Deep Learning
Growing Faith
Real Life...
To be a ‘Preferred’ academic institution to transform lives that will change the world for the better at whatever level of human endeavour they are involved.

- To develop professionals who are committed to excellence in their personal and professional endeavours.
- To improve the industry practices through research, training and consultancy programmes and hence make a meaningful contribution to the socio-economic development of India.
- To serve as an intellectual resource base in India, maintain the standards of excellence in every aspect of operation, and become a role model for newly emerging centres of quality education.
CHAIRMAN’S MESSAGE

Over the years Asia-Pacific Institute of Management has kept its focus on its core objective to shape future business leaders. What’s more, it has consistently been producing students who have made their mark in the corporate world. This has improved ranking of our Institute with recruiters coming to our campus year on year for placement. We are striving and making the right efforts to further improve our ranking by making our syllabi more industry relevant by reviewing it every year with industry veterans and academic experts from IIMs and other B-Schools. Our Institute has consistently maintained a high faculty to student ratio and having high calibre intellectual capital. Our Institute focuses by continuous interaction with industry to assess modern trends and needs by conducting regular MDPs, seminars and workshops. The summer internships after first year are carefully selected to enable students to have the right exposure which should help them in making their career decisions and pursue their passion. The students are educated and trained with an objective of holistic personality development coupled with high quality domain education. Our Institute lays lot of emphasis on extracurricular activities throughout the year. Our world class library, computer lab and high degree of digitization provide students the right environment for high quality learning. Keeping student’s career development as a prime focus, we ensure in providing the best facilities. Our students are fully equipped to cope with modern day challenges of corporate world and being a value contributor. We look forward to rewarding placement nostalgia.

A.K. Shrivastava
Chairman
DIRECTOR’S MESSAGE

It is with great joy and satisfaction; I extend a warm welcome to the industry into the portals of this academic horizon. With legacy of 23 years, we are known to be one of the best B-Schools in the country. To provide the industry with employable candidates was our mandate. We have made available the best brains, the best minds, the best hands and the best ambience. We are proud of our students for having utilized them to their fullest extent. They have walked the talk step by step systematically, raced the sprint lap after lap exceptionally, and prevailed the hurdles one after another meticulously and now ready to embrace the industry and corporate world passionately. Please Come and visit them to test their passion. Anyone will fall in love with their attitude, skills and knowledge. They are trained to think innovatively. They are capable of meeting tough challenges and creating opportunities in unconventional areas. They are empowered to move in a self-propelled pursuit of excellence. They are ready to give back to the society in service.

I extend my best wishes to all stakeholders in the pursuit of excellence and service

Dr. Surabhi Goyal
Director (Officiating)
I welcome you to the campus placement of PGDM 2018-20 batch at Asia—Pacific Institute of Management (AIM) New Delhi, with lots of passion and pride. AIM has been constantly improving its quality and standards, which are reflected in the faith that companies put in by recruiting our students year after year. AIM’s continuous improvement in ranking which presently stands at 6th, among the Private B-Schools in North India by latest MDRA-Business Today - 2018 Survey, is a true reflection of its persisting quest for quality management education, not quantity. AIM is also best known for its intellectual capital, curriculum innovation, industry exposure and academic excellence. Our industry focused and constantly updated Post—Graduation Management Curriculum coupled with dual area specialization ensures that our students are multi-skilled, job market ready and well equipped to face any industry challenges.

AIM has always emphasized the need for an industry-vetted curriculum and thus, ensures that its students have an excellent exposure to current happenings in the industry. The curriculum taught them how to apply their acquired knowledge in their Summer Internship Project (on the job training) and Winter Internship Project (research acumen). At AIM, we prepare our students on how to use tools and techniques required for making prudent management decisions. We believe in a holistic development of our students and ensure that they are well groomed in soft skills, behavioural skills and right attitude. Some components are part of the regular curriculum which is also being supplemented by trainings and practice.

The selection process employed for admission at AIM is very well structured and rigorous, which comprises Case Study Analysis, Group Discussions and Personal Interview, and well supplemented by career counselling. The scientific learning pedagogy adopted at AIM is well crafted as due diligence is sought, even after prolonged consultation with other renowned academicians and senior industry experts and it is also reviewed every year to keep industry relevant. A robust 6000+ alumnus of AIM is a testimony to its strong foundation which has helped them to reach positions of eminence in career progression path.

Dr. Anindita Sharma
Chairperson—Centre for Corporate Relations (CCR)
Gone are the days when an employer used to “Hire for attitude and train for skill”. Hiring innovative and strategic mind-set has taken the forefront. Emphasis on personal values which is in sync with the values that make the organization tick has become the need of the hour. Attitude will not give much of a mileage in a dynamic world, indeed innovation will. The world finally understood and acknowledged the value of utmost honesty and integrity, in addition to functional and managerial competence which is indispensable for the modern manager.

We, at Asia-Pacific Institute of Management, Delhi leave no stones unturned to provide the students with quality education that is a balanced blend of practical knowledge and cognition. We believe in transforming high potential managers into result oriented decision makers who innovate, inspire and lead by example. Their every action is rooted in powerful understanding of business insight, and unshakable commitment to values they have imbibed. Our program is rich in academic content and relevant to business. Our talented faculties bring years of rich teaching and corporate experience to the education of students. We ensure that students benefit fully from the rigor of our program, while exploring many opportunities to involve themselves in various co-curricular and extra-curricular activities that help in shaping charismatic personalities. The Institute is a truly cosmopolitan community with students coming from across the country. We have a diverse group of exceptional potential interested in a variety of opportunities across the globe. A ready talent pool to meet your expectation is what we have to offer. I welcome you to interact with these highly motivated future leaders.

I heartily recommend them for your consideration.

Mr. Hadrine H Pereira  
Assistant General Manager—Centre for Corporate Relations (CCR)
RECOGNITIONS & ACCREDITATIONS

2019 Ranking
Including IIM, FMS, IIT Govt. & Pvt. B Schools

7th Amongst all B-Schools in Delhi

9th Amongst all B-Schools in Delhi - NCR

7th Amongst all B-Schools in North Zone of India

23rd Amongst all Private B-Schools in India

41st Amongst all B-Schools in All Over India

13th in Placement Amongst all B-Schools in North India

Source: MDRA India’s Best B-Schools Survey 2019

APPROVAL

- All India Council of Technical Education (AICTE)

ACCREDITATIONS

- The Association of Indian Management Schools (AIMS)
- All India Management Association (AIMA)
- The Institute of Management Accountants (IMA)
- The Federation of Indian Chambers of Commerce & Industry (FICCI)
- The Associated Chamber of Commerce and Industry of India (ASSOCHAM)
- Ph.D Chamber of Commerce & Industry (Ph.DCCI)
- The National HRD Network (NHRDN) (Institutional Member)
- Confederation of Indian Industry (CII)
- India-CIS Chamber of Commerce and Industry
- The Association for Management Development Institutions in South Asia (AMDISA)

November 2019
November 2019
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<tr>
<td>IDRAC Business School, France</td>
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<td>Szent Istvan University, Hungary</td>
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<td>University of Northern IOWA, USA</td>
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<td>Nusantara PGRI University Kediri, Indonesia</td>
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<td>Indiana State University, USA</td>
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</table>
Asia-Pacific Institute of Management is ranked 9th amongst private B-schools in North India by Business Today (MDRA Survey 2019). Established in 1996, the institute has achieved a status of distinction by following the path envisioned by its founders. The secret of its spectacular growth lies in its commitment to provide world class education, with curriculum designed with the help of industry experts and seasoned faculty members. A state-of-art-infrastructure provides the environment for nurturing talent and empowering the students with the knowledge, skills and mindset which together shape future business leaders.

The curriculum and pedagogy is geared to nurture managers for the future with a focus on holistic education and integral development. Personal counselling, corporate influence, industry visits and live projects are part of the training, ensuring industry ready professionals through this course.

The teaching methodology includes role play, skill development exercises etc which enhance an individual's analytical, problem solving skills and decision making ability to develop them to be a transformational leader in global and complex business environment.

Programmes Offered

**PGDM**
- General - Dual Specialisation
- Marketing
- PGDM
- International Business
- PGDM
- Banking & Finance Services

**Specialisation Offered**
- Marketing
- Finance
- Operations
- Human Resource
- International Business
- Information Technology
STAYING AHEAD

Asia-Pacific Institute of Management firmly believes in its mission to shape ‘complete’ business leaders, who will spearhead not only the growth in their corporate spheres, but also inclusive social advancement through a holistic approach towards professional education. Our committed faculty members constantly enhance their knowledge through continuous research by publishing in reputed journals, presenting at conferences and in participating seminars and workshops. We believe in imparting Management Development Programs (MDPs).

Our students are exposed to latest trends in their domain with various industry connect programmes. Ever academia-industry involvement by the Centre for Corporate Relations (CCR) keeps our students progressing. The course structure and contents are designed in consultation with industry experts. Fresh entrants are welcomed through lectures on issues of topical interest by industry stalwarts. Throughout their tenure, they are exposed to industry through corporate meets, Seminars, workshops, industry visits and regular guest lectures by eminent industry speakers. At the end of the first year, they get a first hand experience of the corporate environment & working through Summer internship in the industry and the project report has to be defended in viva by industry experts.

LOCATIONAL ADVANTAGE
Asia-Pacific Institute of Management is strategically located in the heart of the capital and amidst the corporate and knowledge hub of South Delhi. It is conveniently situated with metro connectivity.
INTELLECTUAL PROPERTY

FACULTY RESOURCES
Seasoned and Industry experienced faculty members are the backbone of our institute. The optimal blend of academic brilliance and industry exposure, supplemented by selected visiting faculty for highly specialized courses, make the course structures and delivery amongst the best in the country. The constant interaction with the corporate world at all stages of the process, from induction to placement, keeps the program industry focused, while the faculty members bring in the requisite conceptual clarity, theoretical rigor and innovative ideas which are key elements in the shaping of managers.

“Teachers plant the seeds of knowledge that will grow forever!”

FACULTY PROFILES

BUSINESS COMMUNICATION
Dr Anindita is an experienced Professor in the area of Business Communication with a demonstrated history of working in the education management industry for more than 20 years. She is skilled in Lecturing, Training, Editing, and Curriculum Development. She is a certified trainer in various areas of expertise especially in Soft skills, public speaking skills and English communication skills. She is having dual degree to her credit, PhD in English and Master in Business Administration (specialization in Finance). This gives her an ease of teaching and training the Management students. She strongly believes in Learning-unlearning-relearning.

