












STRATEGIC PLAN AND DEPLOYMENT DOCUMENT (2018 – 2023)



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Motto

عِلْمًا زِدْنِي رَبِّ

“Lord, give unto me more knowledge”

Vision

“To create an educated and enlightened society. To place a strong thrust on secularism, culture, tradition and character formation for the betterment of society.”

Mission

“The College strives to provide the best possible academic platform by offering ICT enabled comprehensive teaching-learning techniques for transforming our youth into globally competent, ethically sound and socially committed individuals. We uphold the rich cultural heritage and tradition of the society with an unchanging aim to contribute to the development of our Nation”

Goal

“To incorporate novel and pioneering branches of study and to lead the institution into a Centre for excellence by providing quality Education and Training.”

Core Values

*Quest for Excellence

*Social Commitment

*Environmental Consciousness

*Ethics and Integrity

Core Values

Quest for excellence

Excellence is attempted to be observed as a buzzword by the College Management, Staff and Students. College aims to reach excellence in all curricular, co-curricular and extra-curricular activities.

Social Commitment

Society is one among the major stakeholders of any higher education institution. College Management upholds all social values and try to incorporate them in majority of the activities and events arranged by the different departments, associations, clubs, and cells of the college. In that way, college ensures the growth of students into socially committed individuals.

Environmental Consciousness

Management adopts all possible measures to nurture and develop environmental consciousness among all staff and students of the college. Initiatives are taken to develop and instil this environmental consciousness in variety of programs and events designed by the different departments, associations, clubs, cells etc.

Ethics & Integrity

Management along with the staff and students of the college observes ethical practice and integrity in all activities undertaken by them. Ethical and Moral values are given due consideration while drafting policies, laying down procedures and plans, executing various strategies etc. in the college. All the academic, co-curricular and extra-curricular activities are performed by all the staff in the college ethically and with due integrity.

SWOC analysis

Strengths

Management

- *Co-operative/ Participative / Decentralised management approach*
- *Interactive, Innovative and supportive college management*
- *Effectively functioning College IQAC*
- *Strategic planning and execution*
- *Efficient staff recruitment and appraisal policies and policy making methods*
- *Timely appraisal of performance of departments in general and staff in specific*
- *Timely acceptance and support of proposal from side of departments/ associations/ cells/ clubs/ committees*
- *Assurance of Inter & Intra department co-operation with college management*

Staff

- *Highly qualified and talented work force*
- *Increasing number of doctoral degrees among teaching faculties*
- *Increasing number of paper publications, presentations etc.*
- *Increasing number of faculty development programs attended by teaching staff*
- *Improving number of funded projects undertaken by teaching faculty*
- *Innovation and creativity among teaching faculty highlighted while designing outreach/extension activities, club activities etc.*
- *Empathy towards students*
- *Supportive performance by non-teaching staff in all activities organized by departments/ associations/ cells/ clubs/ committees*

Students

- *Better academic performance compared to the previous years*

- *Co-operative, Innovative, Supportive and Vibrant Student folk involved in clubs, associations, cells and other committees of the college*
- *Active involvement in union activities and other cultural activities of the college*
- *Whole hearted student co-operation in the organization and conduct of industrial visits, study tours, recreation tours etc. in the college*
- *Presence of students from places like Lakshadweep, Nepal etc. ensuring a vibrant diversity among student folk*

Alumni

- *Prominent alumni from all departments and their frequent involvement and moral support in development activities of the college*
- *Alumni presence among staff of the college*
- *Financial support from alumni in the form of endowment prizes, assistance to infrastructural development etc.*
- *Assistance from alumni while arranging industrial visits*
- *Frequent alumni-get together in the college premises enhancing their co-operation*

Retired staff

- *Financial support to students in the form of endowment prizes*
- *Frequent get together in the college premises enhancing their co-operation and moral support to all events conducted in the college and also in the developmental activities of the college.*

Infrastructure & Basic amenities

- *Well-furnished classrooms, departments, office rooms, labs, library*
- *All classrooms having projectors that enhances ICT enabled teaching- learning process*
- *Language Lab*
- *Seminar hall, Auditorium, Board room, Prayer hall*
- *Butterfly garden*

