



# **SRI KRISHNA DEGREE COLLEGE**

**Permanently Affiliated to Bengaluru City University,  
Accredited by NAAC with B Grade, ISO Certified**



## **STRATEGIC PLANNING AND DEPLOYMENT DOCUMENT 2017-2022**

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## **Introduction**

### **Summary**

Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this competitive world. Strategic Planning and deployment document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives.

The first part of it addresses the vision, mission which the institute sees along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (management, leadership, Heads of Department, faculty, staff, industry, students, alumni and parents) through SWOC analysis. 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 Heads of Department 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 every organization. Effort has been taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for Sri Krishna Degree College to achieve its goal to become an institution of Academic Excellence.

### **VISION**

- **To cater to the socio- economically weaker section and first generation**

**Learners of the society.**

- **To promote holistic development of students by offering quality**

**Education and making them self-reliant and socially responsible.**

### **MISSION**

- **To provide multidisciplinary education of international standards by**

**Inculcating global skills and values.**

- **To be a preferred Higher Educational Institution in providing value and**

**Skill oriented education for employment.**

- **To develop critical and rational thinking among students.**

## **Strength, Weakness, Opportunity and Challenges (SWOC)**

### **Institutional Strength**

The institution and programs are affiliated to Bengaluru City University, the college got permanent affiliation in the year 2020 and offers programs in undergraduate programs B.Com, BBA, BCA, Post graduate programs Mcom. The college offers programs of relevance and need, conducts enrichment courses, value adding courses. The college collects feedback from students & stakeholders for improvement in major constituent processes of the system. ICT, Wi-Fi facilities for innovative teaching learning process. The college caters to diverse needs of learners by identifying and counseling the slow learners and mentorship. Varied learning experiences are provided to accomplish learning outcomes in learners. Research initiated by eligible faculties & students involved in projects. College has significant contributions in extension activities and institutional social responsibility. College has achieved National and State awards for extension activities and institutional social responsibility and adopted Five Government schools and one BBMP Park. Excellent physical facilities, library resources and ICT facilities add to the quality resources for independent learning by students. Decentralized administration, faculty empowerment initiatives and participative management & stakeholder's participation are unique in governance. Excellent, internalized internal quality assurance cell with varied committee's for key quality, committees participate in decision making. Biometric Attendance for the faculty members. Good teacher quality meets the regulatory requirements, numerous faculty development activities, College provides Faculty insurance, CCTV, book bank facilities for sports and cultural strong encouragement activities.

### ***Strength of the Institution***

- Management is dynamic, supportive and participative which creates congenial academic atmosphere.
- The institution is situated in a premier area and enjoys a locational advantage which enables the students and staff to commute conveniently.
- Driven by our vision statement, catering to students from lower socio economic backgrounds and first generation learners, the institution is in tune with the existing situation and is committed to it.
- High success rate in University examination with more number of distinctions and Pass Percentage.
- Proactive Career Placement cell for student support.

- Add-on courses - beyond the prescribed university curriculum is offered for all students.
- High retention of the students (Low dropout ratio) is another notable feature of our institution.
- The NSS wing of the College has participated in numerous community service activities and brought laurels to the institution.
- Student centric learning is in vogue with mentoring and counselling on a regular basis.
- The college recognizes and appreciates top academic performers in each academic Programme and are properly rewarded.
- Well-equipped Language Lab, Commerce Lab and Computer Laboratories and Innovation Lab are helpful in promotion of ICT amongst students and teachers.
- Digital, e-Library for students & staff, ICT enabled classrooms, with Interactive Boards, are enabled for better dissemination of knowledge.
- Facilities for indoor games and Gym.
- Fee Concession for students who score above 90%, 80% in PUC, players & fee instalments for the needy.
- Merit cum Means Scholarships Are Provided which serves as fulfilment of our vision statement.
- Implementation of e-governance in the areas of Planning, Examination, Students admission, Finance & Accounts and Administration, etc.
- E-governance is intensified by providing ERP.
- Faculties are encouraged by providing monetary support to do Research work, Publication of their research papers in UGC Listed Journals.
- Value Add Courses - beyond the prescribed university curriculum is offered for all students.
- Safe and Secure Environment are provided for girl students.

