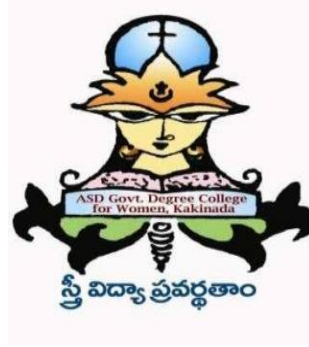


**A.S.D. GOVERNMENT DEGREE COLLEGE FOR WOMEN (A)**  
**KAKINADA**  
**(Affiliated to Adikavi Nannaya University, Rajamahendravaram)**



**Motto:**

*Women Education Shall Prosper*

**STRATEGIC PLAN & DEPLOYMENT**  
**DOCUMENT (SPDD) (2018 to 2033)**

**(Revised in 2023-2024)**

## **ABOUT THE COLLEGE**

A.S.D. Government Degree College for Women, 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 when there was no separate degree college for women in the entire district. After managed by Annavaram 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 UGC, under 2(f) and 12B in 1972. Having served as a composite college till 1996, the college became a full-fledged Degree College in 1997. 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. The College was assessed thrice by NAAC in 2005, 2011 and 2018 respectively. The College grew in strength year after year offering new combinations of programmes to meet the needs and demands of the students. From 2018-2023, the college offered 19 UG Programmes and 02 PG Programmes. In 2023-24, 11 Single major programmes and M. Sc Organic Chemistry were introduced.

The College has residential facility within the Campus with two hostels (one social welfare and a student managed hostel) both accommodating about 400 students.

## **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 strategic goals are followed by strategic planning. Such precise planning based on the previous experiences forms a guide for accomplishing the institutional goals. Strategic planning is followed by execution and realization of 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**

- To Empower young women to face the challenges of life with courage and commitment.
- To Mould the students as builders of a just and humane society founded on ethical values
- To Promote a learning community in which all especially those from less privileged sections form an integral part to create a holistic personality development.
- To 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 Strength**

- Efficient decentralised administration supported by good policies and procedures.
- Highly qualified, dedicated and committed teaching and non-teaching staff.
- Integration of Community Service Project, Internships and Certificate Courses into the curriculum to enhance community engagement and develop employable skills.
- Firm dedication to Environmental Education, Human Values, Ethics, and Indian Knowledge Systems.
- Mentor- Mentee system facilitating holistic development of the students.
- Proactive and disciplined students displaying eagerness to learn and progress.

- Utilization of technology with three Virtual Classrooms, Three Digital Classrooms and 10 classrooms equipped with LCD facilities to integrate ICT into the curriculum.
- Adoption of G-Suit for education, domain mail ids and Learning Management Systems (LMS) usage.
- Implementation of Employability & Skill-based Training Programmes, seminars, and workshops for global exposure.
- Facilitation of Faculty and student exchange programmes.
- Establishment of a considerable number of MoUs for collaborative activities.
- Implementation of offline/online feedback mechanisms from stakeholders
- Operational NCC Unit under 3(A) Girls Bn, Kakinada
- 2 NSS Units with enrolment of 200 students dedicated to community service.
- Provision of one Social Welfare Hostel and a Student Managed Hostel within the campus and Welfare hostels for girl students in the vicinity.
- Organizing Blood Grouping tests for all students in collaboration with Rotary Blood Bank.
- Conducting free Medical Check-ups for staff and students in collaboration with the local hospitals.
- Installation of RO plant providing safe drinking water.
- Provision of special care and support to Divyangjan by offering scribes, Rest Rooms, Ramps, Examination fee exemption, 10% pass mark concession.
- Offering Scholarships, Free ships, and endowment prizes to the deserving students.
- Operation of Health and Counselling centre.
- Adoption of Solar Power generation with grid connectivity.
- Establishment of dedicated Training and placement cell
- Integration of e- governance in academic and administrative domains.
- Maintenance of Green Campus with ISO certification.
- Mobilisation of funds from Local bodies, Organizations, and the corporate sector for infrastructure development in the college.

