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Message



That alone is knowledge, by means of which; one perceives the self that leads to immortality; thus says Kena Upanishad. This immortal verse implies that true knowledge sets itself free from all bondages of dogmatic restraints and liberates the larger mankind from the womb of rigidity which like still water breeds reptiles of mind.

We at ASBM believe in this liberated education that encourages out of the box thinking, education that inspires our future action leaders to think beyond the nine dots. We are convinced like the iconic scientist Albert Einstein that facts and figures can not bring changes in human lives rather it's the ideas that can result in sustainable transformation of human behaviour. That's why we encourage our students to explore new horizons of innovative thinking and we sincerely believe that such congenial environment will restrain mechanical reproduction of facts and figures and promote lateral thinking.

ASBM's concerted efforts in organizing the first ever Asian Management Congress and two significant National Management Seminars pertaining to Retail & Marketing Management and Logistics & Supply Chain Management epitomize our humble attempt to revamp the orthodox classroom learning method.

Hope our erudite readers will appreciate these tireless endeavours and cheer us.

Wishing for vibgyoratic vibrance, on the festival of colors.

Prof. Biswajeet Pattanayak

Ph.D, D.Litt, D.Sc. FIMA
Founder and Group Director



ASBM

AmCon'09 Pioneers a Great Conclave of the Asian Renaissance



The aura and luster of leading industrialized nations from the erstwhile capitalist block, the traditional locus of power and the ascertained factors for balancing the economy, all have been drastically hit by the radical upsurge of new economic superpowers as the focus has shifted on Asia; said H. E. Shri Murlidhar Chandrakant Bhandare, the Hon'ble Governor of Orissa. Inaugurating the Asian Management Congress (AmCon'09) organized by ace B-School ASBM on the theme "Storming the Global Business: The Rise of Asian Tigers" the Governor hinted upon the facts that Western demand mechanism will no longer serve as the primary engine of growth. Instead, Asian business frontiers will abandon their export-oriented economic models and adopt accelerated domestic consumption to generate growth. His Excellency said that the recent slogan 'Look to the East' has ousted the prevailing slogan of 80s 'Look to the West'. Referring to the growth of Asian Tigers, Shri Bhandare stressed upon prominent factors like innovation and shift of technology for unprecedented growth in the economies of Indonesia, Malaysia & Taiwan. Affirming his firm conviction towards harnessing the power of youth, the Hon'ble Governor hinted upon India's strongest possibility to emerge as the wealthiest nation as more than 50% of India's population is comprised of youth below the age of 25 yrs. Referring to the futuristic growth syndrome of global markets, he highlighted on the need of stimulating the domestic demand by augmenting the pace of infrastructure development. The Hon'ble Governor reiterating the significance of the International Decade of Women's Empowerment, stressed that the approach towards gender equity, will sensitize the greater population for achieving balanced growth. While



H. E. Shri Murlidhar Chandrakant Bhandare

1st Asian Management Congress Inaugurated at ASBM



Dr. Dinesh P. Pant

achieving business excellence and radical corporate growth nations can not abdicate their social responsibilities hence should be more careful in nurturing the bio-diversity for up keeping clean and green environment across generations to come, he concluded. Shri Bhandare wholeheartedly lauded the efforts of ace B-School ASBM in taking the pioneering role for providing a brilliant forum for healthy interaction of opinions among major Asian players.

Addressing the congress as the Guest of Eminence, Dr. Dinesh P. Pant; the Vice-President, Association for Management Development Institutes South Asia spoke on the multi dimensional growth by East Asian nations that has been stormed by countries like China & India for over last three decades. He deliberated upon the unexampled economic growth of Asian Tigers as attributed by high performing trade & fiscal policies and healthy implementation practices. Elaborating on the classical economic theories of the east propagating economic gains and financial returns as desired to be beneficial for the greater society, Dr. Pant expected that adopting the universal and social approach to ethics has become imperative in the current century. He appreciated the role of human resources as critical to

the profitability more than the hardware like infrastructure. Analyzing the significance of a good corporate governance strategy through enhanced thrust on captivating human resources, he opined that future organizations need to be incessantly engaged in attracting, developing and maintaining leaders. Concluding his remarks on the quality of management education worldwide, he appealed for pressing upon the management institutions to create more and more socially responsible professional management graduates. He expected that Asian Management Congress will gradually evolve in to a larger forum for staging regular interactions on the management development perspectives.

Earlier presenting a prelude to the theme, the Group Director of ASBM and the Chairman of AmCon'09, Prof. Biswajeet Pattanayak harped upon the facets like innovations, entrepreneurship and learning as the cardinals on which growth of Asian nations is resting. Quoting Prof. Marvin, Graduate School of Business of Chicago University that India is not the next China, but

China plus more successful with greater political stability and more rapid economic growth. Prof. Pattanayak in his deliberation said that apart from the economic and business leadership, what is more prominent to be reinforced is the strong ethical leadership exhibited by leading Asian players that has saved the continent from the wraths of aggressive capitalism. He highlighted that Asian School of Business Management has taken the lead in holding the first ever Asian Management Congress to propagate the Asian perspectives of Business growth and perpetuate the potential significance of corporate ethics and expressed strong confidence that, AmCon will throw light of wisdom on world class



Md. Nurul Huda

Role of Asian Countries' got started with Md. Nurul Huda, the Hon'ble Counselor-Education from Bangladesh High Commission who labeled globalization as the latest culmination of human progress or evolution. Referring to the globalized world as a small family, he said that globalization has turned the world more competitive while benefits and drawbacks of the process are vigorously debated in economies around, those are constantly facing upcoming challenges. The Hon'ble Counselor said that at times globalization might perpetuate violence hence requires careful attentiveness before expanding the basic tenets. Participating in the discussion Sri C.Ramakrishna, Executive Director of Association for Management



Shri. C. Ramakrishna

Development Institutes South Asia (AMDISA) dealt with some of the FAQs in globalization like 'How global should a company go?' and 'What about partnering knowledge and business?' Referring to the traditional B-School model, Shri Ramakrishna pointed out that they can best survive by meeting the emerging challenges more effectively. As globalization has warranted a barrier less world for boosting competitiveness, traditional B-Schools should seriously consider about devising a global strategy for spearheading innovation and indoctrinate internationalization. The Eminent



Shri Snehamoy Roy

Panelist Shri Snehamoy Roy, the Chief Executive Officer of Lanco Infratech mesmerized the audience by his charming eloquence and impeccable sense of humor. Tracing the evolution of globalization, Shri Roy said that Britishers came to India in search of curry and spices and today they have successfully patented 'Chicken Tikka Butter Masala' as they have understood timely the need of globalization before us. Shri Roy spoke high about Indian managers as they are sought after world-wide for their language acumen and mathematical genius, precision and accuracy. Throwing light on the topic, the Managing Director of ZCS Consulting, Shri M.Ramakrishna termed Global Business Education as liberal sourcing of students, faculty members and location of campuses. Critically analyzing the status of B-Schools in the continent, Shri Ramakrishna pointed out that

management learning and also strengthen the industry-academia-civil society partnership promoted for a glorious Asia and a liberated world. The Focus Talk on 'Globalizing Business Education: Role of Asian Countries' got started with Md. Nurul Huda, the Hon'ble Counselor-Education from Bangladesh High Commission who labeled globalization as the latest culmination of human progress or evolution. Referring to the globalized world as a small family, he said that globalization has turned the world more competitive while benefits and drawbacks of the process are vigorously debated in economies around, those are constantly facing upcoming challenges. The Hon'ble Counselor said that at times globalization might perpetuate violence hence requires careful attentiveness before expanding the basic tenets. Participating in the discussion Sri C.Ramakrishna, Executive Director of Association for Management



Prof. M. Altaf Khan

University emphasized on philosophical contribution of the East in shaping the sprouting of 'Renaissance'. He said Asia will be the light of tomorrow as a sizeable proportion of the population are less corrupt, less violent and more efficient compared to the corresponding European and American population. He expected that business should grow in globalization both outward and intrinsically with realization of inner potential as Swami Vivekananda said, "The remedy of weakness is not ruling over weakness but in thinking over strengths". The first speaker of eminence in the technical session I on 'Information Technology Management' was Prof. Ambuj Mohanty from IIM- Calcutta, who started with the evolution of Information technology with advent of computers after World War II and phasing in of internet in the 90s and World Wide Web (www) in 2000, and said, today's IT an amalgamation of Electronics, Computer Science and



