

## CRITERIA VI

### GOVERNANCE LEADERSHIP & MANAGEMENT

#### 6.5.1 Internal Quality Assurance System

The Internal Quality Assurance Cell (IQAC) has played a vital role in embedding quality assurance strategies and processes within the institution. It conducts periodic reviews of the teaching-learning processes, operational structures, methodologies, and learning outcomes, documenting incremental improvements across various activities.

Sr. No	Content
1	IQAC Booklet
2	IQAC Minutes of Meetings IQAC Action Taken Reports
3	Sample List of Activities organized by IQAC in the Institution



Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management





PSD Shastri Educational Foundation's  
ASMA INSTITUTE OF MANAGEMENT  
Approved by AJCTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)  
Shastri Campus: S. No. 85, NDA Road, Shivajinagar, Pune - 411 023  
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# IQAC Booklet

Director

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About the Institute	
Name of the Institute	ASMA Institute of Management
Parent Organisation	PSD Shastri Educational Foundation
Year of Establishment	21/09/2007
Approved By	AICTE Delhi
Affiliated To	Savitribai Phule Pune University
Recognized By	Government of Maharashtra
Courses Offered And Intake	MBA 120 MCA 60
Address	S.No. 85, Shastri Campus, NDA Road, Shivane, Pune MH 411023
Contact Details	020-25291471
Website	<a href="http://www.asma.in">www.asma.in</a>
Head of the Institute	Dr. Ganesh Madhukar Tannu
Contact Number	9011036202
IQAC Coordinator	Mr. Ankush Yadav
Contact Number	9890560733
IQAC Establishment Year	2019

  
**Director**  
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### Objective of IQAC

1	To plan, guide, and monitor quality assurance and quality enhancement activities of the institute.
2	To develop a system for conscious, consistent & catalytic improvement in the overall performance of institute
3	To ensuring timely, efficient and progressive performance of academic, administrative and financial tasks support structure and services
4	To optimize and intel!fate modern methods of teaching and learning
5	To establish system ensuring research sharing and networking with other institutions in Pune and outside Pune

### Vision of the Institute

To transform youth into highly professional managers to meet the challenges of a highly competitive world through intensive training, appropriate guidance, discipline & holistic approach.

  
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### Quality Policy

To provide quality education and enable students to excel in the field of Management, we maintain state-of-the-art infrastructure and a conducive learning environment. Our commitment to excellence is ensured through continuous improvement of the Quality Management System, driven by the dedicated efforts and active involvement of all stakeholders.

### Functions of IQAC

Development and application of quality benchmarks/parameters for various academic and administrative activities of the institution

### Mission of the Institute

**Qualitative Contribution:** To make a significant and meaningful impact on the development of human resources in business, industry, IT, and management science.

**Industry-Driven Curriculum:** To offer programs that are aligned with the evolving needs of business and industry, ensuring students are equipped with relevant skills and knowledge.

**Fostering Innovation:** To encourage a culture of innovation and critical thinking, enabling students to create value and drive progress in their respective fields.

**Holistic Development:** To focus on the overall growth of students by combining academic excellence with personal and professional skill-building.

**Ethical Leadership:** To instill a strong sense of ethics, responsibility, and leadership in students, preparing them to lead with integrity in the global business environment.

**Collaboration with Industry:** To develop partnerships with business and IT sectors to provide real-world exposure and opportunities for hands-on learning.

  
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2	Facilitating the creation of a learner-centric environment conducive to quality education and faculty development to adopt the required knowledge and technology for participatory teaching and learning process
3	Arrangement for feedback response from students, parents and other stakeholders on quality-related institutional processes
4	Organization of inter and intra-institutional workshops, seminars on quality related themes and promotion of quality circles
5	Acting as a nodal agency of the Institution for coordinating quality-related activities.
6	Development of Quality Culture in the institution
7	Periodical conduct of Academic and Administrative Audit (AAA) and its follow-up. Preparation of the Annual Quality Assurance Report (AQAR) as per guidelines and parameters of NAAC

