

3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship - 2019-20

Year	Name of the workshop/ seminar/ conference	Date From – To	Link to the Activity report on the website
2019-20	Orientation Program for MBA 2nd year	15th July, 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Workshop on Employability Enhancement and Youth Livelihood (By NAANDI)	7th Aug to 20th August, 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Workshop on "Education in Universal Human Values"	13th August, 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Life Lessons by Mr. Nitin Ahire	13th August, 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Expert Lecture on Digital Marketing	27th August 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Placements Opportunities and its requirement in Insurance Sector	21st Aug 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Management Lessons from Mumbai Dabbawala Association	12th Oct 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Session on Entrepreneurship	19th October, 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Session on Start up Cell	11th November, 2019	https://ashokabschool.org/e-bulletins.html
2019-20	A Session on 'IPR and Case Study on Information Cyber Security'	13th Nov 2019	https://ashokabschool.org/e-bulletins.html
2019-20	Session on Goal Setting	20th Nov 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Session on Self Esteem Development	22nd Nov 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Advance Excel Workshop	From 4-5 th Jan 2020 to 28-29th Feb 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on "Be a Job Creator, Not Merely a Job Seeker" Mr.RameshTainwala	23rd March, 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on " Indian Economy, Forex & Treasury Mgt" by Mr.Adwait Venkitachalam	28th March 2020	https://ashokabschool.org/e-bulletins.html

2019-20	Webinar on "Back to Basics-Job Search to Wealth Creation" by Mr. Sanjay Saraf,	09th May 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on "Brand Development-a Case Study" by Mr. Sanjeev Aga Former MD, Idea Cellular	20th May 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on "Making of Entrepreneur" Mr. Ravi Saxena,CEO Wonder Chef	25th May 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on 'Customer Funded Start-up' by Parimal Modi, CEO Founders Lab	27th May 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on Basics of Data Analytics BY Mr. DilipUpadhyay	30th May 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Taj Gateway Hotel Webinar Series on 'Food for Management Thought'	04th June 2020- 13th June 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on 'Safe Internet Habits During & Post Lockdown' by Mr. Amar Thakare	06th June 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on 'Changes call for Innovation' By Mr. Piyush Somani	07th June 2020	https://ashokabschool.org/e-bulletins.html
2019-20	Webinar on "Post PandemicParadigm: Unprecedented Opportunities and Challenges for the MSMEs" By Mr. Tushar Patwardhan, CEO Tushar Group	11th June 2020	https://ashokabschool.org/e-bulletins.html

**IQAC Coordinator****COORDINATOR**Internal Quality Assurance Cell
Ashoka Business School, Nashik**Director In-Charge****DIRECTOR**Ashoka Business School
Nashik

2019-2020

Orientation Program for MBA 2nd year

- ❖ **Event Co-ordinator:** Prof. Vaibhav Bhalerao
- ❖ **Date of Event:** 15th July, 2019
- ❖ **Participant:** MBA 2nd year Students
- ❖ **Venue:** Class Room 2

An Orientation program was conducted for MBA 2nd year by Mr. Vaibhav Bhalerao. The students have to chose a specialisation in the second year. The session was organized for the students to get an idea about the future prospects in the market by selecting one of the various specializations in the second year. The students were also appraised about the evaluation system of SPPU. The session was attended by the MBA II year students.




IQAC Coordinator

COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Workshop on Employability Enhancement and Youth Livelihood

- ❖ **Date of Event:** 7th to 20th August, 2019
- ❖ **Resource person:** Ms. Ruta Pandit and Ms. Radhika Khairnar
- ❖ **Participant:** MBA 2nd year Students and faculties
- ❖ **Venue:** ABS Seminar Hall
- ❖ **In charge/organizer (Faculty) :** Prof. Nainesh Mutha

Mahindra Pride Classroom's Naandi Foundation conducted a 40 hour training program on Employability Enhancement and Youth Livelihood at ABS for the final year MBA Students. The training began with the awareness about oneself and focussed on sharpening the competency of each individual through lots of activities and motivational talks. The students began to share their experiences and were able to clear their thoughts while communicating. The trainers, Ms. Ruta Pandit and Ms. Radhika were very resourceful and engaged the students meaningfully to bring out the best in them.

Mahindra Pride Classroom is a CSR initiative of Mahindra Group.





IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik



Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Workshop on Universal Human Values

- ❖ **Date of Event:** 13th August, 2019
- ❖ **Resource person:** Mr. LesanAzadi, Director, Bah'ai academy
Mr. ParagTandale and Mrs. PreetiTandale
- ❖ **Participant:** MBA 2nd year Students and faculties
- ❖ **Venue:** ABS Seminar Hall
- ❖ **In charge/organizer (Faculty) :** Prof. Manisha Bhamre

A one day workshop for the management students was conducted on "Education in Universal Human Values". An important area of ABS is aimed at cultivating the ideas of Universal Values and Ethics among the young adults through workshops, dialogues and trainings. The future of humanity depends on the adoption of a positive mental attitude by the current generation and so values in education is ever so important.

