Strategic Plan

The College has 15 teaching departments that offer undergraduate, 11 postgraduate and various research programmes. All the departments actively engage in quality research in thrust areas and publish their research papers in national and international peer-reviewed journals, UGC Care/Scopus-listed journals and books. The faculty members undertake sponsored research projects and collaborate with organizations of international repute. The college focuses on the holistic development of the students in a well-planned manner. College mentors the students through the Guidance and Counselling and Placement Cell. The students are mentored to develop professional competitiveness, ethics, human values, social responsibility and environmental consciousness. The College continuously tries to upgrade its infrastructure and learning resources by providing physical and IT infrastructure, good departmental and Library resources, e-journals, and databases. It has strived to keep up with the increasing need to enhance infrastructure with several new PG courses and new subjects like Geography, Mathematics and Statistics being introduced. The College is committed to pursue its vision and mission of educating and empowering the learners to realize their potential through righteous blending of knowledge, skills, ethics and values for serving society. It is prepared to embrace future challenges and keep moving on the path of excellence, innovation and enlightenment.

PLANNING PROCESS

The College has reaffirmed its pursuit of excellence by redefining its Values, Vision, Mission, Objectives and Strategic plan. The Principal and IQAC of the college with its faculty members draft, develop and document the College's futuristic academic architecture in the form of a Vision Document and Strategic Plan of the University. It is prepared by active consultation with experts, deans, heads of different departments, officers, faculties, students and other stakeholders. The brainstorming sessions of this task group along with the stakeholders had made a strong plea to identify thrust areas for the College, besides working on its global perspective outlook for the next ten years. The present document not only sets out the goals of the College but also brings out the details of our focused efforts in the well-defined areas of performance. This document, in part, will equip functionaries and beneficiaries of the organisation to understand the aspirations of the College and how these will be achieved.

VALUES

- The College's commitment to its vision and mission is reflected by value-based conduct and behaviours of faculty, staff and students in all areas.
- **Our Motto:** Education as Service
- **Vision of the College:**
  - Modernity with Tradition.
  - Freedom with Responsibility.
  - Power with duty.
- **Mission of the College:**
  - *To provide quality education.*
  - *To create empathy, and awareness of human rights, value systems and cultural heritage.*
  - *To create a scientific temper and respect for the environment.*
  - *To equip and empower students with relevant knowledge, competence, and creativity to face global challenges.*
  - *To facilitate optimum use of human and natural resources for sustainable development.*
  - *To promote and practice inclusive growth.*
  - *To pursue student-centric learning.*
  - *To achieve innovations in teaching-learning, research and extension activities.*
  - *To promote participation of all stakeholders in the development of the College.*

Core values are fundamental and universal in nature that act as invisible force guiding thought processes, conduct and behaviour of faculty, staff and students.

1. Trusteeship - Acting as a custodian or trustee while discharging responsibilities and utilizing resources for the welfare of stakeholders.

2. Integrity – Practicing duties truthfully and justifiably, displayed through righteous conduct in all accomplishments.

3. Excellence – Continuously delivering outstanding quality by fostering intellectual growth.

4. Equality - Involving all cross-sections of society by providing equal opportunity to all in pursuit of higher education, jobs and other activities.

5. Respect - Being respectful to the organization, job, its functionaries and beneficiaries and while dealing with other people.

6. Sustainability – Having concern for nature, environment and resource utilization for long lasting, safe and better future.

7. Innovation - Having an unending quest for discovering new ideas in all areas of performance, enriched by diversity in thoughts, actions and leadership.

Workplace Values: Workplace values act as a set of guiding principles describing the general code of conduct for moral and ethical behaviour of faculty, staff and students in all endeavours.

1. Accountability - Being responsible and answerable for all accomplishments.

2. Transparency - Visibility and accessibility of information and practices to all concerned.

3. Discipline - Being sincere, regular, punctual and rule-abiding.

4. Justice - Being honest, fair and righteous, guided by conscience and wisdom

5. Perseverance - Putting continuous and sincere efforts to achieve targets despite all challenges

6. Competency – Acquiring knowledge and skills for doing things efficiently and successfully.

7. Empathy - Being humane and treating each individual with dignity and respect

8. Teamwork - Working together to achieve a common goal.

9. Conservation - Optimal utilization of resources and energy to reduce, reuse, recreate, rethink and recycle in the best possible way.

VISION "Emerge as a premier higher learning institution by creating, advancing and disseminating knowledge with collective wisdom, through value-imbued holistic education for a peaceful, sustainable and humane society".

