



TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U. P. Act No. 30, 2008)

TEERTHANKER MAHAVEER INSTITUTE OF MANAGEMENT AND TECHNOLOGY
Delhi Road, Moradabad (U.P)

STRATEGIC PLAN

2021-22 to 2026-27

The MBA program has developed a Strategic Plan for the period 2021-22 to 2026-27 to guide the academic, research, and institutional development of the program. The plan was formulated with clearly defined strategic areas, initiatives, objectives, and timelines to ensure systematic progress and alignment with institutional goals and institutional quality requirements. The major strategic areas identified in the plan are described below:

1. Accreditation & Quality Assurance

The institute has prioritized quality enhancement and accreditation readiness as a key strategic area. The plan included contributing to the central office (IQAC) for the accreditation of NAAC Cycle-2, initiating accreditation preparation (At College level), conducting gap analysis, implementing Outcome Based Education (OBE), and preparing the Self-Assessment Report (SAR) for the MBA program. Internal academic audits and continuous monitoring of CO-PO attainment were also planned to strengthen quality assurance mechanisms and align academic processes with programme accreditation requirements.

2. Teaching-Learning Innovation

To enhance the quality of management education, the strategic plan focused on the implementation of Outcome Based Education (OBE) and the use of innovative teaching methods. ICT-enabled learning was promoted through the installation of smart panels in classrooms, development of digital learning resources, and strengthening of technology-enabled teaching practices. These initiatives were aimed at improving learning outcomes and promoting interactive and student-centered teaching methodologies.

3. Research & Development

The strategic plan emphasizes the development of a strong research culture among faculty members and students. Year-wise targets for faculty research publications were set to progressively increase research output. Faculty members were also encouraged to pursue Ph.D. qualifications, participate in conferences, and contribute to scholarly publications. In addition, initiatives such as organizing international conferences and case writing workshops were included to promote academic research and knowledge dissemination.

4. Infrastructure Development

To support effective teaching-learning processes, the strategic plan included several infrastructure development initiatives. These included the installation of CCTV cameras in classrooms for academic monitoring, introduction of biometric attendance systems, and the phased installation of smart panels to develop smart classrooms. These initiatives aim to





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strengthen academic monitoring, enhance ICT-enabled learning, and improve the overall academic environment.

5. Academic Innovation and Program Development

The institute planned several initiatives to promote innovation in academic programs. These included the establishment of a Centre of Excellence in Blockchain and FinTech, the launch of new academic programs, & the implementation of the National Education Policy (NEP) framework in relevant programs. These initiatives are designed to align the MBA program with emerging industry trends and modern educational practices.

6. Faculty Development

Faculty development has been identified as an important strategic priority. The plan includes promotion of faculty members, encouragement for higher qualifications such as Ph.D., and organizing faculty development activities such as workshops and training programs. These initiatives aim to enhance faculty competencies and strengthen academic leadership within the department.

7. Student Development

Improving student learning outcomes and employability is a major focus of the strategic plan. The institute has set progressive placement targets, organized skill development initiatives, and encouraged students to participate in various academic & professional activities. The plan also highlights career guidance, personality development, and professional skill enhancement to prepare students for successful careers in management.

8. Entrepreneurship Development

To promote innovation and entrepreneurial thinking among students, the strategic plan includes organizing entrepreneurship awareness programs and entrepreneurship development activities. These programs are conducted through the Entrepreneurship Development Cell and Institution Innovation Council (IIC) to encourage startup culture and develop entrepreneurial competencies among students.

9. Student Progression

The institute encourages students to pursue higher education and academic progression. Targets were set to motivate students to enroll in higher studies such as Ph.D. or specialized postgraduate programs. This initiative aims to promote academic advancement and lifelong learning among graduates.

10. Academic Outreach and Industry Interaction

Strengthening industry-academia interaction is another important strategic area. The plan includes organizing guest lectures by industry experts, seminars, and professional interactions to expose students to current industry practices and emerging trends in management. These activities help bridge the gap between academic learning and industry expectations.





