

IITM/IP/SP/10

**Strategic Plan for the Institute of Information Technology & Management**

**Executive Summary**

The Institute of Information Technology & Management (IITM), founded in 1999 under the auspices of Mata Leelawati Shikshan Sansthan (MLSS), has evolved into a premier institution committed to academic excellence. Under the visionary leadership of Shri T.N. Chaturvedi, a Padma Vibhushan awardee, IITM has established itself as a leader in education, driven by the principles of Outcome-Based Education (OBE). This strategic plan outlines the evolution of IITM over the past 20 years and sets the course for continued growth and excellence.

**Vision and Mission**

**Vision**

"The Institute aims to be a Centre of Excellence, promoting value based quality education in the contemporary areas of advanced professional studies in Information Technology, Management and Mass Communication"

**Mission**

IITM endeavours

1. to promote learning environment that delivers employable students with strong analytical mind, thinking ability, entrepreneurial and organizational skills required in a dynamic professional environment,
2. to foster strategic alliance with industry for applied research, and
3. to inculcate ethical, social and moral values amongst students.

**Strategic Goals**

**1. Educational Excellence**

- o **Implementation of Outcome-Based Education (OBE):**
  - **Defining Outcomes:**
    - Define Course Outcomes (CO) for all courses.
    - Define Program Outcomes (PO) and Program Specific Outcomes (PSO) for all programs.
    - Measure attainment of CO, PO, and PSO for each program.



- **Measurement Tools:**
  - Map each evaluation tool to a specific CO or action verb in Bloom's taxonomy.
  - Use internal assessments and final tests to measure CO attainment.
  - Use CO-PO matrix to evaluate program outcomes.
  - Calculate PEO and GA performance using PO-PEO and PO-GA matrices.
- **Extension to Undergraduate Programs:**
  - Extend OBE framework to all undergraduate programs.
- **Student-Centric Pedagogy:**
  - Implement teaching methods that focus on enhancing students' learning capabilities.
  - Conduct regular workshops and training sessions for students to improve performance in various domains.

## 2. Infrastructure and Facilities

- **State-of-the-Art Facilities:**
  - Maintain prime infrastructure with air-conditioned classrooms, LCD projectors, and Wi-Fi.
  - Provide a well-equipped research center and a library with access to journals/ e-resources/books/e-books/e-journals, etc.
  - Regularly update computer labs with the latest technologies.
- **Campus Development:**
  - Expansion of physical infrastructure to its optimization.
  - Ensure continuous improvement of campus facilities to support academic growth.
  - Provide a centrally air-conditioned auditorium with modern multimedia facilities.
  - Install a 20 KW solar power plant as a supplementary power source.
  - Implement a knowledge portal for easy retrieval of information by staff and students.
- **Sports and Cultural Facilities:**
  - Provide facilities for sports, games, and cultural activities.
  - Maintain a portable badminton court, well-equipped gym, and yoga center.
  - Organize cultural events and encourage student participation in intercollegiate competitions.
  - Use DDA playgrounds for sports events and annual sports meets.

## 3. Faculty Development and Research

- **Professional Development:**
  - Encourage faculty to attend seminars, workshops, and conferences.
  - Motivate faculty to apply for research projects and provide financial incentives for publications.
  - Offer duty leave and leave for Faculty Development Programs (FDP).



- **Support and Recognition:**
  - Provide group insurance and other benefits as per government norms.
  - Announce annual awards for best researchers.
  - Organize recreational trips and family get-togethers for employees.

#### **4. Student Support and Development**

- **Conducive Academic Environment:**
  - Foster a supportive environment with dedicated faculty and modern infrastructure.
  - Implement an open-door policy to encourage interaction between students and faculty.
  - Conduct regular meetings with students and faculty to address issues and seek feedback.
- **Skill Enhancement:**
  - Offer skill enhancement and syllabus enrichment workshops in various management specializations and emerging technologies.
  - Maintain a robust alumni network to support current students through mentoring and networking opportunities.

#### **5. Sustainability and Eco-Friendliness**

- **Eco-Friendly Campus:**
  - Maintain an eco-friendly and hygienic campus environment.
  - Implement sustainable practices, including the use of solar power and RO water plants.
- **Health and Well-Being:**
  - Organize yoga and meditation classes for holistic health of employees and students.
  - Ensure hygienic working conditions for all campus members.

