



# **SELF STUDY REPORT**

**FOR**

**1<sup>st</sup> CYCLE OF ACCREDITATION**

## **SANSKRITHI SCHOOL OF BUSINESS**

**BEEDUPALLI KNOWLEDGE PARK, BEHIND SRI SATHYA SAI SUPER  
SPECIALITY HOSPITAL, PRASHANTHIGRAM - 515134, PUTTAPARTHI, SRI  
SATHYA SAI DISTRICT, ANDHRA PRADESH**

**515134**

**[www.sanskrithibschool.com](http://www.sanskrithibschool.com)**

**SSR SUBMITTED DATE: 31-08-2023**

Submitted To

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

**BANGALORE**

**August 2023**

# 1. EXECUTIVE SUMMARY

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## 1.1 INTRODUCTION

Sanskriti School of Business was established by Shri Vijaybhaskar Reddy under the aegis of Sai Sanskriti Educational Society in the year 2010 with the objective of giving quality and affordable education to the rural community of Puttaparthi, now newly formed Sri Sathya Sai District, Andhra Pradesh. Institute is recognised by AICTE and affiliated to Jawaharlal Nehru Institute of Technology, Anantapur, Andhra Pradesh. Institute offers Masters in Business Administration program with dual specialization in Human Resources Management, Marketing, Finance and Information Technology. Institute is ISO 9001:2015, ISO 14001:2015, ISO 50001:2018 certified ensuring the quality at the Institute. Institute has strong governance and leadership with main focus on stakeholder satisfaction. Qualified and expert faculty at the Institute focus on quality education with contemporary methodology. Co-curricular and extra-curricular activities enables the students to develop experiential learning and gain confidence to encounter the real time situations once absorbed by the corporates. Certifications from Institute Innovation Council (IIC) and collaborations with various industry and institutes helps in capacity building at the institute. Institute has been churning out successful MBA professionals year on year by placing them in organisations across the sectors. Serving the rural community being the major objective of the Institute and developing socially responsible graduates is the motto.

### Vision

To develop dynamic and socially responsible business leaders possessing wisdom, positive attitude and an impeccable character. Hallmarks will be the innovation, initiative and teamwork of our people and our ability to anticipate and effectively respond to change and to create opportunity.

### Mission

To address the need for creating industry-ready global contributors by offering a management education experience founded on strong core values, built on the twin pillars of theory and practice, and designed to foster academic excellence and professional skills development through learning and knowledge sharing among all its stakeholders.

## 1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

### Institutional Strength

- Great demand in the community for the MBA course as the fee is affordable
- Excellent location with lavish green campus situated in 40 acres of land
- State-of-the-Art infrastructure
- Qualified and expert faculty
- Quality teaching learning process
- Good industry connect in the form of guest lectures, industrial visits, MOU's for capacity building
- Excellent co-curricular and extra curricular activities complementing the curriculum

- Upskilling and reskilling mechanism for faculty and students
- Good placement record for students
- Good governance and leadership meeting the stakeholder requirements
- Fabolous sports ground helping students to have all-round development
- Culture of unity in diversity
- Strong grievance redressal mechanism
- Global exposure through various seminars by international experts and business leaders
- Value added courses for students to bridge the gap in curriculum on contemporary business skills and knowledge

### **Institutional Weakness**

- Language barrier for students as they belong to the rural area and less exposure to the communicative English
- Sanction of Government funded research projects
- Participation of institute in the curriculum development and enrichment, as our Institute is affiliated to JNTUA
- Students capacity to pursue higher education
- Patents filings from the institute

### **Institutional Opportunity**

- Scaling up to international placements
- Developing good alumni connect and harness the network to bridge the industry academia gap
- Becoming autonomous Institute
- Nurture budding entrepreneurs, creating employers and just not employees
- International collaboration and linkages

### **Institutional Challenge**

- The demand of skill in the job market is volatile, catching with the speed and upskilling the students
- With great demand for IT resources, management graduates need to acquire technical skills along with management skills
- Attracting top MNC's to hire the students and competing with urban B-Schools
- Consultancy projects from the industries
- Sponsored research projects with live industry cases and research problems
- IPR filing and patenting the research work form the Institute
- Identifying the right skilled/value added courses for the students in every semester to get them ready for industry need

## **1.3 CRITERIA WISE SUMMARY**

### **Curricular Aspects**

Institute follows Choice Based Credit System (CBCS) and adheres to the syllabus framed by JNTUA. Outcome Based Education (OBE) is implemented with the aim of delivering the course with specific measurable outcomes as defined in the Bloom's Taxonomy. MBA program has predefined Program Objectives, Program Specific objectives and course outcomes designed with the approval of Program assessment committee. Syllabus with PEO's, PO's and CO's are made available for the students in the Institute website. Depending on the expertise of the faculty members, courses/subjects are allocated to the faculty and given time to prepare and do a presentation to HOD on plan of delivering their course to reach the outcomes. Faculty members maintain course file that comprises the course syllabus, individual timetable, lesson plan, assignments planned, proposed books for the topic, seminars planned, and evaluation reports. Understanding the diversity of learners, faculty members identify slow learners and advanced learners among students and provide extra resources and classes. Mentors are assigned to each student to seek support and guidance. To foster participatory and experiential learning, student-centered learning strategies are used. Faculty members use learning management system to share learning resources with students such as e-books, e-articles, case studies, and so on, which students will present in seminars, group discussions, mini-projects, assignments, and class assessments. Classroom instruction is supplemented with co-curricular, extra-curricular, and extension activities to help students develop their personality. Students are given NPTEL, video lecture sessions, and mini-projects to help them learn about current issues in a balanced manner. Guest lectures from industry experts and industrial visits augment students' learning needs. Continuous Internal assessments are conducted in accordance with the academic calendar, two Internal Assessemnts (IA's) per semester are conducted in accordance with university standards. Exam timetables are posted on the notice boards well in advance. Internal question papers are designed to meet the PO's and CO's as per outcome-based education. All internal assessment question papers are checked and approved by the Department Head. CIA marks are submitted to the university online and documented at the Institute. Following the CIA, corrective action shall be taken to improve the students' academic performance.

### **Teaching-learning and Evaluation**

To enhance the teaching-learning process, student centric methods like experiential learning, participatory learning, and problem-solving methodologies are used effectively. Stakeholder feedback is considered to provide inputs to the teaching learning process on regular basis.

Institute recognises the shift in the way learning has transformed from teacher centric to student centric along with focus on Outcome-based education. Experiential learning is popularly used to encourage students to demonstrate, make video presentations, join clubs, perform live projects, industrial visits and community engagement projects. Participative learning is followed which is the best way of learning for students to avoid monotony and boredom. At the Institute, classes are more interactive and faculty members encourage students to participate and express their thoughts during the course delivery. Questioning from students is very much appreciated and encouraged by all the faculty members. Club activities is one such platform to encourage students to encounter challenges and come up with solutions. In HR club, issues and problems in recruitment and selection and HR processes are demonstrated by students with probable possibilities of overcoming the issues. Marketing club gives an opportunity to encounter problems like competition, branding and advertising issues in simulating environment. Finance club brings endless issues connected with finances in business and provides students to brainstorm and develop strategies. Case study club brings real time case studies with multiple problems and provide a platform to the students to discuss and debate on probable solutions. ICT tools complement the teaching learning process, be it PowerPoint presentation or video presentations in digital classrooms. Students are trained to get hand of using the ICT tools in their presentations and seminars proving their ability to match the industry skills. Institute follow the guidelines regarding the internal and external

assessment of students. Internal assessment is for 40 marks and external assessment for 60 marks. For the 40 marks of internal assessment, 80% of the best of 2 assessments and 20% of least marks shall be counted to arrive at total internal marks out of 40. Academic performance of students is documented with great care and grievances if any, are addressed with utmost care.

### **Research, Innovations and Extension**

Research ecosystem is established at the Institute with the focus on capacity building. Institute Innovation Council and Incubation centre is greatly leveraged by the students and faculty at the Institute. Research activities like paper publications and PHD work by faculty are adding great value. FDP's and workshops for faculty are conducted to provide research knowledge and skill. Faculty are mentored by senior faculty who completed their PHD and published books and papers. Students are motivated to bring out their research skills in pursuing their Mini projects and major projects. Students and faculty are encouraged to present their innovative research work in national and international forums like conferences and seminars. Entrepreneurship cell initiates various innovative activities to trigger curiosity among students. This club constantly encourages students to think out-of-the box and identify solutions for pressing problems in the society and business too. Faculty mentors guide the students in the process of proposing the business model and market feasibility of the idea. An amount of 1 lakh have been sanctioned by AICTE for SPICES Club (Scheme for Promoting Interests, Creativity and Ethics among Students), Government of India. This grant was utilised to promote the creativity through various activities in entrepreneurship during the year 2021-22. Non-Government fund of Rs. 23 lakhs was received towards rural entrepreneurship development from the MOU partner RISE, Austria. Students and faculty are motivated by recognising and appreciating their creativity and providing more opportunities to explore their potential. Ideas generated from various clubs, Human Resources club, Marketing club, Finance club, Case study club, Green club along with entrepreneurship club are practically demonstrated in the business model exhibitions in presence of the venture capitalists and industry guests. Institute realises the importance of being connected with the neighbourhood as a responsibility and address the problems with utmost care. NSS team comprising faculty and student coordinators plays a major role in undertaking programs like blood donation camps, awareness programs on health and hygiene, cybersecurity awareness, spreading happiness in oldage home and orphanages. During the COVID Pandemic, student volunteers have taken up the service activities like taking old people for vaccination, distributing masks and food.

### **Infrastructure and Learning Resources**

Sanskriti School of Business provides state-of-the-art infrastructure to complement the academic, curricular and co-curricular activities and quality education. Campus is WiFi enabled where students can enjoy the e-learning, be it assignments or projects they can access various learning resources from the campus. Classrooms are ICT enabled with projector. Power point presentations and video presentations by students and teachers in regular courses and club activities is a practice. Computer laboratory provides the ambience to conduct the practical sessions for students with required computers and projector supported by system administrator. Tutorial classrooms are available to enable special classes for the students. Library is well stacked with the management books and new books keep adding with the revised syllabus and requirement from faculty and students to meet the learning needs. Update editions of books are maintained. Library management system help in the smooth functioning of book issuing and returns. Periodicals, journals, reference section books are maintained with great care. Computers are available for faculty and students in the library to access the online resources. Seminar hall with projector and facility for video sessions is available which shall be used for guest lectures and seminars. Administrative area to meet the requirement and faculty cabins as per the norms are in

place. Sports facilities like cricket ground, basket ball court, volley ball court and good play ground to facilitate the sports needs of the students. Stores and canteen are available for students at campus. Lavish place for the vehicle parking for staff and students. Buses are available for the day scholars and staff and hostel for the students who are from far off places. Water filters and drinking water facilities are available. 24/7 CCTV surveillance and security are provided to the inmates of the campus. Yoga is practised by the students as in built in the time table.

### **Student Support and Progression**

Students are given utmost support and care at the Institute. Mentors carefully support the student closely, counsels if required to make sure students get the best out of their study period. Values and culture are instilled strongly among students. Qualities of team work and brotherhood and belongingness to community is brought into practice through various community engagement activities. Any grievance by students are address within short span of time as priority. Saiprudent scholarship is provided to the meritorious students along with freeships for students. 360 degree development of students is taken care by planning various activities like skill training in communicative English, soft skills, aptitude and technical helping them to get placed at the end of their program. Career guidance programs are offered to the students helping them to plan their career and fix goals. In persuing MBA career in various streams like HR, Marketing and finance, students are given ample orientation of choosing the specialization and planning their career in their interested stream. Industry exposure is provided to the students through various industry guest interactions in the form of guest lectures, industrial visits, workshops, conferences and seminars. Value added courses to bridge the gap in curriculum and Mini projects in every semester provide additional knowledge and skills while studying. Students by heading various committees and clubs gain leaderships skills and management skill like planning, organising, negotiation and problem solving. Students participation in sports with the lavish availability of sports ground stand as testimony for the importance given to balance physical activity for students. Yoga practice and life skills are taught by professionals in order to manage stress and balance their study and personal life. Alumni are well connected with the campus and delivers guest lectures, provided internships and jobs to the existing students. Student ecosystem is well connected with the current students and passed out students networking with each other with an inclusive approach.