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11. Experiential Learning

The strategic plan emphasizes experiential learning through study tours, industry visits, and excursion-cum-learning tours. These initiatives help students gain practical exposure to real-world business environments and enhance their understanding of management practices.

12. Academic Resources

To strengthen learning resources, the institute planned to regularly purchase new books and expand digital library facilities. These initiatives ensure that students and faculty members have access to updated academic materials, research resources, and digital learning platforms.

Overall, the Strategic Plan (2021-22 to 2026-27) provides a structured roadmap for the continuous improvement of the MBA program. The plan is periodically reviewed through an implementation review mechanism to assess progress, ensure accountability, and align future initiatives with institutional goals.

Table No.: 2.1.1.4.a Strategic Plan for MBA Program (2021-22 to 2026-27)

Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
2021-22	Accreditation & Quality Assurance	NAAC 2nd Cycle Accreditation – Achieve NAAC A+	2021-22	Strengthening institutional quality standards	Dean/Director; IQAC Coordinator; Head of Department; Programme Coordinator
2021-22	Research & Development	Publications by Faculty – Target 20 publications	2021-22	Developing research culture	Dean/Director; Research & Development Coordinator
2021-22	Student Development	Placement Improvement – Target 60% placement	2021-22	Improving student employability	Dean/Director; Programme Coordinator; Training & Placement Cell
2021-22	Entrepreneurship Development	Entrepreneurship Programs – Conduct 2 programs	2021-22	Encouraging entrepreneurship awareness	Entrepreneurship Development Cell Coordinator; IIC Coordinator
2021-22	Student Progression	Higher Studies Progression – Encourage 5	2021-22	Promoting academic progression	Programme Coordinator; Faculty Mentors





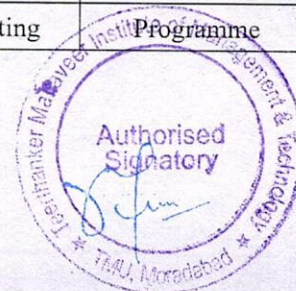
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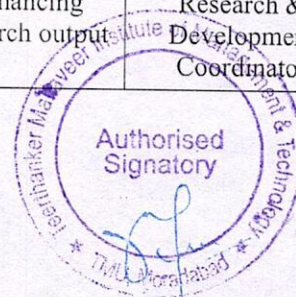
Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
		students			
2021-22	Academic Outreach	Guest Lectures – Organize 6 guest lectures	2021-22	Strengthening industry interaction	Programme Coordinator; Industry/Alumni Coordinators
2021-22	Experiential Learning	Study Tours – Conduct 2 study tours	2021-22	Providing experiential learning exposure	Programme Coordinator; Activity Coordinator
2022-23	Accreditation & Quality Assurance	Programme Accreditation Preparation – Committee formation and documentation	2022-23	Starting programme accreditation readiness	Dean/Director; IQAC Coordinator; Head of Department; Programme Coordinator
2022-23	Teaching Learning Innovation	OBE Implementation in MBA Program	2022-23	Strengthening outcome-based teaching	Head of Department; Programme Coordinator; IQAC Coordinator
2022-23	Infrastructure Development	Infrastructure Development – CCTV cameras to be installed in 10 classrooms	2022-23	Strengthening academic monitoring	Dean/Director; Head of Department; Administrative/IT Support
2022-23	Research & Development	Publications by Faculty – Target 25 publications	2022-23	Increasing research productivity	Dean/Director; Research & Development Coordinator
2022-23	Student Development	Placement Improvement – Target 65% placement	2022-23	Enhancing employability outcomes	Dean/Director; Programme Coordinator; Training & Placement Cell
2022-23	Entrepreneurship Development	Entrepreneurship Programs – Conduct 3 programs	2022-23	Promoting entrepreneurial development	Entrepreneurship Development Cell Coordinator; IIC Coordinator
2022-23	Student	Higher Studies	2022-23	Supporting	Programme





