

## STRATEGIC PLANNING

### Address

VSMCollege (A)  
Ramachandrapuram  
East Godavari dt  
Andhra Pradesh -522355

Website: [www.vsmcollege.org](http://www.vsmcollege.org)

Year of Establishment: 1966

Institutional Status: Autonomous

Affiliated to Adikavi Nannayya University

Re-accredited by NAAC with 'B' Grade



## ABOUT THE INSTITUTION

VSM Degree & PG College Aided self-financed Co-educational Institution was established in 1966 by Educational Society with the programmes BA, BSc, Bcom, MA, & M.Com in 14 acres land with green ambiance and good play ground. Now it is with a strength of Degree and – of PG. Today the college has excellent infrastructure with all the needs of current trends and technologies en route for catering the needs of the students. It has emerged as one of the leading higher educational institutions of the country acquiring NIRF 93<sup>rd</sup> rank. The Institute is affiliated to Adikavi Nannayya University, Rajamahendravaram. It has acquired “B” grade by the NAAC with 2.69 CGPA and also CPE status, it entered into Autonomy status in 2015 and emergent with growing reputation among academia and industry as the destination for Knowledge, skills, Universal values and Global employability.

A strategic plan 2015- 2021 demarking the Institute's direction, structure, crossing point, performance and action plans for implementing the strategy, was drawn up with broad goal of VSM's commitment to provide “ Distinct Environment of Education with Humane Values and Social Commitment”. It

seeks to attract the students from diverse backgrounds and offer them an excellent educational learning experience. It provides an inviting and stimulating ambience for education, extracurricular and co-curricular activities. Personality Development, life-skills and career planning are a part of the holistic development.

### **Vision:**

Institute aims to have excellence in all areas, dedicated to empower the rural youth through skill-oriented and value –based education and transforms them to be globally competitive, industry geared up and socially responsible citizens.

### **MISSION:**

- To make our students are our brand identity. We at **VSM** strive passionately to produce "Versatile", "Self-confident", "Mindful" individuals who contribute positively to their families, society and the nation as a whole.
- To provide holistic education which addresses not just the academic needs but also the emotional, social and ethical necessities for their social well-being.
- To acknowledge that every student is special in his/her own way, and provide numerous opportunities through extra-curricular activities to encourage them to realize their full potential in their own passionate field.
- To sensitize students about the need of the hour - Protecting mother earth through sustainable development.
- To emphasize on social responsibility and imbibe the quality of giving back to the society to our students.
- To encourage and motivate our faculty to be life-long learners.

## **CORE VALUES:**

- Student centric approach
- Knowledge driven education
- Focus on ethics and integrity
- Social accountability and social conscience.

## **OBJECTIVES**

- To ensure that quality education with the best available infrastructure is accessible to all students from rural backgrounds.
- To encourage students and provide an ambience to develop their innate skills along with academics.
- To engage well-settled alumni and industry experts to bring a global perspective to academics.
- To consistently keep upgrading and updating our courses based on current trends and demands of the industry.
- To establish a strong network of alumni and Philanthropists for scholarships and awards to meritorious and economically backward students.
- To provide best job opportunities through our rigorous campus placement programs,
- To positively imbibe into the minds of the students that they need to be socially responsible global citizens.

## **STRENGTHS**

Gigantic campus placed in the heart of the city and has a safe and protective environment.

The College Management is renowned in the field of education for reinforcing culture of educational excellence with humane values and social commitment.

Institute was ranked as one of the best institute regionally and nationally by surveys and rankings,

Institute is offering academia programmes in under-graduation and post-graduation level focusing on regional/national/ global needs enhancing the students skill and knowledge.

Experienced teaching staff and well trained supporting staff.

Faculties of the college regularly give invited talks and offers their expertise as resource persons in national / international seminars /workshops. The same is shared by resourceful faculty from other institutions.

Curriculum is framed as per the industry needs and future cope.

Learner centric teaching –learning process with excellent academic results.

Constant mentoring , monitoring and a good feedback system of students.

Students are trained and groomed to make them industry ready and enhancing their employability skills through career guidance cell.