- Establishment of an Innovation and Incubation Centre to foster entrepreneurial skills.

### **Institutional Weakness**

- Inadequate number of classrooms to accommodate the student population.
- Significant dropout rates attributed to early marriages or economic hardship.
- Limited consultancy services
- Insufficient collaboration in research endeavours.
- Low enrolment rates in Post Graduate Programmes.

### **Institutional Opportunities**

- Strategic location in the Special Economic Zone (SEZ) offering abundant employment prospects.
- Home Science, Aquaculture Technology, Horticulture and Commerce programmes pave the way for entrepreneurship avenues.
- Proximity of State and National organizations such as NIH, SIFT, CIFE offers students valuable hand-on experience opportunities.

### **Institutional Challenges**

- Mitigating student dropout rates.
- Enhancing infrastructure facilities.
- Strengthening consultancy services.

### **Core Values**

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

## **INSTITUTIONAL STRATEGIC GOALS**

The institution has planned meticulously to achieve the following goals in a span of 15 years.

1. Designing and implementing skill based/multidisciplinary programmes.
2. Upgrading the curriculum by Introducing life skill /skill-based certificate/value added courses imparting Indian knowledge system, professional skills.
3. Strengthening ICT based teaching pedagogies
4. Establishing media centre for developing and delivery of e-content.
5. Motivating the faculty to enrol and complete their Ph. D and publish high quality research articles.
6. Continuous quality improvement through innovative teaching learning and evaluation methodologies.
7. Focussing on outcome-based education to achieve maximum learning outcomes
8. Encouraging Research and Innovation culture by motivating the faculty to organize, attend and present papers in international/national/state level seminars and conferences in respective domains
9. Strengthening Industry- Academia partnership.
10. Constructing additional classrooms.
11. Establishing well-equipped laboratories and renovation of existing laboratories
12. Establishing Central Instrumentation Lab
13. Construction of additional toilets
14. Construction of Library building and procurement of e-learning resources
15. Establishing new gymnasium for students
16. Mobilising funds for sustaining quality by improving amenities
17. Strengthening student support services
18. Strengthening decentralized and participative management
19. Assuring Welfare measures for staff and students

20. Encourage staff and students to organize and participate in capacity building programmes to enhance their competencies
21. Promote and sustain environmental consciousness among staff and students by adopting use of alternate energy resources.
22. Enhancing Alumni participation and contribution.
23. Maintaining Institutional Social Responsibility.
24. Sustenance and enhancement of Institutional quality.

## **STRATEGIC PLAN**

Goals of the institution are achieved by strategic planning and proper implementation. The attainment is planned in three phases with a span of 5 years each. The institution plans to introduce new programmes aiming at skill development and employability. For effective Teaching, Learning and Evaluation process IT integration is planned. For enhancing Research and Innovation culture the faculty and students are encouraged to participate in active research by taking up MRPs, Study projects, publications, start-ups etc. For maintaining a transparent and decentralized administration the stakeholders are made part of institutional committees. Internal Quality Assurance Cell constantly takes measures to strengthen and sustain the quality of Institution.

The college gives priority to the welfare of staff and students by adopting all measures provided by the Government. The institution approaches NGOs and philanthropists to extend financial help and plans to increase Freeships and endowment prizes to the students. Planning to have a greater number of MoUs to ensure 100% employment. A separate alumni portal is planned in the institutional website. By 2028, it is planned to improve the alumni registrations to a minimum of 2000. The institution plans for the maximum involvement of students in community related activities. Planning to procure additional classrooms, labs, lab equipment, media centre, Computers at 5:1 ratio, seminar hall to accommodate 500 students, Central instrumentation lab, Innovation and Incubation Centre, sufficient furniture, open gym, Canteen with more facilities.

