

Swachha Bharat Abhiyan

The 'Swachha Bharat Abhiyan' launch was announced by our Hon'ble Prime Minister during the Independence Day address. As envisioned by our PM, dealing with this important health and sanitation issue, institutions and colleges could play a leadership role in chalking out long term sustainable action plans for cleanliness.

Asian Business School took this opportunity to demonstrate its commitment to this movement, in bringing about change, both in attitude and in practice.

To this effect, on the 1st of October, a small function was organized in the premises, for the formal launch of this campaign. A short lamp lighting ceremony was followed by an address to the students by Dr Lalitya Srivastava, Director (Academics). He spoke about the importance of this National endeavour and how students could be the medium for creating awareness about cleanliness in their environment. A number of students prepared speeches on this occasion, speaking about the campaign, its benefits to society and about sanitation being an imperative requirement. Towards the end, taking a pledge towards creating a cleaner, hygienic and sanitized environment.

A string of activities were outlined for the students to undertake throughout the entire duration like – debates, collage making, essay competitions, street plays at strategic locations, talking to people about the health benefits of cleanliness and so on.

Diwali Celebration at ABS



With the blessings of Professor Sandeep Marwah, President Asian Education Group, the ABS family celebrated together the Festival of Lights on 22nd Oct, 2014, so that the members of ABS family enjoy and share together happiness of the festival and play different games.

Members of ABS family also participated in the puja of goddess Lakshmi and Lord Ganesha and also light up diyas inside the campus which signifies the victory of good over evil.

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

Welcome to ABS INTERFACE. This issue speaks about the latest updates held in ABS, Noida. The most exciting event was Fresher's Party 2014 – 2016 batch, in which PGDM (13-15) batch welcomes their juniors with mesmerizing performances by students and special guest Sonu Thukral, an upcoming singer who enthralled the audience by his energetic singing.

To engrave, students with beyond classroom teaching, Confluence was organized by HR, Marketing, and Finance Club together. In this students displayed various aspect of management through Nukkad Natak and Presentations.

I feel proud in sharing the achievement of our student Abhinav Singh, who got placement in JARO Education as Manager.

ABS has significantly joined hand with PMO "Swachha Bharat Abhiyaan" campaign organized in order to make students aware and motivates them to create a cleaner, hygienic and sanitized environment. This month ABS has celebrated festival of lights – Diwali by playing games Like Tambola, one minute activities followed by puja of goddess Lakshmi and lord Ganesha that led to the feeling of happiness all over the campus.

I hope you enjoy reading the latest update about campus. The readers would have a lot to explore in the next edition of the ABS Interface.

Pinky Pandey



Message from the Director (Academics)

"Growth with Education" is the common understanding with each one of us at ABS. the environment is dynamic and undergoes changes very fast, analyzing the dynamics of the environment; we contribute in terms of educating the youth and channelize their deeds today for their better growth, tomorrow.

The institute foster and nurtures leaders capable of making difference in the management of corporate & non-sectors. We put our best efforts to inculcate human values and professional ethics in the students which help them to make decisions and create path that are good not only for them but also for society, for the nation and for the world as whole. We at ABS – Noida, have developed strong network for corporate experts, expose them to practical learning and finally develop their place – ability scores for final placements.

Wishing great success to this new endeavor of ABS - Noida.

Dr. Lalitya Vir Srivastava

STAR PLACEMENT



ABS is known for its placements and off course for its committed students. We feel proud to mention that Abhinav Singh, PGDM 2013-15 got his final placement in JARO EDUCATION. JARO EDUCATION is a well known name in the field of Education.

We congratulate him for his achievement and wish him success for journey ahead.



ABHINAV SINGH
COMPANY: JARO EDUCATION
DESIGNATION: MANAGER –
CAREER DEVELOPMENT

Expert Talk – Soaring High

A guest lecture under “Distinguished Lecture Series – An Expert Talk” by Mr. Amulya Sah, Head - HR from Samsung Electronics, SRI Noida visited ABS and delivered a highly inspirational and interactive session on ‘Soaring High’. ABS thanks him for sharing his valuable thoughts and guiding students!!!



Club Activity – Confluence

The main objective behind creating various clubs is to give students inputs beyond the classroom. Keeping this in mind, Asian Business School, Noida, organized a Management Lab Activity “CONFLUENCE”. The students participated in the event and made Presentations and “Nukkad Natak” covering various aspects of HR, Marketing & Finance disciplines.

Following were the topics of the Presentations: HR:

1. Organization’s success depends upon its team members
2. Co-ordination is the essence of Management
3. Communication can make or mar the image of an organization

Marketing:

1. Role of social media in modern day marketing
2. Pros and cons of FDI in retail
3. Electronic Retailing – “A new way of doing business”

Finance:É

1. Role of Banking in the economic growth of the country
2. Pros and cons of an investment by a common man in the stock market
3. Investment options for an individual in the present day scenario

There were 13 Groups who made Presentations and 3 “Nukkad Nataks” were played by the students. In this activity participation of students was huge. The students depicted different themes of HR, Marketing and Finance with great zeal and enthusiasm.

The results of the event were announced by Dr. Lalitya Vir Srivastava, Director, ABS, who emphasized the need for participation in such events by the students for their personality development and better learning.



Fresher’s Party at ABS

Keeping the rich tradition of hosting a number of activities that take place in Asian Business School, the management Institute hosted a Fresher’s party for the newly inducted batch of 2014-16. As we know a lot of hard work goes in ensuring the success of any event, the Fresher’s party was no exception. The students from both old as well as new batch slogged their bit to make the event as successful as it turned out to be at the end. The venue of the event was Great India Celebrations, Noida which promised an apt ambience for an event like this.

The event started at around 3 o’clock in the afternoon and was well attended by all the students, faculty members, staff and people from the senior management. As we have a tradition in India, the event commenced with the remembrance of Lord Ganesha, a Ganesh Vandana presented by the students of Asian Business School. What followed was a sheer delight to the audience as many spell binding performances one after another were on the exhibit by the students. There were many dance and singing performances which were applauded by one and all. The audience was amazed to see the exuberance of the performing students.

The event was blessed with the motivating presence of Professor Sandeep Marwah, President, Asian Education Group who despite his busy schedule made it to the event venue and exhorted the students and staff. There was a mesmerizing performance by Sonu Thukral, a popular singer on this occasion who enthralled the audience by his energetic singing. The event came to the close with the coronation of the new Mr. & Ms. Fresher after a couple of grueling rounds in which the students of new batch were to show case their talents and presence of mind. The results were declared by Dr. Lalitya Vir Srivastava, the Director of Asian Business School. In the end every one dispersed for the sumptuous dinner and left on a happy note.

