

**BEST PRACTICES AT
ACHARYA
BANGALORE
B SCHOOL**

7.2.1

**Two best practices
successfully
implemented by the
Institution**

**SOCIAL RESPONSIBILITY PROJECT (SRP)
&
INDUSTRY PROFILING**



BEST PRACTICE 1.

1. The Practice: SOCIAL RESPONSIBILITY PROJECT (SRP)

2. Objectives:

- To sensitize students towards social responsibility.
- To facilitate students to explore sustainable solutions for the social problems.
- To hone the Student's ability to collect, analyze, interpret and synthesize information/data.
- To motivate students to develop 'Business Solutions' to address social problems.

3. The Context:

- Prepare sensitive corporate citizens.
 - Society is a cohesive unit. Science, Agriculture, Commerce, Trade, Education and all other components of the society have to work cohesively. Specialization is for operational convenience. When business has to be sensitized, business leaders have to be sensitive. Hence, it is important to sensitize tomorrow's business leaders' towards-societal interest.
- Many social problems can be addressed through innovative and sustainable business models.
 - One of the simple definitions of business is 'Providing Solution to Day- to-Day Problems'. Thanks to business, many technologies including sustainable technology is reaching common man through business. In this background, it is necessary for students to explore business solutions for social problems.
- The SRP can be run as a social entrepreneurial venture or as a business model.
- The business plan, entrepreneurial spirit, and functional knowledge of MBA students can be equally applied to social problems as they can be done with business solutions.

4. The Approach:

The M.B.A department of ABBS strives to hone the students in acquiring social responsibility acumen. In order to sensitize students in this, the department has introduced SRP (Socially Responsibility Project) which requires every student to study a 'Social Cause' gripping the society and thereby understand it, and propose sustainable solution or even come up with business plans which act as a solution to the social cause. Every student is required to do SRP as a partial fulfillment of the course during Second Semester. This is an initiation by the department over and above the Mandatory 'Internship' and 'Dissertation' in third and fourth Semesters.

In this Project students take up a social problem and do the survey. Many times they also visit NGOs, which are working in that social space. This helps students to understand the social problem. Once the problem is understood, students will also try to give 'Business Solution' through a Business plan. In this way the SRP becomes comprehensive.

5. Evidence of Success

The SRP has been run very successfully during the last 3 years. Every year value addition has been done. To illustrate, during last academic year 2021, areas of Social problems like 'Gender', 'Dying Art, and Handicraft & Indigenous Products', 'Sustainable Environment' & 'Human values' were taken as focus areas. To illustrate the success, the list of the Social problems, in which students have pursued SRP, in each of the above areas during 2021 is given below:

AREA OF STUDY: ARTS, HANDICRAFT AND INDIGENIOUS PRODUCTS			
SL NO	ACTIVITY	STUDENT REG NO	STUDENT NAME
1	EXPORTING INDIAN HANDICRAFTS	19YUCMD200	SRI RAKSHA K
2	BUSINESS OPPORTUNITY FOR ANTIQUE	19YUCMD093	MANISHA DASH
3	PROMOTION AND MARKETING OF GI HANDICRAFTS-SOUTH INDIA	19YUCMD060	HARIPRASAD .C
4	PROMOTION AND MARKETING OF GI HANDICRAFTS-NORTH INDIA	19YUCMD189	SHRIPARNA SARKAR
5	ART SELLING AND LEASING	19YUCMD150	RAMYA S M
6	VINTAGE AND CLASSIC VEHICLES MARKETING AND SERVICING	19YUCMD030	AVINASH A

7	PROMOTING A PLACE WITH SOUVENIRS AND MEMENTOS- ALLEPY	19YUCMD069	JENIFER JOHNSON
8	MUSIC DANCE PAINTING CLASS IN SMALL TOWN-A BUSINESS MODEL	19YUCMD202	SUCHITRA
9	CROCHET KNITTING BUSINESS- A BUSINESS OPPORTUNITY	19YUCMD056	GIRISH K
10	SHOPS THAT SELL MUGHAL STYLE FURNITURE'S	19YUCMD187	SHREENIDHI A
11	JEWELRY MAKING BUSINESS	19YUCMD048	DARSI VENKATA SAI DINESH
12	AFFORDABLE HOUSING FOR ALL: A NEW BUSINESS IDEA	19YUCMD159	ROHIT TRIVEDI
13	INDIAN ARTISANS AND THEIR CREATION A MARKETING OPPORTUNITY	19YUCMD142	PRATIK JOSHI
14	PROMOTION AND DEVELOPMENT OF TRADITIONAL AND HANDICRAFTS	19YUCMD146	RAHUL V S
15	PROMOTION AND MARKETING OF GI TEXTILES AND HANDLOOMS-SOUTH INDIA	19YUCMD040	BHIMIREDDY HARSHA VARDHAN REDDY

