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ABES Business School, Ghaziabad

The Expression

A Monthly Newsletter



Volume 1, Issue1, May-2022

Can also find us on



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Editorial Board

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Patron

Mr. Shashwat Goel
Patron

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Chief Editor

Dr Saurabh Prasad
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Message of President:



Mr. Neeraj Goel President, ABES Business School

“Our vision is to make ABES Business School a centre of excellence in learning, innovations, technology, sciences, and management.

We take pride in achieving our target of being a preferred institution among the students for their career path, thereby fulfilling our commitments of contributing in the welfare of country by preparing endowed and eminent young minds in the field of Management.

Our vision is to make ABES Business School a centre of excellence in learning, innovations, technology, sciences, and management. Our students are groomed in a holistic manner. Thus, they become competent for the industry and think beyond academics. Here, we focus on learning rather than conventional scoring mode.

We are committed to further evolve the institution as a place to nurture the talent of the technocrats and managers. Hence, this institution strives to develop excitement among the students towards the various management careers.

It would have been impossible to successfully survive for such a long period and achieve these many milestones without the support of a well versed, highly qualified, experienced and dedicated faculty and staff. All these years have witnessed the success story of our institution in the form of various achievements by our students. We have not only achieved our dream but also, we have made a place in the heart of society as one of the prestigious institutions of our country. For me, it's like a dream come true and I promise that we will continue the same legacy for many more years.

Message of Vice - President:



Mr. Sachin Kumar Goel **Vice President, ABES Business School**

ABES Business School encourages students to critically evaluate how the world is changing, and to think about how businesses might respond. It is a chance to think outside the usual boxes of finance, or strategy, or accounting, and think more deeply about global change, and the business opportunities inherent in that uncertainty. We are entirely devoted to excellence in real-life executive development and as you prepare yourself for the next phase of your career, competition and markets do not guarantee progress. They are conduits for business advance.

For business to drive progress, it is not enough to figure out how to address customer demands, excel in operations or comply with regulatory standards. Rather, business needs to know why it does what it does and at which value and costs to whom?

This calls for the broadest appreciation of issues at stake and for leadership based on functional competence, self-awareness and moral judgment. Our is designed with these requirements in mind. They inform our choices of program content, teaching method, skill development and research agendas. We cater to select group of experienced, mature and globally minded participants and we offer real-life, complete industry integrated education with strong conceptual knowledge recognized for its direct applicability and impact. I am sure it will be an amazing place to learn, share, and connect with change-makers that are passionate about how business can reshape our efforts to make the world a better place.

Message of Joint Secretary:



Mr. Shashwat Goel **Joint Secretary, ABES Business School**

It is my great pleasure to extend heartfelt greetings to the readers of the first issue of the ABES Business School College Newsletter. At the outset, I heartily congratulate all faculty members and students involved in the initiation of this college newsletter.

I believe that the newsletter will serve as a window through which the complete profile of the academic and co – curricular activities, achievements and progress made during the stipulated period can be viewed.

We at ABES Business School are committed to creating an ambience for nurturing innovation, creativity and excellence in our students . We aim to prepare young professional managers who can confidently and competently face the challenges of intensifying competition. Our students are equipped with high quality managerial education, coupled with appropriate training, and wide exposure to the standard industry practices. Our educational programmes lay emphasis on all round personality development and also in inculcating human values and professional ethics which help our students become more human and socially alive to lead a meaningful life.

I once again congratulate the whole team of ABES Business School, and I sincerely hope that this newsletter will give you insights into the quality work being done at ABES Business School.

Happy Reading...!!

Message of Director:



Prof. (Dr.) Monica Verma Director, ABES Business School

Energetic, vibrant, zestful, and lively – that’s what ABES Business School is.

