



RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

(Affiliated to Bharathiar University, Re-Accredited by NAAC with 'A' Grade,

Approved by AICTE and Recognized by UGC under section 2f & 12B)

Rathinam Techzone Campus, Pollachi Road, Eachanari P.O, Coimbatore – 641 021

Strategy Document for the Period 2016 - 2021

All power is within you; you can do anything and everything

- **Swami Vivekananda**

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Introduction:

For an institution, strategic planning is very crucial and important to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals. Strategic Planning and deployment document is based on analysis of the strength, weakness and future opportunities of the institution and envisages the direction towards which the institution should move to achieve its set goals and objectives.

The first part of the document addresses the current status of the institution and the vision, mission which the institute dreams along with core values. Latter the strategy document with deployment plan is presented. With the support of the IQAC and the by the management leadership, HODs, faculty, staff, industry, students, alumni and parents and through SWOC analysis, this document is prepared. 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 HODs 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 the Institution. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes.

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About the Institution:

As an institution with autonomous status re-accredited by NAAC with “A” grade and recognized by UGC, New Delhi under section 2(f), and 12(B) status. It is a co-educational Institution approved by the State Government of Tamil Nadu. **The main motto of our institution is to provide quality education with excellent skills, industry based trainings and 90% placements. We have a mix of students from neighboring states too and we offer courses in all fields both in under graduation and in post-graduation level.**

The main motto of this institution is to provide quality education with excellent skills, industry based trainings and 100% placements. Rathinam Techno Park established in 2002, plays an pivotal role in providing faculty exchange programmes and placement opportunities for the students. There is a Special Economic Zone-SEZ scheme in the college campus, with world class IT infrastructure that shelters MNC companies. Our true vision and mission is to develop knowledge, skills and character in young men and women, and to maintain academic excellence with a keen focus on harmonious development of the personality of our students.

The Management and the Staff of Rathinam College of Arts and Science are committed to create an atmosphere in the campus that is conducive to fulfill the vision. Aiming at the goal, the institution is continuously conducting seminars, guest lectures and events of various kinds. In addition, the Techno Park attached to the college is also providing job-oriented practical exposure for the students of Rathinam College of Arts and Science.

This college is located inside the Rathinam Techzone Campus, which offers tremendous advantages to the students. The techno park houses sine bug companies like Nous Info Systems, VWR, Mmodal, Dream Ajax, Scientific Datapage, pranas, Atlas, TiozTech and Ephronsys opening up opportunities for the students to garner real time experience through Internship, Projects, Part-time job, Research and testing.

Rathinam College of Arts and Science has membership with various association like

- Indian Chamber of Commerce
- Computer Society of India
- ICT Academy of Tamilnadu

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- Confederation of Indian Industry
- Young Yi
- MSDN
- Software Technology parks of India.
- TIE, Coimbatore

In order to establish industry linkage and sharing of industry knowledge among the students and faculty members, signed MOU with 15 industries and two International Universities.

The college has exclusive area of 5.09 Acres of land along the State Highway in Pollachi Road and Cochin-Salem National Highway provides a lively and eco-friendly environment enabling students to reach easier and access the facilities of the institution. The college was started with traditional courses like B.Sc. Computer Science, B.C.A., B.COM(CA) but gradually added new courses as and when needed as per the demand of stake holders. It has attracted students from various parts of the country as well as international students. Now the college is offering 16 Under Graduate Courses and 6 Post Graduate Courses from various faculties like Computer Science, Commerce, Management, Mathematics, English, Visual Communication and Costume Design & Fashion. In addition to that department of computer science, Commerce, Mathematics are recognized by Bharathiar University as research departments with M.Phil as research course. Also the department of Commerce, computer science and management are recognized as Research department to offer Ph.D degree programme in both Full Time and Part Time.

S.No	Course	Year of Starting
1	B.Sc. Computer Science	2001
2	BCA	2001
3	B.Com (CA)	2001
4	BBM (CA)	2002
5	B.Sc. Vis. Com.	2004



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6	B.Sc. CDF	2004
7	B.Sc.(IT)	2007
8	B.Sc.(CT)	2008
9	B.Com(CA)-Addl	2009
10	B.Sc. Mathematics	2010
11	B.Com	2010
12	B.A English Literature	2011
13	MJMC	2012
14	M.Sc. (IT)	2008
15	MBA	2009
16	M.Com	2011
17	M.Sc.(Computer Science)	2011
18	B.Sc. (Computer Science) - Addl.	2012
19	B.Com PA	2014
20	B.Com BPS	2014
21	B.Sc. Physics	2015
22	B.Sc. Psychology	2016
23	B.Com Additional	2016
24	M.Phil Computer Science	2011
25	M.Phil Commerce	2015
26	M.Phil Management	2015
27	Ph.D. Computer Science	2015

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28	Ph.D. Commerce	2016
29	Ph.D. Management	2015
30	M.Sc. Mathematics	2016

The learning process includes lectures, seminars, workshops, video conferences, web based education etc., to involve the students in developments of ICT and to create an academic ambience of international standards. To create an environment that will help the students to cope with the international standards, the college has signed an MOU with the University of Nairobi and University of Wolverhampton. To provide an industry oriented curriculum to the students and to make the students industry ready, the college signed MOUs with UTL technologies Limited, Infosys, TCS and Mazenet.

