

# **MES College Marampally**

## **Strategic Plan**

### **Vision 2025**



## **PREAMBLE**

The college, engaging in extensive dialogue with all stakeholders, has meticulously crafted a Strategic Plan delineating the envisioned milestones for the future. Deliberated by the Planning and Evaluation Committee, an assessment of the college's growth in alignment with the preceding Strategic Plan (Vision 2020) was presented. Subsequently, the committee unveiled the meticulously formulated Strategic Plan for the span of 2020-2025.

This comprehensive document encapsulates the college's vision, mission, and core values. In crafting the objectives, valuable insights were gleaned from feedback, discussions with students, faculty members, alumni, and other stakeholders. The resulting draft underwent a meticulous review and revision process before being laid before the Governing Body. Suggestions stemming from this presentation were thoughtfully incorporated.

The Strategic Plan delineates ten overarching goals, each accompanied by outcomes and action plans to judiciously gauge their attainment. These objectives are laser-focused on effecting structural and functional changes conducive to elevating the overall quality of the institution.

## TABLE OF CONTENTS

<b>Sl. No.</b>	<b>Particulars</b>	<b>Page No.</b>
1	Introduction	4
2	Vision and Mission	5
3	SWOC Analysis	6
4	Strategic Plan	9
5	Conclusion	16

## **INTRODUCTION**

MES College Marampally is a government-aided College affiliated to Mahatma Gandhi University Kottayam, established in 1995. The campus is located in a rural area between the towns of Aluva and Perumbavoor, set in salubrious lush green surroundings in close vicinity of the river Periyar and proximate to Cochin International Airport. The governance and management of the college are anchored in the principles of the Muslim Educational Society, Calicut, which is one of the largest minority educational agencies in Kerala. The establishment facilitated new directions in Higher Education by offering a significant number of vocational (Model II), technical, and skill-oriented programmes in tune with the demands of the job market. The introduction of UGC-supported B.Voc programmes bolsters its mission statement to promote higher and technical education. The substantial enrolment of girls and minority students authenticates the institutional commitment towards equity and inclusion. Quality education is imparted to improve the life standards of people in general, minorities and backward classes in particular.

The college was accredited by NAAC with B grade (71%) in 2004, re-accredited with B grade (CGPA: 2.77) in 2012, and with A+ grade (CGPA: 3.38) in 2019. The college has applied for autonomous status and is waiting for the University-level inspection. MES College Marampally offers 17 UG programmes (which includes 7 B.Voc programmes), 10 PG programmes, one integrated Programme in Basic Sciences - Chemistry, and Ph.D. programmes in Biotechnology, Computer Science, and allied areas of Electronics. The college provides excellent infrastructure for the holistic development of students and staff. There are 2700 students enrolled in different programs and 146 faculty members. Thirty professors hold a Ph.D., twenty-one hold an MPhil, and 53 hold NET degrees. Thirty-seven faculty members are pursuing Ph.D. degrees in various disciplines.

The vision for MES College Marampally laid out by Strategic Plan 2025 is to make the institution a degree-awarding college by 2025. The key pillars that will help the institution to achieve this vision are a good academic environment, profound research, and excellent infrastructure. The institution envisages engaging with industry and society, strong alumni interactions, and entrepreneurial skills among students and ensures holistic development of students. The start-up ecosystem in the campus actively

encourages both students and alumni to embark on entrepreneurial endeavours. The strategic plan ensures student placements/progression, faculty empowerment, entrepreneurial skills among students, research culture, excellent infrastructure, and so on. The strategic plan will serve as a guide to make MES College Marampally a centre of excellence.

## **VISION & MISSION OF THE COLLEGE**

### **Vision**

To work for the educational, social, and economic advancement of the people of India in all possible ways.

### **Mission**

To promote higher and technical education as well as improve the quality of education for all people, particularly minorities and backward classes.