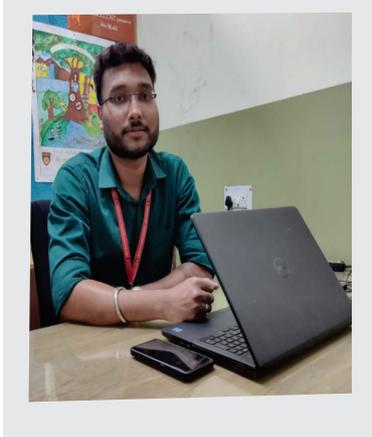
We, at ABES Business School are committed to providing the best academic and co-academic inputs to the students for their all-round development. We handhold our students, mentor them, guide them and equip them with required skills such as analytical thinking, problem-solving, design thinking, etc which help them to move a step ahead of others in the future. In our endeavour towards developing our students, we provide them with various platforms so that their potential can be harnessed and nurtured in a congenial and convivial environment.

The Expression: a monthly newsletter of ABES Business School is one such platform. It is a forum for the students to pen down their creativity and thoughts in the form of words. At the same time, this newsletter is our window to the outside world to keep it updated with the happenings of ABES Business School and also, share knowledge and wisdom.

I am delighted and at the same time excited to present the first issue of our newsletter, “The Expression”. I welcome you all to join us on this exciting and enticing journey and seek your suggestions and feedback to make it more interesting.

Wish you an enjoyable reading!

Message of Editor:



Dr Saurabh Prasad **Assistant Professor, ABES Business School**

Dear Reader,

You have in hand “The Expression: Monthly Newsletter of ABESBS”, ABES Business School’s first official magazine. It captures the momentous moments of Business School’s journey. We have tried our best to make sure this memoir of ABESBS helps you in recapitulating your event. “The Expression” is a compilation of the immense effort put forward by the invincible ABESBSians and is also a specimen of their creativity. It tries to bind each and every aspects of our very own “ABESBS” family.

This issue might be termed as “Beginning of the Glory” as this is the first edition of our newsletter.

This was a splendid month, with our students bringing laurels to the College in all possible spheres. Their achievements were so vivid that all our efforts to include their accomplishments in one issue were not possible, which will definitely be captured in coming issues of “The Expression”.

I hope you will cherish our efforts.

Happy reading...!!!

Student's Corner

Empowering Smart Farming with VEST Embedded System Solution

The human population will reach 8.5 billion by the 2030. Most will live in urban cities. As cities grow, there will be lesser farmland. Climate change, freshwater shortage, and pollution will further render conventional agriculture unsustainable. Fortunately, farming scientists have been pushing the frontier of agriculture. Today, we can grow crops anywhere with vertical farming. These smart farms have many new things to grow across the world. A smart farming system is a Controlled Environment Agriculture (CEA). It is a greenhouse with hydroponics, aqua-phonics, aero-phonics and technologies. Furthermore, crop growth factors like temperature, CO₂ are regulated to optimize production. The CEA system comprises an array of sensors feeding data to a control system. Next, the controller regulates the nutrient flow, cooling and other crop growth factors. The VEST embedded system solution like the best E21 Single Board Computer, is highly suitable for implementing a CEA control system. This NXP based ARM CPU platform supports touch screen and wireless connectivity. The VEST embedded system receives sensors' measurements by Ethernet or Wi-Fi to determine what growth factors to adjust. Furthermore, engineers can design user friendly interactive dashboard for the CEA. The VEST embedded system is cloud-ready, that means that the system can transmit data from multiple farms to the cloud with the VEST connect360 services. Cloud Computing IoT offers many possibilities. For instance, the farm scientist can analyse, data from numerous farms, correlate crop growth factors and optimize parameters for farming a particular crop. They can duplicate these parameters to other farms anywhere in the world. The VEST connects360 can also alert the farmers about abnormalities and help them to make timely decisions. For example, a rooftop smart farm that utilizes natural sunlight could run into weather changes that result in a drastic in UV light intensity. In response, the farmer can activate a LED light backup system or adjust the electro-chromic glass to reduce the natural UV light with his mobile phone.

- Purna Deol
MBA (1st Year)

How To Handle Failure?

