

3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship – 2021-22

Year	Name of the workshop/ seminar/ conference	Date From – To	Link to the Activity report on the website
2021	FDP : Role of Digital Marketing in Education"	19th Nov 2021	https://ashokabschool.org/e-bulletins.html
2021	Student Research project Scheme - Presentations on research Study	22nd Dec 2021	https://ashokabschool.org/e-bulletins.html
2021	Soft Skill Training for Employability Enhancement- MBA I	27th Dec - 11th Jan	https://ashokabschool.org/e-bulletins.html
2021	National Level Case Analysis Competition	28th Sep 2021	https://ashokabschool.org/e-bulletins.html
2021	Employability Training by Naandi Concluded	20th Oct 2021	https://ashokabschool.org/e-bulletins.html
2021	Mock Annual General Meeting	23rd Oct 2021	https://ashokabschool.org/e-bulletins.html
2021	Session on Data Analysis-by VB	12th Nov 2021	https://ashokabschool.org/e-bulletins.html
2021	CEO TALK	22nd Oct 2021	https://ashokabschool.org/e-bulletins.html
2021	FDP on role of digital marketing in Education	19th Nov 2021	https://ashokabschool.org/e-bulletins.html
2022	4 E's Road Safety Awareness Education	15th Jan 2022	https://ashokabschool.org/e-bulletins.html
2022	Workshop On "Organizational skills " for AEF Level administrative Staff training	22-01-2022	https://ashokabschool.org/e-bulletins.html
2022	"Industry 4.0" Session - SDP	22nd Jan 2022	https://ashokabschool.org/e-bulletins.html
2022	CEO Talk -SDP	29th Jan 2022	https://ashokabschool.org/e-bulletins.html
2022	Session on "Strategy for Managing Personal Finance " (AEF Level)	19th Feb	https://ashokabschool.org/e-bulletins.html
2022	Expert session on a study Strategy	17th March 2022	https://ashokabschool.org/e-bulletins.html
2022	Prospects of Competitive Exams for Management students	18th March 2022	https://ashokabschool.org/e-bulletins.html
2022	FDP (AEF) on Leadership & Organizing Skills	15th April	https://ashokabschool.org/e-bulletins.html

2022	Guest Lecture Session on Entrepreneurship Development	14th May 2022	https://ashokabschool.org/e-bulletins.html
2022	Session on "Era of Indian IPO- rise & Fall"	28th May 2022	https://ashokabschool.org/e-bulletins.html
2022	Session on "Ethical Hacking"	26th May 2022	https://ashokabschool.org/e-bulletins.html
2022	Session on for HR Domain- " PF and Pay structure	19th May 2022	https://ashokabschool.org/e-bulletins.html
2022	Equity Club - Session	01st June 2022	https://ashokabschool.org/e-bulletins.html
2022	Session on "Career in Sports Mgmt"	7th June 2022	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

2021-2022

FDP: Role of Digital Marketing in Education"



ASHOKA
ASHOKA EDUCATION FOUNDATION
Organizes
Faculty Development Program
On
**Role of Digital Marketing in
Education Sector**



Mr. Shoeb Inamdar
Director,
Marketfx Media pvt ltd

Date : 19th November 2021 Venue : Ashoka Business School
Time : 09.30 am Near Suman Petrol Pump,
Rane Nagar, Nashik, Mh. 422009

Student Research Project Scheme - Presentations on research Study

A Research Scheme introduced by Ashoka Business School to inculcate the research culture amongst the students. The orientation was given to the students and then they started the actual Journey of Research.



The below are some of the glimpses of 1st presentations of the research work carried out by the students.



National Level Case Analysis Competition

INTRODUCTION:

In today's competitive world, the scope of education in B- Schools & Management institutes is not restricted to books and theoretical knowledge. The employers now no more seek the university toppers having a deep insight about the concepts; rather they prefer to take the students who are good at critical and analytical thinking. So to make them grow in this area live business or industry situations are studied in the form of CASE STUDY as a teaching pedagogy. Ashoka Business School has always worked on the excellence in education and to enhance this further, we are coming up with "Case Study Analysis" competition.

Case study analysis requires you to investigate a business problem, examine the alternative solutions, and propose the most effective solution using supporting evidence. It gives an opportunity to gain a greater understanding of the subject in hand and reduces the potential for any bias, by diluting the agenda of a particular individual.

