

**Siva Sivani Institute of Management**  
**MINUTES OF THE BOARD OF GOVERNORS MEETING**  
**HELD ON 27/8/2021 AT 11.00 A.M.**



**Date: 20/9/2021**

**Time: 11.00 am**

**Venue: Room Number : Conference Room**

**Meeting Called by: Dr. S.V. Ramana Rao, Director**

**Members Present:**

1.	Smt. S. Aarathy	Chairman
2.	Dr. Sailesh Sampathy	Co-Chairman
3.	Dr. S.V.Ramana Rao	Member-Secretary (Ex-Officio)
4.	Prof Mohammad Masood Ahmed	Secretary, Association of Health and Hospital Administration (AHHA) Professor of Healthcare Management Hyderabad.
5.	Prof. M. Kamalakar	Member (Participated virtually)
6.	Smt. Deepika Sampathy	Member
7.	Prof. A. Sudhakar	Member
8.	Sri. Y. Narsaiah Goud	Member (Ex-Officio), ODS/GPW (Nominee of the State Government)
9.	Prof. S.F. Chandrasekhar	Member
10.	Dr. Arijit Santikary	Member
11.	Prof. K.S. Harish	Member
12.	Dr. V. Jayalakshmi	Member
13.	Sri. T. Thirumal Reddy	Member

**AGENDA**

1. Welcome
2. Secretary's Report
3. Approval of the Secretary's report
4. Strategic Plan for SSIM – Action Taken since the last meeting
5. Budget for the Academic Year 2021-2022

6. Any other item with permission of the Chair
7. Next Meeting schedule
8. Vote of thanks

## **1. Welcome**

The meeting was presided over by Smt. Aarathy Sampathy, Chairman.

Dr. Sailesh Sampathy, Co-chairman of the Board of Governors welcomed the Members.

He said that the honorable members are aware that Siva Sivani Institute of Management is an integral part and the flagship institution of the S.P. Sampathy's Siva Sivani Group of Institutions. All the institutions of this group are under the aegis of the S.P. Sampathy's Siva Sivani Educational Society.

Ever since the inception of the group institutions, it has been a policy, as informed at the earlier meetings, to reinvest all the surplus generated into upgrading and adding infrastructure for the benefit of its student community. Having acquired the status of the flagship institution of the group, infrastructure needs of SSIM have always been given top priority

He informed the members that the flagship programme of SSIM which is popularly known as PGDM Triple Specialization, now having three sections, with an intake of 180, attained the status of an NBA accredited programme from June 2020. He also informed the august members that this programme had been declared by the Association of Indian Universities as equivalent to MBA, which in turn would ease the path for doctoral and post-doctoral studies for the students of the TPS programme. He shared with the board members that SSIM has been accorded approval by the AICTE to run a fellowship programme with an annual intake of 20. The choice and the division of the seats into full time and executive fellowship programmes has been left to our discretion.

He informed the members that the Member Secretary will present his report that will delve deeply into the academic and connected aspects of SSIM.

## **2. Secretary's Report (Director's Report)**

Dr. S.V. Ramana Rao, Member-Secretary presented his report to the Board of Governors. Director started his presentation by reading out Vision and Mission statement of the Institution.

### **SSIM Vision :**

**“To be a Premier Management Institute significantly contributing to Corporate World and Society”.**

**SSIM Mission:** SSIM's Mission statement defined as follows:

- M1. To disseminate management knowledge through focused educational programmes.**
- M2. To contribute to management knowledge through extension and research activities**
- M3. To develop responsible management graduates through ethics based education.**
- M4. To promote the culture of critical, innovative thinking and Social entrepreneurship**

**About the program:**

He briefly explained about the various programs offered by SSIM are approved by AICTE and are of two-year duration covering six trimesters.

**About the students:**

The Director informed the members about the admission status for the academic years 2019-20 and 2020-21.

He informed that for the AY 2019 and batch of 2019-2021, SSIM has admitted 181 students. Among these, 108 are men and 73 are women.

For 2020-2022 batch, SSIM had admitted 205 students into various courses. Among these, 118 are men and 87 are women.

SSIM has 386 students admitted with 226 being men and 160 being women. The ratio of men to women is 58:42.

