

**MINUTES OF THE BOARD OF GOVERNORS
MEETING HELD ON 15/3/2025**



Date: 15.3.2025

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. Smt. Deepika Sampathy	Member
5. Prof. Mohammad Masood Ahmed	Member
6. Dr. Vipul Singh	Member
7. Dr. Jagathy Raj V.P.	Nominee of AICTE (Online)
8. Dr. C. Srinath	Nominee of the State Government
9. Prof. S.F. Chandrasekhar	Member
10. Prof. K. S. Harish	Member
11. Prof. Arijit Santikary	Member
12. Prof. V. Jayalakshmi	Member
13. Prof. V. Annapurna	Member
14. Prof. N.C. Rajyalakshmi	Member
15. Dr. T. Thirumal Reddy	Member

AGENDA

1. Welcome
2. Secretary's Report (Establishment / Appointment of all committees for AICTE)
3. Approval of the Secretary's report
4. Presentation by Area Chairs/ Center Heads

Prof. S.F. Chandra Sekhar	HR & Strategy
Prof. K.S. Harish	Data Science & IT
Prof. V. Jayalakshmi	Finance & Accounting
Prof. Arijit Santikary	Marketing
5. Strategic Plan 2024-2029 – Implementation and Progress
6. Budget implementation progress for the Academic Year 2024-2025
7. Any other item with permission of the Chair
8. Next Meeting schedule
9. Vote of thanks

1. Welcome

Dr. Sailesh Sampathy, Co-chairman welcomed the members.

Co-chairman informed all the members that the group is opening a new entity named Siva Sivani Degree College, in the heart of the twin cities, on the Raj Bhavan Road, Somajiguda. Affiliated to the Osmania University, this institution is now ready with the required infrastructure in place. This institution boasts world class facilities like air conditioned classrooms with smart touch screens, two-way audio cameras, spacious library, Computer labs with the latest equipment and a

cozy cafeteria. All the required inspections by the regulatory authorities have been completed. We are awaiting the grant of necessary permissions, which are expected any time now.

He also told that the report of the Director at the last meeting on the 23rd of November last year has strengthened the confidence that your SSIM is moving on the right path to achieve its objective of disseminating quality management education to its students and making meaningful contributions to the arena of Management in general.

This is what we would be doing, keep working and keep trying. With the valuable guidance from each member of this august body, I am sure that all our dreams will turn into reality soon.

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

Dr. S.V. Ramana Rao initiated the proceedings of the meeting by welcoming all the members.

Member-Secretary presented snapshot of three months progress from the last BOG meeting which was held on 23/11/2024 to all the members.

SSIM Rankings

Sl No	Name of the Ranking Agency	Year	Rank/Grade
1	IIRF	2025	ranked 27th in the Best B-School Ranking (Private) Overall Category
2	Career 360	2025	AAA+
3	MBA Universe	2024	56 th Rank

Management Development/ Corporate Trainings – 13

Period	Number
Academic year 2024-25	70

List of companies

1	Llyods Technology Center, Hyderabad
2	Hetero drugs – Bontapally, Nakkapally, Sanathnagar, Kazipalli and Jeedimetla
3	Srija Mahila Milk Producer Company Limited, Tirupati
4	NCL – Vizag, Kodad and Hyderabad
5	SCCL , Machiryala and
6	NI-MSME

Out Bound Trainings (OBT) - 6

Period	Number
Nov 2024 to till date	6 (Hetero Drugs employees)

Corporate Talks conducted – 4

Period	Number
Nov 2024 to till date	4

Sl No	Date	Name of the Industry Person	Designation	Company
1	06-12-2024	Mr. Manikandan Nair	CFO	Thermo Group of Companies
2	12-12-2024 & 13-12-2024	Mr. Vikrant Shitole	CEO	Thinkmates Pvt. Ltd
3	31-1-2025	Mr. Y. S. Gupta	Senior Vice President	Axis Bank
4	12-02-2025	Mr. Harish	Manager	EUGIA Pharma

Panel Discussions

On 14th December 2024, Fireside Chat on 'Business Analytics: Insights and Impact'. The following are panel members.

1. Mr. Santosh Pothak, Senior Power BI Consultant at Accenture
2. Mr. Adithya Ram Parisa, Data Analyst at TCS
3. Mr. Bharath Thondupunuri, Lead Data Analyst at Sutherland;
4. Mr. Harish Navuluri, Vice President of HR at Kheytu Solutions;
5. Ms. Harika James, HRBP Deputy Manager at Innova Solutions; and
6. Ms. Chandrakala K, Senior HR Business Analyst at RealPage India.

The Fireside Chat with HR Leaders on 'Gen Z Redefining Workplace Readiness'. The following are panel members.

