



**STARTEGIC PLAN
2019 - 2024**

PREAMBLE

The college has developed Strategic Plan after a detailed discussion with all the stakeholders about the milestones to be reached in future. The Planning and Evaluation Committee presented the evaluation of the growth of the college as per the previous Strategic Plan (2014-2019). The committee presented the Strategic Plan prepared for the period 2019-2024. The draft includes the vision, mission and core values of the college. The goals were set based on the feedback, discussion with the students, faculty members, alumni and other stakeholders. The document, after careful review and revision was presented to the Governing Body and the suggestions were incorporated. The Strategic Plan has eight goals, the action plan to reach them and the metrics to evaluate the achievement. The goals focus on the structural and functional changes that will result in quality enhancement.

TABLE OF CONTENTS

Sl. no.	Document Description	Page no.
1	Vision & Mission of the Institution	04
2	Quality Policy	05
3	SWOC	06
4	Strategic Plan	09
5	Quality Objectives 2019 - 2020	15

Abbreviations

1. SRCAS – Sri Ramakrishna College of Arts and Science
2. MP – Management Process
3. M01 – Manual numbered as ‘01’

VISION & MISSION

VISION

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

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

CORE VALUES

- **Excellence**
The college cultivates the habit of being the best in all walks of life as it always brings amazing results. The college encourages making excellence a habit.
- **Creativity**
Creativity is experimenting, inventing and growing. It is a symbol of progression. The college celebrates creativity because it presents the world in a new perception and always leads to progress.
- **Diversity**
Diversity facilitates acceptance, builds a stronger sense of identity and well-being, and encourages equitable participation. The college values rich diversity of backgrounds and perspectives in all forms.
- **Integrity**
Integrity is the foundation of leadership. The college strongly believes that being honest with strong moral principles is important in personal and professional life.
- **Empathy**
Empathy allows people to build social connection with others. Empathy is a key part of being responsible and helpful in a society. The college practices empathy to make every individual to enjoy better relationship with others and wellness.

QUALITY POLICY

Sri Ramakrishna College of Arts & Science (SRCAS) is committed to provide knowledge and training to meet the requirements of the Students, Industry, Society and the Nation.

SWOC

Strength

1. Well established autonomous institution with three decades of academic excellence
2. Situated at the heart of the city in 15.9 acres with supportive infrastructure, well-resourced laboratories and ICT enabled classrooms
3. NAAC accredited since 2001, with Grade 'A' in its 3rd cycle. Enjoys autonomous status from 2004, 2f & 12B status from 1998 and ISO 9001: 2015 certified.
4. Proactive and supportive management
5. The first Arts and Science College in the region to receive International Accreditation with 'A' Grade from Confederation of International Accreditation Council (CIAC)
6. Recognized by Department of Scientific and Industrial Research (DSIR), Government of India
7. Conferred STAR Status by Department of Biotechnology (DBT), Government of India for the departments of Biotechnology, Electronics, Computer Science & Information Technology
8. Study Abroad Programmes at Universities in Malaysia and Singapore
9. Annual Academic Audit by external subject experts from reputed institutions
10. Digitalization of administrative and academic work and ICT based teaching and learning
11. Above 40 MoUs for academic and industrial collaboration
12. Industry integrated courses in collaboration with corporate and academic bodies like TCS, Infosys, IBM, Tally, Texas Instruments, NEN, ACCA, ISDC and IoA
13. International Networking Certification by CompTIA, CISCO and Microsoft
14. Implemented Outcome Based Education and Blooms Taxonomy. Online examinations through MOODLE and Management Information System (MIS)
15. Mix of young and experienced faculty members
16. Placement enhancement approach by Training, Internship and Placement (TIP) centre

17. Standardized Test of English Proficiency (STEP) from The Hindu and Job Oriented Courses (JOC)
18. Thirty clubs for the holistic development of the students
19. Community services and extension activities recognized by District, State and Central Government and NGOs
20. National ranking in India Today, The Week and other leading ranking agencies
21. MHRD recognized Innovation Centre with Four STAR status
22. Guinness World Record for the most people to sign up as organ donors
23. School system to pool expertise and resources
24. Produced 116 Doctorates till date
25. Seed money offered by the Management to promote R&D
26. Entrepreneurship encouraged through Entrepreneurship Development Cell (EDC)
27. Personal counseling by a Psychologist in the campus