## Action Plan for the strategic plan

S.No	Goal	Short term (5 yrs)	Mid term (10 yrs)	Long term (15 yrs)
1.	Designing and implementing skill based/multidisciplinary programmes	B. Sc (CZAqT), B. Sc (CBHC) B. Sc (MSCS).	M.Sc Organic Chemistry  B.A. Music	To offer programmes under distance Education
2.	Upgrading the curriculum by Introducing life skill /skill-based certificate/value added courses imparting Indian knowledge system, professional skills	Offer certificate courses covering employability, communication, professional and ethical values		Offer a Diploma course in Bharatanatyam which reflects Indian Knowledge System
3.	Strengthening ICT based teaching pedagogies	1.Procure computers for student use at 10:1 ratio and encourage digital learning  2.Improve infrastructure for ICT based teaching-learning	Improve the student computer ratio to 5:1  Implement Online Mid Examinations	Establish e-learning centre that works beyond college hours
4.	Establishing media centre for developing and delivery of e-content	1.Encourage staff and students to enroll and complete MOOCs in various digital platforms  2.Motivate teachers to	1.Encourage staff to apply for designing MOOCs  2. Establishment of SWAYAM-	1.Establish media centre  2.Develop College LMS



		develop video lessons and PPTs for effective curriculum delivery.	NPTEL LOCAL Chapter	
5.	Motivating the faculty to enrol and complete their Ph. D and publish high quality research	Encourage faculty to enrol for Ph.D and publish articles.	Faculty to publish minimum 2 papers a year in reputed and quality journals	Achievement of 80% Ph.D. holders
6.	Continuous quality improvement through innovative teaching learning and evaluation methodologies	1.Introduce innovative teaching methodologies 2.Bring reforms in examinations	Upgrade for online evaluation	Integration of AI in classroom teaching
7.	Focussing on outcome - based education to achieve maximum learning outcomes	Achieve above 70 percent attainment of programme outcomes	Ensure 80% attainment of programme outcomes	Ensure 100% attainment of programme outcomes
8.	Encouraging Research and Innovation culture by motivating the faculty to organize, attend and present papers in international/national/state level seminars and conferences in respective domains	1.Institution to be recognized as Research Centre. 2.Motivate all the departments to organize /attend seminars/workshops.	1.Improve the percentage of faculty with Ph.D to 50% 2.Encourage the PhD holders to apply for guideship	Get more number of government funded research projects
9.	Strengthening Industry-Academia partnership	1.Enter MoUs with local	Approach industry for	Motivate students to

		<p>industry/academic institutions for collaborative activities</p> <p>2. Involve industry experts in curriculum designing and other important activities</p>	<p>student's Research Projects and Internships and placements.</p>	<p>establish small-scale industries</p>
10	<p>Constructing additional classrooms and a Seminar hall</p>	<p>1. To construct at least 8 additional classrooms.</p> <p>2. To construct a Seminar hall with 500 accommodation capacity</p>	<p>Construct 5 more classrooms</p>	<p>Construct 10 additional classrooms with lift facility to create a barrier free environment for aged and Divyangjan.</p> <p>Seminar Hall with a capacity of 500.</p>
11	<p>Constructing well-equipped laboratories and renovation of existing laboratories</p>	<p>Renovation of existing laboratories</p>	<p>Upgradation of existing labs with latest equipment</p>	<p>Construction of an additional Computer Lab,</p>
12	<p>renovation of existing damaged buildings</p>	<p>Renovation of Administrative block, Seminar hall and other</p>		

		buildings		
13	Establishing Central Instrumentation Lab	Procure equipment for the central instrumentation Lab	Construction of a building and appoint a technician for central Instrumentation Lab	To take up active research utilizing CIL and publish papers.
14	Construction of additional toilets	Construct additional toilets for students	Construct additional toilets for students	Construct bio- toilets
15	Construction of Library building and procurement of e-learning resources	Renovation of the existing building	Construction of a new block for Library with reprographic facility	Establishing extension libraries
16	Establishing new gymnasium and a new Yoga centre and other sports facilities	To approach the local municipal authorities to setup open gyms in the campus	To establish new Yoga Centre	To construct an indoor stadium
17	Mobilising funds for improving college amenities	Approach philanthropists for donating funds to install RO plant, construction of toilets, procurement of hostel infrastructure, construction of Main Gate	Upgrading hostel infrastructure To construct a pond for maintaining ornamental fish	Construct additional hostel rooms to accommodate more no. of students
18	Strengthening student support services	1.Infrastructure development in	1.To grab all the Central and state	1.Maintaining Pre-

