



## STRATEGIC PLAN AND DEPLOYMENT DOCUMENT

### Our Vision and Mission

#### College Vision:

To achieve excellence in delivering quality education of global standards, coupled with innovative practice using advanced technology and expertise transforming the student community into potential global leaders with accountability to meet the social, national and dynamic global challenges.

#### College Mission:

- To create and nurture learning and knowledge based an environment, conducive to the pursuit of quality education which would transform a socially responsible generation to act on their professional values and beliefs.
- To bring about their overall personality development, fostering a caring and creative environment that emphasizes physical, social and intellectual development.
- To instil a sense of understanding, remarkable resilience and enduring adaption to a diverse, competitive and dynamic society.
- The mission of the trust is to empower young men and women to face the challenges of life with courage and commitment to be builders of a human and a just society and to promote a learning community in which all, especially those from less privileged backgrounds, feel part of the collaborative high quality educational process which is value based and leads to holistic growth.

#### Benchmark of strategic planning for RASC

- Guiding the institution's growth.
- Maintaining academic excellence.
- Adapting to changes in higher education.
- The management has taken strategic decisions and implemented ICT facilities across all the lecture halls.



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RAAK ARTS & SCIENCE COLLEGE  
VILLIANUR POST-605 110  
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# RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Annamalai Nagar, Chidambaram, Tamil Nadu, India

A Unit of Farouk Educational Trust

- The college has envisioned to introduce new course programme in upcoming academic years.

## SWOC ANALYSIS

Conducting a SWOC analysis (Strengths, Weakness, Opportunities, Challenges) for RAAK Arts and Science College (RASC) provide a comprehensive understanding of its internal capabilities and external factors that influence its performance and strategic planning.

### Strengths:

- Committed Management
- Brand Name
- Retention of employee
- Highly qualified faculty
- Modern infrastructure

### Weaknesses:

- Need to focus on quality publications, patent filing and to explore commercial potential.
- Consultancy services need to be increased.
- Limited scope for research and consultancy activities
- Limited scope for altering University curriculum
- Industry-Institute interaction needs further improvement.
- Need to increase placement in core companies.



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## Opportunities:

- To acquire NAAC accreditation and NBA status of accreditation for all programs.
- To be an autonomous institutions for revision of curriculum to suit to the requirements of industry.
- To increase fundamental and applied research
- To start the research centres in each branch of Arts and Science
- To sign MoUs with more industries research organisations to facilitate the students and the teachers
- To increase the consultancy.

## Challenges:

- Competition with new higher education institutions like deemed universities
- Attraction for students to migrate towards metro cities for admissions
- Need for improving employability of the students in the current scenario of rapidly changing technology and requirements as well as policies prevailing from time to time in MNCs.

## STAKE HOLDERS EXPECTATION

MANAGEMENT	<ol style="list-style-type: none"><li>1. Global branding</li><li>2. Sustainability</li><li>3. Good governance</li><li>4. Deemed university status</li><li>5. Social responsibility</li></ol>
LEADERSHIP TEAM	<ol style="list-style-type: none"><li>1. Competent faculty</li><li>2. Internal revenue generation for sustainability</li><li>3. Industry oriented/continuing education programmes</li><li>4. Bench marketing through accreditation of programs and institution</li></ol>



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	5. Creation of centres of excellence
FACULTY & STAFF	<ol style="list-style-type: none"><li>1. Good academic &amp; working ambience</li><li>2. Career growth, Research facilities &amp; incentives</li><li>3. Academic independence with accountability</li><li>4. Transparency and uniform process</li></ol>
STUDENTS	<ol style="list-style-type: none"><li>1. Good academic &amp; research ambience</li><li>2. State of the art infrastructure</li><li>3. Experiential learning &amp; opportunity for talent exposure</li><li>4. International learning at affordable fee</li><li>5. Quality placement, career guidance and entrepreneurial opportunities</li></ol>
PARENTS	<ol style="list-style-type: none"><li>1. Branding</li><li>2. Quality teaching- learning</li><li>3. Disciplined students</li><li>4. Good placements</li></ol>
INDUSTRY	<ol style="list-style-type: none"><li>1. Industry ready professionals with proper attitude</li><li>2. Strong fundamentals</li><li>3. Strong industry-institution interaction</li><li>4. Collaborative research , consultancy</li><li>5. Brand and accreditation of the institute</li></ol>
SOCIETY	<ol style="list-style-type: none"><li>1. Graduates with Moral, Ethical and responsible citizenship</li></ol>



