



IARE

**INSTITUTE OF
AERONAUTICAL ENGINEERING**

**STANDARD OPERATING PROCEDURE
FOR
BRANDING OF AN INSTITUTION**

STANDARD OPERATING PROCEDURE FOR BRANDING OF AN INSTITUTION

Objective: To elaborate the procedure for the responsibility to be carried out to brand the Institute.

Resource:

- Updated curriculum
- Performance of the students (Co-curricular & Extracurricular)
- Conduction of events
- Performance of the faculty
- Research proposal / funding
- Magazine/newsletter
- Focusing on public relation (Industry and foreign professor connect)
- Resources and new facilities

Procedure:

A) Updated Curriculum

- Assigning BOS members (should be from both academics and industries)
- Sending mails regarding to Board of Studies meeting
- Conduction of Board of Studies meeting
- Revise the syllabus
- Implementation
- Budget

B) Conducting events in department level

- Proposal about the event which is to be conducted
- Approval from Principal and Head of the Department
- Formation of committees
- Assigning of coordinators
- Meeting with coordinators
- Budget allocation and resource person
- Sponsorship
- Preparation of agenda

Research proposal/ funding

Research and teaching go hand in all academic institutes of excellence. It helps the quality and standards of imparting engineering education in the country, through various research activities, an institute can be branded positively.

The following are to be carried out in research activities:

- Publications of research papers in conferences
- Publications of research papers in reputed journals
- Research proposals and funding

Standard Operating Procedure:

- There should be a target for publishing a research paper by the faculty members.
- Faculty must be provided with benefits.
- A faculty or the team of faculty members can submit their proposal based on their research interest.
- Research proposal will help to get funds from funding agencies.
- Apply for project / workshop / seminar / FDP proposal as per the instruction given by the funding agencies
- Get approval from HOD and Principal

- Budget allocation
- Details of resource persons must be submitted

Magazine/Newsletter

A magazine and Newsletter is a publication, usually a periodical publication, which is printed or electronically published (sometimes referred to as an online magazine). Magazines are generally published on a regular schedule and contain a wide variety of content. They have variety of information about the institute. Through the magazines the qualities such as teaching learning process, laboratory facilities, co-curricular and extra-curricular activities carried out, student participation in various events, prize winners and etc.

Faculty can be allotted for this

- All the faculty must furnish the details to him/her periodically
- All the details must be verified by the head
- Newsletter can be published once in a semester and magazine can be published once in a year.
- A copy of periodicals must be kept in all the departments.

C) Focusing on public relation (Industry and foreign professor connect)

The objective of focusing on public relation is to make the students industry ready, and get placed in a core companies. Each department in the institute involves in the industry connect based on their discipline.

- Identification of core industries
- Make a contact over phone or email and ask for industrial visit, in-plant training, internship and guest lectures.
- It will help the students to project them and it will help for better placement. Performance of the faculty

Faculty members play an extraordinary role in the lives of students. They involve themselves in molding their students into responsible citizens of their country. Faculty should involve in wide variety of activities so that they can contribute to the development of institution.

Performance of the students

Performance of the student in co-curricular and extra-curricular activities to be highlighted