**About the faculty:**

To cater to the needs of the student community SSIM has a dedicated team of 30 faculty members out of whom 6 are professors, 6 are Associate Professors and 18 are Assistant Professors in addition 3 Academic Associates. SSIM also have adjunct faculty with industry experience. He informed the members that 10 new faculty members have been appointed this year from Pan India including reputed institutions like IIM Lucknow, Central Universities and Alumni of SSIM. He also informed that out of the 30 regular faculty members 13 are with Doctoral Degrees and almost all the others are pursuing their Ph.D. Programme. The distinct feature of SSIM faculty is a blend of industry and academia.

**Accreditations**

He informed the members that the PGDM (TPS) Program was accredited by NBA in 2020 followed by AIU equivalence and this year the SSR has been submitted for 2<sup>nd</sup> cycle of NAAC followed by submission of the DVV answering all the queries raised by the committee. On 14<sup>th</sup> of July 2021 a Pre-qualifier of NBA was submitted for PGDM-BIFS program and the SAR has been submitted. SSIM has also submitted application for NIRF Ranking and hoping for the best. The Director placed before the august body that PGDM-BIFS Program is recognized by Insurance Institute of India (III) wherein the students can get licentiate certificate after completion of the course.

**Rankings of SSIM :**

He informed the members that SSIM participated in different surveys conducted by CSR-GHRDC Magazine, The Week, Career360, Times rankings etc.

- As per “The WEEK Magazine” 18th among South Zone and 3rd among Hyderabad and 71st among all India in 2020
- As per CSR- GHRDC 1st among top B- schools of super Excellences in Telangana and 50th in all India both in 2019 and 2020.
- As per Career 360 ranking’s its AAA+ in 2020 and 11th among B school survey in 2019.

**Examination Results**

The Director briefed about the conduct of examination to the members. He said that during this pandemic period online proctored examinations were conducted, basically to minimize the malpractices and video recording of all the students who have taken up the exam is available

thereby ensuring the student's learning, without compromising on the quality. He thanked the management for the support though it is an expensive proposition.

For the academic year 2019-20, the pass percentage of students was 98 and for the AY 2020-21, it is 95 per cent.

### Placements

He informed the members that 153 students opted for placement for the AY 2020-2021 of which 123 are placed with various companies and placements are still in progress. He briefed the members about the Placement details for the academic year 2020-2021 alongwith the information of Program-wise and Functional-wise total number of students, number of placed students, number of students yet to be placed. He also presented the details based upon sector-wise placements and about the Summer Internships.

### Faculty Research contribution

SI No	Particulars	Since 2019 -20 to till date
1	Research Papers Published	46
2	Papers Presented	16
3	Workshops attended	50
4	Cases Published	4
5	Invitation as resource person	5
<b>UGC care list</b>		<b>10</b>
<b>Springer</b>		<b>1</b>
<b>WOS</b>		<b>2</b>
<b>Scopus</b>		<b>5</b>
<b>ABDC ©</b>		<b>2</b>

As a quality initiative SSIM has subscribed for a plagiarism software (Drill bit) and all the students' projects have to pass through the similarity check and students and faculty members are working to generate research papers or case studies from the IIP work.

### Revision of Programs and course contents

As the institute is poised to enter the next league it is religiously practicing Outcome Based Education(OBE) process. In this context, SSIM has 'Reviewed, Revised and Restructured' all PGDM Programmes.

Attainment of POs, PEOs and PSOs is to be measured for which Programme Structure/curriculum is the key. Hence, PGDM programs are restructured by collecting inputs from Industry, Alumni, faculty, students, Job description analysis of companies that visited our campus and also considered other business schools (Peers and Competitors) Programme Structures.

SSIM's core group deliberated and discussed to come out with a program structure to meet the intended outcomes. The approach adopted was quite unique in its nature.

### Programme Restructuring – Key Points

1. Total credits have been increased (From 115 to 125)
2. Multi-Disciplinary courses have been included in 2<sup>nd</sup> and 3<sup>rd</sup> trimesters.
3. “Design Thinking” a core course is also included in 4<sup>th</sup> Trimester.
4. In every subject one unit has been designated for Industry Practices which will encompass all units.

At SSIM, for each course there are Course Outcomes and its attainment has been calculated by each faculty for their respective courses and also measured the attainment of Programme Outcomes.

### Educational Resources

SSIM has augmented its educational resources by subscribing to the following tools to bring the practical aspects in the learning process.

