

STRATEGIC PLAN

YUKTI RACHANA 2023-2035



**MAR THOMA COLLEGE FOR WOMEN
PERUMBAVOOR
REACCREDITED BY NAAC WITH B+ GRADE
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
PERUMBAVOOR, ERNAKULAM, 683542
www.marthomacollege.ac.in**

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1. INTRODUCTION

Mar Thoma College for Women, Perumbavoor, established in 1982, is a prestigious educational institution dedicated to providing excellence in higher education for women. Located in Perumbavoor, Ernakulam, it has been instrumental in the growth and development of the region by nurturing generations of progressive thinkers and leaders. With an increasing student population, the college has introduced new courses to meet the evolving needs of higher education. The college is affiliated with Mahatma Gandhi University, Kottayam, and holds recognition from the University Grants Commission (UGC).

Academic Offerings and Accreditation

Mar Thoma College for Women initially started as a junior college offering Pre-degree courses. Since then, it has grown and expanded its curriculum to offer ten undergraduate courses, including B.Sc. Mathematics, B.Sc. Zoology, B.Com – Finance and Taxation, B.Com – Computer Applications, B.A. History Vocational Archaeology and Museology, B.A. English Vocational Administrative Assistant, B.Sc. Physics Vocational Applied Electronics, B.Sc. Chemistry Model I, B.Voc Fashion Technology and Merchandizing, B.Voc Renewable Energy Technology and Management and B.Voc Tourism and Hospitality Management. The college also provides two postgraduate courses, M.Sc. Zoology and M.Sc. Mathematics, and 1 Integrated M.Sc in Basic Sciences (Physics), catering to the advanced educational needs of the students.

The National Assessment and Accreditation Council (NAAC) has accredited the college at the B+ level, recognizing its commitment to quality education. The College has also registered in AISHE and participates regularly in NIRF rankings. The College has also been rated as a Band Performer in ARIIA rankings.

Campus and Facilities

Spread across a sprawling 10-acre campus, Mar Thoma College for Women provides a conducive learning environment for its students. The college boasts a dedicated faculty of over 100 members who are committed to delivering high-quality education. Additionally, the institution serves as a district-level skill development centre and offers certified DCA courses in collaboration with the IHRD. Students also benefit from various facilities on campus, including a Language Lab, History Museum, and Zoology Museum. The College also has an Entrepreneurship Development Club, Institution's Innovation Council (Govt. of India) and IEDC (Govt. of Kerala), to promote innovation and entrepreneurship.

Diversity and Social Impact

The college is committed to promoting inclusivity and empowering students from diverse backgrounds. The student community represents a cross-section of society, with a significant proportion hailing from socially and economically disadvantaged sections, including SC/ST, OBC, and minority communities. Mar Thoma College for Women takes pride in its role in the holistic development of young women, providing them with high-quality education and fostering their personal growth. By nurturing their potential, the college aims to create responsible citizens who contribute to the betterment of society.

Vision and Mission

The college has a clear vision and mission that guide its educational endeavors:

Vision: To enlighten and empower women in rural and suburban society, enabling them to become agents of social transformation while acquiring self-knowledge and awareness to make the world a better place.

Mission:

- Foster a conducive environment that promotes quality in teaching and learning.

- Empower women students from rural backgrounds, instilling in them self-esteem and the ability to face life's challenges with dignity and honor.
- Develop individuals into responsible citizens with social commitment through value-based education.
- Nurture students' personalities, enabling them to reach out to the less privileged and marginalized members of society.
- Equip students with the knowledge, skills, and attitudes necessary for global competency and societal transformation.
- Promote environmental consciousness, peace, goodwill, and solidarity for a better world.
- Enhance students' communication skills, empowering them to face issues and challenges with poise and confidence.

