

Strategic Plan 2013-2018

JSPM's
Jayawantrao Sawant Institute of
Management & Research
Handewadi, Hadapsar, Pune-28



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Over the years, the JSIMR have gained widespread recognition as institutions of excellence in the field of management education. The achievements of JSIMR alumni in industry, academics, enterprise and other fields are notable. The JSIMR have a special status as pioneer institute under management education.

JSIMR was established in 2006. It runs MBA programme of 2 years durations. The institute offers major specialization such as Marketing, Finance, HR. It was initially planned that 60 students would be admitted annually to two-year postgraduate course. Facilities were planned for admitting 60 students each year to MBA programme and a student population of 1500 was envisaged. The campus was to be fully equipped with all facilities at campus level. Girls Hostel facility was provided for girls students. Students intake was gradually increased to 120 in the academic year 2009-10. Today the Institute has 120 students intake and 9 batches have passed. As well over 600 students passed out and working with big corporate houses, some being entrepreneurs are providing intellectual support to the institute.

New environmental changes and challenges particularly in new millennium are forcing educational institutes to revamp their strategy and action plans. Under the circumstances of change, JSIMR has been reviewed periodically by a board of governance of JSPM trust. A strategic plan outlining the action plans for implementing the strategy was drawn up. Subsequently, as a part of planning cycle, the strategic plan has been reviewed and revised at intervals.

The broad goals of strategic plan 2013-18 are affirmation of JSIMR's commitment for thirst for managerial excellence, value based education, research innovative practices and spirit of entrepreneurship.

The strategic plan of JSIMR enunciates JSIMR's mission "To provide value based education by ensuring managerial excellence in building leaders through innovation, research and entrepreneurial attitude through team spirit, industry connect and a commitment towards social sustainability."

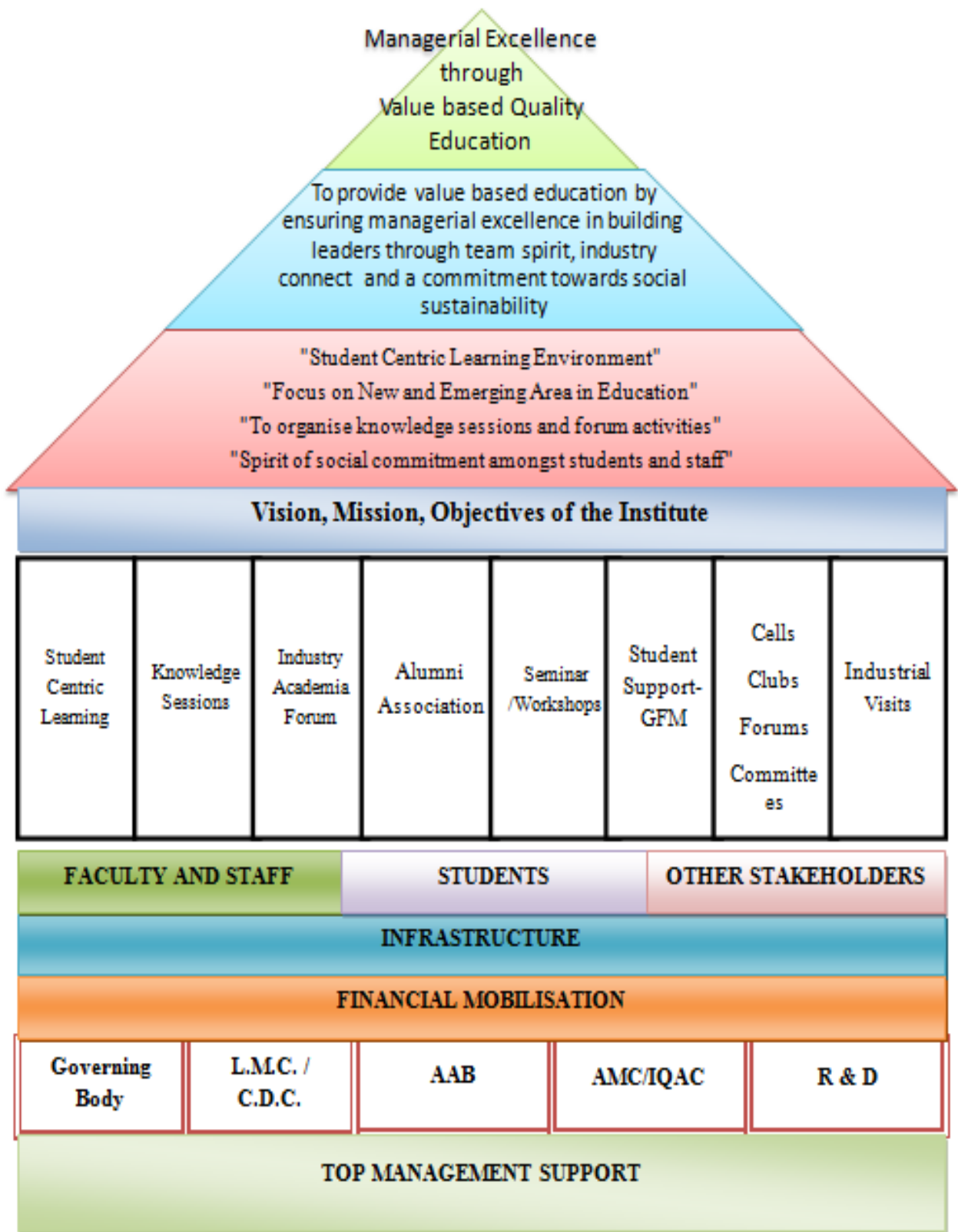
JSIMR seeks to attract the best students from diverse backgrounds and offer them an excellent educational experience. It offers more flexibility and choice to the students in the academic programmes, an inviting and stimulating ambience for education and research, and a rich suite of extra- and co-curricular activities. Knowledge sessions, forum /Club activities, Personality development , corporate social responsibility and career planning will be a part of the holistic development.