Weakness

1. Less number of other state / country students and faculty members
2. Poor socio economic background is a hindrance to pursue higher education
3. Inadequate scholarship from the government for the OBC and underprivileged category
4. Less number of funded projects, research and development, patents and consultancy.
5. Poor involvement of students in real-time research
6. Inadequate canteen facility to cater 4000 plus students

Opportunities

1. To become a Deemed to be University
2. Collaboration with sister institutions for inter-disciplinary research projects /conferences and symposium
3. Revenue generation through promotion of innopreneurship and entrepreneurship
4. Offer courses in MOOC by developing e-content
5. Establishment of student-teacher exchange with collaborated foreign universities in academics and research
6. Collaboration with more number of national and international academia and industry
7. Expand partnerships and engagement opportunities with industries and corporates for Consultancy services
8. Strengthen alumni network to create more employment opportunities and generate endowment funds
9. Introduce new programmes to meet societal requirements in healthcare, rural and tribal development, financial sector and textile technology
10. Designing interdisciplinary courses / projects
11. Enhancing library resources
12. Publishing in-house journal with ISSN number
13. Establishing Incubation Centre

Challenges

1. Develop communication skills in rural and first generation students
2. Revise course content to include recent developments
3. Raise the number of girl students to equal the number of boys
4. Conversion of professional institutions as Arts and Science Colleges in the region
5. Mushroom growth of higher educational institutions in the neighborhood
6. Retention of faculty when they opt for Government services
7. Attain 100% admission in Postgraduate Programmes
8. Build strong alumni network globally
9. Dealing with tech-savvy / Gen Z students

STRATEGIC PLAN

Goals set for the period 2019 – 2024

- Enriching Academics
- Expanding Industry Integration
- Improving Student Support Facilities
- Enhancing Alumni Engagement
- Establishing a Green Campus
- Developing Research Culture
- Extending Extension Activities

GOAL 1: Enriching Academics

Action Plan

- The college will elevate its status
- A committee formed will suggest new Programmes by identifying the specific needs of the city and the industry.
- Board of Studies of each department will identify the recent trends in their domain to introduce new courses.
- Boards of Studies will identify the possible courses to conduct Open Book Examination
- The departments will think of implementing track system in their Programmes.
- Controller of Examinations will consider the feasibility of transferring credits earned from Online Courses / Study Abroad Programmes

- A committee will study the possibilities of introducing student / staff exchange Programmes
- Departments together will decide on introducing interdisciplinary Programmes / courses
- The Departments will identify the feasibility of offering Dual Degree Programmes
- Departments will think on introducing courses related to cross-cutting issues

Metrics

- Status of the college is raised to the level of Degree Awarding College / University
- A minimum of 6 new undergraduate programmes
- A minimum of 40 new courses
- Open Book Examinations for a few courses
- Implementation of Track System in a minimum of 7 departments
- Credit Transfer from online courses and Study Abroad Programmes
- Student / Staff Exchange Programmes with a minimum of 5 colleges / universities at State / National / International level
- A minimum of 3 Interdisciplinary Programmes / Courses
- At least one dual degree programme
- Increase in the number of courses on Gender Studies and Environmental Sustainability

Goal 2: Expanding Industry Integration

Action Plan

- The college and Training, Internship and Placement Centre (TIP) will find suitable industries for tie up
- The departments will consult industry experts to bring in integrated Programmes / courses
- Internship opportunities will be created by the departments and TIP Centre
- The departments will organize more number of industrial visits
- Innovation Centre to be strengthened to promote startup

- The college will allocate fund for establishment of Incubation Centre

Metrics

- A minimum of 15 MoUs with reputed industries
- A minimum of 5 industry integrated Programmes / courses
- Increase in the number of students opting internship
- Increase in the number of industrial visits per department
- Increase in the number of startup companies in the campus
- Establishment of an Incubation Centre