### **Objectives**

- The main objective of the Muslim Educational Society is the educational, cultural, and social upliftment of the marginalised.
- The institution adheres to secularist core values, which affirm religious freedom, freedom of conscience, and equality.
- To evolve as a higher education centre imparting knowledge and morals for nation-building, transmitting the ethos of equity and inclusion
- Ensure leadership, commitment, and stakeholder participation to construct an ideal learning ambiance with the principles of holistic education.
- To promote graduate attributes in tune with the employment market, emphasising skill education and promoting entrepreneurship.

### **Core Values**

- ✓ Quality
- ✓ Equity
- ✓ Inclusion

- ✓ Skill Development
- ✓ Service to Society
- ✓ Empowerment

## **SWOC Analysis**

### **Institutional Strength**

- Leadership, Commitment, and Stakeholder Participation
- Offers job-oriented, semi-professional, vocational courses
- Four-star rated IIC
- Seven skill-oriented B. Voc Programs
- International accolades in track and field and sports and games
- Scholarships and free-ships to students
- Competent and well-qualified faculty members
- Overhead projectors/LCD displays in majority of classrooms
- Innovative Teaching and Learning Approaches
- Diverse and Inclusive Environment
- Financial Stability and Sustainability
- Regular conduct of funded seminars, conferences, and workshops with financial assistance from ICSSR, UGC, DST, KSCSTE, and management
- The campus boasts verdant surroundings and has ample land for potential infrastructure expansion.
- The institute possesses proficient, committed, and seasoned faculty in teaching and non-teaching capacities.
- The institution takes pride in its affiliation with ICT academy, ICFOSS, and NITK Surathkal, Amrita Vishwa Vidyapeetham Virtual Labs.
- Excellent health club facility provided for students and staff
- Regular winners of University Arts and Sports events
- Symbiotic relationship with the neighbourhood community
- Eco-friendly green campus and regular conduct of environment sensitization programs
- Seminar/workshop/Webinar sessions delivered by the alumni community for the benefit of students
- Productive and dynamic PTA

- Regular recipient of University level Ranks for both UG and PG programmes
- Regular recipient of university-level NSS awards
- Strong Leadership and Governance

### **Institutional Weakness**

- Government and non-government policies prevent self-financing programs from accessing many facilities and opportunities.
- Due to the dearth of aided PG programmes, many departments cannot apply for the research centre.
- As an affiliated non-autonomous college, there is limited flexibility in designing and adapting the curriculum to align with industry requirements.
- The college is lacking staff housing facilities
- Inability to lure enough students from outside the state and country
- Inadequate funding or support for research initiatives.

### **Institutional Opportunities**

- Possibility of starting more vocational as well as skill-oriented programmes
- Connecting with prestigious academic institutions and businesses
- The institution leverages its strong alumni foundation to conduct mentorship programs, placement drives, and establish alumni networks for fund raising initiatives.
- Promotion of more community-oriented outreach and add-on programs
- Collaborations with various industries to promote employment opportunities
- Execution of Skill development programmes
- Embrace emerging technologies for innovative teaching methods and administrative efficiency.
- Utilize online learning platforms to reach a broader audience.
- Competent and experienced faculty helps to deliver high-quality education
- Vocational programs open up better job opportunities across diverse sectors of the job market
- Scope of autonomy from the affiliated university

- Potential for establishing an industry interface corridor and placing a greater emphasis on corporate training initiatives

### **Institutional Challenges**

- No regular and periodic Curriculum upgradation
- The faculty needs to exert significant effort in guiding students to commit to hard work in order to attain excellence in higher education.
- Introducing programs in accordance with the evolving landscape of higher education
- Enhancing the interface corridor between the college and diverse industries and entrepreneurs.
- Enabling students from socially disadvantaged backgrounds to excel in the increasingly competitive global environment.
- Attaining program and course outcomes in a true sense.



## STRATEGIC PLAN

**Goal:** The vision laid out by the Strategic Plan 2025 for MES College Marampally is to make the institution a degree-awarding college by the end of the academic year 2024-2025. The key pillars that will assist the institution in achieving this vision are a strong academic environment, extensive research, and first-rate infrastructure.