Dr. Anindita Sharma
Professor
MA, PhD (English)
MBA (Finance)
FACULTY PROFILES

FINANCE

Prof. Ravinder Bhatia is faculty in Banking & Finance at Asia Pacific Institute of Management. He is the Programme Director for PGDM Banking & Financial Services programme. Diversified and rich industry experience combined with academic exposure has made Ravinder Bhatia an ideal faculty for B-schools. He has wide experience in banking spanning over three decades and has been with Asia-Pacific Institute of Management since 2009. Mr. Ravinder Bhatia completed his B Com. from Punjab University, Chandigarh and secured his MBA (Gold Medallist) from R A Poddar Institute of Management, Jaipur. He also completed his CAIIB and stood First in the bank and was awarded a scholarship. He worked as a Faculty in the Bank’s Training College for 6 years; he was also associated with the banks Inspection Department for around 5 years. As a faculty he has authored 14 articles/papers.

Dr. Abhishek Maheshwari is a M.Com. and Gold Medalist in MBA [Finance]. He has completed his doctoral (Ph.D.) in Finance from CCS University, Meerut. He is UGC-NET qualified in Commerce as well as in Management. He has presented many research papers in international and national conferences and seminars. He has also attended many faculty development programs and workshops in his field. He is having more than 16 years of experience in academics. He worked with CPE Degree college Meerut and Dewan Institute Of Management Studies, Meerut. He is visiting faculty also in different colleges. He was last associated with Jaipuria School of Business, Indirapuram, Ghaziabad as an Associate Professor in Accounting and Finance Department.
FACULTY PROFILES

HUMAN RESOURCE & ORGANIZATION BEHAVIOUR

Dr. S.P. Chauhan is a Professor in the area of Organizational Behaviour and Human Resource Management. He has received his Doctorate in Psychology from Punjab University, Chandigarh. Before joining Asia-Pacific Institute of Management, Dr. Chauhan was associated with some of the top business schools in Delhi like FORE School of Management, Shri Ram Centre for IR & HR, New Delhi, as a Professor of OB & HR. Earlier he was also associated with Centre for Management Development [CMD], Modinagar as a Director, and as a Director & Professor with Sri Sharada Institute of Indian Management — Research, New Delhi. He has authored a book “Effective Leadership: Strategies for Better Results” and published 37 papers and articles in the well-known journals. Dr. Chauhan has conducted MDPs for various organizations such as NTPC, NHPC, DNGC, EIL, NSPCL, BEL, NALCO, IOCL, NBCC, Petronet LNG Ltd, Power Grid Corporation, NDPL, Maruti Udyog Ltd., BPR&D, Whirlpool, DCM Engineering, etc. Dr. Chauhan’s specific areas of interest are: Personality Profiling, Professional Obsolescence, Leadership, Team Building and Group Dynamics, Emotional Intelligence, Managing Change, Developing Positive Attitude, HR Practices etc.

Dr. Abdul Alim Khan
Assistant Professor
PhD (Management)

Dr. Abdul is specialized in the areas of Marketing & HR Management. He is an Alumni of the reputed Indian Institute of Management ( IIM Indore). He did his MDP in the Field of Corporate Governance & Business Ethics from the prestigious Indian Institute of Management ( IIM Bangalore).

He is basically from the Field of Life Sciences, Bio-Technology & Genetics, did his PG in Life Sciences. He possess keen interest in research & has published various research papers.

FACULTY PROFILES

MARKETING

Dr. Surabhi Goyal is a Professor and Chairperson-MDP at Asia-Pacific Institute of Management, New Delhi. She did her Post-Graduate Diploma in Management from IMT Ghaziabad in 1991 and majored in Human Resource Management (HRM) & Marketing and subsequently obtained her Doctorate from Allahabad University in 2000. Dr. Goyal has over 20 years of experience in academics. She has published many case studies and articles which supplement her classroom teaching materials. She is a deep thinker and an inspiring speaker. In 2012, Dr. Goyal received the ‘Best Professor award by Headlines Today for her interactive, case-based and innovative teaching. She has designed and conducted various MDPs for executives on themes like Team Building, Leadership, Understanding Self and Others, Self-Analysis, Goal Setting etc. Dr. Goyal is actively involved in the fields of organizational development, human resource development, organization structure, and corporate training. She has conducted trainings for executives and non-executives of several organizations like NTPC, NHPC, CBI, SCOPE, MMTC, FCI, IOC and others. Dr. Surabhi Goyal’s specific areas of interest are: Consumer psychology, Sales Effectiveness, Managerial Effectiveness, Developing Inter-personal Skills, Self-Discovery, Time Management, Stress Management, Developing Negotiation Skills, Conflict Management, Developing Positive Attitude, Emotional intelligence, Value Actualization, Work-Life Balance etc.

Dr. M.P. Singh has twenty years of enriched Academic Experience. He is a Ph.D, twice UGC- NET qualified academician. His thesis dealt in the sector of Customer Relationship Management and he has published 06 Research papers in International Journal & 12 research papers in various National reputed journals. Till date he has guided 28 M.Phil students & 5 Ph.D’s. He has been a key note speaker in various National & International seminars. He is well known for his Academic-Administrative Excellence, worked as a Professor at Amity University, Accurate Institute etc & has been Institutional Head as a Principal, MMIM, MMDU (NAAC ACCREDITED A GRADE UNIVERSITY) Ambala, Director, IIMT, Greater Noida, Principal, Niet, Alwar. He has also served as an Advisory Board Member, RNB Global University & has been a Research supervisor at various Universities of repute. He was awarded with BOLT award (Broad Outlook Learner Teacher’s Award) as district runner up in Ghaziabad and NCR. He has also received the best faculty award at Accurate Institute of management and Technology.
FACULTY PROFILES

MARKETING

Dr. Ritika Gauba is an Area Chairperson of Marketing and Academics in AIM. She has done her Masters in Business Administration from the University of Lucknow and her Doctorate in Management from Uttarakhand Technical University, Dehradun. She is UGC Net qualified and has done a certification course on ‘Marketing Management from the National Programme on Technology Enhanced Learning (NPTEL) by IIT Kanpur & MHRD in which she stood among the top 5 students in India. Dr Ritika Gauba has an experience of more than 10 years in the teaching industry. Her area of interest are Sales and distribution Management, consumer behaviour and service marketing. Prior to this, she worked as a Relationship Manager in Centurion Bank of Punjab (now HDFC Bank). Dr Ritika has published and presented research papers in various national and international journals and conferences including IIM- Indore, IIT- Roorkee, IMT - Ghaziabad, IBS Hyderabad etc. She has been co-editor of the book ‘Retailing in India — only Business or beyond’, published by Excel Publications. She is also the editor of the college journal published by sage. She has compered and organized a number of events for various management bodies like- All India Management Association (AIMA), Lucknow Management Association (LMA) and National HRD Network. She has also been a management trainer for various government organizations like Electricity Training Institute, SGPGI Lucknow, Army Training Institute and Institute of Corporative Management.

Dr. Shruti Gupta is a PhD. from Indian Institute of Technology, Delhi (IIT Delhi), Department of Management, in the area of Marketing. Her dissertation examined the antecedents of consumer behaviour with respect to Cause Based Marketing, also known as Passion Branding, in India. She was awarded PGDM degree from International Management Institute (IMI) New Delhi with dual specialisation in marketing and finance. She has qualified UGC Net examination and was awarded JRF as well. She was also awarded B.Com (honours) with first division from Delhi University. She has also been the part of the international global summer school for learning specialised research methods held annually at Indian Institute of Management (IIMA) and the experiment designed by her was appreciated and certified as the “Exemplary Experiment with Social Promise”. She has over 8 years of Research and teaching experience. Her teaching and research interests pertains to the domain of Cause Related Marketing, Strategic Management, Consumer Behaviour, Brand Management and Marketing Research. She has held various training sessions as a part of the MDP Programmes attended by various National Sales heads of the MNCs such as Blue dart, Infosys, Amul, Carlson Rezidor, Havells, Willet, Oriental motors, Fortis Healthcare etc. to name a few. She has published in various refereed journals of repute and presented at conferences. She has also contributed to writing the book i.e. Excellence in School education IV published by Scholastic India Private Ltd. (Dr. Shruti is currently working as an Associate Professor, Marketing; Director -Marketing Club and ACP- Center for Corporate Relations at Asia Pacific Institute of Management, New Delhi.)
Prof. Charu Arora completed her graduation and masters in Mathematics from Delhi University. She has qualified various exams as CSIR UGC NET, GATE and CTET in Mathematics. Her thesis area is applied mathematics. She has around 06 years of academic experience. She has various research papers published in reputed international journals. She has attended and presented various research papers in international and national conferences. Her interest area includes operation research, numerical methods, mathematical modelling, business statistics and various statistical methods.

Dr. Shefali Srivastava is currently working as an Assistant Professor with Asia Pacific Institute of Management. Her area of specialization is productions and operations management.

She has completed her doctoral degree from Atal Bihari Vajpayee - Indian Institute of Information Technology and Management, Gwalior (an autonomous institute of national importance under the ministry of human resource development [MHRD]. She is a UGC-NET qualified academician. Her thesis dealt in the sector of healthcare services operations management and has published her research in various reputed journals. She has presented papers in various national and international conferences. Her paper titled “Impact of Innovation on Competitiveness: Evidence from BRICS Economies” has won the Best Paper Award at XX Annual International Conference of Society of Operations Management (22nd to 24th December 2016) organized by ABV-Indian Institute of Information Technology Management, Gwalior. She has also been awarded the MHRD Fellowship during her PhD tenure.

Prof. Charu Arora
Assistant Professor
M.Sc (Applied Mathematics)

Dr. Shefali Srivastava
Assistant Professor
PhD, UGC-NET
INTERNATIONAL COOPERATION PROGRAMME

AIM — IDRAC (FRANCE) Academic & Students Exchange

IDRAC - AIM Academic Exchange Programme

The Agreement signed in 2009 between Asia-Pacific Institute of Management and International School of Business (IDRAC), Lyon, France for mutual benefit of Students of these Institutions and promotion of Faculty Exchange has been continued in the current academic session. The purpose of this Agreement is to develop scholarly exchange between India and France in the shared conviction that such exchanges contribute towards building international friendship and understanding to promote global awareness among the participants by way of imparting Management Education at the International level under the Exchange programme. Asia Pacific Institute of Management has a one week global immersion program with NTU (Nanyang Technological University).