AREA OF STUDY: GENDER			
SL NO	ACTIVITY	STUDENT REG NO	STUDENT NAME
1	ECONOMIC EMPOWERMENT OF TRIBAL WOMEN THROUGH SKILL IMPROVEMENT	19YUCMD050	DHARMENDRA YADAV
2	MAKING COST EFFECTIVE SANITARY PADS FROM BIO-DEGRADABLE MATERIALS	19YUCMD025	ARPITHA KULKARNI
3	READY TO EAT FOOD MARKETING: EMPOWERING WOMEN	19YUCMD008	ADRIJA SINHA
4	ROLE OF MICRO FINANCE INSTITUTIONS IN EMPOWERING OF WOMEN SELF HELP GROUPS	19YUCMD138	PRAGATHI K

5	EMPLOYMENT OPPORTUNITY FOR RURAL WOMEN-A BUSINESS OPPORTUNITY	19YUCMD203	SUJAN .V
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AREA OF STUDY: HUMAN VALUES			
SL NO	ACTIVITY	STUDENT REG NO	Student Name
1	PACKAGED FOOD TARGETED AT POOR	19YUCMD022	ANUSHA M
2	SENIOR CITIZEN COMMUNITY- A BUSINESS MODEL	19YUCMD020	ANUP S LAXMESHWAR
3	URBAN SLUMS VERTICAL GROWTH-A BUSINESS OPPORTUNITY	19YUCMD110	MOHAN M
4	PET SITTING-A BUSINESS OPPORTUNITY	19YUCMD013	ALLEN JOHN CHARLY
5	MALNUTRITION IN OLDER ADULTS- BUSINESS SOLUTIONS	19YUCMD113	MRADULA UMAKANTH NAYAK
6	MALNUTRITION AMONG POOR CHILDREN- BUSINESS SOLUTIONS	19YUCMD021	ANURAG .K
7	IOT BASED FOOD WASTE MANAGEMENT IN SOCIAL OCCASIONS	19YUCMD192	SHUBHAM R GONDKAR
8	AGGREGATOR FOR CONSTRUCTION WORKERS	19YUCMD004	ABHISHEK A

AREA OF STUDY: SUSTAINABILITY AND ENVIRONMENT			
SL NO	ACTIVITY	STUDENT REG NO	STUDENT NAME
1	ELECTRIC VEHICLE CHARGING POINTS A BUSINESS OPPORTUNITY	19YUCMD078	KARTHIK N JAIN
2	CAR POOLING AS A BUSINESS AND ECO SUSTAINABILITY MODEL	19YUCMD186	SHRAVAN KUMAR
3	WASTE MANAGEMENT AT HOTELS SUSTAINABLE MODEL	19YUCMD120	NEHA M JAIN