The strategic plan seeks to leverage the strengths that JSIMR has developed over the period of time. The plan envisages initiation of sponsored research projects. It seek to start Research centre affiliated with Savitribai Phule Pune University.

JSIMR envisions the creation of student centric learning ecosystem through establishment of Industry Academia Forum and Academic Advisory Board, digital learning experience, soft skill workshops, launch the international research journal of JSIMR and personality grooming by initiating the intercollegiate events at state and national level.

Strategic plan 2013-2018 identifies the following broad categories.

- 1) To create a student centric learning environment which prepare them to succeed in achieving their Educational, professional and entrepreneurial goals.
- 2) To organize knowledge sessions and academic forum activities in various functional areas to impart knowledge delivery.
- 3) To focus on new and emerging areas in education which would enhance the core competencies of the students.
- 4) To develop a spirit of social commitment amongst students and staff of the institute.
- 5) To build the confidence and competence amongst the students by conducting mentoring and personal counseling program.
- 6) To collaborate with other academic institutes and industries around the world to strengthen the education, industry connect and research ecosystem.



“Strategic Model of JSIMR”

Founder Secretary's Message



Jayawant Shikshan Prasarak Mandal (JSPM) was established in 1998 with the objective of creating centres of excellence for education in the field of Engineering, Medical, Pharmacy, Management, and computers. Our Objective behind starting JSPM was to make higher education available to all who are desirous of achieving it .

JSIMR occupies a pivotal position in management education. JSIMR is contributing in several ways to build budding managers. A perfect blend of faculty, contemporary infrastructure, strong alumni is a perfect combination to boost high quality management education. Faculties have published number of research papers in national and international journals. JSIMR is coping with meticulous mentoring of postgraduate students by well defined GFM process.

In our fast-changing world it has become necessary to create a corpus to create corpus fund to meet changing needs of curriculum delivery. The interaction with alumni is commendable and needs to be pursued more effectively and vigorously to realise a substantial corpus.

JSIMR has launched its strategic plan 2013-2018 which is laudable and I wish the institute a great future .

Prof.Dr.T.J.Sawant
Founder Secretary, JSPM & TSSM

Director's Perspective



I am very happy to share strategic plan 2013-18 with all the stake holders of JSIMR. This plan is an outcome of support extended by industry experts, management of JSIMR. This plan was developed in the context of bringing improvemental changes and enhance of quality of education at JSIMR.

Now, with this plan the perspective plan of JSIMR are clear. These included instigation of smart classrooms, digital teaching learning, international research journal ,registration of Alumni Association and most importantly getting quality certification such as ISO or institute accreditation from NAAC or NBA.

This strategic plan was developed in discussion with faculty members and board of governance. The draft was then presented to Governing Body and approved.

I wish to thank founder secretary Prof.T.J Sawant, Directors of JSPM, Prof. M.D.Takale, Dr.Ravi Joshi, Mr.Vijay Sawant, Mr.Vasant Bugade for providing inputs and broader perspective of strategic plan.

Finally I wish to thank alumnus Mr. Sunil Mali and Mr.Viraj Khaire for creating the text version of the plan and the final document.

