

**M S RAMAIAH COLLEGE OF ARTS, SCIENCE
AND COMMERCE**



*Strategic Planning and Deployment Document
(2018-2024)*

Summary:

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 sees along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (management, leadership, Heads of Department, faculty, staff, industry, 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 Heads of Department 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 MSRCASC to achieve its goal to become an institution of Academic Excellence and providing professionals, like skilled young scientists and managers to the society.

VISION

To prepare men and women for the service of the country

MISSION

RCASC shall deliver global quality education by nurturing a conducive learning environment for a better tomorrow through continuous improvement and customization

GOAL

To deliver quality education for the betterment of Mankind

“Jnanam, Vijnanam Cha Bhaktisahitam”

OBJECTIVES

To provide quality education

To impart life skills and values

To train in confidence building and decision making

QUALITY POLICY

“To channelize the efforts and measures to provide excellence in academics with continual improvement of staff and student for a better society”

Core values:

1. Integrity

Integrity is the exercise of being truthful and showing a reliable and uncompromising devotion to strong ethical principles and values. We practice a shared decision-making process and promote trust through professional courtesy and fair treatment. Imbibe values of the institution through dedication to one's work. Conduct all activities in an ethical manner. Commit to practices that are fair, honest, and objective in dealing with students, faculty members, staff, and stakeholders at all the levels of the community. Celebrate our Independence Day with zeal and enthusiasm as it brings the entire Ramaiah staff together and maintains institution's integrity.

2. Respect

Day to day interactions with students, colleagues, parents and other stakeholders are conducted honorably and respectfully. Respect is the essential foundation for working collaboratively. We recognize the expertise of teaching and non-teaching staff and respect their contribution towards the institution. We intend to extend support to our employees and student in all possible ways. Express gratitude to all the teachers and women staff of the college through Teacher's Day and Women's Day celebration every year. We value and respect the efforts of the staff as they contribute to the wellbeing of the society.

3. Diversity

We create inclusive work environments where people are valued for their cultures, experiences, skills, knowledge and capabilities. We provide culturally inclusive and responsive services to all the stakeholders. We believe in diversity and promote respect to all cultures. Programs related to all occasions as Onam, Dushhera, Kannada Rajyotsava are celebrated to experience and respect Indian diversity. College Cultural fest 'Xtasy' is a platform that encourages students to express the diversity we inhabit. People from various parts of the country are given opportunity to serve our institution and contribute in varied ways.

4. Excellence

We encourage our staff and students to strive to achieve their best. Dedication and practice is one, which helps us to surpass the ordinary standards, "Practice makes man perfect". To ensure we achieve this maxim, subject related seminars are conducted. Students are the primary reason we exist as an institution and thus the teachers take initiative to drive in the standards of excellence by using different techniques in the classrooms including ICT, PPTs, and videos. We relentlessly pursue excellence. Two Internal tests in a semester are conducted to evaluate the performance of the students and prepare them for the exams. We continuously evaluate and improve programs, services, systems, and policies. We provide educational programs that lead to the acquisition of knowledge and skills necessary to achieve information literacy, career advancement, personal enrichment, leadership, and service to the community. College day further commends excellence and meritorious students who have excelled in academics are awarded.

5. Quality

Institution maintains good and high standards in teaching & learning, student centric support, encouragement for overall development of students and staff can be interpreted as quality. We internalize, empower and evolve. We gear up ourselves to the changing needs of the society. Exhibit quality in staffing, facilities, programs, and services by anticipating the needs and respond accordingly. We encourage creativity, innovation, and risk-taking. Foster a learning environment that promotes responsible, principled behavior, which respects the dignity of all members of the community. Strive to ensure that curriculum, delivery, and support services respond to enquiries, requests, and concerns in an appropriate and timely manner. To ensure program quality on the basis to strengthen the overall effectiveness of curriculum, instructional delivery, and operations. Regular feedbacks from the students to improve and provide quality education. Alumni day of the college takes pride in exhibiting the quality of generation that the institution has given to the country and society.

Strategic plan process



Strategic Goals

The team of MSRCASC after several discussion and planning in tune with the Mission and Vision has brought Quality Policy and Core Values. Stake holder's expectations and SWOC analysis has been converted into Institutional Strategic Goals.

Institutional Strategic Goals are grouped in the following manner:

1. Internal Quality Assurance System

- Reconstitution of IQAC as per NAAC regulations
- 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
- Annual report preparation & submission

2. Teaching learning process

Academic planning and preparation of Academic Calendar

- Development of teaching plan
- Preparation of Lesson Plan based on CO & PO mapping
- Use of advance teaching aids and adopt enhanced ICT techniques
- 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
- Evaluation parameters and benchmarking
- Continuous assessment to measure outcomes
- Performance development through credit system
- Implementation of best practices

3. Leadership and participative management

- Decentralize the academic, administration and student related authorities & responsibilities
- Prescribe duties, responsibilities and accountability
- Portfolio assignments
- Establishment of functional committees

4. Good governance

- Vision, Mission and their articulation in every key position
- 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

5. Student's development and participation

- Budget allocation for student development programmes and activities
- Students Trainings & Placement Activities
- 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 and welfare activities
- Providing career guidance

6. 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, Career advancement schemes
- Rewards, recognitions and incentives
- Deputation for seminars, conferences and workshops etc.
- Sponsorship/ Motivation for qualification improvement
- Support for research, consultancy, and innovations.

