

HORIZON

The Asia-Pacific Newsletter

March 2024

Volume 1 Issue 2



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“we should believe not only in prediction of future but on creation of that future”

Peter Drucker.



Director's Message

Asia Pacific Institute of Management has emerged as fully integrated management institute of higher learning. It is dedicated to develop socially sensitive and ethical managers with sound knowledge of contemporary management concepts. We at Asia Pacific Institute of Management believe in “Learning-Centred Teaching rather than Delivery-Centred Teaching” The Institute fosters and nurtures leaders of tomorrow who are capable of making difference in the society. The institution works very closely with the industry and actively seeks the participation of industry leaders in development of course offerings and to take up research in emerging areas. This also helps us to keep our offerings current and relevant as per the needs of the industry. Education at Asia Pacific Institute of Management is primarily based on three powerful concepts i.e. Creation of Knowledge, Dissemination of knowledge and Application of Knowledge. I am sure that the fresh batch of PGDM students (28th batch) will perform exceedingly well and often cross unmarked terrain in their journey to create new lives for themselves through hard work and sacrifice, making it easy for the future batches to follow in their footsteps.

With Best Wishes,
Dr. M.P. Singh



Ranking

The Times Business School Ranking Survey [27 th February 2024, The Times of India] have ranked this institute positively across various categories, particularly in the Asia Pacific region and among private Indian institutions. Here's a detailed analysis:

STRENGTHS:

RANKED



TOP 20 NORTH
B SCHOOLS

RANKED



TOP 50 PRIVATE
INSTITUTE

RANKED



TOP 100
B SCHOOLS

RANKED



TOP 50 B SCHOOLS
- PLACEMENT

□ Regional Standing (16th):

This is a strong showing, placing the institute among the top 20 business schools in North India (assuming North B-Schools refers to North India).

□ Success Among Private Schools (27th):

This signifies a prominent position within India private business schools.

□ National Recognition (39th):

This indicates a good reputation compared to all business schools in India

□ Placement Ranking (47th):

Overall, this institute appears to be well-regarded, especially in the Asia Pacific region and among private Indian business schools.

Library: At a Glance

Library @ Asia Pacific Institute of Management, a one-stop place in meeting your information needs. The Library is well equipped with latest print and non-print resources and state of the art infrastructure. The library is fully computerized with the help of Alice for windows software & Management System with RFID/EM technology. The major focus of the library is online / digital learning, which will allow users to access e-resources. Library is open from 9.00 AM to 5.30 PM Monday to Friday. Library provides the facilities, resources and services that inspire teaching, learning & research. Library staff is committed and proud to support students, faculty and staff by providing essential scholarly resources, user-centered services, inclusive and welcoming spaces. Library encourages and promotes innovation, collaboration, Open access, Open data and Open education resources. Asia Pacific Institute of Management is having one of the biggest libraries of Delhi-NCR. Library provides fully air-conditioned & Wi-Fi enabled world-class learning environment with more than 300 seating capacity. The Library has well-developed book stack, reference section and digital library which makes studying a unique and a lifetime experience.





How to avail library facility

The students, staff and faculty members of the Institute can avail library facilities. They need to register with library as a member by filling the membership form available at the library circulation desk (along with a passport size photograph). Library users are privileged to access e-resources within campus and also outside the campus anytime anywhere. The Library participates in resource sharing to expand resource's access. Library is the member of "DELNET" resource sharing network. Numerous E-Resources can be accessed anytime by the students, faculty and staff members of the Institute. Library offers a large volume of high-quality, unlimited access e-books from top publishers and university presses with EBSCO e-Books. New titles are added to this curated collection on a regular basis. More than 70,000 printed books are available in the library and this number is growing constantly. Over 50 International & National printed Journals & Magazines are accessible in the library premises.





International collaboration – MBA Healthcare with APIM in collaboration with RUDN University, Russia.