OBJECTIVES:

1. To make the students and faculties actively engaged in diagnosing the business issues and managerial problems posed in the case.
2. To help them develop critical and logical thinking to investigate a business problem and examine the alternative solutions.
3. To enhance analytical skills towards a problem so as to propose the most effective solution with valid recommendation.
4. Increase your understanding of what managers should and should not do in guiding a business to success.





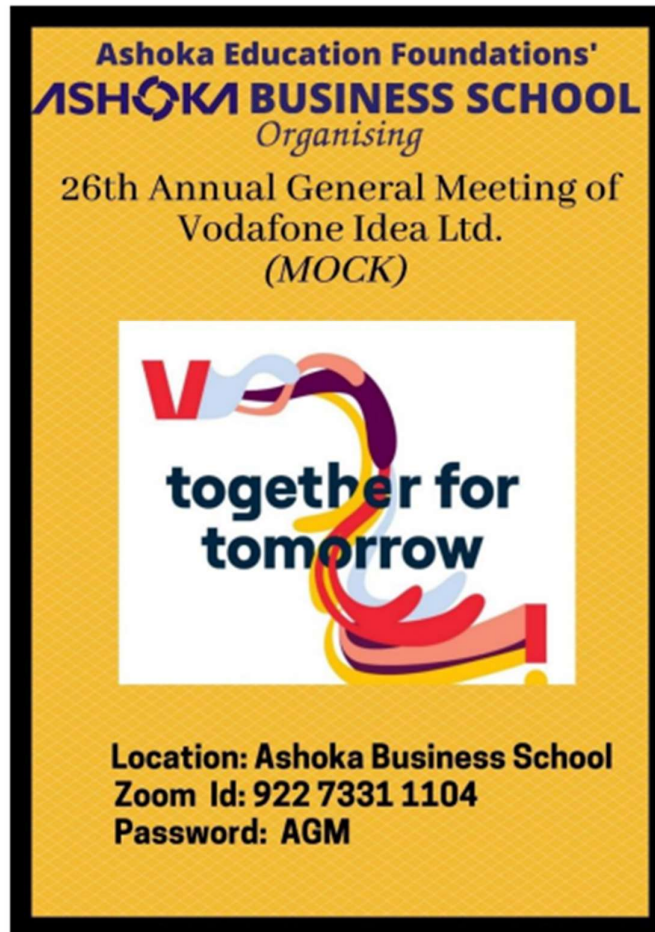
Mock Annual General Meeting

MOCK

ANNUAL GENERAL MEETING

Of

VODAFONE IDEA LTD



Ashoka Education Foundations'
ASHOKA BUSINESS SCHOOL
Organising
26th Annual General Meeting of
Vodafone Idea Ltd.
(MOCK)

**together for
tomorrow**

**Location: Ashoka Business School
Zoom Id: 922 7331 1104
Password: AGM**

An Annual General Meeting (AGM) is held to have an interaction between the management and the shareholders of the company. The Companies Act, 2013 makes it compulsory to hold an annual general meeting to discuss the yearly results, auditor's appointment and so on. A company should follow the procedures under the Companies Act, 2013 to conduct the AGM. There is a legal procedure for conduction of these AGMs by various companies. 21 Days before the notice for the same along with the Annual reports must be shared with all the shareholders. Usually, the AGMs were held at the Head office of the company, but Covid proved to be a blessing in disguise when these AGMs went on to the Virtual mode. So, now the shareholders could attend the meetings from any corner of the world because of the pandemic.

Objectives:

- To make students well acquainted with the corporate culture.
- To make them understand the purpose of AGM that is being conducted by the companies.
- To make them aware about the legal norms and conduction of AGM
- To make students aware about the roles and responsibilities of the management of an organization



The meeting was concluded on a very happy and a learning note. The idea of creating a corporate environment at ABS was a grand success. The meeting was on the expectation of Director Sir, who actually wanted the students to know about the AGMs. Students who represented the board had a wonderful experience and gained a lot of confidence to face the audience and learn about the strategic decision making. The students in the audience were now keen to be a part of such activities coming in the near future. It was a best example of what experiential learning is all about at the business schools and the management institutes.