		<p>placement cell/JKC.</p> <p>2.Invite University personnel and Industry experts for career guidance and higher progression.</p> <p>3.Financial assistance to students for attending sports and games events at state/national level</p>	<p>Government scholarships allocated for girl students</p> <p>2.Establish student clubs</p> <p>3.Provide training in games and sports for achieving medals at state/National level</p> <p>4.To start NCC Navy and Airforce wings</p>	<p>school &amp; creche.</p> <p>2.Introduce B.P. Ed programme</p>
19	Strengthening decentralized and participative management	Constitute committees for decentralized administration to promote inclusiveness	Strengthen functioning of statutory committees	
20	Assuring Welfare measures for staff and students	Ensure maximum utilization of welfare measures by staff and students	Ensure maximum utilization of welfare measures by staff and students	Ensure maximum utilization of welfare measures by staff and students
21	Encourage staff and students to organize and participate in capacity building programmes to	Conduct capacity building programmes and attend the programmes	Encourage students' participation in short-term	

	enhance their competencies	organized by reputed institutions	training programmes offered by national institutes	
22	Promote and sustain environmental consciousness among staff and students by adopting use of alternate energy resources/water conservation strategies	1. Conduct sensitization programmes on environmental consciousness 2. Follow measures for environmental protection and preservation in the institution	1. Usage of solar lights on pathways in the campus 2. Adopt water conservation, rain water harvesting strategies	Establish wind mill
23	Enhancing Alumni participation and contribution	To obtain a registered Alumni Association and encourage alumni participation for institutional development	1. Mobilize funds for institutional development. 2. Approach for internships and projects	1. Mobilize funds for institutional development 2. Approach for internships and projects
24	Maintaining Institutional Social Responsibility	To conduct extension and outreach programmes that address societal issues and contribute positively to communities.	Conduct gender sensitization programmes	Nurture the thought of giving back to society
25	Sustenance and enhancement of	1. Strengthen IQAC 2. Renewal of	1. Participate in NIRF and attain	1. Transformation into a

Institutional quality	autonomy status 3.Apply and achieve Star DBT status 4.Achieve 'A' grade in 4 <sup>th</sup> cycle NAAC accreditation	rank below 500 2.Apply and achieve Star DBT status	research-oriented institution
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## **DEPLOYMENT OF STRATEGIC PLAN UPTO 2022- 2023.**

### **1. Designing and implementing skill based/multidisciplinary programmes**

- Introduced three restructured, market oriented and multidisciplinary courses- B. Sc (CZAqT), B. Sc (CBHC), B. Sc (MSCS) during 2018-19, 2020-21 and 2022-23 respectively.
- In alignment with NEP 2020, the institution has introduced 11 Single Major Honours Programmes B. Sc Honours- Zoology, B. Sc Honours- Botany, B. Sc Honours- Computer Science, B. Sc Honours- Mathematics, B. Sc Honours- Physics, B. Sc Honours- Chemistry, B. Sc Honours- Home Science, B. Com Honours- General, B. Com Honours- Computer Applications, BA Honours- Economics and BA Honours- Political Science.
- Introduced PG Course for M.Sc. Organic Chemistry in addition to the existing PG programmes M.A. Telugu and M. Com from the academic year 2023-24.

### **2. Upgrading the curriculum by introducing life skill /skill-based certificate/value added courses imparting Indian knowledge system, professional and industry ready skills**

- Introduced courses reflecting Indian Knowledge system such as Aadhunika Telugu Saahityam (Modern Telugu Literature), Srujanaatmaka Rachana (Creative writing in Telugu), Performing Arts.
- Offered and completed 67 certificate courses from 2018- 2023. In 2023-24, 22 Certificate courses were offered covering the

professional skills, soft skills, technical skills, and Indian Knowledge System (IKS).

