



**Ashoka Education Foundation's
Ashoka International Centre for Educational Studies
and Research, Nashik.**

ISO 9001:2015 Certified | Minority Institute

3.1.4

Encouragement to Novel Ideas



Ashoka Education Foundation

Higher Education

Ashoka Innovation and Start-up Cell (AISC)

Standard Operating Procedures (SOPs)

Introduction

Best infrastructure in the class is the USP of Ashoka Education Foundation; the aim of AISC is to provide a new identity to AEF and that is “Ashoka Education Foundation-Crafting Entrepreneurs”

Objectives of the Cell

- 1 To identify students having entrepreneurial skills and/or innovative thinking and categorise these students into 5 categories based on their progress in entrepreneurship.
- 2 To facilitate students to convert their ideas and projects into feasible business
- 3 To create at least 1 student start-up every year with a client base of 1000 clients
- 4 To become an aggregator for the various products of students of AEF
- 5 To extend entrepreneurial support to various sections of society

Scope of Operation

The cell will remain functional across all four units of HE, students of all classes, alumni and faculty members can become members of the cell.

The cell is also open for school students, students from other colleges, women entrepreneurs and any other person seeking help to establish their own enterprise.

Activities/Steps

Sr. No.	Activity/Steps	Timeline	Budget Requirement	Responsibility/Monitored by	Objective
A) Training Phase					
1	Identification and Registration of Students	September	3000	Ms. Himani	1
2	Classification of registered students	September	Nil	Mr. Harshal	1
3	EDP on Entrepreneurial Fundamental & Professional Knowledge	September	10000	Mr. Harshal	2
4	Engagement with mentors to improve business idea	October	Remuneration	Ms. Shweta	2
5	Collaboration with other members and formation of teams	October	Nil	Mr. Ganesh	2
6	BattleField Competition among all teams	November	1000	Ms. Himani	2
7	EDP on Professional & Technological Skills	November	10000	Mr. Harshal	2
B) Execution Phase					
1	Business Opportunities Identification	December	Expert Agency	Team Coordinator	2
2	SWOT Analysis	December		Team Coordinator	2
3	Conducting Market Survey	December		Team Coordinator	2
4	Preparation of Business Plan	January		Team Coordinator	2
5	Registration and relevant legal compliances	January		Team Coordinator	2
6	Creating and selling prototype	February	Nil	Team Coordinator	2
7	Improved version of product after feedback from various stakeholders	February	Nil	Team Coordinator	2
C) Growth Phase					
1	EDP on Core Skills	March	10000	Mr. Ganesh and Ms Shweta	3
2	Ashoka Start-up Utsav	February/ March	90000	Mr. Harshal	2,3, &5

3	Scaling up the Venture	April/May	Expert Agency	Team Coordinator	3
4	Continuous Feedback and Improvement	Continuous Process	Nil	Team Coordinator	3
E-Commerce website					
1	Central E-Commerce website operated by AISC	Within Six Months	Need to invite quotations	All Coordinators	4

A) Training Phase

1) Identification and Registration of Students

I. Orientation about AISC to students

Immediately after commencement of the Academic term by the unit coordinator

II. Preparation of list of interested students

Within 2 days after orientation session unit coordinator will prepare a list of interested students

III. Innovation Challenge

Students of all units will be given a problem statement and participants need to provide innovative solutions to the problem. The event will be coordinated by Ms. Himani Madam. To distribute prizes to winners need a budget of Rs 3000.

IV. Selection of students

After one to one interaction with students from the list of interested students and the list of innovation challenge qualifiers central coordinator will select the students with the help unit coordinators.

V. Registration of selected students

Selected students are required to register to AISC using google form.

2) Classification of registered students

I. Dreamers

Students with idea in mind but nothing implemented actually

II. Random Activist

Doing occasional business and earning some money out of it but does not have a long term goal or any great idea in the mind.

III. Executors

Have an idea in mind, started execution but not making revenue.

IV. The Earners

Executed the idea and are earning revenue out of it.

V. Family First

Want to join and expand the family business.

3) EDP on Entrepreneurial Fundamental & Professional Knowledge

I. Topics to be covered

Introduction to Entrepreneurship, Knowledge of Achievement, Motivation and Positive Psychology, Understanding of the basic aspects of Business Management, Team Building.

