6.2 Strategy Development and Deployment

6.2.1_The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc_

Booklet

CT Institute of Management &IT, Maqsudan, Jalandhar

Strategic Plan

Introduction

CT Institute of Management & IT (CTIMIT) was started in 2001 by the CT Educational Society which wasestablished in the year 1997 by CT Group. CT Educational Society is a premier education service provider inPanjab, which promotes and provide primary and higher education in the country, having 12 institutions and5000 students offering 20 academic programs. In line with current and emerging demands, CTIMIT offers awide array of undergraduate and postgraduate programmes in the Commerce, Multimedia, Management and IT.Thecourses are affiliated to IKG Panjab Technical University (IKGPTU), Jalandhar. The MBA, HotelManagement and MCA program are approved by AICTE. It offers 08 UG, 02 PG programmes with 565 and120 intake respectively.

The institute is located in a district Jalandhar in the North Punjab region, well connected byroad and railwayand the nearest International Airport is in Amritsar. The institute is surrounded by a green environment, awayfrom pollution. The entire campus is maintained green powered by solar energy. The institute is now in itTwenty two year of dedicated service.

The institute is headed by Dr. Yogesh Chhabra. He worked in various capacities such as HOD and Principal inesteemed institutions in India.

The institute strives to improve the socio-economic status of the economically weak and backward section by providing opportunities for engineering and technical education at an affordable cost. The institute has the best physical and intellectual infrastructure compared to any other institute in Jalandhar region. CTIMIT iscommitted to providing holistic education by continually improving the services to produce employablegraduates.

Vision

- To be a leading Institution in providing quality education that prepares students to be responsible citizens.

Mission

- To provide dynamic learning environment that enables students to excel in their chosen fields of study.
- To develop in students a sense of social responsibility and a commitment to make a positive difference in their communities.
- To enable high-quality education delivered by dedicated academicians who act as industry liaisons.

Core Values

- State of Art Infrastructure
- Developing Employable Human Resources
- Environmental Sustainability
- Service to Society

Objectives

- Academic Excellence by fostering learning through ICT.
- Enhance alumni engagement.
- To encourage and implement innovative teaching methods and technologies.
- To actively engage with the local community through outreach programs.
- To facilitate career development services and job placement support for students.
- To promote Go Green Campus

Strength, Weakness, Opportunity and Challenges (SWOC)

Institutional Strength

- Visionary and committed management.
- ISO 9001: 2015 Certified Institution
- Outstanding facilities with cutting edge labs, ICT-enabled classrooms, and contemporary learningresources
- An ideal atmosphere for the faculty's and students' overall development.
- Communication Lab with latest learning software.
- Intense involvement of students in community service initiatives.
- Distinguished and Experienced faculty.
- Active CCPC Cell
- Dynamic Mentoring system for students.
- Promoting E-learning through NPTEL and Swayam platforms.
- Encourage students towards project-based learning / innovative thinking skills.
- Industry- Institute -Interaction-Cell
- Providing an environment for projects, internships, industrial visits, and other forms of hands-onlearning for students.
- Ragging free campus.
- Democratic governance through decentralization of responsibilities and participative management.
- The Entire Campus is under CCTV surveillance.

Institutional Weakness

- Lack of funded projects for research from government agencies
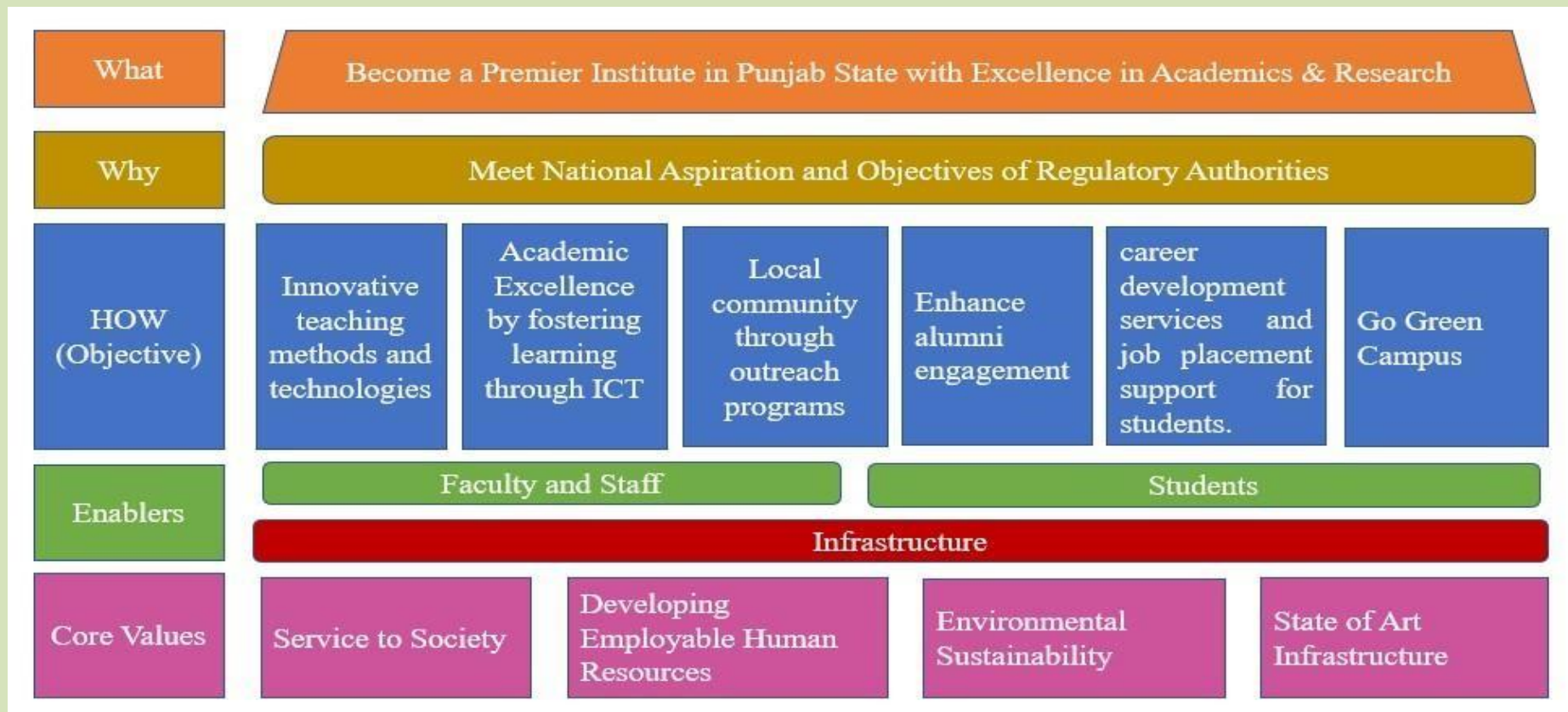- Lack of staff and students exchange programmes
- Less number of admissions.