### ***Institutional Weakness***

- Less opportunity and scope to Government funded projects.
- The Institution lacks Research guides among the faculties
- Less opportunity for Governmental grants for development.

### *Institutional Opportunity*

- To strengthen placement cell and offer more employment oriented programs
- Locational advantage for strengthening academia-industry linkages for better placements.
- Opportunity to inculcate knowledge using the best practices.
- To activate Research center & Research Activities.
- Becoming a leader in interdisciplinary and learning arena.
- More participation in University academic activities.

### *Institutional Challenge*

- To attract the students to pursue conventional programs.
- Being located in the urban area unlike other colleges, we provide quality education to students from lower socio economic background and educational status mostly first generation learners raising their academic standards to meet industrial requirements.
- Not able to meet the competency-based education due to non-flexibility of curriculum. Higher education is met with distant factor that could harm the college current growth
- Space constraints for expansion

## **Area of Focus**

The College goals derive from its Mission, Vision and Core Values. These goals are based on an analysis of our strengths and weakness as well as input solicited from our key constituents. They are constructed with resources limitations in mind. The college's goal are categorized into the following areas of focus:

**Value added and add-on Courses**

**Faculty and Staff Development**

**Establishing standards for overall Development**

**Convergence of knowledge, skills and values through holistic Education.**

**Outreach Initiatives**

## **Value added and add-on Courses**

### **Goal:**

The emerging competitive business scenario demands competent and highly employable candidates for employment rather than mere Under Graduate & post graduates. Any under graduate or postgraduate holding a degree like Bcom, BBA, BCA and Mcom will be more preferable for higher positions in the market when he possess value added or add on courses.

### **Imitative:**

- Provide number of value added and add-on courses to the students along with the Under graduate and post-graduation degree.
- Design and deliver such courses which will be beneficial for the students to improve their employable skills.
- Analyze and develop courses to cater the students in each specialization and each track

### **Expected Outcome:**

- Producing competent candidates who will be highly preferable by the employers for the enhanced skills they possess due to value added and add-on courses provided by the institute along with the university degree.
- Each student must be benefited by minimum 1 value added and 1 add-on course in each semester

## **Faculty and Staff Development**

### **Goal:**

In the rapidly changing environments of education sector and industrial needs emerges a diverse faculty who work to improve continually in the areas of research, teaching, and service. The emerging scenario makes ongoing faculty development an important part of our strategic plan.

### **Initiatives:**

- Based on the identified gap of the faculties they are encouraged to participate in conferences, workshops, short term courses and all other activities necessary to improve the teaching and research aptitude.
- Institute will support the research activities of the faculty members by means of enabling them to attend the FDP's
- Aiming to organize number of research based conferences, FDP's, and also publishing Journals etc.

### **Expected Outcome:**

- An upward trend must be seen in the number of research papers published by faculties in conferences.
- Improvement in the professional ability of the faculty to satisfy the requirements as per norms, student's requirements and fulfilling industry expectation.

## **Establishing Standards for overall Development**

### **Goal:**

In this competitive era establishing standards for all most all practices will fetch a positive result to ensure overall development of the institute. Hence the institute focuses on undertaking quality initiatives to establish certain standards.

### **Initiatives**

- Initiatives to inculcate technology in day to day activities of the institute which will bring standards and transparency in various activity.
- Through IQAC committees focusing on the overall development of the institute by concentration on academic and administrative aspect.

