HR	Kotak Mahindra Life Insurance Company Limited	60
38.	ABS/PGDM/20/040	Soni Gupta	Finance	The Capital Box	60
39.	ABS/PGDM/20/041	Tanvi Nagar	Finance	SMC Global Securities Ltd.	60
40.	ABS/PGDM/20/042	Tejaswee Singh	Marketing	Times of India	60
41.	ABS/PGDM/20/043	Trishant Lodha	Marketing	Times of India	60
42.	ABS/PGDM/20/044	Vaibhav Garg	Marketing	Times of India	60
43.	ABS/PGDM/20/045	Adwitendra Dwivedi	Finance	Times of India	60
44.	ABS/PGDM/20/046	Akanksha	Marketing	Times of India	60
45.	ABS/PGDM/20/047	Akshara M R	HR	YOMA Multinational	60
46.	ABS/PGDM/20/048	Akshay Kumar	Marketing	WhiteHat Education Technology Pvt ltd	60
47.	ABS/PGDM/20/049	Alok Gupta	Marketing	Times of India	60
48.	ABS/PGDM/20/050	Ankit Dubey	Marketing	WhiteHat Education Technology Pvt ltd	60

## SUMMER INTERNSHIP PROGRAM : PGDM 2020-22 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
49.	ABS/PGDM/20/051	Ankita Verma	HR	Dr. APJ Abdul Kalam International Foundation (AKIF)	60
50.	ABS/PGDM/20/052	Bhavya Dawra	Marketing	Tenhard India Pvt. Ltd.	60
51.	ABS/PGDM/20/053	Bhavya Purohit	Marketing	Tenhard India Pvt. Ltd.	60
52.	ABS/PGDM/20/054	Chetanya Luthra	Marketing	BB ADVISORY	60
53.	ABS/PGDM/20/055	Deepak Sharma	Marketing	Natureship Foods	60
54.	ABS/PGDM/20/056	Enayat Arora	Finance	FINSKOOL	60
55.	ABS/PGDM/20/057	Harshit Chopra	Marketing	Tenhard India Pvt. Ltd.	60
56.	ABS/PGDM/20/058	Harshita	Finance	FINSKOOL	60
57.	ABS/PGDM/20/059	Hemank Sharma	Marketing	Tenhard India Pvt. Ltd.	60
58.	ABS/PGDM/20/060	Himanshu Gupta	Marketing	Times of India	60
59.	ABS/PGDM/20/061	Jagat Singh	Finance	FINSKOOL	60
60.	ABS/PGDM/20/063	Karan Dev	Finance	FINSKOOL	60
61.	ABS/PGDM/20/064	Kriti Jain	HR	Moody's Analytics	60
62.	ABS/PGDM/20/065	Kumar Prateek	Marketing	Tenhard India Pvt. Ltd.	60
63.	ABS/PGDM/20/066	Kunika Gupta	Marketing	WhiteHat Education Technology Pvt ltd	60
64.	ABS/PGDM/20/067	Mansi Sharma	Marketing	Vibgyor Advisors	60
65.	ABS/PGDM/20/068	Nidhi Singh	IT	Vidooly	60
66.	ABS/PGDM/20/069	Prabhjeet Singh Saluja	Marketing	Times of India	60
67.	ABS/PGDM/20/070	Pradeep Kumar	Marketing	Tenhard India Pvt. Ltd.	60
68.	ABS/PGDM/20/071	Preeti	Marketing	WhiteHat Education Technology Pvt ltd	60
69.	ABS/PGDM/20/072	Rahul	Finance	FINSKOOL	60
70.	ABS/PGDM/20/073	Rajan Kumar	Marketing	Natureship Foods	60
71.	ABS/PGDM/20/074	Rajan Singh	Finance	FINSKOOL	60
72.	ABS/PGDM/20/075	Rajeev Singh	Marketing	Tenhard India Pvt. Ltd.	60

## SUMMER INTERNSHIP PROGRAM : PGDM 2020-22 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
73.	ABS/PGDM/20/076	Sagar Kumar	Finance	FINSKOOL	60
74.	ABS/PGDM/20/077	Sahil Dahiya	Finance	BB ADVISORY	60
75.	ABS/PGDM/20/078	Sakshi Sharma	Finance	The Capital Box	60
76.	ABS/PGDM/20/079	Shalini Manickam	Marketing	MentorCell	60
77.	ABS/PGDM/20/080	Shruti Barthwal	HR	TALENT SUCHE	90
78.	ABS/PGDM/20/081	Shyam Kumar Sah	Marketing	Tenhard India Pvt. Ltd.	60
79.	ABS/PGDM/20/082	Sricharitha Andra	Marketing	Pioneer Management Consultancy Pvt. Ltd	60
80.	ABS/PGDM/20/083	Taneti Priyanka	Finance	AFM ADVISORY	60
81.	ABS/PGDM/20/084	Tina Singh	Finance	AFM ADVISORY	60
82.	ABS/PGDM/20/085	Vanshika	HR	Pioneer Management Consultancy Pvt. Ltd	60
83.	ABS/PGDM/20/086	Vicky Uttam	Marketing	BB ADVISORY	60
84.	ABS/PGDM/20/087	Vikash Kumar Yadav	Finance	Tenhard India Pvt. Ltd.	60
85.	ABS/PGDM/20/088	Vikrant Mishra	Marketing	Tenhard India Pvt. Ltd.	60
86.	ABS/PGDM/20/089	Aashi	Finance	BB ADVISORY	60
87.	ABS/PGDM/20/090	Aditya Bhardwaj	Finance	BB ADVISORY	60
88.	ABS/PGDM/20/091	Aman Singh	Marketing	Tenhard India Pvt. Ltd.	60
89.	ABS/PGDM/20/092	Aman Sinha	Finance	BB ADVISORY	60
90.	ABS/PGDM/20/093	Anand Kumar Tripathi	Marketing	WhiteHat Education Technology Pvt ltd	60
91.	ABS/PGDM/20/094	Anushka Tyagi	Finance	PricewaterhouseCoopers (PWC)	60
92.	ABS/PGDM/20/095	Ashish Sharma	Marketing	Times of India	60
93.	ABS/PGDM/20/096	Baiju Kumar	Finance	FINSKOOL	60
94.	ABS/PGDM/20/097	Dinesh Kumar	Marketing	Times of India	60
95.	ABS/PGDM/20/098	Divyansh Maheshwari	Finance	FINSKOOL	60
96.	ABS/PGDM/20/099	Faheem Khan	Marketing	WhiteHat Education Technology Pvt ltd	60

