

Perspective	KPI	Metric (Goal)
Impact Perspective	Number and Nature of Policies Impacted	Influence at least 2 policies related to climate action and sustainability
	Number of Students Engaged	Engage 5,000 new Vongsters by the end of the year
	Number of Person-Hours of Engagement	Achieve 10 lakhs person-hours of engagement through various activities and programs
	Number of Engagement Programs Run	Implement 24 engagement programs throughout the year
	How Impactfully does the Product demonstrate Vong as Brand(Website,Hub)	Analytics on Product show engagement more than 70% of last financial year
Stakeholders Perspective	Number of Key CSR Partners	Secure 5 new CSR partners
	Funds Raised from CSR Partners	Raise INR 20 Lakhs from CSR partnerships
	Number of Crowdfunding Donors	Acquire 500 new crowdfunding donors
	Funds Raised from Crowdfunding	Raise INR 20 Lakhs from crowdfunding campaigns
	Number of National/Global Partners	Establish partnerships with 5 new organizations
Internal Processes Perspective	Number of Schools Progressing Towards Platinum Partnership	4 schools progressing towards platinum partnership status
	Quality Of OPA tracker (Goal-Centric)	Dynamic Control on all the Teams and their KRAs along with Goals are mapped
	Quality of Feedback System on Cultural Initiatives (HR)	80% of the feedback is successfully processed into actionable or future work
	-percentage of Feedback which is processed	Actionable Plans to be Devised 100% based of the Analytics Reports
Learning and Growth Perspective	Effectiveness of the Marketing Analytics Dashboard	100% year-on-year increase in the number of new innovations launched
	Amount of Growth in the New Tech Innovations Launched (Prompt)	
	Growth in AI-Generated Creative Collaterals- How the feedback from analytics helps in improving the marketing Collaterals journey	Aim for at least a 40% reduction in time taken through AI tools and 90% increase in acceptance rate.