Prof. Ambuj Mohanty

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China and India account for only one school each among the top 100 MBA Programmes in the world. The concluding panelist, Prof. M.Altaf Khan from Jamia Milia Islamia

Telecommunication has emerged as the lifeline of modern civilization. Prof. Mohanty labeled IT as an Enabler and Connector along with serving as a Tool, a Cost Cutter, over and above a universal performer. Dissecting business intelligence, he interpreted knowledge as information actionable and intelligence as knowledge in use and said that IT is gradually coming up as the optimization tool enhancing performance and minimizing waste. Recognizing IT as a new age sunrise industry with number of challenges ahead, Shri TVP Kameswar Rao, Managing Director of iKoa Semiconductor, projected a comparative analysis of IT revolution in India and US, and said that US companies had the advantage of producing and consuming major software while India's clientele was outside the nation barring few PSUs and private industries of high repute. But after advent of Liberalization-Privatization and Globalization of 90s that resulted in industry friendly import policy, focus on infrastructure and substantial tax incentives, Indian IT majors proliferated manifold and became large MNCs competing with global lead players those



Shri. TVP Kameswar Rao



Shri. V. Sitaramaiah

Innovative service delivery mechanism, Targeting customers' satisfaction, ensuring reputation and loyalty, Skilled manpower in abundance etc. Making predictions on the future of the Asian nations, he said .China; India Vietnam will have the highest growth areas. China will continue to lead in software demand followed by Australia, South Korea and India. He concluded by hinting upon some advanced IT terminologies like Service Oriented Architecture, Virtualization technology and Green IT concept



Shri Dillip Wadhvani

Green IT concept

Initiating deliberation in the technical session II based on 'Marketing & Retail Business', Shri Dillip Wadhvani, Associate Vice President-Ceasefire, said that retail has become an integral part of human civilization and has grossly influenced our lifestyle. He termed business as comprised of two factors namely Marketing and

Innovation as told by Peter Drucker years ago. Hinting upon the upcoming factors like direct sales, Shri Wadhvani said that with adoption of



Mr. Sumit Puri

advanced skill set, direct marketing sounds the most viable proposition related to career growth. Stressing that, for a core marketing professional it is the attitude and the aptitude that always will decide the altitude of success he advised the future managers to discard the copycat syndrome and come up with brilliant ideas to progress as an innovator. The Speaker of Eminence, Mr. Sumit Puri, Controller-CRM & Appliances-Spencers Retail focused on the growth of retail sector in our country. He said that although we have adopted the organized retail business as per the western model along with the basic strategies, the value addition by Indian retailers has been immense particularly in creating brand awareness and sequencing the flow of back-end logistics. He stated on the basis of data that Indian retail market is growing by 10% on average for last 5 years. Although the retail density in India is 10% and we have high number of outlets per person to the tune of 7 per 1000, it's



Shri Hemendu Sinha

a fact that 90% of our retail outlets are below 500sq.ft. Giving a comparative picture of retail's thrust area in 1991, 2004 and 2010, Mr. Puri said that initial phase was dominated by 'Food-Grocery & Consumer Durables comprising 7 categories, the second phase came up with 18 categories with novel addition of 'Home Accessories Mobile Phones, Apparels, Travel Package and club membership'. By 2010 it is projected that the categories will go up to 22 with renewed emphasis on 'Food, Clothing, Footwear, Takeaway, Pre Cooked and Ready to Eat food. The Final Speaker of this session Mr. Hemendu Sinha, Head, HCL Info System (WB) motivated the future business icons by charging them with the onerous task of building



Shri Ravikanth Reddy

technology for the future. Sri Sinha said that as GDP is growing at 8% the projected GDP of India by 2050 will be US\$ 70 Billion. He compared the retail sectors both from India and worldwide and came up with analysis that while Western

retailing boasted of wide portfolio of products, with strong product engineering; R&D; the Indian retailing is surviving on comprehensive range of products, reaching key growth markets. He concluded by reiterating HCL's Motto of creating high end solutions in the frontiers of technology

Sri Ravikanth Reddy, Head-HR of Nagarjuna



Prof. R. Ravikumar

Construction, started the process in technical session III based on 'Global Business Leadership' with his focus on the contents and the context aspects of the topic. The first phase of the discussion was on the new world discipline consisting of facets like 'Collapse of Soviet Union, Development of internet, Dynamism in Global Business and Recession. At the outset Sri Reddy referred to the world economy as a spillover of recession. He pointed out the crisis in corporate governance and said that global leadership is at crossroads resulting in a breakdown of trust. Quoting great management protagonist Charles Handy Sri Reddy said that modern organizations today are going through the eye of the needle. Sri Reddy concluded by saying that a competent leadership should possess Global Business Accumen, Leadership Attributes like people leadership and business leadership. Prof. R. Ravikumar from IIM-Bangalore gave a twist to the topic by reinterpreting LCM, not as 'Lowest Common Multiple' but as Leadership, Communication & Motivation. Quoting vividly leaders like Mahatma Gandhi, Peter Drucker, Sitar Maestro



Dr Jawahar Suriseti

Ravi Shankar and Knowledge Commission Chairperson Sam Pitroda, he reiterated 5Ps of leadership success like 'People, Profit, Plant, Purpose and Perceptual Orientation. The most prominent part of his eloquent speech was constant thrust on people diversity and sensitivity to diversity. He defined the four factors of success as Exposure, Effort, Endurance and Indefinable Phenomena. With his spell binding oratory, Prof. Ravi Kumar appealed to the future action leaders to Look at, Look in to and Look beyond for facing the adversities of change

Management. Prof. Ravikumar acclaimed for his versatile originality pioneered the new concept of 'Sapta Swaras' (the seven notes creating a



Shri Ashish Ku. Mohanty

harmony) that comprises of CD (Connect & Disconnect), 3D (Defy, Define & Redefine), CM (Change Management), MoM (Management of Mistakes), Love, Listening and Objectivity. The concluding Speaker of Eminence, Dr. Jawahar Suriseti, Educational Advisor to Govt. of Chhatisgarh started with critical appreciation of 'Global Capitalism' caused by advent of modern technology, the collapse of communism, the failure of socialism and the overarching Asian success. Inspiring the students to think beyond and think ahead of their time. He deliberated upon the major attributes of Global Business Learning as 'Less Uniform Thinking', 'Out of the Box Thinking' and a balance between 'Personal Vrs. Team Agenda' and also suggested that 'Group Thinking' should not ride over individual 'Out of the Box Thinking'. In the technical session IV based on 'Strategizing Business' Shri Ashish Kumar Mohanty, Vice President, Deployment Services of Process Map InfoTech Pvt. Ltd. said that creating business strategy has remained as a core management functions since ages together. Pointing out the intensity to pursue a strategy, he stressed that a plan will be as successful as true your desire to implement it. Ascribing high degree of importance to value propositions, he said that value is a belief, a mission a philosophy that holds people together. Participating in the deliberation, the Chief Financial Officer of Gulf Oil, Shri Santhanam Subramaniam harped upon Satyam crisis and insisted on the future managers to abide by the corporate governance principle and strictly adhere to the code of ethical conduct as desired to be followed by corporate. Analyzing the aftermath of recession, he pointed out that the real crisis before Asian majors will be prioritizing alternatives for utilizing the savings into consumption, as it is one among the viable alternatives to save the continent from disaster. Participating in the deliberation, the Chief Financial Officer of Gulf Oil, Shri Santhanam Subramaniam harped upon Satyam crisis and insisted on the future managers to abide



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Shri Joydeep Roy

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The technical session V began with the deliberation on the theme by Sri Joy deep Roy, CEO- IFFCO - TOKIO Insurance Services who stressed on expanding the benefits of rewarding insurance packages to sub-urban and rural areas. While



Prof. Sakti Mohapatra

Prof. Sakti Mohapatra, Executive Vice President of EXSOL, Mr. MGS Krishna stressed that the most important corporate resource over the next twenty years will be Talent and this hunt for talent is going to be tougher. While sourcing talent a proper understanding of the company's strategy should be ascertained. Leading the deliberation the Speaker of Eminence Shri T. S. Babu, Senior Vice President of SEW Infrastructure provided the third



Ms. D. Chandrima

Ms. D. Chandrima, Senior GM, HR, Jindal Power & Steel emphasized on attracting, engaging developing and retaining the talent and for this alignment of people practices with business essential factors like Accountability, Reward, Trust and Opportunity should be augmented, he maintained.



