

**A.S.D. GOVERNMENT DEGREE COLLEGE FOR WOMEN (A),  
KAKINADA**

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)



**Motto:**

*Women Education Shall Prosper*

**STRATEGIC PLANNING & DEPLOYMENT  
DOCUMENT (SPDD) (2018 TO 2028)**

## **ABOUT THE COLLEGE**

Annaram Satyavathi Devi Government Degree College for Women (Autonomous), situated at Jagannaickpur, Kakinada, East Godavari District of Andhra Pradesh was established in 1962 through the relentless efforts of a “Women’s Education Society of Kakinada” with the noble objective of imparting higher education to women at a time when there was no separate degree college for women in the entire district. After managed by Annaram Devasthanam for five years, the College was taken over by the Government of Andhra Pradesh on 1<sup>st</sup> August, 1968. The College was recognized by the UGC, under 2(f) and 12B in 1969. Having served as a composite College till 1996, the College came into being as a full-fledged Degree College in 1997.

The College has residential facility within the Campus with two hostels accommodating about 300 students. Besides, this College is one among the four Colleges offering Home Science Programme in the Government Sector in the entire state of Andhra Pradesh. The College grew in strength year after year offering new combinations of programmes to meet the needs and demands of the students. At present the college is offering 19 UG Programmes and 02 PG Programmes. The College was assessed thrice by NAAC in 2005, 2011 and 2018 respectively. The quality of academic and administrative processes facilitated conferment of Autonomous Status in 2015-16 which furthered our zeal to enhance quality of functioning through flexible modes of operation. The autonomous status has been extended from 2021-2022 to 2025-2026.

## **PREFACE**

Strategic planning is crucial for accomplishing the Vision and Mission of an institution. Strategic planning is a continuous process with a specific focus on achieving institutional goals in a systematic manner. Strategic Planning and Deployment Document (SPDD) is based on analysis of the previous challenges and accomplishments. The first part of the document includes the vision, mission, core values and institutional goals. The goals are defined by brainstorming sessions of the stake holders through SWOC analysis. The strategic goals are followed by strategic planning. While formulating the Strategic Planning and Deployment Document, care is taken

to involve all stakeholders to help contribute their part which is vital for the success of organization. Such precise planning based on the previous experiences forms a guide for accomplishing the institutional goals.

## **VISION**

The College envisages to evolve into a premier Institution imparting quality education embedded with values and Skills leading to the development of Nation through the empowerment of women especially those hailing from the marginalized sections of the society.

## **MISSION**

- Empower young women to face the challenges of life with courage and commitment.
- Mould the students as builders of a just and humane society founded on ethical values
- Promote a learning community in which all especially those from less privileged sections form an integral part to create a holistic personality development.
- Provide need- based and skill- based training, to create a workforce of women with abilities to globally compete to entrepreneurs, to be self-reliant.

## **SWOC ANALYSIS**

### **Institutional Strengths**

- Highly qualified staff with Team spirit, commitment, and Dedication
- Three Virtual Classrooms, Three Digital Class Rooms and 8 LCD Classrooms
- G-Suit for education, domain mail ids and LMS usage
- Employability & Skill based Training Programmes, seminars, and workshops for global exposure
- Student internships in relevant organizations
- Staff and student exchange programmes
- MoUs with reputed organizations
- Endowment prizes
- Online feedback mechanism from stakeholders

- Student mentoring
- NCC Unit under 3(A) Girls Bn, Kakinada
- One Social Welfare Hostel and a Student Managed Hostel within the campus and Welfare hostels for girl students within a vicinity of 2 Kms of the college
- Conduct of Blood Grouping to all the students in collaboration with Rotary Blood Bank
- Free Medical Check-up for staff and students in collaboration with the local hospitals
- RO plant for safe drinking water
- Special care and support to Divyangjan by providing scribes, Rest Rooms, Ramps, Examination fee exemption, 10% pass mark concession
- Health and Counselling centre
- Solar Power generation with grid connectivity
- Green Campus
- Mobilisation of funds from Local bodies, Organisations, corporate sector for the infrastructure development in the college
- Innovation and Incubation Centre for inculcating entrepreneurial skills

### **Institutional Weakness**

- Lack of adequate class rooms
- Consultancy services

### **Institutional Opportunities**

- Located in coastal area creates employment opportunities in aqua sector
- Home Science, Commerce programmes creates entrepreneurship opportunities.
- Located in the vicinity of State and National organizations like NIH, SIFT, CIFE provides scope for fist hand experience for students.

## **Institutional Challenges**

- Reduction in Student dropouts
- Improving infrastructure facilities
- Strengthening consultancy services

## **CORE VALUES**

- Value Based Education
- Skill Enhancement
- Inclusiveness
- Transparent administration
- Institutional Social Responsibility

## **INSTITUTIONAL STRATEGIC GOALS/ PLAN**

The institution has planned meticulously to achieve the following goals in a span of 10 years.