Student Exchange Programme

The programme has been very successful in the past and students who attended the program claim that this kind of exposure is extremely useful to them in the long-run from their career perspectives. During 2012-2013, 2013-2014, 2014-2015, 2016-2017 and 2017-2018 academic sessions 8, 7, 5, 8 and 7 students of IDRAC, Lyon, France, respectively have attended and successfully completed PGDM (International Business) specialization programme at Asia-Pacific Institute of Management.
INDUSTRY-INSTITUTE INTERFACE (“3i”)

Centre for Corporate Relations (CCR)
The Asia-Pacific institute of Management believes in creating a bridge between theoretical knowledge and the practical requirements of the industry. The result of this belief is the ‘Campus to Corporate Mantra’ which has been designed to provide industry exposure to the students. The institute bridges the gap through industry and corporate visits, as well as through guest speakers who impart practical knowledge. This year there have been various visits both to and from the companies. Trainings on various programs are conducted in the areas of Soft Skills, Personality Development and Logical Reasoning.
The need for effective interface with Industry and business cannot be over emphasized and our institute has undertaken the task of strengthening the linkages with them, through the Centre for Corporate Relations, manned by people who have seasoned experience with the industry.

Initiation Programme 2019
The Centre invites senior Professionals from Industry Sectors like IT and ITES, Service Industry, Banking, Finance, PR, Advertising, Communication, Manufacturing, Healthcare, Bio-technology, Management Consulting etc to address the students to have exposure to emerging trends in as many sectors of the Industry and Business as possible, the contemporary developments therein and also the expectations of the industry and business from the future managers. The interaction provides the students opportunity to understand from these professionals the realities of the present and the emerging scenario in the world of Industry and Business. The Process of interactions with Industry Professionals through Guest Lecturers continues throughout the year.

Bringing industry to Classroom
Senior executives from corporate world are invited regularly to interact with our students to have a real corporate insight and for creating current industry trends.

INDUSTRY VISITS
These provide opportunity for the students to get on-the-ground feel about industry and understand the systems and procedures involved in running an organization. Other avenues which provide opportunities of interaction with Industry are:

Summer Internship Programme
Students are required to undergo summer internship for a period of 6-8 weeks. The objective of the summer internship programme is to provide an opportunity to the students to gain exposure to the work culture of organizations and to simultaneously pursue a management problem or issue, specific to the domain in which the student is interested. It also makes them aware of the current industry trends and the necessary skills required to progress in today’s professional environment.

Alumni Interface
AlmaConnect portal collaborates alumni to get connected. Alumni Association has been formed to strengthen the networking between the Institute, the alumni and the industry. A regular interaction is maintained with our alumni. Their positioning and progress in the Industry is a motivating factor for the present students. Interaction with them also helps the existing students in learning from their experiences in the Industry.
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<td>Dr. Pawan Agarwal</td>
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<td>Mumbai Dabbawalas</td>
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<td>Mr. Prahlad Kakar</td>
<td>Advertisement Guru</td>
<td>ACP</td>
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<td>03</td>
<td>Mr. Manish Barriarr</td>
<td>Founder &amp; C.E.O</td>
<td>Success Factory</td>
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<td>04</td>
<td>Ms. Reena Rathi</td>
<td>GM Marketing</td>
<td>AIRCEL</td>
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<td>Mr. Sandeep Kant Mittal</td>
<td>Dy. Gen Manager</td>
<td>Operations Future Group (Big Bazar)</td>
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<td>Mr. Shudeep Majumdar</td>
<td>Co-founder &amp; Director</td>
<td>Corporate Affairs Zefmo</td>
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<td>07</td>
<td>Mr. Parag Mishra</td>
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<td>08</td>
<td>Ms. Charu Sharma</td>
<td>ASAI Glass Manager</td>
<td>Talent</td>
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<td>09</td>
<td>Mr. Navneeth Vallabh</td>
<td>Head</td>
<td>California Institute of Hypnosis</td>
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<td>Mr. Nisheeth Srivastava</td>
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<td>Ms. Mamta Rohit</td>
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<td>IDBI Bank</td>
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<td>12</td>
<td>Mr. Shudeep Majumder</td>
<td>Vice President Corporate Communication</td>
<td>VLCC</td>
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<td>13</td>
<td>Mr. Sudesh Verma</td>
<td>National Spokesperson</td>
<td>BJP</td>
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<td>Mr. Arvind Kumar</td>
<td>Dy. Secretary, Department of Heavy Industries Ministry of Heavy Industries and Public Enterprise</td>
<td>Govt. of India</td>
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<td>15</td>
<td>Mr. Satyajit Menon</td>
<td>HR Director</td>
<td>Snapdeal</td>
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<td>Mr. Kanishk Shukla</td>
<td>Territory Sales Manager Department of Post, Ministry of Communication and IT</td>
<td>Government of India</td>
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<td>17</td>
<td>Mr. Shubhendu Deb</td>
<td>Ex General Manager, VLCC &amp; Eminent Consultant VLCC</td>
<td>VLCC</td>
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<td>18</td>
<td>Mr. Navneeth Vallabh</td>
<td>Clinical Hypnotherapist &amp; COO</td>
<td>Redefine Life</td>
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<td>19</td>
<td>Prof. Debbi Saini</td>
<td>Visiting Professor,</td>
<td>Denmark Professor MDI, Gurgaon</td>
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<td>Mr. Kamlendu Bali</td>
<td>Executive Director</td>
<td>Global Solutions, Concentrix</td>
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<td>Mr. Tarun Negi</td>
<td>Director-Market Procurement Leader Indian Subcontinent</td>
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<td>Mr. A.K. Bhargava</td>
<td>Retd. G.M. (Operations)</td>
<td>Bharat Electrical Ltd.</td>
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<td>Co-Founder</td>
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<td>Accenture India Ltd.</td>
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<td>Mr. Mohnish Roy</td>
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<td>Perspective</td>
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<td>Co Founder</td>
<td>Indian School of Entrepreneurship</td>
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<td>Prof. K.C. Tuli</td>
<td>Professor</td>
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<td>Director Sales and Marketing</td>
<td>ACC Ltd.</td>
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<td>Mr. M.L. Chakraborty</td>
<td>Dy Executive Director</td>
<td>Dalmia Bharat Group</td>
</tr>
<tr>
<td>30</td>
<td>Mr. Navin Gulia</td>
<td>Author, Adventurer, World Record Holder &amp; Social Worker</td>
<td>World Record Holder &amp; Social Worker</td>
</tr>
</tbody>
</table>
## Distinguished Speakers

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Position/Title</th>
<th>Organization/Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Mrs. Aruna Broota</td>
<td>Psychologist</td>
<td>Delhi University</td>
</tr>
<tr>
<td>32</td>
<td>Mr. Tarun Negi</td>
<td>Director, Market</td>
<td>Procurement Leader Indian Subcontinent Philips India Ltd.</td>
</tr>
<tr>
<td>33</td>
<td>Mr. Satinder Juneja</td>
<td>Sr. VP - Sales and Marketing</td>
<td>NIIT Technology</td>
</tr>
<tr>
<td>34</td>
<td>Mr. Anurag Anand</td>
<td>GM-Coca Cola University</td>
<td>Coca Cola</td>
</tr>
<tr>
<td>35</td>
<td>Mr. Nagendra Agrawal</td>
<td>Associate Vice President</td>
<td>Kent RO</td>
</tr>
<tr>
<td>36</td>
<td>Mr. Sanjay Sharan</td>
<td>Additional Director</td>
<td>NACEN</td>
</tr>
<tr>
<td>37</td>
<td>Mr. Pankaj Dubey</td>
<td>Managing Director</td>
<td>Polaris India Ltd.</td>
</tr>
<tr>
<td>38</td>
<td>Mr. Annu Grover</td>
<td>Managing Director</td>
<td>Nurturing Green</td>
</tr>
<tr>
<td>39</td>
<td>Mr. Harpreet S. Walia</td>
<td>Managing Director</td>
<td>T Fiori</td>
</tr>
<tr>
<td>40</td>
<td>Mr. Mitul Kumar</td>
<td>Associate Director</td>
<td>Global Strategy KPMG Saudi Arabia</td>
</tr>
<tr>
<td>41</td>
<td>Mr. Sudeesh Nair</td>
<td>VP International Business</td>
<td>Alibaba.com</td>
</tr>
<tr>
<td>42</td>
<td>Mr. Ravi Khandelwal</td>
<td>Executive Director (Legal &amp; Finance)</td>
<td>Container Cooperation India Ltd.</td>
</tr>
<tr>
<td>43</td>
<td>Mr. Abhishek Agarwal</td>
<td>Assistant Manager</td>
<td>ITC Ltd.</td>
</tr>
<tr>
<td>44</td>
<td>Mr. Ajay Yadav</td>
<td>V. President-Sales Jaguar Land Rover</td>
<td>AMP Motors</td>
</tr>
<tr>
<td>45</td>
<td>Mr. Anurag Anand</td>
<td>General Manager</td>
<td>Coca-Cola India</td>
</tr>
<tr>
<td>46</td>
<td>Mr. Ashit Shah</td>
<td>Business Head- North India Wipro</td>
<td>GE Healthcare Ltd.</td>
</tr>
<tr>
<td>47</td>
<td>Mr. Ashok Swarup</td>
<td>GM HR</td>
<td>NTPC Ltd.</td>
</tr>
<tr>
<td>48</td>
<td>Mr. Chetan Varma</td>
<td>Executive Director</td>
<td>Power Grid Corporation of India Ltd.</td>
</tr>
<tr>
<td>49</td>
<td>Col. Harpreet Walia</td>
<td>Ex Army Man and Entrepreneur</td>
<td>L2L International</td>
</tr>
<tr>
<td>50</td>
<td>Mr. Deepak Choudhary</td>
<td>CEO Delhi</td>
<td>West Audi</td>
</tr>
<tr>
<td>51</td>
<td>Dr. Ranjana Mittal</td>
<td>AGM</td>
<td>NTPC Ltd.</td>
</tr>
<tr>
<td>52</td>
<td>Ms. Monika Marwah</td>
<td>Talent Acquisition Lead</td>
<td>NCR Corporation</td>
</tr>
<tr>
<td>53</td>
<td>Mr. Neeraj Jasrotia</td>
<td>Head Workforce Planning</td>
<td>Ericsson</td>
</tr>
<tr>
<td>54</td>
<td>Mr. Pankaj Dubey</td>
<td>CEO and MD</td>
<td>Eicher Polaris Pvt Ltd.</td>
</tr>
<tr>
<td>55</td>
<td>Mr. Pavan Shrivastava</td>
<td>Zonal Sales Manager</td>
<td>CavinKare Pvt Ltd.</td>
</tr>
<tr>
<td>56</td>
<td>Mr. Pawan Dhingra</td>
<td>Director</td>
<td>Partnership American Express</td>
</tr>
<tr>
<td>57</td>
<td>Mr. PKD Nambiar</td>
<td>Managing Director</td>
<td>Flags Communications Pvt Ltd.</td>
</tr>
<tr>
<td>58</td>
<td>Mr. Prateek Sharma</td>
<td>CEO</td>
<td>Courier Home &amp; Dafzo</td>
</tr>
<tr>
<td>59</td>
<td>Mr. Rishi Kumara Das</td>
<td>Secretary</td>
<td>ISKCON Delhi</td>
</tr>
<tr>
<td>60</td>
<td>Mr. S.S. Chawla</td>
<td>Senior Director</td>
<td>Assocham</td>
</tr>
<tr>
<td>61</td>
<td>Mr. Satyajeet Rajan</td>
<td>Director General (IAS)</td>
<td>Ministry of Tourism</td>
</tr>
<tr>
<td>62</td>
<td>Mr. Sidharth Gupta</td>
<td>Senior Manager - HR</td>
<td>Samsung R&amp;D Institute</td>
</tr>
<tr>
<td>63</td>
<td>Mr. Sushant Kumar</td>
<td>Co Founder</td>
<td>Courier Home &amp; Dafzo</td>
</tr>
<tr>
<td>64</td>
<td>Mr. Ved Prakash</td>
<td>Chairman &amp; MD</td>
<td>MMTC Ltd.</td>
</tr>
<tr>
<td>65</td>
<td>Mr. Vishal Srivastava</td>
<td>Director</td>
<td>Consulting PwC India</td>
</tr>
</tbody>
</table>
CONVOCATION 2016-18 & 2017-19

