



# ASIA-PACIFIC INSTITUTE OF MANAGEMENT

## HORIZON

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**“Coming together is a Beginning, Keeping together is Progress, Working together is Success”**

**– Henry Ford**

### About Asia-Pacific Institute of Management

Top PGDM Institute in Delhi, is approved by AICTE, Ministry of Education, Government of India. Asia-Pacific Institute of Management (AIM) was established in 1996. With the sprawling and lush green campus, located at Jasola, New Delhi, AIM is fast growing management school with a mandate to contribute to building knowledge capital of the country, by providing world class value based and proactive professionals.

Asia-Pacific Institute of Management runs Post Graduate Diploma in Management, two-year full-time programme, approved by AICTE. A PGDM programme has been designed in such a way that the students get a right blend of strong theoretical foundations, analytical skills, and their applications to the functional areas of Management. AIM PGDM strives hard to develop well rounded management graduates who could made the demands of management in the present-day business environment. The Institute on consultation with industry experts has, therefore, introduced several structural changes in the curriculum of PGDM as per the latest requirement of Industry and Business. The Institute provides industry exposure through conferences, industrial visits, internships, seminars, guest lectures and international immersion programmes. It has a strong interface with the industry.

Finally, AIM PGDM aims at augmenting better globalization of management concepts, tools, and techniques through real life experiences. It complements efforts to further augment holistic, perspective, multi-disciplinary orientation, and integrative skills essential to become a practical manager.

## Orientation cum Industry Connect Programme

Asia-Pacific Institute of Management conducted an Orientation Programme from 2nd August 2021 to 5th August 2021 for the fresh batch of PGDM 2021-23. The students were formally welcomed and introduced to the culture, mission, and vision of the Asia-Pacific Institute of Management.

The intellectual capital from industry shared their journey and experience with the students and advise them about being good industry leaders with qualities like self-disciplined and punctuality. Towards the end, the Director of the Institution, Prof. M. P. Singh addressed the students and advised them to develop clarity about

their future goals, stay focused and start working from Day 1 to fulfill their career dreams. He exhorted the students to make maximum use of the knowledge resources, be it faculty, computer center, library, or the innovation lab. The Orientation cum Industry Connect programme focused on giving the students insight into the various sectors they are likely to choose from in their careers and prepare them with the required information.

**“A team is successful only when they have a common goal. Not only does this goal need to be set, but it also has to be communicated to each team member”**

**- Laura NoodaPera**





## Glimpses of Orientation cum Industry Connect Programme







ASIA-PACIFIC INSTITUTE OF MANAGEMENT  
New Delhi

## ASIA-PACIFIC INSTITUTE OF MANAGEMENT, NEW DELHI INDUSTRY COUNCIL



**Dr. Dinesh Kumar Likhri**  
Director  
J.P. Power Venture Limited  
24, Healer, 63, Bhattar Lane,  
Vasant Vihar, New Delhi - 110017



**Mr. D. Singh**  
Chairman & Managing Director  
PSC, India Limited  
Plot No. 1257, Vasant Vihar, New Delhi - 110028



**Mr. Rakesh Verma**  
Vice President  
SIEMENS  
SIEMENS India Ltd.  
SIEMENS House, A-36, Ground Floor,  
Vasant Vihar, New Delhi - 110044



**Mr. Mayank Shrivastava**  
Managing Director  
Corporate Banking Group  
ICICI Bank Limited  
ICICI Tower, 1000, Phase, Pragati Vihar,  
Vasant Vihar, New Delhi - 110001



**Mr. Sanjay K. Rastogi**  
Managing Director  
GVFL  
1st Floor, Preeti House, Anand,  
Vasant Vihar, New Delhi - 110025



**Shree Parthasarathy**  
Managing Partner  
Grand Thornton  
Grand Thornton Group LLP, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000



**Mr. Gautam Pande**  
Vice President  
GreyOrange  
GreyOrange, Gurugram  
National Highway 4, Sector 34,  
Business Towers, Block A, Sector 34,  
Gurgaon, Haryana 122004



