

STRATEGIC PLAN 2015-2019

ABOUT THE INSTITUTION

SNR SONS CHARITABLE TRUST

SNR Sons Charitable Trust was founded in the year 1970 by the illustrious sons of Sri. S. N. Rangasamy Naidu, who was an ardent devotee of Sri Ramakrishna Paramahansa. The trust was founded on 9 February 1970 in order to fulfill the dreams of a great philanthropist and a man of vision Late Sri. S. N. Rangaswamy Naidu, by his four sons, namely, Late Sri Chinnasamy Naidu, Late Sri.P.R.Ramaswami Naidu, Late Sri.R.Doraiswami Naidu and Late Sevaratna.Dr.R.Venkatesalu Naidu. Following the Principles of Sri Ramakrishna Paramahansa's Philosophy of 'to God through man', all the institutions started by the Trust bear the name of the Holy Sage. Proud of their mission as early pioneers, they worked with single-minded devotion and total dedications have contributed in a large measure to remove ignorance and disease, especially to the poor by providing them with education and medical relief.

VISION & MISSION OF THE INSTITUTION

VISION

“To Explore, Experiment and Excel in the field of Higher Education globally “.

The college stands for academic excellence, enrichment of skills and character formation so as to produce intellectually inspired and morally upright youth to meet the global challenges

MISSION

“Our mission is to educate the youth to meet the global challenges and enable them to excel in the field of their choice and instill in them a sense of social responsibility through enriched trainings and research”.

The Mission of the college defines the distinctive characteristics in terms of addressing the needs of the society, through enriched training and research, the college prepares the young generation to meet global challenges. The responsibility instilled in them turns them as valuable citizens of the society.

Components of our Mission

- Providing education along with distinctive characteristics of the youth – making them socially responsible, sensitizing the social needs.

- Usage of Technology - competent to meet global challenges
- Concern for survival – distinctive character
- Philosophy – upright youth of values and morals
- Self-concept - accepting their responsibility in responding to the needs of the society

Intended Core values

- Excellence
- Transformational Learning & Growth
- Leadership

Quality Policy

- S.N.R Sons College is committed to provide knowledge and training to meet the requirements of the Students, Industry, Society and Nation.

S.N.RSONS COLLEGE
Institutional Development Proposal

2015 - 2018



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October 2015

S.N.RSONS COLLEGE
Institutional Development Proposal

1. CHANGE IN THE NAME OF THE INSTITUTION

SNR Sons Charitable Trust, which was started in the year 1970, has successfully disseminated the Brand Name **Sri Ramakrishna** in the field of higher education and medical industry. Though the name S.N.R. Sons College is popular among the academicians, alumni and former faculty members, it seems to be less popular with the public in and around Coimbatore.

The name '**Sri Ramakrishna**' seems to be familiar sounding than '**S.N.R. Sons**' among the public, because of the quality education and healthcare offered. Integrating S.N.R. Sons College into a well-established brand name Sri Ramakrishna will hopefully bring in good results for the institution in admission, fame, and popularity. By considering the strong likelihood to the brand name Sri Ramakrishna, and also to avoid getting confused with the other brands like S.N.S., S.N.M.V. etc., it is proposed that the name of the institution S.N.R. Sons College can be changed as

Sri Ramakrishna College of Arts & Science

Permission to be obtained from Bharathiar University for all courses. Last Date is Oct 31.
Change of name for MBA to be obtained from AICTE.
Records will carry the labels '**Formerly SNR Sons College**' for the next 3 years.

Success Stories

- **VLB to Sri Krishna in Coimbatore**
- **Maha to Mahendra in Salem**
- **Pallavan to St. Joseph's in Chennai**

2. INFRASTRUCTURE

Developing Infrastructure is one of the paramount goals to make the college the best in the city. The one year plan carries schemes to introduce great infrastructure to offer desirable support facilities for the students.

Canteen

As the present Canteen, with its limited area, does not fulfill the requirements of the students, a spacious and fully functioning canteen can be brought in with the following specifications and facilities:

- An additional building attached to the existing building
- Added facilities like providing a variety of Food, Soft Drinks, and Snacks etc.

Support Facilities

To avoid students moving out of the campus during the college hours and to make them feel quite comfortable in the campus, providing all the support facilities under oneroof becomes important.

