

# ASM CONNECT

ASM Group of Institutes: IBMR | IIBR | ICS | IPS | IMCOST | CSIT | GEMS

YOUR NEWS. YOUR VIEWS.

## INTERNATIONAL INTERNSHIP IN USA & MEXICO

With the rapidly increasing activity of global business, students need more than just theoretical knowledge of international markets. This is where practical education prepares the students to understand socio-economically diverse nations. Through overseas study tours, students gain exposure to the cultural, social, industrial, historical and financial aspects of foreign nations. Recognizing this need, the ASM Group's Institute of International Business and Research (IIBR) conducts international study tours to countries leading in global business. Recently, an overseas study tour program was conducted for IIBR's PGDM students to USA and Mexico. The 18-day program included short-term certificate courses at the University of San Diego, USA, CETYS University, Mexico, and City University of Seattle, USA, as well as visits to industries and places of tourist attraction, to study the economy and culture of the country.



ASM'S IIBR PGDM STUDENTS VISITED THE BOEING'S EVERETT FACTORY IN SEATTLE .

As a part of the curriculum, the students of IIBR participated in a certificate course at the University of San Diego, City University of Seattle in the United States of America, and CETYS University in Mexico. The students of ASM's IIBR got the opportunity to learn from the faculty members of these universities. This was followed by 2 weeks of industrial exposure in the field of their choice.

Along with universities in USA and Mexico, such programs are organized with universities in Germany, Poland and Singapore as well. Since these universities have collaborative arrangements globally with 36 countries and more than 8000 industries, these programs provide the students with exposure to global business, making them globally-ready professionals.

Students of ASM's IIBR-PGDM who demonstrate a high level of academic achievement and a high degree of professionalism receive practical training through internships in a foreign country. Participation certificates are distributed to the students post their internship. Recently, our students visited San Diego and Seattle in USA., and Ensenada and Tijuana in Mexico.





# INTERNATIONAL INDUSTRY VISITS



## ASM STUDENTS VISIT TO INDUSTRIES IN USA AND MEXICO



The students stayed at the Best Western Seven seas hotel in San Diego. At the University of San Diego, they toured the campus and attended seminars by the professors of the university. They also visited significant tourist attractions in and around San Diego like the SeaWorld, The Old Town San Diego State Historic Park, Coronado's beach, Balboa Park, San Diego Zoo. The students witnessed the celebrations of the festivals of "Day of the Dead" and "All Hallows' Day". The students travelled from San Diego, California, USA, to Ensenada,



Mexico. The ASM Group and CETYS University have a long-standing academic collaboration, which initiated in 2007, and have collaborated on various joint research activities, faculty and student exchange programs. The students attended various seminars at the CETYS University. Dr. S.B. Mathur interacted with the software and computer engineering students of CETYS University, informing them on the IT and ITES Industries of India. In Seattle, the students began their tour with visiting the campus of the City University. Industrial visits to



L.A. Cetto, one of Mexico's largest wine producers, Fender Musical Instruments Corporation factory, ICU Medical De Mexico, Coca-Cola factory and Boeing's Everett factory gave an insight into the working of leading companies in the international markets. The students visited Space Needle, which is an observation tower, a tourist spot, a landmark as well as a symbol of Seattle. IIBR'S PGDM students were awarded a 'Certificate of Participation' by the university, for taking part in the study program.

## THAILAND VISIT

An international study tour to Thailand was organized for the students of ASM to provide them the opportunity to gain exposure to a culturally and socio-economically diverse country. On their trip, the students visited various universities and industries in Thailand.

The students began their tour by visiting the Asian Institute of Technology (AIT), where they attended lectures delivered by the faculty members of the institute, and also interacted with the students of AIT.

Next, they visited the University of Thailand, as well as the Thai Chamber of Commerce, interacting with the officials of the chamber.

The students also visited various markets and malls of Bangkok, including the famous Indira Market, Platinum Fashion Mall, Pantip Plaza (an indoor IT shopping mall) and Siam Paragon Mall, as well as the Gem and Jewellery center, where the students witnessed the various manufacturing processes of gemstones and jewellery.



# ASM SIGNS MOU WITH CETYS UNIVERSITY-MEXICO, SINGAPORE-SINGAPORE AND CITY UNIVERSITY-SEATTLE, U.S.A.

## ASM signs MOU with City University of Seattle, USA in November 2013 ASM provides more foreign educational opportunities for IIBR PGDM Students

The Audyogik Shikshan Mandal (ASM) Group of Institutes Pune signed a Memorandum of Understanding with City University of Seattle, USA, CETYS University, Mexico, and Marketing Institute of Singapore, Singapore. The MOU has been signed in an effort to increase opportunities for academic excellence. The MOU will provide an opportunity for the PGDM students of ASM's Institute of International Business and Research (IIBR) as they will be a part of the Overseas Exposure Program.



Dr. Steven Olswang, Provost, City University of Seattle and Dr. S.B. Mathur, Director General, ASM's Institute of International Business Research signing the MOU.



Dr. Sandeep Pachpande, Chairman-ASM and Dr. Fernando Garcia, President CETYS University signing the MOU.



Prof. Vincent Guak, Director-Marketing Institute of Singapore and Dr. Sandeep Pachpande, Chairman-ASM signing the MOU.

## FACULTY EXCHANGE

ASM conducts various faculty exchange programs, in which ASM faculty members share their expertise and knowledge with the students of various foreign institutes and universities, and faculty members of foreign institutes and universities visit ASM students for the same. Recently, Dr. Subodh Joshi, a faculty member of ASM's IIBR, visited CETYS University, Mexico, to deliver lectures to the students. He spoke about the growth of the economic environment in India, various financial institutions of India, wage management and the scope of foreign investment in India.



Dr. Scott Venezia  
Dean, Academics,  
CETYS University, Mexico



Dr. Patricia Valdes  
Dean, CETYS, Mexico



Ryan Ratcliff,  
Assistant Professor,  
University of San Diego



Carsten Zimmermann  
Assistant Professor,  
University of San Diego



Prof. Volker Ihle  
DHBW - Cooperative  
State University  
Karlsruhe, Germany



## INTERNATIONAL VISIT TO SINGAPORE

In the pursuit of excellence, ASM's IIBR, under its initiative of "Global Academic Collaboration", had organized a visit to Singapore in the month of February. The final year PGDM students (2011 - 2013) batch had interactive sessions at the Marketing Institute of Singapore and Singapore Human Resource Institute, where the students attended various seminars and gained in-depth knowledge on culturally diverse marketing strategies.



# INDUSTRIAL VISITS

## INDUSTRY VISIT

The ASM Group of Institutes believes Industry-Institute interaction helps reduce the knowledge gap between industry and academia. Every year IMCOST organizes industrial visits across different regions of our country for its students. This helps students understand the practical functioning of various industries and their business processes. Recently, IMCOST conducted visits to industries in **Delhi, Agra, Jaipur and Himachal Pradesh**. The students visited industries such as:

1. Havell's Ltd.
2. Dainik Bhaskar
3. Laxmibai Handicrafts Fine Art Pvt. Ltd.
4. Jaipur Textile Federation Complex for Textile & Rural Artisans
5. SRN Electronics Ltd.

