



## Yearly Status Report - 2018-2019

### Part A

#### Data of the Institution

Part A	
<b>Data of the Institution</b>	
1. Name of the Institution	ASHOKA BUSINESS SCHOOL
Name of the head of the Institution	MANISHA BHAMRE
Designation	Director(in-charge)
Does the Institution function from own campus	Yes
Phone no/Alternate Phone no.	0253-6649500
Mobile no.	9975561199
Registered Email	director.abs@aef.edu.in
Alternate Email	manishab.abs@aef.edu.in
Address	Near Suman Petrol Pump, Mumbai Agra Highway Rane Nagar, Nashik -09
City/Town	NASHIK
State/UT	Maharashtra
Pincode	422009

2. Institutional Status					
Affiliated / Constituent		Affiliated			
Type of Institution		Co-education			
Location		Urban			
Financial Status		Self financed			
Name of the IQAC co-ordinator/Director		Dr Vikas Gaundare			
Phone no/Alternate Phone no.		02536649500			
Mobile no.		9112683990			
Registered Email		vikasg.abs@aef.edu.in			
Alternate Email		iqacabs@aef.edu.in			
3. Website Address					
Web-link of the AQAR: (Previous Academic Year)		<a href="https://ashokabschool.org/pdf/self-study-report-cycle.pdf">https://ashokabschool.org/pdf/self-study-report-cycle.pdf</a>			
4. Whether Academic Calendar prepared during the year		Yes			
if yes,whether it is uploaded in the institutional website: Weblink :		<a href="https://ashokabschool.org/academic-calendar.html">https://ashokabschool.org/academic-calendar.html</a>			
5. Accrediation Details					
Cycle	Grade	CGPA	Year of Accrediation	Validity	
				Period From	Period To
1	B+	2.55	2019	18-Oct-2019	18-Oct-2024
6. Date of Establishment of IQAC			01-Jan-2017		
7. Internal Quality Assurance System					
Quality initiatives by IQAC during the year for promoting quality culture					
Item /Title of the quality initiative by IQAC	Date & Duration		Number of participants/ beneficiaries		
State Level Rising Youth	02-Mar-2019		41000		

Icon of the Year(RYIY) Competition	1	
ISO Certification	23-Sep-2018 2	240
Alumni Association	12-Mar-2019 1	500
ISR ACTIVITY- HOLI CELEBRATION AT DILASA-CARE CENTRE FOR THE AGED	22-Mar-2019 1	50
<a href="#">View File</a>		

**8. Provide the list of funds by Central/ State Government- UGC/CSIR/DST/DBT/ICMR/TEQIP/World Bank/CPE of UGC etc.**

Institution/Department/Faculty	Scheme	Funding Agency	Year of award with duration	Amount
Workshop on Writing and Teaching Case-Studies	QIP	SPPU, Pune under Quality Improvement Program	2019 2	55600
Reprographic Machine	QIP	SPPU, Pune under Quality Improvement Program	2019 1	100000
<a href="#">View File</a>				

**9. Whether composition of IQAC as per latest NAAC guidelines:**

Yes

Upload latest notification of formation of IQAC

[View File](#)

**10. Number of IQAC meetings held during the year :**

3

The minutes of IQAC meeting and compliances to the decisions have been uploaded on the institutional website

Yes

Upload the minutes of meeting and action taken report

[View File](#)

**11. Whether IQAC received funding from any of the funding agency to support its activities during the year?**

No

**12. Significant contributions made by IQAC during the current year(maximum five bullets)**

1] Holistic Development 2] MRM 3] Value Added Certificate courses 4] Student Development Program through extension activities. 5] Faculty Development Program

[View File](#)

**13. Plan of action chalked out by the IQAC in the beginning of the academic year towards Quality Enhancement and outcome achieved by the end of the academic year**

Plan of Action	Achievements/Outcomes
<a href="#">RYIY State Level Competition</a>	1]Provided unique platform for students to showcase their talent in different areas of competitions 2]Appreciated talent among the students from different streams 3]Identified leadership skills among youth. 4]Recognized student through "Rising Youth Icon of the Year" award.
<a href="#">ISO 9001:2015 Certification</a>	Institute received ISO 9001:2015 certification
<a href="#">Alumni Association</a>	Alumni association registered on 12th March,2018 Institute by top management for improvement & of short term targets set. The MRM was held on 2nd January,2019. The Unit head presented review of quality policy and review of quality objectives of current year, The remark was given by top management. so the plan of action was prepared and implemented till next MRM.
<a href="#">ISR Activity</a>	ISR Activity held on 22th March,2019. Total 50 Participants were there to meet old people at "Dilasa-Old Age Home"
<a href="#">Quality Inspection Audit (Admin,Academic,Library)</a>	For continual Improvement Quality Inspection Audit was taken on 9th May, 2018.
<a href="#">Regular IQAC Meetings</a>	The meetings held three times in a year. It ensured enhancement and coordination among various activities of the institution and institutionalize all good practices.
<a href="#">Research Paper Competition</a>	Research paper competition held on 30thJanuary,2019. a total of 17 students presented a research paper. The main objective of this competition is to inculcate the research culture among students.

[View File](#)

**14. Whether AQAR was placed before statutory body ?**

Yes

Name of Statutory Body	Meeting Date
------------------------	--------------

<b>15. Whether NAAC/or any other accredited body(s) visited IQAC or interacted with it to assess the functioning ?</b>	Yes
Date of Visit	23-Nov-2018
<b>16. Whether institutional data submitted to AISHE:</b>	Yes
Year of Submission	2019
Date of Submission	27-Jan-2019
<b>17. Does the Institution have Management Information System ?</b>	No

## Part B

**CRITERION I – CURRICULAR ASPECTS****1.1 – Curriculum Planning and Implementation**

1.1.1 – Institution has the mechanism for well planned curriculum delivery and documentation. Explain in 500 words

Effective planning and implementation of the curriculum is ensured by the Institute. As per the Choice Based Credit System adopted by the affiliating university, students are free to select the courses. The orientation of the syllabus of the coming semester is arranged for the students and faculty members at the end of every semester. The subject and students mapping is done accordingly. Subject/course allocation as per the expertise of the faculty members is done well in advance to ensure adequate preparation of the course content. That helps in the effective delivery of the same. As per the guidelines from affiliating university, the Academic Calendar of every semester is prepared and uploaded on the institute's website so that it gets shared with all the stakeholders. Every faculty member prepares the Micro-plan for the allocated courses. A micro-plan of every course is to be uploaded in an ERP system for effective monitoring of delivery of the sessions. Course file containing-Course Contents, Micro-plan of the course, Research Papers/Case studies, Question Banks etc. is prepared. This pre-planning contributes to the effective delivery of the curriculum. The content is also shared by the faculty members with the students in advance so that they can come prepared for the sessions. This makes teaching-learning interactive and not a monotonous activity. Identification of Slow and advanced learners is done at the start of the semester to take required efforts for attaining the pre-decided course outcomes. The change in teaching pace and methods is done by the faculty members accordingly. The focus is on using some non-conventional pedagogy like-experiential & participative learning, flipped classroom, case study methods, and role play, etc. Feedback from the students is taken after a month from the commencement of classroom teaching and necessary suggestions are provided to the respective faculty whose feedback is not up to the mark. Support from Library facilities in planning and effective delivery of the curriculum. Required add-on and enrichment programs are conducted besides regular classroom teaching. Concurrent evaluation is done for courses with various evaluation

methods like-tutorials, presentations, group assignments, case studies, role plays, viva, etc. These evaluation methods are to be selected from the list prescribed by the affiliating university. The main focus is on enhancement of employ ability skills of the students along with entrepreneurial and life-skills through effective planning and delivery of the curriculum by ensuring attainment of the course and program outcomes.

#### 1.1.2 – Certificate/ Diploma Courses introduced during the academic year

Certificate	Diploma Courses	Dates of Introduction	Duration	Focus on employ ability/entrepreneurship	Skill Development
Advanced MS Excel	NIL	07/01/2019	10	Skill Development	43

### 1.2 – Academic Flexibility

#### 1.2.1 – New programmes/courses introduced during the academic year

Programme/Course	Programme Specialization	Dates of Introduction
Nil	NIL	Nil
No file uploaded.		

#### 1.2.2 – Programmes in which Choice Based Credit System (CBCS)/Elective course system implemented at the affiliated Colleges (if applicable) during the academic year.

