



# **SHRI VAISHNAV INSTITUTE OF MANAGEMENT, INDORE**

## **MADHYA PRADESH**

**(Established in 1987)**

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

UGC-NAAC Accredited 'A' Grade Institute

[www.svimi.org](http://www.svimi.org)

## **Strategic Plan**

**(2023-2028)**



## ABOUT THE INSTITUTE

Shri Vaishnav Institute of Management (SVIM), Indore, India, established in 1987, is run by a registered educational society '*Shri Vaishnav Shaikshanik Aivam Parmarthik Nyas*', an educational and charitable trust in Indore, Madhya Pradesh, India. The institute is approved by All India Council of Technical Education (AICTE), New Delhi and affiliated to Devi Ahilya Vishwavidyalaya (DAVV), Indore and Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal. The institute is accredited with Grade 'A' by UGC-NAAC (National Assessment and Accreditation Council) in two consecutive cycles and conferred with 'The Oldest Self- Finance Institute of MP Award' by CMAI, Asia. With a legacy of 35 years, the institute has had a successful academic journey and excellent track record in the fields of Management and Computer Science.

## PLANNING PROCESS

The Ministry of Education, Government of India introduced the National Education Policy (NEP) in 2020. Apart from this, UGC introduced various regulations on credit framework, internship etc. The provisions envisaged in the NEP-2020 are far reaching and the institute will strive to carve out its way to accomplish the aspiration of NEP 2020 for the benefit of all stakeholders. Keeping these things in mind, while formulating the strategic plan and the deployment document, the involvement of all stakeholders was ensured to help contribute their part which is vital for the success of every organization. The brainstorming sessions of the task group, along with the stakeholders had made a strong plea to identify thrust areas for the institute, besides working on its global perspective for the next five years. Efforts were made to clearly identify the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This strategic planning and deployment will become the guiding force for the institute to grow as an institution of academic excellence and research; and provide skilled young professionals to the society. This strategic plan is dynamic in nature and may be refined according to the changing paradigm of quality education in view of the National Education Policy (NEP).





## 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.

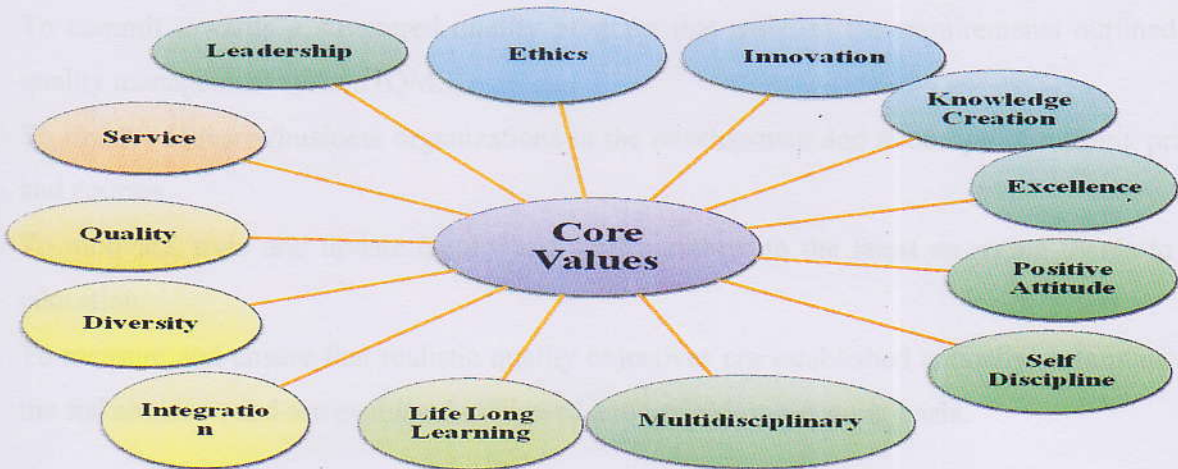
## MISSION

- 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.



