

SSCMR – Strategic Plan 2018-23

Strategic Planning and Accountability Task Force



SWAYAM SIDDHI COLLEGE OF MANAGEMENT & RESEARCH
BHIWANDI

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1. Introduction:

The Strategic Plan provides a comprehensive road map that will lead the college forward for the next five years—serving as a blueprint for our future, supporting the college mission, vision and values and ensuring the success of our students. Strategic Plan are typically done once in 5 years, by incorporating vision of the leadership as well as various inputs like state of the economy, technological advancements, industry requirements, learning and educational demands of learners, regulation from the authorities etc. Strength, Weakness, Opportunities and Challenges are considered every year and become input to updating or fine-tuning strategic plan. Director or Head of the Institute will submit Institution Annual Performance Report (IAPR) for the year, which will consist of significant achievements, development goals, Gaps and action to be taken and various other quality KPIs. This report also consists of how well Strategic Plan was implemented and how activities were aligned to the Strategic Plan.

Strategic Planning and Accountability task force will be constituted by Governing Council every year to perform SWOC analysis. This task force did SWOC analysis and drafted Strategic Plan (2018-2023) for by getting inputs from the Management Leadership, Faculty, Students and other stakeholders. This team was also tasked with recommending any updates to the Vision and Mission statements. (AY 2017-18).

This task force met multiple times during academic year 2017-18. It reviewed general state of economy, Industry requirements, need of the society and community, requirement of the students and parents, opportunities, potential threats and strengths and proposed 5 years forward looking strategic plan. It was also recommended update in Vision and Mission Statements.

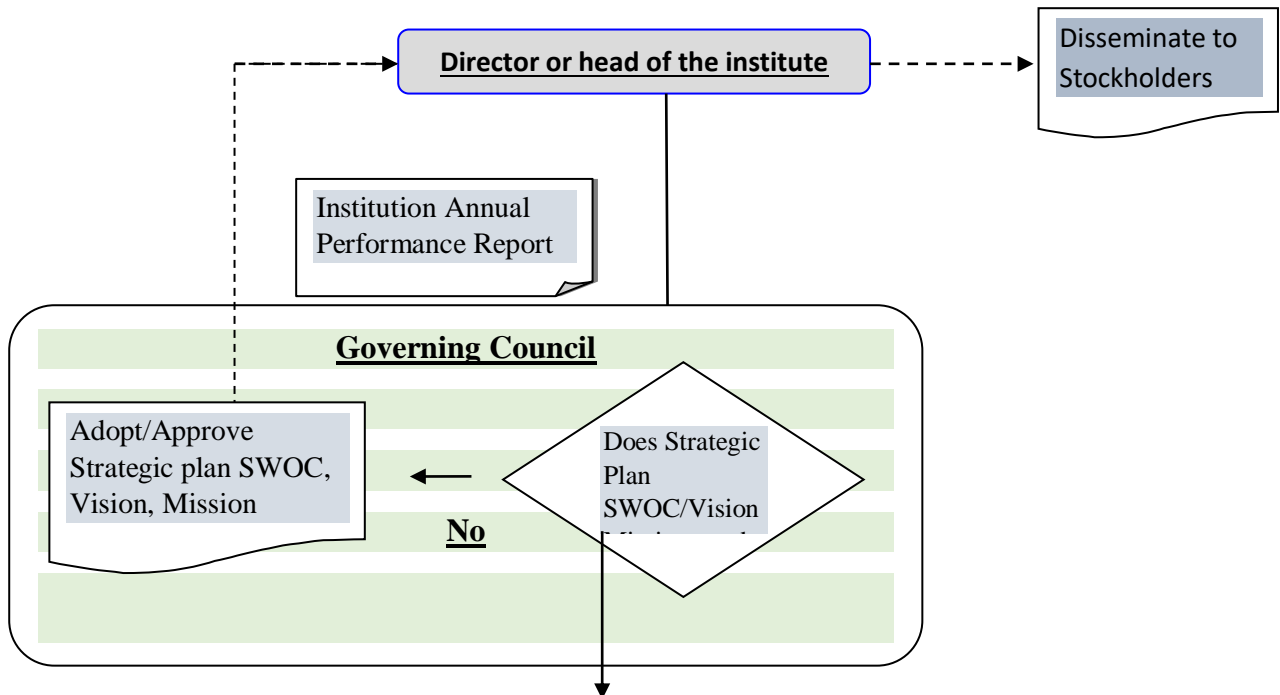
2. Standard Operating Process:

- The process should start after Director or head of the Institute submits Institution Annual Performance Report (IAPR) prepared by IQAC to the Governing Council. This report consists of summary of the all the functioning of the committees and departments during the year, which includes significant achievements, KPIs, targets, development goals, gaps and action to be taken. This report will also give Governing Council an idea of how well the activities were aligned to the Strategic Plan.
- After reviewing this report, Governing Council may constitute Strategic Planning and Accountability Task force, which is entrusted to undertake SWOC analysis and update to Strategic Plan if needed.
- If there are major changes in the Strategic Plan, this Task force can also recommend change in the Vision and/or mission.
- Strategic Planning and Accountability Task Force can convene multiple times as required to draft these documents.
- Once Strategic Plan document is drafted by this Task Force, it is sent to Governing Council for approval.

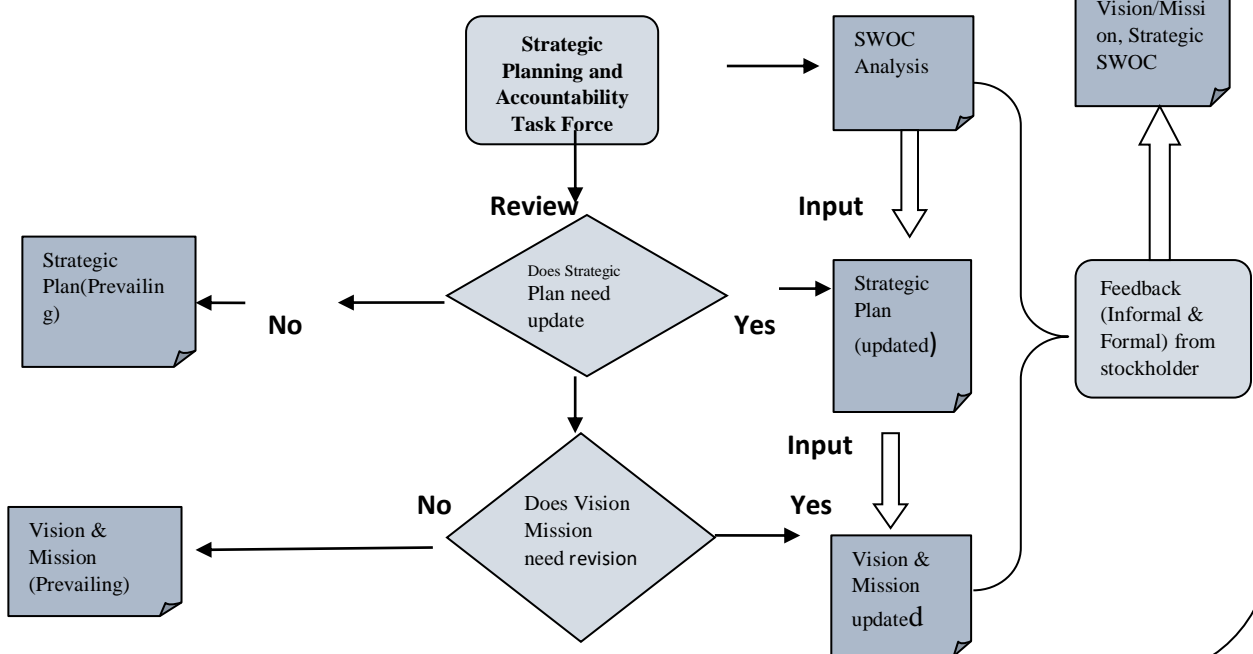
- It will be responsibility of the Director of Head of the Institute to disseminate this document to all the stakeholders.
- It is expected that all the committees will align their work based on the roadmap / strategic plan shared in this document. This work will be reviewed as part of Annual Committee report.

Following picture shows the process diagrammatically

Vision/ Mission Strategic Planning and SWOC Analysis



Strategic Planning and Accountability Task Force



3. VISION
"To create professionally competent leaders for industry with social commitment"

4. Mission:

M1: To instil human values and leadership qualities for holistic development of students.

