



STRATEGIC PLAN 21-22

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Acknowledgement

We the member of strategic management and planning department of Zeal Education Society's Zeal Institutes take immense pleasure in placing on record our sincere gratitude towards Zeal Management particularly Shri Sambhaji Katkar, Founder Director, Shri Jayesh Katkar, Executive Director, Prof. Uddhav Shid, Campus Director, for believing on our capabilities and appointing us as a member of Strategic Management and planning department. Also profound thanks to Dr. Ashwini Sohani, Management Program Head, Dr. Ajit Kate, Principal ZCOER, Dr. Rajesh Kashyap, Director ZIBCAR, Prof. U.S.Shid, Campus Director, ZES for their support in the development of strategic plan of their respective Institutes. We are so fortunate to be given an opportunity to make contribution in the development of strategic plan of all Zeal's Institute.

We express our thanks to each and every Zeal Institute's IQAC Coordinators for their commendable coordination with us for the development of Strategic plan for their respective Institute.

We are highly grateful for the valuable contribution of all our Stakeholders, especially Students and their parents, Staff, Alumni, and Industries in terms of feedbacks, suggestions and information towards the development of this plan.

Members

Strategic Management and Planning Department





Zeal Education Society

About:

Zeal Education Society established in 1996 under the able guidance of Hon. Shri. S. M. Katkar (Founder Director) an eminent industrialist with a vision to provide quality education. Zeal Education Society, Pune is a well-known education hub assortments from nursery to Ph.D. with special focus on Engineering and Management courses. Our institutes are one of the leading institutes in the Pune region, approved by AICTE, Recognized by DTE, and affiliated to Savitribai Phule Pune University. Zeal is well known as an Educational venture of Zeal Industries as Education is the backbone of every nation and is the stepping stone for the country, to move into the niche of a developed nation. Creating enriched human beings' is our motto and we have realized that the future is abstract and unknown but the youth in our nation is powerful and can be molded to be good human beings with values that are embedded for life. We aim to teach students to LEARN and IMPLEMENT, not just STUDY. Hence, we strive to push students beyond the boundaries of mere books. Soft skills and educational skills are what the institution provides every student at the campus itself through its Zeal Pattern. We at Zeal Education Society are committed to producing engineers and managers with excellent potential in diversified areas who will, in turn, write the next stories of success.

Secretary





ZEAL EDUCATION SOCIETY'S

**ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER
APPLICATION (ZIMCA)**

NARHE | PUNE | INDIA



PUN CODE: INMP015570

DTE CODE: MB6195

AISHE CODE: C-50909

About:

ZIMCA is one of the finest centers of management education excellence under the umbrella of the Zeal Education Society and versatile leadership of Hon. Shri. S.M. Katkar (Founder Director, ZES Pune) and Transformational leadership of Mr. Jayesh Katkar (Secretary, ZES Pune) Approved by AICTE, New Delhi, Recognized by DTE Government of Maharashtra and affiliated to Savitribai Phule Pune University with an intake of 120 students.

Since its establishment in 2009, ZIMCA, relentlessly working towards the path of excellence through its dynamic teaching-learning methodology.

ZIMCA is a student-centric participative and democratic management institute with an intensive focus to equip our students with a complete set of competencies both depth and breadth of knowledge, updated trends and analytical framework of courses beyond the curriculum.

Throughout the course of the MBA program, the emphasis is placed on improving the employability quotient of young graduates, learners by developing business acumen and managerial competencies inclusivity ethics, principles and values-based management creating competent business managers.

We, supplementing routine classroom teaching, with training and guidance from industry experts and academicians in order to make the students be well-rounded individuals. We give our students that extra edge' through continuous interaction with entrepreneurs, practicing managers and academic experts and periodic exposure to business organizations, surveys. Interaction with all these experts will not only elevate or thinking level but will also enable a cross-fertilization of ideas and exchanges.