## CORE VALUES

Core values are fundamental and universal in nature that act as an invisible force guiding the thought processes, conduct and behavior of faculty, staff and students. They are:



## WORK PLACE VALUES

Workplace values act as a set of guiding principles describing general code of conduct for moral and ethical behavior of faculty, staff and students in all endeavors. Following are the work place values:

- Accountability
- Transparency
- Discipline
- Perseverance
- Competence
- Empathy
- Teamwork

## 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.

## STRENGTHS, WEAKNESSES, OPPORTUNITIES AND CHALLENGES (SWOC)

### Strengths

- Accredited with 'A' grade By UGC-NAAC Bangalore in two consecutive cycles, having grade points 3.12 & 3.29 respectively on the scale of 4.
- The institute has developed infrastructure to conduct classes in hybrid mode; especially ICT enabled class rooms that make teaching-learning interactive and effective.
- 51997 books, 85 print journal subscriptions, EBSCO Business Source Elite, 17000 plus EBSCO e-book collection, J-gate, Sage subscription, Indiastat, Capitaline, Crisil Research Data Bases, Delnet, and NDLI club membership and Online Public Access Catalogue (OPAC) are available in the library. The library has also received the best library award.
- The institute has a well established infrastructure - 6 computer labs, 32 ICT enabled classrooms, central and departmental libraries, and auditorium with audio and video facility, boardroom, Physics lab, Electronics lab, Language lab, 100% Wi-Fi campus, and 24 hr surveillance through CC camera in the campus.
- The institute has well qualified and experienced faculty - 63% faculty members are Ph. D. holders and out of them 20% faculty members are recognized Ph. D. supervisors.
- Faculty retention rate is very high.
- The institute has a state-of-the-art sports complex.





- 2 MoUs – one with a foreign university and one with a foreign educational forum; 7 MoUs with the industry for training, development and placements; and 8 MoUs for internships with industries of repute.
- The institute has a well-defined organizational structure for decentralized administration.
- The institute has a training and development cell with a qualified placement officer and soft skills trainer.
- Students are getting placed in reputed companies. Even during the pandemic, the placement process continued at the same pace.
- Faculty research papers published in ABDC and Scopus listed journals and other peer reviewed journals.
- The institute started digital literacy program for school students of rural areas, and computer courses for the visually impaired girls, fulfilling its institutional social responsibility.
- The institute has adopted 5 villages under 'Unnat Bharat Abhiyan', and works incessantly towards their development.
- Hostel facility is available for boys and girls separately.
- Faculty accommodation facility is available within the campus.
- During the pandemic, the institute connected with 1700 students under 'mission connect' - a drive initiated by the institute to boost their morale.
- Due to covid-19, the institute has completely shifted its offline academic activity to the online mode.
- The institute is situated in the heart of the city, which provides easy accessibility to students from all corners of the city.
- Students' pass results are more than 90% in all programs.
- SVIM is the oldest self-financed institute of the state of M.P. which has a rich alumni base.
- Financial assistance is provided by the trust to the economically weaker students. In addition to this, merit scholarship is also provided.
- The SVIM meritorious scholarship is provided to students having more than 60% marks in the qualifying examination.



### Weaknesses

- The institute is endeavoring to get consultancy projects from industry and other government agencies.
- The institute is striving to get copyright and patent.
- The institute is trying to set up a faculty and students' exchange program at national and international level.
- The Institute is preparing for NBA accreditation for AICTE approved programs.
- The institute is striving to receive funding from UGC, AICTE etc.

### Opportunities

- The institute is preparing itself to get the autonomous status.
- Attracting outside states' students to take admission in SVIM.
- Adding more skill oriented add-on courses.
- Improving quality placement in terms of average and highest salary package.
- Identify possible ways to extend the research to IPR.

### Challenges

- Changing state government policy regarding semester system to annual system is detrimental to institute competitiveness.
- Being an affiliated institute, the institute is unable to update syllabus according to the need of the industry, and it is unable to conduct exams and declare results in time, which is a great challenge.
- Recruiting and attracting qualified and experienced faculty is a major challenge due to various external factors.
- Faculty retention is a challenge due to the upcoming renowned national institutes and universities establishing their campuses in India under the NEP.
- Foreign universities setting foot in India will be a real challenge for the institute.





## Strategic Goals

The strategic goals are visionary and are meant to be accomplished over the next five years. They are aligned to the core vision, mission and objectives of the institute.

