Shri M.D. Shah Mahila College of Arts and Commerce

Empowering Women

STRATEGIC PLAN
(2019-2020 TO 2023-24)

Shri M.D. Shah Mahila College of Arts and Commerce
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From the desk of President....

As rightly quoted:

"If you want something said, ask a man; if you want something done, ask a woman" Margaret Thatcher

Women are leaders everywhere you look -- from the CEO who runs a Fortune 500 company to the housewife who raises her children and heads her household. Our country was built by strong women, and we will continue to break down walls and defy stereotypes.

Janseva Samiti 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 ensure the wellbeing of staff and students.

I strongly believe that Return on Investment (ROI) depends on returns on Knowledge (ROK). To strategise optimum development of right set of Knowledge, Skill and attitude among students, this strategic plan is designed. I wish the college the very best in all its Endeavors towards quality education.

Dr. Mohan I. Patel, Former sheriff
President,
Janseva Samiti

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Foreword

In 2007 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.

The Strategic Plan represents hundreds of hours of creativity, dialogue and consensus building through IQAC with a core group of management, staff and students. The plan serves as a foundation upon which a number of planning, implementation, assessment, and evaluation initiatives have been built over the last five years. Continuous interaction with industry, experts talk and feedback forms the base for continuous evaluation of plan implementation.

We started drawing up the strategic plan in 2007 till date we have designed strategic plan I (2008-09 to 2012-13), Strategic plan II (2013-14 to 2018-19), this is our Third plan (2019-20 to 2023-14). The college was awarded by A – grade twice by NAAC. The Plan is revisited continuously. The PES in-charges are given strategies/Action points and matrices or targets as reference points for quality initiatives. After 5 years we introspect and undertake rigorous self assessment to understand how much of our planned strategies could be translated into action. This forms the base and help us in designing the next 5 years strategic plan.

The college caters to women, most of whom come from socially or economically disadvantaged background. All the quality initiatives have only one chief goal – empower women. Towards this journey the team of M.D. Shah College is pledged.
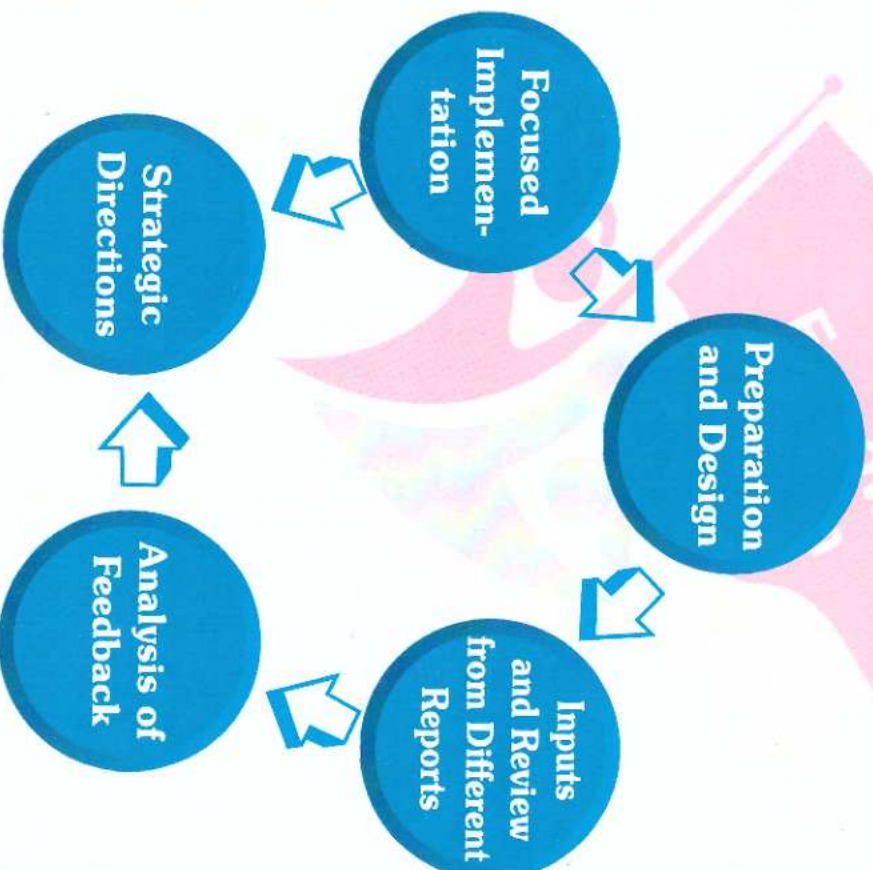
Dr. Deepa Sharma
Principal
Shri M.D. Shah Mahila College of Arts and Commerce