Speaker- Prof.Gushchina Yulia

Designation- Deputy Director for International Affairs

Organization- Medical Institute of the Peoples & Friendship University of Russia named after Patrice Lumumba, RUDN University, Russia



Prof.Gushchina Yulia,[Deputy Director for International Affairs of the Medical Institute of the Peoples & Friendship University of Russia named after Patrice Lumumba] visited Asia Pacific Institute of Management, New Delhi for discussion on new perspective in MBA Healthcare program & signing MOU.Prof Yulia was welcomed with flower bouquet by Prof MP Singh, officiating Director, APIM. During the meeting one of the key point was on modification in curriculum towards more practical leaning & exploring placement opportunity in Russia. During her visit to APIM, New Delhi ,India delivered lecture on Trends of Healthcare in Russia. The guest lecture was organized on 24.02.2024 from 11 am to 11.40 am. The students of PGDM Healthcare attended the lecture. The guest discussed about Healthcare system in Russia, how system and practice changes with time, key factors affecting public health, various healthcare program initiated by government, strategies to control current disease & handle future epidemiology. The session was concluded by vote of thanks by Dr Shipra Jha.







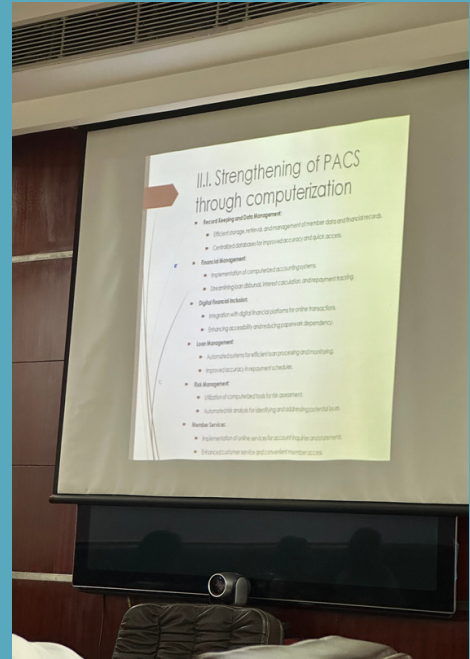
INDUSTRY EXPERT CONNECT

Speaker - Dr. Parfulla Ranjan
Designation - MD & CEO
Organization- Haryana State
Cooperative Apex Bank Ltd



Dr. Parfulla Ranjan MD & CEO Haryana State Cooperative Apex Bank Ltd. delivered lecture on “Trend Analysis of Cooperative Banks in India” on 09.03.2024 at 01:10 PM to 2:20 Pm. Along the PGDM BFS students PGDM General, Marketing, Healthcare, HR, Operations students also attended the session. During Dr Prafulla shared the work experience & focused on Cooperative banks in India engagement & initiatives to promote financial inclusion, rural development, and economic empowerment. Dr Prafulla discussed about Key activities including establishing branches in underserved areas, Supporting microfinance and self-help group formation, providing loans and support to farmers, education and Training programs on financial literacy, digital online and mobile banking services, promoting and supporting various cooperative societies, risk management implementation measures, Government Scheme and most importantly on SME Credit by extending credit facilities to small and medium-sized enterprises. Prof. Prafulla also emphasized on implementation & evaluation of financial inclusion and also guided students about the career prospects







Asia-Pacific Institute of Management Participates in "Mera Pehla Vote - Desh Ke Liye"

The future of a nation lies in the hands of young people. Asia-Pacific Institute of Management knows this well. Recently, the school joined the "Mera Pehla Vote - Desh Ke Liye" campaign. The campaign urges young, first-time voters to take part in the voting process. The campaign is a great initiative by the Election Commission of India (ECI) and Prime Minister Narendra Modi is actively engaged. It stresses the importance of young voters in shaping the nation's future. The institute organized this event to help students get involved, aware, and educate them to be responsible voters.





"Mera Pehla Vote - Desh Ke Liye" with APIM

1. The events began with a pledge-taking ceremony. Students enthusiastically gathered to take the "Mera Pehla Vote - Desh Ke Liye" pledge. They promised to uphold democratic values and take part in elections.
2. After the pledge, the "Mera Pehla Vote - Desh Ke Liye" quiz on Indian democracy was organized for all students. The quiz tested the student's knowledge of Indian democracy, the Constitution, and voting rights. It planned to advance learning and decisive reasoning among the students.
3. The feature of the campaign was the photograph session. The students of APIM gladly showed their inked fingers in the wake of making the vow and taking part in the test. This represented their commitment to practicing their democratic privileges and voting rights. The photograph corner encapsulated the campaign impeccably.
4. The school additionally advanced the campaign via social media. With this, APIM anticipates empowering others to make the pledge and join the quiz. This is expected to bring awareness and insights among students and viewers, as well as encourage a feeling of a single community among youthful electors.