- To promote world class education through collaboration and linkages with national and international educational institutions.
- To establish itself as a center of excellence in Management, Computer Science and other Sciences.
- To integrate research more effectively into teaching practices.
- To provide a platform for innovation and entrepreneurial initiatives among young women.
- To provide more opportunities for developing leadership qualities among our students.
- To emerge as a mentor organization to smaller educational institutes in the locality.

## Objectives of Strategic Plan

- To provide quality education at all levels.
- To make the institute a centre of excellence in Management, Computer Science and other Sciences.
- To initiate multidisciplinary courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.
- To innovate and adopt technology enabled pedagogy.
- To promote multidisciplinary research in new, emerging and thrust areas.
- To identify opportunities for the students and teachers of the institute so as to get exposure to international teaching and research.
- To inculcate values along with professional and leadership qualities among faculty, staff and students.
- To practice the principle of recycle, reduce, rethink, reuse and recreate for sustainable development.
- To promote energy efficient and eco friendly practices for a sustainable future.
- To maintain and promote clean and green surroundings.
- To implement outcome based education, quality mandate and holistic concerns towards implementation of National Education Policy (NEP).





## STRATEGIC PLAN

### Thrust Areas

#### ACADEMIC EXCELLENCE

##### Strategies

- Strengthening existing academic programs by enriching course curriculum in the light of global standards, theoretical advancements and industry requirements.
- Providing academic freedom and flexibility in design of innovative course curriculum and teaching learning processes.
- Strengthening teaching pedagogy in the light of implementation of NEP.
- Use of blended teaching methodology involving traditional, interactive, and ICT enabled pedagogical techniques.
- Bringing vigour to teaching-learning processes through carefully designed and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, participation and involvement.
- Incorporating well designed and transparent evaluation processes.
- Developing quality study material available as e-content on website as well as hard copy in the libraries.
- Encouraging ICT enabled teaching and use of multimedia virtual classrooms.
- Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.
- Designing and launching ob oriented professional and vocational programs of short term duration and certificate courses.
- Preparing to become 'SPOKE' of National Digital University in the times to come.



## RESEARCH AND INNOVATION

### Strategies

- Popularizing and implementing institute research policy.
- Creating and supporting research environment for high quality research by students and faculty.
- Encouraging quality research in intra-disciplinary and interdisciplinary areas.
- Initiation of seed money provisions for faculty members.
- Undertaking research with industry collaboration focusing on practical problems and applications in real life situations.
- Identifying thrust areas and issues for fundamental and applied research.
- Promoting highest ethical standards in research.
- Facilitating and supporting research funding process at departmental and institutional level.
- Encouraging faculty and student participation in research related events such as paper presentation in seminars, conferences, workshops, training programs, and faculty development programs.
- Encouraging faculty and scholars to publish in high quality peer reviewed journals with impact factor and high ratings.
- Recognizing and rewarding good publications and contributions of faculty members and scholars in academic publications and events.
- Sharing research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis.
- Facilitating faculty publications as books, monographs, working papers, case studies, study material and other academic literature through in-house publication facilities.
- Arranging for infrastructural support including buildings, equipments, databases, books, journals and other facilities as required for pursuing research on campus.





## COLLABORATIONS

### Strategies

- Entering into collaborative arrangements with reputed academic institutions, research institutions and industry forums for creating opportunities for students and faculty.
- Exploring the possibilities of collaborations with companies for training and employment opportunities for students.
- Promoting the work of students and faculty on academically important platforms and forums.
- Developing research collaborations with foreign universities, agencies, and industries.
- Creating opportunities for exchange programs of students and teachers with foreign universities.
- Forming strategic alliances with prominent universities/ eminent professors for virtual lectures.
- Developing tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.
- Preparing action plans for international visibility and reputation of SVIM.
- Facilitating foreign students with all adequate infrastructure, quality education environment, adequate lodging and boarding facilities.
- Designing and executing promotional campaigns abroad for attracting foreign students to the existing courses.
- Acting as 'single window' to the foreign as well as the local students for the solutions of all their queries and grievances.
- Seeking more partnerships (MoUs) with foreign universities and providing opportunities to the faculty and students with regard to academic visits, joint workshops/FDPs/conferences, research collaborations, international workshops for international students, cultural exchange programs, education tourism etc.



