

AUTONOMOUS JABALPUR- 482001 MADHYA PRADESH, INDIA

CRITERION-3

RESEARCH, INNOVATIONS AND EXTENSION

Key Indicator – 3.1 Promotion of Research and Facilities

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4 QUALITY

Metric No.: 3.1.1

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Research Promotion Initiatives

Document Name Industry Academic Collaborations



Department of Biotechnology

Educational Trip at Agadyati Herbs and Food Private Limited

Educational Trip on Agadyati for a nation to grow, develop and contribute in various fields, a healthy society is mandatory. 'Agadyati Herbs and Food Private Limited' is a registered startup located at Kundam, Jabalpur, M.P. and is funded by the Indian Government. This start-up works with a vision to provide healthier and natural alternatives for chemically treated and harmful products in the market and to decrease the risk of side effects and various diseases.

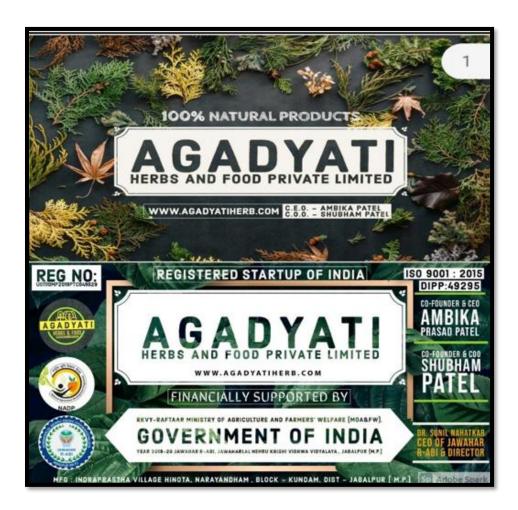
Department of Biotechnology, St Aloysius College, Jabalpur organized a trip to Agadyati on 17 September 2022, for PG students to create awareness regarding organic farming and establishment of a start-up to a commercial level. About 21 students and departmental faculty members participated in the trip. It was a huge success as students cleared all their doubts concerning the organic farming procedures, establishment of a start-up, fundraising for start-ups, etc. Mr. Ambika Prasad Patel, Founder & CEO of Agadyati Herbs & Food Private Limited manufactures many kinds of herbal and ayurvedic products. This foundation is promoting organic farming by inspiring and motivating the agricultural community of India by conducting awareness programmes for modern agricultural practices and providing the knowledge of many other sectors of profit to farmers and youngsters. They are promoting sustainable agriculture, high-quality products and the use of processes that do not harm the environment, or living beings that is maintaining the ecological balance. Their main products include organic production and manufacturing of Stevia plant powder which is 100% natural, contains zero calories and a natural sweetener, 30% sweeter than the sugar.

A MOU was signed between the Department of Biotechnology, St Aloysius College (Autonomous), Jabalpur and 'Agadyati Herbs and Food Private Limited', Jabalpur in order to enhance the relationship between Industry and Academia. This collaboration will serve as a platform for cross learning and sharing of knowledge, best practices on Innovation, Incubation and Start-up ecosystem development.



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Department of Economics

Industrial Visit to Rail Neer & Perfect Firebrick, Maneri Jabalpur

On 24th September, 2022 under the banner of Economic Forum, the Department of Economics organized an industrial visit to Rail Neer and Perfect Firebrick factory in Maneri. Total 57 students along with the faculty members visited the two industries where the students learnt about the purification of water, filling procedure of water bottles, distribution strategies and disposal of waste in Rail Neer Industry and the production method of fire bricks along with their distribution in Perfect Firebrick factory. The students gained knowledge about the production, marketing and dissemination procedures in the two factories.





Department of Zoology

Educational Visit to Phoenix Poultry Farm Gosalpur, Jabalpur

Department of Zoology has organized an Educational Visit to Phoenix Poultry Farm Gosalpur, Jabalpur 4th March 2023 to aware the students with different species of hen (laying & chicken), feed preparation and basic requisite to start poultry farm. In which 35 students of UG and PG has participated and benefitted.



