

ASHOKA EDUCATION FOUNDATION'S
ASHOKA BUSINESS SCHOOL

Approved by AICTE, Recognised by DTE-Mumbai & Govt. of Maharashtra
NAAC Accredited | Affiliated to Savitribai Phule Pune University, Pune.

NAAC CYCLE-2

CRITERIA 7

INSTITUTIONAL VALUES & BEST PRACTICES

7.1 INSTITUTIONAL DISTINCTIVENESS




7.3- Institutional Distinctiveness

Ashoka Business School has as its distinctive practice the concept of Management Gurus, aptly known as 'Learn from the learned: a talk on the Management Gurus'. Entrepreneurship is at the heart and soul of the rise of startups in India. With the ambitious Startup India Action Plan, Prime Minister Narendra Modi has introduced initiatives and policies that make it easier for founders and investors to set up startups. Entrepreneurs play a vital role in the economy, not only creating jobs but also producing services and products that improve the quality of life. They generate wealth and contribute to a more robust economy. To encourage innovation and expand imaginations, Ashoka Business School (ABS) has established the Ashoka Innovation and Start-up Cell (AISC), providing a platform for students with bright ideas who lack the know-how to nurture and propagate them. At AISC, students learn primary skills like independent thinking, risk-taking, and problem-solving. AISC serves as a budding ground for potential business ideas, generating and encouraging innovation while providing resources to support these ideas. ABS believes that an idea incubated during management studies can evolve into an established business in the future. ABS offers a safe environment for future entrepreneurs to test their ideas without pressure or fear of failure. AISC is pivotal in developing entrepreneurs who will create jobs and wealth for the nation, thereby addressing many economic challenges. This robust initiative by Ashoka Business School in creating an entrepreneurial talent pool is distinctive and praiseworthy.

The successful conduction of the Start-up India League further underscores this commitment. ABS collaborated with Million Minds, a patron of Start-up India, to host the Nashik chapter of the Start-up League, a pan-India event held across 40 cities and 400 colleges, engaging over 50,000 students in developing a startup ecosystem. The Nashik chapter in September 2017 saw participation from 17 teams from various colleges in Nashik, Jalgaon, and Mumbai, presenting diverse and novel concepts. The winners qualified for the grand finale in Mumbai. Ashoka Business School students also excelled in other prestigious competitions. At the 6th International B-Plan Competition at IIM Kozhikode, two teams from ABS—Mitesh Somayia, Pranav Deore, Shubham Tuplondhe, Dnayaal Dande, Komal Bhagwat, Gauri Pawar, Rituja Bachhav, and Priyank Mewani—competed against 68 teams from across India. Additionally, Suneet Khare and Shubham Tuplondhe qualified for the final round of the


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Institutional Distinctiveness 2018



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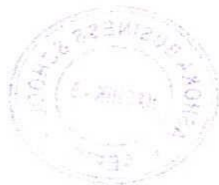
Linguistic Minority Institute (Hindi)
Grade "B+"

NAAC Accredited with

International Business Plan Championship at IIT Roorkee's Cognizance 2019, securing third prize. These achievements highlight the effectiveness of AISC in nurturing entrepreneurial talent and preparing students for successful careers in business.

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Distinguish practice: Vyaktitv Club

When we talk about pursuing an MBA, the goal extends beyond acquiring management knowledge to developing an enriched, presentable, and skillful personality. At Ashoka Business School, this holistic development is nurtured through a club called "Vyaktitv: Person behind Profession." This club plays a vital role in enhancing every aspect of a student's experience and exposure. It aims to go beyond classroom learning by promoting creativity and inventive thinking. Open to all students, Vyaktitv plans events and activities throughout the year, focusing on providing opportunities to experience the corporate world and its requirements.

Vyaktitv empowers students to plan and execute activities and events, helping them learn essential life lessons for their professional lives and boosting their confidence. The club facilitates interactions with top professional leaders and management gurus, and organizes activities aimed at improving participants' self-esteem. Involvement in clubs like Vyaktitv enhances leadership skills, fosters stronger bonds with classmates, and provides networking opportunities with alumni and business leaders at conferences and events.

The activities of Vyaktitv revolve around the students, with the objective of preparing them to enter the professional world confidently. The club's initiatives, such as "**Little Big Things**," encourage students to share their stories and experiences on stage, helping them gain confidence and public speaking skills. Another initiative, "**CEO Talks**," brings top officials from major companies to interact with students informally, sharing their success stories and demonstrating that hard work and determination can lead to success. Through these initiatives, Vyaktitv plays a crucial role in shaping students' personalities and enriching their MBA experience.


