

**SHRI VAISHNAV INSTITUTE OF MANAGEMENT,
INDORE, MADHYA PRADESH**

Approved by AICTE, Affiliated to DAVV, Indore & RGPV, Bhopal

UGC-NAAC Accredited 'A' Grade Institute

www.svimi.org



CODE OF CONDUCT



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PREAMBLE

Shri Vaishnav Institute of Management has glorious history since 1987. It was established as one of the constituent units of Shri Vaishnav Shaikshanik Avam Parmarthik Nyas, Indore. The Nyas has established Shri Vaishnav Shikshan Samiti and under its aegis Shri Vaishnav Institute of Management is progressively leading towards success. It has conferred with the award of being the oldest Self Finance Institute of M.P. by CMAI, Asia. The institute is approved by Govt. of Madhya Pradesh as an 'A' Category Institute.

The Institute proudly announces the UGC-NAAC Accreditation with 'A' Grade in two consecutive cycles in 2012 and 2017 respectively indicating its highest commitment of quality in all aspects. During past 35 years journey, it has been serving the society by providing excellent environment for education in area of Management and Computer Science.

Institute aims at creating efficient managers and leaders. We strive to ensure that our students develop the right skills required to sustain and grow in this scenario of global competition. At the same time, we also take efforts in preparing the students for future by cultivating a winning spirit, which help them to participate on all platforms. With a lush green campus spread over an area of seven acres located in the heart of the Indore city, the institute is well connected through all means of transport.

The Institute offers Management and Computer Science programs both at Under Graduate and Post Graduate Levels. The Institute is affiliated to Devi Ahilya Vishwavidyalaya, Indore and Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal. Also, it is a recognized research centre of Devi Ahilya Vishwavidyalaya, Indore for Doctoral Degree in Management.

Shri Vaishnav Institute of Management, Indore (SVIM) has always strived to achieve the highest ethical standards in its conduct of education service. Institute's reputation and goodwill are recognized and valued as its most important asset, which warrants the faith and trust of its various stakeholders.. The purpose of this Code of Conduct is to articulate high standards of honesty, integrity, ethical and law abiding behavior expected of all employees while also meeting the requirements of external stakeholders and applicable laws.



VISION

To be the center of excellence in multidisciplinary education by instilling lifelong learning and skill development, by transforming individuals to be globally competent, and to be ethically and socially responsible professionals.

MISSION

- To impart quality education with endeavors and initiatives that will lead to the advancement of knowledge and a sustainable career.
- To strive and remain committed towards the holistic development of students, and to make them employable in order to serve the corporate and the society as a whole with utmost dedication and professionalism.
- To maintain excellent standards of pedagogy by inculcating adaptability and flexibility in students with firm emphasis on experimental and process oriented learning to develop global competency.
- To develop students with entrepreneurial orientation while nurturing strong moral and ethical values.

QUALITY POLICY

Shri Vaishnav Institute of Management, Indore is committed to provide quality education through excellent teaching-learning practices, state-of-the-art infrastructure and instructional facilities, with emphasis on the holistic development of students by nurturing creativity, value system, ethics and sensitivity towards the environment and quality of life.

Quality Objectives

- To achieve excellence in teaching, training and research.
- To provide excellent teaching and learning environment ensuring successful placements of students.
- To commit towards a structured quality program that satisfies the requirements outlined in the quality management system (QMS).
- To involve industry/business organizations in the development and evolution of training programs and courses.

To motivate, train and update faculty and staff members to the latest emerging trends in higher education. To measure and ensure that realistic quality objectives are established annually, communicated to the stakeholders, and are evaluated, reviewed and revised on a regular basis.



SCOPE

Scope: The Code of Conduct is applicable to all stakeholders of Shri Vaishnav Institute of Management and anyone representing Shri Vaishnav Institute of Management or working on the Institute's behalf is expected to act consistently with the Code.

ACCOUNTABILITY

It is the responsibility of each employee to be aware of and abide by the code of conduct. Additionally, all employees also have the responsibility of behaving/acting in an ethical manner compliant with the applicable laws of the land.

Furthermore, all employees and management have an additional responsibility to drive a culture of integrity, honesty, ethical and law-abiding behavior among other employees in the organization. Towards this end, they are expected to be a role model of the behaviors expected of employees, reinforce the code of conduct as part of regular employee communication, and encourage employees to report violations of the Code and guard against taking retaliatory action against someone for making a good faith report.