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Introduction to Strategic Plan - III

- Strategic Planning was designed to define strategy and direction of making decisions.

- It is an overall educational managing activities 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 followed following cycle to draw this Strategic Plan – III of our college.

Focused Implemen-tation

Strategic Directions

Preparation and Design

Analysis of Feedback

Inputs and Review from Different Reports

Our group for strategic plan is quite confident that this planning process will be playing important role for achieving Vision and Mission of the college.

Dr. (C.A.) Rajesh U. Chheda
Convener – Strategic Plan Group

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About Us

With the philanthropic objective to serve society, Janseva Samiti was established nearly five decades ago in 1965. The medical, namely eye check-up camps held by Janseva Samiti led to a realization that there existed certain crippling factors in society and the chief among these was the gross ignorance of society on several issues. This included Janseva Samiti to start public library – Moti Pustakalaya. But Service to society was incomplete without empowering women. Thus developed the idea of setting up a women's college in Malad with the mission "Shukh, Shanti, Prada, Vidya".

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 education without discrimination to one and all.
- To prepare economically and socially empowered value oriented citizens.
- To develop component, confident, positively inclined individuals.
- To prepare students for global competence.
- To facilitate academically disadvantaged students to go to higher education.
- To enhance cultural identity and heritage among students.

Values:

The core values as outlined below forms the foundation or keystone in improving society and building better future for our students. The key values laid down by NAAC are adhered to by the college while it has developed its own values to suit the vision and mission of the institution.

NAAC VALUES-

1. **Contributing to National Development**
   - Serving the cause of social justice
   - Ensuring equity and increasing access to higher education
   - Capacity building of individuals

2. **Fostering Global Competencies among Students**
   - Be innovative, creative and entrepreneurial in approach
   - Establish collaborations with industries
   - Network with the neighborhood agencies/bodies
   - Foster a closer relationship between the "world of competent-learning" and the "world of skilled work"

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About Us

1. **Inculcating a Value System among Students**

   - Truth, righteousness, Co-operation and mutual understanding should be re-emphasized

2. **Promoting the Use of Technology**

   - Campus community must be adequately prepared to make use of Information and Communication Technology (ICT)
   - Managing the activities of the institution in a technology
   - Electronic data management and having institutional website to provide ready and relevant information to stakeholders
   - Provide ICT literacy to the campus community, using ICT for resource sharing and networking, as well as adopting ICT
   - Electronic data management systems and electronic resources and their access to internal and external stakeholders particularly the student community

3. **Quest for Excellence**

   - Establishment of the Steering Committee for the preparation of the Self - Study Report (SSR)
   - Identification of the strengths and weaknesses in the teaching and learning processes

INSTITUTIONAL VALUES -

- **Social responsibility** - "Societal well-being and benefit" refers to leadership and support including improving education, health care, pursuing environmental excellence, being a role model for socially important issues, practicing resource conservation and performing community service and charity.

- **Focus on Future** - Ensuring an organization's sustainability by understanding the short and longer-term factors that affect organization and marketplace. A focus on the future include developing leaders, workforce, accomplishing effective succession planning; creating opportunities for innovation and anticipating societal responsibilities and concerns.

