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Phoenix

ASBM Newsletter

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From the Director

At the outset, I deem it an opportunity to share it with our erudite readers that our students have brought exemplary laurels to the institution by qualifying cent per cent in the campus recruitment programme-2012 with great zeal and vigor. Top multinational and leading national organizations have come forward to recruit our students which bear ardent testimony of our longstanding commitment to quality management education. While lauding the passing out batch for this success, I express our heartfelt thanks to esteemed recruiters for enabling us to be placed among the top notch B-schools in the country. It also needs to be mentioned that our students of previous batches have made their places into trendsetters like Google, Amazon.com, Hewlett & Packard, Deloitte and TCS. At this point of time when ASBM is ready to welcome the 7th batch of PGDM the institution is backed by a great family of alumni and our brand ambassadors.

It is also a matter of great joy to all our students, parents, partners and patrons that this year we achieved the accreditation of Association of Indian Universities (AIU) for equivalence of PGDM to MBA. This is remarkably outstanding for any B-School in India as only a few b-schools including the IIMs have received this status earlier. This will empower our students to compete on national and international platforms and also to pursue their doctoral degree, further research and higher studies. ASBM has also been adjudged in the lauded A++ category in the all India best b-schools' survey conducted by the much acclaimed All India Management Association (AIMA) based on our concerted efforts towards full circle personality grooming of students and state of the art infrastructure with a supportive ambience for innovation, fun and learning.

Events like NamCon'12, Operlogix'12, Ignite and National Markfest conducted in the last quarter evidently signify our ceaseless endeavour to promote world-class business education.

Hope our encouraging readers will cheer us in our tireless journey to wards excellence.

Prof. Biswajeet Pattanayak
Ph.D, D.Litt, D.Sc. FIMA
Founder and Director

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Future Managers to play a Decisive Role in the New Global Economy

"In a significant development during the preceding decade, 90 Indian companies made 127 Greenfield investments worth 550 million Dollars and created 16576 jobs in the U.S. Similarly, the pride of industrial scenario Tata that entered into US in the year 1939 , today operates in its 49 states through 13 companies, thereby creating 15, 500 job opportunities. This indicates the dawn of a bright future for Indian managers whose presence will be decisive in shaping the global economy," said Dr. Earl H.Potter III, the visiting President of top notch US St. Cloud State University. Addressing the fifth Annual Convocation at ace b-school ASBM, Dr. Potter said that the gap between India and US is gradually shrinking as India has been experiencing a tremendous technological boom as well as rapid industrial growth accompanied by a largely accelerating middle class and enhanced growth in the age group of 18-35. He complemented the expeditious pace with which ASBM rose to the position as a premier business school and appealed to the future managers for quickly adopting the ability to apply, what is learned in formal schooling to the demands and tasks of the workplace and life as a whole.

Dr. Earl H. Potter III delivering the convocation address

ASBM's Fifth Annual Convocation

Eminent Dignitaries on the Dais

Addressing the Convocation as the Guest of eminence, Country President of Alstom – India, Shri Sunand Sharma inspired the passing out batch for breathing the spirit of globalised India, simultaneously taking the onus of responsibility for promoting inclusive growth. The Guest of Honour, Prof. Ricardo Fabian Orosco, the Dean of Argentine University of Enterprise focused on the meteoric rise in the entrepreneurial sphere among budding managers and hoped for future endeavours in this regard from the passing out batch. Presiding over the ceremony, Chairman of ASBM's Board of Governors and Country Operation Head of Beiqi Foton Motor, Shri Rakesh Kalra gave away diplomas to the passing out PGDM students of ASBM, Bhubaneswar and Hyderabad,

Shri Sunand Sharma

Prof. Ricardo Fabian Orosco

Shri Rakesh Kalra

ASBM Centre of Distance Education and special PGDM in Logistics & Supply Chain Management run in collaboration with Asia logistics major 'Gati'. At the outset, presenting the annual report, Founder Director of ASBM, Prof. Biswajeet Pattanayak said that cent percent placement of the passing out batch in leading multinational and national corporate before the annual convocation has added to the multitude of its credibility.

The topper of PGDM, Swati Dutta was awarded Lanco Infratech gold medal while International Business topper Madhulipsa Pruseth, Banking Insurance & Financial Services topper Mamta Prajapati, Logistics & Supply Chain Management topper Tuhin Kanta Mishra and ASBM-Hyderabad topper Vani Kotta were awarded with gold medals given by Dhanush Infotech, State Bank of Hyderabad, Gati and Sew Constructions respectively. The Director's gold medal was awarded to the best all rounder of the business school, Shri Tuhin Kanta Mishra. Two MoUs were signed with St. Cloud State University of US and University of Enterprise, Argentina. The convocation was attended by members of ASBM Trust, Board of Governors, invited educationists and industry professionals, media persons, members of the faculty, parents and students in large numbers.

Prof. Biswajeet Pattanayak

Dhanush Infotech
Gold Medal for Madhulipsa Pruseth

Director's Gold Medal and
Gati Gold Medal for Tuhin Kanta Mishra

State Bank of Hyderabad
Gold Medal for Mamta Prajapati

Sew Constructions
Gold Medal for Vani Kotta

Lanco Gold Medal for Swati Dutta

PGP Chairman
Prof. Mrutyunjay Dash

Our Toppers

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ASBM Achieves 100% Placement in Campus Drive

