

CRITERIA VII

Institutional Values and Best Practices

7.2.1 Best Practices –

7.2.1 Describe at least two institutional best practices (as per NAAC format)

1. Title of the Practice – Research/Institute Publications

2. Objectives of the Practice –

1. To motivate the faculty/Professional to do Research.
2. To enhance and achieve consistency in research activity
3. To Motivate the faculty/Professional for writing Research Paper.
4. To motivate the institute faculty to get various funding projects (AICTE/ UOP etc)
5. To guide students for Summer Internship Projects
6. To undertake research oriented publications (Journal, Monograph, Proceedings, Compendiums etc)
7. To organize research based seminars, Workshop & FDP

3. The Context

“Research is creating new knowledge” – Neil Armstrong.

We, at SBPIM believe in the above statement and hence try to develop the research environment. The Research Cell at the Institute is one of the strong pillars of SBPIM. Various activities conducted under research at SBPIM are National conference, edited books, monographs, journal, Research projects, Funded Projects, proceedings, research based seminars, workshops and FDPs.

Research publications help in dissemination and knowledge sharing when they are brought in public domain for wider circulation and readership. SBPIM is humbly proud to help the authors of research publications to provide with a platform. The authors, who come from varied background, scholarly traditions and writing dispositions submit their research work for publications which is peer blind reviewed by the scholars from the same domain or discipline.



This ensures the quality of the published material in terms of originality, relevance, significance and contribution to knowledge of the readers.

4. The Practice

“Research is to see what everybody else has seen, and to think what nobody else has thought.”

SBPIM has a separate Research Cell, which has conducted the following activities –

1. National Conference –

Every year a conference is held wherein many stalwarts from various domains share their knowledge through research papers or through their interaction with the participants. The participants throughout India participate in the conference by presenting and publishing their research papers in the double blind peer reviewed conference proceedings. The various National Conferences held at SBPIM are as under –

Sr No	Academic Year	Date	Conference Title
1	2017 – 18	19 and 20-Jan-18	Economic Reforms in India – Truths & Myths
2	2016 – 17	13 and 14-Jan-17	World Economic Turmoil – Challenges & Opportunities for India
3	2015 – 16	12 and 13-Feb-16	Industry – Institute – Partnership – An Impact on Future Economic Development
4	2013 – 14	14 and 15-Mar-14	Role of SMEs in Future Economic Development
5	2011 – 12	9 to 11- Feb-12	Impact of Instability and Uncertainty on Business Functions & Processes
6	2010 – 11	22 to 24-Feb-11	Role of Corporate Ethics for Sustainable Development

2. Edited Books –

The Edited Books with ISBN is published by SBPIM which contains various chapters, which are double blind peer reviewed. The two edited books published are as follows –



- a. Sustainability: For a Better Tomorrow. (ISBN: 978-81-922746-7-6)
- b. Rural Development: Trends, Opportunities and Challenges in 21st Century. (ISBN: 978-81-922746-5-2)

3. Monographs

SBPIM has published two monographs with an intention to help the management and PhD students in writing their reports. The Monograph covers the details of each and every chapter to be included in the report. The titles of the monographs published with ISBN are as follows –

- a. Monograph on Research in Management (ISBN: 978-81-922746-3-8)
- b. Guidelines on PhD Research Work (ISBN: 978-81-922746-4-5)

4. Journals

SBPIM has one more feather in the cap of Research wing. The Research Cell publishes Institute's journal titled Journal of Management and Administration Tomorrow (JOMAT) with ISSN 2278-9316. The Institute was successful in publishing 5 volumes and 6th volume is in process. JOMAT receives overwhelming response from the authors of research papers for their double blind peer reviewed journal.

5. Vrutant –

SBPIM publishes its annual newsletter titled “Vrutant”. This privately circulated newsletter gives the glimpses of activities conducted in the year.

6. Accolade –

“Accolade” is a student magazine wherein students publish their articles, stories, poems, drawings, jokes etc which promotes their artistic skills at a great extent. This privately circulated students magazine is the most awaited publication of SBPIM.

7. Conference Proceedings

SBPIM conducts National Conference every year and publishes the conference proceedings as well. The 6 conference Proceedings published with ISBN are as follows –

Sr No	Academic Year	ISBN	Conference Title	Number of Research papers Published
1	2017 – 18	ISBN:978-81-	Economic Reforms in India –	43



		922746-8-3	Truths & Myths	
2	2016 – 17	ISBN:978-81-922746-6-9	World Economic Turmoil – Challenges & Opportunities for India	39
3	2015 – 16	ISBN:978-81-922746-5-2	Industry – Institute – Partnership – An Impact on Future Economic Development	54
4	2013 – 14	ISBN:978-81-922746-1-4	Role of SMEs in Future Economic Development	54
5	2011 – 12	ISBN:922-81-922746-0-7	Impact of Instability and Uncertainty on Business Functions & Processes	31
6	2010 – 11	ISBN:978-81-910594-1-0	Role of Corporate Ethics for Sustainable Development	45

5. Evidence of Success –

SBPIM strives hard to make a position for themselves in every field. The Research Cell conducts various activities which is appreciated by the various peers. SBPIM provides with the individual copy to all the authors of research papers, edited books, conference proceedings free of cost all over India. SBPIM has always received overpowering response for all the activities conducted under Research Cell.

SBPIM receives stunning response for the National Conference conducted. Every year more than 50 research papers are received for presentation and publication. The book titled Guidelines on PhD Research Work is highly acknowledged by Directors and Head of the Departments of various universities. This book is vastly recommended for the PhD aspirants. It is a matter of great pride to the Institute as SBPIM Journal “JOMAT” has been approved by University Grants Commission (UGC) and Savitri bai Phule Pune University (SPPU). The funded projects are very much appreciated by the corporate and academia.



6. Problems Encountered and Resources Required

The research cell faces some challenges when working in the most demanding field of Research. The research team is efficient to deal with the problems through various resources available.

The biggest problem the research team faces is that of plagiarism. The research publication is full of plagiarism which is eliminated through various softwares available. Such research papers are rejected mentioning the percent of plagiarism included in the research publication.