- **Stress on innovative, out of box thinking** - A major success factor in meeting competitive challenges is innovation. Innovation in education involves a different way of looking at problems and solving them. The thinking process that goes into it will help students develop their creativity and their problem solving skills.

- **Visionary Leadership** - Organization's senior leaders set directions and create a customer focus, clear and visible organizational values, and high expectations for workforce.

- **Management by Fact** - Organization depends on the measurement and analysis of performance. These measurements should derive from needs and strategy, and they should provide critical data and information about key processes, outputs and results.

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 1 Enhancing Quality Culture and Performance Excellence)	YES	NO	IN PROGRESS	REMARK
✓ Conduct intensive seminars on Quality aspects for MDSC Teaching Staff by different PES groups from 2014.	✓			
✓ Conduct seminars / workshops on Quality aspects of work processes for MDSC Non-Teaching Staff from 2014.			✓	More people should be involved in the process.
✓ Strengthening PES Vertical and horizontal growth from 2015				
✓ Preparation of tool for Benchmarking in collaboration with outside college Benchmarking tool ready-to-use from 2013-14	✓			
✓ Appointment of internal auditor Analysis of data and deployment of outcome from 2014-15	✓			M/s Ashish Vakha & Co. Appointed as Internal Auditors from 2014-15.
✓ Continue internal performance appraisals and Quality audit Appointment of Auditor (other than IQAC member) by 2016	✓			
✓ Report of internal and peer quality audit from 2017.	✓			
✓ Device a system for rewarding quality practice Annual award of excellence from 2017			✓	Started in 2018 as a pilot.
✓ 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)			✓	Agility could not be done.

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 2 Evaluate the effectiveness of work processes and enhance to suit needs and demands)	YES	NO	IN PROGRESS	REMARK
Appoint a consultant to guide the process of feedback and evaluation from 2014	✓			3 Feedback experts from different field helped.
Mechanism to conduct the exercise and calculate the outcome from 2014 onwards	✓			Annual audits- Academic and Administrative
Upgrade Feedback format by 2015	✓			
Teacher assessment by students 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			✓	Manual feedback is collected but online is still pending.
Evaluation of MDSC by stakeholders Once in 5 years by 2018			✓	

PERFORMANCE INDICATORS (Goal – 3 Research and Innovation Sustaining Research Culture, Encouraging Innovation and Knowledge Integration)	YES	NO	IN PROGRESS	REMARK
✓ Conduct intensive seminars on Research aspects for MDSC Teaching Staff by different Departments	✓			
✓ Establishment of inter-departmental programs with specific aims for promotion of Research by 2015-16	✓			
✓ Conduct seminars/workshops on Research methodology for MDSC students by 2014-15	✓			Research Methodology for students the conducted in 2014-15, 2015-16 and 2018-15
✓ Arrangement of reading rooms for staff from 2016-17	✓			Staff study room equipped with 13 computers
✓ Allotment of research areas for students by 2017-18	✓			
✓ Establishment of surveillance for large grants / contract opportunities by 2018-19			✓	

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 4 Empowerment to students of the Institution)	YES	NO	IN PROGRESS	REMARK
✓ Targets of disbursement of 1-5 lacs each year from 2014-2019 and support for obtaining help from Government Schemes			✓	Corpus of Rs... pledged int... of which... be used for students' finan...
✓ Free medical checkup camps with 50% participation from 2014-2019 – Eye – Thalassemia – (Health Group)	✓			It has rea... 100%.
✓ Loan for higher education by 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	✓			Incubation Centr... and Skill... are setup
✓ Appointment of 2 industry Representative by 2014	✓			
✓ Implementation of Job portal mdsjobassist.com by 2016			✓	
✓ Bio-data box on each floor by 2014	✓			
✓ Online Feedback of Employees by 2017	✓			
✓ Campus recruitment by 2015	✓			
✓ Workshop on interview techniques and success at job every year in 2015	✓			
✓ Group Training of Students for Self Protection by 2015	✓			