PGDM Students rolled the ‘graduation hats’ up in the air
Asia-Pacific organized the 19th Convocation Ceremony on 14th October 2019 had set another remarkable milestone in the Institute’s history. Post Graduate students were happy to hold their degrees. The occasion turned to be memorable for the previous batches. As per the tradition, Chief Guest : Shri Sunil Arora (Honourable Chief Election Commissioner), Guest of Honour : Smt. Rekha Sharma (Chairperson - National Commission for Women) conferred the degrees to the students amidst crowd comprising of faculty, parents and corporate. Institute took pride in congratulating their brand ambassadors who have secured flying colours and wished them success for their corporate careers.

BEYOND ACADEMICS

Students Committee for Corporate Relations
This Committee assists Centre for Corporate Relations for summer Internship and placements.

HR Panel discussion “On-Boarding Talent - The first 90 days”
Asia-Pacific Institute of Management organized a HR Panel Discussion on “On-Boarding Talent — The first 90 days” in collaboration with MTHR on 27th September 2017 at 6.45 pm. The panelist discussed the importance of first ninety days in the organization which is crucial for both the company and the new employee, various best practices were shared. The panellist were Mr. Subhankar Malakar, Head-HR, TNSWORLD, Ms. Jayanthi J, Head-HR, Shardul-Amarchand Mangaldas, Mr. Alok Narayan, EVP, Quattro Global Services, Ms. Simin Askari, VPYCHR, DS Group, Additional GMYHR NTPC and Prof. Dr. S.P. Chauhan, Director, AIM.
Asia-Pacific Institute of Management welcomed Adman Prahlad Kakkar for ‘Mantras of Successful Branding’ Session on 8th Sept. How do you define a personality who refuses to age? Unstoppable is the word and it goes synonymous with Mr. Prahlad Kakkar. Yes, this is how the creative genius addressed the management graduates while introducing him. During the first few minutes of his speech, he laid emphasis on how being young at heart keeps him going and why it is necessary to have a curious mind for an advertising firm. What refrains you from learning is the sentence that ‘I already know a lot’, adds the creative genius. It is only when you show keenness in learning new things that you grow in life. He also talked about self-belief and why it is important in the clustered world. He opened a school ‘The Prahlad Kakkar School of Branding and Entrepreneurship’ where he teaches students on how to come up with excellent branding solutions and leaving an impact through advertisements. After his immense contribution to the advertisement industry, he gives back to the society through teaching the concepts of marketing and this is what he enjoys the most at the moment. He also explained that the basic of advertisement is all about dreaming. The adman adds, ‘If you are versed in handling rejection, you become fearless’. Entrepreneurship is all about facing your fears. Another beautiful thing he explained to the students is that owning a job and doing a job are two different things. If you own your job, you become possessive about it and do it without fear in the end there was Q & A session. In a nutshell, this session was described as ‘one of the best sessions’ that students had and thanked the institute for organizing such an event. AIM heartily thanks adman Prahlad Kakkar for visiting the campus and enriching lives of the students with his inspiring words.

AIM is glad to invite Dr. Pawan Agrawal (Mumbai Dabbawala fame) to address the budding managers. The event took place on 4th August 2017 at the AIM premises. This was the first of its kind event where the management graduates had an opportunity to listen to Dr. Agrawal and to meet him in person. Dr. Agrawal is the Founder and President of Kamalabai Educational and Charitable Trust, Mumbai. He has many hats to his kitty and few of them are — Author, Educationist, Entrepreneur, and Business Consultant. He is known for his inspiring dialogues, mode of communication and has addressed many top leaders from the corporate world. Some of the renowned firms include Cadbury, SAP, Honda, Volvo, HCL, Maruti Suzuki, Vodafone, etc. The students were excited and awaited the day as they had firsthand experience to have an interaction with the juggernaut himself. During his speech, Dr. Agrawal shared his thoughts on management skills, customer satisfaction, product delivery cycle and how one can become an entrepreneur. Also, he shared about his struggles and achievements and what it takes to be successful in the business scenario. The hoardings were up and the news were spreading fast enough to make the young minds curious.

Hector Beverages is a start-up based in Bangaluru which was founded by Neeraj Kakkar and Suhas Misra in 2009. Their main product, Paper Boat beverages, debuted for public purchase in August 2013 which created a new revolution of bringing back traditional flavours in beverages. As a part of creating a long—term relation, the company offered a 15-day live project in marketing where our students were given the task of being the ‘Paperboat Ambassadors’ and spread awareness across the city. They not only helped our students in gaining insights of the industry but also helped in development of managerial skills in our students.
Asia Pacific Institute of Management celebrated its 22nd Foundation Day on 9th November 2018. The Institute was founded by Shri A.K. Srivastava under the guidance of visionary academicians and professionals in 1996 and thereafter it grew fast and became a centre of excellence. The celebration was undertaken with the objective to enlighten students about human responsibilities, ethical behaviour and responsible business practice and to make them successful managers. Celebration started with Swami Chidrupananda Ji as Invited Speaker, who shared the tips on Stress Management with the students. The talk by Swami Ji was full of real life examples and some exciting stories. The evening had the students spell bound. The winners of various events were awarded with certificates and medals. As some of the students said “The event has given us memories for a life time”.
“NOSTALGIA” ALUMNI MEET

INTER- COLLEGE FEST “EXUBERANCE”
Asia—Pacific Institute of Management, New Delhi, hosts every year its Inter-College-Fest “Exuberance” on campus at Jasola. The two days of competition had participation from over 60 colleges from NCR and other states. Over 700 students from other colleges participated in various Management, IT and Cultural competitions. The opening ceremony on 24th January had Dr. V.P Singh as Chief Guest, who is Director— HR, Devyani International. The management events like “Spot Business Plan, Ad Shastra’ “ I need $$$,” Logo Quiz were organized. Cultural events Nukkad Natak, Solo & Group Dance, Singing, Fashion Show, War of Bands attracted huge crowds. The two days event ended with an evening of performances by Toshi & Sharib & ITIDA.

ALUMNI MEET “NOSTALGIA” 2018
Alumni Meet — Nostalgia. Life seems to pass you by once you exit your College. Participating in a class reunion can not only be nostalgic but help to give you a look back to how far you have come. When you were at AIM as a student, you had certain dreams and plans for your future. It is always great to look back and revisit the place where the foundation stone of your dreams was laid? And gives immense pleasure meet your inspiring teachers, mentors and of course, your best buddies and colleagues. Asia-Pacific Institute of Management, New Delhi Alumni Association, organized the 18th Alumni Meet — Nostalgia 2018. The Meet was organized to connect, strengthen and develop Alumni Network.

Around 500 Alumni from various batches attended the Meet, it was heartening to note that Alumni from earliest batches also attended. The 2nd year students interacted with their Alumni and explored the possibilities of placement with their respective organizations. All-in-all, the evening of 3rd December, 2016 resulted in some rich experiences in the form of sharing of reminiscent times, new networks built, rich experience shared and a lot of appreciation showered by the alumni for such an exemplary event management.
Asia—Pacific Institute of Management organized a two day Annual Sports Meet-KHELUTSAV’-19, at its campus & at Netaji Subhash Sports Complex, Jasola, New Delhi & Yamuna Sports Complex Surajmal Vihar, New Delhi. The young sportsmen participated with enthusiasm and displayed their talent in various Outdoor games like Cricket, Volleyball, Football, Basketball, Badminton, Tug-of-War etc and Indoor Games like Chess, Carom, Table Tennis, Arm-Wrestling etc. The energy of the students was seen as their participation was in huge number.
MILESTONES OF AIM

“TAKSHILA” THE MDP CENTRE OF EXCELLENCE

“Takshila” - The MDP centre of excellence at AIM provides a customized platform to provide training in diverse areas of management (in-house / Open). Takshila, is an exclusive “Centre for MDP” with all the modern state of the art facilities like Video Conferencing, Auditorium and seminar Hall, Lecture Theatres, Exclusive Dining Halls for MDP Participants.

