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# GOBINDGARH PUBLIC COLLEGE



( Affiliated to Panjab University, Chandigarh )  
ALOUR, POST BOX NO. 31, KHANNA-141401  
DISTT. LUDHIANA (PB.)

Managed by  
Gobindgarh Educational  
& Social Welfare Trust

## Resource Mobilization Policy

The college operates student centric policies with focus on skill based research driven quality education which should be accessible and affordable by youth of rural and urban areas. The College is ready to provide best resources to the students & faculty to meet the above requirement and run the college for realizing the vision and mission of the college. GPC needs three types of resources i.e. Human Resources, Equipment & Material Resources and Infrastructural Resources.

### OBJECTIVES

- (a) To ensure accountability and transparency.
- (b) To develop a system for proper coordination and monitoring of financial resources for their optimum utilization.
- (c) To recommend measures for audit of the financial resources in strict compliance as per rules and regulations of Governing Council and Panjab University, Chandigarh.
- (d) To provide check and balance on misuse of financial resources.

#### A. Human Resources

The college will ensure that qualified manpower needed to run the educational courses as per the laid down norms of Panjab University, Chandigarh, University Grants Commission, New Delhi and Punjab Government.

#### Appointment of Teachers

The college being under graduate with two PGs which are newly added programs. The regular posts at the level of Assistant Professors are filled by selection committee constituted by Panjab University, Chandigarh with management nominee and Principal as internal member. For other full time faculty positions, selection committee constituted by management select Assistant Professors as per workload requirements. The Selection Board will carry out interview, demonstration etc. to make a panel of selected candidates as per the merit.

#### Appointment of Non-Teaching Staff

The non –teaching staff vacancies are filled by chairman of the college in consultation with principal as per district administration norms.

## Mobilization of Students against Intake

The important part of cash inflow in budget outlay is the student admission and resulting fees received from them. In order to ensure that maximum seats are filled against approved intake following mobilization plan is implemented-

- **Quality Education & Infrastructure.** The college is to ensure that best teachers and world class infrastructure is available so the satisfied students' work as ambassadors to mobilize new admissions.

- **Advertisements & Publicity.** The college should spend certain amount decided in the budget annually on this head to mobilize admissions effectively and create a brand value.

- **Infrastructure & Facilities.** This attracts quality intake and enhances mobility to attract maximum admission. Efforts therefore be made for ensuring world class facilities.

- **Counseling and Guidance.** Counseling Cell mobilizes admission with quality intake by effective action plan Counseling Cell will be therefore provided with matching resources to meet the action plan.

### *B. EQUIPMENT & MATERIAL RESOURCES*

Based on the Strategic Plan the requirement of equipment & material resources will be worked out by the college in details.

### *C. INFRASTRUCTURAL RESOURCES*

In order to operate the approved academic programs effectively and provide administrative support, the building and basic infrastructural requirements will be worked out by the college in terms of financial load and time needed.

### *D. FUNDS MOBILISATION*

On the basis of Student Intake, Faculty requirements, Lab/library/material need and infrastructural need, the details of funds requirement will be examined and cash inflow/out flow will be worked out at college.

- Cash inflow from fees likely from students.
- Interest on fixed deposits.
- Up-gradation of lab facilities.
- Renovation of classrooms, labs and faculty rooms.
- Information and Communication Technology (ICT) initiatives.
- Cash inflow likely from Consultancy, Alumni Funding, Sponsorship/grants and Endowment & FD interest etc.
- Repair, Maintenance of Physical and Academic facilities.
- IT infrastructure, purchase and maintenance.
- AMC of IT infrastructure.
- Information Augmentation, Newly Lab set up, Depreciation.

- Deficit due to difference between cash inflow and out flow.

The college will discuss various options to meet the fund deficit. The GPC will examine possibility of increasing cash inflow or/and reducing out flow by cutting on some demands, postponing some needs. After all the deliberations the college will tentatively finalize the cash inflow, outflow, deficit and budget outlay.

#### E. *Mobilization Plan*

The College will take necessary steps to ensure that admissions are done as per norms, fees is received on time and efforts are made to materialize inflow from fees and other planned resources. GPC will ensure, through proper purchasing process and Care of Running Expenses that cash out flow is minimum as per approved budget.

#### *Options to Meet the Deficit.*

The net likely deficit will be discussed and finalized for funding by college. Following options will be considered: -

- (i) Funding by Bank Loan
- (ii) Funding by Sponsoring Body
- (iii) Funding partly by Bank Loan
- (iv) Transparency and accountability are ensured by conducting an annual audit of the statements.

- (v) Funding by Trust

#### *ACTIONS AGAINST MISUSE OF FUNDS*

All funds provided for a particular project will be scrutinized for appropriate utilization of the allotted fund for the quoted purpose. All the documents which are submitted for this purpose should be duly verified by superintend office, Accountant, Treasurer trust and two office bearers and the head of the institution.

**Dr. Neena Seth Pajni**  
**Principal**