## SUMMER INTERNSHIP PROGRAM : PGDM 2020-22 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
97.	ABS/PGDM/20/100	Harshita Chauhan	HR	Kotak Mahindra Life Insurance Company Limited	60
98.	ABS/PGDM/20/102	Kuldeep Singh	Finance	AFM ADVISORY	60
99.	ABS/PGDM/20/103	Kunjika Manchanda	Finance	Capital Box	60
100.	ABS/PGDM/20/104	Kushagra Tiwari	Marketing	WhiteHat Education Technology Pvt ltd	60
101.	ABS/PGDM/20/105	Laxmi Yadav	HR	PHOTOSHOTO	60
102.	ABS/PGDM/20/106	Md Mujahidul Islam	Marketing	Tenhard India Pvt. Ltd.	60
103.	ABS/PGDM/20/107	Mohit Shukla	Marketing	WhiteHat Education Technology Pvt ltd	60
104.	ABS/PGDM/20/108	Monika Pundir	Marketing	Times of India	60
105.	ABS/PGDM/20/109	Neeraj Kumar Yadav	Marketing	Tenhard India Pvt. Ltd.	60
106.	ABS/PGDM/20/110	Nisha	Marketing	WhiteHat Education Technology Pvt ltd	60
107.	ABS/PGDM/20/111	Nitish Singh	Finance	AFM ADVISORY	60
108.	ABS/PGDM/20/112	Priya yadav	Finance	BB ADVISORY	60
109.	ABS/PGDM/20/113	Priyanka Dhull	Marketing	Sports Authority of India	60
110.	ABS/PGDM/20/114	Priyanshu Singh	Marketing	BB ADVISORY	60
111.	ABS/PGDM/20/115	Prkhhar Agarwal	Marketing	WhiteHat Education Technology Pvt ltd	60
112.	ABS/PGDM/20/116	Rakesh Kumar Tiwari	Marketing	WhiteHat Education Technology Pvt ltd	60
113.	ABS/PGDM/20/117	Raman Kumar Thakur	Finance	BB ADVISORY	60
114.	ABS/PGDM/20/118	Ravikant Kaushik	Finance	AFM ADVISORY	60
115.	ABS/PGDM/20/119	Rishabh Raj Dhawan	Marketing	WhiteHat Education Technology Pvt ltd	60
116.	ABS/PGDM/20/120	Rohini Kumari	Marketing	WhiteHat Education Technology Pvt ltd	60
117.	ABS/PGDM/20/121	Saksham Mittal	Marketing	Pioneer Management Consulting	60
118.	ABS/PGDM/20/123	Sheenam Shah	Finance	The Capital Box	60
119.	ABS/PGDM/20/124	Shubham Swarnkar	Marketing	Times of India	60
120.	ABS/PGDM/20/125	Simran Miglani	Finance	Alpha Derivatives	60

## SUMMER INTERNSHIP PROGRAM : PGDM 2020-22 BATCH

S.No.	Enrollment No	Student Name	Specialization	Internship Company	Duration of Internship
121.	ABS/PGDM/20/126	Sonal Chauhan	Marketing	Tenhard India Pvt. Ltd.	60
122.	ABS/PGDM/20/127	Srikanta Panja	Finance	The Capital Box	60
123.	ABS/PGDM/20/128	Vijay Kumar Keshari	Finance	BB ADVISORY	60
124.	ABS/PGDM/20/129	Vikrant Dutt	Marketing	BB ADVISORY	60
125.	ABS/PGDM/20/130	Vishal Singh	Marketing	BB ADVISORY	60
126.	ABS/PGDM/20/131	Abhishek Bajpai	Marketing	Tenhard India Pvt. Ltd.	60
127.	ABS/PGDM/20/132	Komal Kasaudhan	Finance	FINSKOOL	60
128.	ABS/PGDM/20/133	Lipi Harsha	HR	PHOTOSHOTO	60
129.	ABS/PGDM/20/134	Monika Sharma	Finance	FINSKOOL	60
130.	ABS/PGDM/20/135	Sonali Kashyap	Marketing	Times of India	60

# ALUMNI ASSOCIATION

## Distinguished Alumna Award

### Alumni of the Month Award

Asian Business School has launched a new initiative to honor its alumni who have achieved significant success in their professional journeys. As part of this initiative, a series of Alumni Talks were organized, where distinguished alumni shared their insights and experiences to guide and inspire current students in shaping their future careers.

Month	Alumni Name	Batch
May 2022	Ruchita Chowdhary	2009-11
June 2022	Sayantan Das Gupta	2013-15

## EVENTS CONDUCTED BY ALUMNI CELL

### ABS IMPACT-Alumni Talk Series-Campus to Corporate with great effect

Asian Business School hosted three of its well-placed Alumni from PGDM 2012-14 Batch – namely, Ms. Rashmi Verma, Specialist Product Management, Samsung Electronics, UAE; Mr. Pulkit Choudhary, Manager DME Controls, Coca Cola Company; and Ms. Awantika Tewari, Manager-HR, data Flow Group – as part of its “ABS IMPACT-Alumni Talk Series 2021” on Friday, 6th August 2021 over a webinar session. The objective of the talk was to let these well-established ABS alumni members share their professional growth and achievements with the new batch of ABS PGDM students who were about to begin their academic journey at Asian Business School. This session was especially meant for the freshly enrolled ABS PGDM 2020-21 batch students.