Failure doesn't mean your life is going to be over. It means there are certain better things lined up for you. I believe failure can be the opportunity to grow and attain a deeper understanding of life. Every person may be CEO, Actor, Entrepreneur, has likely had to deal with failure in the past. Some have dropped out of school, faced rejection at job interviews, been fired or been denied funding for their businesses. There is an only way to learn that is accepting your error without accepting it becomes meaningless, torturous and something that you seek to avoid every minute of your day. Start thinking about the situation from this perspective and to be constructive about things instead of getting stuck in denial or negativity and apathy. Whatever lessons you learned, take them with you to the next endeavour. Assess where you are, what you want and how you plan to get there despite setbacks. Another thing you can do is to learn from those who've gone where you want to go. Read about how they handled setbacks and low-points before or during their success in books, on websites or online forums.

It is OK to fail. When you experience failure, stay calm, analyse the cause, devise a plan of action and keep going. Stay open to all that happens to you, and don't worry about failing. You just never know when the next opportunity will come to change your life.

-Manish Tripathi
MBA (1st Year)

Can India's UPI beat China's Union Pay?

Economic sanctions have been imposed on Russia due to the Russia-Ukraine war, under which Master and Visa cards operations have been suspended, which is a big challenge for Putin, while China did the work of creating opportunity in this turmoil. China is trying to expand its financial dominance in Russia through its domestic payment system, Union Pay. The same financial experts believe that there is a dependable option available against this, India based UPI (Unified Payment Interface) Payment System. Many Countries are accepting Indian UPI over Chinese Union Pay Due to Chinese debt trap policy and bully nature. Through this article, we will see the opportunity of UPI Payment globally against China's strategy. Before 2002, In the absence of a Unified Platform, Chinese Bank itself negotiated interbank transaction, clearance and settlement arrangements. Restricting the market due to state regulations, China did not allow foreign players such as Visa and MasterCard for their market. To fill this gap, In March 2002, Union pay was launched with the approval of the State Council of China and the Chinese State Bank. The work of this platform was to make a settlement between the bank and the merchant under the card based transaction. Union Pay developed the 1st national bank card industry in China. Union Pay clears and settles payments directly with banks and licensed lenders by issuing debit, credit and prepaid cards. Union Pay to build offshore ties with banks and merchants, with the first point of sale system installed in Hong Kong in 2004. Internationally Union Pay started collaboration with other payment systems such as Discover of the US, JCB of Japan, BC card of South Korea and Mir of Russia. In 2012, Union Pay has formed partnerships with over 2,500 institutions worldwide, making the card accepted in 180 territories, In collaboration with the Commercial Bank of China, Union Pay further expanded the payment on mobile, developed QR code and other payment app for transaction. Last given data Union pay growth is 28.8% annually and transaction volume is 14.95 trillion dollar. Union Pay ranked first by number of cards in circula

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United Payments Interface (UPI) is India's real-time mobile payments system, developed by the National Payments Corporation of India (NCPI). Launched in April 2016, the interface facilitates inter-bank transactions and is regulated by the Reserve Bank of India. It connects multiple bank accounts into a single mobile application, allowing immediate money transfer and payments 24/7. The interface allows individuals to link their bank accounts to multiple peer-to-peer (P2P) payment apps, such as Paytm, Google Pay, PhonePe, and BHIM (NCI's P2P app), among others. Individuals can use UPI to pay each other, as well as banks and institutions that are UPI enabled, via phone numbers, codes, account numbers and IFSC codes, UPI revolutionizes Digital transactions in India. In 2021 UPI conducted 38 billion transactions worth ₹ 71.59 trillion. Compared to 2020 in 2021, UPI registered 81% growth.

UPI made payment transfer easy like sending money with the use of mobile numbers, scanning QR etc. and promoted Financial Inclusion in India. Payment through UPI is fast and secure compared with Chinese Union Pay which uses a bank card to conduct transactions in an app, whereas UPI shares information directly with the Bank, RBI further works on no use of debit card for UPI payment. RBI takes steps towards the offline transaction with the concept of UPI123pay.

Cross border digital payment service provider Liquid Group signed a memorandum of understanding (MoU) with NIPL in September 2021 to introduce UPI based payment systems in Singapore, Malaysia, Thailand, Philippines, Vietnam, Cambodia, Hong Kong, Taiwan, South Korea, and Japan from 2022. NIPL signed a MoU with Arab Monetary Fund to link UPI with the Buna Payment Platform. In future India and Russia expressed interest in continuing dialogue on accepting UPI and Faster Payments System (FPS) of the Central Bank of Russia within their respective national payment infrastructures. This will help in cross border multi-currency transactions to counter Chinese Union Pay Dominance.

