Date: 24.08.2024   **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.	Dr. Arijit Santikary	Member
12.	Dr. V. Jayalakshmi	Member (Online)
13.	Prof. N.C. Rajyalakshmi	Member
14.	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. Strategic Plan 2024-2029
5. Any other item with permission of the Chair
6. Next Meeting schedule
7. Vote of thanks

1. Welcome

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

He said nothing in the world can take the place of persistence. Talent will not take its place, because nothing is more common than unsuccessful men with talent, genius will not, because unrewarded genius is almost a proverb, education will not, because the world is full of educated derelicts. The slogan 'Press On' has solved and always will solve the problems of the human race said Calvin Coolidge, the 30th President of the U.S. way back in 1923.

He mentioned that Siva Sivani has always been inspired by the words of Martin Luther King Jr who in 1960 had said, "If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward." He was glad to inform the august

gathering that SSIM is now an internationally accredited B-School. We have recently been accredited by the South Asian Quality System of AMDISA. SAQS Accredited is a quality label which assures that Siva Sivani Institute of Management has in place continuous quality improvement system benchmarked with leading global schools in the world. As a result, all our PGDM programmes have been granted equivalence to M.B.A. by the Association of Indian Universities. In the last meeting held on 13th April 2024, I had informed this august gathering that the Institute had received an approval for funding of a project under STEM from SIDBI to an extent of Rs.60,00,000/- (Rupees Sixty Lakhs). I am glad to inform you that this programme has been inaugurated on the 3rd of August, the founding day of the group institutions and the course work for a batch of 30 students has begun on the 21st of August. I am also glad to inform you that Siva Sivani Degree College, a constituent of the Siva Sivani Group of Institutions has been conferred autonomy by the University Grants Commission in July this year. The details of all these positive developments and more would be given by the Member Secretary in his report.

Co-Chairman quoted the words spoken by His Excellency Bharat Ratna Dr.A.P.J. Abdul Kalam when he visited this campus on the 21st October 2008 that still inspire each one of us at Siva Sivani to keep rising our bar, set and achieve our short and long term goals. "To live only for some unknown future is superficial. It is like climbing a mountain to reach the peak without experiencing its sides. The sides of the mountain sustain life, not the peak. This is where things grow, experience is gained, and technologies are mastered. The importance of the peak lies only in the fact that it defines the sides."

Ever since the inception of the group institutions, it has been a policy of the Society, to reinvest all surplus generated into upgrading and adding infrastructure for the benefit of its student community.

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

Dr. S.V. Ramana Rao initiated the proceedings of the meeting by welcoming all the members. He introduced the BOG members to the august body, he said Dr. Vipul Singh, Director and Head of HR, Lloyds Global Offshore Services Pvt. Ltd has joined as a Member this year.

He briefed about the agenda and presented a brief about SSIM. He briefed the members about the S.P. Sampathy's Siva Sivani Group Promoters and about the group institutions running in the campus. He also presented SSIM profile and the programs offered by the institute;

PGDM started in 1992
PGDM-BIFS in 2007
PGDM-BA in 2020 and
FPM in 2021

He read out the Vision & Mission statement of the institute:

SSIM's Vision is " To be a Premier Management Institute significantly contributing to Corporate World and Society".

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

SSIM-Core Values
- Recognition and Encouragement of Merit
- Equal opportunities to all
- Openness and Transparency
- Quality Education
- Sensitivity to Social Issues
- Respect for Environment

SSIM- Accreditations
- SAQS Accreditation (International Accreditation)
- NBA Re-Accreditation to PGDM Program
- AIU Equivalence to PGDM – TPS, BIFS and BA
- NAAC Re-accreditation
- Insurance Institute of India (I.I.I.) accredited credits for PGDM- BIFS Program.

SSIM- Achievements
- SSIM received STEM project from SIDBI worth of Rs 60,00,000
- Unnat Bharat Abhiyan project received from Ministry of Education, Government of India worth of Rs. 50000.

He also informed the members with regard to SIDBI Project that as a part of this project we need to produce 30 entrepreneurs who are coming from different background and the course work for a batch of 30 students has begun on the 21st of August and the course duration will be 18 months.

With regard to Unnat Bharat Abhiyan project he said 5 villages nearby Kompally vicinity are allotted to us and our students visit these villages and conducted the awareness training programs.

SSIM Rankings
- SSIM has ranked in the "Silver Band with B++ Grade" in Outcome Based Education (OBE) Rankings 2023 and positioned as The Premier Institution for Academic Excellence.