Name of programmes adopting CBCS	Programme Specialization	Date of implementation of CBCS/Elective Course System
MBA	MBA-Finance	01/06/2018
MBA	MBA-Marketing	01/06/2018
MBA	MBA-HRM	01/06/2018
MBA	MBA-International Business	01/06/2018
MBA	MBA-Information Technology	01/06/2018
MBA	MBA-Operations Management	01/06/2018
MBA	MBA-Tours & Travel	01/06/2018

#### 1.2.3 – Students enrolled in Certificate/ Diploma Courses introduced during the year

	Certificate	Diploma Course
Number of Students	112	Nil

### 1.3 – Curriculum Enrichment

#### 1.3.1 – Value-added courses imparting transferable and life skills offered during the year

Value Added Courses	Date of Introduction	Number of Students Enrolled
MS Excel	01/06/2018	119
Personality Development	01/06/2018	119
Life Skills	01/06/2018	119
Industrial Analysis Desk Research	01/06/2018	119
Internet Cyber Security I	01/06/2018	119

Business Communication Lab	01/06/2018	119
Emotional Intelligence	01/06/2018	119
Skill Development	01/06/2018	112
Internet Cyber Security II	01/06/2018	112
Human Rights II	01/06/2018	112
<a href="#">View File</a>		

#### 1.3.2 – Field Projects / Internships under taken during the year

Project/Programme Title	Programme Specialization	No. of students enrolled for Field Projects / Internships
MBA	MBA-Finance	63
MBA	MBA-Marketing	64
MBA	MBA-HRM	46
MBA	MBA-Operations Management	19
MBA	MBA-International Business	6
MBA	MBA-Information Technology	2
MBA	MBA-Travel & Tourism	2
<a href="#">View File</a>		

#### 1.4 – Feedback System

##### 1.4.1 – Whether structured feedback received from all the stakeholders.

Students	Yes
Teachers	Yes
Employers	Yes
Alumni	Yes
Parents	Yes

##### 1.4.2 – How the feedback obtained is being analyzed and utilized for overall development of the institution? (maximum 500 words)

Feedback Obtained
<p>A well-defined feedback system is at the place. Feedback from the stakeholders i.e. students, parents, employers and alumni is taken regularly. Feedback forms are to be filled by the stakeholders. Feedback from the all the stakeholders for the curriculum and syllabus is taken. Google forms are also developed to make feedback system effective which saves time and paper. Constructive Suggestions related to the syllabus and course structure are conveyed to the affiliating University time to time through BoS meetings or through any other convenient source. From the students feedback for the teaching-learning mechanism and infrastructure is also taken proactively. Feedback about teaching is monitored by the authorities of the Institute and then communicated to the concern faculty members. The relative suggestions are also provided to the faculty members for improvement and corrective actions if any. The Registered Alumni Association-Kshitij has its regular meetings where the suggestions from Alumni are also considered for the improvements. The student council-Vyaktiv</p>

Club is a platform where students and industry people come together which helps to bridge the gap between Industry-Academia. Through this platform feedback from Industry people is taken which helps to improve the Institute's efforts. Feedback from recruiters is taken at the time of campuses and Ashoka Mega Job Fair where more than 30 employers come for the selection of candidates. Career Guidance and Employment Cell also takes feedback for placement related activities to improve their efforts. The feedback related to the students taken from employers is also discussed during the IQAC and other meetings so that the necessary programs can be planned for improving the students' employability and to make them industry ready. Feedback about every event conducted by the Institute is taken from the participants i.e. students or outside participants. The analysis of the feedback with Student Satisfaction Index is taken for review and for corrective actions if necessary. Online grievance redressal mechanism is also available for the students where their grievances are addressed by appropriate authority. Students can also register their suggestions through suggestion box. Actions are taken on constructive suggestions if any. IQAC monitors the whole feedback system regularly and relevant actions are initiated through the same.

## CRITERION II – TEACHING- LEARNING AND EVALUATION

### 2.1 – Student Enrolment and Profile

#### 2.1.1 – Demand Ratio during the year

Name of the Programme	Programme Specialization	Number of seats available	Number of Application received	Students Enrolled
MBA	Marketing/Finance/HRM/Operations	120	120	119
No file uploaded.				

### 2.2 – Catering to Student Diversity

#### 2.2.1 – Student - Full time teacher ratio (current year data)

Year	Number of students enrolled in the institution (UG)	Number of students enrolled in the institution (PG)	Number of fulltime teachers available in the institution teaching only UG courses	Number of fulltime teachers available in the institution teaching only PG courses	Number of teachers teaching both UG and PG courses
2018	Nil	239	Nil	11	11

### 2.3 – Teaching - Learning Process

#### 2.3.1 – Percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc. (current year data)

Number of Teachers on Roll	Number of teachers using ICT (LMS, e-Resources)	ICT Tools and resources available	Number of ICT enabled Classrooms	Number of smart classrooms	E-resources and techniques used
11	11	143	8	Nil	5
<a href="#">View File of ICT Tools and resources</a>					
<a href="#">View File of E-resources and techniques used</a>					

#### 2.3.2 – Students mentoring system available in the institution? Give details. (maximum 500 words)

Mentoring is important, not only because of the knowledge and skills students can learn from mentors but also because mentoring provides professional socialization and personal support to facilitate success in schools and



beyond. We, at ABS, are serious about mentoring and believe in lending a helping hand, in supporting our mentees to overcome obstacles, in their professional as well as personal lives. Mentoring is a professional activity, a trusted relationship, a meaningful commitment at ABS. At ABS, we work on certain Mentor Guiding Principles such as committing to honesty, agreeing on confidentiality, listening to and learning from, being flexible in order to maximize their professional potentials, develop their skills, improve their performances, and helping them become the persons they want to be. In the first semester, the students are allowed to get acquainted with the faculties for about a month before they select their Mentors. An orientation about mentoring is given to the students to make them understand the significance of mentoring as a process and how it makes a difference in the academic performance and personal life of every student. The list of Mentees is then given to all the Mentors who have an orientation with their Mentees to acquaint them with this process. Each Mentor keeps a personal file/register wherein they maintain the details of the interactions with their mentees. Officially there are two interactions/month but informal sessions can be as and whenever needed by the mentee. The register/file is seen by the Unit coordinator and signed by him/her. It is further seen by the Director who puts in his signature. The Mentors also keep a watch on the academic performance of his/her Mentee and also discuss the case, if need be with the respective subject teacher. Personal guidance and counseling are done so as to ease the stress of the Mentees to keep them focused and burden them less for achieving good performances.

Number of students enrolled in the institution	Number of fulltime teachers	Mentor : Mentee Ratio
239	11	1 : 22

## 2.4 – Teacher Profile and Quality

### 2.4.1 – Number of full time teachers appointed during the year

No. of sanctioned positions	No. of filled positions	Vacant positions	Positions filled during the current year	No. of faculty with Ph.D
12	11	1	3	2

### 2.4.2 – Honours and recognition received by teachers (received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the year )

Year of Award	Name of full time teachers receiving awards from state level, national level, international level	Designation	Name of the award, fellowship, received from Government or recognized bodies
2019	Hetal Bhide	Assistant Professor	Ph.D.
No file uploaded.			

## 2.5 – Evaluation Process and Reforms

### 2.5.1 – Number of days from the date of semester-end/ year- end examination till the declaration of results during the year

Programme Name	Programme Code	Semester/ year	Last date of the last semester-end/ year-end examination	Date of declaration of results of semester-end/ year- end examination
MBA	MB5398	II Year (SEM-IV)	14/05/2019	06/07/2019
<a href="#">View File</a>				

### 2.5.2 – Reforms initiated on Continuous Internal Evaluation(CIE) system at the institutional level (250 words)

The institute has a versatile and robust evaluation system in place for full credit and half-credit courses as per the guidelines of Savitribai Phule Pune University. As per the guidelines under the CBCS (Choice Based Credit System) the institute is required to include three concurrent evaluation components for full-credit courses and five concurrent evaluation components for each half-credit course. Keeping in mind the objectives and guidelines of the CBCS System

the institute has adopted the evaluation system as mentioned below- The Evaluations System at Ashoka Business School comprises of: Full credit courses

- Two Class tests of 20 marks each were a practice followed which is now converted to one Mid Term Exam one End Term Exam.
  - The Mid Term is conducted after the completion of a significant percentage of the syllabus till mid of the term.
  - The End Term Exam is conducted after the completion of the entire syllabus in the month of March 2019.
- In addition to this, the faculties have the option of choosing additional any two methods of evaluation from the list of evaluation methods prescribed by the Savitribai Phule Pune University. Half Credit Courses (Internal Subjects) One of the highlights of the New Curriculum is the Evaluation of all Half Credit Courses which are completely based on the Concurrent Evaluation pattern and emphasizes on Experiential Learning aspect. For Half Credit Courses of the curriculum, the institute has adopted a flexible evaluation system based on the guidelines provided in the syllabus.
  - As per the guidelines of SPPU five concurrent evaluation components for each half-credit course are adopted by the individual faculty in the evaluation process.
  - The faculty decides the various components in advance on which concurrent evaluation is conducted.
  - Each component ordinarily is of 10 marks however the faculties have the authority to modify the weight-age of the evaluation components. The total outcome is scaled down to 30 marks for full credit and 50 marks for half-credit courses respectively.