**- Siddharth Sharma
MBA (1st Year)**

Sri Lanka Crisis

The south neighboring country of India, the island nation of Sri Lanka is facing a real time crisis like it has never seen before. Left with barely any foreign reserves to import the commodities, the country is in dire conditions, with a boom in the prices of all the necessity goods, whether it is milk touching the mark of 200 Sri Lankan rupees per liter or the price of a gas cylinder going past 4000. The economic crisis seems to have turned into a humanitarian crisis. Sri Lanka is an import dependent country and now is running severely short on FOREX reserve with only \$2 Billion left in it. Sri Lanka's foreign reserve has fallen to 70% in last 2 years, with having little volume of dollar, Sri Lanka has been unable to import even the basic commodities like food, paper, milk, fuel, medicine and also facing a huge electric shortage. The shortage of paper had led the cancellation of exams with people waiting in long queues to get gas cylinders. The hike in petrol has been recorded of 92% pushing the price to 303 rupee. The demand of the goods is going up with barely any supply of them and is causing inflation in the country and contrary to that depreciation of the local currency. At the beginning of year The Sri Lankan rupee stood at 200 and now reaching to 354 to a dollar. The inability of the ruling government to control the crisis has led to an outrage in public and people have been protesting against the "Rajapaksha" government.

The crisis in Sri Lanka is not a sudden development but has been there for a long time, with major responsible factors; the domestic politics and the "Rajapaksha" government who is also known as Thieves family amongst the local people. The Sri Lankan politics has also been named One Family Dictatorship. The Rajapaksha brothers hold the most authoritarian positions in the country; The President and The Prime Minister. The positions of Finance minister and the irrigation minister are also held by the members of Rajapaksha family who also have 5 ministers in the cabinet of 26.

For a long time Sri Lanka had been dependent on the export of Rubber, tea and coconut which held for 90% of the foreign reserve. In 1950s when the prices of these went down internationally, the import revenues were badly hit. These were the times when Sri Lanka first faced the FOREX crisis. In 2005 came the Rajapaksha government, took loans from different sources and worsened the situation even more.

The government decided to develop the Hambantota port and took loan from China, but did not get any revenue from the port; thus had to give away the port to China on lease. Amid the worsened situations when other sources denied giving any loans, China made its move loaning \$7 Billion dollars and now China owns 10% of Sri Lanka's foreign debt. In 2019 came the Rajapaksha government and put tax cuts which reduced the government's tax revenue by 30% and the country relies heavily on tourism but the sector was hit from the Covid-19 generating barely \$3 million dollars. In 2021 the government implied ban on Chemical fertilizers and told to shift on organic farming but the move was heavily protected by the farmers, further resulting into food shortage. In April 2022, the inflation reached 33.3%. In recent QUAD meeting Japan has made a statement to come together with India and help Sri Lanka to overcome its crisis and in all probability Sri Lanka will go for another loan from IMF which will help the country to stand up on its feet again.

- Karan
MBA (1st Year)

ABES business school nourishes us, hence facilitating us in only becoming capable rather becoming eligible for

My Experience at ABESBS

visualizing our career in corporates. ABESBS believes that there is no elevator to success, consistent hard work is the only key and yes, we have to take the stairs to become successful. ABESBS acts as a stimuli continuously motivating and supporting us for better development. It provides us ample opportunities to groom and sharpen our skills. We are provided real-life corporate situations to make us corporate ready for next years of life. I want to conclude this with some lines;

“Excellence is not entirely a skill rather it is an attitude”, and that’s what ABESBS school focus upon, inculcating an attitude that is producing the ambassadors.

