

## Industrial Visit to Relaxo Industries

Asian Business School organized an industrial visit for the PGDM students to Relaxo Industries, Bahadur Garh, Haryana. The students were taken for the plant visit where they learnt the entire process of manufacturing the footwear as well as their quality control policies and methods. A memento was presented to Mr. Raj Kumar Gill, Sr. Manager - P&A (HR), Relaxo Industries.



The students were enthusiastic about the visit and got first hand knowledge on various aspects of the working of the Company. The trip was coordinated by Mr. Suchetan and Mr. Nikhil Garg.

## "Prakriti" - The Environment Club Activity

Asian Education Group organized "Prakriti"- the Environment Club Activity for its students on 31<sup>st</sup> August, 2016. The objective of this activity was to raise awareness and understanding the environment issues, instilling sense of responsibility and personal commitment towards environment.

The students were divided into different groups and were given four topics-

1. The three R's- Reduce, Reuse and Recycle
2. Human disasters- A timeline of Earth-altering accidents
3. Cool the Earth
4. Air Pollution

Each group expressed their concern on the particular topic and depicted it in the form of handmade crafts. All the groups presented their ideas using storytelling. The event was graced by Mr. Maroof Ahmad, HOD - Academics. The winner of this activity was the group on the topic "Cool The Earth". The event organizers were Mr. Anil Verma, Mr. Nikhil Garg and Ms. Anam Afaq.



## Asianite Appreciated @ Nucleus Software Exports

Sudhan Jain, a student of PGDM (15-17) batch worked as Intern with Nucleus School of Banking Technology, Internal Training Division at Nucleus Software Exports, Noida. He has been appreciated by the industry mentor for delivering the quality project work.

Sudhan Jain shared -

"I am grateful to Asian Business School for giving me a rare opportunity to work with a leading brand. My industry mentor was a great support and I could learn a lot of new things in the field of finance."



For Feedback and suggestions,  
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# Interface

Vol. 5 | No. 49 | AUGUST 2016



## Message from the Editor's Desk



Dear Readers,

This issue of the newsletter 'Interface' is reflecting the activities undertaken in the recent month. The month witnessed many important events like National Seminar on "Era of Skill Development - Inspire, Innovate and Integrate", Visit of Super Star

Jackie Shroff, Industrial Visits to Yakult Danone India and Relaxo Industries, Workshops on Computer Based Skills, "Prakriti" - Environment Club Activity and Appreciation of Asianite for Summer Internship at Nucleus Software Exports.

The National Seminar was organized with the objective of providing a platform for multi-disciplinary inputs to present, identify, develop and create areas and ways of improving skill development initiatives. The aim was to research, discuss and find out solutions in the area of skill development in India.

The mood at the campus was pulsating and vibrating with a lot of enthusiasm by the visit of Super Star Jackie Shroff. The students were mesmerized by his motivating words.

The students were given first hand opportunities to abreast themselves with the actual corporate work climate. They were taken to the industrial visits to Yakult Danone and Relaxo Industries. Here they were exposed to various marketing strategies adopted by these companies along with the manufacturing processes of their products.

The PGDM students were benefitted by the Excel Workshops and developed their IT skills effectively.

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

Anil Verma

## "Message from the Director (Admission and Marketing)"

Dear Students,

We have stepped into yet another Academic Year 2016-17 with renewed hope and aspirations. This should be the year of academic transformation. This transformation can happen in the teachers and the students through passion and discipline. I am sure all the new students will have memorable academic experience in this campus.



How many of us remember the discussions about how good a college was? In the current scenario, most colleges are judged by not only the quality of education offered, but by how much independence is given to stretch out our wings and pursue interests in almost every other aspect of a college life; such as art, theater, sports and academics. The Asian Business School, Noida, is one such institution. The college has built a culture that encourages a student to explore and experiment their thoughts in both their professional and personal interests. While most traditional business schools try to mould an individual into "Just another brick in the wall", ABS constantly strives to make the student the boss of his own true potential by encouraging holistic development. Corporate Communication sessions in the campus, dedicated Saturdays for events organized by the various clubs are just a couple of highlights that sets the campus apart from other colleges. Along with a learning structure built around non conventional ways, i.e. team building exercises, management games with active, cooperative, collaborative and problem-based learning, ABS has boldly set standards for the next generation of education built around the holistic development of a student.

After a degree, the dilemmas that a student faces is with regard to pursuing a professional line or veering off the beaten track and go after one's personal interests. At ABS, the focus is on accomplishing both personal and professional goals. A talented basketball player does not need to let go of his dreams to play for India to become a successful manager, he is capable of becoming both at the institution. Events such as "Athlema" - the annual Sports Meet, International Conferences, National Seminars, Saturday Club activities are some of the ways by which the college helps its students mould themselves into the best possible citizens.

