

6.2 Strategy Development and Deployment

6.2.1 The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc

Booklet

CT Institute of Hospitality Management, Shahpur, Jalandhar

Strategic Plan

Introduction

CT Institute of Hospitality Management (CTIHM) was started in 2014 by the CT Educational Society which was established in the year 1997 by CT Group. CT Educational Society is a premier education service provider in Punjab, which promotes and provides primary and higher education in the country, having 17 institutions and 5000 students offering more than 50 academic programs. CT Institute of Hospitality Management (CTIHM) aims at developing as the most respected and sought after technical institution of higher learning in Punjab. Presently the institute is offering programmes namely Hotel Management, Tourism and Travel Management, Nutrition and Dietetics, Fashion Designing and Beauty Therapy. Apart from UG programmes, the institute is also offering PG programmes such as Masters in Hotel Management, Masters in Fashion Designing. All these courses are affiliated to IKG Punjab Technical University (IKGPTU), Jalandhar. Presently, the intake of the institute in UG program and PG program is 375 and 60 respectively. The Institute is located in Jalandhar district, the North Punjab region, well connected by the main road and railway station. The nearest International Airport is in Amritsar. The institute is surrounded by green, spacious and pollution free environment. Moreover, the atmosphere is absolutely serene ideally suited for technical and sustainable development. The Institute is a large user of power; however, its associated impacts are reduced by incorporating solar energy into multiple areas of the campus. The institute is now in its 10th year of dedicated service. The institute is headed by Dr Rohit Sharma. He had rendered his exceptional services in various capacities such as HOD and Principal in prestigious institutions of Punjab. The institute strives to improve the socio-economic status of the economically weak and backward sections by providing opportunities for engineering and technical education at an affordable cost. The institute has the best physical and intellectual infrastructure compared to any other institute in Jalandhar region. CTIHM is committed to provide value-based technical education by continually improving the services to produce qualified and competent technocrats.

Vision

- To be a leading Institution in providing quality skill education that prepares students to be responsible citizens.

Mission

- To provide dynamic learning environment that enables students to excel in their chosen fields of study.
- To develop in students a sense of social responsibility and commitment to make a positive difference in their communities.
- To enable high-quality education delivered by dedicated academicians who act as industry liaisons.

Core Values

- State of Art Infrastructure
- Developing Employable Human Resources
- Environmental Sustainability
- Service to Society

Objectives

- Academic Excellence by fostering learning through ICT.
- Enhance alumni engagement.
- To encourage and implement innovative teaching methods and technologies.
- To actively engage with the local community through outreach programs.
- To facilitate career development services and job placement support for students.
- To promote Go Green Campus

Strength, Weakness, Opportunity and Challenges (SWOC)

Institutional Strength

- Visionary and committed management.
- ISO 9001: 2015, ISO 14001:2015 Certified Institution
- Excellent Infrastructure with state of art laboratories, ICT enabled classrooms, Modern Learning Sources
- Conducive Environment for the overall development of the students and Faculty.
- English Language Lab with latest learning software.
- Implementation of CBCS and Outcome Based Education.
- Eminent and Experienced faculty.
- Active CCPC Cell
- Dynamic Mentoring system for students.
- Promoting E-learning through NPTEL, Swayam platforms etc.
- Encourage students towards project-based learning / innovative thinking skills.
- Industry- Institute -Interaction-Cell Providing a platform for student's practical training in terms of projects, internship, Industrial visits etc.
- Central air-conditioned Auditorium with modern facilities.
- Ragging free campus.
- Active student participation in community welfare programmes.
- Democratic governance through decentralization of responsibilities and participative management.
- Back Log Reduction Program for weak students.
- Uninterrupted power and Internet facility
- Safety and Security: The Entire Campus is under CCTV surveillance.

Institutional Weakness

- Funding / Grants for research activities from AICTE, DST and other agencies are not appreciable.
- Alumni contributions need improvement.

- Less number of admissions.
- Lack of industries nearby.