The strategic plan of JSIMR 2013-18 will provide the pathway for achieving the objectives of JSIMR.

Dr.Anita Khatke
Director, JSIMR

1.1 About JSIMR

Established in 2006 JSPM's Jayawantrao Institute of Management and Research (JSIMR) Handewadi, Hadapsar ,Pune-28 enjoys a reputation of one of the top and premier institutes imparting quality education in management fulfilling the needs of corporate world of 21st century. The institute is approved by AICTE, affiliated to Savitribai Phule Pune University and recognized by Government of Maharashtra.

- Following are the features of the institute.
 - JSPM's JSIMR has State of Art infrastructure with centrally air conditional classrooms and Auditorium.
 - Fully Wi-Fi enabled Campus
 - Special Classes on Personality Development, Communication, and Foreign Language
 - Dedicated and Experienced Faculties from Academic and Industrial Background which facilitates excellence in teaching and learning and other professional activities.
 - Strong Alumni Network which are working across the globe
 - Good Placement Record
 - Regular Industrial Visits
 - M-Connect Activity
 - Strong Academic Advisory Board
 - Strong Industry Academia Forum
 - Cells/Forums/Clubs Activities
 - Special efforts for Slow and Advanced Learners
 - Institutional social Responsibility and Extension Activities

1.2 Strategic Plan 2007-2012



OUR VISION

“To provide education in managerial excellence for the broad benefit of the society and economy.”


OUR MISSION

“JSIMR is committed to develop the students as business leaders, who will understand the needs & benefit of the society. JSIMR looks forth to educate the students with excellent managerial skills and thereby meet the needs of corporate world. We also aim to develop entrepreneurial and leadership approach among the students.”

VALUES

“The unique cross-cultural environment offers excellent opportunities for students to interact and network with fellow students in a truly global environment found only at a few leading business schools in the world. The cross cultural environment assists in developing the career which is our utmost one priority.”

Educational Processes:

Recommendation	Selected outcomes
To strengthen the student interaction mentoring process must be initiated	The JSPM trust has designed (Guardian Faculty Member) GFM Policy for students mentoring and counseling and the same has been implemented since inception.
To create the specialization forums to achieve academic excellence programmes of the Institute	 <p>The board of governance reviewed the postgraduate course programmes and initiated several reforms such as establishment of Marketing forum, HR Forum, Finance Forum</p>

Initiate intercollegiate management Fest – “Jalosh”

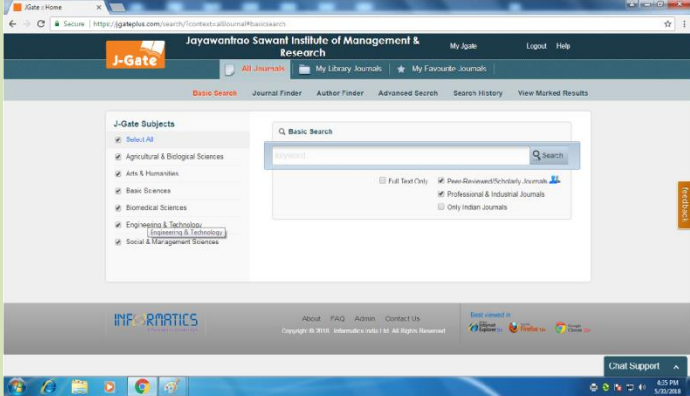


Intercollegiate Management fest “Jalosh” was initiated

To start AMMI Examination centre for MBA Admissions

Institute got the permission for AMMI examination centre for MBA Admissions

Subscription on e journals-JGATE/EBSCO




Management approved the proposal to subscribe JGATE database / EBSCO

<p>To focus on faculty research and motivate to undertake research assignments</p>	<p>Faculties were motivated to undertake research assignment. As a result of this faculties were registered successfully for Ph D program and are pursuing their doctoral studies.</p>
<p>Organise various Educational Development programmes such as Guest lectures, Seminars.</p>	<div data-bbox="824 348 1495 804" data-label="Image"> </div> <p>Seminar, Guest lectures relevant to management theme were organized at JSIMR</p>

