






ASHOKA EDUCATION FOUNDATION'S
ASHOKA BUSINESS SCHOOL

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NAAC Accredited | Affiliated to Savitribai Phule
Pune University, Pune.

NAAC CYCLE-2

CRITERIA 7

INSTITUTIONAL VALUES & BEST PRACTICES

-  **SRPS**
(Student Research Project Scheme)
-  **Management Guru**
-  **The C Conclave Series**

BEST PRACTICES

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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Best Practices 2018

- **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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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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Linguistic Minority Institute (Hindi)

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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

Group Discussions and Mock Interviews: Enhance employability skills.

Remedial Classes: Support low-merit students and prepare them for competitive exams.

Super 19 Initiative: Provides expert guidance to high-merit students.

Grooming Sessions: Regular mock interviews and group discussions.

English Speaking Sessions: Improve English communication skills.

CEO Talks: Organized for student benefit.

Equity Club: Run by students to enhance knowledge and practical experience.

Social Development:

Tree Plantation Drives: Ensure a green campus.

Cleanliness Drives: Maintain cleanliness in the campus and surrounding areas.

Plastic-Free Campaign: Environmental initiative.

Visits to Orphanages and Care Centers: Cultivate compassion and sensitize students to societal realities.

Water Conservation Initiatives: Students participate in trench digging and water conservation activities.

Robinhood Army Collaboration: Serve the hungry and needy.

Festival Celebrations and Themed Activities: Provide entertainment and foster a sense of community.

Innovation and Entrepreneurial Development:

AISC Establishment: Regular sessions by experts to foster a startup culture.

Student Presentations: Ideas are presented to a panel of experts, with monetary aid for selected projects.

Student Research: Focus on socially relevant issues and finding solutions.

Limitations and Constraints


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Best Practices-2020

Time is a significant constraint when implementing all these activities. Despite this, the institution strives to balance these initiatives with academic responsibilities.

Evidence of Success

The holistic approach has resulted in:

Exposure to diverse social values.

Effective teamwork and a congenial atmosphere.

Exemplary participative management.

High team spirit and strong group dynamics.

Motivated students who understand the benefits of these activities.

Problems Encountered and Resources Required

Challenges included:

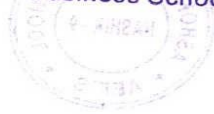
Getting students to participate in meditation sessions.

Balancing social activities with busy academic schedules.

Notes(Optional)

Education without social commitment is incomplete. This practice fosters a spirit of social service, integrating it into the broader educational framework. Encouraging students to start their own ventures supports government initiatives like Make in India. These practices contribute to the overall development of students, shaping them into better individuals.


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Practice 2: Case Study-Designing & Presentation by the Faculties**Objectives of the Practice**

Case studies are used as a teaching tool to familiarize students with real-life situations, enhancing both students' and faculties' problem-solving skills. The objectives include:

Improving creative and critical thinking among faculties.

Creating an in-house case study bank addressing local real-life issues and student learning abilities.

Enhancing student engagement and involvement through in-house developed cases.

The Context

The need for case study research arises from the desire to gain an in-depth understanding of a few cases in their real-world contexts. External case studies were found to be lengthy and challenging for students. Developing in-house case studies helps connect students with local situations and reduces dependency on external sources. This approach fosters creative and critical thinking among faculties and contributes to research publications and faculty development.

The Practice

Higher education institutions need to innovate and adopt best practices to enhance quality. Case studies help students apply their skills and understanding of theories to real-world situations, promoting analytical thinking and problem-solving. The faculties at Ashoka Business School created and presented their own case studies to:

Illustrate unique situations and problems.

Define key issues and theoretical concepts.

Facilitate quality discussions and find appropriate solutions.

Limitations and Constraints

The primary challenge was time management, as faculties had to juggle regular duties with developing and presenting case studies. Coordination and selecting the right type of case studies were also significant tasks.


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Best Practices-2020

Evidence of Success

Despite constraints, faculties successfully developed and presented case studies, gaining confidence and experience. Successes include:

Participation in international and national case study competitions, with notable achievements.

Continuing practice of case study development and presentation.

Improved classroom learning and student engagement.

National level case analysis competitions involving both students and faculties.

Problems Encountered and Resources Required

Time constraints were significant, but faculties managed to balance their responsibilities. Resources, such as a well-equipped library, were beneficial. The practice enhanced both faculty and student learning, preparing students for real-life challenges and making them valuable assets to their organizations.

Notes(Optional)

Teaching through case studies is essential for modern education. It promotes imaginative and critical thinking, making lectures more engaging and fostering diverse perspectives. This method equips students and faculties with the confidence to participate in competitions and prepares students to face real-life situations effectively. Adopting case studies in classrooms is a beneficial practice for both teaching and learning.


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. Title of the practice - SRPS- Students Research Project Scheme.**Introduction:**

Ashoka Business School, Nashik, has implemented the Students Research Project Scheme (SRPS) to foster research among students. The scheme aims to familiarize students with the importance of research in academia and society and equip them with the skills to effectively present their findings.

Objectives of the Practice:

- To foster a research-oriented mindset among students.
- To orient students about the significance of research.
- To guide students in effectively presenting their research findings.
- To provide expert guidance throughout the research journey.
- To encourage students to publish their research in reputed journals and participate in competitions.

3. The Context: Research is a crucial aspect of academic growth and development. Recognizing its importance, Ashoka Business School, Nashik, implemented the SRPS to inculcate a research culture among students. This initiative aims to bridge the gap between theoretical knowledge and practical application by guiding students through the entire research process. The diverse backgrounds and varying levels of research exposure among students posed a challenge, necessitating structured guidance and support.