## INDUSTRY VISIT TO FORBES MARSHALL

Forbes Marshall has been building steam engineering and control instrumentation for over six decades. A people-centric organization, it is committed to creating a progressive work culture that uniquely puts people first. Students got to learn about the practices followed at the workplaces in Forbes Marshall which were fair, equitable and impartial. The visit helped students learn the production and management functions in a company and the importance of camaraderie at the workplace



FACTORY VISIT TO MAPRO CHOCOLATE FACTORY



## INDUSTRY VISIT TO VOLKSWAGEN

Regular industrial visits are an integral part of the course curriculum at ASM, which provides an ideal opportunity to the students to comprehend the actual implementation of the industry and gain exposure to various work cultures and guidelines followed in the industry. These regular industry visits provide the students with insights into real-life organizational dynamics and familiarizes them with issues of current concern of the industry.



Volkswagen Das Auto is one of the most renowned names in the automobile sector. Prof. Ranjit More & IIBR students visited Volkswagen's Chakan plant, which is wide spread over in 575 acres of land. The facility is the only production plant operated by a German automaker in India that covers the entire production process from press shop through body shop and paint shop to final assembly. It was a fun filled, exciting and knowledgeable industry visit for the students. Here students saw the coordination and teamwork between the workers and got an opportunity to experience assembly line production

## AUTO CLUSTER-AUTOMOBILE EXHIBITION

Auto Plast 2013, an automobile exhibition, was conducted by Auto Cluster in Chinchwad. The students of IIBR helped manage the exhibition by manning registration and individual company counters, escorting guests etc. Through such activities, the students interact with CEO's, Managers, HR heads and senior management executives of leading companies, and gain practical knowledge of the corporate environment and culture.



## GOA INDUSTRIAL VISIT

The students of ASM visited Goa as part of a 3-night-4-day study tour. The students visited the Bisleri bottling plant and Bosch. The students learnt about the processing and bottling of water. Bosch provided details of the customized machinery provided to its customers for packaging of products like Kurkure, Tang, Sun feast, Gemini Oil etc. Apart from the industrial visits, the students participated in various team building activities and sight-seeing.



VISIT TO BISLERI BOTTLING PLANT



VISIT TO BOSCH FACTORY



VISIT TO GODREJ'S HIT FACTORY

## FACULTY INDUSTRY VISIT TO PANCHSHEEL IT PARK

ASM faculty members visited the Panchsheel IT Park as part of an industrial visit. Mr. Baljit Sidhu, VP (IT), gave a brief introduction of Panchsheel, and explained in detail how they use Share Point Software for their internal communications.



# AWARDS



## ASM SUPER ACHIEVERS' AWARDS

The ASM Group of Institutes recognizes the contributions and achievements of individuals in the corporate world by honoring them with the "ASM Super Achievers' Award". The event is attended by some of the most prominent personalities from the industry, and provides the students with a platform to interact with distinguished leaders, enabling them to learn from their experiences and insights.

The recipients of this prestigious award in the 2013 edition were Mr. Lalit Kumar Jain, Mr. M. Radhakrishnan, Ms. Renuka Krishna, Mr. Vasant Shetty and Mr. Ketan Parekh.



Ms. Renuka Krishna, VP,  
Talent Acquisition Group, KPIT Cummins



Mr. Lalit Kumar Jain,  
Chairman CREDAI & CMD, KUL



Mr. Vasant Shetty,  
VP & Country Head, Saama Technologies



Mr. M. Radhakrishnan, MD, Autoline Industries

## MINDSCAPE

The ASM Group of Institutes organizes a unique national level case study competition "Mindscape", where the institute offers self-developed business case studies, national as well as international, to industry giants for a presentation of their resolution of the case studies in front of ASM students and faculty members. This event provides a better business perspective to the students.

ASM has been conducting this event for over a decade, and in the 10th edition witnessed more than 30 participating companies.



Mr. Ketan Parekh, Sr. Manager, Cybage.



Mr. Gururupratap Bopara, CEO Fiat felicitating the winning Team at Mindscape 2013

## H. K. FIRODIA AWARDS

The H.K. Firodia Awards for Excellence in Science and Technology is organized annually by the H.K. Firodia Foundation, recognizing exceptional individual achievements and contributions by Indian scientists in any field of science. The former president APJ Abdul Kalam was the first awarded.

Renowned mathematician M.S. Narasimhan (honorary fellow of the Royal Society, London) and experimental physicist Dipankar Das Sarma (honorary fellow of the Indian Institute of Science, Bangalore) were the awardees for the 18th edition. for the audience.

ASM's IBMR students participated in the award ceremony, and interacted with the awardees and other attending industry stalwarts, along with the guest of honor, Indian chemical engineer, Man Mohan Sharma.

## SOME OF THE PARTICIPANTS OF THE 10TH EDITION WERE:



# EVENTS



## INSIGNIA 2013

Insignia the annual showpiece event, a week-long celebration and inter-collegiate event in which more than 60 colleges participated. Over two days multiple events like street plays, dance competitions, fashion shows, singing competition, movie mania, t-shirt painting, wall painting etc. were organized with almost 3000 plus students as participants.



## MINDSPACE

MINDSPACE is an annual event organized at ASM's IMCOST. The theme for last year was "Back to Future". It is a two day academic event for MMS & MCA students. Eminent speakers from industry share their experiences and knowledge with the students. The students participate in seminars, case study competitions and workshops.

## GENESIS

Genesis is an event held at ASM's IMCOST, which provides the students a platform to showcase their creativity, aimed at de-stressing the students. A fun-filled event with a long list of activities, including indoor and outdoor sports, art, drama, acting, singing, fashion etc.



## SPARKS

Sparks is an annual event held at ASM's CSIT, during which various programs such as sports, fun games, fine arts and performing arts, crafts, music rhapsody, fashion show and cultural shows are organized. The gamut of activities is to ensure that every student comes forward to participate in and showcase at least one sphere where they can contribute confidently.



## PRATIBIMB 2013



ASM's ICS participated in Pratibimb 2013, modeling contest hosted by Mélange Events & Promoters and Deniken EMB.

## UPCOMING EVENTS

**STUDENT EXCHANGE PROGRAM:** 8th - 22nd Jan  
CETYS University students visit on "Asian Studies Program".

**INCON:** 11th - 12th Jan  
An international conference on ongoing research in management and IT.

**INSIGNIA:** 8th - 9th Feb  
An inter-collegiate cultural festival.

**JOB FAIR:** 24th Jan  
A one-day fair for placement activity in association with Govt. of Maharashtra.



# CELEBRATIONS AT ASM



The ASM Group of Institutes regularly organizes events for its students and faculty members, celebrating various national and cultural festivals, as well as many theme-based events, such as Teachers Day, Dahi Handi, Dandiya, Saraswati Pooja, Diwali, Holi, Ganesh Chaturthi, Independence Day, Republic Day, Makar Sankranti, Mis-Match Day, Rangoli, Salad Decoration, Mehendi, Team Building Activity, Freshers Party, Traditional Day, Bus Day, etc.

## EVENTS CONDUCTED DURING OPTIM



- Cricket Competition
- Volley Ball Competition
- Antakshari
- Mismatch Day
- Chocolate Day



- Carom Competition
- Badminton Competition
- Fashion Show (Mr. & Miss Fresher)
- Twins Day



- Chess Competition
- Business –Quiz
- Rose Bidding
- Traditional Day

## TEACHERS DAY



## SARASWATI POOJA



## FAREWELL



## DANDIYA



## REPUBLIC DAY



## RANGOLI



## TRADITIONAL DAY



## HOLI



## MIS-MATCH DAY



## INDEPENDENCE DAY



## DIWALI



## OUTDOOR TEAM BUILDING ACTIVITY



## FRESHER'S PARTY & DJ NIGHT



## MUSICAL EVENING

Santoor & Tabla by Pandit Dhanayanjay and Pandit Charudatta Phadke



## GANESH CHATURTHI



## MEHENDI



## DAHI HANDI



## FACULTY SPORTS



## ANNUAL DAY



## CHRISTMAS



## PICNIC



## FACULTY SPORTS ACTIVITIES

Extra-curricular activities conducted at the ASM Group of Institutes extend to the faculty members as well. A badminton tournament organized for the faculty members witnessed immense participation. Various other sports tournaments like table tennis, cricket, badminton, carrom, chess etc. are planned for the future for the faculty members.

