

**Siva Sivani Institute of Management**  
**MINUTES OF THE BOARD OF GOVERNORS MEETING**  
**HELD ON 21/7/2022**



Date: 21.07.2022

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.	Sri. Narsaiah Goud	Member (Ex-Officio), ODS/GPW (Nominee of the State Government)
6.	Prof. S.F. Chandrasekhar	Member
7.	Dr. Arijit Santikary	Member
8.	Prof. K.S. Harish	Member
9.	Dr. V. Jayalakshmi	Member
10.	Sri. 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. Strategic Plan for SSIM – Action Taken since the last meeting
5. Budget for the Academic Year 2022-2023
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. S.V. Ramana Rao, Member-Secretary welcomed the Members.

He briefed about the agenda. Director presented the suggestions given by the BOG members in the previous meeting and Action taken for the same.

**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

He said that for the year 20-21 total admissions were 205 in total in which 120 male and 85 female and for the year 2021-22 total admissions are 128 (78 male and 50 female).

SSIM has a dedicated team of faculty members at different levels like Professors, Associate Professors and Assistant Professors. In addition to it, SSIM has Academic Associates and Adjunct faculty from industry. Wish to inform the members that SSIM invited applications to fill vacancies.

#### **ACCREDITATIONS**

He told the members that as an academic institution learning process is one of the key pillars. At SSIM with all your guidance and support it has been evolving over a period of time and it is strengthening year after year. SSIM has received:

- NAAC – re-accredited with B+ grade
- NBA – BIFS (submitted SAR on 11<sup>th</sup> August, 2021)

#### **SSIM's Rankings**

- Economic Times “Best Education Brand” for year 2022.
- As per CSR- GHRDC “Top Institute of India award” for the year 2022.
- As per the Outlook magazine SSIM is ranked 40 amongst Private Standalone institutions at all India level.

He thanked the management team for their continuous support and encouragement in addition to our dedicated faculty and staff.

#### **EXAMINATION RESULTS**

2021-22	PGDM – TPS	96.40
	PGDM- BIFS	92.68
	PGDM- BA	92

#### **PLACEMENTS**

SI NO	PROGRAMS	PLACEMENT (%)
1	PGDM	95
2	PGDM- BIFS	95
3	PGDM – BA	90

FUNCTION	PERCENTAGE
MARKETING	96
FINANCE	95.75
HRM	88

#### PACKAGES OFFERED

Marketing	Finance
<b>Maximum: 17.5 LPA</b>	<b>Maximum: 8.03 LPA</b>
<b>Minimum: 3.2 LPA</b>	<b>Minimum: 3.6 LPA</b>
<b>Average: 4.97 LPA</b>	<b>Average: 5 LPA</b>
Business Analytics & General Management	Human Resources
<b>Maximum: 12.56 LPA</b>	<b>Maximum: 8 LPA</b>
<b>Minimum: 3 LPA</b>	<b>Minimum: 3 LPA</b>
<b>Average: 5.34 LPA</b>	<b>Average: 4.75 LPA</b>

#### FACULTY RESEARCH CONTRIBUTION

Sl No	Particulars	2021-22
1	Research Papers Published	15
2	Papers Presented	8
3	FDPs/Webinars/Workshops attended by faculty	39
4	Cases Published	11
5	Invitation as resource person	11
6	Books/Study Material published	2
7	FDPs conducted by SSIM	2

He felt happy to share that the Cases Published is 11 and this is one significant improvement compared to the last year and this trend will continue

#### SADHANA - STUDENT RESEARCH CONFERENCE

As a quality initiative SSIM students and faculty members converted student's summer project reports into research papers or case studies and presented at Sadhana conducted during 26<sup>th</sup> and 27<sup>th</sup> Feb 2022.

