



**LEAD  
to  
CHANGE**

Placement Bulletin 2017  
Asian School of Business Management  
Bhubaneswar  
[www.asbm.ac.in](http://www.asbm.ac.in)

# Vision

Asian School of Business Management will set best standards in imparting management education that builds business leadership.

# Mission

ASBM is the school for Newgen managers instilling in them the power of positive thinking, exemplary speed of execution, insatiable desire for new information and knowledge, a global mindset and a penchant for out-of-box thinking by benchmarking with the best business school practices from Asia and the rest of the world.

ASBM would strive to provide a highly evolved value based education that presents best precepts and practices of good governance, ethical business practices, sensitivity towards realities of the market in order to shape the student managers to become mature business leaders.

# Quality Policy

- ▶ World class learning environment
- ▶ Best selection of, and support to, faculty
- ▶ Technology enabled teaching & learning
- ▶ Continuous learning from prevailing business environment & corporate leadership
- ▶ Research orientation and publishing
- ▶ Competitive & collaborative spirit
- ▶ Continuous improvement of processes & systems
- ▶ Focus on management training and lifelong learning



Asian School of Business Management is an autonomous B-School approved and recognised by AICTE, Ministry of HRD, Govt. of India. It was inaugurated by Hon'ble Vice President of India in 2006 in the presence of Hon'ble Governor and Hon'ble Chief Minister of Odisha. The institute has emerged as Centre of Excellence being conferred with the global accreditation from Accreditation Council of Business School and Programs (ACBSP), USA. The school has been founded by Distinguished former Professor of IIM Indore & Lucknow Prof. (Dr). Biswajeet Pattanayak. In its more than a decade long existence, ASBM has bagged several awards and accolades.

Postulating the view that a healthy environment directly nourishes the mind and soul by enabling individuals to maximise their potential, ASBM has been built within the serenity of nature in the midst of restful greenery of Chandaka, one of the largest elephant sanctuaries of Asia. The campus offers an ideal place for students to turn away their attention from the uproar of city life to the self absorbing nuances of the institute where world class systems and procedures have been integrated to enable thought ideation and realization of the highest calibre.

Students are constantly encouraged to exert themselves in all spheres of curricular, co-curricular and extra-curricular activities in order to activate and sharpen their competencies in various areas of interest that provide them the right platform to develop and showcase innovation led management of business.



“

Our industry-ready students are groomed with the philosophy and values of positive attitude, creative thinking, discipline and professionalism to lead the change. They are exposed to continuous unlearning-learning-relearning process through various activities in the campus. Some of the unique activities at ASBM are Markfest, IGNITE, focused national seminars and workshops, Finishing School exposure etc.”

”

## Founder and Group Director

### Prof. (Dr.) Biswajeet Pattanayak

Ph.D. D.Litt., D.Sc, Fellow (AIMA)

Distinguished former Professor of IIM Indore & Lucknow;  
Former Director, Indian Institute of Bank Management, RBI;  
President of India's Nominee in the Courts of Rajasthan Central University & Guru Ghasidas Central University;  
Member, National Board of National HRD Network;  
Member, State level Committee on New Education Policy, Govt. of Odisha;  
Author of 23 Books & 85 Research Publications;  
International Teaching Excellence Awardee, ACBSP (USA);  
Dewang Mehta Awardee for Best HR Professor.

# ACCREDITATION & RECOGNITION



Approved and recognised by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India.



Global Accreditation by Accreditation Council for Business Schools and Programs (ACBSP), USA.



SAARC Recognised body AMDISA has awarded SAQS International Quality Accreditation to ASBM.



Association of Indian Universities (AIU) has recognised PGDM Course of ASBM as equivalent to MBA of any Indian University.



PGDM accredited by National Board of Accreditation (NBA), Govt. of India.



