SRI A S N M GOVERNMENT COLLEGE(A)

Palakol, West Godavari District, Andhra Pradesh- 534260

Affiliated to Adikavi Nannaya University, Rajamahendravaram

(NAAC Re-accredited by 'B' Grade with 2.61 CGPA)

College e-mail:
sriasnmgdc@gmail.com Website:https://sriasnmgdcpalakol.ac.in Phone: 08814229069

Strategic Planning and Deployment Document (SPDD)

Preface:

Strategic Planning of the institution plays a vital role in successful accomplishment of the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific emphasis on accomplishing institutional goals in this highly competitive world. The basic strengths of strategic planning are its abilities to help align the organization with its environment, i.e., a set of internal and external forces that can positively or negatively affect the activities of an Institution. The Strategic Planning and Deployment Document (SPDD) is formulated based on analysis of present challenges and future opportunities and it envisions the direction towards which the institution should move to achieve its set goals and objectives.

The first part of SPDD elucidates the vision, mission and core values of the institution along with long term & short term goals. The SWOC analysis of the institute formed the basis in framing the vision and mission which in turn depend on the feedback from stakeholders. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through a brain storming sessions with HODs and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, each and every stakeholder is made to involve by building a spirit of ownership in them. The document is circulated to all the departments. Highest attention has been paid to spell out clearly the execution and monitoring by identifying measurable targets in line with the anticipated outcomes. The SPDD is discussed meticulously and approved by the Staff Council of the institution.

VISION:

"Emphasizing the importance of a flexible and multidisciplinary curriculum that prefers the students for the 21st century and promotes the students for the 21st Century and promotes the use of experiential and hands-on-learning methods to engage students and develop critical, creative and problem solving skills to combat the competitive academic environment"

MISSION:

- ➤ To give equal emphasis on all subjects- Science, Social sciences, mathematics, Arts, languages, sports – with integration of vocational and skill Development in National Curricular Frame Work

- ➤ To promote knowledge and value based education through academic excellence and mould the students into good citizens of society.

- ➤ To make the students realize their potential and bring out the innate skills of creativity and leadership

- ➤ To promote academic exchange and strengthen academic – industry interfacing exploring technology available to develop self- reliant individuals.

- ➤ Relentlessly pursue institutional effectiveness through Quality Assurance System

CORE VALUES:

1. EXCELLENCE: We work to improve the quality of education by establishing appropriate standards in order to achieve academic achievement.

2. INTEGRITY: We adopt truthfulness, fairness and transparency in conducting institutional activities as a means to achieving holistic development.

3. TEAM WORK: We encourage team work in all kinds of institutional activities and create amicable environment involving all stakeholders to contribute by offering valuable suggestions for institutional development.

4. SOCIAL RESPONSIBILITY: We instill in them the values of being decent citizens who contribute to national growth.

5. DIVERSITY & EQUAL OPPORTUNITY: By providing a space for a variety of viewpoints, ideologies, and approaches, we ensure that everyone has an equal opportunity.

Strength, Weakness, Opportunity and Challenges (SWOC) Analysis

- JKC (Competency building centre) focus on overall student development through CRT, Skill enhancement – upskill programmes & professional and advance technology short-term courses.
- Activities deployment of Language lab to offer communicative English through computer based language learning.
- Introduction of certificate of employment oriented courses of local needs.
- Dedicated efforts are being made to increase placement activities, capacity building programmes etc for students.
- Mentorship programme in which each student is paired with a teacher throughout their tenure at the college – foster deeper engagement with the institution.
- Inculcation of individual and institutional social responsibility directing all students service efforts to make meaningful impact through their Community Service Project (CSP) - integrated in the curriculum.
- Decentralized and participating governance.
- Organising extension and outreach programme by NSS & Departments.
- Transparency and efficiency in academic and administrative process enabled through e-governance / e-office.

WEAKNESSES

- No Exclusive physical facilities for PG courses & Library to create an enhanced learning.
- Modernization & upgradation of laboratories with higher end equipment due to paucity of funds.
- The research output and funded res. Projects and Quality of publications.
- Revenue generation through consultancy services has been lacking.

OPPUTUNITIES

- To enhance level of academic engagement through collaborations, linkages with local industries, cooperate offices, Govt. Agencies, NGO's, Trusts, philanthropists etc by faculty members.
- The qualified and academically bright faculty can facilitate development of e-content and MOOCs.
- Entrepreneurship activities on campus are yet to be optimized.
- With the increasing no. of highly qualified, experienced and efficient faculty, ASNM GC has the opportunity to organize high quality seminars, workshops, conferences and conduct market oriented certificate, diploma programmes in partnership with eminent institutions at state & national levels.
- Utilization of digitized equipment for T.L process by faculty to create an effective learning environment.
- Consistent efforts are made to tap the potential of our distinguished alumni that can act as a priceless resource for contributing significantly for the development of college.