### **Expected Outcome**

- Establish IQAC cell to initiate, implement and monitor quality improvement and standardization initiatives.
- Maintain the website of the institute up to date.
- Proper google groups to be formed and information collected and shared with the students through online mode itself

## **Convergence of knowledge, skills and values through holistic Education.**

### **Goal:**

- To provide overall development of students through curricular and Non-curricular programs
- Making students from rural and semi-urban areas industry-ready.
- Helping students be the most that they can be.
- Development of student's intellectual, emotional, social, physical, artistic, creative potential through participation in Cultural and Sports activities.
- Improve entrepreneurship qualities among students through entrepreneurship development programs Initiatives

### **Expected Outcome**

- Apart from following the curriculum which is provided in the University syllabus, SKDC provides enrichment courses and programs like subject based Add-On courses, Seminars, presentations, conferences, Value added Education (VAE).
  - Kareena.G (Reg No:14TXC26008) has become social media influencer with 200k+ followers on Instagram, 1.2 Million on tiktok and 4.2 Million on Moj. Her video with the famous Tollywood actor Vijay Devarakonda became viral and she became a sensation after this.
  - Manjunath. B.S (Reg no: 14TXC26010) is a sports achiever who is the Present KSCA state umpire. He has played Cricket Divisional matches in 2012.He also coaches in 'The Bangalore Cricketers', to train District level players.
  - Bhavana Umesh( Ref no:16TXC) is an achiever in the field of Music who completed her Post graduation in performing arts-classical music and have been giving stage performances with well-known musicians on important occasions in Bangalore and other cities in Karnataka.
  - Sheshadri Verma: Sports achiever

## **Outreach Initiatives**

### **Goal:**

- To lend a helping hand to the community around us.
- Take the responsibility to make our ever-more connected world, a more Hopeful, stable and peaceful place.
- A good practice essentially aimed at creating empathetic citizens.
- To improve the overall educational quality of the underdeveloped Schools.

### **Initiatives:**

The Institution involves itself in number of Outreach activities because it believes that, at the end of the day it's not about what you have or even what you've accomplished; it's about who you've lifted up, who you've made better. It's about what you've given back. Even if you just change one life, you've changed the world forever.

### **Expected Outcome:**

To achieve these objectives, some of the noteworthy initiatives adopted by the Institution are:

- Pledge to Donate Eyes
- Adoption of Schools and Parks
- Enrolment of students & public for Eye- Donation at college

## Strategy Implementation and Monitoring

After approval of Strategic development plan the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. The Principal along with other team member will be the custodian for strategic plan and its deployment.

### Implementation at Institutional Level

Governance & Administration	Chairman & Members of GB, Administration Office
Students Admissions	Principal, HODs, Admission team, Students section
Statutory Compliance	Principal, HODs, Coordinators
Infrastructure (physical)	Chairman, Trustee Board
Infrastructure (Academics)	Principal, HODs
Teaching- Learning	Principal, HODs, Faculty and Staff
Research& Development	Principal, HODs
Students Development	Principal, HODs
Departmental Activities	HODs and Faculty
Training & Placement	Principal, TPO & HODs
Quality Assurance	IQAC team

## Measurable during Implementation

Effective teaching learning process	<ul style="list-style-type: none"> <li>✓ No. of teaching aids</li> <li>✓ Syllabus completion</li> <li>✓ Seminars</li> <li>✓ No. of learning resources</li> <li>✓ No. of student counseling/mentoring/training sessions conducted</li> <li>✓ Result of examinations (Pass, First classes, Distinctions)</li> <li>✓ Student feedback</li> </ul>
Leadership and participative management	<ul style="list-style-type: none"> <li>✓ Reporting structure in place</li> <li>✓ Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management – appointments</li> <li>✓ code of conduct - duties, responsibilities and accountability</li> <li>✓ Functional of statutory committees – no. of meetings/ semester, minutes of meetings,</li> <li>✓ planning &amp; implementation</li> </ul>
Internal Quality Assurance System	<ul style="list-style-type: none"> <li>✓ Number of IQAS initiatives/ semester</li> <li>✓ Audits Reports</li> <li>✓ AQAR submission</li> </ul>
Good governance	<ul style="list-style-type: none"> <li>✓ GB selection (Inclusion of Academicians &amp; Industrialist)</li> <li>✓ No. of GB meetings</li> <li>✓ Vision Mission , Dissemination &amp; Review</li> <li>✓ Organization structure in place</li> <li>✓ Degree of decentralization</li> <li>✓ Degree of E governance</li> <li>✓ Resource mobilization</li> <li>✓ Staff appraisal &amp; career advancement scheme in place</li> <li>✓ Service rules &amp; benefits</li> </ul>
Student's development and participation	<ul style="list-style-type: none"> <li>✓ Number of student participation</li> <li>✓ Number of sports, technical, cultural events organized</li> <li>✓ Regional, National &amp; International competitions participated</li> <li>✓ Regional, National &amp; International recognitions received</li> <li>✓ Sports infrastructure provided</li> <li>✓ Funding for sport</li> </ul>

