



Report
Best Practice Activities
Department of Management

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05/11/2024
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गुरु घासीदास विश्वविद्यालय
Guru Ghasidas Vishwavidyalaya
बिलासपुर (छत्तीसगढ़)
Bilaspur (Chhattisgarh)



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Summary

In the past year, the Department of Management Studies, under the guidance of HoD Prof. B. D. Mishra and Dean of Commerce and Management Prof. Ashok Kumar Mishra, has implemented a series of innovative best practices. Led by Asst. Prof. Shri Sachin Vishwakarma, these practices span departmental and university levels, fostering holistic development and interdisciplinary collaboration.

1. Mock Interview (Departmental Level):

Conducted targeted mock interviews for MBA students, enhancing their practical skills and preparing them for professional scenarios.

2. Mock Group Discussion (Departmental Level):

Tailored for MBA students, these simulated experiences provide a practical platform for honing group discussion skills, preparing students for the professional world.

3. Learning from Movie (Departmental Level):

Integrated cinematic experiences into the learning process, offering unique insights and perspectives to MBA students.

4. Student's Etiquettes in Classroom (Departmental Level):

Implemented a program focusing on instilling proper classroom etiquette among MBA students, fostering a conducive learning environment.

5. Meditation Practice (Departmental Level):

Introduced meditation sessions for both MBA students and faculties, promoting mental well-being and mindfulness within the academic community.

6. Toastmasters Session (Departmental Level):

Organized Toastmasters sessions exclusively for Basics of Entrepreneurship (BoE) students, refining their communication and leadership skills.

7. University's Mobile App Design Support (University Level):

Contributed to the development of the university's mobile app, enhancing accessibility and connectivity for students and faculty at a broader level.

8. Marketing Support to Rural Tech Department (University Level):

Provided strategic marketing assistance to the Rural Tech department, fostering collaboration and synergy between departments.

9. Marketing Support to Bio-Technology Department (University Level):

Extended marketing support to the Bio-Technology department, facilitating cross-disciplinary initiatives and knowledge sharing.



10. Marketing Support to GGV Fitness & Wellness Centre (University Level):

Engaged in promoting the university's Fitness & Wellness Centre, encouraging a healthy lifestyle among the university community.

11. Event Management Workshop for BoE Students (University Level):

Organized an expansive event management workshop involving Basics of Entrepreneurship students and the broader social public, providing practical insights into event planning.

12. Harmony in Green (University Level):

the plantation drive organized by the Department of Management Studies can indeed be considered a best practice. This initiative showcases the department's commitment to environmental sustainability, community engagement, and the holistic development of its students..

These best practices, meticulously captured in the document "Best Practice Activities Department of Management," present the department's commitment to innovation, student development, and collaborative efforts within the university community. The diversity of initiatives reflects a holistic approach to education, preparing students for the challenges of the professional world while contributing to the broader university ecosystem.



1. Green and Environmentally Sustainable practice

1.1 Plantation drive

Date: 06-Jan-2024 and 13-Jan-2024

Category: Sustainability Initiatives

Faculties Involved:

- Prof. Ashok Kumar Mishra
- Prof. Harish Kumar
- Prof. Sanjay Pandey
- Associate Prof. Dr. (Mrs.) Bobby Pandey
- Associate Prof. Dr. S. M. Das
- Asst. Prof. Shri Sachin Vishwakarma
- Asst. Prof. Dr. Prem Shankar Dwivedi
- Asst. Prof. Dr. (Mrs.) Chandrawati Nirala

Participated: Students of NSS

Objective: Cultivating a Sustainable Tomorrow - A Plantation Drive by the Department of Management Studies.

Introduction:

For fostering a sustainable and green environment, the Department of Management Studies took a significant step towards this noble cause. Under the able guidance of our dedicated faculty members, Prof. Harish Kumar, Asst. Prof. Shri Sachin Vishwakarma, and Asst. Prof. Dr. Prem Shankar Dwivedi, in collaboration with the NSS team, a plantation activity was organized on January 13, 2024, in the vicinity of the department.

Faculty Members' Contributions:

Prof. Ashok Kumar Mishra, Prof. Harish Kumar, and Prof. Sanjay Pandey, with their vast knowledge and expertise in the field of management, played a pivotal role in guiding and encouraging the students. Their commitment to nurturing not only the academic but also the environmental consciousness of the students was evident in their wholehearted participation in the plantation drive.

Associate Prof. Dr. (Mrs.) Bobby Pandey and Associate Prof. Dr. S. M. Das demonstrated unwavering support and active involvement in the event, showcasing their dedication to holistic education. As faculty members, they not only impart knowledge but also instill values that extend beyond the classroom. Their commitment to sustainability was reflected in their enthusiastic participation in the plantation



Asst. Prof. Shri Sachin Vishwakarma, Asst. Prof. Dr. Prem Shankar Dwivedi, and Asst. Prof. Dr. (Mrs.) Chandrawati Nirala, known for their passion for environmental causes, brought their expertise to the forefront during the plantation drive. Their profound understanding of ecological balance and sustainable practices added significant value to the event, inspiring both faculty and students alike.

NSS Team's Invaluable Support: The NSS team, under the dynamic leadership of our faculty members, played a crucial role in organizing and executing the plantation activity. Their dedication to community service and environmental well-being was evident in the seamless coordination of the event.

This initiative not only aligns with our academic pursuits but also reflects our collective responsibility towards nurturing socially conscious and environmentally responsible leaders of tomorrow.

Let this event serve as a beacon, inspiring all members of our academic community to actively engage in initiatives that contribute to the greater good, echoing the sentiment that education extends far beyond the confines of textbooks and classrooms.



Plantation drive at department of management





2. Swavalambi Chhattisgarh Scheme (Empowering with Entrepreneurship)

2.1 Rural Tech department

Category: Collaboration and Industry Partnerships

Date: Continued from November 2023

Venue: Classroom F-10

Lead by: Asst. Prof. Shri Sachin Vishwakarma, Subject teacher of Digital Marketing

Participated: Students of digital marketing class

Objective: To utilize classroom's knowledge in real world by supporting different department's products and involving students in Swabhlambhi Chhattisgarh yojana.

Description: Report on Digital and Offline Marketing Project for Rural Tech Department's Products

Introduction

With the inspiration of and vision of Hon'ble Vice Chancellor Prof. Alok Kumar Chakrawal to involve students under "Swabhlambhi Chhattisgarh". and with the inspiration of Head of the Department Prof. B. D. Mishra, to "Utilize classroom learning in real world". The Department of Management has launched a project to support the Rural Tech department and its start-ups for their business management related needs.