The placement season of Asian School of Business Management (ASBM) came to an end recently. The front ranking B-School has recorded 100% placement in the cluster wise recruitment drive that was spread over four months starting mid November 2011. The Graduating batch of 2012 comprising of 202 students of Post Graduate Diploma Programmes (PGDM), PGDM – International Business, PGDM – Banking Insurance & Financial Services and PGDM – Logistics & Supply Chain Management received 222 offers from 39 multi-national and blue chip companies. Several first time recruiters, in addition to the regular recruiters, participated in the placement process this time. Noted among the prominent recruiters are Nestle India, UCO Bank, Asian Paints, ITC Ltd., Capital IQ, Shoppers Stop, Gati, Methodex System, SBI General Insurance, HDFC Bank, Lanco Infratech, SBI Life, Coast Liners, Berger Paints, Ceasefire, Indu Projects, Reliance Retail, ITC Lifestyle, Nerolac & Retailing, Manappuram Group, India Info-line, Clay Telecom, Vivo Solutions, Think Careers, Spandana Sphoorty. etc. While the highest salary stands at Rs. 5.5 lakhs per annum, median salary is Rs. 3.65 lakhs. `I am glad to be a part of ASBM during the most important phase of my life. I would like to thank our Director and the Placement Cell for giving me an opportunity to enter the corporate world and making my dream come true', says Divya Sanan who got selected in Nestle. Similar is the version of Madhulipsa Pruseth, placed in Lanco Infratech Ltd. 'The two years of rigorous classes, assignments, presentations, seminars, fun with friends and the utmost love and guidance of our faculty members has finally shown the results'. 'It is heartening to see that our students have done extremely well in the placement drive which ended recently. Impressively, the placement process ended with some students having more than one job offer. I would like to thank the recruiters for reposing faith on us', says the Founder Director of ASBM, Prof. Biswajeet Pattanayak.

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Our Shining Stars Speak

"I feel proud to say that I selected ASBM to pursue management studies. The institute provides all necessary platforms to groom students. My teachers have given me all the necessary support to develop my personality; as a result today I am holding a responsible position in the UCO Bank. The finishing School helped a lot to improve my communication skill and confidence level. Moreover, the library which not only houses more than 15,000 books also helped me for my overall development. The institute also gave platform for showcasing our talent and creativity skills by organizing many events like Ignite, Markfest etc. Thank you ASBM for making us what we are today."

Mamta Prajapati, PGDM-BIFS, UCO Bank

"Journey of these 2 years with ASBM was not so smooth. But with the help of my teachers and friends I am in an organization which many people only dreamt of. I am thankful to the specially designed ASBM Finishing school which groomed my personality and made me confident. On the whole, I can say that it was a rich learning experience at ASBM. Thank you ASBM for giving me a position where I am recognized by my name."

Anuradha Singh, PGDM, Fashion Associate,Shoppers Stop

"I feel proud to be a part of ASBM during the most important phase of my life. From the very first day of joining this institute there is a tremendous change in my knowledge level, skill, confidence level and attitude. The Finishing school was quite effective which made me feel confident and pragmatic in every situation. Each and every book placed in the library has been quite helpful. The facilities at ASBM made us feel like we are at home. Today I feel proud to be a part of ASBM. I would like to thank each and every member of the institute for being so good to us and making our dream come true."

Divya Sanan, PGDM, Nestlé

"It has been a roller-coaster ride at ASBM. And when we are leaving the campus I take all the sweet memories which I would cherish forever. The one thing which makes ASBM unique is the faculty members spearheaded by our Director, Prof. Biswajeet Pattanayak. I am sure that ASBM will continue imparting education and shaping the lives of thousands of students in years to come."

Shivdutt S. Mohapatra, PGDM- BIFS, SBI Life Insurance Co. Ltd

"I came to ASBM with high hopes to build a strong career with a solid foundation. Today I am extremely happy and satisfied with the knowledge and success gained here within these 2 years of my journey in this campus. Here I have learnt umpteen things right from organizing oneself to leading a team. Classroom learning with event management, facing mock interviews etc- all played a vital role in my final selection. I am thankful to all my faculty members and most importantly to the Placement team for giving this position."

Suvigya Vats, PGDM-LSCM, Asian Paints

"Getting into ASBM not only shaped my life but also my personality. Within these two years I got golden opportunities in discovering many things among which time management was one. Pursuing PGDM not only fetched me value added courses to my career but at the same time, it taught me how to trade off between them."

Pritee, PGDM. UCO Bank

"Before taking admission in ASBM, I was not sure about my future. But gradually the facilities and the teachings received changed my thinking process. Under the able guidance of our Director Sir, Prof. Biswajeet Pattanayak, I found a lot of change in myself. Moreover, the faculty members have helped me a lot in shaping my career. The seminars, presentations, classes, events etc made me smart and confident and today my dreams have come true."

Mrinal Ankur Changmai, PGDM, Regional Manager,, Spandana Sphoorty Financial Ltd.

"These two years in ASBM taught us everything which is needed in the corporate sector. The institution provides the best educational environment and facilities through our faculty and staff members. Moreover, the case based study and the Finishing school module is surely going to help me in future. I thank all the members of ASBM family for the love and affection bestowed on us during the days when we were away from our home."

Abhijit Samantaray, PGDM, Berger Paints India Ltd.

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"After studying two years, today I feel proud to be a part of ASBM - one of the premier institutes of Eastern India. Its beautiful campus, robust curriculum and vibrant faculty members make this institute unique of its kind. I owe my success to my parents and ASBM to whom I shall be ever grateful. I am thankful to our Director Sir for giving me such an opportunity is making my dream come true."

Padma Lochan Sahoo, PGDM- LSCM, ITC Ltd

"ASBM provided me with a platform to explore my dreams in the management world by means of quality education and a wonderful study atmosphere. The logistics course which I pursued is unique in many ways because of the opportunities it provides in terms of growth in career and its contribution to the economy of our country at large. My two years in ASBM has been the best part of my life where I had gained a lot of experience. I am thankful to my teachers for being my regular motivator and especially to our Director Sir for being the source of inspiration and a role model."

Satyajit Mohanty, PGDM-LSCM, Coastliners Pvt. Ltd.

"I could very well remember my day one at the college campus. I was taken away by the beauty of the campus and gradually the programmes, the teaching, my friends etc which I would never forget. One thing which initially upset me was the strict rules and regulations, but today I understand how it has truly shaped my career. Today I am proud to say that I am a product of ASBM. I can't forget my favourite faculty, Prof. Biswajeet Pattanayak. Though I have not interacted with him much but the speeches delivered during events/occasions had magic which made us spell bound."