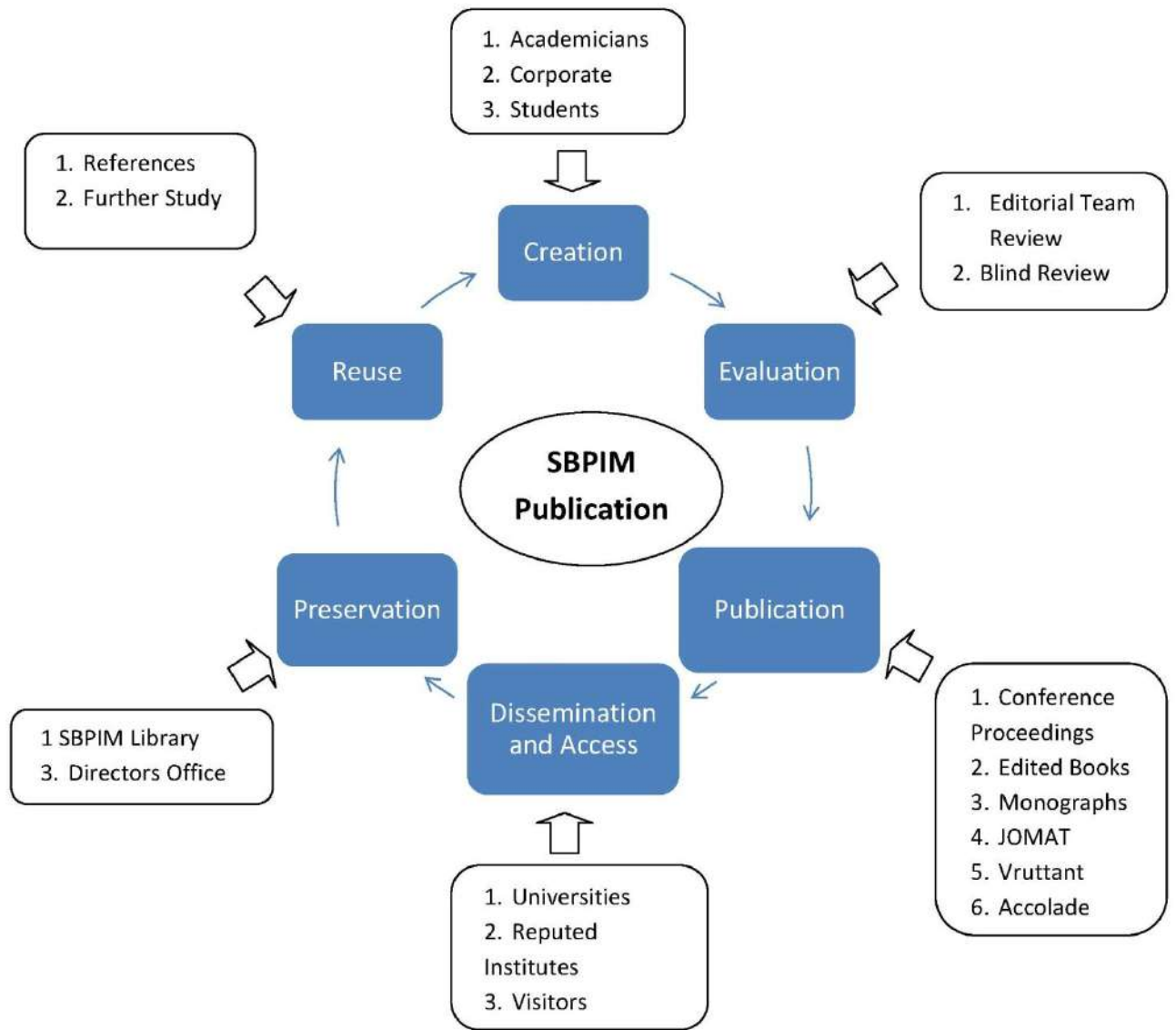
Many of the times the publication is not up to the standard of the journal, edited book or proceedings. It is also been observed that the papers are not according to the topics mentioned in the conference. Then the material is to be rejected.

It is a matter of great regret that many of the publications lack implications which are beneficial to the society. The authors of such publications are requested to modify the same and resubmit it.

7. Notes (Optional)




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Best Practices – 2

1. Title of the Practice – Mentorship Program planting a seed for Success....

2. Objectives of the Practice

- a) Career enhancement - : Help the mentee learn the ropes and prepare for career advancement.
- b) Psychosocial Functions: Help the mentee develop a sense of competence and clarity of identity.
- c) Learning from mentee – new technologies, new developments, important features of next generation
- d) Sharing of suggestions, opinions and problems at personal or professional front.

3. The Context

We at SBPIM noticed that the students have a peculiar background and motivation level while being admitted to the B-school. These students not only have misconceptions but also are inexperienced in order to get the brief view of the industry. The students need varied time to come out of their shell to face the demanding world.

These students need to be handled individually by setting reasonable goals and working on their confidence and independence. We also understood that these students should be engaged in challenging activities and also need to provide with courteous negative feedback whenever necessary.

The Mentorship Program was started at SBPIM with a view of sharing the knowledge, advice, and resources from the mentor to mentee. While designing the program care was taken to understand that business times are transgressing in new vistas of technology and management, need of the hour is to be futuristic in skill development by incorporating a diligent and informed approach for better future career opportunities.

4. The Practice

Mentorship Program always tries to help the mentee achieve his/her career path by providing guidance, motivation, emotional support and role modeling. The program allows discussing openly with the grownup student in order to work on the grey areas and highlight the positive



side of an individual. During the discussion, inputs are provided by the mentor for the betterment of the mentee. The activities are then planned considering the overall requirement of the students. The group-wise assessment of the activities is done and the results are declared. The winner group is appreciated by offering a token of appreciation. The next activity is announced for the next week. These activities help and inspire the students to connect with their own self, each other and with the surrounding. The activities help them to connect and learn from each other in order to advance their goals.

Unanimously, the students expressed that being involved in the Mentorship Program has made them more confident and inspired them to bring changes in their lives. They also spoke about the difference it made to their academic and personal growth and how empowering it was to be part of something, “larger than ourselves.”

