

## Model United Nation

The Literary Club "Gnosis" organized "Model United Nation" on 16-7-16 at Asian Business School. It was an academic simulation of the United Nations that aims to educate participants about current events, topics in international relations, diplomacy and the United Nations agenda. The theme of the Model United Nation was "Impact of climate change". The students of PGDM (15-17) batch represented 14 countries and they put forth their views about the same.

The students represented the delegates of the 14 countries effectively and convincingly. This club activity was graced by Dr. Lalitya Vir Srivastava, Director, Asian Education Group (AEG), Mr. Saurabh Sharma, Director- Branding and Planning, AEG, Mr. Gurdeep Singh Raina, Director- Admissions and Marketing, AEG along with the distinguished faculty members.

Dr. Lalitya Vir Srivastava, Director, Asian Education Group congratulated the students for putting up a perfect show and encouraged all the students of PGDM (15-17) as well as PGDM (16-18) batch to take part in all Saturday Club activities.

## Skill Development Workshops

Asian Business School has organized a series of Skill Development Workshops for enhancing the communication and writing skills of PGDM (15-17) batch students spread over eight weeks.

These Workshops are conducted twice a week on Wednesday and Saturday by the Soft Skill Trainers Ms. Supriya Srivastava and Dr. Tanu Kashyap. These workshops are painstakingly designed to cater to the individual requirements and to inculcate the right skill set to the students.

Two such Workshops were conducted on 2nd and 6th July 2016. Ms. Supriya Srivastava conducted the Workshop on "Listening Skills through Video Clips and Radio Interviews." Dr. Tanu Kashyap conducted the workshop on "Relevance of Psychometric – how to prepare for Psychometric Test" and "Group Discussion - Requisite of Group discussion". A number of video clips were shown in the workshops along with the motivational video which added substance to the same. Ms Venu Arora conducted the Psychometric Activity in which the students were given two psychometric tests. The students were assessed on the spot and were given suggestions on the basis of the assessment. The students took part in these workshops with lot of enthusiasm.

These Workshops are helping the students to comprehend their gaps and improve as well. The students are showing clear signs of improvement and these workshops are bound to bring remarkable change in the communication skills of the young budding managers.



For Feedback and suggestions,  
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# Interface

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## 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 Orientation Program for PGDM (2016-18) batch, Release of "Corporate Interface" Volume-4, Summer Internship Program (SIP) Excellence Awards, Director's Interaction with PGDM (2016-18) students, organizing Model United Nation and Skill Development Workshops at Asian Business School.

Summer Internships provide a two way learning platform to the students where they grab an opportunity to gain hands-on industry experience in various fields and at the same time transform their theoretical knowledge in the form of practical training. The Summer Internship Program SIP - Excellence Awards were conferred upon the outstanding students of PGDM (15-17) batch who worked as Interns in the different companies during their Summer Internship Program (SIP).

Dr. Lalitya Vir Srivastava, Director, Asian Education Group had the first interaction with the newly inducted students of PGDM (16-18) batch. The students of the new batch were highly motivated by his words of encouragement and promised to participate in all the activities and events alongwith the studies in Asian Business School.

We welcome the new students on a two year long fun-filled journey encompassing endless learning, a personality makeover and exposure to an array of industry experiences. I wish our students best of luck for imbibing multiple managerial concepts and at the same time displaying leadership qualities and creativity.

Anil Verma

## Message from the Director (Branding and Planning)

Dear Students,

Congratulations on your choice of Asian Business School, Noida for your professional education that would prepare you for future corporate life.



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.

I welcome you all to our PGDM programme and assure you an exciting, lively and fruitful campus life. I assure you that we will provide the best of facilities, lot of extracurricular activities and high quality teaching to help you fulfill your dreams.

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

Saurabh Sharma

## Orientation Program – 2016

The Orientation Program for PGDM (2016-18) batch was held at Asian Business School, Noida on 11th and 12th July 2016.

The two days of Orientation Program-2016 saw distinguished and eminent personalities coming together to bless the budding managers as they start their two years' academic journey.