2.5.3 – Academic calendar prepared and adhered for conduct of Examination and other related matters (250 words)

Academic calendar is designed at the beginning of the semester in the month of May-June which decides the conduction of internal evaluation on a periodic basis. The external examination is conducted as per the guidelines by Savitribai Phule Pune University. The Academic calendar is prepared in coordination by all the faculties by discussing the periodicity of various events from the month of July in which the semester commences to the month of December where the semester ends. Similarly the second phase of the academic calendar is from January where the semester commences and the month of May in which the semester ends. The academic calendar is always prepared under the guidance of the Director of the Institute. Every faculty ensures that the activity he/she is in-charge of is properly placed in the academic calendar and accordingly the planning is initiated. The academic calendar is shared with every faculty so as to keep a track of various activities in every month. The academic calendar is always in sync with the University calendar so as to ensure the right execution of various co-curricular and extra-curricular activities. In response to the scheduled examination as per the academic calendar, the faculties are asked to complete a desired part of the syllabus for conduction of the internal exams and concurrent evaluation. The academic calendar is also shared with the students so as to enable them be prepared with various co-curricular and extra-curricular activities and are intimated a month earlier about the conduction of exams with the pre-defined syllabus.

## 2.6 – Student Performance and Learning Outcomes

2.6.1 – Program outcomes, program specific outcomes and course outcomes for all programs offered by the institution are stated and displayed in website of the institution (to provide the weblink)

<https://ashokabschool.org/pdf/course-outcomes-mba-2019.pdf>

2.6.2 – Pass percentage of students

Programme Code	Programme Name	Programme Specialization	Number of students appeared in the final year examination	Number of students passed in final year examination	Pass Percentage

MB5398	MBA	Travel & Tourism Management	1	1	100
MB5398	MBA	Information Technology	1	Nil	0
MB5398	MBA	International Business Management	3	3	100
MB5398	MBA	Operational Management	11	10	90.90
MB5398	MBA	Marketing	39	32	82.05
MB5398	MBA	HRM	26	25	96
MB5398	MBA	Finance	31	30	96.77
<a href="#">View File</a>					

## 2.7 – Student Satisfaction Survey

2.7.1 – Student Satisfaction Survey (SSS) on overall institutional performance (Institution may design the questionnaire) (results and details be provided as weblink)

<https://ashokabschool.org/pdf/student-satisfaction-survey%20Report-2018-19.pdf>

## CRITERION III – RESEARCH, INNOVATIONS AND EXTENSION

### 3.1 – Resource Mobilization for Research

3.1.1 – Research funds sanctioned and received from various agencies, industry and other organisations

Nature of the Project	Duration	Name of the funding agency	Total grant sanctioned	Amount received during the year
Any Other (Specify)	2	SPPU, Pune under Quality Improvement Program	100000	55600
<a href="#">View File</a>				

### 3.2 – Innovation Ecosystem

3.2.1 – Workshops/Seminars Conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the year

Title of workshop/seminar	Name of the Dept.	Date
IIT-Roorkee workshop on "Entrepreneurship Skills Soft Skills"	AISC	10/08/2018
A Guest lecture on Awareness of Demat Depositories Derivative Trading	Finance	30/08/2018
IIM-Indore Workshop on "Business Analytics"	Training Placement	03/09/2018
Guest Lecture on "Entrepreneurship"	AISC	06/09/2018
Lecture on "Awareness of	Finance	15/09/2018

Mutual Funds"		
Talerang- Session on Self Awareness	MBA	22/09/2018
Guest Lecture on "Information Technology"	MBA	29/09/2018
Seminar on various programs under Centre for Innovation, Incubation and Enterprise, SPPU	University Level	23/10/2018
Face-Off 2k18 (BUSINESS ACTIVITY)	AISC	23/10/2018
Advance Excel Workshop	Training Placement	15/12/2018
Workshop on Advanced Resume Writing and Interview Techniques	Training Placement	08/01/2019
Seminar on NSE	Dept. of Finance	14/01/2019
State Level Workshop on Writing Teaching Cases	Research Cell	24/01/2019
PARTICIPATED IN IIM Kozikode: 6th INTERNATIONAL B-PLAN COMPETITION Echoes - 2019	Ashoka Innovation startup Cell (AISC)	31/01/2019
Guest Lecture on Women empowerment	Institute Social Responsibility Cell (ISR) Cell	09/03/2019
Session on Digital Marketing	Marketing	22/03/2019
Seminar on 'Sustainable Development Goals	Institute Social Responsibility Cell (ISR) Cell	22/03/2019
Special Guest Lecture from IIM IIT Experts	Training Placement	03/04/2019

### 3.2.2 – Awards for Innovation won by Institution/Teachers/Research scholars/Students during the year

Title of the innovation	Name of Awardee	Awarding Agency	Date of award	Category
Business Plan Competition organised by IIT ROORKEE	ASHOKA BUSINESS SCHOOL	Skillhub Infotech Pvt. Ltd.	15/03/2019	Quality Education
Blood Donation Camp	ASHOKA BUSINESS SCHOOL	Nashik Blood Bank And Transfusion Research Institute	30/03/2019	Social Contribution
Maharashtra Govt. Forest Dept.	ASHOKA BUSINESS SCHOOL	Maharashtra Green Army	27/05/2019	Environmental Cause
EducaHr tion World- Higher Education	ASHOKA BUSINESS SCHOOL	Education World- Higher Education	15/08/2018	Quality Higher Education

Ranking	Ranking
<a href="#">View File</a>	

3.2.3 – No. of Incubation centre created, start-ups incubated on campus during the year

Incubation Center	Name	Sponsored By	Name of the Start-up	Nature of Start-up	Date of Commencement
Start Up Cell(AISC)	Ashoka Innovation Start up Cell	Ashoka Business School	Handy Crafty	1st Generation Entrepreneurship	20/07/2019
<a href="#">View File</a>					

3.3 – Research Publications and Awards

3.3.1 – Incentive to the teachers who receive recognition/awards

State	National	International
0	0	0

3.3.2 – Ph. Ds awarded during the year (applicable for PG College, Research Center)

Name of the Department	Number of PhD's Awarded
MBA	1

3.3.3 – Research Publications in the Journals notified on UGC website during the year

Type	Department	Number of Publication	Average Impact Factor (if any)
National	Management	13	2
International	Management	7	2
<a href="#">View File</a>			

3.3.4 – Books and Chapters in edited Volumes / Books published, and papers in National/International Conference Proceedings per Teacher during the year

Department	Number of Publication
MBA	2
<a href="#">View File</a>	

3.3.5 – Bibliometrics of the publications during the last Academic year based on average citation index in Scopus/ Web of Science or PubMed/ Indian Citation Index

Title of the Paper	Name of Author	Title of journal	Year of publication	Citation Index	Institutional affiliation as mentioned in the publication	Number of citations excluding self citation
NIL	NIL	NIL	Nil	0	NIL	Nil
No file uploaded.						

3.3.6 – h-Index of the Institutional Publications during the year. (based on Scopus/ Web of science)

Title of the Paper	Name of Author	Title of journal	Year of publication	h-index	Number of citations excluding self citation	Institutional affiliation as mentioned in the publication
Green Marketing:	Prof Vaibhav R	International	2019	2	6	Ashoka Business

Greening the 4 Ps of Marketing	Bhalerao	Journal of Knowledge and Research in Management E-Commerce				School
A COMPARATIVE ANALYSIS OF CONSUMER BEHAVIOR TOWARDS SELECTIVE MEN COSMETICS IN URBAN AND RURAL AREAS OF NASHIK REGION	Prof Vaibhav R Bhalerao	International Journal of Research in Commerce and Management	2019	2	1	Ashoka Business School
An experimental study on factors affecting the multiple intelligences of MBA students with the help of informational technology	Dr. Vikas S Gaundare	IBMRDs Journal of Management Research	2019	1	4	ISSVPS's Bapusaheb Shivajirao Deore College of Engineering, Dhule
Virtualization security in Data Centres cloud	Dr. Sarita Dhawale	International Journal of Scientific Engineering Research	2019	1	4	Ashoka Center for Business Computer Studies, Nashik
Characteristics of Great Teacher-Great Teacher Respect Student.	Dr. Sarita Dhawale	Ashoka Education foundation, Nashik	2019	1	1	Ashoka Center for Business Computer Studies, Nashik
Sustainable Development Sustainability Reporting	Prof Vishakha Waikar	CnRs IJSSR	2019	1	2	Ashoka Business School

Practices in India					
--------------------	--	--	--	--	--

[View File](#)

### 3.3.7 – Faculty participation in Seminars/Conferences and Symposia during the year :

Number of Faculty	International	National	State	Local
Attended/Seminars/Workshops	1	2	7	5

[View File](#)

