

## Message from the Editor's Desk



Dear Readers,

It's that time of the year again. Time to change the calendars and feel the freshness and crispness of the New Year. The year 2016 has officially arrived. Let's give a warm welcome to the year that starts a new and cherish each moment that the year shall bring forth. As we usher in the New Year and welcome new opportunities and challenges, I would like to wish all the readers a Very Happy New Year.

This issue's prime focus is the Annual Convocation Ceremony which was held on 30th January 2016. On that chosen day, Diplomas were awarded to the students of PGDM (2013-15) batch. Apart from the Post Graduate Diploma in Management, the students were also awarded Diplomas in International Business, Foreign Language and Corporate Communication. Students were very excited on receiving these Diplomas after completing their PGDM course. Our distinguished guests handed over the diplomas to the students and it was indeed a moment of pride and joy for all of us.

The month witnessed many other important events like Quiz Competition conducted by Business Standard, Saturday Club Activities of HR Club, Entrepreneurial Club & Marketing Club, Guest Lecture on "Importance of innovation and creative thinking in Event Management", Faculty Development Program, Placement of PGDM (2014-16) and Summer Internship Program of PGDM (2015-17) batch students. 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 ( Branding )



Dear Students,

India is on the threshold of becoming an economic superpower. What lies behind this success is a large number of business organizations both from new and old economy which are catapulting the country to new technology beyond the national boundaries for business growth. The driving force behind this success is the huge young population of India that has great aspirations and achievement orientation. To continue this tremendous economic growth, India would need a huge manpower that is well trained in new technology and contemporary business practices. Therefore the future of India in the globalised world depends on well educated and trained young men and women who strive to acquire functional skills, leadership roles and a global mind set. These changes would result in the creation of a knowledge economy which is ably supported by highly educated and an internationally competent labour force. It is the onus of educational institutes to train & provide knowledge and understanding to work in a global environment which would give them an opportunity to compete in a border less society.

With this background in mind, Asian Business School was conceptualized and aims at developing future managers & entrepreneurs for the business world.

"The best way to predict your future is to create it." – Abraham Lincoln

-Saurabh Sharma



## Dr. Kiran Bedi at Convocation 2016

The Annual Convocation Ceremony of Asian Business School for PGDM 2013-15 batch was solemnised on 30th January 2016 at Sri Sathya Sai International Centre, Lodhi Road, Delhi, presided over by Mr. Sandeep Marwah, President & Founder of the Asian Education Group. The occasion was graced by Dr. Kiran Bedi, Ex. IPS Officer, Founder & Chairperson – India Vision Foundation & Navjyoti Foundation, as the Guest of Honour and Mr. Kamal Bali, Managing Director, Volvo India Pvt. Ltd. as the Chief Guest, in the esteemed presence of Dr. Lalitya Vir Srivastava - Director, ABS, Mr. Saurabh Sharma - Director (Branding) & Mr. Gurdeep Singh Raina, Director (Admissions), ABS.



After the student procession was seated, the esteemed members in the academic procession were led to the Dias by Dr. Lalitya Vir Srivastava, Director, Asian Business School. Once on stage, the eminent dignitaries were invited to light the lamp which rendered incandescence to the occasion. Dr. Lalitya Vir Srivastava, Director, ABS declared the Convocation open. Mr. Saurabh Sharma, Director (Branding) delivered the Welcome Address followed by the inaugural address by Dr. Lalitya Vir Srivastava, Director, ABS. The Guest of Honour, Dr. Kiran Bedi solemnised the Oath to the students which was followed by an invitation to the President, Asian Education Group, Mr. Sandeep Marwah, who once again brought out an unstintingly engaging address, sprinkled with poetic notes from his repertoire of sonnets and verses to animate the gathering. Dr. Kiran Bedi enlightened the students about strengthening their inner self through yoga and meditation for contributing to their personal well being and a healthy nation. The address by Mr. Kamal Bali to the students was well researched advice and tips on how to prepare, structure and deliver for a great career.

The diplomas and certificates were conferred upon the students amidst great cheer and applause, a milestone to their academic achievement. The topper student of the batch PGDM (2013-15), Ms. Shivi Tripathi was presented with a Gold Medal. Mr. Gurdeep Singh Raina, Director (Admissions) proposed a Vote of Thanks. The Convocation was declared closed by Dr. Lalitya Vir Srivastava, Director, Asian Business School.

## Quiz Competition conducted by Business Standard

Asian Business School is not just attracting the attention of the corporate and but also reputed media houses who wish to tap the best talent pool available in the management education. Business Standard is the top notch business daily for over 40 years. On 7th January 2016, they came to ABS to conduct National level Quiz Competition for B- Schools. The complete Quiz Competition will be held in 3 rounds - Preliminary, Regional and National levels.

The preliminary round was held in our campus and the students of PGDM (2015-17) namely Rajat Kumar Singh, Upender Kaur and Vivek Kumar Poddar have been adjudged as 1st, 2nd and 3rd and have qualified for the Regional round. These students won Gold,

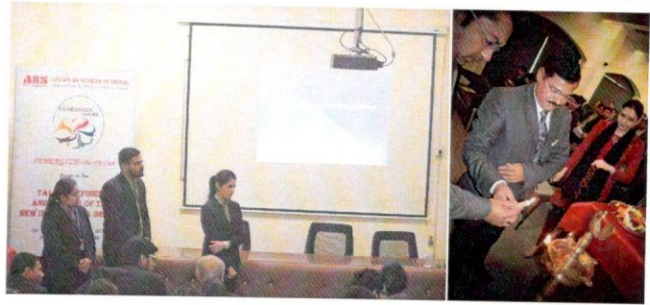


Silver and Bronze Medal along with Certificates respectively. We congratulate the students for making us proud and wish them good luck for the Regional Round.