- I. Designing and implementing quality programmes and courses
- II. Ensuring effective Teaching, Learning and Evaluation process
- III. Encouraging Research and Innovation culture
- IV. Maintaining Decentralized and participative management
- V. Enhancing and Sustaining Institutional Quality
- VI. Assuring Welfare measures for staff and students
- VII. Strengthening Industry- Academia partnership
- VIII. Enhancing Alumni participation and contribution
- IX. Maintaining Institutional Social Responsibility
- X. Developing physical infrastructure

## **DEPLOYMENT OF STRATEGIC PLAN**

### **I. Designing and implementing quality programmes and courses**

- Introduced restructured, market oriented and multidisciplinary courses- B. Sc (CZAqT), B. Sc (CBHC), B. Sc (MSCS).
- Submitted proposal for sanction of M.Sc Organic Chemistry in addition to the existing PG programmes M.A. Telugu and M. Com.
- Introduced courses reflecting Indian Knowledge system such as Aadhunika Telugu Saahityam (Modern Telugu Literature), Srujanaatmaka

Rachana (Creative writing in Telugu), Performing Arts and offered certificate courses on Vadathu Samskrutham, Yoga, Classical dance and Bhagavat Geetha.

## **II. Ensuring effective Teaching, Learning and Evaluation process**

- The college is equipped with 110 computers and 4 laptops. All the staff members have their personal laptops for integrating ICT in the curriculum delivery.
- LAN facility is provided for easy access to internet with a speed of 100 Mbps.
- 4 Wi-Fi devices are available for uninterrupted Internet facility for all stakeholders.
- Three virtual and digital class rooms are available in the institution which are equipped with smart boards. 9 class rooms have LCD projectors.
- The faculty are engaged in developing e-Content resources in their respective courses.
- To utilize Learning Management System, Students are provided with an access to LMS of Commissionerate of Collegiate Education and Andhra Pradesh State Council of Higher Education.
- TLPMS App is being used for regular monitoring of teaching learning process.
- Continuous Internal Assessment is implemented to evaluate the learning level of the students.
- Examination reforms are carefully monitored by IQAC.
- Feedback is obtained from the stakeholders and utilized for the effective curriculum design, development, and delivery.

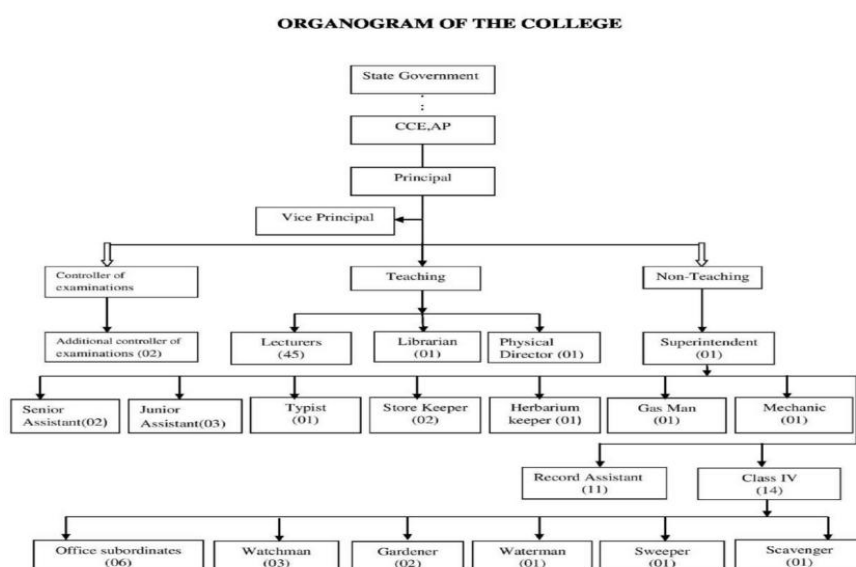
## **III. Encouraging Research and Innovation culture**

Total Faculty	Ph.D Holders (Doctorates)	Pursuing (Enrolled)
52	15	15

- Faculty members are actively involved in research publications in UGC- CARE listed and peer reviewed journals with ISSN/ISBN number.
- Motivating faculty members to publish Research Papers by granting Rs. 3000/- as financial assistance limited to a maximum of Rs. 5000/- in an academic year per faculty. 'On Duty' facility is provided for the faculty to attend seminars/Conferences for paper presentation.
- Affiliating University - Adikavi Nannaya University recognized the institution as a Research Center for Commerce and Telugu.
- It is made mandatory to all the students to take up a research-oriented Community Service Project which carries 2 credits.
- Yuva Crafts and Blossoms Nursery are the start-ups initiated under the activities of Incubation and Innovation Centre of the institution to promote entrepreneurial skills among the students.
- 4 faculty were sanctioned and completed Minor Research Projects and 1 faculty was sanctioned and completed a Major Research Project under UGC/ RUSA Schemes.