- Sustainable Institutions of India Green Rankings 2024, Gold Band

Sl No	Name of the Ranking Agency	Year	Rank/Grade
1	Outlook ICARE	2024	48th in India
2	GHRDC - CSR	2023	14th in Top Eminent Business school of super excellence
3	Career 360	2024	AAA+
4	Finest Business Ranking	2024	Gold Band, Grade A
5	IIRF(Indian Institutional Ranking Framework)	2024	28th Rank in India
6	Business World	2023	58th rank

Faculty Achievements/Recognitions

- Faculty members won best paper awards in conferences organized by various institutions and bodies.
- Few faculty members guided and guiding the PhD candidates.
- Faculty has publications in ABDC, Scopus Indexed, UGC Care List
- Faculty case studies are published and available in Case Center, ET Cases and UGC journals.
- Few of the faculty members have Patent publications for best practices

- SSIM Faculty members are on Boards of various institutions.
- SSIM Faculty are invited to deliver talks, panel members, Chief Guest and Key note speakers by various institutions.
- SSIM faculty members attended and completed FDP on Universal Human Values(UHV) conducted by AICTE.

Student's Achievements

He briefed about the Students achievements and said that the institute encourages the students to participate in various events conducted by the other B-Schools and some of the students have won the medals and cash awards in the events.

SSIM-Governance

He briefed about the Governance structure of SSIM as BOG, AAB, BOS and Administrative Committee which guides, support and give the necessary directions, the various Committees in SSIM which help the institute in smooth conduct of the entire institute and also the Organization structure that is followed at the institute.

He also said that predominantly what we focus with respect to academics is that the institute has different areas as Finance, Marketing, HR, Communication and Personality Development, Data Science, ED and the Area Chairs are there for the departments. To take care of the NBA and such accreditations we have Program-wise Area Chairs like PGDM, PGDM-BIFS and PGDM-BA

Faculty Profile

SSIM has a dedicated team of full time faculty members at different levels Professors, Associate Professors and Assistant Professors. In addition to it, SSIM has an Academic Associate and Adjunct faculty from industry and our efforts are in to strengthen the number further.

Placement and Admissions Team : He said more members has been recruited in placement and admission team and their job roles has been clearly defined to reach the set goals.

Placement Team   3 headed by General Manager - Placements
Admissions Team   7 headed by Chief Marketing Officer and Chief Admission Officer

He briefed about the Program Educational Objectives which is aligned with the Mission of the institute, PGDM Program Outcomes which help to write entire program structure and learning outcomes of each course.

Curriculum and Teaching –Learning Process which includes :

- Outcome Based Education
- Each course is market driven with intended objectives
- 2 projects are done by the students (IIP and Specialization Project)
- Managerial competency Modules
- Live Projects
- Activity based learning
- Guest lectures
- Skill based learning using simulations, case studies and practical using lab
- Company Specific training
- International Immersion Program
- Book Review sessions
- Company Fact Presentation
- Article Review sessions
- Company Review sessions
- Experiential Learning
- Social Project

With regard to guest lectures he said that SSIM is inviting industry professionals to share their experiences to the students. During the last academic year 50 lectures from the industry were invited and out of these 20 talks delivered by our alumni members.

He informed the members that post covid we have given the opportunity to the students to learn something internationally and conducted International Immersion Program and 7 students have come forward. As a part of it and they were sent to Dubai for 1 week for guided learning and also industrial visits

He also briefed about the Skill based learning such as Equity Levers-Capstone Projects, Language Training, Finance Lab in association with NSE and Students activities. He said students who are completing their modules they will be getting the certificates. This has already embedded in our courses, specially the Finance courses, The students who are topping in this they will be getting more scores and their names will be displayed in their website irrespective of the institution. Some of the students are on par with the IIM students.

He brought to the notice of the Board that various educational resources are there such as Equity Levers (Capstone Projects), Mark Strat, EBSCO, Case center, Drill Bit, Finance Lab in association with NSE, CIME Data base. The latest addition to the learning resources is the Harvard Business Publishing resources as a part of this now the institute is having access to the HBR cases and the simulations.

Faculty Intellectual Capital at SSIM

Publications details

JOURNALS	No. of Publications
Emerald	1
ABDC C	5
UGC Care	9
Web of Science	1
Scopus	7
Peer Reviewed Journals	62

He informed the members that to improve the culture of research in the institute, 2 days workshop is being planned for 30th and 31st Aug, 2024. It is mandated that faculty should publish 3 papers thereby publications will improve.

Case Studies published by the faculty for the past 5 years :

Year	No. of Cases published
2024-25 (To date)	2
2023-24	4
2022-23	9
2021-22	12
2020-21	3

Member-Secretary briefed the members in details about the All Google Scholar Citations since 2019 till date by the faculty members and mentioned that this number should go up.