Shri T. S. Babu

Shri T. S. Babu, Senior Vice President of SEW Infrastructure provided the third



Shri Dillip Mohanty



Prof. N. Ravichandran

Prof. N. Ravichandran, the Director of Indian Institute of Management, Indore. Prof. Ravichandran was in Bhubaneswar to grace the Valedictory Ceremony of First Asian Management Congress. Presenting the basic tenets of Indian business scenario, he said that majority of business efforts have been driven by the opportunity assessments rather than the environments. The Vice-Chancellor of GGS-Indraprasth University, Prof. D. K. Bandyopadhyay



Prof. D. K. Bandyopadhyay



Shri Ravi Kant

Shri Ravi Kant, IAS emphasized on the challenging needs of environmental



Dr. A. M. Dalwai



Prof. Biswajeet Pattanayak

growingly becomes uncompetitive if they do not

conservation and solid waste management. He harped upon the developing economies like that of India to revamp waste disposal through incineration and land fills as business

AmCon'09 Snapshots



Founder and Group Director of ASBM Prof. Biswajeet Pattanayak Presenting a Memento to the Hon'ble Governor



AmCon'09 Souvenir being released by His Excellency Shri M. C. Bhandare, Hon'ble Governor, Orissa



Cultural Session of AmCon'09 Epitomising Orissan Art & Culture



An Enchanting Musical Evening



Erudite Audience at ASBM Central Auditorium

ASBM Students Bag International Placement



ACE B-School ASBM has brought exemplary laurels by bagging lucrative international placement offers. In the recently started second phase of campus recruitment process, noted IT Services Company Dhanush In-foTech has selected four students; Sarthak Mishra, Amit Bhuwania, Ritwik Kumar Mishra and Rahul Jaiswal for their prestigious international postings.

The company has also selected two students Piyush Sahu and San-dip Tripathy for their domestic operations. The current batch students are excited at the news of international recruitment and the quality of campus placement. "My family members are thrilled hearing this lucrative overseas offer. It's a turning point of my career to get such an interesting opportunity that

has been made possible by the holistic career building process at ASBM" said a cheerful Ritwik Mishra in his immediate response.

Joining Ritwik, Sarthak and Amit have opined that the robust communication skill and intellectual rigour imparted at ASBM played a pivotal role in achieving this potential placement. Lauding the world class learning and exposure provided at ASBM through Power Packed Personality & Placement Grooming Module (4PGM); a much delighted Rahul Jaiswal said that it is really great to be inspired by the dynamic leadership of internationally acclaimed management genius Prof. Biswajeet Pattanayak.

The recruiters have expressed tremendous satisfaction over the excellent attitude and knowledge level of the students as evident from

the views of the visiting team comprising of top brass of Dhanush InfoTech. "We are impressed with the wonderful communication skill of the students, quality of faculty and especially learning of business etiquettes through finishing school module", said Shri Lalit Gupta, Director of Overseas Operation while his domestic counterpart Shri Venkatesh Natarajan opined that the quality of business learning imparted at ASBM is appropriately suited to the needs of growing MNCs. It is apt to be mentioned that Dhanush Info-Tech is a growing IT Service major spreading its

operation in multiple continents like Asia Africa, America and Europe. Mentioning this international placement as a significant milestone in ASBM's path of progress, the Group Director of ASBM, Prof. Biswajeet Pattanayak said that it has added another feather to this B-School's cap and this distinction coincides with the recent-honour conferred on ASBM for being incorporated as a life member of Association of Management Development Institutes of South Asia (AM-DISA).

It needs to be pointed out that already more than 200 students of this front-ranking institution have been recruited by reputed national and multinational companies during the fast phase of campus recruitment.

ASBM Students Shine in IIT Global Fest

Two BBA students of ace B-School ASBM Group run institution Ankur Kedia and Animesh Sarangi won the First Prize in the much acclaimed 'Negocio' the Web and Mobile Business Plan Competition organized under the auspices of 'Global Entrepreneurship Summit GES 2010' hosted by IIT Kharagpur. The highly innovative project prepared by these students on the IT services and web support portal titled 'Amazing Youth' received overwhelming appreciation from the jury members, industry leaders, faculty members and students of top-notch academic icons like IIT and IIMs. IIM-Ahmedabad bagged the second prize in this high profile contest. The Group Director of ASBM Prof. Biswajeet Pattanayak has expressed tremendous satisfaction over this magnificent achievement and complemented the students for their success in such a grand global business event and expected that this adds another feather to the glorious cap of ASBM.



National Management Seminar on Retail & Marketing



Shri Kumar Rajagopalan the CEO of the Retail Association of India. Inaugurating the National Management Seminar organized by ace B-School ASBM on a pertinent theme "What Marketer does during recession?" Sri Rajagopalan hinted upon

Although the retail industry has jumped to a quantum of 350 Billion US Dollar, only 5% of the sector involves organized retailing hence throws huge opportunity for employment among professional management students, said **Kumar Rajagopalan**

the CEO of the Retail Association of India. Inaugurating the National Management Seminar organized by ace B-School ASBM on a pertinent theme "What Marketer does during recession?" Sri Rajagopalan hinted upon

bridging the gap between rural and urban sectors to harness employability factors. He highlighted on the fact that retail is the second largest employing sector in India next to agriculture and also it is the second oldest profession in the world, therefore a significant move from traditional to modern retailing can be achieved by maintaining absolute transparency and ensuring inclusion of reskilled employees. Talking about the real shrink in demand which has been felt globally, he pointed out that in India there has been no shrinkage due to alternative redressal mechanism. He opined that the nine months of recession, about which there had been lots of hype; was actually a temporary slowdown phenomenon. Many sectors like automobiles, telecom, retail, and agriculture have bailed out of recession and now are switching to the upward

trend. Referring to the multi lingual cultural backdrop of India, Shri Rajagopalan focused on the fact that so far the Indian mindset has not yet changed as evident from the traditional behavioral ethos those persist even today. Rejoicing the good time of retail movement in India he said that as the overall literacy level is increasing, large number of kiosks are getting established and more village level entrepreneurs are coming up to take-up the initiatives, the resultant efforts have culminated in furthering momentum in the industry. Deliberating on the challenges faced by the retail industry he listed out some key observations like; without creating sufficient market size in different areas, many shops have been opened up; relatively small retailers have been able to sustain and it has not been easy for the retailers to have the right workforce with the right attitude.



Shri Balakrushna Rath

Addressing the seminar the Chairman of APICOL **Shri Balakrushna Rath** emphasized on the move taken by National Agricultural Federation and augmented by the state government to promote agricultural retailing and

marketing of the produces at the urban and suburban pockets. Highlighting the transformation of agricultural promotion that delved deep in to the arena of food processing, he opined that the campaign has ably nurtured and promoted the art of combining technology, economy and environment in a highly productive and marketable manner. He stressed upon on the need for effective management of agribusiness to explore the highly potential rural markets as much as possible. Speaking on the theme of the seminar, he mentioned that the agribusiness industry has not been significantly affected by recession. He substantiated with the fact that, the food processing industry has grown from 1% to 6%. The industry even got an opportunity during this period to attract investors and he harped upon the fact that sufficient scope is still lying for marketers in the coming years to reap rich

'What the Marketer Does During Recession'



dividends from the industry. Propagating the basic tenets of future to the future action leaders, Mr. Rath said that the core strategy to survive in this industry is to have a long term focus followed by time bound execution of policy and perspectives. He added that an effective functional chain should be developed for linking the farmers to the consumers and catering to the needs of the farmers, processors etc.