II. Duration

Two Days

4) Engagement with mentors to improve business idea

I. Team of Mentors

Mr. Ashok Katariya

Dr. Omprakash Kulkarni

Mr. Pradeep Peshkar

Mr. Pradeep Mokal

Mr. Parimal Modi

Mr. Pushkar Kale

Ms. Kalyani Shinde

Mr. Piyush Somani

Mr. Nitin Ahire

Mr. Alkesh Chopda

Mr. Venkat Venkatachalam

Executives from ABL/ACL

II. Role of Mentors

Contribution of Mentors is very necessary to create a successful start-up. Every individual and every team will have a mentor.

III. Remuneration

Suitable remuneration must be given to mentors, depending upon the nature of engagement and expertise.

5) Collaboration with other members and formation of teams

I. Criterias to form a team

- Sector related to Business Idea
- Skills complimenting to each other
- Category of students

II. Number of members in a team

Minimum two and maximum five.

III. Exemption

Members belonging to *The Earners* Category can be given freedom to work independently upon their request.

6) BattleField Competition

It will be a competition among all teams where every team will be required to choose any product from the market and sell it anywhere. Teams will be evaluated on the basis of ROI and Net Profit earned.

7) EDP on Professional & Technological Skills

I. Topics to be covered

Ability to develop understanding of self and do SWOT Analysis, Abilities relating to self motivation and developing positive Psychology, Business Management Skills (Areas: Financial Management, Operations Management, Materials and Inventory Management, Marketing Management). Business Opportunities Identification Techniques, Conducting Market Survey, Preparation of Business Plan. Useful Technology for Entrepreneurs.

II. Duration

Two Days

B) Execution Phase

1) During this phase every team is required to execute the business idea and follow following steps

1 Business Opportunities Identification, 2 SWOT Analysis, 3 Conducting Market Survey, 4 Preparation of Business Plan, 5 Registration and relevant legal compliances, 6 Creating and selling prototype, 7 Improved version of product after feedback from various stakeholders

C) Growth Phase

1) EDP on Core Skills

I. Topics to be covered

Communication Skills, Time Management Skills, Problem Solving, Creative Thinking, Developing healthy Interpersonal relationship, Teamwork Abilities, Leadership Abilities

II. Duration

Two Days

2) Ashoka Start-up Utsav

It will be an event in which promoters of start-up looking for investment will interact face to face with investors like venture capitalist, banks.

3) Scale-up

During this phase every entity will have to find an opportunity to scale the startup through strategic partnerships and investments. AISC will facilitate the same through Ashoka Start-up Utsav and the ecosystem of Ashoka group.

D) E-Commerce Website

A dedicated e-commerce site to provide a platform for all students having their own product is necessary. Many students have a limited product range like cake, gift items etc. and it is not feasible to invest much money for marketing of these products. A common website of AISC will promote these products under its umbrella. Initially operations will be limited to Nasik City.

E) Other Important Points

- 1) According to Start-up Policy 2019 of MHRD in return for the services and facilities, the institute may take 2% to 9.5% equity/ stake in the startup.
- 2) Start-up policy 2019 advocates that students entrepreneurs should be allowed to sit for the examination, even if their attendance is less than the minimum permissible percentage, with due permission from the institute.
- 3) An expert agency should be hired to facilitate student start-ups in the field of Product development, Marketing and Legal compliances.
- 4) A dedicated and separate team for the cell can provide a better output

Month: January 2018



Student Development Program on Financial Literacy



Report of the Activity

Activity in- Charge : Prof. Priti Sonar & Prof. Samruddhi Chepe

Date & Day : 6th January, 2018.

No. of Participate : (F.Y.B.ED.)

No of Participants : 55

Venue : B.Ed. Lecture Hall, 4th Floor, A Wing, AEF Campus,




Resource person : Prof. Ajay Shukla (PhD Research Scholar, MBA (Fin), UGC NET –JRF)
HoD- MBA Dept, Ashoka Business School.

Achievements/Benefits: Student Development program is a program that grooms student in areas apart from the regular curriculum in order to train them and groom them for their profession. The program aims at developing the Employability Quotient of the students.

Feedback: The session gave very important idea about financial planning, Introduction to financial planning, Basics of savings and investments, Retirement planning, Planr entrepreneur, Tax saving options, Purchasing financial products, Advant education, etc.