Management Development Programmes at AIM

Management Development has become very important in today’s competitive environment in any business. It has been found in various surveys that the organizations that align their management development with strategic planning by investing in their employees have added considerably to their value chain. Our MDPs focus on new developments and latest trends in managerial practices in specific areas. With greater focus on personal and organizational development, the programmes are designed to augment the managerial knowledge, skills, attitude and aptitude of the executives. To this end, our Management Development Programmes [MDPs] are designed with the right balance between theoretical inputs, practical insights and the latest research findings. Such programmes help the key professionals in industry integrate management theories to the continuously changing business environment and refine their action plans to meet the business requirements. Our MDPs aim to equip participants with strategic tools in the field of Strategic Planning, Finance, Marketing, IT, Operations, International Business, Organizational Behavior, HRM, Communications and Soft Skills like, Time Management, interpersonal Skills, Selling Skills, Presentation Skills, Motivational Skills, Global Leadership, Energy and Environmental management etc.
## MDP’S ORGANIZED & CONDUCTED

By Faculty Members of Asia Pacific Institute of Management

From 1st August, 2018 to 10th September, 2019

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title of the MDP</th>
<th>Date</th>
<th>Level of Participants</th>
<th>Client Org.</th>
<th>Conducted By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Team Building</td>
<td>Half-Day 2 August, 2018</td>
<td>Chief Engineers</td>
<td>NHPC Faridabad</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>2</td>
<td>Competency Building for Effective Managerial Roles</td>
<td>Two day 6-7 August, 2018</td>
<td>Executives</td>
<td>NTPC, Kawas, Gujarat</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>3</td>
<td>Developing Soft Skills for Higher Performance</td>
<td>Two day 9-10 August, 2018</td>
<td>Non-Executives</td>
<td>NTPC, Kawas, Gujarat</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
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<tr>
<td>4</td>
<td>Developing Positive Attitude for Higher Performance with Techniques of Relaxation and Time Management with Demonstration</td>
<td>Half-Day 30 August, 2018</td>
<td>DSPs, Inspectors and Sub-Inspectors</td>
<td>CBI Academy, Ghaziabad</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>5</td>
<td>Emotional Intelligence for Leadership</td>
<td>3 days 1-3 November, 2018</td>
<td>Executives</td>
<td>NHPC, Sewa-II</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>6</td>
<td>Personal Growth and Team Building</td>
<td>3 days 6-8 December, 2018</td>
<td>Executives</td>
<td>NHPC Chamera-I</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>7</td>
<td>Essentials for Motivating People</td>
<td>Half-Day Module 20 December, 2018</td>
<td>Trainers</td>
<td>Magic Bus India Foundation, NGO</td>
<td>Prof. S.P. Chauhan</td>
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<tr>
<td>8</td>
<td>Value Actualization</td>
<td>2 days 3-4 January, 2019</td>
<td>Senior Executives</td>
<td>NTPC Farakka</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>9</td>
<td>Building Interpersonal Skills</td>
<td>3 days 15-17 January, 2019</td>
<td>Senior Executives</td>
<td>NHPC Chamera-II</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>10</td>
<td>Enhancing Managerial Effectiveness</td>
<td>2 days 30-31 January, 2019</td>
<td>Senior Executives from 11 PSUs</td>
<td>SCOPE Convention Centre, New Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>11</td>
<td>Building Competencies for Service Excellence</td>
<td>2 days 12-13 February, 2019</td>
<td>Non Executives</td>
<td>NTPC, Engg. Office, Noida</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>12</td>
<td>Developing competencies for solution centric approach</td>
<td>One day in the month of March 2019</td>
<td>Senior Executives</td>
<td>JOC</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>13</td>
<td>Personal Effectiveness &amp; growth</td>
<td>Three day 27-29 March 2019</td>
<td>Senior Executives</td>
<td>NHPC, Banikhet</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>14</td>
<td>Emotional Intelligence</td>
<td>03 April, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>15</td>
<td>Emotional Intelligence</td>
<td>06 May, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>16</td>
<td>Stress Management</td>
<td>27 May, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>17</td>
<td>Developing Positive Attitude</td>
<td>10 June, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>18</td>
<td>Work-Life Balance</td>
<td>24 June, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>19</td>
<td>Work-Life Balance</td>
<td>12 July, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>20</td>
<td>One-Day MDP on Managing Self, Building Teams and Leading Others for Women Executives of MMTC</td>
<td>21 June, 2019</td>
<td>Senior Executives</td>
<td>MMTC, New Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>21</td>
<td>One-Day MDP on Managing Self, Building Teams and Leading Other for Executives of MMTC</td>
<td>22 June, 2019</td>
<td>Senior Executives</td>
<td>MMTC, New Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>22</td>
<td>Training Programme on Work-Life Balance for Women</td>
<td>Half-Day 2 August, 2019</td>
<td>Executives</td>
<td>National Productivity Council (NPC), Lodhi Road, N. Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>23</td>
<td>Attitude for Excellence to Excel in Business for Handicrafts Exporters</td>
<td>Half-Day 23 August, 2019</td>
<td>Entrepreneurs</td>
<td>Export Promotion Council for Handicrafts (EPCH)</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>24</td>
<td>Excellence Through Organizational Transformation</td>
<td>2 days 8-9 Sept., 2019</td>
<td>Executives</td>
<td>NSPCL at Hotel Pride, Bangalore</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
</tbody>
</table>
# Programme Core Courses Snapshot (2019-21)

## PGDM-GEN

### TERM 1
1. Business Communication  
2. Organizational Behaviour  
3. Business Statistics  
4. Marketing Management - I  
5. Financial Accounting for Managers  
6. Managerial Economics  
7. IT for Managers  
8. Foreign Language 1

### TERM 2
1. Decision Science for Managers  
2. Managerial Communication  
3. Organizational Design and Development  
4. Marketing Management - II  
5. Cost Management Accounting  
6. Financial Management-I  
7. Management Information System  
8. Macro Economics  
9. Foreign Language 2

### TERM 3
1. Operations Management  
2. Global Business Environment  
3. Human Resource Management  
4. Research Methodology  
5. Financial Management-II  
6. Indian Financial System & Finance Markets  
7. Consumer Behavior  
8. E-Business

### TERM 4
1. Legal Aspects of Business  
2. Personal Growth Lab  
3. Strategic Management - I  
4. Elective 1A  
5. ELECTIVE - 1B  
6. ELECTIVE - 2A  
7. ELECTIVE - 2B

### TERM 5
1. Entrepreneurship Management and Innovation LAB  
2. Indian Ethos & Corporate Governance  
3. Strategic Management - II  
4. ELECTIVE - 1B  
5. ELECTIVE - 1C  
6. ELECTIVE - 2A  
7. ELECTIVE - 2B

### TERM 6
1. ELECTIVE - 1A  
2. ELECTIVE - 2A  
3. ELECTIVE - 2B
Programme Core Courses Snapshot (2019-21)

PGDM-BFS

TERM 1
1. Business Economics
2. Principles and practices of Banking
3. Accounting of Bankers
4. Business Communication - I
5. Excelling with Excel - I

TERM 2
1. Corporate Finance
2. Legal & Regulatory Aspects of Banking
3. Banking Needs Assessment Survey
4. Excelling with Excel - II
5. ET Finpro - I
6. PRL - I
7. Business Communication - II
8. Finacle - I

TERM 3
1. ET FINPRO - II
2. Personal effectiveness and relationship leadership
3. Customer Relationship Management
4. Finacle - II
5. Immersion Program - Rural Banking
8. Business Research Methods

TERM 4
1 Technology in Banking Management
2 Derivatives & Risk Management
3 Immersion Program - Branch Banking
4 Credit & Risk Management in Banks
5 Forex Management in Banks
6 PEARL – III
7 Financial Planning & Wealth Management
8 Corporate Banking
9 Sales Management

TERM 5
Project Work - I

TERM 6
Research based Work
# PROGRAMME STRUCTURE PGDM BATCH (2019-21)

## PGDM-GEN/MKT/BFS/IB

### SECOND YEAR

#### CORE PAPERS
1. Legal Aspects of Business
2. Personal Growth Lab
3. Strategic Management
4. Innovation and Entrepreneurship
5. Indian Ethos & Corporate Governance

#### SPECIALIZATION ELECTIVES

**Operations Management and Decision Sciences (OMDS)**
1. Operation Research
2. Global Logistics & Supply Chain Management
3. Maintenance Management
4. Project Management
5. Total Quality Management
6. Service Operations Management
7. Warehousing and Material Management
8. Supply Chain Analytics
9. Operations Strategy
10. Lean Six Sigma

**Marketing (MKT)**
1. Sales & Distribution Management
2. Product and Brand Management
3. Rural and Bottom of Pyramid (BOP) marketing
4. Marketing Analytics
5. International Marketing
6. Integrated Marketing Communications
7. Marketing of Services
8. Digital Marketing
9. Events & Media Marketing
10. Customer Relationship Management
11. Customer Relationship Management
12. Business to Business Marketing

**Finance (FIN)**
1. Security Analysis
2. Investment Banking
3. Strategic Financial Management
5. Financial Modeling
6. Project Appraisal & Finance
7. Bank Finance for Importers & Exporters
8. International Finance
9. Portfolio Management
10. Taxation

### Human Resource (HR)
1. Recruitment and Selection
2. Performance Management
3. Compensation Management
4. Strategic Human Resource Management
5. Learning and Development
6. Employee Relations
7. Psychometrics for Managers
8. Employment Laws
10. HR Analytics
11. Organizational Transformation

### International Business (IB)
1. International Marketing
2. Financing of International Trade
3. Export Import Documentation and Procedure
4. Trade Data Analytics
5. Global Logistics and Supply Chain Management
6. International Business Strategy
7. Global Sourcing and Business Development
8. International Economics & Competitive Strategy
9. International Economics & Finance
10. Global Economy and Emerging Industries
11. International Business Law
13. International Economics & Trade Policy

### Information Technology
1. Enterprises Resource Planning
2. Software Engineering
3. Knowledge Management Systems
4. Decision Support and Expert Systems
5. Software Project Management
6. IT Governance
7. Information Systems Strategy
POST GRADUATE DIPLOMA IN MANAGEMENT BATCH 2018-20

Number of Students with Specialization

- Marketing: 42%
- Finance: 34%
- Human Resource: 10%
- International Business: 11%
- Operations: 3%
- Total: 114

Number of Students According to Graduation Streams

- B. Tech: 19
- BBA: 17
- B.Com: 49
- B.A.: 7
- B.Sc.: 12
- BBM: 1
- BJMC: 2
- HM: 3
- BMS: 2
- BE: 2
- Total: 114
FINANCE & MARKETING

A R VISHNU
• 23
• B.Com (Computer Application)
• Grant Thornton India
• Auditing in firms: Shift towards fraud detection
• Thrissur, Kerala

ARUSHI JAISWAL
• 22
• B.Com
• BPS Analytics private limited, Kalkaji New Delhi
• Financial Analysis of ABC Ltd.
• Faridabad, Haryana