The session began with a brief but quite impressive introduction of all these three ABS Alumni by Prof. Garima Malhotra of Asian Business School that made everybody feel proud of these illustrious ex-students of Asian Business School who had achieved great success in their careers so far.

The session then proceeded by way of a Q & A format wherein – apart from answering a bevy of questions related to course and career choices that generally trouble a fresher's mind and heart – all three illustrious ABS Alumni members talked at length about their journey from Campus to Corporate and how ABS had helped to empower them to achieve a successful role in prominent MNCs today.

Overall, it was a wonderful opportunity for all to learn from their experiences and use their career advice to their advantage in the years to come.

# ALUMNI ASSOCIATION

  
**IMPACT**   
**ALUMNI TALK SERIES**

  
**RASHMI VERMA**  
PODM 2012-14 Batch  
MARKETING  
Specialist Product Management  
  
SAMSUNG ELECTRONICS  
SAMSUNG Electronics, UAE

  
**PULKIT CHOWDHARY**  
PODM 2012-14 Batch  
FINANCE  
Manager DME controls  
  
Coca-Cola Company

  
**AWANTIKA TEWARI**  
PODM 2012-14 Batch  
Manager - HR  
  
Data Flow Group

6<sup>TH</sup> AUGUST 2021 | 03.00 PM ONWARDS

## ALUMNI MEET:

Asian Business School's Alumni Relations Cell organized the online Alumni meet for ABS Alumni of their Alma Mater, Asian Business School on 19th Nov 2021. It was attended by more than 100 ABS Alumni, across various previous batches of Asian Business School.

Apurva Jain PGDM-2022

Gunjan Khanna PGDM-2022

Khushi Jain PGDM-2022

Zulfkar Ahmad

Md. Arsalan N Ansari PGDM-2022

Anchal Mishra PGDM-2022

Sneha Singh PGDM-2022 has left the meeting

Jasmine Sa PGDM-2022

16 others

Tanushree Shrivastav

## FELICITATIONS

### Employee of the Month

Asian Business School has also introduced a special initiative to recognize and appreciate the dedication and hard work of its staff members. Through this initiative, ABS honors the outstanding contributions of its faculty and staff, acknowledging their vital role in the institution's growth and success. This gesture not only boosts morale but also fosters a culture of appreciation and motivation within the organization.

Month	Name	Designation	Department
May 2022	Ashish Bhardwaj	Assistant Professor	Academics
May 2022	Ritu Sehajpal	Dean Admissions and Marketing	Marketing
June 2022	Vinod Dhar	Assistant Professor	Academics
June 2022	Amit Gehlot	Web Developer	Marketing

## FACULTY ACHIEVEMENTS

List of Ph.D. titles awarded



**Dr. Rachita Kapoor Bhasin**



**Dr. Kavita Khurana**

## **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.
- FDP on Entrepreneurship Development conducted by Fore School of Management in May 2022
- PDP on Research Methodology & IPR conducted by NITTTR, Chennai, May 2022

#### **Awards**

- Outstanding contribution in implementation of New Education Policy 2020 by CCS university, Meerut.

#### **Consultancy assignments for**

DIGITAL EDUCATION TRANSFORMATION PRIVATE LIMITED

AMICE PLANNERS PRIVATE LIMITED

#### **Professional Membership**

- Noida Management Association

### **Dr. Veenu Arora**

#### **Publications:**

- Published paper titled Employee training development need and significance: a review in Journal of Education: Rabindra Bharati University 2021, UGC Listed, ISSN: 0972-7175.
- Published paper titled "Mobile Workplace Learning: Adoption & Learner Attitudes", in Empirical Economic Letters February 2022, Volume 21 Special issue of International ABDC Journal, Category C, ISSN: 1681-8997

#### **FDP/Training/MDP attended/Workshops Attended:**

- Attended MDP on Leading Oneself through Self-Leadership; in Sept 2021 organized by Jaipuria Institute of Management
- Attended FDP on Pedagogy and Scholarly Writing in July 2021 organized by IIM Vishakhapatnam
- Participated as trainer in FDP on "New- Age Teaching Pedagogy: Innovative Tools, Techniques, and Research Methods for Efficient Teaching in the Digital Era in August 2021 organized by ASIAN LAW COLLEGE, NOIDA
- Attended -Innovation ambassador training in 2021-22 organized by AICTE MoE & Institution Innovation cell.
- Attended MDP on Corporate Happiness Index in 12th March 2022 organized by Jaipuria Institute of Management

# **FACULTY ACCOLADES**

## **Dr. Swati Bhatia**

### **Publications**

#### **Research Papers**

1. Academy of Marketing Studies Journal (AMSJ) Volume 26 Issue 5 2022, ABDC Journal, Category B, paper titled on "Cross Training and its Impact on Employees in Manufacturing Industry," July 2022 (Print ISSN: 1095-6298; Online ISSN: 1528-2678).
2. Empirical Economic Letters, ABDC Journal, Category C, ISSN: 1681-8997, paper titled," Mobile Workplace Learning: Adoption & Learner Attitudes", February 2022, Volume 21 Special issue.
3. Journal of Education Rabindra Bharati University ISSN: 0972-7175 Vol.: XXIII, No.: 7(I), 2021 UGC CARE Approved, July 2021 Peer Reviewed and Referred Journal on "Employee Training & Development Need and Significance: A Review".

#### **FDP/Training/Workshops Attended**

- Workshop from AIMA – AIMA Bizlab trainer
- Workshop from Institute Innovation Council on "Foundation Level of Innovation Ambassador"
- FDP from Ramanujam College on Multimedia Tools for Teaching and Learning

#### **Professional Membership**

- Member Noida Management Association

#### **Chaired / Guest Speaker**

1. Chaired Technical Session in HR Track International Conference ASBIC-2022 on Emerging Business Interventions for Managing Technology and Innovation on 5th February 2022 at Asian School of Business.