Mr. LesanAzadi, Director, Bah'ai academy, Panchgani, Mr. ParagTandale and Mrs. PreetiTandale were the resource persons for this workshop. Elicitive methodology was used to initiate discussions around human values of compassion, empathy, kindness, patience, tolerance and forgiveness. Mr. Azadi gave an insight into what is Education to change and spoke on Education in Universal Human Values and its importance and implications. There were a lot of games wherein the students were kept on their toes and vital lessons in human values were conveyed through various activities.

Dr. D. M. Gujarathi, Director, AEF, Dr. VikasGaundare, Director I/C, ABS, Prof. ManishaBhamre, Coordinator, Holistic Development, ABS and all the Faculty members took efforts to make this workshop a successful one. Miss. AnkitaDhore, on behalf of all the Students thanked Mr. Azadi and his Team for conducting the workshop.




IQAC Coordinator

COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Life Lessons by Mr. Nitin Ahire

- ❖ **Date of Event:** 13th August, 2019
- ❖ **Session by :** Mr. Nitin Ahire
- ❖ **Participant:** Director, Unit Head and faculties
- ❖ **Venue:** Board Room, ABS

Mr. Nitin Ahire, MD of Suyaan Infrastructures, dealer of JCB, shared his valuable time with the faculties of ABS. He discussed seven areas of life that one should focus on to lead a holistic life.

These areas include health, relationships, wealth and business/profession on the tangible front. On the intangible end a person should focus on getting inner fulfilment through recreation, contribution and spirituality.

He stressed that even in working environment, a person who is responsive learns to trust others and is resourceful. When the same is reciprocated the person provides unconditional effort for the betterment of the organization. The session was really appreciated by the faculty and would certainly help them to view life with a different perspective.



IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik

Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Expert Lecture on Digital Marketing

- ❖ **Date of Event :** 27th August 2019
- ❖ **Topic :** Current trends and future in Digital Marketing Field
- ❖ **Resource person:** Mr.Prince Solomon and Mr.David Alexander
- ❖ **Brief intro of Resource Person:** Both are the Co founders of the firm Market Fx
- ❖ **Class/Classes Involved:** MBA II
- ❖ **No of Participants:**Students of Marketing Specialization (20)
- ❖ **Venue :** Marketing Forum, ABS
- ❖ **In charge/organizer (Faculty):** Mrs. Tanaya Patil

The session on Digital Marketing especially for Marketing specialization (MBAII) was organized. Twenty interested students attended the session and showed active participation in the session through doubt clearing, asking questions on current trends, eligibility to register such courses, future scope of the topic as per placement point of view. The session was well organized by Mrs. Tanaya Patil ,Marketing faculty for the students updation of knowledge .The speaker for the session Mr. Prince Solomon and Mr. David Alexander, (Founder OF MARKET FX) explained and showed the video related to digital marketing and its growing importance .They made students realized their current status and told them to accept the reality of market .After the session ,The speaker also took Mock Viva of the students and gave suggestion to improve upon. Students felt need of such sessions again. Students were motivated and charged up for grabbing the opportunities in the area of Digital Marketing. The students learnt various new techniques in the field of Digital Marketing like SEO, PPC, SSM , Difference between traditional and current trends .The speaker were very happy to interact with such wonderful and interested audience. Overall feedback from both the student and the speaker was satisfactory.




IQAC Coordinator

COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Pre Placement Guidance Session on Career Opportunities In Insurance Sector

- ❖ **Date of Event:** 21st August, 2019
- ❖ **Topic:** Placements Opportunities and its requirement in Insurance Sector.
- ❖ **Resource person:** Mr.Pankaj Waghmare (Sr. HR)
- ❖ **Class/classes Involved :** MBA II (A&B)
- ❖ **No of Participants :** 40
- ❖ **Venue :** Seminar Hall
- ❖ **Organizer faculties :** Mrs.Tanaya Patil and Mr.Nainesh Mutha

Students were made aware of the current areas of interests. The session started with very basics of insurance field by giving them the orientation of the insurance sector. The challenges and opportunities one can face in entering this field were made clear with the help of a presentation and a video. The students had interaction with the corporate people and found this session really useful and relevant. They understood the reality and need of the market.





IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik



Director In-Charge

DIRECTOR

Ashoka Business School
Nashik

Management Lessons from Mumbai Dabbawala Association

- ❖ **Date of Event:** 12th October, 2019
- ❖ **Participant:** Management, faculties and MBA Students
- ❖ **Resource Person:** Mr. Subhash Talekar, President, Mumbai Dabbawalas, Mr. Vikram Ugale, Owner, Curry Leaves group of Hotels
- ❖ **Venue:** ABS Seminar Hall
- ❖ **Event Coordinator:** Prof. Manisha Bhamre, Prof. Vandana Sharma and Prof. Harshal Dayma

Ashoka Business School had invited the Mumbai Dabbawalas for a lecture and an interaction with the management students. The session was inaugurated by the dignitaries of the Dabbawalas and Ashoka Education Foundation's management committee members. Mr. Subhash Talekar, President, Mumbai Dabbawalas, Mr. Vikram Ugale, Owner, Curry Leaves group of Hotels, Dr. D. M. Gujarathi, Director, (HE), AEF, Dr. W. N. Bhende, Administrator, AEF, Mr. Venkitachalam and Ms. Sneha Awasthi, AEF, Dr. Vikas Gaundare, Director I/C, ABS were all present for the welcome and lighting of the lamp.

Mr. Ugale spoke about his journey which began from a modest background to an arduous journey which taught him many lessons of life to be a successful businessman today. He also spoke of his future projects and urged the students to work diligently and honestly if they desire to be successful in life.

The chief guest of the session Mr. Subhash Gangaram Talekar regaled the audience with the journey of the Dabbawalas, started by his grandfather. He kept the audience enthralled with his humor and interacted with the students answering the questions and doubts. He also presented the TIFFIN, a symbol of the Dabbawalas to Dr. D. M. Gujarathi who spoke highly of the work done by them as a token of love and respect from their side.

The Mumbai Dabbawalas, who have created a name and place of their own, are the recipients of the Six Sigma, ISO and many other certificates and their amazing story and experiences of the past 120 years were all depicted through the PPT. They also shared that in any business, a strict code of conduct is a must. The Dabbawalas have become an example of hard work, time management, supply chain management success, team work and simple management skills. They are a classic example of how a motley group of illiterate people rose to become a mammoth group who plan, organize and coordinate their activities that astounds not only the most intelligent brains but also all people the world over.



IQAC Coordinator

COORDINATOR

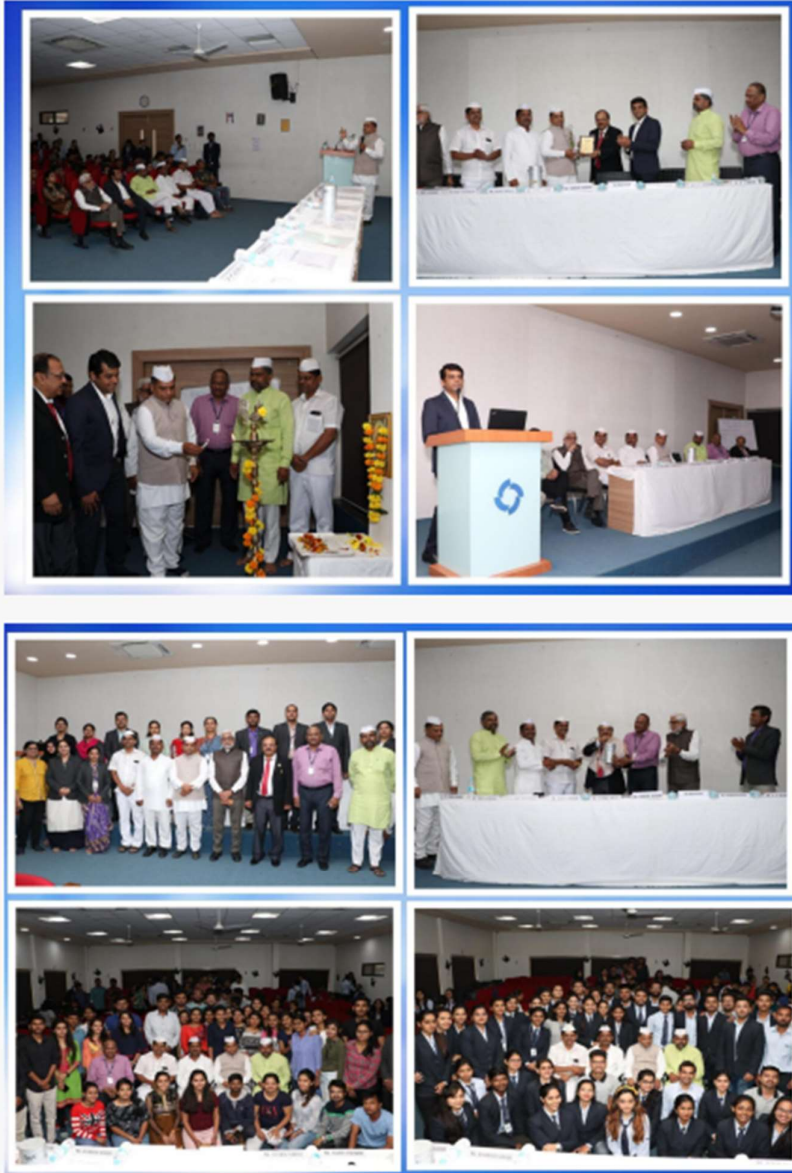
Internal Quality Assurance Cell
Ashoka Business School, Nashik



Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Glimpses of Mumbai Dabbawala Association Event




IQAC Coordinator
COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge
DIRECTOR
Ashoka Business School
Nashik

Session on Entrepreneurship

- ❖ **Date of Event:** 19th October, 2019
- ❖ **Participant:** All MBA students, faculties
- ❖ **Resource Person:** Mrs. Dipali Chandak
- ❖ **Venue:** ABS Seminar Hall
- ❖ **Event Coordinator:** Prof. Harshal Dayma and Prof. Pooja Kushare

Ashoka Innovation and StartupCell(AISC), organised a session on support system for entrepreneurs. Mrs. Dipali Chandak is a well-known business personality in Nashik. She has been awarded by various institutions for her extraordinary contribution in women entrepreneurship development. Mrs. Dipali explained to the students of MBA about importance of entrepreneurship, she provided number of reasons on why one should chose entrepreneurship as a career option. She elaborated various government schemes for the budding entrepreneurs.

MOC for the session was Ms. Ruchita Bedmutha and vote of thanks was proposed by Mr. Swapnil Loya. Prof. Pooja Kushare and Prof. Harshal Dayma coordinated the event. Dr. D.M. Gujarathi and Dr. Vikas Gaundare congratulated AISC team for successful conduction of the session.



IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik

Director In-Charge

DIRECTOR

Ashoka Business School
Nashik

Session on Start up Cell

- ❖ **Date of Event:** 11th November, 2019
- ❖ **Participant:** MBA 1st year Students
- ❖ **Resource Person:** Mr.Parimal Modi
- ❖ **Venue:** ABS Seminar Hall
- ❖ **Event Coordinator:** Mr.Harshal Dayma & Mrs. Tanaya Patil

Ashoka Innovation and Start up Cell (AISC), organised a session on 11th Nov. 2019 of Mr.Parimal Modi on Essentials of any Start up. He is a well-known business personality .He has various certifications on his name from recognised universities. The Speaker motivated and guided students to start thinking towards finding problems and their possible solutions. He encouraged the audience to think creatively and smartly .He suggested that there are enough opportunities available, only we need to find them at the right time. The expert shared his experience of generation of ideas and how they took shape of a whole concept. The students and staff members requested him to come again for such gaining, valuable and inspiring session. The MOC for the session was Ms.Meenal Soni and vote of thanks was proposed by Ms.Meenakshi Mahajan .Prof. Harshal Dayma and Prof. Tanaya Patil coordinated the event. Dr. D.M.Gujarathi and Dr.Vikas Gaundare congratulated both of them for successful conduction of the session.



A Session on 'IPR and Case Study on Information Cyber Security'

- ❖ **Date of Event:** 13th November, 2019
- ❖ **Participant:** MBA 1st year Students
- ❖ **Resource Person:** Mr. Tanmay Dikshit
- ❖ **Venue:** ABS Seminar Hall
- ❖ **Event Coordinator:** Dr. Mrs. Sarita Dhawale and Ms. Pooja Gholap

Research cell activity for students to make aware about '**Intellectual property Rights and Case study on Information cyber security**' was conducted for MBA 1 year students. The activity was organized to make students alert by piracy and understand the importance of the same. With the live demonstration of some of CCTV cameras they could see how hacker trace the victims. The session made high impact on all audience.

Regarding cyber usage and its effects on personal life. Casual use mobile can make us victims of any cyber crime. Topics covered related students were some cyber cell real time cases by misusing social networking and piracy issues. This activity was conducted by cyber security expert Mr. Tanmay Dikshit who is cyber Forensic officer. Various cyber cases from even Nashik city were discussed and shown to the students who wholeheartedly participated and learned many cyber etiquette and its importance. The activity was planned and coordinated by Dr. Mrs. Sarita Dhawale and Ms Pooja Gholap and guided by the Director, HE - Dr. D. M. Gujarathi and Director In charge Dr Vikas Gaundare.




IQAC Coordinator
COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge
DIRECTOR
Ashoka Business School
Nashik

Session on Goal Setting

- ❖ **Date of Event:** 20th November, 2019
- ❖ **Participant:** MBA 1st year Students
- ❖ **Resource Person:** Mr. Ashok Katariya

An inspiring session on Goal Setting was conducted in the campus of Ashoka Business School by Hon. Chairman Mr. Ashok Katariya of Ashoka Education Foundation. He unlike every year inspired and motivated students and told them the benefits of goal setting. While addressing the students of MBA I, he guided them to be focused, as it gives you the direction and clarity of future. He contributed that goal in life develops a sense of some purpose in life. Students who invest in their goals also demonstrate greater persistence, creativity. He interacted with almost each student and asked their goals in life. He also suggested them some tips and measures to overcome the obstacles and how to be determined. He shared his own journey of zero to 5000 crore business to motivate the students. The Honourable Chairman encouraged all students to decide a road map in front of them and then follow it wholeheartedly with accountability.