Stressing upon the large scale requirement of trained human resources in the retail sector, the GM-HR of Pantaloon Retail India, **Shri Prakash Panda** said that a productive performance driven work culture is the need of the hour and for achieving this retailers need to harp upon rebuilding employee

business and providing value for money for the customers while ensuring maximized buying power of the people. He elaborated on the post-recession-syndrome by specifying the fact that the sign of recovery from recession is being felt in the recent scenario. Focussing on India's retail major Future Group, he said that the organisation now looks at opportunity to consolidate and maintain a sustainable growth. According to him, whatever beneficial for the 'store the productivity' has to be increased; and that is the reason the company now focuses on the areas where the cost optimization can be done. Analyzing the national seminar's theme he emphasized on zero based budgeting and optimization of resources, talent and cost. He even applauded the entire retail industry for coming up as strong as a winner combating the scary recession. Shri Panda during his deliberation detailed out various steps that are being taken by the marketer in order to fight recession. Firstly, in order to achieve cost containment the organisation goes for rightsizing but while laying off employees, the company can not go with unsystematic madness and has to assess the quantum of manpower per square feet. When they look at manpower per square feet and low labor cost they look for part timers and flexi timers. Secondly, people who are associated with the company for a long time should continue and for this organisation should maintain excellent communication level within the organization to motivate people and keep the high morale of the personnel. In his concluding remarks he lauded the initiatives of noted management guru Prof. Biswajeet Pattanayak for initiating a specialized course on 'Retail Management' which has given magnificent professional exposure to the students and has gained exemplary fame within a remarkably short span of time.

Deliberating on the theme of the seminar, GM, HR of POSCO **Dr. Saroj Mohapatra** proclaimed the importance of auto correction mechanism following any recession that proactively acknowledges the challenge of restructuring and rebuilding. The speakers lauded the pioneering steps taken by ASBM in disseminating information pertaining to a vital issue and wholeheartedly appreciated the world-class practice oriented management learning at ASBM. Dr. Mohapatra spoke on the topic quoting vivid references from the pages of history. He pointed out, two types of fluctuation taking place in the economic arena like depression and recession and said it's the society which automatically goes through all these inevitabilities and revives accordingly. In order to fix this and revive from the quantum jump creativity is the need of the hour and not mere change. He also stressed upon the need to consistently look and try for the upcoming challenges in life. In his deliberations he spoke of few examples like Sir Edmund Hillary who, after climbing the Mount Everest, looked for the next high peaks to climb. Sir Jack Welch, who took the captaincy of GE at a time when GE was not the



Dr. Saroj Mohapatra

GE of today, revamped the traditional organization setup and rest is history. In reality, this business leader practiced the concept of performance management. Welch observed, when an organization is performing well, earning profit and healthy; its the right time to shed some part of the work force so that the organization can be compatible in bad times and recruit determined people during the bad time so that at least you will end up having an enterprising job.

At the outset giving a prelude to the seminar the **Group Director of ASBM and Chairman of National Management Seminar, Prof. Biswajeet Pattanayak** focused on recession as a temporary psyche and expected that the adversities of the recession will wither away with enhancing the strength of professional managers, who will steer away the ship of economy out of the turbulent water. Analyzing the theme's perspectives he said the Indian retail market, which is the fifth largest retail destination globally, has been labeled as the most attractive and pioneering market for investment in the retail sector by AT Kearney's eighth annual Global Retail Development Index (GRDI), in 2009. The share of retail trade in the country's GDP was between 810 per cent in 2007. It is currently around 12 per cent, and is likely to reach 22 per cent by 2010. Further, this sector is expected to invest around US\$ 503.2 million in retail technology service solutions in the current financial year. This could go further up to US\$ 1.26 billion in the next four to five years, at a CAGR of 40 per cent. The next phase of growth is expected to come from rural markets, he said as according to a new market research report titled, 'Booming Retail Sector in India', organized retail market in India is expected to reach US\$ 50 billion by 2011. He also praised India's steadfastness and diligence to withstand the wraths of the economic slowdown and expected the managers to benefit from the Indian experience. Prof. Pattanayak expected that enriched deliberation during the technical sessions will pave way for enlightened understanding of the topic thereby spearheading creation of bright skilled retail manpower

The technical session on marketing perspective started with the deliberations by the first speaker of eminence **Shri Nimish Shah**, the Chief Operating Officer of West Landmark Group. Introducing the promising retail group Shri Shah said that Landmark group has a turnover of about \$ 3.2 billion with a CAGR of 25%. It has operation in about 15 countries with more than 900 stores and with an employee base of 13000 employees. Funcity, Shoe mart, City Max, Life Style, Emax, Home Centre, Baby Shop, and Spar are some retail formats of the company. Core values of the company are passion for excellence, integrity in every activity, empowering people to strive and deliver and adapting to changing market environment and customer needs. He also added that Landmark provides products having great value for money and simultaneously



Shri Nimish Shah

remaining fashionable and contemporary. Speaking about the core theme he pointed out that recession has brought a number of peripheral resultants like decrease in demand which has led to less production, decrease in personal income, and downed sentiments of customers as well as investors.

The second speaker of eminence in this session **Shri Kaushik Bhattacharya**, Associate Vice President -Sales, Digital Domain started with a motivational quoting that "Challenges make a person win". He said that people judge and desire value from the commodity only when they are in a crunch. Speaking on the theme, he mentioned that recession has made each and every organization learn a lot, how to tackle the difficult situation and what are the necessary changes



Shri Kaushik Bhattacharya

they have to bring now. On the strategy front he added that targeting mid and small size organizations and unconventional customer helps to generate the quantum of revenue. Talking about the paradigm shift, he discussed how judging the customers' potential by Money, Authority, and Need (MAN) has changed to BANT i.e. Budget, Authority, Need and Timeline. He asked the retail professionals to always have a contingency plan for catering to different situations. Cutting cost should not take place in haphazard manner, rather it should happen prudentially. Stressing upon positive aspects of recession Shri Bhattacharya shared his thought that 'it is the good time for a good deal because of good bargaining'.

Addressing the session as the speaker of eminence, **Shri. Raj Banerjee**: Area Manager, Big Bazaar, Kolkata mesmerized the audience with his wit and charming eloquence. He started with the legendary saying by Kishore Biyani that every retailer is basically a multi skilled person and he or she can achieve anything. He said recession is actually in the mind of the people and it exists nowhere else, hence there should not be any use of the term



Shri Raj Banerjee

"Cut" either as a prefix or suffix to any word relevant for retailing. Highlighting the steps taken during recession by Big Bazaar, he discussed that it has given every reason to a customer for shopping. Shri Banerjee observed that consumption opportunities do not reduce during recession so retailers should celebrate every occasion with the customers. Retail companies should go for joint promotion like Rock shows and other entertaining events for promoting a brand. Free sampling should be ventured for promoting products to sell. Employee motivation and revitalization is an absolute necessity in the retail sector to give the customer a unique experience because it is the continuous customer delight that builds a customer's brand loyalty.

In the technical session on HR perspective **Mr. Nihar Ranjan Ghosh**, Sr.VP-HR, RPG Retail presented a magnificent overview about the Indian Retail Industry and its position in the global context. At the outset of his deliberations, Shri Ghosh focused on the recent lapses of the retail ventures. He started with

Shri Nihar Ranjan Ghosh

Suviksha that collapsed on the grounds of unfair payment to the vendors. Also he focused on Vishal's 115 crore loss in the last quarter of 2008-09 FY with 740 Crore debt on its shoulder. He analyzed different reasons for the retail closure including poor location choice; congestion by top retailers, who want at the same time to be there in top tiers in one city; cash flow problems & high discounts; increasing backend costs, with progressive decline of footfalls; 14%-16% wage bill annually compared to a global average of 5%-6% and very little focus on developing the stores recently added to the organization. Deliberating on retail sector's evaluation and growth, Shri Ghosh brought home the point that, the current period is comparatively better time for retail sector as we have established a good and system bound LSCM industry. Shri Ghosh innovatively hammered on the Indian way of retail management a new phenomenon of the evolving retail industry based on our age old value system of managing the customer with grace, trust and honour.