#### **Conference / Seminar**

1. International Conference on "Global Business and Societal Reset (ICGBSR 2022)" presented a paper on "Green Management Issues and Challenges and Its Effect on Performance of Firms", organized by Christ (Deemed to be University) Delhi-NCR, February 5, 2022
2. Participated in National Seminar (Online) on "HRM Transformations for Building an Adaptive Workforce" on 17th December' 2021 organized by the Indian Institute of Management Sirmaur, Himachal Pradesh (India).

# FACULTY ACCOLADES

## Dr. Bushra

### Publications:

- Bushra and Dr. Shalini Srivastav “Role of Behavioral Biases in Investment Decisions” published in MDIM Business Review, ISSN (Online) 2582-7774, Volume II Issue II December 2021, MDI, Murshidabad.

### Book Chapters/ Cases Publications

- Dr. Chabi Gupta and Bushra, “Indian Stock Market Tracked from May 2020-May 2021 Relevance for Industry 4.0” published a Book Chapter in “Research Trends in Applied Research”, Volume 9, Weser Books.

### FDP/Training/Workshops Attended

- “5th Summer School on Behavioral Finance” organized by IIIT, Allahabad (13-19 June, 2022)
- AICTE Training and Learning Academy (ATAL) 5 Days FDP on “Statistical and Optimization Techniques Using Software Packages” (25-29 Oct, 2021).
- 5 Days FDP on “Effective Writing and Publishing Research Papers” organized by CT Institute of Management, Engineering and Technology, Punjab (2-6 Aug, 2021)
- 6 Days FDP on “Research Methodology and Data Analytics” organized by Asian Business School, Noida (26-30 July, 2021)
- 5 Days FDP on “Financial Derivatives and Risk Management” organized by CMS Business School, Jain University, Bangalore (12-16 July, 2021)

### Professional Membership

- Noida Management Association

## Dr. Maroof Ahmad Mir

### FDP/Training/Workshops Attended

- Successfully completed workshop on Multivariate ARCH/GARCH Models using RStudio organized by Amity University Uttar Pradesh India from January 12 - 14, 2022.
- Successfully completed three weeks faculty development program on Research methodology using cross sectional, time series and panel data organized by National Institute of Technical Teachers Training and Research Chandigarh, Ministry of Education, Government of India from December 20, 2021, to January 07, 2022.

### FDP/Training/Workshops Conducted

- FDP on Research Methodology and Data Analytics || 26th to 31st July 2021

## **FACULTY ACCOLADES**

### **Dr. Sunita Verma**

#### **FDP/Training/Workshops Attended**

- "HR Analytics: Concepts and Applications", June 2021, Online by Fore School of Management
- Faculty Development Program on Entrepreneurship Development , May 2022, Fore School of Management/Online
- Professional Development Programme on "Research Methodology and IPR", May 2022, NITTTR, Ministry of Education/Online

### **Dr. Kavita Khurana**

#### **FDP/Training/Workshop Attended**

- Universal Human Values || AICTE | 9th May to 13th May 2022

### **Dr. Abdul Moid**

#### **FDP/Training/Workshop Conducted**

- FDP on Research Methodology and Data Analytics || 26th to 31st July 2021

### **Vinod Kumar Dhar**

#### **Professional Membership**

- Noida Management Association

# **ABS PGDM ORIENTATION 2021 PROGRAM DAY 1 (INAUGURAL CEREMONY)**



Asian Business School inaugurated its new batch of Post Graduate Diploma in Management (PGDM) on Monday, 23rd August 2021. The inauguration kick-started a grand five-day Orientation Programme scheduled from Monday, 23rd August 2021 to Friday, 27th August 2021. However, in view of the ongoing COVID-19 pandemic and keeping in mind the social distancing norms, this programme was organized virtually to benefit the students who were about to begin a new phase in their academic life.

The illustrious guests for the ceremony included Mr Vipul Sabharwal, Managing Director, Luminous Power Technologies (P) Ltd. and Ms Ritu Gupta, Country Director – Marketing, Dell Technologies who graced the event with their powerful and inspiring presence as Chief Guest and as Guest of Honour, respectively.

The programme also witnessed the presence of distinguished personalities like Dr Sandeep Marwah, President, Asian Education Group (AEG); Dr Lalitya Vir Srivastava, Director-Asian Education Group (AEG); Mr Saurabh Sharma, Director-Asian Education Group (AEG); and Mr Gurdeep Singh Raina Director-Asian Education Group (AEG) who hosted the event on behalf of the institute.

In his welcome address, Dr Lalitya Vir Srivastava, Director-Asian Education Group (AEG) warmly welcomed all the students of the new batch of the ABS PGDM program and said that these two years would be crucial years of their professional journey and that they should inculcate the right “mindset” by working upon their “individual skills” and creating an “independent identity” for themselves that would make them stand-out in the professional world as a unique personality.

In his inaugural address, Mr Saurabh Sharma, Director-Asian Education Group (AEG) heartily welcomed all the students of the new batch of PGDM 2021 and said, “Although it is said that education never ends, but these two years are official final years of your academic journey and you must make the most of it by giving up wrong notions in thinking and developing new habits and new routines that can make you feel successful from within.”

# **ABS PGDM ORIENTATION 2021 PROGRAM**

## **DAY 1 (INAUGURAL CEREMONY)**

Delivering the keynote address, Dr Sandeep Marwah, President, Asian Education Group (AEG) welcomed all the new students on board of Asian Business School and enlivened the ambience with his inspiring speech laced with some stirring Hindi couplets and motivated the students by stating that “two things were much more beautiful than what you can see with your naked eyes – your THINKING and your FEELINGS ... and the best part is that both the things are there right within you!” He also beautifully expounded the word EDUCATION as Enthusiasm, Dedication, Utilization of given resources, Communication/Commitment, Ambition, (Mental) Toughness, Information/Innovation, Overall personality, and being a Nationalist.