### Sub Goal 1: Top Performing Institution

Goal	Outcome	Action plans
Top Performing Institution	1. National-level rankings like NIRF, ARIIA	<ul style="list-style-type: none"> <li>Focus more on research and placements for the institution to be included in the NIRF ranking.</li> <li>Students are encouraged to showcase innovative ideas in college premises and to participate in hackathons.</li> </ul>
	2. ISO Certification	<ul style="list-style-type: none"> <li>Provide the best services to students.</li> <li>Thorough and extensive documentation to ensure precise replication in the future</li> </ul>
	3. Member of DBT Star College scheme	<ul style="list-style-type: none"> <li>Enhance the infrastructure amenities in basic science laboratories such as Biotechnology, Biochemistry, and Microbiology.</li> </ul>
	4. Autonomous Status	<ul style="list-style-type: none"> <li>The institution is eligible for autonomous status as it has NAAC A+ accreditation.</li> <li>Follow-up procedures are underway in order to achieve autonomy.</li> </ul>

### Sub Goal 2: Development in Research

Goal	Outcome	Action plans
Development in Research	1. Enhance the number of research departments to 6	<ul style="list-style-type: none"> <li>Apply for more aided PG programs.</li> <li>Faculty members holding a Ph.D. degree should publish an adequate number of papers to qualify for a guideship.</li> </ul>
	2. Major research projects funded by UGC, RUSA,	<ul style="list-style-type: none"> <li>All the aided teachers will be encouraged to submit project</li> </ul>

	DST, DRDO, ICSSR, etc.	<p>proposals to various funding agencies.</p> <ul style="list-style-type: none"> <li>• Conduct workshops/seminars on submitting research proposals featuring distinguished scholars.</li> <li>• Management offers seed funding for research projects.</li> </ul>
	<p>3. All the faculty members should publish at least two articles in SCI/Scopus/UGC care journals per year.</p> <p>4. All the PG students must publish papers in SCI/Scopus/UGC Care journals</p>	<ul style="list-style-type: none"> <li>• Conduct Workshops/seminars to promote research culture among faculty and students</li> <li>• PG students are motivated to publish research articles as an integral part of their project work</li> <li>• Orientation sessions are provided on research article writing and publication</li> <li>• Faculty members who publish papers in SCI/Scopus/UGC CARE list journals are eligible for special incentives from the management.</li> <li>• Regularly hosting National/International Conferences and Seminars in campus to encourage students and faculty members to publish/present their research works</li> </ul>

### Sub Goal 3: Student Placement/Progression

Goal	Outcome	Action plans
	1. At least 5% of the students to be placed in top Universities in the world and top National Institutions	<ul style="list-style-type: none"> <li>• Students are provided induction programs in the first year.</li> <li>• Certificate programs are conducted to enhance communication and employability skills.</li> <li>• Students undergo special training programs, including mock interviews.</li> </ul>
	2. All the passed-out students to get placements	<ul style="list-style-type: none"> <li>• During the first year, students receive career orientation sessions to help them become more focused.</li> <li>• Diverse Certificate programmes to increase communication skills and employability</li> </ul>

Student Placement/ Progression		<ul style="list-style-type: none"> <li>• Students who successfully complete all courses are provided with placement training programs, including mock interviews.</li> </ul>
	3. Increase the pass percentage in competitive examinations	<ul style="list-style-type: none"> <li>• Special training to prepare the students for various competitive examinations like KPSC, UPSC, etc.</li> <li>• Professional training programs to prepare the students for competitive examinations like Civil Service, GATE, GRE, TOFEL, CMAT, etc.</li> <li>• Extracurricular training for skilled students</li> </ul>

#### **Sub Goal 4: Entrepreneurship among students**

<b>Goal</b>	<b>Outcome</b>	<b>Action plans</b>
Entrepreneurship	1. Start-up cell in the campus with companies from students, alumni, and outsiders	<ul style="list-style-type: none"> <li>• Commencing from the first year, students will receive start-up orientation.</li> <li>• Interested students will receive specialized training and department-level support.</li> <li>• Entrepreneurial sessions, featuring renowned entrepreneurs, will be conducted at the department level and IEDC.</li> <li>• Industrial/Fab lab visits to understand the inner workings of industries and the process of transforming ideas into products.</li> </ul>