GAURAV MITTAL
• 22
• B.Com
• Hindustan Wellness Pvt Ltd
• Success Factors of Hindustan Wellness vis-à-vis Other Path Labs
• Faridabad, Haryana

JATIN KINGER
• 23
• B.Com (P)
• J Marathon Advisory Services Pvt. Ltd.
• Technical Analysis of Major Currency Pairs
• New Delhi

KARTIK JHINGAN
• 22
• BBA
• Nangia Advisors LLP (Andersen global)
• Transfer pricing and its effect on financial reporting a theoretical analysis of global Tax in MNC’s
• New Delhi

LALIT KUMAR
• 24
• B.Sc.
• Aditya Birla sun Life Insurance
• Equity Research on OIL and GAS Sector
• Rewari, Haryana

MANU MITTAL
• 23
• B.Com
• Bharat Electronics Ltd.
• Revenue recognition and debtors realisation
• Rampur, Uttar Pradesh

NEHA RAJ
• 24
• B.Com (H)
• Edelweiss broking Ltd
• Study on consumer behaviour
• Patna, Bihar

• AGE   • EDUCATION   • SUMMER TRAINING   • PROJECT TITLE   • HOME TOWN
FINANCE & MARKETING

NIRAJ KUMAR SINGH
- Age: 22
- Education: B. Tech (EE)
- Summer Training: Aditya Birla Capital - Health Care
- Project Title: Comparison between ULIP and other Investment Avenues
- Home Town: Jamshedpur, Jharkhand

PRATEEK SINGH
- Age: 25
- Education: B. Tech (EC)
- Summer Training: Aditya Birla Sun Life Insurance
- Project Title: Equity Research on IT sector
- Home Town: Faridabad, Haryana

SHAILENDRA NEEMKA
- Age: 23
- Education: B.Com
- Summer Training: N G Digital Soulutions Pvt. Ltd.
- Project Title: Effectiveness of personal selling in B2B
- Home Town: Jaipur, Rajasthan

SHIVENDRA KUMAR PANDIT
- Age: 22
- Education: B.B.A
- Summer Training: J. Marathon Advisory services Pvt. Ltd.
- Project Title: Technical analysis and fundamental analysis of gold and silver
- Home Town: Madhubani, Bihar

SHUBHAM GOYAL
- Age: 21
- Education: B.Com
- Summer Training: Edelweiss Broking Limited
- Project Title: Study of equity market in Edleweiss
- Home Town: Jind, Haryana

SHUBHAM MEHTA
- Age: 23
- Education: B.Com
- Summer Training: Hindustan Wellness
- Project Title: Accounting activity in CRM
- Home Town: Rajsamand, Rajasthan

SWAPNIL SOPRA
- Age: 21
- Education: B.Com
- Summer Training: Edelweiss Broking Limited
- Project Title: A study on consumer behaviour of Edelweiss Broking Limited
- Home Town: Ashoknagar, Madhya Pradesh

UMAR GULZAR
- Age: 23
- Education: BBA
- Summer Training: Aditya Birla Sunlife Insurance
- Project Title: Fundamental Analysis of FMCG SECTOR
- Home Town: Srinagar, J&K
FINANCE & MARKETING

AKAAANSHA KAVIDAYAL
• 23
• B.Com
• Aditya Birla Capital Health Care
• Comparative analysis between ulips and mutual funds
• Haldwani, Uttrakhand

SNEHA KASHYAP
• 22
• B.Com
• Hindustan Wellness Pvt. Ltd.
• CRM Software Work
• Rampurhat, West Bengal

FINANCE & HUMAN RESOURCE

KRITIKA CHITKARA
• 23
• B.Com (H)
• Aditya Birla Sun Life Insurance
• Equity research on pharmaceutical sector Aditya Birla sun Life Insurance
• Faridabad, Haryana

SIDDHARTH CHAUDHARY
• 23
• B.Com
• Job shapers
• Recruitment and selection of job shapers
• Meerut, Uttar Pardesh

SNEHA KASHYAP
• 22
• B.Com (H)
• Aditya Birla Sun Life Insurance
• Equity Research on Private Banking Sector
• Patna, Bihar

TANSY T GEORGE
• 22
• B.Com (H)
• PFRDA (Pension Fund Regulatory and Development Authority)
• Critical study of Exits and Withdrawals under National Pension Scheme
• New Delhi
FINANCE & OPERATIONS

AVINASH GOGU
- 28
- B. Tech (EC)
- Rastriya Ispat Nigam limited-VSP
- Working Capital Management of RINL- VSP
- Vishakhapatnam, Andhra Pradesh

CHINTA KIRTIKA
- 23
- B.Com
- Aditya Birla Sun Life Insurance
- Equity research and technical analysis of automobile sector
- Visakhapatnam, Andhra Pradesh

KHUSHAL SHARMA
- 22
- B.Com
- Aditya Birla Capital - Health Care
- Equity analysis of banking companies
- Faridabad, Haryana

P ANAND MAURYA
- 25
- B.E (IT)
- Edelweiss Broking Limited
- Hedge Fund Strategies and Testing Market Neutrality through Correlation
- Hyderabad, Telangana

PRATIK CHAND
- 25
- B.Com (A & F)
- J Marathon Advisory Services Pvt. Limited
- The study on the impact of International Currency Market on Indian Economy
- TINSUKIA, Assam

PUJA KUMARI SAW
- 23
- B.Com (H)
- Bridge Group Solutions
- Wheather taxation is a selling tool for life insurance
- Dhanbad, Jharkhand

SOUMYA SINHA
- 24
- B.Com
- Evelyn Learning System
- Content creation and online tutoring (Finance)
- Allahabad, Uttar pradesh

SRIDHARAN V K
PRATIVADIBHAYAMKARAM
- 23
- B. Tech (EC)
- Rastriya Ispat Nigam Limited - Vizag Steel Plant (RINL-VSP)
- Performance of RINL - VSP and Comparison analysis of RINL - VSP, Tata Steel and SAIL using Ratio analysis and Economic Value Added
- Eluru, Andhra Pradesh

• AGE • EDUCATION • SUMMER TRAINING • PROJECT TITLE • HOME TOWN
FINANCE & OPERATIONS

VIKASH DHAKA
- 23
- B.Sc (Maths)
- Bridge Group Solutions
- Study on insurance policies in today's financial markets
- Jaipur, Rajasthan

YOGESH BANSAL
- 23
- B.Com
- J. Marathon Advisory services Pvt. Ltd.
- Impact of inflation rate on foreign exchange rate
- Beawar, Rajasthan

MOHD. ADIL
- 23
- B.Com
- Evelyn Learning System Pvt. Ltd.
- Online Education Scope & Challenges
- Makrana, Rajasthan

PRANAV RANJAN
- 26
- BBA (H)
- Anglian Medal Hunt
- Adani Garv Hai
- Dhanbad, Jharkhand

OPERATIONS & INTERNATIONAL BUSINESS

ADITYA BANSAL
- 22
- B.Com (H)
- Edelwiss Broking Ltd.
- Comparative analysis between investment in equity and mutual funds
- Aligarh, Uttar Pradesh
CHIRAG TULSIANI
- 21
- BBA (H)
- Supreme Industries Ltd.
- Analyzing retail & dealer customer response and measuring customer satisfaction for supreme furniture.
- Kolkata, West Bengal

DEBAJYOTI DEY
- 24
- BA (English Honours)
- Hitachi
- Consumer behaviour while purchasing AC
- Raiganj, West Bengal

EKANT YADAV
- 23
- B.Com (P)
- Hitachi
- Effect of branding on consumer buying behaviour
- Gurugram, Haryana

GAURAV DUA
- 22
- B.Com (H)
- Reculta Solutions Pvt. Ltd.
- Study on B2B sales process
- Faridabad, Haryana

JAI YAJNESHA SENAPATI
- 24
- B.Com (H)
- Marico
- Consumer preferences towards edible oil with reference to Marico edible oil.
- Bhadrak, Odisha

MEGHA PATEL
- 21
- BA (Honours in Philosophy)
- 360 Realtors
- A study of broker’s satisfaction and level of expectations from the digitisation of Real Estate Industry
- Ghaziabad, Uttar pradesh

NAMRATA CHAUDHURI
- 27
- BSc (Hospitality & HM)
- Tommy Hilfiger
- 7Ps analysis of Tommy Hilfiger
- Wardha, Maharashtra

YASHI TOMAR
- 23
- B.Com
- Creative Think Media and Little Black Book
- Digital media and its importance in changing media landscape
- Lucknow, Uttar pradesh

MARKETING & INTERNATIONAL BUSINESS
ADITYA BORA
- 22
- BBA
- Marico
- A study on “sales promotion of newly Coco soul and saffola fittify gourmet with special reference to Marico Ltd”
- Nainital, Uttrakhand

ADITYA PRAKASH
- 23
- B.A (H)
- Marico
- Study on consumer behaviour and study on new premium product launch
- Godda, Jharkhand

APURBA KUMAR HAZARIKA
- 25
- B. Tech (Civil)
- Marico
- Consumer Buying Behaviour towards Edible Coconut Oil with reference to Marico Limited
- Nagaon, Assam

AYUSHI TIWARI
- 24
- B.Com (H)
- Cuckoo appliances
- Awareness and buying behaviour of consumer with special reference to cuckoo appliances
- Delhi

DEEPENDRA KUMAR
- 26
- B.E (ME)
- ITC Limited
- New product launch at ITC
- Bihar

GOLU SINGH
- 21
- B.Sc (Math)
- Hitachi
- What is consumer behaviour before buying the product and after buying the product of hitachi air conditioning
- Ramghar, Bihar

MOHIT SAINI
- 21
- BBA
- Marico
- A Study on sales and promotional strategy of coco soul and fittify range
- New Delhi
NEHA AGARWAL
- 23
- B.Com
- ITC Limited
- Study on the consumer behaviour towards ITC b natural juices.
  - Kolkata, West Bengal

PAMPI KALITA
- 21
- B.Com
- Marico
- A study on consumer buying behaviour towards cold pressed virgin coconut oil with special reference to Marico Ltd.
  - Guwahati, Assam

SAIJAL
- 21
- B.Com (P)
- ITC Limited
- New Product Launch as well as Line Extension
  - Noida, Uttar Pradesh

M VENKAT SUNNY
- 24
- B. Tech (CE)
- Quick Ride
- Consumer behavior and promotional activities of quick ride
  - Hyderabad, Telangana

VIPUL AGRAWAL
- 22
- BBA
- L2L International
- B2B food supply through Cloud kitchen.
  - Saraipali, Chhattisgarh