The project is supervised by Asst. Prof. Shri Sachin Vishwakarma, who is the subject teacher of "Digital Marketing" course. He has trained the students to use various digital and offline marketing tools and principles to promote the products of the Rural Tech department. The products include fresh mushrooms, dry mushrooms, mushroom powder, and mushroom pickle.

The project aims to provide the students with practical experience of working on a real live project, an internship certificate, and an opportunity to get a stipend under the "Swabhlambhi Chhattisgarh" scheme. The scheme is a government initiative to empower women and children through skill development and entrepreneurship.

Methodology

The project follows the digital and offline marketing best practices as suggested by various experts and sources. The main steps involved are:

- **Identify the potential customers:** The students conducted a market research to identify the potential customers for the rural tech products. They segmented the audience based on their demographics, preferences, and buying behavior.



- **Develop a content marketing strategy:** The students created a content marketing plan to attract, engage, and convert the target audience. They decided on the type, format, and frequency of the content to be produced and distributed. The content included posters, reels, Instagram, and Facebook posts.
- **Build relevant content:** The students produced high-quality and relevant content that showcased the benefits, features, and uniqueness of the rural tech products. They also highlighted the social and environmental impact of the products, such as reducing waste, improving health, and generating income for rural communities.
- **Incorporate SEO tactics:** The students optimized the content for search engines by using keywords, meta tags, headings, links, and images. They also used analytics tools to monitor and improve the performance of the content in terms of traffic, ranking, and conversions.
- **Try omnichannel marketing:** The students leveraged multiple digital and offline channels to reach and interact with the target audience. They used social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to share the content, generate buzz, and build relationships. They also used email marketing, text messaging, and chatbots to communicate personalized and timely messages to the audience. They also proposed and implemented offline marketing support that included:
 - Bulk selling of the products in all eight hostels
 - Printing of flexes and banners
 - Opening GGV's mart
 - Multiple distribution points
- **Use accurate data:** The students collected and analyzed data from various sources to measure and evaluate the effectiveness of the digital and offline marketing campaign. They used metrics such as impressions, clicks, views, likes, shares, comments, leads, sales, and revenue to track and report the results. They also used feedback and surveys to understand the customer satisfaction and loyalty.

Results

The project has achieved remarkable results in terms of increasing the awareness, interest, and sales of the rural tech products. Some of the key outcomes are:

- The content created by the students has reached over 800 people within 5 days, across various digital and offline platforms.
- The offline marketing support has increased the visibility and accessibility of the products in the campus and nearby areas.



Conclusion

The project has demonstrated the potential and value of digital and offline marketing for the socio-economic development of the region. The project has also provided the students with a valuable learning opportunity and a rewarding experience. The project has received appreciation and recognition from the university authorities, the government officials, the media, and the customers.

The project team would like to thank Asst. Prof. Shri Sachin Vshwakarma for his guidance and support, the Rural Tech department for their collaboration and cooperation, and the customers for their trust and patronage. The project team hopes to continue and expand the project in the future and contribute to the vision of “Swabhilambhi Chhattisgarh”.

Status:

The recent visit by students and faculty to the production center marked a significant step forward in our collaborative efforts. Students were actively engaged and tasked with the preparation of content related to the production processes they observed, contributing to a deeper understanding of the center's operations. Meanwhile, Mr. Sachin Vishwakarma took initiative in meeting with various hostel wardens and mess managers to discuss the incorporation of mushrooms, a key product from the production center, into hostel menus. This strategic collaboration seeks to diversify our product offerings within the campus community. Additionally, students have been handed assignments focused on enhancing the marketing strategies for products developed by the Rural Tech department. In a commendable display of creativity and initiative, students have already generated over five videos, reels, and posters to promote mushroom marketing, showcasing their dedication to the project's success and the broader goals of the Rural Tech department.



Marketing support for Rural tech products

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2.2 Bio technology department

Category: Collaboration and Industry Partnerships

Date: Continued from November 2023

Lead by: Asst. Prof. Shri Sachin Vishwakarma, Subject teacher of Digital Marketing

Participated: Students of digital marketing class

Objective: To utilize classroom's knowledge in real world by supporting different department's products and involving students in Swabhlambhi Chhattisgarh yojana.

Description: Report on Digital and Offline Marketing Project for Bio Technology Department's Products

Faculty from BioTechnology department: Prof. Harit Jha, (Head of Department)

Introduction

With the inspiration of and vision of Hon'ble Vice Chancellor Prof. Alok Kumar Chakrawal to involve students under "Swabhlambhi Chhattisgarh". and with the inspiration of Head of the Department Prof. B. D. Mishra, to "Utilize classroom learning in real world". The Department of Management has launched a project to support the Bio Technology department and its start-ups for their business management related needs.

The project aims to promote the products of the Biotech department, which include fresh bread, soya milk, and soya milk products, using various online and offline marketing strategies. The project also provides the students of the management department with an opportunity to gain hands-on experience of real live project, internship certificate, and stipend under the "Swabhlambhi Chhattisgarh" scheme.

The project has achieved remarkable results in terms of increasing the awareness, reach, and sales of the Biotech products. The project has also received positive feedback from the Biotech department, the customers, and the university authorities.

Project Overview

The project consists of two main components: online marketing support and offline branding, marketing and sales support.

Online Marketing Support

The online marketing support is provided by the students of the management department, who have learned the digital marketing tools and principles from Asst. Prof. Shri Sachin Vishwakarma. The online marketing support includes the following activities:



- Creating posters, reels, Instagram, and Facebook posts to showcase the features, benefits, and testimonials of the Biotech products.
- Using hashtags, keywords, and geo-tagging to optimize the online visibility and reach of the Biotech products.
- Engaging with the online audience by responding to their comments, queries, and feedback.
- Analyzing the online performance of the Biotech products using metrics such as impressions, clicks, conversions, and revenue.
- Implementing the digital marketing best practices^{4 5 7 8} such as setting SMART goals, tracking conversions, using automation and machine learning, and allocating budget to the best performing channels.

Offline Branding, Marketing and Sales Support

The offline branding, marketing and sales support is provided by the students of the management department, who have prepared a proposal for offline marketing support that includes the following activities:

- Bulk selling of the products like bread in student's hostels, canteen, guest house, and nearby shops and restaurants.
- Printing of flexes and banners to display the Biotech products and their USPs at strategic locations on and off campus.
- Opening GGV's mart, a dedicated outlet for selling the Biotech products and other items produced by the university departments and start-ups.
- Creating multiple distribution points for the Biotech products, such as vending machines, kiosks, and delivery services.