### **Governance, Leadership and Management**

Sanskriti School of Business has defined and designed its governance by keeping its vision and mission. To realize its vision, the Institution with strenuous efforts is operating through its mission. Good governance, quality academic processes, and infrastructure are the key factors that bring the best out of the stakeholders. Various academic and administrative committees are formed to ensure good governance in the Institution. Good governance requires the transparency of information regarding academics and management to all the student community, teaching and non-teaching staff. Governing Body meetings are conducted regularly to discuss on good governance keeping stakeholder satisfaction on top priority. Faculty representative from university shall be member in the Governing Council meeting to provide their inputs along with college management. Various committees are formulated to ensure operational efficiency and decentralization with representation of faculty and students. The institutional strategic and development plan is efficiently implemented in accordance with the Institute's vision and goal. For example, students' business preparation is ensured by deploying industry guest lecturers who would share knowledge and real-time information with the

students, assisting them to upskill and expand their knowledge of corporate functioning. Project work and internships are designed to expose students to real-world challenges and issues, as well as potential solutions. Depending on the employment requirement and industry, students receive skill development training in areas such as aptitude, communicative English, and technical training in HR, Marketing, and Finance. Life skills training is taught to students in order to teach them with soft skills and work etiquettes. Staff are provided with regular training on technical and non-technical skills to give their best at work with confidence. Faculty attend Faculty development programs, Conference and seminars of national and internal repute. Many are pursuing PHD's on socially relevant and impactful topics. Staff welfare policies are in place to ensure the safety and security. Leave policies and financial support along with taking care of their transport are taken care. Finances are mobilized effectively to meet the need of the stakeholders. Regular internal and external audits are performed to maintain accuracy and transparency. IQAC committee helps in checking quality in all the operations at the Institute with the members support.

### **Institutional Values and Best Practices**

Sanskriti School of Business focusses on promotion of gender equity and also equality as a part of its mission. Students of both genders as well as faculty members are treated with fairness and respect. Women empowerment cell conducts various gender sensitization programs and takes care of the activities to create awareness about the women's rights, safety and security. DISHA app launched by Government of Andhra Pradesh was installed by all the girl students and faculty to safeguard and secure them in case of emergency. Anti-sexual harassment committee and Anti-ragging committees function with the objective of an unfair or untoward treatment. Girl students are given self-defence training to protect themselves in need. Personality development programs and soft skills to boost confidence and to stand up for themselves. Grievance redressal cell is very active comprising of faculty and students to address the grievances at the earliest. Students and faculty celebrate all the national days of importance with due respect and dignity. Unity in diversity is best practised at campus. Best practices are club activities conducted for students by students and Saiprudent scholarship program. Significant impact is made with these two practices at campus. Club activities have proven to be the best experiential learning for students. The exposure and involvement of students in conducting and participating in the clubs is the testimony of the practice. Financial support given to meritorious and underprivileged students has proved very effective from history and yielded good placements for such students meeting the vision of the institute. Sanskriti School of Business is distinct in providing world class education to the rural community. As majority of the families are from farming and agriculture background with very less income, affordable education is a boon which is providing good placements to their wards at the end of their study. One job in the family lifts the family from the economic struggle and many such families together help in the economic development of the nation. Institute believes in doing their bit in the progress of the nation.

## 2. PROFILE

### 2.1 BASIC INFORMATION

Name and Address of the College	
Name	SANSKRITHI SCHOOL OF BUSINESS
Address	Beedupalli Knowledge Park, Behind Sri Sathya Sai Super Speciality Hospital, Prashanthigram - 515134, Puttaparthi, Sri Sathya Sai District, Andhra Pradesh
City	Puttaparthi
State	Andhra Pradesh
Pin	515134
Website	<a href="http://www.sanskrithibschool.com">www.sanskrithibschool.com</a>

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Principal	Bala Koteswari	08555-286870	9100974516	-	principal.hx@jntua.ac.in
IQAC / CIQA coordinator	Prashanthi	08555-286871	9100974544	-	hod@sanskrithibschool.com

Status of the Institution	
Institution Status	Private

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minority institution	No

Establishment Details	

State	University name	Document
Andhra Pradesh	Jawaharlal Nehru Technological University, Anantpur	<a href="#">View Document</a>

Details of UGC recognition		
Under Section	Date	View Document
2f of UGC	24-08-2022	<a href="#">View Document</a>
12B of UGC		

Details of recognition/approval by stationary/regulatory bodies like AICTE,NCTE,MCI,DCI,PCI,RCI etc(other than UGC)				
Statutory Regulatory Authority	Recognition/Approval details Institution/Department programme	Day,Month and year(dd-mm-yyyy)	Validity in months	Remarks
AICTE	<a href="#">View Document</a>	15-05-2023	12	As per the latest AICTE approval document the validity date and month are filed here

Recognitions	
Is the College recognized by UGC as a College with Potential for Excellence(CPE)?	No
Is the College recognized for its performance by any other governmental agency?	No

<b>Location and Area of Campus</b>				
<b>Campus Type</b>	<b>Address</b>	<b>Location*</b>	<b>Campus Area in Acres</b>	<b>Built up Area in sq.mts.</b>
Main campus area	Beedupalli Knowledge Park, Behind Sri Sathya Sai Super Speciality Hospital, Prashanthigram - 515134, Puttaparthi, Sri Sathya Sai District, Andhra Pradesh	Urban	2.07	3190

## 2.2 ACADEMIC INFORMATION

<b>Details of Programmes Offered by the College (Give Data for Current Academic year)</b>						
<b>Programme Level</b>	<b>Name of Programme/Course</b>	<b>Duration in Months</b>	<b>Entry Qualification</b>	<b>Medium of Instruction</b>	<b>Sanctioned Strength</b>	<b>No.of Students Admitted</b>
PG	MBA,Mba	24	Any Graduate	English	180	157

### Position Details of Faculty & Staff in the College

<b>Teaching Faculty</b>												
	<b>Professor</b>				<b>Associate Professor</b>				<b>Assistant Professor</b>			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government	0				0				0			
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit	0				0				0			
Sanctioned by the Management/Society or Other Authorized Bodies	3				3				18			
Recruited	2	1	0	3	2	1	0	3	9	9	0	18
Yet to Recruit	0				0				0			

<b>Non-Teaching Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				11
Recruited	7	4	0	11
Yet to Recruit				0

<b>Technical Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				1
Recruited	1	0	0	1
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				1
Recruited	1	0	0	1
Yet to Recruit				0

### **Qualification Details of the Teaching Staff**

<b>Permanent Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/ LLD/DM/M CH	1	0	0	0	1	0	0	2	0	4
Ph.D.	0	1	0	2	0	0	2	0	0	5
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	1	0	0	0	0	0	8	7	0	16
UG	0	0	0	0	0	0	0	0	0	0

<b>Temporary Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/ LLD/DM/M CH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0
UG	0	0	0	0	0	0	0	0	0	0

<b>Part Time Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Male</b>	<b>Female</b>	<b>Others</b>	
D.sc/D.Litt/LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0
UG	0	0	0	0	0	0	0	0	0	0

<b>Details of Visting/Guest Faculties</b>					
<b>Number of Visiting/Guest Faculty engaged with the college?</b>	<b>Male</b>		<b>Female</b>		<b>Total</b>
	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

**Provide the Following Details of Students Enrolled in the College During the Current Academic Year**

<b>Programme</b>		<b>From the State Where College is Located</b>	<b>From Other States of India</b>	<b>NRI Students</b>	<b>Foreign Students</b>	<b>Total</b>
PG	Male	74	0	0	0	74
	Female	77	0	0	0	77
	Others	0	0	0	0	0

<b>Provide the Following Details of Students admitted to the College During the last four Academic Years</b>					
<b>Category</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
SC	Male	7	6	2	10
	Female	1	4	4	2
	Others	0	0	0	0
ST	Male	0	0	1	0
	Female	1	0	0	1
	Others	0	0	0	0
OBC	Male	34	46	37	65
	Female	27	41	37	33
	Others	0	0	0	0
General	Male	20	24	31	27
	Female	27	31	35	36
	Others	0	0	0	0
Others	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
<b>Total</b>		<b>117</b>	<b>152</b>	<b>147</b>	<b>174</b>

### **Institutional preparedness for NEP**

1. Multidisciplinary/interdisciplinary:	Sanskriti School of Business is affiliated to JNTU, Anantapur and recognized by AICTE. Curriculum had been revised in 2021 aligning with the requirements of NEP. Implementation of Choice Based Credit System (CBCS) provides choice for students to select from the prescribed courses. Experiential learning projects, free choice of choosing the electives from parent discipline and general elective including inter-disciplinary subjects or subjects outside the parent discipline which are of importance in the context of special skill development was introduced. In tandem with the course curriculum and Outcome Based Education, Program objectives are aligned with multidisciplinary
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	<p>approach giving room for inclusive approach in education and not limiting to specific stream of study. Add-on courses which are interdisciplinary and multi-disciplinary are encouraged to be pursued by students to give exposure to global business and opportunities.</p>
2. Academic bank of credits (ABC):	<p>All the students at Sanskrithi School of Business has registered in the Academic bank of Credits as per the University policy and NEP. With CBCS in practice, ABC is helping the students to track their credits accumulation</p>
3. Skill development:	<p>As per the revised JNTU, Anantapur curriculum, Skill oriented course are introduced focusing on imparting skills to students to make them employable. Course shall carry 100 marks and shall have CIA. Students are given choice by choosing a certificate course being offered by industries/professional bodies or any other accredited bodies. All the courses and certificates are validated by the faculty coordinators and Principal. Apart from the university requirement, every semester, students are encouraged to pursue a skill development courses complementing their specialization and skill</p>
4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):	<p>Sanskrithi School of Business is pioneer in taking up value-based education, and regularly have community connected activities to instill human values and culture. Online courses are encouraged for students on Indian language, culture and value. Celebration of all festivals and national days of importance protects unity in diversity at the Institute</p>
5. Focus on Outcome based education (OBE):	<p>IQAC cell of the Institute initiated OBE in 2019. Workshops and programs were conducted to train the faculty members on framing the program objectives and course outcomes based on Blooms Taxonomy. PEO's, PO's, PSO's and CO's are designed meticulously meeting the objective of OBE. Regular audits are conducted on OBE implementation.</p>
6. Distance education/online education:	<p>Sanskrithi School of Business does not offer distance education but often conduct online classes for students to review their projects and during COVID, curriculum was delivered through online mode.</p>

### Institutional Initiatives for Electoral Literacy

1. Whether Electoral Literacy Club (ELC) has been set up in the College?	Yes
2. Whether students' co-ordinator and co-ordinating faculty members are appointed by the College and whether the ELCs are functional? Whether the ELCs are representative in character?	Yes
3. What innovative programmes and initiatives undertaken by the ELCs? These may include voluntary contribution by the students in electoral processes-participation in voter registration of students and communities where they come from, assisting district election administration in conduct of poll, voter awareness campaigns, promotion of ethical voting, enhancing participation of the under privileged sections of society especially transgender, commercial sex workers, disabled persons, senior citizens, etc.	Student members act as volunteers in electoral process and participate in voter registration of students and community. Student volunteers also assist district election administration in conduct of poll and voter awareness campaigns and also help disabled and old age people in the community in the process. Students also organize National constitution day celebration to provide insights into constitution and law.
4. Any socially relevant projects/initiatives taken by College in electoral related issues especially research projects, surveys, awareness drives, creating content, publications highlighting their contribution to advancing democratic values and participation in electoral processes, etc.	Students conduct awareness program on electoral process and volunteer for conduction of the election.
5. Extent of students above 18 years who are yet to be enrolled as voters in the electoral roll and efforts by ELCs as well as efforts by the College to institutionalize mechanisms to register eligible students as voters.	Institute has initiated awareness program and made sure that all the students register and vote during the elections.

