

STRATEGIC PLAN

(Academic Year 2008 – 2009 to Academic Year 2012 – 2013)

Journey towards women's empowerment and enlightenment

JANSEVA SAMITI SANCHALIT
SHRI M. D. SHAH MAHILA COLLEGE OF ARTS & COMMERCE



(Institutional Score 80 - 85%)

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From the desk of President....

At the outset of this process, we promised ourselves that we would Rethink. Everything. Going through this process, we learned that there are no easy answers or certain, risk-free decisions, only thoughtful consideration followed by, conviction, determination and action. We are now ready for the future, "to meet the needs of the times," and now having given a good bye to words we are ready for action.

We have drawn an ambitious 'Strategic Plan' for Shri M. D. Shah Mahila College of Arts and Commerce for the academic year 2008-2009 to 2012-20013. Each year a set of benchmarks is set to assist the college in meeting the goals of the Strategic Plan.

The Strategic Plan will ensure that our institution strengthens its position as the nation's premier women's institution and lead us to greater heights. This plan represents hundreds of hours of creativity, dialogue and consensus building from a core group of management, staff and students, combined with input from the IQAC. The plan identifies new possibilities and challenges, embraces the diversity of our world, and defines our vision for the future, as also the mission and our core values.

This strategic plan serves as a foundation upon which a number of planning, implementation, assessment, and evaluation initiatives will be built over the next five years. The faculty, staff, and the administration has worked to build an integrated planning model which brings together a variety of activities into an articulated planning process. It involves the entire college community and works for the good of the College, its students, and the staff. Presentation and discussion on finalizing the model has been a critical and important part of an efforts.

I must express my pleasure and pride and the sense of dedication of our students and staff, without which such a plan as envisaged would not have come into being.

I am sure that with the drive, which they possess in full measure, we shell see at the end of five years, full implementation of what has been proposed.

With my greetings and congratulations,

Dr. Mohan I. Patel
President, Janseva Samiti



Foreword

A review of our mission, an environmental scan, and a campus and community wide evaluation of our strengths and weaknesses come together to lay the foundation for the next five-year cycle of planning, and implementation. The strategic plan in turn drives specialized plans of the various areas of the college. Annual Planning keeps us on target toward our strategic goals. On an annual basis, each of the areas of finance, academic affairs, student affairs, technology, and facilities evaluates the previous year's activities and plans for the next. At the same time, the Assessment Committee undertakes annual program evaluation and assessment.

While the plan will serve as a framework for the next several years, it is flexible enough to allow the College to respond to future needs or update some of the proposed initiatives when necessary. In order to maintain the flexibility of the plan and continually evaluate how the initiatives address the needs, a core committee for strategic plan is established to track progress.

The Strategic Plan is designed to preserve the best of what we do, while looking toward what further must be done. Through this plan and other College endeavors, we will continue to adhere to our vision, live upto our core values and educate women to empower them to make a difference in the world.

Dr. Deepa Sharma,

Principal,

Shri M.D. Shah Mahila College of Arts and Commerce

Introduction to Strategic Plan

Strategic planning identifies where the organization wants to be at some point in the future and how it is going to get there. The "strategic" part of this planning process is the continual attention to current changes in the organization and its external environment, and how this affects the future of the organization. Skills in strategic planning are critical to the long-term success of the organization. Strategic planning includes:

- a) Taking a wide look around at what's going on outside the organization and how it might effect the organization - an environmental scan.
- b) Taking a hard look at what's going on inside the organization, including its strengths, weaknesses, opportunities, and threats - a SWOT analysis.
- c) Establishing statements of mission, vision and values.
- d) Establishing goals to accomplish over the next five years.
- e) Identifying how those goals will be reached - strategies and timelines.

The planning process is at least as important as the planning document itself.

The planning process is never "done" – it is a continuous cycles that is part of the management process itself.