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### Constitution of IQAC

Sr.No	Representation	Role in IQAC
1	Head of the Institute	Chairman
2	Management Representative	Member
3	Industry Representative	Member
4	Local Society Representative	Member
5	Local Society Representative	Member
6	Coordinator IQAC	Member
7	Teacher Representative	Member
8	Teacher Representative	Member
9	Teacher Representative	Member
10	Non- Teaching Representative	Member
11	Alumni Representative	Member
12	Student Representative	Member

**Director**

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## Internal Quality Assurance Cell (IQAC)

Sr.No	Name of The Member	Role	Representation
1.	<b>Dr. Ganesh Tannu</b>	<b>Chairman</b>	<b>Head of The Institute</b>
2.	<b>Mr. Anshul Sharma</b>	<b>Member</b>	<b>Management Representative</b>
3.	<b>Mr. Avinash Bendre</b>	<b>Member</b>	<b>Industry Representative</b>
4.	<b>Dr. Nitin Zavare</b>	<b>Member</b>	<b>Local society Representative</b>
5.	<b>Dr. B.N Shivale</b>	<b>Member</b>	<b>Local society Representative</b>
6.	<b>Mr. Om Sharma</b>	<b>Member</b>	<b>Coordinator IQAC</b>
7.	<b>Prof. Ajay Kumar</b>	<b>Member</b>	<b>Teacher Representative</b>
8.	<b>Prof. Prakash Patil</b>	<b>Member</b>	<b>Teacher Representative</b>
9.	<b>Prof. Priyanka Sharma</b>	<b>Member</b>	<b>Teacher Representative</b>
10.	<b>Ms. Deepali Dhamale</b>	<b>Member</b>	<b>Non-Teaching Representative</b>
11.	<b>Mr. Sunil Gadshi</b>	<b>Member</b>	<b>Alumni Representative</b>
12.	<b>Mr. Siddhant Lohate</b>	<b>Member</b>	<b>Student Representative</b>



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# IQAC Minutes of Meetings

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## Internal Quality Assurance Cell

### Minutes of Meeting

Date: 19th Nov. 2022

The IQAC meeting was held on 19th Nov. 2022 at 4:30 pm in the board room of the institute.

**Day of Meeting:** Saturday

**Timing:** 4:30 pm

The IQAC coordinator welcomed all the members to the meeting of IQAC. He informed all members about the action taken on the points discussed during the meeting held in June 2022.

The following points were discussed and agreed upon for further action:

**Agenda 1:** The Chairperson proposed to pursue NAAC accreditation in the next academic year and advised all concerned to conduct IQAC meetings regularly.

**Resolution 1:** All the members welcomed the proposal and agreed to meet regularly to pursue accreditation.

**Agenda 2:** The coordinator proposed a discussion on academic planning for the year 2022-23 and suggested organizing field visits and outbound activities for students.

**Resolution 2:** The members resolved to conduct field/industrial visits and outbound activities for students to familiarize them with industry operations. The academic plan was approved by all members.

**Agenda 3:** The members discussed the induction program for the batch (2022-24), emphasizing the importance of proper planning.

**Resolution 3:** The Head of the Department was assigned the responsibility of planning the formal induction program, and faculty members were appointed to ensure its smooth execution.

**Agenda 4:** The members proposed organizing industry representative interaction sessions to inform students about emerging industry trends and requirements.

**Resolution 4:** The IQAC members suggested topics for guest sessions on emerging industry trends to benefit the students.

**Agenda 5:** The members suggested organizing an alumni meeting to maintain connections with ex-students of DIMR.

**Resolution 5:** All the members welcomed the suggestion and drafted a plan for the alumni meeting.

**Agenda 6:** A member representing the industry proposed organizing a Faculty Development Program (FDP) on "Intellectual Property Rights" in light of current industry needs.

**Resolution 6:** The suggestion was accepted, and the Head of the Department was advised to plan the FDP.

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**Agenda 7:** Faculty members suggested organizing an FDP on Intellectual Property Rights.

**Resolution 7:** The suggestion was accepted and further action planning was initiated.

The IQAC meeting concluded with a vote of thanks proposed by the IQAC coordinator.