#### **Sub Goal 5: Holistic Development of Students**

<b>Goal</b>	<b>Outcome</b>	<b>Action plans</b>
Holistic Development of Students	1. Responsible citizens	<ul style="list-style-type: none"> <li>• Wide range of programs under the auspices of different clubs and forums</li> </ul>

		<ul style="list-style-type: none"> <li>• Specially crafted orientation programs aim to attain specialized expertise in various segments through the guidance of experts, including HR personnel and industry professionals.</li> <li>• Seminars, workshops, guest lectures on various topics, and fests coordinated by students to develop their overall leadership and managerial skills</li> <li>• Resourceful exhibitions, research paper presentations, on-campus intercollegiate competitions and fests, student participation in national-level quiz/project competitions, and advocacy on socially relevant issues, including support for vulnerable sections such as differently-abled individuals, women, and the elderly.</li> <li>• Numerous sessions on career and personality development led by experts.</li> </ul>
--	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### Sub Goal 6: Faculty Empowerment

Goal	Outcome	Action plans
Faculty Empowerment	1. 50% of the faculty with PhD	<ul style="list-style-type: none"> <li>• All current faculty members must enroll in a PhD program.</li> <li>• A doctoral degree is the minimum qualification required to recruit new faculty members.</li> </ul>
	2. Faculty promotions based on different criteria	<ul style="list-style-type: none"> <li>• Promotions for faculty members will be determined by their performance across multiple domains, encompassing teaching, research, student guidance, sponsored research, social engagement, and service to the institution.</li> </ul>

	3. Technology-enhanced teaching	<ul style="list-style-type: none"> <li>Continuous training and professional development programmes will be provided to faculty to enhance and equip them for tech-enhanced teaching, with a focus on ensuring expertise in MOODLE</li> </ul>
--	---------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### Sub Goal 7: Infrastructure Expansion

Goal	Outcome	Action plans
Physical Infrastructure	1. Full-fledged auditorium, conference rooms	<ul style="list-style-type: none"> <li>Fully furnished auditorium with a seating capacity of 3000</li> <li>A seminar hall in the south block is equipped with soundproofing technology.</li> </ul>
	2. Examination Centre	<ul style="list-style-type: none"> <li>Examination centre in the south block featuring examination halls/rooms, locker rooms, and a room for the controller of examination.</li> </ul>
	3. Generating electrical power on the campus	<ul style="list-style-type: none"> <li>A solar power plant has been set up on the campus to fulfill the institution's power needs.</li> </ul>
	4. Sports/Games Infrastructure	<ul style="list-style-type: none"> <li>Playground with a gallery, Cricket Practicing nets, Netball Court, Kabaddi Court, Skating rink, Indoor Stadium</li> </ul>
	5. General Infrastructure	<ul style="list-style-type: none"> <li>Staff Quarters/Guest rooms</li> <li>ICT-enabled Classrooms</li> <li>25% classrooms with smart boards</li> <li>Elevators, lifts, and ramps to make Divyangajan-friendly campus</li> </ul>
Library Infrastructure	<ol style="list-style-type: none"> <li>More than 30000 books in the library</li> <li>More than 16 Journal subscriptions</li> </ol>	<ul style="list-style-type: none"> <li>Purchase of books by utilizing PD account fund and management fund</li> <li>Subscription to journals and periodicals utilizing management funds</li> </ul>
IT Infrastructure	<ol style="list-style-type: none"> <li>IT infrastructure for soft skills</li> </ol>	<ul style="list-style-type: none"> <li>The capacity of the language lab to be enhanced to accommodate 100 students</li> </ul>

### Sub Goal 8: Community Service

Goal	Outcome	Action plans
Enhanced Community Services	1. Increase the support of Pragathi (Social Extension Activity) to neighbouring schools	<ul style="list-style-type: none"> <li>Reach out to local schools with economically disadvantaged students and offer academic and financial assistance.</li> </ul>
	2. Donating 1000 units of blood in a year	<ul style="list-style-type: none"> <li>Blood donation camps with the active involvement of NCC/NSS/Red Cross</li> </ul>
	3. Adoption of a tribal village	<ul style="list-style-type: none"> <li>Adopt a tribal village for 360-degree development</li> <li>Organize programs to raise awareness about gender issues and social concerns such as literacy, health, hygiene, sanitation, safe drinking water, and livelihood options.</li> <li>Establishing sustainable livelihood opportunities.</li> </ul>
	4. Providing house construction assistance to deserving students.	<ul style="list-style-type: none"> <li>Identify eligible candidates among the students. Offer financial aid and physical labour through the involvement of various clubs and student forums such as NSS, NCC, College Union, etc.</li> </ul>