Salient features of the College:

- Modern as well as state-of-art Infrastructure
- Academic Excellence with progressive pass percentage for both UG & PG courses.
- Excellent and mind-blowing performance in Co-curricular and Extra-curricular activities. Students won laurels to the college.
- Dedicated and Experienced Faculty members.
- Credit Based Choice System (CBCS) facilitates the students to learn from wide range of options.
- Industry oriented curriculum for job opportunity of the students.
- Use of ICT in teaching – learning, enhances the involvement of the students in learning the subject,
- More scope for pursuing research and research related activities
- Management (PG) department publishes a Journal called Rathinam Journal of Management with frequency of 4 issues per year.



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- With the help of AICTE Sponsored Exclusive Entrepreneur Development Cell provides opportunities and guidelines to the young entrepreneurs. Since its incubation, it produced 50 and above entrepreneurs.
- As we have stated earlier, we are different from others, Yes, the one and only self-financing Institution in the South India having the provision of serving the society and local people through community radio is Rathinam College. The Rathinavani 90.8 CR is the community radio functioning inside the Rathinam College. The students actively take part in it and provide informational and thought provoking information to the listeners of CR.
- IT Park & SEZ provides a space for functioning of 14 IT / ITES companies inside the campus. The IT Park & SEZ provides job opportunities to around 3000 Employees. The students also undergo training in the companies inside the campus.
- Health Centre – As the saying goes “Health is Wealth”, the college has a well facilitated Health Centre for medical checkups and initial suggestions.
- Exclusive Placement Cell & Team – to train the students and make them ready for the Interviews.
- Counseling – Separate Counselor is serving the needs of the students and builds the confidence among the minds of students.
- Parents-Teachers Meeting is conducted regularly; their views and suggestions are implemented as and when needed.
- Active involvement of Alumni.



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Vision & Mission of the Institution:

VISION:

To emerge as a world renowned Institution that is integrated with Industry to impart Knowledge, Skills, Research Culture and Values in youth who can accelerate the overall development of India.

MISSION:

To impart superior quality education at affordable cost, nurture academic and research excellence, maintain eco-friendly and future-ready infrastructure, and create a team of well qualified teaching professionals who can build global competency and employability.

CORE PUROSE:

Transform the youth into National Asset.



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SWOC Analysis:

STRENGTH:

- College being Re-Accredited with “A” Grade by NAAC. Recognized by UGC under 2f and 12B and conferred with Autonomous status.
- During the past years in UG, 90% of the sanctioned seats filled even there is a consistent increase in fee.
- Institution has state of art infrastructure
- Reasonable number of long standing employees
- Chairman and Management teams connect and appeal to Industry, and the Techzone Vision - impresses even a demanding audience.
- Student profile related highlights:
 - The first-year strength is 1500 plus which is a major booster. Total strength 3200. Student pulls students with good performance.
 - 46% of the admitted students are women students.
 - 50% of the admitted students are from English Medium. Over the past three years, there is steady increase in English medium students.
 - 10% of the admitted students are above 1000 marks in HSC and 15% of the students within range 900 to 999 marks. Totally 25% of the students admitted in the range of above 900 marks.
 - 15% of the students from Mathematics and 26% of the students from Computer Science and Mathematics group. Totally 41% of students from mathematics group
- Institution is Technology driven (ERP, CAMU, Rathinam Learning Hub, Alumbook, COE,Knimbus – Digital Library, Office 365 – Academic & Administration)
- Good sports and games achievements
- Annexed with IT Park which consist of 20 Corporate with 3000+ Professional
- Rathinavani – 90.8 community Radio station.
- Rathinam Facebook reach is highest in town to communicate and get feedback

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- Decent Placement (93%) in the past two years.
- Good Advisors team in IQAC and good processes in place
- Dynamic, Open and broad minded and quick decision-making management.
- Multi Institutional Campus (School, Arts & Science, Engineering, MBA and Architecture)
- Institution membership with ICT Academy, ACCA, CII, ISDC, NSDC, EDII, etc..
- 2% of International Students in Campus

Weakness:

- People, Process and Organizational
 - Organization to build activities to improve recruitment process, hand holding process, and team building activities.
 - Internal branding is weak - Need good maturity in understanding and adapting to people need to resolve this issue and increase responsive management will bring better involvement automatically from stake holders.
- Communication skills is average among the students
- Better landscaping and general infrastructure improvement needed to match the best.
 - Hostel, Transport, Sports Administration is average only.
 - Follow up of maintenance activity is not upto mark.
- TECHNOLOGY
 - The ERP choice and adapted was not completed fully, the IT adapted have all not reached the bottom.
- Top leadership direct audits and interactions to the bottom to be structured.
- Research and Consultancy involvement and thought process is low
- 30% of Parents from unaware background - not focusing on the growth of their wards.
- Parents' Socio-Economic status is below average.

