

Strategic Planning And Deployment Document

(2020-2025)



BANASKANTHA DISTRICT KELAVANI MANDAL MANAGED
G D MODI COLLEGE OF ARTS, PALANPUR



Preface

For an organization, strategic planning is very essential to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this competitive world. Strategic Planning and deployment document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives.

The first part of it addresses the vision, mission which the institute dreams along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (management, leadership, HODs, faculty, staff, affiliated university, students, alumni and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion 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, care has been taken to involve all stakeholders to help contribute their part which is vital for the success of every organization. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for GDMCA to achieve its goal to become an institution of Academic Excellence and providing professionally competent graduates and post graduates in arts who can be competent enough to survive and excel in the cut-throat world of competitions.



Vision

We shall go always a little further with “Better Every Day” Spirit

Mission

To Spread and promote higher education for the sustainable development of the nation.

Core Values

- Imparting Quality Education and disseminating knowledge and spirit of enquiry among youth.
- Give due respect to all students and staff members
- Gender biasness is strictly prohibited.
- Enhance professionalism with good human values.
- Promote team spirit and healthy competition.
- Create healthy atmosphere for effective teaching-learning process.
- Promote creativity and innovation in all activities.
- Promote equality, integrity, patriotism and brotherhood.
- Promote scientific temper, humanism and rational behaviour.
- Value individual differences and dignity of labor.
- Sharing of experience, knowledge and skills.



SWOC Analysis

Strengths

- I. Good reputation for high quality teaching, practical skills & knowledge development
- II. Equal emphasis on co-curricular and value added programs
- III. Eco-friendly and amicable ambience for working
- IV. Co-curricular and extra-curricular activities beyond the syllabus curriculum to make the students ready for the present global scenario
- V. Constant encouragement of faculty for pursuing Ph.D., research, advancement of qualification etc.
- VI. Constant mentoring, monitoring, and a strong feedback system of students
- VII. Training and Grooming of students to make them ready and enhancing their Employability skills by imparting Soft skill, guidance for competitive exams, finishing school programmes etc.
- VIII. Focus on over-all development of the students.
- IX. Good faculty retention due to peaceful work environment.
- X. Various activities viz. three literary circles, Cultural club, Sports club, NSS, NCC etc., for Innovation & all-round development and extracurricular activities.
- XI. Academic achievements of student in University examination and other platforms.
- XII. Achievements in placement by students in various reputed govt. and private sectors.
- XIII. HUMANIST YOUTH FORUM to develop leadership qualities and creativity
- XIV. Strong Alumni base that helps for the job generation and scholarships to students.



Weaknesses

1. Vacant posts are not filled up by Govt.
2. Shortage of ample opportunity for Research Activities due to funding problem by Govt., Non Govt. & External agencies
3. Majority of students are coming from far-off villages lacking self-confidence and communication skill.
4. Space limitation for further expansion of facilities
5. International and National Collaboration activities to be done
6. Since course curriculum is as per HNGU, so there is no flexibility in academic curriculum
7. Lack of proper hostelling.

Opportunities

1. Faculty – student exchange program with reputed colleges
2. Focus on Research activities & collaboration with institutes.
3. Involving more faculty members in research oriented programs
4. External funding for research, project and innovative programs
5. Preparing students in Soft Skill, Aptitude, NET, SLET, UPSC, GPSC etc examinations
6. Developing Skill centre for vocational / Advanced Skill / Research Centre / Incubation centre etc.

Challenges

1. Students come with various vernacular and ethnic backgrounds lacking “smartness” and training these students in English language and developing their communication skills is really a challenging job.
 2. Major Gap in course curriculum with respect to Competitive Examination and our inability to modify it as per present market scenario due to guidelines by affiliating university.
 3. Keeping pace with continuous modification of technological advancement
 4. To motivate faculty for Research & Innovation.
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5. To attract eminent Professors, Ph.D. Holders and Researchers in Campus to share their knowledge and experience with students.
 6. Present lack of interest among students for arts education.
 7. Stiff competition in placement for arts students in comparison to commerce & science students.



Strategic Goals

The passionate team of GDMCA after several discussion and planning and guided by the Mission and Vision of the Institute's Quality Policy, Core Values, Stake holder's expectations and SWOC analysis framed the Institutions strategic Goals.