#### IV. Maintaining Decentralized and participative management

Administrative set-up of the institution is depicted in the organogram.



- 44 Committees have been constituted with Principal as chairperson and faculty and students as members for reflecting participative management and to maintain transparency in administration.

## **V. Enhancing and Sustaining Institutional Quality**

- The Departments and Support services prepare action plans at the beginning of the academic year. Institutional action plan is prepared by consolidating the action plans duly incorporating other administrative activities.
- Implementation of the action plan is monitored by Internal Quality Assurance Cell (IQAC).
- Faculty are encouraged to participate in FDPs/ ToTs /Refresher Courses/ Orientation Courses/ MOOCs to enhance their academic competency.
- IQAC conducts faculty Empowerment programmes to update their knowledge and skills.
- Internal academic audit of the institution is conducted by IQAC, External academic audit by Regional Joint Director of Zone II and Academic advisors appointed by Commissioner of Collegiate Education, AP periodically.
- Self-appraisal Reports of faculty are evaluated by IQAC annually and scores are awarded based on the performance. Suggestions are given for improvement.
- Internal financial audit is conducted by Annual Stock Verification Committee and Income and expenditure of Examination Cell, Autonomy Grants is audited by a certified auditor and ratified by Finance Committee.
- IQAC Prepares Annual Quality Assurance Reports and submits to NAAC.

## **VI. Assuring Welfare of staff and students**

- The institution Implements all the welfare measures approved by the State Government like EHS, APGLI, CPS, OPS, LTC, EL, Advances and Loans, ML, CCL etc., for the staff.

Encouragement to apply for awards and fellowships.

- Two Faculty received State Best Teacher Award and 1 Faculty received District Level Best Teacher.
- College has gym facility which helps students and staff in maintaining physical Fitness.



- Students are provided with Government scholarships, freeships by NGOs and the institution. Philanthropists contribute to the endowment prizes.

#### **VII. Strengthening Industry- Academia partnership**

- The institution has 18 functional MoUs with reputed organizations and local firms for conducting student exchange/faculty exchange/ Internships/Field trips/workshops/Training Programmes/ Extension lectures/ Placements and other collaborative activities.
- As members of Board of Studies, Industry experts participate in curriculum design and development.
- Industrialists are nominated as members in IQAC, Academic Council and Governing Body for strengthening the institution in academic, administrative, and financial aspects.

#### **VIII. Enhancing Alumni participation and contribution**

- Alumni Association of the college is a registered body under Andhra Pradesh Societies Registration Act 2001 Act with Regd. No.155 of 2022.
- So far 538 Alumni registered as members in the association.
- Alumni meetings are conducted periodically to discuss on the measures to be taken for development of the institution.
- 9 Alumni are working as Faculty in the college and are contributing to the development of the institution.
- As members of Board of Studies, alumni participate in curriculum design and development.
- The significant alumnus, Ms. Vanga Geetha Viswanath, the honorable Member of Parliament sanctioned Rs. 50 Lakhs from MPLADS for the construction of two additional classrooms.
- Alumni share their expertise through guest lectures and awareness programmes.

#### **IX. Maintaining Institutional Social Responsibility**

- NSS Units function effectively in maintaining social responsibility by conducting awareness programmes, rallies, and special camps in the adopted villages.

- NCC cadets render their services to the community by participating in blood donation camps, Beach cleaning and other community related activities.
- Student and staff visit nearby old age homes and orphanages to give moral support and offer essential commodities.
- The institution inculcates social responsibility among the students by assigning Community Service Projects.
- The institution has a Centre to train the unemployed women who discontinued their studies by offering courses such as Self-employed Tailoring, Data Entry Operator under PMKVY scheme which helps them to be self-reliant.

#### **X. Developing physical infrastructure**

- ONGC sponsored Iron cots worth 19 lakhs to Social Welfare hostel within the college premises, RO Plant, Toilets, 20 Desktops and 2 printers.
- The college purchased computers, Laboratory equipment from restructured special fee funds.
- Two additional classrooms were constructed with MPLADS.
- 8 Pink toilets were constructed with Municipal Corporation Funds.
- 16 CC Cameras were installed for the surveillance of the campus.
- Established Botanical Garden and vegetable garden in the campus.

#### **MONITORING THE DEPLOYMENT OF STRATEGIC PLAN**

The deployment of strategic plan is monitored periodically by IQAC of the institution through the institutional committees. The academic progress is acknowledged in the Academic council by the heads of the departments. The resolutions regarding the budget allocation of the current year are made and ratification of the expenditure of the previous year is by the Finance Committee. The resolutions of Academic Council and Finance Committee are discussed and approved by Governing Body with which the deployment of strategic plan is carried out in an effective manner.