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OPPORTUNITIES:

- Build leadership in Entrepreneurship
- Top leadership (Dean) puts in place a successful organizational building process - including mentoring, recruiting (need external panel members for recruitment), vision training, continuous improvement Training.
- Leveraging the New Autonomy Freedom
 - Stronger industry alignment of courses through partnership with companies such as IBM, ACCA, Oracle, VMWare. AWS, Google etc., More practical oriented, Industry ready, higher end category courses can be launched. Existing courses also can be aligned with industry. (Data Science, CDF, and VISCOM).
 - Implement path breaking, and new Practical Oriented Teaching methodologies
 - Provide faster and bigger ladder to Top performing students which will make them reach higher position than peers in the Job market.
 - Layering degree programs as diplomas to provide multiple exits.
 - Courses to be reorganized with wide, multi-dimensional and interdisciplinary courses
- International University Tie-ups
 - Leverage the autonomy and Rathinam brand to launch international degree programs and twining programs.
 - Foreign University Tie-ups to jointly bid for schemes and consulting
- Rathinavani 90.8 Media can enable good community reach by Rathinam students Community.
- Internship and Placement
 - Potential to use new internship schemes from government to make internships wide and deep.
 - Internship, Part–Time Job, Placement, and Consultancy opportunities by attaching each department to an industry – Leveraging Rathinam IT Park proximity and Rathinam ability to connect to Industry.
 - Leverage NASSCOM and ICT academy relationship for IIP



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- SCHEME FUNDING AND RESARCH
 - To achieve more schemes in DST and DBT.
 - Multi Institution Campus with potential for Collaborative Research and Consultancy.
- Scope for ADD-ON programs:
 - 25% of the students from Mathematics and 21% of the students from Computer Science and Mathematics group. Totally 46% of students from Mathematics group - Scope for training the students to focus on UPSC, TNPSC & Competitive examinations.
- Implement the idea of treating Alumni as a perenial asset to improve in all aspects.

THREAT:

- Growth of Online and MOOC courses.
- Starting of more Government Colleges.
- Maintaining Ranking and Accreditation with new outcomes and expectations
- Frequent changes and Interference of authorities in the Institutions Plan, Process and Growth.
- Technology implementation challenges specifically with platforms becoming obsolete.

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Strategic Goals:

The IQAC in consultation with the Management and following the Mission and Vision of the Institution and the quality policy and verifying the SWOC analysis and after having several discussions and planning with HoDs, the Institutions Strategic Goals are defined and the deployment document was prepared.

Institution Strategic Goals:

The institution goals focus on the following areas as objective – Curriculum Innovation, Teaching Innovations for Better Outcomes, Faculty team and Organization Building, Infrastructure and General Administration, Research and Consultancy, Admissions and Revenue and Alumni. In each area, several goals (initiative) are identified, the following are the detailed goals in each area.

Curriculum Innovation

- Increasing the strength of Industry members on Curriculum board
- Launching Industry Driven Programs blended with standalone courses
- Getting Industry to Setup Labs and provide curriculum
- Fast Learners –Early Employment with more Internship and Intense Programs
- Layering Degree Programs as Multiple Diplomas

Teaching Innovations for Better Outcomes

- Implement OBE, CBCS, ODE
- Effective Blended Teaching Implementation with Technology
- Project and practical oriented Teaching – Activity record and more assignments
- Changes to Assessment Methods and flexibility for SPORTS, NCC, NSS, and Entrepreneur visionary

Faculty, Team, and Organizational Building

- Programs and Incentives for enriching qualification
- Programs and Incentives for involving in administration, management and leadership activities



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- Rathinam Youtube channel and Learning Management System (LMS) to be developed with video lecture, Animation Content, Visual Experiments.
- Schemes for faculty into continuous enhancement mode
- Training and Process to make staff Target Oriented and Process to get staff collaborate to define a plan
- Better salary for result oriented research faculty and Schemes to attract and recruit good Leadership and faculty
- Leadership Training for HODs and Leadership Team

Infrastructure and General Administration

- Good ERP Implementation
- Increase touch points with Parents
- Uniform and Uniform CODE for students
- Clean Environment and Energy Efficient awareness programs