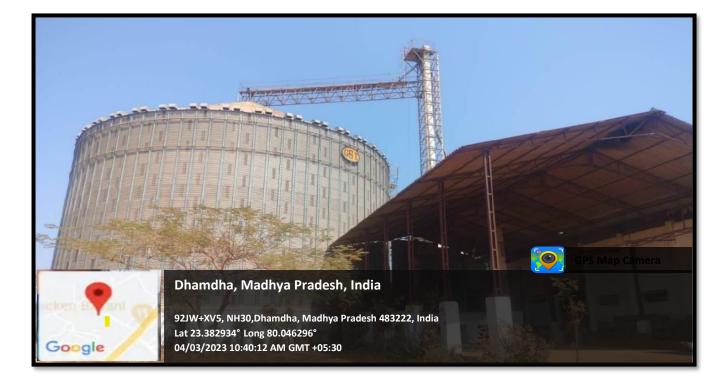


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Department of Management

Educational Visit to Agadyati Herbs and Food, Jabalpur

BBA 2nd Semester students, along with faculty Dr. Rashmi Patras, Dr. Shraddha Shrivastava and Mrs. Mahak Suri visited Agadyati Herbs & Food in Jabalpur. Mr. Ambika Prasad, C.E.O. & Co-founder of the Agadyati Organic Farm gave an introduction about his firm. He shared how he started his business, and why he decided to go for growing an organic farm. He explained what is the importance of nature in today's growing world. He described that health should not be compromised in nowadays lifestyle. As India is the 2nd largest in terms of diabetic patients, he wants to uplift the taste and health concept together and thus decided to introduce Stevia powder as his hero product. He also informed students about various problems he faced while initiating his start-up journey. It was an enthusiastic, knowledgeable, and learning experience for students to visit Agadyati and learn about various practical aspects of startup.



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Department of Management

Educational Visit to Jabalpur Incubation center, Udyog Bhavan, Jabalpur

The Department of Management organized an educational trip to the Jabalpur Incubation Center on 12th August 2023 .28 students has participated in the visit. The learning objectives of the visit is to have a knowledge of starting a Start -Up, Simplifying Business Models, knowing more about Incubation and Enhancement of communication skills, understand the various prototypes of business models and their operations, change perceptions from seeking a job to creating the job, got to know about different challenges faced by the start-ups. Students were asked to write down their own business idea for a start-up. In order to enhance their existing innovative ideas on paper. Volunteers were allowed to meet and interact with the start-ups present over there at that time.



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Department of Management

Educational and Industrial Trip to Pune Institute of Business Management, Pune Maharashtra

The Department of Management organized 3 days Educational and Industrial trip to PIBM. On Day 1Session 1 Dr. Naresh, Assistant Director of PIBM, delivered a talk on the Vital View of Industry. He emphasized that marketing goes beyond basic needs, focusing on impulsive buying behaviors. Dr. Naresh underscored the crucial role of advertising in consumer decisions. Session 2 took up by Dr. Narendra, a seasoned marketing professional, shared insights on the evolution of marketing strategies, emphasizing its dynamic nature. He introduced a Pyramid of Growth for success and defined competency as a blend of Knowledge, Skill, and Attitude.

Day 2 Session 1-Dr. Bharat, Director of PIBM, engaged the students in a discussion on management Training, emphasizing practical training and the significance of emotional control in achieving sustained success. He debated the nature of management, advocating for its practice-oriented aspect. Dr. Bharat highlighted PIBM's distinguishing attributes - a student-centric approach, result-driven philosophy, emphasis on ethical ethos, holistic development, dynamic and innovative practices, and a caring environment. In Session 2, The Alumni of St. Aloysius currently studying at PIBM provided valuable insights and addressed the curiosity of the students. They answered various questions about college life, co-curricular activities, and more. Mr. Abhishek conducted a music lesson, educating students about ragas and rhythms, and providing live demonstrations. The session culminated in an interactive singing session between the students and Mr. Abhishek, creating a harmonious and engaging musical experience.