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## STRATEGIC GOALS

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Ensuring Good Governance

Establishing Effective Teaching learning process

Developing Leadership and Participative Management

Developing Financial Management

Put Emphasize On Industry-Institute Interaction

Establishing Internal Quality Assurance System

Ensuring Students Development and Participation

Ensuring Staff Development & welfare

Increasing Alumni Interaction

Engagement in Community Services and extension

Developing Physical Infrastructure

Getting Accreditations from Statutory Bodies



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## STRATEGIC PLANNING

RASC leadership team after brain storming on the vision, mission, quality policy. Core values. Stock holder's expectation and SWOC analysis arrived at the step to establish institution strategic planning.

### 1. Ensuring good governance

- ❖ Inclusion of industrialist & academician
- ❖ Vision, Mission development & their articulation
- ❖ Evaluation of institute performance and benchmarking
- ❖ Institutional strategic goals setting
- ❖ Institutional strategic development plan
- ❖ Establishing quality management systems
- ❖ Establishing organisation structure
- ❖ Establishing statutory committees
- ❖ Establishing E-governance
- ❖ Leadership development through decentralisation
- ❖ Establishing internal audit committee
- ❖ Code of conduct and policy formulation, approval and implementation
- ❖ Establishing fair and transparent performance appraisal system.

### 2. Establishing effective teaching learning process:

- ❖ Academic planning
- ❖ Development of teaching plan as per OBE
- ❖ Development of teaching aids
- ❖ Procurement of teaching, learning & evaluation software
- ❖ Development of e-learning resource
- ❖ Adoption of ICT
- ❖ Establish research culture
- ❖ Providing mentoring and personal support
- ❖ Create fair feedback system
- ❖ Evaluation parameters and benchmarking
- ❖ Continuous assessment to measure outcomes
- ❖ Performance development through credit system
- ❖ Implementation of best practice like divergent thinking, parallel learning.



  
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### 3. Developing leadership and participative management:

- ❖ Motivating through interaction
- ❖ Decentralize the academic Administration and student related authorities
- ❖ Portfolio assignments
- ❖ Establishment of functional committees

### 4. Developing financial management

- ❖ Framing and implementation of procurement and financial policies
- ❖ Department wise Budget planning
- ❖ Expenditure management
- ❖ Forecasting income and expenditure
- ❖ Surplus fund management /Emergency plan
- ❖ Budget formation and approval
- ❖ Periodic Internal / External audit

### 5. Emphasize on Industry- Institute Interaction

- ❖ Formation of industry instituted interaction cell
- ❖ MOU's with industries
- ❖ Support for internship, visits, trainings, guest lectures
- ❖ Identification of interest in needs and advice on curriculum
- ❖ Providing opportunities for industry based /sponsored project
- ❖ strengthen and training and placement
- ❖ Establishing centre of Excellence

### 6. Establishing internal Quality Assurance system

- ❖ Establishment of IQAC
- ❖ Framing of quality policy and publishing
- ❖ Education and training of all employees
- ❖ Periodic check and guidance
- ❖ Establishment of audit team and process
- ❖ Audit and remedial measures
- ❖ Identifying best practice

### 7. Ensuring students development and participation

- ❖ Establishment of infrastructure for overall development
- ❖ Students representation in various administrative and academic activities



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- ❖ Participation in competitions
- ❖ Organising competitions
- ❖ Rewards and recognition of achievers
- ❖ Participation in committees

