

## A. Best Practices- I

### A. Best Practices – (Data Sheets)

#### 1. Title of the Practice: Four Week Entrepreneurship Development Program

#### 2. The context that required initiation of the Practice

The Indian government is taking many initiatives to promote the entrepreneurship in the country. Present Government is having a target to generate sizeable employment in the country. Government is promoting the entrepreneurship through various channels. Many funding agencies are now ready to provide finance to the new entrepreneur. This has created a wonderful opportunity for the students to become an entrepreneur in future. Institute has decided to contribute in this mission of the country by conducting four weeks entrepreneurship Development Program in association with MPCON Gwalior.



**Name of the Event-** 4 Weeks Entrepreneurship Development Programmes (EDP)

**In Association with-** MPCON Gwalior

**Organised by-** NSTEDB

**Dates of the Event** –24/10/18 to 26/11/18

**No. of Participants** -28 Students

#### 3. Objectives of the Practice

The objectives of this practice are as follows-

To prepare the budding entrepreneur in our country. To sensitize the students about the process of entrepreneurship. To develop the required skills among the students. To motivate them for making their career in the business. To prepare them to create job opportunities for him and also for others. To help them in understanding the concept like DPR, financing, E-commerce, Crowd Funding, Angel investors etc. To develop the sense of responsibilities towards society. To provide the knowledge to the students about entrepreneurship. To provide them all the technical, financial and behavioral knowledge of business and the business organization. To teach them about the risk taking and difficulty faced in any business. To provide them the details of various government schemes and the procedure to apply for the loan, subsidy and permission.

#### **4. The Practice**

Inauguration – Program was started on October 24, 2018 with Lamp lightening ceremony in the auspicious presence of Dr S. S. Bhakar , director , PIMG and Er. Aashish Bhargava, Zonal director, MPCON. After inaugural programme, session was conducted by Dr Navita Nathani on Programme objectives, expectations from trainees, programme’s strategy etc.

During the programme sessions were conducted on various themes such as Entrepreneurship and its Characteristics. Personality development topics like achievement motivation training, tools for effective Communication and public speaking were discussed with the participants. Sessions on Role of DTIC, State & Central Govt. Schemes operated by DTIC and other supporting agencies were also conducted beside this some basic topics like definition of Business/Service/Industry/Intellectual Property Rights and its basis of selection, screening of ideas and business opportunities identification were also held. Panel discussion was also planned to understand the society readiness, problems and challenges for women entrepreneurs in Indian Society. Lastly a Factory Visit was planned in which students visited Priyagold Biscuits Factory situated in Malanpur area. Apart from this students also learned to make project plans which were evaluated after completion.

Valedictory - The certificates were distributed in the valedictory ceremony which was held on November 26, 2018 by Dr SS Bhakar, Director PIMG and Mr. Ashish Bhargav, Chief Manager MPCON. 2 incubants were selected for special prize by Jury on the basis of their performance during the EDP.

#### **5. Obstacles faced if any strategies adopted to overcome them**

During the planning and conduction of the activity, many obstacles were faced. A first obstacle was to get an appropriate agency to help in organising the event. Institute has approached various government agencies to fund the program but being a private institute it is always difficult for us to get the sponsorship and fund from government channels. After approaching various places, finally MPCON Gwalior agreed to organise the program. Second challenge was to identify and get the participants. EDC cell has approached to all the classes personally to invite student’s interest for the program. After taking personal interviews, carefully participants were selected.

#### **6. Impact of the practice**

This program was created a positive impact on students. Earlier very few students were having a plan to start his own business, but now many students are motivated and they wanted to work on their ideas. The program is sensitised the students towards the process of entrepreneurship. Students inquired from the experts during the program about different government agencies for fund, process of formation of company etc.

## 7. Resources required

There were resources required to conduct the program. Since program was intended to include audio visual methods for training so a training room or seminar hall was required for one month with all such facilities. Another resource required was trainers to take different sessions during the program.