#### **6. Alumni Engagement**

- **Active Alumni Association:**
  - Strengthen the IITM Alumni Association to foster enduring relationships and enhance industry interactions.
  - Encourage alumni to contribute to infrastructure improvements and industry connections.
- **Networking and Support:**
  - Leverage the extensive alumni network for mentoring and support of current students.
  - Organize alumni events and networking opportunities to maintain strong connections.



## Action Plan

### Short-Term:

- Take intake students to maximum to permissible limit as per norms of GGSIP University.
- Continue refining and implementing the OBE framework across all programs.
- Upgrade existing infrastructure and introduce new technologies in classrooms and labs.
- Organize regular workshops and training sessions for faculty and students.
- Enhance alumni engagement through events and networking opportunities.

### Long-Term:

- Add new programs and courses affiliated to GGSIP University which are aligned with emerging technologies and market needs.
- Expand research initiatives and collaborations with industry and academic institutions National/International.
- Invest in sustainable campus development.
- Foster a culture of continuous improvement through regular feedback and assessment.

## Monitoring and Evaluation

The Board of Management, along with the Academic Advisory Council and the Internal Quality Assurance Cell (IQAC), will monitor the implementation of the strategic plan. Regular evaluations and feedback from stakeholders will guide necessary adjustments to ensure the achievement of IITM's vision and mission.

## Conclusion

IITM's strategic plan outlines a clear path for the next phase of growth, building on a strong foundation of academic excellence, innovative teaching, and a commitment to holistic development. With a focus on continuous improvement and sustainable practices, IITM is poised to continue its legacy as a leading institution in higher education.

This detailed strategic plan encapsulates the evolution of IITM over the past 20 years and charts a comprehensive course for future success, ensuring that the institute remains at the forefront of educational excellence.





## **Introduction**

### **ABOUT MATA LEELAWATI SHIKSHA SANSTHAN**

Mata Leelawati Shikshan Sansthan (MLSS), a registered educational society is registered under the Societies Registration Act 1860. It was founded by the Late Shri T. N. Chaturvedi who was a renowned educationist, parliamentarian, ex-Governor of Karnataka, CAG of India, and a recipient of the Padma Vibhushan Award. Steering the society's visionary mission is Shri J C Sharma, a distinguished administrator, educationist, and philanthropist. He serves as the founder promoter and currently leads the governing body of Mata Leelawati Shiksha Sansthan (MLSS). The Society is engaged in philanthropic activities and also aims to impart skills, training, and disseminate quality education in the technical and professional

The Society established the Institute of Information Technology and Management in the year 1999. A plot of land measuring 0.78 acres was acquired from DDA in the year 2000 at D - 29 Janakpuri, institutional area, New Delhi 110058.

The perspective plan is formulated meticulously ensuring the involvement of all the stakeholders. The development plan is formulated phase-wise.

The institutional perspective plan periods are:

**Institutional Strategic/ Perspective Plan Phase I: 2000 – 2007**

**Institutional Strategic/ Perspective Plan Phase II: 2008 – 2019**

**Institutional Strategic/ Perspective Plan Phase III: 2020 – 2030**



## Thrust Areas of Strategic / Perspective Plan

### Strategic Plan

Bridging the gap between what is required to be the outcome from the attained level of education and what one knows.

- Igniting young minds
- Moving from academic excellence to human excellence
- Being enablers
  - Governance
  - Financial and infrastructure
  - Academic
  - HR management
  - Facilitative & Supportive

The Institute's plan was developed with emphasis on following areas:

- Academic Programmes
- Academic Excellence & Experiential Learning
- Infrastructure Development & Augmentation
- Excellence in Research
- Collaborations and Linkages
- Extension Services
- Students' Support and Progression
- Faculty and Staff Development
- Environmental Awareness & Sustainable Initiatives
- Quality Assurance and Enhancement