Institutional Opportunity

- Accreditation from statutory bodies.
- Establishment of centers of Excellence in all departments.
- Enhancement of departmental research activities.
- Academic Autonomy conferred by UGC.
- Boosting e-learning materials to help teachers and students learn more.

Institutional Challenge

- Encouraging students towards professional education.
- Strengthening the communication skills of students from rural backgrounds.
- Getting highly reputed companies for on-campus placements.
- Carrying out interdisciplinary research activities.

Strategic Perspective Plan

What	Become a Premier Institute in Punjab State with Excellence in Academics & Research
Why	Meet National Aspiration and Objectives of Regulatory Authorities

HOW (Objective)	Innovative teaching methods and technologies	Academic Excellence by fostering learning through ICT	Local community through outreach programs	Enhance alumni engagement	career development services and job placement support for students.	Go Green Campus

Enablers	Faculty and Staff	Students
	Infrastructure	

Core Values	Service to Society	Developing Employable Human Resources	Environmental Sustainability	State of Art Infrastructure

Strategic Goal	Strategic Planning
Good Governance	a. Vision, Mission, and execution. b. Student and staff grievance redressal systems. c. To implement E-Governance. d. Creation and working of IQAC for maintain the quality.
Accreditation and ranking progress	a. To lay the path to lead CTIMIT towards a NAAC Accreditation by 2023 b. To participate in various rankings of national repute like NIRF and ARIIA rankings.
Physical Infrastructure	a. To well maintain classrooms, seminar halls and conference halls. b. To provide sports and canteen facilities. c. To provide basic infrastructure for cultural activities. d. To offer a means of transportation. e. To upgrade the laboratories.
Library Enrichment	a. To Establish and regularly upgrade Digital & E-Library. b. To procure books, journals, and magazines. c. To maximize the circulation of library resources. d. To encourage the faculty and students to visit the library and utilize the resources available.

Green Campus	a. To promote no vehicle zone in the campus.
	b. To encourage tree plantation activities.
	c. To establish Waste water treatment system, solid waste treatment and rain water harvesting.
	d. To manage e waste and efficient usage of recycled waste.
Teaching Learning and Evaluation Process	a. To inculcate the latest teaching learning aidsin the pedagogy.
	b. To apply blooms taxonomy for setting of question papers.
	c. To take regular feedbacks from students and GAP analysis on the basis of feedback.
	d. To ensure the proper working of mentormentee system for the overall developmentof students.
	e. To introduce add on courses for the students.
Research and Faculty Development	a. To encourage faculty to file patents andpublish research papers.
	b. To arrange Faculty Developmentprogrammes in collaboration with NITTTRto upgrade faculty.
	c. To motivate students and faculty members toparticipate/organize conferences.
	d. To obtain consultancy projects fromindustries.
Human Resource Management	a. To provide a favorable and secure work environment.
	b. To work on welfare aspects of the team members.

	c. To promote incentives, awards, and initiatives. d. To encourage the merit-based recruitment.
Training and Placement	a. To create a separate cell for training andplacement activities. b. To introduce Personality Development, SoftSkills and Aptitude classes for the students. c. To sign MoUs with industries. d. To become member of various bodies. e. To organize job fairs and on campus/offcampus placement drives for the studentsand mock interviews and various workshopsfor the students.
Quality Assurance Systems	a. To create Internal Quality Assurance & Assessment cell (IQAC). b. Timely auditing &improve internal controls.
Alumni Interactions	a. To maintain the database of alumni. b. To organize alumni meets.
Social Activities	a. To adopt villages b. To organize various awareness programmes and blood donations camps c. To take a unit of NSS

CT Institute of Management & IT, Maqsudan, Jalandhar