

**Best Practice No: 1****1. Title of the Practice: Ashoka Mega Job Fair 2019-20****2. Objectives of the Practice:**

- To get all the recruiters under one roof.
- To make multiple recruiters accessible to students and job seekers at a time.
- To serve as a promotional activity for the Institute.
- To provide a cost-effective approach for industry and institute interaction.
- To create employment opportunities and fulfill societal responsibilities.

**3. The Context:**

Job fairs are critical events for job seekers, offering a platform to connect with multiple recruiters simultaneously. They are not meant for casual browsing but for serious candidates prepared to make a strong impression. Organizing a job fair requires meticulous planning, coordination, and teamwork to ensure smooth execution. This event helps provide employment opportunities to job seekers and allows student volunteers to gain valuable management skills. Despite challenges in coordinating with recruiters and candidates, the job fair has consistently proven to be a successful initiative by Ashoka Business School.

**4. The Practice:**

Job fairs are an effective method for entry-level recruiting, allowing recruiters to meet a high number of potential candidates quickly. ABS follows a structured approach to ensure the effectiveness of the job fair. Planning starts months in advance, involving extensive coordination with recruiters to secure their participation. Students are designated as coordinators, responsible for various tasks such as managing the crowd, directing candidates, and assisting recruiters. The event demands significant preparation to handle unprepared candidates and ensure a seamless experience. The Ashoka Mega Job Fair brings together renowned companies and job seekers under one roof, a task ABS has successfully managed for several years.

  
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**5. Evidence of Success:**

The Ashoka Mega Job Fair has received an overwhelming response from the youth of Nashik. In the most recent fair, 3400 candidates registered, with over 409 securing jobs. The fair attracted applicants from diverse fields, including Arts, Commerce, Science, Pharmacy, Engineering, and Management. Renowned companies from various sectors, such as manufacturing, IT, retailing, banking, and more, participated in the fair, offering positions like Sales and Marketing, Customer Care Executive, Relationship Manager, and others. The following data illustrates the success of the fair over the years:

Year	No of Companies	No. of Candidates	Shortlisted Candidates
2017	9	1600	180
2018	28	2200	409
2019	37	2600	300
2020	34	2400	410

**6. Problems Encountered and Resources Required:**

Organizing a job fair involves significant time and effort to coordinate with companies and candidates. Identifying suitable companies, scheduling their participation, and managing communication is challenging. Additionally, handling the loud and crowded environment of a job fair requires tactical management. ABS conducts the job fair as a self-financed event, driven by a commitment to societal responsibility rather than revenue generation.

  
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**Best Practice No: 2 - Ashoka Innovation and Start-up Cell****1. Title of the Practice: Ashoka Innovation and Start-up Cell****2. Objectives of the Practice:**

- To identify students with entrepreneurial skills and innovative thinking and categorize them into five categories based on their progress.
- To facilitate the conversion of students' ideas and projects into feasible businesses.
- To create at least one student start-up annually with a client base of 1000 clients.
- To act as an aggregator for various products of students of AEF.
- To extend entrepreneurial support to various sections of society.

**3. The Context:**

The concept of start-ups originated in the United States, describing early-stage companies with high growth potential, particularly in technology. A start-up ecosystem involves interactions among individuals with ideas and various organizations at different development stages. Ashoka Business School (ABS) established the Ashoka Innovation and Start-up Cell (AISC) to create a conducive environment for entrepreneurship. With a legacy of entrepreneurship, ABS aims to nurture students' ideas, believing that entrepreneurs are created through support and guidance.

**4. The Practice:**

AISC conducts expert sessions, mentorship programs, and events to encourage and support entrepreneurship among students. Notable expert sessions have featured speakers like Mr. Parimal Modi, Ms. Kalyani Shinde, and Mr. Alkesh Chopda. The Ashoka Start-up Utsav, held on January 22, 2020, aimed to make Nashik the startup capital of Maharashtra by providing a platform for young entrepreneurs to present their projects to venture capitalists. The event also included expert sessions for those interested in entrepreneurship. AISC's mentorship program provides continuous guidance and support to aspiring entrepreneurs.

**5. Evidence of Success:**

  
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Ashoka Education Foundation's  
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Linguistic Minority Institute (Hindi)

NAAC Accredited with Grade "B+"

AISC has successfully nurtured several start-ups, such as Handy Crafty by Mr. Nikhil Keluskar, generating an annual revenue of Rs 10,00,000, and Getyourartist.com by Mr. Shubham Tckam, an online platform for booking artists. The Start-up India League, hosted by ABS in collaboration with Million Minds, saw participation from 17 teams across Nashik, Jalgaon, and Mumbai. ABS students have also excelled in national competitions, such as the International B-Plan Competition at IIM Kozhikode and the International Business Plan Championship at IIT Roorkee.

#### 6. Problems Encountered and Resources Required:

Developing an entrepreneurial mindset among students remains a challenge, as many prioritize job placements over entrepreneurship. Changing this mindset requires persistent efforts. AISC's success depends on strong mentorship and continuous support, making it essential to have a dedicated team of experts to guide aspiring entrepreneurs.

Ashoka Business School's initiatives, including the Mega Job Fair and the Innovation and Start-up Cell, demonstrate a strong commitment to enhancing students' employability and entrepreneurial skills. By providing platforms for direct interaction with industry leaders and supporting innovative business ideas, ABS not only fulfills its educational objectives but also contributes significantly to societal development. These best practices reflect ABS's dedication to fostering a holistic educational environment that prepares students for successful careers and entrepreneurial ventures.

  
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**Title of the Practice: Holistic Growth Education****Objectives of the Practice**

The goal of holistic education is to cultivate a student's physical, emotional, moral, psychological, and spiritual attributes. It is a comprehensive approach to teaching, where educators seek to address the emotional, social, ethical, and academic needs of students. The objectives include:

Enhancing academic excellence by providing students with adequate exposure.

Developing empathy and teamwork among students, encouraging participation in social causes.

Motivating students to make a positive impact on society.

Cultivating entrepreneurial expertise among students to aid in their future endeavors.

**The Context**

Excellence in education can only be attained through the all-round development of students. Ashoka Business School is dedicated to achieving excellence not just academically but also by nurturing empathetic entrepreneurs for the future. Students from diverse cultural and social backgrounds come together at the institution, bringing varied capabilities and talents. The college strives to provide a holistic experience that integrates values, skills, and knowledge. Holistic educational practices are designed to improve academic achievements by creating a supportive environment where students feel physically and emotionally safe and connected. This approach helps students emerge with self-awareness, confidence, and a sense of social responsibility.

**The Practice**

To ensure the overall development of students, the institution has focused on three key areas:

Academic Development / Curricular Activities:

Meditation Sessions: Each day begins with a 20-minute meditation session to calm and refresh students' minds.

Laughing Therapy: Sessions to promote relaxation and well-being.

Guest/Expert Lectures: Organized to ensure academic understanding and proper exposure.

  
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Best Practices-2020