M2: To develop analytical skills and capacity in students to achieve leading position in Business organizations

M3: To Enrich students with practical business management knowledge by providing industrial & corporate exposure to develop entrepreneur spirit.

M4: To inculcate innovative & Sustainable solution to accomplish the Dynamic socio economic needs through research.

5. Strategic Plan (2018-23):

Strategic Plan consists of aspirations (Institutional Goals - IG) of the leadership team for the institute categorized in various Focus / Thrust areas or Themes (FA). In-order to achieve the Institutional Goals (IG), they are further subdivided in Objectives which can be tracked by their **Planning, Implementations and Monitoring** Phases year over year.

5.1 Focus Area - FA1: Academic Excellence:

SSCMR takes its pride in focusing on Academic Excellence. This can be achieved by outcome-based pedagogy monitored by effective quality control measures. Focus must be given on training and retaining quality staffs who can help achieve this vision. An emphasis has to be given on Research and Development and designing and delivering industry relevant and practical based Curriculum.

5.1.1 Institutional Goal - IG 1.1:

- **IG 1.1: Support teaching and learning environment with high quality professional development :**

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Create opportunities for faculty professional development, through Faculty Development Program, including participation in workshops, faculty exchange, seminars and retreats, as well as a leadership training program to facilitate career advancement.	P	I	I	M	M
2	Focus on hiring and retaining talent	I	I	I	M	M
3	Promote and encourage faculty to get higher education and industry relevant certification	P	P	I	I	M
4	Implement effective Faculty Performance Appraisal system to provide timely feedback to the faculty	P	I	I	I	M

5.1.2 **Institutional Goal - IG 1.2:**

- IG 1.2: Implement Outcome based Pedagogy and proven quality assurance processes.

#	Objectives	2018-19	2019-20	2020-21	2021-22	2022-23
1	Application of the Blooms taxonomy in lesson plan creation	P	I	I	M	M
2	Awareness of course and program outcomes amongst students and faculty and mapping activities and course curriculum to outcome	P	P	I	I	M
3	Apply for NBA accreditation to validate the quality of the Outcome based Pedagogy. This will also help promote and recognize excellence in technical education and continuous quality improvement.	P	I	I	I	M

5.1.3 **Institutional Goal – IG 1.3:**

- IG 1.3: Institute will promote Research and Development culture

#	Objectives	2018-19	2019-20	2020-21	2021-22	2022-23
1.	Create Research opportunities for faculty and students by encouraging and mandating students and faculty to publish research papers in reputed journals.	P	P	I	I	M
2.	Formulate encouraging R&D policy inspire faculty and student's participation	P	P	I	I	M
3.	Publish and circulate College News letter by-monthly to promote faculty and students for Research & Development					
4.	Apply for University of Mumbai Research Centre	P	P	P	P	P

5.1.4 **Institutional Goal – IG 1.4:**

- IG 1.4: Institute will access the need of the industry and create new short-term Programs for the broader audience

#	Objectives	2018-19	2019-20	2020-21	2021-22	2022-23
1.	Identify Industry training needs for their professionals as well as potential hires from Management Institutes as continuing process, by forging MoUs with industries and consultants.	P	I	I	I	M
2.	Collaborate (if needed) with Industries and / or other universities to design curriculum for Working Professionals as well as refresher courses.	P	I	I	I	M
3.	Conduct STC at regular basis to update current affairs and personality development of students.	P	I	I	I	M

5.1.5 Institutional Goal – IG 1.5:

- IG 1.5: Institute will undertake Continuous academic Performance review and monitoring

#	Objectives	2018-19	2019-20	2020-21	2021-22	2022-23
1	Implement effective Faculty feedback and appraisal	P	I	I	I	M
2	Performa regular Academic Audit identify the gap and opportunities of improvement and plan execution	P	P	I	I	M

5.1.6 Institutional Goal – IG 1.6:

- IG 1.5: Institute will ensure mechanisms for effective student mentoring

#	Objectives	2018-19	2019-20	2020-21	2021-22	2022-23
1	Create processes for identify students with their respective needs (Advanced Learner, Slow learner, student with special need etc)	P	I	I	I	M
2	Implement Effective & Regular student mentoring system	P	I	I	I	M

5.2 Focus Area - FA 2: Institutional Effectiveness

In-order to deliver on Academic Excellence, effective platform need to be created which has focused on processes and systems. This should be achieved by using tools and technology for automation. Effective use of the resource utilization and KPI associated in this regards should be developed.