Research and Consultancy

- Incentive Programs for Good Research work, publications and Industry Collaborative publications
- Training, interaction-processes, and incentives for consulting work and increasing the staff – industry touch points

Admissions and Revenue

- Strength increase along with fee increase
- Optimal Infra utilization – Mobilizing Funds
- Foreign University programs
- Increase the strength of International Students

Alumni

- Alumni meets, interactions and Exhibitions
- Making Alumni Portal Effective

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OBJECTIVE: CURRICULUM INNOVATION

Leverage the freedom provided in the new guidelines for autonomous institutions to the maximum extent to offer best industry integrated courses and curriculum. Our students must be one of the best among their peers when they compete for jobs and pursue higher studies in premium higher education institutions in India and abroad, and entrepreneurship.

INITIATIVE 1

Strengthen Industry members on Curriculum board (*two Companies in each department*)

Strategy / Tactics / Intervention

1. Profile the involvement of industry members in the board through a defined process and make changes where ever required.
2. Rate industry and motivate industry contributors
3. Placement & Industry head to provide a list of potential references to each department
4. Tap into immediate Alumni for represent in BOS
5. Train the staff on how to approach the company and present the possible services

Time Line:

- 12 months – All Possible Depts should have one 'A' grade industry contributor

A Grade: the person and company with good brand, the person should be involved and ready to spend his valuable time, Knowledge level of person should be high in the relevant field.

INITIATIVE 2

Launching Industry Driven Programs blended with stand-alone courses (IBM, NSDC, ACCA, i-Nurture etc.,)

Strategy / Tactics / Intervention

1. Do a study on those courses in Leading and Ranking colleges around



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- a. Identify good and valuable certification programs in demand from industries and include it in curriculum (OR) Run as a separate program, branded and run by the Industry.
2. Identify and push for subjects to be taught by industry / certification body.
3. Continuously rate the programs based on three key parameters (Admission, Placement, demonstration of student abilities and Society / National Development).

Time Line:

- 20% to 30% of courses to be identified and incorporated 2018-19

INITIATIVE 3

Getting Industry to Setup Labs and provide curriculum (DELL – EMC, Texas Instrument Lab)

Strategy / Tactics / Intervention

1. Identify branded Tools, Language, and Software to be deployed in collaboration with Industry.
2. Providing Training – Train the Trainer and student training by the Industry.

Time Line:

- 10% of Lab Courses should be converted before 2019 - 20

INITIATIVE 4

Fast Learners –Early Employment with more Internship and Intense Programs.

Strategy / Tactics / Intervention

1. Top 20% of each class with CGPA of 6.0 and above shall be categorized as Fast Learners and option made available to complete the final semester papers through MOOC / NPTEL / SWAYAM / Thesis Submission either earlier (or) during final

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semester. Final semester internship / employment in an industry accepted by the college or entrepreneurship initiative accepted by the college is in this option.

Time Line:

- 5% of the students during 2020 - 21.

INITIATIVE 5

Layering Degree Programs as Multiple Diplomas. In the first two years, at the end of every year if the student completes a project successfully and passes all papers in the year, he will get a diploma. If there is an arrear in the year, the Diploma will be given only after passing the papers.

Strategy / Tactics / Intervention

1. Structure the 'Diplomas in Degree Box' scheme is an innovative method so that it is inspiring for the students.
2. Department has to change curriculum structure to satisfy the requirements of Diploma after completing each year.

Time Line:

1. All the courses will be aligned as per the above process during AY 2021 - 22.

Outcomes of the objective

1. Remarkable improvement in practical knowledge of the students
2. Good students to Excel and become great
3. Better industry relation leading to better Placements
4. Lower drop out due to multiple exit
5. Student prospect Improvement in Placement, Higher Educations, Entrepreneurship



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OBJECTIVE: TEACHING INNOVATIONS FOR BETTER OUTCOMES

Innovative Teaching becomes even more important for developing the next generation of innovators and creative thinkers. It ignites the passion for learning and provides students with the tools they need to make them industry ready and succeed in the current scenario. To make the students to be more on practical oriented and to enrich the skill value.

INITIATIVE 1

Implement OBE, CBCS, ODE

Strategy / Tactics / Intervention

1. Providing enough training to faculty members on Outcome Based Education (OBE) with Revised Blooms Taxonomy (RBT).
2. Creating a platform and making required changes in the syllabus which relies on OBE and Choice Based Credit System (CBCS).
3. Implementing the software (LMS & ERP) for handling CBCS and OBE.
4. Individual student's outcome on each course will be assessed and should be attained.

Time Line:

- November 2018 – OBE – RBT awareness and hands on training will be completed.
- December 2018 – OBE – RBT attainment for one course will be completed.
- March 2019 – CBCS Curriculum pattern to be completed and approved by respective board and councils.
- March 2019 – Awareness program to the students on CBCS pattern. Trail run on ERP regarding the CBCS selection by students.

