STRATEGIC PLAN 2017 - 2022

1.1 Vision

Towards building a dynamic learning community with ethical values, a kindled sense of environmental sustainability, and societal service, to meet global demands and challenges.

1.2 Mission

The institution is committed to transform lives and serve society through a quest for excellence in teaching, innovation, lifelong learning, cultural enrichment, and outreach services.

To achieve its Vision and Mission, the College will endeavour:

- To create an intellectually inspiring, academically challenging culture of teaching and leading-edge research conducive to academic/
professional excellence and lifelong learning for the learner and learning process.
- To provide holistic benchmarked education using state-of-art facilities in a participative learning environment for inculcating in-depth knowledge through accredited programs.
- To build a collaborative environment for a free exchange of ideas, where creativity, innovation, and entrepreneurship flourish.
- To produce industry-ready graduates by imparting value-added programs, skill development courses, improved industry institution interactions, and enhanced placement activities.
- To inculcate, in our students, a deep sense of social responsibility, concern towards environmental sustainability and development, and communal harmony that transforms them into socially responsible citizens.

1.3 Core Values and Beliefs

Academic Excellence

The College strives for uncompromising quality and excellence in teaching, learning, research, and scholarship across various disciplines. It ensures continuous engagement in scholarly activities. It is strongly driven towards creativity, innovation, and entrepreneurship

Access to Education in Rural Areas

Imparting quality access to education for rural students is considered one of the institution's core beliefs. The institution strives to promote pilot activities like free bus facilities, scholarships, and freeships that enhance rural education to a great extent.

Inclusiveness, Service, and Empathy

The College commits to nurture and preserve an environment of safety, trust, mutual respect, equality, and diversity in all endeavours to ensure fairness and inclusiveness. It seeks to serve the diverse, personal and professional development needs of its constituents and encourage a habit of engagement, caring, and civic responsibility by emphasizing a connect between service, excellence, and career growth.

Environmental Sustainability

The institution is aware of its environmental responsibilities and embraces the principle of sustainable development to ensure that any adverse environmental impact of its activities is minimized. The college campus itself is eco-friendly. Many efficient green practices like a plastic-free campus, organic farm, medicinal/herbal garden, maximum green cover, usage of eco-friendly products, and bicycles are practised.

Ethicality

The College upholds the highest ethical values, integrity and professionalism, and an unwavering commitment to academic freedom, transparency, openness, communication, and accountability.

Social responsibility

The institution adheres to the tenets of social responsibility to balance the economy and ecosystem. It involves students in Village adoption programmes and various socially responsible activities.

1.4 Strength, Weakness, Opportunity and Challenges (SWOC)

Institutional Strengths

- Qualified and competent human resources.
- Diversity in the student community.
- High (83%) pass percentage in University Examinations.
- Excellent (86%) placement records.
- Enhanced industry-institute interactions, leading to better placement and entrepreneurial opportunities.
- State-of-the-art infrastructural facilities.
- A pioneer-affiliated institution in Tamil Nadu offering Ph.D. in Catering Science and Hotel Management.
- First institution to offer B.Sc. Digital and Cyber Forensic Science and B.Sc. Artificial Intelligence and Machine Learning among affiliated Institutions under Bharathiar University.
- Skill-oriented certificate, diploma and value-added courses in addition to the prescribed curriculum.
- 100% prolific use of enhanced ICT tools like Smart walls, Android App for the teaching-learning process.
- Dynamic, participative and transparent management.

- Pleasant ambiance in classrooms and laboratories.
- Students demand ratio for new courses (1:2).
- 100% practice of Learning Management System.
- Soft skill training to enhance students' placement opportunities.
- Inculcation of sense of social responsibility in students through diverse co-curricular, extracurricular, social and extension activities mostly for rural.
- 129 MoUs and MoAs.
- Club activities.
- Green campus awards.

Institutional Weaknesses
- Several vernacular medium students with poor communication skills.
- Faculty attrition due to the locational disadvantage of the institution.
- Limited scope for curriculum development and NEP 2020 implementation being an affiliated institution.

Institutional Opportunities
- To be an autonomous institution.
- Autoschediastic academic plan by recognizing strengths and finding a workable system.
- Additional leverage of ICT for effective teaching-learning process.
- To get students' placements with a high salary package.
- To upgrade and collaborate with various research centres.
- Introducing more professional job-oriented courses.
- Conducting coaching classes for more professional/competitive exams.
- Strengthening research activities by appointing more doctorates and research supervisors.
- Developing entrepreneurial skills among students.
- Faculty development, enrichment and empowerment in various roles.
- Generating fund for rural community & development to retain staff and attract more students.
- Setting up Start-up Park.
- Collaboration with foreign institutions.
- Admitting foreign students.
- To become Centre of Excellence for ICT based Teaching-Learning process.