### **3. Strengthening ICT based teaching pedagogies**

- The college has 125 computers till 2022-23, to facilitate the students for digital learning which helps them to be on par with their global peers. In 2023-24, 60 new computers were purchased increasing the number to 185.
- All the staff members have their personal laptops for integrating ICT in the curriculum delivery.
- 13 Broadband connections with Wi-Fi Internet with a speed of 60-300 Mbps is available for uninterrupted Internet facility for all stakeholders.
- 3 virtual and 3 digital class rooms are available in the institution which are equipped with smart boards and 10 class rooms have LCD projectors.
- TLPMS App is being used for regular monitoring of teaching learning process.
- The institution offered MOOCs namely 'Get connected,' 'Programming Essential in Python,' 'CCNA: Introduction to Network,' 'CCNAv7; Bridging' in association with CISCO. 447 students completed MOOCs offered through CISCO since 2018. The institution encourages students to complete MOOCs offered through different platforms. 51 Students completed Udeemy course in 'E- Learning' and 36 students completed MOOCs through Coursera. In the academic year 2023-24, 22 Certificate Courses were offered benefitting 563 students. Among them, 50 students completed MOOCs using Infosys Springboard, 24 students completed the 'Programming Essentials Using Python' course through CISCO, and 22 students completed courses on the Sololearn platform.
- The Institution has applied for SWAYAM –NPTEL Local chapter.

### **4. Establishing media centre for developing and delivery of e-content**

- The faculty are engaged in developing e-Content resources in their respective courses. A few of them are acting as state coordinators and a few as NRC level coordinators for developing LMS. Students are utilizing Learning Management System (LMS) developed by Commissionerate of Collegiate Education and Andhra Pradesh State Council of Higher Education. Along with traditional classroom work, students are encouraged to extend their learning on digital platforms which provides them an exposure to the international level of quality lectures.

#### **5. Motivating the faculty to enrol and complete their Ph. D and publish high quality research**

- 2 faculty Dr. D. Chenna Rao, Lecturer in Chemistry and Dr. P. Sanjotha, Lecturer in English successfully completed their PhD under UGC FIP scheme in 2019 and 2022 respectively.
- During the year 2023-24, Out of 48 faculty, 17 are PhD holders and 13 have enrolled and are pursuing.
- Faculty are actively involved in research and published 52 research articles in journals and edited chapters in 46 Books/ chapters in edited volumes from 2018-23. During 2023-24, 15 Papers out of which 8 in UGC-CARE and Scopus Indexed journals and 11 Books/ chapters in edited volumes were published by the faculty.
- Motivating faculty members to publish research Papers in UGC-CARE and Scopus Indexed journals 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.
- 4 faculty completed Minor Research Projects and 1 faculty completed a Major Research Project under UGC/ RUSA Schemes.
- Affiliating University - Adikavi Nannaya University recognized the institution as a Research Center for Commerce and Telugu.



- Dr. K. Anitha, Lecturer in Chemistry is provided with Guideship from Adikavi Nannaya University and allotted 2 Ph.D scholars during 2023-24.

#### **6. Continuous quality improvement through innovative teaching learning and evaluation methodologies**

- Students are assigned cluster projects, student study projects and Community Service Projects for fostering research aptitude.
- Field trips are another teaching methodology through which students learn through first hand experiences. The institution organizes field trips every year.
- Preparation of audiovisual aids is another practice.
- Demonstrations are conducted for practical sessions wherever required
- Student seminars is a form of peer teaching wherein the students need to be thorough in the topic they are going to present and teach the peers.
- 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.