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 5 Ensure wellbeing of staff members of the Institution)	YES	NO	IN PROGRESS	REMARK
✓ 2 Skill Training Programs for Non-Teaching Staff by 2014	✓			
✓ Group Medical Insurance for all Staff Members by 2016		✓		Medical Insurance for staff in 2019.
✓ Facilities for supporting staff in obtaining housing or personal loans by 2014	✓			
✓ Counselling Cell for Staff Members by 2018	✓			
✓ 2 Skill Development Programs for Teaching Staff by 2014-15	✓			
✓ Full time availability of doctor in case of emergencies by 2015-16	✓			
✓ System for recognitions/awards for achievers by 2016-17			✓	Accomplished in 2018-19
✓ Computerized Central Database and Knowledge Management System for staff 2017-18			✓	

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 6 Knowledge Enhancement and Intellectual Growth)	YES	NO	IN PROGRESS	REMARK
✓ Teachers using the innovative approaches in class room teaching by 2015-16	✓			
✓ Increase in the no. of students using book facilities by 2015.		✓		
✓ Monitoring and Mentoring of students by 100% Result by 2014-15	✓			100% mentoring of students is done by 2018-19.
✓ Increase PTA meetings and individual counselling Marked increase in attendance by 2014	✓			
✓ Increase in % growth of employed students by 2015-16	✓			
✓ Increase in awareness of students about employment opportunities available by 2015	✓			
✓ All FY Students involvement in Seminar on Legal Literacy by 2016.	✓			
✓ Feedback form to be taken regularly from students by 2016-17	✓			
✓ Life skill courses and follow up, Increase in the no. of students getting enrolled by 2017	✓			
✓ Activities to motivate students to do something new by 2014	✓			

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 7 Using Technology for Global Competence)	YES	NO	IN PROGRESS	REMARK
✓ Maximum No. of the articles uploaded by the faculty in the knowledge portal by 2012-13	✓			
✓ Usage of e-learning tools by the staff in the course of teaching and learning process by 2013-14	✓			
✓ Establishment of College Information Management System (CIMS) by 2014-15			✓	It is called as SDMS.
✓ Up gradation of CIMS by 2017-18			✓	
✓ Formation of Students and Teachers in CIMS by 2016-17			✓	

Vibhuti Patel

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EVALUATION OF STRATEGIC PLAN-II BY IQAC

PERFORMANCE INDICATORS (Goal – 8 Enhance Community Welfare Initiative)	YES	NO	IN PROGRESS	REMARK
✓ Sanskruti Samardhan Brahm Learning course by Brahma Kumari 2015 -16	✓			
✓ Family life education program and Malnutrition Project to be extended to nine departments during 2014 – 2019			✓	Health Centre manages this programme and reaches all students
✓ Self-employment training and help to 50 new students for every year for next five years	✓			
✓ Training to 100 new students for self-defense, every year for five years	✓			
✓ Formal job placement support and tie-up with 20 big organizations by 2017-18	✓			
✓ 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			✓	

TOTAL PERFORMANCE INDICATORS (P.I.)		%	REMARKS
YES P.I.	45	70.31%	64
NO P.I.	6	9.38%	
P.I. IN PROGRESS	13	20.31%	

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STRATEGIC GOALS
(Academic Year 2019-20 to Academic Year 2023-24)

1. Sustaining Quality Culture.

2. Focused Process Excellence.

3. Enhance Student Experience.

4. Preparing students for Global Competence.

5. Enhance inclusive culture.

6. Enhancing Stakeholder Engagement for College Development.

7. Strengthing and Sustaining Environmental Dimensions.

8. Organized measures to inculcate Values.

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Goal 1. Sustaining Quality Culture