Director

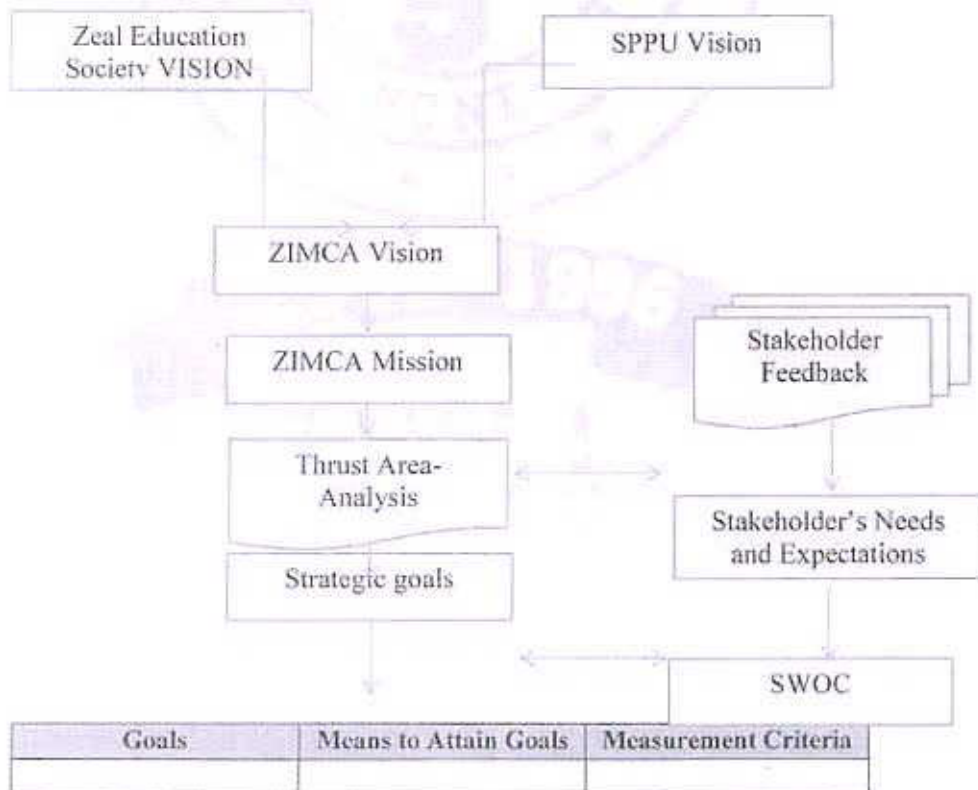




Strategic Framework

For the development of the strategic plan of each Institutes, the Director/Principal of the institutes, their respective IQAC Coordinators and strategic management and planning department members work in participation, collaboration and in a coordination. Several brainstorming meetings among them on the facts, data, and suggestions results in well-thought designed and drafted objective strategic plan for each Institute. The detailed strategic plan is present and put forth in front of Governing Body and College development committee with action plan, review frequency as well as monitoring mechanism, for their valuable inputs and approval during governing body meeting. Once approved by Governing Body, respective Institutes IQAC cell ensures implementation of the approved plan, under the leadership of their respective Director/ Principal.

To develop the strategic plan it is important to have the basic thrust areas of the organization. The thrust areas need to be derived from the needs and expectations of various crucial stakeholders of the organization. Hence the process of the strategic plan with risk and evidence based thinking is as follow:





Mapping: ZES Vision and ZIMCA VISION

ZES Vision:

To empower society with holistic development through quality education

ZIMCA Vision:

To be recognized as student-centric institute through value-based quality education

Mapping of ZES Vision with ZIMCA Vision

ZES Vision	ZIMCA Vision	Keyword match
<i>To empower society with holistic development through quality education</i>	To be recognized as student centric institute through value-based quality education	To empower society = student-centric institute
<i>To empower society with holistic development through quality education</i>	To be recognized as student centric institute through value-based quality education	Holistic development = Value-based
To empower society with holistic development through quality education	To be recognized as student centric institute through value-based quality education	Quality education = quality education