The Qualities We See

By partaking in the Mera Pehla Vote - Desh Ke Liye" crusade, the Asia-Pacific Institute of Management has set a genuine model for other foundations. The campaign fills in the fact that the eventual fate of our country depends on our leaders as well as on the educated and capable support of its youth. In the wake of following the Mera Pehla Vote - Desh Ke Liye this drive shows:

-
- **Educated and Enabling Youth:** By participating actively in the pledge, quiz, and photo session, the ECI through educational institutions gave a stage to students to find out about their democratic freedoms as well as engaging them to settle on informed decisions.
 - **Advancing Commitment:** The campaign enthusiastically helped the students to take part in the democratic process. This instills a certain sense of responsibility among the young.
 - **Building A Feeling Community:** The event created a sense of community among youthful citizens, joining them towards a shared objective.



"Mera Pehla Vote - Desh Ke Liye" with APIM

The outcome of the APIM cooperation in the Mera Pehla Vote - Desh Ke Liye campaign by ECI shows the significant job educational establishments can play in forming dependable residents and reinforcing the rights of citizens. We can hope that more educational organizations follow and engage youngsters to make their voices heard and add to building a more promising time to come for our country as the country plans for the elections. Jai Hind!







*"Democracy is not just a right,
it's a responsibility." Nehru*

**VOTE
INDIA**



*"Democracy is the government of the people,
by the people, for the people."
- Abraham Lincoln*

**VOTE
INDIA**



*"Democracy is not just about voting, it's about
ensuring that people's voices are heard."
Dr. atistics.Fm BR Ambedkar*

VOTE INDIA



*India is the 'Mother of Democracy'
and a 'Model of Diversity'*

**VOTE
INDIA**



*A democracy can't succeed
without people's participation.
'MyGov' empowers the people of
India to contribute towards Surajya.*

VOTE





Enrichment of Academic Experts

Specialized in Marketing Dr. Priyanka Yadav



Dr. Priyanka Yadav, a dedicated academician and accomplished researcher, obtained her B.Com (Hons) from Delhi University's North Campus in 2017, followed by an M.Com from Indira Gandhi University, Rewari, Haryana, in 2019. She achieved NET JRF in December 2019, propelling her into advanced academic pursuits. In 2020, she commenced her doctoral studies at Banasthali Vidyapith, focusing on "A Study on The Acceptance of Digital Payment Revolution: A Comparative Study between Rural and Urban Areas of Haryana" in 2024. Dr. Yadav's scholarly endeavours extend beyond the classroom, as evidenced by her active participation in numerous national and international conferences, where she shares valuable insights. Her commitment to education is further demonstrated through her roles as a visiting faculty member at Banasthali Vidyapith and IBS, ICFAI Jaipur, where she instructed courses encompassing Business Strategy, International Business, Marketing Management, and Managerial Economics. Concurrently, she conducted practical research, leading a project on the Empirical Study on Swachh Bharat Abhiyan, sanctioned by ICSSR, New Delhi, in 2024. Dr. Yadav's contributions to academia are also reflected in her publications in esteemed journals indexed by UGC CARE and Scopus, showcasing her proficiency in statistical analysis tools such as SPSS and AMOS, as well as bibliometric analysis. Her multidimensional approach underscores her unwavering dedication to advancing knowledge and fostering academic excellence.