Strategies	Actions Points	Metrics / Targets
• Sustained Quality Culture consciousness among staff members	• Conduct intensive seminars on Quality aspects for MDSMC 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 2020. • Organization of seminars/workshops for Administrative and Support Staff from 2019.
• Reinforce Principles of good governance	• Strengthening PES • Preparation of tool for Benchmarking in collaboration with outside college • Using Benchmarking tool • Continue internal performance appraisals and Quality audit • Device a system for rewarding quality practice	• Vertical and horizontal growth from 2019 -20 • Benchmarking tool ready-to-use by 2019-20. • Analysis of data and deployment of outcome by 2019-20. • Report of internal and peer quality audit by 2019- 20 • Annual award of excellence from 2019-20
• Road Map for Quality Sustenance	• Yearly celebration of institutional values – Social Responsibility (2019 -20) – Innovation (2020-21) – Focus on Future (2020-21) – Sustainability (2019-20) – Agility (2020-21)	• Active planning and participation of all departments, committees and sub-committees in the planned action in 5 years from 2019-20

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Goal 2 - Focused Process Excellence

Strategies	Actions Points	Metrics / Targets
• Evaluate the effectiveness of MDSC in meeting present day needs and demands	• Appoint a consultant to guide the process of feedback and evaluation	• Appointment of consultant by 2019.
	• Formation of a tool on Competency Index	• Mechanism to conduct the exercise and calculate the outcome from 2019 onwards.
	• Computation of Satisfaction and Safety index from staff and students	• Mechanism to conduct the exercise by 2020-21.
• Stakeholder input in improving the effectiveness of MDSMC	• Revisiting the tools of Feedback format	• Upgrade Feedback format by 2020.
	• Teacher assessment by students	• Yearly evaluation from 2019.
	• Competency Index	• Yearly evaluation from 2019.
	• Administrators' assessment by the staff	• Yearly computerized assessment from 2019 once in 2 years.
	• Satisfaction and Safety Index	• Once in 5 years by 2020.
• Feedback collection methodology	• Evaluation of Support services by students (online)	• Once in 5 years by 2020.
	• Evaluation of MDSC by stakeholders	• Once in 5 years by 2021.

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Goal 3 - Enhance Student Experience

Strategies	Actions Points	Metrics / Targets
• Facilities to be provided for extracurricular activities	• Establish Teaching/ Learning Centre and Writing Support Centre.	• Increase number of additional Space 2022-23
• Student interactions with administration to be simplified and automated	• Conduct annual student satisfaction survey and setup a complaint redressal system with an Ombudsman	• Increase in the number of digital platform 2022-23
• Green Campus Initiatives	• Support for student participation	• Innovative projects to be accomplished 2022-23
• Students Induction programs	• First year students guidance and induction at the time of joining college	• Structured induction programs for first year students from 2020 – 21
• Online Study support to students	• Computer Assisted Learning Solution to give online study support to students	• CALS (ver.2) to be imported from 2021-22
• Student Exchange Programs	• Students exchange programs with other college / university	• National level student exchange program in 2021-22 International level students exchange program in 2022-23

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Goal 4 - Preparing students for Global Competence

Strategies	Actions Points	Metrics / Targets
• Increase in the number of Short term program for B.Com Stream	• Selection of effective program to be started referring the market trend	• Sector specific courses 2021-22
• Employability Generated Courses to be drafted	• Through survey feedback conducted	• Scaling along Skill India guidelines 2021-22
• New PG programs for better employability	• Scaling the feedback from students and Industries	• encourage inter-disciplinary education design 2021-22
• Improvements in the links which will directly result the quality of education	• Establish mechanism to support high impact research through an annual call for proposals and a process for identification of thrust areas	• Research output and impact should continue to increase 2020-21
• Promoting more Value Education Enrichment	• Life skill courses and follow up	• Increase in the no. of students getting enrolled by 2023-24

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Goal 5 - Enhance Inclusive Culture