YOGESH GOYAL
- 23
- B. Tech (CE)
- PropTOQ(360 realtors)
- Branding Strategy: Creating and Implementation Social Media Strategy for PropToq
  - Delhi
<table>
<thead>
<tr>
<th>Name</th>
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<th>Education</th>
<th>Summer Training</th>
<th>Project Title</th>
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<tr>
<td>Darpan BariK</td>
<td>23</td>
<td>B. Tech (Biotech)</td>
<td>Birla Corporation Ltd.</td>
<td>Composite cement and road ahead of mp birla cement</td>
<td>Kolkata, West Bengal</td>
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<td>Divya Rani</td>
<td>22</td>
<td>BBA</td>
<td>ITC Limited</td>
<td>A study of sales strategy and market development for new product Launch in ITC B-NATURAL</td>
<td>Noida, Uttar Pradesh</td>
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<td>Lakhya Jyoti Sairka</td>
<td>23</td>
<td>B.Com</td>
<td>Hitachi</td>
<td>Consumer Buying Behaviour towards Hitachi Air Conditioner</td>
<td>Tezpur, Assam</td>
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<td>Neha Bhati</td>
<td>23</td>
<td>Mass communication</td>
<td>Hitachi</td>
<td>Customer preference and buying decision behaviour towards hitachi Air conditioner</td>
<td>New Delhi</td>
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<td>Nidhi Bhati</td>
<td>23</td>
<td>HM</td>
<td>ITC Limited</td>
<td>Buying Behaviour of customer</td>
<td>New Delhi</td>
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<tr>
<td>Pavani Kumbar Sharma</td>
<td>23</td>
<td>B.Com</td>
<td>Marico</td>
<td>product development: a detailed study of opportunity and challenges with respect to coco soul cold pressed virgin coconut oil</td>
<td>Siddharth Nagar, Uttar Pradesh</td>
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<tr>
<td>Pranali Telrandhe</td>
<td>23</td>
<td>B. Sc. (Biotechnology)</td>
<td>Hitachi</td>
<td>Consumer buying behaviour towards Hitachi AC and it’s competitors</td>
<td>Nagpur, Maharashtra</td>
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<td>Syeda Sepha Ahasan</td>
<td>21</td>
<td>B.A (H)</td>
<td>ITC Limited</td>
<td>Impact Of Celebrity Endorsement On Consumer Buying Behaviour</td>
<td>Durgapur, West Bengal</td>
</tr>
</tbody>
</table>
TAJINDER SINGH
- 22
- BBA
- Aditya Birla sun Life Insurance
- Effective marketing on problems identified in insurance sector
- Krishna Nagar, Delhi

UMAR FARUQUE LASKAR
- 23
- B.Com
- ONGC
- Industrial relation analysis of ONGC
- Silchar (Cachar), Assam

YOGESH SINGH
- 24
- B.Com (H)
- For Local.net
- Next Generation Marketing Services (Digital Marketing)
- Delhi

SAKSHI AGRAWAL
- 25
- B. Tech (CS)
- Talbors Automotive Component Ltd.
- Study and analysis of foreseeable future for heat shield in Indian market for Talbros Automotive Component Ltd.
- Ghaziabad, Uttar Pradesh

SHEETAL SHARMA
- 22
- BBA
- ITC Limited
- Customer evaluation criteria of buying juices
- New Delhi

TANMOY SAHA
- 24
- B. Tech (Biotech)
- Meddo Healthcare
- A Research on Meddo with context to analyse market potential of Healthcare sector in Delhi and Gurugram
- Bishalgarh, Tripura

UJJWAL SAHU
- 22
- BBM(IB)
- L2L International
- Market study on potentials of pet food industries
- Jhansi, Uttar Pradesh
ADARSH SINGH RAWAT
- 26
- B. Tech (EC)
- 360 Realtors
- Study Of Broker’s Perception Towards Digital Marketing In Reference To Real Estate Industry
  - Gwalior, Madhya Pradesh

APU KHARA
- 26
- B. Tech (ME)
- L2L International
- An analytical study on configuration of an ideal Indian co-working space.
  - Faridabad, Haryana

AYUSH LIMBA
- 23
- B.Com
- Hitachi
- Consumer Decision Making Process
  - Jodhpur, Rajasthan

GAURAV DAYMA
- 21
- B.Com (P)
- Hitachi
- A study of customer decision making to purchase AC’s at Hitachi
  - Gurugram, Haryana

KOMAL SAKHUJA
- 21
- B.Com
- ITC Limited
- To study the consumer behaviour towards ITC Biscuits for setting selling strategies.
  - New Delhi

MD ARMAAN ABDIN
- 25
- B. Tech (ME)
- Hitachi
- Comparative analysis of customer buying behavior of Hitachi with it’s competitors
  - Asansol, West Bengal

NEHA SINGH
- 25
- B. Tech (ECE)
- Aditya Birla Sun Life Insurance
- Impact of consumer behavior and marketing trends on marketing communication.
  - Ghaziabad, Uttar Pradesh

PRIYANKU RANI SARMA
- 23
- B.Sc (Geography)
- Marico
- Consume behaviour towards protein shakes with special reference to Saffola Fittify Hi Protein Slim Meal Shakes And its awareness
  - Guwahati, Assam
MARKETING & OPERATIONS

RAGHUNANDAN RAJ
• 22
• B.Sc.(Maths)
• Hitachi
• Customer satisfaction after the sales services of Hitachi
• Dehri, Bihar

RAJARSHI SAHA
• 24
• B. Tech (ME)
• Marico
• New product research: awarness study of new product with respect to coco soul cold pressed virgin coconut oil
• Kolkata, West Bengal

RAJAT BHADANA
• 26
• B. Tech (ECE)
• JCB
• Monitoring and Enhancing the service quality standards for JCB warehouse
• Faridabad, Haryana

RAVI RANJAN KUMAR
• 28
• B.Com (H)
• Hitachi
• Consumer buying behaviour of Hitachi ac
• Patna, Bihar

SUVIR NAIK
• 26
• B.Sc (Hospitality & HM)
• Dreamkats
• Study of consumer behaviour towards online purchases (sports goods)
• Mumbai, Maharashtra
INTERNATIONAL BUSINESS & MARKETING

DEEPANSHU VARSHNEY
- 23
- BBA
- Absolute Webtech Pvt. Ltd.
- Study of consumer perception about absolute books
- Chandausi, Uttar Pradesh

HARSH VARDHAN DIXIT
- 22
- B. Tech (ME)
- Audi
- Customer satisfaction after sales service
- Etawah, Uttar Pradesh

HIMANK TAWAR
- 21
- B.Com
- Tiitan Holding India Pvt Ltd
- Operations in Mobile Device Assembly Company
- Indore, Madhya Pradesh

NUPUR SHAH
- 22
- B.Sc. (Biotechnology)
- Reculta Solutions Pvt Ltd.
- Comparative Analysis of Tier-1 and Tier-2 Management Colleges
- New Delhi

SHIVAM BHALLA
- 22
- B.Com
- Sai Group
- Study of Two-wheeler market of South-east Asia region
- Faridabad, Haryana

NISHA AGGARWAL
- 25
- B.Com
- Azure Skynet Solution Pvt.Ltd
- Analysis on consumer behavior
- Delhi

AGE • EDUCATION • SUMMER TRAINING • PROJECT TITLE • HOME TOWN
INTERNATIONAL BUSINESS & OPERATIONS

B RAVI KUMAR
• 30
• B. Tech (ME)
• Kintetsu World Express
• Warehouse Management
• Visakhapatnam, Andhra Pradesh

DEEPAK REDDY PALLETI
• 23
• B.A
• UrbanDart
• Launching Of New Mobile Payment Application
• Proddatur, Andhra Pradesh

ARUSHI SOOD
• 23
• B.Sc. (Statistics)
• Reliance Retail Ltd
• Impact of intra organisation relationships on effectiveness of the organisation
• New Delhi

PRINCE KUMAR
• 23
• BBA
• Anglian Medal Hunt
• Sports project management
• Sasaram, Bihar

SALIL RAJAN
• 23
• B.B.A (H)
• Microhit technologies LLC
• Application of multi criteria decision making for supplier evaluation and selection
• Delhi

HUMAN RESOURCE & OPERATIONS

DEEPAK REDDY PALLETI
• 23
• B.A
• UrbanDart
• Launching Of New Mobile Payment Application
• Proddatur, Andhra Pradesh
OPERATION & MARKETING

HARSHIT SUMAN
- 22
- BBA
- Hitachi
- Consumer Behaviour towards Hitachi Vs Its Competitors
- Daltonganj, Jharkhand

KAILASH THAPA
- 21
- B.Com (H)
- FedEx Express
- Inbound and outbound at FedEx
- Mewat, Haryana

SIMRAN
- 22
- BBA
- Escorts corporate center
- Recruitment and Selection
- Faridabad, Haryana

HUMAN RESOURCE & MARKETING

ANIRBAN DUTTA
- 22
- BBM
- Davia Human Capital
- A Study of Screening and Recruitment Process in Daiva Human Capital
- Kolkata, West Bengal

HARSHITA JOSHI
- 23
- B.Com
- Meddo
- Manpower planning in a startup
- Almora, Uttarakhand

KAJAL SRIVASTAVA
- 23
- B.Com
- TCL
- Talent acquisition and management
- Lucknow, Uttar Pradesh

KOMAL AGGARWAL
- 23
- B.A (Eco & OMSP)
- Jackson
- Attrition management & it’s impact on the performance of the organization
- Faridabad, Haryana
NEHA SHARMA
- 27
- B.Sc. (PCM)
- Sterling & Wilson Solar Ltd.
- Talent Acquisition process at Sterling and Wilson Solar Limited
- Noida, Uttar Pradesh

NIKITA
- 23
- BJMC
- Coal India limited
- Performance appraisal: a study of CIL
- Kolkata, West Bengal

RAKHI KUMARI
- 23
- B.Sc
- Ramada Gurgaon central
- Employee Retention
- New Delhi

RIYA WADHVA
- 22
- B.Sc. (Microbiology)
- ITC Limited
- Effect of packaging on consumer decision making for fruit based beverages
- New Delhi

URVI GUWALANI
- 22
- B.A (H)
- DS Group
- Study of RACI Matrix and SOP making for manpower planning and recruitment & Selection in DS Group
- Noida, Uttar Pradesh

MANISHA AGRAWAL
- 23
- BA
- Lemon Tree Hotel
- Employee Engagement of Lemon Tree Hotel
- Ramkola, Uttar Pradesh