#### **7. Focussing on outcome-based education to achieve maximum learning outcomes**

Outcome based education is adopted and the student outcome attainments are measured both in continuous internal assessment and semester end examinations. Systematically the programme outcomes, programme specific outcomes and course outcomes are designed with the guidance of IQAC and the same are discussed and approved in BoS meetings of the respective departments. The course outcomes are mapped with programme outcomes and the attainment levels are calculated on a 4-point scale. The programme attainment values ranged from 70-100 percent.

**8. Encouraging Research and Innovation culture by motivating the faculty to organize, attend and present papers in international/national/state level seminars and conferences in respective domains**

From 2018-2023, 5 national seminars, 2 webinars, and 15 workshops 2 webinars, 2 symposia, 2 FDPs were organized and in 2023-24, the institution organized 5 workshops, 1 seminar and 3 webinars by collaborating with various academicians and industry experts.

**9. Strengthening Industry- Academia partnership**

- From 2018-23, the institution has 24 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. In the last five years, 33 activities are conducted collaborating with other academic institutions as well as industry under this category. During 2023-24, the institution has signed 6 MoUs in addition to the existing.
- 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.
- Field visits are conducted to the industries to provide practical exposure in their respective domains.
- Students undergo internships in their respective domains which enable them to have practical knowledge in the related industries.
- Invited lectures are conducted by inviting resource persons from reputed academic institutions and industries.

**10. Constructing additional classrooms**

- 4 classrooms with RUSA 2.0 funds, Exam cell and 2 classrooms with MPLADs were added to the existing class rooms.
- Estimations of cost of construction are collected by the relevant authorities and proposals are sent to the Commissionerate of

Collegiate Education for granting permission to construct additional classrooms.

- Seminar hall with MPLADS is under construction.

#### **11. Constructing well-equipped laboratories and renovation of existing laboratories.**

- The college purchased computers, Laboratory equipment from restructured special fee funds.
- Two additional classrooms were constructed with MPLADS.
- 16 CC Cameras were installed for the surveillance of the campus. 4 CC cameras were installed in new library block during 2023-24.
- Developed a Botanical Garden and a Horticulture Garden in the campus.
- Proposals are sent to the Commissionerate of Collegiate Education, Andhra Pradesh for granting permission to utilize the special funds for the construction of seminar hall.
- Efforts are being put to procure funds from philanthropists and MPLADS.

#### **12. Renovation of damaged buildings**

- Renovation of Administrative block, Seminar Hall and other buildings is under process.

#### **13. Establishing Central Instrumentation Lab**

- The required equipment, such as Hot air oven, Bacteriological Incubator, Electrophoresis kit, Kettle equipment, Stephens Constant Equipment, Conductivity meter and Potentiometer is being procured for the central instrumentation Laboratory and very soon it will be established.

#### **14. Constructing additional toilets**

- 10 toilets with ONGC funds 8 Pink toilets with Municipality funds were constructed during the last five years. In 2023-24, 20 additional toilets were constructed for student use.

#### **15. Renovation of Library building and procurement of learning resources**

- Estimations of cost of construction are collected by the relevant authorities and proposals are sent to the Commissionerate of Collegiate Education for granting permission to construct additional classrooms, Library, and physical education block.
- In the last five years 1961 books are purchased under government budget, autonomy grants, restructured special fee and special fee funds. In 2023-24, Library procured 172 Books from SC Book Bank, 225 from Special Fee funds.
- Library is automated for efficient delivery of services.
- 8 Computers are available for student use in the library for e-learning.
- In 2023-24, Printer cum scanner cum Xerox machine was purchased to provide reprographic facility.

#### **16. Establishing new gymnasium for students**

- Along with the existing 9 stationed gym, one open gym is set up in the college with the assistance of Kakinada Municipal Corporation for encouraging physical fitness among the students.

#### **16. Mobilising funds for improving college amenities**

- The college approached philanthropists for providing infrastructure to the social welfare hostel for improving their living conditions. ONGC sponsored 3 tier bunk beds worth Rs.17.9124 lakhs to Social Welfare hostel located within the college premises, Rs. 9.8 lakhs for RO Plant, Cycle shed construction and civil works, Rs. 8.77 lakhs for constructing student Toilets, Rs. 9.44 lakhs for 20 Desktops and 3 printers and Rs.1.4 lakhs for conducting cocurricular activities.