## Extended Profile

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### 1 Students

#### 1.1

Number of students year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
216	222	285	318	303

File Description	Document
Upload Supporting Document	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

### 2 Teachers

#### 2.1

Number of teaching staff / full time teachers during the last five years (Without repeat count):

Response: 35

File Description	Document
Upload Supporting Document	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

#### 2.2

Number of teaching staff / full time teachers year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
24	22	21	21	19

### 3 Institution

#### 3.1

Expenditure excluding salary component year wise during the last five years (INR in lakhs)

2021-22	2020-21	2019-20	2018-19	2017-18
23.24	20.92	28.68	101.18	56.36

File Description	Document
Upload Supporting Document	<a href="#">View Document</a>

## 4. Quality Indicator Framework(QIF)

### Criterion 1 - Curricular Aspects

#### 1.1 Curricular Planning and Implementation

##### 1.1.1

**The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment**

**Response:**

Institute follows Choice Based Credit System (CBCS) and follows the syllabus designed by JNTUA. Time to time the syllabus is revised by JNTUA as per the industry needs and shares with the affiliated colleges. The recent revision of syllabus happened in the year 2021-22. Aligning with NEP 2020, experiential learning project inclusion in 3rd semester to increase hands-on learning along with providing additional electives and choice to students on skill development courses were included in the curriculum. Certification courses for the students are designed specially by the faculty members, which are carefully planned and predefined in the department meeting in advance. Faculty, mentors the students towards completion of these courses which are complementing the curriculum. Outcome Based Education (OBE) is implemented with the aim of delivering the course with specific measurable outcomes as defined in the Bloom's Taxonomy. MBA program has predefined Program Objectives, Program Specific objectives and course outcomes designed with the approval of Program assessment committee. Syllabus with PEO's, PO's and CO's are made available for the students in the Institute website. Depending on the expertise of the faculty members, courses/subjects are allocated to the faculty and given time to prepare and do a presentation to HOD on plan of delivery their course to reach the outcomes. Faculty members maintain course file that comprises the course syllabus, individual timetable, lesson plan, assignments planned, proposed books for the topic, seminars planned, and evaluation reports. On every Saturday, all faculty members submit weekly reports to the HOD detailing the syllabus covered and activities in their course. Understanding the diversity of learners, faculty members identify slow learners and advanced learners among students and provide extra resources and classes. Mentors are assigned to each student to seek support and guidance. To foster student-centred learning methods, participatory and experiential learning methods are used. Faculty members use learning management system to share learning resources with students such as e-books, e-articles, case studies, and so on, which students will present in seminars, group discussions, mini-projects, assignments, and class assessments. Classroom instruction is supplemented with co-curricular, extra-curricular, and extension activities to help students develop their personality. Students are given NPTEL, video lecture sessions, and mini-projects to help them learn about current issues in a balanced manner. Guest lectures from industry experts and industrial visits augment students' learning needs. Continuous Internal assessments are conducted in accordance with the academic calendar, two internal assessments are conducted per semester in accordance with university standards. Exam timetables are posted on the notice boards well in advance. Internal question papers are designed to meet the PO's and CO's. The faculty members' question papers are checked and approved by the Department Head. CIA marks are submitted to the university online and documented at the Institute. Following the CIA, corrective action shall be taken to improve the students' academic performance. To equip the faculty with the contemporary knowledge and skill on the respective courses, they are encouraged to attend Faculty Development Programs, Seminars, Conferences from time to time. Club activities in HR Club, Marketing Club, Finance Club, Speakers Club, Toastmaster Club, Case Study

Club, Green club and Cultural club for students provide live experience of industry related scenarios through role plays, case studies and group discussions etc. Stakeholder feedback is taken regularly to fine tune various operations at the Institute.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 1.2 Academic Flexibility

### 1.2.1

**Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)**

**Response:** 26

File Description	Document
List of students and the attendance sheet for the above mentioned programs	<a href="#">View Document</a>
Institutional programme brochure/notice for Certificate/Value added programs with course modules and outcomes	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Evidence of course completion, like course completion certificate etc. Apart from the above:	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### Other Upload Files

1

[View Document](#)

### 1.2.2

***Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years***

**Response:** 99.85

1.2.2.1 Number of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
215	222	285	317	303

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

### 1.3 Curriculum Enrichment

#### 1.3.1

***Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum***

**Response:**

In carrying out the Curriculum, the Institution incorporates cross-cutting topics related to Professional Ethics, Gender, Human Values, Environment, and Sustainability. In terms of course delivery, institution aspires to provide inclusive value-based education to the students. Many courses in the curriculum address important issues such as women empowerment, environmental sustainability, human values, and professional ethics. In addition to the courses, guest lecturers, extended activities, and seminars for the students are conducted for holistic development of students.

PROFESSIONAL ETHICS AND HUMAN VALUES course in the MBA program emphasises on professional ethics and human values. This course is designed to generate effective professionals capable of addressing societal concerns with novel and improved solutions. GENDER SENSITIZATION is seen as an important factor in raising awareness among students. Both girls and boys are given equal opportunities to participate in various academic co-curricular and extracurricular activities and programs at the Institute. Guest lectures, seminars on gender-sensitive issues are held on regular basis. The WOMEN EMPOWERMENT CELL conducts events on empowering women to take up responsibilities on par with men and excel in their career. Defence training, yoga workshops for women, awareness on DISHA app and sessions by police on giving awareness on safety and security of girls are given to all the students. Celebrating International Women's Day every year and honouring women from various fields of excellence is a regular practice at the Institute.

ENVIRONMENT AND SUSTAINABILITY: Students display posters and work on projects related to environmental sustainability. Students will learn the value of natural resources and conservation through these projects. Green Club aim towards a self-sustaining green campus in terms of energy, water, and waste management, plantation, and rainwater collection. For greater involvement, the institute invites

students to participate in various activities such as Swatch Bharat, Vanam Manam Jal Sakthi, Kalpataru etc.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 1.3.2

**Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)**

**Response:** 100

#### 1.3.2.1 Number of students undertaking project work/field work / internships

Response: 216

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

## 1.4 Feedback System

### 1.4.1

*Institution obtains feedback on the academic performance and ambience of the institution from various stakeholders, such as Students, Teachers, Employers, Alumni etc. and action taken report on the feedback is made available on institutional website*

**Response:** A. Feedback collected, analysed, action taken& communicated to the relevant bodies and feedback hosted on the institutional website

<b>File Description</b>	<b>Document</b>
Feedback analysis report submitted to appropriate bodies	<a href="#">View Document</a>
At least 4 filled-in feedback form from different stake holders like Students, Teachers, Employers, Alumni etc.	<a href="#">View Document</a>
Action taken report on the feedback analysis	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>
Link of institution's website where comprehensive feedback, its analytics and action taken report are hosted	<a href="#">View Document</a>

## Criterion 2 - Teaching-learning and Evaluation

### 2.1 Student Enrollment and Profile

#### 2.1.1

##### Enrolment percentage

**Response:** 82.56

##### 2.1.1.1 Number of seats filled year wise during last five years (Only first year admissions to be considered)

2021-22	2020-21	2019-20	2018-19	2017-18
153	117	152	147	174

##### 2.1.1.2 Number of sanctioned seats year wise during last five years

2021-22	2020-21	2019-20	2018-19	2017-18
180	180	180	180	180

File Description	Document
Institutional data in the prescribed format	<a href="#">View Document</a>
Final admission list as published by the HEI and endorsed by the competent authority	<a href="#">View Document</a>
Document related to sanction of intake from affiliating University/ Government/statutory body for first year's students only.	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

#### 2.1.2

##### *Percentage of seats filled against reserved categories (SC, ST, OBC etc.) as per applicable reservation policy for the first year admission during the last five years*

**Response:** 91.56

##### 2.1.2.1 Number of actual students admitted from the reserved categories year wise during last five years (Exclusive of supernumerary seats)

2021-22	2020-21	2019-20	2018-19	2017-18
90	69	78	85	90

### 2.1.2.2 Number of seats earmarked for reserved category as per GOI/ State Govt rule year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
90	90	90	90	90

File Description	Document
Institutional data in the prescribed format	<a href="#">View Document</a>
Final admission list indicating the category as published by the HEI and endorsed by the competent authority.	<a href="#">View Document</a>
Copy of communication issued by state govt. or Central Government indicating the reserved categories(SC,ST,OBC,Divyangjan,etc.) to be considered as per the state rule ( Translated copy in English to be provided as applicable)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 2.2 Student Teacher Ratio

### 2.2.1

**Student – Full time Teacher Ratio**  
(Data for the latest completed academic year)

**Response:** 9

## 2.3 Teaching- Learning Process

### 2.3.1

**Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences and teachers use ICT- enabled tools including online resources for effective teaching and learning process**

**Response:**

To enhance the teaching-learning process, student centric methods like experiential learning, participatory learning, and problem-solving methodologies are used effectively.

Institute recognises the shift in the way learning has transformed from teacher centric to student centric along with focus on Outcome-based education. Practical learning sessions relating to theory and tying to real-time scenarios and problem-solving method are practiced as methodology. Teachers and students participate equally in the teaching and learning process and yet fulfilling the course objectives. Following methodology is popularly implemented.

**Experiential learning:** This is materialised in the form of demonstrations, video presentations in course delivery, club activities, live projects, industrial visits and community engagement projects. Students experience the real time situations in the form of real case studies from industries discussed in each course by the teacher. Mini-projects in every semester triggers their curiosity to learn and experience business situations. Industry-analysis, company analysis, Organisational study, community engagement projects, internships and major projects are various avenues for the students to learn practically. Courses offered and suggested by faculty mentors from NPTEL Swayam, Coursera, and Udemey help students to have experiential learning. Every student aim to do internship per semester to gain experience, learn new skills, create value, and prepare for future employment. Guest lectures by the industry experts on contemporary topics connect them to the industry and help to bridge the gap.

**Participative learning** is the best way of learning for students to avoid monotony and boredom in teaching learning process. At the Institute, classes are more interactive and faculty members encourage students to participate and express their thoughts during the course delivery. Questioning by students is very much appreciated and encouraged by all the faculty members. Students do lot of presentations and seminars on the topics in the respective courses in specific and also on the contemporary topics in general. Club activities serve the objective of making students engage in learning through role plays, group discussions.

**Problem-solving learning** is integral part of all the courses in the form of case study discussion and assignments by the course faculty. Students undertake projects and internships which are problem focussed and propose recommendations or models as an outcome. Club activities is one such platform to encourage students to encounter challenges and come up with solutions. In HR club, issues and problems in recruitment and selection and HR processes are demonstrated by students with probable possibilities of overcoming the issues. Marketing club gives an opportunity to encounter problems like competition, branding and advertising issues in simulating environment. Finance club brings endless issues connected with finances in business and provides students to brainstorm and develop strategies. Case study club brings real time case studies with multiple problems and provide a platform to the students to discuss and debate on probable solutions.