Suman Preeti Phalgu, PGDM, Manappuram Finance Ltd.

"Two years at ASBM has been a wonderful experience of my life. Personality development, receiving the best teaching, enhancement of practical knowledge and sharing some healthy time with my friends were a part of it. The best part was the events and seminars organized on various programmes, where eminent personalities from various fields including corporate houses delivered talk. It will be justified to say that dreams come true in ASBM. I will miss this beautiful campus very much. I wish all success to ASBM."

Chandan Sahu, PGDM, Capital IQ, Hyderabad

"Good times last always but the path has several twists and turns'. When we walked into the campus we had tears in our eyes for being away from our family and now at the time of leaving this place also we are equally depressed. These two years had been full of life. Classes, assignments, presentations, seminars, fun with friends, hostel life and the utmost love and guidance of our faculty members gifted us some of the best days of life. The pure, clean and fun-filled learning environment of ASBM, the excellent

Madhulipsa Pruseth, PGDM-IB, Lanco Infratech Ltd.

"My two years of attachment with ASBM can't be summed up in a few lines. This is the first time, I left my home and stayed away from my near and dear ones for seeking higher education. For an educational institution, the faculty members play a major role in shaping the career and life of an individual which was found at this institute. They provided 360° learning. The team learning environment and flexibility gives me everything for making my dream come true. Thank you ASBM for giving me a chance to be a part of this corporate world."

Saadat Hussain, PGDM, Spandana Sphoorty, Financial Ltd.

"ASBM gave me whatever I dreamt of. It gave us good teachers who are excellent in their own fields. They have been our motivators from the beginning of our joining. Under the guidance of Prof. Biswajeet Pattanayak, our respected Director Sir, they have tried their best for making us the future action leaders. Besides this, the congregation of brilliant minds made the environment healthy and competitive. These 2 years has given us many experiences of studying in groups, enjoying the lush green campus."

Amit Kumar, PGDM-IB, Ceasefire Industries Ltd.

"I could very well remember those days when I was in a dilemma whether to take admission in ASBM or not. But gradually I felt 'Yes this is the place'. The infrastructure, course curriculum and the members of the ASBM family are par excellence. I always believe in 'learning through observation'. And ASBM has given me a good observation skill along with the fundamental to become perfect. Today I have learnt that perfection is not only about to be in control but sometimes it is also about losing one's control."

Sanjay Kumar, PGDM, Clay Telecom

Redefining Strategies to Harness Excellence

Hon'ble Shri Justice R. K. Patra, the Chairperson of State Human Rights Commission inaugurating the National Management Convention (NamCon'12)

"At the time, when our nation has made a great march into innovation and technological advancement, adequate vigilance and incessant care needs to be ensured for protecting our cultural uniqueness for concerting the pursuit for excellence," said Hon'ble Shri Justice RK Patra, the Chairperson of State Human Rights Commission. Inaugurating the National Management Convention (NamCon'12) organized by ASBM on a pertinent theme 'Envisioning Future Business: Redefining Strategies for Excellence,' Justice Patra said that India has successfully gained the agility to combat the wraths of globalization which need to be imbibed. Referring to Gandhi, he said that the future managers need to cultivate intuition, inspiration and knowledge which will ultimately lead to achieve excellence in their field. Justice Patra elaborated on various psycho social facets of financial crisis that is the most prevailing issue of this decade. He stressed, "The ordinary way of human behavior is to avoid feeling his own fault. Its nature is to highlight other's fault. Similarly whenever crisis takes place everyone tries to blame each other." He indicated on the hope of recovering from this crisis through a famous saying that suggests "An uncultured man always blames others. A semi - cultured man blames himself and a fully cultured man blames neither." According to him in these days of LPG (Liberalization, Globalization and Privatization) when everything is revolving around an open economy, we need to cultivate more on excellence and our thought process. Justice Patra ended his speech with his thought provoking dictum, "We should know where to come from and where we are going. We sometimes go with it and sometimes against it."

Attending the event as the Guest of Honour, the Managing Director of State Bank of Hyderabad, Shri M. Bhagawantha Rao said that excellence cannot be achieved in a single day rather it comes with months and years of journey. The accomplishment received through short cut means does not stay long and hence everything is built on the basis of sincerity and dedication, he observed. He brought up a highly interesting issue to the forum about the Government not having any Manager. He questioned, "if a company can have a manager, a bank can have a manager then why can't a government have any manager? This is where the cause of any problem starts which is associated with our country". Shri Rao emphasized on the theme of the evening and said, "What is excellence? When any person wins a race we say hats off; but is it excellence? Excellence is within it. It comes with months and years of journey through it." He concluded the address with his apt remark that MBA should not be accepted only as a degree and needs to be appreciated as an inner competence to admire the brilliance of others for getting the job done. He also ignited the minds of future managers through many trendsetting observations.

Shri M. Bhagawantha Rao
Managing Director, State Bank of Hyderabad

ASBM's National Management Convention (NamCon'12)

Prof. Biswajeet Pattanayak

Giving the welcome address the Founder Director of ASBM, Prof. Biswajeet Pattanayak said that it is a debatable topic whether the future can be predicted or not. Here one thing can be said that the budding professionals can prepare a strategy regarding the industrial development which is taking place in the world. Quoting Swami Vivekananda, the Management Guru deliberated on change and said that wind of change is flowing from all sides. And the one who is able to catch the wind at appropriate time excels and who fails to do so remains at the back.

