



Strategic Goalpost

2021-2030

Mission: 1. Become a globally recognised management school with international and national recognition through knowledge development.

GOALPOST							
S. No	Strategic Focus		Measures		Year-wise Activities/Outputs		
					0-2 year	2-5 years	5-10 years
1	Quality assurance through rankings and accreditations	1.1	Measure and improve upon the drivers of quality assurance	1.1.1	Apply and to get accredited by NBA and SAQS. And ranked by NIRF.	Get international accreditation by AMBA.	Get international accreditation like AACSB.
				1.1.2	To get ranked by NHRDN, Business Today and other top private ranking agencies.		
				1.1.3	To get higher grading from CRISIL at national level.		
		1.2	Annually review the quality of students' placements and engage alumni in MDI institutional building processes ¹	1.2.1	Empanelment of companies for final placements: At least 5 companies by 2023	At least 15 companies by 2025	At least 30 companies by 2030
				1.2.2	To achieve an average salary for final placements:	13 Lac per annum by 2025	15 Lac per annum by 2030

¹ Online structured alumni questionnaire should be developed to map progress and perception.

					12 Lac per annum by 2023		
				1.2.3	To achieve a maximum salary for final placements: 20 Lac per annum by 2023	26 Lac per annum by 2025	30 Lac per annum by 2030
				1.2.4	To achieve a minimum salary for final placements: 7.5 Lac per annum by 2023	9 Lac per annum by 2025	11 Lac per annum by 2030
		1.3	Empanelment of companies.	1.3.1	At least 5 companies to be get empanelled with MDIM with an average CTC of 12 lakhs per annum.	At least 15 companies to be get empanelled with MDIM with an average CTC of 13 lakhs per annum.	At least 30 companies to be get empanelled with MDIM with an average CTC of 15 lakhs per annum.
		1.4	Build upon the core values - MDI Institutional policy in place and practiced ² .	1.4.1	Design and institutionalise MDI policies on elements of core values	Review and revise policies (if required)	
		1.5	Business Development & Strategic Communication Policy.	1.5.1	Introduction of special scholarship scheme for North-East students to attract more students from North-East India.	Increase the course fee of revenue potential PGDM course; Increase the intake of revenue potential of PGDM course as per	Increase the intake of revenue potential PGDM course from 240 to 360 with approval of AICTE.

² Policies to translate Core Values in Institutional and Individual practices needs to be developed

						ACITE approved intake.	
				1.5.2	Emphasis on intake of foreign students in PGDM course @ 15% supernumerary quota as approved by AICTE	Utilization of full capacity of PGDM as approved by the AICTE.	Introduction of specialized courses. (Such as: Introduction of sectoral programme etc.)
				1.5.3		Consultancy Projects: Explore consultancy projects in sectors such as Agri-business, SEMs etc.	Industry connect: Expand the industry base for consultancy projects.
				1.5.4	Increase segmented presence on social media platforms (such as, LinkedIn, Facebook, YouTube, Instagram, etc.) to curate communication according to separate target audience.	Enhance online presence through building SEO optimization.	
				1.5.5	Increase alumni engagement through regularly asking them and tracking about their achievements.	During annual alumni meet, use a structured questionnaire to update database and feedback for emerging opportunities.	
				1.5.6	Establish a dedicated Corporate communication for internal and external communication.		

				1.5.7	Create policy guideline and set up an exclusive students' blog/social media for MDI		
				1.5.8	Make the institute's website more interactive		
2	Internationalization through Faculty and Knowledge development	2.1	Faculty Exchange	2.1.1	Develop a policy for international Faculty Exchange.	Ensure 2-5% increase (every year) in faculty exchange.	Ensure 5-10% increase in faculty exchange.
				2.1.2	Identify and tap prospective international management schools for visiting professors.	Strengthen existing partnership and Identify untapped management schools.	Add (at least five) new partner institutions
		2.2	Promote collaborative Research [Faculty, FPM (TAC)]	2.2.1	Promote collaborative Research with prospective foreign universities.	Launch of FPM programme.	Strengthening of FPM.
				2.2.2	Ensure increase in research publications in collaboration with international faculty/ authors as compared to the previous year (at least 5%)	Ensure increase of at least 10% from the previous year in no. of joint conferences/seminars organized in partnership with other institutions	
				2.2.3	Consulting assignments are to be undertaken in national and international arena.	Consulting assignments are undertaken - national every 5 years increase to 2%-5%	Consulting assignments undertaken - national Ensure increase of

