Journey Towards Women's Empowerment And Enlightenment

MDSMC
Excellence in Education with Technology
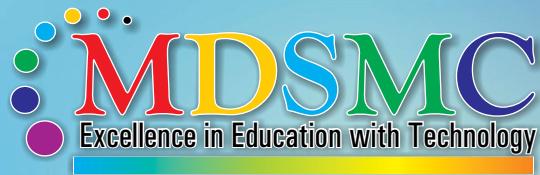
STRATEGIC PLAN - II

**Academic Year 2013 – 14
to
Academic Year 2018 – 19**

www.mdshahmahilacollege.ac.in

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From the desk of President….

Jan SevaSamiti is committed to women's education and facilitates young women in their journey towards enlightenment and empowerment. Our vision is to promote Shri M. D. Shah Mahila College of Arts and Commerce as a focal point for women's education and empowerment in the region. To make women self-reliant, not only do we strive to focus on educational excellence and leadership, we also empower girl students by equipping them with self-defense techniques. The management endeavors to provide necessary support in terms of modern methods of teaching-learning with application of technology, infrastructure, and ensures the well being of staff and students.

This year the college volunteered for the Rama Krishna Bajaj National Quality Award (RBNQA) which follows the same criteria and similar rigorous process of training and evaluation as the Malcolm Baldrige criteria of the USA. We are all very proud that the college won the Performance Excellence trophy for the year 2012 in the Education category which is a vindication of our journey towards excellence. Adding yet another feather in our cap was winning two prestigious awards in the government's movement of "JagarJanivancha".

The college was awarded second prize at the university level and also second prize at Mumbai Suburban zone. We have drawn an ambitious 'Strategic Plan' for Shri M. D. Shah Mahila College of Arts and Commerce for the academic year 2013-2014 to 2018-2019. Each year a set of benchmarks is set to assist the college in meeting the goals of the Strategic Plan.

I look forward to the sustained quality culture and innovation in the college. I am confident that, we, the management, staff and students all together will take up new possibilities and challenges keeping in mind our vision, mission and core values. I wish the college the very best in all its activities.

Mohan I. Patel, D.Sc.
President,
Janseva Samiti

Foreword

Around seven years back when we started thinking about the process of drawing up the strategic plan, the task appeared herculean but we realized that there are no short cuts and the only way is to think and rethink collectively. Going through this process, we learned that there are no easy answers or certain, risk-free decisions, only thoughtful consideration followed by, conviction, determination and action. The last strategic plan (for the years 2008 to 2013) became our guidebook for our actions- activities were planned accordingly and we kept on setting higher benchmarks for ourselves. The competition was with us. We were ready for the future, "to meet the needs of the times," and bade good bye to words instead ready for action.

The Strategic Plan represents hundreds of hours of creativity, dialogue and consensus building from a core group of management, staff and students, combined with input from the IQAC. The plan served as a foundation upon which a number of planning, implementation, assessment, and evaluation initiatives have been built over the last five years. On an annual basis, the heads of each of the areas of finance, academic affairs, student affairs, technology, and facilities evaluated the previous year's activities and plans for the next. At the same time, the Assessment Committee undertook annual program evaluation and assessment. I am very happy to state that an evaluation of the plan after five years has revealed that we were successful in around 80% of our objectives.

In accordance to our mission, an environmental scan, and a campus and community wide evaluation of our strengths and weaknesses we worked together to lay the foundation for the next five-year cycle of planning, and implementation. The Strategic Plan for the years 2013-14 to 2018-19 is designed to preserve the best of what we do, while looking toward what further must be done. Through this plan and other College endeavors, we will continue to adhere to our vision, live upto our core values and educate women to empower them to make a difference in the world.

Dr. Deepa Sharma
Principal
Shri M. D. Shah Mahila College of Arts & Commerce

Introduction to Strategic Plan - II

Strategic Planning is an organization's process of defining its strategy or direction and making decisions on allocating its resources to pursue this strategy. It is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes, and assess and adjust the organization's direction in response to a changing environment.