5.2.1 Institutional Goal - IG 2.1:

- IG 2.1: Use of tools and technology to facilitate and deliver academic effectiveness

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Use of effective technology to aid communication and collaboration amongst students and staff members	I	I	I	M	M
2	Implement Learning Management System to help with the academic activities	I	I	I	M	M
3	For interactive and collaborative teaching, create a digital Classroom which will also aid in recording lectures for potential future use	I	I	I	M	M
4	Implement Online Exams platform / software for conducting and proctoring online examinations	I	I	I	M	M
5	Enable Wi-Fi throughout Campus	I	I	M	M	M
6.	Create Google Classrooms & U-tube and Video sessions and Case study sessions.	I	I	I	M	M

6.1.1 Institutional Goal - IG 2.2:

- IG 2.2: Effective use of Library Resources

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Use of tools and technology for library automation (Library Automation system, e-journals, e-books, NDL, online project repository)	p	I	I	I	M
2	Create effective policies and processes and KPI for maximum utilization of library resources (encourage library resources use by students and Faculty staff)	p	I	I	I	M

6.1.2 Institutional Goal - IG 2.3:

- IG 2.3: Use of technology and tools for Student Data:

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Use of tools and technology for maintaining student related information (Student Master data, Digitization of Student Documents in Document Management System)	p	I	I	I	M

6.1.3 Institutional Goal - IG 2.4:

- IG 2.4: Use of technology and tools for office and Administration automation

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
2	Implementation of online academic verification process and documents requests (Transcripts, Leaving Certificate, recommendation letters, appreciation letters, experience letter, bona-fide certificates)	I	I	I	I	I
3	Use of tools and technology for Store management (Dead stock, consumables, processes for stock verification)	I	I	I	I	I
4	Use of tools and technology for managing SSCMR human resources	I	I	I	I	I
5	Use of tools and technology for effective Accounts management (Tally ERP, Payroll Management, Payment gateway and Management Information System etc)	I	I	I	I	I
6	Implement effective demand management, procurement and inventory management processes, tools and technology	I	I	I	I	I

6.1.4 Institutional Goal - IG 2.5:

- IG 2.5: Up gradation, upkeep and effective use of computer laboratory and software to stay current with prevailing trends and requirements

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Create effective policies, processes, feedback system and KPI for maximum utilization of Lab resources (encourage Lab resources use by students and staff)	I	I	I	I	I
2	Create effective policies and processes to understand industry trends and Management Software requirements (Eg: Software related to HR, Operations, Finance, Marketing, IT, Data Analytics etc)	I	I	I	I	I
3	Procure software and Hardware to cater to the needs of the students and industries and up-keep IT infrastructure.	I	I	I	I	I

6.1.5 Institutional Goal - IG 2.6:

- IG 2.5: Document all the processes and policies to aid ease of conducting business

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Organize functioning of SSCMR by forming various committees and documenting Composition, Roles , responsibilities and functions.	I	I	I	I	I
2	Formalize all HR related functions by clearly documenting HR Policies and Standard Operating Process in one consolidated document	I	I	I	I	I
3	Document all SSCMR Policies (Committee Policies and Standard Operating Process)	I	I	I	I	I

6.1.6 Institutional Goal - IG 2.6:

- IG 2.5: Campus beautification and expansion

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Digital classroom, smart boards, Wi-fi enabled Computer labs, Seminar Room, Board Room and studio recording facility	I	I	I	I	I
2	Library , Canteen Facilities	I	I	I	I	I
3	Playground and Garden beautification	I	I	I	I	I
4	Vehicle parking area for 2- wheelers & 4-Wheelers	I	I	I	I	I

6.2 Focus Area – FA 3: College Relations (Industry, CSR, Alumni, Branding)

At SSCMR, we believe that Education should be relevant to industry requirements. There has to be effective Industry Academia Collaboration to provide rich experience to the students. Students should be encouraged to do live projects, consultancy and research and development projects for which can be in sourced from Industry.

Creating a Brand awareness of SSCMR is also important in this digital age, and effective Social Media and digital platforms should be used to increase the Brand value.

