

**ASHOKA EDUCATION FOUNDATIONS
ASHOKA BUSINESS SCHOOL
NAAC Cycle 2- SSR****3.4.3 Number of extension and outreach programs conducted by the institution through organized forums including NSS/NCC with involvement of community 2018-19**

Name of the activity	Organising unit/ agency/ collaborating agency	Name of the scheme	Year of the activity
World Bicycle Day	ABS & SPPU	Social Awareness	2018-19
Cleanliness Drive	ABS & SPPU	Swatchha Bharat	2018-19
Tree Palntation Activity-Go Green	Ashoka Group	Tree Plantation	2018-19
Yoga for Heart	AEF	International Yoga Day Celebration	2018-19
Seminar on "Feminine Hygiene"	ABS	Gender Sensitization	2018-19
Safety Drive	Rushabh Honda Motors	Safety Drive	2018-19
Road Safety Drive campaign' organized by the Regional Transport Office (RTO), Nashik	Regional Transport Office (RTO), Nashik	Road Safety Drive campaign'	2018-19


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Green India Drive

For a sustainable tomorrow, the need of the hour is to embed the habit of cleanliness in the students. Ashoka Business School has adopted this program of working towards a cleaner and greener environment. It ensures that the young students who are the decision makers of tomorrow, become champions of greenery and cleanliness. ABS believes in instilling such changes in its young students and professionals to make their areas green and clean.

Students, in this manner take up greening of the surrounding area and care for planted trees. On 27th July 2018, students of ABS, along with their faculties came together to plant flowering plants in the campus. 10 students who had their birthdays in the month of June and July bought saplings and did their bit in preserving the environment. Dr. D.M. Gujarathi, Director, HE, AEF and Prof. Manisha Bhamre, Director In-charge and all the faculties were present to encourage and cheer the students in their noble cause.



Green Army Plantation Drive

The State Government of Maharashtra has taken up the 50 crore plantation program aiming to plant 50 crore saplings by 2019, wherein every Citizen of Maharashtra and Organization/Institution/NGO can be a member of Green Army Maharashtra. **Ashoka Business School** is also a registered member of this Army. The students of Ashoka Business School along with their faculties organized, as part of the Vanmahotsav, a plantation program of planting 200 saplings near Kavnai in association with Shweta Agro. They all pledged to plant more and more trees with the time and take care of the plants. The Director In-charge of ABS, Prof. Manisha Bhamre who is also the coordinator of the Green Army of ABS, spoke about the purpose and importance of this initiative. The Director of Higher Education, AEF, Dr. D. M. Gujarathi provided support in this drive.

- ❖ **Activity in- Charge:** Prof. Manisha Bhamre
- ❖ **Date:** 28th July, 2018
- ❖ **Venue:** Kavnai, Igatpuri, Dist., Nashik
- ❖ **Participant:** Staff members and Students of MBA 2nd year



World Bicycle Day Celebration

Introduction:

On 12 April 2018, the United Nations (UN) declared June 3 World Bicycle Day, and activities are being organised worldwide to promote cycling in all its forms. Sport is a powerful tool to promote peace and achieve development objectives. Physical activities, like cycling, not only contribute directly to implementing the Sustainable Development Goals (SDGs), they also foster the values on which progress depends: tolerance and respect, teamwork and fair play. Regular cycling can cut the risk of death by any cause by 41% and switching from driving to cycling to work will save on average 750kg in CO₂ emissions each year.

Governments and international Institutions around the world are increasingly acknowledging the role that cycling can play in tackling the critical issues of our times: be it reducing greenhouse gas emissions or promoting inclusivity and integration - the bicycle can contribute. As part of its promotion of the bicycle as a tool for development, the UN is welcoming initiatives that organise bicycle rides at national and local levels, to promote physical and mental health, and develop a culture of cycling in society.

- ❖ **Activity Incharge:** Prof. Manisha Bhamre
- ❖ **Date:** 3rd June, 2018
- ❖ **Participate :** Staff and students.
- ❖ **Venue:** ABS campus

Achievements/Benefits:

Ashoka Business School also believes in this philosophy and encouraged all students and staff to join in celebrating World Bicycle Day by appealing to come on the cycles to college and inculcate this habit in their daily normal routines.

Few students came on bicycles to the college vowing to try to do this on a regular basis.



Cleanliness Drive

Introduction:

A cleanliness drive was conducted at ABS. Dr.D.M. Gujarathi ,Director HE initiated the mission "Clean ABS, Green ABS", by taking all team members along with the support staff and cleaning the entire campus. Self help is the best help was the motto of this drive. This habit is also planned to be inculcated in the students and carried out once every fortnight.