-Muskan Visnoi
MBA 1st Year

Happenings @ ABESBS

Razzle Dazzle: Fresher & Farewell Party

6th May, 2022: ABES Business School, Ghaziabad organised a euphoric event "Razzle Dazzle", an unparalleled fresher and farewell fusion party. The first-year students extended their best wishes to the outgoing batch (2020-2022). The program commenced with ceremonial lamp lighting and Saraswati Vandana. ABESBS- Director, Prof. (Dr.) Monica Verma congratulated all students and blessed all the outgoing students. She advised them to always see themselves as good ambassadors of the Institute and to keep on strengthening the relationship with their Alma mater. Ms. Darshini was crowned Ms. Farewell and Mr Vijay Tyagi was coroneted as Mr Farewell. The first-year batch (2021-2023) enjoyed the event whole heartedly. They entertained the audience with dance, song, and skit. Ms Karishma was felicitated with Ms Fresher crown and Mr Sagar was Mr. Fresher (2021-23).



Webinar on “New Product Development”

14th May, 2022: ABES Business School has organized a Corporate Webinar Series on "New Product Development" for MBA Students and Faculty Members. The resource person was Mr. Achint Oberoi, Product Manager, Cold Chain Commercial Refrigeration Business, Panasonic. The program was well coordinated by Dr. Neeti Arora.

Key learnings from the sessions were:

1. Discussed about new product idea & product road map through practical scenarios.
2. SWFB & category analysis.
3. Evaluating scores and performance of new product & after sales service.
4. How to do production & operation cost analysis.

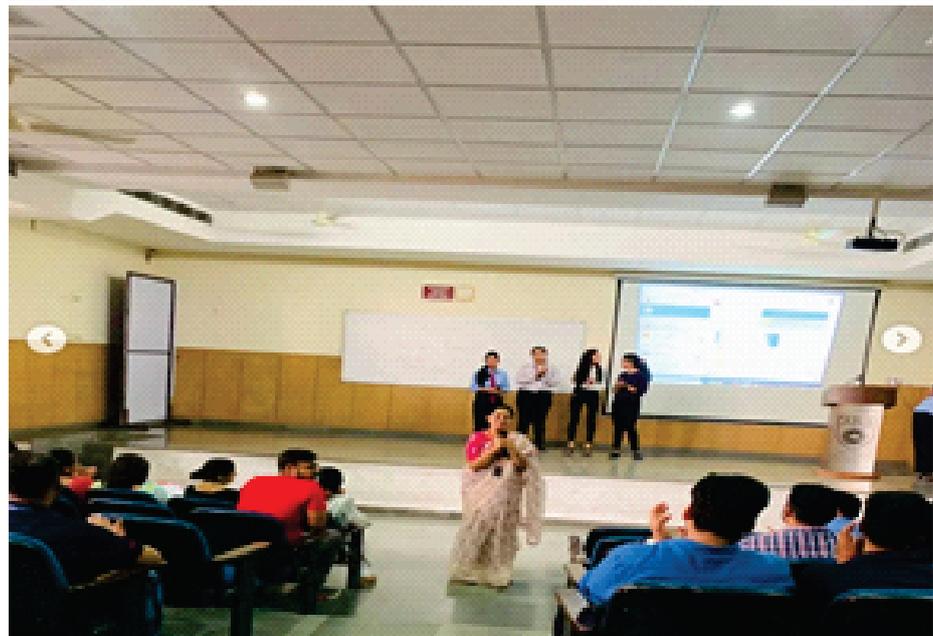
Group Discussion: As Part of Professional Development

8th & 20th May, 2022: In our endeavour to propel our students towards professional development, ABES Business School organised Group Discussion Sessions under the Value Added Programs “Mission Accenture” & “Communication and Professional Development” by Mr Suryansh Chaudhary (Founder Norlights Training), Dr Anshu Singh (Assistant Professor) & Dr Bhavna Garg (Assistant Professor). The mind gripping sessions taught our student managers, the importance of active listening, problem solving and decision making. They were assessed individually on their content, body language and confidence. The activity was a simulation of the actual recruitment process to make them perform under stressful situations.



Marketing Hawks – Avishkar

20th May, 2022: Marketing Hawks-the Marketing Club of ABES Business School organised a competition "Avishkar" on New Product Development today. Ten enthusiastic teams participated and presented their ideas to develop new, customised or improved products. The products ranged from Electric, solar vehicles to hair brush with massage bristles and many more. The innovative hair brush took away the winner's trophy. Kudos to all the .participants!!