1. Equity Levers (Capstone Projects)
2. Mark Strat
3. EBSCO
4. Case center
5. Drill Bit

and set up a Finance Lab in association with NSE

### Alumni Interaction

Alumni are the key stakeholders of the institute and the most important manifestation of institution's excellence. Alumni leave their mark on society all over the world and thus institutes are recognized. Our graduates make an immeasurable contribution to industries and companies represent nationally and internationally. SSIM intensified in engaging Alumni in various activities of the institute viz., inaugurations of Programs, Samanvay, Guest Lectures etc. Quite a good number of alumni participated in institute's initiatives. Thanks to our alumni.

We have conducted Alumni meet virtually from T Hub in 2020 December.

### Internationalization/Globalization

SSIM has entered an MOU with the following foreign universities for Faculty and Student exchange to promote global exposure.

S No	Details of documents	Academic Year
1	HBS Online	2020
2	Synergy University, Moscow	2020
3	Herzing University	2019
4	Lincoln University College Malaysia	2018
5	Alliant University	2016
6	Shinawatra University	2016
7	University of Highlands and Islands	2015

### Patents

SSIM best practices are published in Patents journal.

- MANAGERIAL COMPETENCY DEVELOPMENT (MCD)
- BOOK REVIEW SESSION (BRS)
- COMPANY REVIEW SESSION (CRS)

### 3. Approval of the Secretary's Report & Budget

The details brought out in the Secretary's reports for the year has been considered and approved by the members present, without any changes.

### 4. Strategic plan for SSIM - 2021-2025

Dr. S.V.Ramana Rao, Director has submitted the SSIM's Strategic Plan for 2021 – 25. Focused areas....

- Administration
- Academics and Evaluation
- Alumni
- Promotion and Branding
- Placement
- Infrastructure
- Research and Publications
- Training and Consultancy

#### **Administration**

To strengthen academic learning system and smooth flow of the work we have adopted Programme wise structure which will also fulfill the requirements of accreditation bodies like NBA. This structure helps the administrators to provide focused attention to strengthen Programmes we are offering at the institute and they are

1. PGDM
2. PGDM –BIFS
3. PGDM – Business Analytics
4. FPM/EFPM

He informed the members that as per the Strategic planning committee recommendations we have developed and introduced weekly reporting system to understand academic process. Specific format is developed where in faculty member will provide information and has an opportunity to interact with Program Chair.

IQAC work is in progress and team submitted SSR for 2<sup>nd</sup> cycle of NAAC.

SSIM has created separate departments as mentioned below:

1. Research and Publication – Headed by Dr.S.F. Chandra Sekhar
2. Training and Consultancy – Headed by Ms. Swapna Naga Vayuvegula
3. Admissions – Headed by Mrs. Damandeep Johar

To strengthen various activities of the institute coordinators are appointed.

1. Alumni relations Coordinator – Mr. K. Sree Hari
2. Institutional Social Responsibility – Dr. A. Kalyani
3. Rankings and Accreditations – Dr.K. S. Harish
4. Entrepreneurship Development – Ms.M Pushpa
5. IQAC – Mr. B. T. Raghavendra
6. IT and Infrastructure – Mr. T. Subash Tej
7. Institutional Tie Ups – Dr.. Pavan Patel
8. CAMU – Mr. B. Lohith Kumar

To strengthen admissions in the institute Marketing department was strengthened and headed by Mr. Abhijit Raj as a Chief Marketing Officer supported by 6 members team to take care of entire marketing activities including branding and Promotion of the institute.

#### **Academic & Evaluation**

To augment the students learning in terms of knowledge, skills and attitude, SSIM brought in changes in its pedagogy

1. Adopted case based teaching where in every course a faculty member must use minimum 7 to 10 cases for which we have subscribed to case centre and buying cases from it.
2. To make Outcome Based Education more effective it is proposed to define objective(s) for every session and identify learning resources and share it with students by the faculty members.
3. Faculty members are advised to use simulations, cases, games and software(s) based on the need to improve student's skills.
4. SSIM is establishing Finance Lab in association with NSE to provide hands on experience to students and to enhance students' skills in stock market area.
5. SSIM has also entered into an agreement with Equity lever for CAPSTONE projects where student's skills will be improved in Finance domain.
6. SSIM subscribed to Markstrat simulation to provide hands on experience to students in marketing area.
7. NEP 2020 advocating Multidisciplinary, SSIM revisited its program structure of all its PGDM programs and introduced Art and Society I and II courses from the academic year 2021 -22 onwards.

#### **Alumni**

It is proposed to strengthen alumni relations at the institute and the coordinator is on the job. For the year 2020 alumni meet was conducted virtually on 26<sup>th</sup> December, 2020.