The plan proposes to bring in the following centres in the campus:

- An ATM Centre
- A Bakery Centre
- A Stationery Shop
- A Centre for Photocopying and DTP Work

Open Air Amphitheatre

An Open Air Amphitheatre will be built in near the middle gate without troubling but connecting the trees. The seating capacity of the theater will be 1000. Various uses of the theatre are:

- To have any kind of practice
- For any sort of Performances
- To conduct Cultural Events
- To be used as a Study Place
- To be a place for Lunching

Amenity Centre

Healthy recreation is a needed one in the current era. To encourage the students to shine in indoor games and to have good recreation, it is planned to develop an amenity centre with the following specifications:

- On the terrace with light roofing and closed walls
- Offers indoor games like Table tennis, Carom and Chess

Sports Facilities

An Indoor Sports centre covering Gym, TT, Badminton may be developed. A Pavilion for Cricket can be constructed.

Phase I (Nov 15 – Mar 16)	-	Canteen & Support Facilities	
Phase II (Mar 16-Oct 17)	-	Open Air Theatre	
Phase III (Oct 17-Mar18)	-	Aminities Centre & Sports	
Budget Estimated	Phase I – Rs 80 L	Phase II – Rs 35 L	Phase III – Rs 140 L

3. ACADEMICS

Bringing in innovative systems and challenges in the curriculum helps an institution to stand on par with world colleges and universities. To achieve the mission of the institution, 'educating the youth to meet the global challenges and enable them to excel in the field of their choice' the following changes are going to be introduced in short future:

Curriculum Improvement

To bring in a systematic process of thinking & learning, a teacher, thinker and inventor, **Dr. Benjamin Bloom's Revised Taxonomy** will be applied in knowledge sharing. Adaptation of Bloom's Taxonomy in Classroom teaching will provide a quality education to the students and also will be helpful in developing great thinkers, who are true, permanent assets of the institution.

Choice Based Credit System

To look into the needs of the students, effective Choice Based Credit System will be implemented where a student can make his real choice. CBCS will carry:

- Skill-based courses and interdisciplinary options
- Reviewed curricular contents
- Development of necessary skills to make the students employable

Virtual Learning Environment

The learning platform, MOODLE will be introduced in the campus. It can provide online support for the courses. The free open-source learning management system or e-learning platform will serve the needs of the students as well as the faculties. MOODLE also will be implemented in Assessment.

School Concept

The different Departments of similar nature can be merged under one roof as School, in which the Dean of School will be guiding the Departments to grow together.

4. CAMPUS MANAGEMENT

With the help of Technology Development Cell, the campus will be completely customized by Technology. It will also be helpful to lead a paper free institution. The following are the proposals:

- Adaptation of technology for the Campus Management
- Improving the College Website with regular updates
- Creating a strong bond between the college and Social Media
- Maintaining Management Information System (MIS)
- Introducing Android Play Store
- Introducing Video Live Lectures / NPTEL / KHAN Academy / Spoken Tutorial

5. TRANSPORT

The college is situated at the heart of the city, yet, it needs transport facility to fetch the students from the rural areas and the outskirts of Coimbatore. As many parents and the students prefer college bus instead of public transport, transportation offered by the college becomes one of the important attractive facilities during the time of admission. The college, to procure better strength from the innermost places of Coimbatore, is in need of four buses to ply in four different routes;

Bus 1: To fetch the students from Annur, Saravanampatti, Keeranam etc.

Bus 2: To fetch the students from Othakalmandapam, Mayileripalayam, Arisipalayam, Madhukkarai, etc.

Bus 3: To fetch the students from Meetuppalayam, Karamadai, Veerapandi, Periyanaikanpalayam, Pannimadai, Thadagametc,

Bus 4: To fetch the students from Tiruppur, Palladam, Somanur, Nehru Nagar, Kallappati, etc.,

Students Travelling Data at Present:

Tiruppur Route	-	214
Sathy/Annur Route	-	58
Pollachi/Madhukarai Route	-	47
Mettupalayam Route	-	61

6. TRAINING AND PLACEMENTS

Scheduled Training towards placement needs to be integrated as a part of curriculum. The start-up companies can be the source for higher numbers. Targeting the start-ups with the help of students may yield better results.