## INSIGNIA SPORTS MEET

Various sports competitions such as cricket, volleyball, table tennis, marathon, tug-of-war, athletic events, carrom, chess etc., were held for the students of the ASM Group of Institutes, during Insignia, ASM's week-long inter-collegiate cultural event.





## STUDENT'S ACHIEVEMENTS:

IMCOST students won several intercollegiate "BOX CRICKET" tournaments.

An open chess tournament in Mumbai was won by IMCOST.

Nilesh Lad's name made it to The Limca Book of World Records for his brilliance in Paper Molding. Mr. Nilesh J Mundle, a student at IMCOST (MMS-finance), developed an alternative fuel from Turmeric leaves that can be used as bio-fuel. This fuel is eco-friendly and cheaper than petrol. Mumbai Mirror conducted a test drive to check Nilesh's claim and was amazed with the results. He won 2nd prize at "AVISHKAR Maharashtra State Inter-University Research Convention" - State Level Silver Medal in Research and also won 2nd prize at Anant Pharma Poster Presentation Competition at the National Level. He is also the recipient of "Parashuram Baji Agashe Award" at Marathi Vidnyan Parishad at the State Level. (pic)



## CONVOCATION CEREMONY

All the students who successfully completed their PGDM (BM), PGDM (BA) Post Graduate courses from the Batch 2011-13 were conferred Degrees on the 18th Convocation of Audyogik Shikshan Mandal's "Institute of International Business & Research" Honorable Mr. Surendrakumar Jain President MCCIA Pune, presided the convocation ceremony. Dr. P.C. Shejwalakar was the Chief Guest at the occasion.



## ASM GROUP OF INSTITUTES - RANKINGS

Ranked 1st in Pune by AIMA for consecutive years

Ranked amongst the top B-Schools in India by Business Barons

Ranked amongst the top B-Schools by DSJ, The Week, and Business Chronicle

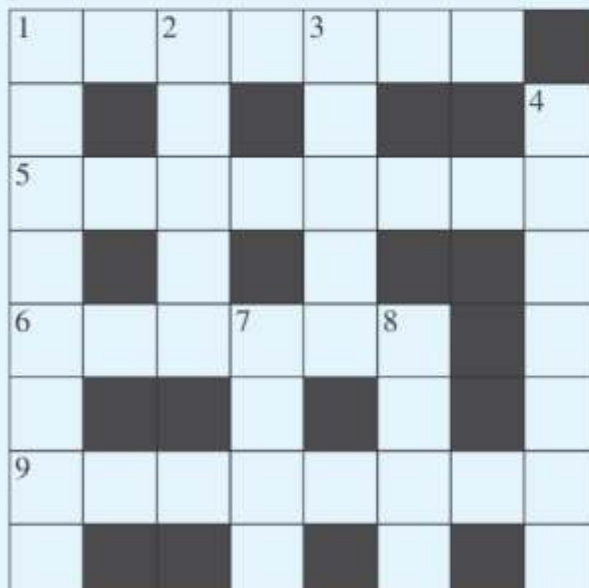
Ranked as A++ Institute by Business Standard

Ranked amongst top 5 B-Schools in Western Zone for IT education by Silicon India

Ranked amongst the top B-Schools in India by MBA Universe

## FUN CORNER

### CROSSWORD



#### Across

- To find new workers for a company.
- Companies sell goods or \_\_\_\_\_
- A quantity of money.
- Person in charge of a meeting.

#### Down

- "R and D" stands for \_\_\_\_\_ and development.
- Goods being transported.
- An organization that protects workers' interests
- "Is the company still \_\_\_\_\_ new shares on the stock exchange?"
- A word often seen under "quantity" on invoices
- A temporary employee

### SUDOKU

5	3			7				
6			1	9	5			
	9	8					6	
8				6				3
4			8		3			1
7				2				6
	6					2	8	
			4	1	9			5
				8			7	9

### DID YOU KNOW?

- Did you know on your birthday you share it with 9 million others.
- Did you know pop corn was invented by the Aztec Indians.
- Did you know bats always turn left when exiting a cave.
- Did you know everyday is a holiday somewhere in the world.
- Did you know grapes explode when you put them in the microwave.
- Did you know Hilton was the first international hotel chain.
- Did you know the brand Nokia is named after a place in Southern Finland.
- Did you know white cats with blue eyes are usually deaf.
- Did you know the dot on top of the letter 'i' is called a tittle.

### ANSWERS

5	3	4	6	7	8	9	1	2
6	7	2	1	9	5	3	4	8
1	9	8	3	4	2	5	6	7
8	5	9	7	6	1	4	2	3
4	2	6	8	5	3	7	9	1
7	1	3	9	2	4	8	5	6
9	6	1	5	3	7	2	8	4
2	8	7	4	1	9	6	3	5
3	4	5	2	8	6	1	7	9

R	E	C	R	U	I	T	
E		A		N		I	
S	E	R	V	I	C	E	S
E		G		O		S	
A	M	O	U	N	T		U
R		N		E		I	
C	H	A	I	R	M	A	N
H		T		P		G	



# CORPORATE SOCIAL RESPONSIBILITY



The ASM Group of Institutes strongly believes it is the responsibility of the students to contribute towards society as well. The students and faculty members actively take part in various social causes such as blood donation camps, pulse polio drives, visits to orphanages, anti-smoking campaigns, tree plantation drives etc.

Participation in such initiatives starts from the school students to the post-graduate students.



TREE PLANTATION DRIVES



ASM'S PULSE POLIO CAMP



BUS DAY

## BLOOD DONATION

The ASM Group's CSR Club in association with Acharya Anandrishiji Pune Blood Bank set up a blood donation camp at ASM's IBMR campus, in which the students and faculty members donated blood.



## ORPHANAGE VISIT

Keeping this in mind, ASM's IMCOST students and faculty members interacted with the mentally and physically challenged students of Jidda School, a school which provides education, pre-vocational training, and various forms of therapy to its students.



## RUN FOR UNITY

The students of ASM participated in "RUN FOR UNITY", an initiative which is aimed at unifying people from different regions of India, and has been organized in more than 1000 locations across 29 states and 6 Union Territories in India.



## OXFAM TRAIL WALKER EVENT



Oxfam India Ltd organized a trail walk 100 kms in 48 hrs for a social cause to collect donations to fight against poverty. Oxfam made an appeal to various corporates to participate in the event and help society.

ASM Group of institutes as part of Corporate Social Responsibility participated in this event. 22 students volunteered in this event to support Oxfam India to manage various check points and help the participants to continue their walk. Various support functions such as registration, food and beverage counters, room management, and facility management were managed by our students.

This event was learning through participation and created a sense of social responsibility among the students. Students enjoyed the trail walk during night hours particularly 12.00 PM to 4.00 AM, as marshals for safe journey of the participants who also understand their capacity to work under severe conditions for the contribution of a social cause.

Management students from MBA had responsibility and they worked continuously for 20 hrs from 5 PM on 15th November to 1 PM on 16th November. The support from ASM Group was well appreciated by Oxfam India.

