



Strategic Planning and Deployment Document (SPDD)

Thunchan Memorial Govt. College Tirur

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Strategic Planning and Deployment Document (SPDD)

The Thunchan Memorial Govt. College has institutional strategic plan to accomplish the vision and mission of the college. The Strategic planning and deployment document (SPDD) of the college is framed based on the SWOC analysis of the college. After analysing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion with all stakeholders. The strategies with action plans were decided to achieve institutional strategic goals.

Institutional Strength

- Thunchan Memorial Govt. College is one of the first higher education institution in the Tirur Taluk.
- As it is a government college, it has the benefit of getting all the government initiated projects and schemes. In addition, the College Council has full authority to take timely decisions on any academic & administrative matters.
- Merit is the sole criteria for appointment of staff and selection of students.
- Availability of all basic amenities like water, transport, etc.
- Majority of student community are female. They are comparatively more serious in their studies, and help maintain well disciplined campus culture.
- More faculty members with PhD.
- Five undergraduate programmes and four postgraduate programmes
- One Research Department with 6 research supervisors and 19 research scholars.
- The college is catering to the needs of diverse sections of the society and the inclusive education is evidenced by larger enrollment of girls and OBC students
- The college is having alumni organizations which support many of the academic and infrastructural needs of the institution.
- Excellent community-neighborhood relations
- Transparent admission procedures purely based on merit and social justice, using digital platforms
- Divyang Friendly campus with wide range of services for students with special needs
- Dynamic student community with high potential for self- empowerment
- Highly committed and responsible Parent Teacher Association
- Excellent student support system
- Excellent infrastructure with well-equipped classrooms, Library, Laboratory, Computer Labs, Seminars Halls and Auditorium.
- Regular conduct of National seminars and workshops with the financial assistance of UGC and Government of Kerala.
- Scholarships and free ships to majority of the students
- Dedicated Physical Education Department and high achievements in national and international sports competitions

- Choice based Credit and Semester system for UG and PG Programmes
- Proactive units of NCC and NSS
- Well-equipped Ladies hostel facility
- Strong feedback mechanism.

Institutional Weakness

- College is located in a coastal area and facing some issues related locality.
- Poor opportunity to consultancy and linkage programmes. The area of the college doesn't have large scale industries. Hence students have to travel to distant areas for getting practical exposure.
- Absence of academic autonomy limits the freedom to design new courses
- Tight academic schedule restricts time devoted to co-curricular and extracurricular activities
- The student community of the college predominantly are from rural background, so their aspirations and career goals are very limited.
- Transfer of teaching and administrative staff on year basis effect negatively the development of the college.

Institutional Opportunity

- Industry oriented courses can be designed to ensure employability
- Opportunity for supplementing the core faculty through a system of visiting faculty (including faculty from industries)
- Scope for improving opportunities for learning management system, fully exploiting the e-learning resources
- Opportunity for institutional tie-up – industry linkages for strengthening teaching learning and also for field exposure to the students/faculty
- Being a college in the rural area and run by the government, it has a potential for growing into a centre of excellence in any branch of study. Further the diversity of the programmes in the college enables to cater to the higher study needs of students from any branch: humanities/ science/commerce.
- The locality and neighbouring community of the college need active intervention in their academic, social, cultural and economic domains. This gives the college opportunities for various outreach programmes.

Institutional Challenge

- Resource mobilization from different funding agencies and NGOs
- Attracting foreign students and students from other states
- Exploring avenues for international collaborations

Based on the SWOC of the institution, we designed well-stated institutional strategic goals and plans:

Institution Strategic Goals:

- Effective and enthusiastic teaching learning process
- Effective functioning of Internal Quality Assurance System
- Ensuring student's development and participation
- Development of entrepreneurship among students
- Ensuring staff development & welfare
- Developing financial management
- More emphasize on Institute – Industry interaction and partnership
- Encouraging research and development work
- Alumni Interaction and participation and Outreach activities
- Engagement in Community Services
- Developing physical infrastructure

Strategic Plans

- To frame a quality policy considering the SWOC and the guidelines of NAAC in quality improvement of HEIs
- To upgrade UG Departments to PG Departments.
- To upgrade PG Department of Research Department.
- To apply for more UG and PG interdisciplinary programmes.
- To prepare a developmental plan for a period of five years and apply for funds from government and non-government sources.
- To utilize systematically the funds received from UGC, RUSA and other government and nongovernment agencies.
- To mobilize funds from alumni and locality.
- To setup classrooms with ICT accessories and LMS facilities.
- To automate the library with modern software
- To build more academic and non-academic blocks by using the funds from KIIFB of Kerala Government.
- To renovate college canteen, women amenity center, boys' amenity center.
- To improve teaching learning process through the extensive use of ICT gadgets and LMS.
- To train the faculty in the effective use of LMS tools in teaching process in the context of pandemic
- To improve the achievement of students in sports and arts in national and international level.
- To collaborate with universities, institutions and industry to share the infrastructure and academic facilities through faculty and students exchange.
- To introduce more add on courses to improve the practical knowledge and skills of students in the fields related to their core subjects.
- To prepare a well-designed master plan for the college including existing buildings and proposed blocks for a period of 5 years.
- To make the campus as a hunger free campus by providing food items at lunchtime at free of

coast for all needy students.

Perspective Plans

The following table shows the perspective plan of the institution for a period of five year from 2017 to 2022

Sl No	Parameters	Target Key Performance Indicator	Level 1 1-2 years 2017-19	Level 2 2-4 years 2019-21	Level 3 4-5 years 2021-22
1	Quality improvement	100 %	50 %	80 %	100 %
2	Introducing new courses	5	2	4	5
3	Pass percentage of students	100 %	100 %	100 %	100 %
4	Placement of students	75 %	35 %	60 %	75 %
5	Use of ICT in teaching and learning process	75 %	40 %	50 %	75%
6	Classrooms with ICT facilities	100 %	40 %	75 %	100 %
7	Students support and progression	100 %	60 %	80 %	100 %
8	Automation of Admission	100 %	100 %	100 %	100 %
9	Registered Alumni	100 %	50 %	80 %	100 %
10	Library Automation	100 %	40 %	60 %	100 %



Tirur

Principal