- *Parking facilities, Canteen*
- *Ramp facility,*
- *Provision for wheelchair and first-aid facilities*
- *Conveyance facilities*
- *Health Club and Gymnasium*
- *Students' store*
- *Ladies' rest room*
- *Washrooms in all departments, office room, ladies' rest room*

Academics

- *Application of ICT enabled Teaching- Learning methodology to maximum extent*
- *Introduction of BBA and B.Voc (Sound Engineering) along with already existing programs*
- *Introduction of IGNOU study centre in the college that enhance vertical mobility among students*
- *Execution of programs like Walk With the Scholar (WWS) for advance learners, Student Support Program (SSP) for slow learners, ASAP (Additional Skill Acquisition Programme), Certificate Courses, Add-on Courses etc.*

Extra-curricular

- *Participation and Achievement in University Youth Festivals*
- *Organization and conduct of Union and Arts Club Inauguration, Arts festivals etc.*
- *Observance of days of national importance*
- *Conduct of various programs that cater to the cross cutting issues in the society and that highlight national integrity*

Co-curricular

- *Existence of different clubs/ associations etc. that cater to statutory provisions, eco-consciousness and cross cutting issues etc. faced by community in general*

- *Organization and conduct of workshops/ exhibitions/ symposiums/ outreach and extension activities etc.*
- *Organization and conduct of industrial visits, study tours, recreation tours etc.*
- *Conduct of practical training sessions, expert lectures, invited talks etc.*
- *Memorandum of Undertakings and Linkages signed with different industries*

Eco-consciousness

- *College location in a serene and natural environment*
- *Organization and conduct of eco-friendly programs and activities*
- *Observance of days of environmental importance*
- *Organic farming*

Ethical concern and humanitarian approach

- *Conduct of various activities catering to the requirements of the needy class in the community including the age-old, physically, mentally and economically challenged, physically ailing, etc. Eg: Pension scheme arranged through Edathala Panchayath.*
- *Initiatives from different clubs for conducting various programs addressing the cross cutting issues, gender equality issues etc. of the community*

Finance

- *Various grants from Government (Local and State) agencies, UGC, Management etc.*
- *Existence of a Co-operative society inside the college premises to boost the savings habit of employees and also to provide financial assistance to them*
- *Interest-free loan facility to staff for procurement of Laptops*
- *Specially designed Salary policies with increment packages for teachers on contract basis*
- *Financial Assistance for encouraging research activities among teaching staff of the college*

Technology

- *Usage of ICT enabled teaching techniques in all classes*
- *Full time Wi-Fi in the whole college*
- *Application of College Management Software (CMS)*
- *Implementation and usage of 'Ameen': the Learning Management Software- MOODLE*
- *Application of TCS*
- *Desktop computers and Laptops in departments, IQAC and office*
- *Mobile App specifically designed*

Student benefitting programs

- *Arrangement of orientation and induction for fresh students in UG and PG*
- *Execution of individual mentoring practices*
- *Functioning of a counselling cell in the college with a part-time counsellor facility*
- *Conduct of Compulsory Soft Skill training*
- *Organization and conduct of placement drives and orientation classes*
- *Encouraging Participation in various clubs/ cells/ associations in college*
- *Conducting one day training sessions in mushroom cultivation/ cake baking/ tailoring/ cooking / LED bulb making etc. for different batches*

Weaknesses

- *Lack of flexibility in syllabus revision as the college is affiliated to a University*
- *Lack of plentiful Post Graduate and Diploma courses*
- *Delay in university exam results makes it difficult to have a proper control over student performance in academics aspects*
- *Inadequate public transportation facilities*
- *Poor socio-economic background of students and the poor educational background of the parents hinder vertical progression of students and on a whole affects their attitude and outcome in their studies*

- *Lack of infrastructural development possibilities due to the location of college campus in NAD premises (Naval Armament Depot, Aluva)*
- *Lack of Research Centres in the college*