Prof. (Dr.) Biswajeet Pattanayak was felicitated by Shri Rakesh Sharma, CEO & MD of Canara Bank in 2017



ETV Eduquest Excellence Award "B-school of the Year" for promoting Industry-Academic interface by Hon'ble Minister of Industry, Govt. of Odisha



Dewang Mehta National Award of Best HR Professor conferred to Prof. (Dr.) Biswajeet Pattanayak Founder & Director, ASBM

## Awards & Appreciation

- International Teaching Excellence Award 2016 conferred on Director Prof. (Dr.) Biswajeet Pattanayak as one among the top ten management educators of the world
- ASBM has been rated A+++ in the National Survey Business India B-school Survey 2016
- CSR eminent Directors of leading institutions award 2014, conferred on Prof. (Dr.) Biswajeet Pattanayak
- Excellence in Education Award, 2013 by Competition Success Review
- International Star for Leadership in Quality Award, 2013
- 19th Position among Top Institutes of India Dainik Bhaskar Lakshya Survey, 2011
- DNA Innovation in Teaching Award 2010
- Rated highest on Governance parameter along with IIM Ahmedabad for three consecutive years
- CSR Top Institute of India Award, 2011
- One of the Top 20 B-Schools in India by Deccan Herald, 2008
- B-School Leadership Award by 16th Business School Affaire and Dewang Mehta Foundation, 2008



Arya Vedant Society for Culture, presents citation to Prof. (Dr.) Biswajeet Pattanayak, Founder and Director, ASBM by Great indian writer Amitav Ghosh along with Shri Sitakanta Mahapatra (IAS)



# Invitation to Recruiters



**Prof. Raj Kamal Verma**  
Asst. Dean,  
Placement & Training

ASBM stands tall in its 11<sup>th</sup> year of continued and growing success with another batch of budding managers carefully nurtured and thoroughly prepared to take on the challenges of people, products and markets. It has been our mission to inculcate in our students sound management thinking that is innovative and socially responsible. It takes two wings to fly, and we gratefully acknowledge that it would not have been possible for our students to fly high without the support of our recruiters. As the placement season dawns, I am extremely privileged to invite you to partner with us and await the commencement and continuance of a sustainable and mutually enriching relationship.

## State-of-the-art Infrastructure

- Lush green sprawling e-campus with state-of-the-art facilities
- Residential Campus with separate hostels for boys and girls with independent internet connection. Lan/WAN Connectivity supported by latest IBM server with RAID technology
- Gymnasium, Yoga Centre and Entertainment Zone with indoor games for holistic, physical, mental and spiritual development of the students
- Air-conditioned central library named as "Chanakya Knowledge Centre" with more than 25,000 books and 7,313 international and national e-journals from EBSCO, J-Gate etc
- Mother Teresa Health Centre to provide 24 hours health service with an ambulance for emergency
- Outdoor games like volley ball, badminton etc.
- Fully air-conditioned central auditorium with advanced acoustics and visual equipments
- Open Air Theatre, ATM, Post Office, etc.



# UNIQUE MENTOR-MENTEE Programme

Targetting holistic development of the students, both academic as well as personality grooming, the mentor-mentee programme is adopted for ASBM students -

- ▶ To inspire and motivate.
- ▶ To advice and suggest specifications for concept understanding & clarification regarding relevant doubts in courses of their own area or recommend to other faculty members of other areas.
- ▶ To offer constructive criticism as well as compliments.
- ▶ To be open and honest in the entire exercise of facilitation.
- ▶ To be a good role model through actions and words.

This helps students

- ▶ To be open & honest in revealing any difficulties in managing academic activities and self.
- ▶ To strive to give his/her best at all times.
- ▶ To learn from mistakes.
- ▶ To develop the right kind of attitude for accepting criticism graciously and to act seriously on the suggestions of the mentor.



# Finishing School : Preparing for **Employability & Placement**



Career planning needs a scientific approach to get success. ASBM strongly believes that students are to be moulded and shaped through a systematic approach on the line of Finishing School concept of West. While pursuing their programme, they will undergo competency mapping and development process to be prepared for entry to their dream career.

This Finishing School is the first of its kind in India attached to a B-School. The school, benchmarked according to the best of European and American Models, aims at sharpening the presentability of our professional graduates and enabling them with the required expertise on corporate code of conduct and business etiquettes. Finishing School conducts Power Packed Personality and Placement Grooming Module (4PGM) for all the students to shape them as professionals.