### 3.4 – Extension Activities

3.4.1 – Number of extension and outreach programmes conducted in collaboration with industry, community and Non- Government Organisations through NSS/NCC/Red cross/Youth Red Cross (YRC) etc., during the year

Title of the activities	Organising unit/agency/ collaborating agency	Number of teachers participated in such activities	Number of students participated in such activities
Leadership 360 A Business Leadership Program by Dr. Vivek Bindra, motivational speaker Business Coach	Taj Hotel, Nashik	1	2
Seminar on NSE	ASHOKA BUSINESS SCHOOL	1	33
Advance Excel Workshop	ASHOKA BUSINESS SCHOOL	1	43
Safety Drive conducted by Rushabh Honda Motors	ASHOKA BUSINESS SCHOOL	2	110
ISR initiative: Diwali Sweets distribution by students	ASHOKA BUSINESS SCHOOL	1	20
The Orientation for Global Competency Certification	ASHOKA BUSINESS SCHOOL	1	110
Industrial Visit	Motilal Oswal Securities Ltd, Nashik	2	33
Talerang- Session on Self Awareness	Telranga	1	107
(DISQ) Digital Impact Square- Student Outreach Program	DISQ	1	110
IIT-Roorkee workshop on " Entrepreneurship	IIT Roorki	3	52

Skills Soft Skills

[View File](#)

3.4.2 – Awards and recognition received for extension activities from Government and other recognized bodies during the year

Name of the activity	Award/Recognition	Awarding Bodies	Number of students Benefited
Blood Donation Camp	Social Contribution Award	Nashik Blood Bank And Transfusion Research Institute	20
Maharashtra Govt. Forest Dept.	Environmental Award.	Maharashtra Green Army	112
Skill Development	Employeeability	Skillhub Infotech Pvt. Ltd.	52
Business Plan	Make Intern	IIM Kozikod	104

[View File](#)

3.4.3 – Students participating in extension activities with Government Organisations, Non-Government Organisations and programmes such as Swachh Bharat, Aids Awareness, Gender Issue, etc. during the year

Name of the scheme	Organising unit/Agency/collaborating agency	Name of the activity	Number of teachers participated in such activities	Number of students participated in such activities
Swachha Bharat	ABS SPPU	Cleanliness Drive	11	110
Tree Plantation	Ashoka Group	Go Green Activity	2	20

[View File](#)

### 3.5 – Collaborations

3.5.1 – Number of Collaborative activities for research, faculty exchange, student exchange during the year

Nature of activity	Participant	Source of financial support	Duration
Adv Excel Training	43	ABS	10

[View File](#)

3.5.2 – Linkages with institutions/industries for internship, on-the- job training, project work, sharing of research facilities etc. during the year

Nature of linkage	Title of the linkage	Name of the partnering institution/ industry /research lab with contact details	Duration From	Duration To	Participant
Project Work	Industry Academia	Bizsol Pvt Ltd.	03/06/2019	05/08/2019	2
Project Work	Industry Academia	ACL, Nashik	03/06/2019	05/08/2019	2
Project Work	Industry Academia	ABL Pvt Ltd, Nashik	03/06/2019	05/08/2019	2



[View File](#)

3.5.3 – MoUs signed with institutions of national, international importance, other universities, industries, corporate houses etc. during the year

Organisation	Date of MoU signed	Purpose/Activities	Number of students/teachers participated under MoUs
Resilient India Synclature Consultancy	11/08/2018	Cyber Security Risk Management	50
Bahai Academy	01/04/2019	Holistic Development	110
Round Glass College Wellbeing	15/05/2019	To Help in making the studnts mentally strong.	90
Ashoka Buildcon Ltd.	01/06/2019	Internship Employment	2
Bulls Eye Knowledge systems Pvt. Ltd.	01/02/2019	Communication skills	90
AICSEC	03/06/2019	To have an international exposure to students	2
BizsolIndia Services Ltd	03/06/2019	Internship Employment	2
Metamorphsis	03/06/2019	Internship Employment	43

[View File](#)

#### **CRITERION IV – INFRASTRUCTURE AND LEARNING RESOURCES**

##### **4.1 – Physical Facilities**

4.1.1 – Budget allocation, excluding salary for infrastructure augmentation during the year

Budget allocated for infrastructure augmentation	Budget utilized for infrastructure development
9538074	9388893

4.1.2 – Details of augmentation in infrastructure facilities during the year

Facilities	Existing or Newly Added
Number of important equipments purchased (Greater than 1-0 lakh) during the current year	Existing
Classrooms with Wi-Fi OR LAN	Existing
Classrooms with LCD facilities	Existing
Seminar halls with ICT facilities	Existing
Seminar Halls	Existing
Laboratories	Existing
Class rooms	Existing

[View File](#)

## 4.2 – Library as a Learning Resource

### 4.2.1 – Library is automated {Integrated Library Management System (ILMS)}

Name of the ILMS software	Nature of automation (fully or partially)	Version	Year of automation
Acedemia	Partially	V1	2018

### 4.2.2 – Library Services

Library Service Type	Existing		Newly Added		Total	
Text Books	2754	568285	430	49042	3184	617327
Reference Books	2253	937150	265	148848	2518	1085998
e-Books	10500	Nil	372	Nil	10872	Nil
Journals	29	92028	Nil	53541	29	145569
e-Journals	342	13570	Nil	Nil	342	13570
Digital Database	1	13570	Nil	Nil	1	13570
CD & Video	412	10500	15	2500	427	13000
Others(s pecify)	10	2500	Nil	Nil	10	2500

[View File](#)

### 4.2.3 – E-content developed by teachers such as: e-PG- Pathshala, CEC (under e-PG- Pathshala CEC (Under Graduate) SWAYAM other MOOCs platform NPTEL/NMEICT/any other Government initiatives & institutional (Learning Management System (LMS) etc

Name of the Teacher	Name of the Module	Platform on which module is developed	Date of launching e-content
NIL	NIL	NIL	Nil

No file uploaded.

## 4.3 – IT Infrastructure

### 4.3.1 – Technology Upgradation (overall)

Type	Total Computers	Computer Lab	Internet	Browsing centers	Computer Centers	Office	Departments	Available Bandwidth (MBPS/ GBPS)	Others
Existing	90	2	1	3	0	1	1	20	1
Added	0	0	0	0	0	0	0	0	0
Total	90	2	1	3	0	1	1	20	1

### 4.3.2 – Bandwidth available of internet connection in the Institution (Leased line)

10 MBPS/ GBPS
---------------

### 4.3.3 – Facility for e-content

Name of the e-content development facility	Provide the link of the videos and media centre and recording facility
NIL	<a href="#">NIL</a>

#### 4.4 – Maintenance of Campus Infrastructure

4.4.1 – Expenditure incurred on maintenance of physical facilities and academic support facilities, excluding salary component, during the year

Assigned Budget on academic facilities	Expenditure incurred on maintenance of academic facilities	Assigned budget on physical facilities	Expenditure incurred on maintenance of physical facilities
2806700	2473188	9538074	9388893

4.4.2 – Procedures and policies for maintaining and utilizing physical, academic and support facilities - laboratory, library, sports complex, computers, classrooms etc. (maximum 500 words) (information to be available in institutional Website, provide link)

This document describes policy Guidelines/ SOP for maintaining and utilizing Physical, Academic and Support Facilities such as Teaching, Laboratory and Computer Labs at Ashoka Business School. The Policy of the college is to fulfil and upgrade the infrastructural requirements as and when the need arises. Various committees of the college are constituted to plan and ensure that the available infrastructure is in line with its academic growth and is optimally utilised. The Committees are Admission Committee, Time Table Committee, Test Examination Committee, IQAC, QMS, Cultural, Student Welfare and Anti Sexual Harassment Cell, Alumni Association, Library Cell, Research Cell, AISC etc. Each Committee consists of Faculty members and they perform their duties efficiently in the interest of the college conducts meeting on regular intervals to discuss the matters which are relating to the improvement of the college. The infrastructure pertaining to physical, academic and support facilities in college are regularly maintained to ensure that they are of maximum benefit to the students, teaching and non-teaching staff. The various committees meet regularly to monitor the optimum use of infrastructure which is accessible to the students and staff of the college. Most of the lectures take place in classrooms with projector, microphone and speakers. This is to ensure usage of new audio-visual pedagogical techniques during the teaching process .