## HAPPY VILLAGE SEMINAR



The Rotary Club of Akurdi, Pune, along with the ASM Group of Institutes organized a seminar titled 'Happy Village Seminar' at ASM's IIBR campus. Rotary was set up over 100 years ago, and today consists of over 1.2 million members in more than 200 countries. The seminar discussed the various steps taken for village development, and honoured achievements. Through this seminar, the students and faculty members received a rare opportunity to and interact with leaders from leading organisations from different parts of the country.

# JOB FAIR

## JOB FAIR HELD ON 30TH SEPTEMBER 2013



ASM in association with the Employment and Self-Employment Guidance Center, Pimpri, and the Government of Maharashtra held a Job Fair at ASM's IBMR Campus, Pimpri, with 60+ participating companies, 4000+ job vacancies with over 7500 applicants. The fair was inaugurated by Dr. Santosh Bhawe, VP-HR, Bharat Forge in the presence of Mr. Uday Kumar Choube, DGM-HR, Volkswagen,

Mr. S.B. Angane, Dy. Director, Pune Region and Mr. U.S. Kulkarni, Employment Officer-Employment and Self Employment Guidance Centre, Government of Maharashtra.

The 2013 edition of the Job Fair witnessed an overwhelming response. ASM looks forward to making this an annual phenomenon.

Some of the participating companies include, Muthoot Finance, TATA Motors, Bajaj Auto, Capgemini, ING Vysya Bank Ltd, Bajaj Electrical Ltd, General Motors (I) Pvt. Ltd., Mahindra UGINE Steel Ltd., Volkswagen India Pvt. Ltd., Thermax Ltd., Mercedes Benz India Pvt. Ltd., Force Motors Ltd., Mahindra Vehicles Pvt. Ltd., WNS, Tata Technology Ltd., etc.



## 62 COMPANIES, 150 SHORTLISTED CANDIDATES OF ASM IN ONE DAY

### SOME OF THE COMPANIES WHO PARTICIPATED IN THE JOB FAIR



# PLACEMENTS

The ASM Group of Institutes has an excellent track record of placements, with over 45,000 alumni placed across the country in various sectors, functions and levels. These alumni provide networking strength and enable continuous industry academic interface. This year over 280 companies visited our campus, and over 450 students were placed in India and abroad.

## 45000+

successful  
global careers

OVER 200 COMPANIES VISIT OUR CAMPUS EVERY YEAR FOR RECRUITMENT

FOLLOWING ARE THE FEW COMPANIES AT WHICH OUR ALUMNI ARE WORKING.





# INDUCTION



At ASM, every new batch begins with an induction program in which the students are welcomed to the ASM Group of Institutes, and familiarized with the history and philosophy of the ASM Group and the institute to which they are admitted to, as well as a brief introduction to the course they're enrolled into. Each induction program is attended by a panel of distinguished personalities from the industry, providing the students with invaluable insights into the corporate world, and what to expect from it.

Each induction program held at ASM is spread out over a few days, in which a number of seminars and guest lectures are conducted by industry stalwarts and academic scholars. A variety of cultural events, outdoor team building activities, and creative and fun games are also conducted.

## SOME OF THE SPEAKERS AT THE INDUCTION PROGRAMS OF 2013 WERE:



Deepak Shikarpur,  
Chairman, IT Sub-Committee, Maharashtra Chamber of Commerce,  
Industries and Agriculture (MCCIA)



Ms. Leela Poonawala, ex MD, Alfa Laval  
and Founder Leela Poonawala Foundation.



Dr. E.B. Khedkar Dean Faculty of Management,  
University of Pune



Mr. Baliram, Associate Sr. Manager HR,  
Persistent Systems



Mr. Ajay Date, Sr. Manager, Accenture



Mr. Nitin Jagdale, Sr. HR Wipro



Mr. Kumar Ketkar, Chief Editor, Dainik Divya Marathi



Brig. Mrinal Nag, MD, Educationplus.com



Dr. Uday Nirgudkar, Chief Editor, Zee 24 Taas

## OTHER SPEAKERS INCLUDED:

Dr. C. M. Chitale, Professor, University of Pune | Colonel Walia Head Business Development | Dr Mandavgane DGM TQM, Tata Motors  
Mr Rajat Sachdeva City Head, Egon Religare | Mr. Ravi Bodhani, Tez Gyan | Mr. M. L. Murthy, Dy VP, Axis Bank  
Mr. Sarfaraz Maner DGM HR, Mahindra Vehicle Factory | Anita Barulkar, Asst. Vice President, Sandvik Asia Pvt. Ltd.,  
Mr. Anil Shukla DGM HR, Volkswagen | Sanjay Joshi, IDU Head, Tech Mahindra

# SEMINARS, WORKSHOPS AND CONFERENCES



## INCON VIII – 2013

The International Conference on Ongoing Research in Management (INCON) aims at providing international exposure to various researchers from industry and academia. The eighth edition of the INCON was organized in association with CETYS University, Mexico. Dr. Fernando Leon-Garcia, President, CETYS

University inaugurated the conference along with Dr. Scott A. Venezia, Dean Academics, CETYS University. Dr. Zachary B. Awino, from University of Nairobi was also present. Research papers were presented on various streams like Marketing, Finance, HRM, Economics, Supply Chain Management, Change Management, General

Management and Education. Papers were presented in three parallel sessions and each of these was chaired by leaders from industry and academia. ASM's INCON is a platform where industry and academia join together to share their experiences and work jointly to find solutions for various problems.

## NATIONAL LEVEL CONFERENCE ON "RESEARCH METHODOLOGY AND AWARENESS IN RESEARCH TECHNIQUES"

A national level conference on "Research Methodology and Awareness in Research Techniques" was organized on 18th and 19th October 2013 at ASM's IBMR Campus.

The speakers for the event were:



**Dr. Asha Verulkar**  
**Topic:** Concept of Research, Objectives and importance of Research, Types of Research



**Dr. S. P. Kalyankar**  
**Topic:** The Research Question, Hypothesis Formulation, Types of hypothesis, Characteristics of good Hypothesis



The MCA and MCM students were part of two training sessions, which were on Oracle's two modules, SQL 10g and DBA, with each session lasting 40 hours. The training immensely benefited the students by enhancing their technical skills and providing them insights into the industry and its requirements.



**Dr. Vasant Bang**  
**Topic:** Steps in Sample Design, Sampling Frame, Sample Size, Sampling Methods, Probability and Non-Probability Method



**Dr. H.S. Acharya**  
**Topic:** Types of Analysis, Test of significance



**Dr. S. Dastane**  
**Topic:** Review of Literature



**Cap. Dr. Chitale**  
**Topic:** Converting idea into Problem, Concept of Scaling



# National Seminar on "ADVANCED DEVELOPMENTS IN IT SECTOR AND ITS APPLICATIONS"

A national level seminar on "ADVANCED DEVELOPMENTS IN IT SECTOR AND ITS APPLICATIONS" was held by ASM's ICS and CSIT at the auditorium on 28th and 29th September, 2013. The chief guest for the seminar was Dr. Deepak Shikarpur, Chairman, IT Sub-Committee, Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA), while Dr. Ranjit Patil was the guest of honor. The speakers for the seminar were:



## LinkedIn Director speaks on "Unlocking the Talent Pool Using Social Media" at ASM's corporate meet

The ASM Group of Institutes organized an event on the current popularity of social media for placement purposes, where people from different industries were invited. The guest of honor, Mr. Irfan Abdulla (Director and Head of Talent Acquisition, LinkedIn) conducted an educational talk and interactive session with the students and faculty members of ASM. Through his talk, he informed the students on the importance of corporate networking and its largest portal, LinkedIn, and that India has

the second largest LinkedIn membership after USA.