SADHANA - STUDENT RESEARCH CONFERENCE
He said 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** to strengthen and augment the learning of the students from their internship. He also said that some of the students have presented and converted their summer project into a research paper and presented at various conferences.

He felt very happy to inform the members that Student Publications/Presentations (outside) the campus has increased from 2021-22 which was 4 and has increased to 34 in the year 2023-24 and 100% conversion of Projects into research papers in Student Conference – Sadhana has been done.

PhD Awarded to SSIM's Faculty Members : The following members received Ph.D. degrees during the academic year 2023-24

No.	Faculty Name	Thesis Title	University	Year
1	Dr. Pushpa Machani	Impact of critical success factors on entrepreneurs success: special reference to MSMEs in Telangana state	GITAM School of Business, GITAM	Jan-2024
2.	Dr. K. Grace Mani	Cross-Dimensional Analysis of Customer response to cause Marketing Communications	KLU University	Dec-2023
3	Dr. Thirumal Reddy Thumukuntla	The influence of perception and satisfaction on continuance intention to use mobile wallet services: an empirical study of customers' perceptive	Vignan University	Oct -2023

Academic Performance – Director briefed the members about the Program-wise academic performance of 2022-2024 batch and 2023-2025 batch.

Placements

Placement Report: Academic Year: 2024

Total Number of Students	**162**
No. of students opted placement	159
Total Number of students Placed	135
Percentage of Students placed	**84.90%**
Highest Package (INR)	10.92 L
Lowest Package (INR)	3.5 L
Average	6.82 L

IIP: Academic Year: 2024

Total Number of Students	223
Total Number of students Placed	223
Percentage of Students placed	100
Highest Package (per month)	35000
Lowest Package (per month)	3000
Average	11406

Training and Consultancy

Training & Consultancy work has been done to the below mentioned companies by our faculty members.

Hetero drugs Ltd	Moschip Semiconductor Technologies
Hoster labs private limited	Aurobindo Realty and Infrastructure Pvt. Ltd
Hetero labs limited	Nagarjuna Cements ltd
Honour lab limited	Thermopads Pvt Ltd
ZTS, Moulali	Aparna Constructions
BHEL	
Nizam Institute of Medical Sciences	

Quality Assurance Initiatives
- ACCREDITATIONS
- IQAC
- IQAC meetings
- AISHE
- Participation in NIRF rankings
- Outcome based education
- AIU Certification
- Insurance Institute of India (III) accredited credits
- International Collaborations

New Event at SSIM – MARKET RESEARCH

He briefed about the new event at SSIM Market Research which was introduced last year during Samanvay – Inter collegiate event. Last year it has completed 25 years. As a part of silver jubilee one event has been inducted called Market Research, the objective of this event is to provide opportunities to the industries to come and collect the market inputs by participating in this event. Last year 2 companies market research has been conducted Cana Education Consultants and the Havels. The survey was conducted not by preparing the questionnaire but by conducting certain activities / games to collect the responses from the students. The responses what we are receiving will be unbiased and the validity of the data will be at higher side. He further said that this module has already been integrated in our curriculum as a Market Pulse. Expecting more companies will come forward. He was happy to inform that in Hyderabad SSIM is the only institute conducting this type of survey.

Students Social Project and Events at the Institute

Director informed the members about the Social Project- Unnat Bharat Abhiyan Projects where our students conducted activities like Digital Financial Literacy, Swachh Bharat Campaign, Menstrual Hygiene Awareness, Health and Sanitation, Rural Women Empowerment, Government Scholarships Awareness, Language and Skills Development and also about the various events conduct at the institute.

With regard to admissions he said this year our admissions have improved compared to last year and have touched our target of 300 students this year. Now we are focusing on getting quality students in the ensuing years.

3. Approval of the Secretary's Report

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

Dr. S.V. Ramana Rao presented the for the year 2024-2029 before the BOG members.

Strategic Plan

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.

Director presented the Strategic Plan 2024-29. He said the Strategic Plan has been prepared to map the gradual progression of SSIM to move from Tier 3 to Tier 2 institutions.