## “SYNERGIZE” – HR Club Activity

ABS is committed to its vision “Growth with Education” for its students. We believe in not just imparting academic excellence but also in organizing extra-curricular activities. Saturday activity of HR Club “Synergize” was organized on 9<sup>th</sup> January 2016 on the theme -“Talent Refinery and Making of the New India 2016 and Beyond”. The activity was based on 3 fundamentals, namely Job Description, Job Specification and Job Design / Redesign. The Students were distributed into Teams A, B and C with topics Event Management, Banking Sector and Hospitality Industry. The aim of this activity was to help the budding managers learn about their roles and responsibilities in effective running of the organization.



The students of PGDM (15-17) batch participated in the Saturday Club Activity enthusiastically. They understood the megatrends of 2016 and beyond and also about the new challenges in the area of talent sustainability.



## Mr. Ankur Kalra, CEO Vibgyor @ ABS

Asian Business School is dedicated towards imparting quality management education to the students. The academic enhancement coupled with pragmatic approach is followed by the institute. We believe in giving a wide spectrum of corporate interface to our students by means of LEAD - Distinguish guest lecture series. Through this, the students of PGDM get a chance to meet the top brass CEOs and enrich themselves on a number of corporate issues.

Mr. Ankur Kalra, Founder and CEO, Vibgyor Brand Services was invited to the campus on 12th January, 2016 to deliver

a guest lecture on the topic “Importance of innovation and creative thinking in Event Management”. He has an illustrious career in the organizations like Wizcraft International Entertainment, Magnum Nexus, National Geographic Channel and Star TV, before starting Vibgyor in 2002. He has been instrumental in formation of the Event and Entertainment Management Association (EEMA) in 2008 - the apex body in the field of event management and experiential marketing in India. The students of PGDM were benefitted by the words of wisdom of Mr. Kalra on the importance of innovation and creative thinking in Event Management.

## “SEED” – Entrepreneurial Club Activity

Asian Business School is committed to impart academic excellence coupled with pragmatic approach. We organize a number of activities that make the students understand the expectations of the corporate. In that series, the Saturday club activity was organized on 16th January 2016 by “SEED”- the Entrepreneurial Club. The theme of the activity was “SRIJAN - The En-vest Initiative for Startup”. The students of PGDM (15-17) batch were divided into three groups and they had to launch their own event management company along with feasibility report and had to convince the audience about the same. The students participated in the activity with a lot of energy and enthusiasm.

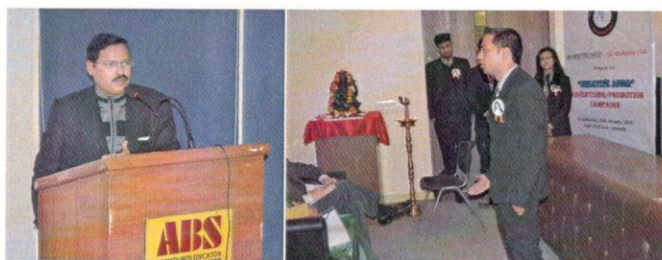
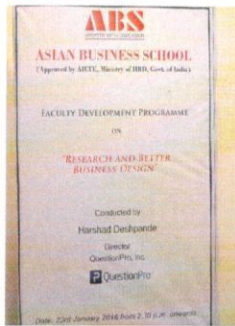




## Faculty Development Program @ ABS

ABS believes in enriching the faculty and provides opportunities for their skill enhancement from time to time. In this series, a Faculty Development Program (FDP) was conducted in the campus on 23th January 2016 on the topic “Research & Better Business Design” by Mr. Harshad Deshpande, Director - Question Pro.

Inc., the leading company dealing with academic research programs. It was an enlightening session as the speaker practically exhibited the online application and explained the ways and means that would make on line research easy and meaningful. The FDP was attended by the faculty and the response was overwhelming.



## “MARKTECHOS” – Marketing Club Activity

ABS is committed to provide the best of management education. We give an ample opportunity to our students to excel not just in academic field but also derive optimum practical exposure. In that series, Saturday Club activity

was organized by the Marketing Club “Marktechos” on 23rd January 2016. The theme of the activity was “Creative Adda”. The students of PGDM (15-17) batch were divided in 3 groups. Team A portrayed “Bachao App” meant for breakdown service. Team B showcased “Foot Lead Product” (reversible shoes) and Team C came up with “Safer” pendant meant for preventing women against any untoward incident. All the teams came up with most creative and innovative ideas and made impressive presentations with visual clippings.

## Placements and Summer Internship Program (SIP)

ABS leaves no stone unturned in shaping its young minds to strive towards excellence and the Corporate Resource Cell has succeeded in this direction by providing the placement opportunities and Summer Internship Program to our students among the acknowledged companies of the corporate world.

ABS is buzzing with the arrival of over 100 companies that are coming for the final placements of our PGDM (14-16) batch and Summer Internship Program (SIP) of PGDM (15-17) batch.

The process of placements for the students of PGDM (14-16) and SIP for PGDM (15-17) is continuing and we are proud to share that our students have been placed in some of the premium companies like HDFC Bank, ICICI Securities, Axis Bank, Dabur India, Deutsche Bank, Bajaj Financial Ltd., Standard Chartered, Amul Dairy Products, Decathlon India, Investor Clinic, Jaarvis technologies, KENT RO, etc. and selected for SIP in the private and public sector companies like Vodafone, Indian Oil, SAIL, Decathlon, SMC Global, etc.

We are grateful to the companies coming to ABS for their support.



For Feedback and suggestions,  
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