Shri Deepak Jhangiani

The technical session I on the sub-theme 'Managing Market' was addressed by Shri Deepak Jhangiani, Director (Mktg.) Ramdeo Media Pvt. Ltd; Mr. Niladri Sekhar Chatterjee, Odisha Head – Marketing, Godrej & Boyce Manufacturing Co. Ltd.; Shri Tanmoy Mukherjee, All India Brand Manager, LAVAZZA-Coffee. Shri Jhangiani harped upon the fact that the future marketers today emphasize on the change which is dynamic and happening. He said that the fundamental process has become obsolete and so the business process has re-engineered itself. The major role of marketing is to make selling superfluous and everybody has to align to the marketing function, he observed. Shri Chatterjee in his address said that marketing is creating value and customer excellence. Excellence is nothing but continuous process of performance improvement. We should concentrate on rural marketing. The disruptive innovation has taken place due to unique thinking. He also observed that re-engineering of product has become very much essential. Shri Mukherjee hinted upon the fact that marketing has shifted to "inside out" from 'outside in". Consumer buys value not products anymore. He focused on the fact that current marketing has to adapt to the expectation of the consumer, quality and promotion. Marketers must be consumer focused and should go for more precision and should give importance on ROI. USP has changed to MSP that is "ME" selling proposition, he observed in his address.

Shri. Niladri Sekhar Chatterjee

Shri Tanmoy Mukherjee

Shri M. Ramakrishna

The speakers who spoke in the technical session II on the sub theme 'Managing Human Resources' included Shri M Ramakrishna, MD, ZCS Consulting Ltd and Prof. (Dr.) Pravat K. Mohanty, Professor, Utkal University. Shri Ramakrishna in his remarks said that forecasting future is to understand the strategies for enhancing the quality of human resource. The most complicated problem faced today is due to lack of proper strategies; he maintained. HR manager according to him ideally should focus on strategizing human resource and sustaining them. Prof. Mohanty in his speech stressed on the fact that, the role of HR manager is to motivate and retain

Prof. Pravat K. Mohanty

Everything according to him viably should be environmental friendly and withstand the rigors of drastic transformations. He concluded with the imminent need for knowledge acquisition that has become strategically essential to match with technological change. Prof. Ghosh in his address mentioned that operation needs to strike an impeccable balance between operational efficiency and operational excellence.Achieving operational excellence is the need of the hour and for this, use of knowledge is very essential.To be competitive and not to make failed investment we need to position ourselves in a different way that will balance between risk and factors of uncertainty.

Eminent Dignitaries on the Dais

Shri Ansuman Das, Director (Commercial) of National Aluminium Company (Nalco) and Shri Suresh Chandra Mantry, IAS (Retd.) General Manager of 'The Samaja', spoke as eminent guests in the concluding ceremony. In his address Shri Das said that previously business focused on agriculture, land & labor. Subsequently, with industries, came up the concept and practices of currency development. Currently, business is more visualized in virtual form than in any conceptual way and there are increasingly more and more things that are changing so fast. He opined that the need of the hour is all about visualizing the future and bringing things to a particular place. Thinking in right direction and having visibility in business are emerging vital. He encouraged the students to strategize for getting their objectives fulfilled and hoped that the institution will drive their passion and perfection in right direction. Shri Mantry started with the ground breaking connotation of management strategy that proclaims managing with others' money as one among the primary indices of business. The two revenue centers of business as he depicted happen to be marketing and innovation. It's not individual but it's the team that matters for phenomenal success as he observed about the strategic pursuit for growth. He insisted on future action leaders for adhering to Japanese system of management broadly accepted on the grounds of being people oriented and integrated. He concluded with his four basic postulates like stimulation, inspiration, team approach to decision and appropriate rewards as rudimentary to achieving the Vision 2020. A book on the theme of the event was also inaugurated on the occasion. In the valedictory session, the summing up of the national convention was made by the Chairman of NamCon'12 and Director of ASBM, Prof. Biswajeet Pattanayak.

Shri Ansuman Das

Shri Suresh Chandra Mantry, IAS (Retd.)

Dignitaries Releasing NamCon'12 Souvenir

the talent in the organization. He also emphasized on technological changes that always lead to skill up-gradation of the HR managers. HR manager, according to him, should be flexible and must adjust with dynamic environment of growing challenges and opportunities.

Prof. Samson Moharana

Prof. Samson Moharana from Utkal University, Dr. Satchidananda Sogala, Director, Srichid Global Microfinance Foundation; Shri Robin Roy, Director (Financial Services), PWC were the eminent speakers for the technical session III in which the sub theme was 'Managing Finance'. Prof. Moharana observed that Managing finance has become very vital today. The reason for this is that the fiscal policy is not supporting the monetary policy in major aspects. The goal today therefore has been ensuring financial sustainability, which is unpredictable. Managing finance is the prime most success factor in this regard, he maintained. He also cautioned to take a note of financial management that changes with the micro and macro-economic diversities and transformations. Dr. Sogala in his observations maintained the stand of the govt. as very protective as it recapitalizes at the time of crisis. Finance is no more a mere discipline, it's the area that needs to be discussed with humbleness and an urged protection, he stressed.

Shri Robin Roy

Dr. Satchidananda Sogala

As no one could predict the global crisis the result happened to be extremely miserable. As there has been an explosion in the expectation and use of technology which is creating mechanization, we need to maintain eternal vigilance to reap ethical profit, he concluded. Shri Roy in his address deliberated upon the most prominent aspect of finance which is all about dynamism. Change according to him takes place very fast. Culture of risk-bearing is involved in the factors of success revolving round any business. The reasons for great financial crisis as he identified are indicated in greed, modification of financial product, abundant liquidity in the market and regulatory regime. Risk management, as he stressed, has evolved as highly essential in the rapidly changing multifaceted world economy in the current era.

Shri A. Thothathri Raman,

The speakers who spoke in the session based on the sub theme 'Managing Knowledge & Operations' were Shri A. Thothathri Raman, Chairman, SEAA Trust, New Delhi; Shri Vivek Pattanayak, IAS (Retd.), Former Director General, United Nation's ICAO, Montreal and Prof. Ranjan Ghosh, VGSoM, IIT, Kharagpur. Shri Raman in his remarks pointed out operation as the assimilation of knowledge and ability to comprehend and strategize the operations for managing the organization. He maintained change as the prime most permanent thing in this world and one needs to acquire knowledge for sustaining in the market. Shri Pattanayak in his inspiring address appealed to the future managers to think about potentially sustainable business in the coming decades and for this he made it inevitable that we should acquire knowledge and use innovation incessantly.