### Internal Quality Assurance Cell

#### Action Taken Report

Following actions were taken on the decisions made in the meeting of IQAC conducted on 19<sup>th</sup> November 2022

Sr. No.	Resolution	Action Taken
1.	NAAC Accreditation Process	A staff meeting was conducted by the Director. The NAAC-related discussion was done. Staff members were instructed to go through the NAAC guidelines. The academic coordinator was instructed to circulate NAAC responsibilities.
2.	Preparation of Academic Calendar	The academic calendar was proposed as per the SPPU norms
3.	Conduction of Induction Program.	Induction program was conducted.
4.	Alumni Meet	Organized the Alumni meet.

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## Internal Quality Assurance Cell

**Minutes of Meeting**

**Date: 19th Nov, 2022**

### Internal Quality Assurance Cell

**Minutes of Meeting**

**Date: 19th Nov, 2022**

The IQAC meeting was held on 19th Nov, 2022 at 4:30 pm in the board room of the institute.

**Day of Meeting: Saturday**

**Timing: 4:30 pm**

The IQAC coordinator welcomed all the members to the meeting and informed them about the actions taken on the points discussed during the meeting held in June 2022.

**The following points were discussed and agreed upon for further action:**

#### **Agenda 1:**

The Chairperson proposed to pursue NAAC accreditation in the next academic year and advised all concerned to conduct IQAC meetings regularly.

#### **Resolution 1:**

All the members welcomed the proposal and agreed to meet regularly to pursue accreditation.

#### **Agenda 2:**

The coordinator proposed a discussion on academic planning for the year 2022-23 and suggested organizing field visits and outbound activities for students.

#### **Resolution 2:**

The members resolved to conduct field/industrial visits and outbound activities for students to familiarize them with industry operations. The academic plan was approved by all members.

#### **Agenda 3:**

The members discussed the induction program for the batch (2022-24), emphasizing the importance of proper planning.

#### **Resolution 3:**

The Head of the Department was assigned the responsibility of planning the formal induction program, and faculty members were appointed to ensure its smooth execution.

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**Agenda 4:**

The members proposed organizing industry representative interaction sessions to inform students about emerging industry trends and requirements.

**Resolution 4:**

The IQAC members suggested topics for guest sessions on emerging industry trends to benefit the students.

**Agenda 5:**

The members suggested organizing an alumni meeting to maintain connections with ex-students of ASMA.

**Resolution 5:**

All the members welcomed the suggestion and drafted a plan for the alumni meeting.

**Agenda 6:**

A member representing the industry proposed organizing a Faculty Development Program (FDP) on "Intellectual Property Rights" in light of current industry needs.

**Resolution 6:**

The suggestion was accepted, and the Head of the Department was advised to plan the FDP.

**Agenda 7:**

Faculty members suggested organizing an FDP on Intellectual Property Rights.

**Resolution 7:**

The suggestion was accepted and further action planning was initiated.

The IQAC meeting concluded with a vote of thanks proposed by the IQAC coordinator.

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## Internal Quality Assurance Cell

### Action Taken Report

Following actions were taken on the decisions made in the

Sr. No.	Resolution	Action Taken
1.	NAAC Accreditation Process	A staff meeting was conducted by the Director. The NAAC-related discussion was done. Staff members were instructed to go through the NAAC guidelines. The academic coordinator was instructed to circulate NAAC responsibilities.
2.	Preparation of Academic Calendar	The academic calendar was proposed as per the SPPU norms.
3.	Conduction of Induction Program	Induction program was conducted.
4.	Alumni Meet	Organized the Alumni meet.

meeting of IQAC conducted on 19<sup>th</sup> November 2022



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E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

**Date:** 3rd April 2023

The IQAC meeting was held on 3rd April 2023 at 4:30 pm in the board room of the institute.

**Day of Meeting:** Monday  
**Internal Quality Assurance Cell**  
**Minutes of Meeting**

The IQAC meeting was held on 19th Nov. 2022 at 4:30 pm in the board room of the institute.