GENERAL CODE OF CONDUCT

1. Diversity and Inclusion: Institute's commitment to diversity and inclusion aligns with our Vision and Mission. Being a leading education institute, we have employees, students, employer and other stakeholders from diversified backgrounds and cultures and expect all our employees to support an inclusive workplace by adhering to the following conduct standards:

- a) Treat others with dignity and respect at all times. All employees are expected to demonstrate respect and trustworthy behavior in their dealings with other employees as well as external stakeholders.
- b) Promote behavior which is not based on conscious or unconscious biases.
- c) Address and report inappropriate behavior and comments that are discriminatory, harassing, abusive, offensive or unwelcome.
- d) Avoid slang or idioms that might not translate across cultures.
- e) Promote teamwork and employee participation. All employees are expected to uphold the spirit of team work and ensure that the best interest of the team and Institute prevails at all times.
- f) All employees are expected to demonstrate the highest standards of honesty and integrity in their conduct at all time while representing SVIM.



- 2. Equal Opportunities for employment:** Institute is an equal opportunity provider and does not discriminate against any person because of their gender, caste, religion, age (within statutory limits), marital status, nationality, ancestry, ethnicity, geographical origin, sexual orientation, disability or any other trait protected by law, with respect to any terms of employment such as hiring, promotion, transfer, compensation and benefits, career development opportunities, etc.

During the hiring process, employment related decisions are strictly based only on the merit of the person and not discriminate against any person because of their personal characteristics/traits.

- 3. Workplace free from violence:** SVIM will not tolerate workplace violence in any form either within premises or outside where institute related activities are carried out. Employees are expected to not indulge in workplace violence. They must not encourage others towards it as well. Employees are also prohibited from possessing weapons or dangerous items at workplace or outside while conducting institutional activities.

- 4. Environment, Health and Safety:** SVIM is committed to provide its employees a safe, healthy, and ergonomically sound working environment. The institute will take all possible measures to ensure health and safety of its employees.

Safety at workplace is also every employee's responsibility. They should at all times:

- a) Ensure that no unsafe act is committed at workplace.
 - b) Undertake all possible measures to eliminate any unsafe or hazardous conditions as soon as they become aware of it. They should report the matter to the Head of Department and/or Administrative Officer at the earliest.
 - c) Refrain from consuming, possessing, distributing alcohol or prohibited drugs at workplace while performing official duties/ work. Employees are also prohibited from selling, distributing, possessing or encouraging others to use controlled substances.
- 5. Workplace free of harassment:** SVIM recognizes and respects the right of every employee to a harassment free workplace. Hence, employees are expected to ensure a healthy, safe and conducive work environment that is free from harassment of any kind or form. Towards this, employees are prohibited from indulging in harassment of any kind or form - whether physical, verbal, psychological, or sexual in nature. This includes all types of unwelcome, offensive, demeaning and intimidating behaviors, whether explicit or implicit. The Institute sets a standard of 'zero tolerance' for harassment. We are all responsible for ensuring that we avoid actions or behavior that are, or could be, viewed as harassment.



The Institute views all incidents of 'sexual harassment', very seriously and encourages employees to comply with the Institute's 'Prevention of Sexual Harassment at Workplace Policy' at all the times.

6. Data Privacy: SVIM is committed to protecting personal information that is shared by employees during the course of employment, consistent with applicable data privacy laws, including the rules surrounding the collection, processing, use, transfer and disclosure of personal information. It is expected that employees whose job responsibilities include the collection, modification, transfer, processing, storage or use of personal employee information will comply with the applicable data privacy laws and other internal controls that protect this personal information.

7. Conflicts of interest and duty: SVIM expects that all employees will conduct themselves in the best interest of the institute at all times. Towards this end, they should avoid conflict of interest situations. Below are some of such situations that must be avoided.

a) Outside employment: An employee of SVIM shall not accept concurrent employment outside the institute, with or without remuneration. This encompasses undertaking any consulting assignment, freelancing, directorship, or any position of responsibility.

b) Freedom of association:

Employees must refrain from:

- i. Developing or maintaining personal associations with stakeholders (such as students).
- ii. Any other situation that hampers an employee's ability to take decisions in the best interest of the Institute.

Each employee must inform the information to the Head of the institute of any personal or external business interest that may lead to an actual or potential conflict of interest or duty.

c) Benefits: Employees must not exploit for their own personal gains the opportunities or benefits that are discovered through the use of institute property, information or position. They may not directly or indirectly compete with the Institute for any business or other opportunities that the Institute is pursuing.

d) Reporting and reimbursement of expense incurred by employee: Employees are required to act responsibly and follow the twin values of cost consciousness while arranging for travel, and honesty while claiming reimbursements towards travel expenses.