4. The Practice: SRPS involves a series of expert sessions that provide proper guidance to students throughout their research journey. These sessions cover various aspects of research, including topic selection, methodology, data collection, analysis, and presentation. Students are encouraged to present their findings at conferences and publish their work in reputed journals. As a result of this initiative, 10 papers were published in UGC-Care listed journals, and 2 projects reached state-level competitions. The success of SRPS has created a research-oriented environment within the institution, significantly contributing to its overall academic growth.

5. Evidence of Success:

- Publication of 10 research papers in UGC-Care listed journals.


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- Two student projects reached state-level competitions.
- Increased student engagement in research activities.
- Creation of a research-oriented environment within the institution.
- Enhanced academic reputation of Ashoka Business School.

6. Problems Encountered and Resources Required:

- Initial reluctance and lack of confidence among students regarding research.
- Need for continuous motivation and support from faculty members.
- Requirement of access to research databases and journals.
- Time management issues among students balancing coursework and research activities.



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Practice 2: Management Guru**Introduction:**

The "Management Guru" initiative at Ashoka Business School is crucial for blending theoretical knowledge with practical insights needed for managerial success. It's a key part of the school's holistic education approach, focusing on teaching leadership and management principles through interactive workshops, keynote sessions, and interactions with industry leaders.

This initiative understands how business constantly evolves. It aims to give students practical skills and knowledge that go beyond what's taught in classrooms. By exploring the life stories and careers of top management experts, students learn valuable lessons in making strategic decisions, understanding different leadership styles, and applying management theories in real-world situations.

Objective:

The "Management Guru" initiative at Ashoka Business School aims to enrich students' understanding of leadership and management through keynote sessions and interactive workshops. It bridges the gap between theoretical knowledge and practical application in management education, preparing students for dynamic roles in the corporate world.

Context:

This initiative is designed to provide students with insights into the roles and responsibilities of leaders in various domains of management. By engaging with industry experts and experienced practitioners, Management Guru sessions empower participants with real-world perspectives and skills essential for managerial success.

Evidence of Success:

The impact of Management Guru is assessed through participant feedback, post-event surveys, and observed improvements in students' managerial abilities. Long-term professional growth of participants is tracked to evaluate the initiative's effectiveness in preparing students for the challenges of the business landscape.



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Practice 3: CXO Conclaves (CHRO, CMO, CFO)**Introduction:**

The CXO Conclaves at Ashoka Business School are pivotal events designed to connect students directly with industry leaders across various domains such as HR (CHRO), marketing (CMO), and finance (CFO). These conclaves exemplify the school's commitment to providing holistic education by offering deep insights into key functional areas of business.

Each conclave—whether focusing on the Chief Human Resources Officer (CHRO), Chief Marketing Officer (CMO), or Chief Financial Officer (CFO)—serves as a platform for students to engage with and learn from top executives. Through panel discussions, keynote speeches, and interactive sessions, students gain firsthand knowledge about the challenges, strategies, and best practices in their respective fields.

Objective:

The CXO Conclaves at Ashoka Business School aim to provide holistic education by directly connecting students with industry leaders in Human Resources (CHRO), Marketing (CMO), and Finance (CFO). These events offer deep insights into industry trends, challenges, and best practices in respective domains.

Context:

By facilitating interactions between students and CXOs, these conclaves enrich students' understanding of practical applications of HR, marketing, and finance theories. They serve as platforms for networking, learning, and professional development, enhancing students' preparedness for future career opportunities.

Evidence of Success:

Success metrics for CXO Conclaves include participant feedback, engagement levels among students, and the practical application of insights gained in professional settings. These events contribute significantly to bridging the gap between academic learning and industry expectations, reinforcing Ashoka Business School's commitment to comprehensive education.


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Best Practices 2022

Practice 1: Students Research Project Scheme (SRPS)

Introduction:

The Students Research Project Scheme (SRPS) at Ashoka Business School represents a pivotal initiative aimed at fostering a vibrant research culture among its students. Rooted in the institution's commitment to academic excellence and innovation, SRPS provides a structured platform for students to engage deeply in research activities that transcend conventional classroom learning.

Designed to instill a profound understanding of research methodologies and their applications, SRPS encourages students to explore diverse fields of study, contribute original insights, and address contemporary challenges. Under the guidance of experienced faculty mentors, participants embark on a journey of intellectual exploration, learning to formulate hypotheses, conduct rigorous research, and present unbiased conclusions.

Objective:

Ashoka Business School's Students Research Project Scheme (SRPS) aims to foster a research-driven culture among students by raising awareness about the academic and societal significance of research. It seeks to familiarize students with the importance of unbiased conclusions and promote innovation through collaborative efforts with experienced mentors.

The Context:

SRPS cultivates an environment where students engage in rigorous academic research, guided by faculty mentors. The scheme is structured to enhance students' research skills and competencies, preparing them for future academic and professional endeavors. Notably, SRPS has yielded substantial outcomes with 10 research papers published in UGC-Care listed journals and 2 projects achieving recognition at state-level Project Competitions.

Evidence of Success:

The success of SRPS is evidenced by its tangible impact on students' research capabilities and the academic recognition garnered through publications and competition achievements. Faculty mentorship plays a pivotal role in sustaining this research-oriented environment, ensuring continued growth and participation.


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Practice 2: Management Guru

Introduction:

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This initiative understands how business constantly evolves. It aims to give students practical skills and knowledge that go beyond what's taught in classrooms. By exploring the life stories and careers of top management experts, students learn valuable lessons in making strategic decisions, understanding different leadership styles, and applying management theories in real-world situations.

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