# STRATEGIC PLAN 2022-23

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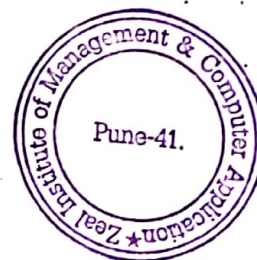
Pune-41.

# Acknowledgement

We are members of the strategic management and planning department of Zeal Education Society. Zeal Institutes take immense pleasure in placing on record our sincere gratitude towards Zeal Management particularly Shri Sambhaji Katkar, Founder Director, Dr. Jayesh Katkar, Executive Director, Prof. Uddhav Shid, Director(Admission, Academic and Administration), for believing in our capabilities and appointing us as a member of Strategic Management and planning department. Also profound thanks to Dr. Ajit Kate, Principal ZCOER, Dr. Rajesh Kashyap, Director ZIBCAR, for their support in the development of strategic plans of their respective Institutes. We are so fortunate to be given an opportunity to make a contribution in the development of the 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 plans 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 feedback, suggestions and information towards the development of this plan.

**Members**
**Strategic Management and Planning Department**

# Zeal Education Society

## About:

Zeal Education Society was 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**

## About:

The Institute's name is Zeal Institute of Management And Computer Application

ZIMCA was established in the year 2009 under the aegis of 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 and has intake of 120 students.

The Institute Vision is to be recognized as student –centric Institute through value-based quality education. Student being the integral part of the Vision Mission statement of the Institute.

ZIMCA Vision statement provides support for Zeal education Society Vision and it also aligns with SPPU's Vision.

During the MBA program course ZIMCA emphasizes on providing employability by developing managerial competencies and 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

At ZIMCA along with regular classroom teaching , students also receive training and guidance from the industrial experts and academicians which help in the overall development of the students. Students also have interaction with entrepreneurs , academic experts and practicing managers which aims in providing quality education for students.

ZIMCA is continuously working on the path of excellence by adapting dynamic teaching-learning methodology, being a student –centric participative and democratic management institute its focus is to equip students with depth and breadth of entire knowledge
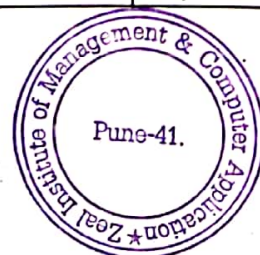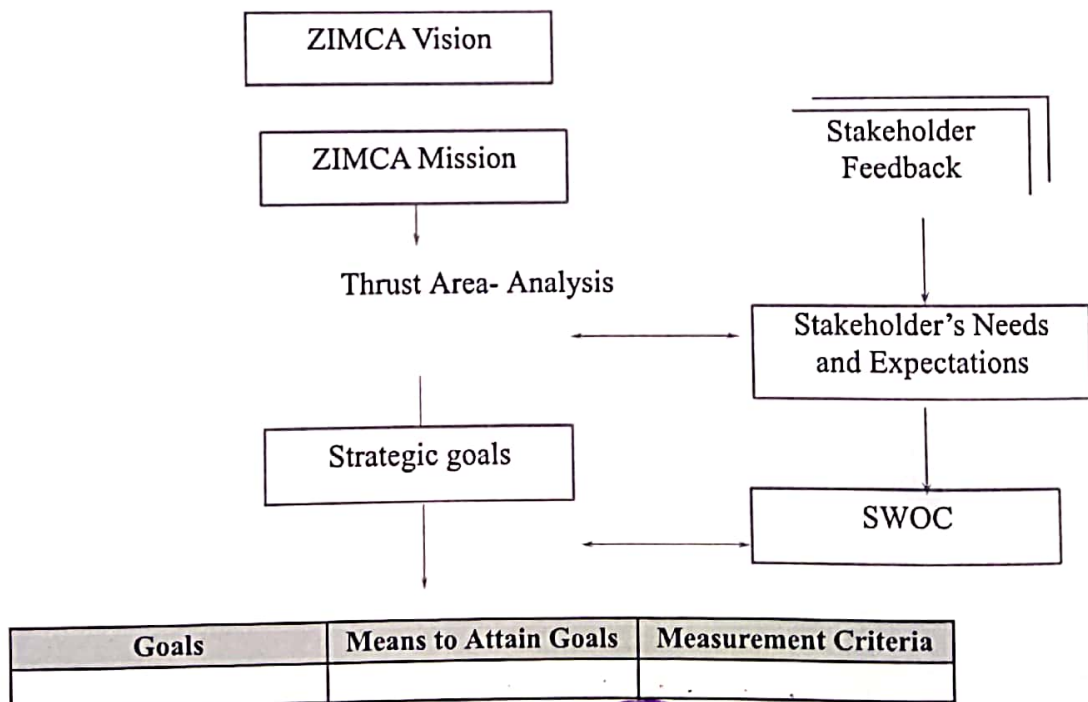
**Director**

# Strategic Framework

Strategic plan of ZIMCA is developed with the collaboration and coordination of IQAC Coordinators and strategic management and planning department. During the meeting several brainstorming which resulted in a well designed and drafted strategic plan of the Institute. After the preparation of the strategic plan it is provided to the Governing Body and Co development committee along with the action plan for receiving approval in the Governing body meeting.