**Mr. Anand Mishra**  
CEO  
Vedion Pvt. Ltd.  
Vedion Pvt. Ltd., 11, Sector 34,  
Gurgaon, Haryana 122004



**Ms. Nisha Jais**  
Chief of Customer Strategy  
Facebook India  
Facebook India, 11, Sector 34,  
Gurgaon, Haryana 122004



**Mr. A. K. Shrivastava**  
Chairman  
Asia Pacific Institute of Management  
100, B-Block, Institutional Area,  
Jasola, New Delhi, Delhi 110025



**Dr. M.P. Singh**  
Director  
Asia Pacific Institute of Management  
100, B-Block, Institutional Area,  
Jasola, New Delhi, Delhi 110025

<p><b>Dr. Dinesh Kumar Likhri</b> (Leadership &amp; Transformation Coach) Strategic Advisor to Jindal Stainless Steel and Sunflag Steel Companies Nominated director in BJCL (A cement JV between SAIL &amp; JAL), Director Jaiprakash Power Limited and Director Supreme Engineering</p>	<p><b>Mr. Rakesh Verma</b> Director &amp; Partner, GRIP Global Pte Ltd, Singapore Certified Project Management Professional (PMP) from PMI, Houston</p>	<p><b>Mr. Gautam Pande</b> (Vice President-Strategic Initiatives, GreyOrange, Gurugram) B.Tech in Aerospace Engineering, IIT Kharagpur MBA (Strategy &amp; Finance), ISB, Hyderabad Harvard University Executive Program (Ecommerce), Naspers</p>
<p><b>Ms. Shivangi Banerjee</b> Ph.D. (Linguistics), JNU, New Delhi Fulbright Foreign Language Teaching Assistant, IIE, USA M.Phil (Linguistics), University of Delhi</p>	<p><b>Prof. (Dr.) Dhruv Sood</b> Partner, Indo Realistic Management Consultants LLP 2010 - 2016 - General Manager - Bharat Impex (International Business : Latin America, Europe &amp; Gulf) Currently Visiting Faculty at IIFT Delhi MBA - IIFT, International Business, New Delhi - 2004 - 2007</p>	<p><b>Prof. (Dr.) Sanjay Kumar</b> Last Position Held: General Manager In-Charge Business Planning Steel Authority of India Ltd. (1988-2019)</p>
<p><b>Mr. Sunil Bhatia</b> Ex-Director Finance of Engineers India Limited Fellow member (The Institute of Cost Accountants of India)</p>	<p><b>Prof. (Dr.) Rakesh Seth</b> Chief HR Mentor engaged in Strategic HR, Leadership and Management Development. Founding Director of International Consulting Professional Institute, India. Worked with many large and well-known business houses: TATA, THAPARS, ANANDS, SHRIRAM-HONDA</p>	<p><b>Prof. (Dr.) Vivek Kumar</b> Management Consultant B.Tech (Electrical Engg.), IIT Roorkee MBA, University of Delhi</p>
<p><b>Prof. (Dr.) Satinder S. Juneja</b> Head Corporate Marketing (L&amp;T Infotech) Member NASSCOM Special Interest Group for Sales &amp; Marketing Digital and Social Media Marketing, Indian School of Business (ISB) PGDBM (Specialization in Marketing &amp; Business Strategy), IMT</p>	<p><b>Prof. (Dr.) Sanjeev Sharma</b> Last Position Held: Director (Finance), Mazagon Dock Shipbuilders Ltd Chartered Accountant, The Institute of Chartered Accountants of India B.Com (Hons), SRCC, University of Delhi</p>	<p><b>Ms. Nilanjana Basu Kaul</b> Language service facilitator for APEDA, MPEDA, SHEFEXIL, Escorts Agri Machinery Ltd., Maruti Udyog Ltd. UGC Certification for proficiency in Russian language for teaching, from Central Institute of English &amp; Foreign Languages (CIEFL), Hyderabad</p>



## ORIENTATION AND INDUSTRY-CONNECT PROGRAM

(An Industry-Focused Management Orientation for PGDM Students)

From 2<sup>nd</sup> to 5<sup>th</sup> August 21



## Independence Day Celebration

Asia-Pacific Institute of Management celebrated the 75<sup>th</sup> Independence Day with all enthusiasm. The event began by hoisting the national flag by Shri A. K. Shrivastava, Honourable Chairman, AIM, and Dr. M. P. Singh, Director, AIM. The flag hoisting was followed by the national anthem which resonated with pride across the premises of the AIM campus. The cultural program presented by the students of PGDM 2<sup>nd</sup> year added more colour to the Independence Day Celebrations. The celebration concluded with a photoshoot and sweets distribution to the participants of the event.