7. Financial management

- Framing & implementation of Purchase and Financial policies
- Department wise Budget planning and allocation
- Forecasting income & expenditure
- Effective functioning of purchase committee
- Budget formulation & approval through Finance Committee
- MoUs with industries
- Support for internships, visits, trainings, guest lectures
- Identifications of industry needs and advice on Curriculum for extra courses apart from curriculum.
- Providing opportunities for Industry based/sponsored projects

8. 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 seminars, lectures, workshops for entrepreneurship development
- Establishing incubation centers
- Promoting, sponsoring and facilitating entrepreneurship development

9. Research and innovation

- Dedicated R &D facilitation centre
- Establish and develop Laboratories with more research facility
- Fund generation through Project proposals
- Apply for Government/Non-Government industry, sponsored funds
- Collaborations with Government & Private Institutes, Universities and Research Organizations
- Applying for patent

10. 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

11. 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 and Medical facility
- Developing sports (indoor/outdoor) facilities
- Plantations
- Renewable Energy usage
- Hygiene, zero plastic & green campus

Standard Operating Procedure (SOP)

Standard Operating Procedure (SOP) prescribes the institutional flow chart for execution of activities in a step by step process, involving all the levels of managerial hierarchy.

1. Analysis

Head of the institution analyze the present situation in respect of the needs of the institution, though academic council with Heads of Department and Deans.

The academic council check the availability and adequacy of classrooms, laboratory, books in the library, staff requirement and any other additional components like hostel, sports ground, co-curricular and extracurricular activities which enhances the quality of work life and develops life skill of students.

2. Survey

Statistical facts and figures regarding student admission, staff requirement, books available in library, examination procedure ect. are collected and suitable estimations and requirements are made into a list of development / improvement programs.

3. Improvement

List the development / improvement programs with details about each program from each department is received. It should clearly indicate the time limit for its implementation. Program can be short term and long term depending on circumstances.

4. Implementation

The council makes the decision regarding implementation of development / improvement program in each department based on details provided along with the statistical facts and figures.

5. Evaluation

Success of the plan is determined by its evaluation. The degree to which the target set are being achieved at different stages of the plan, must be assessed from time to time. At the completion of the project, end product of output must be assessed qualitatively and quantitatively.

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 Academic Council and other team member will be the custodian for strategic plan and its deployment. 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 the Academic Council and Governing Body

Implementation at Institutional Level

Governance & Administration

Chairman & Members of Governing body, Administration Office

Branding /Expansion

Governing Body, Local Management Committee

Admissions

Principal, Heads of Department , Admission team,

Statutory Compliance

Principal, Heads of Department , Coordinators

Infrastructure (physical) Governing Body, Secretary Trustee Board, Manager Infrastructure
(Academics) Principal, Heads of Department

Teaching- Learning

Principal, Heads of Department , Faculty

Research& Development

Principal, Deans and Heads of Department

PERSPECTIVE PLAN (Five Years – 2018-2023)

Parameters	Target Key Performance Indicator	Level 1 1-2 years 2018-20	Level 2 2-3 years 2020-21	Level 3 3-5 years 2021-23
Pass percentage	100%	70%	90%	100%
ICT Adoption by faculties	100%	60%	75%	100%
ICT adoption by students	100%	60%	80%	100%
Alumni Registration and Management	80%	40%	60%	80%
Student support and progression	100%	70%	85%	100%
ICT enabled classrooms	100%	60%	80%	100%
LMS	100%	60%	80%	100%
MIS	100%	75%	90%	100%
Admission automation	100%	80%	90	100%
Exam automation	100%	60%	80%	100%
Cashless campus	100%	80%	100%	100%
Placement support	100%	80%	90%	100%
Student mentoring support	100%	100%	100%	100%
Inclusive support	100%	100%	100%	100%
Library automation	100%	100%	100%	100%
Certificate courses	60	20	40	60
Ph.D Percentage	100%	50%	80%	100%
Research Percentage	80%	40%	60%	80%
Publication percentage	80%	40%	60%	80%
Books published per year	30	10	20	30
Patents per year	5	0	2	5
Revenue generating consultancy	40%	0	20%	40%

SWOC ANALYSIS

Strengths –

- Reputed & well-known management with Financial stability
- Positive social perception with diversity of students
- State-of-the-art Infrastructure for curricular and co-curricular activities
- Recognition by UGC under 2f and 12B
- Holistic Education
- The Curriculum is integrated with ICT to enhance employability
- Innovative teaching and learning process are effectively followed to ensures holistic education development of student

Weakness –

- Low faculty research profile, and patents
- Limited scope for updating the course curriculum
- Consultancy activities are limited.
- Research publications are limited with respect to Scopus & SCI journals.

Opportunities -

- Recognition as research center under BCU
- Scope for high level inter-disciplinary research.
- Tie-ups & academic exchanges with reputed institutes
- With significant increase in coaching programs for Competitive Exams, the institution aims to create a greater number of placements for the students.

- To strengthen alumni associations for their involvement in developmental, academic, research and mentorship activities of the students.
- Opportunity has been created for development of E-content by faculty

Challenges: -

- Upgrading & updating programs in tune with global trends
- Competing with Autonomous institutions across India
- Greater Industry and Academia connect necessary to ensure curriculum and skills in line with requirements.
- To achieve higher position in the NIRF ranking
- To search for innovative career opportunities for students

Conclusion:

The SPDD is an effort for paving a pathway towards accomplishment of goals MSRCASC dreams to achieve. 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 of Strategic Plan and Deployment Document.