Institution Strategic Goals:

1. Following effective teaching learning process
2. Developing and following leadership and participative management
3. Establishing a continuous Internal Quality Assurance System
4. Ensuring good governance
5. Ensuring student's development and participation
6. Ensuring staff development & welfare
7. Developing financial management
8. Put emphasize on Employability Skills and Career opportunities.
9. Development of entrepreneurship
10. Encouraging research and development work
11. Increasing internal revenue generation
12. Increasing Alumni Interaction and participation and Outreach activities
13. Engagement in Community Services and Activities
14. Developing physical infrastructure
15. Getting memberships of professional bodies, Local chapters, student's chapter etc.



Strategic Planning (2020-2025)

Teaching learning process	• Academic planning and preparation of Academic Calendar • Development of teaching plan as per requirements • Preparation of Lesson Plan based on CO & PO mapping • Use of more teaching aids and adopt more ICT • Development of e-learning resources • Promote research culture & facilities • Provide mentoring and personal support • Follow a transparent and fair feedback system • Conduct training based on need analysis • Reformation in Evaluation System • Continuous assessment to measure outcomes • Performance development through credit system • Implementation of best practices
Leadership and participative management	• To follow reporting structure • Decentralize the academic, administration and student related authorities & responsibilities • Equal distribution of duties, responsibilities and accountability • Portfolio assignments • Establishment of functional committees
Internal Quality Assurance System	• Establishment of IQAC done • Framing of Quality Policy & publishing regularly • Formation of Quality Monitoring Committee & functioning • Educating & Training of all employees • Periodic check & guidance for quality improvement • Establishment of audit team and process • Audit for remedial measures • Promoting best practices • Timely preparation of AQAR & submission



Good governance	• Vision, Mission development & their articulation in every key position • Inclusion of social activists & academicians in the GB • Evaluation of Institute's performance and benchmarking • Institutional strategic goals setting • Institutional Strategic development plan • Monitoring and Implementing the Quality Management Systems • Following organization structure • Smooth Working of statutory committees • Establishing E-governance • Leadership development through decentralization • Establishing internal audit committee • Code of conduct and policy formulation, approval and implementation • Establishing fair and transparent performance appraisal System.
Student's development and participation	• Budget allocation for student development programmes and activities • Students Trainings & Placement Activities • Formation of student council • Student's representation in various committee and cell • Participation in competitions • Organizing competitions • Credit transfer & compensation • Rewards & recognitions of achievers • Participation in extracurricular activities • Participating in social welfare activities
Staff development & welfare	• Recruitment Policy formation & implementation • Staff performance evaluation system • Staff Training for quality improvement • Best possible work facilities & infrastructure facilities • Code of conduct, service rules & leave rules • Staff welfare policy implementation • Rewards, recognitions and incentives • Financial assistance for seminars, conferences and workshops etc. • Sponsorship/ Motivation for qualification improvement • Support for research, consultancy, innovations



Entrepreneurship	• Establishment of Entrepreneurship Development Cell • Effective functioning of entrepreneurship development Cell • MoUs with organizations for entrepreneurship development Providing training & guidance for entrepreneurship development • Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development • Establishing incubation centers • Promoting ,sponsoring and facilitating entrepreneurship development
Research and innovation	• Dedicated R &D facilitation centre • Establish and develop Research Section in Library with more research facility and books. • Fund generation through Project proposals • Apply for Government/Non Government industry, sponsored funds • Collaborations with Government & Private Institutes, Universities and Research Organizations
Alumni Interaction	• Increasing participation and registration of Alumni Association. • Data base creation, Regular interactions with alumni and networking • Recognition of successful alumni • Leverage for guest lecturers/internships/placements/training/ entrepreneurship • Exploring Contributions • Brand ambassadors • Sponsorships/scholarships/fund generation

Community Services and Outreach Activities	• Budget from institution resources/Faculty/students/other donors • Identify community and social development work • Identify challenges of society for development work • Provide vocational training /job oriented training as per local needs at the institute • Educational support to village people • Conducting awareness camps
Physical Infrastructure	• Infrastructure building development & modification • Smart Class rooms, Tutorials, Seminar halls • Modernization of Laboratory & equipment • More ICT enabled classrooms • Library infrastructure up gradation • System up gradation • Functional facilities for e-learning • Safety & Security management • Water facility • Medical facility • Developing sports (indoor/outdoor) facilities • Plantations • Rain water harvesting • Renewable Energy usage • Hygiene, zero plastic & green campus • Recycling of water



Strategy Implementation and Monitoring

After approval of Strategic development plan the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. The Principal along with Management Council and IQAC members will be the custodian for strategic plan and its deployment.