ICT tools complement the student centric methods, be it PowerPoint presentation or video presentations to smart classrooms. Students are hands-on in using the ICT tools in their presentations and seminars providing their ability to match the industry skills.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 2.4 Teacher Profile and Quality

### 2.4.1

**Percentage of full-time teachers against sanctioned posts during the last five years**

**Response:** 100

#### 2.4.1.1 Number of sanctioned posts year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
24	22	21	21	19

File Description	Document
Sanction letters indicating number of posts sanctioned by the competent authority (including Management sanctioned posts)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 2.4.2

***Percentage of full time teachers with NET/SET/SLET/ Ph. D./D.Sc. / D.Litt./L.L.D. during the last five years (consider only highest degree for count)***

**Response:** 40.19

#### 2.4.2.1 Number of full time teachers with NET/SET/SLET/Ph. D./ D.Sc. / D.Litt./L.L.D year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
9	9	10	8	7

File Description	Document
List of faculties having Ph. D. / D.Sc. / D.Litt./ L.L.D along with particulars of degree awarding university, subject and the year of award per academic year.	<a href="#">View Document</a>
Institution data in the prescribed format	<a href="#">View Document</a>
Copies of Ph.D./D.Sc / D.Litt./ L.L.D awarded by UGC recognized universities	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 2.5 Evaluation Process and Reforms

### 2.5.1

**Mechanism of internal/ external assessment is transparent and the grievance redressal system is time- bound and efficient**

**Response:**

Sanskriti School of Business being affiliated to Jawaharlal Nehru Technical University- Anantapur, follows the guidelines regarding the internal and external assessment of students. Internal assessment is for 40 marks and external assessment for 60 marks. For the 40 marks of internal assessment, 80% of the best of 2 assessments and 20% of least marks shall be counted to arrive at total internal marks out of 40. Each course has 5 units. After completion of 2 months and with completion of 2 units, 1st internal assessment is carried out and after completion of all the 5 units 2nd internal assessment is conducted. Assessments are also conducted for practical papers and project work. As per the academic calendar of every semester shared by the affiliated university, internal assessment dates shall be announced to the students in the form of circulars kept in notice board and announcement in classes. Internal assessments are conducted in a befitting manner by recording student attendance and vigilance. Answer scripts are evaluated based on the answer scheme submitted by the course faculty. For the conduction of university examination, Principal shall act as superintendent and faculty exam coordinator shall regulate all the activities as per university norms. All the exam rooms are fixed with CCTV cameras. Examination sessions shall be monitored by team, recorded and submitted to the university. Observer shall be deputed by the university to monitor the conduction of the examination starting from question paper generation, distribution and vigilance. Practical examinations are conducted as per the university calendar, Internal assessment marks and practical examination marks are submitted to the university on the online EMS portal from exam cell.

Student grievances are handled with utmost care by the exam cell. Grievances are recorded and addressed timely to ensure the welfare of the students. Regarding the internal assessments and external assessments utmost vigilance is displayed by the staff and sorted out on high priority. Any grievances connected with end semester (external) examination, issue is escalated to the university in proper channel with high priority.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 2.6 Student Performance and Learning Outcomes

### 2.6.1

*Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website*

**Response:**

Aligning with the Institution Vision and Mission, Program Educational Objectives (PEO's) are formulated and inline with the PEO's, Program Outcomes PO's are formulated. CO's are framed in tune with the PO's for all the courses in the program. As the institution is affiliated to JNTUA, the course outcomes of each course under the umbrella of MBA program offered by the affiliating university are defined in the syllabus copy. Further, the Institute adds or tweaks the CO's as per the effective course delivery through various curricular, co-curricular and extra-curricular and instructional activities. Proposed CO's are presented to the Program Assessment Committee (PAC). Attainment of PO's and CO's are also monitored by the PAC.

PO's and CO's are made available for perusal of all stakeholders in website.

Following are the Program outcomes formulated in alignment with Program Educational Objectives (PEO's):-

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
6. Ability to develop entrepreneurial thinking and business acumen
7. Ability to foster research skills and their applications in the respective domain.

**PO's and CO's attainment process:** With managements vision and mission and inputs given by all stakeholders, Program Educational objectives (PEO's) are formulated. Program Outcomes (PO's) are based on PEO's. Further course coordinators frame Course Outcomes (CO's) for their respective courses. Program Assessment Committee (PAC) monitors the CO's formulation and attainment.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 2.6.2

*Attainment of POs and COs are evaluated.*

**Explain with evidence in a maximum of 500 words**

**Response:**

With clear Vision and Mission from the leadership and management team, PEO's, PO's and CO's are set by the respective coordinators monitored by Program Assessment committee. Course is evaluated for the PO's and CO's attainment and closely evaluated and corrective measures shall be taken to attain the desired outcome.

**End Semester Results:** Exemplary results displayed by the students of our institute in the semester end examinations conducted by the university examination is a major indicator for the attainment of programme outcome followed by employment of students from campus. Besides this the higher number of students securing distinctions is also conclusive evidence to the fact that the programme is well taken by our institute's students.

**Continuous Internal Assessments (CIA):** Total course is evaluated for 100 marks, 40 marks CIA (at Institute level) and 60 marks semester end (University level) evaluation.

**Internal Assessments:** Two internal assessment examinations of 40 marks each are conducted in regular intervals for each course in a semester. Each question in the question paper is mapped to CO's covering the evaluation of learning from simple to complex, from knowledge to creation of knowledge.

**Class Tests:** Class quizzes, surprise tests, assignments, which involves active participation of students are conducted on regular basis mapping the CO's. Research paper presentations, seminars on contemporary topics, club activities etc are conducted by course coordinators enables the institute to attain the diverse course outcomes.

**Mini-projects:** Every student is encouraged to take-up a social issue to address applying the management knowledge and develop solutions. Faculty mentors are allocated to guide and evaluate the projects. This broadly would help in attainment of PO's, making them society ready.

**Project work:** Company related issues are taken up as problem statement to propose possible remedy to various functions in the organisation. This would help the students to have real-time scenarios to apply their knowledge. This also connects to the attainment of PO's.

**Placements:** Our placements are testimony for attainment of the PO's. Students are placed in reputed companies and are bringing laurels to the Institute. The biggest assets of our institute are our alumni. They are real-time examples to the attainment of PO's due to the remarkable positions held by them in the industry and society.

**Value added courses:** These courses complement the course curriculum and fill the gap of missing blocks. Contemporary issues are encouraged to be taken up by students to update and make the students abreast with the knowledge and skill.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 2.6.3

#### Pass percentage of Students during last five years (excluding backlog students)

**Response:** 88.05

#### 2.6.3.1 Number of final year students who passed the university examination year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
84	111	121	113	94

#### 2.6.3.2 Number of final year students who appeared for the university examination year-wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
85	114	129	149	117

<b>File Description</b>	<b>Document</b>
Institutional data in the prescribed format	<a href="#">View Document</a>
Certified report from Controller Examination of the affiliating university indicating pass percentage of students of the final year (final semester) eligible for the degree programwise / year-wise.	<a href="#">View Document</a>
Annual report of controller of Examinations(COE) highlighting the pass percentage of final year students	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 2.7 Student Satisfaction Survey

<p><b>2.7.1</b></p> <p><b>Online student satisfaction survey regarding teaching learning process</b></p> <p><b>Response: 3.7</b></p>	
<b>File Description</b>	<b>Document</b>
Upload database of all students on roll as per data template	<a href="#">View Document</a>

## Criterion 3 - Research, Innovations and Extension

### 3.1 Resource Mobilization for Research

#### 3.1.1

*Grants received from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)*

**Response:** 25.5

**3.1.1.1 Total Grants from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)**

2021-22	2020-21	2019-20	2018-19	2017-18
1.0	0	7.81	9.02	7.67

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

### 3.2 Innovation Ecosystem

#### 3.2.1

**Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident**

**Response:**

SANSKRITHI SCHOOL OF BUSINESS has created an ecosystem for promoting innovation, entrepreneurship and initiates activities to foster creativity among students. As part of this initiative, Conferences, technical symposiums, project expos and business model exhibitions are conducted on regular basis to trigger the innovation and creativity.

**Entrepreneurship Club** activities at campus nurture innovative ideas of the students. This club constantly encourages students to think out-of-the box and identify solutions for pressing problems in the society and business too. Faculty mentors guide the students in the process of proposing the business model and market feasibility of the idea. An amount of 1 lakh have been sanctioned by AICTE for SPICES Club (Scheme for Promoting Interests, Creativity and Ethics among Students), Government of India. This grant was utilised to promote the creativity through various activities in entrepreneurship during the year 2021-22.

**Research Publications:** Faculty are encouraged to come out with new ideas in research and publish their work in standard journals. Some of the faculty members have published books which serve as textbooks for syllabus of few subjects as a part of initiative for knowledge creation and transfer. Faculty colloquium is organised every week to share the ideas in the sessions connected to their research work and get input and different point of view from the other faculty members. Faculty who are pursuing their PHD's are taking innovative and contemporary topics of study in management, business and sustainability.

**Student projects** in every semester are oriented towards problem solving and creative thinking for the benefit of society. With a combined action plan of every initiative to encourage the participation of students in various technical exhibitions is taken to nurture their technical expertise. Guest lectures and workshops and activities by entrepreneurs and MGNCRE (Mahatma Gandhi National Council for Rural Education) provide guidance to students to take their entrepreneurial ideas forward.

**Seminars and industrial visits** help the students to experience the real-time situation and challenges in the process of exploring the ideas. During the Covid-19 pandemic period webinars, quizzes in online mode were conducted to provide continual knowledge sharing on the contemporary issues. Poster presentations and business model exhibitions are regular practice to ensure complete encouragement to the students.

**Exposure and knowledge sharing sessions:** Students and faculty are motivated to present their innovative and creative ideas in national and international forums like Conferences and seminars. Blessing in disguise, COVID pandemic has made the whole world a global village. Many international experts and knowledge sharing sessions were made accessible to the students and faculty which triggered the generation of new ideas.

**Club activities:** Case study club, HR club, Marketing club, Finance club, Entrepreneurship club form a great source of innovation where in students bring innovative ideas and solutions to pressing business solutions. Build business models and debate on pros and cons of the business proposals.