1. Mr. Venkatesh Pentakota, Sr. Manager, India – HRBP, L&D and Ops at Healthedge;
2. Mr. Eeshwar Kandukuri, Head of HR at Chain Sense India;
3. Dr. Poonam Jindal, Head of Learning at Lloyds Technology Centre;
4. Ms. Nevathitha R, Manager-Lead Talent Acquisition at Godrej Jersey;
5. Mrs. Darshana Srikanth, Deputy Manager-HRBP at Wipro; and
6. Mr. Vijay Kumar MK, Senior Manager-HR at SISI India Ltd

On 1st February 2025, SSIM organized Sangosthi – 2025 – A Panel Discussion on 'Union Budget 2025: A Roadmap for Economic Growth'. On February 1, 2025, The panel members for this discussion as follows.

1. Dr. Kishore Nuthalapati, Director of BEKEM Infra Projects Pvt. Ltd. and Economic Times CFO Ledger Member;
2. Mr. P. Venkateswara Rao, Investment Banker and Fund Manager of VMC Adroit Associates, India;
3. Mr. G. Gangadhara Reddy, Tax Consultant.

Faculty Research for AY- 2024-25

Publications in refereed journals by the faculty – 41

Year	No. of papers published as per author count	As per number of Papers (23.11.24)	No. of papers published as per author count 15.3.2025
2024-25 (Till date)	19	12	41
2023-24	24		
2022-23	13		
2021-22	13		
2020-21	11		

Dr. S.V. Ramana Rao told the members that Faculty publications are improving and numbers are encouraging. He thanked the management for their support in terms of providing OD and financial support.

Details of faculty Publications

JOURNALS	2024 (23.11.24)	15.3.2025
Emerald	1	0
ABDC - B category	1	1
UGC Care	5	16
Web of Science	0	0
Peer Reviewed journals	2	15
Scopus	3	9

Paper presented at conferences by faculty – 11

Academic year	No. of papers presented as per author (23.11.24)	As per actual count	No. of papers presented as per author as on (15.3.25)
2024-25 (To date)	20	11	51
2023-24	25		
2022-23	5		
2021-22	3		
2020-21	8		

Case Studies Published – 2

Case studies published by faculty Year	No. of Cases published (23.11.24)	No. of Cases published (15.3.25)
2024-25	2	2
2023-24	4	
2022-23	9	
2021-22	12	
2020-21	3	

Book Chapters - 1

Year	Total
2024-25	5

PhD awarded to Faculty Member

Dr. M.Balanji Reddy received Doctorate degree from Acharya Nagarjuna University for the study on “A study on mergers and acquisitions in India-an event study analysis” in Nov 2024

Faculty Recognitions/Awards - 1

1	Best Paper	IMMRC 2025- International conference on Emerging trends and technological advancements towards innovation and sustainability for societal and business progress	Dr. Shambhavi Tamrakar and Mr. Bipul Kumar	Institute of Marketing and Management (IMMRC 2025)	17 th and 18 th Jan, 2025	Institute of Marketing and Management (IMMRC 2025)
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Events conducted @SSIM

1. **26th Samanvay**, the Annual Inter College Management Fest of SSIM, was organized successfully on the 8th and 9th of January 2025. Chief Guest for the Inauguration Day, 1. Mr. Srikanth Surampudi, General Manager HR and Regional Head - Human Resources at TCS, Hyderabad;
2. Guest of Honor, Mr. Vijay, CI- Cyber Crimes.
3. For Valedictory Function Chief Guest Partha Mohapatra, State HR Head, Reliance Jio, Telangana;
4. Guest of Honor, Mr. Sreedhar Nandi Raju, Customer Service Delivery Head, Reliance Jio, Telangana.

MARKET RESEARCH

He told the members with regards to Market Research which was introduced last year during Samanvay – Inter collegiate event that this year 5 companies have come forward and participated to collect data compared to the last year only 2 companies participated.

2. **Sadhana – A Student Research Conference**

SAMAROH 2025 : An international conference on “Industry 5.0 – Business with Purpose” organised during February 11-12, 2025 in memory of our founder late Sri SP Sampathy. The unique feature of this edition is organized in collaborations with London Metropolitan University, UK, SP Jain Global Management School, Dubai, Dallas Baptist University, USA, ISTD Hyderabad and Rajagiri school of management, Kochi. SSIM organized SAMAROH-2025, A Two-Day International Conference on “Industry 5.0 - Business with Purpose” on February 11 and 12, 2025.

1. Dr. Anil Kumar, London Metropolitan University, London was the Chief Guest.
2. Dr. Srinivasa Rao, Chairman of, the Indian Society for Training and Development, Hyderabad was the Guest of Honor.

Pre-Conference Workshop: The workshop was conducted by the following members
Dr. Sita, Professor, School of Management studies, University of Hyderabad,
Prof Anil kumar, London Metropolitan University, UK and
Dr. Murugan, School of Management studies, University of Hyderabad

On 11th February 2025, SSIM organized a Panel discussion on Environmental, Social, and Governance (ESG) and Industry 5.0. The esteemed panel members were as follows:

1. Ms. Aditi Saxena, SIAM - IBM Consultant,
2. Prof. Ross O'Brien, Program Director, Center for Business as Mission, Dallas Baptist University, USA;
3. Mr. Christopher Jackson, Partner with Survey Heart LLP;
4. Dr. Rajesh Ittamalla, Assistant Professor, School of Entrepreneurship, IIT Hyderabad;
5. Dr. Minimol M. C., Associate Professor & Head, Department of Commerce & International Business, Central University of Kerala, and Editor-in-Chief, Rajagiri Management Journal.