The activities conducted in the year 2017 – 18 are as follows –

Sr No	Date	Name of the Activity	Outcome
1	11 th August 2017	“Brand Story”	While deciding upon an innovative group name, tagline and logo busted up the confidence of the students who came on the stage for the first time. It also helped every student to find the artist within them.
2	23 rd August 2017	“Movie Mania”	It created the awareness of different movies and also to analyze it.
3	30 th August 2017	“Know your Leaders”	It created the awareness of importance of business leader.
4	27 th	“News Analysis”	It created the awareness of



	September 2017		different news and also to analyze it.
5	10 th January 2018	Sector Analysis	To explained the impact and process of the program
6	21 st February 2018	Ad Mad Show	To encourage students to mutually decide upon an innovative group name, tagline and also a logo.
7	7 th March 2018	Employee Employer Role Play	To make the students aware of different business leaders and to point out the area of improvement from them.

The limitations faced during the implementation of the program were –

1. There were students who initially said they have their family and friends as their mentors and were reluctant to accept the concept.
2. Some of the mentees were unwilling to accept the assigned mentors and took time to open up with them.
3. Few of the times the mentees were not ready to accept their flaws and hence not ready to work on them.
4. The mentors took hard time to make the mentees work for the activities assigned to them.
5. The time was a major constraint. In case of professional course with semester system, managing time is a very big challenge.

5. Evidence of Success

The Mentorship Program has been conducted from the past four years with required modification. The success of the program is evident from following areas of improvement

- 1] Increase in attendance
- 2] Increased participation
- 3] Enhanced performance in Formative assessment
- 4] Lowered conflicts



- 5] Creates conducive environment
- 5] Built positive attitude and focus
- 6] Improves placement record

These observations are based on the statistical data and also the feedback from stakeholders like industry, faculty and parents through various interactions and feedback from students.

6. Problems Encountered and Resources Required

Business times are transgressing in new vistas of technology and management, need of the hour is to be futuristic in skill development. Transcending on these lines, the Mentorship Program incorporates a diligent and informed approach, taking student participation to the next level making learning environment more competitive and interesting. The program has been modified over time. There were some problems in the initial phase as follows

- 1] Time table adjustments. Lack of time
- 2] Time slots for individual counseling
- 3] No / less control over the background and support from home for such initiatives as the students are doing Post graduation
- 4] The students mindset are already set and hence needs more time to change.
- 5] Adjustment of time with external experts

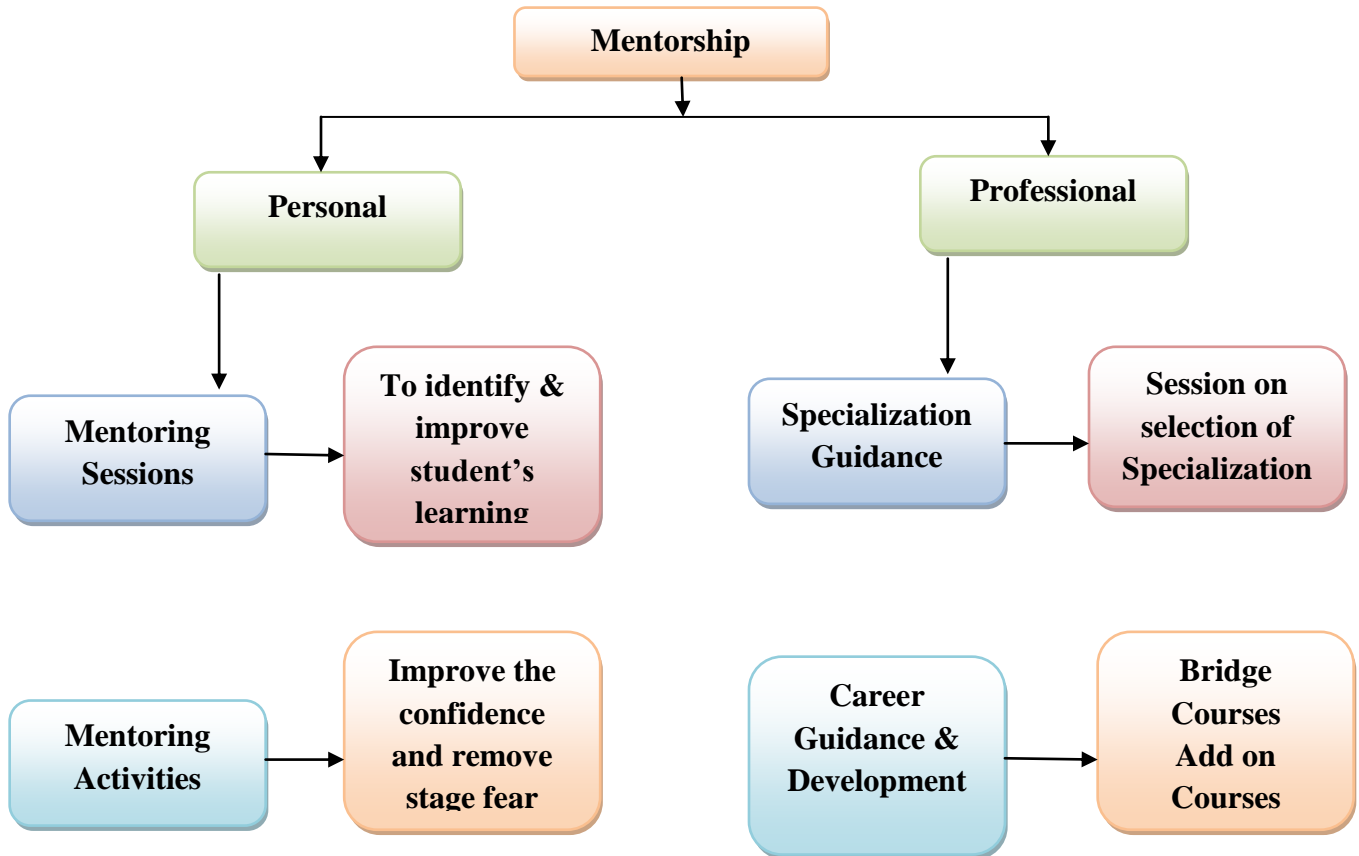
Resource required:

- 1] Counselor
- 2] Mentoring rooms
- 3] Expert faculty from industry
- 4] Trainers for add on courses



7. Notes (Optional)

The Mentorship Program is conducted simultaneously along with the regular academic sessions for the MBA students. The program focuses on personal and professional growth. Below is the chart which gives perspective of the entire activity



Best Practices – 3

Title of the Practice – Promotion of Higher Education among Rural and Reservation Students.