**TRAININGS/MDPS & CONSULTANCY :** The following trainings/MDPs conducted by the SSIM faculty during the A.Y. 2021-22

- HAL
- The Singareni Collieries Company Limited
- Nizam's Institute Of Medical Sciences (NIMS)
- NSE Academy
- National Institute of Rural Development (NIRD)
- Dhanush Infotech
- Value Momentum

### **AICTE FUNDED PROJECT**

All India Council for Technical education (AICTE) sanctioned a project worth Rs 1,00,000 under the Scheme for promoting interest, creativity and ethics among students (SPICEs) for the financial year 2022-23 on a reimbursement basis.

### **REVISION OF PROGRAMS AND COURSE CONTENTS**

Outcome Based Education (OBE) is religiously practicing in SSIM. In this context, SSIM has relooked into all PGDM Programmes and bought necessary changes in PGDM- Business Analytics program based on stakeholder's inputs and feedback.

At SSIM, for each course there are Course Outcomes and its attainment is calculated by each faculty for their respective courses and also measure the attainment of Programme Outcomes

### **EDUCATIONAL RESOURCES**

The institute has augmented educational resources by subscribing to the following:

1. Equity Levers (Capstone Projects)
2. MarkStrat
3. EBSCO
4. Case centre (ECCH)
5. Drill Bit
6. Finance lab with NSE Academy support

### **COMMITTEES**

The following committees are in place for the smooth flow of activities and to comply with the AICTE norms.

1. Administrative committee
2. Anti-Ragging Committee
3. Grievance Redressal committee
4. Internal Complaint committee
5. Disciplinary committee
6. IQAC
7. SC and ST Cell
8. Finance committee
9. Selection committee
10. Examination committee

### **EVENTS**

**Sanghosti :** SSIM organized a panel discussion on “Industry 4.0- Re-Skill, Up-Skill and Special-Skill” on 4<sup>th</sup> October 2021. Mr.SVNathan, Partner and Chief Talent Officer, Deloitte was the keynote speaker and the following were the panel members.

Mr.DK Bakshi – Mentor and CEO, Global Talent Co limited

Mr. Vipul Singh – Divisional Vice President, HR , ADP

Mrs. Anandita Mukharjee Sinha- Head Corporate Communication, L&T Metro rail.

Mr. Paresh Gupta, CFO, ISB

Mr.Lakshmi Itha, Senior Director-HR, Aragen life sciences

### **Satakshi: International Women's Day on March 8th, 2022**

Panel discussion on “Gender Equality Today for a Sustainable Tomorrow - #Break the Bias”

#### **Panel Members:**

- Ms. Jyotsna Cheruvu – President COWE, Telangana Chapter and Director, CMAC India Pvt. Ltd.
- Ms. Gulnar Virk – Founder of Hashtagindia and Awareness Coach.
- Ms. Sridevi Jasti – Holistic Nutritionist Lifestyle expert for sustainable living.

### **TRAINING PROGRAMS (FDP) TO SSIM FACULTY MEMBERS**

Two FDPs were conducted to train the SSIM faculty covering pedagogical tools and case based teaching techniques.

#### **Internationalization/Globalization**

SSIM has an MOU with the following foreign universities.

S No	Details of documents	Academic Year
1	Harvard Business school online	2020
2	Herzing University	2019

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

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

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

##### **The Director presented SSIM's Strategic Plan – 2021-2025**

Focused areas....

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

#### **ADMINISTRATION**

To improve academic learning system and smooth flow of the work we are following Programme wise structure that also fulfills the requirements of accreditation body like NBA. This structure helps the administrators to provide focused attention to strengthen Programs. The following are the programs offers as of now:

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

To give special focus and emphasis on certain activities, SSIM has entrusted the responsibility by appointing faculty member (s) with allowance as mentioned below:

1. Research and Publication – Headed by Dr.SFChandra sekhar
2. Training and Consultancy – Headed by Mrs. Swapna
3. Admissions – Headed by Mrs.Daman Johar
4. Alumni relations Coordinator – Mr.Srihari
5. Institutional Social Responsibility – Mr. Balanji Reddy
6. Rankings and Accreditations – Dr.Harish
7. Entrepreneurship Development – Mrs.Pushpa
8. IQAC – Mr. Chaitanya
9. IT and Infrastructure – Mr.Subash Tej
10. Institutional TieUps – Dr.Pavan Patel

To strengthen admissions in the institute marketing department was strengthened by appointing Mr. Anirban as the Chief Marketing Officer to take care of entire marketing activities including branding and Promotion of the institute.