The program witnessed a remarkable turnout with over 150 HR professionals and senior management executives from various companies, enabling students to interact with leaders such as Mr. Ankush Malhotra, VP, BNY Mellon, Mr. Praful Talera, Director, Dynamic Logistics, and Mr. Manas Dewan from Mercedes Benz, etc.



## ISTD & MSME CONFERENCES

Both ISTD and MSME held their conference at ASM Group of Institutes. Many companies participate in these workshops. Issues in transfer of knowledge & skills, emerging practices in training and learning, support in shaping organization, training for bottom line impact, innovative training practices, relevance of training to career growth, corporate to workplace, gearing up for competitiveness are some of the areas addressed in these workshops. Industry stalwarts share their rich experience of training & development. Stalwarts from corporate world such as Mr. Vithal Kamat, President, MEDC & CMD, Kamat Group of Hotels, Mr. Abhay Firodia, President, MCCIA & Chairman, Force Motors, Dr. Sandeep Pachpande, Chairman, ASM, Cdr. Dipak Naik, Vice-President, MEDC, Mr. Anant Sardeshmukh, Executive Director General, MCCIA and Mr. Anil Kumar Hatkar, MEDC Regional Director, Western Maharashtra, were present for this conference.

## Excellors - An SIP Presentation Competition



The ASM Group of Institutes organizes a Summer Internship Project (SIP) presentation competition "Excellors" annually, in which students are provided with a platform to present their summer internship projects, which are reviewed by various experts. The main objective of the competition is to impart the seriousness of SIPs to the students. Out of a batch of 650 students, the 10 best projects were selected to compete amongst each other in the final round, which was conducted in the presence of Mr. Santosh Maheshwari (CFO, ABIL Group), who along with other experts and eminent academicians judged the event.

## Summer Internship Programs



ASM organizes Summer Internship Programs, which help the students in building their career and enhances future job prospects. The student is required to select a specialization of his choice, and then the most capable and talented faculty member is appointed as his mentor, who also acts as his guide. These mentors take the responsibility of overall development of the student. They consult the stalwarts of the industry and help the student in finalizing the topic, preparation of synopsis, getting the project

completed meticulously. The mentors take weekly feedback on the progress of the report. The mentors check on the punctuality, behavior, sincerity and devotion of the students at work. The institute has designed a feedback-cum-evaluation form for the external guides to know about the progress of the students. Post the Summer Internship Projects (SIP), the students are groomed to present their SIPs with objectives, work done, recommendations made, as well as learning and networking.

## PREPARING FOR THE CORPORATE WORLD



Mr. Praful Talera, MD, Dynamic Logistics



Mr Chundru Srinivasan President Piramal Group

"Preparing for the Corporate World" is a pre-placement event conducted for all first-year students to prepare them for their careers. The event began with an enlightening and involving talk on "How to Become Effective Managers" by Dr. Asha Pachpande (Director, ASM Group of Institutes). This was further elaborated through a presentation by Prof. Prabha Shankar (Director Corporate Relations ASM Group of Institutes), which gave an overview of the event and also explained the importance of effective and efficient working during the summer internship project.

Mr. Praful Talera (MD, Dynamic Logistics) and Mr. Chundru Srinivas (President Group Strategy and HRD, Piramal Group) also addressed the young MBA students.

## GROOMING FOR PLACEMENTS

The focus group grooming program is a pre-placement program conducted by OZONE, for the top 100 students of the ASM Group of Institutes. The team from Ozone who were involved in special grooming session for the students of the ASM Group, designed a program which would help them prepare better for placements. Industry experts such as Mr. Shantanu Sen Sharma (Founder, Ozone Group), Mr. Chunduru Srinivas (President Group Strategy and HRD, Piramal Group), Ms. Manisha Singh (Founder, Taksh), Ms. Prachi Tiwari (Marketing Director, World Gold Council), Mr. Nitesh Rajdeo (Manager Finance and Operations, Marks and Spencers), Mr. Rajat Jain (CEO, Textile Design), Mr. Rahul Phadke (Executive HR, EON Hewitt) and Mr. Kiran Laturkar were present, and was presided over by Dr. Sandeep Pachpande (Chairman, ASM Group of Institutes), Dr. Asha Pachpande (Director, ASM Group of Institutes) and Prof. Prabha Shankar (Director Corporate Relations, ASM Group of Institutes).



SHANTANU SEN SHARMA  
Co-Founder and Chief  
Mentor  
OZONE Education  
Consultants



CHUNDURU SRINIVAS  
President- Strategy and HR  
Piramal Group



COO at a US Healthcare  
KPO



KIRAN LATURKAR  
Mentor (Banking and Fin  
Services)  
M. Tech. in Computer  
Science IIT Kanpur



MANISHA SINGH  
Mentor (HRD &  
Communication)



SAPNA Sensharma  
Mentor (HRD and  
Communication)



T. Srinivasan  
Mentor (Operations and  
Manufacturing)



RAJAT JAIN  
CEO of Texcarp Consulting



PRACHI TIWARI  
Mentor (Marketing,  
Advertising, FMCG)





## PANACEA

Panacea is a panel discussion by HR specialists. We at ASM have successfully been using Panel Discussions to find solutions for contemporary issues which are industry specific.



Mr. Praful Talera, MD, Dynamic Logistics sharing the 5 critical world logistics points.



Mr. Shantanu Sensharma, Managing Partner, Ozone addressing students.



Industry stalwarts from Inox Power, Saiprasad, Mahindra Navy Star, Mahindra, Suzlon and Sakal Group at the PANACEA HR Meet



Mr. Apte, Head HR, Zensar interacting with MCA students.

## INTERACTING WITH MARKETING GURU PHILIP KOTLER



*"Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value." – Philip Kotler*

Marketing guru Philip Kotler, who is a celebrated personality in the marketing world, conducted a day-long seminar in Mumbai, in which he discussed the future of marketing in Mumbai. ASM's IIBR students were among a lucky few who attended the program, which provided an excellent opportunity for students and marketing professionals to learn directly from the 'Father of Modern Marketing'. The seminar concluded with each participant being awarded a certificate personally signed by Prof. (Dr). Philip Kotler.

## ABSENTIA IN COMMUNICATION



Having worked with various leading IT services companies in senior management roles, with over 17 years of industry experience, Mr. Manish Surpur delivered two lectures on different topics, sharing his experiences and insights with IIBR's PGDM students. The first, "Absentia in Communication" spoke about the language barrier and communication challenges faced in the corporate world. The second, "Strategic Formulation" spoke about the various elements considered while strategizing business plans.

## EFFECTIVE MANAGERS



"Effective Managers" is an intra-collegiate presentation competition, in which all first year management students are divided into groups and assessed on their presentation skills, ability to write business reports, case study solving techniques, etc. The main objective of the program is to develop a proactive approach towards self-development, to provide the ability to assess one's own strengths and weaknesses, and develop self-management in the workplace.

The program began with Dr. Sandeep Pachpande (Chairman, ASM Group of Institutes) briefing the students about the topics of the program and details of the presentation. The teams presented their final presentations a week later, for which the judges were Prof. Radha Mahatma and Dr. Dilip Amberkhane.

## BUDGET



To help the students understand the market and the financial systems ASM organizes a seminar annually discussing the Union Budget, in which the students of ASM present their views on various recommendations in the budget. The 9th annual seminar on the Union Budget 2013 was arranged on 6th March, 2013 at the IPS Auditorium.