Session on Data Analysis-by VB

Name of the Event: A Session on data Analysis
Date : 22nd Nov 21
Topic : "Research Skill Development through Data Analysis"
Resource person : Dr. Vaibhav Bhalerao
Brief intro of Resource Person : Assistant Professor, PhD. In Marketing,
CEO, ABS, Nashik
Class/classes Involved : ABS Faculties
No of Participants : 6
Venue : ABS, Board Room.
In charge/organizer (Faculty) : Dr. Sarita Dhawale & Mrs. Pooja A Gholap
Achievements/Benefits : All The faculties were able to understand the various kind of data and the statistical techniques that one must opt for data analysis depending on the type of data. Chi- Square technique was explained in detail.
Feedback : Excellent



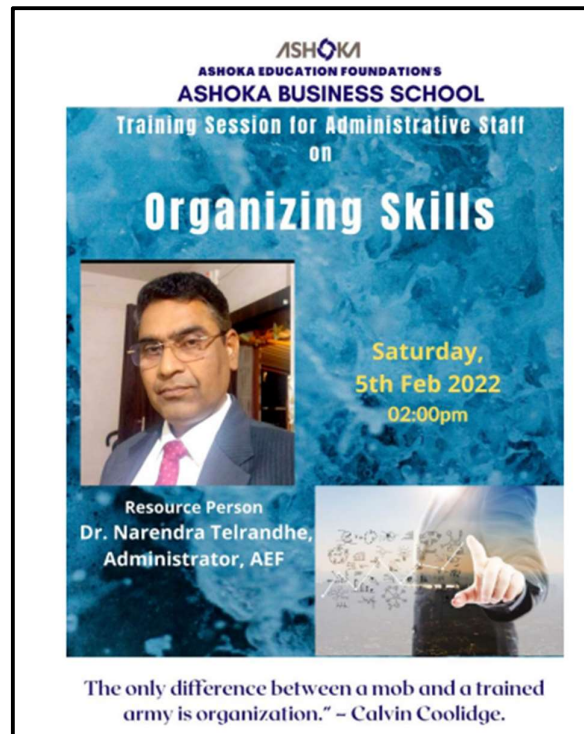
"Industry 4.0" Session – SDP Workshop On "Organizational skills " for AEF Level Administrative Staff training

INTRODUCTION

The development of our Administrative Staff is essential for Institute's development. Considering the need, management of the Institute suggested having a training session for all the administrative staff.

OBJECTIVES:

1. The major objective of this session is to make administrative staff aware of setting resources at the right time, right place.
2. To enhance organizing as well as soft skills of the administrative staff through organizing such activities.



Resource Person- Dr. N.R. Telrandhe, Administrator, AEF

Date for the event- 5th Feb 2022

Participants- All the ABS Admin Staff, Admins Staff of Institutes under AEF Ashoka Business School, Nashik

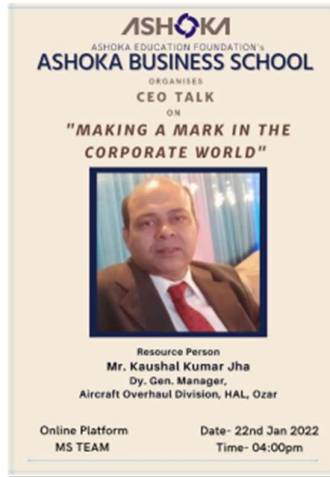
The development of an Administrative Staff is essential for Institute's development. Considering the need, management of the Institute suggested having a training session for all the administrative staff. This session was extended for the Admin Staff working in the Institutes running under Ashoka Education Foundation including the staff of AUS. The major objective of this session was to make administrative staff aware of setting resources at the right time, right place. Besides that it was handled by the Admin staff so that there could be an enhancement of organizing as well as soft skills of the administrative staff through organizing such activities.

Feedback : Session was very informative and guiding

CEO Talk –SDP

INTRODUCTION:

ABS has organized a series of CEO Talk to abreast the management students about industry requirements and latest practices there. CEO talk also helps the management students the skill sets that they have acquire before stepping out in the market. Such sessions are very critical the student development as they also learn what goes in climbing the organizational success ladder.



OBJECTIVES:

1. To help students learn the practical setup in any industry.
2. To help students learn from the personal experiences of Industry people.
3. To give students an insight about the latest industry trends and practices.
4. To establish a good connect between the industry and the institute.