Staff development & welfare	<ul style="list-style-type: none"> <li>✓ Number of Staff attending training programs</li> <li>✓ Staff training programs organized</li> <li>✓ Sponsorships for higher education</li> <li>✓ Number of staff welfare programs</li> <li>✓ Staff awards/ recognitions/ incentives</li> </ul>
Financial management	<ul style="list-style-type: none"> <li>✓ Annual Budget forecasting income &amp; expenditure</li> <li>✓ Utilization / Allocation of funds</li> <li>✓ Internal &amp; External Audit</li> </ul>
Institute – Industry Interaction	<ul style="list-style-type: none"> <li>✓ No. of active MOUs</li> <li>✓ No. of Initiatives/activities through MOUs</li> </ul>
Students Development	<ul style="list-style-type: none"> <li>✓ Number of career guidance trainings</li> <li>✓ Number of skill development programmes Number of vocational trainings</li> <li>✓ Number of placement drives organized</li> <li>✓ Number of placement drives participated</li> <li>✓ Number of placement</li> </ul>
Entrepreneurship	<ul style="list-style-type: none"> <li>✓ No. of entrepreneurship trainings organized/participated</li> <li>✓ No. of graduates becoming entrepreneurs</li> <li>✓ No. of incubation center</li> </ul>
Internal revenue generation	<ul style="list-style-type: none"> <li>✓ Industry Sponsorships</li> <li>✓ Alumni Contribution</li> <li>✓ Philanthropy- Donations</li> </ul>
Alumni Interaction	<ul style="list-style-type: none"> <li>✓ Alumni data base</li> <li>✓ Number of interactions</li> <li>✓ Support for internships/placements/ projects/ consultancy</li> <li>✓ Contribution towards students development</li> </ul>
Community Services and Extension Activities	<ul style="list-style-type: none"> <li>✓ Number of trainings/ awareness camps provided</li> <li>✓ Number of social projects undertaken</li> <li>✓ Number of Skill development programs for weaker sections</li> <li>✓ Number of social welfare or outreach programmes done</li> <li>✓ Number of people benefited in each program</li> </ul>

Infrastructure - physical	<ul style="list-style-type: none"> <li>✓ Number of buildings, class rooms added</li> <li>✓ Removal of obstacles</li> <li>✓ New Laboratories added</li> <li>✓ New equipment added</li> <li>✓ Annual budget allocated &amp; utilized</li> <li>✓ Renewable energy source development</li> <li>✓ Green initiatives</li> </ul>
Infrastructure - Academic	<ul style="list-style-type: none"> <li>✓ Number. of Volumes &amp; Titles in library</li> <li>✓ Number of National&amp; International journals lectures etc)</li> <li>✓ Digital Library</li> <li>✓ Smart Classroom</li> <li>✓ ICT enabled classrooms</li> </ul>

### **Monitoring of strategic plan**

The implementation of strategic plan will be monitored time to time by Principal and other committees through periodic review. The section heads 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 Governing council with thorough analysis of outcomes and based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources. All these reports will be forwarded for further discussions and implementation by the Management.

### **Conclusion**

The SPDD is an effort for paving a pathway towards accomplishment of goals Sri Krishna Degree College dreams to achieve. Just formulating the strategic plan doesn't ensure success, but it provides a guiding framework which is a collective effort delivered by the process 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 needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.