Project Outcomes

The project is ongoing has delivered impressive outcomes in terms of enhancing the brand image, customer base, and revenue of the Biotech products. Some of the key outcomes are:

- The project has received positive feedback from the Biotech department, who have appreciated the idea of selling the breads in GV's hostels mess, guest house etc.
- The project has also received positive feedback from the customers, who have expressed their satisfaction and loyalty towards the Biotech products, and their appreciation for the social and environmental benefits of the products.



- The project has been recognized by the university authorities, who have praised the project as a model of interdisciplinary collaboration, innovation, and entrepreneurship.

Project Recommendations

The project has demonstrated the potential and effectiveness of digital marketing and offline marketing strategies for promoting the Biotech products and other products of the university. Based on the project outcomes, the following recommendations are suggested for the future:

- Continue and expand the online and offline marketing support for the Biotech products, and explore new channels and platforms to reach more customers and markets.
- Apply the same or similar online and offline marketing strategies for other products of the university, such as handicrafts, herbal products, and educational services.
- Encourage and facilitate more collaboration and exchange between the management department and other departments and start-ups of the university, to create more opportunities for learning and innovation.

Present Status:

The recent visit to the production center proved to be a productive and immersive experience for both students and faculty members. During the visit, students were actively involved in tasks assigned to them, focusing on the preparation of informative and engaging content related to the production processes observed. Professor Harit Jha played a pivotal role by sharing valuable insights, contributing significantly to the ongoing effort in formulating a business proposal for the project. In parallel, Mr. Sachin Vishwakarma took proactive steps to explore collaboration opportunities, meeting with hostel wardens and mess managers to discuss the integration of the production center's bread products into hostel menus. This strategic initiative is aimed at enhancing the utilization of our offerings within the campus community. Additionally, students have been allocated assignments that center around improving the marketing strategies for products developed by the Biotechnology department, fostering a comprehensive approach to learning and practical application in real-world contexts.



2.3 GGV Fitness & Wellness Centre

Category: Collaboration and Industry Partnerships

Date: Continued from January 2024

Lead by: Asst. Prof. Shri Sachin Vishwakarma, Subject teacher of Digital Marketing

Participated: Students of digital marketing class

Objective: To utilize classroom's knowledge in real world by supporting different department's products and involving students in Swabhlambhi Chhattisgarh yojana.

Description: Report on Digital and Offline Marketing Project for GGV Fitness & Wellness Centre

Faculty from for GGV Fitness & Wellness Centre: Asst. Prof. Shalini Menon, Physical Education department

Introduction

GGV Fitness & Wellness Centre is a state-of-the-art facility that offers a range of fitness and wellness services to the staff and students of Guru Ghasidas Vishwavidyalaya, a central university located in Bilaspur, Chhattisgarh. The centre is partially funded by SECL under CSR funding scheme, and is led by Asst. Prof. Dr. Shalini Menon.

The centre aims to provide a holistic approach to health and wellness, by offering services such as weight training, zumba, cardio, weight loss, and personal training. The centre also organizes various events and activities to promote a healthy lifestyle among the university community.

To increase the awareness and visibility of the centre, the management department of the university has taken up the responsibility of supporting the centre for its promotion and marketing needs. Under the guidance of Asst. Prof. Shri Sachin Vishwakarma, the subject teacher of Digital Marketing course, the students of the management department have applied their classroom learning to real-world scenarios, and have implemented various digital marketing strategies and tactics to boost the online presence and reputation of the centre.

In this report, we will highlight the digital marketing best practices that the students have followed, and the results that they have achieved. We will also provide some recommendations for further improvement and optimization of the digital marketing efforts.

Digital Marketing Best Practices

Digital marketing is the process of using online platforms and channels to communicate and engage with potential and existing customers, and to influence their purchasing decisions. Digital marketing encompasses various techniques and tools, such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media



marketing, email marketing, content marketing, video marketing, mobile marketing, and more.

The students of the management department have used a combination of these techniques and tools to create and execute a comprehensive digital marketing plan for the GGV Fitness & Wellness Centre. Some of the digital marketing best practices that they have followed are:

- **Identify the target audience:** The students have clearly defined the target audience for the centre, based on the goal of their campaign. The primary target audience is the staff and students of the university, who can avail the services of the centre at a discounted rate. The secondary target audience is the general public, who can also join the centre as external members. The students have segmented the audience based on their demographics, interests, preferences, and pain points, and have tailored their messages and offers accordingly.
- **Develop a content marketing strategy:** The students have recognized the importance of content marketing, which is the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience, and to drive profitable customer action. The students have developed a content marketing strategy that covers the entire customer journey, from awareness to loyalty. The students have created various types of content, such as blog posts, articles, whitepapers, webinars, testimonials, case studies, infographics, and more, to educate, inform, entertain, and persuade the audience about the benefits and features of the centre. The students have also ensured that the content is optimized for SEO, and is aligned with the keywords and topics that the audience is searching for online.
- **Build relevant content:** The students have not only created content, but have also made sure that the content is relevant and useful for the audience. The students have conducted extensive research and analysis to understand the needs and expectations of the audience, and have provided solutions and answers to their problems and questions. The students have also showcased the real benefits and outcomes of the centre, by highlighting the success stories and feedback of the existing members. The students have also used data and statistics to support their claims and arguments, and have cited credible sources and references. The students have also used engaging and persuasive language and tone, and have incorporated call-to-actions (CTAs) to prompt the audience to take the desired action, such as signing up for a free trial, booking a consultation, or joining the centre.
- Creating catchy subject lines, writing engaging and relevant content, using attractive and responsive design, segmenting and personalizing the email list, adding CTAs, testing and optimizing the email campaigns, and complying with the email marketing laws and regulations.



Marketing support for GGV Fitness and Wellness center

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Designed by: Manish (Management Studies)

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2.4 Event Management Workshop for BoE Students

Category: Professional development opportunities

Lead by: Asst. Prof. Shri Sachin Vishwakarma, Subject teacher of Basics of Entrepreneurship

Participated: Students of Basics of Entrepreneurship

List of Faculties Involved:

- Prof. Ashok Kumar Mishra (Dean of Commerce and Management)
- Prof. P. K. Bajpai (IQAC Director)
- Asst. Prof. Dr. Jyoti Varma, (coordinator for cultural event)
- Asst. Prof. Shri Sachin Vishwakarma, Subject teacher of Basics of Entrepreneurship

Objective: The Event Management Initiative, led by the Management Studies Department, sets out to empower students from the "Basics of Entrepreneurship" class with practical skills and experiences in event management. This initiative aims to bridge the gap between theoretical knowledge and real-world application, fostering holistic development and preparing students for successful careers.