Participating in the session as a speaker of eminence, **Sri Sudhir Das**, the HR Head of TATA Steel, Orissa, narrowed on the strategies to bail out of recessional aftermath like retention of employees during recession, revamped HR strategy, robust performance management, astute leadership, communication engagement,

talent management, restructuring, rightsizing, and good team efforts. Quoting Barack Obama's legendary statement i.e. "Do not waste crisis", he reinforced to focus on few key themes, strengthen the culture, and understand employee values. He also appealed the audience to imbibe the spirit of Mahatma Gandhi who said that "We must become the change we want to see". Talking about the mechanism to cope with recession, he said that top management should sell optimism not pessimism. If we understand running a viable business during recession, then we need not put money in an unproductive sector and take time to think positively.

The session was presided over by the

authoritative exponent of benevolent HR philosophy and Former CMD of National Aluminium Company, **Shri G.Upadhyay** who said that the roadmap for bailing out of recession can never be chalked out in the curriculum of any business school rather these nuances can possibly be inherited through internalization of ethical and viable business propositions running through various cases of practical implications. He appealed to the future managers, not to feel panicky by the adverse impacts of recession and keep on hoping for the good days to come as every recession must end and this recession will obviously fade irrespective of its propensity and longevity. He appreciated the excellent deliberations by the two eminent speakers to project some extremely critical issues those considered to have immense impact on the future of retail movement in India.



Shri G. Upadhyay

The third technical session had a befitting start by one of the stalwarts in the retail sector and CEO of Reliance Retail **Shri Kamadeba Mohanty** who initiated the proceeding by a programmatic deliberation of the prominent life cycle patterns of the business during the recession, adopted and experimented by different retail organizations. He categorized the discussion under an appropriate tag called 'cost line conservatism'. Through a brief industry analysis Shri Mohanty mentioned about the syndrome of the approaching recession like the falling of property price, reduction in consumer expenditure and the rapid decline in the consumers' confidence level. Sub prime rate collapse, fall of crude oil prices and ripple effect of global credit and liquidity crunch combined with high inventory and artificial profitability constituted the pivot on which the concept revolved, he added. Appreciating India's robust economic policy, Shri Mohanty said that it was India's resilience and quick adaptability that there was no debacle of financial institutions, no industry led bankruptcy and no increase in the loan defaulting consumers.



Shri Kamadeba Mohanty



Shri Rajesh Natarajan

The second speaker of eminence in this session, **Mr. Rajesh Natarajan**, Managing Partner,

Diametric Ideas initiated his deliberation by taking the audience in an evolutionary journey of retail industry that as a modern trade originated from 'Pop & Mom Stores' and has reached up to 'stores chain' and 'retail properties'. He said that retail movement now heavily depends upon the micro perspective where the knowledge capital is invested, that is far more wide reaching in its impact rather than real capital investment. In a retail chain where producers generate goods and services, suppliers make them available the end point stores should spread hope and perpetuate ultimate customers' delight. A manager should know how to pull in traffic in the stores. For achieving this objective retailers in our country need to adopt dynamic and diversified approaches as "India is not a mass. It is a loose configuration of varying tastes", he pointed out basing upon his longstanding experience in retail industry.

Addressing this session as the speaker of eminence, **Shri Upamanyu Bhattacharya**, the CEO of Fashion Global Retail; highlighted retailing as the first contact point for a customer. So the total future of the industry squarely rests on the behavioral aspects of the frontline functionaries. Analysing the cost containment strategies adopted in retail sector he indicated that cash flow is the major area of concern and its analysis pertains to be the first step towards the cost cutting. Going deep in to the operational forefront he stressed that shutting down of an unprofitable store has a definite impact on the cash flow. Any drop of sale even at instances of adversity, significantly changes the level of profit. Profitability concentrates the cash flow and warrants business re-negotiation with everybody in the logistics & supply chain management.



Shri Upamanyu Bhattacharya

In the closing session an excellent round-up of the total proceedings of the national seminar was presented to the intellectual gathering, by the Group Director of ASBM and the Chairman of the National Seminar, Prof. Biswajeet Pattanayak. Prof. Pattanayak conveyed heartfelt appreciation for all the eminent speakers for enriching deliberations during the seminar and expected that the published proceeding of the seminar will be of immense help for the retail management students as well as contributing to the think-tank of retail movement across the nation. As a token of remembrances Prof. Pattanayak presented the dignitaries ASBM National Management Seminar Mementoes.



ASBM's National Seminar on Logistics & Supply Chain Management

The National Management Seminar titled "Logistics and Supply Chain Management in India by 2020: Prospects & Challenges" was organized by Asian School of Business Management (ASBM), on 7th November 2009. Inaugurating the seminar Former Director General of International Civil Aviation Authority, Montreal and Chairman of Central Electric Supply Utility



(CESU) **Shri Vivek Pattanayak** said that although logistics traces its origin to the military terminology, it now affects the major sections of civil society because of its pervasive impacts on the economy. Dating back to the history, he said Napoleon and Alexander were successful, because they were good in handling the logistics operation. Indicating the shift in fundamental facets of global economy, he stressed that by 2020, when the world is out of recession and rejuvenated; Indian logistics & supply chain industry will have to find solutions for improved and efficient road, rail, sea and air transportation and inland facilities, keeping the cost of fuel, technology and to meet the growth requirement. Shri Pattanayak, who is internationally reckoned as an exemplary bureaucrat aimed towards task accomplishment, inspired the management students to cherish a long term vision for sustained growth in the sector facilitated by significant public private partnership.



Shri Vivek Pattanayak

Addressing this national seminar as the Guest of Eminence, the CEO of Dhamra Port Co. Ltd. (DPCL), Former Chairman of Paradip Port Trust and noted administrator **Shri Santosh Mohapatra** deliberated upon transportation chain as the biggest contributor to the marketing and production process. Referring to the economy of size and efficiency, he said water transport is significantly economic than the rest of the modes. He further emphasized that seas should be considered as connecting the continents and not as dividing the land masses. Presenting the analytical overview of the core issue, he hinted upon the fact that in China, Europe and India, the



Shri Santosh Mohapatra

seminar as the speaker of eminence started her deliberation by quoting Karl Marx who said that Railways will bring change in the economy that afterward also harnessed cultural homogeneity. She pointed out that prior to the current advancements, 80% of the logistics operation in India was covered by Indian Railways and the balance 20% was by coastal shipping. This however has changed in the recent years wherein organized transport by road covers about 60% and share of Indian Railways is 40%. The shift in the mode of transportation is because of improved road network, but this is no loss to the railways



Smt. Ashima Singh

said that the new approach of doing business has to be adopted to maintain dynamic stability and sustained competitive advantage with synergy. He hinted upon the fact that, simple fine tuning or improving an organization's efficiency is no longer sufficient in the emerging multidimensional business frontiers. This has compelled the business organizations to shift the thought process from skill and competency management to talent management, infrastructure building and technology interventions. The key for sustained competitive advantage, Prof. Pattanayak said, will be value addition across the entire value chain until the product & service reach the consumer. He highlighted that logistics and supply chain will play a pivotal role within a company and between industries.

Introducing the theme, Prof. Baram Swamy, Convener of the seminar hinted upon the upsurge of logistics in the 90s following the growth of retail industry in the global arena referring to policies, procedures and monitoring the outcome those were framed for the industry during liberalization, privatization and globalization. He highlighted

Logistics & Supply Chain Industry in India by 2020: PROSPECTS & CHALLENGES

maritime trade is 95% by volume and 75% by value. India has 12 major and 185 minor ports which serve also the hinterland such as Punjab, Haryana, and Uttar Pradesh etc. The draft and geological conditions at some of the ports do not permit loading of very large container carriers (VLCC) for which steps should be augmented for facilitating contingency level alternatives for non-deterred logistics and supply chain process, said Shri Mohapatra in his concluding remarks. He also answered many thought provoking questions raised by the students and faculty members during the question hour that followed the deliberation

The Executive Director of Indian Railways Institute of Transport Management, **Smt. Ashima Singh** who graced the national

because the two modes were never competitors but complementing in characteristics. In her concluding remarks Ms Singh appreciated the efforts of ASBM-Gati Centre of Excellence in Logistics & Supply Chain Management in holding a national seminar on the core and peripheral issues related to the pros and cons of the concerned industry.

