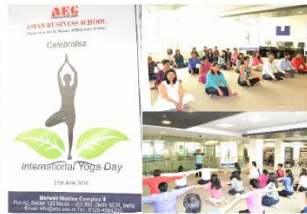


International Yoga Day @ ABS

International Yoga Day was celebrated by Asian Business School on 21st June 2016 with a lot of enthusiasm. A yoga instructor specially came to the campus and all the staff members took active part in the session. "Yoga" is a physical, mental and spiritual practice attributed mostly to India. The Indian Prime Minister Narendra Modi in his UN Address suggested the date of June 21, as the "International Yoga Day" as it is the longest day of the year in the Northern Hemisphere and shares special significance in many parts of the world.



National Seminar on "Era of Skill Development - Inspire, Innovate and Integrate" @ ABS

A National Seminar on "Era of Skill Development - Inspire, Innovate and Integrate" will be held on 13th August, 2016 at Asian Business School, Noida.

This seminar focuses on the thought process of skill development; its issues and challenges in India. India is among the "young" countries in the world, with the proportion of the work force in the age group of 15-59 years, growing steadily. However, present status shows only 2% of the total employees in India have undergone skills development training; India can become the worldwide sourcing hub for the skilled employees. Skills and knowledge are the motivating force of the financial growth and community development of any country. They have become even



more important given the increasing pace of globalization and technological changes. Skill building can be viewed as a device to improve the efficacy and contribution of labour to overall production. It is an important ingredient to push the production possibility front line outward and to take growth rate of the economy to a higher route. Skill building is to be seen as an instrument to empower the individual and improve their employability. 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."

Objective of the Seminar is

- To provide a platform for multidisciplinary inputs to present and discuss.
 - Identify, develop, and create areas and ways of improving Skill Development initiatives.
 - To research, discuss and find out solutions in the area of skill development in India
- This National Seminar aims to focus on the impact of innovation on sustainable growth in the functional areas of business. It also provides an interdisciplinary forum for the Academicians, Practitioners, Corporate, Researchers and Research Scholars to share their expertise.

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

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 ranking of Asian Business School among India's best 100 B-Schools by the renowned Journal "Dalal Street Investment Journal", Skill Development Workshops for PGDM students, Academic-Industry Mentor Meeting, our students carving their niche in Summer Internship Programme, International Yoga Day celebration and the upcoming National Seminar on "Era of Skill Development - Inspire, Innovate and Integrate".

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.

The students of PGDM (2015-17) have joined their respective companies for their Summer Internship Programme (SIP) and have started their internship from 9th May 2016. Their work has been appreciated by their industry mentors and they are carving their niche in the summer internship.

Asian Business School believes in not just imparting academic excellence but also in organizing extra-curricular activities. The International Yoga Day was celebrated on 21st June 2016 with a lot of enthusiasm where all the staff members took part in the yoga session.

A National Seminar on "Era of Skill Development - Inspire, Innovate and Integrate" is being organized on 13th August, 2016 at Asian Business School.

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



It gives me immense pleasure in sharing that Asian Business School has added yet another year of successful advancement and integrated growth in all the disciplines of operations. With that, Asian Business School is now one of the fastest growing and most preferred Institution for management education.

In the present scenario, the new holistic vision of the world and the corporate requirements need a new breed of global managers who would not only contribute to the development of their organization but would also provide leadership to the society to make the world a better place.

Asian Business School (ABS) aims to become the school that has a resounding impact on the market and the business world. Aligning with the vision "Growth with Education", we have built a model of management rooted in our vision and values of growth. ABS is focusing on making the students innovative and creative leaders who are responsible adults and are capable of taking rational decisions. Special emphasis is given on the periodical assessment of both hard skills and soft skills to observe the positive change. This is followed by professional training sessions which help in enhancement of the skills. The ultimate aim is to give knowledgeable, enlightened, enthusiastic and inspiring leaders to the society.

Knowledge cannot be imparted effectively within the four walls of the classroom. Therefore, we provide adequate exposure to our students by organizing various events, industrial visits, Summer Internship Program (SIP) and study tour to Oxford Business College, Oxford, London, as a part of their curriculum for Diploma in International Business.

The Corporate Resource Cell is constantly networking with the corporate and moving ahead in the direction of procuring best of placement opportunities for our final year students. Our students have also made a mark for themselves by initiating various ventures and expanding their career in several domains.

