



# **SAMATA DEGREE COLLEGE**

Affiliated to Andhra University & Approved by AICTE

**An ISO 9001 : 2015 Certified Institution**  
Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)

 **alwar das group**  
*free mind through education*

## **STRATEGIC PLAN**

### **(2023 -2033)**

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## **STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT**

### **PREAMBLE**

Samata Degree College was established under Sri Srinivas Vidya Parishad (Regd.). It is established by Late Sri. S. Alwar Das, Ex- Education Minister, Government of Andhra Pradesh, in the year 1992, with a deep sense of commitment to provide highest level of education from Primary level to Post Graduation and Research level, to train students to attain high proficiency in their field of study and equip them with skills so as to help themselves and contribute to the National Economy.

Late Sri S. Alwar Das (Founder of the Institution) whose commitment, unsparing zeal and broad vision brought up this Institution into one of the Best Institutions in the City of Destiny, Visakhapatnam. This commitment is further nourished by the current management team headed by Dr. S.P. Ravindra, Chairperson and Prof. S. Vijaya Ravindra, Dean and Correspondent.

The College holds qualified and experienced faculty members and also facilities for games and sports with a Qualified Physical Director and 4.00 acres of land exclusively earmarked for this purpose. The College is located in the Heart of the City in M.V.P. Colony, Visakhapatnam, in permanent buildings. The college has Well-equipped laboratories with latest equipment and Computer Systems, Library with latest books, Daily Newspapers including Two English and Three Vernacular Newspapers and also provides National and International journals. The institution's organizational structure is clearly defined, facilitating efficient governance, strategic planning, and the unique qualities of the establishment in meeting the demands of all parties concerned.

All of the Institution's processes are decentralized. The Governing Body delegates all the powers to the Director and In-charge Principal as required through the Dean & Correspondent who along with the team formulates common working procedures and entrusts implementation through various Committees, thus ensuring good governance.

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

### VISION, MISSION AND MOTTO

#### **Mission**

To Produce Professional Educators, embed with Knowledge, Skill, Competencies and Ethical values through appropriate instructions.

#### **Vision**

Our vision is to be globally excellent in the field of Arts, Sciences and Management Education. To provide professionals with sound knowledge to fit and face the challenges of this millennium.

#### **Motto**

Empowering Minds, Shaping Futures.

Meeting student needs by creating an educational environment in which students can attain a variety of goals.

- **Excellence:** Maintaining a high standard of integrity and performance leading to the achievement of academic and career goals.
- **Collaboration:** Seeking input from all sectors of the college and the community.
- **Diversity:** Fostering a learning community in which the diverse values, goals, and learning styles of all students are recognized and supported.
- **Life-Long Learning:** Encouraging enthusiastic, independent thinkers and learners striving for personal growth.
- **Integrity:** Behaving ethically in all interactions at all levels.
- **Technological Advancement:** Implementing cutting-edge technology that enhances instruction and prepares students for life-long success.

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

### CORE VALUES

➤ **Continuous Improvement of Quality**

The College constantly aspires to excel in all of its activities. It also aims to continuously develop in all areas and will measure its progress with appropriate national standards.

➤ **Learning and Development of Students**

Being a student-centric institution, the College strives to provide quality education and environment that stimulates healthy personal development of the student.

➤ **Becoming a Better Person**

Institute isn't just about getting a degree; it's also about personal growth. Core values guide students in making ethical decisions, and encourage good behavior both inside and outside the classroom. That value integrity help students become responsible citizens who do the right thing, even when no one's watching.

➤ **Self-Development**

Education that does not make a better individual out of the existing one is futile. Education that emboldens with knowledge of cutting-edge issues, transfers skill and expertise that places a his or her in the trajectory of success and customizes her/his outlook towards humanity is the kind of education that Samata Degree College is committed to disseminate.