At the outset giving a prelude to the theme, the Chairman of the National Seminar & Group Director of ASBM, Prof. Biswajeet Pattanayak said that integrated logistics is the future of business. He referred to a prominent prediction of Peter F. Drucker, who once said that there will be shift in the strategy and 'physical distribution, will be the last frontier of economy'. Redefining the emerging strategy, he

that two decades after that the Indian economy entered into a fast forward mode. It became one of the fastest growing economies in the world along with Brazil, China and Russia. Faced with the challenge of meeting the customer expectations the organizations were forced to look within and become cost effective. Logistics and Supply Chain as a discipline, not exploited so far to its full potential to create value in organizations, is now recognized said Prof. Swamy in his closing observation. He also put forward a curtain raiser in disseminating information on the core theme of the seminar and the sub-themes covering various technical sessions.

The first technical session on 'Logistics and Supply Chain Industry and infrastructure' started with a highly motivating and charged deliberation

by the Speaker of Eminence, **Shri Anjani Kant**, Jt.General Manager, Strategy & Business



Shri Anjani Kant

Development, DPCL, who initiated the discussion by pointing out that "the only constant phenomenon is change". He elaborated on the fact that changes in the technology have brought down the costs and given new meaning to quality. He further highlighted that the cost-quality-service approach has provided an impetus to logistics & supply chain management as a discipline and, fuelled by the opening up of economy in 1991, increased the scope of this industry in the domestic and international arena. Presence of international logistics service providers in India has changed the way family run companies were working during previous days. Indicating solutions for the emerging issues, Shri Kant emphasized that an Integrated approach in building infrastructure; ports, managing shipping, handling, container depots and railway networks on a long term perspective is needed at this part of time. In his concluding remarks he inspired the students with an appeal that we need to develop a disciplined, educated and ethical environment which will go a long way in creating a better infrastructure.

Addressing this session as the Speaker of Eminence, **Shri. A. R. K. Shastri**, General Manager (Supply & Distribution),



Shri A. R. K. Shastri

Paradip Phosphates Ltd., harped upon the fact that logistics and supply chain is the way forward in building the competitiveness in the market. It is not surprising that some farms in Japan produce water melons in square shape because of logistics, he said. Flexibility in planning, and commitment in implementing are the hall marks of this discipline. As there will be always a gap between supply and demand, the bottlenecks in the infrastructure need to be addressed first which will determine the pace of development in this industry. He critically analyzed issues such as capital, longer pay back period, political will, land acquisition, population, education and ethical practices those are vital in determining the fate of this industry.

Concluding this technical session, the Chairperson and Former CMD of National Aluminum Company Shri G. Upadhyay presented a befitting sum-up of the proceedings. Describing the key observations deliberated upon in the session, he said that logistics and supply chain sector has over riding effect on all other sectors. As necessity is the mother of invention and innovation, he cited the noted example as how Japan revived after World War-II

and he said that India will leave behind a lot of countries because of its resilience, steadfastness and robust economic base built upon an ethical prospective. As one of the fastest developing economies, with enhanced infrastructure, rapid developments in the technology and well-trained manpower, India will soon take the lead and emerge as undisputed fore-runner in the industry, concluded Shri Upadhyay.

The second technical session on 'Human Capital in Logistics & Supply Chain Industry' started with a vibrant deliberation by **Major Prashant Das**, Assistant Vice President-HR, Grasim Industries, who described logistics & supply chain as a tool for the producers to make their product & service available at the doorsteps of customers. In a competitive environment which we are now going through and which will increase in the years to come, the nerve centre for any industry will be logistics and supply chain, he said. The most important factor in staffing the logistics & supply chain functions is the 'attitude' of the person towards the customer, company, work and work culture. On the skills and knowledge side, since this discipline will be loaded with automation including IT enabled automation; the human capital will be built on gizmo geeks.



Major Prashant Das

Addressing this session, as the Speaker of Eminence, **Shri P. K. Mishra**, Vice President (Commercial), Bhusan Power and Steel Ltd.



Shri P. K. Mishra

said that when supply chain breaks in any organization, everything topples and the same is true for industries. Describing the underlying factors of underdevelopment in resource rich states like Orissa, he hinted upon the fact that despite our abundant natural resources like the mineral and metal reserves, forest resources, a vast coast line, the aquatic resources and, relatively economical labor and expertise a sizeable quantum of the potential remains still untapped.

This technical session was chaired Shri M. Ramakrishna, Managing Director, ZCS Consulting Ltd. Who summed up the proceedings and provided some valuable tips for the growth of logistics and supply chain industry in line with the economic growth of India like innovating and adopting world class best practices, addressing the proper utilization of the large scale industry potential that still remains untapped and promoting healthy industry-academic interface.

Initiating the deliberation in the technical session III on 'Technology in Logistics & Supply Chain Industry', **Shri Gulshan Sharma**, Head Business & Operations (Eastern Region), Gati

Ltd. said that factors like customer satisfaction, customer service etc. fall inadequate to ascribe the customer and service provider's relationship. He focused on the fact that customer delight is what will bring the cash registers ringing at the counters and provide stable bottom line to a company. He analyzed the role of logistics & supply chain as a discipline and service in companies like Gati, a pioneer in the logistics space in India that provides end-to-end integrated logistics & supply chain solutions to its customers.



Gracing this session as the Speaker of Eminence, **Shri Manas Ganguly**, Business Head, ABC India Ltd., stressed that the imperatives of today's competition makes the nature of an effective EDI, SCE or WMS solutions quite clear; but they must fit the needs of the business today while providing the ability to rapidly and cost-effectively respond to the changes in the future. The solutions must be inherently flexible, allowing the company to meet increasing customer demands and build competitive advantage over time; rather than try to keep up merely with technological advancement.

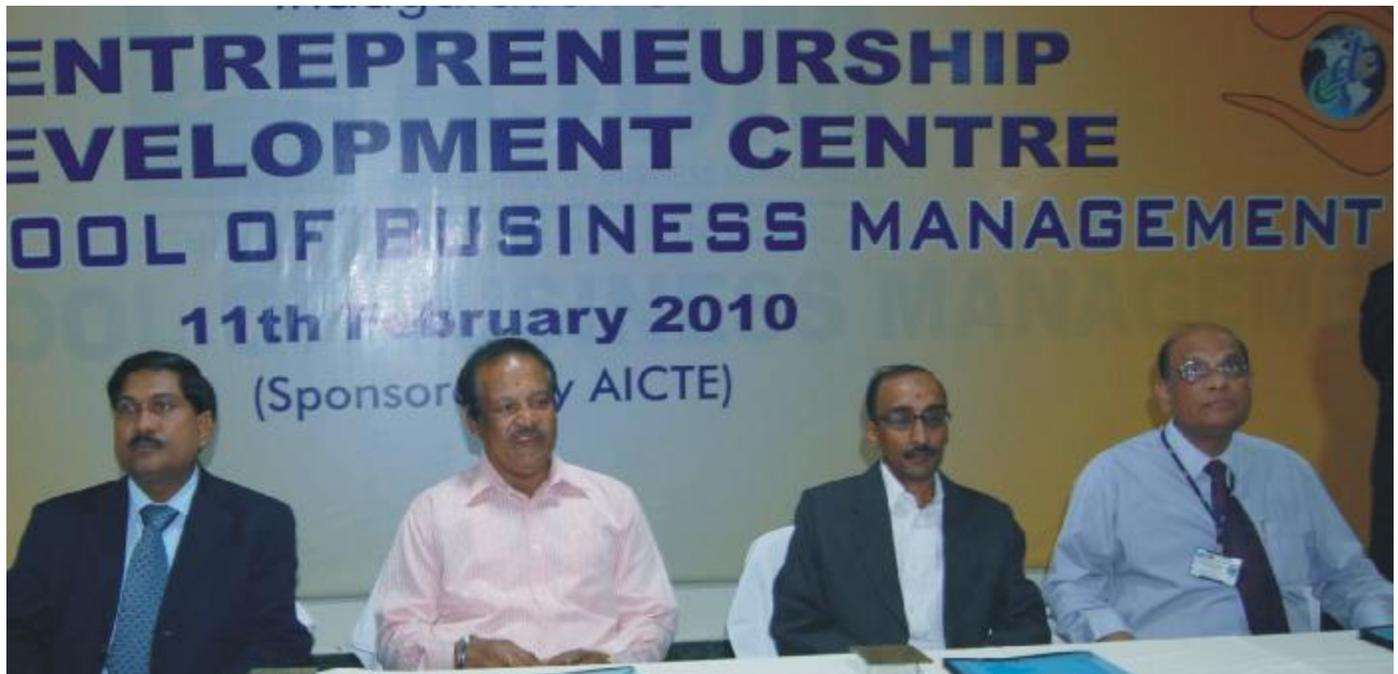


This national management Seminar was also addressed by noted Parliamentarian and eminent literary genius **Dr. Prasanna Kumar Patasani** who graced the occasion and highlighted future potential of the state in attracting large scale investment in logistics industry. He recounted the contributions made by Asian School of Business Management, Bhubaneswar in management