Only ASBM gives you the

**4 PGM**  
Advantage  
Power Packed  
Personality &  
Placement  
Grooming Module

## Focuses on

- \* Potential assessment through psychometric tests
- \* Complete grooming through mentoring and counselling
- \* Professional, social and personal etiquettes
- \* Effective communication
- \* Resume building
- \* Participating in group discussion
- \* Facing interviews
- \* Managing impressions of the recruiters
- \* Full dress rehearsal for placement



# Students' PROFILE

## MM + HRM | HRM + MM

(PGDM : 2016 - 2018)



### **Bisnupriya Pati**

BBA, Amity University, UP

**Summers: Future Retail Limited**

**Specialisation:** Marketing Management  
+ Human Resource Management

**Languages:** English, Hindi & Odia



### **Dibyani Mishra**

B.Com, Govt. Autonomous College, Rourkela

**Summers: SBI Life Insurance Ltd.**

**Specialisation:** Marketing Management +  
Human Resource Management

**Languages:** English, Hindi & Odia



### **Anchalpriya Dalai**

B.Sc., Gopabandhu Science College, Athagarh

**Summers: Future Retail Limited**

**Specialisation:** Human Resource Management  
+ Marketing Management

**Languages:** English, Hindi & Odia



### **Ankita Parida**

ASBM BBA, Bhubaneswar

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human  
Resource Management

**Languages:** English, Hindi & Odia



### **Amrita Sahu**

B.Sc., College of Basic Science & Humanities  
(OUAT)

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human  
Resource Management

**Languages:** English, Hindi & Odia



### **Abdul Rashid Khan**

BBA, VISWASS, Bhubaneswar

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human  
Resource Management

**Languages:** English, Hindi & Odia

# Students' PROFILE

## MM + HRM | HRM + MM

(PGDM : 2016 - 2018)



### Aman Kumar

BBA, Lalit Narayan Mishra Institute of Economic Development & Social Change, Patna

**Summers: Safechem Industry Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi



### Rohit Kumar Tripathy

BBA, Ravenshaw University, Cuttack

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human Resource Management

**Languages:-** English, Hindi & Odia



### Jharna Kishan

B.Com, Ravenshaw University, Cuttack

**Summers: Thoomri.com**

**Specialisation:** Marketing Management + Human Resource Management

**Languages:** English, Hindi & Odia



### Ruqshar Neha

BBA, Gangadhar Meher (AUTO.) College

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human Resource Management

**Languages:** English, Hindi & Odia



### Manish Gaurav Tigga

B.Com, ST. Xavier's College, Ranchi

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human Resource Management

**Languages:** English, Hindi



### Shruti Kumari

BBA, Lalit Narayan Mishra Institute of Economic Development & Social Change, Patna

**Summers: Future Retail Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi

# Students' PROFILE

## MM + HRM | HRM + MM

(PGDM : 2016 - 2018)



### Gyanchand Kumar

BBA, Birla Institute of Technology, Ranchi

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management + Human Resource Management

