



**Global Alumni Association of
Bengal Engineering and Science University,
Shibpur**

**5-YEAR STRATEGIC PLAN
(2009-2014)
July 2009**

GAABESU
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ABOUT THIS DOCUMENT

This document articulates GAABESU's midterm strategy through 2014 and enunciates the beliefs and mission of GAABESU with respect to BESU. It also details the policies to be followed by GAABESU to achieve this.

The document identifies a set of guiding principles and goals to fulfill GAABESU's mission. Subsequently, it delineates in order to accomplish these goals. It is expected that GAABESU will revisit the document and update it periodically and at least, when BESU is upgraded to INI, in order to comply with the regulations applicable to its changed status.

MISSION

The Global Alumni Association of Bengal Engineering and Science University (GAABESU), Shibpur seeks to reach, serve and engage all its alumni/alumnae, faculty members and students in order to foster a lifelong intellectual and emotional bond between the college and its graduate. In addition, it will also work to enhance the status of Bengal Engineering and Science University, (BESU) so that it is again recognized as a premier institution for education and research in India.

GUIDING PRINCIPLES

- GAABESU in cooperation with BESU Administration engages in activities in line with BESU's strategy for academic advancement. These activities will be collaborative, transparent and accountable.
- GAABESU's motto is to "think globally" for the development of strategy but "act locally" for its execution. This is to meet local rules and regulations while accomplishing its global goal.
- Funds will be received by BESU and will be deposited in a special BESU account co-managed by GAABESU and BESU. This will allow donors in India to receive Income Tax benefits and receiving funds from abroad that meet Foreign Currency Regulation Act (FCRA), Indian Home Ministry. Foreign donors may get Income Tax benefits depending on Tax Laws of their home country.
- Participate in activities as a trusted advisor if requested by BESU administration without compromising the ethical policies of GAABESU. Similarly GAABESU executive committee may request BESU to implement its recommendations and suggestions, for the betterment of the Institute.
- Promote excellence; recognize and celebrate achievements of students, faculty, administrators, staff, alums and alum-families.

5-YEAR GOALS FOR GAABESU

1. *Goal: Promote BESU and Lobby for its Proper Recognition*

Establish GAABESU as an advocate and a lobbyist to Governments, Private and Public Sector agencies for the funding for and recognition of our Alma Mater. The critical requirement for BESU to survive and regain lost reputation is to receive long pending INI status and increased Central government funding (that would come with this). One central task of GAABESU is to help BESU in using its alumni network to lobby Governments and other funding agencies for its fair share of the resources.

Strategies to Achieve Goal

- Form a network of alumni either in decision making positions or connected to decision making process to guide BESU to secure recognition and funds
- Reach out BESU administration offering advice and help in lobbying governments, private and public agencies for funds and recognition.
- Focus on building strong relationship with media as well as public at large in cooperation with BESU.
- GAABESU and BESU will develop electronic communication and marketing tools to publicize BESU's glorious history and its position as a leading technical institution, being recognized by the Central Government as an INI. This will enhance BESU's on-line image and help in raising funds from the corporate donors.

2. *Goal: Strategic Partnership*

Establish GAABESU as a trusted, resourceful and strategic partner of the BESU administration.

Strategies to Achieve Goal

- Reactivate existing but dormant collaborations with foreign universities to produce tangible mutually beneficial results
- GAABESU will identify international universities with whom BESU can pursue collaborative research and/or program (joint degree, study abroad, etc.). GAABESU volunteers will work on these types of collaborations to ensure rewarding relationships between the institutions.
- GAABESU will help the University to develop Industry Advisory Forums. These forums can be formed for the University as well as for different departments. They will provide industry input in formulating departmental curriculum and research in order for the university to produce very high quality graduates of international standard, so that BESU graduates are preferred by national and international industries. The Forum will bring faculty, students in contact with industry and help in facilitating industrial collaboration in research and consultancy.

