



Institutional Positioning & Benchmarking Study

Assessing current performance and competitive positioning of a leading engineering institution

Background to the Project

Our Client, a well-reputed **engineering college in Chennai** run for about 40 years, engaged Economix Consulting Group (ECG) to assess the institution's **current state performance** across various dimensions **through stakeholder engagement** and **benchmark** the Client **against select peer institutions**.

This engagement was undertaken to support the leadership to re-evaluate its competitive positioning and stakeholder experience with high focus on enhancing the institutional ranking.

ECG Approach

The project was an extensive **stakeholder engagement led assessment**, combining qualitative insights with comparative benchmarking through desk research. ECG engaged with an overall of **192 cross-section of stakeholders** including leadership, faculty, students, alumni, and recruiters. The engagement involved a mix of **face-to-face interviews, focus group discussions**, and limited **telephonic interviews**.

We covered key institutional dimensions such as admissions, academics, student facilities, infrastructure, administration and process, placements, and marketing & digital presence. The project was structured to capture **perceptions, lived experiences, benchmarking against peers and expectations** across stakeholder groups. The responses gathered were categorised and analysed to highlight recurring patterns and themes.

Desk research

In parallel, ECG conducted structured desk research to provide external context and benchmarking of select peers. This included review of:

- Peer institution positioning
- National ranking
- Academic, research, and placement indicators
- Marketing and digital presence



Key Insights

The assessment provided leadership with a **consolidated view of the current performance** across operational, academic, and experiential dimensions. Insights across stakeholder groups indicated **structural** and **process-level inconsistencies that influenced stakeholder experience** and **institutional outcomes** and the **role of infrastructure, and communication in shaping perception**.

Project Outcomes

Key outcomes included:

- Fact based '**As-is**' **assessment** of the institution.
- **Prioritization of themes** requiring governance decisions and targeted investment.
- A **Comparative Benchmarking** of performance and perception **relative to select peer institutions**.
- A **calenderised, phased roadmap** covering short-term stabilization actions, medium-term capability building, and long-term differentiation initiatives.

Project Timeline

The project was executed during **October 2025**.