4	SOLAR POWER ROOF TOP - A BUSINESS OPPORTUNITY	19YUCMD062	HIND CHANIYARA
5	SOLAR CHARGEABLE ELECTRIC VEHICLE	19YUCMD185	SHIVESH B. P
6	USED TOYS COLLECTION AND MARKETING	19YUCMD215	TEERTHANA M
7	A BUSINESS MODEL TO REDUCE CARBON FOOTPRINTS-SOLAR POWER VS THERMAL POWER	19YUCMD086	KRISHNAKUMAR R
8	BATTERY FOR ELECTRIC VEHICLES- A BUSINESS MODEL	19YUCMD174	SAYED FARHAN
9	MICRO HYDRO PROJECTS FOR POWER SUSTAINABILITY	19YUCMD026	ARUN KUMAR KC
10	IOT BASED ENERGY CONSERVATION	19YUCMD122	NETRAVATI R U
11	IOT BASED SMART IRRIGATION SOLUTIONS	19YUCMD152	RANJITH H S
12	PLASTIC SHREDDING UNIT-A BUSINESS OPPORTUNITY	19YUCMD017	ANKIT KUMAR .A
13	ECO FRIENDLY STRAW MADE FROM COCONUT LEAVES- A BUSINESS OPPORTUNITY	19YUCMD219	UMESHA R
14	ECO RESTAURANTS-A BUSINESS OPPORTUNITY	19YUCMD057	GUNDIMEDA PAVANKUMAR
15	RETAILING OF RECYCLED FURNITURE-A BUSINESS MODEL	19YUCMD179	SHASHIDHARA SWAMY H M
16	MAKING COMPOST OUT OF THE ORGANIC WASTE- A BUSINESS OPPORTUNITY	19YUCMD052	DINESH KG
17	RECYCLE OF NEWSPAPERS TO MAKE PAPER BAGS-AN ORGANIZED APPROACH	19YUCMD010	AJAY KUMAR
18	POULTRY WASTE MANAGEMENT: AGRICULTURAL PRODUCTIVITY	19YUCMD147	RAJESH BHAGATH K.R.
19	SOIL TESTING AND MEASURES FOR IMPROVING THE SOIL PRODUCTIVITY	19YUCMD084	KIRAN M S
20	SAFE DRINKING WATER-DEMAND FOR COST EFFECTIVE WATER PURIFIERS	19YUCMD091	MAMANI NIKHIL GURUBASAPPA

21	ARECA PALM LEAF PLATES- A BUSINESS MODEL	19YUCMD081	KAVYA DURGAPPA NAGANNANAVAR
22	WASTE MANAGEMENT IN HOSTELS: A BUSINESS OPPORTUNITY	19YUCMD083	KEERTHI M PATTANASHETTI
23	GREEN BUILDINGS-A BUSINESS OPPORTUNITY	19YUCMD195	SILESH K.S
24	WASTE MANAGEMENT AFTER EVENTS SUSTAINABLE MODEL	19YUCMD145	PRIYA YADAV
25	BIO-DEGRADABLE BAGS- A BUSINESS OPPORTUNITY	19YUCMD155	REVATHI M BILAGI
26	ORGANIC FOODS SUPPLY-A BUSINESS OPPORTUNITY	19YUCMD157	RITHIN GR
27	ORGANIC VEGETABLES AND FRUITS-A BUSINESS OPPORTUNITY	19YUCMD132	PALLAVI S.S.
28	RENEWABLE ENERGY- A BUSINESS MODEL	19YUCMD103	MICHELLE GRACE LUKE
29	KITCHEN BIO WASTE SOLUTIONS A BUSINESS OPPORTUNITIES	19YUCMD061	HARSHITA N BADIGER
30	GREEN BANKING	19YUCMD087	LINSU K VARGHESE
31	BOUNCE CUTS POLLUTION BY FIFTY PERCENT- REPLICATE THE MODEL	19YUCMD001	A M NAVEEN
32	IOT-BASED SMART GARBAGE SYSTEM	19YUCMD207	SUSHANT .B
33	IMPROVING FUEL EFFICIENCY AND REDUCING CARBON EMISSIONS FROM VEHICLES- A BUSINESS OPPORTUNITY	19YUCMD002	ABDUL SALAM .T
34	MICRO POWER GENERATION	19YUCMD029	ASWIN B SUNIL
35	IOT-BASED EFFICIENT FOOD WASTE MANAGEMENT	19YUCMD135	PONUGUPATI SAI PRAKASH PATTABI
36	INTEGRATING CARBON FOOTPRINT INTO SUPPLY CHAIN MANAGEMENT IN THE AUTOMOBILE INDUSTRY	19YUCMD088	LIYA ELCY SALU
37	MEDICAL WASTE MANAGEMENT A BUSINESS OPPORTUNITIES	19YUCMD201	SRIKANTH G