The impressive guest list for the Inaugural Session on 11-7-2016 included General Bikram Singh, Former Chief of Indian Army, Mr. Apurva Chamaria, Vice President and head of Corporate Marketing, HCL Technologies, and Mr. Amitabh Jha, Deputy General Manager, BHEL. Mr. Sandeep Marwah, President, Asian Education Group (AEG), Dr. Lalitya Vir Srivastava, Director, AEG, Mr. Saurabh Sharma, Director - Branding and Planning, AEG, and Mr. Gurdeep Singh Raina, Director - Admissions and Marketing, AEG, graced the occasion and motivated the young students.

The Oath Ceremony for PGDM (16-18) batch was administered by Ms. Sunita Verma, HOD Students Affairs Department. The budding managers took the oath to become true collegians at ABS. They promised to devote themselves to the serious pursuit of knowledge and truth. They vouched to inculcate and develop leadership quality and make their mark in the professional life.

In the second session of the first day of Orientation Program, the renowned author Mr. Ravi Naval of the famous book "India Can" spoke about the opportunities and challenges present before our country. This was an interactive session and students of PGDM (16-18) batch posed many questions which Mr. Ravi Naval was pleased to answer. The proceedings of the first day of the Orientation Program were conducted by Dr. Tanu Kashyap.

The students of PGDM (16-18) batch were made to participate in an ice breaking activity which was conducted by Ms. Supriya Srivastava. The students enjoyed the proceedings of the 1st day and were looking forward to an equally interesting subsequent day.

## Conclave – 2016

The theme of the 2nd day of Orientation Program held at ABS on 12-7-2016 was "Conclave 2016 - Conventioing the Best Management Practices". This convention began with the welcome address by Dr. Lalitya Vir Srivastava, Director, Asian Education Group. The illustrious panel of Industry experts included Mr. Pankaj Dubey, MD and Country Head, POLARIS India Pvt Ltd, Mr. Firoz Khan, AGM - HR, Luminous Power Technology Pvt Ltd, and Ms. Anisha Motwani, Consultant, World Bank Group, Max Group of Companies.

On the occasion of Conclave-2016, Mr. Ravee Shama, HOD, Corporate Resource Cell, introduced "Corporate



Interface" Volume-4. It was released by Mr. Pankaj Dubey, MD and Country Head-POLARIS India Pvt Ltd; Ms. Anisha Motwani, Consultant- World Bank Group, Max Group of Companies; Mr. Firoz Khan, AGM - HR, Luminous Power Technology Pvt Ltd, and Dr. Lalitya Vir Srivastava, Director, Asian Education Group.



Prior to the proceedings, the entire faculty of Asian Business School was introduced to the students of PGDM (16-18) batch. The students were excited to meet their faculty members. The vote of thanks was given by Ms. Shweta Batra, Controller of Examination. The proceedings of the second day of the Orientation Program were conducted by Ms. Supriya Srivastava.

## Summer Internship Program (SIP) Excellence Awards

The Orientation Program-2016 was graced by well known personalities from Indian Army and the corporate world. In the Inaugural Ceremony of the Program held on 11-7-2016 in the presence of the distinguished and eminent personalities, Mr. Ravi Sharma, HOD-CRC declared the SIP - Excellence awards. These awards were conferred upon the outstanding students of PGDM (15-17) batch who worked as Interns in the different companies during their Summer Internship Program (SIP).

Mr. Sandeep Marwah, President, Asian Education Group (AEG) conferred the SIP Excellence Awards upon Amit Kumar -Honda Cars India Ltd, Rahul Mishra -Amul India Ltd. and Shivanshu Khanna -Sharekhan Ltd. for securing 1st, 2nd and 3rd position in SIP. Dr. Lalitya Vir Srivastava, Director, AEG, Mr. Saurabh Sharma, Director - Branding and Planning, AEG, and Mr. Gurdeep Singh Raina, Director - Admissions and Marketing, AEG graced the occasion. All the distinguished dignitaries congratulated the young Asianites.



## Director's Interaction

Dr. Lalitya Vir Srivastava, Director, Asian Education Group (AEG) had the first interaction with the newly inducted students of PGDM (16-18) batch. He spoke to the budding managers on a number of topics which have relevance to their two years' academic journey. These pointers included Academic structure, Examination structure, Rules related to the Library, Administration of the institution and Corporate Resource Cell. He motivated the students to take part in Club Activities and write papers and abstracts for the forthcoming National Seminar.

The students of PGDM (16-18) batch were highly motivated and were eagerly looking forward to participate in the forth coming events in Asian Business School.