Employee travel and other related expenses should be consistent with the Institute's policy. The intention is not let employee loose or gain financial interest from the official trips which an employee undertakes during the performance of duties.

- e) Solicitation of gifts and advantages:** Offering or receiving gifts and being entertained can easily create an actual or apparent conflict of interest. No gifts of any kind, that are offered by vendors, suppliers, students, potential vendors and suppliers, or any other individual or organization, no matter the value, should be accepted nor offered by any employee, at any time, on or off the work premises.
- 8. Confidential Information** Unless required by law or authorized by their management, employees shall not disclose confidential information or allow such disclosure. The obligation continues beyond the termination of agreement. Employees must use their best efforts to avoid unintentional disclosure by applying special care when storing or transmitting confidential information.
- 9. Protection of Institute Assets and Information:** Every employee must ensure appropriate use of Institute assets (tangible / intangible) or Institute information including Institute property, computers and communication systems, financial information, strategy, technology, intellectual property, brands, trademarks, or any other non-public information. The, misuse or destruction of Institute assets or information shall be considered as misconduct and strict disciplinary action shall be initiated in such cases.
- 10. Social Media Policy:** Every employee is expected to use the social media as per the Institute's social media policy. Additionally, every employee must adhere to the following guidelines while using internet and email.
- a) Not send offensive emails and messages to any person/group within or outside the Institute.
 - b) Not import any non-text files including files received as e-mail attachments onto your system without checking for viruses.
 - c) Not visit obscene or illegal material or any material that is offensive in any way.
 - d) Not download any unauthorized software. All software used by employees to conduct institutional activities must be appropriately licensed.
 - e) Not share any report, files, data or source code with any unauthorized person/group/organization through the internet.
 - f) Not use the email system to copy and / or transmit any documents, software or other information protected by copyright laws.
 - g) Not create email congestion by sending trivial messages or personal messages or



copying emails to those who do not need to receive them.

- h) Not transmit SVIM propriety information like reports, files, data and source code to any unauthorized person, group or organization through email or any other tool.

11. Integrity at work place

Having integrity in the workplace is important because it helps create a positive work environment where everyone communicates openly and contributes to the overall success of the institute by working together and making good decisions. Showing integrity in the workplace is also important because it will help you gain respect and trust from your colleagues and seniors.

Steps to show integrity at work place:

1. Always act morally and ethically.
2. Treat everyone with respect.
3. Be honest and transparent in all communication with peers and seniors.
4. Always put best effort into the work.
5. Fulfill all commitments and promises.
6. Be accountable for actions.

CODE OF CONDUCT FOR STUDENTS

1. All students admitted in the Institute are subject to the discipline and control of the Institute authorities. The students are required to adhere strictly to the rules and regulations that may be framed from time to time by the Institute authorities.
2. Students are expected to proper observance of Institute's discipline, good conduct and participation in curricular, co-curricular and extracurricular activities is important for successful career and bright future of the students.
3. Students must be regular and punctual in attending the classes and all other activities of the Institute. It must be ensured that the students maintain at least the minimum attendance as specified by the University norms. Further, it is imperative that the students strictly adhere to reporting on the day of commencement and end of each semester.
4. Each student must wear Institute uniform as instructed by the Institute. Students shall come to the campus clean, tidy and neatly dressed.
5. Students must carry his/her identity card while in the campus and also outside the campus while representing the Institute



6. Students should read the notices put on the notice board of Institute, department and office regularly. Also, Students must check the emails sent by the Institute daily as all the important notices from office/exam section are sent on Institute's e-mail or authorized WhatsApp group of students.
7. A student must take prior written permission of class coordinator and HoD in case he/she is unable to attend the lectures and/or practical's for more than 3 days.
8. Students should help to maintain the campus clean, tidy and plastic free. Also, students should take care of the plants in the campus.
9. The conduct of the students inside and outside the campus should be such that it will raise their own positive image and image of the Institute in the society.
10. The students must not participate in any anti-social activity. If any objectionable conduct within or outside the premises of the Institute by the student is observed or reported, then he/she is liable for strict disciplinary action.
11. No notice of any kind shall be circulated among the students or pasted on the notice-board without the previous written approval from the Head of the Institute.
12. According to the verdict of the Supreme Court and the University Act. 1956-Regulation 26(1)g-2009, the students found guilty of ragging are liable for punishment.
13. The College reserves the right to delete, to add or amend the rules and regulations given above as and when deems necessary.
14. Students using two wheeler/four wheeler vehicle must wear helmet / seat belt while entering in the institute campus.