- GAABESU will help BESU faculty and students in networking with various national and international agencies and researchers to identify opportunities to seek research grants, and to conduct joint research projects.
- During the next five years, GAABESU's goal will be to develop collaboration with at least one university or research organization per year.

3. *Goal: Corpus Fund Development*

The goal is to raise INR 2 Crores by end of 2014. GAABESU will work with the University in soliciting donations (in kind and/or money) from the alumni, the various levels of government, public/private companies, foundations and foreign agencies to fund strategic initiatives/projects which may not be fully funded by the Governments.

Strategies to Achieve Goal

- Create a new account at BESU which is completely outside of regular BESU account. The account will be managed jointly by GAABESU and BESU. The name of this account should be suitably chosen so that overseas donors and Alumni Chapters can register with their local governments to enable 'tax exempt' status where applicable. Funds received in this account at BESU will:
 - Provide 100% income tax benefit (80G) to donors in India.
 - Allow GAABESU to coordinate with foreign chapters for income tax benefits where applicable.
 - Not require further FCRA approval for donations from abroad.
- Every donation is duly acknowledged electronically or through regular post within 7 days. It will be publicized via newsletters, annual report and web site posting. Issue income receipt/certificate to all donors in India.
- Prepare brochure about the goals, process and benefit for donation to corpus fund and distribute them to all alumni electronically or through hard copies at all major BESU and alumni events. Publish a booklet annually listing all donors.
- Arrange visits of BESU and GAABESU officials to meet alums at different locations to appeal them for contributions to the Corpus fund.
- Accommodate donor's request to honor someone of their choice, if applicable. Example of this is to have memorial award named after donor's loved one or him/her.
- Appeal alums and private sectors to donate based on their capacities. Examples: donor, silver donor, gold donor, platinum donor, patron, grand patron for different ranges.

- Continue to raise funds for existing and successful GAABESU activities including Scholarships and Emergency Funds outside of Corpus Fund.

4. *Goal: Membership Growth*

Expand membership by 4000 by the end of 2014 and act as the unified voice of alums worldwide by having about 5000 members. GAABESU has around 800 members currently and the goal is to increase by 800 members/ year (400-500 from graduating students/year and 300-400 from general alums/year). The interim target for June 2011 should be set at 2,000 – 2,500 members.

Strategies to Achieve Goal

- BESU has already approved GAABESU proposal to convert institute caution money into GAABESU membership for consenting graduating students. The process needs further streamlining so that the consent form to convert caution money into GAABESU membership is signed by the graduating students before they leave campus. The goal is to convince 80-90% of outgoing students to become GAABESU members. This means 400-500 new members (including post graduate and newer streams introduced recently) each year with the total of 2000-2500 graduating students becoming members in 5 years.
- Invite “distinguished” alums to address freshers’ at the beginning of new academic session to implant “Alma Mater” concept at an early stage so that they join GAABESU after graduation. Organize reception for outgoing students at the end of each academic year to welcome them as newest alums. At the reception, GAABESU will collect their contact information and completed GAABESU applications and provide information about global alumni chapters so that those going abroad may have a point of contact in that country if an Alumni Chapter exists there.
- Expand existing mentorship program to connect present students and recent graduates with their seniors in activities focused for them. Promote and recognize excellence in academics, extra-curricular and social activities among students. Organize special events (seminar, workshops) for students with alumni speakers in latest trend in business, technology, entrepreneurship, etc.
- Publicize GAABESU goals and activities regularly to all students inviting them to alumni meeting including scholarship distribution ceremonies and awarding outstanding students for excellence in academic, leadership, performing arts, sports and innovation.
- Coordinate with the BESU administration for visits by their senior officials to major locations in India and Abroad where we have large concentration of alums and work closely with local chapters to motivate membership drives.
- Publish list of new members and donors periodically to motivate alumni to join as life members.
- Invite alums to visit campus to deliver professional seminars and/or meet students to share professional experiences.