Mapping ZIMCA Vision to SPPU VISION

SPPU Vision:

- Becoming a vibrant knowledge Centre and a Centre of Excellence in teaching, research and extension activities;
- Bringing about conservation, creation advancement and dissemination of knowledge;
- Creating technologically equipped thought and action leaders in a wide range of spheres by providing value-based and high quality education;
- Generating cutting edge research and innovations and enabling empowerment through social and regional inclusion;
- Increasing global linkages by attracting international students and establishing collaborative programmes with educational institution of repute

ZIMCA Vision:

To be recognized as student-centric institute through value-based quality education

Mapping of ZES Vision with ZIMCA Vision

SPPU Vision	ZIMCA Vision	Keyword match
Becoming a vibrant knowledge Centre and a Centre of Excellence in teaching, research and extension activities	To be recognized as student centric institute through value-based quality education	vibrant knowledge Centre and Centre of Excellence in teaching, research and extension activities = student-centric institute
Bringing about conservation, creation advancement and dissemination of knowledge;	To be recognized as student centric institute through value-based quality education	conservation, creation advancement and dissemination of knowledge = quality education





SPPU Vision	ZIMCA Vision	Keyword match
Creating technologically equipped thought and action leaders in a wide range of spheres by providing value-based and high quality education ;	To be recognized as student centric institute through value-based quality education	action leaders = value-based and high quality education
Increasing global linkages by attracting international students and establishing collaborative programmes with educational institution of repute	To be recognized as student centric institute through value-based quality education through value-based quality education	collaborative programmes with educational institution of repute = To be recognized student centric institute

Mapping ZIMCA Vision to ZIMCA Mission

ZIMCA Mission:

Emerge as a remarkable facilitator for enhancing employability quotient of young graduates through business management education, which eventually contributes decisively to sustainable economic growth .

Mapping of ZIMCA Vision and Mission:

Vision	Vision Keyword	Mission	Keyword match
To be recognized as student-centric institute through value-based quality education	Student-Centric institute	Emerge as a remarkable facilitator for enhancing employability quotient of young graduates through business management education, which eventually contributes decisively to sustainable economic growth	Student-Centric institute = remarkable facilitator for enhancing employability quotient of young graduates
	Value-based	Emerge as a remarkable facilitator for enhancing employability quotient of young graduates through business management education, which eventually	Value-based= enhancing-employability quotient of young graduates





		contributes decisively to sustainable economic growth	
	Quality education	Emerge as a remarkable facilitator for enhancing employability quotient of young graduates through business management education, which eventually contributes decisively to sustainable economic growth	Quality education = business management education, which eventually contributes decisively to sustainable economic growth

Thrust Area Analysis

Stakeholder's Feedback:

The Institute conducts stakeholder's feedback time-to-time with the aim to

1. To develop shared understanding of Vision mission and policies
2. For Reliable information flow
3. To enhance inter-institutional trust

The institute collects feedback on the various occasions like Parent meet, Alumni Meet, Industry-Institute Interaction, as well as students in the classroom to get good understanding of Needs and Expectations of the stakeholder.

Once the Needs and Expectations are drawn the institute performs SWOC analysis to understand the Strengths-Weaknesses-Opportunities-Threats, which gives the platform to validate and verify the needs and expectations of the stakeholders are genuine and not over demanded

ZIMCA Strategic Goals

1. Endeavor to bridge the gap between Industry-Academic
2. Impart updated knowledge of business management through interactive research
3. Develop and Hone business acumen and managerial skills through holistic approach
4. Develop sensibly socially responsible human potential with high values and integrity
5. To provide a sustainable technological green environment at campus





6. To foster ethical, moral and professional environment with knowledge skill and positive attitude among each and everyone in the campus. Provide nurturing environment to foster entrepreneurial spirit.

Goal for Academic Year 2021-2022:

1. To develop Innovative academic program for student progression.
2. To enhance industry-academia collaboration.
3. To provide excellent facilities and quality opportunities to students for all-round persona and professional growth.

