CHMES Dr. Moonje Institute of Management & Computer Studies
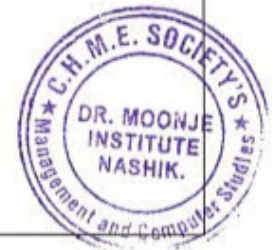
Strategic Plan

"Our Definition of Being No.1"

1) 100 % admission to all courses viz. MBA, MCA, Ph D, BCA (YCMOU), BMS (In process)
2) Liaison with Industry – through MoU, Linkages for programs and connections
3) Best Teaching Learning Process
4) Relation with Under Graduate Institutes
5) Placements
6) Entrepreneurship Enhancement & Knowledge Culture
7) Public Relations
8) Information Technology Resources-: Library, Lab, Teaching aids
9) Infrastructure
10) Career Enrichment for faculties and students
11) Brand Recognition & creating Power Brand
12) Focus on new Specialization to be offered
13) Guest Resources –Revitalize old & add new
14) Value Addition to Institute- MDP
15) Industry Contribution to Institute
16) Quality Research Publications- UGC recognized Journals with impact factor

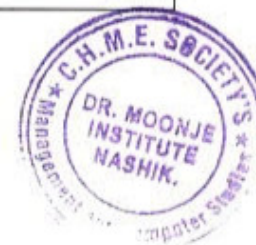| Sr. No.	Area of development	Strategic plan	Expected outcomes	Required Resources
1	Related expansions & non related expansion (New courses & other)	· Research Center · Certificate Course (Six sigma & SAP, English spoken & written course, Digital Marketing) · BMS · MDP (Leadership, Entrepreneurship, Defense) · Digital Library · Curriculum design with help of IIM faculty.	· Admissions for PH.D., BMS and Certificate courses. · DMI library a resource center for nashik city. · Skill Development & Employment	· Marketing · Certification Body · Faculty · Experts · Professional Agencies · Ph.D. Guide · SPSS Software · Digital Library Software · ICT

2	NBA, NAAC & other accreditation info	· Preparation of NBA process
		· Yearly NAAC AQR cycle
		· Private accreditation
		· ISO certification & others
			· Quality benchmark in education for the institute
			  Institute National Recognition
			  Hassle-free Scholarship & Free ship Reimbursement
			  Opportunities for various Financial Grants
				· As per Pre-Qualifier Norms

3	Governance, Leadership, Flexibility & Freedom	· Academic autonomy · SOP & Code of Conduct · Compliance to New Education policy · Organization Structure and Job Profile · Career Advancement Plan · Job Rotation · Financial support for student's development.	· Will lead to better teaching learning & academic development · Will lead to standardization of institute through a quality SOP & better efficiency, time management · Better preparation to the changing scenario of education	· HR Manual · Policy Documentation
4	Infrastructure & facilities, Culture the Organizations	· Business Lab (Students Buz Exhibition Hall) · Upgrade Lift, showcasing, counselling, A.C., PA system, canteen, ICT · Renewable alternate energy · Digital notice board, Separate reading room · Gymnasium · Institute own vehicle · Fire safety · Automatic generator backup · Smart classroom · Staffroom infrastructure · Institute ERP software · 1 High Speed Internet Connection · Classroom podium, platforms, LCD, Wi-Fi · DMI Entrance gate · DMI Glow sign board · Quality work culture (Flexi hours) · Uniform to all · Open amphi theater · English language communication in compulsory in college campus · Work life Balance · Explore as asset and expense · Action oriented, Value Oriented, Innovation oriented	· Better delivery of curriculum · Help in achieving goals · Will lead to better professional approach & equality among staff members · It help for students development	· Necessary Infrastructure