The following experts on Budget & consultants have presided over the function:

1. Shri. C.V. Chitale - Treasurer & Chairman Direct Taxation committee Maharashtra Chamber of Commerce Industries & Agriculture, Pune.
2. Shri. Sanjay Bhargave - A fellow member of the Institute of Cost and Works Accountants of India, Pune.
3. Shri. R.T. Goyal - CFO & Company Secretary, Premier Transmission Company, Pune.

## ENGINEERS DAY

To celebrate Engineers Day a function was organized by the Council of Presidents of Rotary Clubs of Pune in Association with ASM Group of Institutes in the auditorium.

This function was attended by engineers and members of Rotary Clubs from the Rotary District 3131 & engineering students.

The event was inaugurated by Rotary Governor – Deepak Shikarpur and was presided over by Dr. Sandeep Pachpande Chairman ASM's Group of Institute.

The speakers at the event were Mr. Subhash B. Bonde, Sr. Prof. (Retd.) COEP, Mr. Prakash Bhende, AGM, Tata Motors, Rtn. Sanjay Khanolkar, Managing Director, Metalcraft Industries, Mr. Jaideep Raje, Director, Precast India Infrastructures Pvt. Ltd. and Jt. MD, Bhate & Raje Construction Co. Pvt. Ltd., Mr. Shrikant Srinivasan, Director (Manufacturing), G.E. India, Mr. Satish Ambekar, Managing Director, Automation & Control (Pune) Pvt. Ltd.



## HT-HR CONCLAVE

### Hindustan Times Shine.com HR Meet (Mumbai Chapter)

The ASM Group had participated in the Hindustan Times Shine.com HR Meet (Mumbai Chapter) on August 22, 2013, a Panel Discussion on "HR for India 3.0"

The key speakers for the event included:

- Prabir Jha, Sr. VP & Head HR, Tata Motors
- K S Kumar, VP-HR, Castrol India
- Debabrat Mishra, Director, Hay Group
- Judhajit Das, Chief People Officer, ICICI Prudential



### Hindustan Times Shine.com HR Meet (Pune Chapter)

The ASM Group had participated in the Hindustan Times Shine.com HR Meet (Pune Chapter) on June 27, 2013, at Westin, Pune. ASM Group participated as the Knowledge Partners to the Summit. More than 100 company HRs and executives were part of the Summit which had an attendance of over 200 people. Student volunteers from ASM interacted with HRs from various organizations.

The key speakers for the event included:

- Mr. Gajendra Chandel, President HR, Taco Group.
- Mr. Sharad Gangal, EVP-HR, IR & Admin and Member of the Exec. Council, Thermax.
- Mr. Kaushik Mitter, Director HR, Honeywell Automation.
- Ms. Soumi Alphons, Head-HR, SAS Research and Development.
- Mr. Calvin Lyngdoh, Director HR, Kimberley Clark.
- Mr. Sandeep Bhushan, VP, Shine.com.



## INDIAN ARMY

As a part of their drive to induct students to the Indian Army, Major N.K. Singh & Lt. Amandeep Kaur visited the ASM Group with their team members to familiarize the students on the various aspects of the Indian Army. They displayed pictures of their bravery, achievements, equipment & their efforts in different fields like sports, rescue operations & anti-terrorism activities, encouraging graduate students to join the Armed Forces.

The team answered the students' queries regarding the opportunities available to them, and the prerequisites to joining.



## SEMINARS BY ROTARY ASSOCIATION



Our students and faculty members participated in a seminar conducted by Rotary, Thane, which was titled "Towards an Innovative Nation", and was delivered by Dr. Sam Pitroda.

## CAREER OPPORTUNITIES IN JAPAN

On behalf of the HR Club, a guest lecture was arranged at IBMR Campus on 14th Sept 2013. About 36 student members participated along with eight faculty members who actively engaged in discussions on current issues and trends in education management in Japan particularly with reference to PG courses and job opportunities for management students.

Prof. R. M. Bhole, a management consultant and ex-safety officer of EXIDE Industries Ltd., enlightened the students on the vast educational and career opportunities in Japan, and the various centers for student guidance.

## HR Study Tour to JCB India Ltd.

A highly educative and informative study tour was arranged on behalf of the ASM HR Club led by a group of experienced faculty members and 31 students from MPM & MBA. They visited JCB India Ltd., Talegoan. Mr. Gautam Bhosale, GM (HR) interacted with the students and responded to their queries. Mr. Sarjerao Thorwat, HR Manager, Mr. Amar Shinde, HR Manager, and Mr. Shrivastava, Assembly Manager, also interacted with the students. The students got a firsthand experience of a highly sophisticated engineering industry, their infrastructure facilities, HR facilities and functions, manufacturing process, safety rules.

## PERCEPT - A CASE STUDY COMPETITION

ASM organized "Percept", a case study competition for the students, in the field of marketing, finance, human resource, and information technology. Case studies critical analysis is aimed to provide situational analysis skills to the students.

Mr Anurag Garg, Plant Head, Continental Automotive Pvt. Ltd., and Prof J.A Kulkarni, ASM IBMR were the jury members.

The winners were Sooraj Moolchandani, Shrishti Singh, Divya Singh (IBMR MBA-Human Resource) and IBMR's MBA-Information Technology team were runners-up.



## DIMENSIONS OF RESEARCH

ASM's IIBR conducted a workshop on "Dimensions of Research" for the management faculties of institutes under Cluster No.6 (A) Group B, University of Pune on the 23rd of October, 2013. The topics discussed in the workshop included "Ethics in Research", "Quality of Research Paper", "Use of Referencing and Styles", and "Evaluation of Research Paper".

Over 15 leading institutes participated in the workshop.

The guests of honor for the workshop were Nandkumar Nikam, Principal, C.T. Bora College, Shirur (Pune) and Dr. E.B. Khedkar, Dean, Faculty of Management, University of Pune.

## Green Growth - Preparing Youth for Sustainability

ASM's IBMR MBA students represent the college at the International YUVA MEET 13 on "Green Growth - Preparing Youth for Sustainability" organized by TERI, New Delhi. Our students have worked in the marketing and other departments with TERI.



ASM students interact with boxing champion Vijender Singh and R.K. Pachauri, Director General, TERI, and Nobel Peace Prize Winner.

## CAREER GUIDANCE FAIR

The ASM Group of Institutes in association with Lokmat organized a career guidance fair for all students across the state.



## EVOLVE

Evolve is a case study development competition that the ASM Group of Institutes conducts annually for its faculty members.



## CASE STUDY AND GD WEEK

To improve the self-confidence, public speaking skills and interview skills, the students of ASM partook in several sessions of group discussions conducted by Prof. Ashutosh M. Belapure. Various groups of students were created, and each group was given a different topic on social, economic, political and management issues. In addition to this, 16 cases pertaining to current issues in the fields of marketing, HR & finance were provided to students, to which they presented solutions.

## PERSONAL POWER PROGRAM

A "Personal Power Program" conducted by Mr. Ravi Bodhani, (a founding member of the Tejgyan Foundation) who provides leadership training for corporates and NGOs focusing on impersonal vision and inspiring people, trained the students of ASM on their mental capabilities, emphasized on action-oriented goals through various brainstorming activities, and stressed on the importance of self-happiness in his program.



## SEMINAR ON INTERNATIONAL NEGOTIATION SKILLS



Dr. Scott Venezia from CETYS University delivered a seminar on "International Negotiation Skills" on 16th January, 2013. Through his seminar, he discussed about different definitions of negotiation, the tactics and challenges faced in negotiations, as well as the characteristics and qualities of an expert negotiator.