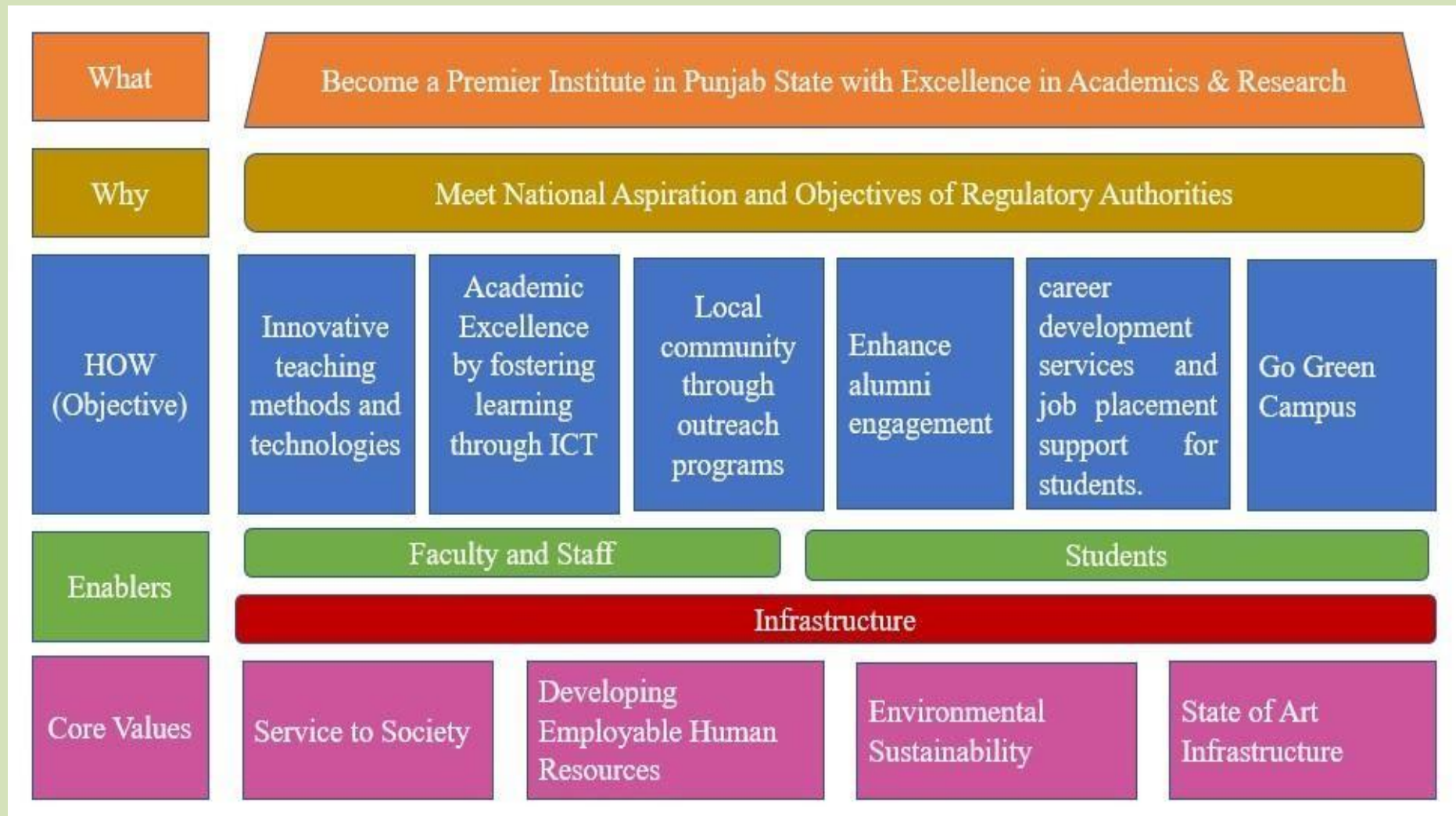
Institutional Opportunity

- Expanding e-learning resources to enhance the knowledge of students and faculty.
- Accreditation and autonomous status from statutory bodies.
- Establishment of Centres of Excellence in all departments.
- Enrichment of research activities at department level.