**Day of Meeting:** Saturday

**Timing:** 4:30 pm The IQAC coordinator welcomed all the members of IQAC and thanked them for making themselves available for the meeting.

**Agenda 1:**

Approval of Minutes of the meeting held on 6th Feb. 2023 and discussion on the action report.

**Resolution 1:**

The IQAC coordinator read the Minutes of the Meeting (MOM) and presented the action taken report to the IQAC members. All the present members unanimously approved it.

**Agenda 2:**

The commencement of semesters III and IV for the academic year 2022-23 will begin on 5th April 2023. An academic plan for the same was discussed.

**Resolution 2:**

All the members agreed on the academic plan for the next semester and suggested conducting sports and cultural days for the students.

**Agenda 3:**

Members suggested conducting a social activity to inculcate social responsibility among the students.

**Agenda 4:**

The members proposed conducting industry representative interaction sessions for the students to gain insights into emerging industry trends and requirements.

**Resolution 4:**

The members of IQAC suggested a few emerging topics for guest sessions to be planned for the students.

Director

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## Internal Quality Assurance Cell

### Action Taken Report

Actions Taken Based on Decisions Made in the IQAC Meeting Held on 6th Feb. 2023:

Sr.No.	Resolution	Action Taken
1.	Awareness of Library resources	Librarian conducted a session on the library resources.
2.	Budget Session	The "Budget Session" was conducted
3.	Workshop	A workshop has been conducted.

  
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**Internal Quality Assurance Cell**  
**Minutes of Meeting**  
**Date: 02nd June 2023**

The IQAC meeting was held on 2nd June 2023 at 4:30 pm in the board room of the institute.

**Day of Meeting:** Friday

**Timing:** 4:30 pm The IQAC coordinator welcomed all the members of IQAC and thanked them for making themselves available for the meeting.

**Agenda 1:**

Approval of Minutes of the meeting held on 3rd April 2023 and discussion on the action report.

**Resolution 1:**

The IQAC coordinator read the Minutes of the Meeting (MoM) and presented the action taken report in front of the members of IQAC. All the present members unanimously approved the same.

**Agenda 2:**

Faculty members appealed to the Chairman of IQAC to organize a Workshop for both students and faculty members.

**Resolution 2:**

The Chairman of IQAC agreed to organize the to acquaint students with real-world business challenges.

**Agenda 3:**

The HOD and faculty members suggested organizing a SIP (Summer Internship Program) guidance session for the students before the conclusion of the semester.

**Resolution 3:**

An SIP guidance workshop is planned at the end of the semester.

**Agenda 4:**

The IQAC coordinator informed the members that the institute has started the process for NAAC accreditation.

**Resolution 4:**

Members suggested distributing the work allocation of NAAC criteria among the staff members.

**Agenda 5:**

It was suggested to plan a "Farewell Program" for MBA II students.

**Resolution 5:**

It was resolved to start the preparation work for the "Farewell Program" for MBA II students.

**Agenda 6:**

The Chairperson suggested planning an induction program for the new batch.

**Resolution 6:**

It was resolved to plan detailed activities for the "Induction" of the new batch.

The IQAC meeting concluded with a vote of thanks proposed by the IQAC coordinator.

  
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### Internal Quality Assurance Cell Action Taken Report

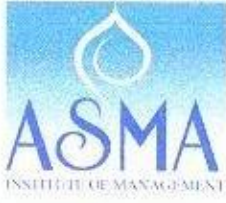
Following actions were taken on the decisions made in the meeting of IQAC conducted on 3rd April 2023

Sr. No.	Resolution	Action Taken
1.	Sports and Cultural Activities	The Indoor and outdoor sports competitions and Cultural events were organized as follows:  i. Sports events ii. Cultural programs
2.	Guest Sessions	Organized guest sessions through industry executives/experts on the following days:

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## IQAC NOTICE

**23rd May 2023**

To

All Members of IQAC

Subject: Regarding the Scheduled Meeting of Internal Quality Assurance Cell

Dear Sir/Madam,

This is to inform all the members of the Internal Quality Assurance Cell that a meeting of IQAC is scheduled on **2nd June 2023** at ASMA. The details of the meeting are as follows:

**Meeting Schedule:**

- Date: 2nd June 2023
- Day: Friday
- Venue: ASMA Board Room
- Time: 4.30 PM

You are requested to make yourself available to attend the meeting. A confirmation of your attendance would be appreciated.