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Distinctive Practice: Management Guru

Ashoka Business School has a distinctive practice known as "Learn from the Learned: A Talk on the Management Gurus," which focuses on fostering managerial competencies. This initiative aims to enhance skills such as communication, team coordination, presentations, ICT, and the understanding of managerial concepts. The students study the life stories of 21st-century management gurus who have gained fame through their theories and practices in various domains such as finance, marketing, human resources, advertising, and retail. By learning from these examples, ABS adds value and knowledge to its students, equipping them with the managerial skills necessary for a bright career.

In the "Learn from the Learned" activity, student groups shared the real-life stories and lessons of these management gurus through their presentations. The objective was to identify personalities who have made significant contributions to the field of management, understand the challenges they faced and how they overcame them, and learn about their contributions to management. This activity was conducted in a three-step process where groups of three participants each were formed. Through an elimination process, the best three groups were selected for the final round. The winners were immediately declared and awarded books authored by the management guru they represented.

The valuable lessons learned during this activity helped broaden the students' perspectives, encouraging them to think beyond conventional boundaries. This practice not only enhanced their managerial competencies but also inspired them to strive for excellence by learning from the successes and experiences of renowned management experts.


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Institutional Distinctiveness: Mock Annual General Meeting

Ashoka Business School has instituted the "Mock Annual General Meeting (AGM)" practice, recognized as a distinctive initiative under NAAC Criteria 7. This practice is designed to offer students practical insights into corporate operations and foster critical thinking skills essential for their professional growth. The primary objective of the Mock AGM is to acquaint students with corporate culture, educate them on the purpose and conduct of AGMs, and deepen their understanding of strategic decision-making processes and management responsibilities.

Aligned with the Companies Act, 2013, the Mock AGM faithfully replicates the procedures followed by real companies, ensuring students gain a comprehensive understanding of corporate governance practices. Additionally, in response to the COVID-19 pandemic, the practice has adapted to include virtual AGMs, thereby expanding participation and preparing students for contemporary business environments.

Execution of the Mock AGM involves rigorous planning, including team formation, appointment of board members, and meticulous preparation of necessary documentation. Practice sessions play a crucial role in refining students' comprehension of AGM protocols and enhancing their presentation skills. During the AGM itself, students engage in live observations, providing them with firsthand experience of corporate dynamics and decision-making processes.

The success of the Mock AGM is evident in the exceptional performance of participating student teams, marked by their thorough preparation, active participation, and the positive feedback received from esteemed dignitaries and stakeholders. This practice underscores Ashoka Business School's commitment to providing practical learning experiences that effectively prepare students for their professional journeys, equipping them with the skills and knowledge necessary to thrive in the corporate world.


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Institutional Distinctiveness: "Rakhi with Khaki - Bridging Traditions, Fostering Unity"

'Rakhi with Khaki' is a distinctive event at Ashoka Business School that ingeniously merges the traditional Raksha Bandhan festival with a unique twist, highlighting camaraderie with uniformed personnel. This initiative aims to strengthen cultural traditions by fostering gratitude and unity towards those serving in uniform. The objective is clear: to cultivate a sense of unity and appreciation within the community by bridging civilians and uniformed personnel through the exchange of Rakhis. This event not only preserves the traditional essence of Raksha Bandhan but also promotes gender equality, respect, and inclusivity in our society.

Aligned with societal outreach efforts, 'Rakhi with Khaki' exemplifies the institution's commitment to engaging diverse communities and recognizing the pivotal role of uniformed services in maintaining a secure environment. The practice involves distributing Rakhis to police officers and other uniformed personnel, facilitating interactive sessions for dialogue between civilians and officers, and organizing cultural programs that showcase the rich heritage of both communities.

The success of 'Rakhi with Khaki' is evidenced by the enthusiastic participation and positive feedback received from both participants and attendees. It has made a profound impact by fostering deeper bonds between civilians and those in uniform, underscoring the significance of breaking stereotypes and nurturing unity and gratitude within the community.

In addition to 'Rakhi with Khaki', Ashoka Business School's "Vyaktiv Club" plays a crucial role in enhancing candidates' personalities through various enriching activities. Programs like "Little Big Things" and "Fireside Chats" provide platforms for students to share inspiring stories, engage in meaningful discussions, and learn from industry leaders. These activities not only develop communication skills but also instill leadership qualities and promote holistic personal growth among the participants. The Vyaktiv Club thus stands as a testament to the institution's commitment to nurturing well-rounded individuals equipped to thrive in diverse professional environments.


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Institutional Distinctiveness-2022