## ASM'S COLLAGE COMPETITION



The ASM Group of Institutes regularly conducts numerous co-curricular activities to benefit the holistic development of its students. A collage competition was conducted on 20th October, 2013, in which the students designed collages based on themes such as Sustainability, Poverty Alleviation, Global Economic Interactions, Socio-economic Issues of Relevance etc.

The competition witnessed more than 100 ASM students participate, from which around 40 collages were selected to compete in the final round. The jury for the competition consisted of experts from the industry, which included Mr. Guprasad Bhoparisingh (CEO, FIAT India Ltd.), who presented the prizes and certificates to the winners and runners-up. The winners for the competition were Poorva Srivastava (MBA) and Jijo Chacko (MBA), while Suchita Biswas (MBA) and Shuhebanulla Sayyad (MBA) were the runners-up.

## APTITUDE TRAINING



Mr. Uday Oak from Accuminate Consulting and Technologies conducted a two-week training session on Aptitude Tactics, for ASM's MCA students, which began on 7th January, 2013.

## MOCK INTERVIEWS



The ASM Group of Institutes believes a practical approach towards education is vital for a student's development. Keeping this in mind, ASM organized a session of mock-interviews on 13th October, 2013. The interviews were conducted by Mr. Ajit Tapaswi (Sr. Manager, Accenture) and Mr. Mandar Apte (QA Manager, Sungard). Through the session, the students learnt techniques to excel in interviews, and were made aware of their own areas of improvement.

## SEMINAR ON COMMUNICATION NETWORKS AND PHP TECHNOLOGIES

Dr. N. M. Khachane (Director, RSSP IMCS Pune) shared his knowledge and experience with the students and faculty members on communication networks and PHP technologies in a seminar conducted at ASM. In the seminar, he spoke about the various aspects of network protocols and their utility in digital communication, as well as the extensive use of PHP by software companies in developing software.

## BOOT CAMP FOR MCA LATERAL ENTRY STUDENTS

A week-long boot camp was organized for the benefit of lateral entry MCA students, who were admitted directly into the second year of the MCA course. The camp provided a strong foundation for revision of IT concepts which were pre-requisites for further development of the students in the academic curriculum. The speakers for the event included:

- Dr. Prof. Nandkumar Khachane, Director
- Mr. Deepak Bajaj
- Prof. Asheesh Dixit
- Mr. Rahul Tandon

## SEMINAR ON CAREER OPPORTUNITIES IN IT

Dr. Deepak Shikarpur, Chairman, IT Sub-Committee, Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA); Director, Autoline Design Software; Director, Seed Infotech; Director, Pure IT, addressed ASM students on various unconventional career options for MCA and MCM students.

## TECHNO THRUST



The ASM Group of Institutes organized "TechnoThrust", an inter-collegiate IT event at its IBMR campus. The event witnessed 27 colleges from in and around Pune, and over 200 students participating in 5 different competitions. The programme was inaugurated by Mr. Anand Nageswaran, Director, Sungard. The competitions conducted were Pro-Draw (Project Design), C-Rack (C Programming Test), Gaming (games), J-Aiming (Core Java Test) and Brain Teaser (IT Quiz). A final seminar was conducted by experts from the IT industry.

Mr. Uday Thipsay, from NDS Infotech distributed the prizes to the winners. The prizes were sponsored by NIIT, Seed Infotech and TechnoCorp.

Event: C-Rack (C Programming Test)  
Winners: Pankaj Soni - SIMCA, Narhe  
Runners-up: Dheeraj Sharma - ASM's ICS

Event: Brain Teaser (IT Quiz)  
Winners: S.B.Pathak and Tejal Patole - Symbiosis, Lavale  
Runners-up: Manish Dundelu, Mayur Pawar and Ajit Chavan - MMIT, Lohgaon

Event: Pro-Draw (Project Design)  
Winners: Suvarna Arun Neve, Sarin Jamadar and Suchita Khamkar - ASM's ICS  
Runners-up: Ashwini Shinde, Priyanka Vite and Radhika Umap - ASM's ICS

Event: J-Aiming (Core Java Test)  
Winners: Deepak Nehe - ASM's IBMR  
Runners-up: Vaibhav Patil - ASM's ICS

Event: Games (Need for Speed, Counter-Strike, Pocket-Strike, Angry Birds)  
Winners: Rahul Gophane - Allard institute (NFS), Symbiosis Team (CS), Abhijit Chakroborty - ASM's IBMR (PS), Ashish Jamble - ASM's IBMR (AB)  
Runners-up: Vaibhav Mahamuni - KHS (NFS), ASM's IBMR (CS), Sandeep Rathod - ASM's IBMR (PS), Snehal Harmalkar - ASM's IBMR (AB)

## NATIONAL SEMINAR ON INNOVATIONS IN MOBILE TECHNOLOGIES

A national seminar on "Innovations in Mobile Technologies" conducted at ASM witnessed various industry leaders deliver lectures to the students of ASM. The seminar consisted of numerous lectures, each addressing different topics relating to advancements made in mobile technology. The seminar began with the keynote speech, which was delivered by Mr. Rajiv Nashikar (VP & MD, IDEAS-SAS, India Operations). In his speech, he spoke about the history and the environment related to the development and user space of mobile technology.

The topics covered in the seminar included:

TOPIC: Mobile Communications, Mobile Computing and Mobile Phone Technologies  
SPEAKER: Prof. Nandkumar Khachane Director, Institute of Management and Computer Studies  
SUMMARY: The session mainly focused on the various concepts relating to mobile communications, mobile computing and mobile phone technologies.

TOPIC: Platform/Operating System for Mobile Application Development, UI Development.  
SPEAKER: Prof. Sudipta Giri, MITCOE, IIT Kanpur Graduate.  
SUMMARY: This session focused on mobile application development for various operating systems, and the key points considered in user interface development.

TOPIC: Mobile Security  
SPEAKER: Mr. Rohan Patil, IT Consultant, Android Application Developer.  
SUMMARY: In this session, the speaker discussed

the major attack points of mobile security like credentials, personal data, cardholder data, and platform and binary, as well as the foundation of android security and the myth surrounding it.

TOPIC: Android Application Development  
SPEAKER: Mr. Anand Chapekar, Sr. Project Manager, Tech Mahindra.  
SUMMARY: This session showcased the Android development environment and various real-life examples.

TOPIC: Mobile Data Storage Concepts  
SPEAKER: Mr. Atul Kahate, Oracle.  
SUMMARY: In this session, the speaker spoke about mobile data storage capabilities, as well as the difference between GSM (Global System for Mobile Communications) and CDMA (Code division Multiple Access) phones and their specifications.

TOPIC: Mobile Application Development Using Windows 8 Platform

SPEAKER: Mr. Shashikant Tamhankar, Sr. Technology Architect, Infosys.  
SUMMARY: This session covered concepts related to Mobile Application Development using Windows 8.

TOPIC: Mobile Technology and Banking  
SPEAKER: Mr. M. Razvi, Chief IT Officer, Bank of Baroda.  
SUMMARY: The speaker spoke about the applicability of mobile technology in the banking sector, and about the "M-connect" application used at the Bank of Baroda for mobile banking.

TOPIC: Mobile Applications (Mobile Gaming, Mobile Internet Trends etc.) and Publishing Android Application to Market  
SPEAKER: Dr. Amol Goje, Director, VIIT, Baramati.  
SUMMARY: The speaker showcased various applications and features of mobile technology.