Good amicable and Ecofriendly ambiance for students to get engage in curricular, co-curricular extra curricular aspects.

The college has adopted a number of innovative and best practices, at the institutional and departmental levels, for quality improvement, students support & progression and green practice.

## **WEAKNESS**

International tie-ups for student and faculty exchange.

Growth in research and publication is inadequate.

Mous and Linkages are limited with industries and institutions for research promotions and consultancy services.

.Patent registrations to be initiated

## **OPPORTUNITIES**

To Institutionalize diverse programmes that meet the market and societal requirements.

To increase focus on mentoring and coaching

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To emphasize on Institute's –Industry and interaction and partnership.

To provoke eminent professors, Ph.D holders and Researchers to share their knowledge and experience with students.

To encourage and develop strong research culture among faculty and students.

To extend effective industry –institute linkages.

Enrollment of students in Internship programmes in different renowned corporate houses & industries.

## **CHALLENGES**

### **To make learning more participatory.**

Research collaborations with Government and Non-Government institutions

Lack of research grants

Funds mobilisation from Govt.

Linkages for consultancy services.

Financial contribution from Alumni.

IQAC plans, guides and monitors the Quality Assurance and Quality Enhancement activities:

To develop a significant system with mindful and consistent programmed actions to improve the academic and organizational performance of the college.

Institution's IQAC has undertaken proactive role in designing a perspective plan for a period of five years starting from 2020-2025. To develop this strategic plan IQAC had taken many initiatives to obtain inputs from all the stake holders :i.e., Management, Principal, faculty, administrative staff, students, alumni, parents and industry.

### **Basis of Present Perspective Plan**

#### **The Quality indicators given by NAAC guidelines.**

Vision and Mission of the college

Implications given by Governing Body

Aims and Objectives of the Perspective Plan

Industry Requirements.

Societal expectations from the college.

To encourage learner centric and effective teaching learning process.

To ensure transparency and credibility in the process of students 'evaluation.

To create a research culture in faculty and student.

To instigate value added and skill development programmes for improving the employability of students.

To motivate students for self employment and to enable them to emerge as enterpreneuers.

To establish transparent appraisal system, efficient and flawless administrative set up.

To ensure smooth working of statutory and non statutory committees/cells.

To enhance the industry institute interaction and the placement service.

### **Curricular Aspects.**

To update the curriculam inrelated to industry inputs.

Strengthen the existing programmes and revise from time to time as per the changes in the industrial requirements.To introduce credit transfer through the adoption online courses through SWAYAM and NPTEL. Creation of LMS and continue Google classes to students for self learning and audio visual resources.

### **Teaching Learning & Evaluation**

Collaollaborations with foreign Universities.

Strengthening the use of ICT in Teaching.

To Utilize budding technologies and activities, such as e-learning and web-based online learning.

To improve academic and personal counselling mechanism.

### **Infrastructure & Learning Resources.**

Infrastructure and learning resources are continuously enhanced as per the need and growing strength of courses and students.

Optimal utilisation of existing infrastructure.

Research, Innovations & Extension.

Recruit and preserve faculty with good research.

Encourage students to take up industry related projects.

To strengthen the collaboration of industry and institutes for research. .

To enhance consultancy services.

### **Student Support and Progression**

Conducting programmes through NCC&NSS for cross cultural awareness through speakers, cells and mentors.

Overall development of the student is encouraged to participate in various cultural, co-curricular and sports activities along with academic involvement.

Initiate programmes to promote cross-cultural awareness through guest lectures and cell activities.

Encouraging Participation in co-curricular and extracurricular aspects.

To be in connect with Alumni.

### **Governance, Leadership & Management.**

Apply for Centre for Potential Excellence by UGC.

Apply for Collaboration and financial assistance for developing facilities and organising seminars / conferences etc.

### **Institutional Values & Best Practices**

Recognize community and social development work.

Identify challenges of society for involving in work.

Provide vocational training /job oriented training as per local needs at the Institute

Conducting time to time awareness programmes.

### **Conclusion**

The entire Institute's efforts are for paving way towards accomplishing its goals and to implement it with proper strategic team work. This emphasizes the role of IQAC in ensuring the quality of implementation.