SHONALI MAZUMDAR
- 24
- B. Com
- Escorts Ltd.
- Detail Study on HR Reach Out
- Faridabad, Haryana

• AGE • EDUCATION • SUMMER TRAINING • PROJECT TITLE • HOME TOWN
SNAPSHOT OF SOME OF OUR ESTEEMED ALUMNI SINCE INCEPTION YEAR 1996

<table>
<thead>
<tr>
<th>S.No.</th>
<th>NAME</th>
<th>DESIGNATION</th>
<th>ORGANISATION</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. Jitendra Jena</td>
<td>VP-HR &amp; Corporate Strategy</td>
<td>Relaxo</td>
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<tr>
<td>2</td>
<td>Mr. Niraj Mendiratta</td>
<td>Sr Manager Training-HR</td>
<td>Hindware</td>
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<tr>
<td>3</td>
<td>Ms. Shalini Rath</td>
<td>Talent Acquisition Head</td>
<td>Unitech Wireless Ltd</td>
</tr>
<tr>
<td>4</td>
<td>Mr. Vikram Gandhi</td>
<td>National Manager</td>
<td>TCS</td>
</tr>
<tr>
<td>5</td>
<td>Mr. Amit Bansal</td>
<td>Zonal Head</td>
<td>ICICI Bank Ltd</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Akhil Saxena</td>
<td>Marcom Head</td>
<td>Aircel</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Jatin Bhargav</td>
<td>Vice President</td>
<td>Citi Finance</td>
</tr>
<tr>
<td>8</td>
<td>Mr. Sandeep Kumar Sinha</td>
<td>North Indian Marketing Head</td>
<td>Walmart</td>
</tr>
<tr>
<td>9</td>
<td>Mr. Amarendra Kumar</td>
<td>North Bihar Marketing Head</td>
<td>ETV Network</td>
</tr>
<tr>
<td>10</td>
<td>Mr. Arindam Saha</td>
<td>AVP &amp; Branch Head</td>
<td>ING VYSYA Bank</td>
</tr>
<tr>
<td>11</td>
<td>Mr. Aristo Dutta Gupta</td>
<td>Operation Leader</td>
<td>Genpact</td>
</tr>
<tr>
<td>12</td>
<td>Ms. Paramita Dey</td>
<td>AVPN Quality</td>
<td>Genpact</td>
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<tr>
<td>13</td>
<td>Mr. Rohit Shah</td>
<td>Group Account Director</td>
<td>Mudra Communication</td>
</tr>
<tr>
<td>14</td>
<td>Mr. Shantanu Bhattacharya</td>
<td>Associate Director</td>
<td>Group M</td>
</tr>
<tr>
<td>15</td>
<td>Mr. Sandeep Sinha</td>
<td>Country Manager</td>
<td>Firefox Trek</td>
</tr>
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<td>16</td>
<td>Mr. P.K. Ajith</td>
<td>Area Manager</td>
<td>Sundaram Finance Ltd</td>
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<tr>
<td>17</td>
<td>Mr. Prasun Banerjee</td>
<td>Regional Head</td>
<td>IDBI Guilds Ltd</td>
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<td>18</td>
<td>Mr. Rupesh Kumar</td>
<td>Area Manager</td>
<td>MTS</td>
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<td>19</td>
<td>Mr. Ankur</td>
<td>MD</td>
<td>Career Launcher</td>
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<td>20</td>
<td>Mr. Raman Singh</td>
<td>Director</td>
<td>Mercantile Advertising</td>
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<td>21</td>
<td>Mr. Rajeev Kumar</td>
<td>Project Lead SAP HR</td>
<td>SBI Life</td>
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<td>Mr. Ravindra Kumar</td>
<td>General Manager</td>
<td>Dr. Lal Path Lab</td>
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<td>Mr. Sourabh Goswami</td>
<td>Cluster Head</td>
<td>Reliance Money</td>
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<td>Mr. Ankur</td>
<td>AVP</td>
<td>Copal Partners</td>
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<td>Mr. Prithwish Bhowal</td>
<td>Regional HR</td>
<td>Tulip Telecom Ltd</td>
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<td>26</td>
<td>Mr. Anirban Nandi</td>
<td>JM (SCM)</td>
<td>Kajaria Ceramics</td>
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<td>Mr. Daivesh Dilip Shah</td>
<td>Director</td>
<td>Mercantile Advertisement</td>
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<td>28</td>
<td>Ms. Neha</td>
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<td>ICICI Prudential</td>
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<td>29</td>
<td>Mr. Sourav Mohta</td>
<td>Director</td>
<td>Satyanarayan Ispat Pvt</td>
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<td>30</td>
<td>Mr. Giasuddin Ahmed</td>
<td>Area Sales Manager</td>
<td>Zenith Computer</td>
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“Today, when I look back, I feel proud of my decision to join Asia Pacific Institute of Management (APIM). APIM is a place, where talent is nurtured by great professors, mentors and guides; who have devoted their lives to Corporate and are now in a self-actualization mode to help Yound India. The case study based teaching methodology helps in applying knowledge in the real life situations of the professional life. APIM also helped me learn the art of being disciplined and professional.”

Vishal Srivastava,
Executive Director | Batch 2005-07

Asia Pacific Institute of Management is one of the best place for management students, life at APIM is like a rollercoaster ride with each day bringing in new challenges and learning filled with classroom lectures, guest speaker sessions, workshops etc. It is a place where I learned a lot and which helped me develop myself from an amateur to well qualified personnel. I am grateful to have such at great platform.

Deepak Choudhary
CEO - Audi Delhi | Batch 2001-03

It’s been a while for me in the corporate world as a Human Resource professional and when I look back, all I can say is that APIM definitely has some role to play here. I started my career with Fidelity International (campus placement) as a Talent Acquisition Coordinator and ever since then my life changed. I got a chance to work with some of the best known brands and understand the insights of the recruitment world. I am currently working as the Recruitment Coordinator APAC at MongoDB taking care of the interview process and ensuring to give the best of candidate experience.

As a student, I always questioned myself if I would do well as an HR professional since I was not much of a talkative person but the belief my faculty and the mentors had in me made me go for this and here I am today! APIM is very close to my heart as it gave me two most life changing years of my life . It gave me the platform to shape up this beautiful journey I am enjoying right now.

Nikita Parashar
Recruitment Coordinator | Mongo DB | Batch 2014-16

It really gets tough for me to even imagine my pleasure and success without AIM, the place which has nourished me as an individual and helped me to fulfil my aspiration of experiencing and exploring life in every credible way.

‘Yes! I did it’ - feeling boosts me every time I accomplish a new task at my workplace. Like white colour contains all the colours of a spectrum, AIM is the place which carries all the colours and essence of developing leaders for tomorrow’s world. The course pedagogy was excellent, my two years was full of thrill and excitement. I will always remain indebted towards AIM for embedding all the colours of student life in an indelible corporate learning for me.

AYUSHI GEMINI
Account Manager- Brand Partnerships-Bloomberg|Quint
Batch 2013-15
ALUMNI & STUDENT SPEAK

I am a Mechanical engineer having seven years of rich experience in power sector worked as an assistant manager but then I feel that I have to polish myself as a good manager and enhance my leadership quality. The congenial environment at Asia Pacific has given me numerous opportunities to participate in extracurricular activities and groom my personality. We worked very closely with the college faculty and personally met top professionals from the corporate world. This exposure and learning was supplemented with our classroom lectures. I am exalted to show my gratitude to Asia Pacific for making me a super confident person who is clear about his career goals.

Akarsh Jha
Batch 2019-2021

Being a part of one of the most pioneer B-school i.e. Asia Pacific Institute of Management in itself is an immense pleasure. This is a place where knowledge meets the practical world. The most unique thing here is the faculty members. The teachers are always available for clearing our doubts. The case study methodology of teaching helps us to apply knowledge and generate new ideas. Apart from studies there are many extra co-curricular activities, different clubs, CCR Committee which helps you to gain more confidence in yourself and groom your soft skills to meet the needs of the highly competitive world.

Akshita Sharma
Batch 2019-2021

After completion of my Bachelor’s degree and working in marketing field I realized that I was not satisfied with my own performance because I knew I was capable of more if had more knowledge of what I did and so I decided I should pursue my post-graduation in management and my search brought me to Asia-Pacific Institute of Management. And from the very first day I felt like I belonged here because the faculty member helped me to adapt to the situation very quickly.

Not only that the class atmosphere is so positive that it pushes us to go beyond our current capabilities and explore new heights. I am happy that I decided to come to this prestigious institute which is having a legacy of 23 years and I feel privileged to be a part of it because I know it will help me develop myself as an individual and professional both.

Mradul Baghel
Batch 2019-2021
More than 110 Companies visited for final Placements

125 Offers

30% Students Got Multiple Offers

80% Companies are Multinational in Nature

100% Paid Summer Internship

Industry Wise Companies

- Financial Consulting
- BFSI
- Consumer Durable
- Wellness
- FMCG
- Service
- E-Commerce
- Retail
- HR Consulting
- Shipping
- Automobile
- Power
- Media
- IT Services
- Hospitality
- Insurance
- Logistics
- Manufacturing
- Education
### SUMMER INTERNSHIP-BATCH 2017-19

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OUR PROMINENT RECRUITERS

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<td>ESCORTS</td>
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<td>Goofers</td>
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</table>
OUR PROMINENT RECRUITERS
OUR PROMINENT RECRUITERS
PLACEMENT PROCESS AT AIM

PHASE I
Students profiles and other relevant information are shared with our potential recruiters

PHASE II
The Companies are invited on campus to conduct Pre-Placement talks and to give the details of the roles and profile offered

PHASE III
Companies conduct their selection processes which typically may include Shortlisting, Psychometric and other assessment tests, GD and Personal interviews, following which the final results are announced

PHASE IV
Thank you letters are sent to all the recruiters along with the expression of our commitment to have a long term and fruitful relationships with them

PHASE V
Share the feedback on interviewed aspirants either in the prescribed Asia Pacific Institute format. This shall help us in developing the aspirants further
HOW TO REACH US

Asia-Pacific Institute of Management is just 12 Kms away from the New Delhi Railway station and is around 25 Kms from New Delhi Air-Port. The distance from Inter-State Bus Terminus, Kashmere Gate, New Delhi is around 12 Kms. The location is easily accessible by Delhi-Metro, Bus Taxi and Auto Rikshaw. The nearest land mark is Indrastha Apollo Hospital and Jasola Delhi-Metro Station.