The following acts shall constitute misconduct.

- Physical assault or threat, against any member of the campus.
- Carrying of, use of or threat to use any weapons.
- Violation of the status, dignity and honor of a student belonging to the scheduled castes, scheduled tribes and/or any religion.
- Any practice, whether verbal or otherwise, derogatory to female.
- Creating ill-will or intolerance on religious or communal ground.
- Disrupting any teaching, study, assessment or research activities or the administration of the institute.
- Obstructing officer or employee of the Institute in the performance of his or her duties.



- Damaging or wrongfully dealing with any property under the control of the Institute; any property on Institute premises; or property on a location where a student is present under the auspices of the Institute.
- Disobeying or failing, without reasonable cause, to observe any provision of the Bye-Laws, or any rule made by AICTE/DTE/University/ Institute of which students have been duly notified.
- Withholding relevant information or furnishing false or misleading information for purposes connected with academic progression.
- Misuse of social media for spreading/forwarding contents that are objectionable by Laws.
- Indulging in any anti-social activity.

CODE OF CONDUCT FOR PARENTS

1. A code of conduct is prescribed for the students explicitly. Parents are supposed to go through the same and ensure that the students follow the code of conduct scrupulously. This code of conduct is available on the website of the Institute.
2. It is essential that the students attend all the academic and related activities at the Institute from the day of opening to the last day of each semester during the academic year. Parents should ensure that the students maintain attendance as per university norms.
3. Parents should note that their ward must do timely and proper submission of the internal assessment and participate in internal assessment activities else his/her term will not be granted.
4. Any reported or observed objectionable conduct by any student, within or outside the premises of the Institute, will make him / her liable for strict disciplinary action.
5. Parents should ensure the well behavior of the students so as to enhance their own image as well as reputation of the Institute.
6. Any direct/indirect involvement or encouragement by your ward leading to ragging or related activity may result in expelling the student from the institute.
7. Parents should take follow up with Programme Coordinator//HoD regarding academic and overall progress of their ward.
8. Parents are obliged to attend the Parents-Teacher meetings organized by the department/Institute for observing progress of their wards and discussing the difficulties, if any.



9. Parents should ensure that their wards follow the rules and regulations of the Training and Placement Cell and participate in placement activities as per the eligibility.
10. Parents should take approval from authorities of the Institutes while sharing any information about the Institute with the outside bodies.
11. Parents should ensure that their wards do not remain absent without prior permission of HoD/ Programme Coordinator.

CODE OF CONDUCT FOR FACULTY

- Faculty members are expected to be punctual and regular in teaching work, correspondence with others and keeping appointments with other persons.
- Cooperate with the head of the Institute/Department and colleagues for curricular, co-curricular and extracurricular activities
- All Faculty must be punctual, sincere and regular in their approach and devote their time and their best efforts for the progress of the Institute
- Faculty efforts should be dedicated towards enhancing the overall quality of the education
- The Faculty should regularly update his/her knowledge by attending FDPs, workshops, Conferences and keep pace with the advent of technology
- The Faculty should engage in research and development activities by working on research projects
- The Faculty should all strive for increased the use of ICT tools to enrich the teaching –learning process
- The Faculty should interact with industries with an aim to intensify industry institute interaction

Faculty and Students

- Assist students to develop an understanding and appreciation towards opportunities and also responsibilities.
- Acquaint students with civic responsibilities and environmental protection.
- Guide the students in their physical, social, intellectual, emotional, moral and spiritual development.



Faculty and Parents

- Deal justly and impartially regardless of parents' social, economical, regional and religious background.
- Provide information regularly to parents regarding the attainments and shortfalls of the wards.
- Be responsible and interact positively with parents.

Faculty and Colleagues

- Guide and help junior colleagues and those in training and induction in all possible ways.
- Avoid making derogatory statements about colleagues.
- Treat the colleagues with equality and respect.

Faculty and Teaching Profession

- Accept as a professional the individual responsibility of reporting to the concerned authorities in an appropriate manner all matters that are considered to be prejudicial to the interests of the students and the development of the institute
- No Faculty should involve himself or herself in any form of political activity inside or outside the campus.
- Finding of his/her research should be published in quality journals recognized by Scopus/Web of Science Index International / Indian Journals, Magazines and Periodicals.