#### **Marketing and Promotion**

A marketing team is established headed by Chief Marketing Officer assisted by 6 members in the team to market and promote SSIM brand and admissions. Admissions for the batch 2021-23 commenced and is in progress. Marketing team has developed and presented plan of action and started implementing.

#### **Placement**

Placement team is led by General Manager and doing the following activities to strengthen placements at SSIM.

1. Increase in Branding Sessions – 3 conducted till date and few are in pipeline
2. Corporate Recruitment Training – 5 (100 hours) conducted.
3. Psychometric Assessments
4. SSIM subscribed license for language assessment tests from Aspiring Minds and students are trained on it.
5. Company specific training and orientation sessions are being conducted for shortlisted candidates to improve number of students placement as a part of placement training.

#### **Research and Publications**

To bring research culture and intensify the publications, research and publications department has started and it is headed by Chairman. The department is planning to do the following activities:

1. Research related training by the department on a regular basis
2. Listing of Sugyan in house Journal in UGC Care List and other indexing numbers
3. Conduct of Samaroh in the month of February.

4. Showcase of faculty publications/other achievements on ssim.ac.in main Page
5. All faculty members must update Google scholar, research gate and all other citations sources and submit the report
6. Preparation of R & P Policy
7. Faculty members are advised to publish minimum of One Paper in UGC Care List or scopus indexed journals.
8. Procurement of Software required.

### **Training and Consultancy**

To encourage faculty members in training and consultancy activities Training and Consultancy department has been created and headed by Chairman. This department's job is to scout training requirements of corporates and deliver sessions by using faculty resources at the institute. The department has proposed to do the following:

1. 10 training programme modules for external MSMEs
2. 5 consulting projects should be initiated.
3. Cobranding with National Bodies AIMS, NHRD, HMA for seminars/conferences
4. FDPs will be conducted for the year
5. T&C head in consultation with Accreditation office will evolve policy

He opined that the Strategic Plan will have a positive impact as SSIM is progressing forward and the institute will make considerable progress over a period of time.

### **5. Budget for the Academic Year 2021-2022**

Sri. K.N. Srinath, Chief Finance Officer, SSIM has informed the BOG members that the budget for the academic year 2021-22 has already been presented and approved in the previous Board of Governors meeting held on 13/2/2021. He informed the members that in view of the present situation, the budget may have to be revised depending on the admissions which is in progress and once the admission cycle is closed the revised budget will be prepared and submitted.

### **Suggestions by the members:**

Prof. Mohammad Masood Ahmed felt it as a positive sign as the physical classes are commencing for the students. He said till now the classes were on online mode, the institutes, all over the world, are facing problems with regard to placements and it is very challenging for the institutes. He also felt that once the physical classes start we have to think of the strategy, if needed, we have to change the strategy, in order to fill the gap which was created due to pandemic with regard to academic delivery component, and if any modifications and revisions required has to be done.

With regard to this year admissions he felt some challenges are existing and we have to carefully plan to meet those challenges. As the prospective students have missed the basic inputs and they are not fully processed in their previous institution due to pandemic. He felt in the 1<sup>st</sup> year whatever basic subjects to be taught to the students, we have to think of the strategy to deal with this issue.

Dr. S.V. Ramana Rao, Director clarified that during induction all the basic inputs which are necessary for the students will be taught.

Prof. Mohammad Masood Ahmed opined that the institute need to closely monitor the other premier B-schools activities comparing with our own institute which will be a great learning for

the institute. We have to improve in terms of networking at three levels viz. 1) Institute to Institute 2) Faculty to Faculty and 3) Student to Student.

He also suggested that SSIM has to take part in some of the events/activities conducted by the organizations like AIMS, NHRD, AIMA. For the same one faculty member to be made in-charge to see the conduct of the events of these organizations and participate. He said that irrespective of the outcome the institute has to participate in the events continuously. He felt that networking is net worth.

Dr. S.V.Ramana Rao, Director told that SSIM has applied for the Young Faculty Award, Best Director Award.

Sri. Y. Narsaiah Goud, Member (Ex-Officio) wanted to know about the top companies which have visited the institute for placements with highest package. The Director said that South Indian Bank has recruited our students with the highest package of Rs. 10 lakhs per annum.

Since there was no other item for discussion, the BOG meeting concluded with Vote of Thanks by Dr. S. V. Ramana Rao. Member Secretary.

#### **NEXT MEETING**

The next BOG meeting is scheduled on last Saturday of February, 2022.

