

	Objective	Measure	Target	Initiative
Financial	Create Sustainable Funding	% Revenue share from non-fee funding	>30% year 5 >50% year 10	Endowment creation Develop Consultancy Revenue
		Budget Usage Debt burden	>80% usage minimize	Empowering faculty members
	Financially Independent Programs	Operational Surplus	75% of programs generate operational surplus	Implement Budgeting for various schools
Customer	Enhance Student Diversity- National Enhance Enrolment of International Students Enhance Student Satisfaction	Number of Non-Tamil Students in each programs. Number of international students in each program	NT>25% in first 5 Years., IS >10% in 5 Years	Marketing Budget Strengthening Admission Department Increased Collaboration with universities abroad. Admission offices in major states.
	Placement Industry relationship	Average CTC Number of incubated firms/ Startups Corporate satisfaction	Average package > 7 LPA	Competency development of students Entrepreneurship workshops .
	Quality of Intake	# of referral admissions # of application to seats Mean Satisfaction Score	Referral > 20% Application – define school wise Retention Rate > 90% Satisfaction > 90% Students opting for HE	Create measurement of referral admissions. Increase promotions Monitors satisfaction scores

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Customer		Student retention rates Higher education		
	Relationship	Endowment contribution Alumni Relations - Meetings participation	Endowment >25% in 10 years Alumni meeting participation 50% Alumni Satisfaction > 90%	Creation of endowment plan. Incentivize endowment Strengthen office of alumni
	Internal Customer Satisfaction	Faculty Retention Ratio Faculty and staff satisfaction score	Retention ratio > 80% Satisfaction > 90%	Infrastructure for faculty Incentivize faculty / staff performance
	Impact on society	Number of outreach programs Number of beneficiaries Funding from agencies Impact study scores	Double current outreach projects	Strengthen Outreach programs
Learning & Growth	Enhance Research and Development	Number of research publications Quality rank of Journals Doctoral Students Number of funded research projects Number of consultancy projects	Journal - Scopus, WOS Indexed/ Respective department to suggest indexation Publications- 2 per faculty Per year Doctoral Students -5 per programs Consultancy revenue	Create separate resources for publication department. Consultancy wing to be developed to a business unit. Incubation Centre to be scaled up.
	Scale of programs	Number of new programs offered. Student Enrolment in programs	Student enrolment > 80%	Identify new programs

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Process	Strengthening Pedagogy	Pass Percentage Competency Scores Student Ratings of courses	Pass percentage > 80% Competency > 60% Ratings > 3.5	Empower faculty to innovate in pedagogy. Competency building for faculty on innovative pedagogy Measure effectiveness of pedagogy Industry representation in Academic council
	Enhancing Brand value	Accreditation Rankings	NBA, NAAC, QS, NIRF Respective programs to identify	Strengthen IQAC and Accreditation team. Budget for IQAC Training on Quality Assurance
	Enhancing Faculty Resources	PhD faculty members Faculty Diversity Practice Track Live projects Student – Faculty Ratio	PhD >75% Diversity > 25% Practice Track -25% Live Project > 50% of projects Targeted student-Faculty ratio ~15:1	Increase visibility of NIMTS outside the state. Recruitment from premier institutions like IIM, IIT Competency development for faculty members. FDP conducted