**Institutional Strategic/ Perspective Plan Phase III: 2020 – 2030  
Plan with Thrust Areas and Achievements**

<b>Third Perspective Plan(2020– 2030)</b>	<b>Achievement and proposed actions of third Perspective Plan</b>
<b>Academic Programmes</b>	
To offer new Under Graduate and Post-Graduate programmes	<p><b>Undergraduate to Postgraduate department in IT: Re-Start MCA w.e.f the session 2023-2024</b></p> <p><b>Horizontal expansion in terms of more UG programmes (BA JMC) - w.e.f the session 2023-2024</b></p>
<b>Academic Excellence &amp; Experiential Learning</b>	
Academic	<ul style="list-style-type: none"> <li>• Multidisciplinary market-driven and placement-oriented programmes in accordance with National Education Policy (NEP) 2020 to be initiated.</li> <li>• New and innovative programmes will be introduced to integrate new emerging technologies like Artificial Intelligence and Internet of Things (IoT) to empower the next generation with the latest technological advancements in the industry.</li> <li>• Programmes offered shall integrate future-fit skills, and aptitude to enhance employability and inculcate entrepreneurship.</li> <li>• Adoption of well-structured outcome-based curriculum and assessment for all the programmes.</li> <li>• Creation of open educational resources and online learning</li> <li>• Introduce Value-added courses on contemporary topics.</li> </ul>
Perspective Plan - Accreditations	<ul style="list-style-type: none"> <li>• NAAC Accreditation Third Cycle to be done from year 2025</li> <li>• NBA Accreditation for MBA</li> </ul>



## Excellence in Research

Motivated Faculty to enroll for PhD and carry out research.  
Students to be motivated to do research

- Faculty and students will be encouraged to undertake multidisciplinary research projects with a special focus on national priorities and having measurable social impact.
- The research policy will be revised to incorporate the latest development in various academic disciplines, technology and industry.
- Expansion of the Research Advisory Committee and Research Centre to plan, coordinate and monitor research initiatives in the institute.
- The Centre for research shall guide the departments to submit research proposals for funding by central and state government agencies, NGOs and international funding agencies.
- Ethics in research to be mandatorily upheld through mechanisms.
- Financial schemes and seed money to be revised to promote the cutting-edge research in all the disciplines
- Strengthen the ranking of Institutional Journal.
- Increase in the number of sponsored in-house research projects
- Motivate faculty members to pursue research and get publications in Scopus/SCI index/Referred/ABDC listed / UGC approved journals.
- Incentives and Awards for publication in journals of repute.
- UG/ PG students to be taken as Research Assistants across all departments
- To develop international collaborations for research and consultancy.

## Infrastructure Development & Augmentation



Construction of Campus	<ul style="list-style-type: none"> <li>• The Institute started expansion of campus of floor fourth to sixth as a result of increase in FAR to 225 at Campus, D-29 Janakpuri Institutional area.</li> <li>• The campus extended campus got functional with threeadditional floors floors having smart classrooms, I, Mac lab , Graphics Lab, Lab for design and printing, Multi media studio, MOOCs recording facilities Computer Labs, Wi-fi, Spiritual Room and dedicated parking area.</li> </ul>
<b>Extension Services</b>	
Initiatives for Community Welfare and Nation Building	<ul style="list-style-type: none"> <li>• Got 7 units of NSS</li> <li>• Started NCC.</li> <li>• Organize more outreach programmes in collaboration with government agencies withthe help of NSS and other relevant committees.</li> <li>• Vocational training and skill-based programmes to be designed to orient students for asuccessful career.</li> <li>• Initiate healthy waste management practices in the neighbouring villages of the Institution.</li> <li>• Water conservation and biodiversity conservation initiatives with local authorities to beinitiated.</li> <li>• Strengthening the legal aid to the neighbourhood community.</li> <li>• Rehabilitation and support through skill development programmes to Divyangjan and socially disadvantaged groups.</li> </ul>
<b>Faculty and Staff Development</b>	
Recruitment & Retention of Faculty and Staff	<ul style="list-style-type: none"> <li>• Faculty were appointed as per the UGC norms and international standards for the New programmes started.</li> <li>• A performance-based Appraisal system will be implemented more effectively for theTeaching and Non-teaching staff.</li> <li>• To create more positions for improving Faculty Student Ratio. However, the new posts will be in the line with courses proposed in the</li> </ul>