Prof. Ranjan Ghosh

Shri Vivek Pattanayak, IAS(Retd.)

ASBM Lifetime Achievement Award Conferred on Dr. Earl H. Potter III

The ASBM family including the students, alumni faculty and staff members, stood united in honoring one of the towering academic champion, administrator and nation builder par excellence; Revered Dr. Earl H. Potter III, President of St. Cloud State University, Minnesota, USA with Lifetime Achievement Award-2012 for his trendsetting contribution to the world knowledge economy. As an educational leader of eminence; Revered Potter has demonstrated unexampled will power, vision and genius to carve out a path for millions of graduates to successfully navigate through work, life and citizenship. This uniquely designed award takes in to account the innovative contributions of iconic figures in various capacities having a longstanding impact on the public, professionals, students, educators and nation builders. The objective of conferring this award is to make the landmark achievement by potential contributors more widely disseminated and publicized to create an inspiring impression among the new generation to follow the footprints of enigmatic and encompassing efforts of excellence. The legendary stalwarts conferred with ASBM Lifetime Achievement Award since Inception include Padmashree Pritam Singh, Former Director ,IIM & Professor Emeritus, MDI, Gurgaon (2008); Prof. Charlie Nelms, Chancellor, North Carolina Central University, North Carolina,USA(2009); Shri Mahendra Agrawal, Managing Director of logistics major Gati-Asia Pacific, Singapore(2010); Padmashree Bala Balachandran, Professor Emeritus, Kellogg School of Management,USA (2011)

ASBM Releases Book on Future Business and Revamped Strategy

Dignitaries releasing the ASBM Book "Envisioning theFuture Business"

An authoritative compilation of enlightening academic and research articles titled 'Envisioning Future Business: Redefining Strategies for Excellence' brought out by ASBM to commemorate the National Management Convention on this pertinent theme was released by the Chief Guest Hon'ble Shri Justice R.K.Patra. The book published by Excel Books, New Delhi has been edited by Prof. Biswajeet Pattanayak, Prof. Kalyan Shankar Ray, Prof. Phalgu Niranjana and Prof. Udayan Das. Earlier also ASBM has come up with prominent publications titled 'Sustaining Business in Turbulent Times: The Indian Perspective' and 'Storming the Global Business: Rise of the Asian Tigers'

ASBM inspiring minds
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ASBM's National Management Seminar (OperLogix'12)

Eminent Dignitaries on the Dais

Shri Subrat Tripathy, IRTS

Robust growth prospective and huge employment opportunities are all set to characterize the logistics and operations sector in the next decades, said speakers at the National Management Seminars on Operation and Logistics (OperLogix'12) organized by ace B-School, ASBM. Chief Guest of the occasion, Shri Subrat Tripathy, Chief Commercial Manager, East Coast Railways, stressed on the rapid modernization of Indian railways and its future growth driven by the cost containing and efficient management of logistics operation. Reflecting on the evolution and contribution of railways in India, Shri Tripathy said that once viewed as a provider of essential service, railways is now gaining a face lift as the harbinger of industrial progress. He also harped upon symbiotic relationship of multi-modal transportation and multi-functional logistics complexes on the prominent freight corridors. He inspired the students to take advantage of the management education in logistics and supply chain being provided by this advanced B-School for coming up as the future leaders in the industries

Vast Job Opportunities in Logistics Management Sector

Shri R Ranga Rajan

Delivering the key note address, Shri R Ranga Rajan, VP (HR), Sical Logistics Ltd., said that with the annual logistics cost of 6.75 billion dollars, Indian logistics and supply chain industry stands at 47 rank among 155 countries as revealed by recently released World Bank Survey. With a projected annual growth rate of 15-20% per year, the industry already provides employment

Shri Vivek Pattanayak, IAS (Retd.)

Dignitaries Releasing ASBM Journal

to 45 million people in India. Looking at the huge employment opportunity, career aspirant and management students across the country can enhance their potential by choosing logistics and supply chain management as a career of first choice, he added. Presiding over the National Seminar, eminent bureaucrat and former Director General, United Nation's ICAO Montreal, Shri Vivek Pattanayak emphasized on the growing significance of logistics operations which evolved as a military strategy right from the reign of Alexander the Great and Napoleon Bonaparte. At the outset in his welcome, the Founder Director of ASBM, Dr. Biswajeet Pattanayak, harped upon the strategic prominence of the logistic industry in the global context. Stressing its growth from iconic management philosopher, Peter S. Drucker, Dr. Pattanayak highlighted the recent international convention of logistics attended by 3100 professionals from 41 countries deliberating on the industry employing an investment of 3 trillion dollars with 50 billion share of India. He highlighted that ASBM was the front ranking B-School to start the PG programmes in Logistics and Supply Chain for the first time in the country. To mark the occasion, the 4th volume of ASBM Journal of Management was released by the dignitaries. The technical sessions in this day-long seminar were enriched by thought provoking deliberations by Shri T Sambamurthy, EDC Head, Gati Ltd, Shri Raj Kumar Mitra, Category Manager, MJunction Ltd, Dr. Subhasish Das, Vice President, Project Odisha, Welspun Steel Ltd, Mr. Anil K. Tiwari, DGM, Supply & Distribution and Dr. PC Rath, Utkal University. The deliberations of the seminar were summarised at the end by Prof. Balaram Swamy.