One of the greatest resources is Alumni community and SSCMR should engage with Alumni proactively for mutual advantage through ‘Runanubandh Event’.

Students should be exposed to social and ethical values by engaging students in social outreach activities to address relevant social issues.

6.2.1 Institutional Goal - IG 3.1:

- IG 3.1: Increase Brand awareness of SSCMR

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Create Social Media presence and publish all the activities on social media	I	I	I	I	I
2	Improve SSCMR website by providing rich and dynamic content to all stakeholders	I	I	I	I	I
3	Ensure top B-School Ranking in magazine or organization of repute	I	M	M	M	M

6.2.2 Institutional Goal - IG 3.2:

- IG 3.2: Improve Alumni Relations and collaboration to have a vibrant Alumni Community

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Register Alumni Association as Charitable Trust under Bombay Public Trust Act	P	P	I	I	I
2	Encourage and help Alumni to create various Alumni Chapters	I	I	I	I	I
3	Effective engagement with Alumni community for mentoring, placements and financial assistance and SSCMR Branding	I	I	I	I	I

6.2.3 Institutional Goal - IG 3.3:

- IG 3.3: Effective industry-academia collaboration

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	MoUs with industry for Faculty exchange, training, placement and consultancy activities.	I	I	I	I	I
2	Collaborate with industry to design and deliver Short term certificate courses	I	I	I	I	I
3	National and International IV to provide wide exposure to the students	I	I	I	I	I

6.2.4 Institutional Goal - IG 3.4:

- IG 3.4: CSR activities for social responsibilities

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Collaborate with various reputed organization for social outreach and activities to address relevant social issues, which will help students build social , economical and ethical values	P	P	P	P	P

6.2.5 Institutional Goal - IG 3.5:

- IG 3.5: Collaboration with foreign and domestic universities

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Certificate program and add-on courses to bolster students academics and curriculum gap	I	I	I	I	I
2	Design and deliver short term certificate courses for students personality and skill development.	I	I	I	I	I
3	Hybrid / sandwich programme in collaboration with foreign universities	P	P	P	P	P

6.3 Focus Area – FA 4: Jobs, Employments, innovation and Entrepreneurship

SSCMR should focus on providing industry relevant training and assure employment for maximum students. At the same time, emphasis should be given to philosophy of “Job Creation” by encouraging students to become self-employed entrepreneurs by implementing Entrepreneurship Cell.

6.3.1 Institutional Goal - IG 4.1:

- IG 4.1: Ensure employment for all

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Effective programs for Skill Development, Job oriented training and personality development.	I	I	I	I	I
2	Design and deliver Short term industry relevant courses.	P	P	P	P	P

6.3.2 Institutional Goal - IG 4.2:

- IG 4.2: Exposure of the students to corporate world

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	National and International IV to provide wide exposure to the students	I	I	I	I	I
2	Ensure all students are enrolled for Internships, live projects or Consultancy projects	I	I	I	I	I

6.3.3 Institutional Goal - IG 4.3:

- IG 4.3: Incubation centre and Entrepreneurship Development cell

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Establish incubation centre with eco-system to support innovation and entrepreneurs	P	P	P	P	P

6.4 Focus Area – FA 5: Student Support and Holistic Growth:

RGCMS should focus on all round Student Development by inculcating leadership qualities and team working environment and effective stress management. No student should be left behind. Advanced learners should be challenged and engaged and students who need help academically, psychologically and financially should be provided.

6.4.1 Institutional Goal - IG 5.1:

- IG 4.1: Create an environment which will support Leadership and team building skills in students

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Empower Student body for participative decision making and to provide opportunity to students to sharpen their leadership qualities.	I	I	I	I	I
2	Ensure that Co-curricular activities like sports, yoga, meditation, cultural activities, Management Games, Experiential learning etc are conducted on regular basis which will help students hone their leadership skills, teambuilding qualities and manage stress management	I	I	I	I	I

6.4.2 Institutional Goal - IG 5.2:

- IG 4.1: Promote financial and counselling support to the students

#	Objectives	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1	Extend Financial Support (Educational loans, Scholarship, insurance etc) to help needy and deserving students	I	I	I	I	I
2	Provide Counseling support, Mentoring and effective grievances re-dressal mechanism	I	I	I	I	I