



YELDO MAR BASELIOS COLLEGE

Affiliated to Mahatma Gandhi University

Marian Village, Puthuppady P.O, Kothamangalam, Ernakulam, Kerala



STRATEGIC PLAN

2022-2025



YELDO MAR BASELIOS COLLEGE

Affiliated to Mahatma Gandhi University

Marian Village, Puthuppady P.O, Kothamangalam, Ernakulam, Kerala

INTERNAL QUALITY ASSURANCE CELL

YELDO MAR BASELIOS COLLEGE, PUTHUPPADY, KOTHAMANGALAM 686 673

IQAC ACADEMIC STRATEGIC PLAN 2022-2025

PREFACE



Every institution has its own strategic plans in its onward march towards academic prosperity. Yeldo Mar Baselios College is run by Sophia Educational Agency, a registered society under the Charitable Societies' Act. It offers both traditional and new gen programmes for the wellbeing of the young generation. The Vision of our college is to revitalize the purpose of education for the fullest growth and freedom of soul. Our Mission is to focus on outcome based education by means of academic excellence and professional commitment.

Our college has its own short term strategic policy as well as long term strategic policy. What is needed for the immediate future will be equipped with short term policies as it is designed for every three years. It brings out a detailed plan of action for the period in the order of its priority. For the effective functioning of our college we have advisory board, Governing Board, Staff Council, IQAC, Students union and various committees and cells. In consultation with the management, principal looks after the entire day to day affairs of the college.

A college becomes meaningful when it is accomplished with what is needed. We have sufficient instructional and infrastructural facilities for the smooth functioning. We are very keen on providing the campus green, clean and serene. Every year we apply for new programmes and I am happy to report that B.Sc Apparel and Fashion Design is granted by University during this year. We would like to have highly specialized programmes opening new avenues for job opportunities.

As a higher education centre Yeldo Mar Baselios College tends to become an academic centre of excellence with all modern amenities. The infrastructure shall be strengthened, technology shall be updated, facilities shall be enhanced, cordial relations shall be maintained and the needs of the society shall be fulfilled. Our immediate programme is to setup a museum and a gym and the final target is Deemed to be University/Private University.

Kothamangalam
05/06/2022

S/d
Prof. K.M. George

IQAC Academic Strategic Plan Team 2022-2025

Members on the Team

Chev. Prof. Baby M Varghese

College Chairman

Jessy Baby Varghese

Manager

Ajai Baby Varghese

Vice-Chairman

G. Aravind

Managing Director

Prof. K.M George

Principal

Prof. A.J Yoyakki

Vice-Principal

Prof. K. M Kuriakose

Dean

Raji R Nair

IQAC Co-ordinator (2021-2022)

Ms. Bindu Cyriac

CONTENTS

Introduction	6
SWOC Analysis	8
Strategic Plan 2022-2025	11
Case Study - Campus Beutification	13
Conclusion	14

01. INTRODUCTION

Yeldo Mar Baselios College, a christian minority institution, established in 2003, is affiliated to Mahatma Gandhi University, Kottayam. It is dedicated to quality education in job-oriented programs. The college is co-educational and non-sectarian, maintaining secular outlook with freedom of individual faith and thought.

Campus

The college is situated at Puthuppady, beside NH-85, amid Kothamangalam and Muvattupuzha, emerging twin cities at the eastern side of the Ernakulam district. It is surrounded by the panoramic scenes of nature ideal for and conducive to the ‘sweet food of academic institution’, extending over ten acres of land with a variety of rare plants and fruit trees.

Programmes

It offers 10 UG programmes and 3 PG programmes with four additional batches as per the guidelines of Mahatma Gandhi University.

U. G. Programmes

- B. COM (Computer Applications) with an additional batch.
- B. COM (Finance and Taxation)
- B. COM (Marketing)
- B. B. A with an additional batch
- B. C. A with an additional batch.
- B. A Animation and Graphic Design
- B. A Animation and Visual Effects
- B. A. Interior Design (Visual Arts)
- B. F. T (Bachelor of Fashion Technology)
- B. A Multimedia

P. G. Programmes

- M. COM (Finance) with an additional batch
- M. S. W
- M. A Graphic Design

Vision

Our vision is to revitalize the purpose of education for the fullest growth and freedom of soul. As has been envisaged by Tagore and Swami Vivekananda, education is a fruitful exercise for the holistic development of a person.