Strategies	Actions Points	Metrics / Targets
• Encourage diversity and strive to provide an inclusive and supportive environment to Divyang, minorities and weaker sections of the society	• Create a Diversity Cell to address needs/ complaints of diverse individuals / groups on the campus and ensure fairness and no discrimination.	• Increased percentage of physically handicapped, minorities and weaker section entrant 2021-22
• Focused outreach to present students, alumni, faculty members as role models	• convey the exciting career opportunities provided by an engineering process	• Information campaign to be created on regular interval 2021-22
• Tie-ups for Job Placements of Divyang (physically, mentally challenged students)	• Employment and Self Employment of Special students by Skill Training	• Tie-up with 20 companies who will provide employment in 2020-21 and 2021-22
• Financial Support to Minorities and weaker section of society	• Government and Non-Government Schemes	• Support Centre for Government support schemes by 2020-21 institute support provision of 5 lacs for this cause from 2019-20

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Goal 6 - Enhancing Stakeholder Engagement for College Development.

Strategies	Actions Points	Metrics / Targets
• Evolution And Growth in the role of Key Stakeholders for the College	• Create an Alumni Centre at the College to support alumni visits, activities and engagement	• Increase Number of alumni visitors to 25% Alumni Centre 2020-21
• Multiple Interaction Modes	• interaction with alumni, students, faculty, administrator, management for curriculum development, students placement and internships	• Number of workshops / networking events for stakeholders 2020-21
• Engage alumni as adjunct faculty	• Lifelong Learning Modules targeted for Alumni	• Number of events to conducted on regular basis 2020-21
• Interaction with society	• Engagement of society by regular programs events	• Public meeting on Budget Analysis every year from 2020-21 • Parents – Teacher meetings every six months from 2020-21 • Social tie-ups with 25+ NGOs by 2022-23
• Jobs and Placement Tieups	• Mega Placement drives and tie ups for enhancing employability of students	• Tieups with 100+ employers every year from 2019-20

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Goal 7- Strengthing and Sustaining Environmental Dimensions

Strategies	Actions Points	Metrics / Targets		
• Close-knit and integrated residential community	• Monitor metrics by creating a network of sensors and report sustainability metrics	• Setup a cell which will monitor, implement and enable policies and initiatives of the Green Campus Committee 2020-21		
• Increased use of renewable energy	• Improved solid waste and waste water management systems, increased recycling	• Making the campus more pedestrian and cycling friendly increased use of renewable energy, improved solid waste and waste water management systems 2020-21		
• Green Campus Committee	• Representatives from students, faculty and staff	• Policies to promote sustainable practices and maintain the flora and fauna of the campus 2019-20		
• Engagement with the municipal authorities and the local community	• Low Carbon Campus Growth	• Green Campus metrics and work towards reducing carbon footprint 2020-21		
• Awareness on Environment Protection	• Awareness drives for students on environment protection	• Awareness program for Article 48A about constitutional obligation to protect and improve environment and to safeguard forest and wild life in the country 2021-22		

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Goal 8 - Organized measures to inculcate Values.

Strategies	Actions Points	Metrics / Targets
• Value Promotion	• Institute's Value Awards	• 20 + Awards for students and faculties From 2020-21 for practicing values.
• Value Education	• Courses in Values Education	• 5+ free • Certificate for students on values from 2021-22
• Nation Building	• Awareness about fundamental duties and Rights of Indian Citizen	• Creating Training Program on duties and Rights of Indian Citizen 2020-21 • Certificate Course in each class from 2021 22 (80% of students to be covered) • Organising Inter Collegiate Competition on Know India with Emphasison National Identity elements which are intrinsic to the Indian Culture and Heritage 2021-22
• Campus Cleanliness	• Compulsory throwing away the garbage only in the bins.	• Policies to promote sustainable practices and maintain Disease free campus 2019-20
• Washroom Cleanliness	• To educate and conduct drive cleanliness drive	• Information campaign to be created on regular interval 2021-22

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