	<p>academic plan.</p> <ul style="list-style-type: none"> <li>• Teachers will be motivated to pursue higher degrees to enhance their knowledge and will be encouraged to undertake research studies.</li> <li>• Training programs for the administrative staff will be organized to create a healthy atmosphere and to facilitate students by using ICT tools and techniques like AI/ML</li> </ul>
<b>Environmental Awareness &amp; Sustainable Initiatives</b>	
Green Initiatives	<ul style="list-style-type: none"> <li>• Develop the strategy to have a zero-waste campus</li> <li>• Continue to aim at clean energy by using renewable sources like solar energy.</li> <li>• Strengthening the rainwater harvesting facilities and conserving water resources in the Institution.</li> <li>• Audits for Green, Energy and Environment to be conducted on annual basis</li> </ul>
<b>Quality Assurance and Enhancement</b>	
E-governance	<ul style="list-style-type: none"> <li>• E-governance was adopted in administration, student admission and assessment and Finance through LMS- knowledge portal, Tally</li> </ul>
	<ul style="list-style-type: none"> <li>• IQAC of the Institution to devise a criterion-wise strategy to score more and attain a higher grade in the second cycle of NAAC accreditation</li> </ul>
	<ul style="list-style-type: none"> <li>• Participate in NIRF Ranking and efforts to be made to rank in the top colleges in India.</li> </ul>
<b>Collaborations and Linkages</b>	
Collaborate with Industries, Sponsors, Government agencies, other HEIs	<ul style="list-style-type: none"> <li>• Collaborate with the institutes of national and international repute for student capacity enhancement, training, internship, placement and even faculty enrichment and research.</li> <li>• Increase industry-academia collaborations for research &amp; extensions</li> <li>• Maintain and develop the tie-ups with NGOs and corporates to engage in various United</li> </ul>



	<p>Nations Sustainable Goals and CSR activities.</p> <ul style="list-style-type: none"><li>• Collaboration for the government initiated programmes for nation-building and social welfare.</li></ul>
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## Institutional Strategic/ Perspective Plan Phase II: 2008 – 2019

### Plan with Thrust Areas and Achievements

Second Perspective Plan(2008– 2019)	Achievement of Second Perspective Plan
<b>Academic Programmes</b>	
To offer new Under Graduate and Post-Graduate programmes	<p><b>2008 - Blossomed into Management Post Graduate Institution</b></p> <p style="text-align: center;">(PGDM and converted to MBA in 2012)</p> <p>2017 - Started B.Com(H) programme</p> <p>2019 - Started B.Com(H) 2<sup>nd</sup> Shift programme</p>
<b>Academic Excellence &amp; Experiential Learning</b>	
Academic	<ul style="list-style-type: none"> <li>• Program Admin committees</li> <li>• Value Added courses were introduced</li> <li>• Policies were documented</li> </ul>
Accolades	<ul style="list-style-type: none"> <li>• NAAC Accreditation A grade in Cycle II</li> <li>• NBA Accreditation for MCA</li> <li>• Got many Exemplary Performances in the University</li> </ul>
<b>Excellence in Research</b>	
Motivated Faculty to enroll for PhD and carry out research	<ul style="list-style-type: none"> <li>• Faculty members pursued research work and participated in various National &amp; International Conferences/Seminars of repute.</li> <li>• Numerous National &amp; International Seminars/conferences/workshops/webinars were organized by the Institute.</li> </ul>
<b>Infrastructure Development &amp; Augmentation</b>	