We understand that in order to determine the future direction of the college, it is necessary to understand its current position and the possible avenues through which it can pursue particular courses of action. We followed following cycle to draw this Strategic Plan – II of our college.
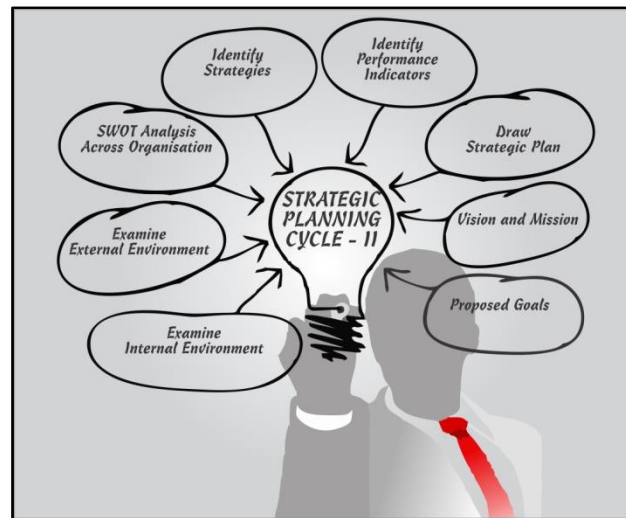
Our committee for strategic plan is quite confident that this planning process will be playing important role for achieving vision and mission of the college.

For Core Committee for Strategic Plan
Dr. Rajesh Chheda

About Us

Shri. M. D. Shah Mahila College of Arts and Commerce is an evolving institution offering women's education to the largest number of girl students in the entire western suburbs of Mumbai. We are affiliated to SNDT Women's University and patronized by the Janseva Samiti. The College is conveniently located at Malad (West), on B.J. Patel Road which is at a walk-able distance from the closest station 'Malad' on the Western Railways.

We offer graduating facilities in Arts and commerce with various discipline components. Besides, we also run several professional courses like Bachelor of Management studies (BMS); Bachelor of Computer Applications (BCA) and Certificate Courses in Interior Designing, Fashion Designing, etc.

Established in 1968, the college today offers Post-graduation Degrees in Economics and Hindi as well as in M.Com. The Management is thus oriented towards making higher education accessible to the girl-child irrespective of any prevalent social or economic problems. We are pro-actively engaged in curtailing several limitations that a girl-child faces in contemporary society in her attempts to educate herself.

Vision

- ***To enlighten and empower women to become instrumental in enhancing the quality of society.***

Mission

- To provide quality education without discrimination to one and all.
- To prepare economically and socially independent, value oriented citizens.
- To develop competent, confident and positively inclined individuals.
- To expose academically weak students to go for higher education.
- To encourage and help economically deprived students for higher studies.

Goals

- Strengthening the intellectual climate of the Institution through developing and supporting research.
- Overall development of the students through extra-curricular activities, seminars and workshops.
- Imparting skills for self-employment..
- To address issues related to women both in the college and in the community.
- To direct students for placement in work force.

EVALUATION OF STRATEGIC PLAN-I BY IQAC

PERFORMANCE INDICATORS *(GOAL-1- Promote the institution as a focal point for women education in the region)*	YES	NO	IN PROGRESS
✓ 90% faculty member involvement in research and up gradation of knowledge base by 2012-13.	✓		
✓ Formation of faculty development centre including internal faculties and external experts & consultants by 2009-10			✓
✓ Starting new programs offering of IGNOU by 2009-10	✓		
✓ Collaboration with international educational institutions by 2010-11	✓		
✓ Participation in education related regional, National & International level exhibition by 2010-11.	✓		
✓ Quality efforts for print media/mass media coverage by 2009-10.	✓		
✓ Buying SMS equipment's & implementation of SMS technology by 2010-11.	✓		
✓ Start of new building construction by 2011-12	✓		