Opportunities

- *Proximity to Infopark, Kakkanad, Dynamic Techno Medicals Pvt. Ltd., VEE TEE Rubbers Pvt. Ltd., KINFRA, Nippon Toyota, etc. adds to the placement opportunities of students*
- *Upcoming Bio-Technology park is also expected to create more opportunities for career prospects of students*
- *Compulsory Soft Skill Training programs organized by the college enhances the global competency of the students*
- *Vocational courses organized / planned to be organized and implemented by the college provides students to get an opportunity to analyse practical sides of the subjects that they study*
- *Through the placement drive initiatives and other orientations and trainings arranged by placement cell of the college offers opportunities for career enhancement of students*
- *Entrepreneurship Club activities in the college provides opportunities for discovering and developing the entrepreneurial traits in students and motivates them to come up with innovative ideas and also explore possible start-up venues*
- *Possibilities to explore the surrounding natural potential to maximum extent through various programs of Organic Farming*
- *To explore variety of Folklore Art forms of our state in short term and our nation in long term through the Folklore club of our college*

Challenges

- *Educational, socio-economic and cultural background of majority of students setting limitations on their career and higher educational prospects*

- *Orthodox family background sets limitations in aspiration among parents that reflect in the goals and aims of students leading to emergence of less aspirant students in different courses*
 - *Drop-out rate among students because of the lack of seriousness to academic and career progress*
 - *Lack of support from parents in ensuring career prospects of students especially girls because of their eagerness to get them engaged to a married life at a possible early age.*
- *Lack of motivation among majority students to excel in their academics and career because of their low level goals and aims*
- *Difficulty in channelizing the potential of students into academic excellence because of the undue influence of mobile phones, internet and other electronic gadgets among students creating negative impact on their studies and career prospects*

Core Competencies / Highlights of the college

Management aspects

- ✓ *Decentralised, Participative management*
- ✓ *Wholehearted support in conduct of Academic , Co- Curricular, Extra-curricular and developmental activities of college*
- ✓ *Support in research activities and accreditation processes of the college*
- ✓ *Ensuring the application of core values in all aspects of college*
- ✓ *Attempt to apply the concept of 'E-Governance'*

Academic, Co- Curricular, Extra-curricular development aspects

- ✓ *Improving number of doctoral degrees among teachers*
- ✓ *Excellent Teacher-Student relationship*

- ✓ *Efficient Teaching methodologies applied by teachers*
- ✓ *Whole hearted co-operation of staff and students in club/ association/cell/committee activities*
- ✓ *Conduct of Industrial visits, Workshops, Expert lectures, Invited talks and discussions, Exhibitions, Symposiums, Colloquiums, Debate sessions, Conferences, Seminars, Certificate courses, Training and orientation sessions etc. enriching the experiential learning platform of students*
- ✓ *Existence of 'IGNOU study centre' in the campus*

Technological aspects

- ✓ *100% ICT enabled classrooms*
- ✓ *100% Wi-Fi connectivity in the whole college*
- ✓ *Application of 'Cash-less' campus concept to a maximum possible extent*
- ✓ *Utilization of ICT enabled teaching- learning methodologies*
- ✓ *Application of Audio-Visual Aids in teaching-learning process*
- ✓ *Conduct of Webinars*
- ✓ *Development and updated use of CMS (College Management Software), TCS and 'Ameen' - the Learning Management Software (LMS) - through MOODLE*

Environmental Aspects

- ✓ *Campus location in a serene and natural environment that augments the eco-consciousness of staff and students of the college*
- ✓ *Organic farming performed by management, staff and students of the college*
- ✓ *Eco-friendly activities promoted by Nature Club of the college*

Financial Aspects

- ✓ *Existence of a full time "Employees' Co-operative Society" within the college campus*

- ✓ *Interest-free loan to staff for procurement of laptops*
- ✓ *Special Salary packages designed for Assistant Professors on contract basis and non-teaching staff on contract basis*
- ✓ *Financial Assistance to encourage research activities of teaching staff*