Shri Raj Kumar Mitra

Dr. Subhasish Das

Shri T. Sambamurthy

Shri Anil K. Tiwari

Dr. PC Rath

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ASBM Inks MoU with US & Argentine Varsities

ASBM signs MoU with
St. Cloud State University of US

ASBM inks MoU with
University of Enterprise, Argentina

Asian School of Business Management (ASBM) has entered into two prestigious agreements. The institute has signed MoUs with internationally reckoned centre of learning and excellence, St. Cloud State University of US and University of Enterprise, Argentina. The MoU which was signed during the visit of Dr. Earl H. Potter III, President of St. Cloud State University, USA to ASBM would enable the exchange of student, Faculty and research scholar to promote cross-cultural learning & research activities. It would also encourage co-operation like joint research lectures, symposia and country visits for students and faculty members, exchange of data, documentation and research materials, in the field of mutual interest. Another MoU which was signed with University of Enterprise, Argentina during the visit of Dr. Ricardo Orosco, Dean of Argentine University of Enterprise to ASBM would witness various faculty and student exchange programmes etc.

Accolades & Achievers: Augmenting Amazing Aspirations

With the rapid growth of liberalization & globalization, quality management education has become the need of the hour. Talented human capital will come only when an institute would come forward for imparting quality education. Attending the 3rd Annual functionof ASBM Institute of BBA, 'Scintilla-2012', as the Chief Guest, Hon'ble Minister, Revenue and Disaster Management and Information & Public Relations, Shri Surjya Narayan Patro said, 'the endeavor of ASBM in this regard is praiseworthy and I hope this institution will go a long way in providing studies to the aspirants', he added. The Founder and Chairman of ASBM Institute of BBA, Prof. Biswajeet Pattanayak in his speech highlighted on the successful completion of five years of the institute as a great milestone .

ASBM Institute of BBA Celebrates Annual Achiever's Day- Scintilla'12

He said that the BBA students have proved their mettle in literary and cultural activities including two students who secured 6th and 8th position in the last University exams. Presenting the Annual report, Principal of ASBM Institute of BBA, Prof. Hemant Kumar Panda congratulated the young minds who have channelized their creative urge in various activities. While Sri B.K Dasadhikari- Senior Regional Manager of CEAT Ltd. attended the function as the Guest of Eminence, Sri Rajen Padhi, Director of Sea-gold Overseas Pvt. Ltd. was the Guest of Honour of the programme. The literary magazine of the institute, 'Samadhan' was launched on the occasion. Winners of competitions like quiz, painting, essay, debate, extempore, song, dance, mimicry were awarded with trophies and certificates with Barsha Agarwal receiving the Champion's trophy.

Barsha Agarwal receives her Champion's Trophy

An Achiever receives his trophy

ASBM®
inspiring
minds
ASBM - Cultivating an Atmosphere of Innovation among Students

Championing the Cause and Colors of Creativity

Shri Surya Narayan Patro

Prof.(Dr.) Prasanna Kumar Patasani

Shri V. Seetaramaiah

Inaugural ceremony of 'Ignite-2012' and 'Markfest-2012'

Eminent Dignitaries in the Valedictory Ceremony

Asian School of Business Management's biggest 2-day B-School meet 'Ignite-2012' and Markfest-2012' held simultaneously, was surely a 'fun and learn' experience for the organized on the occasion where the budding professionals exhibited their talents. 'Each programme is unique of its kind. But I liked Ad-Diction as it endorsed day-to-day used products through this

ASBM Holds National B-School Cultural Fest 'Ignite' and 'National Markfest'

students who participated with great zeal. Ad-Diction, Win Quiz, Business Plan, Skit Show, Fashion Show were

mini-advertisement campaigns," said Neelam, a visitor who was a part of this 2-day event. Similarly, a dozen of kiosks were also installed showcasing various marketing strategies to promote innovative and unique products. Among them, the kiosk which attracted the audience most was the 'Eco-Car Wash' and 'Frozen-Ex'. While the former demonstrated how the herbal products can be

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Shri Dillip Mohanty

used for washing the cars and other vehicles, the later exhibited the cold chain supply chain management giving the concept of lessening the loss of grains and cereals. The Fashion Show "Made in India" was the attraction of the second day among others. Twenty four students kept the whole audience enthralled by their superb, breathtaking and trendy performance.

'I just loved the way the teams sizzled on the ramp. On the whole I can say, it was a wonderful experience to be a part of the B-School meet organized by ASBM. It has definitely provided a platform where the students can come up with different concept on the same stage', said Jasmine, friend of a participant. It is apt to be mentioned that a galaxy of eminent personalities were invited from various sectors to judge the events. "The B-School meet is a confluence of ignited minds aimed at creating a demanding environment in which the participants can exercise their creativity and indulge in bringing out the best," said the Director of ASBM, Prof. Biswajeet Pattanayak. Shri Surya Narayan Patro, Hon'ble Minister of Revenue & Disaster Management, Information & Public Relation; Prof.(Dr.) Prasanna Kumar Patasani, Hon'ble Member of Parliament; Shri Dillip Satapathy, Chief of Bureau, Business Standard, Shri V. Seetaramaiah, General Manager (IT) , Paradeep Phosphates Ltd. and Vice President(HR) of Aditya Birla Group Mr. Dillip Mohanty graced various sessions as guests of eminence. The programme came to an end with the students performing various cultural programmes. The event was sponsored by Pantaloons, Coca-Cola, F&D, STV Samachar, MRAW, Big FM and Maa Tarini EstCon (Pvt.) Ltd.

Shri Dillip Satapathy

ASBM Organizes Entrepreneurship Awareness Programme

Shri T.Ramachandru, IAS

The AICTE sponsored entrepreneurship development centre of ASBM, organized a three day long entrepreneurial awareness programme at its Shiksha Vihar campus. Inaugurating this event, the Chairman-cum-Managing Director of IDCOL, Shri T.Ramachandru, IAS harped upon ceaseless pursuit of creative ideas and innovative endeavors that will pave the path towards entrepreneurial excellence for the budding managers of tomorrow. He urged upon the parents and the educators' community to encourage the stream of creativity emanating from the young geniuses that will shape visions of tomorrow instead of restraining their unbound zeal for lateral thinking. Addressing various technical sessions on various facets of entrepreneurial development, key resource persons like Shri B.K.Dash, General Manager, DIC; Shri N.K.Samanta, Dy. Zonal Manager, Bank of India and Shri Subhranshu Udgata, CEO, Shreyanms Progressive Consultancy (P) Ltd. deliberated upon technical feasibility, financial assistance, regulatory procedures, identification of opportunity and above all perspectives like motivation, passion and excitement needed to evolve potential and prospective entrepreneurs for the current and future business scenario.

