



PSD Shastri Educational Foundation's

## ASMA INSTITUTE OF MANAGEMENT

Approved by AICTE, New Delhi. Affiliated to Savitribai Phule Pune University (Inst. Code : 6164)

Shastri Campus : S. No. 85, NDA Road, Shivane, Pune - 411 023.

Ph.: (020) 25291471, 25293332, 9011036202 Fax : (020) 25291461

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

**5.1.2 Following capacity development and skills enhancement activities are organized for improving students' capability**

1. Soft skills

2. Language and communication skills

3. Life skills (Yoga, physical fitness, health and hygiene)

4. I.T/computing skills

Response: A. All of the above



Director

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Year	Name of the capacity development and skills enhancement program	Period (from date - to date)	Number of students enrolled	Name of the agencies/experts involved with contact details (if any)
2019-20	Soft Skills - Language and Communication skill-Guest Lecture on "Busting Myths: Uncovering the Reality behind Myths"	09th July 2020	45	ASMA Institute of Management
2019-20	Life Skill-Industrial Visit to Mercedes-Benz Industries	13-Sep-20	65	Mercedes-Benz Manufacturing Plant
2019-20		26th Dec 2020	75	Pure Berry's
2019-20	ICT/Computing Skills- Desktop publishing	22nd feb 2020	59	Prof Prakash Patil

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### Notice

#### Guest Lecture on "Busting Myths: Uncovering the Reality behind Myths"

**Date:** 09th July 2020

Dear Students,

We are pleased to announce an upcoming guest lecture that will provide valuable insights into the importance of soft skills in the professional world.

**Date:** 20th July 2020

**Time:** 11 AM

**Venue:** ASMA HALL

About the Lecture: Our guest lecture will be delivering a lecture on "Busting Myths: Uncovering the Reality behind Myths". The session will emphasize the importance of language and communication skills and dispel common myths associated with them.

This lecture is an excellent opportunity to gain a deeper understanding of the significance of soft skills and how they contribute to professional success. We encourage all students to attend and benefit from his insights.

We look forward to your participation.

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**Guest Lecture on  
"Busting Myths:  
Uncovering the Reality  
behind Myths"**

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**Date: 20th July 2020**

**Time: 11 AM**

**Venue: ASMA HALL**

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**Date:** 20th July 2020

**Time:** 11 AM

**Venue:** ASMA HALL



  
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### Number of students enrolled

Sr No	Name	Sr No	Name
1	MANGESH SHANKAR MORE	23	YASH SUNILKUMAR DARA
2	DIPAK HANMANT CHAVAN	24	LOVE SANTOSH GUPTA
3	MANISH KAUSHAL CHAUDHARY	25	SAKSHI RAVI GUPTA
4	MEENAL KRISHNA BODATKAR	26	PRIYANKA PANDHARINATH RAKSHE
5	AISHWARYA NARAYAN PETHE	27	KSHITIJA RAJENDRA KULKARNI
6	MOSAM ANKUSH PORE	28	HAKIMUDDIN SHABBIR RANGWALA
7	NIRANJAN BAPUSAHEB MALWADE	29	SHRIPAD RAVINDRA KHATAVKAR
8	NILESH BAPURAO RAUT	30	SHUBHAM DNYANESHWAR MANDAVGADE
9	TARALE PRATIK SHASHIKANT	31	ASHWINI ANIL GAVALI
10	RUSHIKESH VILAS ZARGAD	32	SNEHAL SUBHASH NARHEKAR
11	ROHAN RAJESH WARNE	33	AJINKYA DHANANJAY DESHMUKH
12	ANIL UTTARESHWAR PAWAR	34	FIROJ RAJU SAYYAD
13	MAHESH VISHNU BORUDE	35	SHUBHAM BHARAT THOKAL
14	VITTHAL SITARAM PARASKAR	36	NIKHIL RAJESH PATIL
15	ROHAN ROHIDAS JAMDADA	37	GAURI SHARADCHANDRA WADKE
16	SHUBHAM DADASAHEB KOKARE	38	SOHAM SUNIL SHENDE
17	SHRADDHA LINGAPPA KOLI	39	PUJA SHRIKRUSHNA SHETE
18	RUSHIKESH RAVINDRA LOLE	40	FARHEEN SADIQUE SHAIKH
19	TUSHAR SANJAY PAWAR	41	NEHA DILIP PATIL
20	TUSHAR CHANDRAKANT DARIPKAR	42	HEMALI PRATAP Singh BAIS
21	UMESH PRAMOD GAIKWAD	43	AKSHAY RUPRAO GAWANDE
22	SACHIN BABAN JAYBHAY	44	VIDYA CHANDRAKANT PATIL
		45	NARENDRA RAJU HINGE

  
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### Objectives of the Event:

To educate students on the importance of soft skills in the workplace. To dispel common myths associated with language and communication skills.