Industrial Visit to “Mother Dairy”

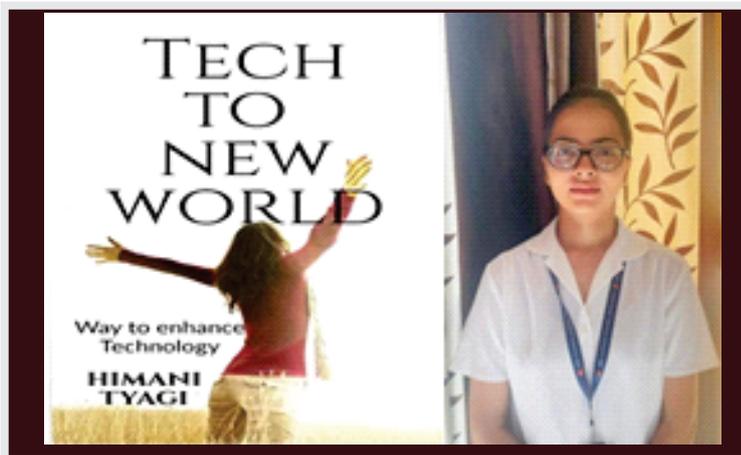
28th & 30th May, 2022: ABES Business School organised an industry visit to Mother Dairy, Delhi for MBA batch (2021-23) on 28th May, & 30th May 2022. The objective of the visit was to provide a unique learning exposure by closely observing the functioning of an industrial operation. The company representative gave a brief description about the history of successful years of Mother Dairy and also described the number of products produced by the organization and the process of making such high-quality milk and other products which nearly has maximum number of shares in the market. Further, she gave the students a guided tour of the premises while providing information about how the milk and dairy products began to be produced in India. The entire process of clarification, homogenization and pasteurization was well explained.



Achievements @ ABESBS

Books Published by Our Students:

Historically, students have learned through repetitions and memorization. Textbooks, worksheets and take-home assignments offer knowledge but seldom do they excite student about the possibilities that this knowledge can unlock in this world. Traditional coursework excels at teaching concepts, though not at building confidence, it educates but does not empower. And our college understand this. And hence, in order to develop that confidence students published books under the guidance of Mr Suryansh Choudhary, founder of Norlights. These books are available on Amazon.



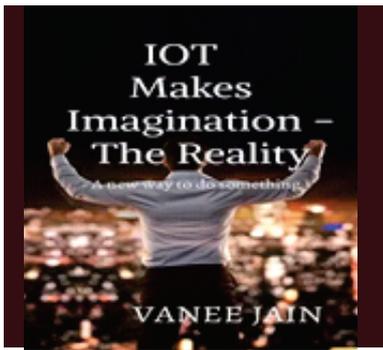
Book: Tech to New World
Author: Himani Tyagi

This Book is having wide coverage of new tech based Industries. This book will help you enhance the knowledge about new technology usage.



Book: Fasitech (Fashion + Idea + Tech)
Author: Anshika Gaur

The book is a mixture of fashion, tech, and dreams. The book is about the story of a young small-town girl, Veronica. The girl has a keen interest in fashion but belongs to a middle-class family and is always not able to afford the fashion of her taste. Because of the same reason, she one day comes with a sudden thought that could bring a revolutionary change in the whole industry. Thus, the book is all about her dream and how she becomes a sensation across the globe.



Book: IOT Makes Imagination – The Reality

Author: Vanee Jain

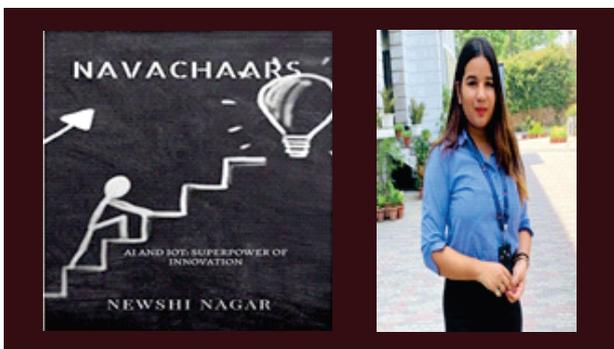
This book shows different ways of the magical integration of IOT in the business world by focusing on solving the problems faced by the common people in their daily life. It covers many areas of business like Fashion, Education, healthcare, Retail, Hospitality.