Outreach and Empowerment

Mar Thoma College for Women understands its responsibility to uplift underprivileged girls in the region. Despite facing numerous challenges, the institution has succeeded in providing an excellent academic platform. Students have excelled academically and non-academically, bringing accolades to the college. Moreover, the college helps students achieve financial independence by facilitating employment opportunities in reputed institutions. Beyond regular courses, the college offers certificate courses and vocational training programs, such as tailoring classes, PSC coaching, foreign language classes, and bank coaching. These initiatives have significantly benefited the students and empowered them to contribute actively to the local community's welfare.

Conclusion

Mar Thoma College for Women is a beacon of higher education, committed to empowering women from diverse backgrounds. Through its comprehensive academic

offerings, top-notch facilities, and holistic development approach, the college aims to shape students into confident, responsible, and socially conscious individuals. With its potential for growth and dedication to excellence, Mar Thoma College for Women is poised to become a leading higher educational institution in Kerala and continue making a positive impact on society.

TIMELINE

1982

Mar Thoma College for Women established

1984

Secured affiliation to Mahatma Gandhi University

1991

Upgraded to a Degree College

1993-2006

New courses granted

2003

NAAC accreditation with Bgrade

2005

Establishment of first hostel 'Bethany' with UGC grant

2010-13

PG courses granted

2012

Second NAAC accreditation -B+ grade

2014

Construction of second hostel, 'Bethania' with UGC grant

2017

PG Seminar Hall constructed

Third NAAC accreditation - B+ grade

2018

RUSA funds granted

3 B.Voc courses granted by UGC

2019

Affiliation and launch of B.Voc courses

2020

Shift to online mode, purchase of LMS

2021

First integrated PG course granted

2023

Fourth NAAC accreditation

2. SYNOPTICAL ASSESSMENT

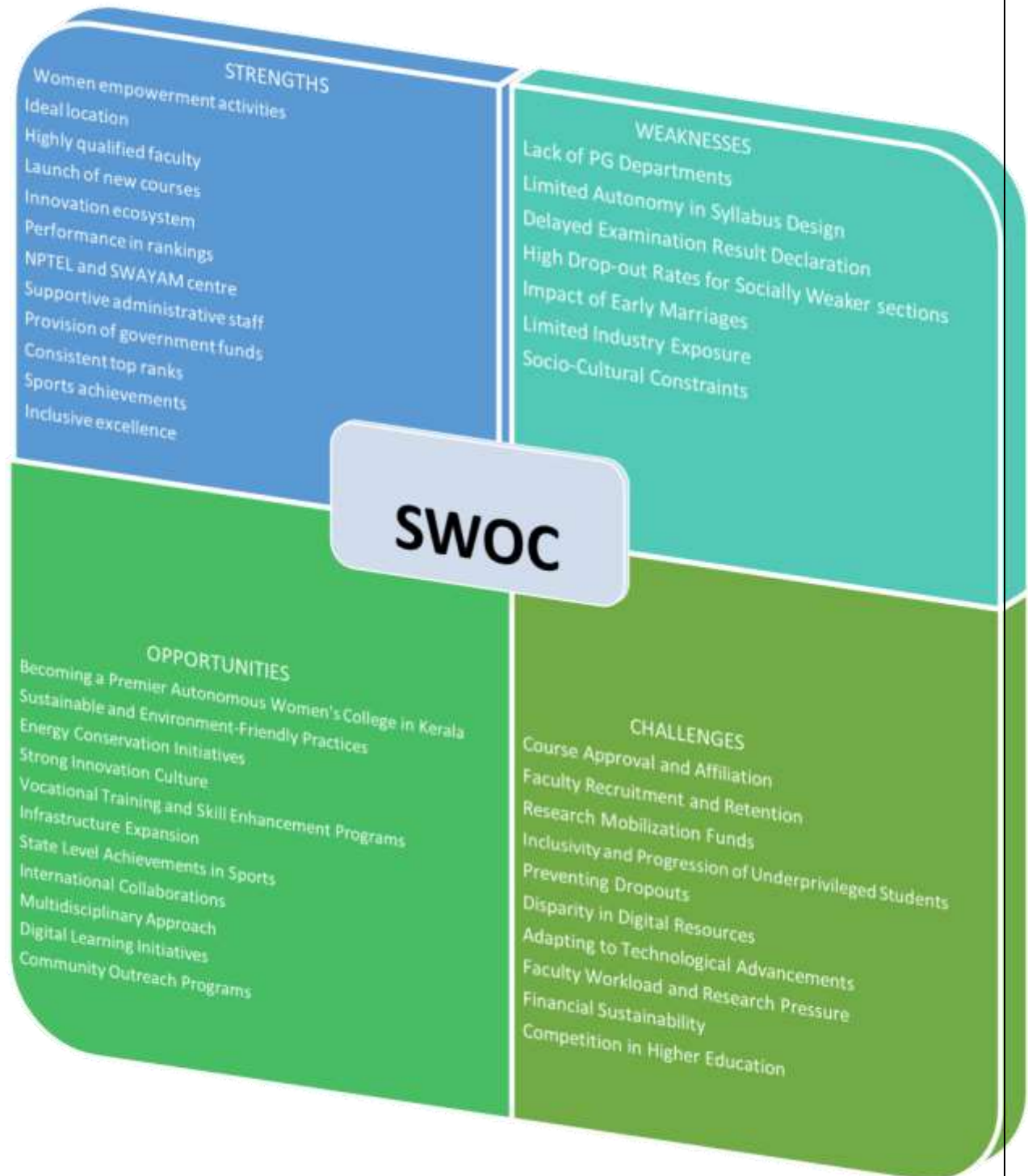
Introduction

A comprehensive SWOC analysis of Mar Thoma College for Women has been conducted by the IQAC as part of the quality enhancement initiatives. With a vision to nurture leaders of tomorrow and a commitment to promoting women's empowerment, the college plays a pivotal role in shaping the future of its students. By evaluating its strengths and weaknesses, the IQAC can harness opportunities and overcome challenges, enabling the institution to grow and thrive in the ever-changing landscape of higher education.