. • Intake of quality students is assured through standardized national-level entrance tests (by NTA) and a well-defined admission process.

• Highly qualified, competent, experienced Faculty with diversified backgrounds and industry exposure.

• Transparency in the examination and evaluation process.

• Strong research base with quality publications, funded research projects in identified thrust areas supported by adequate available resources.

• Exemplar teaching and research facilities such as laboratories, libraries, electronic databases, teaching aids, networked computers, ICT-enabled classrooms, Campus-wide Wi-Fi connectivity.

• Proactive Placement Cell and Career Counselling Cell to facilitate appropriate employment.

• Emphasis on promotion of holistic development of students through co-curricular, extracurricular, and extension activities.

• Strong Alumni presence in Global and National level public and private organizations in diverse areas connected through registered College Alumni Association.

• Visionary and transformational leadership for academic and administrative excellence.

• Continuous quality assurance, sustenance and enhancement through well-defined processes.

• Eco-friendly campus with well-defined Green University Policy, Green Audit and Green Calendar.

• Significant contribution to developing instructional material like educational films, e-contents, and multicasting for facilitating virtual learning.

Institutional Preparedness for NEP

• Use of blended teaching methodology involving traditional, interactive, and ICT-enabled pedagogical techniques.

• Bringing rigour to teaching-learning processes by implementing multidisciplinary course curriculum, session plans, student assignments, regularity, participation and involvement.

• Well-designed examination systems with transparent evaluation processes.

• Developing quality study material available as e-content on the website and in the library.

• Introducing newer online and distance learning courses.

• Encouraging ICT-enabled teaching and use of multimedia virtual classrooms.

• Regular student feedback on teaching-learning process, curriculum and administrative facilities to ensure quality control and regular updating.

• Designing and launching Job-oriented professional and Vocational programmes of short-term duration offered as diploma and certificate courses. (The College is running diploma courses in Spoken English and Fashion design and has started new courses in Yoga and 6-month certificate course in Indian Classical Dance, Kathak)

RESEARCH AND INNOVATION

The College is committed to high-quality research and innovation. To facilitate research activities, the University has developed a well-drafted Research Policy to guide, encourage, fund, support and monitor core and interdisciplinary research. Institutions and individuals are encouraged to achieve and sustain research excellence.

Objectives

• To promote multidisciplinary research in new, emerging and thrust areas.

• To create an environment and facilities for interdisciplinary research.

Strategies

• Popularizing and implementing University research policy.

• Creating and supporting a research environment for high-quality research by students and faculty.

• Encouraging quality research in intradisciplinary and interdisciplinary areas.

• Undertaking research with industry collaboration focusing on practical problems and applications in real-life situations.

• Identifying thrust areas and issues for fundamental and applied research.

• Promoting high ethical standards in research.

• Supporting faculty and student participation in research-related events such as paper presentations in seminars, conferences, workshops, training programmes, and faculty development programmes.

- Encouraging faculty and scholars to publish in high-quality peer-reviewed and UGC Care/Scopus listed journals with impact factor and high ratings.

- Sharing research funding, collaboration, scholarships, and fellowship-related information to all concerned.

- Facilitating faculty publications such as books, monographs, working papers, case studies, study material and other academic literature

- Arranging for infrastructural support including buildings, equipments, databases, books, journals and other facilities as required for pursuing research on campus.

COLLABORATIONS

The College shall promote collaborations in research, teaching and employment at the National and International level.

- To identify opportunities and create facilities for attracting foreign students, researchers and teachers to the University

- To identify opportunities for the students and teachers of the University to get exposed to international teaching and research.

Strategies

- Entering into collaborative arrangements with reputed academic institutions, research institutions and industry forums to create opportunities for students and faculty

- Exploring the possibilities of collaborations with Companies for training and employment opportunities for students.

- Promoting the work of its students and teachers on academically important platforms and forums.

- Creating Infrastructure for hosting International researchers, teachers and students.

- Developing online course content and modules

- Forming strategic alliances with prominent universities / eminent professors for Virtual Lectures and Lectures in person

- Developing Tie-ups with apex and regulatory bodies for grants/funds, policy guidelines, developmental programs and other resources.

GLOBALIZATION

Globalization presents a borderless, connected, informed, and interdependent world. It provides a common ground for all institutions to compete and excel. On one hand, it presents enormous opportunities for development and growth, whereas, on the other hand, it brings complexities and challenges to be faced. To strengthen its position in India and abroad, the University aims at incorporating global perspective in all areas of performance.