On February 12, 2025, SSIM conducted the Panel discussion on "Humanistic Solutions for Business", The esteemed panel members were as follows.

1. Ms. Aninditha Sinha, Head of GCC Client Communications Transformation, Engagement, and Strategy at Ernst & Young.
2. Dr. Pavan, Program Director of MLDSAI Projects at TATA Consultancy Services, 3. Ms. Vijaya Pavuluri, an MBA faculty consultant and expert in ESG (Environmental, Social, and Governance) and BRSR (Business Responsibility and Sustainability Reporting),
4. Mr. Sharad Chandra, AVP and Head of Human Resources at Jeevan Specific Technologies Ltd.

On 12th February 2025, SSIM organized the panel discussion on the Co-Creation of Talent. The esteemed panel members were as follows:

1. Mr. Sravan Medapati, Director, DCX Learning Academy, Capgemini;
2. Prof. Anil Kumar, London Metropolitan University, London; and
3. Mr. Srikanth Reddy, CEO, Eternal Robotics Pvt. Ltd.

Trainings to Faculty members

1. Two-Day Faculty Development Program (FDP) on "Science of Happiness" on the 17th and 18th of January 2025. The session was taken by Dr. A. Srihari Krishna, Consultant, Rekhi Foundation for Happiness
2. On 31st January 2025, SSIM organized a Faculty Orientation Program on "Future Teaching Under AI." Prof. Shiva Ragopal, Kester and Byness Professor at Columbia Business School, USA was the resource person at the program.
3. From 2nd February 2025 to 13th February 2025, SSIM faculty and students involved in Indian Police Foundation Consultancy Project.

Placements – Report

Over All Placements Status		
Total Number of Students	221	Numbers
Total Number of students Placed	157	Numbers
Percentage of Students placed	71	%
Highest Package	10.7	Lakhs
Lowest Package	4	Lakhs
Average	6.07	Lakhs

Package Details

Total No. Students Placed	157
Highest CTC	1070000
Average CTC	607866
Minimum CTC	400000
% of Placed Student	71

Students Academic Performance

I TERM RESULTS (2024-2026 BATCH)

PROGRAM	NO. OF STUDENTS APPEARED FOR EXAMS	NO. OF STUDENTS PASSED	NO. OF STUDENTS FAILED	PASS %
PGDM	151	101	50	67
BIFS	44	34	10	77
BA	49	42	7	86
TOTAL	244	177	67	73

IV TERM RESULTS (2023-2025 BATCH)

PROGRAM	APPEARED	NO. OF STUD. PASSED	NO. OF STUD. FAILED	PASS %
PGDM	143	124	19	86.71
PGDM-BIFS	27	26	1	96.30
PGDM-BA	39	38	1	97.44
TOTAL	209	188	21	89.95

Faculty Development Programs conducted by SSIM Faculty – 1

Sl No	Date	Name of the Faculty	Topic	College Name
1	24-02-2025 to 26-02-2025	Mrs. Kiranmayi Patel	Three-Day Online FDP on Panel Data Analysis for Research Excellence	At SSIM

SSIM faculty delivered talks in other institutions/colleges – 6

Sl No	Date	Name of the Faculty	Topic	College Name
1	23-01-2025	Mrs. Kiranmai Patel	Research Methodology	DBPM Degree & PG college for women, Secunderabad
2	28-02-2024 & 01-03-2025	Mr. Subash Tej	Data Visualization Tools - Power Bi & Tableau	St. Ann's Degree & PG College - Mallapur

3	05-12-2025	Mr. Subash Tej	Future Trends in Data Analytics	St. Francis College for Women, Be
4	07-12-2024	Dr. S.V. Ramana Rao	Skills for the New Age Workforce	Pendakanti Institute of Management, Hyderabad
5	29-01-2025	Dr. Kiran Kumar	Agripreneurs	Swarna Bharat Trust, Muchintal
6	15-02-2025	Dr. A. Dinesh	Future Trends in English Language Education	University of Hyderabad

Trainings to students and faculty

1. Talent Matrix briefed the students on Psychometric Analysis test and assessment conducted.
2. A two day Workshop to students on “Emerging Technologies” covering Chat Gpt, Generative AI and Prompt Engineering by Business Toys based out of Bangalore.
3. From 02nd February 2025 to 13th February 2025, SSIM students participated in the Indian Police Foundation Consultancy Project. IPF Executive Member Dr Ish Kumar, Former DG, of NCRB lead member of the project oriented the students regarding the nature of the consultancy work.