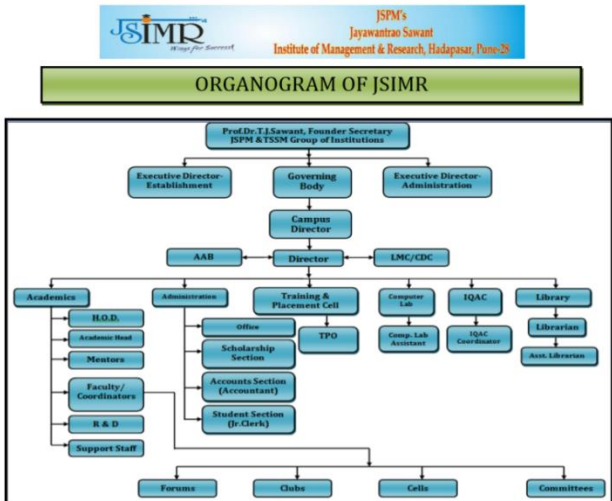
Administrative Processes

<p>Recommendation</p>	<p>Selected outcomes</p>
<p>Initiate Provident Fund Scheme for all Teaching and non teaching staff</p>	<p>Board of governance approved the scheme and was implemented in the institute</p>
<p>To develop state-of-the art facilities (Physical Infrastructure)</p>	<div data-bbox="789 1157 1487 1570" data-label="Image"> </div> <p>Several new infrastructure facilities were created in the institute as per norms of AICTE such as classrooms, board rooms, admin office, seminar hall, exam room and computer lab etc.</p>
<p>Increase admission intake</p>	<p>Board of governance approved the increased intake .The same was implemented in academic year 2009-10</p>

Human Resource Processes:

Recommendation	Selected outcomes
To recruit top-quality faculty and staff	Sustained recruitment of top-quality faculty in the period 2007–2012 led to a net increase in strength
To train and improve quality by organizing faculty development programme for teaching and non teaching to impart new skills Among all staff	 <p>Faculty development programmes were run regularly for the benefit of the staff .</p>

Governance Processes:

Recommendation	Selected outcomes
To redesign organisational structure	 <p>The educational processes, designations were reviewed and organisational chart was prepared, roles and responsibilities were bifurcated.</p>
To strengthen the existing systems and procedures for conflict resolution and redressal of grievances	<input type="checkbox"/> The Institute has created the requisite processes and mechanisms for handling grievances covering all sections—students, staff and women.

Strategic Plan 2013-2018



This strategic plan has been drawn on the basis of previous plan, The targets of the Strategic Plan and the vision underlying the plan are presented in the following sections. The broad goals of Strategic Plan 2013–2018 are aligned with JSIMR’s commitment to managerial excellence in research and education, and the Plan is consequently focused on these core themes. The broad goals of strategic plan 2013-18 are affirmation of JSIMR’s commitment for thirst for managerial excellence ,value based education, research innovative practices and spirit of entrepreneurship.

With changing pace the vision mission and objectives of the institute were also modified. They are as follows.

VISION

To nurture Managerial Excellence through Value Based Quality Education

MISSION

To provide value based education by ensuring managerial excellence in building leaders through innovation, research and entrepreneurial attitude through team spirit, industry connect and a commitment towards social sustainability

OBJECTIVES

- **To create a student centric learning environment which prepare them to succeed in achieving their educational, professional and entrepreneurial goals.**
- **To organize knowledge sessions and academic forum activities in various functional areas to impart knowledge delivery.**
- **To focus on new and emerging areas in education which would enhance the core competencies of the students**
- **To develop a spirit of social commitment amongst students and staff of the institute.**
- **To build the confidence and competence amongst the students by conducting mentoring and personal counseling program.**
- **To collaborate with other academic institutes and industries around the world to strengthen the education, industry connect and research ecosystem.**

VALUES

JSIMR offers excellent opportunities for students, staff to interact, network with fellow students. The stated values for the holistic development of the students are as below;

- 1) **Pursuit of Excellence**
- 2) **Mutual Respect and Caring for other Individual**
- 3) **Ethical Standards**
- 4) **Responsiveness towards Social Responsibility**

We have the following short term and long term perspective plans for development. Both plans are prepared based on industry needs and considering the current status and opportunities exists in the field of management education

SHORT TERM & LONG TERM PLAN OF THE INSTITUTE

Short Term Plans	Long Term Plans
1) Initiating for Application for approved research center of SPPU	1) Increase in admission intake
2) Upgradation of technology for imparting and improving quality education	2) Introduction of new vocational courses, certifications/diploma programs in association with recognized institutions
3) Promote faculty members for Higher education, Research and Consultancy	3) Admission through NRI /PIO quota
4) Initiating Management Development Programs under the research Cell	4) Knowledge Exchange Program for students and faculties through tie ups with national and international industries and institutes
5) Initiative for accreditation from professional bodies	5) To setup consultancy services unit with the help of faculty members at global level
6) To take membership of professional bodies for faculty and institute development	6) To sign MOU's with industries
7) Registration of Alumni Association with Charity Commissioner	7) Start Student and Faculty exchange program with Indian & foreign Universities
	8) To acquire autonomy status of the institute

