K. S. Rangasamy College of Arts and Science
(Autonomous)

Affiliated to Periyar University, Salem, Approved by AICTE, New Delhi,
Accredited with "A" Grade (Third Cycle) by NAAC & Included under 2(f) & 12(B) of UGC Act 1956
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Strategic Planning
And
Deployment Document

(2023 - 2028)

Vision

We strive for nurturing the potential of students by designing and delivering current, relevant and creative learning inputs. This is to achieve excellence in academics and to create socially responsible citizens. We are committed to shape global leaders and entrepreneurs, who create sustainable and fulfilling environment to the society.

Mission

➢ Design and deliver learning inputs that are on par with global standards.

➢ Interface with business organizations, universities, research institutions, government and non-government organizations. Design current, relevant inputs to transform students into entrepreneurs, employable and socially responsible citizens.

➢ Promote innovation and research in various areas of basic sciences, life sciences, computer science and humanities by way of interfacing with various funding organizations, universities and other research institutions.

➢ Provide equal importance for academics and individual development among students. Academics are supplemented with extracurricular and co-curricular activities.

Core Values

➢ We believe in imparting Education and disseminating knowledge among youth, which is one of the best ways of nation building.

➢ 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 communal harmony and religious tolerance.

➢ Value individual differences and dignity of labor.

➢ Sharing of experience, knowledge and skills.

SWOC ANALYSIS

Strengths

- Good reputation for high quality teaching & laboratory based practical skills & knowledge development
- Capable faculty members and committed staff
- Thrust on Research & Innovation
- Academic autonomy giving impetus to innovation in teaching, learning & evaluation
- Equal emphasis on co-curricular and value added programs on Emerging Technologies
- Adoption of OBE , CBCS and Beyond the syllabus curriculum to make the students ready for the local, regional and global needs
- Infrastructure : Smart Class room, State of the Laboratories, Library and Information Centre with Digital Library, Conference halls, Indoor Stadium and Gymnasium facilities, Swimming pool
- Skill training through add-on course
- Constant encouragement of faculty for pursuing Ph.D., research, advancement of qualification etc.
- Constant mentoring, monitoring, and a strong feedback system of students
- Training and Grooming of students to make them industry ready and enhancing their Employability skills by imparting technical training, Soft skill, GD & Aptitude classes etc.
- Focus on building entrepreneurship development Cell, incubation centers and IPR cell

Weakness

- Lack of a diversified student community
- Limited efforts for patents and start ups
- There is a shortage of faculty members with Ph.D. qualification even after continuous search and advertisement. However, there is continuous effort made by the management to recruit senior level faculty members from reputed institutions.
- Shortage of ample opportunity for Research Activities due to limited funding opportunity from Govt., Non Govt. & External agencies
- Space limitation for further expansion of facilities
- International and National Collaboration activities need to be improved.

Opportunities

> ➤ Potential to reach the top 100 Arts and Science college in the country
> ➤ Potential to become a Deemed to be University
> ➤ Stronger alumni network and their enhanced involvement in academic and research projects
> ➤ The 75% young faculty, providing greater opportunity for innovation and technology application in teaching-learning process
> ➤ Possibility for research in Humanities, Literature and Commerce.
> ➤ Greater opportunity for Entrepreneurship, Start-ups and Commercialization
> ➤ Possibility for Interdisciplinary research and national as well as foreign collaboration
> ➤ Opportunity to start training center for professional coaching for CA, CMA and ACS.
> ➤ International collaboration for faculty and student exchange.
> ➤ Great opportunity to become a resource center for local communities.

Challenges

> ➤ Resource mobilization from the Government agencies.
> ➤ Creating and sustaining a research culture and innovation eco-system.
> ➤ To motivate faculty for New Product Development/ R&D/ Innovation/ Start up etc.
> ➤ Filing of patents and producing high impact research publications
> ➤ To attract Scientists, Eminent Professors and Researchers in Campus to share their knowledge and experience with students
> ➤ Stiff competition towards bringing core companies to campus for placement

Strategic Goals

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

Institution Strategic Goals:

- ➢ Following effective teaching learning process.

- ➢ Developing and following leadership and participative management

- ➢ Establishing a continuous Internal Quality Assurance System

- ➢ Ensuring good governance

- ➢ Ensuring student's development and participation

- ➢ Ensuring staff development & welfare

- ➢ Developing financial management

- ➢ Emphasize on Institute – Industry interaction and partnership

- ➢ Development of entrepreneurship

- ➢ Encouraging research and development work

- ➢ Increasing internal revenue generation

- ➢ Increasing Alumni Interaction and participation and Outreach activities

- ➢ Engagement in Community Services and Activities

- ➢ Developing physical infrastructure

- ➢ Getting memberships of professional bodies, Local chapters, student's Chapter, etc.

