



## **Dr.V.S.KRISHNA GOVT. DEGREE COLLEGE**

**(An Autonomous Institution Affiliated to Andhra University)**

**Reaccredited by NAAC with 'A' Grade(3rd Cycle)**

District Resource Centre & Center for Research Studies  
Maddilapalem, VISAKHAPATNAM 530 013, Andhra Pradesh



### **6.1.2. Strategic Plan and Deployment Document**

Strategic planning is regarded as 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 (CCE, Principal, 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. Our objective is to provide quality education To impart life skills and values To train in confidence building and decision making “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 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 college staff together and maintains institution's integrity.

2. Respect Day to day interactions with students, colleagues, parents and other stakeholders are conducted honourably 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 like Sankranti, Ugadi, Dasara, Diwali and Christmas are celebrated to experience and respect Indian diversity.

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 maximum, 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 behaviour,

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 our college 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 vision mission core values strategic initiatives/ goals objectives key action steps collaborati on and linkages outcomes continuous planning and improvement

## 2. Teaching learning process Academic planning and preparation of Academic Calendar

- Development of teaching plan
- Preparation of Lesson Plan based on CO & PO
- 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.

## 6. 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) 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 analyse the present situation in respect of the needs of the institution, through 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 etc. 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 Principal, Heads of Department , Admission team, Statutory Compliance Principal, Heads of Department , Coordinators Infrastructure (physical) Governing Body, ANALYSIS

#### Strengths –

- 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
- We have Research and Development Centre

#### Weakness –

- Consultancy activities are limited.
- Research publications are limited with respect to Scopus & SCI journals.

#### Opportunities –

- 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 our college goals. 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.