7. ALUMNI NETWORK

Alumni Network is a great force that can be used for the development of the institution. It has been planned that, within the period of 2 months, in about 20000+ alumni, 5000+ alumni would be brought in active roll under the Alumni Association. Also identifying Elite Alumni and awarding them in the Annual Day Celebrations will improve the image of the institution. It will also be helpful to bring in a good placement record and corpus fund for the institution.

8. R & D / CENTER FOR POTENTIAL EXCELLENCE WITH UGC

The core areas in Electronics, Bio-Technology and Computer Science may be encouraged to have a **Centre of Excellence** to attract funded projects from Govt. / Private Agencies. This will later result into a few products which are patentable in nature.

9. PART-TIME PROGRAMMES / 2nd SHIFT

Courses which do not have laboratory components may be pushed to 2nd shift. This will be beneficial to use the infrastructure to the optimum.

As well, Part-Time programmes in the evening and week-ends will improve the revenue profile of the institution.

10. BRAND BUILDING

Professional way of approach is required for improving brand image of the Trust and the College. Image improving methodologies to be adopted which of different nature than others. For this,

- A Brand Ambassador may be identified
- A local Channel / FM / Community Radio may be introduced
- A commitment for Social case
- Awards / Ranking followed by Celebrations / Felicitations

11. FOREIGN STUDENTS ADMISSION AND WELFARE

Students of Srilanka, Nepal, Bhutan & Gulf countries may also be included in the policy of admissions in addition to the existing Sudan & Vietnam.

A cell to take care of these students may be established.

Association with Educational Consultancy of India (EdCIL) may also be established to get Indian Government's Scholarship to students.

12. ADMISSION POLICY

Presently the students prefer to come to SNR are from Nilgris, Tirupur, Mettupalayam, Salem, Namakkal, Erode, Karur, Trichy, ...

Students from 30 Km radius can prefer to join, if Bus facility is available.

Students from Salem, Namakkal, Erode, Karur, Trichy prefer to join for Coimbatore attraction. They need to be focused with repeated advertisements & admission offices in the region.

Scholarships may attract a few admissions. Consultants also to be encouraged for 1 or 2 years to improve admissions.

- Admission Office @ Ooty, Namakkal & Salem
- Scholarship to Meritorious Students
- Consultants for Admission

13. CENTRE CORPORATE SOCIAL RESPONSIBILITY FOR NON-FORMAL & CAREERORIENTED PROGRAMS

SRI RAMAKRISHNA ACADEMY will include

1. Existing Diploma / PG Diploma courses
2. Banking Exam Coaching
3. Civil Service Exam Coaching
4. Tamilnadu Public Service Commission Exam Coaching
5. TRB – Teachers Recruitment Board Exam Coaching
6. Non-Formal Courses
7. Social Responsibility Initiatives

This center will be active in the evening timing (after regular classes) and Holidays (Saturday & Sunday).

This center will be a self-supported model.

14. NEW COURSES/ COURSES UNDER SUSPENSION

New Courses Proposed from 2016 onwards

BA English

BSc Mathematics

BSc Chemistry

PG Diploma in Advanced Computing

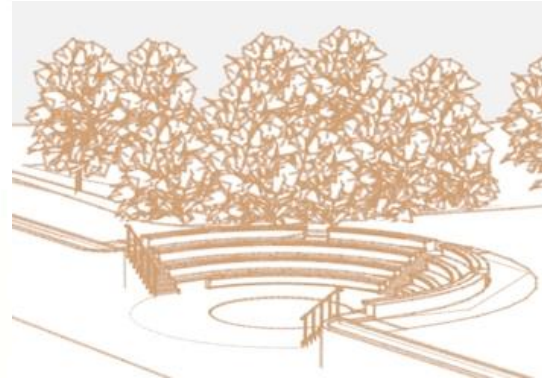
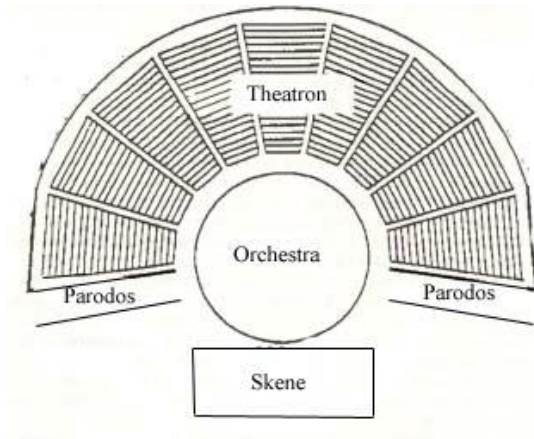
Courses proposed under Suspension from 2016 onwards