Shri B.K.Dash

Shri N. K. Samanta

Shri C.J.Venugopal, IAS

The Chief Guest in the valedictory ceremony Shri C.J.Venugopal, IAS, CMD, IPICOL gave away certificates to 65 graduating students successfully completing this training programme. In his address, he inspired the future managers to abide by the challenges posed by risk bearing and uncertainty to embrace the road to entrepreneurial prosperity. He lauded efforts of ASBM in augmenting the spirit of entrepreneurship among the employable youth force. In his welcome address, Founder Director of ASBM & Chairman of EDC, Prof. Biswajeet Pattanayak focused on the futuristic programmes carried forward by the centre to give a boost to our progressive economy.

Shri Subhranshu Udgata

ASBM in News

ASBM celebrates 5th convocation ceremony

Business Standard

The gap between India and US is gradually shrinking as India has been experiencing a tremendous technological boom as well as rapid industrial growth accompanied by burgeoning middle class and enhanced growth in the age group of 18-35, says Earl.H.Potter III, President of St. Cloud State

Convocation ceremony of Asian School of Business Management (ASBM).The topper of Post Graduate Diploma in Management (PGDM), Swati awarded Lanco while

chain management topper Tuhin Kanta Mishra and Hyderabad topper Var were awarded the gold given by Dhanush in State Bank of Hyderab and SEW Constructions tively. The director's gol the best all-rou

THE NEW INDIAN EXPRESS

NEWSMAKERS

ASBM Annual Meet

Bhubaneswar: Asian School of Business Management commenced its two-day annual meet Ignite 12 from Friday. MP Prasanna Patasani was the chief guest.

THE NEW INDIAN EXPRESS

MoUs signed for cross-cultural education

ian School of Business Management (ASBM), Bhubaneswar has signed Cloud State University of USA and University of Enterprise, change of students, faculty and research scholars. lectures, symposia and country visits documentation and Earl H Potter III,

THE TIMES OF INDIA

ASBM achieves 100% placement: Bhubanesw School of Business Management (ASB cent placement in camp batch of 2012 comprisin diploma programmes multi-natio

lakh. Several first time recruiters, the regular recruiters, participated ment process this time. The promin were Nestle India, Asian Paints HDFC Bank, Allahabad Bank, Gati lac Paints, Shoppers Stop, Reliance Paints, Vodafone Essar Spacetel

THE TIMES OF INDIA

Fifth convocation of ASBM: Earl H Potter III, the president of St. Cloud State University in the USA said the gap between India and the USA is gradually shrinking as India is experiencing tremendous technological convocation at the (ASBM)

The Telegraph

Jobs for all

■ The Asian School of Business Management (ASBM), Bhubaneswar, recorded 100 per cent placements this year, claimed institute officials.

In the cluster-wise recruitment drive spread f 202 stu-nmes re-

2019 | 2020 | 2021 | 2022 | 2023

THE NEW INDIAN EXPRESS

> Acceleration of privatisation has created an environment of healthy competition, which ultimately has added substantial value for the student community
> — **Prof Biswajeet Pattanayak, director, Asian School of Business Management, Odisha**

THE NEW INDIAN EXPRESS

NEWSMAKERS

l Convention

neswar: Asian l of s Management c 5th convocation of its PG

The Telegraph

Placement season

■ The Asian School of Business Management, Bhubaneswar, has begun its campus placement process with investment banking jobs in multi-national companies in the first phase.

Quite a few of those selected have been offered annual pay packages between Rs 2.6 lakh and Rs 5.5 lakh, said ASBM director Biswajeet Pattanayak. Top recruiters include Deutsche India, ING, Reliance, HDFC Bank, SBI Life, Asian Paints and Vodafone.

The second phase of recruitment began in the first week of February. "Several leading companies will come down and hopefully the batch will be placed by the end of the second phase," said assistant dean for placement and training R.K. Verma.

दैनिक जागरण

एएसबीएम का 5वां दीक्षांत समारोह

रांची ■ प्रबंधन संस्थान एशियन स्कूल ऑफ बिजनेस मैनेजमेंट (एएसबीएम) के पांचवें वार्षिक दीक्षांत समारोह में अमेरिका के संत क्लाउड स्टेट यूनिवर्सिटी के प्रेसिडेंट डॉ अर्ल पोटर ने कहा कि विश्व निर्माण में भारतीय प्रबंधन शिक्षार्थियों की भूमिका काफी अहम है. इसमें वे निर्णायक की भूमिका निभा सकते हैं. विशिष्ट अतिथि आलस्टम इंडिया के कंट्री प्रेसिडेंट सुनंद शर्मा ने पासआउट विद्यार्थियों को प्रेरित किया. सम्मानित अतिथि अर्जेंटीना औद्योगिक विवि के डीन प्रो रिकार्डो फेविवन अरोस्को ने उभरते प्रबंधकों के बीच उद्यमशीलता के क्षेत्र में जबरदस्त वृद्धि की बात कही. अध्यक्षता एएसबीएम बोर्ड ऑफ गवर्नेंस अध्यक्ष ब्रेथा फोटन इंडिया के राष्ट्रीय परिचालन मुख्य राकेश कालरा ने की.

THE NEW INDIAN EXPRESS

NamCon'12 held at ASBM

NamCon'12 was recently organised by Asian School of Business Management (ASBM), Bhubaneswar, on the theme, Envisioning Future Business: Redefining Strategies for Excellence. Justice RK Patra, chairperson of State Human Rights Commission, inaugurated NamCon. The guest of honour was M Bhagavantha Rao, managing director of State Bank of Hyderabad. The four techni Manageme Human Resources Manage

THE TIMES OF INDIA

The Telegraph

All-round performance

The Telegraph

Double fest fun

WALKING WITH STYLE

THE HINDU

B-school convocation

Earl. H. Potter III, President of top notch US St. Cloud State University, said that the gap between India and US was gradually shrinking as India had been experiencing a tremendous technological boom as well as rapid industrial growth.