Students Participation in Events organised by other institutions

Date	Name of the Student	Batch	Venue	Event Name
23-11-2024	Gajja Harshitha, Prakhar Singh, Bhavani Siddhu, Bhavesh Kumar Tripathi	2023-25	ICFAI Business School at their Hyderabad Campus	MCX-IBS Commodity Risk Management Case Competition
12-12-2024	Gajja Harshitha, Mr. Prakhar Singh	2023-25	VJIM Management Fest MILAN 2024	Milan - Ignitron Startup Pitch
08-12-2024	K. Prem Sai Mahesh	2024-26	International Conference on Agriculture organized by the Asian Society for Academic Research.	Comparative Study on Sweet Corn Cultivation Practices and Their Impact on Fall Armyworm Infestation

Presentation by Area Chairs / Centre Heads

i. Dept. of HR & Strategy

Prof. S.F.Chandra Sekhar, Professor and Area Chair, HR & Strategy presented a brief report on the activities of the Dept. of HR & Strategy.

He briefed about the overview of the List of faculty of the Centre, faculty engagement activities at the Centre and faculty potential, the details of the best paper award, panel discussions by Senior HR Executives and also Journal review.

Publication by the Centre for HRM :

Books

Journals	11
Patents and Copyright	3
Conferences/Seminars/Attended and Presented	11

ii. Dept. of Data Science & IT

Prof. K.S Harish, Professor and Area Chair, Data Science and IT presented a brief report on the activities of the Dept. of Data Science and IT.

He briefed the members about the faculty profile of the Dept., Academic Initiatives which covers Industry – Relevant Curriculum, Guest lectures. He presented a report of Faculty Research, Paper Publications, Details of the paper published, Paper Presentations, Case study publications.

He also mentioned about the Consultancy Projects, Management Development Programs, Faculty Development Programs, Student Development Programs at other institutions, placement status and also the Emerging Priorities & Strategic Initiatives

1. Paper Publications
 - Scopus Indexed - 4
 - UGC Care - 2
2. Paper Presentations
 - National - 8
 - International - 5
3. Case study publications - 2
4. MDPs) - 15
5. FDP - 2
6. SDP - 4

iii. Dept. of Finance & Accounting

Prof. V. Jayalakshmi, Professor and Area Chair, Finance and Accounting presented a brief report on the activities of the Dept. of Finance and Accounting.

She briefed the members about the faculty profiles of the faculty members of the dept., Activities of the dept.. She presented a report of Faculty Research, Paper presentation, Faculty Research, Publications, Management Development Programs, Students Achievements (PGDM – Finance Major & PGDM-BIFS), Placements details of PGDM (Finance Major) & PGDM-BIFS batch 2023-25, Internship details of PGDM (Finance Major) & PGDM-BIFS batch 2024-26

1. Paper Publications - 11
 - Papers submitted for Publication, awaiting confirmations - 3
 - Working Papers - 3
2. Paper Presentations - 3
 - (National & International)
3. MDPs - 3

She also mentioned about the Institute-Industry Interface which covers the details Guest lecture sessions, Panel discussions and Students volunteering activities.

Her presentation also focused on the Value added certifications and future endeavors of the center.

iv. Dept of Marketing

Prof. Arijit Santikary, Professor and Area Chair, Marketing presented a brief report on the activities of the Dept. of Marketing.

He briefed the members about the faculty profiles of the faculty members of the dept. and faculty engagement. He presented a report of Faculty participation in Research Conference (International & National) which included Best Paper Award, Book publication, Research Paper Publications, MDPs and Training conducted,

1. Participation in Research Conferences (International & National) - 7
2. Book Publications - 1
3. Paper Publications - 7
 UGC Care - 2
 Peer Reviewed - 5
4. MDPs - 3

He presented the Placements and Internship status of Marketing and PGDM Programs

His presentation covered about the future endeavors also which included Potential areas of Training and MDPs, Enhancing Research and Publications and Students Mentoring for their internships and increasing number of PPOs.

5. Strategic Plan for SSIM -- 2024-2029

Dr. S.V. Ramana Rao presented the progress of the 5 year (2024-29) Strategic Plan progress till date before the BOG members.

Siva Sivani Institute of Management (SSIM) has 'Five Year Strategic Plan' to enhance institutional standards, improve institutional ranking, prevent dilution in the quality of teaching and boost quality of placements. The leadership periodically assesses the strengths and weaknesses of the institution and develops a roadmap to achieve the goals. The latest strategic plan employed for a 5-year period 2024 to 2029.

Broadly speaking, three categories of Management Schools have been considered, as described below:

Tier 1: Management institutes of international repute located in India such as the Indian Institute of Managements at Ahmedabad, Kolkata, Bangalore, Indian School of Business etc.

Tier 2: Other Management institutes of national repute located in India such as XLRI, TAPMI, SP Jain, BIM, NIMIMS etc.

Tier 3: Other Management institutes rated among the top 50 in India such as SSIM, VJIM, SCMS, Symbiosis etc.

Strategic Plan envisions a gradual progression from Tier 3 to Tier 2.

He said the main objectives are

- To lay out a road map of progress for SSIM
- To identify various key milestones to be attained during the progression.
- To identify major institution building measures including international that need to be implemented to attain various milestones.
- To identify the major resource requirements at various stages of growth.