Gurdeep Singh Raina

## National Seminar on “Era of Skill Development – Inspire, Innovate and Integrate”

Asian Education Group hosted National Seminar on “Era of Skill Development Inspire, Innovate and Integrate” on 13<sup>th</sup> August, 2016. The seminar focused on the thought process of skill development and its issues and challenges in India. The Hon’ble Prime Minister has launched Skilling India “As a multi-skill development programme on mission mode for job creation and entrepreneurship for all socio-economic classes.”

The inaugural ceremony of the National Seminar witnessed the stalwarts Mr. Dilip Chenoy, former Managing Director and CEO, National Skill Development Corporation and Dr. Sri Ram Khanna, Professor, Department of Commerce, Delhi School of Economics, Delhi University, sharing their words of wisdom with the young audience.

Dr. Lalitya Vir Srivastava, Director, Asian Education Group gave the inaugural address and spoke about the skill gaps that are there in academia and industry. He emphasized that Asian Education Group has recognized the importance of skill development and the institution already has a Centre for Skill Development in place.

Mr. Dilip Chenoy, Former Managing Director and CEO, National Skill Development Corporation, congratulated Asian Education Group fraternity for choosing “Skill Development” as theme for National Seminar. He gave a forceful presentation in this regard and shared his valuable experience with the igniting young minds of Asian Education Group. Dr. Sri Ram Khanna, Professor of Commerce, Delhi School of Economics, University of Delhi, spoke at length about how skills can be developed which will eventually result in growth of GDP in India.

Many academicians from Delhi / NCR and far-off places were part of the paper presentation in the technical session. The session was chaired by Mr. Ashutosh Mani Tripathi, an alumni of IIM, Lucknow. The presenters gave their respective suggestions through their research findings in order to fill the skill gaps in various sectors of the Economy.

In the Valedictory session, Dr. Lalitya Vir Srivastava, Director, Asian Education Group, gave the participation certificates to the delegates from various reputed colleges along with the First and Second Prize winners for the Best Paper Presentation Competition in the National Seminar.

### Visit of Super Star Jackie Shroff

Asian Education Group (AEG) was proud to extend heartiest welcome to Super star Jackie Shroff on 2nd August 2016 in its campus. Jackie Shroff has been a part of more than 220 films and some of his films have created records like Hero, Karma, Devdas, 1942 - A Love Story, etc.

Mr. Jackie Shroff had an interactive session with the students of Asian Education Group. The central hall of the institute was jam packed with the presence of the students. He took the questions of the students and was happy in replying their queries.



On this occasion, Mr. Sandeep Marwah, President, Asian Education Group, Dr. Lalitya Vir Srivastava, Director, AEG, Mr. Saurabh Sharma, Director - Branding and Planning, AEG, and Mr. Gurdeep Singh Raina, Director - Marketing and Admissions, AEG, were present and thanked the Super Star Jackie Shroff to have spared time from his busy schedule.

On this august occasion, Mr. Jackie Shroff along with Mr. Sandeep Marwah, President, AEG, and other dignitaries, unveiled the “Corporate Interface” Volume 4. “Corporate Interface” Volume 4 is a treatise that showcases the corporate and placement journey of our students in Summer Internship and Final Placements along with various other activities undertaken by CRC.

The students were mesmerized by the motivating words of Mr. Jackie Shroff. The event was conducted by Ms. Supriya Srivastava.

### Industrial Visit to Yakult

An industrial visit was organized for the newly inducted Asianites to Yakult Danone Pvt. Ltd., Sonepat. The students got an opportunity to get corporate exposure through this visit.

Yakult Danone India Pvt. Ltd. manufactures and sells probiotic products. The company offers a probiotic health drink, which is a fermented milk drink and functional food that contains beneficial bacteria for various age groups, including children and pregnant women. It offers its products through a network of supermarkets, high volume retailers, bakeries, chemists, hospitals, office canteens, and small retailers in India.

The industrial visit broadened the understanding of our young budding managers in respect of corporate functioning. This trip was coordinated by Mr. Anil Verma and Mr. Sameer Kathuria.

### Skill Development Workshop on Computer

Asian Business School organized three day Excel Workshops for the PGDM students from 22<sup>nd</sup> to 24<sup>th</sup> August 2016. The students were taught about Basics and Advanced Excel including Short cuts, Pivot table and usage of various graphs.

These workshops were conducted by Mr. Brijesh Singh and Ms. Shilpa Narula Sood for the students of PGDM III. The students were benefitted by these workshops and developed their IT skills effectively.