## 8. Contact person for further details

Dr. Navita Nathani & Prof. Aakash Gupta

## B. Best Practices- II

### 1. Title of the Practice: “Going Green” – An Environmental Awareness Campaign

PIMG has always shown concern towards environmental issues. The institute promotes use of environment friendly equipment and conducted various environmental awareness programme in and outside the institute. For building awareness regarding environment and development among the students of higher education the Institute has developed Rotaract Club and Student club who are spreading awareness at regular intervals in the institute premises and various areas of Gwalior. The Institute makes use of students of Rotaract Club and student club to popularize and undertake initiatives like “GOING GREEN” in the community. These exercises are done regularly. Some of the contribution towards environmental awareness/protection is as follows:

- **Plantation Drive at PIMG Campus (13th October 2018) -**  
 PIMG always strives to make the Prestigians sensitive and aware towards environment. With the noble mission of making our Institute green and serene, Prestige Center for Environmental Sustainability under the co-ordinatorship of Dr. Vani Agrawal organized a Plantation Drive on 13 October, 2018, to sensitize students on the value of tree plantation. The drive was organized on the occasion of a session on Equal Opportunity in constitution conducted by Equal Opportunity Cell of the Institute. Plantation was done by the resource person for the day Mr. MPS Raghuvanshi, Senior Advocate & Ex. Additional Advocate General, Hon’ble High Court of M.P. bench at Gwalior and the Director of the Institute Dr. S.S. Bhakar. The drive was also accompanied by the faculty members of the Institute.
- **Environmental SKIT (7, 12 & 21 December, 2018)**

Environmental sustainability cell of PIMG organized a series of skits performed by different section of BBA I semester in the month of December, 2018, on various environment related issues. The idea behind organizing it was to get some input from the side of students about how they can put in their efforts for a healthy environment. The skits were organized after an interval of 10 days. The venue chosen was the central area of the premises i.e., the dome so that everyone can have a look on the ideas of these energetic youths and can learn and implement that in their daily life to contribute for a sustainable environment. All participants were awarded with the certificate of appreciation.

The skit was performed by the students of Undergraduate courses.

The students were evaluated on the basis of four criteria's namely, topic taken, social message given, and concept and presentation skills. The students were evaluated by the faculty members of the environmental sustainability cell.

- **Environment awareness campaign under Prestige Center for Environmental Sustainability (June 4, 2019)**

As an initiative on World Environment Day, a Rally was organized by Environmental sustainability cell on 4<sup>th</sup> June, 2019 in which students of various courses like BBA, BCA of the institute enthusiastically participated in the early hours. There were green pledges, poster & painting and some short speeches. The rally started from Petrol Pump, Thatipur. During the rally the members of Environmental sustainability cell were also present. Final destination of the rally was police chauki. People gathered in large number on the road and received the rally enthusiastically. Many volunteers from students helped out. Through rally we urged the people to set aside a regular slot of time and actively volunteer in green & social initiatives. On the same day plantation was done by Hon'ble Director sir Dr. S.S Bhakar in the Institute, who has been a strong supporter of environmental protection & energy conservation.

- **Group Discussion held on World Population Day (July 11, 2019)**

The Group Discussion was held on July 11, 2019 on World Population Day on the topic "Family Planning: Empowering People, Developing Nations" at Prestige Institute of Management, Gwalior in which 90 students from all the disciplines took active participation. Three students were chosen as winner, 1<sup>st</sup> runner-up & 2<sup>nd</sup> runner-up & were felicitated by the Dr. S. S. Bhakar, Director of the Institute. The event witnessed the gracious presence of all the faculty & Staff members along with the members & student coordinators of Center for Environmental Sustainability, PIMG

- **Plantation of Peepal saplings (July 16, 2019)**

Prestige Institute of Management, Gwalior has taken an initiative for the plantation of peepal saplings in the Institute's campus on 16/07/19 at 12:00 hrs. Initiative was taken by

the Prestige Center for Environmental Sustainability cell, headed by Dr. Vani Agrawal. Faculty members and students of the Institute took part in the plantation drive. A total 6 peepal saplings were planted.

