



ASHOKA EDUCATION FOUNDATION'S

ASHOKA BUSINESS SCHOOL

Additional Information for

7.3

For AQAR 2022-23

7.3-Institutional Distinctiveness

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

Title of the activity:- ‘Rakhi with Khaki’

Introduction: Celebrating Rakhi with Khaki is an innovative event that combines the traditional festival of Rakhi with a unique twist, integrating the spirit of camaraderie with the khaki-clad heroes of our society. This event aims to bridge cultural traditions with a sense of gratitude and appreciation for those who serve in the uniform.

Objective: The primary objective of Rakhi with Khaki is to foster a sense of unity and gratitude within the community by bringing together civilians and uniformed personnel. Through the exchange of Rakhis, the event seeks to strengthen the bond between civilians and the khaki-personnel, acknowledging their invaluable contribution to society.

Context: Rakhi with Khaki aligns with the societal outreach and inclusivity aspects. By organizing this event, the institution demonstrates its commitment to engaging with diverse communities and recognizing the significance of the uniformed services in fostering a secure and harmonious environment.

Practice: The event involves a collaborative effort between the institution and various stakeholders to organize a meaningful and inclusive celebration. Activities include the distribution of Rakhis to uniformed personnel, interactive sessions to facilitate dialogue between civilians and khaki-clad individuals, and cultural programs that showcase the rich heritage of both civilian and uniformed communities.

Evidence of Success: The success of Rakhi with Khaki will be measured through with the help of attendance numbers, participant feedback, and visible enhancements in community relations will serve as indicators of success. Additionally, the event's impact on fostering a sense of appreciation and unity among the participants will be assessed through surveys and testimonials.

This innovative event contributes to the overall societal and cultural enrichment, showcasing the institution's commitment to holistic development and community engagement.

Along with the above practice, we also have a “**Vyaktitv Club**” that works in polishing the personality of the candidates. Activities involved in the club include “**Little Big Things**” where students express their stories, struggles or also showcase their talents. “**Fire Side Chats**” is a

forum where people from the industry share their journey and students have a good interaction with them.

7.3.2-Plan of action for the next academic year

Ashoka Business School's forth coming activity for the next academic year will be Rakhi with Khaki and with Army personnel.