### Sub Goal 9: Green Initiatives

Goal	Outcome	Action plans
Green Initiatives	1. Green Campus	<ul style="list-style-type: none"> <li>Plant 500 tree saplings in the campus in association with the Social Forestry Division</li> <li>Medicinal plant cultivation</li> <li>Vegetable cultivation</li> <li>Aquaponics</li> <li>Set up a Miyawaki forest in the campus</li> </ul>

	2. Utilization of Renewable energy resources	<ul style="list-style-type: none"> <li>Set up a solar power plant on the campus to meet the energy requirements of the entire institution</li> </ul>
	3. Plastic Free Campus	<ul style="list-style-type: none"> <li>Use of cloth-made banners for programmes</li> <li>Use of steel/crockery glasses and plates for serving food</li> </ul>

### Sub Goal 10: Civic Awareness

Goal	Outcome	Action plans
	1. Understand the importance of election	<ul style="list-style-type: none"> <li>Student orientation programs aim to elucidate the significance of elections within a democratic framework.</li> </ul>
Electoral literacy	2. Enrol students in the electoral roll of the Government	<ul style="list-style-type: none"> <li>Electoral roll enrolment campaign in collaboration with the Taluk office</li> </ul>
	3. Students actively take part in election procedures	<ul style="list-style-type: none"> <li>College union election procedures are fashioned to mock actual election procedure</li> </ul>
Parliamentary Affairs	1. Learn the hierarchy of house of people	<ul style="list-style-type: none"> <li>Conduct mock parliament sessions to acquaint students with the functioning of the House of People.</li> </ul>
	2. Gain insights into the functioning of Lok Sabha, Rajya Sabha, Niyama Sabha and local Panchayat	<ul style="list-style-type: none"> <li>Conduct seminars to gain insights into the workings of Lok Sabha, Rajya Sabha, Niyama Sabha, and local Panchayats.</li> </ul>
	3. Learn legislative procedure in the houses	<ul style="list-style-type: none"> <li>Organize seminars to understand the legislative procedure in the houses.</li> </ul>
Constitutional Values	1. Acquaint with the constitutional values	<ul style="list-style-type: none"> <li>Conduct seminars on diverse values embedded in the Indian Constitution.</li> </ul>

## CONCLUSION

The Strategic Plan for MES College Marampally, spanning from 2020 to 2025, outlines a clear and comprehensive roadmap for the institution's growth and development. The institution's vision and mission, underpinned by its core values, reflect its commitment to providing quality higher and technical education, fostering equity and inclusion, and serving marginalized communities.

The strategic plan has identified several key pillars to help MES College Marampally achieve its vision of becoming a degree-awarding institution by 2025. These pillars include enhancing academic excellence, promoting research, improving infrastructure, ensuring student placement and progression, nurturing student entrepreneurship, facilitating holistic development, empowering faculty, and enhancing community service and green initiatives.

The plan has provided a detailed outline of action plans under each goal, outlining how the institution intends to address its weaknesses and capitalize on its strengths. These action plans encompass measures to improve academic performance, expand research capabilities, enhance student placement and progression, foster entrepreneurship, empower faculty, develop infrastructure, serve the community, and promote sustainability.

MES College Marampally's strategic plan is ambitious and well-thought-out, with a clear commitment to excellence, social responsibility, and sustainable growth. It sets a clear direction for the institution's future, ensuring that it continues to provide high-quality education and contribute positively to the community and the environment. This plan will lead the institution closer to its vision of becoming a degree-awarding college by 2025, further strengthening its reputation as a center of educational excellence.

\*\*\*\*\*