SSIM Goals:

He informed the members that to upgrade SSIM from Tier 3 to Tier 2 the following goals has been set.

SSIM to upgrade from Tier 3 to tier 2 the following set of goals will facilitate.

1.Quality Teaching: SSIM must offer to management students quality teaching, learning, and training opportunities in line with the requirements of the industry/market needs.

2.Faculty Development: SSIM should develop faculty members, offering opportunities for professional and personal growth, rewarding achievements and innovative thinking.

3.Market Driven Curriculum: SSIM will keep up with developments (national and international) in corporate world, economy and technology, through analysis of market needs and will be factored in curriculum development.

4.Management Graduates with Skills & Knowledge: SSIM will provide society with management graduates who are equipped with appropriate knowledge and professional skills.

5.Industry Interaction: SSIM will foster an open and fruitful relationship with organizations and with the community at large.

6.Administration: SSIM will provide good governance, administration, and transparency and act at all times according to strong ethical principles.

7.Student Services: SSIM will provide good student services that support learning.

8. Rankings Accreditation: SSIM should aim and secure ranking in NIRF and get accreditation from national and International bodies.

9. Research and Publication: SSIM should encourage faculty members to involve and publish impactful research articles in rated journals.

10. Training and Consultancy: SSIM should encourage its faculty members to source and do the corporate training and generate revenue to the institute.

11. Admissions and Promotions: SSIM should reach a level to have international students by filling sanctioned intake.

12. Placements: SSIM should able to place students with good pay packages and in top companies.

Goal (1): SSIM will offer to management students quality teaching, learning, and training opportunities in line with the requirements of the industry/market needs.

Progress

Sub goals	Strategic Initiatives	Implementation (23.11.24)	Implementation (15.3.25)
<u>1.1:</u> To recruit the services of highly qualified and competent teaching and support staff.	<u>1.1.1</u> Recruit highly qualified faculty members <u>1.1.2:</u> Recruit qualified support staff.	4 faculty members recruited 5 support staff members recruited (2 in placement, 2 in Mess and 1 in general admin)	No new faculty recruitments 1 member in admissions
<u>1.2:</u> To continuously upgrade and enhance the quality of teaching and support staff.	<u>1.2.1:</u> Provide continuous faculty professional development (CPD) opportunities and/or specialization trainings. <u>1.2.2:</u> Improve the teaching methods of the faculty through periodic evaluation.	1 research workshop conducted for two days	1. Twp days workshop on "Science of Happiness" on the 17th and 18th of January 2025. 2. Faculty Orientation Program on "Future Teaching Under AI." Prof. Shiva Ragopal, Kester and Byness Professor at Columbia Business School, USA was the resource person at the program on 31st January 2025. Mid review conducted
	<u>1.3.1:</u> Procure the latest technology for teaching, learning and training	Laptops are replaced with new one to all the faculty members	Generative AI tool subscribed to teach to students for a short period
<u>1.3:</u> To ensure the use of latest technology in teaching, learning, and training	<u>1.3.2:</u> Assess and monitor the maximum utilization of latest technology.	Library utilization reports are generating monthly.	On going
	<u>1.4.1:</u> Develop and implement a pedagogical framework	Faculty advised to change the teaching methodology from 2 nd trimester courses	Few courses teaching methodology shifted to workshop and Project based learning
<u>1.4:</u> To ensure effective delivery of the courses and programs.	<u>1.4.2:</u> Review and update the quality of course materials to make sure learning objectives are met.	Using simulations of Harvard Cases are procuring from Case Center	Going on
	<u>1.4.3:</u> Ensure that assessment methods cover the learning objectives.	Course outlines are prepared by respective faculty members and being vetted by area chairs.	Going on
	<u>1.4.4:</u> Evaluate the courses and its content of the program in light of the market needs	BOS and AAB boards are validating Program structures	Yes

Goal (2): SSIM will develop faculty members, offering opportunities for professional and personal growth, rewarding achievements and innovative thinking.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
<u>2.1:</u> To establish a healthy working environment offering professional & personal development opportunities	<u>2.1.1:</u> Provide necessary facilities to faculty and staff to make them work effectively <u>2.1.2:</u> Create opportunities for faculty and staff social activities <u>2.1.3:</u> Conduct professional development programs focused on areas such as personality development, interpersonal development, communication skills development, stress management, etc.	Financial and non-financial support to faculty and staff for their growth Offering training to faculty members	In progress Trainings are conducting
<u>2.2:</u> To develop teaching skills and innovative thinking	<u>2.2.1:</u> Assign responsibilities to faculty and staff on rotational basis <u>2.2.2:</u> Conduct leadership seminars and workshops <u>2.2.3:</u> Encourage research among faculty and staff.	<ul style="list-style-type: none"> Institute is following the same to conduct various events especially Samnvay New faculty members are inducted to monitor club activities 	Institute events like Samanvay and Samaroh organized by faculty teams. FDP organized Research Paper publications and Presentations number increased from 19 to 41.

