

ASHOKA EDUCATION FOUNDATION'S
ASHOKA BUSINESS SCHOOL

REVIEW REPORT
2021-22

7.3-Institutional Distinctiveness

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7.3.1 - Portray the performance of the Institution in one area distinctive to its priority

Introduction:

Ashoka Business School has introduced an innovative practice called the "Mock Annual General Meeting (AGM)" and recognizes it as a distinctive practice under NAAC Criteria 7. This practice was conceptualized by the Director of the institution, who aims to provide students with practical insights into corporate processes and foster critical thinking skills.

An AGM serves as a platform for interaction between company management and shareholders to discuss annual results, auditor appointments, and other important matters. Adhering to the Companies Act, 2013, which mandates AGMs, the Mock AGM at Ashoka Business School ensures students comprehend the procedures and legal requirements associated with conducting such meetings. Additionally, the shift to virtual AGMs due to the COVID-19 pandemic provided an opportunity for broader participation.





Ashoka Business School's "Experiential Learning" initiative- Mock AGM

Nashik: Ashoka Education Foundations', Ashoka Business School has always promoted excellence in education through various innovative initiatives that give its students a new exposure with a lot of enhancement in their knowledge. So, students of Ashoka Business School arranged a "Mock Annual General Meeting of Vodafone Idea Pvt. Ltd" through a blended mode of online and offline. It was an idea conceived by the Director Dr. D. M. Gujarathi, who always brings in innovative ideas for the holistic development of the students, faculties and so for the institute.

The AGM was taken forward by the students who represented various top positions and gave the insights about the company. Mr Rishikesh Wagh- Chairman gave the details about the company by reading and presenting the annual reports, Ms Lubaina Raja- CFO briefed the share holders on the financials of he company, Ms Lekha Rakecha- CEO explained the different marketing strategies that company is planning in future, Ms Umekulsum Shaikh Women Director resolved some of the shareholders queries along with Mr. Sahil Patil- Non Executive Director. Ms Shubhadarshana Patil- Company Secretary gave all the legal norms and compliances that are needed for the legal and smooth functioning of an AGM. Ms Samruddhi

Laddad represented the Non Executive Director (Audit) and Mr. Paritosh Thakus as Auditor. Mr Bhagyesh Balte was the moderator who also hosted the event.

It was a great learning experience for the students as well as the faculties. Mr Shrikant Shukla –Secretary, AEF, Dr. D. M. Gujarathi- Director ABS and Mr. Venkat Venkitachalam, Industry mentor also attended the meeting. Dr. Narendra Telrande, Administrator, AEF has always been a great guidance. All the ABS faculties were also the part this experience. Mrs Pooja Gholap along with her team of students, coordinated the entire event.

7.3.2 Plan of action for the next academic year

Title: Institutional Distinctiveness: Unique Practices of CXOs

Introduction:

In today's dynamic and competitive business environment, the role of top executives, often referred to as CXOs (Chief Experience Officers), goes beyond traditional leadership responsibilities. The Strategic Roles of CFOs, CMOs, and CHROs in Modern Organizations are crucial for the organization. In today's complex and rapidly evolving business landscape, the roles of Chief Financial Officers (CFOs), Chief Marketing Officers (CMOs), and Chief Human Resources Officers (CHROs) have transformed significantly. These C-suite executives play crucial strategic roles in their respective domains, driving organizational success and ensuring sustainable growth.

The Strategic CFO:

CFOs have evolved beyond their traditional financial stewardship role to become key strategic partners to CEOs and other senior executives. They are responsible for financial planning, risk management, and ensuring the overall financial health of the organization. Additionally, CFOs actively contribute to strategic decision-making by providing valuable insights, forecasting financial implications, and identifying growth opportunities. They focus on optimizing capital allocation, improving profitability, and driving financial sustainability.

The Visionary CMO:

CMOs are at the forefront of driving customer-centric strategies and brand positioning. They are responsible for understanding market trends, consumer behavior, and competitive dynamics. CMOs develop comprehensive marketing strategies that align with the organization's goals and effectively reach target audiences. They leverage digital marketing, data analytics, and customer insights to enhance brand awareness, drive customer acquisition and retention, and support revenue growth. CMOs play a vital role in shaping the organization's brand image and customer experience.

The People-focused CHRO:

CHROs are entrusted with the critical responsibility of managing the organization's human capital, talent acquisition, and employee development. They align human resources strategies with the organization's overall objectives, fostering a culture of high-performance and employee engagement. CHROs focus on attracting top talent, implementing effective talent management practices, and ensuring a diverse and inclusive workforce. They champion employee well-being, facilitate learning and development initiatives, and drive organizational

change and transformation. CHROs also play a pivotal role in fostering a positive work environment and nurturing strong leadership capabilities.

Ashoka Business School will introduce this innovative initiation for the next academic year by organizing CHRO, CMO and CFO's for its students to understand their crucial role in an organization.