**Dr. Ganesh Tannu**  
Director

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## IQAC NOTICE

**22nd March 2023**

To

All Members of IQAC

Subject: Regarding the Scheduled Meeting of Internal Quality Assurance Cell

Dear Sir/Madam,

This is to inform all the members of the Internal Quality Assurance Cell that a meeting of IQAC is scheduled on **3rd April 2023** at ASMA. The details of the meeting are as follows:

**Meeting Schedule:**

- Date: 3rd April 2023
- Day: Monday
- Venue: ASMA Board Room
- Time: 4:30 PM

You are requested to make yourself available to attend the meeting. A confirmation of your attendance would be appreciated.

**Dr. Ganesh Tannu**  
Director



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## IQAC NOTICE

**25th January 2023**

To

All Members of IQAC

Subject: Regarding the Scheduled Meeting of Internal Quality Assurance Cell

Dear Sir/Madam,

This is to inform all the members of the Internal Quality Assurance Cell that a meeting of IQAC is scheduled on **6th February 2023** at ASMA. The details of the meeting are as follows:

**Meeting Schedule:**

- Date: 6th February 2023
- Day: Monday
- Venue: ASMA Board Room
- Time: 4:30 PM

You are requested to make yourself available to attend the meeting. A confirmation of your attendance would be appreciated.

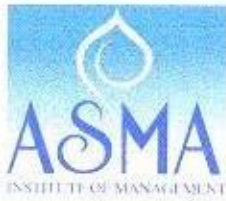


**Dr. Ganesh Tannu**  
Director



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## IQAC NOTICE

**9th November 2022**

To

All Members of IQAC

Subject: Regarding the Scheduled Meeting of Internal Quality Assurance Cell

Dear Sir/Madam,

This is to inform all the members of the Internal Quality Assurance Cell that a meeting of IQAC is scheduled on **19th November 2022** at ASMA. The details of the meeting are as follows:

**Meeting Schedule:**

- Date: 19th November 2022
- Day: Saturday
- Venue: ASMA Board Room
- Time: 4:30 PM

You are requested to make yourself available to attend the meeting. A confirmation of your attendance would be appreciated.

**Dr. Ganesh Tannu**  
Director





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## SAMPLE LIST OF ACTIVITIES ORGANIZED BY IQAC

### Activity Proposed by IQAC: Industrial Visit

**Preamble:** Industrial visits are a crucial component of the academic curriculum in most management programs. These visits, often termed industry visits, play a vital role in experiential learning by providing students with valuable exposure to real-world business environments. By offering a practical understanding of theoretical concepts, such visits enable students to connect classroom learning with industry practices directly related to their field of study.

The primary aim of industrial visits is to bridge the gap between academic theories and their practical application by offering students hands-on exposure to business operations, processes, and workflows. These visits allow students to observe how different business functions are executed and understand the inputs and outputs that drive workplace activities.

By extending learning beyond the classroom, industrial visits significantly enhance students' overall development. They provide insights into current market trends, emerging technologies, and future industry scenarios, helping students stay informed and better prepared for their professional careers.

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## Industrial Visit-NSE

**Date:** 5th August 2023

**Location:** NSE and Apple Store, Mumbai

### **Summary of the Visit:**

The visit aimed to provide practical exposure to approximately 264 MBA students. At the NSE, students experienced a two-hour session that provided their first exposure to India's financial markets. They learned about the equity market, including how shares are bought and sold, and factors influencing stock prices. The session introduced derivatives like futures and options, emphasizing their roles in risk management and investment strategies. It also covered the operations of stock exchanges, detailing trading processes and regulatory frameworks that ensure market integrity. Key takeaways included the importance of understanding market trends, analyzing financial data, and making informed investment decisions.

