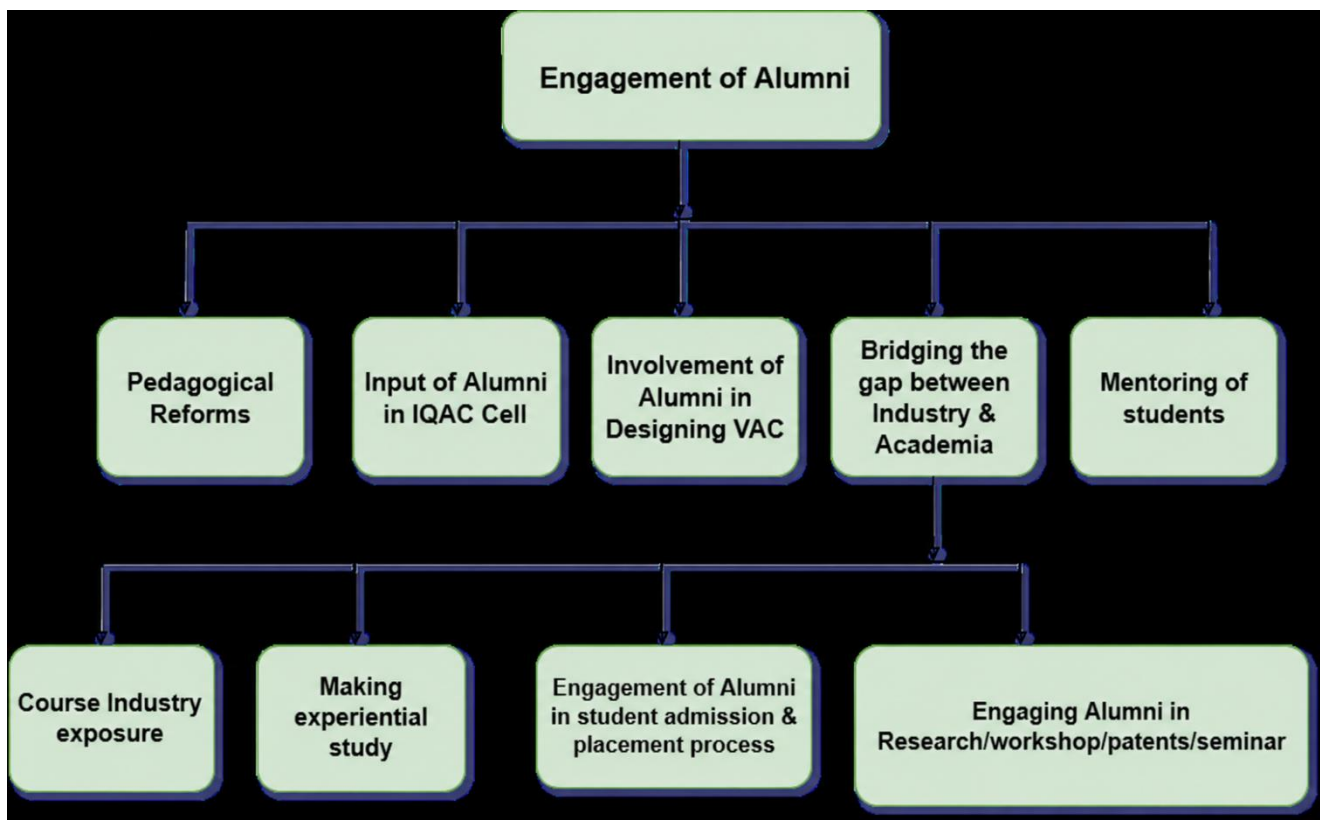




ASTHA School of Management Bhubaneswar

1. Alumni Engagement:

The active participation of alumni plays a pivotal role in strengthening academic excellence, industry connections, and student mentorship. Their contributions help foster a dynamic learning environment and ensure continuous institutional growth.



1. Pedagogical Reforms

- Alumni provide insights into modern teaching methodologies and industry-driven learning approaches.
- Their feedback contributes to upgrading course delivery techniques, ensuring relevance to evolving professional requirements.
- They are invited for guest lectures and workshops to share practical expertise with students and faculty.