According to him, "Goal setting is fundamental to the long-term success of any student. It's hard for any learner to achieve their dreams before knowing how and when to achieve them."

The management people, HR ABS, Ms. Sneha Awasthi, Consultant ABS Mr. Venkitachalam, Dr. D. M. Gujarathi, Director, (HE), Dr. Vikas Gaundare, Director I/C, ABS with faculty members Prof. Vandana Sharma, Prof. Pooja Gholap attended the program. The session concluded with the Vote of Thanks, proposed by Student.



Session on Self Esteem Development

- ❖ **Date of Event:** 22nd November, 2019
- ❖ **Participant:** MBA 1st year Students
- ❖ **Resource Person:** Mr. Sanjay Saraf
(Executive coach and leadership trainer)
- ❖ **Venue:** ABS Seminar Hall

Vyaktitv council organised a session on "Self esteem development by Mr. Sanjay Saraf (Executive coach and leadership trainer) at ABS on 22nd November, 2019. He interacted with students on leadership skill development techniques and told them to be leaders in life.

He explained about the conditions necessary for developing self esteem. He also demonstrated how to cope up with our immediate boss, at the same time maintain our self esteem.



IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik

Director In-Charge

DIRECTOR
Ashoka Business School
Nashik

Advance Excel Workshop

- ❖ **Date of Event:** From 4-5th Jan 2020 to 28-29th Feb 2020
- ❖ **Name of Course:** Certificate Course Advanced Excel
- ❖ **Participants:** Total Students: 97, Total staff: 20
- ❖ **Course Duration:** 4 Weeks (Saturday and Sunday)
- ❖ **Program Coordinator:** Dr. Mrs. Sarita Dhawale & Mrs. Pooja Gholap
- In Association with:** Metamorphosis Training Consultant

Program and Overview:

- Modern Businesses are imperative of technology.
- Modern Business Managers are supposed to be acquainted with Spread Sheet and its use in data collation.
- Advanced Excel Module covers extensively all the aspects of Data Collation, which further help to understand Analytics.
- This Course will help participants in fairly understanding tables, properties, macros, pivot tables and many more features.

Expected Outcome of Program:

Application of Basic & Advanced Excel at business Level and making business analysis through advanced excel functions which is need of an hour. Advanced Excel is one such skill which will help students to evaluate data and draw inferences as necessary. We have designed a certificate course to equip students for recent practices in business.





IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik



Director In-Charge

DIRECTOR

Ashoka Business School
Nashik

Vyaktitv Club Activities

Ashoka Business School took care to see that during the lockdown period academics of the students is not hampered. The students and teachers got a constant dose of information and exchange of knowledge on different topics through regular webinars, thus keeping their gray cells busy and well fed. 'The Vyaktitv Club' of ABS organised various webinars which were very informative and helpful. With the objective of bringing students a step closer to Industry, its practices and Entrepreneurship, the Vyaktitv Club of Ashoka Business School organised the following webinars in association with the IQAC Cell.

- ❖ **Event Coordinator:** Ms. Sneha Awasthi
- ❖ **Date of the Event:** 23rd March, 2020
- ❖ **Topic of Session:** Be a Job Creator, Not Merely a Job Seeker
- ❖ **Resource Person:** Mr. Ramesh Tainwala, Chairman Periwinkle Group



Mr. Ramesh Tainwala
Chairman, Periwinkle Group

'Be a Job Creator, Not Merely a Job Seeker' was the webinar topic of Mr. Ramesh Tainwala, President of Periwinkle group. He spoke about start-ups and the many difficulties and the ways to deal with them. He encouraged students to think of becoming entrepreneurs rather than seeking jobs.

- ❖ **Date of the Event:** 28th March, 2020
- ❖ **Topic of Session:** Indian Economy, Forex & Treasury Mgt.
- ❖ **Resource Person:** Mr. Adwait Venkitachalam, MD, Bizso Finserv, Pune

Today the economic dynamism is at its best. The mix of different factors adds to this dynamism on a daily basis. Mr. Adwait Venkitachalam explained the actors which have a direct influence on the Indian economy. He also touched upon the importance of Treasury management and the fundamentals of Forex along with some case studies.



Mr. Adwait Venkitachalam
MD, Bizso Finserv, Pune

- ❖ **Date of the Event:** 09th May, 2020
- ❖ **Topic of Session:** Back to Basics-Job Search to Wealth Creation
- ❖ **Resource Person:** Mr. Sanjay Saraf, Corporate Leadership Trainer



Mr. Sanjay Saraf
Corporate Leadership Trainer

Adversity can be a blessing in disguise. With the help of real life stories, Mr. Saraf shared with students how during times of distress and unfavorable economic projections and forecasts, new opportunities and great ideas can take place. The session was focused on instilling the idea of wealth creation during this time of limited employment opportunities.