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Mr. Pradeep Mokal, Conduct a Motivational session under the Start up Cell – AISC- for AICESR Students with QAG Head Mr. Yogesh Joshi.



100 Students of AICESR participated at March past on the Celebration of 70th Republic Day on 26.01.2019.



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Swadisha Talerang

Report of the Activity

Activity in-Charge - Prof. Priti Sonar and Prof. Sarita Verma

Name of the Event - Swadisha Talerang

Day and Date -Wednesday - 7th February 2018

Topics - Enhancing Employability Skills

Resource Person - Miss Urvashi & Miss Parul

Participates - S.Y.B.Ed. and F.Y.B.Ed.

No. of Participate - 75

Venue - B.Ed. Lecture Hall, 4th Floor, A Wing, AEF Campus

Achievements/Benefits: Swadisha Talerang program is a program that grooms student in areas apart from the regular curriculum in order to train them and groom them for their profession. The program aims at developing the Employability Quotient of the students.

The process starts with filling up of online Wheebox Questionnaire which generates a Certificate with Percentile Rank after completion. Following that there was group orientation and finally individual orientation was done.

AICERS students had successfully carried out the whole event.



Feedback:

Over all students enthusiastically participated in the session



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Arts Fest

Activity in- Charge - Prof. Ashish Gurav

Name of the Event – Art exhibition

Day and Date – Friday 23th February 2018 to Saturday 24th February 2018.

Participates - S.Y. B.Ed.

Venue – City Centre Mall, Nashik

Objective

1. To create the innovative art in students.
2. To develop the artistic value in students
3. To exhibit their craft creativity of students to society.
4. To promote the social accountability in students through art & craft.



Achievements/Benefits:

1. Art fest helps to enrich students well round personality.
2. Students become innovative and creative through art and craft.
3. Students develop art and craft for social cause.

Feedback

- Art fest is so good for the development and exhibition of student's artistic value.
- It creates innovative and creative ideas in students
- It is must for students all round development who have artistic hands



Star Rating Program

Report of the Activity

Introduction



The Maharashtra Star Rating Program is one such platform created by the Maharashtra Pollution Control Board which enables the public to access air pollution data in a simple format for consumption. With the intent of raising awareness about how the youth can effectively use this platform to be more vocal about this issue, an awareness initiative was held at the Ashoka College in the city.

Objectives of Event:

- ❖ To help plant managers improve environmental quality and sustain regulatory compliance
- ❖ To easily access information on the performance of industries in their area.



Activity in- Charge - Prof. Ganesh Wagh

Name of the Event - Star Rating Program

Day and Date -Wednesday - 27th February 2018

Topics - Enhancing Employability Skills

Resource Person - **Mr.Ishan Chaudhari**

Participates - F.Y.B.Ed.

Venue – **AV Room, 4th Floor, A Wing, AEF Campus**



Surendra
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Swadisha Talerang

Report of the Activity

Activity in- Charge : Prof. Priti Sonar and Prof. Sarita Verma

Date & Day : 28th February, 2018.

Topic: Enhancing Employability Skills.

Resource person : Miss Shweta Raina

No of Participant 75

Venue: B.ed Lecture Hall, 4rd Floor, A Wing, AEF Campus.

Achievements/Benefits:

Swadisha Talerang program is a program that grooms student in areas apart from the regular curriculum in order to train them and groom them for their profession. The program aims at developing the Employability Quotient of the students.

The process starts with a introduction to the program and Shweta maam conducted activities and interaction with students was done.

AICERS students had successfully carried out the whole event.



Feedback: : Over all students enthusiastically participated in the session



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Start-Up Programs

Introduction

There are students who aspire to be first generation entrepreneur & some have a Family Business and want to it further.

Objectives Of Event

- **To help students in the critical task of building a Co-founder team.**
- **To help them in acquiring :**
 - Key Entrepreneurial Skills,
 - Know-How,
 - Financial resources, etc.
- **To help students in building prototype to commercialisation.**



Activity in- Charge - Prof. Ganesh Wagh

Name of the Event – Start Up Programs

Day and Date – Saturday, 03.03.2018.

Participates - S.Y. B.Ed.

Resource Person: Mr. Yogesh Joshi, Prof.Hemant Wanjare

Venue - AV Room, 4th Floor, A Wing, AEF Campus.



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Exhibition on Career Counselling

Report of the Activity

In charge/organizer (Faculty): Prof. Samruddhi Chepe, Prof. Savita Shinde, Prof.