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Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
	Progression	Progression – Encourage 2 students		higher education progression	Coordinator; Faculty Mentors
2022–23	Academic Outreach	Guest Lectures – Organize 18 guest lectures	2022–23	Strengthening academic and industry exposure	Programme Coordinator; Industry/Alumni Coordinators
2022–23	Experiential Learning	Study Tours – Conduct 3 study tours	2022–23	Enhancing practical learning	Programme Coordinator; Activity Coordinator
2023–24	Accreditation & Quality Assurance	Accreditation Preparation – CO-PO monitoring	2023–24	Aligning academic processes with programme accreditation requirements	Dean/Director; IQAC Coordinator; Head of Department; Programme Coordinator
2023–24	Infrastructure Development	Infrastructure Development – Installation of 5 smart panels, Phase 1	2023–24	Creating smart classroom facilities	Dean/Director; Head of Department; Administrative/IT Support
2023–24	Academic Innovation	Centre of Excellence – Blockchain and FinTech Lab	2023–24	Promoting emerging technology education	Dean/Director; Head of Department; Programme Coordinator
2023–24	Program Development	New Program Launch – B. Com. (Hons.) FinTech	2023–24	Expanding academic programs	Dean/Director; Head of Department; Board of Studies
2023–24	Academic Reform	NEP Implementation in UG Programs	2023–24	Aligning curriculum with NEP framework	Dean/Director; Head of Department; Board of Studies
2023–24	Research & Development	Publications by Faculty – Target 40 publications	2023–24	Enhancing research output	Dean/Director; Research & Development Coordinator





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Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
2023-24	Student Development	Placement Improvement – Target 70% placement	2023-24	Enhancing employment outcomes	Dean/Director; Programme Coordinator; Training & Placement Cell
2023-24	Student Progression	Higher Studies Progression – Encourage 3 students	2023-24	Promoting academic advancement	Programme Coordinator; Faculty Mentors
2023-24	Entrepreneurship Development	Entrepreneurship Programs – Conduct 4 programs	2023-24	Strengthening startup ecosystem	Entrepreneurship Development Cell Coordinator; IIC Coordinator
2023-24	Academic Outreach	Guest Lectures – Organize 19 guest lectures	2023-24	Strengthening industry collaboration	Programme Coordinator; Industry/Alumni Coordinators
2023-24	Experiential Learning	Study Tours – Conduct 4 study tours	2023-24	Providing practical learning exposure	Programme Coordinator; Activity Coordinator
2024-25	Accreditation & Quality Assurance	Self-Assessment Report Preparation – Internal academic audit	2024-25	Finalizing documentation for accreditation	Dean/Director; IQAC Coordinator; Head of Department; Programme Coordinator
2024-25	Infrastructure Development	Infrastructure Development – Additional 5 smart panels to be installed, Phase 2	2024-25	Expanding smart classroom facilities	Dean/Director; Head of Department; Administrative/IT Support
2024-25	Research & Academic Development	Organize International Conference – 1 international conference	2024-25	Promoting research dissemination	Dean/Director; Research & Development Coordinator
2024-25	Faculty Development	Faculty Development	2024-25	Strengthening case-based	Dean/Director; IQAC Coordinator





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Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
		Programs – 1 case writing workshop		teaching	
2024–25	Academic Networking	Membership of Professional Bodies – AIMS membership	2024–25	Strengthening academic collaboration	Dean/Director; Programme Coordinator
2024–25	Research & Development	Publications by Faculty – Target 45 publications	2024–25	Strengthening research culture	Dean/Director; Research & Development Coordinator
2024–25	Entrepreneurship Development	Entrepreneurship Programs – Conduct 5 programs	2024–25	Encouraging startup culture	Entrepreneurship Development Cell Coordinator; IIC Coordinator
2024–25	Student Progression	Higher Studies Progression – Encourage 5 students	2024–25	Promoting academic advancement	Programme Coordinator; Faculty Mentors
2024–25	Academic Outreach	Guest Lectures – Organize 20 guest lectures	2024–25	Strengthening industry engagement	Programme Coordinator; Industry/Alumni Coordinators
2024–25	Experiential Learning	Study Tours – Conduct 5 study tours	2024–25	Enhancing experiential learning	Programme Coordinator; Activity Coordinator
2024–25	Student Development	Placement Improvement – Target 75% placement	2024–25	Improving employability outcomes	Dean/Director; Programme Coordinator; Training & Placement Cell
2025–26	Accreditation & Quality Assurance	Self-Assessment Report Submission	2025–26	Progressing towards accreditation	Dean/Director; IQAC Coordinator; Head of Department; Programme Coordinator
2025–26	Infrastructure Development	Infrastructure Development – 5	2025–26	Strengthening ICT-enabled	Dean/Director; Head of