Introduction:

Under the visionary leadership of **Hon'ble Vice Chancellor Prof. Alok Kumar Chakrawal**, the Basics of Entrepreneurship class embarked on a transformative journey to support students' careers. **Asst. Prof. Shri Sachin Vishwakarma**, recognizing students' aspirations for event management, obtained official permission for extra classes, aligning with the Vice Chancellor's vision of enhancing students' skills through real projects.

The inception of this initiative began with the earnest desire of students from the "Basics of Entrepreneurship" class to venture into event management. The thought matured as Asst. Prof. Shri Sachin Vishwakarma championed the cause, securing official permission for extra classes from 1st Dec to 31st Dec. 2023. The classes were held thrice a week from 9 AM to 10 AM, as an extra slot for the interested students. These classes became the foundation for a more significant undertaking when students, inspired by the vision of our Hon'ble Vice Chancellor, requested a workshop to gain practical experience.

As the idea gained momentum, senior faculty members, including Prof. Ashok Kumar Mishra (Dean of Commerce and Management), recognized its potential. Their positive comments propelled the initiative forward, and discussions with IQAC director Prof. P. K Bajpai solidified the plan. Driven by Prof. Bajpai's vision of enhancing the socio-cultural environment, the team decided on a unique event – an eight-day "Shreemad Bhagwat Mahapuran Katha."



The event to be held near the GGV's campus temple, the event date will be finalized after examination of students. The fund for the event will be arranged by the students through public contribution, with some seed money granted by the university. The event will be participated by the university students, faculty, staff, and colony families, as well as the general public.

Benefits of students

It is expected that students will gain following skills from the event :

- **Practical Exposure:** Students are gaining hands-on experience in managing events, preparing them for the challenges of the industry.
- **Leadership and Teamwork:** The initiative instills leadership qualities and promotes teamwork, essential for success in event management careers.
- **Real-World Application:** Students are applying theoretical concepts to plan and execute a real event, providing valuable insights into the field.
- **Career Readiness:** The initiative equips students with skills in fund management, people coordination, event planning, and public relations, making them industry-ready.
- **Fund management:** How to collect fund for cultural event, how to spend the money.

Future Scope of Research Paper:

The success of this initiative opens avenues for future best practices. A comprehensive research paper on the socio-cultural impact of such events within academic environments would contribute to the academic discourse, aligning with the university's commitment to scholarly endeavors.

Expected outcome from the event:

1. **Career Development:** Provide students with hands-on experience in event management, enhancing their ability to plan and execute large-scale events.
2. Supporting GGV's cultural activity team by preparing our students for organizing the different events.
3. New Course curriculum (on Event Management) can be launched under Aviation and Hospitality Services academy
4. Revenue Generation: After successful completion of the event, our group can market the event and perform similar events in different parts of Bilaspur and Chhattisgarh



Present Status:

- Theoretical aspects of event management have been successfully delivered to the students.
- A notesheet proposal, initiated by Asst. Prof. Shri Sachin Vishwakarma, has been accepted by Prof. Ashok Kumar Mishra and forwarded to IQAC.
- IQAC has accepted the proposal and forwarded it for further action, marking a positive step towards the realization of this ambitious initiative.
- This initiative reflects the collaborative efforts of faculty members dedicated to nurturing students' aspirations and providing them with a holistic education. As we move forward, we anticipate the positive impact this initiative will have on our students' careers and the broader academic community.



Event management classes and workshop photographs





3. Swavalambi Chhattisgarh Scheme (Skills Enhancement)

3.1 Mock interview

Category : Career Counseling and Placement Support

Date: 9th March 2023

Venue: Smart Classroom F-19

Lead by: Asst. Prof. Sachin Vishwakarma

Participants: Prof. Harish Kumar, Asst. Prof. Shri Sachin Vishwakarma, Asst. Prof. Dr. P S Dewedi and Students

Objective: To prepare the students for the upcoming real interview of IDBI Bank by conducting a mock interview session.

Event Description:

The mock interview session was organized by Assistant Professor Sachin Vishwakama, who was assisted by Professor Harish Kumar and Assistant Professor Dr. P S Dewedi. The session was a part of the skills enhancement activities for MBA students, aimed at developing their interview skills and confidence. The session was also intended to prepare the students for the real interview of IDBI Bank, which was scheduled for 12th March 2023.

The session started with an introduction of the mock interview concept and its benefits by Assistant Professor Sachin Vishwakama. He explained the importance and relevance of mock interviews for students who want to pursue a career in the banking sector. He also shared his 16 years of industrial experience and guided the students on how to shape themselves for the upcoming market.

The session then proceeded with the mock interviews, where each student was interviewed by one of the three faculty members. The mock interviews were designed to simulate the real interview of IDBI Bank, covering both soft skills and hard skills related to the banking sector. The faculty members asked the students various questions related to their resume, education, achievements, goals, strengths, weaknesses, banking knowledge, current affairs, etc. The faculty members also observed the students' body language, communication skills, and attitude.

The mock interviews lasted for 15 minutes each, followed by a feedback session, where the faculty members gave constructive and personalized feedback to each student. The feedback session focused on the strengths and areas of improvement of the students, as well as the tips and suggestions on how to perform better in the real interview. The feedback session was interactive and informative, and the students appreciated the feedback and asked questions.

The session concluded with a vote of thanks by Assistant Professor Sachin Vishwakama, who thanked the students for their participation and enthusiasm, and the



other faculty members for their support and cooperation. He also congratulated the students who got selected in the real interview of IDBI Bank, which was held on 12th March 2023. Out of the 12 students who participated in the mock interview session, 5 students got selected in the real interview, which was a remarkable achievement.

Learning Outcomes:

The mock interview session was a valuable and rewarding experience for the MBA students. The session provided them with an opportunity to practice and improve their interview skills and confidence. Some of the learning outcomes of the session were:

- The students learned how to prepare and present themselves for a banking sector interview, such as researching the company, updating the resume, dressing professionally, etc.
- The students improved their communication skills, such as speaking clearly, confidently, and politely, listening actively, and asking relevant questions.
- The students enhanced their banking knowledge, such as the products, services, policies, and regulations of IDBI Bank, as well as the current trends and issues in the banking sector.
- The students developed their problem-solving and analytical skills, such as answering situational and behavioral questions, giving examples and evidence, and demonstrating logical and critical thinking.
- The students received useful feedback and guidance from the faculty members, who were experienced and knowledgeable in the banking sector.
- The students gained confidence and motivation to face the real interview of IDBI Bank, and some of them achieved success and got selected.