Topic : CEO Talk on Industry expectation and students' development

Brief intro of Resource Person: Dy. Gen. Manager, HAL.

Class/classes Involved : MBA I&II

No of Participants : 61

Venue : Online

Incharge/organizer (Faculty) : Dr. Vaibhav Bhalerao & Mr. Harshal Dayma

Achievements/Benefits : 1. Students updated with the Industry expectations from MBA graduates
2. How to tap opportunities during pandemic.

(In Brief) The session was on the approach of management students and the industry expectation. The speaker also briefed the students about making opportunities in the pandemic.

Feedback : Over all good.

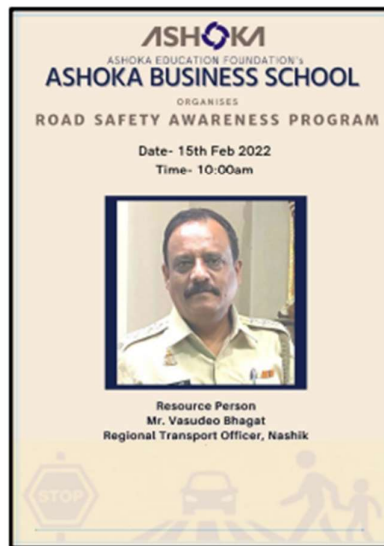
Road safety Awareness Program

Introduction:

It is very important to be aware that **road traffic injuries remain an important public health problem**. When road safety products are utilized correctly or efficiently, they can help save lives, prevent accidents and injuries, and keep a society functioning in the most optimal way. It is very important to be aware that **road traffic injuries remain an important public health problem**. When road safety products are utilized correctly or efficiently, they can help save lives, prevent accidents and injuries, and keep a society functioning in the most optimal way

Objective of the event:

1. To increase the awareness of Road Safety by using Helmets and following the rules & regulations of the roads.
2. To reduce the number of road-crash fatalities in India through youth led community driven multi-sectoral action.



Date: 15th Feb 2022

Topic: Road Safety Awareness Program

Resource person: Mr. Vasudev Bhagat Ashoka Business School, Nashik

Brief intro of Resource Person: He is RTO Officer of Nashi Office

Class/classes Involved: MBA 1 No. of Participants: 92

Venue: ABS, SEMINAR HALL.

Incharge/organizer (Faculty) : Dr. Sarita Dhawale & Mr Vishal Sonkamble

Achievements/Benefits: All the students got to understand the importance of the road safety rules and regulations also got severity about Road Accidents occurs in day to day activity by not following such rules

Feedback: Overall Good. SSI DETAILS- : 90

'IPO-Lucrative Investment Trend and Concerns'

By

Mr. Nikhilkumar Bakliwal,
Merchant Banker, VP- BD at Galactico Corporate Services Ltd.

ASHOKA

ASHOKA EDUCATION FOUNDATION'S
ASHOKA BUSINESS SCHOOL

ORGANISES

A SESSION ON

**"IPO- LUCRATIVE INVESTMENT TREND
AND CONCERNS"**

**"SAVING MONEY IS
WISE BUT
INVESTING IT IS
PROFITABLE"**



**17th Feb, 2022
11:00 AM**


**Mr. Nikhilkumar
Bakliwal**
Merchant Banker,
Vice President (BD) at
Galactico Corporate
Services Ltd

Date	: 17 th Feb 2022
Topic	: IPO – Lucrative Investment Trend & Concerns.
Resource person	: Mr. Nikhilkumar Bakliwal
Brief intro of Resource Person:	A Merchant Banker, Vice President at Galactico Service Ltd.
Class/classes Involved	: MBA 1 & MBA 2
No of Participants	: 150
Venue	: Seminar Hall, ABS
In charge/organizer (Faculty) :	
Achievements/Benefits	: All the students got to know about various concepts of finance which are necessary to understand the process of IPO issue. The year 2021 had been a year of IPO issues. So the top performing and the least performing IPOs. There are few documents that are must for initiating the process of IPO, were also being explained by him.
Feedback	: Overall- excellent

FDP (AEF) on Leadership & Organizing Skills

ASHOKA
ASHOKA EDUCATION FOUNDATION

FACULTY DEVELOPMENT PROGRAMME ON
LEADERSHIP AND ORGANIZING SKILLS



Dr. Narendra Telrandhe
Administrator,
Ashoka Education Foundation

Date : 15th April 2022 | Time : 09.30 AM
Venue : B.Ed. Hall, Third floor , AUS Wadala.