Strengths of Insitutes

- ✓ **Affiliation to SPPU and implementation Choice Based Credit System (CBCS) and Grading System Outcome Based Education Pattern aligned to meet Industry expectations**
- ✓ **100% Enrolment of students every year to fill 120 intake**
- ✓ **Academic Flexibility**
- ✓ **Student Satisfaction is at highest level**
- ✓ **Conducive Environment for Teaching Learning Process**
- ✓ **Innovation Ecosystem : Innovative Teaching Learning Methods by imparting ICT based offline and online teaching-Learning**
- ✓ **Competent and committed qualified faculty with average of 9-10 years of experience (out of 10 : Current-2 PhD. & 8-Ph.D. registered)**
- ✓ **Guardian Faculty Members (GFM) for Mentoring/ Counselling**
- ✓ **Focus on Curricular, Co-curricular and Extra Curricular activity through IAF Forum, ED , R&D Cells and Chatur Chanakya & Synergy Club and committees**
- ✓ **Collaborations, MoUs, Linkages with organisations and national reputed institutes**
- ✓ **Lush green Campus and well developed Infrastructure**
- ✓ **Support of Management for Empowering quality culture**
- ✓ **Alumni Engagement in various activities of institute**

Weaknesses of Institute

High Level of Concern:

- ✓ **Linkages and MoUs with foreign institutes and universities to increase academic & research excellence**
- ✓ **Students and Faculty Exchange Programs at National & International level**
- ✓ **Resource Mobilisation: Funded and sponsored projects per teacher by Govt. & Non Govt Agencies**

Moderate Level of Concern:

- ✓ **Placement in MNCs**
- ✓ **Research Publication in reputed journals and consultancy for various organisations**
- ✓ **Research Funding from Agencies**
- ✓ **Incentives to teachers who receives state, national and international recognition/awards**

Low level of Concern:

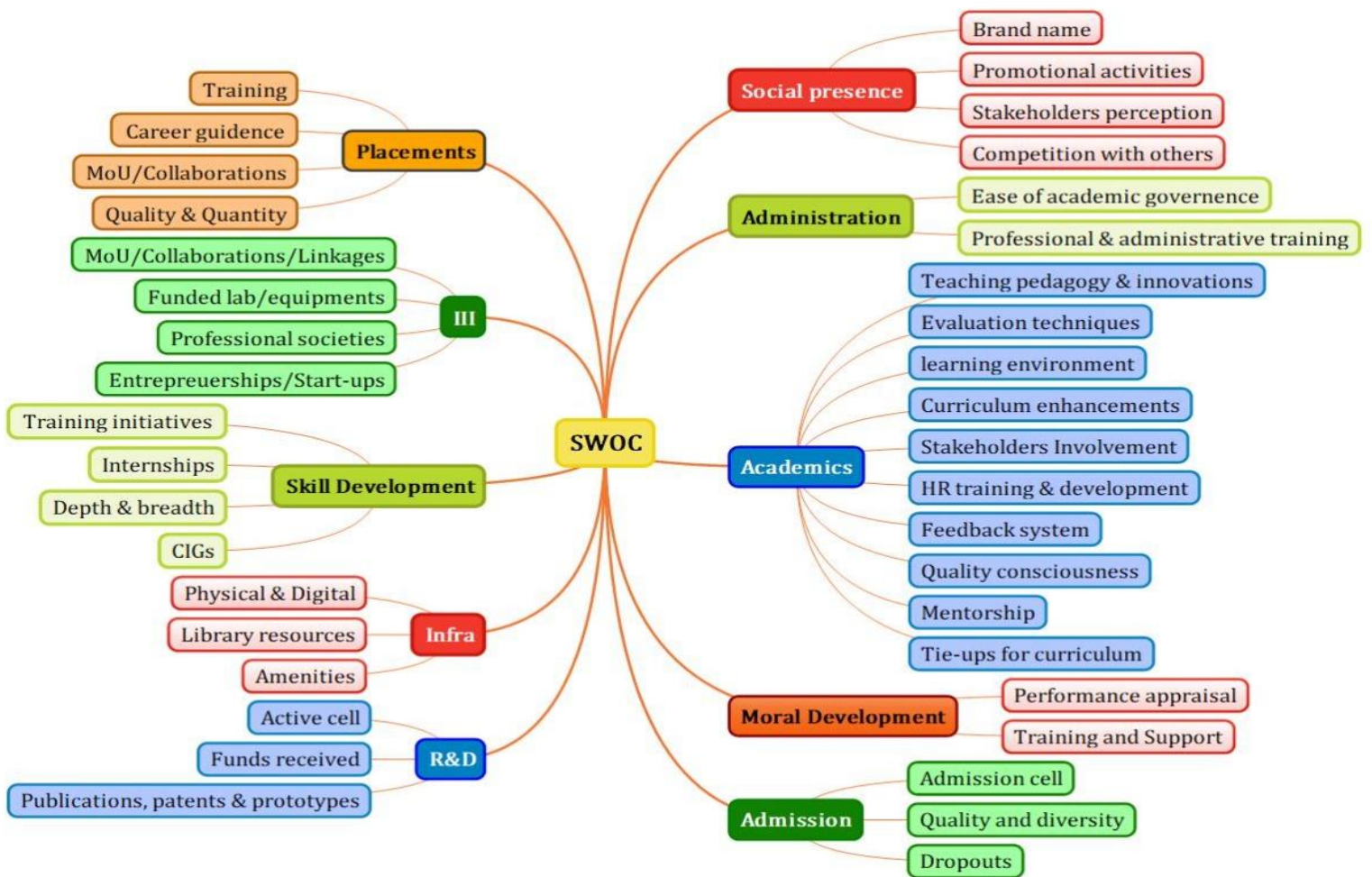
- ✓ **ERP to maintain data**
- ✓ **Awards, Recognition at National and International from Govt. Recognised bodies**
- ✓ **Student progression to higher education after MBA**
- ✓ **Student Participation at National and International Level in sports, cultural and other activities**

