



Nasra College of Arts & Science

**THIRURKKAD (PO), MALAPPURAM DT- KERALA 679321
(AFFILIATED TO THE UNIVERSITY OF CALICUT)**

**INTERNAL QUALITY ASSURANCE CELL
STRATEGIC PLANNING & DEPLOYMENT DOCUMENT**

2020-25

SUMMARY:

As we near 10 years of its inception, we at Nasra College of Arts and Science are keen to draw a road map and an outlet that guides the college to navigate further with clear strategic goals and deployment plan, which encompass the vision and mission of the Institution. It has been inspired by the dream to become and remain a towering lighthouse of enrichment and enlightenment. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals. The Strategic planning and deployment document is based on an analysis of current obstacles, global opportunities thus envisaging the direction towards which organization should move to achieve its set goals and objectives. The effort is to ensure that every exercise of knowledge-based growth is in tandem with the desired focus and flights of ideas.

While formulating the strategic plan and deployment document, care has been taken to involve all stakeholders which is vital for the success of every organization. Effort has been taken to identify clearly the implementation process and monitoring by identifying measurable targets in line with the desired outcomes.

ABOUT THE COLLEGE:

Nasra College of Arts and Science, Tirurkad was established in the academic year 2012-2013. It is a self-financing college, affiliated to the University of Calicut and approved by the Government of Kerala. The institution is run by Nusrathul Islam Trust (Regd.) an educational and charitable society idealized and formed by a group of devoted educationalists and social reformers with the idea of welfare, care and services of the community for more than five decades. The institution remains as a milestone in the field of modern education as it provides all facilities for the overall development of the students and thereby to create national feeling.

At present the college offers eight undergraduate programmes (B.Com Computer Application, B.Com Finance, B.Com Co-Operation, BBA, BCA, BSc Mathematics, B.A English, B.A Sociology) and , one post graduate programme M.Com (Finance).

The college is accessible from all sides of the locality. It is situated at Tirukad (Kozhikode-Palakkad NH-213) 3 km away from Angadipuram Railway Station. 5 km from Perinthalmanna town and 15 kms from the district headquarters at Malappuram.

VISION & MISSION:

VISION

Mould individuals to become self reliant, socially committed and responsible citizens.

MISSION

- To develop the Institution as a center of excellence by creating state of the art infrastructural facilities and by providing a diverse, inclusive and disciplined environment that help the students and the teachers to flourish.
- To provide education of quality especially to the backward and the weaker sections of the society .
- To inculcate human values and spirit of service to the community and the nation.
- To promote entrepreneurial attitude and self employment.

AIMS AND OBJECTIVES

- ✓ Generate and disseminate new knowledge
- ✓ Inclusive education by making it accessible to all sections of society
- ✓ Develop a sense of unity in areas of knowledge

SWOC ANALYSIS

STRENGTHS

- Rich legacy of excellence of Nusrathul Islam Trust in education and altruistic discourses for almost one decade.
- Quality ensuring initiatives with well-structured tutorial and mentoring systems.
- Focused investment in providing the best infrastructure.
- Ample student exposure to field visits and residential camps.
- Student-teacher rapport conducive for interpersonal skill development.
- Student involvement in co-curricular activities inculcating leadership qualities
- Recognized for contribution to community-based practice.
- Known for its quality education and serene, secure campus.
- Easily accessible location in Kozhikode-Palakkad highway.
- Socially committed, proactive and visionary management; decentralized governance and administration.
- Healthy and amicable relationship among the Management and stakeholders.
- A rich arena of academic programmes envisioned on gender equity.
- Commendable community service through extension and outreach activities.
- Highly committed, vibrant and young pool of qualified faculty members & administrative staff.
- Academic and administrative audit conducted regularly

- Serene, eco-friendly and lush campus make the teaching-learning exercise fruitful and hassle free.
- Academic collaboration & student and staff exchanges facilitate co-hosting of National/State level conferences and workshops.
- Skill-oriented Certificate courses.
- Various clubs and forums ensure appropriate enhancement of students' artistic skills.
- Strong support for extracurricular and sport activities.
- NSS and Palliative club play a vital role in nurturing human values.
- Skill development training under ED Club.
- Special welfare measures for staff members and financial support to economically backward students.
- Well-facilitated residential facilities for male and female students along with mentorship and compulsory certificate course.
- Faculty development programmes are regularly conducted.
- CCTV surveilled campus ensures safety of students, faculty and other staff.
- Shared campus resources with sister institutions and neighbouring institutions cultivate a strong sense of community and sustainability.
- Discipline oriented and socially committed pedagogy.

WEAKNESS

- Being self-financed, the College has no membership in Academic bodies of the University hindering the scope for taking part in curriculum planning and question paper preparation.
- Lack of external financial grants/supports

- Faculty members with research experience are low in number. A centre for Research and Consultancy has to be established.
- Economically backward parents are high in number and they face financial challenges.
- Student drop-outs after marriage is common and it creates a dearth in pursuing higher education.
- Classrooms and the library are not ICT enabled and the faculty is not well versed in technology.

OPPORTUNITIES

- Overseas students can be enrolled in relevant programmes.
- Fee structure is low or reasonable.
- Inclusive admissions attract more students to commerce and management programmes.
- Growing demand for commerce and management professionals due to globalization in general and e-commerce in particular.
- Has high potential to add more add-on and certificate courses for academic enrichment.
- Services of Alumni can be channelled to the developmental, academic, research and mentorship activities of the students.
- High potential for enhanced National /International MOUs and linkages for collaborative research & academic exchanges for students and faculty.
- Opportunities for the development of E-content by faculty by enlisting itself as a MOOC centre.