Objectives of the Practice –

1. No development without education –

A well educated population, adequately equipped with knowledge and skill not only help the economic growth but it also help in inclusive growth.

2. Educational deprivation leads to income poverty –

Education can help to prepare the skilled based labour and human resources which will help to improve the income of the rural population.

3. Educational deprivation divides societies and consolidates unjust structures –

There is a huge gap of literacy rate between rural and urban areas, between general and category students and hence rural and backward population will not be engaged in development process which will not bear the desired fruits.

4. One's responsibility country's responsibility –

Education policy is one of the core responsibilities of the country and thus helps to boost National Development through highly educated rural India.

The Context –

The importance of education in human growth is inevitable. Education is the right of every individual irrespective of gender, race, income, geographic location, culture or background. India as a developing nation has been systematically progressing on the educational front since its independence and has seen an appreciable surge in reaching out to all the classes of its society.

The accelerated growth in the field of education will help in building Nation's strength.

An overwhelming demographic divide still persists in the accessing quality higher education with several communities still remaining under represented, contradicting the very objective of equity within the social growth of the country.

SBPIM took a small step in helping achieving the social growth by promoting the importance of higher education among rural and reservation students. SBPIM conducted several lectures on career guidance, career opportunities, personal development and many more to motivate the rural and category peers of the society.



4. The Practice

India's higher education system stands third in size in the world after the US and China with nearly 26 million students in over 45,000 institutions in the country. (Source - <http://www.ean-edu.org/assets/highereducationindiashaguri.pdf>) The Government is ensuring to reach the quality higher education to every nook and corner of the country.

SBPIM understood the importance of higher education amongst the rural and reservation students. We conducted a series of sessions for them and could monitor the increase in number of students from rural and reservation students. The list of sessions conducted by the faculty members conducted at various places is as follows –

Sr No	Date	Topic	Speaker	Lecture delivered at
1	7th Jan-13	Lecture on "Career guidance"	Dr. H.D Thorat	B.D. Kale College , Ghodegaon, District Pune
2	12th Dec-13	Lecture on"Career Guidance"	Dr. H.D Thorat	Ankali's Academy of Commerce, Alandi,Pune.
3	11th Feb-14	Lecture on" Career options in Management"	Ms. Pranita Burbure	R.S. Bidkar College, Hinganghat, Dist-Wardha
4	9th Sept-14	Guidance on for Teachers	Dr. Daniel Penkar	Rupeenagar Shikshan Prasarak Mandal
5	17th Sept-14	"Career Opportunities in Commerce and Management"	Dr. H.D Thorat	B. D. Kale Mahavidyalaya, Ghodegaon, Distt.- Pune
6	4th Dec-14	"Career in Commerce and Management"	Dr. H.D Thorat	Rayat Shikshan Sanstha's, Annasaheb awate arts, commerce, Hutatma Babu Genu Science college & sou. Kusumben Kantilal shah Arts, commerce, Science Junior College.



7	23rd Jan-15	"Career in Commerce"	Dr. H.D Thorat	Pachora
8	27th Feb-15	Lecture on " Career in Commerce & Management"	Ms. Aishwarya Gopalakrishnan and Ms. Pranita Burbure	Arya Vidya Mandir Girls College, Pimpri
9	8th Sept-15	Guest Speaker for Teachers Day celebration	Dr. Daniel Penkar	Vitthalrao Shivarkar Seva Prathishthan's Vitthalrao Shivarkar Madhayamik and Ucca Madhayamik Vidyalay (Arts and Commerce Junior College)
10	9th Sept-15	"Career in Commerce and Management"	Dr. H.D Thorat	Gramonnati Mandal's Arts,Science and Commerce College, Narayangaon, Junnar, Pune
11	9th Sept-15	"Career in Commerce and Management"	Dr. Daniel Penkar	Gramonnati Mandal's Arts,Science and Commerce College, Narayangaon,Junnar, Pune
12	12th Dec-15	Importance of Sports for a helathy Mind and Body	Dr. Daniel Penkar	J.N Petit Technical High School
13	12th Jan-16	Lecture on "Career in Commerce & Management"	Dr. H.D Thorat	Smt. Parvatibai Bajirao Bagal Arts & Commerce College, Dandaicha Taluka- Sindhkheda, Dist- Dhule,
14	13th Jan-16	Lecture on "Opportunities of Higher Education, Employment & Entrepreneurship"	Dr. H.D Thorat	Khandesh Eduation Society'sPratap College, Amalner, Dist- Jalgaon.
15	14th Jan-16	"Recent Trends in Commerce & Management	Dr. H.D Thorat	Sau. Rajanitai Nanasheh Deshmukh Arts, Commerce College, Bhadgaon, Dist- Jalgaon,



		Education”		
16	15th Jan -16	“Expectations of Corporate from Management Graduates”	Dr. H.D Thorat	Shri sheth Murlidharji Mansingka Arts, Science & Commerce College, Pachora, Dist- Jalgaon
17	10th Sept-16	“Opportunities of Higher Education and Employment in Commerce Faculty”.	Dr. H.D Thorat	Annasaheb Awate College Manchar, Dist.Pune
18	17 th Dec-16	“Socio-economic Innovation and its Application for the Development of Smart City”.	Dr. H.D Thorat	Resource person at Two days State Level Seminar at MIT Arts, Commerce & Science College, Alandi, Pune
19	23rd Dec-16	Guest for sports day, Speech On "Importance of Sports to keep a healthy mind and healthy body"	Dr. Daniel Penkar	Vitthalrao Shivarkar Seva Prathishthan's Vitthalrao Shivarkar Madhayamik and Ucha Madhayamik Vidyalay (Arts and Commerce Junior College)
20	10th Jan-17	“Research Methodology for Social Sciences”.	Dr. H.D Thorat	Gramonnati Mandal's Arts,Science and Commerce College, Narayangaon, Pune
21	25th Sept - 17	Lecturer on “Career Opportunities in Commerce and Management”.	Dr. H.D Thorat	Annasaheb Awate College Manchar, Dist.Pune



22	26th Feb-18	Short term Faculty Development Programme on Research Methodology	Dr. H.D Thorat	Gramonnati Mandal's Arts,Commerce and Science College , Narayangaon, Junnar, Pune
23	26th Feb-18	Ethics in Research Methododlogy	Dr. Kirti Dharwadkar	Gramonnati Mandal's Arts,Commerce and Science College , Narayangaon, Junnar, Pune