In this SWOC analysis, the internal attributes that define the college's core competencies, as well as the external factors that present potential avenues for progress and areas that require careful consideration are examined. The analysis will shed light on the college's achievements, areas of improvement, untapped opportunities, and obstacles that need to be addressed to further enhance its academic standing, student outcomes, and overall impact on society.

The SWOC profile would enable the College to strategically align its resources, initiatives, and vision, ensuring that it remains at the forefront of women's education and continues to provide a nurturing and transformative learning environment for its students. This analysis aims at providing valuable insights that will guide the college in its path towards sustainable growth, inclusivity, and a brighter future for women's education and empowerment.

SWOC ANALYSIS



STRENGTHS

1. **Women Empowerment Activities:** The college's strong commitment to women empowerment activities sets it apart. By fostering an inclusive and empowering environment, it enables female students to excel academically and personally, breaking gender barriers and fulfilling their potential.
2. **Ideal Location:** The college's strategic location in a semi-urban area provides students with a peaceful and pollution-free environment conducive to learning and personal growth. The presence of clean water and green surroundings enhances the overall college experience.
3. **Highly Qualified Faculty:** The college is home to a dedicated and highly qualified faculty, who play a pivotal role in delivering quality education. Their expertise and mentorship empower students to pursue academic excellence and achieve their career goals. Most of the faculty members have cleared UGC-NET, and possess Ph.D. Several teachers have also obtained guideship from Mahatma Gandhi University.
4. **Launch of New Courses:** The College obtained a total of 5 courses in the 5 years included in the accreditation cycle. 3 B.Voc courses were granted by the UGC in 2018. An Integrated M.Sc in Basic Sciences (Physics) was granted in 2021 and a Diploma Course in Beauty Parlor Management in 2022.
5. **Innovation Ecosystem:** The college's 3.5-star rating in IIC (Institution Innovation Council) ranking and label as 'Band Performer' in ARIIA rankings reflect its innovative ecosystem, encouraging students to think creatively, engage in research, and cultivate an entrepreneurial mindset.
6. **Performance in Rankings:** The college's achievements in ATAL rankings demonstrate its commitment to providing quality education and leveraging technology for a modern and effective learning experience.
7. **SWAYAM and NPTEL Centre:** The College is a Nodal Centre for NPTEL (National Programme on Technology Enhanced Learning)-SWAYAM.