PERFORMANCE INDICATORS *(GOAL-2-Educational excellence and leadership)*	YES	NO	IN PROGRESS
✓ Minimum one value added course by each department by 2010-11		✓	
✓ Establishment of Educational Excellence and leadership cell by 2009-10	✓		
✓ Arranging inter-college leadership training programme & competition by 2010-11	✓		
✓ Recognition of best leaders by giving trophy and awards in annual functions by 2010-11			✓
✓ Technology group to submit e-learning plan to management by 2011-12	✓		
✓ Strategy and streamlining the criteria for recognition faculty by designated scientific system by IQAC by 2010-11		✓	
✓ Course evaluation by students by 2009-10	✓		
✓ Starting Vedic Mathematics by 2009-10	✓		
✓ Tie-up with National and international level professional Organizations and NGOs by 2010-11.	✓		

PERFORMANCE INDICATORS *(GOAL-3-Sustained quality culture)*	YES	NO	IN PROGRESS
✓ Implementing best practices of National and International excellence models for education like a. European Foundation for Quality Management. (EFQM) b. Malcolm Baldrige Model c. Ramakrishna Bajaj Quality Excellence Model, by 2009-10 to 2012-13.	✓		

PERFORMANCE INDICATORS *(GOAL-4-Enhance community welfare initiatives)*	YES	NO	IN PROGRESS
✓ 30 Nodal centers of Janseva NGO for community work by 2008-09 to 2012-13.			✓
✓ Establishment of New Welfare Fund by 2009-10.			✓
✓ Reaching to 50% of students for community work by 2011-12.	✓		

PERFORMANCE INDICATORS *(GOAL-5-Encourage research and innovation)*	YES	NO	IN PROGRESS
✓ College sponsored research programmes. Budget for increase to Rs. 100,000 per year by 2010-11.	✓		
✓ Research in association with international institutes by 2011-12 to 2012-13.		✓	
✓ Two Projects in collaboration with international institute by 2011-12.	✓		
✓ 90% staff involved in researches by 2012-13	✓		
✓ College Sponsored research program budget for students to start Rs.25000/- per year by 2009-10.	✓		

PERFORMANCE INDICATORS *(GOAL-6-Ensure wellbeing of staff and students of the institution)*	YES	NO	IN PROGRESS
✓ HR policy and strategy documents by 2010-11	✓		
✓ Induction program for new entrant to start by 2009-10	✓		
✓ Orientation program for students of college by 2009-10	✓		
✓ Objective measurement of the services offered by counseling cell through students' voice group by 2009-10.	✓		
✓ Set up of new gymkhana by 2009-10	✓		
✓ Air conditioning of existing library facility by 2011-12.	✓		
✓ Library budget to be increased to 5% of total budget of college by 2010-11			✓
✓ Set up students common room extension and air conditioning of existing staff room by 2009-10	✓		
✓ New audio-visual lab by 2009-10	✓		
✓ New cafeteria by 2009-10.	✓		
✓ Formation of staff welfare group to look after different welfare schemes for staff by 2009-10			✓

PERFORMANCE INDICATORS *(GOAL-7-Using technology for global competence)*	YES	NO	IN PROGRESS
✓ Yahoo group for staff and students by 2009-10	✓		
✓ Results on website by 2008-09	✓		
✓ Interactive and dynamic web-portal for institutions 2010-11.			✓
✓ **Online staff information system by 2010-11.**	✓		
✓ Enhancing integrations of SOUL – Library management system by 2009-10.	✓		
✓ SMS based information system to start by 2009-10.	✓		

TOTAL PERFORMANCE INDICATORS (P.I.)	43	%	REMARKS
YES P. I.	**33**	**76.74%**	
NO P. I.	**3**	**6.98%**	
P. I. IN PROGRESS	**7**	**16.28%**	

STRATEGIC GOALS
(Academic Year 2013-14 to Academic Year 2018-19)

