

## 7.2 – Best Practices

### Best Practice 1: Ashoka Mega Job-Fair

**Title of the Practice:** Ashoka Mega Job-Fair

#### Objectives of the Practice

1. To provide job seekers with a platform to interact with potential employers.
2. To offer comprehensive employment opportunities that cater to various fields.
3. To enhance the employability skills of candidates through pre job fair training sessions.
4. To contribute to the social responsibility and public relations efforts of Ashoka Business School (ABS).

#### The Context

Job fairs are critical in bridging the gap between job seekers and employers. They offer a unique opportunity for candidates to meet multiple recruiters in one place, thereby expanding their job search scope significantly. Given the large number of unemployed graduates and the competitive job market, it is essential to provide platforms that facilitate direct interaction between employers and job seekers.

#### The Practice

Ashoka Mega Job-Fair is an annual event organized by Ashoka Business School. The event garners unprecedented response each year, with over 2500 candidates registering. In 2019, ABS provided free training to about 400 candidates before the job fair, focusing on resume writing and interview techniques. The 2019 fair saw participation from 37 companies offering more than 400 vacancies, attracting over 2600 students.

In the 2020 job fair held on February 15th, ABS organized a free training session on Resume Writing and Interview Techniques. This session was attended by more than 110 students from Nashik. A total of 3400 candidates registered, with over 500 securing jobs. The fair saw

  
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participation from over 35 renowned companies from diverse sectors, offering positions such as Sales and Marketing, Customer Care Executive, Relationship Manager, and many more.

#### Evidence of Success

- Increased registration numbers each year, with 3400 candidates in 2020.
- Significant number of job placements, with over 500 candidates securing jobs in 2020.
- Positive feedback from both candidates and recruiters, indicating satisfaction with the event's organization and outcomes.

#### Problems Encountered and Resources Required

- Managing the large number of participants and ensuring efficient coordination between candidates and recruiters can be challenging.
- Resources required include a well-equipped venue, technological support for registration and interview scheduling, and trained personnel for event management.

#### Best Practice 2: Vyaktitv Club

**Title of the Practice:** Vyaktitv Club – “Person behind Profession”

#### Objectives of the Practice

1. To develop a well-rounded personality in students beyond academic knowledge.
2. To provide students with opportunities to interact with top professionals and management experts.
3. To conduct activities that enhance self-esteem and confidence among students.
4. To prepare students to meet the demands of the corporate world with a confident and skilled personality.

#### The Context

An MBA education is not just about acquiring theoretical knowledge but also about developing a personality that can thrive in the corporate world. Many students lack the confidence and soft skills

  
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required to succeed in professional environments. Vyaktitv Club was established to address this gap by focusing on personality development.

**The Practice:**

Vyaktitv Club is a student-led initiative at Ashoka Business School aimed at enhancing the personal and professional skills of MBA students. The club organizes various activities and events, allowing students to plan and execute these activities, thereby learning crucial life and leadership lessons. Students get to interact with top professionals and management gurus, gaining insights into the corporate world. Activities conducted by the club are designed to improve self-esteem and build confidence.

**Evidence of Success**

- ✓ Positive feedback from students about the enhancement of their soft skills and confidence.
- ✓ Successful organization of events and activities by students, demonstrating improved leadership and management skills.
- ✓ Increased student engagement in club activities, indicating the club's impact on personality development.

**Problems Encountered and Resources Required**

- ✓ Ensuring active participation from all students can be challenging.
- ✓ Resources required include support from faculty, access to professional networks for guest interactions, and logistical support for organizing events.

**Best Practice 3: Ashoka Innovation and Start-up Cell**

**Title of the Practice:** Ashoka Innovation and Start-up Cell (AISC)

**Objectives of the Practice**

1. To identify students with entrepreneurial skills and innovative thinking, categorizing them based on their progress in entrepreneurship.

  
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2. To facilitate the conversion of student ideas and projects into feasible businesses.
3. To create at least one student start-up every year with a client base of 1000 clients.
4. To aggregate various products created by students of Ashoka Education Foundation (AEF).
5. To extend entrepreneurial support to various sections of society.

### The Context

Start-ups play a crucial role in economic development by fostering innovation, creating jobs, and meeting diverse societal needs. Establishing a start-up ecosystem involves interactions between individuals with ideas and organizations that provide support and resources. Given the importance of nurturing entrepreneurship, Ashoka Business School established the Ashoka Innovation and Start-up Cell (AISC) to create a conducive environment for budding entrepreneurs. The legacy of entrepreneurship at Ashoka Business School, exemplified by the entrepreneurial journey of Mr. Ashok Katariya, Chairman of Ashoka Education Foundation and founder of Ashoka Buildcon Ltd., underscores the belief that entrepreneurs are created, not born.

### The Practice

AISC focuses on identifying students with entrepreneurial potential and provides them with the necessary support to develop their ideas into viable businesses. The cell categorizes students based on their entrepreneurial progress and offers tailored support accordingly. Key initiatives include:

- **Expert Sessions:** Conducted regularly, these sessions feature prominent speakers from the entrepreneurial ecosystem, such as Mr. Parimal Modi (CEO, The Founder Lab), Ms. Kalyani Shinde (Founder, Godaam Innovations), and Mr. Alkesh Chopda (Founder, Chai Tapri).
- **Ashoka Start-up Utsav:** An annual event organized to encourage entrepreneurial aspirations and position Nashik as the start-up capital of Maharashtra. The event includes interactions between start-up founders and venture capital representatives, along with expert sessions for aspiring entrepreneurs.
- **Mentorship:** AISC has a robust team of mentors who provide continuous guidance and support to aspiring entrepreneurs.

### Evidence of Success

  
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- **Handy Crafty:** Nikhil Keluskar, an engineering graduate, started Handy Crafty, a personalized gifts start-up, after receiving mentorship from AISC. His venture achieved an annual revenue of Rs 10,00,000 in FY 2019-20.
- **Getyourartist:** Shubham Tekam founded Getyourartist.com, an online platform connecting clients with artists for events, after being supported by AISC.

#### Problems Encountered and Resources Required

- **Challenges:** Despite the benefits of entrepreneurship, many students prioritize job placements over starting their own ventures. Shifting student mindset towards entrepreneurship remains a significant challenge.
- **Resources Required:** Adequate funding, access to industry networks, and continuous mentorship are essential for the success of AISC's initiatives.

Ashoka Business School's best practices collectively aim to enhance student employability, foster entrepreneurship, and develop well-rounded personalities. These initiatives not only provide practical support and guidance to students but also contribute to the broader community by creating job opportunities and promoting entrepreneurial ventures. Through continuous improvement and adaptation, Ashoka Business School remains dedicated to offering exceptional support and opportunities for its students, preparing them to excel in their professional journeys.

  
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