



YELDO MAR BASELIOS COLLEGE, PUTHUPPADY P.O, KOTHAMANGALAM

(Affiliated to Mahatma Gandhi University, Kottayam)



STRATEGIC PLAN 2019-2022

**INTERNAL QUALITY ASSURANCE CELL
YELDO MAR BASELIOS
COLLEGE, PUTHUPPADY,
KOTHAMANGALAM 686 673**

**IQAC Academic Strategic Plan 2019-
2022**

IQAC Academic Strategic Plan Team 2019-2022

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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 '**VidhyamruthamJeevamrutham**' 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 Kakkannad, 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 multiplex 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; freships 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. Criteria Wise Strategic Plans 2019-2022

Yeldo Mar Baseliros College has visualised its strategic plans for 2019-2022 in accordance with the seven criteria of NAAC. It envisages the dreams and Plans of the Management, staff and students of the college for delivering Outcome Based Education. Each department has planned its own distinct programmes and projects. This is a guideline for shaping the entire college community to realise its goals for a bright future.

I. Strategic Plans- Curricular Aspects

It attributes to the expansion and development of the curriculum by introducing new tech add on/certificate courses for the sake of employability. The college has decided to apply for new programmes in the future along with suitable add on courses.

2019-2020	2020-2021	2021-2022
B.A. Multimedia B.Com Finance & Taxation Model III	MSW Additional Batch BCA Additional Batch BBA Additional Batch	B.Sc Apparel & Fashion Design

II. Strategic Plans- Teaching, Learning and Evaluation

It plays a significant role in the progress and development of the educational system. The following attribute to the realisation of effective teaching, learning and evaluation process.

01. Tutorial system under the leadership of a teacher
02. Mentoring system, 20 students for a mentor.
03. Counseling facility.
04. Peer teaching.
05. Special sessions on value based education.
06. ICT enabled classrooms.
07. Organising seminars and workshops.

08. Assignments and test papers to be done accordingly.
09. Internal Examinations during each semester.
10. To conduct annual academic audit in relation to result analysis and students' feed back.

III. Strategic Plans- Research, Innovation and Extension

It enhances academic standards for the benefit of innovation and extension activities.

01. To encourage teachers to do research for expanding the horizon of knowledge through innovation and extension.
02. To render academic publications with ISBN and International Standards.
03. To provide facilities for new startups as part of entrepreneurship.
04. To establish Research and Development wing for the propagation of research activities.
05. To publish academic calender, bulletins, hand written magazines and the like.
06. To organise extension activities such as blood donation camp, observance of the important days, assistance to the orphanages and poor homes, distribution of study materials to the poor students in the rural and rustic areas, awareness programmes, campus cleanliness and beautification.
07. To encourage industrial visits for the benefit of the student community.
08. To have MoUs and other linkages signed with reputed firms.
09. To set up museum bringing out the glory of the past and present.
10. To install a gymnasium for the benefit of sound mind in a sound body.

IV. Strategic Plans- Infrastructure and Learning Resources

Yeldo Mar Baselios College has excellent instructional and infrastructure facilities and the best is yet to be

1. To construct an indoor stadium, seminar hall, a miniplex theatre etc...
2. To Construct Media and Design Block for the new gen programmes under the same roof
3. To have proper implementation of Koha
4. To introduce little free library, a new concept started in 2009 in USA
5. To establish a sophia park with orchards and gardens
6. To set up a campus green, clean and serene
7. To propagate project based cultivation in association with agriculture department

8. To renovate a sports complex with all modern amenities
9. To maintain separate hostel for men and women
10. To install solar panel system by 2023.
11. Rain harvesting system - We propose to construct a huge tank with about 1 lakh liter capacity so that rain water can be used for multipurposes
12. New coffee house in addition to the existing canteen. We propose to have a new coffee house with all comforts and convenience providing separate space for the staff

V. Strategic Plans- Student Support and Progression

The ultimate purpose of education is to equip the student community with what is needed for a bright future

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'
4. To strengthen the placement activity in association with the career guidance cell
5. To provide add on courses for the sake of employability
6. To provide special coaching for IELTS, for opening new avenues of job opportunities inside and abroad
7. To explore placement possibilities inside the country and abroad in association with our alumni unit
8. To inspire our students by organising industrial visits and special interviews with big business magnates
9. To arrange bridge courses and orientation programmes for the benefit of the students
10. To beautify the campus with all sense of cleanliness for sound academic pursuit
11. To expand the activities of various clubs and forums for the expansion of personality development and leadership qualities

VI. Strategic Plans- Governance, Leadership and Management

Yeldo Mar Baselios College is run by Sophia Educational Agency, a registered society under Charitable Societies Act with a view to imparting education to the rural community including socio economically backward classes. The following are the strategic goals

1. To make available ISO certification ensuring the quality management system by 2022
2. To prepare Annual Academic and Administrative Audit
3. To organise special orientation programme for the faculty
4. To visualise the various activities of the IQAC and allied committees
5. To obtain Green Audit Report once in three years
6. To conduct annual staff tour and lunch programme for Baselianfraternity
7. To collect feed backs from various stakeholders such as staff and students on various aspects of teaching curriculum and other allied service for improving the overall performance of the institution

VII. Strategic Plans- Innovative and Best Practices

Education is a human right reaching out to the societal dreams and needs. Yeldo Mar Baselios College is loyal to this vision doing certain best practices


1. To institute monthly pension for the poor and needy in and around Kothamangalam
2. To render free training in stitching to unemployed ladies of the lowest strata of society so as to earn for their livelihood
3. To provide study materials and other utensils to the poor students at the neighbouring Govt. LP school, Chirappady
4. To promote Project Based Cultivation
5. To conduct timely Green audit, Energy audit, Environment audit and Water audit
6. To make solar energy available for the sustainable environment
7. To install a Biogas plant in the campus
8. To encourage recycling of E- waste
9. To set up a research and development wing for the sake of innovative thinking among the students

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