Roadmap to Personal Finance- Awareness, planning & Safety

A session on Roadmap to Personal Finance was organized by the Ashoka Education Foundation for its faculties from all the units with a motive to increase the financial literacy amongst them.



Date	: 19th FEB 2022
Topic	: Road Map to personal Finance & Safety.
Resource person	: Dr. Pritam Kalos
Brief intro of Resource Person:	Accomplished Doctorate in Production Engineering, Holding the various firms, associated with MIT Academy of Engineering and many more.
Class/classes Involved	: Faculties of AEF.
No of Participants	: 52
Venue	: Seminar Hall, ABS
In charge/organizer (Faculty)	: Dr. Sarita Dhawale & Mrs. Pooja A Gholap
Achievements/Benefits	: All the faculties were made well aware about the concept of the personal finance. They were also being guided on the various avenues for investment. Dos and Don'ts were discussed with all the participants and the attached risk thereof with each and every step related to financial decisions.
Feedback	: Excellent.

AISC- Session on Entrepreneurship Development

INTRODUCTION-

The Ashoka Innovation and Start up cell in line with vision of Ashoka Business school to create an entrepreneur is organizing the session to enlighten the students about entrepreneurship.

OBJECTIVES:

1. The major objective of this session is to make students aware about entrepreneurship.
2. To motivate the students for develop the entrepreneur amongst them.

Resource Person- Mr. Pradeep Peshkar, Member of MSME Board, Govt. of India

Date for the event- 14th May 2022

Participants- All the MBA Students of Ashoka Business School

ASHOKA
ASHOKA EDUCATION FOUNDATION'S
ASHOKA BUSINESS SCHOOL
NAAC Accredited | ISO 9001:2015 Certified | Minority Institute (Linguistic)
Recognized by AICTE, New Delhi, Govt. of Maharashtra, DTE, Mumbai &
Affiliated to Santitribha Pruthi Purna University, Pune, Recognized Ph.D. Research Center

Expert Session on
Entrepreneurship Development

Organised by
Ashoka Innovation & Start Up Cell

🕒 Time : 10.30 AM
📅 Date : 14th May 2022

Venue : Seminar Hall, Ashoka Business School,
Rane Nagar, Nashik 422009, MH
landline No : 0253-6649524/17

Resource Person
Mr. Pradeep Peshkar
Member of
National Board for
MSME,
Government of India

Learnings:

1. Students got in depth knowledge about
2. Students gets updated on various government schemes offered by central government starting from start-up registration, financing, subsidies, sale portal etc

Feedback Overall was good.



Equity Club- Session on “Era of Indian IPO- rise & Fall”

Name of the Event:	Session on the Indian IPOs
Date	: 28 th May 2022
Topic	: ERA of Indian IPO: Rise & Fall
Resource person	: Ms. Prachi Singh
Brief intro of Resource Person	: MD & CEO of PS Investments
Class/classes Involved	: MBA I&II
No of Participants	: 147
Venue	: Offline
Incharge/organizer (Faculty)	: Dr. Vikas Gaundare
Achievements/Benefits	: The students got the insights about the IPOs. They learnt about the various technical terms in regards to the Indian Share Markets. Various stocks were discussed in detail. The students were very keen to learn about the right time for investing in the markets. The expert also briefed students about the pre and the post-performance of some IPOs launched in 2021 as it was the year of IPO revolution where 65 IPOs were launched.
Feedback	: Over it was excellent.



Ms. Singh took examples like Zomato & Paytm and highlighted each and every minute detail that needs to be considered while choosing a stock. People are of the opinion that bullish market is always better than the bearish markets, but she made it clear with few more examples that bearish market brings in the price corrections. She also said that “Bulls are the destructors of the Markets whereas, bears are the constructors “of the markets. Various stocks that one must hold in their portfolio depending upon the industry outlook was also being something that she emphasized in her address. Insights about how “Adani” is competing with the leading business tycoon of the Indian markets Mr Mukesh Ambani, was given. As addressing the MBA students, she made use of some live case studies which made the interaction more and more interesting. In total more than 140 students took the benefit of this session along with the faculties.