The mock interview session was a successful and effective way of preparing the students for the real interview of IDBI Bank and enhancing their skills and knowledge. The session also created a conducive and supportive learning environment for the students. The session was well-planned, well-executed, and well-received. The session was a great example of how mock interviews can benefit the students in their study, career, and life.



Mock interview Photographs





3.2 Mock Group discussion

Category: Career Counseling and Placement Support

Date: 10th March 2023

Venue: Smart Classroom F-19

Lead by: Asst. Prof. Sachin Vishwakarma

Participants: Prof. B D Mishra, Asst. Prof. Shri Sachin Vishwakarma and 3rd Semester students

Objective: To prepare the students for the upcoming real interview of IDBI Bank by conducting a mock group discussion session.

Event Description:

The mock group discussion session was organized by Assistant Professor Sachin Vishwakama, who was assisted by Professor B D Mishra. The session was a part of the skills enhancement activities for MBA students, aimed at developing their communication, analytical, and interpersonal skills. The session was also intended to prepare the students for the real interview of IDBI Bank, which was scheduled for 12th March 2023.

The session started with an introduction of the mock group discussion concept and its benefits by Assistant Professor Sachin Vishwakama. He explained the importance and relevance of group discussion for students who want to pursue a career in the banking sector. He also shared his 16 years of national and international experience and guided the students on how to communicate effectively, put their thoughts in real working environment, save themselves from any argument, win the communication with listening skills, and think and speak.

The session then proceeded with the mock group discussions, where the students were divided into small groups of 4-5 and given a topic to discuss. The topics were related to the banking sector and current affairs, such as digital banking, financial inclusion, demonetization, etc. The students were given 10 minutes to discuss the topic among themselves and present their views. The faculty members observed the students' performance and evaluated them on various parameters, such as content, clarity, logic, coherence, confidence, body language, etc.

The mock group discussions lasted for about an hour, followed by a feedback session, where the faculty members gave constructive and personalized feedback to each student. The feedback session focused on the strengths and areas of improvement of the students, as well as the tips and suggestions on how to perform better in the real interview. The feedback session was interactive and informative, and the students appreciated the feedback and asked questions.



The session concluded with a vote of thanks by Assistant Professor Sachin Vishwakama, who thanked the students for their participation and enthusiasm, and the other faculty member for his support and cooperation. He also congratulated the students who got selected in the real interview of IDBI Bank, which was held on 12th March 2023. Out of the 12 students who participated in the mock group discussion session, 5 students got selected in the real interview, which was a remarkable achievement.

Learning Outcomes:

The mock group discussion session was a valuable and rewarding experience for the MBA students. The session provided them with an opportunity to practice and improve their group discussion skills and confidence. Some of the learning outcomes of the session were:

- The students learned how to prepare and participate in a group discussion on a given topic, using various sources and tools.
- The students improved their communication skills, such as speaking clearly, confidently, and politely, listening actively, and asking relevant questions.
- The students enhanced their analytical skills, such as answering situational and behavioral questions, giving examples and evidence, and demonstrating logical and critical thinking.
- The students developed their interpersonal skills, such as respecting and supporting others' opinions, handling conflicts and disagreements, and collaborating and cooperating with peers.
- The students received useful feedback and guidance from the faculty members, who were experienced and knowledgeable in the banking sector.
- The students gained confidence and motivation to face the real interview of IDBI Bank, and some of them achieved success and got selected.

The mock group discussion session was a successful and effective way of preparing the students for the real interview of IDBI Bank and enhancing their skills and knowledge. The session also created a conducive and supportive learning environment for the students. The session was well-planned, well-executed, and well-received. The session was a great example of how mock group discussions can benefit the students in their study, career, and life.



Mock group discussion photographs





3.3 Learning from Movie

Category: Experimental learning

Date: 1st August 2023

Venue: Smart Classroom F-19

Lead by: Asst. Prof. Sachin Vishwakarma

Participants: Students

Objective: To enhance the skills of MBA students by watching and analysing a movie related to business and management.

Event Description:

The movie screening event was organised by Shri Sachin Vishwakarma, Assistant Professor, Management as a part of the skills enhancement activities for MBA students.

The movie chosen for the event was "Ek Ruka hua faisala", a 1986 Hindi remake of the American classic "12 Angry Men". The movie depicts the deliberation process of a jury of 12 men who have to decide the fate of a young boy accused of murdering his father. The movie showcases various aspects of group dynamics, communication, decision making, leadership, and human behaviour that are relevant for MBA students.

The event started with a brief introduction of the movie and its background by Shri Sachin Vishwakarma. The participants were asked to watch the movie from the perspective of their assigned juror and note down their observations and opinions. The movie duration was around 2 hr, so some scene was fast forwarded for finishing it (in 45 mins) within the class timing.

After the movie screening, a 15 mins discussion session was moderated. The participants were asked to share their views on the movie, the characters, the plot, the themes, and the lessons learned. The moderator also posed some questions and scenarios to stimulate the discussion and encourage critical thinking. The discussion session was lively, interactive, and insightful. The participants expressed their agreement or disagreement with the verdict, the arguments, and the actions of the jurors. They also related the movie to their own experiences, challenges, and goals as MBA students.

The event concluded with a feedback session, where the participants were asked to rate the event on a scale of 1 to 5 and provide their suggestions for improvement. The average rating of the event was 4.5, indicating a high level of satisfaction and appreciation. The participants also thanked the organiser, the presenter, and the moderator for conducting the event and providing them with a valuable learning opportunity.



Learning Outcomes:

The movie screening event was a successful and enriching experience for the MBA students. The movie "Ek Ruka hua faisala" provided them with a realistic and engaging case study of business and management concepts and skills. Some of the learning outcomes of the event were:

- The importance of communication skills, especially listening, speaking, and writing, in conveying and receiving information, opinions, and feedback.
- The role of leadership skills, such as vision, motivation, influence, and conflict resolution, in guiding and inspiring others to achieve a common goal.
- The significance of decision making skills, such as analysis, evaluation, creativity, and logic, in solving problems and choosing the best course of action.
- The impact of group dynamics, such as diversity, cohesion, conformity, and dissent, on the performance and behaviour of individuals and teams.
- The influence of human factors, such as emotions, biases, prejudices, and values, on the judgment and actions of people.
- The ethical and social implications of business and management decisions, such as justice, fairness, responsibility, and accountability.