Strategic Planning (2023 - 2028)

Process	Action plan
Teaching learning process	➢ Academic planning and preparation of Academic Calendar ➢ Development of teaching plan as per OBE ➢ 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 ➢ Evaluation parameters and benchmarking ➢ 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 ➢ Prescribe duties, responsibilities and accountability ➢ Portfolio assignments ➢ Establishment of functional committees
Internal Quality Assurance System	➢ Framing of Quality Policy & publishing regularly ➢ Formation of Quality Monitoring Committee & functioning ➢ Frequent FDP & FTP for Faculty and Staffs ➢ Periodic check & guidance for quality improvement ➢ Academic and Administrative Audit every Year. ➢ AQAR Preparation and Submission ➢ Promoting best practices
Good governance	➢ Vision, Mission development & their articulation in every key position ➢ Inclusion of industrialists & 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 ➢ 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 and 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 ➢ Career advancement schemes ➢ Rewards, recognitions and incentives ➢ Deputation for seminars, conferences and workshops etc. ➢ Sponsorship/ Motivation for qualification improvement ➢ Support for research, consultancy, innovations
Financial management	➢ Framing & implementation of Purchase and ➢ Financial policies ➢ Department wise Budget planning and allocation ➢ Forecasting income & expenditure ➢ Effective functioning of purchase committee ➢ Plans for Emergency Fund ➢ Budget formulation & approval through Finance Committee ➢ Periodic Audit

Institute – Industry Interaction	➢ Formation of industry institute interaction cell ➢ 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 ➢ Providing career guidance ➢ Strengthen training & placement ➢ Establishing innovation centres
Entrepreneurship	➢ Establishment of Entrepreneurship Development Cell ➢ Effective functioning of entrepreneurship development Cell ➢ MoU's 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 Laboratories with more research facility ➢ Fund generation through Project proposals ➢ Apply for Government/Non Government industry, sponsored funds ➢ Collaborations with Government & Private Institute ➢ Universities and Research Organizations
Internal revenue generation	➢ Establishing infrastructure for revenue generation Identification and Strengthening of IRG activities ➢ Policy for Incentives for Revenue generation plans ➢ Successful implementation of Internal revenue generation plans ➢ Advertising & marketing
Alumni Interaction	➢ Formation of Alumni association, participation and registration ➢ 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 Academic Council and other team member will be the custodian for strategic plan and its deployment.

Implementation at Institute Level

Governance & Administration	Chairman & Members of Governing Body, Administration Office
Branding /Expansion	Principal, CEO, Management Committee
Students Admissions	Principal, HODs, Admission team
Statutory Compliance	Principal, HODs, Coordinators
Infrastructure (physical)	GB, Chairman, CEO, Principal, Director - Admin,
Infrastructure (Academics)	Principal, HODs
Teaching- Learning	Principal, HODs, Faculty and Staff
Research& Development	Principal, HODs, Director R&D
Students Development	Principal, HODs
Departmental Activities	HODs and Faculty
Training & Placement	Principal, TPO, PO & HODs
Quality Assurance	IQAC team

Effective teaching learning process	- No. of teaching aids - Syllabus completion - Mini projects, Major projects, Seminars - No. of learning resources - No. of student counseling/mentoring/ training sessions conducted - Result of examinations (Pass%, First classes, Distinctions, Class Average) - 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 IQAS initiatives/ semester - Audits Reports - AQAR submission
Good governance	- GB selection (Inclusion of Academicians & - Industrialist) - No. of GB 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, National & International competitions participated - Regional, National & International recognitions received - Sports infrastructure provided - Funding for sports
Staff development &	- Number of Staff attending training programs - Staff training programs organized

welfare	➢ 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 – Industry Interaction	➢ No. of active MOUs ➢ No. of Initiatives/activities through MOUs ➢ No. of IAB meetings/ year ➢ No. of Initiatives/contributions by IAB
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	➢ Industry Sponsorships ➢ Funding raised through sponsored Projects ➢ Consultancy /Testing Services, ➢ Alumni Contribution ➢ Philanthropy- Donations
Alumni Interaction	➢ Alumni data base ➢ Number of interactions ➢ Support for internships/placements/ projects/consultancy ➢ 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 Laboratories added ➢ 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

Monitoring of strategic plan

The implementation of strategic plan will be monitored time to time by Principal, Academic Council and other committees through periodic review. The section heads 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 the Academic Council and GB. With thorough analysis of outcomes and based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources.

Conclusion

The SPDD is an effort for paving a pathway towards accomplishment of goals KSRCAS 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.