

# **SANTOSH**

**Deemed to be University**



**6.4.1 Institutional strategies for mobilisation of funds and the optimal utilisation of resources**



## **RESOURCE MOBILIZATION POLICY**

### **INTRODUCTION**

It has been observed as a trend across the globe that Universities of high repute have cultivated a culture of considerable funding of the financial needs through various Governmental and non-government resources including Alumni and Philanthropists. Therefore Higher education institutions, especially every university is required to have a policy that enhances academic activities and mobilising resources for the better utilisation of possible streams of support towards the fulfilment of desired outcomes of the University. Also, the Resource mobilization policy focuses on achieving the goals of the University ensuring accountability and transparency, with the Board of Management coordinating and monitoring the optimal utilization of the funds generated by its resources.

### **OBJECTIVES OF THE POLICY**

With the above guiding force, the following basic objectives are being framed:

- To motivate every unit of the University to mobilize resources by participation / contribution to society in their development
- To evolve a process for the participation of and for the society in University development
- To encourage and enhance the flow of resources coming from the society for university development
- To encourage faculty members to provide consultancy

- To provide incentives to the Faculty members, involved in society and its development activities.
- To draw the parameters for optimum utilization of available resources, viz- a-viz with individual teaching departments, or the Research Units or Centrally with University Administration.

## **POLICY PARAMETERS**

Any University require three types of resources like Financial Resources, Human Resources and Infrastructural Resources to operate in an efficient and effective manner in tandem with the Academic, Administrative and Research Departments of the University.

## **FINANCIAL RESOURCES**

The promoters contributions and the Fees collected are the main source of funds. A part of the surplus funds are maintained as fixed deposits, which helps to take care of the financial urgencies of the University as a buffer. An earmarked corpus has also been allocated to incentivize & fuel the research activities of the University.

## **SOURCES OF FINANCIAL RESOURCES:**

1. Students' Fee
2. Funds received from the Trust
3. Funds received from Alumni Donors
4. Funds received from Governmental / Non-Governmental Resources / Philanthropists.

5. Funds received from Consultancy Services of the teaching / administrative faculty

### **RESOURCE UTILIZATION:**

- Funds are utilized for ensuring quality education through Seminars, Conferences, Workshops, Orientation / Refresher / Training Programmes etc.
- Budget utilized to meet out the day to day operational and administrative expenses
- Enhancement of Library and Information Resource Centre facilities by utilizing the allocated funds every year
- Utilization of funds for development and maintenance of Infrastructural facilities of the University.
- Allocation of funds for Institutional Social Responsibilities on conducting club activities and campaigns.
- Engaging the alumni in exploration of revenue generation for expansion plans and obtaining equipment sponsors.

### **HUMAN RESOURCE**

Human Resource is another broad area where qualified individuals, as per the guidelines laid down by the Statutory Bodies are available. For the Administrative Positions of the University and other Supporting Staff, guidelines as stipulated by the UGC / Local Government are considered for Implementation.

### **APPOINTMENT OF TEACHING FACULTY**

Appointment of Assistant Professors, Associate Professors and Professors as per the guidelines and directions as laid down by the Statutory Councils are considered and implemented. The vacancy positions shall be intimated by the respective departments, which are passed through the Academic Council and Board of Management of the University and then recruitment process are initiated.

### **SELECTION AND RECRUITMENT PROCESS FOR TEACHERS**

As per the vacancies / sanctioned positions as approved by the BoM, the vacancy notifications are released through various Print / Social media. After the scrutinization processes, a selection committee is constituted and selected for the vacant positions, accordingly. The committee ensures that recruitment of best teachers is guaranteed on every recruitment processes such that the University shall utilize the expertise of the recruited teachers by means of Consultancy Services.

### **APPOINTMENT OF NON-TEACHING / TECHNICAL STAFF**

The requirements of Non-Teaching / Technical Staff norms as laid down by the Statutory Councils and the requirements for effective functioning of the University are prepared and approved by the Board of Management for initiation of recruitment process.

### **SELECTION AND RECRUITMENT PROCESS FOR NON-TEACHING / TECHNICAL STAFF**

As per the vacancies / sanctioned positions advertised in various media through HR Department, selection and recruitment processes are considered by the HR Department in association with the Personal Department of the University, and appointment orders are issued by the HR Section.

### **MOBILIZATION OF STUDENT RESOURCES**

Students' admission forms the vital cash flow of any University budget that results in receiving the fee from them. The University is keen enough to fill all the seats of all courses offered towards approved intake by the Statutory Councils. The mobilization plan of students' resources are accordingly designed and implemented as follows:

### **QUALITY EDUCATION & WORLD CLASS INFRASTRUCTURE:**

The University ensures that best teachers in all fields are available for offering Quality Education in World Class Infrastructure that is conducive for better outcome, as the University believes that students are the brand ambassadors for new admissions for the subsequent years.

### **ADVERTISEMENT:**

The University spends certain percentage of amount annually as per the budget specified by the Admission team for effective Admission mobilization and establishing a brand value for the University.

### **GUIDANCE AND CAREER COUNSELLING:**

The Counselling cell of the University indulges in mobilizing admissions with quality intake for the courses offered at the University, and the cell is being provided with various resources to meet out the execution.

### **INFRASTRUCTURAL FACILITIES:**

Academic Infrastructure gives the impression for any University to be conducive for effective learning and better outcome. As Academic Infrastructure affects / influences directly the teaching learning and students' outcome, the University is conscious enough to give a calm, clean and conducive environment. The University also strives to extend better academic facilities in embracing the latest technological and automated equipment. The academic assets are constantly upgraded by the University, to make the students enjoy the learning atmosphere offered by the University. A great deal of amount is also being spent on Maintenance of Academic Infrastructure as per the budget expenditure every year by the Maintenance Department.

Apart from the above, creation of various other additional support facilities for proper functioning of Academic programmes like Central Research Laboratory, Central Library, IT support with Wi-Fi Facilities etc. are considered for better knowledge and development of Research Attitude. This also helps in equip the student and the faculty members with latest advancement in the technological areas and serves as a support system for exploration of their capabilities - consequently leading to Consultancy Services. Incentivizing system is being followed by the University for the faculty members who have brought in external grants or extended consultancy services

Based on the Execution Plan the requirement of equipment & material resources are worked out by respective Departments in their respective Board of Studies and consolidated at university level by the Academic Council and Board of Management for execution of procurement process.

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