



ANSAR WOMEN'S COLLEGE

Perumpilavu, Thrissur, Kerala 680519

INTERNAL QUALITY ASSURANCE CELL
STRATEGIC PLANNING & DEPLOYMENT DOCUMENT

STRIVE 2025-2030

SUMMARY:

As we enter the 20 years of its inception, we at Ansar Women's College are keen to draw a road map and an outlet that guides the college to navigate further with clear strategic goals and deployment document which encompass the vision and mission of the Institution. It has been inspired by the dream to become and remain a towering lighthouse of enrichment and enlightenment. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals. The Strategic planning and deployment document is based on an analysis of current obstacles, global opportunities thus envisaging the direction towards which organization should move to achieve its set goals and objectives. The effort is to ensure that every exercise of knowledge-based growth is in tandem with the desired focus and flights of ideas.

While formulating the strategic plan and deployment document, care has been taken to involve all stakeholders which is vital for the success of every organization. Effort has been taken to identify clearly the implementation process and monitoring by identifying measurable targets in line with the desired outcomes.

ABOUT THE COLLEGE:

Ansar Women's College, a self-financing college affiliated to the University of Calicut, is located in Perumpilavu, Thrissur district, Kerala, India. The College was established in 2002 and has become well-acclaimed for its academic excellence; a name to reckon with in both literary and extra-curricular fields. It is an institution with minority status and is managed by Ansari Charitable Trust, a non-profit charitable organization established in 1979. The demographic profile of the college comprises diverse indigenous ethnography from various strata of the society. The College has achieved many milestones pursuing philanthropic ideals of democratizing education.

The College is adorned with 10 Departments with 22 Programmes which includes Undergraduate and Postgraduate Programmes in Arts and Science with an additional 19 Certificate Courses catering to the continuing educational needs of women. The college also conducts skill oriented add on courses which enable the students to face the highly competitive job market with self-confidence. The institution caters to the weaker sections of the society by providing coaching classes for entry in services, competitive exams, remedial classes for weak students and coaching for advanced learners.

Sprawling over a vast beautiful campus, the institution boasts of a rich cultural heritage. This institution has been educating and nurturing competent and morally upright young women for the past nineteen years. A bold step taken in hopeful anticipation changed the destiny of this region and the pioneers had struggled to set this landmark endeavor in history.

Like the name "*Ansari*", the Ansari Charitable Trust lends a 'helping hand' to those in need, be it through education or health care. At a time when knowledge and health had been turned into mere merchandise, Ansar upholds its commitment making it accessible to all. The Ansari Charitable Trust can relate an elaborate saga of transforming dreams to reality. Dedicated minds, faith in the supremacy of Islamic values, concentrated efforts of like-minded people- all these had contributed to this exemplary achievement of the Trust.

VISION & MISSION:

Vision

Every graduating student is empowered with the highest spiritual and intellectual competencies to be able to lead the institution of a moral upright, welfare world.

Mission

To facilitate every student to grow into an integral personality having the traits of Character, Scholarship, Leadership and Citizenship.

- **Character:** Durable moral qualities such as integrity, courage, fortitude, honesty, loyalty and trustworthiness which reflect in one's personality, behavior and actions.
- **Leadership:** The power to choose the right direction towards fulfillment in life, to lead the self and to powerfully influence, inspire and lead the rest.
- **Scholarship:** Profound learning, observing, discovering and applying knowledge to enable one to exercise the responsibility as a voice of reason and conscience in the society.
- **Citizenship:** To be considerate of others and to contribute positively for the well-being of the society- locally, nationally and globally.

CORE VALUES

A - Academics for excellence

N - Nurture National Integrity

S - Service to Women and Marginalized

A - Agility to change Society

R – Righteousness

SWOC ANALYSIS:

STRENGTHS

- Rich legacy of excellence of The Ansari Charitable Trust in education and altruistic discourses for almost two decades.
- Centre for Life Skill Education imparts moral values and inculcates human rights culture in the students.
- The approval of College by AICTE (All India Council for Technical Education) ensures that the Institution meets the standards set by AICTE for quality education in technical field.
- The institution is an authorized special study Centre of IGNOU.
- The institution is a recognized local chapter of NPTEL.
- A rich arena of academic Programmes envisioned on gender equity.
- Quality ensuring initiatives with well-structured tutorial and mentoring system.

- Highly committed, vibrant and young pool of qualified faculty members & administrative staff.

- Academic and administrative audit conducted annually.

- Academic collaboration & student and staff exchanges facilitate co-hosting of National/State level conferences and workshops.
- Skill-oriented Certificate courses.
- Civil Service coaching and coaching for qualifying examinations like NET, KMAT, PSC examinations.
- By publishing in AIMJ (Ansar International Multi-Disciplinary Journal) edited book series, faculties and students will contribute to the institution's research excellence and thought leadership.