**IPR cell:** AICTE-KAPILA initiated by the Institute had been very fruitful in creating awareness on patents and filing process. Activities in this cell are benefiting the students and faculty.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 3.2.2

***Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years***

**Response:** 78

**3.2.2.1 Total number of workshops/seminars/conferences including programs conducted on**

**Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
27	19	6	16	10

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

**3.3 Research Publications and Awards****3.3.1****Number of research papers published per teacher in the Journals notified on UGC care list during the last five years****Response:** 2.74**3.3.1.1 Number of research papers in the Journals notified on UGC CARE list year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
34	31	18	7	6

File Description	Document
Link to the uploaded papers, the first page/full paper(with author and affiliation details)on the institutional website	<a href="#">View Document</a>
Link to re-directing to journal source-cite website in case of digital journals	<a href="#">View Document</a>
Links to the papers published in journals listed in UGC CARE list or	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**3.3.2**

**Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years**

**Response:** 2.8

**3.3.2.1 Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
76	16	3	2	1

<b>File Description</b>	<b>Document</b>
List of chapter/book along with the links redirecting to the source website	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**3.4 Extension Activities****3.4.1**

**Outcomes of Extension activities in the neighborhood community in terms of impact and sensitizing the students to social issues for their holistic development during the last five years.**

**Response:**

The Sanskrithi School of Business is aware of its responsibilities to the community in which it is located and to society as a whole. The establishment of the institution itself is the proof that Institute is aiming at rural development for sustainable social and economic growth. Institute has developed an ecosystem, which is flourishing and interdependent on each other. Lot of employment opportunities are generated with the establishment leading to economic growth in the community. Clubs such as NSS, Green club and community engagement activities connect institute stakeholders to society and in turn helping to address the problems and develop awareness programs. Student volunteers along with faculty coordinators organise various programs like blood donation campus, vaccination drives, plantation program, visiting old age home to spend time, orphanage visits to celebrate “Happiness day” with the children and distribute gifts. Cybersecurity awareness, traffic awareness and anti-smoking and drinking

awareness etc. programs are conducted in the neighbouring colleges and villages regularly by student volunteers with great enthusiasm treating it as social responsibility. During the floods in November 2021 in Puttaparthi, student volunteers stepped out first to rescue the civilians from their residence into the institute buses and shifted them to safe places. Students also participate in Human Values rallies conducted by Sri Sathya Sai Seva Organisations. DISHA APP awareness rally to protect girl children was another example for the involvement of students. During the COVID Pandemic, student volunteers have taken up the service activities like taking old people for vaccination, distributing masks and food to the needy. Their efforts are recognised by MGNCRE (Mahatma Gandhi National Council for Rural Education) by providing appreciation certificates to student volunteers, faculty coordinators and the Institute. Students were actively involved in KALPATARU project, Government initiative of planting trees.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 3.4.2

#### **Awards and recognitions received for extension activities from government / government recognised bodies**

##### **Response:**

The Sanskrithi School of Business has been role model for various colleges in rendering service to the society and engaging the community at large scale and yet never expected any awards and rewards. However, Institute has been receiving lot of praise and appreciation for the variety of services and extension initiatives conducted on regular basis. "Each one Reach One" Community outreach project, awareness programme, and COVID support lead to the award from MGNCRE (Mahatma Gandhi National Council for Rural Education). Each student had initiated to help one person in need that led to a great movement of helping many needy people. Swachh Bharath program is conducted regularly to make sure the premises of the Institute and the neighbourhood is maintained clean and neat. Cybersecurity awareness programmes were conducted in surrounding colleges to create awareness among the young girls and boys and alert them on cyber threats. Traffic awareness programmes were organised for civilians in order to reduce accidents and follow peace while travelling on road. HCL presented the institution with an appreciation award at their office in Chennai for the college's efforts in assisting HCL with hiring and talent development in the rural community. The award was presented at HCL's office. The neighbourhood was provided with employment opportunities through the efforts of the college's pool campus drive. 8073 students from 76 different colleges in Andhra Pradesh and Telangana signed up to participate in the drive. HCL chose 367 students to get the pay of 3.65 LPA for the academic year 2021-22. There were 2772 students who were eligible for the award. This level of success in student placement is a testament to the quality of education and job readiness that the institution provides for its students, in addition to the strength of the collaboration that exists between the college and HCL. Ground water and water audit Department, Sri Sathya Sai District, Government of Andhra Pradesh has presented Recognition and Appreciation certificate to Sanskrithi School of Business for well maintenance of water

harvesting structures helping to increase the ground water levels of the surrounding areas.

ZP High School, Beedupalli, Puttaparthi has appreciation and recognised Sanskrithi School of Business for rendering community service and contributing a lot in School development. School appreciated the students for their programs like clean and hygiene awareness which were conducted to help children cope up with health issues. Central Vigilance Commission has awarded certificate in recognition of good governance and upholding the values and rendering community service

List of awards with details

1. Certificate of Appreciation from HCL
2. Received excellent partner award from Alibaba
3. MGNCRE (Mahatma Gandhi National Council for Rural Education)
4. Recognition and Appreciation certificate from Ground Water and Water Audit Department
5. Appreciation from ZP High School for rendering community service
6. Central Vigilance Commission certificate

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 3.4.3

*Number of extension and outreach programs conducted by the institution through organized forums including NSS/NCC with involvement of community during the last five years.*

**Response:** 76

**3.4.3.1 Number of extension and outreach Programs conducted in collaboration with industry, community, and Non- Government Organizations through NSS/ NCC etc., year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
20	19	15	15	7

<b>File Description</b>	<b>Document</b>
Photographs and any other supporting document of relevance should have proper captions and dates.	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Detailed report for each extension and outreach program to be made available, with specific mention of number of students participated and the details of the collaborating agency	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 3.5 Collaboration

<p><b>3.5.1</b></p> <p><i>Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years.</i></p> <p><b>Response:</b> 32</p>	
<b>File Description</b>	<b>Document</b>
Summary of the functional MoUs/linkage/collaboration indicating start date, end date, nature of collaboration etc.	<a href="#">View Document</a>
List of year wise activities and exchange should be provided	<a href="#">View Document</a>
List and Copies of documents indicating the functional MoUs/linkage/collaborations activity-wise and year-wise	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## Criterion 4 - Infrastructure and Learning Resources

### 4.1 Physical Facilities

#### 4.1.1

The Institution has adequate infrastructure and other facilities for,

- teaching – learning, viz., classrooms, laboratories, computing equipment etc
- ICT – enabled facilities such as smart class, LMS etc.

Facilities for Cultural and sports activities, yoga centre, games (indoor and outdoor), Gymnasium, auditorium etc (Describe the adequacy of facilities in maximum of 500 words.)

#### Response:

Sanskriti School of Business provides state-of-the-Art infrastructure to complement the academic, curricular and co-curricular activities and quality education. Campus is WiFi enabled where students can enjoy the e-learning, be it assignments or projects they can access various learning resources from the campus. Classrooms are ICT enabled with projector. Power point presentations and video presentations by students and teachers in regular courses and club activities is a practice. Computer laboratory provides the ambience to conduct the practical sessions for students with required computers and projector supported by system administrator. Tutorial classrooms are available to enable special classes for the students.

Library is well stacked with the management books and new books keep adding with the revised syllabus and requirement from faculty and students to meet the learning needs. Updated editions of books are maintained. Library management system help in the smooth functioning of book issuing and returns. Periodicals, journals, reference section books are maintained judiciously. Computers are available for faculty and students in the library to access the online resources.

Seminar hall with projector and facility for video sessions is available which shall be used for guest lectures and seminars. Administrative area to meet the requirement and faculty cabins as per the norms are in place. Sports facilities like cricket ground, basket ball court, volley ball court and good play ground to facilitate the sports needs of the students. Stores and canteen are available for students at campus.

Lavish place for the vehicle parking for staff and students. Buses are available for the day scholars and staff and hostel for the students who are from far off places. Water filters and drinking water facilities are available. 24/7 CCTV surveillance and security are provided to the inmates of the campus. Yoga is practised by the students as in built in the time table.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**4.1.2**

***Percentage of expenditure for infrastructure development and augmentation excluding salary during the last five years***

**Response:** 17.36

**4.1.2.1 Expenditure for infrastructure development and augmentation, excluding salary year wise during last five years (INR in lakhs)**

2021-22	2020-21	2019-20	2018-19	2017-18
1.54	0.60	0	37.17	0.681

File Description	Document
Institutional data in the prescribed format	<a href="#">View Document</a>
Audited income and expenditure statement of the institution to be signed by CA for and counter signed by the competent authority (relevant expenditure claimed for infrastructure augmentation should be clearly highlighted)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 4.2 Library as a Learning Resource

**4.2.1**

***Library is automated with digital facilities using Integrated Library Management System (ILMS), adequate subscriptions to e-resources and journals are made. The library is optimally used by the faculty and students***

**Response:**

The Sanskrithi School of Business library uses ILMS. ERP – ECAP is used for its effective functioning. Completely Automatic, and the version number is 1.0.

The Open Access System is used in the institution library, which has a total collection of 3198 volumes of books and 700 titles that cover all of the subfields of Management as well as general books. The library subscribes to a variety of journals, both online and in print, that cover a variety of topics on a national and worldwide scale. In addition to that, periodicals, newspapers, Mini Project and project reports submitted by students, and question papers from earlier years are available in the library for

students reference. The digital library offers an extensive collection of e-books, in addition to other digital resources such as SWAYAM and electronic journals. In addition to this, the library features a web-browsing centre that provides systems with unrestricted access to a variety of academic resources that are available on the internet.

### **List of e-Resources ( e-Journals & e-Books )**

- 1.Elsevier - Scopus Database
- 2.ELSEVIER - Science Direct
- 3.Springer Journals
- 4.McGill Library (Open & Free Resources)
- 5.J-Gate Social and Management Sciences (JSMS)
- 6.EBSCO open access
- 7.Springer E-Books
- 8.McGraw Hill E-Books
- 9.Pearson Think Tank E-Books

### **List of E-resources accessible under N-LIST Programme e-Journals**

- Annual Reviews [20 titles]
- Economic and Political Weekly (EPW) [1 title]
- Indian Journals [200+ titles]
- JSTOR [2500+ titles] Oxford University Press [275 titles]
- Cambridge University Press [256 titles] (2010-2016)

### **E.Books**

?Cambridge Books Online [2100 titles]

?E-library [150000+ titles]

?EBSCO Host-Net Library [1000 titles]

?Institute of South East Asian Studies (ISEAS)Books [382+ titles]

?Oxford Scholarship [1402+ titles]	
<b>File Description</b>	<b>Document</b>
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 4.3 IT Infrastructure

<p><b>4.3.1</b></p> <p><b>Institution frequently updates its IT facilities and provides sufficient bandwidth for internet connection</b></p> <p><i>Describe IT facilities including Wi-Fi with date and nature of updation, available internet bandwidth within a maximum of 500 words</i></p> <p><b>Response:</b></p> <p>Sanskriti School of Business is equipped with 100 Mbps highspeed campus-wide network that meets the requirements of all faculty and students. With 80 computers in place, enabling the faculty and students to access to them and browse using internet for effective teaching-learning process. Antivirus software is in place to secure the data and systems.3 Printers are available to aid the operations of the college and 5 Wi-Fi routers supporting the Wi-Fi facility.</p> <p>Library is enabled with computers, to access electronic for all faculty and students and aid in providing the knowledge sources. CCTV cameras surveillance is available in all classrooms, administrative areas and common places along with Labs.</p> <p>To support various academic, and co-curricular activities of students, for presentations and case study discussions etc. the IT infrastructure complements and build good learning environment for students. And Faculty who peruse their research comfortably utilise the facility to complete their research work without any interruption. IT facility supports all the academic and research activities at the college.</p> <p>College has full-time employed system administrator who monitors the IT facilities and maintenance and address issue if any. IT facilities are constantly updated with the new software and technology on the learning requirement basis from time to time to meet the learning needs of faculty and students.</p>	
<b>File Description</b>	<b>Document</b>
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**4.3.2****Student – Computer ratio (Data for the latest completed academic year)****Response:** 2.7**4.3.2.1 Number of computers available for students usage during the latest completed academic year:**

Response: 80

<b>File Description</b>	<b>Document</b>
Purchased Bills/Copies highlighting the number of computers purchased	<a href="#">View Document</a>
Extracts stock register/ highlighting the computers issued to respective departments for student's usage.	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**4.4 Maintenance of Campus Infrastructure****4.4.1***Percentage expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component, during the last five years (INR in Lakhs)***Response:** 82.53**4.4.1.1 Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year wise during the last five years (INR in lakhs)**

2021-22	2020-21	2019-20	2018-19	2017-18
21.51	20.32	28.68	63.94	55.68

<b>File Description</b>	<b>Document</b>
Institutional data in the prescribed format	<a href="#">View Document</a>
Audited income and expenditure statement of the institution to be signed by CA for and counter signed by the competent authority (relevant expenditure claimed for maintenance of infrastructure should be clearly highlighted)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## Criterion 5 - Student Support and Progression

### 5.1 Student Support

#### 5.1.1

*Percentage of students benefited by scholarships and freeships provided by the institution, government and non-government bodies, industries, individuals, philanthropists during the last five years*

**Response:** 79.09

**5.1.1.1 Number of students benefited by scholarships and freeships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
61	166	258	308	270