8. **Supportive Administrative Staff:** The college's administrative staff plays a crucial role in ensuring smooth operations, efficient support systems, and a positive campus atmosphere for students, faculty, and staff alike.
9. **Government Funds:** The college's access to RUSA (Rashtriya Uchchatar Shiksha Abhiyan) funds demonstrates its recognition at the national level and provides opportunities for further improvement and development.
10. **Consistent Top Ranks:** The college's track record of securing top ranks every year highlights its dedication to academic excellence and the exceptional performance of its students. For the past four years, our students have secured the first rank in various programmes. Besides, other ranks have also been obtained. As of now, during the accreditation period, around 75 ranks have been bagged by our students.
11. **Sports Achievements:** The college's achievements in sports showcase its commitment to holistic development and encourage students to excel in both academics and extracurricular activities. Innumerable achievements at the state and national levels add glory to the institution. Students have obtained top ranks in a number of items including cycling, cricket, tennis etc.
12. **Inclusive Excellence:** The College accommodates students from a variety of backgrounds. Along with students from financially weak backgrounds, children of people from other states also find a home in the college. The success story of the daughter of an immigrant labourer, Ms. Payal Kumari, securing the first rank in BA History and Archaeology exemplifies the college's commitment to providing equal opportunities for all students, regardless of their background.

WEAKNESSES

1. **Lack of PG Departments:** The low number of postgraduate (PG) departments limits the college's ability to foster research and advanced studies. Without PG departments, it is challenging to establish research centers and offer specialized courses at the higher level.
2. **Limited Autonomy in Syllabus Design:** The college's inability to design its own syllabus and courses may hinder the incorporation of emerging trends and relevant

skill-based subjects. This lack of autonomy can restrict the academic offerings and flexibility in curriculum development.

3. **Delayed Examination Result Declaration:** The delay in result declaration by the affiliating university can cause anxiety and uncertainty among students. Timely result announcements are crucial for academic planning and progression.
4. **High Drop-out Rates for Socially Weaker Sections:** Students from socially weak sections may face additional challenges in continuing their education. The college should implement targeted support programs and initiatives to address the specific needs of these students and reduce drop-out rates.
5. **Impact of Early Marriages:** The practice of early marriages among the predominantly female student population can lead to a higher drop-out rate. The college should raise awareness about the importance of education and support married students in pursuing their studies.
6. **Limited Industry Exposure:** The college's location in a semi-urban area limits opportunities for students to gain exposure to real-world industry scenarios and internships. Efforts to establish industry collaborations and internships can bridge this gap.
7. **Socio-Cultural Constraints:** Societal and cultural norms in the region influence the participation of women in certain fields of study negatively. Creating awareness and breaking down gender stereotypes can foster a more inclusive educational environment.

OPPORTUNITIES

1. **Becoming a Premier Autonomous Women's College in Kerala:** With its existing strengths and commitment to women's education, the college has the potential to establish itself as one of the best women's colleges in the state, attracting students from across Kerala and beyond. The College also aims at becoming an autonomous institution in the next 15 years.
2. **Sustainable and Environment-Friendly Practices:** The college can take a proactive approach towards sustainability by implementing eco-friendly practices, reducing carbon footprint, and promoting environmental awareness among students and the local community.