## Environmental Policy at AIM

The Institute's vision has been to ensure quality education and to provide broader professional education sustainable ecosystem. The Environment Policy 2020 is in line with this vision. Education is not complete without its application in real life; and to apply anything in life, one must understand the process of life. Environment is the basis of life and therefore, its protection and conservation is an important part of education.

A large part of the emission in the environment, are caused by manufacturing of products. It is therefore the responsibility of the future managers to promote designs that are more environment friendly. As global citizens, it is the responsibility of the next generation to increase the natural resources to reverse the climate change. Being committed to the cause of environment, following initiatives have been proposed to be undertaken by AIM-

- Mandatory non-credit course on environment science
- Universal Human Values course highlighting values and connecting Homo sapiens with the nature and environment
- Smart India Hackathons solving environmental challenges
- Each one Plant one
- It is a step to ensure a safe and prosperous future for the next generation.
- The Policy is in line with the vision 2030 of the Government.
- There have been initiatives in the past for engaging students with activities related to conservation of environment and there will be more initiatives in the coming times.





## PROMINENT RECRUITERS



## Our Placements

More than **1150**  
companies visited  
for Final placements

**195** Offer

**30%**  
students got  
multiple offers

**80%**  
companies are  
multinational  
in nature

**100%**  
paid summer  
internship

## Entrepreneurship Cell at AIM



India has declared 2010-20 as the "Decade of Innovation". The Government has stressed the need to enunciate a policy to synergize science, technology and innovation and has also established the National Innovation Council (NIC). The aim is to go beyond R&D laboratories and factories to offer novel solutions that lead to inclusive growth for the people and by the people; foster appropriate ecosystem across domains and sectors to strengthen entrepreneurship; focus on key drivers to ensure scalability, sustainability, durability, and quality and expand the space for dialogue and discourse on innovation. Hon'ble President, Ram Nath Kovind has exhorted the academia to set up National Innovation Clubs in every University and college. The clubs will promote inclusive innovations by linking the creativity in formal and informal sector. In this context, AIM wants to establish Entrepreneurship Cell under its Innovation Club & Incubation Club in our college to harness the creative potential of youth. Each Department/School under AIM must form a team of students and faculty members to set up an AIM Innovation Club.





## XXIII Convocation

The Asia-Pacific Institute of Management (AIM) will host its 23rd convocation ceremony on October 09, 2021. The ceremony will award degrees to the students who have graduated from the institute in 2018-20 and 2019-21. The convocation will be streamed live from 9:30 am on the AIM website - [www.asiapacific.edu](http://www.asiapacific.edu)

Ms. Geeta Mittal, Hon'ble Former Chief Justice, J&K will be the chief guest and Dr. Danish Kumar Likhi, Director, JP Power Venture Limited will be the guest of honour at AIMs convocation ceremony. Ms. Geeta Mittal will deliver the AIM Delhi's 23rd convocation address. The convocation will award the degrees to the 2018-2020 and 2019-2021 PGDM graduating batches. The AIM convocation in its 23rd edition will confer degrees to a total of 164 participants.