#### **PROGRESSION FOR THE YEAR 2021-22**

- Faculty reviews are happening periodically to understand the various aspects like course content coverage, students understanding and issues and challenges the faculty and students are having in the learning eco system.
- NAAC second cycle accreditation completed and awarded with B+
- A team consists of three Program chairs of PGDM, PGDM-BIFS and PGDM-BA are scheduled to visit TAPMI, Manipal to understand the processes and procedures followed by the institute as a part of strengthening and consolidation of SSIM.
- ISR activities conducted – 23 ( SSIM adopted a Government school, Machabolaram and 3 teachers are paid a monthly salary of Rs8000)
- Entrepreneurship activities – 7
- Rankings – 6 participated (NIRF, GHRDC, MDRA, HANSA, OBE, TIME)
- NBA – BIFS ( Submit SAR in 2021)
- CSR - Top B Schools of Super Excellence award for the year 2022
- Economic Times(ET) best education brand award for the year 2022

#### **ACADEMICS & 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 the faculty member must use minimum 7 cases for which we have subscribed to case centre and buying cases.
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 established Finance Lab in association with NSE to provide hands on experience to students and to enhance students' skills in stock market area.
5. SSIM entered into an agreement with Equity lever for CAPSTONE projects to improve students skills in Finance domine.
6. SSIM subscribed for 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.

#### **PROGRESSION FOR THE YEAR 2021-22**

- Number of case studies used – 102 titles (Total cases purchased  $102 \times 6 = 612$  copies)
- Equity Levers(Capstone Projects) – 300 students
- Markstart - 120 students
- Number of guest lectures conducted – 29
- Industry People involvement in term end and IIP viva – 79
- Conducted Sanghosti – a panel discussion on Industry 4.0
- Conducted Satakshi – International Women's Day on March 8th, 2022
- FDPs were conducted to strengthen the academics at SSIM. The resource persons are as follows :
  1. Dr.Srinivasan R Iyengar, Director, JBIMS, Mumbai
  2. Dr.Rehana, Associate Professor, OB Jindal University
  3. Dr.Santosh, IIM – Amritsar
  4. Dr.Shashikanth, IIM – Sirmaur
  5. Dr. Viswaprasad gada IMT- Dubai

#### **ALUMNI**

It is proposed to strengthen alumni relations at the institute and the coordinator is on the job.

#### **PROGRESSION FOR THE YEAR 2021-22**

- Alumni interaction – 1 on Dec 26<sup>th</sup> 2021
- Number of alumni in Academic Advisory Board(AAB) - 9
- Number of alumni in Board of studies(BOS) - 2
- Number of alumni involved in Term end viva - 6
- Number of alumni delivered/Interacted with students - 11

#### **MARKETING AND PROMOTION**

Marketing team established headed by Chief Marketing Officer and Chief Admission Officer to promote SSIM brand and admissions. Admissions for the batch 2022-24 commenced and is in progress. Marketing team has developed and presented plan of action and started implementing. SSIM is doing brand building activities and marketing using the following:

1. Print media
2. Digital marketing
3. Visiting colleges
4. Visiting Coaching centres
5. Participating educational events and sponsoring

#### **INFRASTRUCTURE**

Physical infrastructure especially classrooms renovation work is in progress. Soft infrastructure including learning resources are augmenting year after year. As of now the following are available:

- Lab tops to faculty members and students
- Finance lab assisted by NSE Academy.
- EBSCO
- Case Center
- WIFI campus
- Equity levers (Capstone projects)

- Drill Bit
- Markstrat
- AMCAT – Spoken English (SVAR) Test
- Nopaper forms (Admission software)
- T and P suit ( Placement software)

### **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 licence for language assessment tests from Aspiring Minds and students are trained on it.
5. Company specific training and orientation sessions are conducting for shortlisted candidates to improve number of students get placement as a part of placement training.