### Event Description:

On 20th July 2020, ASMA organized a guest lecture on "Busting Myths: Uncovering the Reality behind Myths" for MBA students. The session was conducted by Mrs. Amrita Lobo in the ASMA Hall.

Mrs. Amrita Lobo emphasized the critical importance of language and communication skills, highlighting that these skills are equally crucial, if not more so, for success in the workplace. She explained how soft skills complement technical skills and contribute significantly to effective communication, collaboration, and overall job performance.

During her lecture, Mrs. Lobo addressed several myths related to soft skills:

She countered the belief that soft skills are innate and cannot be developed, stating that while some individuals may possess them naturally, and these skills can be honed and improved over time. She dispelled the myth that soft skills are only important for entry-level positions, asserting that they are essential at all career levels.

Mrs. Lobo also discussed the misconception that soft skills are not measurable or quantifiable, emphasizing that their impact on job performance can be significant and observable. She highlighted that soft skills are just as important as technical skills, if not more, in certain contexts.

Lastly, she clarified that soft skills are relevant across all industries, not just specific ones.

### Learning Outcome:

- A deeper understanding of the importance of soft skills in the workplace.
- Increased awareness of the myths and realities associated with language and communication skills.
- Practical insights into how soft skills complement technical skills for better job performance.

  
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### Notice

**Subject:** Industrial Visit to Mercedes-Benz Industries

Dear Students,

We are pleased to announce an industrial visit to the Mercedes-Benz manufacturing facility for MBA students. This visit will provide an excellent opportunity to learn about advanced manufacturing processes, quality control, and business strategies from one of the world's leading luxury automobile brands.

#### **Details of the Visit:**

- **Date:** 13 Sep 2020
- **Venue:** Mercedes-Benz Manufacturing Plant,
- **Time:** 10.30 am
- **Dress Code:** Formal attire. Please wear closed-toe shoes for safety.
- **Instructions:**
  - Carry your college ID card.
  - Mobile phones are allowed but must be kept on silent during the tour.
  - Follow all safety instructions provided by the Mercedes-Benz team during the visit.

This visit is designed to help you gain practical knowledge of manufacturing excellence, innovation, and global market strategies. Attendance is mandatory for all students.

For any queries, please contact the undersigned.

  
**Director**  
PSD Shastri Educational Foundation's  
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# Industrial Visit to Mercedes-Benz Industries

- **Date:** 13 Sep 2020
- **Venue:** Mercedes-Benz  
Manufacturing Plant,
- **Time:** 10.30 am





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Photographs during Visit

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2	MUDE MAYURI LILADHAR	34	LOVE SANTOSH GUPTA
3	GHARAT MITALI MANOJ	35	SAKSHI RAVI GUPTA
4	PRAJAL TANAJI YADAV	36	PRIYANKA PANDHARINATH RAKSHE
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### Event Objective:

The objective of ASMA Institute of MBA's visit to Mercedes-Benz Industries was to provide students with a comprehensive understanding of world-class manufacturing processes, quality control mechanisms, and the business strategies employed by a leading luxury automotive brand. The visit aimed to give students practical exposure to the operations of an advanced manufacturing facility, with insights into technology, innovation, and the global automobile market.

### Key Learnings from the Visit:

1. **Manufacturing Excellence and Automation:** Students observed how Mercedes-Benz leverages cutting-edge technology and automation in its production line. The use of robotics and precision engineering to assemble luxury vehicles emphasized the importance of efficiency and accuracy in manufacturing.
2. **Quality Control and Innovation:** The tour highlighted Mercedes-Benz's commitment to quality, showcasing how the company ensures each vehicle meets its premium standards through rigorous testing at every stage of production. Students learned how continuous innovation in design and technology is essential to staying competitive in the automotive industry.
3. **Supply Chain and Lean Manufacturing:** Students were introduced to the concept of lean manufacturing, which Mercedes-Benz employs to optimize resources, reduce waste, and improve productivity. They also gained insights into the complex supply chain management involved in sourcing high-quality materials and components globally.
4. **Sustainability Practices:** Mercedes-Benz's focus on sustainability and eco-friendly manufacturing was a key takeaway. Students learned about the company's efforts to reduce its carbon footprint, including energy-efficient production techniques, electric vehicle development, and recycling initiatives.
5. **Marketing and Brand Positioning:** The visit included a discussion on Mercedes-Benz's global marketing strategies and how the brand maintains its premium positioning in the luxury automobile market. Students learned about the importance of brand identity, customer experience, and innovation in maintaining brand loyalty.
6. **Global Market Trends and Challenges:** Students gained insights into the global automotive market, including emerging trends such as electric vehicles, autonomous driving technology, and shifting consumer preferences. They also learned about the challenges Mercedes-Benz faces in adapting to these trends while maintaining its luxury status.