5. Evidence of Success

On a close scrutiny of general statistics of employment in India, one cannot fail to observe that in most instances the higher level positions which contain fewer numbers continue to be held by urban population. The rural population can held these positions when highly qualified. SBPIM was successful in reaching to the untraced peers of the society to a large extent by introducing, updating and motivating them for the higher educational programs and opportunities. We could monitor the change in the number of students admitted at our Institute from last five years from different reservation categories. It is evident from the table that the number of the reservation class is definitely increasing. The evidence of success for the same is inevitable from the following table—




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Year	Number of seats earmarked for reserved category as per GOI or State Government rule					Number of students admitted from the reserved category					No. of seats earmarked for Reserved Category	Actual No. of students admitted from reserved category	% age Per Year
	SC	ST	OBC	Gen	Others	SC	ST	OBC	Gen	Others			
2017-18	15	8	22	117	18	31	1	32	96	18	63	82	130.16
2016-17	14	9	22	117	18	27	Nil	31	104	18	63	76	120.63
2015-16	16	8	22	116	18	23	1	22	114	20	64	66	103.13
2014-15	25	14	37	193	31	11	1	15	109	12	107	39	36.45
2013-14	25	14	37	193	31	10	Nil	13	124	6	107	29	27.10

6. Problems Encountered and Resources Required

There are some problems faced while promoting the higher education among rural and reservation students. The students from rural areas are reluctant to go for higher education due to social, cultural, economic and psychographic factors. While motivating these students care has to be taken to address these factors and help them to overcome them. The faculty members have to reach to their level to make them understand about the benefits of higher education. Travelling to their place and interacting with them is a treat but sometimes it is very tiring and strenuous. The response received from these students makes the interaction fruitful and productive.



Best Practices – 4

1. Title of the Practice – Teaching and Non Teaching Staff motivated for further Education.

2. Objectives of the Practice

1. The staff motivated for higher education get motivated which make them more productive, happy and highly committed to their job.
2. Working in qualified workplace improves harmony and increases employee performance.
3. Motivation for higher education not only encourages productive performance but also shows employees how much the organization cares.
4. Motivating the staff for higher education help them to meet the human's need to grow psychologically.
5. If motivated for self development, employees will want to work and will enjoy their work.

3. The Context

As one study concluded, ‘people who work in further education are uniquely committed to their jobs and the social purpose of the sector.’ The Institutes that encourage their staff to continue their education build a high quality workforce who are well trained and well educated and help the Institute to achieve viability and feasibility. The Institute should always strive for the development of their staff due to the following reasons –

1. If the Institute expresses a genuine interest in further education, the happy staff will be more loyal, which will increase their productivity.
2. Knowledgeable staff can handle more challenges in terms of technology, methodology and skills.
3. The loyal staff will be retained for a longer period of time, which will decrease the attrition rate.
4. Supporting professional development reduces stress and negativity amongst the staff.

SBPIM motivates and helps the teaching and non teaching staff for higher education.

4. The Practice

It is very rightly said that, “You know that people nearer to the challenges, on the coalface, are going to know much better than people from a distance”.

SBPIM invests in their employees as when employees achieve more the Institute is benefited. SBPIM ensures to have and develop the best, most creative, happiest and most loyal employees. The Institute struggles to motivate the teaching and non teaching staff by the following ways –

1. Senior faculty members try to engage the faculty members by leading them. These senior members communicate effectively by being approachable, ensuring effective



performance management and inspiring team work. These senior members try to reduce the strain on the further education work force.

2. The effective communication and staff voice is important for building employee engagement at Institute. Effective communication is adopted by variety of channels by promoting staff voice, involving staff in decision making by offering their views, opinions and suggestions.
3. The institute has a strong set of values which emphasis the importance of high quality teaching and learning which motivates the staff to go for higher education.
4. The staff is encouraged to own their careers by supporting them by making the resources available.
5. The decentralized system makes the relationship transparent by sharing the information required.
6. The Institute fosters an environment of constant learning.
7. The staff gets complete access to the library, online resources and computer lab.
8. The Institute shows interest by conducting professional development seminars, conferences, faculty development programs and workshops.
9. The Institute facilitate by providing leaves for any up gradation of the staff on need basis.

SBPIM is humbly proud to announce that in near future all teaching staff would be 100% PhD holders. The non teaching staff is also trying to upgrade themselves by undergoing various sessions.

5. Evidence of Success

SBPIM has a number of cases of further education. There are many teaching staff who registered for PhD after joining the Institute. There are some who could clear the NET SET as well. The non teaching staff could go for technical up gradation after joining the Institute. The data for the last 6 years reveal that substantial number of staff has gone for higher education.

The data for teaching staff is as under -

Academic Year	Further Education		Total Number of Staff Promoted for higher Education	% of staff Promoted for Higher Education
	PhD Registration	NET/SET		
2017 – 18	0	0	0	0
2016 – 17	1	2	3	16.66
2015 – 16	2	1	3	18.75
2014 – 15	1	0	1	5.56
2013 – 14	3	0	3	14.28
2012 – 13	5	1	6	28.57



The data for non - teaching staff is as under -

Academic Year	Total Number of Staff Promoted for higher Education	% of staff Promoted for Higher Education
2017 – 18	0	0
2016 – 17	2	22.22
2015 – 16	0	0
2014 – 15	1	11.11
2013 – 14	0	0
2012 – 13	0	0

6. Problems Encountered and Resources Required

There are some significant challenges to motivate the staff for further education –

1. First, there is a risk that organizational change. The higher educated staff is always skeptical of changing the organization. This will have a negative impact on the quality of teaching and learning which could lead to friction and disengagement.
2. There is a risk that organizational change and a reduction in headcount will add further to the already high levels of job stress. There is also a risk that with the ongoing pressure on pay, discontent in this area will grow and further undermine engagement.
3. The staff should not forget that their priority should be students and not only their further education.
4. The balance of work and self development should be maintained in order to manage the stress level.




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Best Practices – 5

1. Title of the Practice – Institute Loyalty.... Referring Siblings/ relatives / Friends for Admissions

2. Objectives of the Practice –

- a) The Institute seeks to leverage existing students to bring *new students* into the fold.
- b) Existing students understand the benefits of taking admission in the Institute and they often know other people who could benefit from the Institute.
- c) Students can help the Institute admit new students in times of need, which benefits the Institute as a whole.
- d) The students may generate a sense of goodwill from the referred friend, who may return the favor in the future.
- e) Valuing companionship and support from those we are close to, is a common trait for many students and hence refer.