Institutional Challenges
- The institution is located far away from the city that limits students' admissions.

- Free bus facility entails high transport costs to the management.
- Constantly improvising pedagogical efforts to uplift the quality of average and below-average students.

Short-term Tasks
- Work on interdisciplinary education and key areas of new National Education Policy, 2020.
- Introduce skill/job-oriented, value-added, and certificate and diploma courses in the spirit envisaged in the new National Education Policy 2020.
- Increase the number of MoUs, linkages, and collaborations.
- Enhance the student strength despite the locational disadvantage.
- Provide better placements.
- Establish AJKCAS as an autonomous Institution.

Long-term Tasks
- Establish AJK Academy of Higher Education (Deemed to be University)
- Promote research culture among the faculty and students.
- Provide residential facilities for staff on the campus.
- Collaborate with local and regional research centres.
- Offer Ph.D. /M.Phil. programmes in more disciplines.

1.5   Strategic Directions

Strategic Goal 1: To provide innovative teaching-learning opportunities that promote the academic, professional, and personal growth of our students and staff.

Objective 1:
To implement strategies to better the academic and technical skillset of the faculty members.

Strategic Initiatives:
- Conduct Faculty Induction Programmes (FIPs) to help new teachers familiarise themselves with the structure, functioning, governance, rules, regulations, and professional expectations in higher education institutions focusing on National Education Policy 2020.
- Organize Faculty Development Programmes (FDPs) regularly on the latest technologies which will strengthen the academic and technical craft of the staff members which in turn will help to inculcate in-depth knowledge of the students.
- Implement Outcome-Based Education (OBE) that focuses on evaluating outcomes of the programmes by stating the knowledge, skill, and behaviour a graduate is expected to attain upon completion of a program.

Objective 2:
To establish classroom environments that promote active learning, foster skill-oriented and value-based education, and implement strategies to improve students' academic and technical prowess.

Strategic Initiatives:

- Use enhanced ICT tools like smart walls and other applications at the maximum for better teaching-learning process in classrooms, seminar halls and wherever possible.
- Bridge the skill gaps to make the students industry-ready. The aim is to improve students' employability skills. Various skill-based certificate and value-added programs courses would be introduced. Apart from providing certification programmes authorized by the college, various registered bodies would also be sought for providing the certifications.
- Have industry-institute interaction to promote industrial exposure and entrepreneurship by increasing the number of MoUs with the industries.
- Enhance the placement training activities in the institution by recruiting exclusive language and soft skill trainers. Personality development workshops, soft skill training, and technical training sessions would also be increased.

Objective 3:
To expand collaborative research experiences and experiential learning opportunities for the students.

Strategic Initiatives:
- Develop discipline-appropriate experiential learning opportunities like fieldwork, internships, research, etc.
- Motivate the mentors to engage their mentees to involve in research projects. Encourage advanced learners to publish quality research articles.

Strategic Goal 2: Improvise the system to elevate the in-house research culture.

Objective:
To evolve strategies to set a clear and focused research agenda for the faculty members to enhance their research publications.

Strategic Initiatives:
- The faculty members must publish a minimum of two research publications/semester annually in the Scopus/Web of Science/ peer-reviewed UGC list of journals.
- Arrange regular research seminars and workshops for the faculty members to improve their publications tally as also provide an opportunity to interact with peers.
- Faculty members are encouraged and motivated to apply for major and minor research projects.
- Increase the number of research MoUs collaborating with national/international Universities and industries.

Strategic Goal 3: Build a culture of collaboration that triggers a free exchange of ideas, where creativity, innovation, and entrepreneurship can flourish and ensure staff and students achieve their full potential.

Objective:
To formulate strategies for enhancing the industry-academia collaborations.

Strategic Initiatives:
- Seek guidance from the industry for seminars/workshops on recent trends, industrial visits, getting internships, and students' projects which are mandatory requirements for the academic activities.
- Collaborate with external parties to ensure the transfer of technology and knowledge to society. Meaningful collaboration would be initiated with reputed industries for students' internships and placement assistance.
- Initiatives would be taken for setting up more incubation centres at the college. Start-up assistance/providing services such as management training and office space would be initiated for alumni incubators.