Implementation at Institute Level

Governance & Administration	Chairman & Members of GB, Administration Office
Branding /Expansion	GB members, Campus Directors, PRO
Students Admissions	Principal, HODs, Admission team, Students section
Statutory Compliance	Principal, HODs, Coordinators
Infrastructure (physical)	GB, Secretary, Trustee Board
Infrastructure (Academics)	Principal, HODs
Teaching- Learning	Principal, HODs, Faculty and Staff
Research& Development	Principal, HODs
Students Development	Principal, HODs
Departmental Activities	HODs and Faculty
Training & Placement	Principal, Coordinator of Placement Cell & HODs
Quality Assurance	IQAC team

Measurable during Implementation

Effective teaching learning process	✓ No. of teaching aids ✓ Syllabus completion ✓ Assignments, projects, & Seminars ✓ No. of learning resources ✓ No. of student counseling/mentoring/training sessions conducted ✓ Result of examinations (Pass, First classes, Distinctions) ✓ Graduate attribute attainment levels ✓ Student feedback
Leadership and participative management	✓ Reporting structure in place ✓ Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management – appointments ✓ code of conduct - duties, responsibilities and accountability ✓ Functional of statutory committees – no. of meetings/ semester, minutes of meetings, ✓ planning & implementation
Internal Quality Assurance System	✓ Number of IQAC initiatives ✓ Audits Reports ✓ AQAR submission

Good governance	✓ No. of GIB meetings ✓ 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
Student's development and participation	✓ Number of student participation ✓ Number of sports, technical, cultural events organized ✓ Regional and National competitions participated ✓ Regional, National & International recognitions received ✓ Sports infrastructure provided ✓ Funding for sports
Staff development & welfare	✓ Number of Staff attending training programs ✓ Staff training programs organized ✓ Sponsorships for higher education ✓ Number of staff welfare programs ✓ Staff awards/ recognitions/ incentives

Financial management	✓ Annual Budget forecasting income & expenditure ✓ Utilization / Allocation of funds ✓ Internal & External Audit
Institute – Institute Institute-Uni. Interaction	✓ No. of active MOUs ✓ No. of Initiatives/activities through MOUs ✓ No. of IQAC meetings/ year ✓ No. of Initiatives/contributions by IQAC
Students Development	✓ Number of career guidance trainings ✓ Number of skill development programmes ✓ Number of vocational trainings ✓ Number of placement drives organized ✓ Number of placement drives participated ✓ Number of placements
Entrepreneurship	✓ No. of entrepreneurship trainings organized/participated ✓ No. of graduates becoming entrepreneurs ✓ No. of incubation center



Internal revenue generation	✓ Funding raised through sponsored Projects ✓ Alumni Contribution ✓ Philanthropy- Donations
Alumni Interaction	✓ Alumni data base ✓ Number of interactions ✓ Support for internships/placements ✓ Contribution towards students development
Community Services and Extension Activities	✓ Number of trainings/ awareness camps provided ✓ Number of social projects undertaken ✓ Number of Skill development programs for weaker sections ✓ Number of social welfare or outreach programmes done ✓ Number of people benefited in each program
Infrastructure - physical	✓ Number of buildings, class rooms added ✓ Removal of obstacles ✓ New equipment added ✓ Annual budget allocated & utilized ✓ Harvesting & Recycling of water ✓ Renewable energy source development ✓ Green initiatives

Infrastructure - Academic	✓ Number. of Volumes & Titles in library ✓ Number of National& International journals lectures etc) ✓ Digital Library ✓ Smart Classroom ✓ ICT enabled classrooms
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Monitoring of strategic plan

The implementation of strategic plan will be monitored time to time by Principal, HOD's and other committees through periodic review. The H O D ' s will prepare the detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently. The IQAC will report the findings to GB. With thorough analysis of outcomes based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources. All these reports will be forwarded for further discussions and implementation to the Board of Trustees.



Conclusion

The SPDD is an effort for paving a pathway towards accomplishment of goals of GDMCA. Just formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective effort 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 through a dynamic process. It needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.




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