3. **Energy Conservation Initiatives:** Exploring energy-saving measures and renewable energy sources can not only contribute to cost savings but also demonstrate the college's commitment to environmental stewardship.
4. **Strong Innovation Culture:** The Institution's Innovation Council (IIC), the Innovation and Entrepreneurship Development Cell (IEDC) and Entrepreneurship Development Club provide a fertile ground for nurturing innovation and promoting entrepreneurial spirit among students. Capitalizing on this culture can lead to the development of groundbreaking solutions and startups.
5. **Vocational Training and Skill Enhancement Programs:** Expanding the B.Voc programmes and certificate courses on skill enhancement can offer specialized skill development opportunities, catering to the diverse interests and demands of students and industries.
6. **Infrastructure Expansion:** The availability of land presents an excellent opportunity for the college to expand its infrastructure, introducing new facilities and departments to accommodate the growing student population and emerging academic disciplines.
7. **State Level Achievements in Sports:** Building on the college's achievements at the state level, investing in sports infrastructure, and providing specialized training can lead to more accolades and recognition at national and international sports events.
8. **International Collaborations:** Establishing collaborations with reputed international institutions can provide opportunities for faculty and student exchange programs, joint research projects, and exposure to global perspectives.
9. **Multidisciplinary Approach:** Leveraging the diverse backgrounds and interests of students and faculty, the college can promote a multidisciplinary approach to education, fostering creativity and critical thinking.
10. **Digital Learning Initiatives:** Embracing digital learning technologies and online education can enhance accessibility, reach a wider audience, and adapt to the changing landscape of education.
11. **Community Outreach Programs:** Strengthening community engagement and outreach can create meaningful connections with the local population, promoting social impact and service-oriented activities.

CHALLENGES

1. **Course Approval and Affiliation:** Obtaining approval and affiliation for new courses can be a complex and time-consuming process, which might delay the introduction of innovative and relevant academic programs.
2. **Faculty Recruitment and Retention:** Filling vacant posts with permanent faculty can be challenging, especially in specialized and niche subjects. Attracting and retaining qualified faculty members is crucial for maintaining academic standards and the process of recruitment is difficult in the current situation.
3. **Research Mobilization Funds:** The availability of research funds can be limited, hindering the pursuit of research activities and innovative projects. Securing grants and external funding for research becomes essential to promote scholarly endeavors.
4. **Inclusivity and Progression of Underprivileged Students:** Ensuring the progression of students from underprivileged backgrounds requires targeted support and scholarships. The college needs to create an inclusive environment and provide opportunities to bridge the academic gaps.
5. **Preventing Dropouts:** Several factors, such as financial constraints, family responsibilities, marriage, and social pressures, leads to student dropouts. Implementing counseling and support systems can help address these challenges and retain students.
6. **Disparity in Digital Resources:** Students from different socio-economic backgrounds might face disparities in accessing digital resources. Ensuring equitable access to technology and digital learning platforms is crucial for fostering an inclusive learning environment.
7. **Adapting to Technological Advancements:** Staying up-to-date with rapid technological advancements in education can be a challenge. Investing in professional development for faculty and upgrading infrastructure is necessary to keep pace with the digital era.

8. **Faculty Workload and Research Pressure:** Balancing teaching responsibilities and research pursuits can put pressure on faculty members. Streamlining workloads and providing research support can enable faculty to engage in meaningful research.
9. **Financial Sustainability:** Ensuring financial sustainability amid rising operational costs and limited funding sources is a constant challenge. Effective financial management and exploring alternate revenue streams are vital for long-term stability.
10. **Competition in Higher Education:** The higher education landscape is competitive, with several institutions vying for students and resources. Differentiating the college and promoting its unique strengths become critical for attracting students and stakeholders.

Conclusion

In conclusion, the SWOC analysis highlights several critical aspects of Mar Thoma College for Women, providing valuable insights into its strengths, weaknesses, opportunities, and challenges. The college possesses a strong foundation in women's empowerment, located in a semi-urban area with access to a clean and conducive environment. The presence of qualified faculty, good infrastructure, and an expanding library contribute to its academic excellence.

The institution's commitment to innovation is evident through its high ratings in IIC and the presence of IEDC and Entrepreneurship Club, fostering a culture of creativity and entrepreneurship. Additionally, the availability of vocational training programs and B.Voc courses enhances students' skill development and employability prospects.