## CAPACITY BUILDING

### Strategies

- Attracting, rewarding and retaining talented faculty and staff to ensure quality in academics as well as administration.
- Providing opportunities and facilities for developing teaching and research skills of faculty members.
- Organizing staff training for behavioral improvement and developing technical skills.
- Promoting faculty members to participate in conferences and publish research papers in journals.
- Sharing of laboratories and other resources with other prominent bodies for mutual benefit.
- Encouraging contribution to knowledge by developing new content and making it available in the form of books, e-content and other learning resources.
- Providing opportunities to faculty and staff for updating their knowledge and skills through training and development.

## GOVERNANCE AND INTEGRATION

### Strategies

- Integrating all the academic and administrative departments seamlessly.
- Adhering to the established rules and regulations, policies and procedures of the institute.
- Specifying process details and checklist of documents for activity completion.
- Continuous improvement and reforms in procedures, process and policies for increasing efficiency and effectiveness.
- Developing integrated facilities for sharing intellectual and physical resources.





## INFRASTRUCTURE

### Strategies

- Providing state-of-the-art centers of learning by providing ICT enabled classrooms, library facilities, laboratories, Wi-Fi connectivity etc.
- Promoting tech-enabled teaching-learning and assessment in view of NEP implementation.
- Adapting total preventive maintenance for electrical, mechanical and civil utilities.
- Renovating the institute's infrastructure and construction of third and fourth floor in the coming 5 years.
- Landscaping and beautification of campus in general for better utility to stakeholders as well as society.
- Practicing cleanliness around facilities and amenities across the campus.

## HOLISTIC DEVELOPMENT

### Strategies

- Mentoring students for academic, social and career prospects.
- Organizing intellectual, academic, creative, literary, communication, presentation competitions at inter and intra-departmental level.
- Making athletics, indoor and outdoor sports a regular feature for students of the institute.
- Innovating programs and festivals for social and cultural development.
- Easy and regular access to yoga, meditation, and self-management related activities.
- Organizing expert lectures on contemporary issues.
- Conducting student enrichment activities by assessing their individual requirements.
- Arranging for academic, cultural and industrial tours and visits.



## SUSTAINABILITY

### Strategies

- Popularizing, implementing and monitoring the institute's green policy.
- Motivating individuals, communities and businesses with environment conservation initiatives.
- Promoting healthy environment friendly practices by encouraging students to make more use of e-vehicles as a mode of transportation.
- Harnessing the use of renewable energy resources to augment the existing energy sources.
- Encouraging use of green/eco-friendly products.
- Developing and promoting energy saving habits such as switching off electrical devices when not in use.
- Regularly conducting energy audit and to get certification from authorized agencies.
- Developing infrastructure and systems in accordance with prevailing energy efficiency/green standards.

## SERVICE

### Strategies

- Establishing relationship with local and regional bodies to assess their requirements and issues.
- Encouraging faculty and students to undertake socially relevant projects in their academic pursuits.
- Motivating faculty, staff and students to get associated with NGOs and support their activities.
- To sensitize all stakeholders about issues of local and regional areas and work for their resolution.





- Organizing extension activities in the areas of education, health, hygiene, child and women welfare, local governance, and national social service.
- Strengthening NSS unit of the institute to ensure greater contribution to society and nation.
- Contributing to cultural development of society by promoting and celebrating important days, occasions, festivals and events.
- Developing entrepreneurial skills for managing small and medium enterprises of the region.
- Popularizing the contributions of local and regional personalities who have served for promotion of art, culture, heritage, governance, welfare or any other dimensions of human life.

## **BRANDING AND COMMUNICATION**

### **Strategies**

- Popularizing institute values, vision and mission statements by highlighting them on boards in all the departments, offices, brochures and other places of strategic importance.
- Publishing the institute's brochure both in hard copy and soft copy; also for it to be available on the website.
- Setting up the institute's map at the campus and direction marks for departments, offices and other facilities to guide visitors.
- Becoming a member of all important institutions and professional bodies of national repute.
- Publishing souvenirs with the institute's name and logo for guests, visitors, alumni and stakeholders of the institute.
- Publishing the institute's newsletter quarterly with contributions from the institute's stakeholders along with developments and contributions of the institute for internal and external circulation.
- Effective use of social media such as Facebook, Twitter and blogs for increased interaction.