In order to determine where it is going, the organization needs to know exactly where it stands, then determine where it wants to go and how it will get there. The resulting document is the "Strategic Plan".

for Core Committee for Strategic Plan

Rajesh Chedda

About Us

Shri M. D. Shah Mahila College, established in 1968 by Janseva Samiti is affiliated to S.N.D.T., Women's University, a prestigious Women's University founded by Bharat Ratna, Maharishi Dhondu Keshav Karve. The vision 'To enlighten and empower women to enhance the quality of society' reflects the motto of the college.

The college believes that no woman should be left behind in taking the benefits of higher education. In order to prepare students for global competence, a wide range of options are available. The college offers Bachelor's degree in Arts, Commerce, Management Studies, Computer Applications and Masters' degree in Commerce, Economics and Hindi. In B.A., the programme options are available in four mediums, while in B.Com, it is available in two mediums. Apart from regular courses, various value added and UGC approved Career Oriented Programmes are offered to students. To make students globally competent, 100 hours of computer course is offered to all the students. In constant pursuit of quality education, the college conducts academic audit, peer audit of library services and regular feedback from all the stakeholders. Students also participate in improving the key institutional processes, for example they have representation in Internal Quality Assurance Cell, Grievance Redressal cell, and Students' Voice programme.

For academic improvement, mentoring, tutorials, bridge courses and value added courses are available to students. To widen their horizon, each year an exhibition on a different theme is arranged wherein all the departments participate. The college has a student friendly environment. The college provides free internet service for students and faculty. For physical development of the students, the college playground is well maintained wherein special sports coaching camps are held for cricket, Kho-Kho and Kabaddi. The students excel in academics as well as in sports. The college has also achieved accolades in socio cultural activities by bagging the runner up trophy at the Yuva Mahotsava organized by the University (regional level) and securing third position among 145 colleges at university level.

The backbone of an institution is its faculty involved in multifarious activities. Eighty one percent of our faculty is involved in research, out of them twelve teachers have registered for Ph.D., eight have completed Ph.D. and nineteen have registered for M. Phil. Five UGC



sponsored minor research projects have been completed and six are under study. One major research is completed and six faculty have got recognition for guiding research students. The Research Cell has also brought out a compilation of research papers written by faculty members.

The college realizes its social obligation through various projects. The management has a registered NGO called 'Janseva' wherein three major projects are focused- 'Umang' – for senior citizens', 'Sakar' – for school dropouts and 'Prayas' – for Youth Training Programme. Another very effective and exclusive endeavour is “Astitva”- a three year pilot project where academically and socially disadvantaged group of hundred students are provided intensive training on off-days regarding self esteem building, confidence development, communication skills and personality development. These students further reach out to the society by working in the nodal centres set up in the community with the help of NGO's and locals.

The college also has a central government aided Family Counseling Cell with two counselors who provide free of cost professional help in academic and career related problems, family crises, behavioural and personal problems to students in the college and community at large. The college has adopted a tribal area where the students and staff help in creating awareness about health issues among tribal women and assist in empowering them through self employment.

To keep pace with technology, the college has a MIS with computerized office and back up facility of students' data for the last 15 years. The college uses many in- house and standard software for the same. The college has a new computer laboratory with 80 computers for students. In addition, the staff members and students are provided with computers for academic work. There are three servers with High speed Giga cables for speedy data transfer and the computers are in LAN.

The college has collaboration with NCQM (National Centre for quality Management) and has initiated many TQM endeavours. “Kaizen” and “5-S” are successfully practiced by the administrative staff. There are Quality Circles among the teaching staff and students. The efforts have been appreciated at national and international conferences and competitions.

Vision

To enlighten and empower women in enhancing the quality of society

Mission

- To provide quality education without discrimination to one and all.
- To prepare economically and socially empowered, value oriented citizens.
- To develop competent, confident and positively inclined individuals.
- To prepare students for global competence.
- To facilitate academically disadvantaged students to go for higher education.
- To enhance cultural identity and heritage among students.

