

Question:

7.2.1 QIM Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual Provide web link to: • Best practices as hosted on the Institutional website • Any other relevant information.

Response

PRACTICE 1

Title of the Practice: Social Awareness for Holistic Growth

1. Objectives of the Practice:

The primary objective of this practice is to foster social responsibility and morality among ASMA students, preparing them not only for professional success but also for their roles as conscientious members of society. Through various social initiatives such as blood donation camps, traffic awareness drives, women's equity awareness campaigns, tree plantation programs, and Swachh Bharat Abhiyan, students gain valuable experiences that shape their understanding of societal issues and community welfare. These activities aim to encourage students to actively contribute to society, building empathy, teamwork, and leadership skills that contribute to their holistic development.

2. The Context:

ASMA Institute of Management emphasizes holistic growth, where students are nurtured to evolve as socially aware individuals. This approach recognizes that education is not solely about academics but also about instilling values that will help students become ethical and socially responsible individuals. In today's interconnected world, the importance of understanding social issues and contributing to societal welfare cannot be overstated. This practice ensures that students grow not only as professionals but also as socially conscious citizens who can make meaningful contributions to the community.

3. The Practice:

ASMA has designed a comprehensive program where students are trained in advance on how to organize and participate in various social outreach activities. Workshops and seminars are held to prepare them for these events, helping students understand the importance of these initiatives and how to effectively engage with them. For instance, during blood donation drives, students not only donate blood but also help in organizing the event, learning crucial skills in management, communication, and collaboration.



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Other activities, such as traffic awareness camps and women equity awareness programs, are aimed at spreading awareness on critical issues in society. Students are actively involved in the planning and execution of these activities, which helps them develop organizational skills while understanding societal needs. ASMA ensures that these programs align with the overall academic calendar to maintain a balance between academics and social outreach.

Constraints: One of the main challenges faced in implementing these activities is ensuring a balance between academic obligations and participation in social outreach programs. Managing time effectively between studies and extracurricular activities requires careful planning and coordination.

4. Evidence of Success:

The success of this practice is evident from the strong sense of camaraderie and harmony it fosters among students. By working together on social causes, students develop a sense of unity and mutual respect. Moreover, many alumni have continued their commitment to social causes after graduation by joining organizations such as the Rotary Club and Lions Club, where they continue to contribute to society.

The increased participation of students in these activities has also enhanced their leadership and organizational skills, making them well-rounded individuals. Additionally, ASMA's reputation as an institution that promotes not just academic excellence but also social responsibility has been strengthened.

5. Problems Encountered and Resources Required:

Some of the common challenges include balancing time between academic and social activities and ensuring sustained motivation among students to participate. Resources such as funds, logistical support, and partnerships with local NGOs and social clubs are crucial for the successful execution of these programs. Securing enough resources and managing large-scale events can be demanding but is necessary for the practice's continued success.

6. Notes:

This practice reflects ASMA's dedication to holistic student development, ensuring that students leave the institution not only as professionals but also as responsible citizens with a commitment to social betterment.



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PRACTICE 2

Title of the Practice:

Employability Enhancement through Soft Skills Development and Hands-On Training (Paid Internships)

1. Objectives of the Practice (100-150 words):

The primary goal of this practice is to improve students' **job readiness** by equipping them with essential soft skills, leadership abilities, and practical industry experience through paid internships. This initiative bridges the gap between academic education and industry demands, ensuring students are not only knowledgeable in their fields but also ready to take on professional roles. The focus is on developing communication, leadership, and technical skills, while also providing financial support through paid internships. Special emphasis is placed on empowering students from economically disadvantaged backgrounds, giving them the tools to succeed in competitive job markets and making them confident, **job ready** professionals.