Mission

Our mission is to focus on outcome - based education by means of academic excellence and professional commitment. Education aims at imparting all-embracing knowledge with professional dexterity so as to make an individual professionally trained, morally upright, and socially committed upholding the social and spiritual values of life.

Goals

In harmony with our vision and mission we are keen on certain objectives upbrining the core values of life. Our goals are:

1. To invigorate the campus for a 'brave new' world.
2. To emulate the luminous minds of scholars and leaders for the bright future.
3. To lick into shape the community for the positive response to 'socialization'.

Motto

The motto of the college is 'Vidhyamrutham Jeevamrutham' emphasizing the significance of knowledge for the enrichment of life.

02. SWOC Analysis

Institutional Strength

- The college is run by Sophia Educational Agency, a registered society under charitable societies act, under the auspices of visionary management.
- The institution has a vibrant teaching community with utmost loyalty and academic experience.
- The institution has an easy access to the industrial belt around Kakkanad, and our college is located at Kothamangalam, a very significant educational hub in Kerala.
- Being the gateway to the high ranges, the tourist paradise, it maintains a cosmopolitan and eco-friendly atmosphere.
- The institution offers five distinct job-oriented programmes under the label of Media and Design such as Animation and Graphic Design, Visual Effects, Visual Arts, Fashion Technology, and Multimedia, the only college where these programmes are offered under the same roof in Kerala.
- The institution is honoured with several university rank holders every year, bringing laurels to the academic scenario.
- The institution has excellent instructional and infrastructural facilities with a mini plex AC theatre (148 seats), an AC seminar hall (250 seats), an AC conference hall (30 seats), ICT enabled classrooms, two prayer rooms, well-equipped laboratories and fully automated library with internet facility.
- The college is surrounded by project-based cultivation, jack farm, mango grove, and other orchards, and a well-designed fascinating garden.
- The institution is fortunate to welcome students from various parts of the country, formulating the spirit of Indian culture – Unity in Diversity.
- The institution is proud of its charity work by way of reaching out to the poor and needy. A monthly pension has regularly been given to more than 70 families since 2015; freeships to many deserving students are provided right from the inception.

Institutional Weakness

- Being a self-financing college, the institution has no permanent affiliation. Hence, the college is not in the purview of 2f and 12b.
- The institution has no financial assistance from any sources such as University, UGC, State / Central Government.
- The institution has no representation in the syndicate or executive council of the university since it is a self-financing college.
- The unaided programmes in the aided colleges terribly affect the admission procedure.
- The socio-economic backwardness of the students as hailing from the rural areas affects the learning process.
- The untoward occurrences of bandh, hartal, strike, natural calamities, pandemic diseases affect the regular functioning of the college.
- Being a self-financing college, it is denied to conduct project and viva-voce examinations in the college. Hence, students are forced to do it in other distant aided colleges.
- Being in the unaided sector, the institution lacks freedom in the design of the curriculum.

Institutional Opportunity

- The institution offers enough opportunities to students pursuing programmes like Animation, Fashion Technology, Interior Design, Multimedia, etc., for better placement.
- The new tech add-on courses like Cloud Computing, Artificial Intelligence, Data Analytics, Logistics, etc., help students develop innovative ideas leading to higher options in placements.

- The institution has sufficient area for project-based cultivation.
- As the campus is green, clean and serene, students are facilitated to enjoy the “sweet food of the academic institution.”
- The instructional and infrastructural facilities available on the campus will certainly promote academic excellence leading to Autonomous status/ Center for Potential for Excellence.

Institutional Challenge

- The lack of proper working days due to natural calamities.
- Needless interference of politically biased student organizations.
- Unforeseen events and agitations caused by local issues.
- Students hailing from rustic areas lack communication skills.
- The challenging situations faced by the young generation due to certain social evils cause much anxiety.
- Lack of timely curriculum updation creates certain uncertainty for the placement of job aspirants.
- The establishment of colleges everywhere without proper feasible study automatically causes terrible inconveniences in the academic circle.
- The conduct of university examinations without a proper schedule affects students’ progression.

03. Strategic Plan 2022-2025

Yeldo Mar Baselios College started in 2003, is affiliated to Mahatma Gandhi University, Kottayam with greater dreams and aspirations in the realm of Higher education in Kerala. The period under review is fruitful in academic and non –academic matters. The primary concern of this period was to achieve NAAC Accreditation and it was gratifying to note that all our department have entired invaluable services for the realization of our goal. As part of our accreditation process, we have made astonishing progress inside the campus.