Core Values

- Commitment towards women's empowerment and enlightenment.
- Belief in Empowering Women and providing equal opportunity.
- Student – Centric approach.
- Innovation in education and total quality.
- Lead by example.
- Team – building and democratic approach.
- Honesty, integrity and fairness.

Strategic Goals

- 1) Promote the institution as a focal point for women education in the region.
- 2) Educational excellence and leadership.
- 3) Sustained quality culture.
- 4) Enhance community welfare initiatives.
- 5) Encourage research and innovation.
- 6) Ensure well being of staff and students of the institution.
- 7) Using technology for global competence.

Goal – 1 Promote the institution as a focal point for women education in the region

Strategies	Actions	Performance Indicators and Year
<ul style="list-style-type: none"> ○ Recruit, develop, support and retain a high-class diverse faculty dedicated to education, research and technology development. ○ Provide a variety of pathways to the students at all levels through opportunities for their continued development. ○ Extend College campus. ○ Enhance the college's image through a comprehensive marketing and branding strategy. ○ Enhance Brand image of the College. ○ Market the college's expertise to a broad audience. 	<ul style="list-style-type: none"> ○ Build a vibrant and engaging campus environment characterized by a commitment to student-centered teaching, service, and support, meaningful cross-cultural interaction and understanding, and abundant opportunities for personal and intellectual growth. ○ Improve criterion of selection of staff and provide lucrative offers. ○ Launch more Faculty Development Programmes. ○ Increase the range of options of specializations offered. ○ Nurture sprit of entrepreneurship among the students. ○ Promote distance learning programs ○ Establish connections with National and International organizations. 	<ul style="list-style-type: none"> ○ 90% faculty member involvement in research and upgradation of knowledge base by 2012-13. ○ Formation of faculty development centre including internal faculties and external experts & consultants by 2009-10 ○ Starting new programs offering of IGNOU by 2009-10 ○ Collaboration with international educational institutions by 2010-11 ○ Participation in education related regional, National & International level exhibition by 2010-11. ○ Quality efforts for print media/mass media coverage by 2009-10.



Goal – 1 Promote the institution as a focal point for women education in the region

Strategies	Actions	Performance Indicators and Year
<ul style="list-style-type: none"> ○ Increase market appeal of the college's educational and research assets within defined public segments. 	<ul style="list-style-type: none"> ○ Build new building, or extend vertically. ○ Design marketing and recruitment strategy. ○ Create and expand relationship-building programmes that serve key public groups. ○ Using mobile SMS technology for dissemination of information & brand building. ○ Undertake Brand building exercise. 	<ul style="list-style-type: none"> ○ Buying SMS equipments & implementation of SMS technology by 2010-11. ○ Start of new building construction by 2011-12

Goal – 2 Educational excellence and leadership

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none"> ○ Set high expectations for students - and let them be known and visible. ○ Continually improve and innovate the curricula, including content and method, to meet students' and stakeholders' changing needs. ○ Support student activities and leadership opportunities; provide an opportunity for a leadership experience for every student. ○ Develop effective e- learning approaches for the students. ○ Maintain excellent teaching, effective learning environments, and learning opportunities as core attributes within the college. 	<ul style="list-style-type: none"> ○ Define high standards and guide students on how to achieve those. ○ Identify new areas for inclusion in the curricula, meeting the industry/professional requirements. ○ Establish a Leadership Guidance Cell. Organise Seminars on Leadership, inviting leaders from Industry. ○ The Technology Group to devise Internet-based programmes. ○ Nurture brilliant faculty members and recruit such. ○ Promote excellence in education by increasing the diversity of the faculty, staff, and students ○ Recognize and reward excellence in teaching. 	<ul style="list-style-type: none"> ○ Minimum one value added course by each department by 2010-11 ○ Establishment of Educational Excellence and leadership cell by 2009-10 ○ Arranging inter-college leadership training programme & competition by 2010-11 ○ Recognition of best leaders by giving trophy and awards in annual functions by 2010-11 ○ Technology group to submit e-learning plan to management by 2011-12 ○ Strategy and streamlining the criteria for recognition faculty by designated scientific system by IQAC by 2010-11