- Took the responsibility of one-time registration of all the students for writing PSC examination and provides PSC coaching classes to students who are interested in pursuing career in the public sector.

- Specific career counselling sessions help the students make informed decisions about their future careers.
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- Ample student exposure to field visits and residential camps.

- Student-teacher rapport conducive for interpersonal skill development.

- Student involvement in co-curricular activities inculcating leadership qualities

- Focused investment in providing the best infrastructure.
- Serene, eco-friendly and lush campus make the teaching-learning exercise fruitful and hassle-free.
- ICT-enabled classrooms, well-equipped labs, a resourceful library etc. enhance the academic ambience.
- Digitally equipped library with 37,610 books, N-LIST access
- E-governance in administration and automation in the library.
- Strong support for extracurricular and sport activities.
- NCC in College provides students with valuable opportunities for personal growth, leadership development and Community service.
- NSS and Palliative club play a vital role in nurturing human values.
- The NSS under Unnat Bharath Abhiyan (UBA) has been actively involved in the activities conducted in the adopted village to understand the socio- economic needs of the village community.
- Skill development training under ED Club.
- Recognized for contribution to community-based practice.
- Known for its quality education and serene, secure campus.
- Easily accessible location in Thrissur-Kozhikode highway.
- The only self-financing women's college in the district with 22 years of yeomen service.
- Catering to the educational needs of girls of minority communities.
- Socially committed, proactive and visionary management; decentralized governance and administration.

- Healthy and amicable relationship among the Management and stakeholders.
- Parent Education Programs equip parents with knowledge skills, and confidence to nurture resilient successful children and foster a supportive community.
- Commendable community service through extension and outreach activities.
- Eco-friendly Green campus
- Psychological support to students and Parents with the help of the college
Counselling service to stake holders.
- Special welfare measures for staff members and financial support to economically backward students.
- Well-facilitated residential facilities for women.

WEAKNESS

- Being self-financed, the College has no membership in Academic bodies of the University hindering the scope for taking part in curriculum planning and question paper preparation.
- Lack of external financial grants/supports.
- Faculty members with research experience are low in number. A centre for Research and Consultancy has to be established.
- Economically backward parents are high in number and they face financial challenges.
- Student drop-outs after marriage is common and it creates a dearth in pursuing higher education.
- Lack of Infrastructure facilities

OPPORTUNITIES

- The college is a boon to Women Community.
- Overseas students have enrolled in relevant Programmes.
- Career oriented session conducted by ECG (Education and Career Growth) improves students' professional quality increases their chance of securing employment, thereby boosting the institution placement records.

- Partnering with other Department for interdisciplinary courses or research projects can open new opportunities.
- Inclusive education for under privileged /socio-economically backward students.
- Growing demand for commerce and management professionals due to globalization in general and e-commerce in particular.
- Has high potential to add more add-on and certificate courses for academic enrichment.
- Services of Alumni can be channeled to the developmental, academic, research and mentorship activities of the students.
- High potential for enhanced National /International MOUs and linkages for collaborative research & academic exchanges for students and faculty.
- Establishment of Entrepreneurship Development Club to foster an ecosystem encouraging students for Startups.
- Opportunities for the development of E-content by faculty by enlisting itself as a MOOC Centre.
- By integrating Acquired Skill Application Programs (ASAP), Organization can maximize the value of training investments, enhance performance and drive success.
- Both students and faculty members possess the skills to create content for different media platforms.
- Ansar Sarangi (Musical band) provides an outlet for students to express themselves through music.
- Ansar Srishti (Dance Troop) promote dance as a medium of self-expression, cultural exchange and entertainment.

CHALLENGES

- Need to get Govt. sanction for more new generation courses.
- Need to add more skill enhancement Programmes.

- Need to improve student quality/skills for employability and life skills. (With significant increase in coaching Programmes for Competitive Exams, the Institution aims to create greater number of placements for the students).
- Need to provide exposure for faculties/students in National and International Universities.
- Need to obtain govt. grants for research and development.
- Need to obtain financial support from government agencies to carry out academic and co-curricular/extra-curricular activities.
- Needs to increase the corporate placement by focusing on corporate placement office.

PREFACE:

Ansar Women's College drafted out our strategic plan which draws out an action plan for achieving the institution's Mission. The strategic planning process was initiated by the IQAC to give a strategic direction for growth.

STRATEGIC DEVELOPMENT PROCESS:

The governance of the college is anchored on certain core values guided by the principles of Ansari Charitable Trust, which is one of the prominent minority educational trusts in Kerala. The college has a distinct Vision, Mission and Quality Policy. The mandate was given to the principal to develop a strategic plan 2025-30 for the institution. A workshop was organized by the Internal Quality Assurance Cell. Road map to Institution Excellence' where the heads of various departments, members of the planning board and the governing body together formulate a strategic plan of the institution. The management and top leadership team met and brain stormed on SWOC and stakeholders' expectations. The Leadership team met a number of times, deliberated in detail about the goals to be achieved by 2030. Institution strategic goals formed the main theme for arriving at strategies. Each strategy focuses on areas of knowledge delivery which were the guiding pillar goals for the institution.