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- June 2019 onwards, all the internal assessments will be based on OBE – RBT.

INITIATIVE 2

Effective Blended Teaching Implementation with Technology

Strategy / Tactics / Intervention

1. Blending the Video tutorials, ICT, Simulation tools and expert talks with in the regular teaching modules will facilitate the students to understand the subject practically instead of mere theoretical knowledge.
2. To implement each subject handling faculty has to prepare the Course Plan and Activity chart prior to the commencement of the semester and made available in the system.

Time Line:

- Before the commencement of semester, the faculty has to prepare and submit the course plan and Activity chart to the IQAC.

INITIATIVE 3

Project and practical oriented Teaching – Activity record and more assignments

Strategy / Tactics / Intervention

1. To provide practical oriented Teaching, the faculty members have to give the course outline with Activity plan to students well in advance.
2. Prior to the semester start, the faculty members have to share the course content and the video content of the topic (if available) and the online courses available related to the subject to the students.

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3. Prior to each class, the student must go through the topic as per the given material and must come with required knowledge about the topic to be taught on the day.
4. Student shall be given a record note for possible subject; they need to perform activity in the subject for the entire semester. This will be assessed every week and the marks shall be awarded.
5. During the course of study, an industrial training, a mini project and a capstone project to be completed.

Time Line:

1. Course outline and Activity plan has to be submitted by the Faculty a week before the commencement of the Semester.
2. During the End of First year – 10 days industrial training has to be undergone by the student as internship and the industrial training report to be submitted. During the end of second year – a mini-project needs to be completed by the student and the same to be submitted. In the sixth semester, a capstone project needs to be completed and submitted.

INITIATIVE 4

Changes to Assessment Methods and flexibility for SPORTS, NCC, NSS, and Entrepreneur visionary

Strategy / Tactics / Intervention

1. Subject Faculty shall decide the internal components from the following
 - a) Internal Test (mandatory) – 5 Marks
 - b) Attendance (mandatory) – 5 Marks
 - c) Activity Record (mandatory) – 5 Marks
 - d) Model (Mandatory) – 10 Marks

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From the following, faculty may choose any three for remaining 15 marks.

- Online MCQ test – 2 Test per subject
- Seminar – (related to the subject but not in the syllabus)
- Online MOOC course to be completed
- Quiz – twice, Surprise test and open book test
- External Participation (related to subject – Seminar/Conference/workshop)
- Innovative Product / project done
- Examination schedule is flexible for the sports, NCC, NSS and Entrepreneur students forwarded by the respective heads through Principal.

3. Question paper for the student will be compiled based on their performance / ability in the online exam. The grade will be given in three levels (Entry, Average and Expert) (**Decision tree**)

Time Line:

1. Internal Component flexibility will be made available to staff – June 2020.
2. Assessment method flexibility will be made available for students – November 2021.

Outcome of the Objective:

- Performance of outcome level of the students will be improved and the same will be verified through OBE.
- Students will be well informed in subject, that leads to more placement in core companies with higher pay.

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Objective: Faculty, Team, and Organizational Building

Faculty team is the key element of the organization. Teachers play predominant role in the successful live of the students while they face challenges. They create an impact what and how students learn every day in the classroom, and their encouragement and nurturing help students do their best and reach their goals. But their influence goes beyond what we see in the day-to-day interactions within the class rooms. Team work provides effective improvement in the organization.

INITIATIVE 1:

Programs and Incentives for enriching qualification.

Strategy / Tactics / Intervention

1. Awareness and strategy sessions will be conducted twice in a year for clearing NET / SET exams.
2. Motivating the faculty members to complete Ph.D within Five years.
3. Research Cell will guide the faculty members to complete their Ph.D.
4. Incentive structure will be revised and the incentives will be given to faculty members completing the NET / SET / Ph.D.
5. Awards will be made to the faculty members who have acquired the qualification mentioned within the stipulated period.

Time Line:

Faculty members with eligibility (either NET / SET or PhD)

- **40% of the total faculty will be completed Ph.D**

INITIATIVE 2:

Programs and Incentives for involving in administration, management and leadership activities.

Strategy / Tactics / Intervention

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1. Faculty members in addition to their responsibility, involving in the clubs, NSS, NCC, YRC, Transport in-charge, Hostel In-charge, Temple In-charge, Floor In-charge, Admission Counseling duty and etc., shall be given an incentive when there is reasonable outcome in the above mentioned.
2. HOD's are given an incentive for their role.
3. Faculty Tour along with their family members shall be arranged every two years.
4. Faculty recognition will be conducted once in a semester and the top 10 performers will be given incentive.

Time Line:

- As and when the performance is observed, the incentive will be paid.
- Faculty recognition will be conducted once in a semester.