Goal 3: Improving Student Support Facilities

Action Plan

- The Canteen Committee will identify a suitable place to build a canteen
- The Finance Committee will interact with banks and bring in ATM in the campus
- Fund will be mobilized for the amphitheatre
- Planning and Evaluation Committee will work for providing space for students to practice co and extra-curricular activities
- Physical Education Department will improve sports facilities

Metrics

- Establishment of a canteen to cater 4000 plus students
- ATM facility in the campus
- Amphitheatre with the seating capacity of 1000
- A spacious Fine Arts Centre
- Indoor Sports Centre

Goal 4: Enhancing Alumni Engagement

Action Plan

- Alumni association will engage alumni in contributing towards developmental activities
- Connecting alumni on social media
- Updating alumni profile to find assistance in placements
- The departments will increase alumni interaction programmes
- Alumni association encourage alumni to mentor students
- Alumni Association by constant efforts and networking brings funds for scholarship
- Annual Day Committee along with Alumni Association will identify the life-time achievers from alumni

Metrics

- Strengthened Alumni Association
- Increased endowment from Alumni
- Placement assistance / offer from alumni
- A minimum of 200 alumni interaction programmes
- A minimum of 200 students to receive alumni mentoring
- Alumni Scholarship for a minimum of 5 lakhs
- Felicitation for alumni every year

Goal 5: Establishing a Green Campus

Action Plan

- The college will promote 4 R's - Reduce, Refuse, Reuse and Recycle
- Nature Club will regularize Green / Environment audit
- Increasing the alternate energy resources in the campus
- The college will construct pedestrian pathway in the campus
- Nature Club, other clubs and the departments and will increase awareness on environment

Metrics

- Plastic and non-biogradable waste are avoided in all possible ways in the campus
- Regular Green / Environments Audits
- Increase in the number of solar panels and LED light bulbs
- Pedestrian pathway in the main roads of the camps
- Increase in the number of programmes to create awareness on environmental sustainability

Goal 6: Developing Research Culture

Action Plan

- The departments will focus on publication of quality articles
- Research facilities, Seed Money, infrastructure and sufficient resources to be provided by the college
- The Research Committee will guide the researchers to write proposals and apply for grants
- Research Committee and Colloquium will organize Conferences / Seminars / Workshops
- Departments will involve in promoting individual projects / research from undergraduate level
- Encouraging interdisciplinary research

Metrics

- A minimum of 250 articles in the refereed journals / indexed by Scopus
- Real time researches and patents applied
- Increase in the funds / grants received from the government / non-governmental organizations
- A minimum of 20 research oriented Conferences / Seminars / Workshops
- A minimum of 300 articles published by students and scholars
- A minimum of 5 interdisciplinary researches

Goal 7: Extending Extension Activities


Action Plan

- NSS and the other clubs will support the Central Government in its initiatives towards the development of the nation.
- NSS, NCC and the other clubs work for the development of the city
- NSS, NCC and Nature Club will work towards cleaner campus
- NSS will extend its services to the rural parts of the region
- NSS will work for the development of the lives of the tribal
- All the clubs will focus on inclusiveness and gender sensitization

Metrics

- Join hands with all Central Government environmental / social projects
- Assist the Coimbatore Corporation in the Smart City Scheme
- To be ranked among the top 20 in the HRD Ministry's Swachhta Rankings
- Adopt a minimum of 3 villages and work for their development
- Increase literacy rate, improved health and hygiene among tribes
- Workshops / awareness programmes/ competitions on inclusiveness and gender sensitization

COLLEGE LEVEL OBJECTIVES – 2019 – 2020

	College Objectives 2019-2020	SRCAS/QA/D01
-----------------------------------------------------------------------------------	-----------------------------------------	---------------------

