

Campus Drive / Final Placements / Summer Internship Programme (SIP) in March'15

Asian Business School (ABS) has marked its presence among the best companies in the industry and is known for its highly skilled committed students. We are proud to mention that today, ABS is among the best and well known education brand in the industry and is associated with leading organizations for placement, training and Summer Internship Programme (SIP).

Campus / Recruitment Drives

1. ICICI Securities Ltd. - 10th March 2015
2. Axis Bank - 13th March 2015
3. Expertscan Consultants Pvt. Ltd. - 17th March 2015
4. Barista Coffee Company Ltd. - 18th March 2015
5. GE-SBI - 19th March 2015
6. One 97 Communications Ltd. (paytm) - 31st March 2015

Final Placements: PGDM 2013-15 Batch

1. ICICI Securities Ltd. - 7 students as Management Trainee
2. SBI Cards & Payments Services Pvt. Ltd. (GE-SBI) - 10 students as Associate - Customer Service
3. Axis Bank - 6 students as Asstt. Manager (FDO)

Summer Internship Programme (SIP): PGDM 2014-16 Batch

1. ICICI Securities Ltd. - 5 students
2. Expertscan Consultants Pvt. Ltd. - 3 students
3. One 97 Communications Ltd. (paytm) - 4 students



Glimpses of Campus / Recruitment Drive

For Feedback and suggestions,
email us at: absinterface@abs.edu.in

Interface

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ABS
GROWTH WITH EDUCATION
ASIAN BUSINESS SCHOOL
(Approved by AICTE)



Message from the Editor's Desk

Dear Readers,

This issue of Interface is pivoted around the 3rd Annual Fest of the Asian Business School (ABS), Noida, "Kesshet 2015" - 'Colours Of Life' and the successful placement of its young leaders across the leading brands like ICICI Securities Ltd. and Axis Bank.

The scope for the word management is no more limited to planning, organizing and executing but extends its horizon to showcasing and being acknowledged as leaders. Thus ABS leaves no stone unturned in shaping its young minds to strive towards excellence and the Corporate Resource Cell (CRC) has succeeded in this direction by providing the internship opportunities to our students among the acknowledged companies like One 97 Communication Ltd. (paytm) and Expertscan Consultants Pvt. Ltd. under the Summer Internship Programme (SIP) in March 2015.

The cognitive traits and cultural ethos of the students of various colleges and institutes from NCR were demonstrated during our Annual Fest "KESSHET 2015". They posed a challenge to each other to compete, combat and emerge victorious. This Fest with the theme 'Colours Of Life' was an amalgamation of mind games and creative display, an assortment of management competitions and a plethora of cultural events. It was an exhibition of an array of colourful activities and literary skills. The creativity and leadership qualities of our young leaders are recognized not only by our competitors but are also accredited by renowned brands and organizations. This is evident from the successful placements of our niche students with these brands which is a result of the continuous industry-institute interaction and recognition of ABS among one of the established B-schools by these recruiters.

I assure our esteemed readers that the coming issues of ABS Interface are going to be all the more interesting and enriching.

Anil Verma



Message from the Director (Admission) Desk

Dear Students,

With a plethora of events, academics and the blend of aspirations in young minds, I welcome you all to this newsletter. This month started off with a bang with the preparations for KESSHET 2015. The event was mainly conducted to make students learn about event handling and how to manage any situation given whether it is an event or a task. It comprised of management activity for the students from decoration to invitation of guests and coordination with different levels of management.

So, it was a perfect platform for the students to deliver their theoretical knowledge and out of the box thinking into the pragmatic world. The students from various institutions across NCR participated in this event. As the great dramatist Sir William Shakespeare said "The World is a stage and we are all players". Anyways, the B-school admissions are also on the way, so stay tuned for the novice erudite of ABS. Students are given a plethora of opportunities to prove themselves. So, I request readers that it's our commitment and your judgement. With this, signing off from this edition of news and stay tuned for our next issue.

In the end, I would like to appreciate the efforts of ABS family who took ownership to make this event a success. All the best.

Gurdeep Singh Raina



ANNUAL FEST

KESSHET 2015

"Colors of Life"

Asian Business School (ABS), Noida, celebrated its 3rd Annual Fest, "KESHET 2015". 'Colours of Life' on 28th March 2015. The vibrant and colourful event was inaugurated and presided over by Mr. Sandeep Marwah, President, Asian Education Group, Dr Lalitya Vir Srivastava, Director, ABS and Mr. Saurabh Sharma, Director (Branding), ABS.

Every year, "KESHET" reflects the different themes and aspects of life and this year, it focused on "Colours of Life" as its theme which was portrayed all throughout the campus in the ambience and the different activities. The event was a perfect blend of an array of colourful activities ranging from literary bent to theatre-based events, cultural events amongst others.

The festival drew the best talents from various colleges in its competitions, covering areas ranging from music and drama to literary games and creative explosion in Face Painting and Rangoli.

A myriad of engaging activities like –Treasure Hunt, Ad Mad show, Group Dance, Nukkad Natak, Face Painting, Management Quiz, Leadership Games, Vocabulary, Rangoli, and Fashion Show were organized throughout the day which made it a fun filled enticing event.

Gaiety and rapture ruled the day as Asian Business School played host to a number of colleges like ITS, BIT, Jaipuria Institute of Management, BSE Institute Ltd., BULMIM, AAF, ASMS, Amity University, GBU, Sharda University, ABES Institute of Technology and several more.



The participants competed with passion and zeal towards winning different events which were a part of this Festival. The winners of the different activities were awarded in the evening by the President of the Asian Education Group – Mr. Sandeep Marwah. The event drew to a fun filled close with the star performance by Jeet Hakam.

It was indeed an enjoyable day wherein it was delight to see students showcase their talent with great zeal and enthusiasm. The energy demonstrated by the students made the event successful.

