

ASHOKA EDUCATION FOUNDATION'S  
**ASHOKA BUSINESS SCHOOL**

**REVIEW REPORT**  
**2021-22**

**7.2.1-Describe two best practices  
successfully implemented by the  
Institution as per NAAC format  
provided in the Manual**

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1. 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.

Objective:

The SRPS has two main objectives.

- Firstly, it aims to orient students about the significance of research and its role in academic and societal settings.
- Secondly, it aims to guide students in presenting their research results in a suitable manner and drawing unbiased conclusions.

Context:

Research is becoming increasingly crucial in today's world, serving as an integral part of organizations, institutes, society and firms. It informs decision-making, provides evidence for theories, and contributes to knowledge development. Engaging in research allows students and faculty members to explore their interests, enhance problem-solving skills, and seek new challenges. Collaborative research projects with mentors, such as experienced researchers or faculty members, provide valuable learning opportunities.

### The Practice:

To stay competitive in the modern world, research is essential. The SRPS at Ashoka Business School addresses this need by providing students with a platform to conduct research and stay updated and sensitize them regarding social problems. Expert sessions are planned to guide students at each step of their research journey, ensuring they receive proper guidance and support.

### Evidence of Success:

The SRPS has yielded positive results, with 10 papers published in UGC-Care listed journals. 2 of the projects reached to the zonal level of state level Project Competition called Avishkar. Students have benefited from the scheme by developing structured research timelines and frameworks, while faculty members have played a crucial role in mentoring and supporting the students. Due to its success, the SRPS will continue in the upcoming academic years, creating a research-oriented environment within the institution.

By recognizing the Students Research Project Scheme as a best practice under NAAC Criteria 7, Ashoka Business School showcases its commitment to nurturing a research-driven culture, fostering academic growth, and contributing to the overall development of the institution.



## 2. Title:- Little Big Things

Ashoka Business School has implemented a unique practice called "Little Big Things" (LBT) and considers it a best practice under NAAC Criteria 7. This activity aims to uncover the unknown side of individuals by providing a platform for leaders, executives, and students to share inspiring stories from their lives.

Through LBT, the institution promotes motivation and personal growth.

#### Objective:

The objective of the LBT activity is to explore the untold stories and hidden aspects of individuals. By creating a platform for sharing these stories, the institution aims to foster a deeper understanding of the person behind their public persona and provide inspiration to the participants and the audience.

#### Context:

Ashoka Business School has recognized the importance of giving individuals an opportunity to share their lesser-known experiences and struggles. The LBT activity provides a platform where leaders, executives, and students can reveal their personal journeys and the challenges they have faced. The activity also invites industrial experts to share their success stories, leaving a lasting impact on the students.

#### The Practice:

The LBT activity at Ashoka Business School allows individuals to share their unseen side, which serves as a source of motivation for others. The institution organizes sessions where selected participants are groomed and counseled to effectively present their stories. This unique practice not only allows students to learn from industry experts but also helps them develop different skills.

#### Evidence of Success:

The success of the LBT activity can be observed through the active participation and preparation of students. Participants attend the selection process, follow guidelines, and prepare themselves to share their stories. The emotional moments during the sessions demonstrate the struggles and difficulties individuals have overcome. The impact of the activity can be seen in the motivation and personal growth experienced by both the speakers and the audience.

By recognizing the Little Big Things practice as a best practice under NAAC Criteria 7, Ashoka Business School showcases its commitment to creating a supportive and inspiring environment that allows individuals to share their journeys and learn from one another.





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