							5%-8%
3	Internationalization through Student exchange	3.1	Regulate and promote institutional Student Exchange partnership	3.1.1		Establish / start international students visiting MDIM.	Review with a structured questionnaire and establish international students infrastructure.
				3.1.2		Establish MDIM's students visiting to partner international institutions	

Mission: 2. Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.

GOALPOST							
S. No	Strategic Focus		Measures		Activities		
					0-2 year	2-5 years	5-10 years
1	Research	1.1	Excellence in Faculty Research	1.1.1	Promote rigorous, relevant and responsible research. Target 0.5 Peer Reviewed Journal (PRJ) Publications per faculty year. Target organizing one collaborative international conference per year.	Promote rigorous, relevant and responsible research. Target 0.75 Peer Reviewed Journal (PRJ) Publications per faculty year. Target organizing two collaborative international conferences per year.	MDI should be recognized at least in India as institute of excellence in one-two areas of emerging areas of research.
		1.2	Collaboration in Research	1.2.1	Target setting up one industry sponsored research centre or chair professor position. Promote collaborative research projects with individual researchers and institutions both in India and abroad	Target setting up two industry sponsored research centres or chair professor positions. Promote collaborative research projects with individual researchers and institutions both in India and abroad (8-10 per year)	Collaborative research should lead to training and consulting assignments for the institute.

					(2-5 per year)		
2	Teaching	2.1	Ensure global standards of the curriculum; and national standards/government guidelines	2.1.1	Align the existing curriculum as per global standards with LG/LO	Review and get feedback from faculty and Industry professional (National and International)	Setup a group which continuously work on upgradation of curriculum
				2.1.2	Review of the cases used in courses	Review and get feedback from faculty and Industry professional (National and International)	
				2.1.3	Formulate Academic Advisory Committee for PGDM.	Formulate academic Advisory Committee for each area. Formulate Academic Advisory Committee for FPM/EFPM, etc.	
		2.2	Ensure global standards of pedagogy	2.2.1	Review of global teaching pedagogy and adoption. Encouraging training & development of faculty	Internal Advisory Committee for Pedagogy adoption.	
				2.2.2		Feedback on pedagogy - Student satisfaction survey annually	
		2.3	Corporate Connect	2.3.1	Plan for an increase in no. of practitioners per course (within a limit of 4 sessions	Organise Thought Leaders One Day Panel discussion once every year; do live cast through online medium.	

					per course); Slot a dedicated half-day in a quarter for Thought leaders Lecture Series, do an online live broadcast on social media.		
				2.3.2	Ensure increase in no. of guest lectures conducted under the provision of Institute Policy	Feedback collection - guest speakers; Develop a list of speakers; Allow corporate leaders along with MDI M Faculty jointly float elective courses	
				2.3.3	Increase students' visit to industries for exposure to practice realities		
				2.3.4	Live projects for students - Ensure rise in no.		
				2.3.5	No. and companies where summer internships are arranged - Ensure rise every year.	Analyse Feedback collection - Summer internship recruiters and introduce a corrective measure for the next batch.	
3	Training/Executive Education	3.1	Executive Programmes management	3.1.1	Ensure to increase in no. of participants of Online MDP by 5%.	Ensure increase in no. of participants by 10%.	Ensure increase in no. of participants by 15%.

					Ensure adding at least one new online MDPs to the current base of MDPs	
			3.1.2	Partner (MoU) with top notch online courses (such as Upgrad, Uptop etc.) providers to engage online short/long term programmes.	Ensure to increase in no. of participants to short term/long term online programmes by 10%.	Ensure to increase in no. of participants to short term/long term online programmes by 15%.
			3.1.3	Review annual feedback collection from participants.		
			3.1.4	Review Annual feedback collection from instructors.		
		3.2	Other contributions to Practice	3.2.1	Increase the no. of MDPs organized - 5%	Increase the no. of MDPs organized - 10%. Work towards increasing the no. of MDP participants by 5% every year
		3.3	Consulting	3.3.1	To initiate & encourage all the faculty members in taking up Consultancy Work.	Efforts to increase the no. of consultancy projects undertaken by the faculty by 5% every year.
						Review the no. of industries of consultancy projects undertaken and try to extend consultancy to new industries.