Dnyaneshwar Darade

Name of the Event: Career Exhibition

Date: 5th March, 2018.

Topic: Career Exhibition under compulsory assignment of Guidance and Counselling

Class/classes Involve: S.Y. B.Ed. Guidance and Counselling Elective students and rest of S.Y.B.Ed. And F.Y.B.Ed. as viewers of the exhibition.F.Y. B.Ed.

No of Participant: 65

Venue : B.Ed. Lecture Hall, V. C Room, 4th Floor, A Wing, AEF Campus

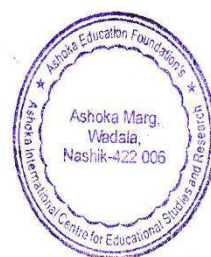
Achievements/Benefits


65 students were present for the activity. 22 students of S.Y.B.Ed. Did the presentations and the rest of the students were actively involved in the viewing of exhibition. As the students have to prepare various material related to a particular profession, session was very interesting.



Feedback

Students were actively participating in the exhibition. The exhibition was especially useful with respect to career counselling




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Entrepreneurship Mindset

Report of the Activity

Introduction

Entrepreneurial mindset refers to a specific state of mind which orientates human conduct towards entrepreneurial activities and outcomes. Individuals with entrepreneurial mindsets are often drawn to opportunities, innovation and new value creation.

Objectives Of Event

- To implement the method of Entrepreneurial Thought & Action
- To create and add value for stakeholders and society.



Activity in- Charge - *Prof. Ganesh Wagh*

Name of the Event – Entrepreneurial mindset

Day and Date – Monday, 12.03.2018.

Participates - F.Y. B.Ed.

Resource Person: **Mr.Paresh Chitnis**

Venue - AV Room, 4th Floor, A Wing, AEF Campus.



Paresh Chitnis
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AISC Business Plan Presentation

Name of the Event: AISC Business plan presentation

Date : 17/07/2019

Class/classes Involve: F.Y.B. Ed. (Semester- 2 students)

No of Participants: 8

Venue : Junction hall, Third floor, A wing

In-charge/organizer (Faculty) : Prof. Ganesh Wagh

Achievements/Benefits :

1. Founders Day is our Hon“ble Chairman Sir“s birthday. He is a true visionary who wants to create future leaders. On the same line AISC (Ashoka Innovation Start-up Cell) was established two years before on Founders Day. Students“ four projects were showcased on Founders Day this year too.
2. AISC gave a platform to AEF and AICESR students to showcase their talent in business field.

Feedback : The event is most awaited event in the year. It was appreciated by the team of AEF family.



**AISC Students Present
Our Business Plan**



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1.4: Guest Lecture on Intellectual Property Rights

- ❖ Date of Event : 11.5.2021
- ❖ Venue : Online Through Zoom Meet
- ❖ In-charge : Prof. Sarita Verma & Prof. Samruddhi Chepe
- ❖ Participants : AICESR F.Y. B.Ed. & S.Y. B.Ed. Students
- ❖ Resource Person : Mr. Abhijit Bhand
- ❖ Organized by : IQAC Cell

❖ INTRODUCTION:

Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Intellectual property is the product of the human intellect including creativity concepts, inventions, industrial models, trademarks, songs, literature, symbols, names, brands,. etc. Intellectual Property Rights do not differ from other property rights. They allow their owner to completely benefit from his/her product which was initially an idea that developed and crystallized. They also entitle him/her to prevent others from using, dealing or tampering with his/her product without prior permission from him/her. He/she can in fact legally sue them and force them to stop and compensate for any damages. History of IPR-IPR is not a new concept. It is believed that IPR initially started in North Italy during the Renaissance era. In 1474, Venice issued a law regulating patents protection that granted an exclusive right for the owner. The copyright dates back to 1440 A.D. when Johannes Gutenberg invented the printing press with replaceable/moveable wooden or metal letters. Late in the 19th century, a number of countries felt the necessity of laying down laws regulating IPR. Globally, two conventions constituting the basis for IPR system worldwide had been signed; Paris Convention for the Protection of Industrial Property (1883) Berne Convention for the Protection of Literary and Artistic Works (1886). Protection of Intellectual Property Rights-Protection of IPR allows the innovator, brand owner, patent holder and copyright holder to benefit from his/her work, labour and investment, which does not mean monopoly of the intellect. Such rights are set out in the International Declaration of Human Rights, which provides for the right to benefit from the protection of the moral and physical interests resulting from the right holder's work; literal or artistic product.