1. Enhancing Quality Culture and Performance Excellence

2. Evaluate the effectiveness of work processes and enhance to suit needs and demands

3. Research and Innovation : Sustaining Research Culture, Encouraging Innovation and Knowledge Integration

4. Empowerment to students of the Institution

5. Ensure wellbeing of staff members of the Institution

6. Knowledge Enhancement and Intellectual Growth

7. Using Technology for Global Competence

8. Enhance Community Welfare Initiative

GOAL 1 – ENHANCING QUALITY CULTURE & PERFORMANCE EXCELLENCE

Strategies	Actions	Performance Indicators and Year
• *Sustained Quality Culture consciousness among staff members*	• *Conduct intensive seminars on Quality aspects for MDSC Teaching Staff* • *Conduct seminars / workshops on Quality aspects of work processes for MDSC Non-Teaching Staff*	• *Organization of seminars (>2) by different PES groups from 2014.* • *Organization of seminars/workshops for Administrative & Support Staff from 2014.*
• *Reinforce principles of good governance*	• *Strengthening PES* • *Preparation of tool for Benchmarking in collaboration with outside college* • *Using Benchmarking tool* • *Appointment of internal auditor*	• *Vertical and horizontal growth from 2015.* • *Benchmarking tool ready-to-use by 2013-14.* • *Analysis of data and deployment of outcome by 2014-15.*

	• *Continue internal performance appraisals and Quality audit* • *Device a system for rewarding quality practice*	• *Appointment of Auditor (other than IQAC member) by 2016.* • *Report of internal and peer quality audit by 2017.* • *Annual award of excellence from 2017.*

• *Road map for Quality sustenance*	• *Yearly celebration of institutional values*
	  – *Social Responsibility (2013-14)*
	  – *Innovation (2014-15)*
	  – *Focus on Future (2015-16)*
	  – *Sustainability (2016-17)*
	  – *Agility (2017-18)*
	  – *Visionary Leadership (2018-19)*
		• *Active planning and participation of all departments, committees and sub-committees in the planned action in 5 years.*

GOAL 2 – EVALUATE THE EFFECTIVENESS OF WORK PROCESSES & ENHANCE TO SUIT NEEDS AND DEMANDS.

Strategies	Actions	Performance Indicators and Year
• Evaluate the effectiveness of MDSC in meeting present day needs and demands	• Appoint a consultant to guide the process of feedback and evaluation • Formation of a tool on Competency Index • Computation of Satisfaction and Safety index from staff and students	• Appointment of consultant by 2014. • Mechanism to conduct exercise by 2014. • Mechanism to conduct the exercise & calculate the outcome from 2014 onwards.
• Stakeholder input in improving the effectiveness of MDSC	• Revisiting the tools of Feedback format	• Upgrade Feedback format by 2015. • Mechanism to conduct the exercise by 2015-16.

• *Feedback collection methodology*	• *Teacher assessment by students*	• *Yearly evaluation from 2014.*
	• *Competency Index*	• *Yearly evaluation from 2014.*
	• *Administrators' assessment by the staff*	• *Yearly computerized assessment from 2014.*
	• *Satisfaction and Safety Index*	• *Once in 2 years from 2014.*
	• *Evaluation of Support services by students (online)*	• *Once in 5 years by 2018.*
	• *Evaluation of MDSC by stakeholders*	• *Once in 5 years by 2018.*

GOAL 3 – RESEARCH AND INNOVATION : SUSTAINING RESEARCH CULTURE, ENCOURAGING INNOVATION AND KNOWLEDGE INTEGRATION

Strategies	Actions	Performance Indicators and Year
• *Sustain Research Culture among staff members*	• *Conduct intensive seminars on Research aspects for MDSC Teaching Staff* • *Conduct seminars/workshops on Research methodology for MDSC students*	• *Organization of seminars (>2) by different Departments* • *Organization of seminars / workshops for students by 2014-15*
• *Drive Innovation through pilot initiatives that reflect inter-disciplinary integration and novel Research directions*	• *Plan for inter departmental Research activities providing New opportunities for socio-economically diverse student population aligned with the vision and mission of MDSMC and SNDTWU*	• *Establishment of inter-departmental programs with specific aims for promotion of Research by 2015-16*