The movie screening event was a fun and effective way of enhancing the skills of MBA students and preparing them for their future careers. The event also fostered a sense of camaraderie, collaboration, and learning among the participants. The event was well-organised, well-presented, and well-moderated. The event was a great example of how movies can be used as a powerful tool for education and entertainment.



Learning from movie photographs





3.4 Student's Etiquettes in classroom

Category: Professional Development Opportunities

Date: 8th August 2023

Venue: Smart Classroom F-19

Lead by: Asst. Prof. Sachin Vishwakarma

Participants: MBA 2nd Sem. Students

Presented by: Shubhankar Batwe, Deepanshu Gandhi, Manish Sahu

Objective: To enhance the skills and knowledge of MBA students by preparing and delivering a class presentation on the theme of "Student's Etiquette" in class and university.

Event Description:

The class presentation event was planned and executed by three MBA 2nd Semester students, Shubhankar Batwe, Deepanshu Gandhi, and Manish Sahu, under the guidance and supervision of Assistant Professor Sachin Vishwakama. The event was a part of the skills enhancement activities for MBA students, aimed at developing their communication, research, and presentation skills. The theme of the presentation was "Student's Etiquette" in class and university, which covered various topics such as communication skills, do's and don'ts in student life, how to behave with classmates and faculty staff, etc.

The event started with a brief introduction of the theme and the objectives of the presentation by Shubhankar Batwe. He explained the importance and relevance of student's etiquette for academic success and professional growth. He also thanked Assistant Professor Sachin Vishwakama for his support and guidance. The presentation was divided into three parts, each delivered by one of the students.

The first part was delivered by Deepanshu Gandhi, who focused on communication skills. He discussed the different types of communication, such as verbal, non-verbal, written, and visual, and their advantages and disadvantages. He also gave some tips and examples on how to communicate effectively and appropriately in different situations, such as in class, in group projects, in emails, in social media, etc. He emphasized the need for clarity, accuracy, brevity, and politeness in communication.

The second part was delivered by Manish Sahu, who focused on do's and don'ts in student life. He talked about the various aspects of student life, such as attendance, assignments, exams, extracurricular activities, etc. He also highlighted the common mistakes and pitfalls that students should avoid, such as plagiarism, cheating, procrastination, etc. He also suggested some best practices and habits that students should follow, such as time management, goal setting, self-discipline, etc.



The third part was delivered by Shubhankar Batwe, who focused on how to behave with classmates and faculty staff. He explained the importance of respect, cooperation, and collaboration in building positive and productive relationships with peers and mentors. He also discussed the challenges and opportunities of working in diverse and multicultural teams. He also gave some advice and examples on how to handle conflicts, feedback, and criticism in a constructive and respectful manner.

The presentation lasted for 30 minutes, followed by a question and answer session, where the audience asked some queries and gave some feedback to the presenters. The session was moderated by Assistant Professor Sachin Vishwakama, who also gave his comments and suggestions to the presenters. The session was interactive and informative, and the presenters answered the questions confidently and convincingly.

The event concluded with a vote of thanks by Shubhankar Batwe, who expressed his gratitude to the audience, the guide, and his teammates for their participation and contribution. He also invited the audience to share their views and opinions on the theme and the presentation through an online survey. The audience applauded and appreciated the presenters for their excellent performance and effort.

Learning Outcomes:

The class presentation event was a valuable and rewarding experience for the MBA students. The event provided them with an opportunity to apply and demonstrate their skills and knowledge on a relevant and interesting theme. Some of the learning outcomes of the event were:

- The presenters learned how to research, prepare, and deliver a class presentation on a given theme, using various sources and tools.
- The presenters improved their communication, presentation, and teamwork skills, by working together, sharing ideas, and giving feedback.
- The guide and mentor, Assistant Professor Sachin Vishwakama, facilitated and supported the learning process of the students, by providing guidance, feedback, and evaluation.

The class presentation event was a successful and effective way of enhancing the skills and knowledge of MBA students and preparing them for their future challenges and opportunities. The event also created a conducive and supportive learning environment for the students. The event was well-planned, well-executed, and well-received. The event was a great example of how students can learn with and from each other.



3.5 Meditation practice

Category: Student Well-being and Stress Management

Date: 11th October 2023

Venue: Smart Classroom F-19

Lead by: Asst. Prof. Sachin Vishwakarma

Participants: Students and faculties Dr. Chandrawati Nirala and Dr. Neha Gaikwad

Objective: To introduce the benefits of meditation for students in their study, career and life.

Event Description:

The meditation session was conducted by Assistant Professor Sachin Vishwakarma as a part of the skills enhancement activities for 1st Semester MBA students. The session aimed to teach the students the basics of meditation and how it can help them improve their academic performance, mental health, and personal growth.

The session started with a brief introduction of the concept of meditation, and its relevance for students in the modern world. The instructor explained the different types of meditation, such as mindfulness, transcendental, and deep breathing, and their respective benefits. The instructor also addressed some common myths and misconceptions about meditation, such as that it is difficult, boring, or religious.

The instructor then guided the students through a simple meditation practice, where they focused on their breathing and observed their thoughts and sensations. The instructor encouraged the students to be aware of their present moment experience, without judging or reacting to it. The instructor also gave some tips and techniques to help the students meditate effectively, such as finding a comfortable posture, setting a timer, and using a mantra or a sound.

The meditation practice lasted for 15 minutes, followed by a debriefing session, where the students shared their feedback and reflections. The students expressed their feelings and opinions about the meditation session, such as how it made them feel relaxed, calm, and refreshed. Some students also reported that they felt more focused, alert, and creative after the meditation session. The instructor answered the questions and doubts of the students, and encouraged them to continue practicing meditation regularly.

The session concluded with a gratitude exercise, where the students thanked the instructor and each other for participating in the meditation session. The instructor also thanked the students for their enthusiasm and cooperation, and gave them some resources and references to learn more about meditation.



Learning Outcomes:

The meditation session was a positive and enriching experience for the MBA students. The session provided them with an opportunity to learn and practice a valuable skill that can benefit them in various aspects of their life. Some of the learning outcomes of the session were:

- The students learned the basics of meditation, such as what it is, how it works, and why it is important.
- The students experienced the benefits of meditation, such as reduced stress, improved focus, enhanced memory, better emotional regulation, and increased creativity.
- The students developed a positive attitude towards meditation, and gained confidence and motivation to practice it regularly.
- The students improved their self-awareness, self-care, and self-compassion, and learned to appreciate the present moment.
- The students fostered a sense of connection, empathy, and gratitude, and learned to respect and support each other.