Book: The Code of Tomorrow

Author: Siddharth Sharma

In this book we have described how the machines will look in future, and how they help us reducing the human efforts. In this book there are different examples of Future Machines using stories. This book will help students and Entrepreneurs to think more about AI and motivate to build smart machines.



Book: Navachaars

Author: Newshi Nagar

Navachaars is the book which leads you to the new World of tech and innovations. it's the journey from being normal to new innovative normal. You'll get to know that how tech has changed the world.

Annual Sport Events – UTSAAH – 2022

ABES Engineering College organised a number of competitions for the annual sports day (29th April to 1st May, 2022) from indoor games like table tennis and chess to outdoor games like volleyball, football and cricket. There were athletic games too like 100m, long jump, high jump, relay races. Participants were from all B. Tech. (CSE-IT, IT, Mechanical, and other branches). MBA 1st year students from ABESBS also took part in it. It is proud to state that Bhavna Singh backed bronze medal in 1500m. Muskan Vishnoi won silver medal in Disc Throw. Arnav won silver medal in Shot Put.

Inter College Sports fest

“AAGAZ – 2022”

We at ABES Business School are proud of Mr. Arnav Singh student MBA 1st year, for bringing Gold Medal in Shot Put and a Silver Medal in Discus throw events at Intercollege Sports Fest "AAGAZ-2022" Organized by HBTU, Kanpur. Congratulations for your stupendous achievement Arnav!!



Estd. 2000

ABES Business School, Ghaziabad

(Approved by AICTE, New Delhi & Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow)

Congratulates!!



Mr. Arnav Singh

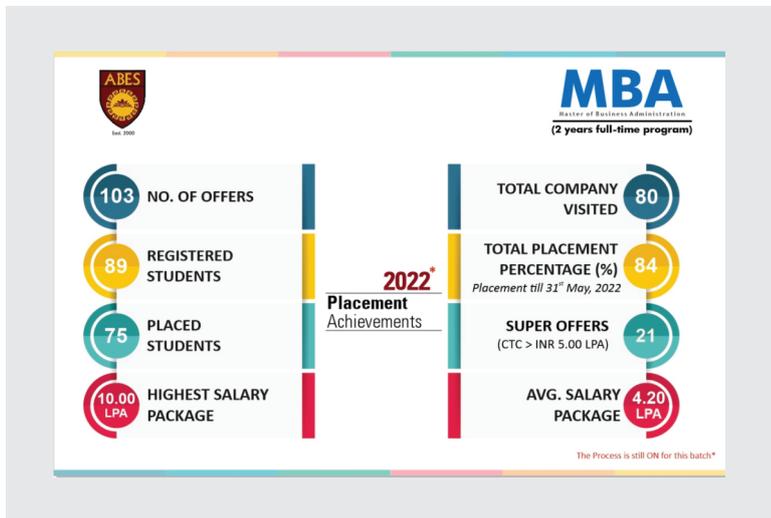
MBA I year (ABESBS)

Shot Put- Won **Gold Medal**
Discus throw- Won **Silver Medal**

Intercollege Sports Fest "AAGAZ-2022"