This was followed by the guest of honour address by Ms Ritu Gupta, Country Director – Marketing, Dell Technologies. Delivering her address from the virtual platform, Ms Ritu Gupta congratulated all the “young minds” who were embarking upon this “exciting new journey of their lives” and blessed them to become “youthful leaders of tomorrow's India”. Here, she confessed that she vividly remembered her own first day at college and said that the sense of excitement on the onset of a new journey remains the same for her today. She beckoned the students to let their education culminate in making them truly human by consciously developing good character and winning over their own weaknesses. Her words of advice to the students were, “Each one of you is a unique person. Respect your individuality but also respect other people's uniqueness and individuality. Grow and bloom together.”

Mr Gurdeep Singh Raina Director-Asian Education Group (AEG) then addressed the august gathering and spoke importantly about how Hon'ble Prime Minister, Shri Narendra Modi during his address to the nation on 15th August 2021 referred to this generation being the “CAN DO GENERATION” which was all geared up to script a glorious future for our nation during the next 25 years or so as a count-down to our country's 100 years of Independence! His words of advice to the students was, “Through hard work and determination, write your own history. Learn and evolve yourself ... the sky is the limit for you!”

Next followed the chief guest address by Mr Vipul Sabharwal, Managing Director, Luminous Power Technologies (P) Ltd. who profusely thanked the AEG Family for inviting him to this event and said that he was “really honoured” to be here. Congratulating the new batch of ABS PGDM students, he said, “You guys are truly blessed today and you must thank your parents for all their good wishes and sacrifices.” His golden words of advice to the young students were, “Consider yourself to be on a mission for success and work towards changing the way management education is perceived today.” Here, he suggested the students analyze their education on at least five parameters – namely, (i) Knowledge + Critical Thinking, (ii) Ideas + Execution, (iii) Networking + Building Relationships, (iv) Specialization + Extra Professional Courses, and (v) Job + Career.

The lively morning session of the “INAUGURAL CEREMONY” held on Monday, 23rd August 2021 concluded with the customary 'Vote of Thanks delivered by Mr Ravi Sharma, Dean, Corporate Resource Cell, Asian Business School.

The august gathering then dispersed for lunch.

The post-lunch session saw the internationally acclaimed motivational speaker, bestselling author & now screenwriter – Ms Priya Kumar – take centre stage of the function and deliver a powerful live interactive session on the topic 'Build Your Brand'!

With this, the 'Orientation Day' inaugural ceremony for AEG Asian Business School's 2021-23 Batch of PGDM students came to a dignified end.

# ABS IMPACT-ALUMNI TALK SERIES

## CAMPUS TO CORPORATE WITH GREAT EFFECT

**ABS**  
ASIAN BUSINESS SCHOOL

**IMPACT**   
**ALUMNI TALK SERIES**

**RASHMI**  
VERMA  
PGDM 2012-14 Batch  
**MARKETING**  
Specialist Product Management  
**SAMSUNG**  
**ELECTRONICS**  
SAMSUNG Electronics, UAE

**PULKIT**  
CHOWDHARY  
PGDM 2012-14 Batch  
**FINANCE**  
Manager DME controls  
**Coca-Cola**  
Coca-Cola Company

**AWANTIKA**  
TEWARI  
PGDM 2012-14 Batch  
Manager - HR  
**DATAFLOW**  
Data Flow Group

6TH AUGUST 2021 | 03.00 PM ONWARDS

Asian Business School hosted three of its well-placed Alumni from PGDM 2012-14 Batch – namely, Ms. Rashmi Verma, Specialist Product Management, Samsung Electronics, UAE; Mr. Pulkit Choudhary, Manager DME Controls, Coca Cola Company; and Ms. Awantika Tewari, Manager-HR, data Flow Group – as part of its “ABS IMPACT-Alumni Talk Series 2021” on Friday, 6th August 2021 over a webinar session. The objective of the talk was to let these well-established ABS alumni members share their professional growth and achievements with the new batch of ABS PGDM students who were about to begin their academic journey at Asian Business School. So it was that, this session was especially meant for the freshly enrolled ABS PGDM 2020-21 batch students.

The session began with a brief but quite impressive introduction of all these three ABS Alumni by Prof. Garima Malhotra of Asian Business School that made everybody feel proud of these illustrious ex-students of Asian Business School who had achieved great success in their careers so far.

The session then proceeded by way of a Q & A format wherein – apart from answering a bevy of questions related to course and career choices that generally trouble a fresher's mind and heart – all three illustrious ABS Alumni members talked at length about their journey from Campus to Corporate and how ABS had helped to empower them to achieve a successful role in prominent MNCs today.

Overall, it was a wonderful opportunity for all to learn from their experiences and use their career advice to their advantage in the years to come.

## FRESHER'S PARTY 2021



Fresher's Party is all about getting the best start to your new academic life by networking and forming lasting bonds with everyone. Continuing the proud tradition of Asian Business Schools, Fresher's Party 2021 was held on October 30, 2021 for students of Batch 2021-23.

Conforming to the tradition, proceedings of the event commenced with a lamp lighting ceremony. Exuberant smiles and high spirits marked Fresher's 2021 and manifested youth and enthusiasm at its full flow. With pulsating ambiance, foot tapping music and flashing lights, the event got going with a bang. Conscious about the latest fashion trends, students were dressed at their best.

It was a fun-filled event in which the fresh batch got an opportunity not only to showcase their talent but also to interact with seniors. After initial rounds of extraordinary performances comprising of Ramp Walk as the first round for Mr./Ms. Fresher Competition, we had some mesmerizing singing and dance performances. The final round was the Question and Answer Session for the contestants vying for the Asian Business School Ms. Fresher and Mr. Fresher's title.