Objectives

- To establish benchmarks with a global perspective in key areas of academic and administrative performance.
- To encourage greater participation in international bodies, events and certifications.
- Developing a culture of excellence by establishing benchmarks at par with global standards.
- Creating quality orientation in all areas of performance.
- Updating teaching-learning processes with global standards.
- Introducing innovative academic programmes with global requirements and acceptability.
- Encouraging and supporting participation in international events – conventions, seminars, conferences, workshops, training programs, short-term courses, exhibitions, competitive events etc.

CAPACITY BUILDING

Excellence is achieved through outstanding performance by competent and committed people. The College is committed to provide amenities, support and freedom to its faculty and staff for unleashing their talents.

Objectives

- To develop world-class competencies for academic and administrative excellence.

• To attract, develop, reward and retain academic and administrative staff of high calibre

. • Providing opportunities and facilities for developing the teaching and research skills of faculty members.

• Developing IT skills of its faculty and staff members.

• Organizing staff training for behavioral modifications and developing technical skills.

• Promoting its faculty members to participate in conferences and publish in UGC Care and Scopus listed journals.

• Sharing of research laboratories and other resources with other prominent bodies for mutual benefits.

• Encouraging contribution to knowledge by developing new content and making it available as books, e-content and other learning resources.

• Providing opportunities for faculty and staff to update themselves

• Organizing social and cultural events for faculty and staff to cultivate a sense of belongingness to the College.

SELF RELIANCE

Indian government over the last two decades has changed its method of regulation from, management by control to management by exception and subsequently gradually withdrawing financial support to make institutions and entities self-reliant. Also, in the light of increasing competition and growing expenses, it is required to generate additional revenues, manage expenses and adopt cost-saving measures to be self-reliant.

Objectives

• To explore newer avenues for generating revenues from internal and external sources.

• To improve financial planning and control systems for better resource mobilization.

• To develop and optimize utilization of human and physical resources for being self-reliant

Strategies

  • Improving financial planning and resource allocation to achieve college objectives.

- Generating required funds through internal sources (student fees) and external sources (grants, funds, donations, consultancies, sponsorships, fellowships, scholarships etc).

- Introducing more Industry-oriented, short and long-term self-finance programmes; customized programmes for specific industries.

- Training programmes and consultancy to be encouraged for revenue generation.

- Making efforts for donations from Alumni and other sources

- Students to form various clubs like Electoral Literacy Club, Ocean Cell, Manasvini etc.

- Students starting, editing and releasing their Departmental Magazine

Cost-saving measures (such as paperless communication for inter and intra departments, energy savings options, and better capacity utilization of existing infrastructure and resources)

- Improving financial systems and strengthening the internal control environment to ensure good governance and support better decision-making

- Developing and extending existing sports infrastructure for hosting various levels of tournaments and competitions

- Utilizing auditoriums for promoting art and culture and revenue generation

GOVERNANCE AND INTEGRATION

The College envisions the seamless integration of all processes with a systems perspective. It will be achieved by the improvement in the existing systems and laying-down of advanced systems as per requirements of time. It shall result in optimal sharing of resources and speedy accomplishments of the administrative and academic processes.

The philosophy of 'Systems Approach' shall be central to the work culture of the University. Objectives

• To ensure academic, financial and administrative autonomy in the University

• To ensure participatory, transparent and good governance at all levels of University Strategies

• Joining all the academic and administrative departments seamlessly

• Integrating the students' evaluation and assessment centrally for quick disposal of results

• Integrating training modules, lectures and knowledge expertise of resource persons for the benefit of all the stakeholders.

• Adhering to establish statutes, ordinances, regulations, policies and procedures of the University

• Specifying process details and checklist of documents for activity completion

• Bringing improvement and reforms in procedures, processes and policies for increasing efficiency and effectiveness.

• Developing integrated facilities for sharing intellectual and physical resources.

• Developing file movement and document tracing system.

• Maintaining a central electronic database of faculty, staff and students.

INFRASTRUCTURE

The College needs infrastructure for development and regular maintenance of new and existing facilities attuned with all other themes. The global trends and philosophies on infrastructure development and maintenance shall be complied with as and when applicable.

Objectives

• To create state-of-the-art learning centres with eco-friendly design and modern amenities.

• To develop an aesthetically appealing clean and green campus.

• To adopt regular maintenance practices for civil, electrical and mechanical utilities.

Strategies

- Providing ICT-enabled classrooms library facilities, laboratories, Wi-Fi connectivity.

- Providing residential hostels for the students.

- Maintaining and renovating old College infrastructure.

- Landscaping and Beautification of campus in general for better utility to stakeholders.