**Languages:** English, Hindi



### Smruti Sudha Bhanja

B.Sc, Trident Academy of Creative Technology, Bhubaneswar

**Summers: Future Retail Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi & Odia



### Sushrusha Sahoo

B.Sc, D. K. College, Jaleswar, Balasore

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi & Odia



### Sagar Kachhap

B.Com, Sr. Xavier's College, Ranchi

**Summers: Future Retail Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi



### Shabhat Khanam

BBA, Gangadhar Meher (AUTO.) College

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi & Odia



### Saikat Kumar Pandit

B.A, Rabindra Bharati University

**Summers: Future Retail Limited**

**Specialisation:** Marketing Management + Human Resource Management

**Languages:** English, Hindi



### Vineeta Kumari

B.Com, Jamshedpur Women's College

**Summers: Future Retail Limited**

**Specialisation:** Human Resource Management + Marketing Management

**Languages:** English, Hindi

# Students' PROFILE

**MM + FM | FM + MM**  
(PGDM : 2016 - 2018)



**A Deepak Patro**

B.Com, Khallikote College (Auto), Berhampur

**Summers: Future Retail Limited**

**Specialisation:** Financial Management +  
Marketing Management

**Languages:** English,Hindi & Odia



**Ch. Debasis Patro**

B.Com, Khallikote College (Auto), Berhampur

**Summers: Karvy Stock Broking Limited**

**Specialisation:** Financial Management +  
Marketing Management

**Languages:** English,Hindi & Odia



**Ganesh Kumar Panigrahy**

B.Com, Gunupur College, Gunupur

**Summers: SBI Life Insurance Limited**

**Specialisation:** Financial Management +  
Marketing Management

**Languages:** English,Hindi & Odia



**Rachna Mohanty**

BBA, ASBM IPS, bhubaneswar

**Summers: Bajaj Capital Limited**

**Specialisation:** Financial Management +  
Marketing Management

**Languages:** English,Hindi & Odia



**Jayashree Gan**

BBA, Fakir Mohan Autonomous College,  
Balasore

**Summers: Future Retail Limited**

**Specialisation:** Financial Management +  
Marketing Management

**Languages:** English,Hindi & Odia



**Prajnasmitha Dash**

B.Sc, Netaji Subhas Memorial City College,  
Raja Bagicha

**Summers: Bajaj Capital Limited**

**Specialisation:** Financial Management +  
Marketing Management

**Languages:** English,Hindi & Odia

# Students' PROFILE

**MM + FM | FM + MM**  
(PGDM : 2016 - 2018)



**Amrita Banswar**

B.Com, Christ College, Cuttack  
**Summers : Karvy Stock Broking Limited**  
**Specialisation:** Financial Management +  
Marketing Management  
**Languages :** English,Hindi



**Amit Pathak**

B.Com, K. B. College, Baranga  
**Summers: Karvy Stock Broking Limited**  
**Specialisation:** Financial Management +  
Marketing Management  
**Languages:** English,Hindi



**Sumana Bose**

B.Com, Sivanath Sastri College,  
University of Calcutta  
**Summers: Bajaj Capital Limited**  
**Specialisation:** Financial Management +  
Marketing Management  
**Languages:** English,Hindi & Bengali



**Isha Singh**

BBA, ASBM IPS, Bhubaneswar  
**Summers: Bajaj Capital Limited**  
**Specialisation:** Financial Management  
+ Marketing Management  
**Languages:** English,Hindi



**Satyaprakash Panda**

B.Com, Pattamundai College, Pattamundai  
**Summers: Karvy Stock Broking Limited**  
**Specialisation:** Financial Management +  
Marketing Management  
**Languages:** English,Hindi & Odia



**Arunav Das**

B.Tech, M. V. Jaya Raman College Of  
Engineering, Banglore  
**Summers: SBI Life Insurance Limited**  
**Specialisation:** Financial Management  
+ Marketing Management  
**Languages:** English,Hindi & Odia



**Subhasis Pradhan**

BBA, Ravenshaw University, Cuttack  
**Summers: Karvy Stock Broking Limited**  
**Specialisation:** Financial Management +  
Marketing Management  
**Languages:** English,Hindi & Odia

# Students' PROFILE

## MM + OLSCM (PGDM : 2016 - 2018)



**Dibyadarshi Haraprasad Jena**

BBA, ASBM IPS, Bhubaneswar

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management

**Languages:** English, Hindi & Odia



**Arijit Brahma**

B.Tech, Kiit University, Bhubaneswar

**Summers: Pantaloon Retail & Fashion Limited**

**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management

**Languages:** English, Hindi



**Brijesh Kumar Sethi**

BBA, Ravenshaw University, Cuttack

**Summers: SBI Life Insurance Limited**

**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management

**Languages:** English, Hindi & Odia



**Diptanu Deb**

B.Tech, Gandhi Institute For Education &  
Technology

**Summers: Paradip Port Trust**

**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management

**Languages:** English, Hindi



**Nandini Bid**

B.Tech, Koustav Institute of Self Domain,  
Bhubaneswar

**Summers: Paradip Port Trust**

**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management

**Languages:** English, Hindi



**Ratnakar Sahu**

B.Tech, Kalam Institute of Technology,  
Berhampur

**Summers: Paradip Port Trust**

**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management

**Languages:** English, Hindi & Odia

# Students' PROFILE

## MM + OLSCM (PGDM : 2016 - 2018)



### **Sudip Mandal**

BBA The University Of Burdwan  
**Summers: Paradip Port Trust**  
**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management  
**Languages:** English,hindi



### **Suraj Kumar Meher**

BBA, Gangadhar Meher (Auto.) College, Sambalpur  
**Summers: Pantaloon Retail & Fashion Limited**  
**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain Management  
**Languages:** English,Hindi & Odia