4	Faculty	4.1	Sufficiency, Ability, and Deployment	4.1.1	Increase in no. of faculty recruited as compared to the previous year.	Review faculty selection and promotion policy and process as per MDI Policy.	
				4.1.2	Conduct faculty induction and grooming sessions as per MDI Policy.		
				4.1.3	Create time bound performance based promotion as per MDI Policy.	Revisit the pyramid structure of faculties to maintain a ratio of Assistant Professor, Associate Professor and Professor as per MDI Policy.	
		4.2	Faculty evaluation and appraisal	4.2.1	Introduce 360-degree appraisal system for faculty.	Components - Review and revise if needed as per MDI Policy.	
				4.2.2	Revisit the faculties reward (points) and award system, incorporate social initiative, institutional contribution along with other existing criteria as per MDI Policy.	Faculty rewards - Review, if need be as per MDI Policy.	
5	Students	5.1	Intake and Ability	5.1.1	Increase 7-10% student's admitted in PGDM program.	Increase 30% students admitted in the PGDM programme.	Increase the sanctioned intake to 240 and then on tenth year to 360 students.

					Introduction of FPM as per AICTE approved intake.	Strengthen the quality of the FPM.
	5.2	Student Diversity	5.2.1	Increase the gender diversity. Increase the percent of female students up to 40 percent Formulate gender and culture specific policies (based on core values).	Review existing policies and enhance the same with contemporary revisions and increase the female students to 45 percent	
			5.2.2	Note other forms of diversity (academic, regional, geographical, etc.) – Focus on increasing in the south and western region of India. Formulate policies accordingly	Review existing policies, and modify as per changing environment.	
	5.3	Continuous academic evaluation and discipline	5.3.1	Formulate and align evaluation Mechanism in line with LG/LO	Revisit and standardise the evaluation mechanism in Line with LG/LO	Will be continued.
			5.3.2	Revisit student evaluation and award policy (Existing)		
			5.3.3	Annual review of		

					the Evaluation by examination Committee		
6	Infrastructure	6.1	Infrastructure - Classroom	6.1.1	2 existing classrooms to be converted to smart/digital classrooms + 1 Studio (online classes).	3 existing classrooms to be converted to smart/digital classrooms; 2 more new lecture halls with 60 capacity each for new course/program.	One additional computer Centre with 100 capacity.
		6.2	Infrastructure - Stay	6.2.1	One additional floor above executive hostel with 19 double bedded rooms to accommodate students; Director's Bungalow.	Acquiring land of 4-5 acre; New Boys Hostel (G+5) for 160 students with kitchen & dining hall; Faculty quarters (8 nos. flats)	New Girls Hostel for 75 students; Non-faculty quarters (12 nos. flats)
		6.3	International infrastructure - hostel and dining	6.3.1		Conversion of one wing of proposed new boys hostel (160 capacity) into international boys hostel to accommodate 30 foreign students	
		6.4	Infrastructure - Others	6.4.1		STP; Development of new acquired land; One Auditorium of 600 capacity with balcony; Playgrounds	Indoor sports; Cultural Centre; Yoga Centre; Health centre with 20 beds.

				6.4.2			Set up individual centres/labs such as Finance lab (strengthening) & Behavioural lab
				6.4.3			A new block namely 'MDP & Training Centre' consisting of 2 new classrooms with 40 capacity & 1 Office
		6.5	Digital Infrastructure	6.5.1	Create and update the digital infrastructure of classrooms.	Update and upscale technologies to promote seamless interaction/lectures/meetings across the globe; Start online short certificate courses.	Develop distant learning program.
				6.5.2	Implementation ERP system (HR & Finance module)	Extension of ERP for Campus module.	
7	Nonteaching Staff	7.1	Administrative Capacity Building	7.1.1	Training for conversant with ERP environment	Compulsory skill development training for all administrative support staff	Skill development training to be continued
				7.1.2		Create Time bound performance based promotion policy	
				7.1.3			Increase in no. of supporting &