Institutional Strategic Goals are grouped in the following manner:

1. Internal Quality Assurance System

- Reconstitution of IQAC as per NAAC regulations.
- Framing of quality policy and formation of quality monitoring committee.
- Educating and training of all employees in Quality enhancement
- Periodic check and guidance for quality improvement
- Establishment of audit team
- Audit for remedial measures
- Promoting Best Practices
- Annual report preparation and submission

2. Excellence through Academic Progress

- Use of advanced teaching aids and adopt enhanced ICT techniques
- Development of e-Learning resources
- Promote research culture and facilities

- Provide mentoring and personal support
- Evaluation parameters and benchmarking
- Implementation of best practices • Create tie ups with Foreign Universities
- Special department for Gender studies.

3. Faculty excellence & welfare

- Transparent recruitment policy and its implementation
- Continuous staff training for quality improvement
- Best possible work culture and infrastructure facilities
- Staff welfare policy implementation & career advancement schemes
- Rewards, recognitions and incentives
- Increase deputation for seminars conferences and workshops
- Support for research consultancy and innovations

4. Student Development & Participation

- Budget allocation for student development programs and activities
- Students' trainings and placement activities
- Increase students' representation in various committee and cell
- Introduce Job-oriented new generation courses, Integrated courses, Diploma & Certificate courses
- Rewards and recognition of achievers
- Promote participation in extracurricular activities
- Participation in social and welfare activities
- Provide global career guidance
- Provide better scope for Value Education courses
- Provide athletic opportunities to participate in state and national level
- Initiate students exchange programs at National and international levels
- Motivate students for IVLP and Full Bright Scholarships
- Create a consortium of Poets and encourage students & faculty to publish their creative output.

5. Stabilize and enhance Financial Performance

- Framing and implementation of purchase and financial policies
- Department-wise budget planning and allocation
- Forecasting income and expenditure
- Effective functioning of purchase committee
- Budget formulation and approval through finance committee

- MoUs with International sectors.
- Support for internships, visits, trainings and guest lectures
- Providing opportunities for Industry based /sponsored projects

6. Infrastructure

- Smart classrooms, tutorials, seminar halls
- Modernization of laboratory and equipment
- More ICT-enabled classrooms
- Library infrastructure upgradation
- Increased facilities for e-Learning
- Safety and security management
- Develop water facility and medical facility
- Developing sport facilities indoor and outdoor
- Renewable energy usage
- Hygiene, zero plastic and green campus
- Multi Media Centre
- Ansar Family Counselling Centre
- Employability Centre

7. Community Services & Outreach Activities

- Identify community and social development work
- Identify challenges of society for developmental work
- Provide vocational training and job-oriented training as per local needs
- Educational support to village people in the locality
- Conducting awareness camps in the locality.
- Initiate a Special Disaster Management Cell
- Work hand in hand with any organization Government, foreign or private for improving our social work standards.
- Public Health Administration will be initiated.

8. Women Empowerment

- Increasing facilities for female students
- Strengthening the activities of Women Development Cell
- Skill enhancement programmes for girls
- Certified training in Self-defence
- Disaster Management Wing for girls
- Enhanced Entrepreneur Development programmes
- Awareness programme on Sexual reproduction, Family Health and Nutrition

- Interaction with Faculties of foreign Universities on modern Startup opportunities
- Encourage Foreign Language learning and initiate a new department with the help of Language Universities.
- Incorporate courses on Intellectual Property Rights, Logistics and Women Banking.

9. Research & Innovation

- Upgrade Research Promotion Cell with facilities for interdisciplinary research
- Establish a Research area in the library with academic journals
- Fund generation through Project proposals
- Applying for patent
- Collaborations with Research centres across various Universities

10. Skill Education

- Introduce B.Voc Courses
- Introducing more skill oriented add on and certificate programmes
- MoUs with various skill sectors
- Start Incubation Centre
- Existence of Institution Innovation Council.
- Fund mobilization to start skill development programmes
- Facilitate Internship of students in reputed industries

CONCLUSION:

It has been an eventful journey of about 22 years and Ansar Women's College intends to cross many more miles in the path of excellence. Endeavoring to evolve into a comprehensive academic institution, our ethos is organically attached to human welfare through compassion and integrity. We believe in empowerment through education and then further through the application of knowledge for human welfare.

Formulating a strategic and deployment plan doesn't ensure success, but it definitely provides a guiding framework which is a collective effort of participative brainstorming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time through a dynamic process. It is a process that requires continuous evolution and emphasizes the role of IQAC in ensuring the quality of implementation of Strategic Plan & Deployment document