I welcome the students of 2016 batch to our PGDM program and congratulate them on their choice of Asian Business School for their professional education. I assure them an exciting, lively and fruitful campus life. ABS will provide them the best of facilities, lot of extracurricular activities and high quality education to help them fulfill their dreams.

Dr. Lalitya Vir Srivastava

Asian Business School @ Dalal Street Investment Journal

The renowned Journal "Dalal Street Investment Journal" has featured India's Best B-Schools in its 10th edition. We have great pride in sharing that Asian Business School, Noida has ranked among India's Best 100 B-Schools. The ratings of the Journal were based on the strict parameters - Infrastructure and Facilities, Entrepreneurial Environment, Placements, Faculty and Academic Excellence, Accreditation / Global Recognition and Industry Association.



Asian Business School, Noida has earned this prestigious position and proved to be unparalleled on many parameters. Undoubtedly, it has world class infrastructure, expertise in Management Education, Focuses on Employability Skill Development, Global Exposure, offers Engaging Internships and Best Placements.

We take this great opportunity to congratulate the top management, staff members and students of Asian Business School, Noida for transforming the Institute into a bench mark of excellence.

Skill Development Workshops @ ABS

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 of Asian Business School. These workshops are painstakingly designed to cater to the individual requirements and to inculcate the right skill set to the students.

The topics covered in these Workshops are Communication Techniques, Group Discussion Techniques, Presentation Skills, Public Speaking, "How to sail in an Interview" etc. 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.



Academic – Industry Mentor Meeting @ Amul

Asian Business School has initiated Academic-Industry Mentor Meetings to develop better understanding about the industry requirement. As a part of this initiative, the Academic-Industry Mentors' Meeting took place at Amul on 28-6-2016. Four Academic Mentors from ABS - Dr. Anu Nagpal Chopra, Ms. Supriya Srivastava, Ms. Shilpa Narula Sood and Ms. Malvika Sagar had a meeting with the Industry Mentor - Mr. Hardeep Singh Banga, Branch Manager, Amul along with his team members Mr. Sudhir Gupta and Mr. Raj Kamal. The aim was to interact with the mentees working as Interns in Amul and to understand from their Industry Mentor the requisites of the Company.



The Industry Mentor briefed about the Asianites - Rahul Mishra, Kartik Vishwakarma, Akhilesh Kumar Mishra, Sumedha Singh, Sakshi Malviya, Kavita Makhija, Kulveer Singh, Kundan Kumar Gupta, Nitin Yadav and Rahul Kumar Bhagat - students of PGDM (15-17) batch of ABS.

The meeting was cordial and fruitful as the Industry Mentor was full of praises for the Interns and said that Rahul Mishra, Kartik Vishwakarma and Akhilesh Mishra are among the best performers in the Company. It was indeed a moment of pride for the mentors to hear that their mentees were delivering great results in the task given to them by their Company.

Asianites carve their niche in Summer Internship Programme @ HT Media

Asianites are proving their potential in their Summer Internship Programme (SIP). They have been successful in impressing their Industrial Mentors in their respective companies with their talent. Our student Shivansh Raghuvanshi of PGDM (15-17) batch is currently working as Intern in HT Media. He shares his experience -



"I am working as an intern in HT Media and feel so lucky about it. This summer has been special for me. This internship is not about how much I am earning but it's about how much I am enriching myself. To me, one of the most fulfilling aspects of my Internship is that I am proving myself in the given assignments. My Industry and Academic mentors motivate me a lot. Every single experience is valuable as it is contributing towards making me corporate ready. I am having a great time in HT and I thank Asian Business School to have given me this opportunity."

Asianite shares experience as Intern @ Reckitt Benckiser

Asianites are making their mark in the various corporate houses as Interns. Ms. Palak Mahajan of PGDM (2015-17) batch is working as Intern in the renowned company Reckitt Benckiser. She is currently stationed in Mumbai and is doing well in the company. She shares her experience -



"I am working in Reckitt Benckiser as Intern. I am handling the team of six sales representatives. I am pushing them to achieve their value targets, MSL targets and other targets. I conduct meetings with them and take regular follow ups.... I am working on my Summer Internship Project and soon I will complete it. My industry mentor is appreciative of my work...Thank You ABS for giving me this unique opportunity".