Opportunities of Institute for 10 years

- ✓ Increase the visibility by ensuring branding, social media coverage at National & International level
- ✓ Opportunity to enrol more students from different demography other than Maharashtra states (OMS) and outside India, NRI by tie-up with consultants and agencies for Institute level Admissions
- ✓ Increase Technology Interface in teaching learning process as per New Education Policy 2020
- ✓ Fetch Research grants, funded projects from various agencies
- ✓ Start Ph.D. Research Centre to develop research culture
- ✓ Start Centre of excellence to increase FDP, MDP, Industry orientation, Training
- ✓ Initiates for Copyrights in different areas
- ✓ Develop Online Courses on NPTEL, SWAYAM, Moodle
- ✓ Participate in accreditation of NBA, NRIF and other International Accreditation
- ✓ Organise grand events in association with JSPM Group and other external stakeholders
- ✓ undertake quality-related studies, consultancy and training programmes, and collaborate with other stakeholders
- ✓ Opportunities of Institute for 10 years
- ✓ Increase in tie-ups, MoUs, linkages and collaborations with Industries and Academic institutes at National & International repute
- ✓ Increase in Intake capacity to 180 after NBA
- ✓ Increase in Industry-Institute Interaction for enhancing Academic Excellence
- ✓ Effective implementation of ERP
- ✓ Trigger to Research based initiatives
- ✓ Extension Activities to enhance CSR and community engagement
- ✓ Training and Placement cell should increase collaborations with industries at national and international level for activities and final placements.
- ✓ Create an entrepreneurial & start up culture
- ✓ Recognised as best institute of imparting MBA education at par by aligning with market demand, competition, industry/government and technology.