A Computer Lab has been set up to be used by Students and Staff for all technical tools. The campus also offers facilities such as Cafeteria, Common Room and sports room. Both the Library and administration section of the college have undergone computerization. The library is fully digitized and is open even after class hours. It has computer terminals with internet facility and large reading spaces. Sports and Games is an internal part of the college and coaches are available for the students -Table Tennis court, Carom, Chess facilities are there in the college. There are few of the highlights Solar panels and garbage segregation in the college. The rain water harvesting system is in place to save water. The Library IT laboratories in operate from Monday to Saturday. The IT Lab is centrally air-conditioned. In order to ensure smooth functioning of the lab. The entire lab facilities be under CCTV surveillance to monitor movement of people and goods etc. The campus is well equipped with fire management (detection, alarm, evacuation and control) system to save people and property of the ABS College in case of any unforeseen event. The facilities be designed and constructed in a manner which is conveniently accessible by differently-able users. It must have ramps, escalators and lifts for easy movement of such users. Regular maintenance of the computer labs must take care of proper lighting, ventilation, air-conditioning, necessary First aid kits and regular water supply apart from the basic cleanliness of the premises like• regular sweeping, cleaning and mopping of all floors, and washrooms, dusting of furniture, Working stations and shelves etc. which are looked after by lab

technicians and supervised by lab Manager/faculty in-charge from time to time.

<https://ashokabschool.org/policies-for-infrastructure.html>

## CRITERION V – STUDENT SUPPORT AND PROGRESSION

### 5.1 – Student Support

#### 5.1.1 – Scholarships and Financial Support

	Name/Title of the scheme	Number of students	Amount in Rupees
Financial Support from institution	Ashoka Meritorious Scholarship	10	67000
Financial Support from Other Sources			
a) National	MAHA DBT	145	8935635
b) International	Nil	Nil	Nil
<a href="#">View File</a>			

5.1.2 – Number of capability enhancement and development schemes such as Soft skill development, Remedial coaching, Language lab, Bridge courses, Yoga, Meditation, Personal Counselling and Mentoring etc.,

Name of the capability enhancement scheme	Date of implementation	Number of students enrolled	Agencies involved
Expectation of Industry	23/07/2018	25	Institute Level
Basics certificate course in Business Analytics	04/09/2018	40	Institute Level
<a href="#">View File</a>			

5.1.3 – Students benefited by guidance for competitive examinations and career counselling offered by the institution during the year

Year	Name of the scheme	Number of benefited students for competitive examination	Number of benefited students by career counseling activities	Number of students who have passed in the comp. exam	Number of students placed
2018	Career Counselling during Job Fair	Nil	2100	Nil	1800
<a href="#">View File</a>					

5.1.4 – Institutional mechanism for transparency, timely redressal of student grievances, Prevention of sexual harassment and ragging cases during the year

Total grievances received	Number of grievances redressed	Avg. number of days for grievance redressal
1	1	15

### 5.2 – Student Progression

#### 5.2.1 – Details of campus placement during the year

On campus			Off campus		
Name of organizations visited	Number of students participated	Number of students placed	Name of organizations visited	Number of students participated	Number of students placed
Ashoka Business School	112	72	Just Dial	8	5
No file uploaded.					

#### 5.2.2 – Student progression to higher education in percentage during the year

Year	Number of students enrolling into higher education	Programme graduated from	Department graduated from	Name of institution joined	Name of programme admitted to
2018	1	Ashoka Business School	MBA	Portland State University	Masters of Finance
2018	2	Ashoka Business School	MBA	Ashoka Business School	MBA (Dual)
<a href="#">View File</a>					

#### 5.2.3 – Students qualifying in state/ national/ international level examinations during the year (eg:NET/SET/SLET/GATE/GMAT/CAT/GRE/TOFEL/Civil Services/State Government Services)

Items	Number of students selected/ qualifying
GRE	Nil
TOFEL	Nil
No file uploaded.	

#### 5.2.4 – Sports and cultural activities / competitions organised at the institution level during the year

Activity	Level	Number of Participants
Sports	Institute Level	50
College Cultural Days	Institute	90
State Level Workshop on Writing Teaching Cases	Institute	90
FROLIC	Institute	30
Indradhanushya-2019	Institute	80
State Level Workshop on Writing Teaching Cases	State	90
<a href="#">View File</a>		

### 5.3 – Student Participation and Activities

#### 5.3.1 – Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one)

Year	Name of the award/medal	National/ International	Number of awards for Sports	Number of awards for Cultural	Student ID number	Name of the student
2018	Sports	International	1	Nil	01	Shruti Jagtap

2018	Cultural	International	1	Nil	02	Suneet Khare
2018	Cultural	International	1	Nil	03	ShubhamT uplondhe
<a href="#">View File</a>						

5.3.2 – Activity of Student Council & representation of students on academic & administrative bodies/committees of the institution (maximum 500 words)

**STUDENT COUNCIL: REPRESENTATION OF STUDENTS ON ACADEMIC ADMINISTRATIVE BODIES/COMMITTEES OF THE INSTITUTION** Response: Ashoka Business School has formed a strong and active Student Welfare Council under the Maharashtra University Act, 2016 (Section- 99) and as per the guidelines of Savitribai Phule Pune University. The committee is formed every academic year. It includes Director, Management Representative, Student Welfare Officer, Female Professor, Student Representative, Non-Teaching Staff, and Local Service Man. The college ensures representation in the student welfare council based on gender, sports, culture, category, etc. Student Welfare Council contributes in overall development. Institute works as a pivotal role in terms of sharing the benefits by effective planning of various student welfare schemes. The committees include academic and administrative committees as per the need of the schedule of the organization. The students are encouraged to participate in all the activities that help in holistic development. The student committees are involved in the planning, and execution of the events. The students are actively involved in communication, registration, coordination, follow-up. It also helps to improve their communication skills. Industrial visits are organized for giving students practical exposure by visiting industries. The planning and execution is done by students and the faculty, wherein a positive interface is created between the institute and the industry. The Career Guidance and Employment Cell has students as members, who are totally involved with the process of placement. They share job descriptions and job-related details with the students. The students take initiative in contacting the industries and inviting industry people for interaction. Suggesting training sessions whenever required. The CGEC takes sessions for developing the personality of the students by conducting grooming sessions. A training calendar is prepared wherein various sessions on resume writing, group discussions, and mock interviews are conducted. The students are trained in Negotiation skills, public speaking. Sports and cultural committees are mostly managed by students under the guidance of the faculty. Students with research acumen are encouraged to write the research papers for the in-house college journals. Indradhanush is a cultural event that, involves arts music, and various competition. Ashoka premiere league is a cricket competition and is managed and conducted by students. The news and the reports are then compiled by the students in the E-bulletin. Ashoka business school has a new initiative of students club known as "VYAKTITVA ", focusing on overall holistic development of students to make them industry-ready so that be best future managers. Vyaktitva club organizes talk shows , student-centric programs etc. The students are given opportunities to upskill themselves in Ms-Excel and Digital Marketing. The students are encouraged to be trained in financial literacy and share analysis. The overall development of the student is of prime importance hence there are sessions conducted on stress management and managing industry expectations. The students are encouraged to participate in competitions and research programs at State and National level. The students interact with their peer group by participating in intercollegiate programs. This way they get ample experience of developing their life skills.

#### 5.4 – Alumni Engagement

5.4.1 – Whether the institution has registered Alumni Association?

No

5.4.2 – No. of enrolled Alumni:

120

5.4.3 – Alumni contribution during the year (in Rupees) :

0

5.4.4 – Meetings/activities organized by Alumni Association :

1

## **CRITERION VI – GOVERNANCE, LEADERSHIP AND MANAGEMENT**

### **6.1 – Institutional Vision and Leadership**

6.1.1 – Mention two practices of decentralization and participative management during the last year (maximum 500 words)

The Institute has a quality strategy that is executed by different committees and councils. The Quality Policy is developed in QAG planning. The plans suggested by QAG are introduced in College Development Committee meeting. Then the respective committees initiate a Plan of Action (POA) which then forwarded to senior authorities for approval. The Director assigns different tasks to faculty and non-teaching staff. All of the exercises of the organization are precisely arranged, legitimately organized and consummately executed as per plan. In this way quality policy is deployed. The effective use of ICT is promoted for communication among all the levels of the organisation. Committee wise working: In all the Committee (Institute level) committee head/coordinator is responsible for drafting, regulating and implementing different academic policies. It is meant for smooth uniform conduction of academics throughout the institute. The composition of all committee is headed by the Director of the institute and then Coordinator and Committee members. Three Important components to run the institute are Academic, IQAC and Exam Dept. There are different Event coordinators for various events or activities. Throughout the year activities are conducted by various Event Coordinators A]. Core Committee: 1. Academic Committee .2. Time Table committee 3. Discipline committee 4. Lab In-charge/ IT Officer 5. Concurrent evaluation committee 6. University Exam C.E.O. 7 Event Management (co-curricular activities) committee 8. RYIY Event Committee 9. Cultural Committee 10. Student Development Officer 11. Educational Visit / Industrial Visit 12. Magazine Committee Chief Editor. 13. Training Placement committee 14. Admission committee 15. Alumni committee 16. Library Committee 17. Staff Welfare Committee. 18. Research Cell. 19. ERP Committee 20. Internal Quality Assurance Cell. 21. Institute Social Responsibility ISR Committee, 22. ISO. 23. Monthly Report. 24. Promotion Branding. Etc. B]. Students Council: A Student Council is a group of elected and volunteer students working together with an Educator (Students Development Officer) within the framework of a pre-defined tasks responsibility area objective is to provide a means for student expression and assistance in college affairs and activities, it gives an opportunity for student experience in leadership and encourages student-faculty relations. OBJECTIVES OF STUDENT COUNCILS: • To develop and provide opportunities for leadership and service in the college and in the community. • To contribute to the educational experiences of students by providing them with a positive involvement in the college, with widened areas of responsibilities and with more direct participation in organizing and implementing activities. • To promote respect for law and order and the general welfare of the college and community. • To improve understanding between and within groups through interaction and communications. Outcome: The institute encourages teachers,



students, parents, corporate resource persons, employers, alumni, staff, class coordinators and class representatives to share their ideas, opinions, suggestions through proper channels Viz., through the parent-teacher meet, alumni meet, class teachers meetings, student feedback system, and through other various committee meetings. The inputs received from various stakeholders of the institute are reviewed and those which are in line with the institute's Vision and Mission Statements are considered for the decision

6.1.2 – Does the institution have a Management Information System (MIS)?