File Description	Document
Year-wise list of beneficiary students in each scheme duly signed by the competent authority.	<a href="#">View Document</a>
Upload Sanction letter of scholarship and free ships (along with English translated version if it is in regional language).	<a href="#">View Document</a>
Upload policy document of the HEI for award of scholarship and freeships.	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

#### 5.1.2

*Following capacity development and skills enhancement activities are organised for improving students' capability*

- 1. Soft skills*
- 2. Language and communication skills*
- 3. Life skills (Yoga, physical fitness, health and hygiene)*
- 4. ICT/computing skills*

**Response:** A. All of the above

File Description	Document
Report with photographs on Programmes /activities conducted to enhance soft skills, Language and communication skills, and Life skills (Yoga, physical fitness, health and hygiene, self-employment and entrepreneurial skills)	<a href="#">View Document</a>
Report with photographs on ICT/computing skills enhancement programs	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 5.1.3

**Percentage of students benefitted by guidance for competitive examinations and career counseling offered by the Institution during the last five years**

**Response:** 100

**5.1.3.1 Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
216	222	285	318	303

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

### 5.1.4

***The institution adopts the following for redressal of student grievances including sexual harassment and ragging cases***

- 1.Implementation of guidelines of statutory/regulatory bodies**
- 2.Organisation wide awareness and undertakings on policies with zero tolerance**
- 3.Mechanisms for submission of online/offline students' grievances**
- 4.Timely redressal of the grievances through appropriate committees**

**Response:** A. All of the above

File Description	Document
Proof w.r.t Organisation wide awareness and undertakings on policies with zero tolerance	<a href="#">View Document</a>
Proof related to Mechanisms for submission of online/offline students' grievances	<a href="#">View Document</a>
Proof for Implementation of guidelines of statutory/regulatory bodies	<a href="#">View Document</a>
Details of statutory/regulatory Committees (to be notified in institutional website also)	<a href="#">View Document</a>
Annual report of the committee motioning the activities and number of grievances redressed to prove timely redressal of the grievances	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 5.2 Student Progression

### 5.2.1

**Percentage of placement of outgoing students and students progressing to higher education during the last five years**

**Response:** 87.2

**5.2.1.1 Number of outgoing students placed and / or progressed to higher education year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
84	102	147	137	116

**5.2.1.2 Number of outgoing students year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
84	138	147	171	132

File Description	Document
Number and List of students placed along with placement details such as name of the company, compensation, etc and links to Placement order(the above list should be available on institutional website)	<a href="#">View Document</a>
List of students progressing for Higher Education, with details of program and institution that they are/have enrolled along with links to proof of continuation in higher education.(the above list should be available on institutional website)	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 5.2.2

*Percentage of students qualifying in state/national/ international level examinations during the last five years*

**Response:** 18.6

**5.2.2.1 Number of students qualifying in state/ national/ international level examinations year wise during last five years (eg: IIT/JAM/NET/SLET/GATE/GMAT/GPAT/CLAT/CAT/ GRE/TOEFL/ IELTS/Civil Services/State government examinations etc.)**

2021-22	2020-21	2019-20	2018-19	2017-18
5	3	2	4	2

File Description	Document
List of students qualified year wise under each category and links to Qualifying Certificates of the students taking the examination	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 5.3 Student Participation and Activities

**5.3.1**

**Number of awards/medals for outstanding performance in sports/ cultural activities at University / state/ national / international level (award for a team event should be counted as one) during the last five years**

**Response:** 41

**5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one) year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
10	13	4	6	8

File Description	Document
Upload supporting document	<a href="#">View Document</a>
list and links to e-copies of award letters and certificates	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**5.3.2**

**Average number of sports and cultural programs in which students of the Institution participated during last five years (organised by the institution/other institutions)**

**Response:** 41.2

**5.3.2.1 Number of sports and cultural programs in which students of the Institution participated year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
48	44	41	38	35

<b>File Description</b>	<b>Document</b>
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

## 5.4 Alumni Engagement

### 5.4.1

**There is a registered Alumni Association that contributes significantly to the development of the institution through financial and/or other support services**

**Response:**

Sanskriti School of Business has a registered Alumni Association. And Alumni meets are conducted on yearly basis aiming to bring the alumni on one forum and know their success stories which are inspiring for the current students. Students who graduated from Sanskriti School of Business can be found working in a wide variety of industries all around the country and the world. Alumni engage in a variety of activities with current students, such as motivational talks, lectures on the expectations of the industry, experience-sharing sessions, and career counselling sessions. These events are designed to assist the students in becoming more prepared as the workforce. Alumni who are already successful businesspeople often give talks to current students about their experiences and serve as role models to encourage the students to adopt an entrepreneurial mind-set. Alumni also provide internship opportunities to the students and further provide placements in their own enterprises and also among their network.

Alumni Meet Prachetan shall be organised annually with the goal of bringing passed out graduates back to the Institute to celebrate their accomplishments and discuss the lessons they've learned. The college's former students, who now live all across the globe, have found success in their careers and would like to contribute something back to the institution from which they graduated.

Alumni keep in touch with one another and converse via online forums, such as those found on Facebook and LinkedIn. They are provided with job chances in return for one another, which serves both parties' needs. They are invited to participate in the many events and FESTS that will take place on campus.

<b>File Description</b>	<b>Document</b>
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## Criterion 6 - Governance, Leadership and Management

### 6.1 Institutional Vision and Leadership

#### 6.1.1

*The institutional governance and leadership are in accordance with the vision and mission of the Institution and it is visible in various institutional practices such as NEP implementation, sustained institutional growth, decentralization, participation in the institutional governance and in their short term and long term Institutional Perspective Plan.*

#### **Response:**

**Vision:** To develop dynamic and socially responsible business leaders possessing wisdom, a positive attitude, and an impeccable character. Hallmarks will be innovation, initiative, and teamwork the ability to anticipate and effectively respond to change and to create opportunities.

**Mission:** The college is devoted to serving society and the nation by providing quality education, and skill development programs thereby enabling the students to become skilled leaders with the right kind of knowledge. Committed to setting new benchmarks of excellence in technical education with an emphasis on research & development, innovation and services to society, industry, and the world.

**Governance:** Sanskrithi School of Business has strong governance and leadership in place aligning its strategic plan with the vision and mission. Continuous effort is made by the leadership team to enhance quality in the process and hence IQAC committee meets regularly to have checks and balances on various quality initiatives. Quality enhancement in curriculum, teaching learning process, research and development, student support system is leading to stakeholder satisfaction. Good employee measures are in place leading to employee satisfaction. Committees are functional to discharge various operations in the campus which gives opportunity to the faculty and students to be part of decision making. Faculty coordinator with team of student coordinators drive the activities in each committee. Transparency is maintained in the regular functioning of the campus. All information is available in public domain like the university approvals, AICTE approvals, Governing body meeting minutes and discussions, policies, mandatory disclosures etc.

#### **Case Study: Example of decentralization in conduction of internal assessments.**

HOD conducts meeting to discuss on the internal exam schedule as per the academic calendar with exam committee consisting of faculty representatives as well as all the subject faculty members. Ideas are invited from the faculty on reforms in internal assessment adhering to the guidelines of the university. For example, for 40 marks of the internal assessment, case study is included in assessment for 10 marks, which is an important teaching methodology in management education. Students develop problem solving ability, negotiation and critical thinking in the process of evaluating the case study and addressing the issues. This idea was proposed by the faculty and reform was implemented. Introduction of case study in the internal assessment is new initiative at the Institute. Every faculty is given a chance to express their opinion on a particular initiative or issue and collective decision is taken up by HOD which is further submitted for approval to Principal. Participative decision making has yielded good results in evolving minor projects in every semester to provide field/survey/live knowledge to the students about the market/industry and business environment as a bigger picture.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 6.2 Strategy Development and Deployment

### 6.2.1

*The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc*

#### **Response:**

The Sanskrithi School of Business established well defined policies to make sure the institutional functioning is smooth, effective and efficient. All the policies are approved by the Governing body. Institutes always places well-being of its stakeholders at first and lays strong emphasis on providing them with good and conducive working environment. Organisation structure depicts the flow of the authority from top to bottom and chain of command. The department is managed by the Principal, who is also the head of the institution. The Principal oversees the department together with a team of faculty members who are involved in decision making at the department on a regular basis and who use a participative management strategy. The formation of a variety of committees allows for the delegation of responsibilities to the faculty members.

#### **List of committees:**

Internal Quality Assurance Cell

Anti Ragging Committee

Grievance Redressal Committee'

Women Empowerment Committee

Academic Discipline And Attendance Monitoring Committee

Sports Committee

Time Table Committee

Exam Committee

Extra-Curricular Activities

MOOC's/Value Added Courses Committee

NSS

Social Responsibility/Community Engagement Committee

Placements Committee

Industry Connect Committee

Alumni Committee

R&D Committee

Major/Minor Projects Committee

University Affiliation/AICTE Affiliation Committee

Website And Social Media Committee

Newsletters And Magazine Committee

Club committee

Poster Committee

Notice Board Committee

The institution creates service rules in accordance with the regulations established by the AICTE and the University, and then communicates those rules to the employees through the induction process. These are the broad guidelines that relate to the work that the staff does, and they are subject to revision based on the advice of the Governing Body.

The Institutional strategic and development plan is efficiently implemented in accordance with the Institute's vision and goal. For example, students' business preparation is ensured by deploying industry guest lecturers who would share knowledge and real-time information with students, assisting them to upskill and expand their knowledge of corporate functioning. Project work and internships are designed to expose students to real-world challenges and issues, as well as potential solutions. Depending on the employment requirement and industry, students receive skill development training in areas such as aptitude, communicative english, and technical training in HR, Marketing and Finance. Life skills training is given to the students in order to equip with the skills relevant for survival and work culture.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Institutional perspective Plan and deployment documents on the website	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 6.2.2

#### *Institution implements e-governance in its operations*

1. Administration
2. Finance and Accounts
3. Student Admission and Support
4. Examination

**Response:** A. All of the above

File Description	Document
Screen shots of user interfaces of each module reflecting the name of the HEI	<a href="#">View Document</a>
Institutional expenditure statements for the budget heads of e-governance implementation ERP Document	<a href="#">View Document</a>
Annual e-governance report approved by the Governing Council/ Board of Management/ Syndicate Policy document on e-governance	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 6.3 Faculty Empowerment Strategies

### 6.3.1

**The institution has performance appraisal system, effective welfare measures for teaching and non-teaching staff and avenues for career development/progression**

**Response:**

The employee welfare measures at Sanskrithi School of Business is well-known. The teaching and non-teaching staff have access to several different welfare policies and programmes. The college has a high level of faith in the contributions made by its staff members to the growth and development of the institution as a whole. Some of the welfare benefits that are offered to the employees of the institute are

as follows: promotion and increments based on self-evaluation; cash awards and certificates of appreciation for academic excellence; incentive for publication of papers or research articles; supporting faculty members to conduct or organise a conference, seminar, workshop, or faculty development programmes (FDP's).

The opportunity of free transport is made available to all of the staff so that they can make their regular commute to the college. In addition, the colleges offer a variety of leave benefits to all of their staff members, including casual leave, special leave, medical leave, maternity leave, and Special Casual Leave (SCL). These leave benefits are provided to both teaching and non-teaching staff members. For the purpose of attending seminars, symposia, or workshops hosted by institutions of national and international repute, a worker is permitted to take up to a total of eight days of special leave and up to twelve days of casual leave during the course of an academic year. On Duty leave to professors representing the college either for administrative work or for presenting research project report/ AICTE/ JNTUA, 5 Medical Leaves (after Completion of the probation), and Maternity Leaves. A productive work environment is largely dependent on having contented employees who view their jobs as valuable contributions to the organisation.