Existence of clubs and programs of unique and varied nature

- ✓ *Existence of **Folklore Club** to promote all possible folklore art forms of our community in specific and our nation at large*
- ✓ *Existence of **Pain and Palliative club** and **Charity club** for performing activities that nurture human values in the minds of youth*
- ✓ *Effective functioning of '**Red Ribbon**' Cell in conducting AIDS awareness campaigns and programs*
- ✓ *Execution of '**Paadam randu**': A program for assisting parents/ relatives of students, teaching staff and non-teaching staff of the college in motivating and completing their half-finished graduation studies or post-graduation studies*

Strategic Goals of the college: Vision 2023

- ✚ To emerge as a **'Cash less' Campus**
- ✚ To emerge as a **'Techy campus'** ensuring 100% usage of technology blended teaching-learning process, conduct and management of office affairs and financial transactions purely on online mode, etc. to the maximum possible extent
- ✚ To emerge as a **'Campus with Eco-Consciousness'** with the eco-consciousness reflected in all activities designed and executed by the college
- ✚ To develop **highly automated college library**
- ✚ To ensure 100% staff- student participation in **Research and development activities**
 - Promotion of Research and development activities among staff and students
 - Ensuring increase in the number of doctoral degrees among teaching staff
 - Increase in the number of book/ journal publications among teaching staff of the college
 - Ensuring maximum student and staff participation in workshops/ conferences/ seminars organized by external agencies
 - Encouraging student research projects and proposals
 - Ensuring 100% Post Graduate students to do Paper presentations and publications with the support of teachers at least once during their course tenure
- ✚ To make **staff and students** of the college as **globally competent**
 - Arranging maximum possible number of international workshops/ conferences/ seminars
 - Ensuring Compulsory Soft Skill Training for students
 - Coaching for IELTS/TOEFL etc.
- ✚ **Empowering student entrepreneurs**
 - Arranging maximum possible workshops/trainings/interactive sessions
 - Supporting start-up ventures etc.

- ✚ ***Fulfilling the placement requirements of students***
 - *Arranging maximum possible Placement drives/ orientation / coaching classes etc.*
 - *Arranging Coaching to IAS/ KAS , CA/CS/CMA aspirants*
 - *Special Coaching for JAM/CAT/MAT/K-MAT*
 - *Spoken English coaching*
 - *Setting up of incubation centres and finishing schools in the campus*
 - *Ensuring maximum number of MOUs and Linkages with industries and higher educational institutions with academic excellence*
- ✚ ***Uplift the clubs of unique nature (Folk lore club, Pain and Palliative club, Charity club etc.) to a greater level***
- ✚ ***Addressing cross cutting issues, gender equality issues, other social issues etc. of the community to the maximum possible extent through clubs/ associations/ cells/ committees of the college***
- ✚ ***Developing and implementing numerous additional vocational/ certificate courses***
- ✚ ***Developing research and development centres***
- ✚ ***Development of campus premises by taking possible measures :***
 - *To ensure improvement of public transportation facility in the college premises to improve accessibility and to ensure setting up of an ATM of any bank in the college premises for meeting urgent financial emergencies of the staff and students*
- ✚ ***Giving vocational training to maximum possible students on different courses***

Towards Strategic Goals of the college: Vision 2023

Modus operandi

Application of concept of PDSA/ PDCA Cycle/ Deming Cycle

It is planned that PDSA/ PDCA cycle concept of Dr. William Edward Deming, an eminent Quality Guru for the attainment of Strategic Goals currently aimed by the college. It comprises of four stages:



***Planning phase** - By Governing body and college IQAC on a periodic basis following NAAC/NIRF parameters*

***Doing/Execution phase**- Through the college office, different departments, student clubs, cells/ associations/ committees*

***Checking/Studying phase**- By duly deputed co-ordinators of IQAC, departments etc. after Applying NAAC/NIRF parameters*

***Acting/ Follow up phase** : Preparation and Submission of Report to Governing body by duly deputed co-ordinators of IQAC, departments etc. and the Governing body taking adequate actions for improvement if any variations are found.*