- Provide “members-only” services to alums including Guest House booking, getting transcripts and campus tour to motivate alums to join GAABESU.
- Modify GAABESU constitution so that any donation to Corpus Fund, at least equal to the membership fees, by people qualified to join GAABESU, can be considered as payment towards being a member provided s/he agrees with its bye-laws.
- Expand and maintain humanitarian programs by helping BESU community members in financial distress through GAABESU’s Emergency Fund that has established processes for disbursement.
- Involve young alums within GAABESU to form a special group to be called, NEXTGEN, to focus on the needs of their peers and students about to graduate and ensure GAABESU takes care of those needs.

5. *Goal: Ensure GAABESU's Operational and Organizational Excellence*

In order to inspire confidence in its membership and the alumni/alumnae at large, GAABESU must be run as a professional organization, with transparent practices and procedures that take into account the nationally and internationally dispersed nature of its membership.

Strategies to Achieve Goal

- Develop and implement metrics aligned with the strategic plan and a reporting system to measure performance against the goals.
- Form sub-committees as necessary, to carry out GAABESU’s mission. Each sub-committee will have at least one “Champion” to ensure that its goals are met. Each sub-committee shall report to EC at least once every 3 months during its regular meeting.
- Run a transparent operation so that all alums, whether members or not, are aware of all activities carried out by GAABESU.
- Build a framework to address donors concern.
- Develop an effective alumni office with the help of qualified staff, EC members, PIs and member volunteers. Also, student volunteers could be utilized who would get a nominal honorarium. In addition to honorarium, additional incentives for the student volunteers would be to gain experience in working with a non-profit organization, as well as networking with senior alums.
- Expand volunteer networks and develop leaders from younger generation.
- Prepare and distribute high quality brochures periodically detailing GAABESU’s and its members’ contributions to make our Alma Mater, one of the premier technical institutions in India and regain its old reputation.

6. *Goal: Initiate and implement short terms strategic projects - on time and on budget*

Identify strategic projects and initiatives at BESU which will not, otherwise, be funded by the Governments. Start with smaller projects which can be accomplished by June 2011, within the lifetime of the present Executive Committee, without involving major capital expenditures. Execute these projects on time and on budget to exhibit the mission of GAABESU, with continuous, tangible and visible results

Strategies to Achieve Goals

- Focus on maximum 2-3 strategic projects/initiatives at a time to yield results and optimize resources available to have the maximum return on the investment. Some of the strategic projects for 2009-11 in order of priority are:
 - Students' Activity Centre – Utilize membership fund raised in foreign currencies to partly fund Students' Activity Centre in consultation with BESU. Promote extra-curricular activities at the Students' Activity Centre awarding new innovation or excellence awards expanding existing Scholarships, Awards and Fellowships.
 - Alumni Professor for Distinguished Academicians – Establish Alumni Professorship for Distinguished Academicians at BESU and invite nationally-recognized professors or researchers who have just retired, on short term basis (3 years) to build new programs, mentor junior faculty members and bring sponsored projects or research funding. These professors will get monthly honorarium, partially funded by GAABESU.
 - Improvement of Hostel Conditions.
 - Beautification of Campus.
- Prepare a potential list of strategic projects/programs after a discussion within EC. Meet with the BESU administration to finalize the projects/programs to be pursued by GAABESU. Each project will start with a joint appeal from BESU VC and GAABESU President.
- Take phase-wise approach for any project to achieve results with available resources and reasonable time-line, rather than committing everything at once.
- Each project is to be managed by a dedicated project management team which will leverage all GAABESU resources including relevant sub-committees.
- Publish scope, goals, budget, time-line and deliverables of each project via e-mail, web site posting and hard copies, if applicable and update status at least once every 3 months.

INTERIM REVIEW

This strategic plan will be reviewed after BESU achieves INI/IIEST status and the amount of Central Government funding that comes with this status, is known. GAABESU will then determine if its

priorities need to be adjusted. In particular, the strategies outlined to achieve Goals # 1, 2, 3 and 6 will need to be reviewed at regular intervals and course correction may be made.

A detailed review shall take place before the term of the present Executive Committee expires in June 2011. It will also be used to assess the progress made by that date.