The meditation session was a successful and effective way of enhancing the skills of 1st Sem. MBA students and preparing them for their future challenges and opportunities. The session also created a conducive and supportive learning environment for the students. The session was well-organized, well-facilitated, and well-received. The session was a great example of how meditation can be integrated into the academic curriculum and benefit the students.



Meditation practice photographs





3.6 Toastmasters session

Category: Student Well-being and Communication skills

Date: 5th January 2024

Venue: Classroom F-10

Participants: Basics of Entrepreneurship students

Objective: To increase the public speaking quality of the students of "basics of entrepreneurship" classes.

Event Description:

The Toastmasters session was organized by Assistant Professor Sachin Vishwakama, who has 16 years of national and international experience in the field of communication and public speaking. The session was a part of the skills enhancement activities for the students of "basics of entrepreneurship" classes, aimed at developing their confidence, clarity, and charisma in speaking in front of an audience. The session was also intended to prepare the students for the challenges and opportunities of becoming entrepreneurs in the future.

The session started with an introduction of the Toastmasters concept and its benefits by Assistant Professor Sachin Vishwakama. He explained the importance and relevance of public speaking for students who want to pursue a career in entrepreneurship. He also shared his personal experience and tips on how to become a good public speaker, how to put one's thoughts in a real working environment, how to save oneself from any argument, how to win the communication with listening skills, and how to think and speak.

The session then proceeded with the Toastmasters activities, where the students were divided into small groups and given different roles and tasks. The roles included speakers, evaluators, timers, ah-counters, grammarians, etc. The tasks included prepared speeches, impromptu speeches, table topics, evaluations, etc. The students were given specific guidelines and objectives for each role and task. The students were also encouraged to use various tools and techniques, such as body language, voice modulation, eye contact, humor, storytelling, etc.

The Toastmasters activities lasted for about two hours, followed by a feedback session, where the students and the faculty member gave constructive and personalized feedback to each other. The feedback session focused on the strengths and areas of improvement of the students, as well as the tips and suggestions on how to improve their public speaking skills. The feedback session was interactive and informative, and the students appreciated the feedback and asked questions.

The session concluded with a vote of thanks by Assistant Professor Sachin Vishwakama, who thanked the students for their participation and enthusiasm, and the



other faculty member for his support and cooperation. He also congratulated the students for their excellent performance and effort.

Learning Outcomes:

The Toastmasters session was a valuable and rewarding experience for the students of "basics of entrepreneurship" classes. The session provided them with an opportunity to practice and improve their public speaking skills and confidence. Some of the learning outcomes of the session were:

- The students learned how to prepare and deliver a speech on a given topic, using various sources and tools.
- The students improved their communication skills, such as speaking clearly, confidently, and politely, listening actively, and asking relevant questions.
- The students enhanced their critical thinking and creativity skills, such as answering situational and behavioral questions, giving examples and evidence, and demonstrating logical and original thinking.
- The students developed their leadership and teamwork skills, such as taking up different roles and responsibilities, giving and receiving feedback, and collaborating and cooperating with peers.
- The students gained confidence and motivation to face the audience and express their ideas and opinions with everyone.
- The students received useful feedback and guidance from the faculty member, who was experienced and knowledgeable in the field of communication and public speaking.
- The students prepared themselves for the challenges and opportunities of becoming entrepreneurs in the future.

The Toastmasters session was a successful and effective way of enhancing the public speaking quality of the students of "basics of entrepreneurship" classes and preparing them for their future goals and aspirations. The session also created a conducive and supportive learning environment for the students. The session was well-planned, well-executed, and well-received. The session was a great example of how public speaking can benefit the students in their study, career, and life.



Toastmasters session photographs





3.7 Poster Design

Category: Sustainability Initiatives

Faculties Involved:

- Prof. Sanjay Pandey
- Associate Prof. Dr.(Mrs.) Bobby Pandey
- Asst. Prof. Shri Sachin Vishwakarma

Participated: Students of MBA 3rd Semester 2022-2024 batch

Objective: "Fostering Excellence through Innovative Learning: The 14 Principles of Management Exhibition" In alignment with our commitment to cultivating a dynamic and engaging learning environment, the objective of this event is to transform the traditional understanding of management principles into an immersive and visually impactful experience.

Introduction:

Under the visionary guidance of our esteemed Vice Chancellor, Prof. Alok Kumar Chakrawal, the Department of Management Studies at our university is embracing creative learning techniques. In line with this vision, a collaborative effort was initiated by the dedicated faculty members: Prof. Sanjay Pandey, Associate Prof. Dr. (Mrs.) Bobby Pandey, and Shri Sachin Vishwakarma.

Innovative Idea:

The faculty members proposed an innovative idea to create fourteen different posters illustrating the 14 principles of management. This initiative aimed to make learning engaging and effective for students in the MBA 3rd semester. The faculty members envisioned not just static posters but a multi-dimensional approach that included physical posters, smart class presentations, and dynamic reel videos.

Student Involvement:

To bring this idea to life, the MBA 3rd semester students actively participated in the project. They showcased their creativity, art, and drawing skills by crafting posters on drawing sheets. The collaboration extended beyond physical posters to include the creation of slides for smart class presentations and reel videos that could be conveniently shared on WhatsApp.



Benefits for Students:

This innovative approach serves as a powerful learning aid for students, offering them multiple avenues to internalize the 14 principles of management. The engaging visual representation not only aids memorization but also makes the learning process enjoyable. The initiative aligns with our commitment to providing students with a holistic and enriching educational experience.