Day 3- Visit to Decathlon- Led by Mr. Saurabh, the students were divided into two teams for a Frisbee match comprising three rounds. The visit to Decathlon not only provided practical insights into sports retailing but also offered an enjoyable and educational engagement for the students. It highlighted the significance of teamwork, effective communication, and the unique operational philosophy of Decathlon. The industrial trip to Pune, in collaboration with Pune Institute of Business Management, proved to be an enriching experience. It provided students with hands-on exposure to real-world business operations, supplemented by insightful sessions and engaging on-



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site visits. The trip was a well-rounded educational endeavor, promoting teamwork, communication, and practical understanding of management principles.



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Department of Chemistry

Industrial Visit to Sugar Mill

Department of Chemistry St. Aloysius' College (Autonomous) Jabalpur, conducted Industrial Visit for 71 UG and PG Chemistry students on **20/01/24** to Sugar Mill Kareli M.P. The aim of the visit was to bridge the widening gap between theoretical learning and practical exposure. The students learn the chemical process involve in the production of sugar from raw material up to finished goods. The students learn the organic way of manufacturing sugar and recycling of waste.





Department of Botany

Industrial Visit to Janta Dairy Farm

Two faculty members of Department of Botany and 14 UG / PG students of the department visited Janta Dairy Farm (JDF) Tilwaraghat, on 27th January 2024. Ms. Ashmita Mishra, Microbiologist, gave an insightful lecture and practical demonstration of each and every step of milk collection, processing, packaging, storage and dispatch. She described the application of microbes in preparation of various valuable milk products like yoghurt, flavored milk, cheese and others. The students gained practical knowledge about application of microbes in dairy industry for the commercial production of valuable milk products.

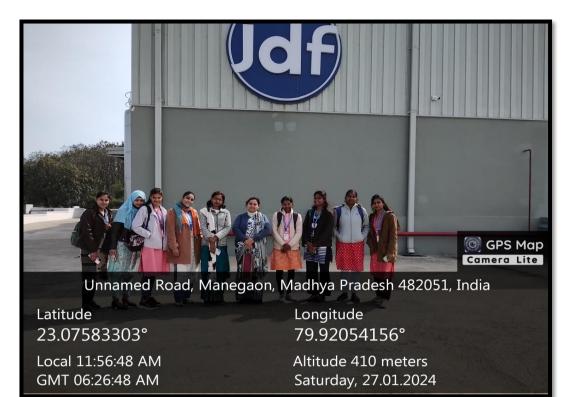
She also described the necessity and strategies of water quality management to assure the overall quality of the product. Methods of water purification were also discussed during the session and were practically shown in working conditions.





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Department of Economics

Industrial Visit at Udaipur Beverages Ltd. and Sadhana Packaging Pvt. Ltd.

Department of Economics organized an Industrial visit on 17TH February 2024 at Udaipur Beverages Ltd. and Sadhana Packaging Pvt. Ltd. located at Richhai Industrial area for the students of UG and PG. The industrial visit was carried out for enhancing practical and industrial knowledge. 45 students were updated with the latest business environment. The main objective of the visit was to make student aware about practical skills regarding logistic and documentation and other entrepreneurship activities.



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Department of Management

Industrial Visit to Maa Rewa Kripa Sugar Mill, Shahpura

The Department of Management organized Industry trip to "Rewakripa Sugar Mill" whereby students are acquainted with the production process, how the raw material is converted into finished goods. Every step of conversion requires skills and knowledge. The students also talked about the operational functions required to run a company. The students were informed about the capital to be required to set a business and different financial aspect in day-to-day routine. The students got to learn about the usage of different plant and machinery. The trip coordinator was Dr. Rashmi A. Patras and Dr. Shraddha Shrivastava. The teacher in charge is Dr. Akhilesh Pathak, Ms. Seetika Patel and Ms. Ambiya Khanam. In total 150 students participated and benefitted with the trip.

