



Fund Mobilisation and Resource Utilisation Policy Document

Introduction

This policy document outlines the strategies and guidelines for mobilising funds and optimising resource utilisation at Aditya Institute of Technology and Management (AITAM). These policies aim to ensure financial sustainability, support academic excellence, and enhance infrastructural development. By adopting a comprehensive approach to funding and resource management, AITAM seeks to diversify its revenue streams, strengthen its financial foundation, and ensure the optimal use of resources to achieve its mission and long-term goals.

Objectives of Fund Mobilisation and Resource Utilisation Policy

- Secure funding for research activities that promote innovation and academic excellence.
- Leverage the alumni network for financial support and engagement.
- Develop sustainable partnerships with industries for mutual benefits.
- Generate revenue through professional development and continuing education programs.
- Organize events that raise funds and enhance the institution's visibility.
- Generate revenue through innovation and intellectual property.
- Align resource allocation with institutional goals and priorities.

Fund Mobilisation Strategies

- To secure funding for research activities that promote innovation and academic excellence, AITAM encourages faculty members to apply for research grants from national and international funding bodies. A dedicated office will assist in identifying funding opportunities and preparing grant applications, while fostering collaborations with leading research institutions and industry partners to enhance research capabilities and funding opportunities.
- AITAM leverages its alumni network for financial support and engagement by maintaining regular communication with alumni through newsletters, social media, and events. An Alumni Fund will be created to manage and allocate contributions, and significant donations will be recognized through naming rights and awards.
- Developing sustainable partnerships with industries is another key strategy. An Industry Collaboration Cell will be established to identify and negotiate partnerships, offering consultancy services, sponsored research, and training programs to industry partners. These partnerships will also facilitate internships and placement opportunities for students.

- Continuing education programs will be developed to generate revenue through professional development. Market-relevant certificate courses, workshops, and online learning modules will be regularly updated based on industry needs and trends. Effective marketing strategies will be implemented to promote these programs.
- Organizing events that raise funds and enhance the institution's visibility is another important strategy. High-quality conferences, seminars, cultural festivals, and sports meets will be planned and executed. Sponsorships and partnerships for event funding will be sought, and proper marketing and participation strategies will be employed to maximize revenue from these events.
- Generating revenue through innovation and intellectual property involves supporting faculty and students in developing commercially viable innovations. Assistance will be provided in the patenting process and commercialization of technologies, with royalties from licensed patents managed and distributed accordingly.

Optimal Utilisation of Resources

- To align resource allocation with institutional goals and priorities, regular assessments of institutional needs will be conducted, and a strategic plan for resource allocation will be developed and implemented, prioritizing projects with the highest impact on the institution's mission.
- Minimizing unnecessary expenditures and enhancing operational efficiency will be achieved by implementing energy-saving measures and sustainable practices, optimizing procurement processes, and regularly reviewing and controlling operational costs.
- Maximizing the use of shared resources to avoid duplication and wastage involves promoting shared facilities such as laboratories, libraries, and equipment. Investments will be made in advanced technologies that can serve multiple departments, and inter-departmental collaboration and resource sharing will be encouraged.
- Ensuring effective utilisation of resources through continuous monitoring and evaluation involves implementing robust financial management systems to track expenditures, conducting regular audits and evaluations of funded projects and programs, and using data-driven decision-making to improve resource utilisation.
- Enhancing the skills and capabilities of staff and faculty in resource management will be achieved by providing training programs on resource management, fundraising, and financial planning. Professional development and continuous learning will be encouraged, fostering a culture of accountability and efficiency in resource utilisation.

This policy document serves as a guideline for AITAM's efforts in mobilising funds and optimally utilising resources. Adherence to these policies will ensure the institution's financial sustainability, academic excellence, and infrastructural growth, thereby fulfilling its mission and vision effectively.




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 Aditya Institute of Technology
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 TEKKALI - 532 201