

Interface

Message from the Editor's Desk



Dear Readers,

This issue of the Interface is pivoted around the 4th Annual Fest of the Asian Education Group "KESHET 2016". The other important events at ABS during the month were Visit of the

Director, Oxford Business College, "Make in India" Initiative and Felicitation Ceremony on Silver Anniversary of Marwah Studio.

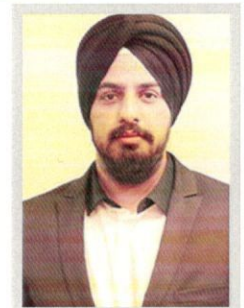
The cognitive traits and cultural ethos of the students of various colleges and institutes from NCR were demonstrated during our Annual Fest "Keshet 2016". They posed a challenge to each other to compete, combat and emerge victorious. This Fest with the theme "Spreading Happiness" was an amalgamation of mind games and creative display, an assortment of management competitions and a plethora of cultural events. It was an exhibition of an array of colourful activities and literary skills.

The visit of the Director, Oxford Business College has strengthened the ties with Oxford Business College and visit of the delegation led by an internationally acclaimed Entrepreneur, Er. Raj Nidhi Sharma, Director, Total Nurture Technologies, Malaysia to inaugurate the "Make in India" initiative at ABS was a step towards Prime Minister Narendra Modi's initiative.

I hope you enjoy reading the latest update about the campus and assure our esteemed readers that the coming issues of 'Interface' are going to be all the more interesting and enriching.

-Anil Verma

Message from the Director (Admission) Desk



Dear Students,

With a plethora of events, academics and the blend of aspirations in young minds, I welcome you all to this newsletter.

This month started off with a bang with the preparations for KESHET 2016. The event was mainly conducted to make students learn about event handling and how to manage any situation given whether it is an event or a task. It comprised of management activity for the students from decoration to invitation of guests and coordination with different levels of management.

So, it was a perfect platform for the students to deliver their theoretical knowledge and out of the box thinking into the pragmatic world. The students from various institutions across NCR participated in this event. As the great dramatist Sir William Shakespeare said "The World is a stage and we are all players". Anyways, the B-school admissions are also on the way, so stay tuned for the novice erudite of ABS. Students are given a plethora of opportunities to prove themselves. So, I request readers that it's our commitment and your judgement. With this, signing off from this edition of news and stay tuned for our next issue.

In the end, I would like to appreciate the efforts of ABS family who took ownership to make this event a success. All the best.

-Gurdeep Singh Raina

Annual Fest “KESSHET 2016” “Spreading Happiness”

Asian Education Group (AEG) celebrated its 4th Annual Fest “KESSHET 2016”- ‘Spreading Happiness’ on 18th March 2016. The vibrant and colourful event was inaugurated and presided over by Mr. Sandeep Marwah, President, Asian Education Group in the august presence

“Happiness” as its theme which was portrayed all throughout the campus in the ambience and the different activities. The event was a perfect blend of an array of colourful activities ranging from literary bent to theatre-based events, cultural events amongst others.

The festival drew the best talents from 28 colleges in its competitions, covering areas ranging from music and drama to literary games and creative explosion in Face Painting and Rangoli.



“Kesshet 2016” proved to be a mega success cultural fest which was enjoyed by one and all. There were a number of events that brought out

of Dr. Lalitya Vir Srivastava, Director, AEG and Mr. Gurdeep Singh Raina, Director (Admission), AEG. The Guest of honour of this grand ceremony was Mr. Sumit Awasthi, Dy. Managing Editor of TV18 Broadcast Ltd.

Every year, “KESSHET” reflects the different themes and aspects of life and this year, it focused on “Spreading

talent in the students. The participants from 28 colleges showcased their talent in the events like Nukkad Natak, Solo Dance “Thirkan”, Group Dance “Step Up”, Solo Song “Alaap”, Fashion Show “Jhalak”, Business Quiz “Master Mindz”, Business Plan “The Right Brain”, Face Painting “Face Grace”, Rangoli “Shades”, Ad mad Show “Adverto”, Battle of Bands and Prom Night. Apart

from these events, we had a “Selfie Booth”, Food Court and Message Corner and our guests made a good use of the same.

Gaiety and rapture ruled the day as Asian Education Group played host to a number of colleges like IGNOU, IMS Noida, IPED, ABES Ghaziabad, GBU, Vidya College of Business, Meerut and several more.

The participants competed with passion and zeal towards winning different events which were a part of this Festival. The winners of the different activities were awarded in the evening by the President of the Asian Education Group – Mr. Sandeep Marwah. The grand finale of Kesshet 2016 was the star night by the renowned Punjabi Pop Singer Prabh Gill. The huge crowd from across 28 colleges of Delhi / NCR danced and enjoyed the performance of this phenomenal star.

It was indeed an enjoyable day wherein it was delight to see students showcase their talent with great zeal and enthusiasm. The energy demonstrated by the students made the event successful.

Director, Oxford Business School @ ABS

Dr. Padamesh Gupta, Director, Oxford Business College, Oxford (U.K.) visited ABS on 10th March 2016. We are in collaboration with this premium institution for last several years.

The students of ABS go to Oxford Business College every year for one week program of Diploma in International Business. The visit of Dr. Gupta has further strengthened the ties between Oxford Business College and ABS. Dr. Padamesh Gupta addressed the Asianites wherein he talked about the importance of International Business, the emerging trends and challenges. He also talked about the unique and lucrative opportunities Oxford Business College would give to Asianites. The students were overwhelmed by his speech.

Dr. Lalitya Vir Srivastava, Director, AEG along with Mr. Saurabh Sharma, Director (Branding) and Mr. Gurdeep Singh Raina, Director (Admission) presented the Lifetime Membership of International Business And Management Research Center to Dr. Padamesh Gupta as an acknowledgement of fruitful collaboration of both the institutions.



“Make in India” initiative @ ABS

ABS extended a warm welcome to the delegation which came to inaugurate Prime Minister Narendra Modi’s “Make in India” initiative. The esteemed delegate was an internationally acclaimed Entrepreneur, Er. Raj Nidhi Sharma, Director, Total Nurture Technologies, Malaysia.

Er. Raj Nidhi Sharma inspired the students about the incredible opportunities “Make in India” initiative has presented before them. He took the workshops on 11th and 12th March, 2016 and ignited the thought process of the young managers towards digitalization. He talked about vast coverage, the young entrepreneur can avail via social networking sites. He stressed upon the innovative techniques that bring about impressive output. We are grateful to the esteemed guest to have shared his words of wisdom with the budding managers.



Felicitation Ceremony on Silver Anniversary of Marwah Studios

We are proud to share that Marwah Studio has completed its glorious journey of 25 years in Film and Entertainment. The foundation of Marwah Studio was laid by Mr. Sandeep Marwah in 1991. Marwah Studio has churned out 4500 Television Programmes for 50 Channels associated with 120 feature films and 5000 training films in the last 25 years.

Mr. Sandeep Marwah, President, Asian Education Group took this opportunity to share this moment of glory and joy with the members of AEG. He presented a silver souvenir to every staff member as a token of appreciation and recognition of their services to Marwah Studio and AEG.

On this prestigious occasion, Dr. Lalitya Vir Srivastava, Director, AEG, Mr. Saurabh Sharma, Director (Branding) and Mr. Gurdeep Singh Raina, Director (Admission) were present. The staff of AEG felt honoured and special by this thoughtful and magnanimous gesture of the President.



For Feedback and suggestions,
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