### **Tattwadarshi Das**

B.Com, Vyasnanagar Autonomous College,  
Jajpur Road  
**Summers: Thoomri.com**  
**Specialisation:** Marketing  
Management + Operations Logistics & Supply  
Chain Management  
**Languages:** English,Hindi & Odia



### **Sandeep Kumar Nath**

B.Sc, PSSJ College, Banarpal  
**Summers: Pantaloon Retail &  
Fashion Limited**  
**Specialisation:** Marketing  
Management + Operations Logistics &  
Supply Chain Management  
**Languages:** English,Hindi



### **Suvam Sahu**

BBA, Ravenshaw University, Cuttack  
**Summers: Pantaloon Retail & Fashion  
Limited**  
**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management  
**Languages:** English,Hindi & Odia



### **Santosh Bhubaneswar Pattnaik**

B.Tech, Gandhi Institute For Education &  
Technology  
**Summers: Pantaloon Retail & Fashion  
Limited**  
**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management  
**Languages:** English,Hindi & Odia



### **Sujit Kumar Malik**

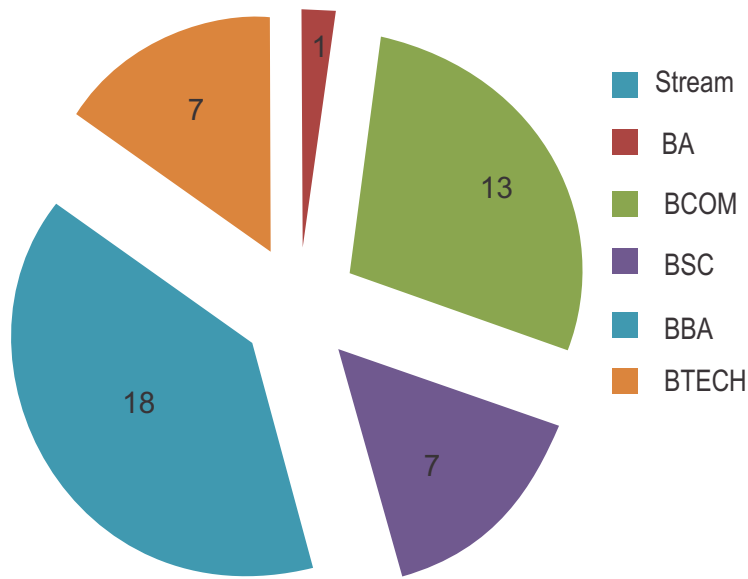
B.Sc (ITM) Ravenshaw University, Cuttack  
**Summers: Pantaloon Retail & Fashion  
Limited**  
**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management  
**Languages:** English,Hindi & Odia



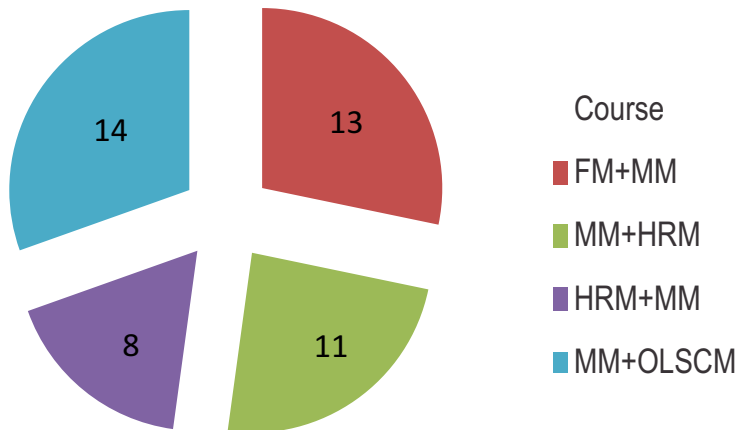
### **Sourav Chakraborty**

B.Tech, Karnataka State Open University  
**Summers: Paradip Port Trust**  
**Specialisation:** Marketing Management +  
Operations Logistics & Supply Chain  
Management  
**Languages:** English,Hindi & Bengali