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### Notice

**Subject:** Industrial Visit to Pure Berry's

Dear Students,

We are excited to announce an industrial visit to Pure Berry's for MBA students. This visit will provide valuable insights into the production, marketing, and entrepreneurial aspects of a leading organic food and beverage brand.

#### Details of the Visit:

- **Date:** 26<sup>th</sup> Dec 2020
- **Venue:** Pure Berry's Factory, [Insert Address]
- **Time:** 6.00 am
- **Dress Code:** Casual business attire.
- **Instructions:**
  - Bring your college ID card.
  - Follow the hygiene and safety protocols during the factory tour.
  - Mobile phones are allowed but must remain on silent during the visit.

This visit is an excellent opportunity to gain practical knowledge about the organic food industry and business management strategies. Attendance is mandatory.

For any further queries, please contact the undersigned.

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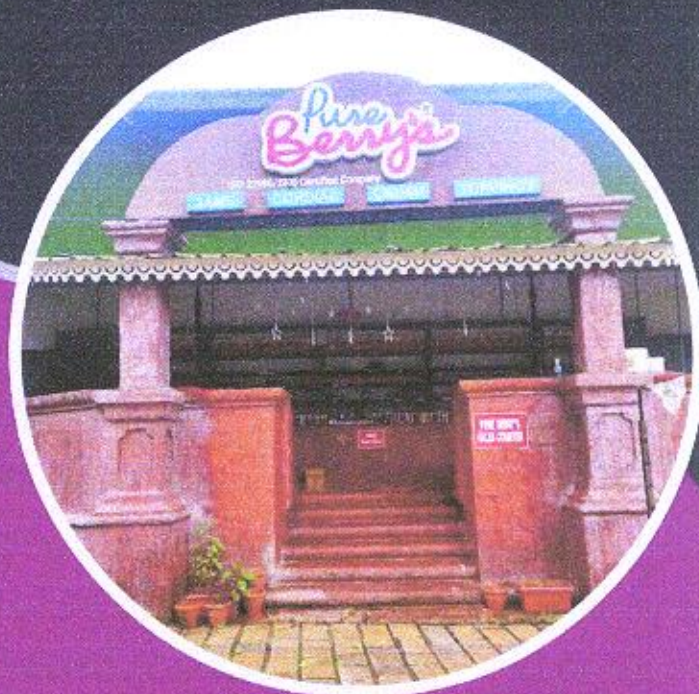
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# INDUSTRIAL VISIT TO PURE BERRY'S

- **DATE: 26TH DEC 2020**
- **VENUE: PURE BERRY'S FACTORY, 36/8/9, BHOSEV VILLAGE, PANCHGANI HO-412805.**
- **TIME: 6.00 AM**



  
Director







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Photographs during Visit

**Director**

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36	HARISH UMESH JADHAV	74	SHAILESH KUMAR VISHWAKARMA
37	SHUBHAM DIPAK PADVI	75	SHEFHALI MANOHAR PAROCHI
38	KISHOR MAHADEV KANDGULE		

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### Event Objective:

The objective of ASMA Institute of MBA's visit to Pure Berry's was to provide students with insights into the operations, production processes, and marketing strategies of a local food and beverage business specializing in natural and organic products. The visit aimed to help students understand how Pure Berry's manages its product line, maintains quality standards, and sustains growth in the competitive organic and health-focused food market.

### Key Learnings from the Visit:

1. **Production Process and Quality Control:** Students observed the entire production process of Pure Berry's, from sourcing raw materials to final packaging. They learned how the company ensures quality control at each stage to deliver healthy, preservative-free products.
2. **Branding and Marketing Strategy:** Pure Berry's marketing team shared insights into how they position the brand as a premium organic food provider. Students learned how branding, packaging, and customer engagement play vital roles in building customer loyalty and creating a unique market presence.
3. **Local Sourcing and Sustainability:** The visit highlighted Pure Berry's commitment to local sourcing and sustainability. Students learned about the importance of supporting local farmers and suppliers to maintain fresh, high-quality ingredients while promoting eco-friendly practices.
4. **Entrepreneurial Challenges:** Students gained insights into the challenges of running a niche business in the organic food industry. They discussed how Pure Berry's navigates market competition, supply chain complexities, and consumer trends to maintain growth.
5. **Customer-Centric Approach:** The visit emphasized the importance of a customer-centric approach, with Pure Berry's focusing on understanding consumer preferences for health and wellness. Students learned how the company tailors its product offerings and marketing efforts to meet customer demands.
6. **Innovation in Product Development:** Pure Berry's showcased its product development process, explaining how they introduce new products based on market research and consumer trends. Students learned about the role of innovation in staying competitive in the health food market.

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