

7.2.1 - Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.

Best Practice. 2

Title of the Practice - Enrolling Students as Members of Professional Bodies

Objectives

The foundation for objectives is found in the vision statement of being a pioneering institute for nurturing women managers, leaders and entrepreneurs with heart - based leadership, skills for the VUCA world and professionalism. The membership of professional bodies helps to

- provide relevant industrial exposure to students for overall learning and growth by applying classroom knowledge to real life situations.
- provide quality education and training in different functions and areas of management to help successfully take up the practice of management/ entrepreneurship in traditional and emerging businesses, social sectors and other human organisations or take up research/higher studies
- Networking with professionals, staying abreast of latest developments in the field and developing a skill of lifelong learning

Context

The professional bodies hone student's competence and skills, help them make correct career choices, understand the trends of the market, build their network and cultivate lifelong learning, helping the students to assess the career options they have in the specializations they are pursuing. These memberships provide students with a wider horizon for development through:

- Industry events including talks on relevant topics
- Networking events and networking opportunities with experts in the field
- Volunteer work and opportunities
- Professional advice from experts from the specialization fields

- Work experience opportunities
- Access to technical knowledge and information

Through these activities students become industry ready because they stay abreast of trends in their chosen specialization. Networking is a 21st century skill which presents many opportunities to the young talent. This also helps in enriching the resume as the students confidently showcase their talent enhanced through these memberships.

The Practice

The professional bodies set the formal route for training, assessing the student's competence and skill set, hence contributing to the students' correct career choices and decisions. The students learn and enhance their skills, understand the trends of the market and also build their network, cultivating lifelong learning and training.

Students are encouraged to join National Institute of Personnel Management (HR), The American Finance Association (Finance) and National Association of Sales Professionals (Marketing). Activities like conferences, seminars, lectures by industry professionals, live exercises and discussions on case studies, regular group discussions and workshops broadens the horizon of knowledge and experience. Apart from these the Institute also is a member with The Maratha Chamber of Commerce Industries and Agriculture (MCCIA), Deccan Chamber of Commerce Industries and Agriculture (DCCIA) and Association of Indian Management Schools(AIMS).

In the first year of the program itself the students undergo an orientation to the professional associations. By the time they come in their second semester, they join the professional body as per the specialization chosen by them. The data is collected and the list of the members is shared with the SPOC.

The students complete the required formalities and procedures to be the members of the bodies. After being accepted as members, they then have access to the local chapters of the professional bodies. Through these, they receive monthly knowledge updating as well as doubt sharing sessions. The faculty members too are the members of such organizations. This also serves as a motivation for the students to enroll themselves. The faculty also encourages the students to attend sessions and workshops to hone their skill set.

Through the expert interactions and their networking, the students also receive guidance for their electives, which further strengthens their knowledge and job prospects.

Syncing with the mission of the institute the memberships with the professional bodies help to equip students with essential life and lifelong learning skills to adopt, adapt and constructively respond to challenges thrown up by the VUCA world and come through as thorough professionals with heart based and value centric leadership.

Evidence of success

In 2020- 2021, 27 students registered for Finance, 14 for Marketing and 16 for HR with their respective professional bodies. Mr. Nitin Daangal, Associate Director HR at Leadec India Pvt Ltd, offered to be SVIMS coordinator to facilitate more successful corporate interactions. This also worked as a catalyst as these sessions and networking helped collaborations with industries. 24 MOUs were drawn through networking in the given year. The students reached out and invited eminent speakers for seminars and sessions at the Institute through their networking on LinkedIn and other sites.

Academically, the students were better engaged in the class, sharing their inputs from the workshops and sessions attended. They brought forth the trends, analytics, skills they learnt during their interactions at various platforms with the given chapter of the body. Also, it helped them to have a clearer picture of the career they would like to pursue.

Problems encountered and resources required etc

A few reluctant students were counselled by the mentors and industry counterparts. The pandemic limited physical participation, hence industry interactions and projects were taken onto the online platform.

Also the commitment needed by these organizations is sometimes difficult to fulfil. The students may not readily attend the sessions or workshops, resulting in reminders from the body which reflects poorly on the student.