- **Activity in- Charge:** Dr. D.M. Gujarathi
- **Date:** 27th June,2018
- **Participant:** Staff members



International Yoga Day Celebration

Introduction:

International Yoga Day celebrated At ABS, a Yoga training session was organized for the Faculties and Students. Dr. Dhananjay Ahire, Yoga teacher and former President of JCI, Ambad conducted the session and started off with a prayer and surya namaskars. He also stressed upon the importance of Yoga in one's life and how it can play a pivotal role in maintaining a healthy life balance. Students and Faculties were present for this enlightening session and very inspired to continue the practice as their daily routine. The In-charge Director, Prof. Manisha Bhamre coordinated the whole event. The Administrator Dr. W.N.Bhende and Dr. D.M.Gujarathi, Director, HE too expressed their gratefulness. Mr.Sagar Manjrekar felicitated and thanked Dr. Ahire for sparing his valuable time.

- **Activity in- Charge:** Prof. Manisha Bhamre
- **Date:** 21st June, 2018
- **Participant:** Staff and Students.
- **Resource Person:** Dr. Dhananjay Ahire
- **Venue:** ABS Seminar Hall



Seminar on "Feminine Hygien"

a seminar had organized on "Feminine Hygiene." The session was addressed by Mrs.Seema Pardeshi-Khandale, Founder of Ashay Social Group, NGO, working for the Care of Environment since October 2015.

- ❖ **Activity in- Charge:** Prof. Hetal Bhide
- ❖ **Date:** 7th August, 2018
- ❖ **Resource Person:** Mrs.Seema Pardeshi-Khandale
- ❖ **Participant:** Prof.Manisha Bhamre and Female Staff of ABS & ACBCS
- ❖ **Venue:** ABS Seminar Hall

Objectives:

- Gender Sensitization
- Health, Hygiene and increased use of Sustainable menstruation options



Safety Drive conducted by Rushabh Honda Motors

- ❖ **Date:** 20th November 2018
- ❖ **Event Coordinator:** Prof. Manisha Bhamre
- ❖ **Participants:** All MBA students
- ❖ **Venue:** ABS campus

A very informative and enjoyable practical session was arranged by Rushabh Honda on “**Road Safety**” at Ashoka Business School Premises. Mr. S.B. Nangia, Manager, Safety Drive, Rushabh Honda Motors Pvt. Ltd. along with his team of volunteers conducted the workshop. Dr. D.M. Gujarathi, Director, Higher Education, Ashoka Education Foundation, Prof. Manisha Bhamre, Director Incharge, Ashoka Business School and all the Faculties of ABS were present. The students of MBA 1 and MBA 2 participated in full strength for this Safety Drive. Mr. Nangia explained the need of safe driving with the help of some videos. In today’s fast age, how driving has become dangerous and how the youngsters drive recklessly without thinking of the consequences were points highlighted by him. The Government too has come up with stringent laws on harsh drivers. It is very vital for youngsters to be made aware of these dangers. Simulation driving lessons were given and certificates too were given to students indicating their grades depicting how safe drivers they were.

Indoor and Outdoor activities were carried out and practicals of driving were conducted by the students. Students appreciated and enjoyed the workshop.



**Participated in ‘Road Safety Drive campaign’
organized by the Regional Transport Office (RTO), Nashik**

- ❖ Date: 4th February, 2019
- ❖ Event Coordinator: Mr. Vishal Sonkambale- Admin Officer, ABS
- ❖ Participants: MBA Ist & IInd year Students
- ❖ Venue: Golf Club Ground, Nashik

Cops focus on increasing awareness among youths:

With increasing number of youth getting killed in road accidents, the city police had decided to undertake an extensive road safety awareness campaign across the city this year to sensitize college students. Police said that of the 217 accident victims in the city last year, over 20% are youths. Commissioner of Police Mr. Ravindra Kumar Singal said that over the past three year, they had taken awareness drives in schools to sensitize students about the importance of following traffic rules so that they pass the message onto their parents. Now, the police has decided to focus on the youth as they are the maximum number of road accident victims.

He was speaking on the backdrop of the 30th Road Safety Campaign inaugurated by the Regional Transport Office (RTO), and the city and Rural Police. The event was attended by over 2,000 school students.

Regional transport officer Mr. Bharat Kalaskar said that this year the theme of the campaign would be an appeal to the people to be road Samaritans and help accident victims, which will bring down the number of deaths in accidents. Over 20 people who helped save the lives of accident victims, without worrying about legal hassles, were felicitated by police and RTO officials.

Mr. Sanjay Darade, SP, Nashik rural said that they have launched a helmet drive throughout the district from February 1st 2019 and the motorists were in full support of the drive, unlike some other cities where people were opposing the helmet compulsion.

The RTO had put up 600 best pictures of the drawing competitions conducted by them for school students ahead of the campaign.