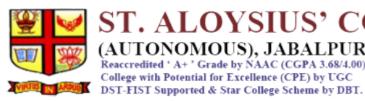




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Research Promotion Initiatives

3.1.1 Industry-Academia Collaboration

S.No.	Department	Activity
1.	Department of Biotechnology	Educational Trip at Agadyati Herbs and Food Private Limited
2.	Department of Economics	<u>Industrial Visit to Rail Neer &Perfect</u> <u>Firebrick , Maneri Jabalpur</u>
3.	Department of Zoology	Educational Visit to Phoenix Poultry Farm Gosalpur, Jabalpur
4.	Department of Management	Educational Visit to Agadyati Herbs and <u>Food, Jabalpur</u>
5.	Department of Chemistry	Industrial Visit to Sugar Mill
6.	Department of Botany	Industrial Visit to Janta Dairy Farm
7.	Department of Economics	Industrial Visit at Udaipur Beverages Ltd. and Sadhana Packaging Pvt. Ltd.
8.	Department of Management	<u>Industrial Visit to Maa Rewa Kripa</u> <u>Sugar Mill, Shahpura</u>



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Educational Trip on Agadyati for a nation to grow, develop and contribute in various fields, a healthy society is mandatory. 'Agadyati Herbs and Food Private Limited' is a registered startup located at Kundam, Jabalpur, M.P. and is funded by the Indian Government. This start-up works with a vision to provide healthier and natural alternatives for chemically treated and harmful products in the market and to decrease the risk of side effects and various diseases.

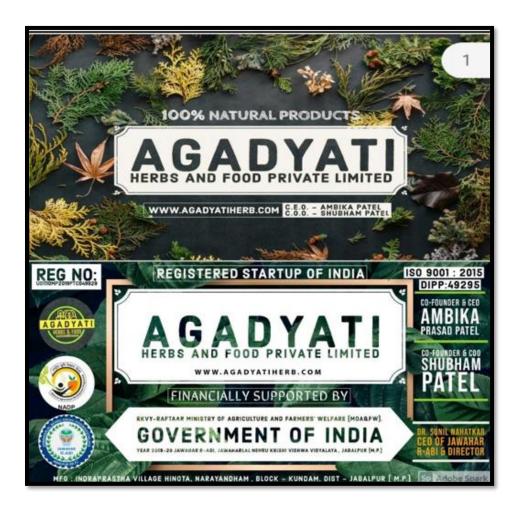
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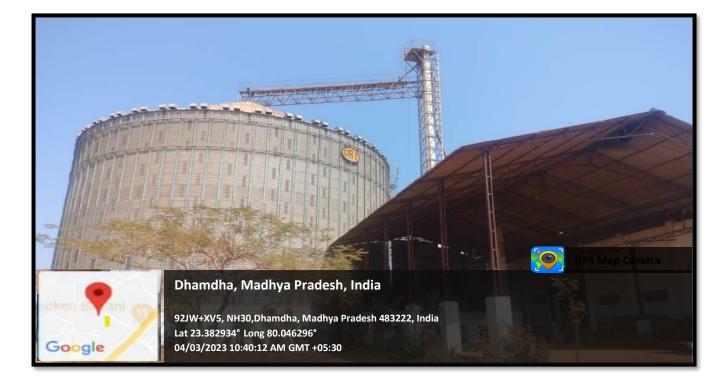


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Department of Chemistry

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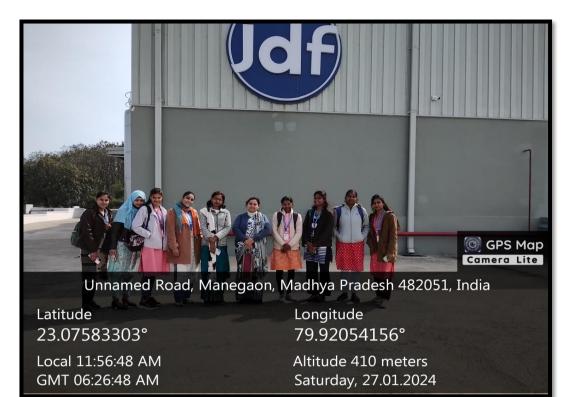
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Department of Management

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