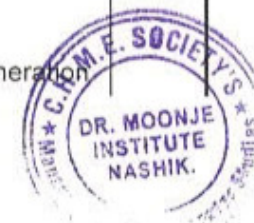|				
5	Branding, Publicity, Promotion image building & communications	· Ref Table 2 · Digital & Social Media Plan · Advertisement · Hording, · Digital Banner · DMI Institute name changed to Bhonsala Institute of Management, Computer & Research Center Studies, Nashik · Education fair involvement · Tab, Laptop to all students	· The institute can enhance its marketing budget by frequently doing some advertisement campaigns, promotional activities, public relations through the leading Professional Organization.	· Appointment of Professional agencies
6	Resources, Support & funds related work	· As per the norms - AICTE, UGC, DTE · Library resources · Library automation system · Appreciation HR resources · Periodic weeding out old resources · Formals generation through in are utilization ex. BPO · External library membership · Reading room for competitive exams, seating arrangements with proper infrastructure cubical etc. resource · Consultancy revenues shares for faculties ex IIT's · ISBN should be own & should sell for revenue generation · Approach to trusts (TATA) sponsorship	· Better industry institute interaction · Streamlined institutional practices	· Industry connect · Defined HR policy · Library Automation software
7	Students teaching learning process & quality	· Making MBA full time Residential course · Regular workshops, industry visits · Optimum utilization of library · Student interaction with industry experts · Focus should be industrial exposure purpose on SIP, internship. · On job training for faculty annually (Top schools, Faculty FDP)	· best quality students enrolled & holistic development can be done · Helps in supplementary learning · Better industry input · Better learning & research orientation · Better enrichment · For educational development · Practical industry knowledge & sharing	· Industry institute interface · Students code of conduct

8	**Linkages, Innovation, Research**	· Library for Research Centre · CII linkages for placements · Linkages for industrial bodies · Incubation Center Development · Entrepreneurship Cell, DIC · Financial Support for HR. · Industry visits	· Brand building, placement, knowledge sharing student development · Industrial association at National levels, Organize pool of resources from top management institutes. IIMs and institutes of international repute. · Establish connect with industry at PAN India. · Faculty and student exchange programs.	· Industry institute tie-ups
9	**Student Alumini & Sangh Bonding**	Social connection Alumini association should be functional Interaction between alumini & students should be regularly Allumini should invited for every function of DMI Visit to Rambhau Mhagi Saunstha involment of allumini in teaching learning process Increased Students participation and owning resonsibility Arranging Guest Lecture with Alumni & eminent personalities of Industry Alumni Contact through Newsletters	Rapport building with Industry, UG Colleges & Other institutes like IIM. More Connectivity with Alumni & Students	Better network, fast communication, knowledge sharing & new opportunities for students. Relation with UG and Other institutes, Laison with industry, Revitalizing old connections and adding new connections, Branding, Public Relations and Industry Contribution
10	**Value system, mission, vision & value addition**	Documented quality policy & value system inling with CHMES Induction programme should 1 month program for students with 1 aspects eg. Visit to Library,visit to canteen campus visit	Programs supporting the value system	A clear value system will help in developing students & faculty as per our vision & mission, work towards nation building & " Ekatmak Margdarshan"
11	**Course Enrichment & Other Expansion**	On job training Quality of students projects, Quality research papers of studetns, Student Connectivty with research center Foreign Language Training Campus To Corporate Training & EDP	Industry Connect, Expert Trainers	Value Addition, Gain of Practical Knowledge from Industry. Knowledge based Culture, Promote Entreprenuership
		Carrer advancement scheme must be implimented Regarding training policy of Research for the faculty Professional benchmarking of HR policies,		

12	HR Practices, carrer enhancement	Integrity with value system vission& Mission, alligrment with Organisation Culture,	Defining, implementation & feedback about HR Policies eg. Leave policy, increment policy.	Career Enrichment of faculty. Developemnt of staff will ultimately lead to development of institute, Value Addition
		• Staff ratio as per Govt. norms, • Development of HR Policies, • Staff salaries as per Govt. norms • Faculty Motivation, FDP etc. • Sponsor to staff for participating seminar/workshops and research papers outside DMI through monetary also.		
		• Appointment of Receptionist • Hire dedicated Training agency • Hire dedicated Marketing agency Paid Leaves for Ph D. and Sponsorship		
13	Team DMI Development cader ratio other requirement	Better networking	Appointemnt of Staff as per norms Update infrastructure to become No 1 B School	Development of Faculty, Infrastructure, ICT Resources. Cader Ratio as per the requirement
		Staff room ayout should be change (Cubicals looks) and permanent seating arrangement should be alloted		
		Required tea & coffee vending machine & water vending machine		
		Library space for faculty seprated		
		Cader ratio as per norms		
		Checked library resources of Top business schools		
		American library should connect (online ibrary membnership with other libraries other universities library etc.)		
		Smart Board, VC Room, Updated Softwares, ERP, Internet Connection, Auto-Switch on Generator, Incrase no of CCTV n library		
		• Business Lab (Students Buz Exhibition Hall) • Classroom podium, platforms, • E-books & Journals • DMI Entrance gate • DMI Glow sign board• Canteen		
		Smart classroomInstitute ERP software • ICT facility upgradation • All Computer Labs should be air conditioned, LCD, WiFi		