INITIATIVE 3:

Rathinam Youtube channel and Learning Management System (LMS) to be developed with video lecture, Animation Content, Visual Experiments.

Strategy / Tactics / Intervention

- Each faculty has to prepare a video lecture in the subject taught for certain topics or entire Syllabus.
- The video to be uploaded in the YouTube channel / Learning Management System and same will be notified by the Students to access.
- Best faculty will be recognized and awarded.

Time Line:

- All faculties should upload minimum of 5 to 10 minutes video on or before November 2018 for the subjects handled in ODD Semester.
- For the subjects handling in EVEN Semester, the short video lecture to be completed on or before December 2018.

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- Rathinam Learning Management System will be implemented from the Academic year 2018 – 19.

INITIATIVE 4:

Schemes for faculty into continuous enhancement mode

Strategy / Tactics / Intervention

- Faculty members have to complete a MOOC Course in the online course portal – Courseera, Edx to enrich their knowledge.
- Attend the Faculty development programme (FDP) in their core area.
- **Those completed MOOC courses and FDP will be given consideration in API Score of yearly KRA process.**

Time Line:

- To be followed every Year.
- Each faculty has to complete two FDP in an Academic year.

INITIATIVE 5:

Training and Process to make staff Target Oriented and Process to get staff collaborate to define a plan

Strategy / Tactics / Intervention

- Faculty orientation program(Yoga, Self-realization, Managerial training, confidence building) and review process will be conducted every semester for planning and process.
- Each faculty will be assessed in every half yearly

Time Line:

- Orientation will be conducted before the commencement of the semester.

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- Through AQAR – semester wise plan will be assigned.
- Through KRA Process – Semester wise performance will be assessed.

INITIATIVE 6:

Better salary for result oriented research faculty and Schemes to attract and recruit good Leadership and faculty

Strategy / Tactics / Intervention

- Faculty members who perform well in research will be honored with incentive.
- Housing shall be provided and their kids shall study in our group of institutions with a Special Scholarship.
- **Incentive** structure will be revised with 20% variable pay hike for the faculty members with research outcome.
- More facilities for leaders and faculty especially – international experts. (with housing, kids' education in our group, Transport support, National / International Tour package).

Time Line:

- Incentive structure revision and honoring shall be done as and when required.
- Housing will be made possible by March 2021.

INITIATIVE 7:

Leadership Training for HODs and Leadership Team

Strategy / Tactics / Intervention

- HoD's will be given training on stress management, team building, time management, Self-realization, responsibility building, Motivation, Confidence building, financial management and technology handling.



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- Motivate to attend the faculty development session on Leadership skills organized by professional agencies. Minimum of one Leadership program to be attended by HoD in a year.
- HoD has to undergo online course on MOOC related to leadership skills.

Time Line:

- Training session will be conducted on every year.

Outcome of the objective:

- Faculty bonding with the institution will be improved so more faculty members will develop themselves and contribute for the Institution's growth.
- Leadership skills of the faculty shall be enhanced and reflect in the Institution performances like Academic, Co-curricular, Research & Development, and overall Ranking of the institution.

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Objective: Infrastructure and General Administration

Working towards the infrastructure improvements **through by availing** sustainable practices to modernize facilities, integrate ERP, improve its access, campus safety and create engaged learning spaces. To build better organizational system, it is the need of the hour to concentrate on the following structures, policies, and procedures that emphasize collaboration, inclusion and shared responsibility.

INITIATIVE 1:

Good ERP Implementation

Strategy / Tactics / Intervention

- Good ERP will be identified and the implementation process will be formulated.
- Faculty, and Student orientation will be conducted.
- All the documents (which ever possible) will be maintained digitally.
- Convert all possible activities of academic and administration in to online.

Time Line:

- March 2019 the new ERP will start functioning.
- June 2019 onwards, OBE and CBCS will be followed in the ERP.
- **Office 365 implementation in all aspects**

INITIATIVE 2:

Increase touch points with Parents

Strategy / Tactics / Intervention

- More efficient Tutor Ward - Parent communication will be established.
- Tutor Parent Whatsapp / Phone communication will be done as and when need arises.

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- Twice in a year, Parents teacher meeting will be conducted after the announcement of ESE results.
- Information related Students, and growth of the institution shall be shared to the parents.

Time Line:

- PTA meeting will be conducted semester once.
- As and when required – Tutor Parent communication and meetings.

INITIATIVE 3:

Uniform and Uniform CODE for students

Strategy / Tactics / Intervention

- Grey Shirt, Black Pants, Black Shocks and Black Formal Shoe for boys and grey churidar with black shawl for girls will be followed on every Monday.
- SOP for dress code will be devised and the same will be followed on other days.

Time Line:

- HoD's and AO are responsible for the implementation for Uniform and Dress code.