3. The Context

Now days the Educational Institutions have become a business field. They try to market themselves by using various marketing tools. Many Institutes carry out Student Referral Marketing Campaign. The students are given some incentives in cash or in tuition fee credit in return of referring a sibling, relative, friend for admission. We at SBPIM do not carry any such marketing campaign but instead the students refer new students. We believe that the existing students have a perception towards the Institute's resources like faculty, infrastructure, placement record, brand image etc and thus use positive word of mouth for the Institute. This perception is passed to the new students by referring them through word of mouth. SBPIM after 9 years of inception is trying to create a stronger community of peers to collaborate with the society. Not only are students our best spokespeople they understand what is involved in the programs as well as the benefits of taking them and they also know other people who could benefit by taking admission at SBPIM. Our existing students have a good relationship with the Institute which is generated by psychological and emotional bonds.

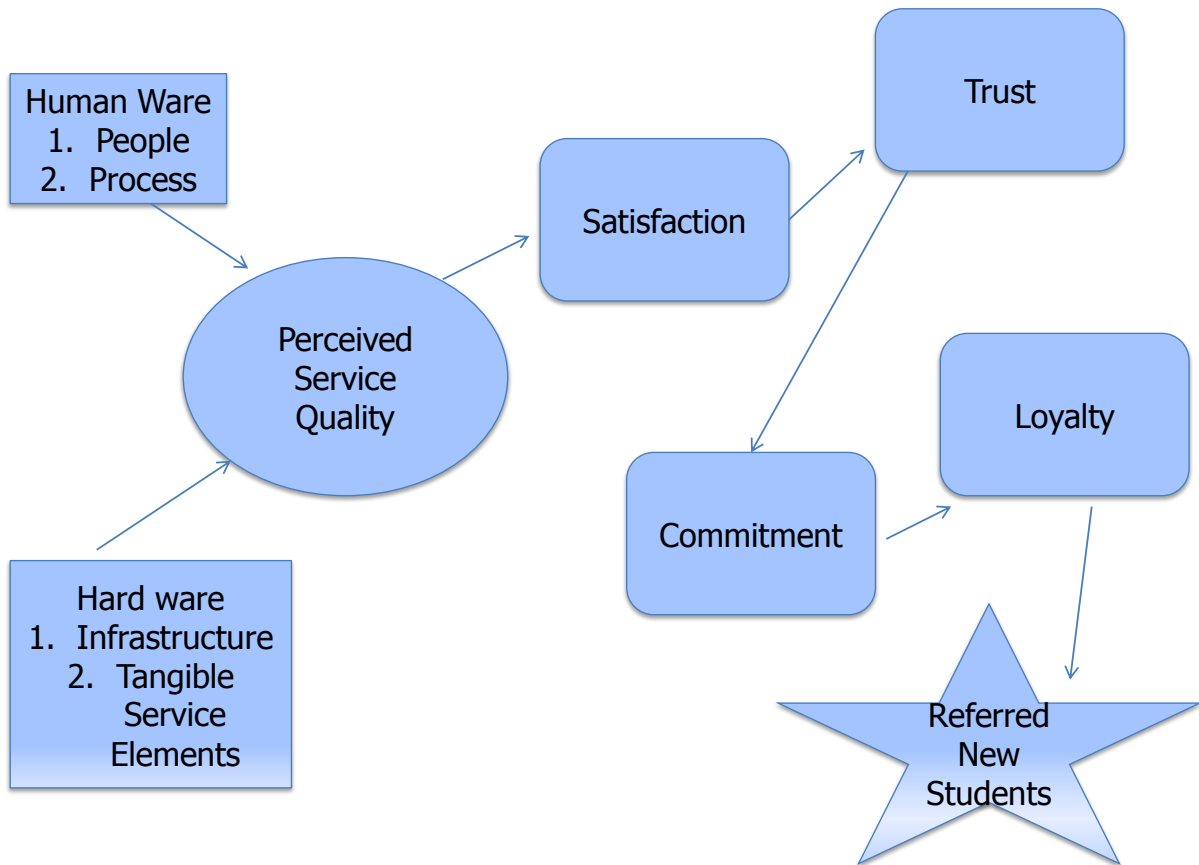
4. The Practice

The students at SBPIM are perhaps the ideal candidate who is ambitious and has come to appreciate the value of career training in a competitive job market. Chances are they might have siblings, relatives, friends who are willing to take admission. In such cases the satisfied students bring in more students. This referral behavior of the students without any incentives helps create a friendly atmosphere in the Institute.

When the students come to the Institute for the first time, they are counseled by our trained staff members. They are given complete information about the course, Institute infrastructure, faculty members, placement records, co-curricular and extra-curricular activities and the fee structure. The students are asked to fill the admission form which contains information about the source



from where the students got to know about the Institute. The different sources mentioned are Newspaper, TV, Internet or any other source. The source through which the students get the information could be their sibling, friend or relative. This information of the source helps us to trace the existing students who are satisfied. Various studies conducted on student's loyalty towards the Institute mentions that the students loyalty depends upon the perceived service quality which leads to satisfaction, trust, commitment and loyalty. The factors which develop the perceived service quality could be human ware and hard ware. The model proposed on the student's loyalty is as follows –



(Based upon: Cronin, Brady & Hult 2000: 207 ; Kristensen, Martensen & Gronholdt 2000: 1010)

Numerous study conducted on satisfaction of the students depicts the following factors –

Sr No	Factor	Variable influencing Student satisfaction
1	Teaching Staff	Feedback of teachers, good access to teachers, quality of teaching, Mentorship Program
2	Non Teaching Staff	Logical, reasonable and transparent administrative environment to foster academic growth
3	Support Services	Canteen, Hostel at a reasonable price with the essential amenities
4	Infrastructural Facilities	Computers, internet and software applications and the presence of modern and adequate computer and library facilities
5	Reputation of the Institute	Image and Prestige of the Institute, commitment to excellence in the delivery of education, and quality research output

At SBPIM, the student satisfaction is the outcome of all the above factors which compel the students to loyalty towards the Institute and hence refer their siblings, relatives or friends.