14	Book & Publications	Every faculty should publish minimum 2 papers in a year as per UGC Norms	Requirement for NAAC, NBA	Will lead to development of research culture, Publication in UGC listed Journals, Branding
		DMI journal indexing To make dmi journal ugc approved		
		Separate journa for research center		
15	Library as a ICT knowledge	SOP for purchase & replacing peripherals. Online library software	Upgrade Infrastructure	Development of Library, Better delivery of services
		Online / offline membership of other libraries		
		Reguired softwares for the library (ex. Soul koha etc.autolib)		
16	Contribution to the society	Holistic development of students	CSR, requirement of vision & mission	Working towards the goal of society, CSR achieved
		Scholarship expert efforts		
		Help in solveing Social problems		
		Contribution in defence studies		
		ICT Trainig to needy people		
		Reducing Carbon footprint		
		Incresing use of solar resources		
		Blood Donation camp, Swacchata Abhiyan, awareness the present activities		
17	PR & CRM	Alumini student connect	Improvement in PR	Better newtwork, fast communication, knowledge sharing & new opportunities for students. Making strong PR, Institute-Industry Rapport, Branding & Recognition, Placement support
		parent teacher association		
		Separate whats app group for parents		
		Conducting a program for connecting with society at large		
		Public lecture should be there open to all		
		Guest lectures of emient personalities, Collaboration with various industrial bodies		
		Guest sppeches open for all		
18	Revenue generations & Fund cration	CSR funding	Latest configuration peripherals, Smart classrocm, Backup & Internet connections, auto switch on generator, Manpower	-
		Infrastructure utilisation • Auditorium on rent basis • Classroom on rent basis on Sat. & Sun, Govt. competitive exams in DMI		Infrastructure leasing on rent basis can be used as a tool of revenue generation
		addon/online certification courses		
		MDP		
		Consultancy		
		DMI journal as tool for revenue		
		Library membership to outside persons		Better financial resources generation

	.	Business Lab (Students Buz Exhibition Hall) for 50% stall to students entrepreneurs and 50% to Others		
19	Bonding with other units of CHMES	Campus visits	Frequent interaction with other units	Better coordinations & sharing of common resources
		Work culture		
		Annual Gathering		
		arranging programmes with other units		

Table 2 Branding, Publicity, Promotion image building & communications

Define Your Brand Personality Traits	Quality Education, Platform to Industry Connect, Social Status, Research Recognition, Life Building	
SWOC	Strength	Quality Education, Qualified Staff, Transperent policies, Location, Add on resources, Research Centre, Parent Body, Industry Connect, Social Presence, Huge Infrastructure, self sustained body, Good Brand Equity as told by stakeholders
	Weakness	No branding activities, limited external funding, Lack polished infrastructure, Unorganised Alumni Connect
	Opportunity	Become no 1 institute
	Challenges	Redefining our ways of working
Define Your USP		
Your Target audience	Graduate, Post Graduate and Research	
Your Positioning Strategy	Permium B School	
Gap Ananlysis	Conflict between Values and vision	
Competition Strategies	Clarity about Brand personality	
7 P's	Use the strategy	

			Resources
	Media/Ways	Available	Requirement
Advertisement	Radio		
	Print Material- Circulation material		
	Digital Media- Facebook, website, SEO, youtube	DMI Accounts- Facebook, LinkedIn, Twitter, website	
	Digital Media- Linkedin, Twitter, SEO, Affiliate marketing		

Publicity	Events- Various academic and related programs, speeches			
	News presence			
	Award giving ceremonies			
Promotion	Promoting through Association with external bodies			
	Digital Media- Facebook, Instagram, Website, LinkedIn			
Branding	Name and logo branding		Momentos, Photo points	
	Brand Personality- Content Writing- Articles		Publications	
	Digital Media-Brand Name Hamerring- LinkedIn, SEO, Content Writing, Affiliate marketing		Website, Social Media	
	Alumni Base	Alumni Association	Focused Activities	

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