Encouragement and Support:

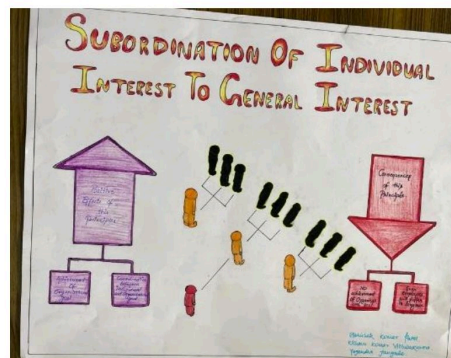
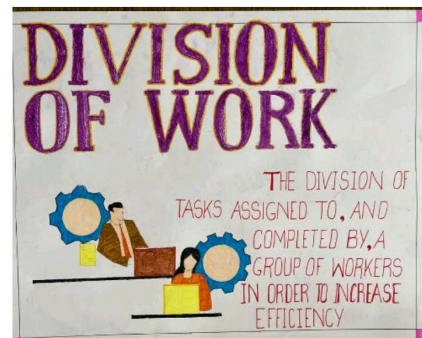
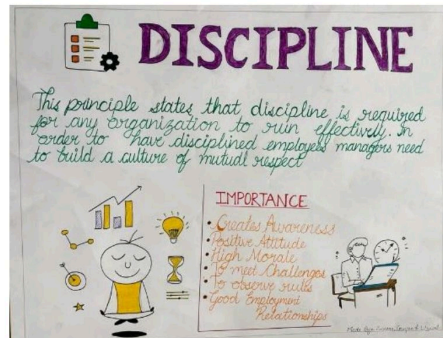
The collaborative effort of Prof. Sanjay Pandey, Associate Prof. Dr. (Mrs.) Bobby Pandey, and Shri Sachin Vishwakarma, along with the active participation of students, exemplifies the dedication of our faculty towards enhancing the student learning experience. Their commitment to creative and effective teaching methodologies reflects a deep understanding of the importance of innovative learning in shaping students' academic and professional journeys.

Conclusion:

In conclusion, this project not only aligns with the Vice Chancellor's vision but also demonstrates the department's commitment to fostering a dynamic and engaging learning environment. The integration of various learning aids is a step towards nurturing not just academic excellence but also creativity and critical thinking among our students.

This report acknowledges and commends the collaborative efforts of all involved in making this innovative project a reality, marking a positive milestone in our pursuit of excellence in education.

Posters Making photographs





3.8 Mobile App design support

Category: “Technology Integration” and “Team work”

Date: Continued from May 2023

Lead by: Prof. Ashok Kumar Mishra (Dean of Commerce and Management)

Guide: Asst. Prof. Shri Sachin Vishwakarma, Subject teacher of Digital Marketing

Coordinator: Prof. Soma Das (HoD, Electronics Engineering)

Students controller: Asst. Prof. Pragati Patharia (Electronics Engineering)

Participated: Students from different departments

1. Vaibhav Jaiswal (Chemical Engineering),
2. Srijini (Electronics Engineering),
3. Harsh (Electronics Engineering),
4. Nilesh (Electronics Engineering),
5. Ankit (Electronics Engineering)

Objective: To utilize classroom’s knowledge in real world by supporting university’s system with new technologies.

Description: Report on Digital and Offline Marketing Project for GGV Fitness & Wellness Centre

Introduction

The mobile app development project is a collaborative effort between the Department of Management Studies and the Department of Electronics Engineering.

The project is inspired by the vision of **Hon’ble Vice Chancellor Prof. Alok Kumar Chakrawal** to utilize the new technologies in the university and make the student’s and staff’s life easy. The project aims to create a mobile app that will provide various features and services to the university community, such as academic information, campus news, events, feedback, and online payment.

The project is **led by Prof. Ashok Kumar Mishra**, the Dean of Commerce and Management, and supported by **Prof. Soma Das**, Head of the department of Electronics and Telecommunication. The mobile app concept was created by **Asst. Prof. Shri Sachin Vishwakarma**, the subject teacher of Digital Marketing course. The project is coordinated and students are managed by **Asst. Prof. Mrs. Pragati Patharia**, Department of Electronics and Telecommunication.

The project involves five students from different engineering disciplines, who have the experience and skills of making mobile apps. The project also provides the students



with an opportunity to gain career development and placement support from the faculty members and the industry partners.

Project Details

The project details are as follows:

- The project started in September 2023, with the approval of Hon'ble Vice Chancellor Prof. Alok Kumar Chakrawal.
- Prof. Ashok Kumar Mishra and Asst. Prof. Shri Sachin Vishwakarma presented a concept and outline of the mobile app, with considering all the required features in it.
- Asst. Prof. Shri Sachin Vishwakarma took the responsibility for doing an experiment with the students, whether they can design the app or not. He received the permission from Hon'ble Vice Chancellor for the experiment.
- An enquiry was floated to different departments for finding the students who have the experience of making the mobile app.
- Prof. Soma Das, the Head of the Department of Electronics and Telecommunication, gave a positive response and assigned Asst. Prof. Mrs. Pragati Patharia as a coordinator for this particular project.
- The following students were involved for making the app: Vaibhav Jaiswal (Chemical Engineering), Srijini (Electronics Engineering), Harsh (Electronics Engineering), Nilesh (Electronics Engineering), and Ankit (Electronics Engineering).
- The students worked on the app development using various tools and platforms, such as Android Studio, Firebase, and Flutter.
- The students divided the work among themselves according to their expertise and interest. They also communicated and coordinated with each other regularly using online platforms, such as Google Meet, WhatsApp, and GitHub.
- The students also received guidance and feedback from the faculty members throughout the project. They also consulted with the university staff and students to understand their needs and expectations from the app.
- The mobile app is currently half completed, with some of the features and functionalities already implemented and tested.



Project Outcomes

The project outcomes are as follows:

- The project has demonstrated the creativity, innovation, and technical skills of the students, who have successfully developed a mobile app that will benefit the university community.
- The project has also enhanced the collaboration and communication skills of the students, who have worked as a team and coordinated with the faculty members and the stakeholders.
- The project has provided the students with a valuable learning experience, where they have applied their classroom knowledge to a real-world problem.
- The project has also provided the students with a career development opportunity, where they have received support from the faculty members and the industry partners for their internship and job placement.
- Asst. Prof. Mrs. Pragati Patharia and Asst. Prof. Shri Sachin Vishwakarma, impressed by the dedication and performance of the students, approached different companies for internship and job placement of the students.
- One of the companies, Tectrix, a leading software development company based in Hyderabad, interviewed the five students and shortlisted four of them.
- Tectrix offered the students a six-month paid internship with a rate of Rs. 10,000 per month and after completion of the internship, the students will be on a two-month probation and then receive a job offer with a package of 4.8 LPA.
- The students accepted the offer and expressed their gratitude to the faculty members and the company for the opportunity.

Project Recommendations

The project recommendations are as follows:

- The project should be continued and completed as per the timeline and the quality standards.
- The project should be showcased and promoted as a model of interdisciplinary and industry-academic collaboration and innovation.
- The project should be evaluated and assessed for its impact and effectiveness on the university community and the student learning outcomes.
- The project should be replicated and extended for other departments and disciplines, to create more opportunities for student engagement and career development.



Photographs and screenshots related to Mobile app project