Goal (3): SSIM will keep up with developments (national and international) in corporate world, economy and technology, through analysis of market needs in curriculum review processes.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
<u>3.1:</u> To keep up with the latest developments in technology.	<u>3.1.1:</u> Upgrading the technology in the institute. <u>3.1.2:</u> Provide industry exposure to students and faculty and other academic institutions.	Old laptops are replaced with the new ones 11 Corporate talks are arranged till now from Aug 2024	3 conducted during last 3 months 2 fireside chats 3 panel discussions during Samaroh 2025
<u>3.2:</u> To identify market needs	<u>3.2.1:</u> Conduct market surveys <u>3.2.2:</u> Organize seminars /workshops/ conferences / meetings with the industry representatives on market needs		
<u>3.3:</u> Develop and review the programs based on the market needs	<u>3.3.1:</u> Conduct internal program review & redesign the programs based on the market needs <u>3.3.2:</u> Conduct external program review involving industry people and employers to develop <u>3.3.3:</u> Propose new programs/changes to existing programs to the		

	specialization based on review findings		
3.4: To promote awareness among the stake holders about the new programs	3.4.1: Communicate to the stakeholders the changes in the program and new programs introduced	<ul style="list-style-type: none"> As per the policy program changes are done with the boards consent. Students are informed by issuing students hand book where in program structure incorporated Students briefing sessions at trimester beginning conducted Admissions team uses updated program structure 	Communicated through various channels to stakeholders
	3.4.2: Collect feedback from the stakeholders about the programs	Yet to initiate	Yet to initiate
3.5: Implement and monitor the programs	3.5.1: Implement and monitor the new programs or/and changes in the existing programs		NO new Programs as of now

Goal (4): SSIM will provide society with management graduates who are equipped with appropriate managerial knowledge and professional skills.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
4.1: Ensure the graduates have appropriate personal/professional technical skill/knowledge for employment	4.1.1: Collect feedback about the management graduates' knowledge and skills from the employers	After campus visit of every company for recruitment, placement team is collecting feedback	In progress
	4.1.2: Conduct personality development programs and workshops for the students before they exit the college	<ul style="list-style-type: none"> Managerial competency modules embedded in program structure in addition to communication modules Maslow Academy is supporting to train the students on Versant 	Talent Matrix conducted Psychometric test conducted to make the students understand their personality and debriefing sessions conducted including to faculty members to do mentoring sessions.
4.2: Establish a career guidance facility for the students and Placement cell	4.2.1: To invite companies to participate in campus recruitment	<ul style="list-style-type: none"> Placement team is on the job Shreshta – Placement broucher released on Teachers day and same is being used to invite companies to campus recruitment 	<ul style="list-style-type: none"> Placement in progress till now 71% students are placed.
	4.2.2: Invite experts from industries to deliver lectures	Corporate talks are going on	3 talks and conducted 1 budget session conducted 3 panel discussions organized

Goal (5): SSIM will foster an open and fruitful relationship with organizations and with the community at large.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
5.1: Develop and sustain relationship with organizations	<u>5.1.1:</u> Establish an industry- colleges linkages <u>5.1.2:</u> Establish mutual beneficial programs and activities to create a harmonious relationship between the institute and the Industry	Industry experts are invited to term end Vivas and IIP Vivas Corporate trainings	Invited experts for 2,4 and 5 trimester end viva and IIP presentations. 29 days trainings organized
5.2: Engage with the local community through programs and activities of the institute	<u>5.2.1:</u> Conduct programs and activities to local community to increase the awareness <u>5.2.2:</u> Make the institute facilities available to the local community	Social Projects Offered facility to conduct government examination	Indian Police Foundation project conducted where in students and faculty involved. Nil

Goal (6): SSIM will provide excellent governance, administration, and transparency and act at all times according to strong ethical principles.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
6.1: Ensure effective operation of the institute academic council.	6.1.1: Conduct board meetings regularly	Conducted AAB, BOS, AC and BOG	On going
6.2: Clarify the roles and responsibilities and contribution of each member of the institute.	6.2.1: Implement faculty contribution Planning, Evaluation and Review.	Faculty annual contribution forms submitted and 1 st review conducted	In progress
6.3: Improve channels of communication	<u>6.3.1:</u> Conduct regular meetings <u>6.3.2:</u> Conduct regular meetings with student representatives. <u>6.3.3:</u> Make information accessible to all stakeholders	<ul style="list-style-type: none"> • Faculty meetings conducted periodically • Faculty and staff meetings conducted periodically • Area Chairs conduct meetings departmental meetings <ul style="list-style-type: none"> • Students' council meeting conducted • Open house conducted <ul style="list-style-type: none"> • All board meetings and faculty meetings are minited • Faculty meeting minutes are being circulated • Area Chairs conduct department meetings and minted • Suyog – alumni newsletter prepared every month and shared to alumni 	<ul style="list-style-type: none"> • Conducting meetings periodically. <ul style="list-style-type: none"> • Students' council meeting conducted <ul style="list-style-type: none"> • Going on