							administrative staff in 1: 1.1 ratio (faculty: non-faculty)
8	Advanced Networking and Participation	8.1	Advanced networking and Partnership- External	8.1.1	Get alumni society registered Prepare a By-laws	Setup ‘social fund’ Setup city wise alumni chapters (based on major alumni clusters)	
				8.1.2	Organize annual alumni meets along with panel discussion on a theme; Organise a session of Decision-makers to interact with alumni and MDI faculty	Organise networking lunches for each alumni chapter during summer internship period.	
				8.1.3	Identify and felicitate a system of outstanding alumni, may be engage every alumnus in the selection of the awardees		
				8.1.4	Collect alumni feedback annually on a structured questionnaire	Plan well in advance and reach to alumni chapter meets in different cities and other parts of the world (where alumni clusters are found)	
				8.1.5	Organize and	Seek feedback from alumni	

					update alumni portal Making alumni portal interactive through discussion boards.	on alumni portal	
				8.1.6	Updating Alumni through regular news letters/emails. Engaging alumni through alumni talks		

Mission: 3. Encourage continuous innovation.

GOAL/POST							
S. No	Strategic Focus		Measures		Activities		
					0-2 year	2-5 years	5-10 years
1	Innovation – Research	1.1	Produce applied/action research and make it available to the outer world	1.1.1		Ensure increase in no. of papers published on innovation and entrepreneurship - Faculty	
				1.1.2	No. of student projects on Entrepreneurship and start-ups nationally - Annual increase of at least 2%-5%	No. of student projects on Entrepreneurship and start-ups nationally - Annual increase of at least 5% - 8%	Ensure increase in no. of papers published on entrepreneurship - Scholars (5%-8%)
2	Innovation – Teaching	2.1	Incorporating sustainability into course curricula.	2.1.1	Feasibility to introduce sustainability perspectives in different courses.	Revisit the feasibility of introducing the course on sustainability.	
		2.2	Encourage innovative teaching pedagogy.	2.2.1	Organise "Idea to Innovation" Competition of inter-college/institution in collaboration with corporate.		

		2.3	Offer solutions to industrial and societal problems through innovation.	2.3.1			Create an innovation lab in MDIM; Seed funding provided to students for promoting business ideas.
				2.3.2			Promote the business accelerator/incubator on campus.

Mission: 4. Create and nurture socially responsible leaders.

GOAL POST						
S. No	Strategic Focus	Measures		Activities		
				0-2 year	2-5 years	5-10 years
1	Students as Responsible Leaders	Incorporate responsibility through policies and curricula	1.1.1	Incorporate responsible citizenship in students through creating a sense of liability through strict adherence to the processes and arranging activities affirming it.	Develop a scoring system that measures their pro-activeness in creating responsible leaders for the future.	Using the scoring mechanism to measure and incorporate certain corrective measures to enhance it which will inculcate right responsible leadership qualities.
			1.1.2	Encourage students to do projects and activities related to sustainability and other economic and business problems.	Have students work and create forums where they can speak responsibly and create new opportunities to grow and nurture.	
			1.1.3	Formulate an Oath (do's and don'ts) that every student takes during orientation and print in handbooks for students	Constitute "Responsible Citizen of the Year Award.	Constitute Responsible Citizen of the Year Award for alumni;
			1.1.4	Formulate MDI plagiarism policies	Revisit and revise the policies, address issues that can facilitate administrative ease in implementing the policy	Make MDI zero tolerant to plagiarism