### **PROGRESSION FOR THE YEAR 2021-22**

- Company Specific Training: To increase the success ratio of every campus drive, based on the interview process and job profile 15 trainings were conducted.
- Campus Recruitment Training – Aptitude: 28 hours of in-house training was conducted for 2020 -2022 batch.
- AMCAT – Spoken English (SVAR) Test: Language proficiency assessment became the new norm during the pandemic and enabling the graduates to pass the test was priority. Hence tests are being conducted on a fort-nightly basis.
- MOUs: 7 Companies List:
  1. Vijay Engineers
  2. Vijay Surveyors & Assessors
  3. Shriram Life
  4. Maagoi India
  5. Vipany Management Consulting Pvt. Ltd.
  6. Guttula Marketing
  7. X cubes labs

### **Companies Visited during May-June-July 2022: 28 companies (General Manager and team)**

Discussions held covering the following aspects:

- MOUs for Internships, Guest Lectures, Placements
- Expected to sign 5 MOUs in AY 22-23
- Anticipating placement drives from July 2022
- Placement Week between 15th Sep and 22nd Sep 2022
- Internship to Full-time Employment model for PGDM-BA students
- Fortnightly Corporate Office experience
- Shadowing of Jobs

### **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 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 Softwares required.

#### **PROGRESSION FOR THE YEAR 2021-22**

- Purchased Drill bit to check similarity check of student's projects, reports and faculty research papers.
- Sugyan our in-house bi annual journal has applied for UGC Care listing and awaiting for the response.
- Student's summer projects are converted into research papers and case studies which were presented in SADHANA – Students research conference along with their faculty mentors as co-authors.
  - ✓ 137 students presented in Sadhana
  - ✓ 22 students presented and published in other conferences
- Students research conference proceedings are publishing into 4 volumes. The work is in progress.
- EBSCO and SPSS are subscribed to enhance the data bases to encourage research and publications.
- Faculty members published 15 research papers, 11 cases and 2 books and book chapters. Scopus Indexed 2, UGC care list 3, ABDC 1.

#### **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 job is to scout training requirements of corporates and deliver sessions by using faculty resources at the institute. The department is 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. Five FDPs be planned for the year
5. T&C head in consultation with Accreditation office will evolve policy

#### **PROGRESSION FOR THE YEAR 2021-22**

The following Training and MDPs conducted by SSIM.

- ✓ HAL
- ✓ The Singareni Collieries Company Limited
- ✓ Nizam's Institute Of Medical Sciences (NIMS)
- ✓ NSE Academy
- ✓ National Institute of Rural Development (NIRD)
- ✓ Dhanush Infotech
- ✓ Value Momentum

#### **FOR THE ACADEMIC YEAR 2022-23 THE FOLLOWING ARE PLANNED ACTIVITIES**

1. Panel discussion
2. MDPs and FDPs – 4

3. Webinars
4. Value added courses
5. Case conference – 1
6. Samaroh
7. Sadhana
8. Samanvay
9. Industry guest lectures -2 in each subject
10. Cases in each course 7

Director mentioned 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 2022-2023

CA. K.N. Srinath, Chief Finance Officer, SSIM presented the Budget and Statement of Funds for the year 2022-in detail before the BOG Members which was approved by the members present.

With regard to Deficit in the Budget, CA. K.N. Srinath told the members that Society is helping the institute to reduce the gap.

#### Suggestions by the members:

Sri. Narsaiah Goud, Member (Ex-Officio) appreciated that the institute is providing laptop to the students. He suggested that admissions should be improved. Dr. S.V.Ramana Rao, Director informed that we have initiated certain measures in this direction through Strategic Plan.

He enquired about the intake in Business Analytics course and FPM course which was clarified by Director.

He also enquired about the pay packages of Marketing, Finance and BA students.

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 7/01/2023.