INITIATIVE 4:

Clean Environment and Energy Efficient awareness programs

Strategy / Tactics / Intervention

- Students and faculty members are given cleanliness awareness program through NSS and Nature Club.
- Women's club will provide orientation to the women faculty members and girl students regarding usage of napkin vending and incinerator.
- Awareness program on Energy efficient and saving will be provided to faculty members and students.



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- Floor in charge should be educated to keep the unused electrical and electronic equipment's to be switched off.

Time Line:

- Awareness program will be conducted once in a semester with experts and same will be monitored.

Outcome of the Objective:

- Improves demand in admissions.
- Energy optimization and utilization of Infrastructure will be improved.
- Campus will be more hygienic and cleaner.
- Student's attitude, responsibilities and behavior will be improved.
- Satisfaction level of stakeholders will be improved. (Parents & Employer)

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RESEARCH AND CONSULTANCY

Research is essential for facilitating staff and outstanding student's education and training. It helps in providing a particular texture to the academic environment of the College which further gives a distinctive and distinguishing educational experience to the students and staff. Research and development create the possibility for increased productivity or new product lines. Faculty to undertake consultancy work through which the faculty contributes toward the industrial growth, strengthen institute-industry interface and enrich their professional experience.

INITIATIVE 1:

Incentive Programs for Good Research work, publications and Industry Collaborative publications.

Strategy / Tactics / Intervention

- Faculty members who contribute and got achieved in Research will be given an incentive and 20 to 30% of the project cost excluding the equipments cost as contribution.
- Faculty members are encouraged to publish journal articles in the journals approved by UGC, Elsevier, Impact factor journals and cost of Rs.2000/- will be given as incentive.
- Faculty members who publish journal articles in Scopus indexed / Web of Science indexed and publications in association with Industry shall be incentivized as per policy.
- To improve the publication ratio and the ScopusIndexed Ratio, awareness session will be conducted through the research cell.

Time Line:

- Once in a semester – Research Cell will organize an awareness session on writing research articles.
- Incentive will be paid every month once the publication is made. And Good research work will be awarded with cash.

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INITIATIVE2:

Training, interaction-processes, and incentives for consulting work and increasing the staff – industry touch points.

Strategy / Tactics / Intervention

- Training session will be conducted to faculty members on identifying their area of skill and expertise to serve the industry.
- Faculty members has to interact with the industry in person or through Placement officer for requesting any consultancy work.
- Placement & Industry head to provide a list of potential companies and references in the company to be contacted by departments (Advisors + Head of the Institutions).
- Contact alumni network and explore the potential company.
- Reward for successfully complemented consultancy work and the revenue generated will be given back to the faculty and department as per policy.

Time Line:

- During December 2017, an amount of Rs.3 Lakhs will be generated through consultancy.
- During December 2019, an amount of Rs.5 Lakhs will be generated through consultancy.

Outcome of the Objective:

- Research culture among students and staff, Revenue through research and Consultancy, Industry-Institute interface will be improved.

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ADMISSIONS and REVENUE

When it comes to generating revenue of the institution, the main areas to be focused on are Admissions, infrastructure utilization, add-on degree / diploma / certificate courses and increasing the international linkages in terms of admission and exchange programs.

INITIATIVE 1:

Strength increase along with fee increase

Strategy / Tactics / Intervention

- Increase in intake by introducing the New UG Courses and PG Courses. Also there should be no vacancy of sanctioned seats in the courses offered.
- Fee shall be increased, during 2018-2019, the average may be increased 15 to 30% every year.
- Shift System shall be implemented, through which the existing infrastructure will be utilized and the students' strength will be increased and the income shall be improved.
- Focused marketing will be conducted to complete the admission in time and to create the demand ratio in higher level. As of now, the demand ratio is 1:1 for all the courses except few, this shall be improved to 1:2 (Number of seat with Number of applications received).

Time Line:

- June 2018 – 5 New Courses to be introduced
- June 2019 – 4 New Courses to be introduced.
- June 2020 – 3 New Courses to be introduced.
- June 2021 – 2 New Courses to be introduced



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INITIATIVE 2:

Optimal Infra utilization – Mobilizing Funds

Strategy / Tactics / Intervention

- Providing venue to the external agency for the conduct of online exams, Distance Education Programs, NTA Centre, Auditorium, Seminar Hall, Play grounds and other business process.
- The department shall initiate process in providing training to the external students through external agencies.

Time Line:

- 50K to be generated during 2016 – 17.
- 1L to be generated during 2017 – 18 & 2018 – 19.
- 2L to be generated during 2019 – 20 & 2020 – 21.