Goal – 2 Educational excellence and leadership

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none">○ Prepare students for ethical and professional leadership.○ Prepare students to communicate effectively among global and diverse audiences.○ Prepare students for lifelong learning and professional improvement.	<ul style="list-style-type: none">○ Acquire and reallocate resources to support excellence in teaching.○ Continuous evaluate the effectiveness of each course.○ Strategy for value added courses<ul style="list-style-type: none">a. Yogab. Sanskrit teachingc. Personality development	<ul style="list-style-type: none">○ Course evaluation by students by 2009-10○ Starting Vedic Mathametics by 2009-10○ Tie-up with National and international level professional Organizations and NGOs by 2010-11.

Goal – 3 Sustained quality culture

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none"> ○ Continue to offer a wide range of responsive, challenging, and high quality Faculty Education Programme ○ Increase quality culture consciousness among the staff members. ○ Reinforce principles of good governance. ○ Increase involvement of all stakeholders of the institution ○ Continue to offer a wide range of responsive, challenging, and high quality Faculty Education Programme 	<ul style="list-style-type: none"> ○ Organise regular Workshops on quality for the staff. ○ Good governance following religiously, and monitor it. ○ IQAC to study various models and device implementation plan ○ Governance:- <ul style="list-style-type: none"> a. Continuous shared control orientation b. Emphasising horizontal system of management c. Regular feedback from all stakeholders and incorporating the same in future activity of college 	<ul style="list-style-type: none"> ○ Implementing best practices of National and International excellence models for education like <ul style="list-style-type: none"> a. European Foundation for Quality Management. (EFQM) b. Malcolm Baldrige Model c. Ramakrishna Bajaj Quality Excellence Model, by 2009-10 to 2012-13.

Goal – 1 Promote the institution as a focal point for women education in the region

Strategies	Actions	Performance Indicators and Year
<ul style="list-style-type: none"> ○ Recruit, develop, support and retain a high-class diverse faculty dedicated to education, research and technology development. ○ Provide a variety of pathways to the students at all levels through opportunities for their continued development. ○ Extend College campus. ○ Enhance the college's image through a comprehensive marketing and branding strategy. ○ Enhance Brand image of the College. ○ Market the college's expertise to a broad audience. 	<ul style="list-style-type: none"> ○ Build a vibrant and engaging campus environment characterized by a commitment to student-centered teaching, service, and support, meaningful cross-cultural interaction and understanding, and abundant opportunities for personal and intellectual growth. ○ Improve criterion of selection of staff and provide lucrative offers. ○ Launch more Faculty Development Programmes. ○ Increase the range of options of specializations offered. ○ Nurture sprit of entrepreneurship among the students. ○ Promote distance learning programs ○ Establish connections with National and International organizations. 	<ul style="list-style-type: none"> ○ 90% faculty member involvement in research and upgradation of knowledge base by 2012-13. ○ Formation of faculty development centre including internal faculties and external experts & consultants by 2009-10 ○ Starting new programs offering of IGNOU by 2009-10 ○ Collaboration with international educational institutions by 2010-11 ○ Participation in education related regional, National & International level exhibition by 2010-11. ○ Quality efforts for print media/mass media coverage by 2009-10.



Goal – 4 Enhance community welfare initiatives

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none"> ○ Inculcating culture of social responsibility amongst students and staff. ○ Enhancement scope of departmental activities for community welfare ○ Rewarding and recognizing students and staff members for contribution to community welfare. 	<ul style="list-style-type: none"> ○ Increase activities of Janseva NGO ○ Initiate new welfare fund for community projects and interaction with national and international contacts. ○ Exposure to staff and students to social work by community work, participation in workshops, interaction with social groups etc. 	<ul style="list-style-type: none"> ○ 30 Nodal centres of Janseva NGO for community work by 2008-09 to 2012-13. ○ Establishment of New Welfare Fund by 2009-10. ○ Reaching to 50% of students for community work by 2011-12.