education in a short span of three years. He expressed strong confidence that, Gati Center of Excellence in Logistics & Supply Chain Management, the joint effort of these two emerging forces will meet its objective and helps the dynamic youth force by adding value to the industry in the mineral rich Orissa, followed by the eastern region in the entire country. The national seminar before coming to an end witnessed an excellent presentation by the Group Director, Prof. Biswajeet Pattanayak who summed up the total deliberations and said that the documented report will benefit students and functionaries of logistics & supply chain industry.

ASBM's Entrepreneurship Development Centre Inaugurated



The AICTE sponsored Entrepreneurship Development Centre was inaugurated at the B-School ASBM with an objective of disseminating awareness on the growing prominence of entrepreneurial ability. Inaugurating this centre of excellence, the founder of the globally acclaimed brand 'Ruchi' and an outstanding entrepreneur for all time to come, Shri Sarat Kumar Sahoo said that much above the level of learned intelligence and technical acumen; it's the incessant passion for quality along with unqualified addiction to confidence that really drives an entrepreneur. To strike an impeccable balance between the quality parameters and economic viability has become the most vivid challenge before a budding entrepreneur, he added by quoting from his lifetime experiences. Appealing to the students, Shri Sahoo said their unexampled will power, if ignited properly must bring radical changes towards the growth of enterprising ventures. Noted Chartered Accountant and an authoritative writer on 'Social Entrepreneurship', Shri Manoj Fogala in his address asked the future entrepreneurs to adhere to perseverance and management by objectives for achieving the desired goals. The Group Director of ASBM Prof. Biswajeet Pattanayak focused on the paradigm shift required at the frontiers of management education to emotionally engage the students for enterprising excellence than the orthodox employment opportunities offered in a run of the mill pattern. He said that efforts will be accelerated at the EDC to propagate appreciation at the greater civil society for facilitating entrepreneurial models. Hinting on the future initiatives Prof. Pattanayak said that sensitization programmes for students along with faculty orientation will be carried out and special interaction with venture capitalists will be spear headed by the centre to arrange seed money for the new ventures. On the inaugural day the first meeting of the EDC Advisory Board was held and to mark the occasion special felicitation was conferred on two meritorious students of ASBM Institution of BBA, Shri Animesh Sarangi and Shri Ankur Kedia for bagging the first prize at Global Entrepreneurship Summit 2010, hosted by IIT, Kharagpur.





AIMA National Student Management QUIZ -2010
Hosted at ASBM Central Auditorium

Successful Students of ASBM Institution of BBA selected by IBM- Daksh in Campus Placement



Shri Ashok Sahoo, CFO,GATI- Asia Pacific, Singapore
Addressing ASBM Students in the Road to Excellence Lecture Series



Founder and Group Director Prof. Biswajeet Pattanayak addressing students on 61st Republic Day Celebration at ASBM, Bhubaneswar



Fresher Recruitment Programme of Dhanush Infotech (P) Limited
Conducted at ASBM Hyderabad



Republic Day Flag Hoisting Ceremony at ASBM Hyderabad



Prof. Chinmay Pattnaik, University of Sydney with Founder & Group Director Prof. Biswajeet Pattanayak, Member Board of Governors Prof. Pramod Kishore, Das Dean Prof. Kalyan Shankar Ray and Asst. Dean , Academic Affairs Prof. Udayan Dash

ASBM Students Bag International Placement

A CR B-School ASBM has brought exemplary laurels by bagging lucrative international placement offers. In the recently started second phase of campus recruitment process, noted IT Services Company Dhanush InfoTech has selected four students: Sarthak Mishra, Amit Shrivastava, Ritwik Kumar Mishra and Rahul Jaiswal for their prestigious international postings.

The company has also selected two students Piyush Saha and Sandip Tripathy for their domestic operations. The current batch students are excited at the news of international recruitment and the quality of campus placement. "My family members are thrilled hearing this lucrative overseas offer. It's such an interesting opportunity that has been made possible by the holistic career building process at ASBM" said a cheerful Ritwik Mishra in his immediate response.

Joining Ritwik, Sarthak and Amit have opined that the robust communication skill and intellectual rigour imparted at ASBM played a pivotal role in achieving this potential placement. Landing the world class learning and exposure provided at ASBM through Power Packed Personality & Placement Grooming Module (PPGM), a much delighted Rahul Jaiswal said that it is really great to be inspired by the dynamic leadership of internationally acclaimed management genius Prof. Bhowjeet Pattanayak.



The recruiters have expressed tremendous satisfaction over the excellent attitude and knowledge level of the students as evident from the views of the visiting team comprising of top brass of Dhanush InfoTech. "We are impressed with the wonderful communication skill of the students, quality of faculty and especially learning of business etiquettes through finishing school module", said Shri. Lalit Gupta, Director of Overseas Operation while his domestic counterpart Shri Venkatesh Natarajan opined that the quality of business learning imparted at ASBM is appropriately suited to the needs of growing MNCs. It is apt to be mentioned that Dhanush InfoTech is a growing IT Service major spreading its operations in multiple continents

like Asia, Africa, America and Europe. Mentioning this international placement as a significant milestone in ASBM's path of progress, the Group Director of ASBM, Prof. Bhowjeet Pattanayak said that it has added another feather to this B-School's cap and this distinction coincides with the recent honour conferred on ASBM for being incorporated as a life member of Association of Management Development Institutes of South Asia (AMDISA).

It needs to be pointed out that already 118 students of this front-ranking institution have been recruited by reputed national and multinational companies during the first phase of campus recruitment that was over last week.

ASBM organises Asian management congress

Asian business frontiers will soon abandon their export-oriented economic mode and adopt accelerated domestic consumption to generate growth



THE aim and thrust of leading industrialised nations has been an exponential shift, the traditional focus on exports and the associated focus on producing the commodity all over the world. It is by the outpouring of new economic powers on the scene has led to Asia, said Dr. T. Sri

of India, inaugurating the Asian Management Congress (AMC) organised by the B-School ASBM in the theme "Shaping the Global Business: The Rise of ASBM 2009". The Governor stressed upon the facts that Western developed nations have been emerging as the primary engine of growth. Indian, Asian business frontiers will also see their respective economic media

convergence process growth. The Governor lauded ASBM for organising such an important event that will spur the healthy exchange of knowledge, perspectives and development dialogues between South Asia, Pakistan. Addressing the Congress, the Vice President Association of Management Development Institutes of South Asia (AMDISA) in the presence of Governor of West Bengal

Dr. Dhanu Prasad Bora said that the current international convergence has undoubtedly been a process of business leaders, entrepreneurs, academicians, researchers and consultants for deliberating and analysing the trends in the Asian economies and observing the rise of the Asian region with their eyes and possible support in the global economy. Giving a prelude to the theme of the event, the

As a result, Prof. Bhowjeet Pattanayak, Group Director of ASBM, said that the Asian Management Congress is a platform for the Asian business leaders to discuss the current trends and to share their views on the global economy. The event is a platform for the Asian business leaders to discuss the current trends and to share their views on the global economy.