## 8. Ensuring staff development and welfare

- ❖ Recruitment policy formation and implementation
- ❖ Staff performance evolution system
- ❖ Staff training
- ❖ Best work facilities and infrastructure
- ❖ Membership of professional bodies
- ❖ Code of conduct and service rules
- ❖ Staff welfare policy formation and implementation
- ❖ Rewards, recognitions and incentives
- ❖ Deputation for seminars, conference
- ❖ Sponsorship /motivation for qualification improvement
- ❖ Support for research, consultancy and innovations

## 9. Increasing alumni interaction

- ❖ Formation of alumni association and registration
- ❖ Data base creation, regular interaction with alumni and networking
- ❖ Recognition of successful alumni
- ❖ Leverage for guest lecturers/ internships/ placements
- ❖ Exploring contributions
- ❖ Brand ambassadors
- ❖ Sponsorship / scholarship

## 10. Engagement in community service and extension activities

- ❖ Identify nearby villages for adoption
- ❖ Projects based on rural challenges
- ❖ Provide vocational training /job oriented training as per local needs at the institute
- ❖ Educational support to village students
- ❖ Conducting awareness campus



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## 11. Developing physical infrastructure

- ❖ Smart class rooms, tutorials seminar halls
- ❖ Modernization of laboratory and equipment
- ❖ Library infrastructure of gradation
- ❖ Establishment of Virtual lab and networking
- ❖ System up gradation
- ❖ Functional facilities for e-learning
- ❖ Safety and security management
- ❖ Medical facility
- ❖ Developing sports (indoor /outdoor facilities)
- ❖ Plantation rainwater harvesting
- ❖ Hygiene solid waste management
- ❖ Recycling waste water

## 12. Getting accreditations from Statutory bodies

- ❖ Permanent affiliation
- ❖ International MOUs
- ❖ Resource Planning and budget approval
- ❖ Preparation of reports and submission

### PERSPECTIVE PALN 2018-2023

PHASE-I 2018-2023	ACHIEVEMENT
ISO 50001:2018 Certification	Received on 16/05/2021
ISO 9001:2015 Certification	Received on 16/05/2021
ISO 14001:2015 Certification	Received on 16/05/2021
MOU	MoU signed with industry
NSS Activity	Participated NSS Activities are organised with various discipline.
Additional course	In Progress
NAAC	In Progress
University Rank Holder	In Progress



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has been assessed and found to conform to the requirements of

**ISO 50001:2018**

for the following scope :

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Certificate No	: 21EEEnMT85	Issuance Date	: 16/05/2021
Initial Registration Date	: 16/05/2021		
Date of Expiry	: 15/05/2024		
1st Surv. Due	: 16/04/2022	2nd Surv. Due	: 16/04/2023



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**Assurance Quality Certification LLC**

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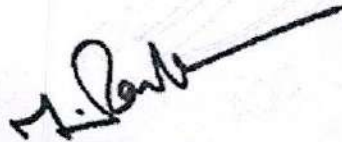
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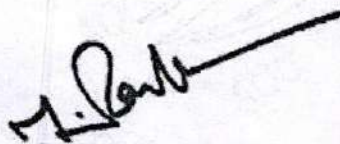
**ISO 14001:2015**

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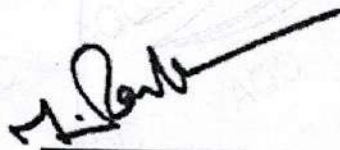
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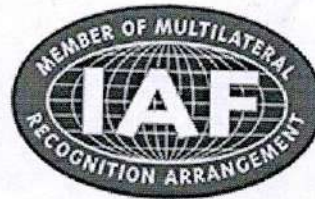
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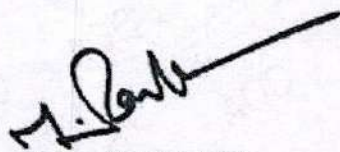
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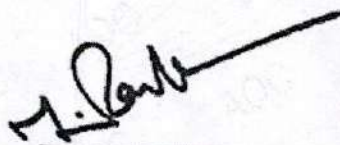
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