5. Evidence of Success

We at SBPIM try to provide with human ware and hard ware to the students in order to increase the perceived service quality, which increases the satisfaction, trust, commitment and loyalty and fetch with referred new students.

The data of the students who were admitted through reference is as follows –

Sr No	Academic Year	Total Students Admitted	Students Admitted through reference	% students admitted through reference
1	2017 – 18	178	79	44.38
2	2016 – 17	180	74	41.11
3	2015 – 16	178	62	34.83
4	2014 – 15	148	47	31.75
5	2013 – 14	151	39	25.82

It is certain from the table above that students admitted are gradually increasing as the years pass by. The students who pass out refer the Institute to their siblings, relatives or friends.

6. Problems Encountered and Resources Required

SBPIM strives hard to maintain the perceived service quality by continuously improving and working on the factors responsible for the satisfaction of the student fraternity. The teaching staff continuously upgrades themselves to help students excel in academics. The admin staff is always helpful for the students for all college related work. The quality of the support facility like



canteen and hostel is maintained as per the standards. The Institute provides with world class infrastructure for the ease and convenience of the students. The Institute tries to build the image and reputation in the minds of the students by balancing all the stakeholders – students, parents, alumni, corporate and society.




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Best Practices – 6

7.2.1 Describe at least two institutional best practices (as per NAAC format)

Title – “Yuvotsav”, Let’s Celebrate....

Objectives –

- **Recreation:** At the very core of Inter-College Sport is the recreational nature of the competition. It is designed to provide an inclusive and enjoyable way to be active and healthy. The value of Inter-College Sport event lies in its bonding between current and alumni students of the institute.
- **Sportsmanship:** The sportsmanship value covers teamwork, and fair play qualities of participants. The way we expect all team members and supporters to behave on and off the ground. Though the event is played with lot of energy and in healthy competitive spirit.
- **Honesty & Integrity:** This value is extremely important in any competition. It helps to easily manage and minimize regulations. To preserve this value SBPIM voluntarily do not allow its students to participate in the competition. Students happily play the role of “*HOST*”
- **Practical Experience:** This event given an opportunity to students to apply management concepts related to functions like planning, organizing, leading and controlling which they learned in classroom. This helps them to improve their managerial skills through event management.

The Context –

At SBPIM we believe in, “Apart from education, you need good health, and for that, you need to play Sports...” hence we thought of conducting “*Yuvotsav*”. Since last 4 years SBPIM is successfully executing this event to cater the rising passion of Football and Basketball among youths. *Yuvotsav* gives an opportunity to the students of various colleges’ undergraduates as well as postgraduates to showcase their skills. It is matter of pride for SBPIM as total 48 nominated for the event where 32 teams for football and 16 teams for basketball. This event not only benefitted SBPIM but also to the participants, coaches and umpires.

The complete event is planned and executed by the current students under the guidance of alumni students along with faculty coordinator. The event planning begins with the budget allocation and gets it sanctioned from the Trust. The event is executed with delegation of work to various committees formed as per the functions. The focus point of the event is that apart from sanction budget sponsorship team students are trained to bring sponsorship from various organizations in cash or kind. It is a responsibility of promotion team to promote the event to various colleges and get the participants. Meanwhile the internal committees like ground committee, decoration committee; guest committee etc takes care of other aspects.



This event helps to build strong bonding between faculty and student. All the members work towards making the event successful with complete devotion and zeal. The event teaches the students **“LEARNING BY DOING”**

The Practice –

“Yuvotsav” is the event of the students, by the students and for the students. SBPIM tries to get passionate players, unbiased umpires, supporting trust and committed committee members to make this event a unique event. While executing this event there are various constraints or challenges faced which are as under –

1. Planning

The planning of the event “Yuvotsav” starts almost two months prior to the event. Finalizing of date, budget, venue, committees, brochures, flyers, sponsorship criteria, theme and other minute detailing is planned well in advance. It is rightly said that success of any event is depends upon proper planning which can be demonstrated from the event. Institute shares Lawn and Play ground with other institutes of the campus. Considering their schedule the event planning is done.

2. Budget

The next important challenge is to manage the complete event in the given budget along with last moment contingency expenses. Sometime times the core committee needs to manage the expenses which are exceeding the sanctioned amount.

3. Sponsors

The success and branding of the event can be measured through the sponsors we attract. SBPIM is proud to say that since last 4 years the amount of sponsorship is growing steadily. The sponsorship is brought in cash or kind. There are few sponsors are **TITLE SPONSORS**. The event sponsors add value through Title T-Shirts, Title Caps, Event Banners and many more. There are NGO too who actively sponsor the event for social cause. The sponsorships help the event coordinators to increase the price money for the event.

4. Time Management

The best outcome of the event is time management. All faculty and students have to adhere with the time allotted to each event. They need to complete the schedule of all functions assigned to various committees in the stipulated time. The best part of whole exercise is that student coordinators learn to manage these functions along with managing their regular academics schedule, which is very challenging.



5. Managing Multiple Events

The most difficult task is to manage almost 50 matches in the duration of 3 days without any flip-flop. All student coordinators have to be on their toes to take care of the participants, advertising of sponsors, scheduling of the match slots, providing food and water without disturbing green environment of the campus. Both the matches are simultaneously conducted on respective grounds without any overlapping.

6. Memorable

Over the period “*Yuvotsav*” has gain the popularity in its vicinity. The passion of the team make the event memorable for the organizers, sponsors, students, coaches and umpires. The beauty of the event is integrity of SBPIM organizers, who do not participate in event to bring more transparency in the event. Though SBPIM Football team Pune’s one of the best Football team. Planning and executing the event with complete transparency, without bias managing almost 1000 students on the ground for three days, is a matter of great pride for SBPIM. The event is turned to be memorable for those who attend or watch i.e. the students, the supporters and the parents.

Evidence of Success –

The evidence of the success of “*Yuvotsav*” is certain due to the following points –

1. The feedback received from the players expressed their satisfaction and appreciated our gesture in playing the unbiased game.
2. The media coverage helped the event to spread all over the Pune and SBPIM able to gather huge response from participants and sponsors.
3. The growth in sponsorship amount received across the sector of the market evident from the increasing amount from Rs 89, 700 in the academic year 2014 – 15 to Rs. 108,400 display the increasing believe of the sponsors in the event.
4. The overwhelming response of participating teams received for the event but due to time constraint we limited the nomination only to 32 teams for football and 16 for basketball since the inception of the event.
5. There is no grievance received from the participants for any mismanagement of the event.
6. The policy of the event is that the SBPIM students cannot participate in the competition is evident even after 4 years of conducting the event.
7. In 2018 institute given chance to NGOs to display their products without taking sponsorship as Institute Social Responsibility.