		1.2	Incorporate responsibility through involvement in society	1.2.1	Involve students in projects related to social, environmental and economic issues	Ensure every student is engaged in one activity/event that promotes social responsibilities	No. of initiatives undertaken/completed - record rise in no. every year and review every 5 years
		1.3	Promote a culture of wellbeing among students and motivate them to live a healthy lifestyle	1.3.1	Design a criterion for <i>Fitness Award</i> for students; Weekly one sports/yoga activities to be introduced	Organise role of health and well-being lectures/workshops Organise Annual Sport Day	Organise Wellbeing Weekend Workshops for students, staff, and faculty
				1.3.2	Make efforts to improve student happiness by organizing Happiness Workshops.	Students' happiness efforts will include small initiatives that are personalised and promote a culture of happiness during their stay in the campus.	Make MDI a personalised institution of learning and well being
2	Institutional Social Responsibilities	2.1	Institutional internal policies and initiatives	2.1.1	Reduce the use of plastic and other non-environmental friendly products - @ 5% year; Reduce and recycle water and paper consumption; Partial-Installation of solar facilities Reduce paper use by 5 % Continue Rainwater harvesting	Reduce the use of plastic and other non-environment friendly products - 20%; Install water-efficient systems, use recycle water for horticulture.	Reduce the use of plastic and other non-environment friendly products and processes - 50%;

			install renewal energy (solar) based alternate system		
		2.1.2	Ensure students' participation in campus planning including green campus initiatives; Building in-house scrap/garbage management system	Create an independent cell for monitoring of water and energy usage and issues	
		2.1.3	Introduce students' projects on sustainability	Application of student's project for sustainable development	Application of student's project for sustainable development
	2.2	Institute's contribution to local and global communities	2.2.1 Promote faculty involvement in addressing/resolving social problems/ organising International conference on sustainable development	Include social initiative as one of the criteria in awarding outstanding faculty contribution	
		2.2.2	Increase the social initiatives by the institute (It is targeted to improve quality of life of <i>people</i> working in MDIM (wage labourers/women/children working in campus); <i>Processes</i> -policies and <i>Place</i> e.g. Every programme adopts a garden, adopt-neighbourhood, etc.)	Ensure increase in research published by MDIM faculty on social/environmental issues; Increase engagement with social problems; community awareness about health and hygiene, education, etc.	

				Organise (Blood donation camps, Earth Day celebration, National Day Celebration talks, and activities.)	Increase no. of participants outside MDIM and organise event in partnership (Blood donation camps, Earth Day celebration, etc.)	
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Mission: 5. Promoting sustainable alternatives in decision making.

GOAL/POST							
S. No	Strategic Focus		Measures		Activities		
					0-2 year	2-5 years	5-10 years
1	Skills to measure and value sustainable assets	1.1	Students skill to promote Sustainable practices	1.1.1	Promote a sense of ecological and environmental responsibility in students - Plan and arrange sessions and exercises by experts	Conduct inter-campus (within MDIM) and inter-institute (external) competitions on themes of ecological and environmental responsibility for students	Launch School of Sustainable Development
				1.1.2	Encourage students to adopt sustainable lifestyle by following a healthy lifestyle - Plan sessions in student orientation		
				1.1.3	Inculcate national ethos and cultural values - Plan sessions in students orientation		

				1.1.4	Plan sessions during students orientation on prevention and resolution of conflicts/alcohol l/ etc.	Plan courses/ workshops on prevention and resolution of conflicts/alcohol	
				1.1.5	Inculcate social responsibility among students - plan sessions, exercises and competitions during student orientation		
				1.1.6	Promote tolerance and respect for all human beings - plan sessions and exercises		
				1.1.7	Preference for energy-saving devices - LEDs, ACs, etc. Converting existing lighting systems into LEDs.	Emphasis will be given for using LED light system and energy efficient Air Conditioners, water cooling units & Refrigerators, etc.	Install energy-efficient centralised cooling plant.
				1.1.8	No use of single-use plastic and try		

					to reduce the usage of plastic every year, and promote reuse		
				1.1.9	Minimize the wastage of Food in canteen		
				1.1.10	Encourage research focus on sustainable aspects of business	Research publications providing sustainable solutions	Plan an additional journal exclusively on sustainability
				1.1.11		Cases (with sustainable solutions) published	
				1.1.12	Executive Education for sustainability-launch of MDPs/short term courses. Incorporating sustainability related topics in different subjects in PGDM course wherever possible.	Launch of Elective courses on sustainability in PGDM/FPM/EFPM, etc.	

				1.1.13	Constitute Green maintenance Staff Award (Garden, Water supply and Electricity)	Constitute Swachh (Clean and Green) Building Award (different buildings of MDIM)
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