Threats/ Consequences

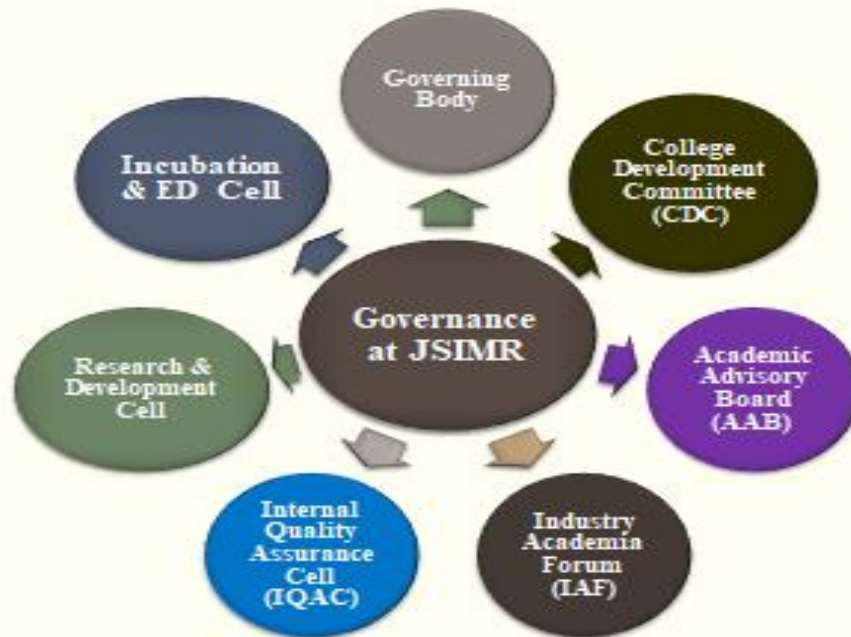
- Increase in entry of new Management institutes, Private Institutes, universities, international universities in Pune Vicinity
- SPPU introduced MIBA in Distance Mode with less Admission Fees,
- Adopted New Strategy by competitor private, autonomous institutes and universities by adding technology based infrastructure and started Online MBA programs in less amount of Admission Fees.
- To cope up with fast changing technology, business environment and adaptability in curriculum
- Rely on Govt. Admission Process & regulation hampers flow of Admission
- Economic slowdown from last one and half year may hamper next year Institute level Admission
- Recruitment and Retention of quality and experience faculty
- Priority of students for other institutes due to high tech amenities can hamper institute level admission
- MNCs and Large Scale companies preferences of hiring from TIER-I institutes
- Global Level Placements and volatility in expected competencies
- Distance Learning and Online Learning mode of education as paradigm shift in current situation by reputed institutes across nation and globe
- New National Education Policy and Reforms and alignment of Institute Strategies for academic excellence





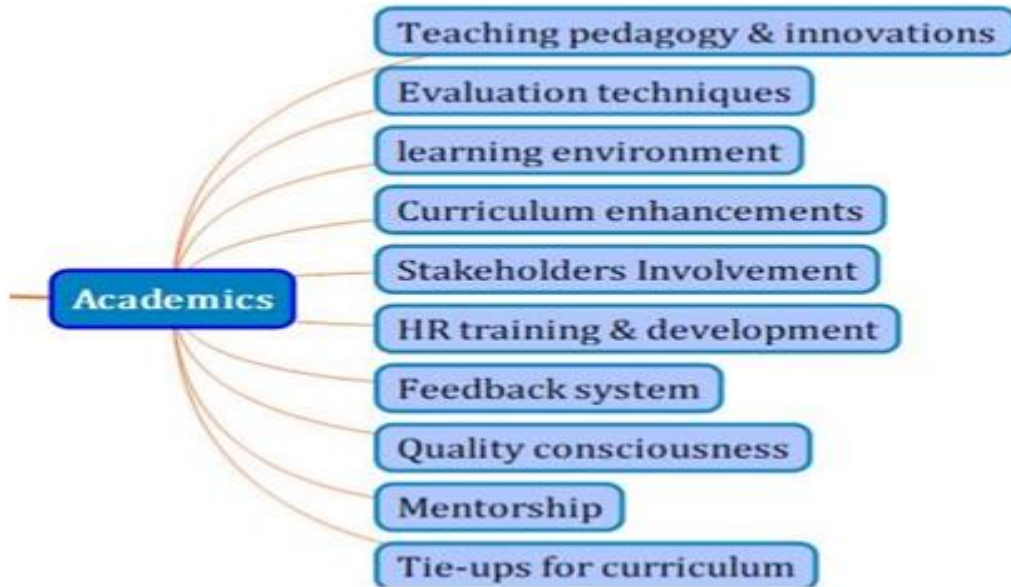
Governance at JSIMR

Good Governance at JSPM's JSIMR is realized as the experience and wisdom of eminent personalities serving on various bodies.



Year	Title of the professional development programme organised for teaching staff	Title of the administrative training programme organized for non-teaching staff	From date	To Date
2019	One Day Workshop OBE and CO-PO Attainment	NA	19-07-2019	19-07-2019
2019	NA	Workshop on 'Communication Skills'	09-07-2019	09-07-2019
2019	Seminar on Copyright Nature in India	NA	29-08-2019	29-08-2019
2019	NA	Workshop on 'Professional and Behavioral Skills'	20-10-2019	10-10-2019
2019	Workshop on 'Creativity'	NA	26-10-2019	25-01-2020
2020	Two Day Workshop on Advanced Research Methodology & Scholarly Writing	NA	02-01-2020	03-01-2020
2020	NA	Workshop on Personality Development and Official Etiquettes	20-01-2020	20-01-2020
2020	National Level Seminar on Global Business Management- Opportunities and Challenges	NA	06-03-2020	07-03-2020
2020	Webinar on " The Winning Edge with ABC in Corona times		06-05-2020	06-05-2020