38	MUNICIPAL SOLID WASTE MANAGEMENT A BUSINESS OPPORTUNITIES	19YUCMD033	AYYASH MOHAMMED K.M.
39	RECYCLING AND REUSE OF VEGETABLE WASTE-A BUSINESS OPPORTUNITY	19YUCMD141	PRATEEK PRASHANT PATIL
40	E-WASTE RECYCLING OPPORTUNITIES	19YUCMD176	SHAKEEB REHEMAN
41	MAKING OFFICES GREEN-A BUSINESS OPPORTUNITY	19YUCMD016	ANIL KUMAR G
42	RETROFITTING HOMES- A GREEN BUSINESS OPPORTUNITY	19YUCMD127	NIRMAL PAVITHRAN
43	TRASH COLLECTION-A BUSINESS OPPORTUNITY	19YUCMD161	RUBY REGI .P
44	SUSTAINABLE OR RECYCLED CLOTHING	19YUCMD039	BHAVANA R
45	DESIGN AND DEVELOPMENT OF GREEN PRODUCTS-A BUSINESS OPPORTUNITY	19YUCMD059	HARIKRISHNAN .S
46	ECO TOURISM A BUSINESS OPPORTUNITY	19YUCMD038	BHAVANA C

6. Problems Encountered and Resources Required

There is always space for quality improvement. The challenge for the department is to make at least 2 to 3% of the students taking this forward as Social Entrepreneurship venture after completion of the course. The Incubation Centre of the department can work in this direction.

7. Notes

It is necessary to build an 'Eco System' where Corporate Sector is sensitive to Community, Social problems and Ecology. In this direction, each Education Institution, particularly, B-Schools have to take this type of initiation forward. Depending on the resources available at the disposal, each Institution can take the required Social problems to address.

BEST PRACTICE 2.

1. The Practice: INDUSTRY PROFILING

2. Objectives:

- To familiarise students with important sectors of business.
- To analyse the changing dimensions of business sectors.
- To build repository of companies from different sectors in the department.
- To facilitate students to work in teams.
- To hone presentation skills.

3. The Context

Dynamics of Business Environment

Business environment in its essence is very dynamic. With day-to-day revolutions in technology and the like businesses are seeing rapid changes. Keeping this in mind a MBA student should brace himself/herself to be aware of such changes. This awareness is created through 'Industry Profiling' an activity initiated by the MBA department.

Repository

The department has developed repository of few companies with the 'Best Practice'. This repository is source of knowledge. Every year value is added to the corporate files by updating it with media reports, financial statements, milestones, news updates of the companies, etc.

Case Study

Case study is one of the important pedagogical tool in B school, where faculty and students have to be abreast with case analysis. Going further B school should facilitate faculty and students to develop case study. Industry profiling and corporate files is a fertile ground for developing case studies.

PO attainment

In pursuit of enhancing the Program attainment of the department, industry profiling a predominant role in the areas of ability to work in teams, communicate legal, business, ethical, information about company along with honing communications skills. It also addresses the outcome of being a 'lifelong learner'.

Communication Skills

The 'Best Practice' facilitates the students to hone their varied formats of communication skills. Students in a group of three would prepare a ppt and present it. In addition to this, while conducting the survey and collecting information from the target audience, they are made to interact and improve their communication and behavioural skills.

Collective Learning

The industry profiling is generally done in a group of three students. The peer learning is evident in this practice. When the same is presented through the 'question & answer' session, participants also learn about a company.

Placement

Most of the company today look into 'Sector-wise' knowledge of the students. The recruiters also test on the corporate exposure of the students. This practice has facilitated the students their placement opportunity.

4. The Approach

Corporate files are developed and kept in the department. Every year updated information is added to the corporate file of a particular company. Few companies are added every year. In total there are 46 company files in the department. These files can be referred by students and faculty.

Another sub-practice in the department under industry profiling practice, is industry presentation. Group of students (3) prepare report. The content of the report are as follows:

- Introduction
- Global Scenario
- Indian Scenario
- SWOT analysis of sector in Indian Context
- Recent trends in the Industry
- Entrepreneurial Opportunity
- Suggestion
- Conclusion

The guidelines for the preparing the above report are:

- Minimum of 13pages and maximum of 15pages hand written report has to be submitted to the department.
- Each team has to prepare a PPT.
- Teams must prepare 15 slides, students must follow following format for slide preparation. [Introduction(1), Global Scenario(2), Indian Scenario(3), SWOT analysis of sector in Indian Context(2), Recent trends in the Industry (2), Entrepreneurial Opportunity (2), Suggestion(2), Conclusion(1)].
- Source of data has to be given in the report.
- Each team has to make a presentation for minimum of 13mins and maximum of 15mins. All four members in a team must participate.

- All teams must attend all other team's presentation.