#### **17. Strengthening student support services**

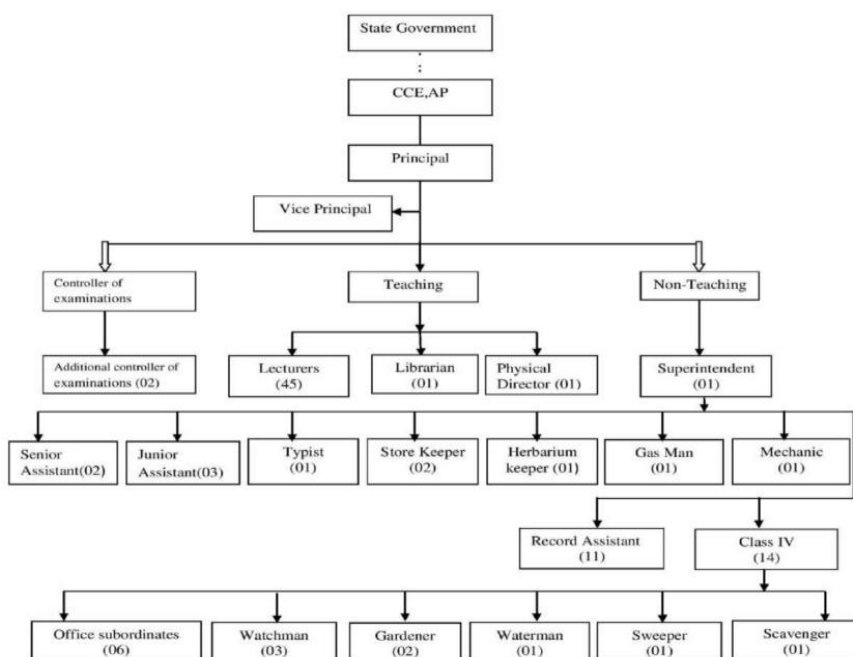
- Trainings are conducted by JKC, Career guidance cell and the concerned departments to improve the communication, professional and employability skills among the students
- 29 job drives are conducted by JKC from 2018-23 and 1207 students are placed with different employers throughout the state. In 2023-24, 10 job drives were conducted through which 142 students got placements.

- From 2018-23, 276 students enrolled for higher education in various reputed universities/PG colleges within and outside the state and some of the students have opted for other technical courses/professional courses. In 2023-24, 58 students progressed for Higher Education.
- Efforts are being put up by the college to support the students financially in the form of Freeships, scholarships and endowment prizes. From 2018-23, Rs. 4,48,47,629 was provided in the form of government scholarships, Freeships and in the year 2023-24, Rs.17,28174 was provided.
- Financial support is provided for the students to attend state/national level events in cultural /sports/games.
- Career guidance Cell assists students in choosing the right career based on their qualification as well as interest and aptitude. It also helps the students to design their path to reach their goals in a right way.
- Career guidance cell organized 26 programmes from 2018-23 covering areas registration in National Career Service portal, preparation for civil services and other competitive examinations, preparation for an interview, goal setting, brain gym, communication, and soft skills etc., by collaborating with reputed organisations like SETRAJ, ICSI, ICAI, KL University, JCI International etc. In 2023-24, the no. of programmes under this cell is 6.
- Students are made partners in decision making and administration by including student members in non-statutory committees.
- NCC and NSS camps provide holistic development among students and motivate them to involve in the community development.
- Innovation and Incubation Centre encourages the student ideas for entrepreneurship. Yuva Crafts and Blossoms Nursery are the start-ups initiated under IIC.