2. Input of Alumni in IQAC Cell for Syllabus Upgradation

- Alumni working in diverse industries contribute valuable recommendations for curriculum enhancements through the Internal Quality Assurance Cell (IQAC).
- Their inputs help integrate emerging trends, case studies, and real-world applications into the syllabus.
- Alumni-driven discussions ensure courses align with industry expectations, technological advancements, and employability trends.

3. Involvement of Alumni in Designing Value-Added Courses (VACs)

- Alumni play a key role in structuring Value-Added Courses (VACs) that supplement core subjects with practical applications.

- Their industry expertise guides the inclusion of relevant skills such as data analytics, financial modelling, fintech applications, and sustainable finance.
- The association facilitates collaboration with alumni-led firms or institutions to provide certifications and hands-on training.

4. Bridging the Gap Between Industry and Academia

At our institute, we believe that alumni are not just former students—they are lifelong ambassadors and vital contributors to institutional growth. One of the key ways we foster this relationship is by leveraging alumni support to bridge the gap between academia and industry. This is achieved through various initiatives that strengthen student exposure, academic engagement, and professional development.

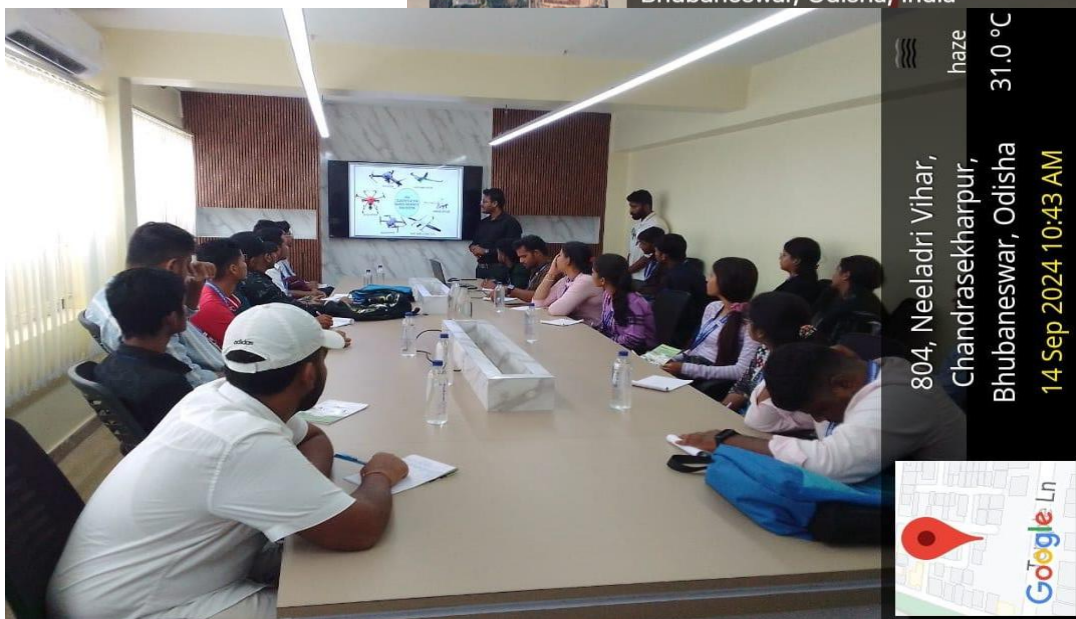
a. Course-Industry Exposure

Our alumni play a pivotal role in enriching academic content with practical industry perspectives. They actively contribute by inviting industry experts to campus for guest lectures, panel discussions, and collaborative sessions. These interactions help in aligning our curriculum with real-world practices and emerging trends, thus preparing students to be industry-ready. The alumni-led introductions often pave the way for long-term collaborations between the institute and industry leaders.

b. Experiential Learning through Industry Connect

We recognize the value of hands-on learning and believe that experiential education is crucial for holistic development. Through our strong alumni network, we facilitate industrial visits and study tours that give students a first-hand look at organizational functioning. Alumni reference often help us build trusted relationships with companies, making it easier to organize

such practical learning experiences and explore live projects and case study opportunities.