A well researched and standard performance appraisal system is in place at the Institute. Annual performance appraisals help to appraise the employees on their performance for the completed academic year. Systematically drafted appraisal format is used for appraisal and available for employees to refer in the service rule book. Academic, curricular and co-curricular activities participation of the employees is encouraged and reflects in performance evaluation. New initiatives taken up, conferences attended, papers published as marked in the metrics to compile the overall performance of the staff. For the non-teaching staff, each employee is appraised against the role and responsibilities discharged. Timely appraisal is norm at the Institute. This actually keeps our staff motivated to deliver the best. Management is committed to the welfare of the employees and these appraisals form a strong foundation.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 6.3.2

#### **Percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years**

**Response:** 71.96

#### **6.3.2.1 Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
14	20	4	20	19

<b>File Description</b>	<b>Document</b>
Policy document on providing financial support to teachers	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Copy of letter/s indicating financial assistance to teachers and list of teachers receiving financial support year-wise under each head.	<a href="#">View Document</a>
Audited statement of account highlighting the financial support to teachers to attend conferences / workshop s and towards membership fee for professional bodies	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**6.3.3**

*Percentage of teaching and non-teaching staff participating in Faculty development Programmes (FDP), Management Development Programmes (MDPs) professional development /administrative training programs during the last five years*

**Response:** 93.25

**6.3.3.1 Total number of teaching and non-teaching staff participating in Faculty development Programmes (FDP), Management Development Programmes (MDPs) professional development /administrative training programs during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
30	30	32	30	30

**6.3.3.2 Number of non-teaching staff year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
10	10	10	13	13

File Description	Document
Refresher course/Faculty Orientation or other programmes as per UGC/AICTE stipulated periods, as participated by teachers year-wise.	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Copy of the certificates of the program attended by teachers.	<a href="#">View Document</a>
Annual reports highlighting the programmes undertaken by the teachers	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 6.4 Financial Management and Resource Mobilization

### 6.4.1

**Institution has strategies for mobilization and optimal utilization of resources and funds from various sources (government/ nongovernment organizations) and it conducts financial audits regularly (internal and external)**

**Response:**

The institute's financial resources are handled professionally and diligently. Proper documentation is in place. Accounts for receipts and payments along with Balance sheets and accounts for income and expenses are maintained with utmost care and responsibility. Financial planning is done in advance to ensure effective budgeting, and it is then reviewed on a regular basis by the institute's academic department and administrative section under the supervision of the Principal, Dean, HOD, and account staff. After considering the sources of income and expenses, the institution creates the budget.

Following are the various sources of income:

**1. Consistent Sources:** Students are admitted in accordance with the standards of the AP Government Higher Education. 30% of students are admitted through management quota, while 70% of students are admitted through APSCHC counselling. According to the guidelines established by the Fees Fixation Committee of the State Government of Andhra Pradesh, the fees amount collected from Management Quota and Government Quota students is equal. This sum is used to cover salaries, administrative costs, ongoing expenses including gasoline for vehicles, maintenance, and electricity, as well as some aspects of infrastructure development.

**2. Interest Income:** The period from June to October each year is used to collect student fees. This sum is deposited in bank as a short-term deposit for ongoing costs like salaries, upkeep on the electrical grid, and gasoline for vehicles, among other things. When a deposit matures, the banks credit the interest earned on it, which is additional income used to support the growth of the college.

### 3. Government Grants and Sponsorship Receipts:

The institute receives grants from a number of government organizations, including AICTE, AIMS and others, to conduct events and run club activities. In addition, the college submits funding applications in order to host numerous symposiums, seminars, national and international conferences, and other similar events.

### 4. Corpus Donation of Trust and Trust Contribution:

The Institution is functioning under Sai Sanskrithi Educational Society, AP. The Trust is registered under A.P. Societies Registration Act 1975. Every year Sai Sanskrithi Educational Society receives corpus donations from well-wishers and various persons and philanthropists.

### Optimum Utilization of resources

By accepting new students and collecting money from deposits and other assets, the Institute keeps an eye on its financial performance. Salary component, infrastructure needs due to growing enrollment and new courses, laboratory equipment, furnishings, books, journals, and other expenses are all taken into account. Based on expenditures from the previous year, this analysis is conducted in collaboration with the management, chartered accountant, and HOD. The Finance Committee evaluates the income-expenditure statements and suggests additional action plans during its twice-yearly meetings. Management examines the trend of income and expenditures through the governing body and makes practical recommendations.

### Building construction projects and infrastructure development facilities:

Management allots funds for both construction work and infrastructural facility creation and modernization. A flexible financial system enables spending more than the allotted budget on needs and requirements while still adhering to the approved budget. Internal and external audits are used to ensure that the budget is used and carried out in the best possible way. Internal audits are carried out on a regular basis and are an ongoing continuous procedure.

The external audit of the college's financial accounts is carried out by the chartered accountant that the institution chose.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 6.5 Internal Quality Assurance System

### 6.5.1

**Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. It reviews teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals and records the incremental improvement in various activities**

**Response:**

It is commendable to learn that the Sanskrithi School of Business has put in place IQAC to enhance and maintain the quality of education. IQAC responsibility is to monitor academic plans at the beginning of the academic session, which includes activities such as publications, extension activities, collaborations, innovative and best practices, assignments, ICT-based activities, students' competitions, seminars, and workshops etc along with curriculum delivery.

IQAC has proposed and implemented various green practices in the campus to maintain an eco-friendly environment through Green Club. The activities proposed under the Green Club are Tree plantation, paperless work, clean and beautiful campus, no vehicle inside the campus, save power etc. The constant feedback mechanism from all stakeholders demonstrates the college's commitment to ensuring the proper and result-oriented implementation of these practices.

The establishment of the Internal Quality Assurance Cell (IQAC) in the college has helped to ensure the improvement of quality through various methods. The IQAC focuses on reviewing the teaching-learning process, structures, and methodologies of operations and learning outcomes at periodic intervals, and records the incremental improvements in various activities. Here are some examples of the methods used by the IQAC to improve quality:

The decisions of the IQAC are an important aspect of quality assurance in the college. These decisions are formally approved by the college governing council, which ensures that they are implemented effectively. Here are some of the approved decisions:

**Upskilling and Reskilling of the staff:** Faculty members are encouraged to attend FDP's and participate in Conferences, Seminars and workshops on regular basis.

**Encouragement to research:** IQAC monitors the research activities and encourages to organize seminars, conferences, and workshops to provides a platform for teachers and students to share their research findings and ideas. This, in turn, helps to foster a research-oriented attitude among the staff and students.

**Employability of the students:** IQAC's decision of preparing the students for industry by providing training and placement opportunities.

**Creating entrepreneurial mindset:** With the shift of thinking from job seeking to job providing, students need to be trained and groomed to be entrepreneurs. Entrepreneurship club was established and activities are closely monitored by IQAC

**Additional infrastructure:** With the advice of IQAC, time to time, additional infrastructure keeps adding to the state-of-the-art facilities at the campus. This will help in improving the learning environment and providing better facilities to the students.

**Financial support for co-curricular and extension activities:** Co-curricular and extension activities are an integral part of the overall development of the students. The financial support provided by the institute boosts the confidence of the students

**Industry connect:** With the advice of IQAC, to bridge the industry-academia gap, guests from corporates and MNCs are invited to prepare the students.

**Utilization of feedback:** Feedback from students and alumni is essential aspect of quality assurance. It helps in assessing the performance of teaching, identifying infrastructure deficiencies, and improving the quality of administration.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 6.5.2

**Quality assurance initiatives of the institution include:**

- 1.Regular meeting of Internal Quality Assurance Cell (IQAC); quality improvement initiatives identified and implemented**
- 2.Academic and Administrative Audit (AAA) and follow-up action taken**
- 3.Collaborative quality initiatives with other institution(s)**
- 4.Participation in NIRF and other recognized rankings**
- 5.Any other quality audit/accreditation recognized by state, national or international agencies such as NAAC, NBA etc.**

**Response:** A. Any 4 or more of the above

File Description	Document
Quality audit reports/certificate as applicable and valid for the assessment period.	<a href="#">View Document</a>
NIRF report, AAA report and details on follow up actions	<a href="#">View Document</a>
List of Collaborative quality initiatives with other institution(s) along with brochures and geo-tagged photos with caption and date.	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>
Link to Minute of IQAC meetings, hosted on HEI website	<a href="#">View Document</a>



## Criterion 7 - Institutional Values and Best Practices

### 7.1 Institutional Values and Social Responsibilities

#### 7.1.1

**Institution has initiated the Gender Audit and measures for the promotion of gender equity during the last five years.**

*Describe the gender equity & sensitization in curricular and co-curricular activities, facilities for women on campus etc., within 500 words*

#### **Response:**

Sanskriti School of Business focuses on promotion of gender equity and gender equality as a part of its mission. Students of both genders, as well as faculty members are treated with fairness and respect. Women empowerment cell takes care of the activities to create awareness about women's rights, safety and security. DISHA app launched by the Government of Andhra Pradesh was installed by all the girl students and faculty to safeguard and secure them in case of emergency. Anti-sexual harassment committee and Anti-ragging committees function with the objective of fair treatment and preventing untoward situations.

Girl students are given self-defence training to protect themselves in need. Personality development programs and soft skills to boost confidence and to stand up for themselves.

**Safety and security:** Well-trained security guards stationed across the campus. Extensive surveillance network with 24x7 monitored control rooms. Awareness campaigns on women safety and gender sensitivity through guest lectures and awareness programs. Girl's hostel is secured by 24-hr Surveillance of CCTV.

**Counselling:** Counselling students and staff for academic and other issues/problems. Grievance redressal committees for staff and students. Mentors are allotted for every 20 students.

#### **Celebration of International Women's Day:**

Women empowerment cell conducts various activities specific to women like, International Women's Day every year to earmark the achievements and contributions of women to society.

**National Girl Child Day** is celebrated on 24th January signifying the value and respect for girls.

NSS activities like Women safety rallies, self-defence training and DISHA app awareness program along with legal right awareness programs are conducted.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**7.1.2**

**The Institution has facilities and initiatives for**

- 1. Alternate sources of energy and energy conservation measures**
- 2. Management of the various types of degradable and nondegradable waste**
- 3. Water conservation**
- 4. Green campus initiatives**
- 5. Disabled-friendly, barrier free environment**

**Response:** A. 4 or All of the above

File Description	Document
Policy document on the green campus/plastic free campus.	<a href="#">View Document</a>
Geo-tagged photographs/videos of the facilities.	<a href="#">View Document</a>
Circulars and report of activities for the implementation of the initiatives document	<a href="#">View Document</a>
Bills for the purchase of equipment's for the facilities created under this metric	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**7.1.3**

**Quality audits on environment and energy regularly undertaken by the Institution. The institutional environment and energy initiatives are confirmed through the following**

- 1. Green audit / Environment audit**
- 2. Energy audit**
- 3. Clean and green campus initiatives**
- 4. Beyond the campus environmental promotion activities**

**Response:** A. All of the above

File Description	Document
Report on Environmental Promotional activities conducted beyond the campus with geo tagged photographs with caption and date	<a href="#">View Document</a>
Policy document on environment and energy usage Certificate from the auditing agency	<a href="#">View Document</a>
Green audit/environmental audit report from recognized bodies	<a href="#">View Document</a>
Certificates of the awards received from recognized agency (if any).	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

#### 7.1.4

**Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic and Sensitization of students and employees to the constitutional obligations: values, rights, duties and responsibilities of citizens (Within 500 words)**

#### Response:

The Cultural club of the Institute celebrates all the festivals of all religions with great enthusiasm. Rangolis and noticeboard decorations are practiced in the campus. Sankranti, Diwali, Christmas, Ugadi, Dasara, Ramzan are celebrated with great joy by faculty and students. Republic day and Independence day are celebrated with great respect and honour for our freedom fighters. Students perform on glimpses of life history of them on the occasion. Flag hoisting and the national anthem is performed with great respect for the nation.