## **STRENGTHENING RELATIONSHIP WITH ALUMNI**

### **Strategies**

The institute understands that its alumni can play many important roles such as building and growing its brand name through word-of-mouth publicity, through social media, and other modes.

- Alumni interaction with students through guest lectures/ panel discussions/ seminars to guide them on various professional avenues available.
- Alumni involvement is to be sought in planning and organizing events, extending support and participating in cultural, as well as academic events that take place on campus.
- More involvement of alumni to share their work experiences and to mentor the students towards higher education and/or career avenues in various fields.
- Alumni who are entrepreneurs to be invited to provide inputs to the students on how to start a new venture and to encourage and guide them on self-employment, or to establish themselves as entrepreneurs.
- Inviting alumni as chief guest in functions and events thereby exemplifying them as achievers or motivating the students.

## **AUGMENTATION OF INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR) AND COMMUNITY ENGAGEMENT**

Shri Vaishnav Trust has always been on the front in the matters of social service for the poor and economically weak population of the society. Numerous social welfare schemes have been carried out and are still continuing. SVIM has also taken a lead in this direction and has started following two activities for the social welfare for the 'have-nots':

### **I. GYANRATH**

The institute launched the 'Gyan Rath' – a bus equipped with 15 computers of the latest configuration, interactive panel (smart board) and 56 inch TV to provide computer education in the nearby villages. The bus goes to nearby villages and educates rural children with computer skills. However, SVIM plans to scale up this activity in the following ways:





Following are the plans for the coming 5 years:

- To reach up to 60 nearby villages and educate students of 8<sup>th</sup> to 12<sup>th</sup> grades with complete knowledge of computer fundamentals.
- Training at least 50 teachers of government schools under 'Train the Trainers' program to further take up the digital literacy mission.
- Educating adults for using technology for their benefit as per their needs.
- Promoting State and Central government schemes targeted to rural masses and helping the government in its effective implementation.

## II. ANUBHOOTI

'Anubhooti' is an initiative to help the visually impaired children. It is a skill development program which provides employability skills' training, to learn computer skills, social skills, and job-related soft skills like punctuality, regularity, personal hygiene and safety. It also focuses on a life skills training program where it trains children with disabilities in personal grooming, financial management, self-advocacy, health and wellbeing, and independent functional skills. This effort is to be continued with more number of specially abled or gifted children to get benefitted in the coming 5 years.

## III. COMMUNITY ENGAGEMENT

With the purpose of fostering the sense of social responsibility among students, the institute involves itself in many community services. To develop the sense of belongingness in the community, students go to orphanages, old age homes etc to spend time with the children, old people to understand and learn life lessons. Also, students go to distribute old flex banners (for the underprivileged to use those old banners as a covering for the leaking roofs of their humble dwellings during the monsoon season) and clothes in the slum areas to the needy people. The students help traffic police at different rotaries also. It helps to nurture and apply the knowledge, skills and practices of civic values within each individual. The institute is introducing a 90 hours' community service project to be undertaken by every student with the objective of developing the sense of servility among them.






## MONITORING OF STRATEGIC PLAN

After approval of the strategic plan, the next step is its implementation. During implementation, the progress of the strategy will be measured from time to time. Monitoring of the strategy implementation will be done at the institute level. The plan will be implemented and closely monitored by the Director along with a core team that will meet every three months and review the progress. Besides this, the institutional committee will hold review meetings on a monthly basis and will facilitate the proper implementation of the strategic plan. The benchmarking of quality standards and its monitoring, and the evaluation of its attainment will be carried out by the IQAC independently.

## CONCLUSION

The strategic plan is an effort for paving a pathway towards the accomplishment of goals that Shri Vaishnav Institute of Management aims to achieve. Just formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective effort delivered by the process of participative brainstorming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a period of time. It needs continuous evolution to incorporate the lessons learnt during the implementation and to emphasize the role of IQAC in ensuring the quality of implementation.

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