We Shape Futures  
Since 1996

ASIA-PACIFIC INSTITUTE OF MANAGEMENT  
New Delhi



## XXIII CONVOCATION

PGDM Batches 2018-20 & 2019-21  
Saturday, 11<sup>th</sup> September, 2021

**Chief Guest**

**Mrs. Geeta Mittal**  
Hon'ble Former Chief Justice  
Jammu & Kashmir

**Guest of Honour**

**Shri (Dr.) Dinesh Kumar Likhi**  
Director, JP Power Venture Limited





## Alumni

Since its inception in the year 1996, Asia Pacific Institute of Management (AIM), New Delhi has grown and developed in multidimensional ways. The growth of this institute can be judged by its invincible existence in the management field and producing a highly qualified management student. Since the foundation year, it has graduated thousands of management professionals, which now have grown into a highly active and wide network of over 6720+ alumni around the world. They are well settled in their life and leading successfully in various organizations at the different part of the world. We are extremely proud to announce some of the major activities of the alumni, and how they remain connected with us still now. AIM organizes various events and alumni, by invitation, visit the college campus to motivate and encourage the current year batch students with their wisdom and knowledge which they have acquired till now from the working space. The Alumni always remain emotionally attached with the college and the faculty. They always like to see their college shining in every department. College management team gets regular feedbacks from them, regarding changes to make in curriculum or for any new inclusion in it. Many alumni have reached top-level designation in the working hierarchy, and many have started their own business. They have set a good example of our college in the outside world for producing quality management students. These examples help to increase the salary offered by the companies to the current batch students. This institute has set up a healthy tradition of honouring and felicitating the distinguished alumnus at special function every year during the farewell function for outgoing students.





## Our Notable Alumni



**Vishal Srivastava**  
Associate Partner-Corporate Intelligence  
Grant Thornton Bharat LLP  
Batch : (2005-2007)



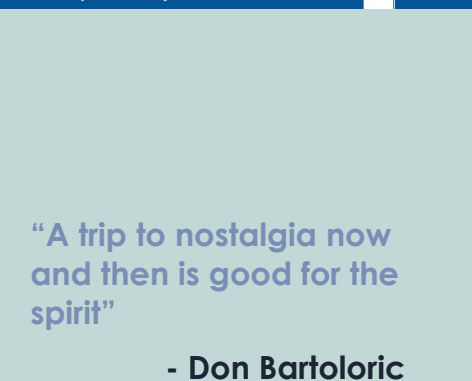
**Gourango Singha**  
Director  
P&G Geohazard Solutions Pvt. Ltd.  
Batch : (2000-2002)



**Deepak Choudhary**  
CEO  
Audi Delhi West & Noida  
Batch : (2001-2003)

**“Success of school is measured by the contribution the alumni make to our national life”**

**- J. Kennedy**



**“A trip to nostalgia now and then is good for the spirit”**

**- Don Bartoloric**



**Araktim Saikia**  
HR Business Partner  
Jubilant Life Sciences  
Batch : (2001-2003)



**Asha Giri**  
Assistant VP  
Markit  
Batch : (2005-2007)



**Praveen Dabas**  
Zonal Head - North  
Godrej & Boyce Mfg. Co. Ltd.  
Batch : (2007-2009)



**Amit Paliwal**  
Group Manager  
WNS Global Services  
Batch : (2008-2010)



**Kapil Mangtani**  
Associate Director  
NTT DATA Americas  
Batch : (2002-2004)



**Vipender Chauhan**  
Manager  
Union Bank of India  
Batch : (2005-2007)

**“She was the classroom that taught me so many lessons. I was just another alumni”**

**- The World Architect**



# Best B-School Ranking 2019



November 2019 Edition

## Best Business School Rankings 2019

**7th**

Amongst all B-Schools  
in Delhi Only

**9th**

Amongst all B-Schools  
in Delhi - NCR

**7th**

Amongst all B-Schools  
in North Zone of India

**13th**  
In Placement

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

Including IIM, FMS - DU, & Pvt. B-Schools

business today  
November 2019 Edition

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

## Approvals and Accreditations



All India Council for  
Technical Education India  
**AICTE**



PHD Chamber of  
Commerce and Industry  
**PHDCCI**



Confederation of  
Indian Industry  
**CII**



All India Management  
Association  
**AIMA**



The Institute of  
Management Accountants  
**IMA**



The Federation of Indian  
Chambers of Commerce &  
Industry **FICCI**



The Associated Chambers of  
Commerce and Industry of  
India **ASSOCHAM**



The National HRD  
Network  
**NHRDN**



The Association of Indian  
Management Schools  
**AIMS**



India-CIS Chamber of  
Commerce and Industry  
**CIS**



## Lean Manufacturing: In the Technological era

By: Shubham Gupta (PGDM, Term-I)