INITIATIVE 3:

Foreign University programs

Strategy / Tactics / Intervention

- MoU Signing with Foreign University for offering the Degree Program affiliated to Foreign University, (part of the program in Foreign University – 6 Months to 12 Months)
- Short term Diploma / Certificate program of Foreign University.
- Staff & Student Exchange & Dual Degree program in association with Foreign University.
- Collaborative Research with Foreign University
- Language training – Germany, French



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Time Line:

No. of University tie-ups

- March 2021 - 3 University, 3 Program with 20 students

INITIATIVE 4:

Increase International Students

Strategy / Tactics / Intervention

- International students' intake should be improved gradually. The strength should be increased to 5% of the intake in the next five years. To make the admission to reach that level, the existing students should be managed properly and the teaching learning should be improved.
- Responding, taking care of international Students and make them to feel like their home.
- Scholarships of various countries shall be analyzed and planned.

Time Line:

Number of foreign students to be admitted in each year.

- August 2019 – 75
- August 2020 – 125
- August 2021 - 175

Outcome of the Objective:

- Admissions and income of the institution will be improved.
- Foreign student's strength will be increased.
- Foreign University programs will be launched in the campus.

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ALUMNI

Alumni relations is an important part of an institution's advancement activities for generating the invaluable word-of-mouth marketing among their social and professional networks, to avail their skills and experiences, they may be the great role models for current students and are often well placed to offer practical support to the students as they start their careers. They take their knowledge of the institution to their hometowns and countries and into their professional and social networks. Maintaining communication channels with alumni. Institution will also support the alumni in their professional and personal lives through activities such as the facilitation of social and professional networks to achieve positions of success and influence, which will in turn benefit the institution as they begin to give back.

INITIATIVE 1:

Alumni meets, interactions and Exhibitions

Strategy / Tactics / Intervention

- Alumni Meet will be conducted yearly once either Batch-wise or Department wise.
- 2nd Sunday of February will be the day for Alumni meet.
- Best contributed (students interaction, GL, BOS, event support, internship, Placement) alumna will be honored during Alumni meet.
- Alumna has been given space to exhibit his/her products / services during the alumni meet and College events.
- Rathinam will support the needy alumni for starting new ventures, better job opportunities, Consultancy and support their business as customer.
- For alumni interaction (GL) either in person or via video conferencing, minimum of 4 years old Alumni only invited. Also for each semester the department has to invite minimum of 5 alumni to the department for student interaction.
- A strong subject and industry knowledgeable alumni shall be involved in Academic Advisory, BoS, Internship and Placement.

Time Line:

- Minimum 50 alumni have to visit the departments per semester and interact with students.

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- Support to the alumni
 - March 2017 – 5 Alumni
 - March 2018 – 15 Alumni
 - March 2019 – 25 Alumni
 - March 2020 – 50 Alumni
 - March 2021 – 75 Alumni

INITIATIVE 2:

Making Alumni Portal Effective

Strategy / Tactics / Intervention

- Alumni portal will be maintained and updated day-to-day
- Greeting will be sent to the alumni on their birthday, wedding anniversary.
- Events of the Institution will be updated in the portal.
- Career opportunities / business opportunities of both institution and alumni shall be posted in the Alumni portal.
- One to one interaction with alumni through the portal.
- Existing students shall interact with alumni and get connected and update in the current trends of the industry.

Time Line:

- Alumni portal to be updated daily.
- Alumni coordinator has to update the career and Business opportunities of the Institution in the portal as and when required.

Outcome of the Objective:

- Alumni interaction will be strengthened, which leads to the improvement in Industry interface, admission and student mentoring.

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Strategy Development Plan Implementation and Monitoring:

After the approval of Strategic development plan by the Governing Body of the Institution, the next step is its implementation. During implementation the progress of strategy shall be measured from time to time as per the time line mentioned in each initiative. Hence the measurable success indicators are clearly spelt out in the document. The Principal along with Planning and Development Committee and other team members will be responsible for strategic plan and its deployment.

Implementation at Institution Level:

Goal	Responsibility
Curriculum Innovation	The Principal, BoS Chairpersons, HoDs and Faculty members
Teaching Innovations for Better Outcomes	The Principal, IQAC, Controller of Examinations, HoDs and Faculty members
Faculty, Team, and Organizational Building	The Principal, IQAC, Faculty Development Cell, and HoDs.
Infrastructure and General Administration	The Principal, Administrative Officer, and HoDs
Research and Consultancy	The Principal, Dean – Research & Development, Placement Officer, and HoDs
Admissions and Revenue	The Principal, Administrative Officer and HoDs
Alumni	The Principal, Alumni Association Coordinator and HoDs.



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Monitoring of strategic Development Plan

The implementation of strategic development plan will be monitored time to time by Principal and Planning and Development Committee through periodic review. The Incharge of the Goals 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 Governing Body. With thorough analysis of outcomes and based on IQAC report, the Planning and Development Committee will recommend the corrective actions, need for further processes and deployment of resources.