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Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
		smart panels Phase 3, biometric attendance machines Phase 1 and additional 10 CCTV cameras		academic monitoring	Department; Administrative/IT Support
2025-26	Research & Development	Publications by Faculty – Target 55 publications	2025-26	Establishing a strong research ecosystem	Dean/Director; Research & Development Coordinator
2025-26	Entrepreneurship Development	Entrepreneurship Programs – Conduct 6 programs	2025-26	Promoting innovation and entrepreneurship	Entrepreneurship Development Cell Coordinator; IIC Coordinator
2025-26	Student Development	Placement Improvement – Target 80% placement	2025-26	Enhancing student employability	Dean/Director; Programme Coordinator; Training & Placement Cell
2025-26	Student Progression	Higher Studies Progression – Encourage 7 students	2025-26	Promoting academic advancement	Programme Coordinator; Faculty Mentors
2025-26	Academic Outreach	Guest Lectures – Organize 22 guest lectures	2025-26	Strengthening industry-academia interaction	Programme Coordinator; Industry/Alumni Coordinators
2026-27	Accreditation & Quality Assurance	Programme Accreditation – Completion of SAR submission, document verification, evidence validation, presentation preparation and departmental readiness review before Expert Team Visit	2026-27	Ensuring readiness for Expert Team Visit	Dean/Director; IQAC Coordinator; Head of Department; Programme Coordinator





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2026-27	Faculty Development	Faculty Development Programs – 2 FDPs / workshops in collaboration with ISTD / AIMS and other professional bodies on OBE, accreditation, NEP, research methodology and innovative pedagogy	2026-27	Enhancing faculty academic and professional competency	Dean/Director; IQAC Coordinator
2026-27	Infrastructure Development	Infrastructure Development – Biometric Attendance Machines Phase 2 and additional 22 CCTV cameras	2026-27	Strengthening classroom monitoring and academic discipline	Dean/Director; Head of Department; Administrative/IT Support
2026-27	Research & Development	Publications by Faculty – Target of total 55 publications: Scopus/WoS Q1 – 5, Scopus/WoS Q2 – 5, ABDC Category A – 10, ABDC Category B – 25, ABDC – C - 10 (each paper counted once in the annual total)	2026-27	Promoting quality publications in reputed journals	Dean/Director; Research & Development Coordinator
2026-27	Entrepreneurship Development	Entrepreneurship Programs – Conduct 7 programs	2026-27	Encouraging entrepreneurship and startup awareness	Entrepreneurship Development Cell Coordinator; IIC Coordinator
2026-27	Student Progression	Higher Studies Progression – Encourage 10 students	2026-27	Promoting academic advancement	Programme Coordinator; Faculty Mentors
2026-27	Student	Placement	2026-27	Improving	Dean/Director;





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Year	Strategic Area / Category	Strategic Initiative Planned	Till When to be Executed	Objective	Responsibility
	Development	Improvement – Target 85% placement		employability and placement outcomes	Programme Coordinator; Training & Placement Cell
2026–27	Academic Outreach	Guest Lectures – Organize 25 guest lectures	2026–27	Strengthening industry and professional exposure	Programme Coordinator; Industry/Alumni Coordinators

Table No.: 2.1.1.4.b Strategic Plan Implementation Review (2021-22 to 2026-27)