Vyaktity Club Activities

- ❖ **Date of the Event:** 20th May, 2020
- ❖ **Topic of Session:** Brand Development-a Case Study
- ❖ **Resource Person:** Mr. Sanjeev Aga, Former MD, Idea Cellular

The former MD of Idea Cellular took the students through the journey of developing an IDEA as a brand. In his session, he shared with students the basics of branding. He emphasized on how brands go beyond just a logo or a name and form the identity of a product or service.



Mr. Sanjeev Aga
Former MD, Idea Cellular

- ❖ **Date of the Event:** 25th May, 2020
- ❖ **Topic of Session:** Making of Entrepreneur
- ❖ **Resource Person:** Mr. Ravi Saxena, CEO Wonder Chef



Mr. Ravi Saxena
CEO, Wonder Chef

The world is now looking up to Entrepreneurs. The session focused on the learnings through the journey of Entrepreneurship. Mr. Saxena shared with the students the 12 Golden Rules which guided him on his road to success.


IQAC Coordinator
COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge
DIRECTOR
Ashoka Business School
Nashik

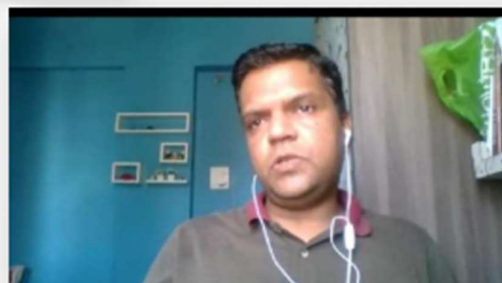
Webinar on 'Customer Funded Start-up'

- ❖ **Date of Event:** 27th May, 2020
- ❖ **Resource Person:** Mr. Parimal Modi
- ❖ **Brief intro of Resource Person:** CEO, the Founder Lab & Well-known Start-up Mentor
- ❖ **Venue :** -Online Mode (Zoom Call Meeting system)

'Customer Funded Start-up' webinar organized by Ashoka Business School through 'Ashoka Innovation and Start-up Cell'. Mr. Parimal Modi was the resource person. According to him youngsters should try to start their own business without waiting for jobs. Lockdown is a golden opportunity for customer-funded start-ups. Any new business needs the support of family, friends and colleagues. Customers are most important factors to every industry, so cannot be ignored. He highlighted various business concepts such as Customer First Model, Subscription Model and cited few of the major matchmaker case studies.

This webinar was organized with the intention of making good use of everyone's time during the lockdown. More than 100 principals, professors and students from various colleges actively participated in this webinar series using the Zoom Call Meeting system. E-certificates were provided by the college to all the registered participants who attended the webinar online.

Dr. Vaibhav Bhalerao moderated the session. The constant and valuable support was provided by Mr. Ashok Katariya, Chairman, AEF, Dr. D. M. Gujrathi, Director, Higher Education, AEF, Mr. Venkat, Advisor, HE, AEF, Dr. Narendra Telrandhe, Dy. Director, HE, AEF, Dr. Rupali Khaire, Asst. Director, ABS, Dr. Vikas Gaundare, and Ms. Sneha Awasti, Alumni, ABS.

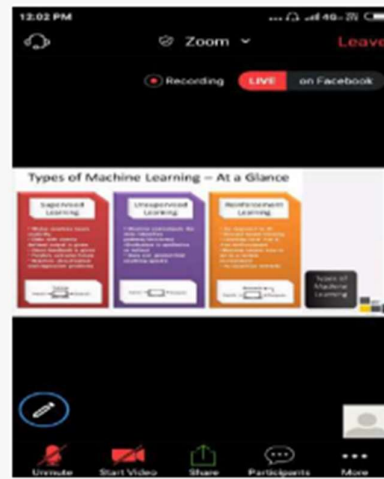


Webinar on Basics of Data Analytics

- ❖ **Date of Event :** 30th May, 2020
- ❖ **Topic :** Basics of Data Analytics
- ❖ **Resource person:** Mr. DilipUpadhyay
- ❖ **Brief intro of Resource Person:** Data Analysis Specialist
- ❖ **Class/classes Involved :** MBA I & II, Faculty & External Participants
- ❖ **No of Participants:** 150-On zoom & facebook (350 Registrations)
- ❖ **Venue :** NA-Online Mode
- ❖ **Incharge/organizer:** Dr. Vikas Gaundare, Dr. Vaibhav Bhalerao,

Achievements/Benefits: Participants got acquainted with the concept of Data Analytics

A webinar series was organized for the students and external participants. Mr. DilipUpadhyay is a Data Analyst from Pune and has expertise in the area of Big Data, Data Analytics and other analytical tools which was shared with the participants. More than 350 registrations were received for this session. The Webinar was conducted through Zoom application and it was made live on Facebook too. 150 participants were present for the session. The resource person explained the need and future scope for Data Analytics in detail. The participants were motivated to study the aspects of data analytics.




