

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)



Motto:

Women Education Shall Prosper

STRATEGIC PLAN AND DEPLOYMENT DOCUMENT (SPDD)

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 August, 1968. The College is 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 suit the needs and demands of the students resulting today in 18 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.

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 its core values and institutional goals. The goals are defined by the brainstorming sessions of the stake holders through SWOC analysis. After analysing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion with all the stakeholders. The strategic goals are followed by the strategic planning. While formulating the strategic plan and deployment document, care is taken to involve all stakeholders to help contribute their part which is vital for the success of every 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
- A 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 Rotary Blood Bank
- Free Medical Checkup 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 center
- Solar Power
- Green Campus
- Mobilisation of funds from Local bodies ,Organisations , corporate sector for the infrastructure development in the college
- Innovation and Incubation Center 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 course creates entrepreneurship opportunities
- Located in near vicinity of organizations like NIH,SIFT,CIFE provides scope for first hand experiences for students

Institutional Challenges

- Student dropouts
- Improving infrastructure facilities
- Strengthening consultancy services

CORE VALUES

Value Based Education

Skill Enhancement

Inclusiveness

Transparent administration

Institutional Social Responsibility

INSTITUTIONAL STRATEGIC GOALS

Designing and implementing quality programmes and courses

Effective delivery of Teaching –Learning

Encouraging Research and Innovation culture

Decentralized and participative management

Sustaining Institutional Internal Quality

Assuring Welfare of staff and students

Strengthening Institute-Industry partnership

Enhancing Alumni participation and contribution

Maintaining Institutional Social Responsibility

Developing physical infrastructure

STRATEGIC PLANNING

Designing and implementing quality programmes and courses

- Introducing restructured, market oriented and multidisciplinary courses
- Introducing PG courses in Sciences
- Introducing courses reflecting Indian Knowledge systems
- Effective utilization of the Learning Management System

Effective delivery of Teaching –Learning

- Providing ICT infrastructure in all the class rooms
- ICT based Teaching, Learning and Evaluation
- Student mentoring
- Developing quality e-content resources
- Regular analysis and action on feedback

Encouraging Research and Innovation culture

- Motivation and necessary support for staff in enrolling and completing PhD
- Publication of articles in UGC CARE and Peer reviewed journals
- Encouraging research oriented Student Study projects

Decentralized and participative management

- Decentralization of the academic and administrative activities
- Prescribing key role areas for the teaching and non-teaching staff
- Establishing committees and implementing them effectively

Sustaining Institutional Internal Quality

- Constituting a committee for internal quality assurance
- Periodical monitoring of the internal quality
- Academic Audit
- Preparation and submission of Annual quality Assurance Reports
- Conduct of training programmes for the teaching and non-teaching staff

Assuring Welfare of staff and students

- Implementation of all the welfare measures approved by the government
- Providing best work environment and infrastructure
- Supporting the staff in attending seminars, workshops and trainings
- Encouragement to apply for awards and fellowships

Strengthening Institute-Industry partnership

- MoUs with the reputed local industries
- Extending consultancy services
- Certificate courses with industry collaboration

Enhancing Alumni participation and contribution

- Strengthening alumni association
- Recognising successful alumni
- Inviting alumni as resource persons
- Creating database of the alumni
- Fund mobilization through and from alumni

Maintaining Institutional Social Responsibility

- Conduct community outreach activities
- Student and staff visits to nearby old age homes and needy
- Motivating the students participation in voluntary activities
- Conducting awareness programmes on needy areas
- Liaison between the needy and the social welfare organisations

Developing physical infrastructure

- Construction of new classrooms
- Establishment of well-equipped laboratories for horticulture and aquaculture
- Mobilization of funds for infrastructure development
- Strengthening and digitalization of central library

MONITORING THE STRATEGIC PLAN

SPDD will be monitored periodically by the head of the institution through the respective committees. The academic progress will be presented in the council by the heads of the respective departments. The overall detailed report of institutional quality will be prepared by the IQAC which will closely monitor the progress. After thorough analysis, the council will give necessary suggestions and suggest strategies for improvement and the deployment of resources. All these reports will be forwarded for further discussions and approval in General Body meeting chaired by the Commissioner of Collegiate Education, AP.

CONCLUSION

SPDD creates a clear map and pathway for quality sustenance and enhancement. Regular monitoring of these strategic goals is necessary for the successful achievement of the institutional goals. Internal quality assurance is possible through the effective implementation of SPDD.