c. Alumni Engagement in Admissions and Placements

Alumni are actively involved in the student lifecycle—from admissions to final placements. They assist in admission outreach by participating in promotional events, webinars, and career counselling sessions, sharing their success stories and inspiring new aspirants. During the placement season, they help connect the institute with potential recruiters and provide mentorship to current students on interview preparation, resume building, and corporate expectations.



d. Alumni Participation in Research, Seminars, and Innovation Initiatives

Beyond industry engagement, our alumni also contribute to the academic and research ecosystem. They participate as resource persons and panelists in seminars, conferences, and workshops. Many have co-authored research papers, filed patents, and supported innovation projects in collaboration with faculty and students. This integration of alumni into the academic framework enhances the institute's intellectual capital and fosters a culture of continuous learning and innovation.

5. Mentoring of Students

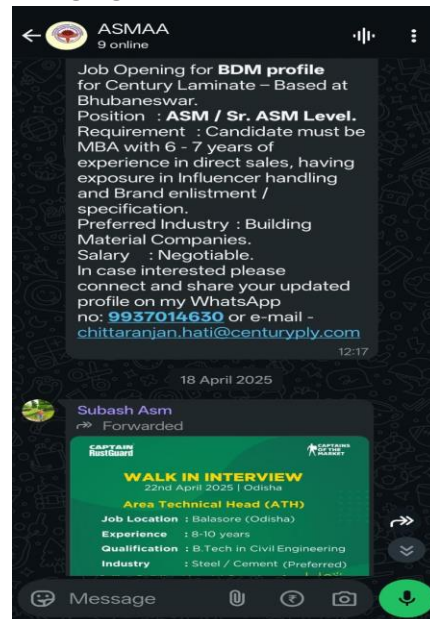
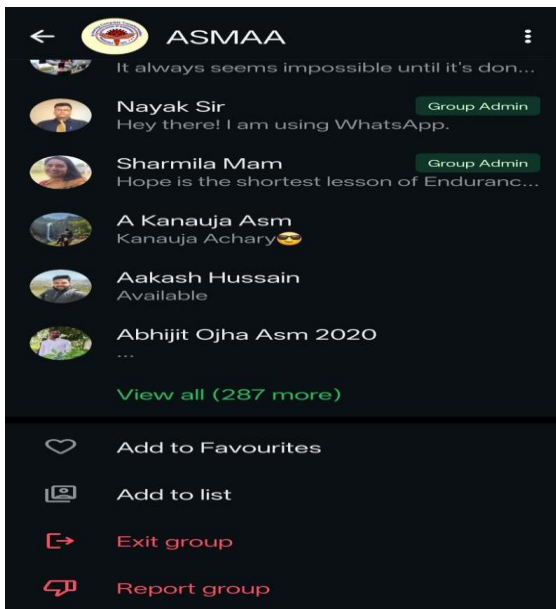
- Every year, ASTHA School of Management organizes the SAPERE AUDE – SIP Orientation Program to prepare students for their Summer Internship Programme (SIP).
- As part of this program, industry experts, including our esteemed alumni, are invited to mentor students, share real-world insights, and guide them before they enter the corporate environment.
- Alumni play a dual role by not only guiding students during orientation but also helping the institution establish SIP collaborations with reputed companies and organizations through their networks



**Alumni Invited as Industry Expert
for SIP Orientation**

2. Existing Alumni WhatsApp Group – ASMAA

- WhatsApp group named ASMAA (Asth School of Management Alumni Association) is already active, where alumni from various batches are connected.
- This group serves as an informal platform for sharing updates, networking, and disseminating event information.
- The new registrants from the Google Form will also be invited to join this group to stay informed and engaged.



5. Biannual Alumni Meets

- The institution conducts **Alumni Meets** twice every year, in the months of **January and August**.
- These meets are organized in a **hybrid mode** (both online and offline), ensuring wide participation regardless of geographical location.

- The events serve as a forum for reconnecting, sharing institutional progress, and exploring avenues for involvement such as mentoring, guest lectures, and collaborations.



Alumni meet conducted in hybrid mode