IQAC Coordinator
COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik


Director In-Charge
DIRECTOR
Ashoka Business School
Nashik

Taj Gateway Hotel Webinar Series on 'Food for Management Thought'

Ashoka Education Foundation's Ashoka Business School

IQAC and Vykatitav Club
in collaboration with
The Gateway Hotel

Presents
Food for Management Thought
Adventures behind 'The Gateway'

SR NO.	DATE	TIME	TOPIC	SPEAKER
1	4/6/2020	3.00 P.M.	Leadership in VUCA World	Mr. Amit Suman (Human Resources Manager)
2	5/6/2020	3.00 P.M.	Secrets of Building Professional Relationships	Mr. Deepak Thomas (Learning & Development Manager)
3	8/6/2020	3.00 P.M.	Upcoming changes in Food Industry	Mr. Abhijit Chakraborty (Executive Chef)
4	9/6/2020	3.00 P.M.	Developing Corporate Attitude	Sumeet Ahire (Revenue Manager)
5	10/6/2020	3.00 P.M.	How to drive Operational Efficiency with Limited Resources	Mr. Bijayan Sinha (Operations Manager)
6	12/6/2020	3.00 P.M.	New Approach of Sales & Marketing Post Pandemic	Mr. Rohan Kulkarni (Director of Sales)
7	13/6/2020	3.00 P.M.	Relevance of Employee Branding for Organisation	Mr. Amit Suman (Human Resources Manager)

❖ **Event Coordinator:** Ms. Sneha Awasthi and Ms. Manisha Bhamre

Ashoka Business School's IQAC and Vyaktitv Club in collaboration with The Taj Gateway, Nashik organised a webinar series titled "Food for Management thought-Adventures behind The Gateway". The seven sessions in the series saw The Taj Gateway resource persons from all the departments speak on various topics. The first session was taken by Mr. Amit Suman, HR Manager, Taj Gateway, and the concept of Leadership in the VUCA world were wonderfully explained by him. He spoke about the new normals and how the leadership will now have to change directions to be more effective and accommodating. The ability to develop and manage professional relationships is one of the most important skills set to thrive in any profession was the tone of Mr. Deepak Thomas, Learning and Development Manager, in the second session of " Secrets of building professional relationships."

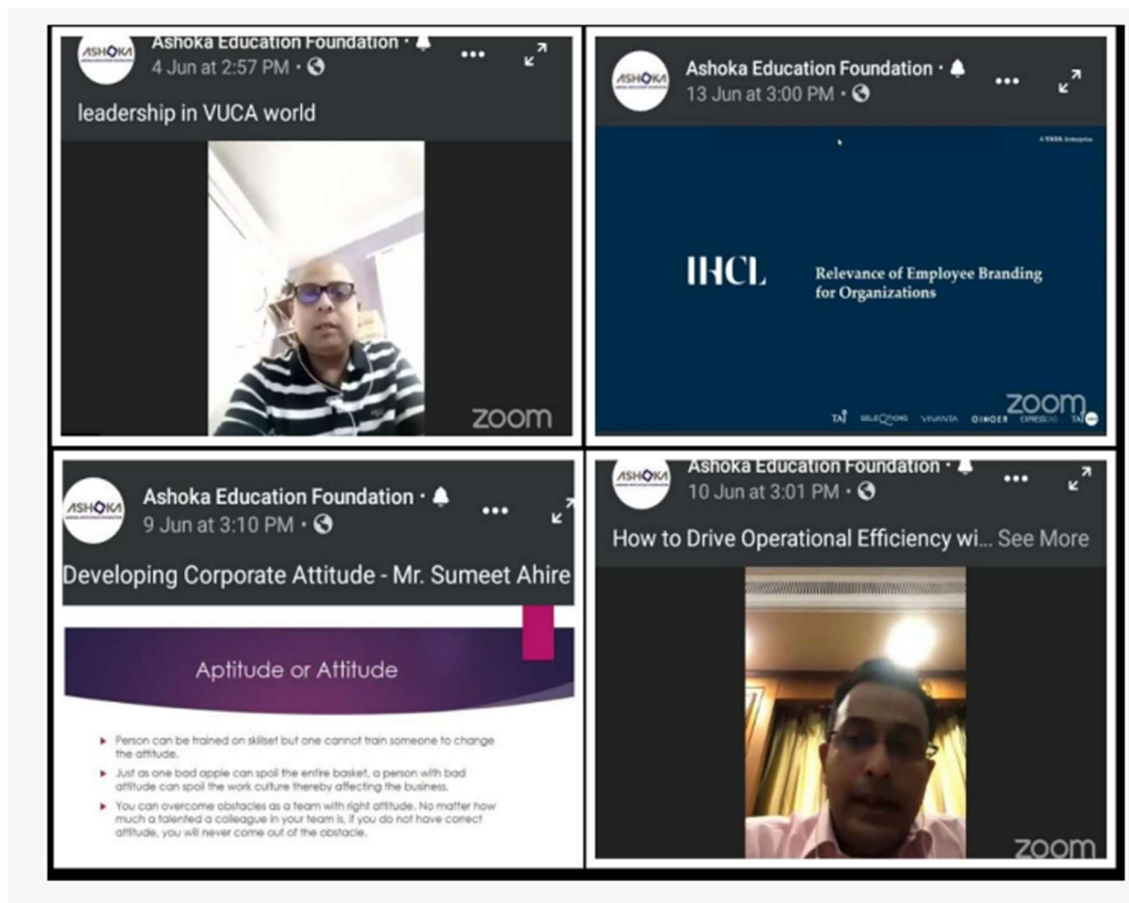
Mr. Abhijit Chakraborty, Executive Chef, Taj Gateway, spoke about the upcoming changes in the Food Industry especially post COVID, in the third session of the series. Mr. Sumeet Ahire, Revenue Manager, Taj Gateway discussed the importance of attitude in one's life and how one can develop Corporate Attitude for a successful career. Mr. Bijayan Sinha, Operational Manager, Taj Gateway spoke on how operational efficiency could be achieved with limited resources which are the need of the hour in the current pandemic scenario. He shared his own experiences to further illustrate the point.