### **18. Strengthening decentralized and participative management**

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

### ORGANOGRAM OF THE COLLEGE



- Approximately 40 Committees have been constituted with Principal as chairperson and faculty and students as members for reflecting participative management and to maintain transparency in administration.
- Committees are constituted in such a way that it ensures sustained institutional quality, transparent administration, gender sensitization, social inclusiveness, institutional social responsibility etc.,

### 19. Assuring Welfare measures for 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.
- Students are provided with Government scholarships, Freeships by NGOs, and the institution. Philanthropists contribute to the endowment prizes.
- College provides Health insurance facility for all students.

- Grievances of students in academic as non-academic issues are addressed immediately by the respective committees
- Mentor-mentee system is a regular practice in the institution wherein a group of students are allotted to a mentor. Mentor conducts regular meetings with the mentees and discusses their academic or personal issues if required. Necessary counselling is provided whenever required

**20. Encourage staff and students to organize and participate in capacity building programmes to enhance their competencies**

- Capacity building programmes are organized by the institution for enhancing the competencies of teachers and encourage them to participate in capacity building programmes by providing on duty facility.
- FDP in Survey and Reporting is conducted for the concerned faculty from all over the district in collaboration with APCCE
- Department of Microbiology have conducted workshops and lectures on Intellectual Property Rights.
- Faculty Forum is a platform for sharing knowledge and expertise in their domain subjects which boosts up the morale of the teachers. Under this platform, preparations for NAAC, Academic audit etc., are discussed.

**21 Promote and sustain environmental consciousness among staff and students by adopting use of alternate energy resources**

- Environmental education is offered as a compulsory course for students of all programmes instilling a sense of challenges for environmental conservation as well as the solutions for environmental protection
- Students are sensitized on environmental issues by celebrating World Ozone Day, Environment Day, Water Day, Earth Day, Coastal cleanup day etc.,
- Students are encouraged to participate actively in activities of NGOs working for environmental protection.
- Green audit is conducted by external agencies to maintain the standards of environmental conservation

- Solid and liquid waste management are an integral part of the institution by maintaining compost pits, water drainage pits and compost preparation with kitchen waste from the hostel are some of the practices that indicates the institutions commitment to environmental conservation.
- Solar energy is generated and utilized by the institution by installing solar panels on rooftops of college buildings and with grid connection.
- Fluorescent bulbs are replaced with LED bulbs as an environment friendly measure.
- Water conservation strategies have been adopted.

## **22. 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.
- In the year 2023-24, Ms. Vanga Geetha Viswanath, the honorable Member of Parliament sanctioned Rs. 45 Lakhs from MPLADS for the construction of a new seminar hall.

## **23.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.

#### **24. Sustenance and enhancement of Institutional quality**

IQAC is the major body which ensures quality sustenance as well as quality enhancement with Principal as the chairperson.

- Internal academic audit is conducted by IQAC at regular intervals
- External academic audit is done by Regional Joint Director of Zone II and Academic advisors appointed by Commissioner of Collegiate Education, AP periodically.
- IQAC Prepares Annual Quality Assurance Reports and submits to NAAC.
- 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.
- College regularly submits AISHE data, participates in NIRF ranking, applies for Star DBT college status to compare with the peer colleges and upgrade as per the national /global demands

#### **STRATEGIES FOR ACHIEVING MID-TERM AND LONG-TERM GOALS**

- Introducing new programmes based on the industry needs.
- 100% ICT integration in teaching, learning and evaluation process.

- Motivating all the faculty to complete Ph.D.
- Applying for research projects with funding.
- Providing seed money for research.
- Allocating funds to establish Central Instrumentation lab.
- Strengthening Innovation and Incubation centre with more number of start-ups.
- Mobilizing funds from government, NGOs, alumni, and philanthropists for infrastructure development.
- Applying for NCC Navy and Airforce wings.
- Strengthening student participation in institutional best practices.

The successful implementation and deployment of the strategic plan have significantly contributed to the institution's progress. By aligning key objectives with actionable strategies, the institution has fostered growth, improved performance, and enhanced its ability to adapt to changing environments. This strategic direction not only supports current goals but also positions the institution for long-term success, ensuring continued advancement and impact in its field.

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