Yes

## 6.2 – Strategy Development and Deployment

6.2.1 – Quality improvement strategies adopted by the institution for each of the following (with in 100 words each):

Strategy Type	Details
Curriculum Development	Ashoka Business School is being an affiliated College follows the curriculum prescribed by the Savitribai Phule Pune University, Pune and takes utmost care in its systematic implementation by detailed planning and execution by the teacher educators. Teacher educators attend orientation organized by the University. They participate in workshops and seminars on various new themes. They try to use different innovative methods to transact the curriculum, delivering it effectively through innovative and ICT enabled teaching and learning practices. The curriculum is enriched by using multidisciplinary / interdisciplinary, value based approach.
Admission of Students	: Admission committee is formulated every year with some Senior faculties are made in charge with non teaching staff for allocation of various work of admission. Individual candidate counseling is offered for each candidate who visit for admission inquiry . Admissions are completed through Maharashtra CET Procedure. Once the admission is final ,all the information of students enrolled are entered in ERP software for Student Information System.
Teaching and Learning	Constructivism: In the most general sense, it usually means encouraging students to use active techniques (experiments, real-world problem solving) to create more knowledge and then to reflect on and talk about what they are doing. Teaching using ICT tools: Educators using ICT equipment visual (AV) equipment, software and network equipment, CD/DVD. They teach



with the help of PowerPoint Presentations as well as topic related audio or video sources. Live Projects: Final year students are actually doing live projects which are really beneficial to the organization. Many students are doing internships in various organizations to get the practical experience

**Examination and Evaluation**

The college has the mechanism to ensure that the stakeholders of the college especially students and Educators are aware of the evaluation processes. Orientation Programme is conducted for the first year students. The Schedule and structure of the college and SPPU examination evaluation system, academic calendar, examination and assessment system along with extracurricular activities are addressed in the Orientation program. Separate Internal Examination committee has been formulated by the college for control and measure the efficiency Concurrent Evaluation Process. The schedule of internal and external examination is displayed on notice board. Academic calendar consists of Term End exam dates. Examination system is very transparent.

**Research and Development**

In order to develop research attitudes among the faculty, workshops, sessions on research are organized by the institute. Faculty and students are encouraged to conduct mini projects and participate in workshops, seminars and conferences and present papers there. Institute organizes research orientation for the Students too. On the basis of areas of competencies faculty are invited by different Educational Institutions to conduct sessions on various topics related to Education. In order to fulfill the social responsibility the institute extends its services to various needy Institutions. It has developed linkages with other Educational and social institutions in the area.

**Library, ICT and Physical Infrastructure / Instrumentation**

The institution has infrastructure according to university norms. The classrooms are well equipped with technology to enhance the teaching learning process and to help in conducting co- curricular and extracurricular activities. ICT has been deployed in all the areas such as

Academic, Admin and Library. Adequate budgetary allocations are made for the various essential facilities. Efforts are made to ensure a safe and secure environment for faculty and students by installation of CCTV surveillance, fire extinguishers and efficient security system. Various rooms like sports rooms, Girls room, Boys room provide for constructive utilization of leisure time. Regular maintenance of infrastructure is implemented effectively and feedback is taken on a regular interval.

Human Resource Management

Under his important guidance, the Director of the organization and other authorities design strategies and plans for the smooth functioning of academics . Institute keeps separate records for data related to Human Resource dept. Various CV of potential candidates. As per ISO system a procedure is prescribed for staff selection, training needs identification, providing training to staff, and exit interviews. In its routine function they maintain all records for salary, leave other statutory calculations. Human Resource Policy is designed by the Institute. Orientation programs for new joined employees are provided by HR department.

Industry Interaction / Collaboration

A comprehensive tie up with the corporate world provides the institution the opportunity to organize regular visits to business houses and companies so that the students not only gain experience of what they have learnt but also acquaint themselves with the functional and environmental culture of different organizations. Frequent industrial visits are organized for the students in diverse industries to expose them to the industrial work culture and environment.

6.2.2 – Implementation of e-governance in areas of operations:

E-governance area	Details
Finance and Accounts	The college continued with the already established Tally system of accounting in its office, which has been operational since 2012. Salary bills of the permanent staff being sent online to the bank. Automated ERP software is also made operational at the initiation phase. During the new

admission process, the financial transactions by some students were made in cashless mode. Yearly Audit (AAA) Reports are uploaded in the college portal. Financial reports are being checked at multilevel hierarchy to make it valid.

Examination

The Schedule and structure of the college and SPPU examination evaluation system, academic calendar, examination and assessment system along with extracurricular activities are addressed in the Orientation program. Separate Internal Examination committee for concurrent evaluation has been formulated by the college authorities for monitoring and measure the efficiency Concurrent Evaluation Process. The schedule of internal and external examination is displayed on notice board. Academic calendar consists of all the tentative plans of the internals Examinations .Examination system is very transparent.

Student Admission and Support

Admission of students are done by creating a student profile in ERP software. All the documentation details are verified. Students are allocated their respective mentors for further support. Teaching Micro plans are shared by the subject teacher with notes on the subject. Students may also apply for any specific requirements doubts using online communication with the educators. Students support is very strong and one to one doubt clearing through subject teacher as well as through Mentor ship Program.

Planning and Development

The Quality Policy is developed in QAG planning. The plans suggested by QAG are introduced in the College Development Committee meeting. Then the respective committees initiate a Plan of Action (POA) which then forwarded to senior authorities for approval. The Director assigns different tasks to faculty and non-teaching staff. All of the exercises of the organization are precisely arranged, legitimately organized and consummately executed as per plan. In this way quality policy is deployed. The effective use of ICT is promoted for communication. Institute uses ERP software for planning and developmental activities. Budget is prepared and previous year budget analysis is done to plan requirements

for next year. Different modules are developed in ERP for effective planning development.

**Administration**

Students modules are developed in ERP software for updating various information. Daily attendance is updated in ERP on the basis of it weekly, fortnightly monthly attendance is calculated for administration of students attendance. Stores module is used for issue monitoring of stationary requirements. With a view to encourage paperless communication for various inhouse, WhatsApp Groups (for Heads of Academic Departments, for Faculty Members and for students). Various urgent notices and information has been transmitted via these groups at various times. Institutional Email IDs for various faculty members and administrative heads have been created in the new institutional web portal, for official communication purpose.

**6.3 – Faculty Empowerment Strategies**

6.3.1 – Teachers provided with financial support to attend conferences / workshops and towards membership fee of professional bodies during the year

Year	Name of Teacher	Name of conference/ workshop attended for which financial support provided	Name of the professional body for which membership fee is provided	Amount of support
2019	Mr. Vaibhav Bhalerao	Conference for Marketing Management	Marketing	1200
2018	Mr. Ashwin Amrutkar	Regional Workshop on Strategies for Transforming Libraries : Growing Trends Technologies.	Delnet - Developoing Library Network New Delhi in Collaboration with K K Wagh Institute of Engineering Education Reserch, Nashik	350
2018	Mr. Ashwin Amrutkar	Registration for International Conference on Web Based Library and Information Services in Academic Libraries	Organized by Smt. H.R.Patel Arts Mahila college, Shirpur, Dist.Dhule North Maharastra University, Jalgaon	700

[View File](#)

6.3.2 – Number of professional development / administrative training programmes organized by the College for teaching and non teaching staff during the year

Year	Title of the professional development programme organised for teaching staff	Title of the administrative training programme organised for non-teaching staff	From date	To Date	Number of participants (Teaching staff)	Number of participants (non-teaching staff)
2018	QMS Process Review	QMS Process Review	21/09/2019	21/09/2019	11	23
2019	Research Methodology	Research Methodology	26/01/2019	26/01/2019	11	23
2019	Synchronization of NAAC with QMS	Synchronization of NAAC with QMS	17/04/2019	17/04/2019	11	23

[View File](#)

6.3.3 – No. of teachers attending professional development programmes, viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programmes during the year

Title of the professional development programme	Number of teachers who attended	From Date	To date	Duration
Leadership Management	1	16/11/2018	18/11/2018	3

No file uploaded.