CHALLENGES

- Need to get Government sanction for more new generation courses.
- Need to add more skill enhancement programmes.
- Need to improve student quality/skills for employability and life skills.
(With significant increase in coaching programmes for Competitive Exams, the Institution aims to create a greater number of placements for the students).
- Need to provide exposure for faculties/students in National and International Universities.
- Need to obtain government grants for research and development.
- Need to obtain financial support from government agencies to carry out academic and co- curricular/extra-curricular activities.
- Need to ensure that 100% students complete their programmes.
- encourage continuation of studies and career prospectus of female students and facilitate students' education post marriage and pregnancy.

PREFACE:

Nasra College of Arts and Science drafted out our strategic plan which draws out an action plan for achieving the institution's Mission. The strategic planning process was initiated by the IQAC to give a strategic direction for growth.

STRATEGIC DEVELOPMENT PROCESS:

The governance of the college is anchored on certain core values guided by the principles of Nusrathul Islam Trust, which is one of the prominent minority educational trusts in Kerala. The college has a distinct Vision, Mission and quality policy. The Governing Body felt the need of preparing a strategic development plan for the institution in a formal written document format. The mandate was given to the Principal to develop a strategic plan 2020-25 for the institution. A workshop was organized by the Internal Quality Assurance Cell- 'STRIVE 2025: Road map to Institution Excellence' where the heads of various departments, members of the planning board and the governing body together formulate a strategic plan of the institution. The management and top leadership team met and brainstormed on SWOC and stakeholders' expectations. The Leadership team met a number of times, deliberated in detail about the goals to be achieved by 2025. Each strategy focuses on areas of knowledge delivery which were the guiding pillar for the institution. 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 and formation of quality monitoring committee.
- Educating and training of all employees in Quality enhancement
- Periodic check and guidance for quality improvement
- Establishment of audit team
- Audit for remedial measures
- Promoting best practices
- Annual report preparation and submission

2. Excellence through Academic Progress

- Use of advanced teaching aids and adopt enhanced ICT techniques
- Development of e-Learning resources
- Promote research culture and facilities
- Provide mentoring and personal support
- Evaluation parameters and benchmarking
- Implementation of best practice

3. Faculty excellence & welfare

- Transparent recruitment policy and its implementation
- Continuous staff training for quality improvement
- Best possible work culture and infrastructure facilities
- Staff welfare policy implementation & career advancement schemes •
Rewards and recognitions
- Increase deputation for seminars conferences and workshops
- Support for research consultancy and innovations

4. Student Development & Participation

- Budget allocation for student development programs and activities
- Students trainings and placement activities
- Increase students' representation in various committee and cell
- Introduce Job-oriented new generation courses, Integrated courses, Diploma & Certificate courses
- Rewards and recognition of achievers
- Promote participation in extracurricular activities
- Participation in social and welfare activities
- Provide global career guidance
- Provide better scope for Value Education courses
- Provide athletic opportunities to participate in state and national level
- Initiate students exchange programs at National and international levels
- Create a consortium of Poets and encourage students & faculty to publish their creative output.

5. Stabilize and enhance Financial Performance

- Framing and implementation of purchase and financial policies
- Department-wise budget planning and allocation
- Forecasting income and expenditure
- Effective functioning of purchase committee
- Budget formulation and approval through finance committee
- MoUs with industries

- Support for internships, visits, trainings and guest lectures
- Providing opportunities for Industry based /sponsored projects

6. Infrastructure

- Smart classrooms, tutorials, seminar halls
- Modernization of laboratory and equipment
- Library infrastructure upgradation
- Increased facilities for e-Learning
- Safety and security management
- Develop water facility and medical facility
- Developing sport facilities indoor and outdoor
- Renewable energy usage
- Hygiene, zero plastic and green campus
- Counselling Centre
- Employability Centre

7. Community Services & Outreach Activities

- Identify community and social development work
- Identify challenges of society for developmental work
- Educational support to village people in the locality
- Conducting awareness camps in the locality.
- Initiate a Special Disaster Management Cell
- Work hand in hand with any organization Government, foreign or private, for improving our social work standards.
- Public Health Administration will be initiated.

8. Women Empowerment

- Increasing facilities for female students
- Strengthening the activities of Women Development Cell
- Skill enhancement programmes for girls
- Certified training in Self-defence
- Enhanced Entrepreneur Development programmes
- Awareness programme on Sexual reproduction, Family Health and Nutrition.
- Incorporate courses on Intellectual Property Rights, Logistics and Women Banking.

9. Research & Innovation

- Upgrade Research Promotion Cell with facilities for interdisciplinary research
- Establish a Research area in the Library with academic journals

10. Skill Education

- Introducing more skill oriented add on and certificate programmes
- MoUs with various skill sectors
- Fund mobilization to start skill development programmes
- Facilitate Internship of students in reputed industries

CONCLUSION:

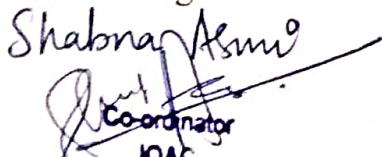
It has been an eventful journey of 8 years and Nasra College of Arts and Science intends to cross many more miles in the path of excellence. Endeavouring to evolve into a comprehensive academic institution, our ethos is organically attached to human welfare through compassion and integrity. We believe in empowerment through education and then further through the application of knowledge for human welfare. Formulating a strategic and deployment plan doesn't ensure success, but it definitely provides a guiding framework which is a collective effort 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 is a process that requires continuous evolution and emphasizes the role of IQAC in ensuring the quality of implementation of Strategic Plan & Deployment.


IQAC CO-ordinator


Principal

Vice Principal

Manager


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