Identify major gaps in research infrastructure, research unit support capacity. • *Identify the major gaps in infrastructure particularly for translational research. Develop common core facilities with sharing of Best Practices.* • *Identify and access funding pportunities and new partnerships, to support the necessary infrastructure and sustainable management plans.* **Increase revenue generation for priority research themes and leverage peer-reviewed, industry and philanthropic funding.** • *Establish surveillance for large grant/contract opportunities from non-traditional funding sources and match with appropriate researchers /teams.*	• *Creating Reading Rooms for staff* • *Alloting dedicated Research area for students* • *Organising informative lectures to disseminate knowledge of various Funding Agencies* • *Putting our staff directly in touch with Funding Houses*	• *Arrangement of reading rooms for staff from 2016-17.* • *Allotment of research areas for students by 2017-18.* • *Establishment of surveillance for large grants / contract opportunities by 2018-19.*

• *Build convincing cases for support necessary for fund-raising and cultivate donors to co-invest in research faculty, graduate students and infrastructure.*		

GOAL 4 – EMPOWERMENT TO STUDENTS OF THE INSTITUTIONS

Strategies	Actions	Performance Indicators and Year

• *Strengthening students welfare*	• *Targets of disbursement of 1-5 lacs for the next 5 years & support for obtaining help from Government Schemes*
	
	• *Free medical checkup camps*
	  – *Eye*
	  – *Thalisemia*
	  – *(Health Group)*
	
	• *Loan for higher education*
	
	• *Vocational/Skill based training at concessional rates*
		• *Disbursement of 1-5 lacs each year from 2014-2019*
		
		• *Medical camps with 50% participation from 2014-2019*
		
		• *Set up group with corpus of 5 lacs by 2018.*
		
		• *Special concession to needy poor students to the extent of 5 lacs at vocational training courses by 2014-2019*

• *Strengthening Placement Cell*	• *Appointment of representative of industry in placement*	• *Appointment of 2 industry Representative by 2014*
	• *Developing Job portal for the college*	• *Implementation of mdsjobassist.com by 2016.*
	• *Bio-data box on each floor*	• *Bio-data box on each floor by 2014.*
	• *Feedback of Employees*	• *Online Feedback of Employees by 2017.*
	• *Inviting top companies for Campus Interviews*	• *Campus recruitment by 2015.*
	• *Workshop on interview techniques & success at job every year*	• *Workshop by 2015*
• *Self Protection Initiative*	• *Setup of Self Protection Group Training of Students*	• *Group Training of Students for Self Protection by 2015.*

GOAL 5 – ENSURE WELLBEING OF STAFF MEMBERS OF THE INSTITUTIONS

Strategies	Actions	Performance Indicators and Year
A. _Measures for Non-Teaching Staff_	• _Skill training programs_ • _Medical Insurance / Insurance_ • _Loan facilities / help in obtaining loan_ • _Councelling system to address concern of staff_	• _2 Skill Training Programs for Non-Teaching Staff by 2014_ • _Group Medical Insurance for all Staff Members by 2015._ • _Facilities for supporting staff in obtaining housing or personal loans by 2014._ • _Councelling Cell for Staff Members by 2017._
B. _Measures for Teaching Staff_	• _Skill development programs / workshops_ • _Group Insurance scheme & medical Insurance Scheme_	• _2 Skill Development Programs for Teaching Staff by 2014-15._ • _Group Medical Insurance for all Staff Members by 2016._

	• *Councelling cell's help*	• *Councelling Cell for Staff Members by 2018.*
	• *Emergency medical facilities (May be doctor available)*	• *Full time availability of doctor in case of emergencies by 2015-16.*
	• *Recognitions / Awards*	• *System for recognitions/awards for achievers by 2016-17.*
	• *Systems to address concern of staff*	• *Computerized Central Database and Knowledge Management System for staff 2017-18*

GOAL 6 – KNOWLEDGE ENHANCEMENT AND INTELLECTUAL GROWTH

Strategies	Actions	Performance Indicators and Year
• *Seminar on innovation in teaching methods*	• *Arranging a seminar by experts on teaching methods*	• *Teachers using the innovative approaches in class room teaching by 2015-16.*
• *Sharing knowledge*	• *Various sessions by teachers & outsiders*	• *Maximum participation by teachers by 2015.*
• *Increasing reading habit among students*	• *Library orientation by each department*	• *Increase in the no. of students using book facilities by 2015.*
• *Improving results*	• *Monitoring and Mentoring of students*	• *100% Result by 2014-15.*
• *Improving attendance*	• *Increase PTA meetings & individual councelling*	• *Marked increase in attendance by 2014.*
• *Increase in the no. of companies for placement*	• *Need based survey of students* • *Orientation of students*	• *Increase in % growth of employed students by 2015-16.* • *Increase in awareness of students about employment opportunities available by 2015.*