Year	Strategic Initiative	Planned Target	Actual Achievement/ Planned	Status	Review Decision / Follow-up
2021–22	NAAC 2nd Cycle Accreditation	Achieve NAAC A+	NAAC A Grade achieved	Partially Achieved	Quality enhancement and accreditation preparedness to continue.
2021–22	Publications by Faculty	20 Publications	21 Publications	Completed	Publication target increased for 2022–23.
2021–22	Placement Improvement	60% Placement	120 of 154 admitted students placed = 77.9%	Completed	Continue career-readiness and corporate engagement.
2021–22	Entrepreneurship Programs	2 Programs	2 Programs conducted	Completed	Continue entrepreneurship awareness activities.
2021–22	Higher Studies Progression	5 Students	3 Students	Partially Achieved	Strengthen student identification, counselling and progression tracking.
2021–22	Guest Lectures	6 Guest Lectures	7 Guest Lectures organized	Completed	Increase structured industry and academic expert interaction.
2021–22	Study Tours	2 Tours	2 Tours conducted	Completed	Continue experiential learning exposure.
2022–23	Programme Accreditation Preparation	Committee Formation & Documentation	Committee formed and documentation	Completed	Continue systematic documentation and internal review.





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Year	Strategic Initiative	Planned Target	Actual Achievement/Planned	Status	Review Decision / Follow-up
			initiated		
2022-23	OBE Implementation	Implementation in MBA	OBE implemented in MBA	Completed	Move to structured CO-PO attainment monitoring.
2022-23	Infrastructure Development	CCTV Cameras to be installed in 10 Classrooms	10 Classrooms covered	Completed	Continue phase-wise classroom monitoring improvements.
2022-23	Publications by Faculty	25 Publications	28 Publications	Completed	Continue research mentoring and quality improvement.
2022-23	Placement Improvement	65% Placement	122 of 180 admitted students placed = 67.8%	Completed	Continue corporate connect and placement preparation.
2022-23	Entrepreneurship Programs	3 Programs	3 Programs conducted	Completed	Continue entrepreneurship and innovation activities.
2022-23	Higher Studies Progression	2 Students	3 Students	Completed	Continue mentoring students interested in higher studies.
2022-23	Guest Lectures	18 Lectures planned	19 Lectures organized	Completed	Maintain regular industry and academic interaction.
2022-23	Study Tours	3 Tours	3 Tours conducted	Completed	Continue practical learning exposure.
2023-24	Accreditation Preparation	CO-PO Monitoring	CO-PO attainment monitoring system implemented	Completed	Use attainment results for academic improvement.
2023-24	Infrastructure Development	5 Smart Panels to be Installed (Phase 1)	5 Smart Panels installed	Completed	Proceed with Phase 2.
2023-24	Centre of Excellence	Blockchain & FinTech Lab	Lab established	Completed	Use the facility for emerging-technology learning.
2023-24	New Program Launch	B. Com (Hons.) FinTech	Program launched	Completed	Continue interdisciplinary academic development.





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Year	Strategic Initiative	Planned Target	Actual Achievement/ Planned	Status	Review Decision / Follow-up
2023-24	NEP Implementation	UG Programs	NEP implemented	Completed	Continue curriculum alignment.
2023-24	Publications by Faculty	40 Publications	53 Journal Papers	Completed	Increase emphasis on quality of journal publications.
2023-24	Placement Improvement	70% Placement	125 of 180 admitted students placed = 69.4%	Partially Achieved	Strengthen career-readiness, recruiter engagement and role-specific preparation.
2023-24	Higher Studies Progression	3 Students	3 Students	Completed	Continue structured counselling and research orientation.
2023-24	Entrepreneurship Programs	4 Programs	4 Programs conducted	Completed	Continue start-up awareness activities.
2023-24	Guest Lectures	19 Lectures planned	24 Lectures organized	Completed	Maintain industry, alumni and academic expert interaction.
2023-24	Study Tours	4 Tours	4 Tours conducted	Completed	Continue experiential learning activities.
2024-25	Self-Assessment Report Preparation	Internal Academic Audit	Draft prepared; internal academic review continued	In Process	Complete internal review and supporting-document validation.
2024-25	Infrastructure Development	Additional 5 Smart Panels to be Installed (Phase 2)	5 Smart Panels installed	Completed	Proceed with Phase 3.
2024-25	Organize International Conference	1 International Conference	1 International Conference organized	Completed	Continue academic and research interaction.
2024-25	Faculty Development Programs	1 Case Writing Workshop	1 Workshop conducted with AIMS	Completed	Continue faculty development with professional bodies.
2024-25	Membership of Professional Bodies	AIMS Membership	Membership obtained	Completed	Use membership for faculty and student development.