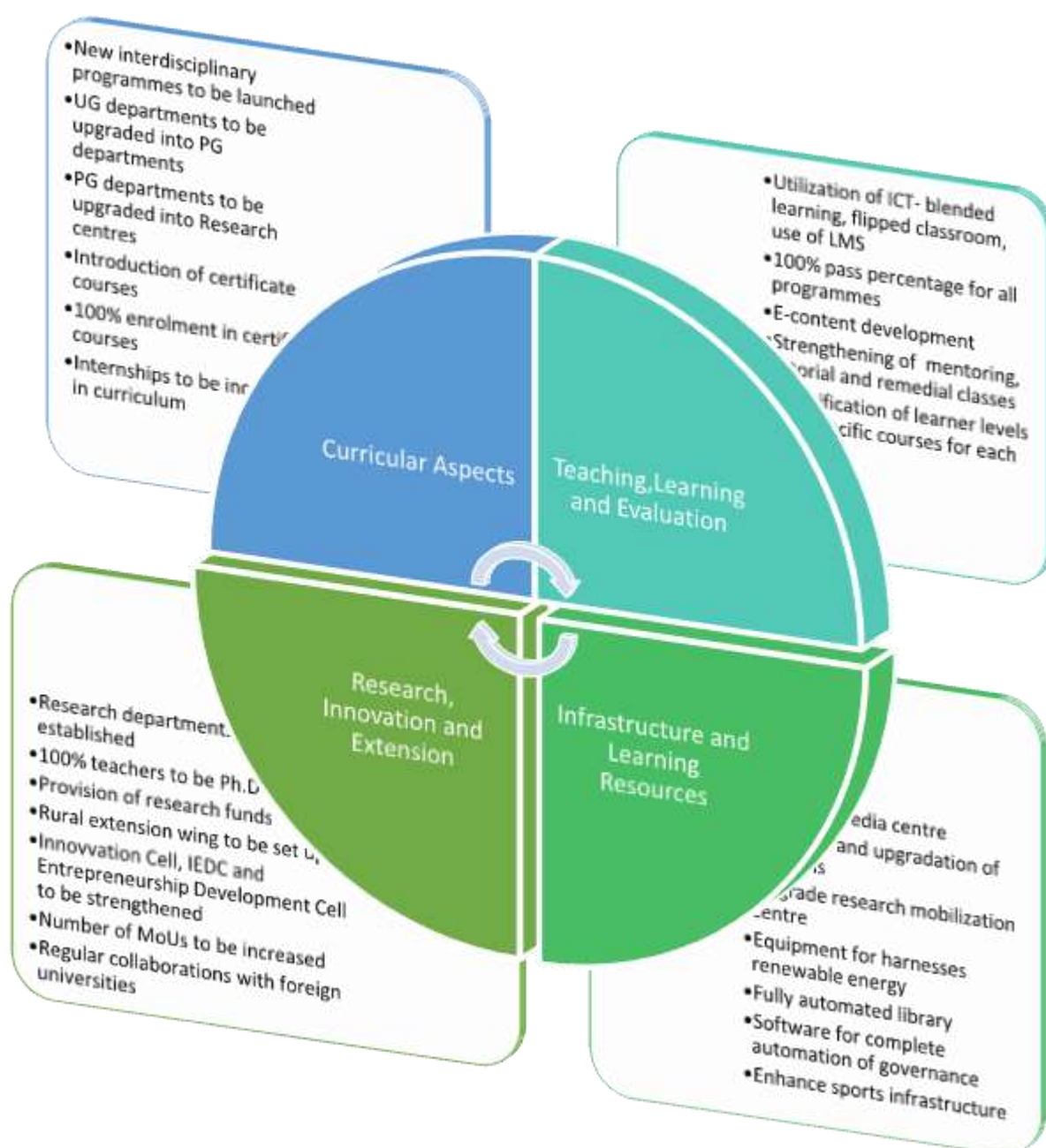
However, the College also faces certain challenges, including the absence of PG departments, limited autonomy in syllabus design, and delays in examination result declaration by the affiliating university. High drop-out rates among socially weak sections and women due to early marriages demand targeted support and interventions.