What is the Difference between Forgery and Counterfeiting? -Forgery of a trademark means a complete transfer being identical from the unique brand or transferring the main parts thereof making the forged brand greatly identical to the original one.

Counterfeiting a trademark means making a brand similar in total to the original one in a manner that might mislead the public in connection with the source of goods that are marked by the brand in question.

Intellectual property refers to creations of the mind: inventions, literary and artistic works, symbols, names, pictures, models and industrial designs.

Feedback -The Session on IPR was greatly motivating to the students as they came to know about various aspects of the subject. The programme was greatly appreciated by the students. It was extremely helpful in developing the related knowledge. It was helpful for students for developing their knowledge and skills.

E- Poster of the Session

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A Session On
**INTELLECTUAL
PROPERTY RIGHTS**

Under the Initiative of
INTERNAL QUALITY ASSURANCE CELL

Time : 11.00 am
Date : 11th May, 2021

Session will be live on Zoom platform
<https://bit.ly/3gXe3Wk>
Meeting ID : **94679971032**
Passcode : **12345**

Mr. ABHIJIT BHAND
Founder & CEO,
Kanadlab Institute of
Intellectual
Property & Research,
Nashik



1.7: Guidance Session on Business Plan Preparation

- ❖ Date of Event : 22.10.2021
- ❖ Venue : Online
- ❖ In-charge : Mr. Ganesh Wagh
- ❖ Participants : F.Y. B.Ed. Students
- ❖ Organized by : AISC Cell
- ❖ Topic : Guidance Session on Business Plan Preparation
- ❖ Resource Person : Mr. Harshal Dayma

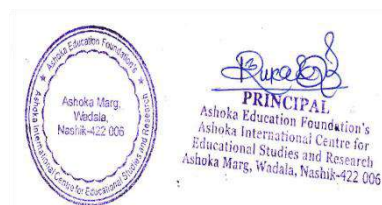
Details about resource Person: Assistant Professor at Ashoka Business School, Nashik. He is the Central co-ordinator of AISC Cell and guided more than 100 students on entrepreneurship development. Sir has more than 5 years" experience to guide and teach to the MBA students

❖ Introduction of Activity :

Under the initiative of AISC Cell session on "Business Plan Preparation" was planned on 22nd October 2021 for first year B.Ed. students. Few students have already started their small business but are not aware about the preparation of the business plan and business development techniques. According to the requirement of the students, a need for guidance sessions on business plan preparation was planned. Mr. Harshal Dayma has conducted the session effectively. He has shared all the required information in details and solved student"s queries too.

❖ Objective attainment:

Sr. No.	Objective	Evaluation Method	KPI	Benchmark	Attainment	Deadline of assessment	Gap Analysis
1	To know how to prepare business plan	Feedback	Participation Of Students	85%	92.4%	Within 1 week of activity completion	100% participation of students



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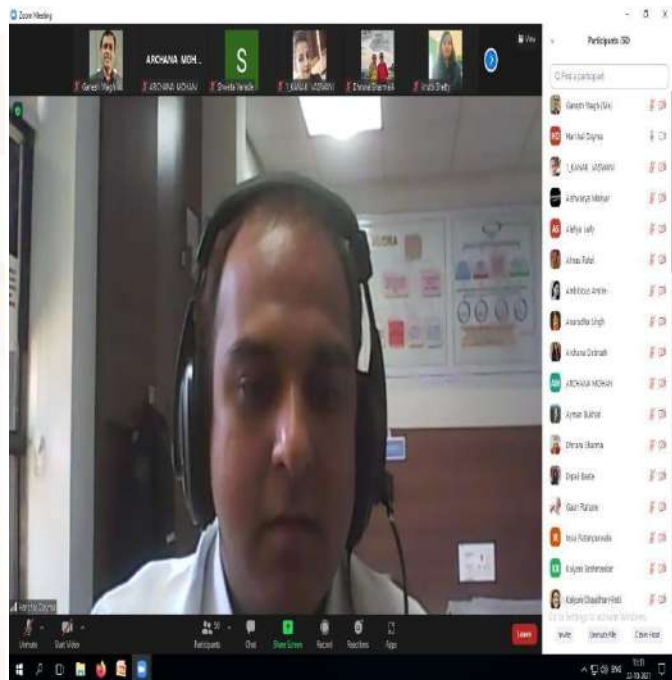
Guidance Session on
BUSINESS PLAN PREPARATION