MCA

MSc App Elec & VLSI system

MBA PT

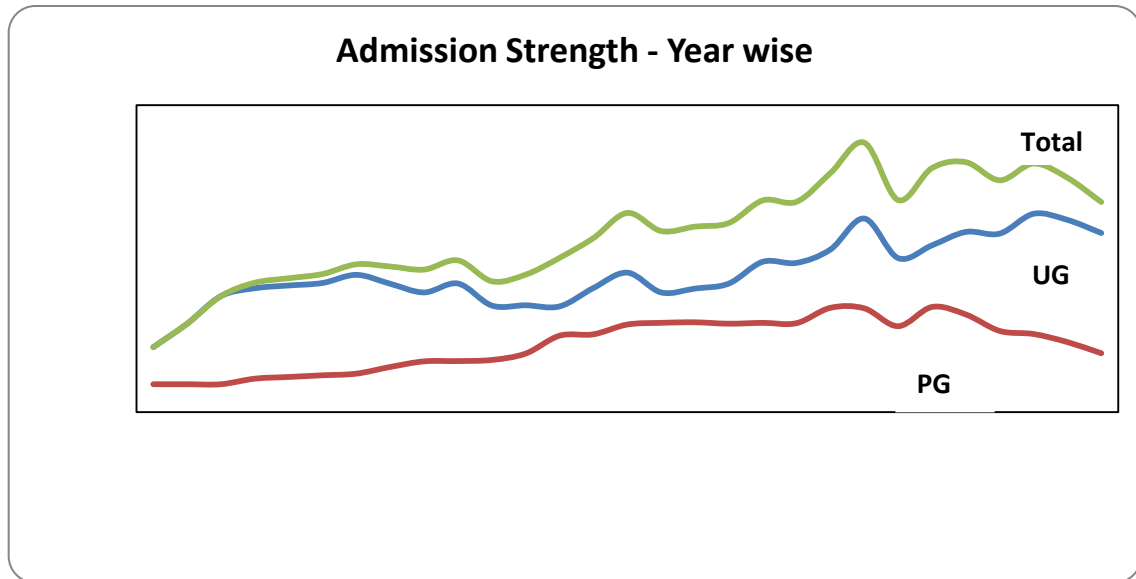
Open Air Amphitheatre - Sketch Models



Open Air Amphitheatre @ Sona College, Salem



Admission Strength – Year Wise



STRATEGIC INTENT

Broadly speaking, strategic intent will decide the Vision and Mission of the institution and it is precisely expressed as objectives.

The key issues such as, stake holders, environment, resources, technology and intellectual capital will decide the Customer needs and stakeholders expectations for the sustainable competitive advantage. The strategic intent on the following,

1. Resource Analysis (Physical, human, financial and information)
2. Identification of stakeholders and their expectations (Governing Board, Teaching faculty, students, alumnus, general public, Industry owners etc.,) will help us for effective implementation of strategy.
3. The strategic intent will help our institution plan for the goals such as **effective leadership, attract and train potential students, attain highest quality of teaching and learning, mobilization, optimum allocation and utilization of financial resources.**

One activity of such effective planning and implementation is ERP consist of LMS (Learning Management System). Other strategic implementations based on the management of institution viz.,

1. ERP - centralizing the information and data retrieval through MIS
2. Online payment system (Fee payment of students)
3. Systematic Admission process using Management Information system
4. Setting of objectives for the institution (Institutional objective, College developmental plans, Long term objectives)
5. To set up comprehensive audit of all academic performances
6. Established high quality learning resources
7. Providing globally relevant education - MOUs were signed with various institutions including Asia Pacific University, Sunway University, Malaysia and Amity University, Singapore.

Formulation of key areas of strategic implementation of our institution are

1. Governance & Organization (ERP implementations, LMS, MIS etc)
2. Quality Assurance (support from IQAC and strategic measures and implementations on providing quality education)
3. Human Resource management (Human Resource policy, leadership, Staff Benefits, etc.,)

4. Resource Optimization (Technical, financial and infrastructural resources and its usage)
5. Brand image (Bench marking the institutional image)
6. Educational social responsibility (providing extra-curricular activities and actively engaging the students in understanding the social responsibility)
7. Research & consultancy