6.3.4 – Faculty and Staff recruitment (no. for permanent recruitment):

Teaching		Non-teaching	
Permanent	Full Time	Permanent	Full Time
11	11	23	23

6.3.5 – Welfare schemes for

Teaching	Non-teaching	Students
Tea Facility, Wards Ashoka Fees Concession, Diwali Gift, Birthday Gift, Mediclaim Facility.	Tea Facility, Wards Ashoka Fees Concession, Diwali Gift, Birthday Gift, Mediclaim Facility.	Subsidized canteen facility, Institute scholarship and government scholarship for needy selected students.

**6.4 – Financial Management and Resource Mobilization**

6.4.1 – Institution conducts internal and external financial audits regularly (with in 100 words each)

Ashoka Business School conducts an internal and external financial audit at the end of each financial year by Chartered Accountant. The college has internal and external audit mechanism. The internal audit is carried out by the Auditor by the management periodically within every financial year. The external audit

is carried by the authorized chartered accountant at the end of financial year. We have our own internal audit mechanism where internal audit is an ongoing continuous process in addition to the external auditors to verify and certify the entire Income and Expenditure and the Capital Expenditure of the Institute each year. Qualified Internal Auditors from external resources have been appointed and a team of staff under them do a thorough check and verification of all vouchers of the transactions that are carried out in each financial year. Likewise an external audit is also carried out on an elaborate way on quarterly basis. The institutional accounts are audited regularly by both Internal and statutory auditors. So far there have been no major findings/objections. Minor errors of omissions and commissions when pointed out by the audit team are immediately corrected / rectified and precautionary steps are taken to avoid recurrence of such errors in future. The institute regularly follows an Internal external financial audit system. Chartered Accountant of the Institute conducts regular accounts audit and certifies its annual financial statements. All utilization Certificates to various grant-giving agencies are also countersigned by the CA. All Financial Statements up to 2018-19 have been certified by the Chartered Accountant. Institute also invites external team of Auditors for ISO certification from last 5 years.

6.4.2 – Funds / Grants received from management, non-government bodies, individuals, philanthropies during the year(not covered in Criterion III)

Name of the non government funding agencies /individuals	Funds/ Grnats received in Rs.	Purpose
Ashoka Education Foundation	9233803	Shortage of Unit Level Fund.
<a href="#">View File</a>		

6.4.3 – Total corpus fund generated

9233803
---------

## 6.5 – Internal Quality Assurance System

6.5.1 – Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	ISO-TUV Mumbai	Yes	Internal Auditors
Administrative	Yes	ISO-TUV Mumbai	Yes	Internal Auditors

6.5.2 – Activities and support from the Parent – Teacher Association (at least three)

1. Classwise Whats app Group for effective communication of college activities 2. Semester wise Parents Meet and Feedback from Parents for improvement. 3. Internship opportunities for students if any parent have resources to support in Internship(SIP)
--

6.5.3 – Development programmes for support staff (at least three)

1. Support Staff Day 2. Diwali Gifts 3. Mediclaim assistance 4. Concession in tuition fees of their ward in own Institute 5. Health Check up and awareness Programme
--

6.5.4 – Post Accreditation initiative(s) (mention at least three)

1. Alumni Association Registered 2. ISO Certification 9001:2008 to ISO 9001:2015 Transition 3. Job Fair 4. State Level Rising Youth Icon of the Year (RYIY)
---

**Competition 5.AISC (Start up Cell) Testing Techniques**

**6.5.5 – Internal Quality Assurance System Details**

a) Submission of Data for AISHE portal	<b>Yes</b>
b) Participation in NIRF	<b>No</b>
c) ISO certification	<b>Yes</b>
d) NBA or any other quality audit	<b>No</b>

**6.5.6 – Number of Quality Initiatives undertaken during the year**

Year	Name of quality initiative by IQAC	Date of conducting IQAC	Duration From	Duration To	Number of participants
2018	ISO 9001:2015 Certification	21/09/2018	01/06/2019	31/12/2019	255
2019	Alumni Association	12/03/2019	12/03/2019	31/12/2019	500
2019	To obtain NAAC Accreditation	01/06/2019	01/06/2018	31/12/2019	255
2019	Synchronization of NAAC with QMS	17/04/2019	17/04/2019	31/12/2019	11

[View File](#)

**CRITERION VII – INSTITUTIONAL VALUES AND BEST PRACTICES**

**7.1 – Institutional Values and Social Responsibilities**

**7.1.1 – Gender Equity (Number of gender equity promotion programmes organized by the institution during the year)**

Title of the programme	Period from	Period To	Number of Participants	
			Female	Male
Health Care checkup	18/07/2018	19/07/2018	20	15
Feminine Hygiene	07/08/2018	07/08/2018	25	Nill
Guest Lecture on Woman Empowerment on International Womens Day	08/03/2019	08/03/2019	18	12

**7.1.2 – Environmental Consciousness and Sustainability/Alternate Energy initiatives such as:**

Percentage of power requirement of the University met by the renewable energy sources
Ashoka Business School has taken the initiative of generating Solar energy and it is in the process so that the institute can generate energy for its own consumption and thus meet its power requirement in the future. The institute will therefore become self-reliant with respect to its energy requirements.

**7.1.3 – Differently abled (Divyangjan) friendliness**

Item facilities	Yes/No	Number of beneficiaries
Physical facilities	Yes	Nil
Provision for lift	Yes	Nil
Ramp/Rails	Yes	Nil
Rest Rooms	Yes	Nil
Scribes for examination	Yes	Nil
Any other similar facility	Yes	Nil

#### 7.1.4 – Inclusion and Situatedness

Year	Number of initiatives to address locational advantages and disadvantages	Number of initiatives taken to engage with and contribute to local community	Date	Duration	Name of initiative	Issues addressed	Number of participating students and staff
2018	1	Nil	22/02/2019	2	Job Fair 2018-19	To give employment opportunity to student	2600
2018	Nil	1	23/03/2019	1	Holi Celebration at Old Age Home	To make people stress free by spending time and celebrating Holi with them.	50

[View File](#)

#### 7.1.5 – Human Values and Professional Ethics Code of conduct (handbooks) for various stakeholders

Title	Date of publication	Follow up(max 100 words)
Professional Ethics for Management Institute	01/06/2018	Students are oriented to adhere to the code of conduct of the university and institution. In the Application form for admission, some information about discipline and responsibilities are printed, which the student has to sign and adhere to. Students fill Anti Ragging form every year. An Oath of no tobacco/no smoking is



conducted every year by students. Students are motivated to reduce the usage of plastic material on campus. Students behave respectfully with support staff. Students must be in uniforms with their I-Cards. Students must use proper and decent language within the campus. There must be no riotous behavior within the campus. Students should not behave with fellow students, faculties and support staff including the security guard. No students are allowed in the campus without Helmets. A strict policy of no honking is to be followed by all. Seat Belts are mandatory for all four-wheelers.

#### 7.1.6 – Activities conducted for promotion of universal Values and Ethics

Activity	Duration From	Duration To	Number of participants
Shri Ganapati Festival Celebration	09/09/2018	23/09/2018	95
Rashtriya Ekta Diwas	31/10/2018	31/10/2018	130
Safety Drive- Rushab Honda Motors	20/11/2018	20/11/2018	50
MAHASHRAMDAN at Radherwadi, Chandwad	01/05/2018	01/05/2018	8
World bicycle day	03/06/2018	03/06/2018	4
World environment day	05/06/2018	05/06/2018	20
International Yoga day	21/06/2018	21/06/2018	15
Cleanliness Drive at ABS(Staff)	27/06/2018	27/06/2018	8
Green Drive India	27/07/2018	27/07/2018	25
Green Army Plantation Drive at Kavnai	28/07/2018	28/07/2018	35
<a href="#">View File</a>			

#### 7.1.7 – Initiatives taken by the institution to make the campus eco-friendly (at least five)

1. Donation of saplings by students and faculties on their birthdays. 2. Best out

of waste activity conducted. 3.For guest instead of gifts we offer a sapling so as to keep environment green. 4.Events like tree plantation, swachha Bharat Abhiyan were organized regularly. 5.Maintenance of plant garden is done by gardeners regularly.