Institutional Infrastructure

- To enhance Networking facilities of the campus through internet bandwidth (which has the data transfer rate of 150 mbps from 50 mbps).
- To enrich the campus with robust program including food court, stationary shop with best ambience (which uphold renovation and new construction).
- Improvisation of state-of-art facilities comprising of amphitheatre, student amenity centre and museum (Antiques, coins, valuables and photographs) in the campus.
- To initiate Green Audit to inspect the health of habitant and environment.
- To increase the generation of solar power energy as an alternate energy source up to 20% of power requirement of the campus.
- To increase the ICT enable classrooms in the campus.
- Establishment of Government recognised IPR cell.
- To establish the STAR Lab using DBT Star College Scheme to nurture excellence in undergraduate science programmes.
- Improvisation of cricket ground to conduct TNPL/Ranji Trophy matches in the campus
- To conduct internal audit for the betterment of institution including electricity usage, stock checking, laboratory and library usage

Academic Innovations

- To introduce Industry Integrated courses specialising in Artificial Intelligence, Data Science, Business Analytics, Networking, Cloud Computing, Robotics, Banking and Insurance, ACCA etc.,
- To offer Professional Courses in Commerce domain (CMA, ICWA, CA).
- To introduce Business English Certification Course from Cambridge for students and faculties.
- To achieve the attainment of CO with PO of proposed programme in OBE.
- To validate the curriculum and syllabus with National and International Standards.

- To conduct Induction Programme for students and faculties as mandatory based on the UGC guidelines.
- To inculcate modern pedagogy using advanced ICT tools (Moodle, Kahoot, Hot Potato and Google Classroom).
- To provide a minimum 20 teaching learning resources for students during the conduct of TL processes including compulsory Google Classroom, Kahoot – 3 times/Semester, Hot Potato or Plickers – 1 time/semester and creation of YouTube video channels / Blogs.
- To improve learning opportunities for slow learners by providing peer reviewers, mentors and other learning possibilities.
- To conduct ROC audit before the classes commence.
- To submit Question Bank to Controller of Examination in the prescribed format.
- To conduct the Continuous Internal Assessment-1 (CIA -1) by subject teachers in the department through Moodle platform.
- To introduce digital record book for faculties for the better documentation of teaching and learning procedures.
- To educate the resources available in NDL/e-ShodhSindhu/Shodhganga and ensure effective utilisation by Teachers and Students.
- To insist students and faculties to perform Swayam Courses as mandatory for stimulating lifelong learning processes.
- To provide counselling and care for students through mentor system.
- To endorse the approval for BEC and FDP courses (3-6 months) for students and faculties who have already completed minimum of two online courses

Academic/Research/Industrial linkage

- To strengthen the innovation centre with the support of MHRD and other funding agencies
- To establish Centre of Excellence/Centre of Entrepreneurship Development (CED) in specific domain for the regional development

- To grant seed money to start-up research and to motivate novel research for all domains
- To increase the number of publications in Scopus/ web of science indexed Journals.
- To insist the post graduate students to publish their research work in Scopus/ web of science indexed Journals.
- To encourage the students and faculties to get patents for their novel invention and discoveries.
- To organise collaborative International Conferences, Twinning programme and Faculty Exchange Programme with Foreign Universities (Malaysia, Singapore, USA and UK).
- To form selective strategic alliance with academic, research and industrial organisations.
- To enhance the Academic partnership with leading Industries like IBM, Google, COMPTIA, Texas Instruments, Institute of Analytics.
- To provide consultancy to the Industry and Public Organization.

Placement

- To keep students updated with latest operational trends and career prospects
- To initiate at least 2% of students to achieve SET / NET / Quantitative examination clearance
- To impart regular training in the area of communication skill and aptitude of students to make them employable
- To increase internship programme with TNPSC/Banking sectors
- To achieve at least 80% of students to get opportunities in the reputed company/organization
- To motivate at least 5% of students become Entrepreneurs after their graduation

Extension activities

- To organise an intensive Organ Donation Campaign
- To extend the service of Anna Yojana Scheme

Gender Equity

- To strengthen Internal Compliance Committee for active functioning in the campus.

Pledgeship plan

The pledgeship plan is formulated for this academic year

Theme of the year: Commitment to Excellence

Quality connection: Education system

Operational excellence: Mentorship

Connect the world: International benchmarking

A whole new world (Concept and colour of the year): Star and Violet

Do great things (Social commitment): Organ Donation and Anna Yojana scheme