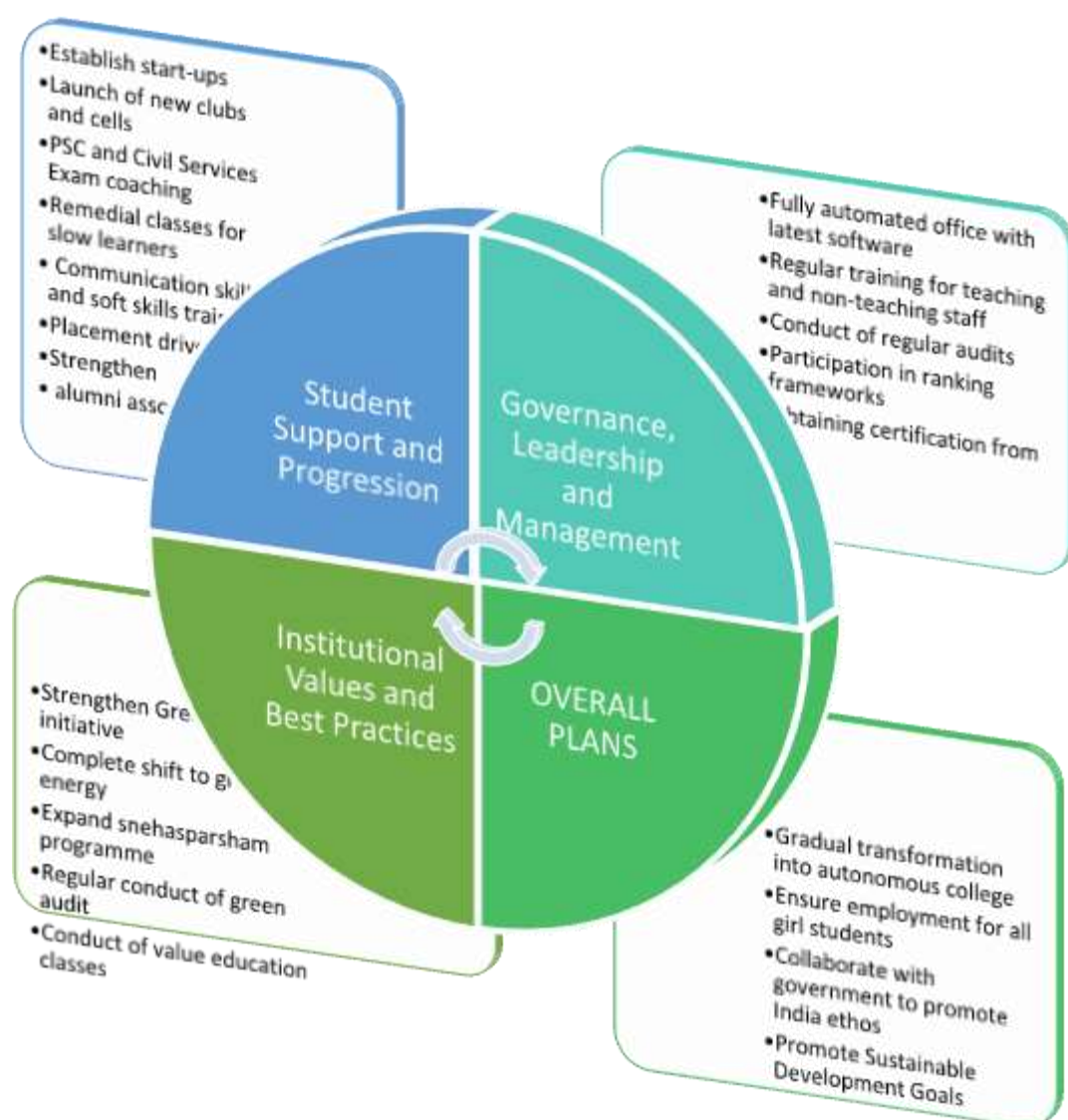
The college has several promising opportunities, such as the potential to become one of the best women's colleges in Kerala and to adopt sustainable practices for environmental conservation. State level sports achievements and students' capability to excel at national and international levels are significant avenues for recognition and pride.