CHALLANGES

- Inculcation of strong research interest among faculty & PG students.
- Fund mobilization for the department of the institution from local community, industry etc.
- Competition for students in job market from institution offering professional degrees.
- With rapid changes taking place in all domains, quick adoption of such changes into the curriculum in this rurally located autonomous institution.

- High enrolment in MOOCs courses by staff and students.
- Benchmarking and quality consciousness for continuous growth and development.
- ASNM GC has to large no of students who are first generation learners and also hail from low income backgrounds.
- Transfer of faculty, posting potential, well qualified faculty for autonomous colleges in a Govt. system has been major challenge for the last 25 years by Govt. of AP.

Strategic Goals:

The Institution Strategic Goals (ISG) were set up based on the deliberations emanated from the brainstorming session by the intellectual brains of the institution on the vision, mission, core values, policies and procedures of the institution as well as the SWOC analysis. The expectations of the stakeholders are given due weight age in setting up ISG.

Institution Strategic Goals (ISG):

1. Ensuring Good Governance

2. Establishing Effective Teaching Learning Process

3. Developing leadership and participative learning

4. Developing Financial Management

5. Emphasizing on Institute – Industry interaction

6. Developing of entrepreneurship

7. Encouraging research and innovations

8. Establishing Internal Quality Assurance System

9. Ensuring student's development, participation and welfare

10. Ensuring staff development & welfare

11. Increasing internal resources

12. Increasing Alumni Interaction

13. Engagement in Community Services and Extension Activities

14. Developing physical infrastructure

Good governance:

- Vision, Mission development & their articulation

- Inclusion of industrialist & academicians on GB

- Evaluation of Institutional performance, i.e. internal academic and administrative Audit, feedback mechanism

- Institutional strategic goals setting

- Institutional Strategic development plan

- Establishing Quality Assurance Systems

- Implementation of e-governance

- Establishing fair and transparent performance appraisal system

Teaching Learning Process: --------   Academic Coordinator

- Academic Planning (Annual Curricular Planning)

- Development of teaching plans

- Development of teaching aids

- Development of e- learning resources and LMS

- Adoption of ICT based teaching learning

- Providing mentoring and personal support

- Creating fair feedback system, Analysis and action taken on feedback

- Continuous Internal Assessment to measure outcomes

- Performance development through credit system

- Implementation of best practices

Leadership and Participative Management   --------   NSS

- Motivating through interactions

- Decentralizing the academic, administration and student related authorities &
responsibilities

- Prescribing duties, responsibilities and accountability

- Establishment of functional committees

Financial Management   ---------- Finance Committee

- Planning Department wise Budget

- Expenditure management

- Forecasting income & expenditure

- Budget formulation & approval through Finance Committee

- Periodic Internal/ External Audit

Institute – Industry Interaction   -------- Internship coordinator

- MoUs with industries

- Support for internships, visits, trainings, guest lectures

- Identifications of industry needs and advice on curriculum

- Providing opportunities for Industry based/sponsored projects

- Providing career guidance

- Strengthen training & placement

Entrepreneurship   -------- Internship coordinator

- Establishment of Entrepreneurship Development Cell

- MoUs with training institutes

- Establishing incubation centers

Internal Quality Assurance System

- Establishment of IQAC Framing of Quality Policy & publishing

- Educating & Training of all employees

- Establishment of audit team and process Audit and remedial measures

- Identifying best practices

- Annual report preparation & submission

Student's development and participation ---------Student Council Convener

- Budget allocation

- Establishment of infrastructure

- Formation of student council

- Student's representation

- Participation in competitions

- Organizing competitions

- Rewards & recognitions of achievers

Staff development & welfare ------- IQAC

- Staff performance evaluation system

- Staff Training

- Code of conduct & service rules

- Deputation for seminars, conferences

Internal Revenue Generation ------- Office

- Establishing infrastructure

Alumni Interaction --------- Alumni Committee

- Formation of Alumni association and registration

- Data base creation, Regular interactions with alumni and networking

- Recognition of successful alumni

Community Services and Extension activities ---------NSS units

- Provide vocational training /job oriented training as per local needs at the institute