CODE OF CONDUCT FOR NON TEACHING STAFF

1. Every staff employed in the Institute shall discharge his/her duties efficiently and diligently and shall conform to the rules and regulations. It shall be mandatory on the staff employed to do work in connection with an examination conducted by the University or Institute.
2. No staff shall remain absent from his/her duties without prior permission. In case of valid reasons he/she should follow the rules of the institute related to attendance and leaves.
3. The staff should create and maintain strong relationship with students and faculty by proper interaction, cooperation, and maintaining professional boundaries



4. The staff should treat the students with care and kindness, and maintain their dignity.
5. It is responsibility of every staff to meet the required standards for every assigned task.
6. The staff must abide by the requirements of maintaining confidentiality related to important work and information of the Institute.
7. The staff should take care and protect the equipments and property of the Institute, in general, assigned to him/her.
8. No staff shall engage directly or indirectly in any trade or business without prior permission from authorities.
9. Before accepting any honorary work, which does not hamper the regular duties, a written permission from the Head of the Institute should be obtained by the concerned staff.
10. In case, any staff gets involved in any legal proceeding, he/she shall inform about the same to the Head of the Institute.
11. The staff shall not associate with any political party or any organization which takes part in politics or shall subscribe to, or assist in any other manner, any political movement.

No staff shall engage or participate in any activity which is anti-secular or which tends to create disharmony in the society.

CODE OF CONDUCT FOR ALUMNI

The institute is proud that its own students have got transformed into successful individuals and established themselves as respectful citizens in the society. The Institute invites all its alumni to support and participate in its journey towards excellence guided by the vision and mission of the institute and help nurture the coming generations. In order to fulfill the same following code of conduct has been essential.

The alumni should,

1. Have open communication with the fellow alumni, students, faculty, and staff of the Institute.
2. Support the current students of the Institute for their progression.



3. Engage guest lectures at the Institute to disseminate their knowledge related to industrial practices, advanced technologies, innovations, entrepreneurship, and soft skills.
4. Contribute towards the growth of the alumni association and also strengthen the bond with the Institute to build a cohesive team
5. Keep the Institute informed about their own growth, success, and laurels. And acknowledge the Institute in relevant achievements/growth.
6. Support the institute in organizing different academic and other activities.
7. Promote collaboration for partnerships with the Institute to advance its mission.
8. Share their own information and the information of other alumni within the guidelines of the Alumni Association. Information should never be used for marketing any product or service.
9. Avoid conduct which would jeopardize the Institute and the Alumni Association.

CODE OF CONDUCT TOWARDS COMMUNITY AND ENVIRONMENT

Communities: Institute is committed to good citizenship and shall actively assist in the improvement of the quality of life of the people in the communities in which we operate.

Environment and sustainability: The Institute stands committed to its responsibility towards society and our goal is to ensure that our economic growth is socially and environmentally sustainable. Institute's efforts would be towards inclusive development and the Institute aim that the "people grow with us and we grow with people". It must attract, nurture and help people grow. It is committed to provide total environment safety and hygiene measures, excellent housekeeping, congenial working environment and regulatory compliance. Employees are required to adhere to Institute's sustainability policy and comply with the prevailing and applicable environmental laws and regulations.

NON-ADHERENCE REPORTING

Non compliance with this code, Institute Policy or the law will attract disciplinary action up to and including termination of employment as per the appropriate internal laid mechanism. Employees acknowledge that legal and ethical misconduct can also subject the individuals involved and Institute to fines, penalties and civil or criminal prosecutions.

Violations also include any false allegations, regardless of whether they are made



anonymously. Each employee must report actual or potential violation of this code of conduct or applicable laws to the Institute Director through established Grievance Redressal Mechanism.

AWARENESS TRAININGS

This code and related training is provided to all new employees at the time of joining the Institute. In addition, all employees shall affirm compliance with the code by attending the mandatory trainings on annual basis and their affirmation will be taken to reinforce the code and ensure its Institute-wide implementation.

Director will address any queries from employees pertaining to this code. All employees are expected to keep themselves well-informed of the updates, if any, made to this code.

CONCLUSION

The institute is committed to continuously reviewing and updating its policies and procedures. Therefore, the institute reserves its right to amend, alter or terminate this code at any time and for any reason, subject to applicable law.

This code of conduct is not exhaustive and lays down only the general principles to be followed by all as covered under the code. The institute may have separate codes/policies formulated for regulating various matters that may be required under the specific laws. The parties shall be responsible for adhering to such additional codes/policies as may be applicable to them.

Approved by: Competent Authority of SVIM