



**VIMAL JYOTHI**  
INSTITUTE OF MANAGEMENT & RESEARCH  
JYOTHI NAGAR, CHEMPERI – 670632, KANNUR D.T., KERALA, INDIA  
Approved by AICTE & Affiliated to Kannur University  
An ISO 9001:2008 Certified Institution

## *Vision*

To bloom into a centre of excellence in management education and research that responds to the needs and demands of Corporate India with professional integrity, moral uprightness and sense of commitment.

## *Mission*

To provide the students with quality education that kindles creativity, encourages innovation, enhances originality and instils ethical practices to enable them compete successfully in the global business arena with commitment to the concerns of the marginalized guided and inspired by gospel values.

## *Values*

- Mutual understanding, brotherhood and co-operation among all
- Love of discipline and hard work
- Concern for the marginalized
- Tolerance and moral uprightness
- Fear of God



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## *Objectives*

- To operate as an educational and research centre that networks with national and international practitioners from diverse industrial sectors.
- To extend to students a new management perspective through a unique pedagogy of learning and interaction.
- To prepare students to inculcate values and attitudes to become socially responsible managers.
- To provide a platform for students to exchange and enhance their ideas with distinguished faculty and professionals.
- To make students work in teams for collaborative learning in order to enhance personal skills in communications, leadership, and teaming.
- To facilitate holistic learning and proper understanding of the contemporary business environment by combining industry internships with a comprehensive dissertation module.
- To encourage learning beyond the classroom through rigorous and intense process and to train students to respond to business issues quickly and skilfully.
- To promote a strong, effective and mutually beneficial industry-academia interaction.
- To offer quality management education that integrates professional skills and empowers the students to develop and achieve their personal and career potential.
- To help students to reach their academic goals by providing them with the necessary communication skills to work successfully in the competitive world.



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### **Long term goal**

- To ensure a quality of education and experience and create values which enables students to apply their skills, values and intellectual discipline in their future.
- To strive for the personal and professional success of its students, staff and alumni
- Development of alumini cell to increase placements ratio of the college

### **Short term goal**

- To attract best students, irrespective of background and select them on the basis of merit and potential
- To encourage the students to involve and empower all in the process of continual improvement
- Strengthening of Placement cell, arranging the placement drives and improvement of placement services
- Organize more programmes to encourage creativity and innovation to match the evolving global business arena.