• *Seminar on Legal Literacy*	• *Involvement of all FY students : BA, B.COM, BCA, BMM, BAFI*	• *Students involvement in Seminar on Legal Literacy by 2016.*
• *Improvement in facilities offered by library*	• *Feedback form to be taken regularly from students*	• *System for regular feedback from students by 2016-17.*
• *Promoting more Value Education Enrichment*	• *Life skill courses and follow up*	• *Increase in the no. of students getting enrolled by 2017.*
• *Innovative project work by students*	• *Competition and display of the same.*	• *Activities to motivate students to do something new by 2014.*

GOAL 7 – USING TECHNOLOGY FOR GLOBAL COMPETENCE

Strategies	Actions	Performance Indicators and Year
• *Develop Knowledge Management with the help of Information Technology.* • *Support College Administration and Management*	• *Establish Knowledge Intra Portal for the staff wherein the staff can upload whatever knowledgethey have gained in the course of workshops, seminars etc. attended by them.*	• *Maximum No. of the articles uploaded by the faculty in the knowledge portal by 2012-13.*
• *Improve and expand the usage of e-learning tool in the course of teaching and learning process.*	• *Arrange workshop on e-learning tools for teachers* • *Develop alternate system to protect and preserve data*	• *Usage of e-learning tools by the staff in the course of teaching and learning process by 2013-14.*

• *Develop College Information Management System (CIMS)*	• *Establish a College Information Management System which covers timetable, examination timetable and study plan of teachers and it can be accessed through intranet.*	• *Establishment of College Information Management System (CIMS) by 2014-15.*
• *Expand College Information Management System*	• *Individual students and teachers profile to be created in the CIMS and attendance of the students can be uploaded. Teachers upload brief notes on the subject taught in the CIMS.*	• *Formation of Students & Teachers in CIMS by 2016-17.*
• *Expand College Information Management System*	• *Staff leave record and internal marks to be uploaded in CIMS.*	• *Upgradation of CIMS by 2017-18.*

GOAL 8 – ENHANCE COMMUNITY WELFARE INITIATIVE

Strategies	Actions [Action program is divided in training / social work(awareness / helping)]	Performance Indicators and Year

• *Enhance culture of Social Responsibility amongst students and staff*	• **Training/Awareness :**
	  – *Sanskruti Samardhan value added course*
	  – *Family Life Education*
	  – *Malnutrition Project to be extended to other departments*
		• *Sanskruti Samardhan course by 2015 -16*
		
		• *Family life education program and Malnutrition Project to be extended to nine departments during 2014 – 2019.*

• *Enhance scope of departmental activities for community welfare*	• **Training/Helping :**
	  – *Kora Kendra : Self Employment*
	  – *Kotak Education : Job Training Program*
	  – *Self Defence Program*
	  – *M. R. School Project*
		• *Self employment training and help to 50 new students for every year for next five years.*
		
		• *Training to 100 new students for self defence, every year for five years.*
		
		• *Formal job placement support and tieup with 20 big organisations by 2017-18.*

• *Rewarding and recognizing students and staff members for contribution to community welfare*	• **Training :**
	  – *Puppet making*
	  – *Adult Education*
	  – *Personality Development*
	  – *Disaster Management*
	
	• **Awareness :**
	  – *Street play*
	  – *Public Awareness on Infanticide/Foeticide*
	  – *Women Awareness Program*
	
	• **Helping :**
	  – *Pulse Polio*
	  – *Orphanage Adoption*
	  – *Primary Health Checkup*
		• *Self-esteem building, confidence development, communication skills workshop in 2015-16.*
		
		• *Identifying and implementing five new areas for training, awareness and helping students and staff through community welfare committee by 2016-17.*