- **Poster Making Competition (July 22, 2019)**

Not limiting itself to the premises of the institute, Environment cell tried to extend its reach by conducting a poster making competition to celebrate water day on 22.07.2019. A total of 30 students participated in the competition with their posters carrying paintings and slogans. All the participants were provided with certificate and winners received the prizes. To gear up their energy levels, they were provided with refreshments at the institute.

## **2. The context that required initiation of the Practice**

Prestige institute of Management Gwalior is always having the objectives to develop the students who are professionally qualified but socially responsible also. Institute is ensuring all round development of students by involving them in curricular, co-curricular and extracurricular aspect. In today's time, students are more involved in studies and other activities but they never participate in social activities. Increasing use of mobile phone and internet, students do not take part in social events. To inculcate this habit and to excel them on all fronts including their development of not only intellectual quotient but also social and most importantly emotional quotient many activities beyond classroom are organized time to time. The activity was planned to sensitize the students about social values and social aptitude among them.

## **3. Objectives of the Practice**

- To develop the Social Service Orientation among students.
- To involve them in various social services.
- To provide them the knowledge of conducting social events.
- To sensitize them towards the need of society.
- To develop them as a good citizen of the country.
- To involve them in the process of society development.

## **4. The Practice:**

Institute has various platforms for the students to cater the society in different manner; Rotaract club of Prestige Gwalior is one of them. It is a totally student driven club under the aegis of Rotary International. This club has conducted so many activities for the underprivileged sections of the society. Members of Rotaract Club of Prestige Gwalior are continuously stepping towards the success of their goal of achieving 100 percent adult literacy in Chinor village.

The institute has conducted one social service activity each day for one month. Every day different activity was conducted. Rotaract club of Prestige Gwalior Organized various activities time to time.

### **5. Obstacles faced if any strategies adopted to overcome them:**

To conduct one month full of activities require lots of planning and organizing skills. The activity was aimed to target the student's involvement and execution by them also. It needs lots of effort and coordination among students. Many problems faced during the activities. One of the problems was arranging resources to conduct the activities. Here the students have volunteered, took the initiative and arranged all small to big things during the execution. Since every day different activities were planned so we distribute the responsibilities to different group of students. This is how; we involved maximum students during the event.

### **6. Impact of the practice**

The activity has good impact over students. It develops the students who are professionally qualified but socially responsible also.

In the service month they have organized GOING GREEN plantation drive was organized on the occasion of a session on Equal Opportunity in constitution conducted by Equal Opportunity Cell of the Institute. Plantation was done by the resource person for the day Mr. MPS Raghuvanshi, Senior Advocate & Ex. Additional Advocate General, Hon'ble High Court of M.P. bench at Gwalior and the Director of the Institute Dr. S.S. Bhakar. The drive was also accompanied by the faculty members of the Institute.

Environmental SKIT in which the idea behind organizing it was to get some input from the side of students about how they can put in their efforts for a healthy environment. The skits were organized after an interval of 10 days.

Environmental Awareness Campaign, there were green pledges, poster & painting and some short speeches. The rally started from Petrol Pump, Thatipur. During the rally the members of Environmental sustainability cell were also present. Final destination of the rally was police Station. People gathered in large number on the road and received the rally enthusiastically. Many volunteers from students helped out. Through rally we urged the people to set aside a regular slot of time and actively volunteer in green & social initiatives.

Plantation of Peepal Saplings Initiative was taken by the Prestige Center for Environmental Sustainability cell, headed by Dr. Vani Agrawal. Faculty members and students of the Institute took part in the plantation drive. A total 6 peepal saplings were planted; Group Discussion on Population Day was organized to name a few.

### **7. Resources required**

There were resources required to conduct the program. Since program was intended to do lots of charitable work, so it was required various resources includes, medicines, food items, waste material, audio visual methods for training so a training room or seminar hall was required in regular intervals with all such facilities. Another resource required was trainers to take different sessions during the program. Institute helps to provide all such resources to conduct such program.

### **8. Contact person for further details**

Dr. Vani Agrawal & Prof. Abhay Dubey