### AIMS AND OBJECTIVES

- To recognize, promote and develop the capabilities and universal values in the students needed for cohesion and welfare of the Society and Nation.
- To stimulate, educate and enable the student teachers for excellence in teaching, learning, Research and Innovation.
- To develop Attitude, Competence and Core skills, essential to teaching learning process among the student teachers.
- To provide an Enthusiastic, Motivating, Inspiring and Equally Accessible teaching-learning environment, conducive to the professional growth of the teacher educators and students.

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

### STRENGTH, WEAKNESS, OPPORTUNITY AND CHALLENGES (SWOC)

#### **Institutional Strength**

- Supportive and progressive management, qualified & experienced faculty with high retention rate.
- Good coordination and integration among teaching and non-teaching faculty.
- The College is an ISO 9001: 2015 certified institution.
- The college has ICT enabled classrooms.
- Well-equipped Laboratories.
- Library with latest books, Daily Newspapers including Two English and Three Vernacular Newspapers and also provides for National and International journals.
- Sports with a Qualified Physical Director and 4.00 acres of land exclusively earmarked for this purpose.
- Existence of conducive academic environment with good ambiance and clean environment friendly green campus with well-maintained infrastructure facilities and disciplined atmosphere.
- MoUs with other industries and with other colleges to provide better output.
- Vibrant Alumni: Sound Alumni activities are being carried out from the past 17 years successfully.
- The institute is equipped with Solar panels under Energy Conservation Project and was saving electricity bills to the maximum extent besides contributing towards to the Grid.

#### **Institutional Weakness**

- Since the College has not attained the status of Autonomy, we are unable to attract project funds from various agencies like AICTE etc.
- Lack of marketing and communications strategies.
- Lack of shaping role in curriculum of the programs as the College is not Autonomous.
- Poor English-speaking capacity of the few students.
- Measures are to be taken to increase the attendance percentage of the students.
- Faculty are to be encouraged to publish research articles and patents.

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

### **Institutional Opportunities**

- Organize FDPs in the College campus and encouraging the faculties to attend other FDPs conducted by different colleges.
- Empowering the students with employability skills in developing soft skills - proficiency in language, computing, analytical capabilities comprehension etc. meeting the requirements of the corporates.
- Conjunction with the alumni to tap the unharnessed potentialities for student progression and inculcating employability skills.
- Enhance strategic engagement and capacity building endeavors in sports, making best use of the comradeship of the sports-cohorts.
- MoUs with industry partners, educational institutions as well as with research organizations.
- Ensuring greater student involvement in various programs organized by the College.
- Scope for developing faculty cum student exchange program with various other Colleges/Universities/Institutions
- Prioritizing academic research, publication of patents and innovation.

### **Institutional Challenges:**

- Retention of highly qualified faculty for a longer period of time is a great challenge.
- Providing Student Placements with Higher Annual Package.
- Creating more awareness among the students to emerge as future Entrepreneurs.
- Continuously adapting to a rapidly changing world with cutting-edge technology
- It is a challenge to generate interest of students, who come from diverse backgrounds, in an altogether new discipline.
- Erasing fear, hesitation and shyness which is a major hurdle in overall development of the student.

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

### Strategic Plan of the Institute

After several discussions and planning sessions and guided by Mission, Vision, and Motto of the institute along with Quality Policy, Core Values, Stakeholder expectations and SWOC analysis, the institution has framed the Strategic Goal.

#### Strategic Goals:

- Teaching and Learning Process
- Strengthening the Faculty
- Student Support Activities
- Student Career Development
- Community Engagement Programs
- Development of Infrastructure
- Research and Development Cell
- Feedback analysis



## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

The components of Strategic Plan and their deployment is summarized below:

Strategic Plan	Attainment Status/ Deployment
<p><b>Teaching and Learning Process:</b></p> <ul style="list-style-type: none"> <li>➤ To adopt innovation teaching aids</li> <li>➤ To encourage Students with self-learning.</li> <li>➤ To offer Interdisciplinary Courses</li> <li>➤ Assessment and Evaluation of the students' progress</li> </ul>	<ul style="list-style-type: none"> <li>➤ The faculty members used to Information and Communication Technology facilities and PowerPoint presentations for a better understanding of the topics by the students.</li> <li>➤ The students are encouraged to engage themselves in self-study through online resources like MOOCs, SWAYAM, EdX, Infosys Springboard etc., apart from regular classroom teaching.</li> <li>➤ The institute encourages students to take interdisciplinary courses as part of the National Education Policy 2020 (NEP2020). Students have the option to choose any course from the list of courses offered by APSCHE as open electives.</li> <li>➤ Mentor-mentee system is playing a crucial role in the assessment and evaluation of the students' progress. It is implemented for close monitoring overall development of the student.</li> </ul>
<p><b>Strengthening the Faculty:</b></p> <ul style="list-style-type: none"> <li>➤ To enhance faculty participation in FDPs/ Workshops/ Seminars/ Conferences to update their knowledge with current changes in technology.</li> <li>➤ To motivate faculty towards self-learning through MOOCs platforms like NPTEL, EdX, SWAYAM, Infosys Springboard, EduSkills, ExcelR, Coursera etc.</li> <li>➤ Encouraging Faculty to participate in Faculty Exchange Programs.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Nearly 60% of the faculty attended various FDPs/ Workshops/ Seminars/Conferences to enhance their knowledge.</li> <li>➤ A good number of faculty attended and obtained Certificates from various portals.</li> <li>➤ Faculty members were resource persons for various FDPs organized by other Colleges.</li> </ul>

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

<b>Strategic Plan</b>	<b>Attainment Status/ Deployment</b>
<p><b>Student Support Activities:</b></p> <ul style="list-style-type: none"> <li>➤ To conduct technical events like seminars, workshops etc.</li> <li>➤ To register for internships and certification courses.</li> <li>➤ To encourage students to participate in cultural events and sports at University, District, State, National and International levels.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Technical and departmental activities are conducted to enhance the skills of the students.</li> <li>➤ Students have to undergo internships in the nearby firm's and industries.</li> <li>➤ Students are encouraged to participate in cultural events and sports and are being awarded as well.</li> </ul>
<p><b>Student Career Development:</b></p> <ul style="list-style-type: none"> <li>➤ To enhance the placement opportunities.</li> <li>➤ To arrange for career guidance and training programs</li> </ul>	<ul style="list-style-type: none"> <li>➤ Apart from regular placements, Alumni also contribute towards students' placements.</li> <li>➤ Experienced faculty were involved in conducting career guidance programs and coaching classes for competitive exams</li> </ul>
<p><b>Community Engagement Programs:</b></p> <ul style="list-style-type: none"> <li>➤ To encourage students to participate in social and community programs.</li> <li>➤ To pay a visit to orphanages, old age homes and NGOs</li> </ul>	<ul style="list-style-type: none"> <li>➤ Two NSS units of the institution regularly conduct Medical Camps, Health Awareness Programs, in the nearby villages and also affnages for blood donation camps.</li> <li>➤ The College arranges visits to Old Age Homes, Orphanages as a part of Social Responsibility Activities to enhance the social and moral responsibility among the students.</li> </ul>
<p><b>Development of Infrastructure:</b></p> <ul style="list-style-type: none"> <li>➤ ICT Tools</li> <li>➤ New Seminar Hall and Building</li> </ul>	<ul style="list-style-type: none"> <li>➤ ICT tools like LCD Projectors, Smart and Interactive Boards and continues upgradation of Computers and other Labs.</li> <li>➤ New Seminar Hall and Building has been constructed and existing buildings are renovated.</li> </ul>
<p><b>Research and Development Cell:</b></p> <ul style="list-style-type: none"> <li>➤ To Enhance MoUs with esteemed institutes, Industries and Research organizations.</li> <li>➤ To promote Publication of Research paper in a reputed Journals.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Samata Degree College has signed 29 MoUs with reputed institutions, Industries and Research Organizations for Technology transfer and knowledge sharing.</li> <li>➤ Encouraging faculty for Paper Publications in various Journals.</li> </ul>

## STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

Strategic Plan	Attainment Status/ Deployment
<b>Feedback:</b> <ul style="list-style-type: none"> <li>➤ From students</li>   <li>➤ From alumni, employers and community</li> </ul>	<ul style="list-style-type: none"> <li>➤ Student feedback helps in understanding the merits and weakness in the teaching process and make appropriate changes.</li> <li>➤ Proper feedback has been collected from Alumni, Employers and Community which has given us insight for implementing various changes in running the Institution.</li> </ul>

### Implementation

Implementation follows the Strategic development plan will be monitored from time to time. The Director & I/c Principal along with the members of Governing Body will look after the implementation of the strategic plan and its deployment. Various statutory and non-statutory committees were established and their members regularly monitor the implementation of the strategic plan and its deployment.

#### Implementation at institute level:

Activity	Implementing Authority
<ul style="list-style-type: none"> <li>• Governance &amp; Administration</li> </ul>	<ul style="list-style-type: none"> <li>• Governing Body, Administration Office</li> </ul>
<ul style="list-style-type: none"> <li>• Statutory Compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Director &amp; I/c Principal, Committee Coordinators</li> </ul>
<ul style="list-style-type: none"> <li>• Infrastructure [Physical]</li> </ul>	<ul style="list-style-type: none"> <li>• Governing Body, Dean and Correspondent</li> </ul>
<ul style="list-style-type: none"> <li>• Infrastructure [Academics]</li> </ul>	<ul style="list-style-type: none"> <li>• Director &amp; I/c Principal, Professors &amp; Associate Professors</li> </ul>
<ul style="list-style-type: none"> <li>• Teaching - Learning</li> </ul>	<ul style="list-style-type: none"> <li>• Director &amp; I/c Principal, Professors, Associate &amp; Assistant Professors</li> </ul>
<ul style="list-style-type: none"> <li>• Research &amp; Development</li> </ul>	<ul style="list-style-type: none"> <li>• Director &amp; I/c Principal, Research Cell</li> </ul>
<ul style="list-style-type: none"> <li>• Students Development</li> </ul>	<ul style="list-style-type: none"> <li>• Director &amp; I/c Principal, Professors &amp; Associate Professors, Assistant Professors and NSS Units.</li> </ul>
<ul style="list-style-type: none"> <li>• Training &amp; Placements</li> </ul>	<ul style="list-style-type: none"> <li>• Director &amp; I/c Principal, TPO &amp; Professors</li> </ul>
<ul style="list-style-type: none"> <li>• Quality Assurance</li> </ul>	<ul style="list-style-type: none"> <li>• IQAC team</li> </ul>

## **STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT**

### **Monitoring of Strategic Plan**

The implementation of the strategic plan is regularly monitored by the IQAC coordinator through regular reviews. The members of the various committees prepare a detailed progress report and present it at the review meetings. The benchmarking of quality standards and their monitoring as well as the evaluation of achievements is carried out independently by the IQAC.

The IQAC reports the results to the Director & I/c Principal. After a thorough analysis of the results and on the basis of the IQAC report, corrective actions, the need for further processes and the deployment of resources are recommended. All these reports are forwarded to the Dean & Correspondent for further discussion and implementation by the Governing Body.

### **CONCLUSION**

The elaboration of the Strategic Plan Development and Deployment is an attempt to pave a way to achieve the Goals and Commitment of Samata Degree College. The mere formulation of the strategic plan does not guarantee success, but it provides a guiding framework through the process of participatory brainstorming by stakeholders. Proper implementation of strategies through teamwork with good spirit leads to success and sustainability through a dynamic process over an extended period of time. It needs to be continuously evolved to incorporate lessons learned during implementation and emphasizes the role of the IQAC in ensuring the quality of implementation.