		<ul style="list-style-type: none"> • Samachar – Monthly news letter shared to all board members 	
6.4: To establish an annual review cycle	6.4.1: Develop and implement a mechanism for review	conducting reviews periodically	

Goal (7): SSIM will provide student services that support learning.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
<u>7.1:</u> To update and enhance the existing learning resources	<u>7.1.1:</u> Update the library and e-library with the latest version of learning resources	<ul style="list-style-type: none"> • Harvard educational resources subscribed • EBSCO • CIME • Talent Matrix Psychometric tool • Maslow language tool 	
<u>7.2:</u> To provide students with opportunities for extracurricular activities	<u>7.2.1:</u> Establish student clubs	Student's clubs like finance, marketing, HR, Entrepreneurship, Language and Peer counsel etc	Club activities are going on

8. Rankings Accreditation: SSIM should aim and secure ranking in NIRF and get accreditation from national bodies and International.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
<u>8.1:</u> Participate in ranking and securing	<u>8.1.1:</u> Participate in nationally reputed surveys for ranking	<ul style="list-style-type: none"> • Participating rankings and seen continuous improvement • Participating ion NIRF ranking 	<ul style="list-style-type: none"> • Data Submitted for NIRF ranking • Advisor appointed to guide
<u>8.2:</u> Initiate and apply for accreditations and get accreditation.	<u>8.2.1:</u> Apply for accreditations and securing	Preparing AQAR report to submit by December to NAAC	AQAR report submitted AISHE data submitted

9. Research and Publication: SSIM should encourage faculty members to involve and publish research articles in rated journals.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
<u>9.1:</u> Number of publications by faculty members	<u>9.1.1:</u> Encourage faculty members to publish research papers and cases	Centers and Departments Targets Achievements (Publications) Finance – 27 2 Marketing – 18 2 HR and allied - 21 11 Data Science - 15 4 Paper Presentations – 11 Case publications 2 Book Chapters – 1 Best Paper award – 1 Best Presentation – 1 Sugyan – SSIM's research journal publishing bi annually	Number of papers published increased from 19 to 41. UGC care publication increased from 5 to 16 Peer Reviewed journals from 2 to 15 Scopus from 3 to 9

10. Training and Consultancy: SSIM should encourage its faculty members to source and do the corporate training and generate revenue to the institute.

Sub goals	Strategies	Implementation (23.11.24)	Implementation (15.3.25)
10.1: Conduct Training and consultancy	10.1.1: Encourage faculty members to conduct trainings and consultancy	Number of trainings conducted – 13 Outbound trainings - 6	Number of trainings conducted – 29 days Outbound trainings - 6

11. Admissions and Promotions: SSIM should reach a level to have international students by filling sanctioned intake.

Sub goals	Strategies	Initiatives	Implementation (23.11.24)	Implementation (15.3.25)
11.1: Promotional activities to be conducted on a continuous basis	11.1.1: Increase digital and non-digital presence to reach prospective students	1. Design and implement promotional campaigns	In Progress	Campaign LIVE with Shiksha, Collegedunia & MBA Universe
		2. Hiring professional agency to run promotional campaigns	Ridge Advertising a Delhi based firm used to do promotional campaigns and now shifted to Stealth Technocrats is doing	Social Media and Google campaign LIVE through Stealth
		3. conduct branding sessions at various coaching institutions	Semantics in West Bengal and JCC in Bilaspur	Semantics (WB), JCC (Chhattisgarh), CL (Odisha, Chhattisgarh, UP)
		4. Conduct out reach activities at various colleges	Ambikapur Durgapur	Telangana, Andhra Pradesh, Chhattisgarh,
		5. Participate at various educational exhibitions including international level	Participated events in Vizag, Vijayawada, Bhubaneswar and Hyderabad.	Telangana, Andhra Pradesh, Chhattisgarh, Odisha, Bihar, Jharkhand, Uttar Pradesh, West Bengal, Tamil Nadu.
		6. Participate in various cobranding and sponsorship activities	<ul style="list-style-type: none"> • IIRF – Industry Academic Conclave at Delhi • Co sponsoring CII HR Conclave • Sliver Sponsor PRISM 	IIRF CII PRISM CSR
		7. Numbers of students to be admitted	300	300