In this era, where Technology, Automation and Advanced Machineries are in account of manufacturing process, but shortage of time can be mostly faced while manufacturing products. Today, we have everything from single chip to laptop, coin to card and cycle to plane, but no time. Therefore, to avoid or reduce such wastes in terms of time and to increase production, now organizations started focusing on lean manufacturing concept. Lean Manufacturing is a process which focusses on time reduction and waste reduction to increase productivity with better quality. Lean Manufacturing includes various tools that helps in improving the efficiency. These consists of:

1. Value added activities: These activities are responsible to increase the quality of a good for which consumers are willing to pay. For example, to purchase a car a customer is willing to pay a card viewing the comfort of the car, reduced lead time.
2. Non-value added Activities: Those activities which do not account for increasing the worth of the products that is to be delivered. The consumers are not willing to pay for such activities.

So, these two activities play a vital role in Lean Manufacturing to reduce lead time and increase productivity.





## Students @ AIM

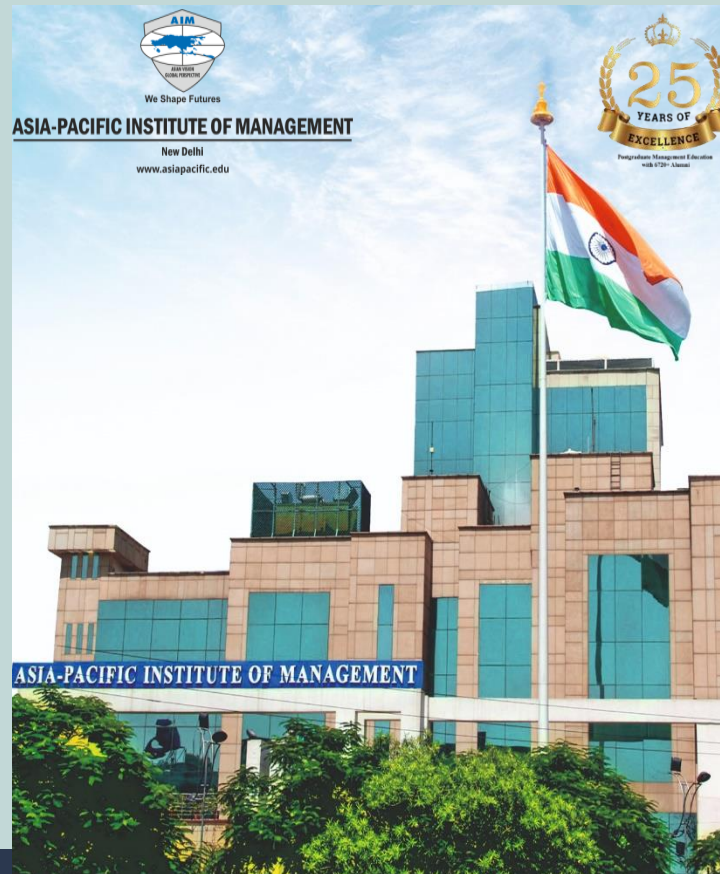




## Editorial Desk

We are happy to present you the first edition of Newsletter issue of the Asia-Pacific Institute of Management, New Delhi quarterly newsletter. The institute witnessed numerous events including the induction and Industry Connect programme for the fresh batch of PGDM 2021. Apart from various interesting and engaging guest talks, expert lectures were the major highlight of the induction programme.

The institute is looking forward to host an International Conference on Sustainable Development in the month of January 2022. The institute has also constituted an Industry Council comprising top Industry experts of the country with an aim to strengthen the industry-academia relationship. I place on record my sincere thanks to my team for compiling the newsletter. Looking forward to yet another eventful quarter.



## Editorial Board

### Editor in Chief

Dr. M. P. Singh



### Associate Editor

Ms. Shweta Sharma







**We Shape Futures  
Since 1996**

**For Admissions Contact**

-  **admissions@asiapacific.edu**
-  **www.asiapacific.edu.**
-  **Ph :8510040000, 7042893402 Toll Free : 1800113334**