8. The smiles on the faces of the volunteers, participants and the coordinators at the end of the event speak a thousand words.
9. The friendly, warm hospitality from the event coordinators lured the participating teams to remember the event.
10. The holistic development of the students while organizing and execution of the event indicates its success.

Problem Encountered and Resources Required -

Every event conducted faces some problems which can be encountered with the help of resources available. We at SBPIM while conducting Yuvotsav tried to solve the problems with the resources best available.

Sr. No	Problem Encountered	Resources Required
1	Budget	Trust, Sponsors
2	Water and Food	Sponsors
3	Venue	Exam Schedules of other institutes in the campus.
4	Proper Execution	Dedicated and well organized Committee members
5	Innovative idea for decoration flex, flyers etc.	Sponsors, Budget
6	Maintaining Schedule of the game	Planning and execution of match schedule.
7	Hunting of Good Sponsors	Training to sponsorship team/students
8	Participants	Dedicated Promotion Team

Notes –

“*Yuvotsav*” is a fantastic event to get hands on experience about project and event management. Nowadays the sports events are a gaining popularity in events industry. Yuvotsav is executed with lot of dedication, planning and enjoyment. This event helps in creating positive change in students and faculty as well on campus, all enjoy this sports event to their fullest.



Best Practices – 7

7.2.1 Describe at least two institutional best practices (as per NAAC format)

1. **Title of the Practice: ZING – THE CULTURAL FEST Unleashing colors in you...**

2. Objectives of the Practice

- To promote holistic development of students
- To Create a fun, free and inclusive experience for all students and staff
- To Promote practical management related learning
- To develop managerial skills and Business acumen
- To Promote art, cultural and artists
- To strengthen the understanding of diversity
- To Increase student participation
- To introduce new, creative and challenging ideas

3. The Context

When you experience a different culture through educational and cultural exchange you gain a deeper understanding of yourself and those around you—deepening your knowledge of different cultures and strengthening the relationships. Cultural diversity has direct effects to the growth of students. More diverse environments increase all students' level of critical thinking, raise levels of their knowledge and awareness, challenge assumptions, and raise levels of their contact connections and communications.

A multicultural learning situation brings with it a number of challenges that need to be overcome to create an effective learning environment for every student. These aspects such as communications (different languages), learning preferences (the manner in which learners understand and retain information), and social values (values that differ from culture to culture) all contribute to the learning environment. Colleges are places where people who come from different locations and social positions are brought together on common ground.


4. The Practice

ZING is organized at PCET's SBPIM in the month of February since last 5 years with an objective of developing extra-curricular and co-curricular talents of the students, improving their capabilities to work as a team and raising their level of self-confidence in interacting with fellow students. Through the fest, the SBPIM students can explore their talents in a delightful and enjoyable way providing a combination of learning, fun and experience. Cultural committee was founded with the aim to diversify student life of faculty committee members with new cultural experiences

The activities conducted in the year 2017 – 18 are as follows –

Sr No	Date	Name of the activity	Outcome
1	12/2/18	Management Quiz	To assess and review awareness level on core management issues as




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			well as latest developments in management concepts and practices.
2	12/2/18	1Minute Manager	One minute goal setting is about being aware of what is expected from the beginning.one minute goals helps the students to perform better and produce efficient results.
3	12/2/18	Mock Stock	Students learn the new techniques in trading like momentum, position trading,Reversals and Retracements.
4	12/2/18	Business Plan	Tried to discover the four corner stones of business plan: Opportunity, Solution, Execution and Outcomes
5	12/2/18	Ad Mads	To acquaint the students about promotional strategies in marketing through advertisements. It comprises of humorous & conceptual ad presentation by the students. Students will act out on various advertisement script and ideas relevant for different sectors including FMCG product, while goods, services, automobiles and social awareness etc.
6	12/2/18	IPL Auction	Students should know bidding, franchise and how to frame the strategies. Which franchise has done the best business?
7	12/2/18	Book Review	To gain the knowledge about the concept and how to express the knowledge in written format.
8	15/2/18	Rangoli Competition	Motivates students to perform and outshine in their creative skills. It gives a chance for participants to gain substantial experience, adopt innovative techniques, showcase talents, analyze and evaluate outcomes and uncover personal ability.
9	15/2/18	Bollywood Quiz	It inspires students and makes the students laugh, think and question etc
10	15/2/18	CreativeCooking (Without Fire)	Cooking can boost the creativity of students. It provides the opportunity to experience the taste, feel, and



			smell of different cuisines with their very own <i>cooking</i> .
11	15/2/18	Paper dress designing	Able to make different designs by using their creativity. They should be able to know the utilization of available resources.
12	15/2/18	Mimicry	To identify the characters who are imitating others.
13	15/2/18	Fashion Show	To enhance the development of fashion and showcase the talent of the students .

5. Evidence of Success

ZING program has been conducted from the past 5 years. Students are benefited through social, practical and educational.

Social Benefits:

Extracurricular activities increase opportunities for social interaction and new relationship development. As most of these activities are group-oriented which have students from different niches, which gives them a chance to know about people of different passions and cultures. Interaction with people of different backgrounds helps in development of interpersonal skills of students.

Practical Benefits:

Extracurricular activities teach students how to work for a common goal and this ultimately develops a sense of responsibility in them. It increases the level of confidence and also teaches them how to co-operate and work with people in different conditions. They learn to face the challenges that come in education and career.

Educational Benefits:

While pursuing extracurricular activities in college along with education students learn prioritization and time management skills too. Talented students have well-groomed personality, which helps them to face the world in a better way.

6. Problems Encountered and Resources Required

Every program has its pros and cons.

Sr. No	Problem Encountered	Resources Required
1	Budget	Trust, Sponsors
2	Hunting of Good Sponsors	Training to sponsorship team/students
3	Participants	Dedicated Promotion Team



ZING
(HOLISTIC DEVELOPMENT)