Enrichment of Academic Experts

Specialized in Healthcare Saugata Banerjee

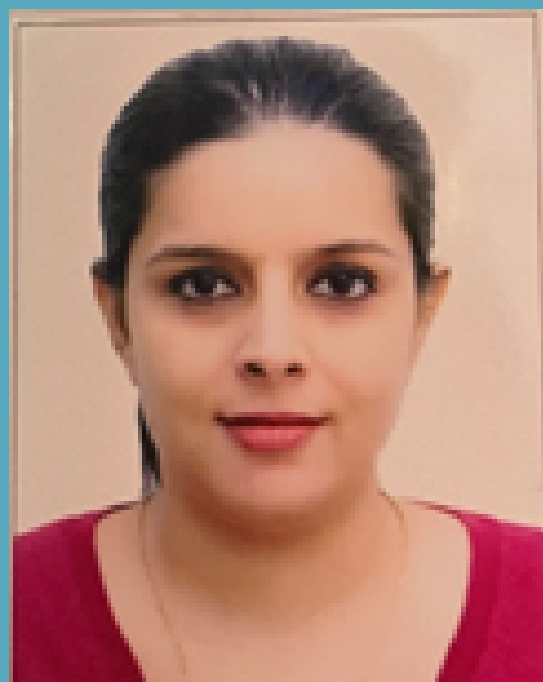


He is an academician with corporate experience. He has a blend of academic, research & leadership experience. He believes in providing quality education through innovation in the existing education system. He has a Post Graduation degree in healthcare & hospital administration and is pursuing a Ph.D. in Management (Healthcare) with multiple International, National research papers & Scopus publications. His area of research and specialization includes International Business Development, Domestic Sales, Healthcare Marketing, Operations, Quality Healthcare Delivery System, and Entrepreneurship. He has exposure as a MOOCS Developer, Author, National Television Speaker, FDP Speaker and Communication & Corporate Trainer. He has been nominated as an Institutional NAAC coordinator, University Quality Team member, Board of Studies Member, CMA Member, CAHO Member, Quality Professional member, IIC Member (MoE, India), Subject-Matter Expert (WB), Former Jt. Secretary Entrepreneurship Development Cell & ARIIA Coordinator. He has been awarded with a Research Innovation Award, International Research Paper Publication Award, KRITI Award, Best Batch Brand Ambassador Award and other appreciation from leading news media like the dailyhunt & The Indian Saga News. As a speaker, he has conducted multiple Expert Sessions, FDPs & seminars on NEP 2020, Bloom's Taxonomy & CO-PO mapping for developing quality education systems in universities & other academic institutions. He has also served as a Professor in-Charge Placement & Internship. He is a dynamic person with a wide range of teaching experience in NAAC A+, NIRF academic institutions and JCI, NABH accredited corporate hospitals.



Enrichment of Academic Experts

**Specilized in Big Data
Dr. Rinki Solanki**



Dr. Rinki Solanki earned her Ph.D. in Mathematics from South Asian University in 2019. With over 2 years of industrial experience in data science at Times Group, with specialization in Data Analysis, Python, Power BI, SQL, Machine Learning, and Data-driven Insights. She leveraged advanced analytics to deliver valuable business insights and strategic recommendations for the media industry. Her research interests encompass Machine Learning, Optimization, Intuitionistic Fuzzy Set, Medical Image Processing, Big Data, and Artificial Intelligence. She is an active member of the IEEE Computational Intelligence and has authored 8 peer-reviewed papers featured in prestigious journals and conferences, including IEEE Transactions on Fuzzy Systems, Applied Soft Computing, IEEE Access, and Multimedia Tools and Applications.



Editorial Desk

We warmly welcome you for the second edition of e-Newsletter of APIM. Editors covered about accomplishments in and insight on the events organized till March, 2024. The editorial desk is thankful to all those who contributed to this edition sharing import highlights with students. We specially want to hear from alums. This is alumni and new aspirants after all. We hope you enjoy reading about them. We are thrilled to express my sincere thanks to the management and faculty for their continued support. As we move forward with exciting newsletter which will serve as a valuable tool to keep everyone informed and connected. "The Communique" will be published quarterly and will feature department news, industry updates, and fun trivia. We'll also be highlighting the outstanding contributions of our team members who work tirelessly behind the scenes. I encourage everyone to stay tuned for upcoming events and announcements! If you have any questions or feedback, please don't hesitate to contact us.

Dr MP Singh
Dr Shipra Jha

EDITORIAL BOARD MEMBERS

Dr. M.P.Singh



Dr Shipra Jha





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Since 1996**

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