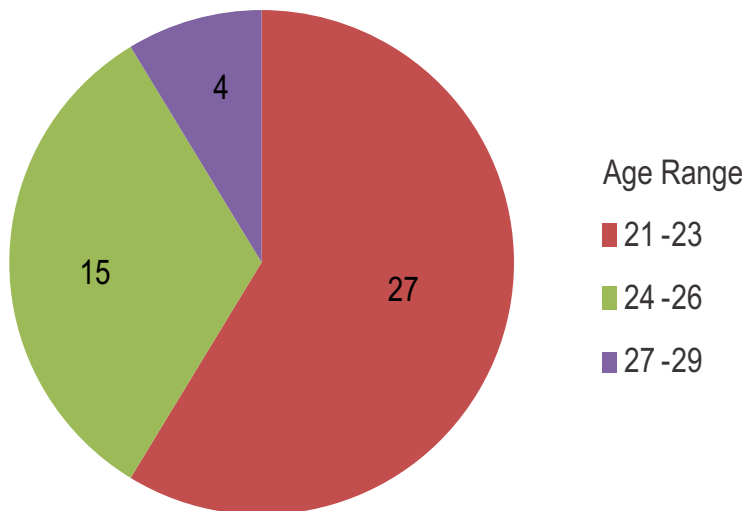
### ASBM Students' Profile



### No. of Students (as per Specializations)



### Age Distribution







## Recruiters Speak :

Very effective in collaborating with the corporate.

**Ms. Sukanya Pattnaik, Manager HR, Deloitte U.S**

Excellent institution for launching a great professional career. Nice campus, great hospitality, enthusiastic students.

**Mr. Saptarshi Bhattacharya, Zonal Head (North & East), HIL Limited**

Very cordial environment & peaceful atmosphere for all round growth of students.

**Mr. Kankan Bose, Zonal HR Head, Pantaloon Fashion & Retail Limited**

Very impressed with the kind of education process the institute has. Appreciate their hard slog on grooming of students. Wish good luck.

**Mr. Pramod Naikal – AVP HR, ICICI Securities Limited**

best professionals to Corporate World. We wish ASBM all the very best for the future.

**Mr. Ritum Jain, Managing Director, Safechem Industries**

Students are obedient and of good quality.

**Mr. Abhijit Das, Sales Manager Bisleri International Pvt.Ltd.**

Nice place. Especially Placement Team who helped us navigate through the process quickly. Look forward to re-visit next year.

**Mr. Manoj Agarwal, Business Head- South, Prione Business Services Limited**

Met good fresh talent. Had the pleasure to meet with sparkling Holistic learning environment, good hospitality, Excellent premises. Good luck for next venture.

**Mr. Amit Saha, Sales Head, SBI Life Insurance Co. Limited**

Very nice hospitality, Good Experience. All the best for future achievement.

**Ms. Suman Arpita, Dy. Manager People Office, Future Group**

Good facility, Environment for students to excel in their academics.

**Mr. Clemenston Varghese, Zonal Head, Janalakshmi Financial Services Limited**

Standard of students is very good.

**Ms. Arpita Sahu, Regional Manager HR, Bharti Airtel Limited**

Splendid campus for students & outstanding support of entire team of ASBM during the selection process. I will definitely see you guys again next year. Cheers. Thanks for the hospitality.

**Mr. Saikat Pramanik, Zonal HR Manager, GATI KWE**

Energetic candidates with better quality. Looking forward to next time as well.

**Mr. Rakesh Gupta, Associate VP-Sales, Ceasefire Industries Ltd.**

This is my 2<sup>nd</sup> visit to ASBM. This institute is having solid infrastructure. Best of Luck, ASBM.

**Mr. Santanu Basu, Zonal Broking Head, Karvy Stock Broking Ltd.**

## PLACEMENT COMMITTEE DETAILS

### ASBM - Placement & Training Team

#### Chairman

**Prof. Raj Kamal Verma,**

Asst. Dean, Placement & Training

Ph: +91 8895263451/ 0674 - 2374877

E-mail : rajkamal.verma@asbm.ac.in

#### Members

**Prof. Manmath Nath Samantaray**

**Prof. Bhakatabandhu Dash**

**Prof. Haradhan Das**

**Prof. Saikat Gochhait**

#### Assistant Manager

**Ms. Sulagna Das**

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