Construction of Campus	<ul style="list-style-type: none"> <li>• The Institute started expansion of campus as a result of increase in FAR Campus in D-29 Janakpuri Institutional area.</li> <li>• The campus extended campus got functional with three floors having smart classrooms, Computer Labs, Wi-fi, Administrative Offices, Medical Room, Canteen, Sports Room, Spiritual Room and dedicated parking area.</li> </ul>
<b>Extension Services</b>	
Initiatives for Community Welfare and Nation Building	<ul style="list-style-type: none"> <li>• Initiatives like Blood Bank, Classes for Orphans, Socially &amp; Economically Disadvantaged Students, Cleanliness Drives were organised in collaboration with NGOs,</li> <li>• Fiesta was started as an annual event.</li> <li>• Internship under Swachh Bharat Abhiyan was pursued by students in addition to various schemes launched by the government.</li> </ul>
<b>Students' Support and Progression</b>	
Training & Placement Sessions	<ul style="list-style-type: none"> <li>• Various counselling, training and placement sessions were organized.</li> <li>• Students were placed in prominent institutions TCS, Genpact, Wipro, IBM and other organizations to name a few.</li> </ul>
<b>Faculty and Staff Development</b>	
Recruitment & Retention of Faculty and Staff	<ul style="list-style-type: none"> <li>• Faculty were appointed as per the UGC norms and international standards.</li> <li>• Ph.D. increments were provided to faculty</li> <li>• Highest retention rate for faculty &amp; staff</li> </ul>
<b>Environmental Awareness &amp; Sustainable Initiatives</b>	
Green Initiatives	<ul style="list-style-type: none"> <li>• Solar Plant of 20 KVA installed and generating 80-110 units per day. Bi-directional meter installed</li> <li>• Rainwater harvesting in the campus.</li> <li>• Reduce, reuse and recycle initiatives were implemented.</li> <li>• Promoted reduction in Plastic usage on campus.</li> <li>• Appreciated for Green, Energy and Environment campus.</li> </ul>
<b>Quality Assurance and Enhancement</b>	
E-governance	<ul style="list-style-type: none"> <li>• E-governance was adopted in administration, student admission and assessment and Finance through LMS- knowledge portal, Tally</li> </ul>



## First Institutional Perspective Plan (2000 – 2007)

### Perspective Plan with Thrust Areas and Achievements

First Perspective Plan (2000 – 2007)	Achievement of First Perspective Plan
<b>Academic Programmes</b>	
To offer various undergraduate programmes	<p>Following undergraduate and Post Graduate programmes affiliated to GuruGobind Singh Indraprastha University were offered</p> <ul style="list-style-type: none"> <li>*BCA</li> <li>* MCA</li> <li>* BBA</li> </ul> <p>1999 - Set under the Aegis of Mata Leelawati Sikshan Sansthan with BCA Undergraduate programmes with 60 students intake and 09 faculty members</p> <p>2003 - Blossomed into IT Postgraduate institution (MCA)</p> <p>2003 - Set up the Undergraduate Management Dept (BBA)</p> <p>2007 - Started Evening Shift for both the departments IT and Management</p>
<b>Academic Excellence &amp; Experiential Learning</b>	
To Nurture Excellence	<ul style="list-style-type: none"> <li>• Academic Excellence</li> <li>• Skill</li> <li>• Leadership</li> </ul>
Achievement	<ul style="list-style-type: none"> <li>• The students bagged many Exemplary Performances in the affiliated University's exams</li> </ul>
<b>Excellence in Research</b>	
Motivated Faculty to enroll for Ph.D. and undertake research work	<ul style="list-style-type: none"> <li>• Most of the Faculty Members enrolled for PhD and got awarded.</li> <li>• Every faculty did research and participated in various National &amp; International Conferences / Seminars of repute.</li> </ul>
<b>Infrastructure Development &amp; Augmentation</b>	
Construction of Campus	<ul style="list-style-type: none"> <li>• .78 Acres of land was allocated by DDA for creation of campus at D-29 Janakpuri Institutional Area</li> <li>• Construction work was initiated and The Institute started functioning from a new Campus in D-29 Janakpuri Institutional area</li> </ul>



<b>Extension Services</b>	
Initiatives for Community Welfare and Nation Building	<ul style="list-style-type: none"> <li>• Initiatives like Blood Bank, Classes for Orphans, Socially &amp; Economically Disadvantaged Students, and Cleanliness Drives were organized.</li> <li>• Awards won by many students in co-curriculum and extra-curriculum activities like Anugoonj.</li> </ul>
<b>Students Support and Progression</b>	
Training & Placement Sessions	<ul style="list-style-type: none"> <li>• Various counselling, training and placement sessions were organized.</li> <li>• The students were placed in Wipro, IBM and other organizations to name a few.</li> </ul>
<b>Faculty and Staff Development</b>	
Recruitment & Retention of Faculty and Staff	<ul style="list-style-type: none"> <li>• Faculty were appointed as per UGC norms.</li> <li>• The Institute had the highest retention rate for faculty &amp; staff</li> </ul>

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