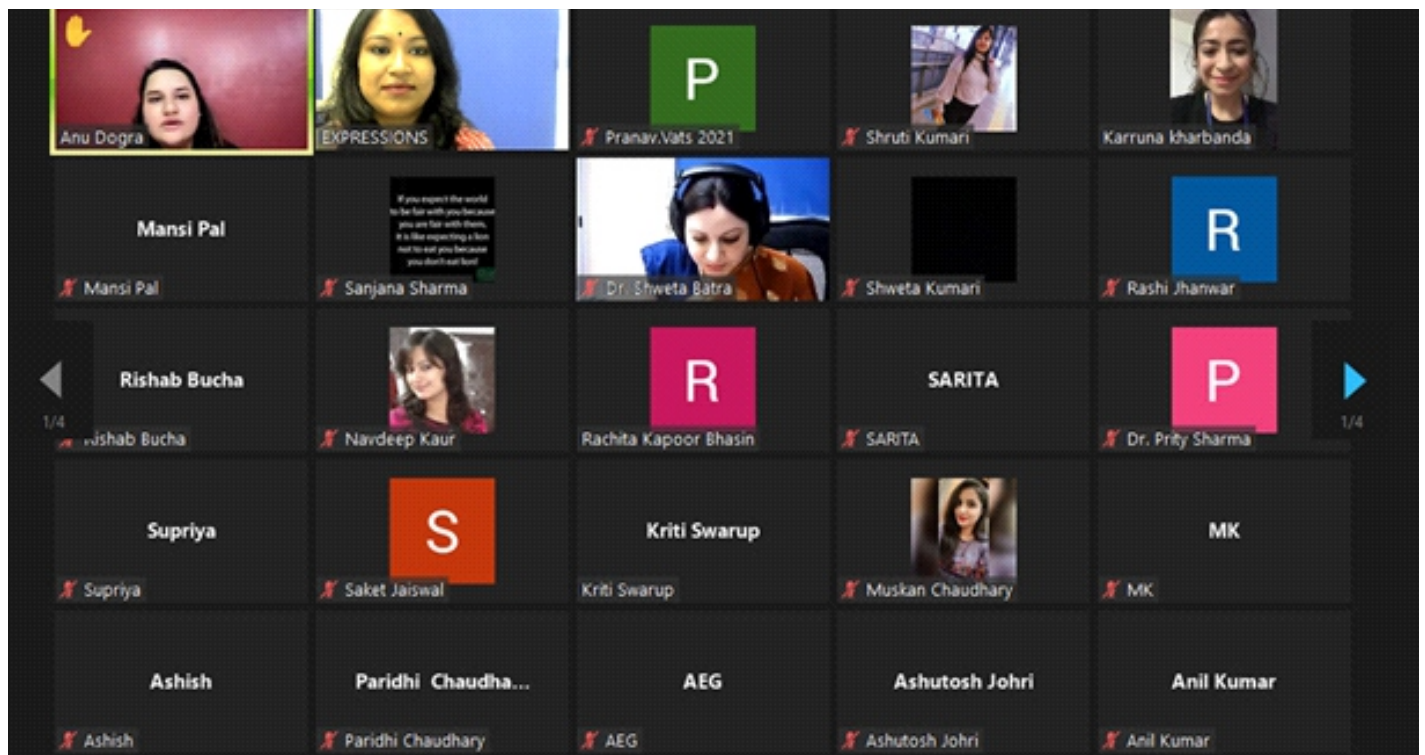
To wind it all off, DJ Sanj got the JAM session rocking with the students setting the floor on fire.



## HIGHLIGHTS OF THE ACADEMIC YEAR (INTERNAL EVENTS)

### MARKETING CLUB: MARKETING BIZ

MarkTechos, the Marketing Club of Asian Business School, organized "Marketing Biz"—an engaging quiz competition held on 13th November 2021. The event took place online and witnessed enthusiastic participation from students, showcasing their keen interest and excitement for marketing-related activities.



### GNOSIS CLUB : THE LITERAL TREASURE HUNT

The Asian Business School organized a captivating Literary Treasure Hunt competition for its PGDM students. This intellectually stimulating event aimed to combine the excitement of a treasure hunt with the joy of literary exploration, challenging students to demonstrate their knowledge, teamwork, and problem-solving skills.

The event was a resounding success, with students expressing their enjoyment and appreciation for the unique combination of literature and adventure. The Literary Treasure Hunt not only provided a platform for students to showcase their literary prowess but also fostered a spirit of camaraderie and healthy competition.

The Literary Treasure Hunt competition at Asian Business School was an unforgettable experience that enriched the students' love for literature and honed their analytical and collaborative skills.

The event's success had set a positive precedent, encouraging the organization of more such intellectually stimulating activities in the future. The enthusiasm and participation of the students were commendable, making the event a memorable highlight of the academic year.



Glimpse of the Activity

## **SPORTS CLUB: ENERGIA**

The Athleema - sports club of ABS organised “Energia” on 27th November 2021. With an objective of attaining the ultimate aim of education i.e., the achievement of holistic development, the activity was conducted which witnessed lot of enthusiasm and high energy levels in this event. This event had four sports events: Chess, Carrom, Badminton & Cricket in which more than 40 students participated.

Objective of Activity: The objective of this event was to build sportsmanship spirit, team building and sharpening analytical skills.



## THE FINANCE CLUB – BUDGET CONCLAVE 4.0

The Finance Club of Asian Business School successfully organized Budget Conclave 4.0, where students actively participated by presenting detailed analyses of various sectors of the economy. They evaluated key highlights of the budget relevant to their assigned sectors. Awards were presented to the Best Researcher and Best Speaker, recognizing excellence in research and presentation skills.



## ATHLEEMA : ANNUAL SPORTS MEET



Asian Business School, which is a part of Asian Education Group held its 9th annual sports meet, ATHLEEMA 2022 from 19th-21st April 2022 at Jasola Sports Complex, New Delhi. The much-awaited sports Meet was hosted with great enthusiasm and vigor. This frolicsome atmosphere was much augmented by the glorious presence of the legend, The Great Khali as the chief guest for the occasion.

A total of 50 top colleges of Delhi NCR participated in this mega inter-college sports meet. The inaugural function on 19th April 2022 began with the auspicious torch-lighting ceremony, ignited by the chief guest, The Great Khali; Dr. Sandeep Marwah, President-AEG; and Directors AEG, 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 their zestful speeches.