## 7.2 – Best Practices

### 7.2.1 – Describe at least two institutional best practices

1. JOB FAIR : Job fairs serve as an excellent opportunity for job seekers in their hunt for the perfect job. It proves like an answer to many of the job seekers queries. Job fairs offer opportunities that no other job search sources provide. The reach, scope, and magnitude of the job fair is large and hence, they help the job seekers a lot in their effort of searching for a job. Ashoka Mega Job-Fair is an annual event organized by Ashoka Business School that brings lots of prospective candidates seeking employment face to face with potential employers under one roof. Ashoka Business School always strives to give the best to its students. The Job fairs organized by Ashoka Business School for the unemployed have been getting an unprecedented response from the candidates every year. Three Job fairs have been organized so far and every year nearly more than 2500 candidates register for this fair. A huge number of candidates secure jobs here. The 2019 Job fair saw training provided to about 400 Candidates free of cost prior to the job fair. More than 400 vacancies from 37 companies participated in Job-Fair. Lots of career opportunities were available for aspiring candidates. More than 2600 students had registered for the same. This also proves to be a very good CSR and PR exercise for ABS. Then Overall feedback from both the candidates and the recruiters always has been satisfactory. In order to boost the chances of the youth appearing for interviews during the Job-Fair, Ashoka Business School organized a free training session on Resume Writing and Interview technique in the job fair organized on 15th February 2020. The head of Career Guidance and Employment Cell, supported by Ms. Aishwarya Chawla, a student of MBA I at Ashoka Business School carried out this training. The training mainly revolved around creating the right resume, some essential Do's and Don'ts, interview etiquette, how to answer specific questions during the interview, etc. The training was attended by more than 110 students from all over Nashik. A total of 3400 candidates had registered, out of which over 500 candidates secured jobs. Applicants from various branches of Arts, Commerce, Science, Pharmacy, Engineering, and Management had registered for the fair. Over 35 renowned companies from various sectors like Manufacturing, Information Technology (IT), Retailing, Banking, Financial Services, Construction, Electronics, Electrical, etc., participated in the Mega Job Fair. Major organizations in Nashik such as WNS, Netwin, Ztek, Kotak Mahindra Bank, ABL, ACL, Just Dial, Fox Solutions, Dhumal, MarketFx, Decathlon, Big Bazaar, Supreme Equipment, Ahire Machine Tools, etc. had participated as recruiters for various positions such as Sales and Marketing, Customer Care Executive, Relationship Manager, Front Officer, Unit Manager, Agency Manager, Marketing Executive, Finance Executive, Pharmacist, HR Executive, Accountant, Online Sales Executive, Web developers, etc. 2] Vyaktitv Club When we talk about an MBA as a choice of education, the idea is not only to acquire management knowledge but to also gain an enriched, presentable and skillful personality. At Ashoka Business School, this latter part of the personality is taken care by a club called "Vyaktitv.... Person behind Profession". The core value of this club is to look beyond academics and give students an opportunity to peak, touch and experience the Corporate World and its requirements. In Vyaktitv, the students are the torchbearers. Here they are given the opportunity to plan and execute activities and events which makes them learn the life lessons required in their professional lives to thrive at the workplace and also to add the element of confidence in their personalities. Under the banner of Vyaktitv, the students get an opportunity to meet and

interact with top professional leaders and management gurus. In addition to such interactions, many activities to are undertaken with the objective of improving the self-esteem of the participants. Vyaktitv and its activities revolve around the students. The club works on the personality of the students with an objective to prepare them to enter confidently in the professional world. This is one of the best practice which focuses on the students entirely and helps build up their personalities in every way whatsoever.

Upload details of two best practices successfully implemented by the institution as per NAAC format in your institution website, provide the link

<https://ashokabschool.org/best-practices.html>

### 7.3 – Institutional Distinctiveness

7.3.1 – Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust in not more than 500 words

AISC-Ashoka Innovation and Start-up Cell Entrepreneurship is the heart soul of the rise of startups in India. With an ambitious Startup India Action Plan, PM Narendra Modi has introduced initiatives and policies that make setting up startups for founders and investors much easier. Entrepreneurs have a very important role to play in the economy they not only create jobs but produce services and products that can improve the quality of life for many.

Entrepreneurs create wealth and give rise to a more robust economy. To encourage the practice of innovation and expanding imaginations, Ashoka Business school has taken up the onus of providing a platform to all those students harbouring bright ideas but not having the know-how of nurturing and propagating them. Students at AISC learn primary skills like independent thinking, risk-taking and problem-solving. AISC at ABS is a budding ground for potential business ideas. It is an engine for generating and encouraging ideas and for providing resources to support the idea. ABS believes that an idea incubated at the level of management studies could very well be an established business in the future. ABS is a safe place for future entrepreneurs to test out ideas without pressure or fear of failure. AISC holds the key to develop and bring forth entrepreneurs who would in turn produce more jobs and wealth for the entire nation. It is a great opportunity to not only develop fitting personalities required for successful start-ups but also create employment.

This can counter many problems. This robust initiative by Ashoka Business School in creating an entrepreneurial talent pool is certainly distinctive and praiseworthy. Successful conduction of the Start-up India League The Institute has collaborated with Million minds a patron of Start-up India to be the host of the Nashik chapter of the Start-up league is a pan India event hosted across 40 cities 400 colleges engaging 50000 plus students in developing a start-up ecosystem, the Nashik chapter was held in the month of Sept-2017 with more than 17 teams applying from various colleges of Nashik, Jalgaon Mumbai, with participants from the diverse field and novel concepts. The winners of this round qualified for the grand finale that was held in Mumbai. IIM Kozhikode:

6th INTERNATIONAL B-PLAN COMPETITION Great show by Ashoka Business School students at IIM Kozhikode, An Annual Business plan competition wherein 68 teams from all over India locked horns for the crown. Two teams comprising 4 students each were selected to present their business plans, they were Mitesh Somayia, Pranav Deore, Shubham Tuplondhe, Dnayal Dande, Komal Bhagwat, Gauri Pawar, Rituja Bachhav from Ashoka Business School and Priyank Mewani from ACBCS. IIT Roorkee International Business Plan Championship Suneet Khare and Shubham Tuplondhe, Students of Ashoka Business School who qualified for the final round held at IIT-Roorkee from 15th to 17th March 2019 for the event Cognizance 2019 organized in association with Skillhub Infotech. These students presented their business idea and secured a 3rd Prize after completing the various teams from pan India. Their business idea was

Provide the weblink of the institution

<https://ashokabschool.org/aisc.html>

## 8.Future Plans of Actions for Next Academic Year

We are aimed to promote measures for institutional functioning towards quality enhancement by enrichment of Curriculum, Feedback System, Teaching-learning process, Student development programs, Research, Alumni engagement, Faculty empowerment and incorporate of best practices. Plan of Action for the academic year 2019-20 are enumerated below: 1] Curriculum Enrichment: Plan is to start Certification courses, value-added courses to impart life skills among students. Institute will offer academic flexibility by providing more elective courses to students. 2] Case study based teaching pedagogy to achieve the program objectives are planned through Course Objective (CO PO ) mapping system for coming semester. 2] Research: To strengthen the research cell institute will motivate faculties and students to present or publish their research papers at UGC-approved journals, national and international Conferences. Under Staff Academy, multiple sessions will be conducted to motivate faculties. 3] Industry Connect: Training and Placement Cell has planned to increase and improve the quality of placements of ABS. Institute will make good connections with industry through "Vyaktitva cell" MOU's and Collaborations with industries to bridge the gap between the industry and education. 4] Alumni: To increase alumni connect, a minimum of two alumni meetings will be planned in the next academic year by the alumni association. There will be an "Award" for Alumni to appreciate our future generations in Alumni meet or in the Annual program 2019-20. ABS will plan interactive sessions between Alumni and current students to increase awareness of current market needs and trends. 5] Quality Management System: To ensure quality enhancement of the institution periodical IQAC meetings will be taken with an action plan. Academic and IQAC calendars will be monitored for the smooth functioning of institute activities. Academic and Admin audit (AAA) is planned through Internal Quality Audit -ISO -QMS for continual improvement. Management Review Meeting (MRM) twice a year. 6] Student Development Program: To address the requirement of improved results of students, the focus will be given to Elite club Topper students. We have planned career goal-setting workshops, alumni interaction sessions to bridge the gap between market requirements and curriculum. 7] Faculty Development: Gap identification is done on the basis of Monthly Monitoring Reports and also through Class Observation Reports. Based on the need faculty development programs are planned to improve the proficiency of educators. Emphasis will be given to improve soft skills among faculties through the Spruce mechanism. 8] Holistic Development: Holistic development sessions for faculties and students are planned like meditation, Yoga, health care, hygiene issues. Best practice since the year of the "Daily Meditation (10 Minutes) session" follows by National Anthem is going to be continued for the coming year to reduce the stress of staff and students. The overall emphasis will be on increase Institute Social Responsibility (ISR) activities like making college campuses plastic-free and many more activities are in plan to connect with society. By keeping in mind, the location-based advantage of the College campus for student's activity with the ISR club will be continued by visiting the Old age home.