Organized by HBTU, Kanpur | May 24, 2022

Placements @ ABESBS



Pictures of the Month



Pictures of the Month



Fun Facts

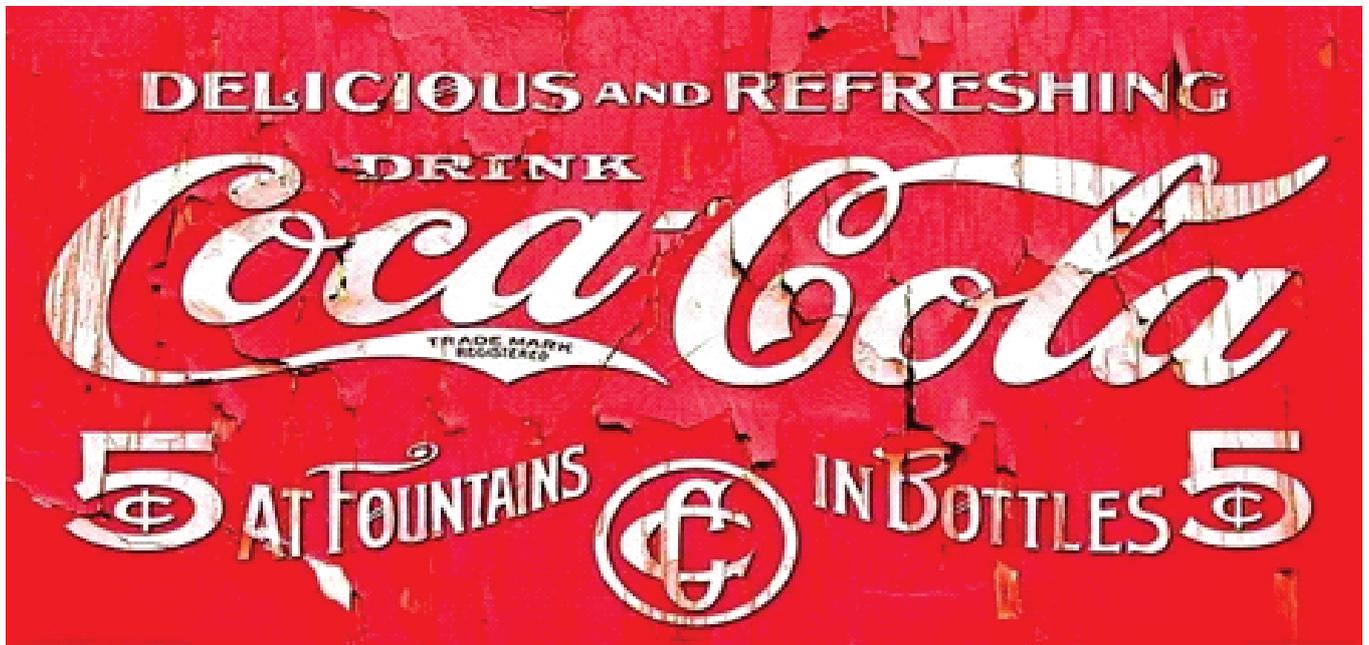
Lamborghini sports cars exist because of Enzo Ferrari's pride

Lamborghini was originally a tractor manufacturer. The owner, Ferruccio Lamborghini, had an interest in luxury automobiles, especially Ferraris. While doing a routine check, Lamborghini found that the clutch in his Ferrari was broken and he discovered that the car used the same clutch as his tractors. When he asked Enzo Ferrari for a better replacement, Ferrari dismissed him saying he was a tractor maker and did not know anything about race cars. I guess we all know how that turned out.



Coca-Cola wouldn't have existed without American prohibition

Coca-Cola was originally created by John Pemberton, an injured Confederate Colonel, who wanted a substitute for his morphine addiction. He called it French Wine Coca, a nerve tonic. When Atlanta passed prohibition legislation in 1886, Pemberton had to redo the formula, basically to make a non-alcoholic version of his tonic. He named the drink Coca-Cola, the drink we all know and love.



Upcoming Events @ ABESBS for the month of June - 2022

Sr. No.	Tentative Date	Event
1	2 nd June, 2022	Market ka Eklavya
2	3 rd June, 2022	Bollywood Chala Hollywood Banane
3	7 th June, 2022	Adjusting to the New customer reality – marketing in Post Covid World.
4	8 th June, 2022	Informational Seminar
5	3 rd & 10 th June, 2022	SEBI Visit
6	10 th June, 2022	Nukkad Natak
7	7 th June, 2022	Marketing Guest Lecture
8	9 th June, 2022	IPR Guest Lecture
9	11 th June, 2022	Marathon
10	17 th June, 2022	Turncoat
11	18 th June, 2022	Digital Marketing Workshop
12	21 st June, 2022	Yoga Day Celebration
13	28 th June, 2022	IPR Workshop, AICTE

For feedback & suggestion, please connect to:

Dr Saurabh Prasad

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