Goal – 5 Encourage research and innovation

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none"> ○ Reinforce positive research climate and culture among academic staff. ○ Encourage that research findings are practically applied at staff, student and curriculum level. ○ Maintain strong core research programs. ○ Encourage development of interdisciplinary research, which addresses strategic needs of industry, government, and society. 	<ul style="list-style-type: none"> ○ Involvement of more faculties in research work ○ Identify and implement key findings at all possible levels. ○ Scope of research cell to be extended to students ○ Interact with Industry, Government to understand specific needs and translate them into reality. ○ Enhance research action collaborations with other organizations. 	<ul style="list-style-type: none"> ○ College sponsored research programmes. Budget for increase to Rs.100,000 per year by 2010-11. ○ Research in association with international institutes by 2011-12 to 2012-13. ○ Two Projects in collaboration with international institute by 2011-12. ○ 90% staff involved in researches by 2012-13 ○ College Sponsored research program budget for students to start Rs.25000/- per year by 2009-10.

Goal – 6 Ensure well being of staff and students of the institution

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none"> ○ Ascertain effective human resource development and utilization. ○ Provide support of advice, academic help and counseling so that students can be more successful. ○ State-of-the-art library, computer and other support. ○ Continuous assessment of all aspects of the campus environment and provide improvements. ○ Continue encouraging, extra-curricular activities as important part of campus life. ○ Establish productive atmosphere for learning and the high quality of care for students. ○ Develop the human side of college life – the relationships between students and staff, the personal development and well-being of the students and overall care. 	<ul style="list-style-type: none"> ○ Design HR policy and strategy. ○ Extend existing counseling services in collaboration with faculty development cell. ○ Ensure up-to-date facilities and support in the areas of library, computer lab, and health services. ○ Management initiative for staff welfare ○ Put in place systems to address the concerns of staff and students. 	<ul style="list-style-type: none"> ○ HR policy and strategy documents by 2010-11 ○ Induction program for new entrant to start by 2009-10 ○ Orientation program for students of college by 2009-10 ○ Objective measurement of the services offered by counseling cell through students' voice group by 2009-10. ○ Set up of new gymkhana by 2009-10 ○ Air conditioning of existing library facility by 2011-12. ○ Library budget to be increased to 5% of total budget of college by 2010-11 ○ Set up students common room extension and air conditioning of existing staff room by 2009-10 ○ New audio-visual lab by 2009-10 ○ New cafeteria by 2009-10. ○ Formation of staff welfare group to look after different welfare schemes for staff by 2009-10



Goal – 7 Using technology for global competence

Strategies	Actions	Performance Indicators and year
<ul style="list-style-type: none"> ○ Explore alternative models of delivery including the use of technology in education. ○ Develop faculty and staff proficiencies in technology. ○ Improve and expand the role of information technology in teaching and learning. ○ Ensure that a working knowledge of technology is an integral part of every student's experience, both by integrating information technology with the curriculum and providing an array of networked resources and services. 	<ul style="list-style-type: none"> ○ Customized modules for technology in education. ○ Identify new roles of IT and implement them. ○ Continuous training to staff on use of computers, internet etc. ○ Strengthening existing Management Information System (MIS). ○ Use of mobile technology 	<ul style="list-style-type: none"> ○ Yahoo group for staff and students by 2009-10 ○ Results on website by 2008-09 ○ Interactive and dynamic web-portal for institutions 2010-11. ○ Online staff information system by 2010-11. ○ Enhancing integrations of SOUL – Library management system by 2009-10. ○ SMS based information system to start by 2009-10.