- Educational support to village students

- Conducting awareness camps

Physical infrastructure -------- Infrastructure & Maintenance committee

- Smart Class rooms, Tutorials, Seminar halls

- Modernization of Laboratory & equipment

- Library infrastructure up gradation

- Establishment of Virtual classrooms and networking, System up gradation

- Functional facilities for e-learning

- Safety & Security management

- Safe drinking Water facility

- Medical facility

- Developing sports (indoor/outdoor) facilities

- Hostels facility within the campus

- Plantation

- Rain water harvesting

- Hygiene, solid waste management (zero plastic usage, dry & wet refuse)

Accreditations ------   Academic Coordinator

- Discussion in Governing Body and approval for Accreditations Resource planning & budget approval

- Constitution of committee to prepare Accreditations Plan

- Establishment of Accreditation cell

- Preparation of reports

- Inspections facilitation & remedial measures

Strategy implementation and monitoring   ------ Principal

The Strategic development plan is put before the Governing Body for approval followed by its implementation. The progress of strategy shall be evaluated from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. The Principal along with the members of the Committees will be the custodian for strategic plan and its deployment.

Implementation at Institution Level ----Principal

- Governance & Chairman & Members of GB, Administration

- Administration Office

- Branding /Expansion GB members, CPDC/Local Management Committee

- Students Admissions Principal, HODs, Admissions team

- Statutory Compliance Principal, HODs, all faculty and Coordinators

- Infrastructure (physical) GB- Chairman, Principal and Team

- Infrastructure (Academics) Principal, HODs

- Teaching- Learning Principal, HODs, Faculty and Staff

- Research& Development HODs

- Students Development (Students Welfare), HODs

- Departmental Activities HODs and Faculty

- Training &Placement TPO & HODs

- Quality Assurance HODs and IQAC team

Measurable during Implementation

Good governance   ------Principal

- GB selection (Inclusion of Academicians & Industrialist)

- Vision Mission , Dissemination & Review

- Organization structure in place

- Degree of decentralization

- Degree of E -Governance

- Resource mobilization

- Staff appraisal & career advancement scheme in place

- Service rules & benefits

Effective teaching   ---- Academic coordinator

- No. of teaching aids

Learning process   ----- IQAC

- Syllabus completion

- Seminars, Workshops

- No. of learning resources

- No. of student counseling/mentoring/training sessions conducted

- Result of examinations (Pass, First classes, Distinctions)

- Graduate attribute attainment levels

- Alumni feedback

Leadership and participative management ---Principal

- Reporting structure in place

 - Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management – appointments of section heads code of conduct - duties, responsibilities and accountability Rotation of key posts to build leadership Functional & statutory committees – no. of meetings/semester, minutes of meetings, planning & implementation.

Financial management ----Finance Committee

- Annual Budget forecasting income & expenditure

- Utilization / Allocation of funds

- Internal & External Audit

Training & Placement   -------JKC

- Number of career guidance trainings

- Number of skill development trainings

- Number of placement drives organized

- Number of placements

Research and innovation   ----Research Advisory Committee

- Publications in national/international journals and conference proceedings

- No. of industry based/ sponsored projects from different funding agencies

- Conferences & workshops organized

- New MOUs signed with academic and industrial organizations

- Laboratory development

- Center of research established

- No. of students pursuing higher education

Internal Quality Assurance System -----IQAC

- Number of IQAS initiatives/ semester

- IAMC audits remarks

- AQAR submission

Student's development and participation ---Student Council coordinator

- Number of student participants

- Number of sports, technical, cultural events organized

- Regional, National & International competitions participated

- Regional, National & International recognitions received

Monitoring the strategic plan

The implementation of strategic plan will be monitored from time to time by the respective committees through periodic review. The heads of departments will prepare the detailed progress report and present it in the council meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently and it reports the findings to the Council directly. With thorough analysis of outcomes and IQAC report, the council will recommend the corrective actions, need of refinement of processes and deployment of resources. All these reports will be forwarded for further discussions and approval of GB.

Conclusion:

The SPDD is an effort to scribble out a pathway towards achievement of goals the institution has set. Mere formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective wisdom delivered by the process of participative brainstorming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time. The strategic planning is not a static document but it is dynamic process which must respond to the changing environment. There are restrictions in spelling out the detailed processes to be deployed to get the desired outcomes. Hence it needs continuous evolution to incorporate the lessons we learn during the implementation. It emphasizes the role of IQAC in ensuring the quality of implementation by periodic evaluations of outcomes.