THE TIMES OF INDIA, BHUBANESWAR SATURDAY, JANUARY 30, 2010

Two ASBM students excel: Two business students from ASBM Institution, Ankur Kedia and Animesh Sarangi, won the first prize in the much-acclaimed 'Negocio', a Web and Mobile Business Plan Competition, organized at 'Global Entrepreneurship Summit GES 2010' hosted by IIT Kharagpur. Their projects received overwhelming appreciation from all quarters.

Business Standard

Four ASBM students bag international job offers

BS REPORTER
Bhubaneswar, 7 January

Four students of the city-based Asian School of Business Management (ASBM) have bagged international job offers in the second phase of campus recruitment process. These international job offers have come from Hyderabad-based IT services firm Dhanush Infotech Ltd. Apart from in-

THE TEAM of recruiters from Dhanush Infotech have expressed satisfaction over the attitude and knowledge level of the students of ASBM.

"We are impressed with the wonderful communication skills of the students, quality of faculty and also ASBM's training on business etiquettes through its finishing school", said Lalit Gupta, director (overseas operations), Dhanush Infotech.

Business Standard ASBM PLACES 113 STUDENTS

Asian School of Business Management (ASBM), a city-based school has placed 113 management students in the first phase of the campus placement process. ASBM students were placed in companies like Pantaloon retail, Gati Logistics, Karvy Financial Services, Bajaj Capital and Anand Rath. "We are quite happy with the pace of the placement process that sends a positive indication for the recruitment of our total batch in the upcoming weeks", said Aditi Singhdeo, a student of International Business who has been selected by Bajaj Capital. ASBM attributed the high success rate in placement to its Finishing School which grooms the students on personality building and soft skills in sync with the industry requirement. Like the Indian Institutes of Management (IIMs), this time ASBM has gone for the staggered placement approach wherein the placement is being done in phases. The second phase of placement of ASBM will begin on January 5, 2010.

BS REPORTER

Inspirations

The International Conference AmCon'09 is a very significant event organized by Asian School of Business Management on the important theme of 'Storming the Global Business: The Rise of Asian Tigers'. The message is clear that now you look to the east also and not only to the west as we did in the past. The large participation is encouraging particularly of young students

His Excellency Shri Murlidhar Chandrakant Bhandare,
Hon'ble Governor, Orissa.

I feel very happy to visit ASBM being a part of the Asian Management Congress 2009 which I believe going to be continental event for analyzing the trends in global economy and business with focus on South East Asia region in light of economic growth of India and China. I also sincerely appreciate the persistent and exemplary efforts of Prof. Pattanayak to bring ASBM to this height. I wish you all the best!

Dr. Dinesh Prasad Pant, Vice President AMDISA & Executive Director,
Nepal Administrative Staff College, Kathmandu.

I am delighted to be here in ASBM campus and join the AmCon'09 which is wonderfully planned and arranged. I wish all the success of ASBM and Mr. Chairman.

Md. Nurul Huda, Counselor,
Bangladesh Deputy High Commission, Kolkata

Good Gesture and Facilities are Excellent
Shri P.K. Mishra, Vice President,
Bhushan Power & Steel Ltd.

This first visit is certainly impressive with an academic atmosphere, Fantastic campus.

Major P.K. Das,
Asst. Vice President - Ultratech Concrete.

This was my first visit to the campus, was very impressed by the attention to detail that the institution seems to have developed. Clean place, service orientation and eager students. Seems to be the birthplace of high caliber professionals.

Shri Kumar Rajagopalan,
CEO, Retailers Association of India

Excellent platform for exchanging views for economic development of Orissa.

Shri Balakrushna Rath,
Chairman, APICOL



Looking forward and talking to a think tank of students and learning from the experiences as well.

Shri Rajesh Natarajan,
Managing Partner, Diametric Ideas

Very well organised, Hearty Congrats to ASBM
Shri V. Seetaaramaiah,
GM-IT, Paradeep Phosphate Ltd.

Amazing campus and excellent standards, great values, well groomed students. Would love hear more about ASBM in the next few years right on the pinnacle of the B-Schools' list. Don't get complacent!!

T.S. Babu, Senior Vice President HR,
SEW Infrastructure Ltd.

It is a great experience to get in to a very well disciplined and structured institute, where the quality standards are maintained at very high level. One can see the dedication and focus on the face of the students.

S. Subramanian, CFO cum CS,
Gulf Oil Corporation, Hyderabad.

I am happy to see the sea change development in ASBM. I hope and wish that let this institute lead the east to make a revolution in management education of Asia.

Prof. M. Altaf Khan,
Jamia Millia Islamia Central University, New Delhi

This is my first visit to ASBM and it is a delightful experience to see the campus and the students. Minute attention to details. Wish all the success and profound thanks to Chairman

Shri M.G.S. Krishna,
Executive Vice President, Exsol, Hyderabad

Would like to see ASBM as a leading benchmarking institute in the globe.

Dr. Ambuj Mahanti,
D.Sc. IIM-Calcutta

Excellent ambience, precise arrangement, warm reception, overall a great show

Shri Hemendu Sinha,
HCL Infosystems Ltd.

World-class infrastructure, faculty is very good, progressive institute, fabulous organisation

Shri Sumit Puri,
Controller - CRM & Alliance, Spencer's Retail.

Excellent infrastructure at the same time much 'feel at home' atmosphere. Wish ASBM a great growth ahead.

Shri Dilip Wadhvani,
AVP - Ceasefire Ind Ltd.

Impressive institute considering that it started only three years ago.

Shri TVP Kameswar Rao,
MD, iKoa Semi Conductors

It's pleasure to interact with students, Dean and Professors, Good class rooms, really enjoyed the session with students.

Shri Ashok Sahoo (C.A., ACCA),
CFO, GATI Asia Pacific, Singapore.

Very Good Vision of bringing industry institute relationship and encouraging students to get the real time experience of industry while studying. It is an excellent institute which can be extended to global level by right alignments. All the best and congratulations for achieving such an institute in shortest time.

Shri DSN Murthy,
Dhanush Infotech Pvt. Ltd., Hyderabad

Excellent organisation

Dr. Jawahar Suriseti,
Educational Advisor, Govt. of Chhatisgarh

Excellent coordinated, good synchronized organisation of the session. I appreciate the discipline of the students & organisation committee.

Shri Ashish Mohanty,
Vice President, Process MAP Infotech, Pvt, Ltd Bhubaneswar

I found the organizing committee has gone deep into this seminar and taken care of every small incident which can help making this conference effective and learning. I found the students very cooperative, enthusiastic and vibrant to know, learn and apply the learning to practical use.

Shri D.K. Mohanty,
Sr. G.M, HR - P&A, Jindal Power & Steel Ltd.

I feel proud to see the big campus setup by one of my Professor. I am honoured to be a part of it. Keep up the great work.

Ms. D. Chandrima,
Dhanush Infotech Pvt. Ltd., Hyderabad.

Great Experience.

Shri Joydeep Roy,
CEO, IFFCO TOKIO Insurance Services Ltd.



An Institution in the making with value, integrity and honesty. Good beginning has been made and more than sure the institution shall charter their path of growth with full dedication and shall make it happen.

Prof. D.K. Bandyopadhyay,
Vice Chancellor, Guru Govind Singh Indraprasth University.

The Institute is impressive. I noted the following
Good discipline, Good Cleanliness, Collaboration with industry in teaching.

Shri Ravi Kant,
ex IAS (1985), Ramky Enviro Engineers Ltd.

It is always a pleasure to visit ASBM and interact with the teachers and students. All of them under the leadership of Prof. Biswajeet Pattanayak are working to create a centre of excellence in management. We in Orissa will be proud of the achievement.

Dr. Ashok Dalwai,
IAS, Secretary, Steel & Mines Deptt., Govt. of Orissa.

Its an amazing experience to visit the campus which has come up to such a level in last four years. The commitment to academic excellence is excellent, a hallmark of any good academic institution.

I particularly congratulate Dr. Pattanayak for his achievements and efforts.

Prof. Chinmay Pattnaik, Ph.D
University of Sydney



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