The visit to India's first Apple Store at Bandra Kurla Complex (BKC) offered insights into the operational excellence and customer-centric approach of a leading technology company. Students observed the store's unique ambiance, high-level customer service, and a wide range of Apple products, showcasing the brand's innovation. They analyzed merchandising strategies, paid heed to how the product placement and visual merchandising enhanced the customer engagement, and appreciated the efficient customer support system.

Overall, the visits provided valuable practical insights into financial markets and retail operations, complementing the students' academic learning.

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## Industrial Visit - Baramati

**Date:** 16<sup>th</sup> August 2022

**Location:** Cotton King, Baramati

### **Summary of the Visit:**

The visit to Cotton King provided immense learning opportunities. The students were divided into groups of 40 and given a comprehensive tour of the factory, each group accompanied by two guides. They gained insights into the factory's layout and daily operations. The tour delved deeply into various divisions, particularly the cotton processing unit, where even minute defects are identified. They also learned about the assignment of different parts of a shirt or trousers to tailors, each with a set daily target. Coordination among tailors is crucial to maintain the synchronization of the entire process. Automation is integrated until the final tailor stitches the brand logo onto the men's wear. The garment then goes to the detector team, whose job is to scrutinize the product and give the green signal for it to proceed to the washing team. The students were impressed by the seamless and coordinated manufacturing process at Cotton King.



  
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## Industrial Visit - Baramati

**Date:** 17th August 2022

**Location:** Nandan Dairy, Baramati

### **Summary of the Visit:**

Nandan Dairy offered students valuable insights into processed milk and related products. Divided into groups, the students observed the pasteurization process and learned how raw milk is sourced. They also explored the manufacturing processes of milk products like curd and ghee, culminating in an exposure to the final packaging stages. The revelation that Nandan Dairy undertakes job work for major brands like Amul and Mother Dairy was a novel concept for the students. Overall, the visit provided terrific learning experiences and added immense value to their understanding of the dairy industry.



  
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## Industrial Visit - Nashik

*Date: 2nd Dec 2019*

**Summary of the Visit:** VIP, Neelay Industries, Neelay Metals, Sahyadri Farms, Sula Vineyards

### **Summary of the Session:**


The newly inducted students of the 2024-26 batch of the Asma Institute of Management had gone for a three-day industrial visit to Nashik from 25th July to 27th July 2024.

On the first day, the students visited the manufacturing plant of VIP Industries, Nashik. They were taken through and oriented about the operations of various departments, starting with the purchase department, where they were briefed about the specifications of the polypropylene raw material used for manufacturing the hard luggage. The students went through the injection molding department, mold manufacturing department, PC vacuum formation department, and assembly department.

Two batches of students visited the units of Neelay Industries and Neelay Metals, which manufactures control panels, assembly, and machine components of the major OEMs like Schneider Electric, ABB, Siemens, Crompton & Greaves, CG Lucy, Lucy Switchgear Ltd., etc.

On the second day, the students visited Sahyadri Farms in Nashik. Sahyadri Farms is India's largest integrated fruits and vegetables value chain. Founded by a smallholder farmer, Mr. Vilas Shinde, Sahyadri Farms transformed into a movement of farmers that has grown today into the leading fruits & vegetable export company from India, serving over 22,000 registered farmers that cover 45,000 acres and more than 10 crops.

Sahyadri Farms has a state-of-the-art food processing facility, supplying processed food products to the majority of the FMCG companies in India.

  
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The students also visited Sula Vineyards in Nashik. The beverage company that brought Nashik on the global platform has been the pioneer in the beverage industry, popularizing grape wine in the Indian market. The students were briefed about the grape juice extraction, fermentation process, cold storage unit, and the retail store.

