



**PML SD**  
**Business**  
**School**  
**Chandigarh**

[AICTE Approved]

# ALUMNI SOP

PML SD Business School

Director

**Alumni Cell - PML SD Business School**  
**Standard Operating Procedures(SOP)**

**Framework for Alumni Cell at PML SD Business School**

**I. Vision and Mission**

- **Vision:** To create a vibrant and engaged alumni community that supports the B-School's mission and fosters lifelong connections.
- **Mission:** To provide a platform for alumni to connect, share experiences, and learn from each other, while promoting the B-School's brand and reputation.

**II. Objectives**

- **Primary Objectives:**
  - Establish and maintain a strong network of alumni.
  - Provide opportunities for alumni to engage with the B-School and each other.
  - Promote the B-School's brand and reputation.
  - Foster a sense of community and belonging among alumni.

**III. Organizational Structure**

- **Alumni Cell Committee:** A committee consisting of:
  - Chair (Dr. Manjul Vaidya)
  - Dr. Susheel Sharma, Member
  - Dr. Gurjeet Kaur, Member
  - Members (Alumni representatives & PML SDBS students)
- **Sub-Committees:** Formed to focus on specific areas, such as involving students:
  - Events and Reunions
  - Networking and Mentorship

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- Fundraising and Development
- Communications and Social Media
- Awards and Recognition

#### IV. Activities and Initiatives

- **Events and Reunions:** Organize regular events, such as reunions, networking sessions, and social gatherings.
- **Networking and Mentorship:** Establish a mentorship program, where alumni can guide and mentor current students and younger alumni.
- **Fundraising and Development:** Organize fundraising campaigns to support the B-School's development projects and initiatives.
- **Communications and Social Media:** Maintain a strong online presence through social media platforms, email newsletters, and the alumni website.
- **Awards and Recognition:** Establish awards and recognition programs to honor outstanding alumni achievements.

#### V. Alumni Engagement

- **Alumni Registration:** Maintain an up-to-date database of alumni contact information (via Alamshines)
- **Alumni Feedback:** Encourage alumni to provide feedback on the B-School's programs, services, and initiatives.

#### VI. Budget and Finance

- **Budget Allocation:** Allocate a budget for alumni activities, events, and initiatives.

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