Academics



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Quality Initiatives taken up by IQAC 2020-21

13. Plan of action chalked out by the IQAC in the beginning of the academic year towards Quality Enhancement and outcome achievement at the end of the academic year

Sr No	Plan of Action	Achievements/Outcomes
1	International Women's Day Celebration and Workshop on Women Empowerment	Sensitizing equality and women empowerment. The change in the mindset of stakeholders and celebrating the success of women on this occasion.
2	Preparing Students for Competitive Examination by conducting Workshop for Competitive Exam	To make the students aware and prepare for a competitive examination. The students have benefited by understanding the tricks and techniques to crack the exam and interviews for competitive examinations.
3	Atma Nirbhar Bharat-An opportunity in Entrepreneurship & Govt Schemes in collaboration with Maharashtra Centre for Entrepreneurship Development (MCED)	Institute successfully conducted seminar on Entrepreneurship Development. Entrepreneurs discussed their success stories and challenges faced and faculty members. The major highlights were funding and business development.
4	Enriching the Minds of Students through ICT Based Learning	To impart ICT-based learning in the mind of the staff, the activities were organized. The Faculties have applied the learning in their day-to-day practice of teaching learning.
5	Importance of Trademark for the purpose of business	To know the process for trademark and apply in their research and development.
6	Goal Setting Effective communication Building Winning Personality	The Students have improved their skills and competencies required for the job. As a result of it has shown in the placement of the students in the different companies.
7	Capital Market Awareness program	The awareness and information about capital market has made the students to analyse the market share and investment patterns.
8	Wining Edge in Corona times	To comprehend the situation and create the roadmap to cope up with the situation in pandemic times. This has helped to the students to handle contingency situations.
9	Enriching the Minds of Students through ICT Based Learning	To adopt the ICT tools for teaching learning and enhance the quality of learning by using online teaching aids. The faculties have started to use digital tools for effective teaching-learning processes.
10	Foreign languages provide a competitive edge in career choices	To understand the importance of language and its use in career enhancement. The students have started to interact with each other by using other languages.
11	Yoga for Healthy Mind & Body	Making the students and staff physically fit, mentally alert and spiritually strong in pandemic situations.
12	Online Meditation and Breath Workshop	To cope up with the situation and making the students and staff physically fit, mentally alert and spiritually elevated in pandemic situations.
13	Stress Management ,Cognitive Therapy and Mindfulness	
14	Importance of Research Methodology in business	To nurture the value of research and enhance the quality of research among the students and staff. The increase in the number of papers in UGC journals.
15	Business Plan Competition	To create entrepreneurial spirit amongst the students and understand the importance of business for the new ventures and start ups.
16	National Level Essay Competition on Occasion of National Youth Day	Awareness and understanding of various areas amongst the students and making them aware of writing skills.

To create assertive skills, marketing skills amongst the students. They understood the ways of creating brands and making them adapt and according to the industry requirements.

1	Name of the Capability Enhancement program	Date of implementation (DD-MM-YYYY)
2	Capital Market Awareness programm	10/04/2021
3	Wining Edge in Corona times	07/04/2020
4	Enriching the Minds of Students through ICT Based Learning	07/06/2020
5	Foreign languages provide a competitive edge in career choices	08/06/2020
6	Yoga for Healthy Mind & Body	08/11/2020
7	Goal Setting Effective communication Building Winning Personality	23 to 25/11/2020
8	International Yoga Day	21/06/2021
9	Language Lab	25\01\2020
10	Importance of Trademark for the purpose of business	16.10.2020
11	Importance of Research Methodology in business	10.12.2020
12	Atma Nirbhar Bharat-An opportunity in Entrepreneurship & Govt Schemes in collaboration with Maharashtra Centre for Entrepreneurship Development (MCED)	15.03.2021
13	Business Plan Competition	28.11.2020
14	National Level Essay Competition on Occasion of National Youth Day	18.01.2021
15	Facts Tell Stories Sale	16.11.2021
16	Online Meditation and Breath Workshop	18th to 21st April,2021
17	Stress Management ,Cogntive Therapy and Mindfulness	4.01.2021
18	Enriching the Minds of Students Through ICT Based Learning :Aakriti:Giving Shape	4.07.2021