On the third day of the visit, the students visited Dhruv Global School, Sangamner, where they got an opportunity to listen to Dr. Sanjay Malpani, a renowned industrialist. Dr. Malpani enlightened the students with the wisdom from the Indian culture, how it is important to stick to your roots, and some life lessons on how to conduct a calm, composed and balanced life. He shared some yoga postures and breathing techniques for mental well-being so as to align them with physical activities and improve the overall performance of the tasks at hand. The more common incidences of mental issues like anxiety, depression, and stress frequently occurring amongst today's youth is the topic of grave concern, and Dr. Malpani shared some important tips to handle these mental states and the way to lead a stress-free life. Dr. Malpani has made an immaculate contribution to the field of Yoga and has made immense efforts to expedite the proposal of recognizing Yoga as a sport, and succeeded in this mission as The Ayush Ministry and Sports Ministry finally approved the recognition of Yoga as a sport. He is spreading awareness about this life-transforming art of Yoga through Dhruv Global Schools. The two students of Dhruv Global School performed some amazing Yoga postures in front of the MBA students of AIBM, leaving them completely astonished to see the performance and in awe of the magnitude of this art.

After a visit to the Dhruv Global School and a session by Dr. Sanjay Malpani, the students then visited India's first devotional theme park, Sai Teerth in Shirdi, and then started back to Pune.

The industrial visit was a valuable experience for the students of Asma Institute of Management, offering practical exposure to various industries and processes. The insights gained from the visits to VIP Industries, Neelay Industries, Sahyadri Farms, Sula Vineyards, Dhruv Global School, and Sai Teerth will undoubtedly enhance their academic and professional pursuits.

  
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## Case Study Workshop

**Preamble:** A fundamental component of management education is to develop students' analytical thinking and problem-solving skills. The objective of an MBA program extends beyond theoretical learning; it aims to prepare students to take on leadership roles in organizations, driving profitability and positive change as effective change agents. Therefore, it is essential for MBA students to gain practical experience in real-world scenarios, often achieved through the use of case studies.

### Case Study Workshop for Students and Faculty Members:

In line with this, ASMA organized a Case Study Workshop to enhance problem-solving skills and deepen students' understanding of case study analysis. A seasoned expert led the workshop, offering valuable insights into approaching and resolving business cases. The session provided participants with an opportunity to engage with real-world business challenges, honing their critical thinking, decision-making skills, and ability to craft innovative solutions.

Following the theoretical input, students were divided into groups, each assigned a specific case study to analyse and present their perspectives. Each group presented their findings in rotation, allowing all participants to gain rich insights into case study analysis and apply their learning to real-world business contexts.

  
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## SEMINAR ON

### "PREPARING FOR CAREER SUCCESS"

**Event Type:** Seminar

**Event Name:** Preparing for Career Success

**Day & Date:** Saturday, 14th Jan 2023



  
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### Objectives of the Event:

- To learn the essential skills for aspiring leaders and budding managers.
- To develop strategies for gaining career opportunities and achieving success in the managerial field.

### Event Description:

The seminar provided an interactive platform where the speaker shared valuable insights on the skills necessary for career success. Key topics discussed included the essential steps to create a successful career path, emphasizing attributes such as recognizing passion and purpose, continuous learning, networking, curiosity journaling, time management, and solutions-oriented thinking.

### Learning Outcomes:

- Students gained knowledge about the skills required for career opportunities.
- Students learned the necessary steps to be taken to achieve success in their careers.

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## Workshop on "How to Convert SIP into Placement (PPO)"

**Event Type:** Workshop

**Event Name:** How to Convert SIP into Placement (PPO)

**Day & Date:** Thursday, 27th July 2023

**Time:** 9:30 AM

**Venue:** Seminar Hall



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### Objectives of the Event:

- To learn the vital role of internships for every management student.
- To study techniques on how to convert Summer Internship Programs (SIP) into placement opportunities.

**Event Description:** On 27th July 2023, a highly informative and interactive workshop was conducted at the institute, focusing on the topic "How to Convert Summer Internship into Placement." The workshop featured a resource person who is a renowned entrepreneur and corporate coach, providing valuable insights into the significance of internships in shaping a successful career in management.

### Learning Outcomes:

- Students learned the importance of SIP and its role in pursuing a career in management.
- Participants received excellent inputs to enhance their placement opportunities.

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