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2024-25	Publications by Faculty	45 Publications	61 Journal Papers	Completed	Strengthen quality-oriented research monitoring.
2024-25	Entrepreneurship Programs	5 Programs	5 Programs conducted	Completed	Continue structured entrepreneurship activities.
2024-25	Guest Lectures	20 Lectures planned	22 Lectures organized	Completed	Continue industry and alumni engagement.
2024-25	Study Tours	5 Tours	5 Tours conducted	Completed	Continue practical exposure activities.
2024-25	Higher Studies Progression	5 Students	Students identified for Ph.D. registration	In Process	Continue counselling and maintain student-wise progression records.
2024-25	Placement Improvement	75% Placement	Placement activities continued through the academic cycle	In Process	Record the final outcome after completion of the placement cycle.
2025-26	Programme Accreditation	Self-Assessment Report Submission	Submission and readiness activities progressed during the year	In Process	Complete remaining document and presentation readiness activities.
2025-26	Infrastructure Development	5 Smart Panels Phase-3; Biometric Attendance Machines (Phase 1); Additional 10 CCTV cameras	5 Smart Panels installed; biometric Phase 1 implemented in first-year classes; 10 CCTV cameras installed	Completed	Continue Phase 2 biometric and additional CCTV expansion in 2026-27.
2025-26	Publications by Faculty	55 Publications	79 Journal Papers	Completed	Use quality-classified publication monitoring in 2026-27.
2025-26	Entrepreneurship	6 Programs	6 Programs	Completed	Continue structured





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Year	Strategic Initiative	Planned Target	Actual Achievement/Planned	Status	Review Decision / Follow-up
	p Programs		conducted		innovation and entrepreneurship activities.
2025-26	Placement Improvement	80% Placement	Placement cycle continuing at the time of review	In Process	Continue recruitment drives; final percentage to use admitted students as denominator.
2025-26	Higher Studies Progression	7 Students	Student identification and counselling continued	In Process	Record final count after completed registrations.
2025-26	Guest Lectures	22 Lectures planned	24 Lectures organized	Completed	Continue academic, alumni and industry expert interaction.
2026-27	Programme Accreditation	Completion of Self-Assessment Report submission, document verification, supporting-document validation, presentation preparation and departmental readiness before Expert Team Visit	Activities initiated / under progress	In Process	Complete all readiness activities and maintain supporting records.
2026-27	Faculty Development Programs	2 FDPs / workshops with professional bodies on OBE, accreditation, NEP, research methodology and innovative pedagogy	Planned	Planned	Schedule and conduct the planned faculty development activities.
2026-27	Infrastructure Development	Biometric Attendance	Planned	Planned	Implement through the sanctioned capital and IT





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Year	Strategic Initiative	Planned Target	Actual Achievement/ Planned	Status	Review Decision / Follow-up
		Machines — Phase 2 and additional 22 CCTV cameras			budget heads.
2026-27	Publications by Faculty	Target of total 55 publications: Scopus/WoS Q1 – 5, Scopus/WoS Q2 – 5, ABDC Category A – 10, ABDC Category B – 25, ABDC Category C – 10; each paper counted once in the annual total	Planned	Planned	Monitor publication pipeline and quality categories during the year.
2026-27	Entrepreneurshi p Programs	7 Programs	Planned	Planned	Implement through EDC / IIC activity calendar.
2026-27	Higher Studies Progression	10 Students	Planned	Planned	Identify students early and provide counselling / research orientation.
2026-27	Placement Improvement	85% Placement	Planned	Planned	Monitor placement progress using admitted students as denominator.
2026-27	Guest Lectures	25 Lectures planned	Planned	Planned	Plan industry, alumni and academic expert sessions across the year.

Prof. (Dr.) Vipin Jain
Dean/Principal
TMIMT