5. Evidence of Success

As a result of this practice today department has 46 company files. The list of files is as follows:

ACER
ADIDAS
ADITYA BIRLA
AMAZON
APPLE INC
ASIAN PAINTS
COCA COLA
CROMPTON
DELL
DR. REDDY'S LAB
FLIPKART
FORD
GE
GODREJ
HERO MOTORS
HIMALAYA
HUL
IBM
ICICI
IDEA
INFOSYS
ITC
LENOVA
LG
MANIPAL HOSPITALS
MARUTHI SUZUKI
MCDONALD
MICROSOFT
MRF

NARAYANA HEALTH
NESTLE
NIKE
PATANJALI
PHILIPS
PIDILITE
RELIANCE INDUSTRIES
SAMSUNG
SAP
SONY
TATA GROUP
TCS
TOYATA
VODAFONE
WALMART
WARNER
YAMAHA

Industry Profiling

The students in a group of three prepared 'Industry Profile'. In total 223 students have completed this year too. The students have done this in Six stages namely, "Introduction, Global Scenario, Indian Scenario, SWOT analysis of sector in Indian Context, Recent trends in the Industry and Entrepreneurial Opportunity". Once the analysis is completed with suggestions and conclusion, the hand written spiral bound copy is submitted to the department. After the faculty evaluation of the report, students prepared the ppt and the same is presented in the class. The list of companies for which students have developed Industry profiling for 72 companies, which are as follows:

SL NO/ GR NO	COMPANY NAME
1	ABB India Ltd
2	ACC Cement
3	Adani ports
4	Aditya Birla Group

5	Airtel
6	Amul
7	Apollo Hospitals
8	Ashok Leyland
9	Asian Paints
10	Bajaj Auto
11	Bajaj Insurance
12	Bata India
13	Bennett Coleman
14	Bio-con
15	BPCL
16	Britannia
17	Cipla
18	Coal India
19	Cognizant Technologies
20	Colombia Asia Hospitals
21	Dabur
22	DLF Builders
23	Dr.Reddy's laboratories
24	Eicher Motors
25	Exide India
26	GMR Infra
27	Godrej
28	Grasim Industries
29	Havells
30	HCL Technologies
31	HDFC
32	Heidelberg Cement
33	Hero Motor Corporation
34	HUL
35	Hyundai
36	ICICI
37	Indian Hotel Ltd
38	Indian Oil Corporation

39	Indigo
40	Infosys
41	ITC
42	JSW Steel
43	L&T
44	LIC
45	Mahindra & Mahindra
46	Maruti Suzuki
47	Mindtree
48	MTR Food
49	Narayana Health
50	Nestle
51	ONGC
52	P&G
53	Prestige Builders
54	Reliance Industries
55	SBI
56	SicalLogitics
57	Sobha Builders
58	Spice Jet
59	Sun Network
60	Sun Pharmaceuticals
61	Tata Chemicals
62	Tata Consultancy Services
63	Tata Motors
64	Tata Steel
65	Titan
66	Tube Investment of India Ltd
67	TVS Motors
68	Ultra-Tech Cement
69	United Breweries
70	Voltas
71	Wipro
72	Wonderla Amusement Park

Industry Presentation Report

Dr. B. Arul Senthil, Faculty Coordinator welcomed our beloved Director Dr. H.R.Venkatesha for inaugurating this Industry Presentation (IP) series on 22.06.2020. During Dr. H.R.Venkatesha's inaugural address, he said that the students must know the importance of all the sectors and its growth and opportunities to become an entrepreneur. On this first day, Group1 (Newspapers and Periodicals) and Group2 (Aviation sector) had done their presentation within their allotted time. For each team, we have given 15mins for their presentation and 5mins for the Q/A session.

We have identified 58 different sectors for this IP series and we made four members for each team based on student's choice.

6. Problems Encountered and Resources Required

Company profiling is a challenging task. It has to be done based on the material available in public domain, otherwise collecting primary data from corporate is a challenging task. Many a times financial reports which are available in the public domain would have lot of gaps. These are the limitations.

MOUs with the companies would be a great source of information to make this practice progressive. Consistent industry-interaction will help in getting ground reality of the corporate practices which also has time limitation.

7. Notes:

The initiation of building corporate files as a natural program should lead in developing case study by faculty and students in good numbers. As a catalyst corporate files should lead to that ecosystems in the department.


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