2. The Context (150 words):

ASMA Institute of Management serves a diverse student population, many from rural and economically weaker sections. A significant number of students have been educated in vernacular mediums, which often leaves them at a disadvantage when trying to meet the soft skills and English proficiency standards required by employers. To address this, the institute launched a program aimed at enhancing students' employability by focusing on leadership, communication, and hands-on industry experience. Through a combination of soft skills training and **paid internships**, this initiative helps students overcome language barriers, develop the necessary interpersonal and technological skills, and gain real-world experience, all of which are critical for **job readiness**. Additionally, the program provides financial support, offering a comprehensive approach to empowering students to thrive in a competitive professional environment.

3. The Practice (400 words):

This practice focuses on integrating soft skills development, leadership training, and hands-on practical experience through **paid internships**, based on four main pillars:

- **Soft Skills Development:**

Workshops and interactive sessions are conducted to build essential soft skills, such as teamwork, communication, conflict resolution, and problem-solving abilities. These sessions are designed to prepare students for the demands of the modern workforce,



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ensuring they are **job ready**. Activities like group discussions, role plays, and peer reviews encourage active participation and personal growth in these areas.

- **Leadership Training:**

Students are engaged in case studies, group projects, and simulation exercises to develop their leadership abilities. This hands-on approach gives students real-world leadership experiences, preparing them for potential managerial roles in the future. The training helps them understand decision-making, team dynamics, and strategic thinking, all critical in professional environments.

- **Communication & Technological Proficiency:**

Recognizing the importance of communication and technical skills, focused training is provided in English communication and industry-relevant technological tools such as Microsoft Office, Excel, and presentation software. These skills not only enhance the students' professional appeal but also ensure that they are proficient in handling job responsibilities right from day one.

- **Paid Internships for Hands-On Experience:**

The program also includes **paid internships** that give students real-world exposure to industry practices. These internships are carefully matched to the students' areas of interest and academic focus, providing them with an opportunity to apply theoretical knowledge to practical tasks. The financial support offered by the internships also helps students manage their educational expenses, making it easier for them to focus on their career development. This blend of theoretical knowledge and real-world experience ensures that students are fully **job ready** by the time they graduate.

4. Evidence of Success (200 words):

The effectiveness of this practice is reflected in the improved employability and placement rates of students at ASMA Institute of Management. Many students have received pre-placement offers from companies where they interned, a clear indication of their **job readiness** and the value of the hands-on experience gained through the internships. Recruiters have provided positive feedback, highlighting that ASMA students demonstrate enhanced communication, leadership, and problem-solving skills compared to other candidates.

Internal assessments also show a significant improvement in students' confidence levels and their ability to tackle real-world challenges. Students report feeling more prepared to handle professional environments, and there is a notable increase in their ability to work collaboratively and lead teams. Overall, the practice has successfully enhanced the **job readiness** of ASMA students, making them competitive candidates in the job market.



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5. Problems Encountered and Resources Required (150 words):

Several challenges were encountered during the implementation of this practice. One of the main issues was addressing language barriers, especially for students educated in vernacular mediums, which impacted their communication skills and confidence. To overcome this, the institute established language labs and provided personalized coaching to improve English fluency.

Another challenge was securing sufficient **paid internship** opportunities for all students. To address this, the institute strengthened its industry partnerships and collaborations, ensuring that every student could access relevant internships aligned with their academic background and career aspirations. These measures have significantly improved the **job readiness** of the students, but continued efforts are required to expand internship opportunities and offer more individualized support for soft skills development.

6. Notes (150 words):

This practice can serve as a replicable model for other educational institutions aiming to improve students' employability through a holistic approach that combines soft skills training, leadership development, and hands-on industry experience. By focusing on making students **job ready**, ASMA Institute of Management has created a well-rounded approach that addresses both academic and professional skill gaps.

The success of this program underscores the importance of integrating practical exposure with academic learning, especially for students from economically disadvantaged backgrounds. By offering **paid internships**, the institute provides both financial support and invaluable real-world experience, empowering students to confidently transition from academia to professional environments. This practice is not only a best practice for the institute but also a template for others looking to enhance their students' **job readiness**.



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