To realize its potential fully, the institution should address the challenges of obtaining new courses and faculty recruitment, while actively seeking research mobilization funds. The IQAC must focus on ensuring the progression of students from underprivileged backgrounds and preventing dropouts through counselling and support systems. Bridging the disparity in digital resources and staying adaptive to technological advancements are also vital for enhancing the learning experience.

By leveraging its strengths, tapping into opportunities, and proactively addressing weaknesses and challenges, the College can solidify its position as a leading institution for women's education, empowerment, and innovation. Embracing inclusivity, fostering research culture, and pursuing sustainable development will pave the way for continued growth and excellence in the ever-evolving landscape of higher education.

3. YUKTI RACHANA 2035- THE STRATEGIC PLAN





4. YUKTI RACHANA 2050- THE STRATEGIC PLAN

2023	•4th cycle of NAAC accreditation
2024	•Launch of 4-year Degree Courses
2025	•Launch of student and faculty-exchange programmes
2026	•Establishment of Multimedia Research Centre
2027	•Creation of MOOC courses by all departments
2028	•5th Cycle of NAAC accreditation - Target A++
2029	•Launch research funding programme for faculty
2030	•Complete implementation of NEP
2031	•Expansion of infrastructure and learning resources
2032	•Establish Rural Extension Centre
2033	•6th cycle of NAAC accreditation
2034	•Launch of dedicated Research Mobilization Centre
2035	•Evolution into Autonomous College
2036	•Establish publication division
2037	•Establish Centres of Excellence in each stream
2038	•7th cycle of NAAC accreditation
2039	•Complete digitalization
2040	•Evolution into University
2041	•Transform into centre for holistic learning
2042	•Collaborate with foreign universities
2043	•8th cycle of NAAC accreditation
2044	•Development of courses on Inda Studies for foreign students
2045	•Enrolment of foreign students
2046	•Appointment of Visiting Faculty from foreign universities
2047	•Establishment of centres for foreign languages
2048	•9th cycle of NAAC accreditation
2049	•Certification by global agencies
2050	•Obtain approval as Institution of Eminence

5. Conclusion

Yukti Rachana, our strategic plan for the coming years, is driven by gratitude and ambition. We express our heartfelt gratitude to all the stakeholders, including our students, parents, teachers, the local community, and the government, for their unwavering support in our journey towards educational excellence. It is their collective efforts that have shaped Mar Thoma College into the institution it is today.

Looking ahead, our vision extends beyond the present as we aspire to transform into a university by the year 2040. With this goal in mind, we are committed to becoming a center of excellence, where quality education is imparted through the implementation of the best strategies and utilization of the finest resources.

To achieve our vision, we will continue to focus on providing a conducive learning environment that nurtures the holistic development of our students. By integrating innovative teaching methodologies, state-of-the-art facilities, and a student-centered approach, we aim to empower our students with the knowledge, skills, and values necessary to thrive in an ever-changing world.

Furthermore, we recognize the importance of collaborations and partnerships, both within and outside the college, to foster intellectual growth and promote community engagement. We will actively seek opportunities to collaborate with other educational institutions, industry leaders, and social organizations to create an ecosystem that enhances the educational experience for our students and contributes to the betterment of society.

As we embark on this journey, we are steadfast in our commitment to excellence, social responsibility, and the holistic development of our students. By striving for continual improvement and embracing innovation, we are confident that Mar Thoma College will emerge as a leading university, contributing significantly to the academic landscape and making a positive impact on the lives of our students and the community at large.

Together, with the support of our stakeholders, we will forge ahead, fulfilling our mission to enlighten, empower, and transform lives through education.



Contact Details:

Mar Thoma College for Women
Perumbavoor, Ernakulam
Kerala, 683542
Mail id: mtcwpbr@yahoo.in
Phone No. 0484-2522723