National Constitution Day, Ambedkar Jayanthi, Gandhi Jayanthi are celebrated with respect for the great personalities of nation. Sarvepalli Radhakrishna Jayanthi as Teachers Day are celebrated remembering their contribution to the humanity.

Universal Human values are taught in the curriculum. Curricular and co-curricular activities focus on human values and fundamental rights to help students to stay grounded on these values and behave with humility and serve the society.

NSS activities and community engagement activities are conducted in order to sensitize the faculty and students towards their values, duties and responsibilities as citizens. Following activities/days are organised:

- Swachh Bharath
- Traffic awareness
- Cybersecurity

- Clean and hygiene program
- Blood donation camps
- Basic life support workshop
- Awareness of COVID prevention
- World Environment day
- International yoga day
- Each one reach one – COVID mission
- Orphanage visit on International Smile Day
- Nature Conservation Day
- World AIDS day
- Farmers day

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 7.2 Best Practices

### 7.2.1

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

**Response:**

#### **Best Practice 1**

**Title of the practice: Club activities**

**Objective of the practice:** To encourage students to participate in curricular, co-curricular and extracurricular activities through knowledge in the courses and to bring out the innate potential of the student to address the issues in various functions of management. Students develop problem-solving ability, decision making, critical thinking, communicative skills and negotiation in the process. Club activities aim at providing real time experience through simulation in the class room environment and encourage creativity by experience learning. These club activities help in the attainment of PO's and CO's effectively filling the gaps in the fixed curriculum by the University.

Following clubs were established with the aim of simulated learning

**DHARMA, The HR club** – Focuses on implementation of HR functions including the challenges faced and providing opportunities to the members to think out of the box. Management and role-plays are fun learning for the members.

**VISTARAN, The Marketing Club** – This club aims at getting the marketing principles and practices

clear for the members. Concepts of sales and consumer behaviours are exhibited through demonstrations and simulations of market and customers. Product and brand management are exhibited by members in presentations.

**ARTHA, The Finance Club** – This club brings complex financial concepts into simple and yet profound learning for finance students. Games, quizzes, budget sessions, Trading and stock broking are taught through gaming making the learning enjoyable.

**VYAS, The Case Study Club** – This club showcases important methodology of management education, Case study. Industry case studies, live examples are brought to the club for demonstration and role plays.

**ABHILAP, The Speakers Club** – This club aims at enhancing the communication skills of the members, impromptu speeches, planned and prepared speeches and one minute talks are practised by the members to eliminate stage fear and develop confidence in speaking in English.

**PRAKRIT, The Green Club** – Taking care of the environment as main motto, Green club members initiate activities to keep the campus clean, premises clean and promote greenery at campus. Planting trees, celebrating Environment day, initiating KALPATARU project are prominent activities of the club.

**AARAMBH, The Entrepreneurship Club** – To tap the innate potential of every management graduate to be an entrepreneur, this club aims at providing ample opportunities to explore the ideas. In the course, the knowledge provided is exhibited by students in the form of business models and demonstrations.

**ALANKRITHA, The Cultural Club** – All the cultural activities at the campus are initiated by these club members. From festivals to days of importance, this club is active in organising Freshers and farewell parties to build cordial relationships among students.

**The context:** In management education, students are groomed to be assets to the organisations equipped with management skills. They choose different domains as their specialization, viz. Human resources Management, Marketing, Finance etc. In order to explore and understand the functioning of various roles and situations/issues in each of these domains, club activities complement the theory course in the respective domain.

**The Practice:** Club activities are an integral component of the timetable for students, in a week, all clubs are scattered, one on each day. Every club has a faculty coordinator heading the club and team of students working closely with the club head and plan the activities well in advance. Students enrol in the club and participate in the respective club activity with great enthusiasm and energy.

**Evidence of success:** Club activities is witnessing success since inception. As the student club members take the ownership of the club which proves their initiation and leadership skills, organising skills, planning and coordinating abilities. This helped them in narrating the real time scenarios very effectively in group discussions, interviews and presentations. Employers themselves expressed that the students are confident in expressing themselves and demonstrate sound domain knowledge.

**Problems encountered and resources required:** Challenges include, all students taking up equal ownership of activities and commitment to club objectives. New members (new entrants in the program) take some time to get hang of the activities and take time to take over from the existing members (on course completion).

## Best Practice 2

### Title of the practice : Saiprudent Scholarship

**Objective of the practice:** Sanskrithi School of Business offers financial assistance to students from low-income families. Saiprudent Scholarship is designed to help bridge the financial gap that often prevents students from pursuing their dreams of higher education and enable the rural students to emerge as young professionals in the future with equal opportunity. Sai Prudent Scholarship program aims at rural development.

### The context

The Sai Prudent Scholarship program (SPS) was instituted in 2010 with the establishment of the Sanskrithi School of Business (SSB) under Sai Sanskrithi Educational Society. Supported by the Anahata Stiftung and RISE, Austria, the noble intention behind the program was to provide financial support to those students of lesser economic background so that their aspirations to higher education is not hindered by lack of financial assistance and support.

### The Practice

Saiprudent Scholarship program, since its inception attracted students to study the MBA program for free with this scholarship. Every year, a scholarship examination is conducted to invite the interested students to apply and write the examination and secure the eligibility. Depending on the merit and the socio-economic background of the eligible students, selection process is conducted meticulously and 20 students are selected for the scholarship.

### Evidence of success

120 students got benefited since the commencement of the scholarship program and graduated with MBA degree and are successfully placed in reputed organizations. This project has impacted the rural area where the Institute is located in generating a workforce leading to industrial development.

**Problems encountered and resources required:** There is a need to increase the number of scholarship seats every year as per the need and demand in society. The institute is aiming to increase the scholarship seats in the near future to cater to the larger number of merit students in the rural community.

File Description	Document
Any other relevant information	<a href="#">View Document</a>
Best practices as hosted on the Institutional website	<a href="#">View Document</a>

## 7.3 Institutional Distinctiveness

### 7.3.1

**Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words**

**Response:**

**Rural Development and Student empowerment through Placements**

Aligning with the Institute's Vision, "To develop dynamic and socially responsible business leaders possessing wisdom, positive attitude and an impeccable character. Hallmarks will be the innovation, initiative and teamwork of our people and our ability to anticipate and effectively respond to change and to create opportunity." The Mission being, "To address the need for creating industry-ready global contributors by offering a management education experience founded on strong core values, built on the twin pillars of theory and practice, and designed to foster academic excellence and professional skills development through learning and knowledge sharing among all its stakeholders."

In order to develop dynamic and socially responsible business leaders with sound knowledge, effective teaching learning process intertwined with curricular, co-curricular and extracurricular activities aiming at holistic development to imbibe positive attitude and good character. Skill enhancement programs like value added courses, training for placements is provided right from inception into the program. Students are given ample opportunities to showcase their innovation, initiation and develop team work, meeting the ever-changing business needs and responding to challenges positively.

Following initiatives are taken up by the Institute to make them placements ready:

**Orientation/Induction training**

Since day 1 on the campus, students are given training. To begin with, one week orientation program in 1st semester, gives a glimpse of the expectation of an MBA graduate and how they can prepare themselves for employment. This program also highlights various clubs at the Institute to help students experience fun learning. Alumni talk in the program bring the experiences of passed out students on skill set required in the job market. Industry expert talk provide insight on the knowledge, skill and attitude needed from the lens of the employer, helping them to groom themselves.

**360 degree training**

Dedicated and qualified training team is available at the campus to prepare the students for the industry. Training team constitute a soft skills trainer, an aptitude trainer, a communicative skills trainer. These training sessions are integral part of the time table and students shall have minimum of 1 hour to maximum of 3 hours per day to get themselves trained by trainers. Apart from the in-house training, external trainings are organised, which are need-based, company specific etc.

**Value added courses:** Carefully chosen and guided courses which would complement and balance with contemporary issues and practices and add-up to the skill enhancement of the students are recommended. Faculty mentor on the chosen courses and help the students to travel through the course, learn and complete it successfully. And the same shall be utilised by the students in the industry.

**Other parallel activities leading to placements**

**Industry interaction sessions:** Regular interaction with industry experts both offline and online sessions are organised to prepare the students for placements and prepare them for the industry. These experts mentor and guide the students on industry expectations and skill set requirement.

**Mentoring:** Each student is allotted to a mentor after admitting into the program. Mentor shall support and guide the students in academic and non-academic matters too. The regularity, progress and placement status shall be monitored by the mentor.

**Miniprojects:** Every semester, students will be encouraged to do a live project, survey identifying a problem in the nearby locality and apply their knowledge to address the issue. Project guides shall monitor and help the student in report making and presenting it before the faculty panel. This actually boosts the confidence and ability of the students.

**Internships:** Industry internships are a practice at the institute. In semester breaks, summer vacation and as assignments, internships are encouraged to provide hands-on experience working with industry. This actually helps the students to get placed with ease.

**Placements:** All the above initiatives help us to accomplish 100% placements for the students. Institute is able to change the profile of the students and their families who are having difficulty financially. Students are given choice of the jobs to apply based on their domains and choice of location etc. Counselling on the choice of jobs and mock interviews, group discussions are conducted to prepare the students for the actual interviews with confidence. An exclusive faculty placement coordinator who takes care of the placement needs of the students assisted by the student placement coordinators team is active at campus. Students are hired by companies like Capgemini, Cognizant, TechMahindra, TCS, Infosys, Deloitte and Accenture. Many industries visit our campus to recruit our students year on year. This leaves the students with multiple options of choosing the jobs and companies in which they want to work for. Many students turned out to be entrepreneurs, turned out to be role models for the budding entrepreneurs.

As Sanskrithi School of Business is located in rural India, Andhra Pradesh where the majority of the population survive on agriculture and farming, education is the tool to empower the young generation for economic development. We believe that through education, we can empower the youth and by which they help for the socio-economic development of the nation.

File Description	Document
Any other relevant information	<a href="#">View Document</a>
Appropriate web in the Institutional website	<a href="#">View Document</a>

## 5. CONCLUSION

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### **Additional Information :**

Sanskriti School of Business always strives for stakeholder satisfaction and goes the extra mile to take feedback and feed it back into the system for continuous improvement. Rural community development is the major motto of the institute and student development being the objective, many placement training and upskilling programs are organised round the semester help students to boost confidence. Cultural activities are well balanced with inculcating values in the students and spread patriotism by celebrating various national day of importance. Diversity is embraced in every sense at the institute. Student transformation from PERSON TO PERSONALITY is the aim of the Institute. Holistic development of students by balancing curricular, co-curricular and extra-curricular activities is the norm. Industry connect programs like guest lecturers, workshops and seminar by industry experts help students in capacity building and provide first-hand information creating an edge in the competition. Faculty continuously sharpen their skills through various upskilling programs like FDP's, Conferences, Seminars and research publications. Collaboration with various institutes and industry keep the students and faculty aware about the cutting edge technology. Ample opportunities are provided to the students to exhibit their creativity and innovation. Business models, competitions, quizzes, presentations and live assignments keep them on the field with the updated business knowledge and skill.

### **Concluding Remarks :**

Being an educational Institute is a responsibility, a responsibility towards the community which has to be delivered with utmost care and concern. Providing affordable education to the lower economic strata of society, making the students employable and enabling to support their families, is the major achievement of Sanskriti School of Business. In the process, faculty, students and staff play a major roles and transform themselves as better human beings every single day. Governance and leadership team always strive to provide the best of the facilities to the inmates and never compromise on the quality of education. Holistic development of the students and faculty is the main focus and all the activities at the campus are planned to reach this objective. All the processes at the institute are streamlined to meet the stakeholder delight.