- Practicing cleanliness at facilities and amenities across the campus including the college canteen.

HOLISTIC DEVELOPMENT

Our approach towards all stakeholders is holistic and inclusive. Holistic refers to student growth and development fostered intellectually, socially, physically and spiritually

Objectives

• To design multifarious activities viz. Academic, Cultural, Environmental, Sports and others for the holistic development of the stakeholders

• To inculcate values along with professional and leadership qualities among faculty, staff and students

Strategies

• Mentoring students for academic, social and career prospects.

• Organizing intellectual, academic, creative, literary, communication, and presentation competitions at inter and intra-departmental levels.

• Making athletics, indoor and outdoor sports, a regular feature for students of the College.

• Innovating programmes and festivals for social and cultural development.

• Easy and regular access to yoga and meditation, self-management-related activities.

• Popularize and implement the Value Policy of the University.

• Organizing expert lectures on contemporary issues.

• Conducting student enrichment activities by assessing their requirements.

• Arranging for academic, cultural and industrial tours and visits.

• Instituting elective courses on art, culture, heritage, welfare and contemporary issues.

SUSTAINABILITY

Objectives

• To practice the principle of recycling, reducing, rethinking, reusing and recreating for sustainable development

• To promote energy-efficient and eco-friendly practices for infrastructure and systems development.

• To maintain and promote clean and green surroundings.

Strategies

- Popularising, implementing and monitoring College green policy and green calendar.
- Proper Waste Management
- Plantation drives
- Conducting annual Green Audit
- Motivating individuals, communities and businesses with environment conservation initiatives
- Conserving energy by digitisation of the database and all processes.
- Harnessing the use of renewable energy resources to augment the existing energy sources
- Encouraging green /eco-friendly products
- The College becoming "No Plastic Zone"
- Developing and promoting energy-saving habits such as switching off electrical devices when not in use
- Regularly conducting energy auditing and getting accreditation from authorised agencies
- Developing infrastructure and systems by prevailing energy efficiency

Social Welfare

Objectives

- To develop a sense of social responsibility among faculty staff and students

- To stimulate activities like NSS and UBA for sensitization, awareness and active participation of various stakeholders

- To locate and identify the local/regional talent, issues and priorities for development

- To ensure involvement and training of local community for their empowerment with a national and global perspective.

Strategies

- Establishing relationships with local and regional bodies to assess their requirements and issues.

- Encouraging faculty and students to undertake socially relevant projects in their academic pursuits.

- Motivating faculty, staff and students to get associated with NGOs and support their activities.

- To sensitize all stakeholders about issues in local and regional areas and work for their resolution.

- Organizing extension activities in education, health, hygiene, child and women welfare, local governance, and national social service.

- Contributing to the cultural development of society by promoting and celebrating important days, occasions, festivals and events.

- Developing entrepreneurial skills for managing small and medium enterprises in the region.

- Popularizing the contributions of local and regional personalities who have served for the promotion of art, culture, heritage, governance, welfare or any other dimensions of human life.

- Ensuring greater participation and involvement of local bodies in the developmental programmes of the University.

BRANDING AND COMMUNICATION

The College has a glorious history and heritage of seventy years of rich contribution to creating, advancing and disseminating knowledge with collective wisdom. To create international visibility, strengthen its image and establish a widespread presence of the University in academics, industry and society, there is a need to undertake well-planned brand-building efforts. This can be achieved by using all communication tools in an integrated manner.

Objectives

- To establish a widespread visibility of the University in academics, industry and society.

- To enhance the interaction of the college with the internal and external public.

- To ensure consistency and clarity in all elements of communication

Strategies

- Popularizing the values, vision and mission statements of the College by highlighting them on boards in all the departments, offices, brochures and other places of strategic importance.

- Placing the College Banner at important locations and important events.

- College brochures in hard copies and soft copy available on the website.

- Becoming a member of all important institutions and associations of academic interest.

- Developing souvenirs with the College name and logo for guests, visitors, alumni and stakeholders of the University.

- Publishing annual College newsletters, e-magazines etc. with contributions from the College stakeholders along with bi-annual magazines by various Departments.

- Effective designing, updating and maintenance of the College website for complete information, smooth navigation and operations.

- Effective use of social media such as Facebook, Twitter (now X), YouTube and blogs for increased interaction

- Uniformity in the design of identity cards, stationery and other communication materials used by the College such as letterheads, envelopes, visiting cards, brochures etc to communicate a clear and consistent image.

Principal
Vasant Kanya Mahavidyalaya
Kamachha, Varanasi