Institutional Challenge

- Encouraging students towards Hospitality education in core branches such as Hotel Management, Tourism Management, Nutrition and Dietetics, Fashion Designing.
- Enriching the communication skill of the students who hail from rural areas.
- Getting highly reputed companies for on-campus placements.
- Carrying out interdisciplinary research activities.

Strategic Perspective Plan



Strategic Goal	Strategic Planning
Good Governance	<ul style="list-style-type: none">a. Vision, Mission and execution.b. Institutional strategic development planc. Student and staff grievance redressal systems.d. To implement E-Governance.e. Setting the smart short- and long-term goals.f. Creation and working of IQAC for maintain the qualityg. To review the institutional hierarchical structure and fixation of responsibility and accountability in the hierarchy.h. To review and approve code of conduct and policy issues.
Accreditation and ranking progress	<ul style="list-style-type: none">a. To lay the path to lead CTIHM towards a NAAC Accreditation by 2024.b. To Participate in various rankings of national repute like NIRF and ARIIA rankings.

Physical Infrastructure	<ul style="list-style-type: none"> a. To well maintain classrooms, seminar halls and conference halls. b. Encouraging sports facilities. c. To provide basic infrastructure for cultural activities. d. To offer a means of transportation. e. To strengthen the canteen facilities. f. To upgrade the laboratories. 	
Library Enrichment	<ul style="list-style-type: none"> a. To Establish and regularly upgrade Digital & E-Library. b. To procure books, journals and magazines. 	
	<ul style="list-style-type: none"> c. Purchase of e- resources and access of e-resources. d. To maximize the circulation of library resources. . e. To encourage the faculty and students to visit library and utilize the resources available. 	
Green Campus	a.	To promote no vehicle zone in the campus.
	b.	To encourage tree plantation activities.
	c.	To establish Waste water treatment system, solid waste treatment and rain water harvesting.
	d.	To manage e waste and efficient usage of recycled waste.
Teaching Learning and Evaluation Process	a.	To inculcate the latest teaching learning aids in the pedagogy.
	b.	To implement rubrics system for evaluation of assignments/projects/seminars.
	c.	To apply blooms taxonomy for setting of question papers.
	d.	To take regular feedbacks from students and GAP analysis on the basis of feedback.

	e.	To ensure the proper working of mentor mentee system for the overall development of students.
	f.	To introduce add on courses for the students.
Research and Faculty Development	a.	To encourage faculty to file patents and publish research papers.
	b.	To arrange Faculty Development programmes in collaboration with NITTTR to upgrade faculty.
	c.	To establish Centre of Excellence for Research and Innovation.
	d.	To promote students live projects.
	e.	To motivate students and faculty members to participate in various state/national/international conferences.

	f.	To organize various international conferences.
	g.	To obtain consultancy projects from industries.
Human Resource Management	a.	To provide a favorable and secure work environment.
	b.	To work on welfare aspects of the team members.
	c.	To promote incentives, awards, and initiatives.
	d.	To encourage the merit-based recruitment.

<p>Training and Placement</p>	<ul style="list-style-type: none"> a. To create a separate cell for training and placement activities. b. Digitalization of training and placement activities. c. To introduce Personality Development, Soft Skills and Aptitude classes for the students. d. Design MoUs with industries. e. To become member of various bodies like CII, PHD Chamber of Commerce and Industry and SGMEA, The Indian Sports Goods Industry's Manufacturer's and Exporters Association. f. To organize academia and industrial meet in the campus. g. To organize job fairs and on campus/off campus placement drives for the students. h. To organize mock interviews and various workshops for the students.
<p>Quality Assurance Systems</p>	<ul style="list-style-type: none"> a. Establishment of quality systems through accreditations & rankings. b. To create Internal Quality Assurance & Assessment cell(IQAC). c. Timely auditing & improve internal controls.
<p>Alumni Interactions</p>	<ul style="list-style-type: none"> a. To maintain the database of alumni.

	<ul style="list-style-type: none">b. To organize alumni meets.c. To create frame work for alumni association awards.d. To establish alumni association
Social Activities	<ul style="list-style-type: none">a. To adopt villagesb. To organize various awareness programmes and blood donations camps c.To take a unit of NSSd. To organize various health checkup camps.