## INTRODUCTION TO HTML AND PYTHON

A seminar on "Introduction to HTML and Python" was conducted by Mr. Surendra Panpaliya and Neha K from GKTCS Innovations Pvt Ltd., for the students and faculty members of ASM's ICS. With more than 14 years of experience in the industry, Mr. Surendra Panpaliya is a well known trainer, and a Director at Global Knowledge Transfer Consultancy and Services. Through his seminar, he enlightened the students on various technical aspects in detail. Neha K. explained how HTML 5 helps for structuring and presenting web contents. She also focused on career opportunities in Python. The seminar concluded with a prize distribution ceremony, in which the students who participated in the IT event Techno Thrust, were awarded certificates, acknowledging their efforts.



## APART EDUCATION'S SOFT SKILLS TRAINING WORKSHOP

A workshop on soft-skills training was conducted by APART Education India Pvt. Ltd. within ASM's campus. The workshop was conducted from 2nd September, 2013 to 12th October, 2013 and lasted for over 50 hours. The workshop helped the students prepare themselves on aptitude, logical reasoning, group discussion and language ability.



## TECHNICAL FINISHING PROGRAM

ASM believes the practical application of technical knowledge is vital. A Technical Finishing Program was conducted by APART Education Pvt. Ltd. from 18th December, 2013 to 24th December, 2013 for 71 ASM students. The program helped prepare students face technical rounds of the placement process, as well as enhance their application skills.

## WORKSHOP ON DBMS

Mr. Amit Kulkarni (Project Manager, Synechron Technologies Pvt. Ltd.) conducted a workshop, in which he explained the various concepts relating to database, and the importance of database management systems.

## WORKSHOP ON SOFTWARE TESTING



Mr. Ajit Tapaswi (Sr. Manager, Accenture) conducted a workshop on software testing, in which he mentioned the importance of software testing in the quality management of software, as well as the various phases of software testing and its importance.

## SEMINAR ON IPHONE TECHNOLOGIES



Mr. Amol Kale (Sr. Software Engineer, Caggemini India) conducted a seminar on iPhone Technologies, in which he talked about the demand for iPhones and its applications.

## ANALYSIS OF FINANCIAL STATEMENTS

A seminar on "Analysis of Financial Statements" was conducted by Mr. Harshad Sambhus, an analyst from Maersk Line, a leading global linear shipping company. Through his seminar, he discussed various aspects relating to financial statements, and explained to the students the operational process of business, by providing live examples from the industry, and discussing various case studies from different service sectors.



## OBJECT ORIENTED ANALYSIS & DESIGN USING IBM RATIONAL SOFTWARE ARCHITECT

Mr. Amit Daharwal is an IBM Rational Certified Trainer and Practitioner, with over 10 years of work experience. This 4-day workshop on Object Oriented Analysis & Design Using IBM Rational Software Architect helped the participants to understand project documentation and importance of Iterative Approach in software development.

## FDP ON SOFTWARE TESTING



Dr. Dilip Kajgaonkar had conducted a faculty development program on software testing for the IT faculty members of the ASM Group on 2-Jan-2013.

## FDP ON STATISTICAL TOOLS

A faculty development program was conducted by Ms. Vrushi Ramdasi on Statistical Tools, giving an insight of various tools and its importance with research. The programme gave an insight to the faculty members on their existing skills and to enable them to become more effective & efficient.

## WORKSHOP ON ANDROID



The ASM Group conducted a workshop on Android for the students and faculty members. With nearly 4 years of experience, Mr. Mohammed Abdul Hameed trained the students on the user interface and applications of Android. The students who passed the exam conducted after the workshop would go to IIT, Delhi, for further training.

## QUEST

Quest is a series of competitions for students to enhance their oratory skills, movie analysis skills, and general awareness related to the business world. Elo-quest helps the participants to exhibit their oratorical competencies. Movie-quest exposes them to Management analysis of a given Movie enabling them to think out of the box. Launch quest explores the potential of the participant to present a new and innovative product launches and give its business viability. B-quest is all about general awareness related to business world, commercials and punch lines.

## OTHER SEMINARS AND WORKSHOPS

- "TRENDS IN INDIAN RETAIL MARKETING" BY DR. SUBODH JOSHI, ASM'S IBMR
- CAMPUS TO CORPORATE BY PROF. PRABHA SHANKAR (DIRECTOR - CORPORATE RELATIONS ASM GROUP OF INSTITUTES) FOR THE PGDM STUDENTS OF IIBR.
- ETIQUETTES IN THE CORPORATE WORLD BY MRS. GEETIKA BERRY (COMMUNICATIONS AND SOFT SKILLS TRAINER)
- "MANAGEMENT CHALLENGES IN 21ST CENTURY" BY MR. S.G. BAPAT FOR DBM, MBA AND M.COM STUDENTS
- "SELF-MOTIVATION" BY MR. AVDHUT PATWARDHAN (RESEARCH SCHOLAR)
- "INDUSTRY EXPECTATIONS FROM STUDENTS" BY MR. KULESHWAR SHAHU (PROJECT MANAGER MIS)
- "INDIAN & AUSTRALIAN TRADES" BY MR. RADHIKESH UTTARWAR
- "HOW TO MAKE STUDENTS EMPLOYABLE" BY MR. JACOB VARGHESE (GENERAL MANAGER (HR), SKF BALL BEARING)
- "PERSONAL BRANDING" BY MR. SARANG BAPAT
- SEMINAR ON INSURANCE DOMAIN KNOWLEDGE BY MR. SHAILESH SHAH, SR. BRANCH MANAGER, STAR HEALTH AND ALLIED INSURANCE
- SEMINAR ON BUSINESS INTELLIGENCE MR. BHOOMESH BODHI, DIRECTOR, BA CONSULTING
- "INNOVATIVE WELFARE PRACTICES FOR IT SECTOR" BY MS. PRAGATI MEHER, ASSISTANT HR MANAGER SYNTEL, PUNE
- WORKSHOP ON .NET BY MS. SHWETA TAMBOLI FROM TECHNOCORP SOLUTIONS PVT. LTD.
- WORKSHOP ON PHP BY MS. PREETI C., CORPORATE TRAINER FROM TECHNOCORP SOLUTIONS PVT. LTD.
- SEMINAR ON CLOUD COMPUTING BY DR. BHIMAPPA DESAI, MANAGER, CAPGEMINI INDIA
- WORKSHOP ON NETWORK SECURITY BY SURNDRA PANPALIYA, DIRECTOR, GKTCS
- WORKSHOP ON SPSS STATISTICAL TOOLS BY PROF. MATHUR AND PROF. SHWETA SINGH

**MCM** (22nd Batch) | **MCA** (Mgt., Sci., Com.) (15th Batch) | **M.Sc.** (Comp)

**IT COURSES**

**MBA** (23rd Batch) | **MMM** (13th Batch) | **MPM** (29th Batch)  
**PGDM** (19th Batch) | **MMS** (10th Batch) | **PGDFT** (11th Batch)

**MANAGEMENT COURSES**

**BBA** | **BMS** | **BBM**  
**BCA** | **B.Sc.** | **B.Com**

**UNDERGRADUATE COURSES**

**MMM** (11th Batch) | **MFM** (11th Batch) | **MBS** (24th Batch)  
**MHRDM** (11th Batch) | **PGDIB** (25th Batch) | **PGDBM** (25th Batch)  
**PGDT** (26th Batch) | **PGDMM** (26th Batch) | **PGDMLM** (6th Batch)

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