Yeldo Mar Baselios College has visualized its strategic plan for 2022-25 as suited to the dreams and plans of the Management, Staff and Students of the college for the realization of the outcome based education. Each department has its own vivid programmes and projects. Let us act as per the guidelines of the Government and the University as well with special emphasis on the new education policy (NEP) 2020 for moulding the entire college community in tune with the societal needs.

During the past term period 2019-2022, our main project was NAAC Accreditation for which a lot of academic and non-academic activities have been undertaken. For the next plan period 2022-25, the college is in its onward march with varied muti-faceted developmental programmes and projects;

1. It is resolved to introduce new programmes in view of the requirement of the employablity in the context of the NEP 2020.
2. With the aid of ICT enabled classrooms and allied technology- based and job - oriented methods, an effective system will be evolved with a positive response to teaching, learning and evaluation.
3. It is further resolved to have a new academic culture promoting research, innovation and extension activities. Faculty members shall be encouraged to do research work with high degree of innovation for the benefit of department / course accreditation.
4. Yeldo Mar Baselios College has the state of the art instructional and infrastructural facilities for the benefit of the student community. As part of this criteria we intend to expand the media and design programmes with ultramodern equipments and experiments. Now ours is the only college having such specialized programmes in the domain of Animation, Graphic Design, Multimedia, Interior Design, Fashion Technology, Visual Effects and the like under the same roof in Kerala.

5. In the context of outcome based education (OBE) the entire student community shall be benefited by entering into pastures new with the help of a placement cell. Besides, students shall be trained to open their own avenues in the sphere of higher education. In association with several clubs and forums, students may be encouraged to develop their hidden talents in the fields of arts, sports and games.
6. The Management of the college is very keen on promoting the alround development of the upcoming generation. The students are inspired to emulate the luminous minds of scholars and leaders of the country for the bright future.
7. The young minds are endowed with infinite possibilities 'for a brave new world'. To create a perfect man is the highest purpose of education. It is resolved to equip our students with what is needed in their life. They must be loyal to God, Nature, Society and finally to themselves. Many programmes are proposed to organize in view of this vision.

It is our long cherished dream to turn our college into a perfect centre of academic excellence with global standards, with autonomous / deemed to be University status. These are some of our criteria wise strategic plans for the coming plan period. The best is yet to be.

Let us create an academic paradise with what is due to sustainability with a new life style by the promotion of organic farming, energy conservation, protection of nature, waste management, formation of campus park and moulding a socially committed student community.

CASE STUDY - CAMPUS BEUTIFICATION

Several steps are being taken for the beatification of the campus - Green, Clean and Serene. Now the campus is noted for its panoramic scenes with orchards, jack farm, birds garden, butterflies garden and 'Nakshathra' vanam. Our parking area is beautifully designed with a number of rare trees and plants. Besides both sides of the entrance road are decorated with foxtail, and fenced with Ugenia. Moreover, comfortable and spacious facilities are given for sports and games, which add to the beauty of the campus. A very striking Arch Gate (Kamanam) is established at the entrance of the campus, besides NH85 greeting with hearty welcome to each and everybody. It adds zest to the enjoyment of the campus. A Gandhi Square was installed in front of the administrative block. It was inaugurated by Tushar Gandhi, the great grandson of Mahatma Gandhi. Beside the Gandhi Square a well planned Museum was setup and was inaugurated by Mr. Roy Paul IAS, formerly Chairman of Air India and Civil Aviation Secretary, Govt. of India. In appreciation of the campus a special award was given to Yeldo Mar Baselios College by Samvedanam Cultural Forum, Thodupuzha and a recognition letter was given by the Agricultural Department, Govt. of Kerala for the project – based cultivation.

Conclusion

Yeldo Mar Baselios College is deemed to be a humble learning center focusing on outcome based education with special emphasis on job oriented programmes and human values. The programmes offered here will certainly uphold a new educational heritage by virtue of the harmony of traditional and professional curriculum. The traditional programmes are provided with new tech add on courses for the employability of the students. Ours is the only college in Kerala with certain specialised programmes like Animation and Graphic design, Visual Effects, Multimedia, Fashion Technology, Interior Design, much sought after by the students, under the same roof. Our academic ambition is to become a center of excellence with autonomous / deemed university status. We build absolute trust in God for the realization of our academic dreams

Chairman

Principal

IQAC Co-Ordinator



YELDO MAR BASELIOS COLLEGE

Affiliated to Mahatma Gandhi University

Marian Village, Puthuppady P.O, Kothamangalam, Ernakulam, Kerala

+91 98461 10506, +91 98468 77776