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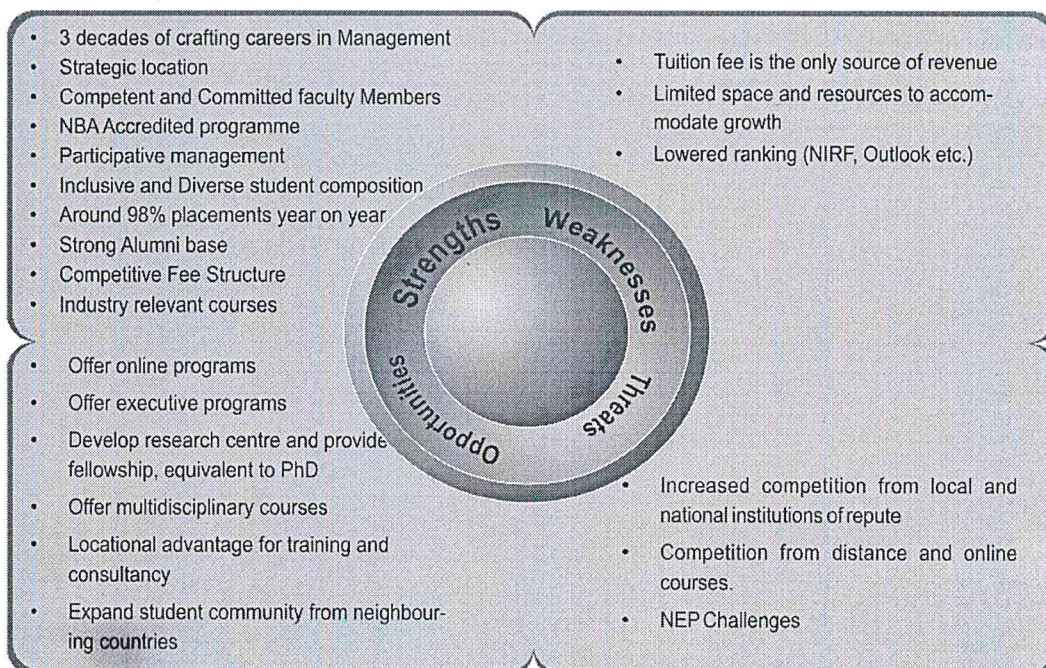
Strategic Plan envisions a gradual progression from Tier 3 to Tier 2.

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.

SWOT Analysis

We performed a critical assessment of Siva Sivani Institute of Management and the output of the SWOT analysis is mentioned below:

Strengths
- 3 decades of crafting careers in Management
- Strategic location
- Competent and Committed faculty Members
- NBA Accredited programme
- Participative management
- Inclusive and Diverse student composition
- Around 98% placements year on year
- Strong Alumni base
- Competitive Fee Structure
- Industry relevant courses

Weaknesses
- Tuition fee is the only source of revenue
- Limited space and resources to accommodate growth
- Lowered ranking (NIRF, Outlook etc.)

Opportunities
- Offer online programs
- Offer executive programs
- Develop research centre and provide fellowship, equivalent to PhD
- Offer multidisciplinary courses
- Locational advantage for training and consultancy
- Expand student community from neighbouring countries

Threats
- Increased competition from local and national institutions of repute
- Competition from distance and online courses.
- NEP Challenges

8

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.

He briefed about the goals in detail with sub goals, strategic initiatives, implementation steps and the time limit from 2024-25 to 2028-29. He said that Strategic Plan 2024-2029 has already been sent to all members and requested to share their views in details.

Suggestions by the members:

Dr. C. Srinath, appreciated the progress made by the institute and also appreciated support by the management. He felt happy and said that institute is going in the right direction and lot of improvement has done particularly with respect of curriculum development, accreditation, placements. He suggested to focus more on institute branding and market the activities of the institute on regular basis.

Prof. Mohammad Masood Ahmed

Prof. Mohammad Masood Ahmed appreciated on accreditation of SAQS, research improvements and progress is visible in the Secretary Report. He said all the systems and procedures of UGC not only are redesigned but outcome is also visible.

He said focus more on training and consultancy as these are the essential parameters for ranking and accreditation of the institution.

He said that Govt. of India and other government agencies will have mandatory provision for CSR funds for corporates. These corporates are identifying the institutions to do some human

development and social project and they want to collaborate with the reputed autonomous B-Schools. He suggested to identify these type of corporates and collaborate with them for doing the project.

Opined to have consultancy and training from a lower level but see that number of projects should be more which will help the institute at the time of re-accreditation. Have contacts with placements and alumni.

He also suggested to have contact and collaborate with some Foundations who are interested in sponsoring social projects and do these projects on a regular basis. Concentrate more on number of projects.

Steps should be taken to send our students to foreign countries for academic learning on credit transfer which are offering at low cost as a part of foreign collaboration.

Dr. Vipul Singh

He appreciated the Strategic Plan for having long term Vision of the institute.

Dr. Vipul Singh recommended to have clubs for HR, Marketing, Finance and invite industry people to conduct 1-2 conferences and industry lectures in these clubs on regular basis. It will increase the student as well as faculty learning standards. He said the institute should organize industry connect events which will help in placements too.

Focus more on consultancy for industry and corporates.

He opined that the we should take the initiative to market our programmes continuously.

Publications in Linked in should be done on regular basis.

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 23/11/2024.

DR. S.V. RAMANA RAO
DIRECTOR