Mr. Potter was addressing the fifth annual convocation of city-based B-school ASBM here. Founder Director of ASBM, Biswajeet Pattanayak, said 100 per cent placement of the passing out batch in leading multinational and national organisations before the annual convocation added to its credibility.

दैनिक भास्कर

एएसबीएम ने दिया 100 फीसदी प्लेसमेंट

रांची | एशियन स्कूल ऑफ बिजनेस मैनेजमेंट में नवंबर पथ्य से चले 4 महीनों की रिक्रूटमेंट प्रक्रिया में 100 प्रतिशत छात्रों को प्लेसमेंट मिला है। 2012 के बिजिक पोस्ट ग्रेजुएट कोर्स के 202 छात्रों के बैच के लिए 39 मल्टीनेशनल व ब्लू चीप कंपनी के 222 ऑफर आए थे। सबसे ज्यादा वेतन 5.5 लाख व औसत वेतन 3.65 लाख रुपए प्रति वर्ष थे।

Reflections

I am very much impressed with the functioning of ASBM which had set its feet about seven years ago with the stewardship of Shri Biswajeet Pattanayak. I am sure that ASBM will rise to greater heights. I wish the institute all success.
Hon'ble Shri Justice R.K. Patra, Chairperson, Odisha Human Rights Commission

I am deeply honored to be a part of this wonderful day and to witness the passing out batch of ASBM .
Dr. Earl H. Potter III, President, St. Cloud State University, Minnesota US

I am very grateful to ASBM for inviting us to visit this extraordinary land and to know this excellent school. Congratulations.
Dr. Ricardo Orosco, Dean, Argentine University of Enterprise

It is a great experience to be in this temple of learning. Seeing such a facility in Bhubaneswar gives an added delight. Headed by a versatile Dr. Biswajeet Pattanayak, ASBM can and should reach for the stars & beyond. God Bless.
Shri M. Bhagawantha Rao, Managing Director SBH, Hyderabad

This is not the first time I am visiting this institution. Every time I see the institution in a new form. It inspires me to visit again and again.
Shri Surjya Narayan Patro, Minister, Revenue &Disaster Management, I & PR, Govt. of Odisha

I am impressed by the ASBM campus and very high professional standards of its faculty and students. I wish them great success in taking the institute forward.
Shri R. Lakshmikant Rao, Banking Ombudsman, Odisha

My best wishes to all the students in all their endeavour in future in which they have the support of one of the best management institute in this part of the country.
Shri Devendra Prasad, General Manager, State Bank of India

I am quite impressed by the well maintained campus and the neatly dressed students. I am more impressed with the Institute and its Faculty in arranging and conducting Topical Seminars in which the students get to hear views of the Industry practitioners. I wish ASBM, its faculty and students great success in the days to come.
Shri S.K. Dey Purkayastha, Field General Manager, UCO Bank & Convener SLBC, Odisha

The infrastructure is very impressive. This is a great institution with lots of curricular and extra curricular activities.
Ms. Pranati Mishra, Vice President, ICICI Lombard General Insurance Co. Ltd.

Very progressive in outlook, it is having all facilities available. They fulfill the purpose of a good organization for which it is better in the city. Courtesy Excellent.
Shri N. R. Padhy, Secretary, Office of Insurance Ombudsman

Rising sun of the east, ASBM will be the source of light to the rest of the country an inspiration for years to come, and one day will dazzle the world. A well organized institute.
Shri Vivek Pattanayak, IAS (Retd.) Former Director, United Nations' ICAO, Montreal

ASBM will spearhead Odisha's development and propel Eastern India to Global levels in next twenty years.
Shri R. Rangarajan, Vice President (HR), SICAL Logistics, Chennai

It was a wonderful evening, the event was enchanting. The ambience was great. With such infrastructure and ambience I wish a great future for this institute and the students.

Shri Dillip Satapathy, Chief of Bureau, Business Standard, Bhubaneswar

Good experience and learning from legendry speakers.
Shri T. Sambamurthy, EDC HEAD, Gati Ltd.

Bravo!!! Sir, Prof. Biswajeet Pattanayak, I am sure with your leadership ASBM will achieve many more milestones.
Dr. Subhasish Das, Vice President, Welspun Steel Ltd.

This is my first visit to the campus. I am impressed, everything is organized. Best Wishes.
Shri Anil K Tiwari, DGM (S&D), Paradeep Phosphates Ltd.

Great opportunity to interact and learn from the marketer and consumers of tomorrow. Future of marketing is with the youth, the students. Thanks for the opportunity of interaction given by the institute.
Shri Deepak Jhangiani, Director (Marketing), Ramdeo Media Pvt. Ltd.

Good Infrastructure. The current forum is very good and thought provoking. Quality platform for interacting with the future leaders.
Shri Niladri Sekhar Chatterjee, Marketing Head (Odisha), Godrej & Boyce

Very good infrastructure. Thought provoking forum. Good to develop the future strengths.
Shri Tanmoy Mukherjee, All India Brand Manager, Lavazza Coffee

Impressed with the infrastructure and the palpable aura of learning. Glad to join the seminar this evening.
Shri Robin Roy, Director (FS), Price Waterhouse Coopers Pvt. Ltd. Bangalore

Great dream realized. Kudos to great innovator Prof. Biswajeet Pattanayak.
Dr. Satchidananda Sogala, CEO, SRICHID GROUP, Bangalore

Was quite impressed with the infrastructure & facilities created in a span of about five years and the sectoral design of curriculum to create management specialists for different business sectors.
Shri Ansuman Das, Director (Commercial), NALCO

Chief Advisor
Prof. Biswajeet Pattanayak
Founder & Director, ASBM

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