Under the Initiative of
AISC Cell

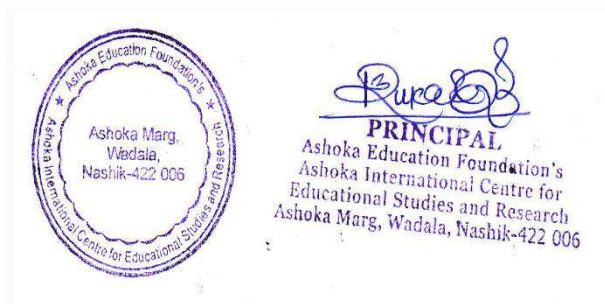
Time : 11:00 AM to 12:00 PM
 Date : 22nd Oct, 2021
 Session will be live on ZOOM platform



Resource Person
Mr. Harshal Dayma
 Assistant Professor,
 Ashoka Business School,
 Nashik



Mr. Harshal Dayma has guided to the F.Y. B.Ed. students on Business Plan Preparation.



1.5 IQAC Cell: Expert Session on Intellectual Property Rights

- ❖ **Date of Event** : 13.12.2021
- ❖ **Time** : 2.00 PM to 3.15PM
- ❖ **Venue** : Online ZOOM Meet
- ❖ **In-charge** : Mrs. Sarita Verma
- ❖ **Participants** : 75
- ❖ **Resource Person** : Dr. Rasna Sehrawat, Assistant Professor at Amity University, Noida.
- ❖ **Details about Resource Person:** Dr. Rasna Sehrawat, a staunch believer of the thought “Action speak louder than words” holding degrees M.Sc, M.Ed, PGDEE, NET(Edu.) Ph.D. (Edu.) has always been an active and dynamic participant in enrolling and engaging herself in various domains of educational arena since a decade. She has published good number of papers in International and National Journals. She has to her credit, Paper Presentations in International & National conferences, and seminars. She has also received “Best Paper Awards” at International level for the years 2018 and 2021. She is also a recipient of “Professional Excellence Award” given by Vergenita Society, Thailand.
- ❖ **Introduction of Activity:**
The overall program went in following manner-
 1. Welcome and Introduction of the event by Ms. Mehjabeen Shaikh
 2. Address by the Principal AICESR, Dr. Santosh Rukari Sir
 3. Introduction of Ms. Rasna Madam by Ms. Nazish
 4. Session by Ms. Rasna Madam
 5. Vote of thanks by Nazish Sayyed

❖ **Objective attainment** :

Sr. no.	Objective	Evaluation Method	KPI	Benchmark	Attainment	Deadline of assessment	Gap Analysis
1.	Develop understanding for the Intellectual Property.	Feedback	Feedback and Quiz for Students	85%	95%	Within 4 days of activity completion	Students were initially unaware of Technical and Legal Provisions.
2.	Developing understanding for Legal Procedures to protect Intellectual Property.						



Achievements/Benefits- Intellectual Property Rights are legal rights governing the use of creations of the human mind. The recognition and protection of these rights is of recent origin. Patents, designs and trademarks are considered as industrial property. As per International Convention for the protection of industrial (Paris Convention) the protection of industrial property has as its object patents, utility models, industrial designs, trademarks, service marks, trade names, indications of source or appellations or origin and the repression of unfair competition when copyrights, Geographical indicators, layout Designs and confidential information were included to industrial property, they all become intellectual property.

This year in the Lockdown resultant of pandemic situation, the session was conducted via online mode.

Feedback - The programme was greatly appreciated by the students. It was extremely helpful in developing the knowledge of Intellectual Property Rights and created awareness.

E-Brochure of the Session

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Expert Session On
Intellectual Property Right

Organised by
Internal Quality Assurance Cell

Time : 3.00 pm
Date : 13th December, 2021

Session Live on Zoom platform
shorturl.at/fihil

Meeting ID : 910 3893 5359
Passcode : 12345

Resource Person
Dr. Rasna Sehrawat,
Assistant Professor,
Amity Institute of
Education,
Amity University, Noida