Once the strategic plan receives approval from the Governing Body the IQAC cell works for positive implementation of the approved strategic plan which is done under the leadership of the Director.

For accurate implementation of strategic plan and smooth functioning of the Institute, recommendations from various stakeholders are considered as well as suggestions from different committees, Cells and the Director of the Institute are taken as an input.

The process of strategic plan with its risk and evidence based thinking is as follows:

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        ┌──────────────────┐
        │   ZIMCA Vision   │
        └──────────────────┘

        ┌──────────────────┐              Stakeholder
        │  ZIMCA Mission   │              Feedback
        └──────────────────┘
                 │                             │
                 ▼                             ▼
      Thrust Area- Analysis         ┌──────────────────────┐
                 │  ───────────────►│  Stakeholder's Needs │
                 │                  │   and Expectations   │
                 ▼                  └──────────────────────┘
        ┌──────────────────┐                  │
        │  Strategic goals │                  ▼
        └──────────────────┘          ┌──────────────────┐
                 │      ◄─────────────│       SWOC        │
                 ▼                     └──────────────────┘
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| Goals | Means to Attain Goals | Measurement Criteria |
|-------|----------------------|----------------------|
|       |                      |                      |

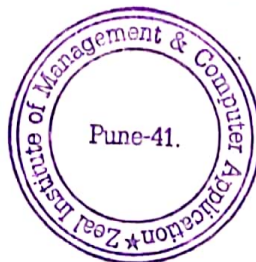# Mapping: ZES Vision and ZIMCA VISION

**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 |
|---|---|---|
| *To empower society with holistic development through quality education* | To be recognized as **student centric institute** through value-based quality education | **To empower society=** student-centric institute |
| *To empower society with **holistic development** through quality education* | 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
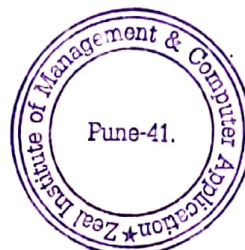
**SPPU Vision:**
- Becoming a vibrant knowledge Centre and a Centre of Excellence in teaching, research and extension activities.

- 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 programms 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 | **Value-based=** enhancing employability quotient of young graduates |

|  |  | education, which eventually 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

**Stakeholders Feedback:**

ZIMCA from time to time conducts collection of feedback from time to time with an objective -:

1 Developing proper understanding of the vision mission and policies of the Institute.

2 To have a reliable flow of information

3 Enhancing inter- institutional trust.

For fulfilling the objective the institute collects feedback from parent meet, Industry- Institute interaction and Alumni meet to receive inputs regarding the expectation of the stakeholder.

After understanding the need of the stakeholders the Institute carries SWOC analysis to identify Strengths-Weaknesses-Opportunities-Threats

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
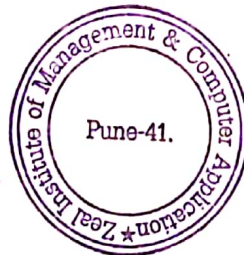
# ZIMCA- SWOC Analysis

## Strength

1. Institute has a strong ethos of OCTAPAC culture.

2. Hybrid Teaching Pedagogy.

3. Student centric function with mentoring, counseling through teachers & effective academic monitoring.

4. Safe, secured, SATID free, green & ecological campus.

5. Flagship Program

6. ED Cell

7. Transparent & Value based governance

8.Industry-Institute interaction

## Weakness

1. Limited resources for revenue generation from alumnae.

2. Low merit admission quality

3. Consultancy in collaboration with national agencies
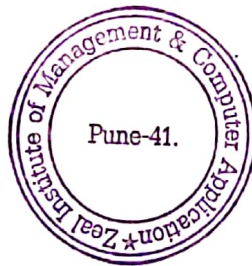
4. Funding agencies

## Opportunity

1. International & off-campus study & exchange program

2. More conversation & partnership with local ecology- those in private, nonprofit, public sector

3. Continuing education for intellectual enrichment

4. Even though on campus placement record is consistent, there is enormous scope for achieving higher placement all tougher ( Branding & Positioning

## Challenges

1. Risk of losing prominent faculty & staff

2. Growing competition

3. To strengthen alumnae network worldwide

4. Funding projects from industry

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

**Goals for Academic Year 2022-23:**

1. To have smooth conduct of C2C for making students fit according to the needs of the industry.
2. To maintain periodic assessment of SIP diary for MBA second year students to facilitate internship projects in time.
3. To provide quality education to students for all- round personal and professional growth.
4. To enhance skill development of the students by making them participate in different competitions.