12. Placements : SSIM should able place students with increase in pay packages and top companies.

Sub goals	Strategies	Initiatives	Implementation (23.11.24)	Implementation (15.3.25)
12.1: Building industry connect and placing students with	12.1.1: Reaching companies and inviting for placements	1. Identifying and Connecting companies	Till date 43 companies visited campus for recruitment	Till date 135 Companies Visited for Placement and Internship for the

high packages and reputed companies		Planning to get 80 companies for the next quarter	current Academic Year.
	2. Conducting industry connect activities	Planning to organize Fireside Chat/Panel discussion on 14 th Dec	2 Fire Side Chats were organized with the Industry Experts in the area of HR and BA. Total 16 Industry Panelist have participated in this two fire side chats.
	3. Participating CII, FICCI and other events	Placement team members attending events	Taken membership of CII to increase participation and connect with the Industry CII two events 10 th Dec, 2024-CII (main sponsor) 16 th Dec,2024-CII event 8 th Feb,2025 – I love HR Connect CII Industry Academic Conference in Delhi on 13 th and 14 th Feb,2025. Attended and sponsoring PRISM Conference at Delhi Sponsored AIMS Convention
	4. Inviting industry professionals to be on viva panels , IIP and Guest Lectures	<ul style="list-style-type: none"> • 14 members were invited as a part of IIP Viva conducted on 16th Nov • 11 Practitioners invited to address students till now • 2 workshops to every section is in progress on Emerging technologies especially Chatgpt, Generative AI and Prompt engineering conducted by Business Toys firm • Conducted a 5 day workshop to Business analytics students 	<ul style="list-style-type: none"> • 35 Industry expert as Viva Panel Members for 2nd Term and 4th Term in the month of Feb • 15 Company specific training were conducted by the Industry Experts

		5. Placing students at average package	Current year Placement information (Till date) Highest 1070000 Average 641098 Minimum 475000	Current year Placement information (Till date) Highest 1070000 Average 607866 Minimum 400000
		6. Initiating to MOUs with new companies (NC)	In Progress	One MOU initiated with AETRAM for making finance students get trained in equity and derivatives plus internship and placements. MOU signing is scheduled on 18 th March,2025.

3. Budget Implementation progress for the A.Y. 2024-2025

Budget implementation progress for the A.Y. 2024-25 has been presented by the CA K.N. Srinath, Chief Finance Officer and the same has been noted by the members.

4. Approval of the Reports

The details brought out in the Secretary's report and the budget submitted has been considered and approved by the members present, without any changes.

Suggestions by the members:

Dr. Vipul Singh

1. To focus more on Publication of Cases. Try to have a balance between Publications and Case studies.
2. Internal faculty felicitation and award program should be conducted as a practice, as it will be a motivation to the faculty.
Director mentioned that we can plan it on Teachers Day.
3. SSIM should try to seek more collective projects from Government sources so that SSIM can build more relationships with Govt. personnel. Further it can be improved. Especially in the Police Survey project a faculty may be designated for follow up as huge opportunities will be there.
4. Mentioned that South East Asian Countries are good to start with keeping in view the paying capacity of our students.
5. Batch Profile of 2024 needs to be checked to understand their background. He specifies that especially for BA admission, we need to have from B.Sc-Stat and more from B.Tech to have better employability. Suggested to have tie up with 12 engineering colleges.
6. He also has shown concern for brand visibility and especially whatever happening at institute must be projected continuously and in which he specifies the need for branding to not only target market but also to society, community and corporate.

7. He asked for the profile of yet to be placed PGDM-BA students.

8. SSIM has to connect with the companies or corporates for doing CSR activities. Students will get learning by these type of activities.

9. With regard to Dept. of Human Resource and Strategy he felt that two areas are to be focussed i.e. Team Building and Conflict Management. We need to cover all of the topics in the holistic way and to be culminated as one packed project. The activities of this dept. will have a biggest impact for the placements. Corporate training programs can be first offered to our students before offering to the market. Ex; What does it take to be a great Manager.

10. With regard to Dept. of Data Science and IT - Giving more sessions to Industry Practitioners to orient the students for the applications of all the learnings they have in their management program.

11. With regard to Dept. of Finance and Accounting - He appreciated the training conducted by the faculty members on 'Finance for Non-Finance Managers' for Lloyds Training Centre and suggested to make one module program for banking companies (Finance and Non-Finance) companies. Students need to know the CIBIL rules and regulations. If possible it can be added in the syllabus. He suggested to develop a holistic program under the theme of 'Financial Wellness'.

12. With regard to Dept. of Marketing – suggested to give some students summer internships in SSIM itself to develop a Marketing Plan for SSIM as the students are emotionally involved with the institute.

Dr. Jagathy Raj V.P

He was happy to share that SSIM is going on the right path.

Prof. Mohammad Masood Ahmed

1. SSIM should work in fetching Paid International Internship in Europe as Europe has shortage of manpower and they may look for a supply of skilled employees from India. Focus on procedure of getting valid visa for paid internships.

2. SSIM must have an international exchange program and in which there should be a selection committee to select the students for international exchange.

3. 1st Term should be dealt with a more focused approach and set the context for the newly inducted PGDM students.

4. Initiatives to be taken to provide training on Business etiquette and professionalism to foster positive relationships and a conducive work environment. For the same faculty can be drawn from Army or Hospitality Management Schools.

Since there was no other item for discussion, the BOG meeting concluded with Vote of Thanks by Dr. S.F Chandra Sekhar, Professor and Area Chair – Dept. of HR & Strategy.

NEXT MEETING

The next BOG meeting is scheduled on 14/6/2025.

DR. S.V.RAMANA RAO
DIRECTOR