Addressing the energetic young audience, Dr. Sandeep Marwah, President-AEG; a highly acclaimed international media personality, charged the aura of the occasion with his customary inspiring speech. Highlighting the importance of sports in student's life, he motivated students with a few motivational couplets. Talking about the ever increasing participation of colleges and students in AEG's Annual Sports Meet, ATHLEEMA, Dr. Marwah disclosed his "wish to make it a truly National Event in the coming years."

The event included competition in: Cricket, Volleyball, Football, Table Tennis, Tug-O-War, Badminton, Basketball, Chess, Carom, Athletics (Shot Put & 100m Race), Kabaddi, Kho-Kho, and Pool.

After two days of great competitions at Netaji Subhash Sports Complex, Jasola, New Delhi on 19th & 20th April 2022, the grand Valedictory function for ATHLEEMA-Season 9 was held on 21st April 2022 at the AEG campus in Noida to felicitate students for their exemplary performance and zealous participation at the games. The distinguished guests for the function included Prof Sidhik a Muhammed, Chancellor European Digital University and Dr. Vinay Kumar Reddy Sarikonda, Vice Chancellor, European Digital University.

Prizes were given away by these distinguished guests along with AEG President, Dr. Sandeep Marwah; 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 9th 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, which will also keep them motivating and inspiring further in Life.

## ABS CONVOCATION CEREMONY – 2022



Asian Business School witnessed its 7th Convocation Ceremony on Saturday, June 18th, 2022 at the Dr. Ambedkar International Centre, New Delhi. The ceremony started with the student procession followed by an academic procession in which the dignitaries, namely, Mr. Vipul Sabharwal- Managing Director (Luminous Power Technologies Pvt Ltd.), Ms. Rachna Sharma- Founder- Phuro Innovations, Co-Chair; Harvard Alumni Entrepreneurs, 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.

The dignitaries adorned the dais in their beautiful hats and robes. 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 Mr. Ravi Sharma, Dean, Corporate Resource Cell, and repeated by the students.

ABS's 7th Convocation ceremony marked another milestone too, as this year the college administered its Distinguished Faculty Awards 2022 too, along with the awarding of diplomas and medals to all the graduands.

The proud recipients of the gold medals, who are the toppers of the programmes, namely-Geetika Bansal (2018 – 20 batch) and Kanhaiya Sharma (2019-2021 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 degrees. Dr. Aakanksha Kishore was given “The Distinguished Faculty Award-2022” for having a positive impact on students.

# INTERNATIONAL YOGA DAY



International Yoga Day is observed every year on June 21 to raise awareness about this ancient practice and to celebrate the physical and spiritual prowess that yoga has brought to the world. Yoga is a physical, mental, and spiritual practice. It plays an important role in relaxing the mind and body and boosting people's immune systems.

The idea of an International Day of Yoga was initially proposed by India's current Prime Minister, Narendra Modi, at the United Nations General Assembly (UNGA) on September 27, 2014. Since 2015, the International Day of Yoga has been observed yearly on the 21st of June. The day is celebrated for raising awareness about the value of yoga and its effects on people's health.

Under the theme of "Yoga for humanity" this year, International Yoga Day was celebrated in Asian Business School at the cafeteria lounge on June 21st, 2022. Mr. Gurpal Singh, who is the sports instructor, guided all in performing the asanas during the event. The pre-lunch session was conducted for the students of the Asian Business School with the introduction of pranayama and the practice of the asana. The latter half was taken up by the teaching and non-teaching staff of the Asian Business School.

During the sessions, Mr. Gurpal Singh explained the importance of Yoga in our life. He explained that regular practice of Yoga will help everyone to achieve better mental and physical health. He started Yoga demonstrations with the Yoga prayer. After which a few warm-up and simple Asana were performed by the students and the teachers enthusiastically and the importance of these Asana was explained simultaneously by Mr. Gurpal Singh.

The students, faculties and staff performed several asanas with great joy and enthusiasm.

# INTERNATIONAL PROGRAM

## International Conference

Asian Business School (ABS) organized its 9th International Conference on “Resetting Strategies & Building Resilience in Global Business Ecosystem for COVID Crisis” on Saturday, 20th November 2021. The conference was organised under the aegis of Research & Development Cell at Asian Business School, which works to promote research and allied activities in the organisation. However, considering the COVID protocols, the International Conference was conducted over the virtual medium.

The theme of the conference revolved around the fact that COVID-19 has resulted in unprecedented and unforeseen challenges for Global Business organizations. Whilst the social and macroeconomic impacts of COVID-19 have become increasingly evident, the concrete steps Global Business organizations can take to respond to the new normal are only just beginning to crystallize. The conference featured discussion on all social and macroeconomic impacts of COVID-19, how businesses can thrive post-COVID-19 and resilient leaders who can quickly connect today's resources—individuals, organizations, institutions, and society—to meet tomorrow's challenges. Participants at this conference included research scholars, industry professionals, learned faculty members, and functionaries from diverse business backgrounds who came together to learn or share their knowledge on this subject.



# **DISTINGUISHED VISITORS TO THE COLLEGE**

## **Guest Lectures / Speaker Series:**

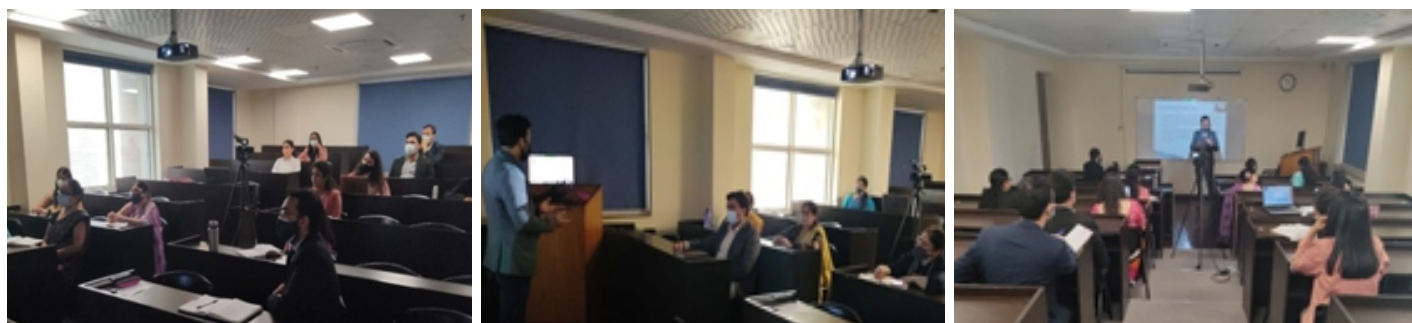
Inviting industry experts, professionals, or entrepreneurs to deliver talks, seminars, or workshops on current trends, innovations, challenges, and opportunities in the industry is very important for the growth and development of the students. The details of the industry experts invited for the session 2021-22 are as under:

<b>S.No.</b>	<b>Name</b>	<b>Designation</b>	<b>Company</b>	<b>Date</b>
01.	VIPUL SABHARWAL	MANAGING DIRECTOR	LUMINIOUS POWER TECHNOLOGIES (P) LTD.	23.08.2021
02.	RITU GUPTA	COUNTRY DIRECTOR - MARKETING	DELL TECHNOLOGIES	23.08.2021
03.	PRIYA KUMAR	FOUNDER & CEO	PRIYA KUMAR'S TRAINING & SYSTEMS	23.08.2021
04.	VIKAS BAGARIA	FOUNDER & CEO	PEESAFE	24.08.2021
05.	MOHIT SADAANI	CO-FOUNDER & CEO	THE MOM&CO.	24.08.2021
06.	CAPT. PRANAV PRASOON THAKUR	HEAD - HR	RENAULT INDIA PVT. LTD.	25.08.2021
07.	SHRIYANS BHANDARI	CO-FOUNDER	GREENSOLE	26.08.2021
08.	PRITIKA MEHTA	FOUNDER	SOCKSOHO.COM	27.08.2021

# RESEARCH & DEVELOPMENT CELL

## Faculty Development Program

FDP on “Research Methodology & Data Analytics” was conducted by Asian Business School from Monday, 26th July to 31st July 2021. The FDP was attended by faculty members of Asian Business School. Dr. Maroof Ahmad Mir described explicitly the necessity of Research Methodology & Data Analytics and how it is required to adopt the methodologies and techniques for effective research. The faculty members learned the significance of academic writing, fundamentals of research methodology, including problem identification, hypothesis creation, and testing. The eminent speakers Dr. Mohd Abdul Moid Siddiqui & Dr. Arif Anwar very well disseminated the knowledge related to multivariate data that will be evaluated using factor analysis and standard error of the mean (SEM) Factor analysis (EFA & CFA) and SEM offer incredible freedom for researchers while conducting data analysis. The participants actively participated in all sessions and were given hands-on experience in working using real data and examples.



FDP on Research Methodology & Data Analytics

## NATIONAL SEMINAR

Asian Business School organized its 8th National Seminar on “NEP 2020: Transforming Vision into Action” on Thursday, 30th September 2021 at 11 AM to enlighten and explore the sphere of NEP 2020. 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. Mohd Abdul Moid and Inaugural address by Dr. Maroof Ahmad Mir. This was fostered by the wise words of Mr. Arun Maira, Chief Guest - Management Consultant, Former Member, Planning Commission of India and Mr. Aseem Kumar, Guest of Honor - Head Asia Pacific Resource Centre (APRC), United Nations Global Compact (UNGC). The Special Session was delivered by Prof. (Dr.) Anil Sahasrabudhe, Chairman, All India Council for Technical Education (AICTE) on National Education Policy (NEP).



National Seminar on “NEP 2020: Transforming Vision into Action”

# INTERNATIONAL CONFERENCE

Asian Business School held its highly-vetted International Conference on “Resetting Strategies and Building Resilience in Global Business Ecosystem for COVID Crisis” on Saturday, 20th November 2021 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. Sh. Arun Maira, Management Consultant, Former Member - Planning Commission of India, Former Chairman - Boston Consulting Group, India and Sh. Vipul Sabharwal, Managing Director, Luminous Power Technologies (P) Ltd. were the eminent guests and speakers at this inaugural ceremony of conference who shared their valuable thoughts on the topic. The formal release of the ‘Conference Souvenir’ was also a part of this session.



**International Conference on “Resetting Strategies and Building Resilience in Global Business Ecosystem for COVID Crisis”**

# ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

## Events Conducted under EDIC

- Semi-Finale of Young Asian Entrepreneur of the Year 2022
- Finale of Young Asian Entrepreneur of the Year 2022

## Semi-Finale of Young Asian Entrepreneur of the Year 2022

Semi Finale of Young Asian Entrepreneur of the Year 2022 was held on 16 April 2022 with 10 teams competing against each other out of which 5 teams made it to the Grand Finale. It is pertinent to mention that Mr. Shivi Singh, CEO and Co-founder, Cleardekho Eyewear Pvt. Ltd. was the judge for the event.



## YOUNG ASIAN ENTREPRENEURSHIP OF THE YEAR 2022

Asian Business School successfully hosted the Grand Finale of Young Asian Entrepreneur of the Year 2022, where the winning team bagged a SEED FUND of Rs. 5 Lakh from the institution.



# UNNAT BHARAT ABHIYAN

Asian Business School have adopted 5 villages under Unnat Bharat Abhiyan and regular activities are conducted under the program.

## Nukkad Natak

Asian Business School organized Nukkad Natak on 26th of May, 2022 in the Nagli Sabapur village, for the awareness of people towards environmental conversation, the theme of the Nukkad Natak was “Prakriti hi Samridhi hai”. The most important aspect of the event was to pass on a social message to the masses, to bring about awareness, or to simply enlighten a particular side of the society.

The students depicted a very strong message that if the environment is not conserved today it will lead to a very dark future for our generations to come. It was a truly motivating event. The connect with the village people made students more enthusiastic to come up with more social awareness events to be highlighted through nukkad natak.