Mr. Rohan Kulkarni, Director Of Sales, Taj Gateway threw light on the various new approaches to Sales and marketing, post the Pandemic. Mr. Amit Suman, in the last session of the series, touched a very vital point of the relevance of Employee Branding in promoting brands. He was of the view that great brands tell great stories.

The essence of the story is true only when it comes from the employees themselves. He stressed upon the fact that in today's competitive world, employee branding cannot be ignored. Digital platforms like Zoom calls and Facebook live were used so as to reach a wide audience. Students, Faculties, Heads of more than 100 Institutes participated in this session. E-Certificates were provided to all the participants.

Ms. Sneha Awasthi, ABS Alumni along with the Vyaktitv team was instrumental in conceptualising and managing the nitty-gritty of the webinar series.

Prof. Manisha Bhamre compered the series and proposed the vote of thanks. Dr. D.M. Gujarathi, Director, HE, Mr.Venkitachalam, Director, Bizsol, Dr. Narendra Telrande, Administrator, Dr. Rupali Khaire, Asst.Director, ABS provided their able support and guidance to the team.



Webinar on 'Changes call for Innovation'

- ❖ **Date of Event:** 7th June, 2020
- ❖ **Resource Person:** Mr. Piyush Somani
- ❖ **Brief intro. of Resource Person:** Founder and CEO, ESDC
Software Solution Company
- ❖ **Venue :** Online Mode

Ashoka Business School and the Internal Quality Assurance Cell organised a webinar on 'Challenges call for Innovation.' Mr. Piyush Somani was the resource person. He said that innovation is the foundation of entrepreneurship. Success and failure are the two inevitable parts of Life. Success should not go to our heads nor should failure demoralise us. Every situation should be faced with a level head. Mr. Somani spoke about his journey of entrepreneurship and the many difficult phases he went through. He never desired to be an entrepreneur and finding a job to look after his family was his only dream. He was fortunate to find a mentor who encouraged him to become an entrepreneur. He started with very little finance but within a few years, his hard work and determination saw ESDS's Data Care and Cloud Service Provider rise to 3rd position at India level. He has also ventured into making wine from Syzygiumjambolanum(Jamun/Black Plum). His company is also in demand by the Governments' 'Atmanirbhar' and "Make in India" schemes. They help others to set up their own start-ups.

Digital platforms like Zoom calls and Facebook live were used so as to reach a wide audience. Students, Faculties, Heads of more than 125 Institutes participated in this session. E- Certificates were provided to all the participants. Dr. Vikas Gaundare compered the session while Prof. Harshal Dayma proposed the vote of thanks. Dr. D. M. Gujarathi, Director, HE, Mr. Venkitachalam, Director, Bizsol, Dr. Narendra Telrande, Administrator-HE, Ms. Sneha Awasthi, ABS Alumni, and Gold Medalist, Dr.Rupali Khaire, Asst. Director, ABS, and IQAC Coordinator, Dr. Sarita Dhawale provided their able support and guidance to the team.



- ❖ **Date of the Event:** 11th June, 2020
- ❖ **Topic of Session:** Post Pandemic Paradigm: Unprecedented Opportunities and Challenges for the MSMEs
- ❖ **Resource Person:** Mr. Tushar Patwardhan, CEO Tushar Group

Amidst the Covid Pandemic, on one hand there are endless opportunities for the MSMEs to mark successes and on the other hand there are many challenges too. Mr. Patwardhan presented to the students the true picture of what these small scale businesses are facing during these disturbed time. He also shared the opportunities available for the budding entrepreneurs and various government schemes which will help them to turn their business ideas into reality.



Mr. Tushar Patwardhan
CEO, Tushar Group

IQAC Coordinator

COORDINATOR

Internal Quality Assurance Cell
Ashoka Business School, Nashik

Director In-Charge

DIRECTOR
Ashoka Business School
Nashik